Theory of Change

Impact

People Community and Planet are Empowered

Long-term Outcomes

- Sustainable business model powers ongoing production/maintenance of geo-spatial data to map and describe PLACE
- People and their places are mapped, moving them out of the shadows toward formality
- Decision-makers in government and civil society make more informed policy, program, and resource allocation choices
- Commercial enterprises have a source of reliable, trusted data upon which to build and execute business models
- Digital divide and data colonialism are mitigated as emerging markets produce and control their own data
- PLACE data services multiple social sectors: WASH, health, PR, housing, climate, environment, urban, etc.

Short-term Outcomes

- Revenue (jobs) created for local non-profits and businesses
- Innovation is enabled; start-ups move up value chain and leverage funds raised to innovate on core offerings
- Governments in emerging markets have secure access to a reliable data resource
- Money not spent redundantly means more money for higher value data sets and research
- Ecosystem of data users (researchers, academics, CSOs, governments and commercial entities) is enabled to concentrate resources to what they do best - innovating and providing essential services and insights

Outputs

- Robust trust membership and board of trustees govern trust and hold it accountable to core principles
- Cadre of reliable in-country data producers with capacity to meet PLACE production specs contracted
- Local non-profits and businesses strengthened , have acquired data to service their missions, and were exposed to PLACE Community
- Data trust established. Multiple countries are partners
- High quality, well paying technology jobs created in countries

Activities

- Establish PLACE governance structure and build membership
- Secure short-term grant funding and raise longer-term recoverable grants and concessionary finance
- Establish and run primary and ongoing training programs
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- Partner w Governments
- Identify and contract local data producers
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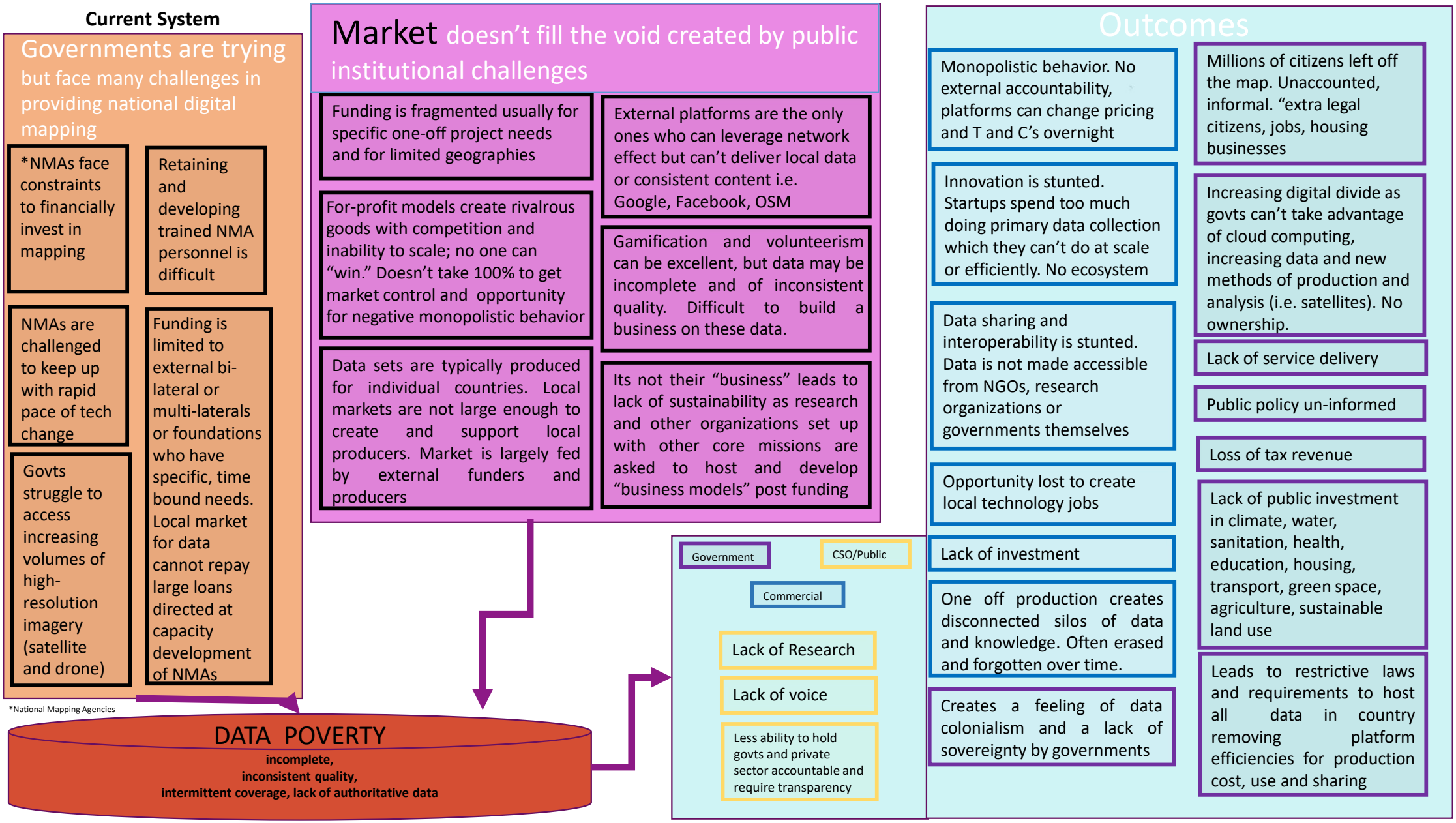
- Produce and maintain timely, high quality data

