



DATA LAND

“The alternative to data monopolies”



What are the problems our customers have?

100% of our customers have at least some of these problems

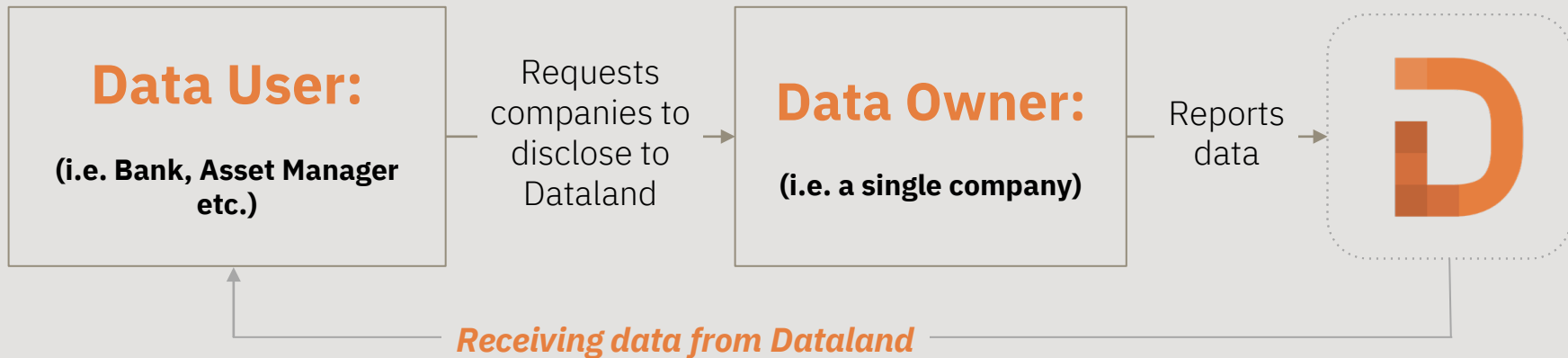
Financial Services				Industrial Services
HIGH PRICES	DATA GAPS	QUALITY ISSUES	USAGE RESTRICTIONS	MULTIPLE REQUESTS
<p>Jasper, <i>Chief Finance Officer</i> at a bank</p> <p>Needs to purchase the EU Taxonomy data of its customers at a high price from commercial data providers.</p>	<p>Julia, <i>Sustainability Officer</i> at a large credit institution</p> <p>Needs to report on the entire portfolio, but faces many data gaps, notably from smaller and unlisted companies.</p>	<p>Machteld, <i>Fund Manager</i> at an asset management firm</p> <p>Must ensure the quality of the data across the companies in the investment universe.</p>	<p>Claudio, <i>Client Account Manager</i> at an asset manager</p> <p>Would like to provide his asset owner client with the raw data but is limited by the usage conditions of his data providers.</p>	<p>Paula, <i>Investor Relations Officer</i> at a company</p> <p>Must respond to an increasing number of questionnaires from investors and data providers, a very time-consuming process.</p>



How can we support our customers to solve these problems?

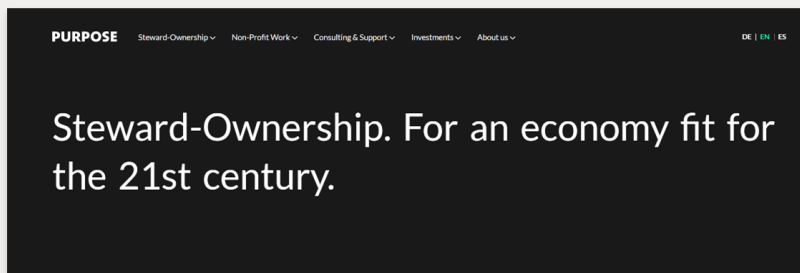
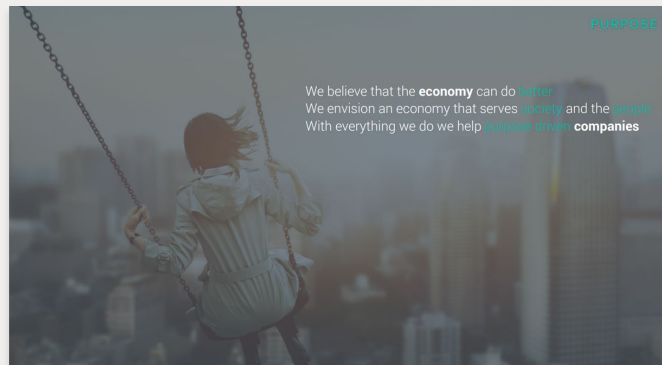
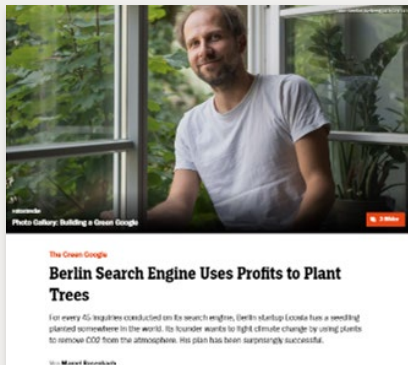
Neutrality, trust and transparency are required to make this work

