

Unlocking the Value in your Data

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THE INTANGIBLE ASSET SPECIALISTS™

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NC **TECH**
Association

EverEdge is an
**Intangible
Asset specialist.**

EVEREDGE[®]
THE INTANGIBLE ASSET SPECIALISTS™

2,500+

**CLIENT ENGAGEMENTS
OVER 14 YEARS**

Fortune 100, Major investors,
SMEs, R&D institutes

+74%

9.44 out of 10
NET PROMOTER SCORE

11 years

we've been ranked
among **top IP
strategists** globally

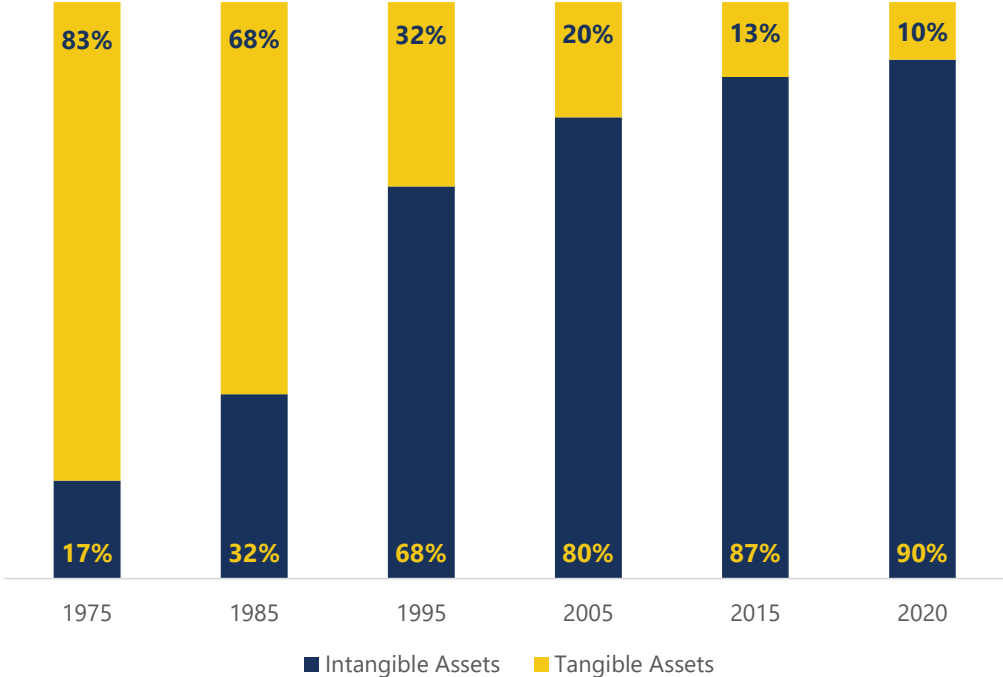
Offices in

Amsterdam, Australia,
New Zealand,
Singapore, United
States

+10x

RETURN ON CLIENT FEES

In 1975 Intangible Assets accounted for just 17% of corporate value.
Today it is 90%.



Based on Ocean Tomo, 2020, Intangible asset market value study

Intangible Assets
are **everywhere.**

They are the
primary drivers
of company
performance.

Approvals & Certifications



Brand



Confidential Information



Content



Data



Design



Industry Expertise



Network Effect



Invention



Plant Varieties



Relationships



Software



We help **companies** and **capital** providers to:



A person in a dark suit and tie is shown from the chest down, holding two stacks of silver coins. The person's hands are positioned as if they are about to drop the coins. The background is a blurred office setting with a desk and papers. The lighting is dramatic, highlighting the person's hands and the coins.

The irony:

Most capital providers, companies and advisors ignore intangible assets.

Gap between **financial accounts** and **reality** of value, growth and risk.

The result?

Most C-Suites
and Boards **do
not understand:**



Intangible Assets they **own**



Extent of **risks**



Impact on financial results



How to unlock **value**

Understanding Data Value: Examples

Tyler Capson, EverEdge Global

The Balance Sheet is Meaningless for Data



**CAESARS
PALACE**
LAS VEGAS

I A P C V U

Situation

- Caesar's Entertainment > p/e & hedge fund backed
- Group failed to perform post GFC > bankruptcy
- Hedge fund took control of otherwise ignored asset: 30 years of gambling data
- Not recorded on the balance sheet
- Creditors sued. Question: how much was the data worth?