Condition for Change

Creation of a data trust that collects, aggregates and maintains optical aerial and street imagery. PLACE delivers Trust, Financial Sustainability and Technology. Data produced by PLACE can be used by governments, civil society organizations and business across multiple verticals including Climate, housing, health, WASH, environment etc.

PLACE


Current System
Governments are trying
but face many challenges in providing national digital mapping
*NMAs face constraints to financially invest in mapping
Retaining and developing trained NMA personnel is difficult
NMAs are challenged to keep up with rapid pace of tech change
Funding is limited to external bi-lateral or multi-laterals or foundations who have specific, time bound needs. Local market for data cannot repay large loans directed at capacity development of NMAs
Govts struggle to access increasing volumes of high-resolution imagery (satellite and drone)
*National Mapping Agencies
Market doesn't fill the void created by public institutional challenges
Funding is fragmented usually for specific one-off project needs and for limited geographies
External platforms are the only ones who can leverage network effect but can't deliver local data or consistent content i.e. Google, Facebook, OSM
For-profit models create rivalrous goods with competition and inability to scale; no one can "win." Doesn't take 100% to get market control and opportunity for negative monopolistic behavior
Gamification and volunteerism can be excellent, but data may be incomplete and of inconsistent quality. Difficult to build a business on these data.
Data sets are typically produced for individual countries. Local markets are not large enough to create and support local producers. Market is largely fed by external funders and producers
Its not their "business" leads to lack of sustainability as research and other organizations set up with other core missions are asked to host and develop "business models" post funding
DATA POVERTY
incomplete,
inconsistent quality,
intermittent coverage, lack of authoritative data
Government
CSO/Public
Commercial
Lack of Research
Lack of voice
Less ability to hold govts and private sector accountable and require transparency
Outcomes
Monopolistic behavior. No external accountability, platforms can change pricing and T and C's overnight
Innovation is stunted. Startups spend too much doing primary data collection which they can't do at scale or efficiently. No ecosystem
Data sharing and interoperability is stunted. Data is not made accessible from NGOs, research organizations or governments themselves
Opportunity lost to create local technology jobs
Lack of investment
One off production creates disconnected silos of data and knowledge. Often erased and forgotten over time.
Creates a feeling of data colonialism and a lack of sovereignty by governments
Millions of citizens left off the map. Unaccounted, informal. "extra legal citizens, jobs, housing businesses
Increasing digital divide as govts can't take advantage of cloud computing, increasing data and new methods of production and analysis (i.e. satellites). No ownership.
Lack of service delivery
Public policy un-informed
Loss of tax revenue
Lack of public investment in climate, water, sanitation, health, education, housing, transport, green space, agriculture, sustainable land use
Leads to restrictive laws and requirements to host all data in country removing platform efficiencies for production cost, use and sharing

Ideal System

Public good is realized

A natural monopoly is optimized

*NMAs are able to make more of limited resources

Agencies benefit from rapid change by allowing market to innovate

PLACE stores and provides access to data to NMAs and others

Mapping agencies leverage staff to enabling sharing of data and unlocking data sets that might be "hidden" and unused.