A multi-sided market as an alternative to the incumbent data monopolies



How can we ensure trust, transparency and neutrality?

Let's take some inspiration from Ecosia and the Purpose Economy



- *The challenge for Ecosia was to make sure that the profits of the company will always be used to plant trees.*
- *They chose the set-up of a purpose company to ensure this for eternity.*
- *The challenge for Dataland is to make sure that the benefits of Dataland are used to make data available at better quality and cheaper costs*

Click on each picture to see more information

Dataland from a Purpose Economy perspective

Dataland will be credibly neutral and serve a purpose

Werte-Stiftung

Since Werte-Stiftung is operational and well established, we could start with the incorporation of Dataland GmbH **without further delays.**

Werte-Stiftung would receive contribution EUR 40k to cover the costs for the “hosting services”

The Purpose Economy idea: Dataland GmbH...

- ☐ ... owns itself → **built by stakeholders for stakeholders**
- ☐ ... must never be sold → **removing incentives for profit maximization**
- ☐ ... can not pay dividends → **removing incentives for profit maximization**
- ☐ ... must operate on “Cost + 15%” → **data gets cheaper the more parties use it**
- ☐ ... is decentralizing as much as possible → **to build a multi-sided market**
- ☐ ... is focused on raw data only, no analytics → **market infrastructure**

Werte-Stiftung



Dataland GmbH

owns 100%

Werte-Stiftung

Mission: Promoting values, people and ideas

- Charitable Foundation in Frankfurt which has built a functioning ecosystem of self-reinforcing initiatives. All initiatives are set-up to cover their costs and **not to maximize profits.**
- The [State of Hessen](#) has provided funding for the venture and private equity ecosystem [Futury](#) which was incubated by Werte-Stiftung. **Futury is set up to cover its costs but not to return profits.**
- Werte-Stiftung is hosting [“Hospizstiftung Rodgau”](#) which was funded by EUR 1m from Dietmar Hopp. **This demonstrates that Werte-Stiftung is providing infrastructure services for other initiatives.**
- Convener of the [“Frankfurter Erklärung”](#) in partnership with [PIK](#), [ZGF](#), [Senckenberg](#) and others which **shows alignment with our values.**



Click on each picture to see more information

Incorporation

Werte-Stiftung has incorporated Dataland GmbH



From left to right: [Dr Moritz Kiese](#) (d-fine GmbH, interims-MD Dataland GmbH), [Erik Breen](#) (MD Dataland GmbH, [Andreas Feiner](#) (PwC)), [Dr Anna-Lisa Schwarz](#) (MD Werte-Stiftung), [Andreas Dörr](#) (CFO Werte-Stiftung) at the notary.

- Werte-Stiftung incorporated Dataland GmbH on the 21st July 2023.
- We have appointed Erik Breen as the first Managing Director of Dataland GmbH. Erik is a well known professional in the sustainability world.
- Dr Moritz Kiese has been appointed interim Managing Director until we have identified further two Managing Directors (COO, Sales).
- Dataland will implement a Supervisory Board in due course. [Dr Egbert Scharck](#) (CEO d-fine) and [Stefan Henkel](#) (MD VÖB-Service, Co-Founder Werte-Stiftung) have been selected. A third person will be appointed by Werte-Stiftung.
- [Daniela Geretshuber](#) will join the Kuratorium of Werte-Stiftung. Andreas Feiner will support Daniela in her role on the Kuratorium of Werte-Stiftung.