Data valued at \$1b.
Highest value asset in group

Exit value driver

Situation

- Company exit
- i-bank adopts conventional "4x EBITDA" style valuation.
- Shareholders felt i-bank valuation did not reflect true value of the company.
- *Question: how could more value be released?*

What we did...

- I A** Identified valuable Intangible Asset (data) not on Balance Sheet nor recognised in sale process
- P** Prepared Intangible Asset Narrative™ highlighting value of data
- C** Determined that this data could be protected.
- V** Targeted buyers who would pay for data not operating company
- U** Company purchased by strategic buyer for data.

Outcome

Sold client company for 32x EBITDA

Valuing Data:

How **not** to do it:

"We have heaps of data. It MUST be worth something.

Let's just monetize it!"

"Each piece of data cost me \$5. I have 10M pieces of data.

My data is worth \$50M!"

"It says on the internet that data like mine is worth \$5 each. I have 10M pieces of data.

My data is worth \$50M!"

Valuation of data enables:

1. Understand the **potential economic return** from that data asset in that context.
2. **Evaluate cost vs benefit** (+ risk & time)
3. Objectively **compare** end use cases to determine which are suitable for investment
4. Justify & **gather support for the investment** required to deploy that end use

Anything else is tech-led “**guess-timating**”

Drilling In: A Strategic Approach to Leveraging **Data** for **Value**

- Why traditional valuation methods do not work for data
- How to switch the conversation from data as a cost, to becoming an asset that can be used
- How to determine ownership of data

Unique Attributes of Data:

INTANGIBILITY & CONTEXT SPECIFIC VALUE:

Data is intangible and its value varies greatly depending on its use and context within an organization.

UNPREDICTABLE AND VARIABLE VALUE:

The value of data can fluctuate unpredictably over time, unlike traditional assets which have more stable values.

NON-RIVALROUS NATURE:

Data can be used by multiple parties simultaneously without being depleted, complicating its valuation.

LACK OF STANDARDIZATION:

There is no universally accepted method for valuing data, making consistent and accurate valuation challenging.

DATA QUALITY AND UTILITY:

The value of data is heavily influenced by its quality and utility, which traditional valuation methods do not typically account for.

MEASURING FUTURE BENEFITS:

Estimating the future benefits of data is uncertain due to rapid technological changes and evolving use cases

Changing the Conversation

Many boards and Senior Leadership teams fail to understand the value of data, viewing it as a cost and compliance burden rather than a valuable asset for strategic decision-making, innovation and collaboration.

Changing the Conversation

SHIFT PERCEPTION AND CULTURE:

- Educate stakeholders on the potential value of data.
- Promote data literacy across the organization

DEVELOP A DATA STRATEGY:

- Create a data strategy aligned with business goals.
- Set clear business outcomes & metrics for data initiatives

IMPLEMENT DATA MANAGEMENT PRACTICES:

- Catalogue and assess data assets for quality and relevance.
- Ensure data quality through accurate, complete, and timely data.

USE AI AND DEVELOP A DATA PRODUCT MINDSET:

- Utilize tools like machine learning to discover data & uncover insights.
- Develop data product mindset to unlock the value of your data.

MONETIZE YOUR DATA:

- Identify and explore context specific monetization opportunities for datasets.
- Assess ROI from data monetization efforts to ensure financial viability

ADHERE TO GOVERNANCE AND COMPLIANCE:

- Ensure compliance with data governance and regulatory standards.
- Implement robust security measures to protect data integrity

Who Owns the Data?

The issue of data ownership is complicated by the **Data Value Life Cycle**, which involves numerous stakeholders, making it difficult to determine who can claim ownership.

Data sources are the origin of a specific set of information. It can be internal (generated within the organization) or external (sourced from outside the organization) and flows through a data value cycle...

- Personal Information (e.g., Name, Passport, Health, Demographics)
- Business applications (e.g., CRM, ERP, Finance etc)
- Industrial control systems (e.g., SCADA) and Wearables Devices (e.g., temperature, location, flow),
- Open and Web data (e.g., social media, weather services),
- Public and Third-party data (e.g., public demographic data, data marketplaces).