Funding is harmonized and made more efficient. Monies are free to be spent on value added data and insights. Global payor market is harmonized around the PLACE platform

*National Mapping Agencies

market Is enabled

Consistent funding is provided to market participants creating revenue opportunities and drawing others into the space

PLACE creates the "plumbing" that everyone needs but cannot afford to "win" on their own. Resources are reallocated to higher value products and services.

Consistent specifications and support for local mapping datums allow local data sets to be "freed" as well as produced to be used across national borders. Creates more value in the data and more demand.

PLACE leverages platform technology and processing to provide a public good to all members. Staff expertise @PLACE are brought to bear to bring the latest in platform power forward.

Gamification and volunteerism can be harnessed to deal with unique point in time disasters and crisis and produce higher value insights more quickly.

It is our business. This is what PLACE does and we are empowered to make this sustainable. This allows others to move "up the value chain" and innovate.

Government

Commercial

CSO/Public

DATA RICH

complete,
consistent quality,
full coverage, authoritative "stamp" provided to the data

Increased transparency and accountability

Increased research opportunities

Membership led governance allows all parties to have a say in how data is priced, produced and accessed.

Outcomes

Governance model ensures mission lock in. No arbitrary changing of costs and access to data.

Innovation is enabled. In particular, startups now move up value chain and leverage raise $ to innovate on core offering.

Data sharing and interoperability is increased. Data is made available for use to researchers and CSOs using ODBL licenses. In turn, returns more data through derived data provision. Richer data for countries leads to more scientific research from within the region.

Significant increase in highly skilled in country technology jobs.

Increased investment in know how and resources.

Money not spent redundantly on core data means more money for higher value data sets and research.

Removes data colonialism and a lack of sovereignty by governments balancing power dynamics through governance

Millions of citizens put on the map. Citizens and communities exist and are accounted for and become part of the formal system.

Significant decrease in digital divide as govts leverage new tools and platform from PLACE to use new methods of data production and analysis. Ownership of data

