

Driving Revenue By Getting Data Outside Your Company

Solomon Kahn, Founder & CEO Delivery Layer
Data Council 2024





**We have all this data, shouldn't
there be a way to make some
money from it?**

Why Listen To Me?

- Worked as a consultant building data businesses inside Fortune 100 companies
- Owned the P&L of a \$100MM data business at Nielsen
- VP Data at a unicorn data startup
- Founder & CEO at Delivery Layer

IMPORTANT

Don't just take my word for things.

My goal is to convince you - not tell you.



Agenda

Should You Even Do This?

If Yes How Should You Start?

Ideation - What can you do with YOUR data?

Validation - Are your ideas actually good?

Build - How do you build your product?

Launch - What you need to keep in mind when launching





Should you even do this?

Here's Why The Business Gets Excited About Selling Data



Already Have The Data



Extremely High Margins



Recurring Revenue



Here's Why The Data Team Gets Excited About Selling Data



Revenue Generating Impact For Data Team



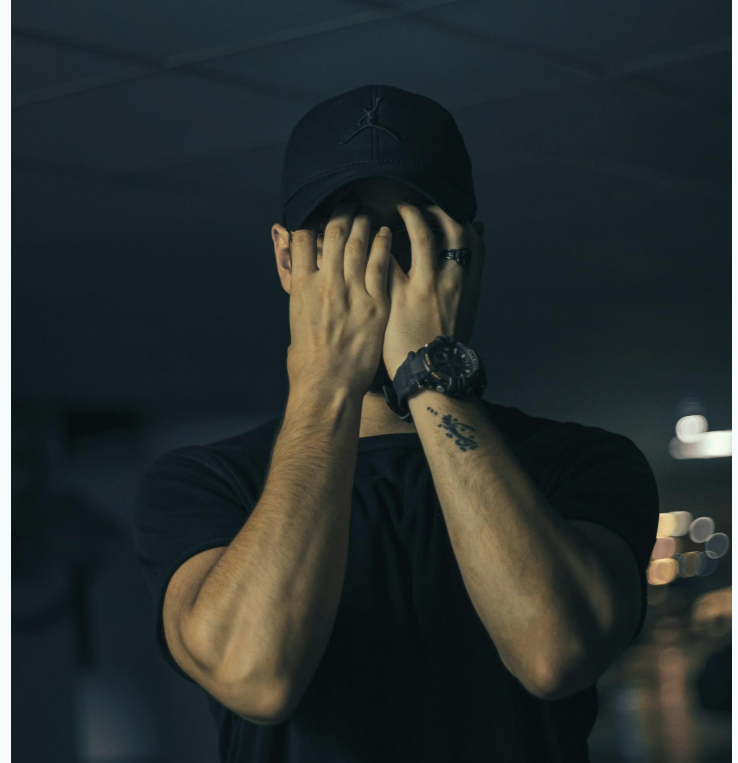
Doesn't Take Much For Data To Pay For Itself



Strategic Reasons To NOT Sell Your Data

Loss of Focus

Loss of Trust





Mindset #1

Start A ~~Data~~ Business
(it's just a business)

The image features a solid blue background with two decorative orange curved lines. One line starts from the left edge and curves upwards towards the center. The other line starts from the right edge and curves downwards towards the center. Both lines end in small dots.

How should you start selling?

**Can You Spot The
Red Flag?**



The image features a dark blue rectangular background. Two decorative orange curved lines are present: one on the left side that curves upwards and to the right, and another on the right side that curves downwards and to the left. The text is centered in the middle of the blue area.

Who Needs To Buy Your Data?