Product Advisory Council

Dataland has partnered with key players in the ecosystem



BVI
Asset Management
Rudolf Siebel



GDV
Insurances
Tim Ockenga (TBC)



vöB
Banks
Mica Valdivia



xBRL
Tagging
John Turner (TBC)



GLEIF
Identifiers
Stephan Wolf



value balancing alliance
Industrial Services
Christian Heller



WWF
Finance
Matthias Kopp

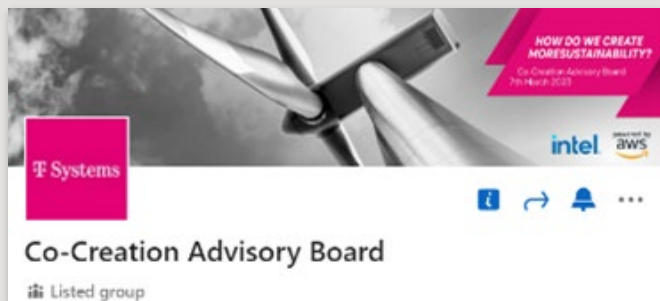
The Product Advisory Council meets quarterly and will help steer the product development and roadmap at Dataland.

The members of the Product Advisory Council will promote Dataland into their membership base.

New development partners have joined Dataland

Each new partner represents funding, network and credibility

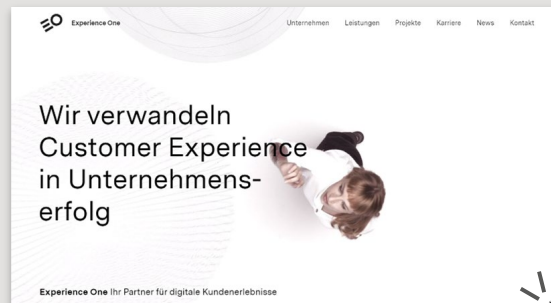
T-Systems



- [Summary of the Co-Creation Advisory Board](#)
- [Video](#) for the Co-Creation Day
- [Miro Board](#)

EUR 500k for Cloud Space
Migration from AWS to Open Telekom Cloud

Experience One



EUR 250k for Development Resources

“Pathways to Paris”

A cooperation with the WWF and the German Government

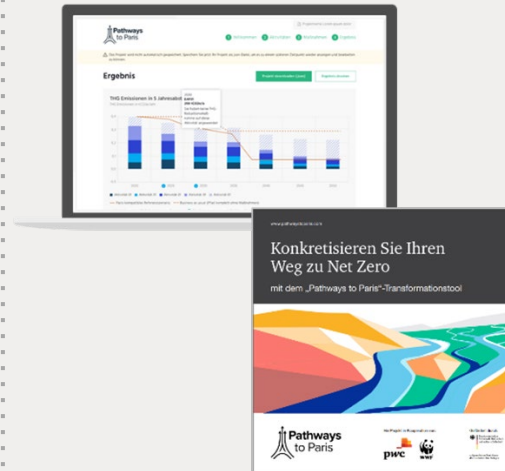
Exchange with real and financial economy

>33 interactive workshops carried out (incl. SMEs)



Development of a tool for transformation planning

Practical tools for companies developed



Development of sector-specific indicators & engagement guidelines

Guidance for financial institutions developed



“Pathways to Paris”

A cooperation with the WWF and the German Government



Real Economy

Production of ammonia & synthesis gas |
Automotive industry |
Commercial real estate | Steel production |
Cement production | Agriculture: livestock |
Logistics: road freight | Plastics production |
Electricity generation | Housing industry



Joint understanding of a Paris-aligned transformation



Financial Sector

Asset owners and managers |
Banks | Pension funds |
Insurance companies

- Science-based transformation pathways for ten real economy sectors (focus Germany)
- Validated technical reduction measures and cost curves based on a web-based tool
- Paris-aligned action and investment plans



- Actor- and sector-specific indicators and metrics to assess the transformation performance of companies
- Sector-specific engagement protocols to conduct a systematic exchange with companies on their transformation realization
- Measures to ensure Paris-compatible alignment of loan and investment portfolios

DataLand and “Pathways to Paris”

Implementation of the data model into DataLand

One of DataLand's **seven** frameworks 

