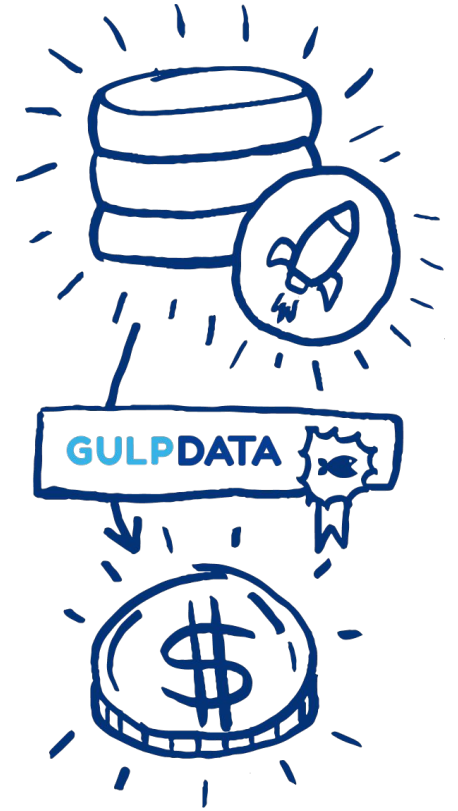# GULP DATA

The Data as an Asset Company

Gulp Data increases enterprise value by valuing and monetizing data

Key Questions Addressed by Gulp Data
- What is my data worth?
- Who are potential buyers (licensing agreements) of my data?
- What attributes would I need to include in data products?
- How would I price and package my data products?
- How can I enrich my datasets to increase the value of my data?

When do companies engage Gulp Data?
- Due diligence
- Fundraising
- Exit prep
- Developing and selling data products
- Quantifying ROI of data initiatives
- Bankruptcy and Asset liquidation

Value Delivered by Gulp Data
- 2000+ data valuations since 2022
- Enabled companies to identify and generate hundreds of millions of dollars from their data
- Data valuations are underwritable - we lend with the data we value as collateral
- Data monetization-as-a-service model limits effort required from company

Overview of Gulp Data Services

Underwritable Data Valuation

Quantifying the value potential of a company's data assets

Understanding ways to better use data for both internal and external monetization

Lending with Data as Collateral

Loans are senior solely to a copy of the data assets and subordinate to liens on any other assets

This is non-dilutive capital & a great alternative to equity

Data Monetization

Unlocking new revenue streams (data products, pricing and packaging)

Bolstering balance sheets with the inclusion of data

Valuations require limited time from your team members and can be completed in a matter of days
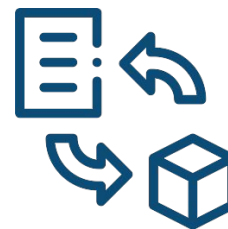

Client completes preliminary valuation survey

Conduct valuation via Gulp Data's client-side application

Send summary statistics to Gulp Data for processing and report generation

Lending and/or Monetization
- **Submit term sheet for borrowers**
- **Data productization**
- **List products in data catalog**
- **Engage data buyers**
- **Data sampling and backtesting**
- **Buyer negotiations**
- **Revenue realization**

Valuation process is completed in days
No Client data leaves Client environment

Our outputs enable companies to not only identify, but also realize, the value of their data

Data Diligence & Data Valuation

Develop an understanding of your data assets:
- Data quality analysis, including record duplication and attribute coverage
- Gulp Data peer score for benchmarking
- Data Valuation

Data Product Ideation & Creation

Discover potential data product concepts based on marketplace transactions:
- Data product recommendations based on existing attributes
- Recommended enrichments to increase data value and marketability

Buyer Identification & Engagement

Identify prospective buyers to accelerate speed to sale:
- List of high-potential buyers
- Multiple end-markets based on various data product concepts
- Data subscription pricing

Commercialization & Monetization

Unlocking high-margin, recurring revenue streams:
- Develop and market data products
- Engage with Gulp Data's broker network to accelerate monetization
- Deliver datasets (e.g., one-time delivery, ongoing feed)