Three Buyer Types



Hedge Funds



Your Industry



Your Customers



Hedge Funds

What They Want

Make money investing based on insights available in your dataset

Pros

- Straightforward process
 - You share a sample dataset going back to 6 months ago
 - They backtest
 - They tell you if they are interested
 - They just want the raw data, you don't need to do much work to the data
-

Cons

- Much smaller universe of buyers than you think – probably 50 hedge funds that spend real money on data
 - Most datasets are not a good fit – unless your data can be used to make wide-ranging predictions on the entire market
-

Conclusion

Probably not the best first partner



Your Industry

What They Want

Insights / Market Intelligence / Benchmarks / Share Of Voice

Pros

- You should know your industry and understand what would drive value
 - Likely the biggest market opportunity
-

Cons

- Data needs lots of work – both the prep and delivery
 - Many datasets are not a good fit – unless your data can be used to make wide-ranging predictions on your industry
 - Sales-led go to market motion
-

Conclusion

Good first partner archetype



Your Customers

What They Want

Same as Industry + Specific Insights On Their Business

Pros

- You have existing relationship with them
 - Biggest opportunity set of potential products
 - Generally happy to help with product development as design partners
-

Cons

- Data needs lots of work
 - Easier sales than non-customer industry, but sometimes harder to charge
-

Conclusion

The best first partner



The image features a solid yellow background. Two blue decorative lines are present: one on the left side that curves upwards and ends in a small dot, and another on the right side that curves downwards and also ends in a small dot. The word "Ideation" is centered in the middle of the page.

Ideation

Your Data Can Be
Turned Into MANY
Products



Mindset #2

**Insights Are Generally More
Valuable Than Raw Data**

Mindset #3

**You're The Conductor, Not The
Orchestra**

You Start By Getting Everything On Paper

Internal

- Data Team
- Execs
- Sales
- Product
- Customer Support

External

- Customers
- Industry Leaders
- Conferences



What Ideas Look Like

Customer

Be as specific
as possible

Problem

Problem + cost
of problem

Current Solution

Current
workaround
and investment
required for
current solution

Your Solution

Your idea and
how it would
solve the
problem



Process

- Brainwriting
- 1:1 Meetings
- Design Thinking



Filter For Good Ideas



**Check In With
The Team**



Validation

The image features a solid blue background with the word "Validation" centered in white. Two decorative orange curved lines are present: one on the left side and one on the right side, both curving upwards and ending in a small dot.

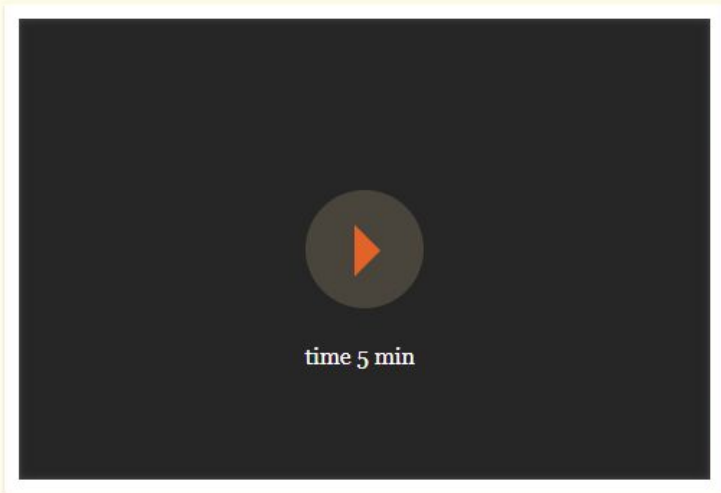


Mindset #4

**Actively Search For Where You
Have Wrong Assumptions**



Give Your Family A Priceless Gift



Not many families pass down their memories. Why don't you be the exception. This site helps you through the entire process of writing your memoirs. Watch the video to the left to learn

[Watch Video](#)

[Sign Up Now](#)



Mindset #5

EVERYONE will say they want data.
Your big question to validate is
whether they'll pay for it.

