

THE DATA MONETIZATION OPPORTUNITY

Your Business Data May Be Worth More Than You Think.

Most established companies have spent years accumulating valuable information - customer behavior, transactions, operations, usage patterns, industry insights and more. **That data may be a valuable business asset.**

Our data valuation and monetization specialists **identify, value and unlock** the potential of data companies already own - creating opportunities for **new revenue, increased enterprise value and stronger positioning for financing or M&A.**

TURN EXISTING DATA INTO A BUSINESS ASSET

We apply recognized valuation methodologies to establish a **rigorous, defensible value** for a company's data - giving business owners clarity and confidence in what their data asset is worth. From there, our team executes the monetization strategy based on the established value of the data.

There is no cost to determine whether your company's data may have monetization potential.

YOUR COMPANY MAY BE A FIT IF YOU:

- ✓ Have been in business for 5 years or longer
- ✓ Generate approximately **\$25M+ in annual revenue**
- ✓ Maintain significant **customer, transaction, sensor, operational or usage data**
- ✓ Operate across a wide range of industries, including **healthcare, logistics, fintech, e-commerce, insurance, real estate, and more**
- ✓ Own multiple businesses or have recently completed acquisitions
- ✓ Have accumulated valuable data but **aren't currently doing anything with it**

WHAT COULD THIS MEAN FOR YOUR BUSINESS?

A newly recognized business asset

Establish a defensible value for data your company already owns.

New revenue opportunities

Commercialize existing data through licensing, products and other strategies.

Greater strategic value

Strengthen your company's position for financing, acquisitions, M&A and future growth.

Minimal lift for your team

Our specialists lead the valuation and monetization process from assessment through execution.

A SIMPLE PROCESS

01

Initial conversation

A brief discussion determines whether your company and data meet the criteria for evaluation.

02

Valuation

Our specialists apply recognized valuation methodologies to establish a rigorous, defensible value for the data asset.

03

Monetization

We execute the monetization strategy based on the established value of the data, turning the asset into commercial value.

DISCOVER THE VALUE HIDING IN YOUR DATA.

A brief initial conversation can determine whether your company is a candidate for data valuation and monetization.

Ask your advisor for an introduction to our Data Monetization team.