Included in Gulp Data Valuation & Monetization report

Data Monetization

Commercialization & Monetization

Buyer Landscaping
- Identify high potential buyers based on comps database and buyer intent via Gulp Data's extensive data buyer and broker network
- Engage prospective buyers to solicit interest and refine data product requirements

Data Productization
- Develop data products based on requirements from high priority buyers / buyer segments
- Enrich datasets via attribute collection or purchase to maximize revenue potential

Revenue Realization
- Buyer negotiations and contracting
- Deliver datasets (e.g., one-time delivery, ongoing feed)

Case Study

Data Monetization
in Action

COMPANY PROFILE

Ecommerce
(Health & Wellness)

CHALLENGES

Weakening demand &
shrinking margins

Limited traditional
cost-cutting options

OPPORTUNITIES

Establish high-margin
revenue streams

Evaluate data
productization value

Datasets

Datasets	81
Records	5.4 billion
Attributes	3,064

Valuation & Data Products

Data Product	ARR Licensing
Ads & Campaigns	$ 1.2M
Rewards & Basic Customer Campaign	$ 1.3M
Enrichment Customer & Sales	$ 1.6M
Orders, Transactions, & Affiliate Data	$ 6.9M
System & Logistics Data	$ 1.8M

Data Buyers

Investment / Alt Data Buyers

Suppliers

LeadGen aggregators
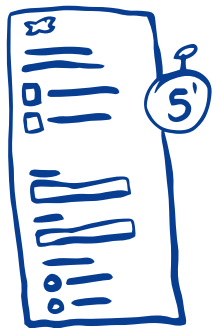
GeoSpatial data providers

Consumer insights platforms

OUTCOME
**Gulp Data established the roadmap for $50M in net-new, recurring revenue,
which represented a >50% increase in enterprise profitability**

Lending with Data as Collateral
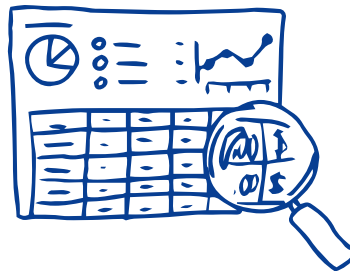
How it Works: Pre-Closing

1 Eligibility Survey

We weigh metrics like vertical, customer profiles, and data complexity to determine Gulp's value-add potential.

2 Data Valuation

Using Gulp client-side app our algorithms determine valuation, dataset health, and monetization potential.
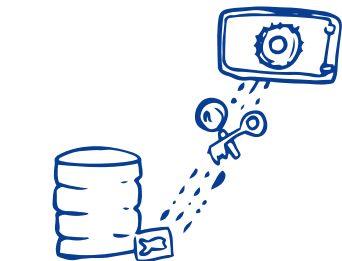
3 Financial Review

Gulp performs a credit review of the company's financial statements

4 Loan Decision

Gulp will approve or deny the loan application based on the data valuation and financial condition of the company

How it Works: Post-Closing

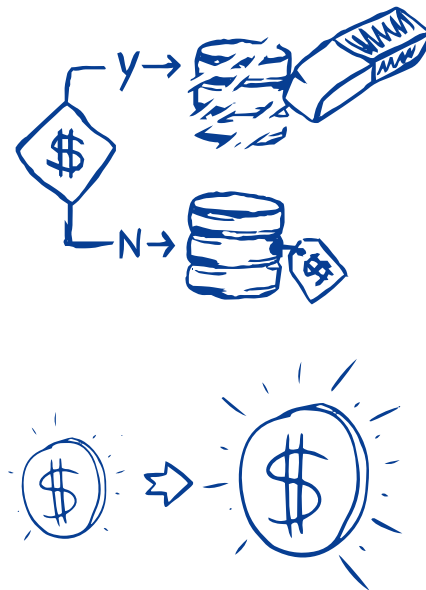**Repay the Loan**

5 Escrow

6 At Maturity   Refinance

We escrow, monitor, and update the fully encrypted dataset copy on a daily basis for the term of the loan.

We can refinance the loan if it was performing and even increase the loan amount if the value of the data has increased.

If the borrower prefers to payoff the loan the encrypted copy of the dataset is destroyed

Y →

N →

Interested in learning more?

Contact swimwith@gulpdata.com