The tangible and intangible associations that encompass location, locale, position and community along with our emotional sense of identity, purpose and belonging.
A non-profit data trust that serves the public interest

We create and maintain accurate and timely data about the place around us and make it available to as many people as possible.
Why PLACE

Large areas of the world are not mapped in a consistent and standardized way

**Governments**

Traditional mapping providers, struggle to keep up with rapid changes in technology, people, and volume of data.

**Commercial**

Tech platforms create uneven coverage and closed data as incentive is to harvest individual user location data and combine with mapping and other data.

**Crowdsourcing**

Data inconsistent. Governance issues and licensing models restrictive to commercial value creation. Volunteer labor is hard to scale. Funding a challenge.

**Market Failure**

- Fragmentation
- Data Monopolies
- Redundancy and Overlaps
- Poor coordination
- Lack of sharing and re-use
- Inefficient spend
- Lack of complete, accurate, documented up to date data
- Stifled innovation
- Lack of insights

**Funding is a problem**

Governments don’t invest sufficient funding and increasingly outsource

Bi and Multi-Laterals fund large capacity building programs for government mapping and land institutions w/ mostly limited success, and fund data that is often hard to access

Foundation funded projects often need (and fund) mapping data. Good data produced, but expertise, systems and orgs hard to sustain
PLACE is a Sustainable Non-profit Business that Doesn’t Compete with our Members

- Collect and maintain high quality, up to date primary mapping, standardized across multiple geographies
- Enable inclusive governance through a club good membership model
- Maintain a secure PLACE data warehouse w API access
- Ensure that PLACE data is owned by the Trust and its members
- Create jobs in nations by hiring local organizations and businesses to collect their data on an ongoing basis
- Mobilize impact financing to pay for PLACE data and operations
- Set standards and pricing for PLACE data and access
- Provide commercial and ODbl licensing options
- Share expertise and innovation know how and networks

*A club good typically is a good that has some excludability i.e. licensing, fees etc. but the good itself is non rivalrous e.g. the good itself is not competitive to the members of the club.
PLACE Impact

Our goal is a big one, to have meaningful impact on hundreds of millions of lives and transform the relationship between citizens and their community and society.

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<tr>
<th>The Invisible Made Visible</th>
<th>Partner Success</th>
<th>Data at Scale</th>
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<td>As a result of using our data, members actively provide solutions to make better places</td>
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The Invisible Made Visible

- Map billions of people and their places

Partner Success

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Data at Scale

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Mobilized Funding and Jobs

- Disburse at least USD 100M to organizations and businesses mapping place, creating thousands of jobs in countries where PLACE is mapping

Sustainable Non-Profit Created

- Build and maintain a sustainable non-profit technology business that maps the world in the public interest

Trust Built

- Build and maintain a data trust that is independently stewarded to work in the public interest and provides a means for participation and representation of many

Data Democratized

- Put data back in the hands of communities, businesses, organizations and governments
Ghana MVP – From Theory to Practice

- Develop and test a data collection methodology
- Determine base set of attributes that should be collected
- Create output, get results, review, learn, adjust
- Develop initial platform infrastructure
- Create and develop a demo

Scope of MVP
Ghana, Dansoman & National
PLACE Governance Model*

Independent of management and management governance. Holds the trust accountable on core principles such as mission, access, ethics, and pricing.

Our members have a say in how we operate.

*Proposed. Will be further developed by The GovLab in partnership with our plan community.
PLACE Value and Scale
Create value for members and data producers by sustaining a vibrant ecosystem of jobs and innovation

Our value comes from not competing with any of our members, building the underlying “plumbing” data that everyone needs but no one really wants to create, and scaling our platform of producers and users.
PLACE Financing

**Impact Financing**

**BLENDED CAPITAL STACK**

- $ Grants
- $$ Recoverable Grants
- $$$ Long-term concessional finance

**Network effects create self-sustaining model**

**DATA**

Asset Data Creation
Underlying data asset grows in value

**FEES**

Membership Dues
Annual membership fee for access to place data

Commercial Fees
Fee based on data use. Full commercial access

ODbl Licensing
Contribute derived data instead of paying a fee

**Governments**

**Funders**

**Research Institutions**

**Non-profits**

**Investment Firms**

**Commercial Members**
Our Members Deliver a Good Place

MEMBERS
- Commercial
- Government
- Non-profits
- Investment Firms
- Funders
- Research Institutions

HEALTH
- Improved Vaccination Targeting

ENTREPRENUERSHIP
- Innovation, Start Ups, and Jobs

CLIMATE
- Climate Change Adaptation and Resilience

EFFICIENT FUNDING
- Less Redundant Spend on Primary Data

DISASTER PLANNING
- Improved Disaster Preparedness
- Faster Emergency Response

UTILITIES
- Energy Efficiency, Better Coverage

TRANSPORT
- Improved Public Transport

ECONOMIC OPPORTUNITY
- Improved Access to Market

LAND RIGHTS
- Secure Tenure

AGRICULTURE
- Better Agricultural Planning

BANKING
- Better Access to Finance

Ease of use
- Purpose
- Access
- Value-add
- Reliability