

Aerospace, Engineering and Construction

Client Data Profile

- Provides data sets and analytics tools for businesses, mostly in the aerospace engineering and construction fields
- Over \$190B in accessible public capital projects
- Geographical, market and budget-based subscription

Results Overview

| | |
|----------------------------|--|
| Pre-Data Valuation Value | \$1,000,000 |
| Post- Data Valuation Value | \$66,836,460 |
| Additional uplift | Enabled Data Lending of \$1million to be released with 20% buy-in option |
| Company Stage | Series A |
| Dataset size | 7108 entities 26M+ Data records |

Objectives

- A data valuation to reinforce financial strength of existing data driven assets
- Client intends to receive funding and utilise the data valuation as quantifiable evidence of data driven success
- Understand the data valuation in relation to data funding and leverage for business growth

Approach

Day
0-4

Framing Activities

- DVP considers data value to be directly proportional to its impact, where impact is created from the transformation of data from descriptive to prescriptive
- Completed a thorough analysis of data repositories and financial info from Arizona, plus forecast info from National Data sets for the client business
- Analysis of data ops, acquisition, licensing, subscription, cost improvement and more were considered in the data valuation
- Checking essential assumptions on data ownership of the above

Day
5-10

Collateral Activities

- Select mathematically driven valuation methodology based on prior information, data analysis, ownership of data repository and themes
- Maintenance and acquisition costs were considered as opposed to replacement value

Day
11-15

Valuation Activities

- Insights on data value by data 'theme' and recommendations on how to leverage data value were obtained.
- Valuation calculation and creation
- Reports and fine tuning to finalise valuation

Methodologies Utilised

Method Selected:



Consumption Method: This was a cost-inclusive, consumption-based method, which relies on data ownership, a repository or platform with consumable data and consumers to consume the data.

Why it was Selected

Due to the existence of an owned data repository, defensible data acquisition and maintenance costs and consumers of data.

Insights and Recommendations

- Data value by sector
- Data as an intangible asset
- Pricing validation
- Recommendations on data lending and leverage

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