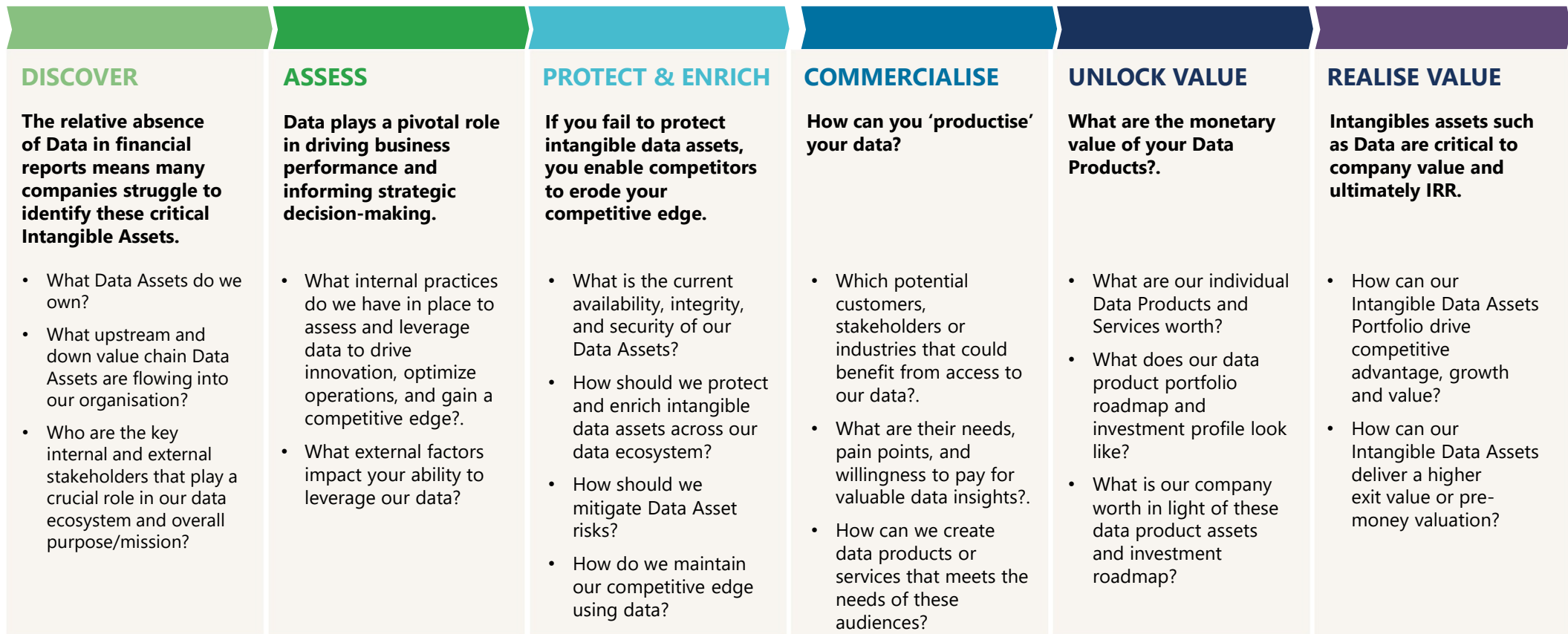
Various stakeholders may attempt to claim ownership because they create, generate, use, compile, select, structure, re-format, enrich, analyze, purchase, license, or add value to these data sources data.

Consequently, different stakeholders have different powers based on their specific roles, and no single stakeholder has exclusive rights to the data.



The Data Value Accelerator

The EverEdge Data Value Accelerator is based on Data Value Toolkit™ from [Data Estimo](#), a design-led framework help discover, unlock, and realize the Value of Data for organizations, industries, the environment, and society.



For a complementary one-hour consultation with a member of our team, please email info@everedgeglobal.com



Top 10 Business
Valuation Services
Companies 2023

CFO Tech Outlook 2023



IAM300 – 10 times
ranked Top 300 IP
Strategist Globally

Intellectual Asset Magazine
2013 - 2021



IP Strategist
of the Year

United Kingdom 2014



IP Advisory Firm
of the Year

New Zealand 2014



Best
Commercialisation
of IP

NZ International
Business Awards 2012



Outstanding IP Leader
IP Focus Awards

Shanghai
China 2012

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