

Data Valuation & Monetization Report

[Sample Report]*

Acme Inc.

***Sample report has been anonymized; sections covering recommendations have been reduced for simplification**

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Note: For the purpose of this sample report, recommendations related to Data Products, Buyers, and Attribute Enrichments have been simplified and reduced to a single page, where possible

Data Valuation Overview & Scope of Services

Gulp Data's Valuation & Monetization solutions provide a novel, programmatic approach to estimate the value of a dataset by performing a market comparison analysis of the data assets. This analysis can help companies understand the market readiness of their data assets, determine the current value of the data assets, and identify opportunities for asset improvement and sale.

Gulp Data facilitates the estimation of the value added by the data asset by obtaining a market-backed estimate of the value of the data asset should it be monetized. Gulp actively analyzes data marketplaces and has compiled data points spanning 3 years and 120,000+ market comp datasets.

The Gulp Data Algorithmic Model Estimation for data value is calculated using a combination of features gleaned from the training sets and heuristics derived from the programmatic data diligence process. These features may include, but are not limited to: the total and unique number of records, industry, geographic scope, number of unique users, average age of the records, data availability, number of attributes, number of "qualifying" attributes, record similarity, and rate of record duplication. Gulp Data market comp pricing models are normalized based on annual subscription pricing. An annual subscription for data is a payment that allows a customer to access a set amount of data for a year at a time.

Gulp Data's Data Valuation and Monetization reports can be used to articulate the value of your data assets to potential investors or acquirers, identify any data collection coverage and gaps, and activate data monetization initiatives that establish new revenue streams for your company.

Data Valuation Methodology

Revenue potential of existing data assets: Gulp Data's valuation approach focuses on determining the annual revenue potential of existing data assets. Examples of typical buyers for relatively raw data products are data insights providers and data aggregators, often via data marketplaces

Underwritable data valuation: Gulp Data's valuation approach represents a conservative, underwritable quantification of revenue potential. Gulp Data's valuation models are used in underwriting processes when datasets are used as collateral. Additional value opportunity exists via further enrichment and productization

Unstructured data: Gulp Data comps database does not contain unstructured datasets (images, videos, text). Revenue potential via licensing unstructured datasets (e.g., for LLM training) is not included in estimates

Annual subscription revenue: Gulp Data market comp pricing models are normalized based on annual subscription pricing. Valuations and pricing in this report represent annual revenue potential, not total addressable market for datasets

AI/ML-driven recommendations: All recommendations related to data products, attribute enrichments, and prospective buyers are based on outputs from Gulp Data's proprietary AI/ML models

Recommended Buyer considerations: Two end markets where Gulp Data's models are intentionally conservative are sales to other corporates and sales to the investment vertical (e.g., hedge funds). While Gulp Data's comps database includes these types of transactions, the unique pricing strategies from buyers in these scenarios results in nuance that cannot be incorporated into comps

