Emerging DaaS business models: A case study

Hjalmar Gislason, founder & CEO - hg@datamarket.com
Three lessons from sucking less over time
Three lessons from sucking less over time as a business

Hjalmar Gislason, founder & CEO - hg@datamarket.com
Hjalmar Gislason
Founder and CEO

Twitter: @datamarket
Slides: http://blog.datamarket.com/
Numbers drive our world
Yet, **finding, understanding and using** data is hard!
Product

A SaaS solution that brings together relevant data together in one place

Provides a single, user friendly portal to all this data

- **Search** any custom, syndicated and public data in one place.
- **Visualize** data to gain insights and understand important information.
- **Compare** data from different sources to benchmark and verify.
- **Share** with colleagues and engage them in a conversation for the best possible decision.

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- **Data publishers**: To deliver data products to their clients in an interactive and engaging way (white-label)
- **Data consumers**: To decrease time and cost accessing Market Intelligence and maximize MI investments
Product - Data

150+ data providers

45,000+ data sets

250,000,000+ time series

2 billion+ fact values

... and just getting started!
Status

Still small: 15 people in 3 countries

A few million dollars in sales

No longer a question of survival, but of growth

... but getting here has taken some experimentation!
Plan #1: Google for numbers
Plan #2: Data Delivery Engine for Information Companies
Plan #3: Data Hub for Market Intelligence
**Market Intelligence** (trackers, surveys)

**Strategic intelligence** (forecasts, outlooks, predictions)

**Business Intelligence**

**Corporate plans, projections & forecasts**
Strategic intelligence (forecasts, outlooks, predictions)

Market Intelligence (trackers, surveys)

Business Intelligence

Corporate plans, projections & forecasts

External

Internal

Historic

Future
Target Customers

- **Data publishers** (Market Research and other Information Companies)
  - Targets: 400-600
  - Annual recurring: $100k-$1,000k

- **Data intermediaries**
  - Management consulting firms, ad and marketing agencies, ...
  - Targets: 500-1000
  - Annual recurring: $60k-$1,000

- **“Fortune 3000”** (there is no such thing)
  - More than $1B revenue
  - Targets: ~3000
  - Annual recurring: $100k-$1,500k

- **Large and medium corporations**
  - More than $10M revenue
  - Targets: 10,000s
  - Annual recurring: $10k-$250k
Lesson #1:
The **same technology** can be many **different products**
Lesson #2: 
"Fail fast, fail often" is bulls**t!
Lesson #3: The more you practice the luckier you get
DataMarket

FIND AND UNDERSTAND DATA

Hjalmar Gislason, founder & CEO

Twitter: @datamarket · Facebook: DataMarket
E-mail: hg@datamarket.com