More informed service delivery

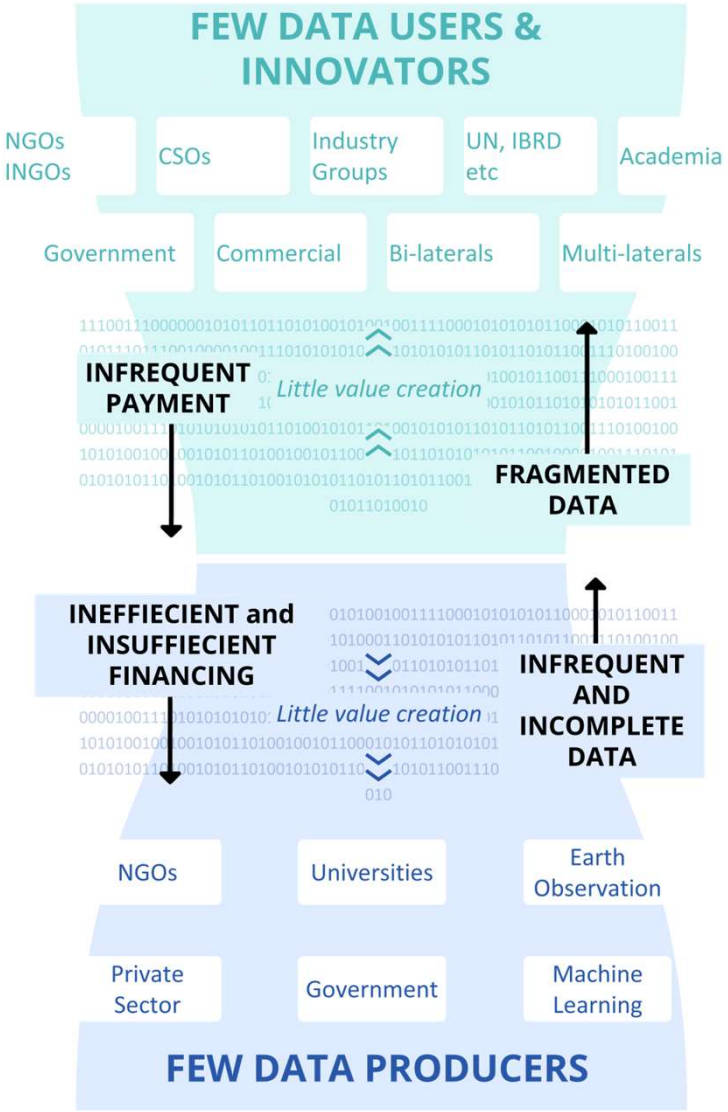
Public policy better informed

Potential for increased tax revenue

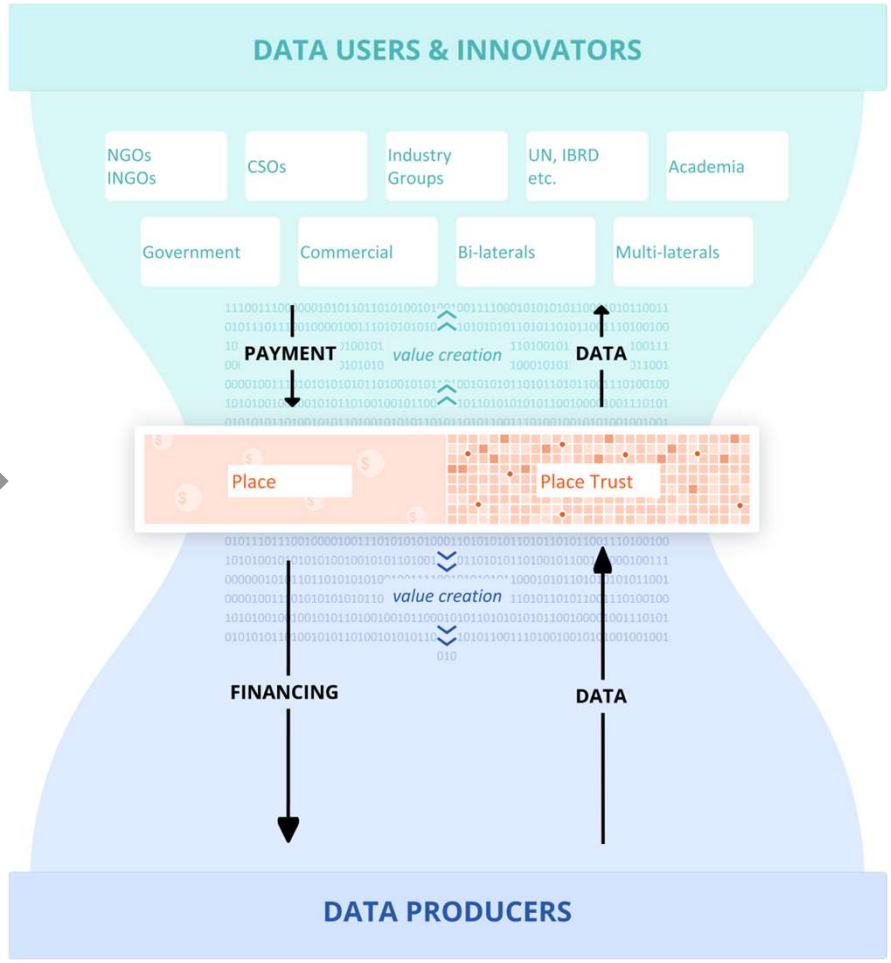
Scale of need of public investment in water, sanitation, health, education, housing, transport, green space, agriculture, sustainable land use becomes clear and informs decisions.

Partnership model w Government removes need for restrictive use laws and regulations enabling data and technology value are realized.

Without PLACE



With PLACE



PLACE