

VALUE DRIVEN, NOT DATA DRIVEN.

# DELIVERING THE PROMISE OF DATA

## 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. 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 and data delivery services, typically into private equity and M&A.

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.

### 01 Data DISCOVERY

First-step insights workshop

First-step insights workshop & use case recommendations, plus 'monetisation' opportunities

### 02 Data DUE DILIGENCE

Investment assessment

Holistic assessment of data ecosystem for better deal decisions, risk mitigation, & pricing confidence

### 03 Data STRATEGY

First 100 days

Strategic, tactical & operational data roadmap to solve business problems & reinforce the business strategy

### 04 Data DELIVERY

1000 days / value creation

Experienced data project delivery for improved outcomes, & increased ROI

### 05 Data FORWARD

Exit readiness & vendor due diligence

Validated & well-articulate data position, increasing vendor confidence & pricing parameters

## DATADILIGENCE PROFILE

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



Years experience  
+60



across multiple sectors, geographies & client maturity



Data projects successfully completed  
+120



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