

VALUE DRIVEN, NOT DATA DRIVEN.

DELIVERING THE VALUE OF DATA & AI

THE ECONOMICS OF DATA

Data is an asset like no other:



Never depletes



Never wears out



Can be re-used across use cases



Using it generates more data

Data is inert. It doesn't breathe. Or exert force. Yet, data holds the potential of vast value — intellectual and commercial — when curated and shared. Also data can be used across an unlimited number of use cases at zero marginal cost, meaning data is an economic tool. And lastly, data is the lifeblood of AI, generative AI and natural language processing.

Which is why understanding the potential of data is vital to investors and management team alike.

UNLOCKING YOUR DATA'S VALUE

DataDiligence is a strategic data consultancy providing data due diligence, data strategy and delivery, typically into private equity and M&A.

We advise investors and management teams on the readiness and value of data, advanced analytics, and AI assets, to power business and operational models.

Working with fund managers, portfolio companies, and a variety of other corporates, we provide data validation, valuation and value creation across the investment cycle, resulting in:

- **better investment decision making**
- **true insight & trends analysis**

- **identification of break-out opportunities**
- **improved returns**

We approach 'monetising' data by asking: *How effective is the organisation at leveraging data and analytics to power its business and operational models?*

Because data's true value lies in how it is deliberately used, analysed, and applied to solve business problems, enable strategy and optimise outcomes. Or said another way: **the value of data isn't an accounting exercise; it's an economics exercise.**

Data is a multiplier opportunity.

WHAT OUR CLIENTS SAY

A trusted partner when it comes to unlocking the value of our data & business.
CTO, HOSPITALITY

I recommend DataDiligence to anyone looking to unlock the value stored within their data.
HEAD OF DATA & INSIGHTS, SaaS

I see a growing need for data due diligence. DataDiligence's findings enabled us to make a faster, more informed investment decision.
MANAGING PARTNER, US-BASED PE FUND

OUR SERVICES

We help businesses identify, extract & monetise the consumer, product, & operational insights buried in their data.

PRE-INVESTMENT

Data DUE DILIGENCE

Discover hidden value from data & assess data assets

> Better deal decisions

VALUE CREATION

Data DIAGNOSTIC

Validate current state & assess future potential

> Value potential

Data STRATEGY

Align business objectives, investment required & data outcomes

> Roadmap to value

Data DELIVERY

Deliver outputs & track outcomes to realise value & increase ROI on data

> Outputs & outcomes

EXIT READINESS & REALISATION

Data FORWARD

Prepare & package data story for VDD with validated IM

> Increased vendor confidence & pricing parameters

DATADILIGENCE PROFILE

2023



Professional team of highly experienced **data scientists, consultants & M&A advisors**



Years experience **60+**



across multiple **sectors, geographies & client maturity**



Data projects successfully completed **150+**



Contact us

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