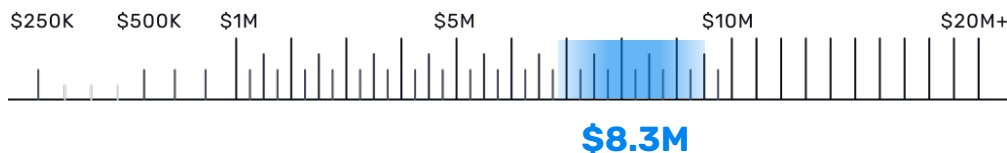
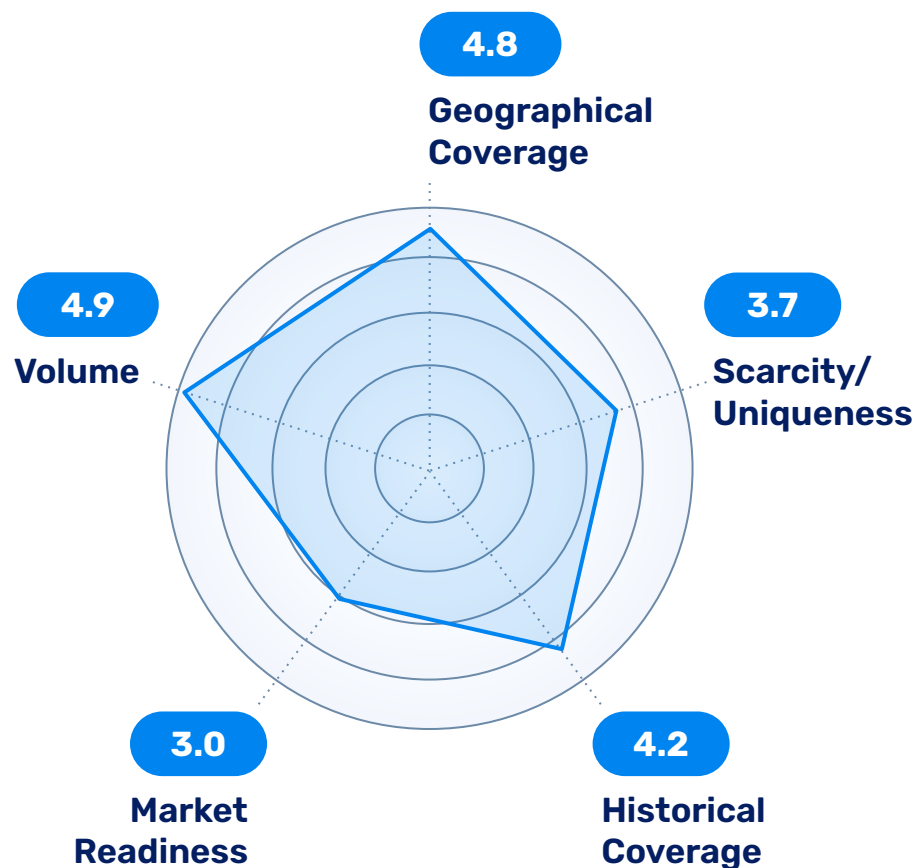
- Corporate to corporate transactions typically include considerations beyond financial compensation (e.g., data exchange, channel exclusivity) so comping based solely on price is not an accurate representation of data value
- Investment vertical pricing is based on alpha generating potential of datasets for specific trading strategies; additionally, specific product design can vary considerably depending on buyer compliance requirements

Executive Summary

Acme Inc.

Annual Subscription Value: \$8,310,281.28

Data Unit	Dataset	Estimated Annual Subscription Value
[Data Unit 1]	[Dataset A]	\$4,238,243.45
	[Dataset B]	
	[Dataset C]	
	[Dataset D]	
[Data Unit 2]	[Dataset C]	\$2,659,290.01
	[Dataset E]	
	[Dataset F]	
	[Dataset G]	
[Data Unit 3]	[Dataset H]	\$997,233.75
	[Dataset A]	
[Data Unit 4]	[Dataset I]	\$415,514.06
	[Dataset J]	
[Data Unit 5]	[Dataset K]	Did not meet minimum threshold(s)
	[Dataset L]	



The Gulp Data Sonar Report considers the following characteristics

Geographical Coverage: The geographic range covered by the dataset's subjects.

Scarcity and Uniqueness: How unique the dataset's attributes are compared to other existing data products.

Market Readiness: The number of marketable attributes in the dataset and the effort required to develop data products.

Historical Coverage: The dataset's range of historical data, including its growth rate over time.

Volume: The number of records in the dataset, the number of marketable attributes, the rate of duplication, and record similarity.