You've Got To Get In The Trenches w/ Assumption Based Validation





Build

Mindset #6

**You need to build something
people will buy now, with a vision
of the future.**

**If You're Building On
Modeled Data, Be
Ready For
Challenges**



There Are 5 Ways That Data Can Leave Your Company



Web Application



API



Data File (S3 / FTP)



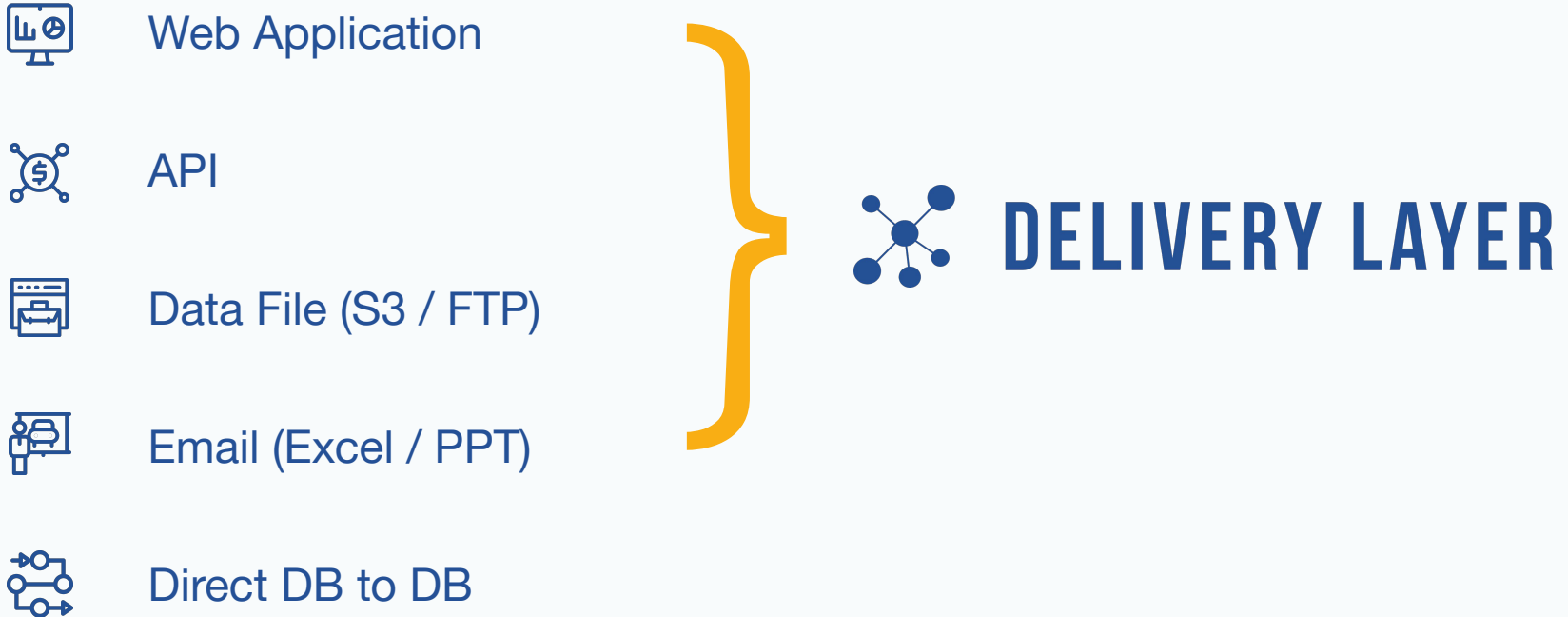
Email (Excel / PPT)



Direct DB to DB



There Are 5 Ways That Data Can Leave Your Company



The background is a solid light blue color. There are two decorative orange curved lines. One starts from the left edge, curves upwards and to the right, ending with a small dot. The other starts from the right edge, curves upwards and to the left, also ending with a small dot.

**You Should Be Able To Tell What
Kind Of Data Business You Have**



Launch

Mindset #7

Data is sold, not bought.

Be very aligned with sales.

Mindset #8

The bar for data quality and reliability is much higher for an external facing product

Mindset #9

Like every business, it will take time and have problems. Do whatever it takes at the beginning.

Mindset #10

**There Are Benefits To Getting Data
Team Members In The Market**

Q&A

Connect on LinkedIn (Solomon Kahn)