Recommended Products & Buyers¹

BUYER SEGMENT	CATEGORIES / USE CASES	RECOMMENDED BUYERS	ATTRIBUTE SUMMARY	PRICING (SUBSCRIPTION) ²
B2B Database Aggregators	B2B Contact Data B2B Decision Maker Data Global Contact List Social Media Data	[Buyer A] [Buyer B] [Buyer C] [Buyer D] [Buyer E]	[Attribute 1], [Attribute 2], [Attribute 3], [Attribute 4], [Attribute 5], [Attribute 6], [Attribute 7], [Attribute 8], [Attribute 9], [Attribute 10], [Attribute 11], [Attribute 12], [Attribute 13], [Attribute 14], [Attribute 15]	Min: \$35,210.00 Max: \$220,050.45
	B2B Data Enrichment B2B List Validation	[Buyer F] [Buyer G] [Buyer H]	[Attribute 1], [Attribute 2], [Attribute 16], [Attribute 17], [Attribute 18], [Attribute 19], [Attribute 20], [Attribute 21], [Attribute 22], [Attribute 23]	Min: [redacted] Max: [redacted]
[Buyer Segment]	[Use Case] [Use Case]	[Buyer I] [Buyer J] [Buyer K] [Buyer L]	[Attribute 5], [Attribute 10], [Attribute 24], [Attribute 25], [Attribute 26], [Attribute 27], [Attribute 28], [Attribute 29], [Attribute 30], [Attribute 31], [Attribute 31]	Min: [redacted] Max: [redacted]

¹All Data Product recommendations are based on ML/AI-driven outputs from Gulp Data's proprietary technology solutions

²Subscription price based on similar data products in comps database which are all normalized to single subscriptions, annualized. Listings without pricing are based on buyer intent data that may be limited in pricing comps or protected under non disclosures or compliance.

Buyer Landscape³

BUYER	MATCH	AVG PRICE	MARKET RELEVANCE	INDUSTRY/DATA TYPE ⁴	WEBSITE
[Buyer A]	HIGH	HIGH	HIGH	[redacted]	[redacted]
[Buyer B]	HIGH	HIGH	MODERATE	[redacted]	[redacted]
[Buyer C]	HIGH	HIGH	LOW	[redacted]	[redacted]
[Buyer D]	HIGH	MODERATE	LOW	[redacted]	[redacted]
[Buyer E]	HIGH	MODERATE	LOW	[redacted]	[redacted]
[Buyer F]	MODERATE	HIGH	MODERATE	[redacted]	[redacted]
[Buyer G]	MODERATE	MODERATE	HIGH	[redacted]	[redacted]
[Buyer H]	MODERATE	MODERATE	HIGH	[redacted]	[redacted]
[Buyer I]	MODERATE	HIGH	HIGH	[redacted]	[redacted]
[Buyer J]	MODERATE	MODERATE	MODERATE	[redacted]	[redacted]

³ In our market comps database, match and market relevance are determined by machine learning algorithms that analyze various factors such as keyword frequency, semantic similarity, user engagement metrics, and historical performance data to assess the alignment between a given entity and its target market, enabling more accurate predictions and recommendations based on observed patterns and trends

⁴ In programmatically mapping industries, various algorithms and data analysis techniques are employed to categorize businesses or organizations based on their products, services, market focus, and other defining attributes, facilitating efficient analysis and comparison within and across industries.

Attribute Enrichment Recommendations

LISTED INDUSTRY	ATTRIBUTE	SIMILARITY ⁵	IMPACT ⁶
B2B Data	Manufacturer of device	.83	\$61,173.25
	Social Media Links	.78	\$15,995.04
	County	.65	\$83,963.28
	Date of incorporation	.59	\$21,382.39
[redacted]	[redacted]	[redacted]	[redacted]
	[redacted]	[redacted]	[redacted]
	[redacted]	[redacted]	[redacted]
	[redacted]	[redacted]	[redacted]
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	[redacted]	[redacted]	[redacted]
	[redacted]	[redacted]	[redacted]
	[redacted]	[redacted]	[redacted]

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⁶ In programmatically mapping industries, various algorithms and data analysis techniques are employed to categorize businesses or organizations based on their products, services, market focus, and other defining attributes, facilitating efficient analysis and comparison within and across industries.

Glossary

Algorithmic Model Estimation Market Approach - Proprietary machine learning models that study the market pricing of data globally. The data collected consists of information about the dataset such as data schema and price as well as metadata related to the dataset. Why this matters: This approach allows Gulp Data to value data accurately, timely, and at the scale necessary to provide the needed fidelity to underwrite data assets.

Attribute - A characteristic of a particular dataset that can be used to evaluate its value. It may include the amount of data, the quality of the data, the accuracy of the data, the format of the data, the completeness of the data, the relevance of the data, the source of the data, the time period for which the data is applicable, and the amount of effort required to interpret the data. In the context of data valuation, attributes are important because they can provide insight into the value of the data, and can be used to determine the worth of the data set as a whole.

Average Age of Data - A number which identifies the typical age of data. Why this matters: It can provide valuable insights into how trends, patterns, and behaviors within the data are changing over time.

Average Number of Records Per User - The average number of records per user in data valuation would refer to the average number of data points or pieces of information that are associated with or attributed to a single user in a data set. This could be calculated by dividing the total number of records in the data set by the number of users, or by examining the data for each individual user and calculating the average number of records across all users. This measure can provide insight into the amount of data that is typically collected for each user, and can be useful for understanding the scope and value of a given data set.

Data Enrichment - Data Enrichment is the process of adding data attributes to existing data to increase its value in data valuation. This is done by analyzing existing data and adding relevant attributes and value to it. For example, if a company has customer data, it can use data enrichment to identify customer interests, habits, and other factors that can be used to predict buying behavior or target customers with relevant products and services. Data Enrichment can also be used to identify and fill in missing data points, which can help in making more accurate predictions and decisions.

Data product landscape - Data product landscape in data valuation is a comprehensive framework for understanding the data industry and its various components. It provides a holistic view of the value chain of data, from data collection and storage to data analysis and monetization. It helps companies to identify their data assets, assess their value, and develop strategies for creating and leveraging value from those assets. It allows organizations to identify areas of opportunity, develop data products, and monetize their data assets.

Data Similarity - Data similarity is the measure of similarity across all dataset records and attributes.

Overall data assets (the "Data") - A complete dataset without omission.

Primary Key for Records - A primary key for records in data valuation is a unique identifier that is used to identify a particular record within a dataset. It is typically a combination of one or more fields that uniquely identify each record. Examples of primary keys for records in data valuation may include things like a unique customer ID, an invoice number, or an order ID.

Glossary

Primary Key for Users - A primary key is a field or set of fields in a database or data table that is used to uniquely identify each user. In the context of data valuation, the primary key for users would refer to the field or fields that are used to uniquely identify each user in the data set. This could be a user identifier, such as a username or user ID, or it could be a combination of fields, such as a first and last name, or an email address. The primary key is important because it allows the data to be uniquely identified and accessed, and it ensures that there are no duplicate records in the data set.

Product positioning - Refers to the process of determining the value of a product or service based on its unique characteristics and attributes. This involves identifying the product's key features and benefits, and comparing them to similar products in the market in order to determine its value. It involves understanding data sources, analyzing data sets, and analyzing market trends to determine the value of the data. This helps organizations make decisions about pricing, marketing, and product development. In the context of data valuation, product positioning can be used to determine the value of a data set. This can involve comparing the data set to similar data sets in the market in order to determine its value, and can be useful for understanding the worth of the data.

Record Duplication - Identifies how much non-unique data is present compared to the total data for the primary key attribute.

Total Attributes included in Valuation - In the context of data valuation, the total number of attributes would refer to the total number of individual fields or pieces of information that are included in the data set. This could include things like the user's name, age, gender, location, and other personal information, as well as data about the user's behavior, preferences, and interactions with a particular system or service. The total number of attributes can provide insight into the scope and complexity of the data set, and can be useful for understanding the value of the data.

Total Number of Attributes - Includes attributes such as source, accuracy, completeness, currency, timeliness, and security.

Total Number of Records - Refers to the total number of entries or items in a database or dataset. This can be thought of as the size of the dataset, or the amount of information it contains. In the context of data valuation, the total number of records refers to the number of individual data points or pieces of information that are being valued.

Total Unique Users - Total unique users refer to the total number of distinct users or customers accessing a certain data asset. It is the total number of unique individuals who have interacted with a certain asset in a certain period of time. It is an important metric for measuring the success and growth of a business.