



empowering
people
community
planet



The tangible and intangible associations that encompass location, locale, position and community along with our emotional sense of identity, purpose and belonging.



What is  PLACE

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

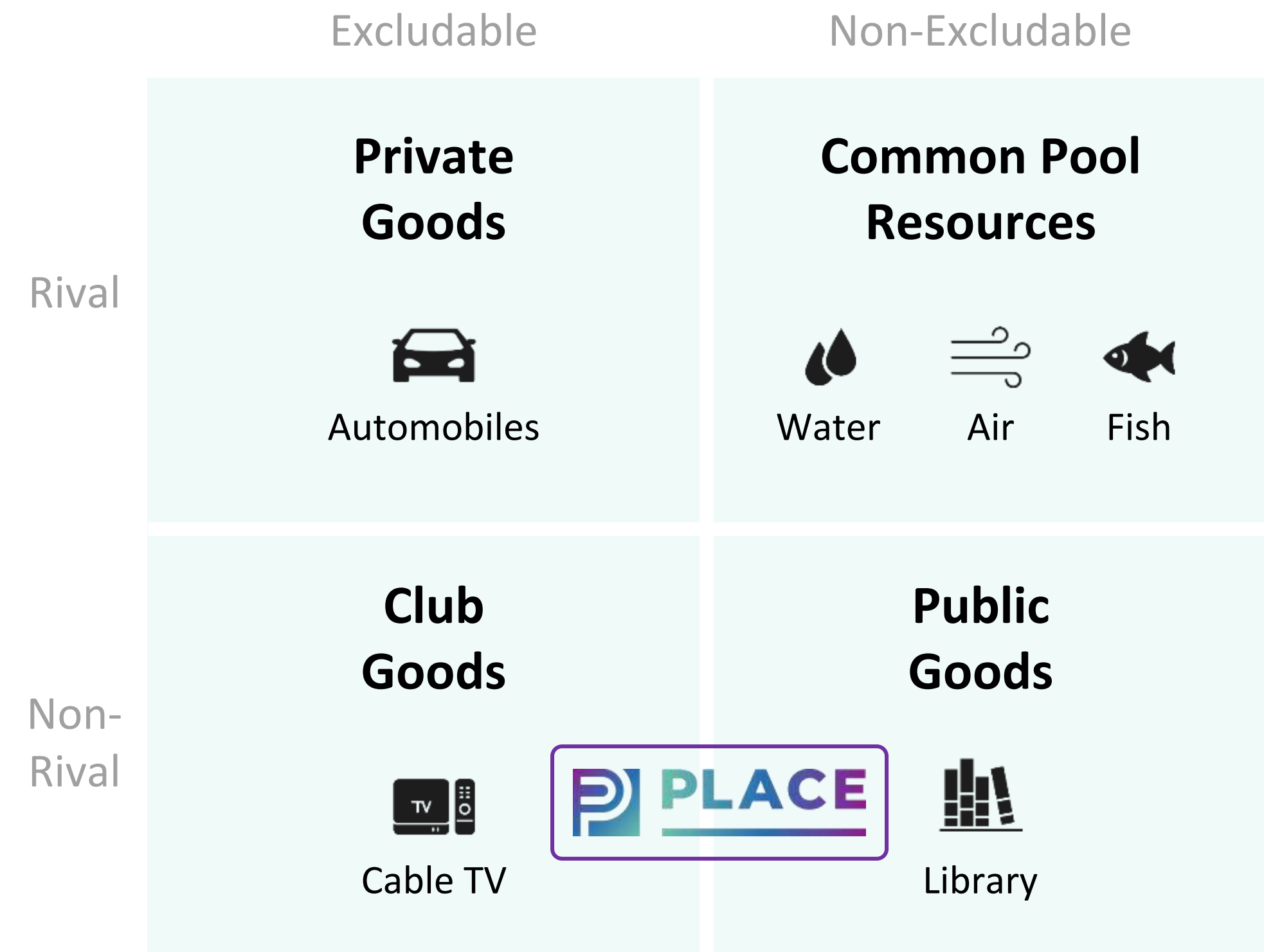
Governments don't invest sufficient funding and increasingly outsource

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 ODbI 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



The Invisible Made Visible

Map billions of people and their places

Partner Success

As a result of using our data, members actively provide solutions to make better places

Data at Scale

Map an area the size of Africa (40 million sq kms) providing insights for climate finance, deforestation, housing, planning, infrastructure, environment and others



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

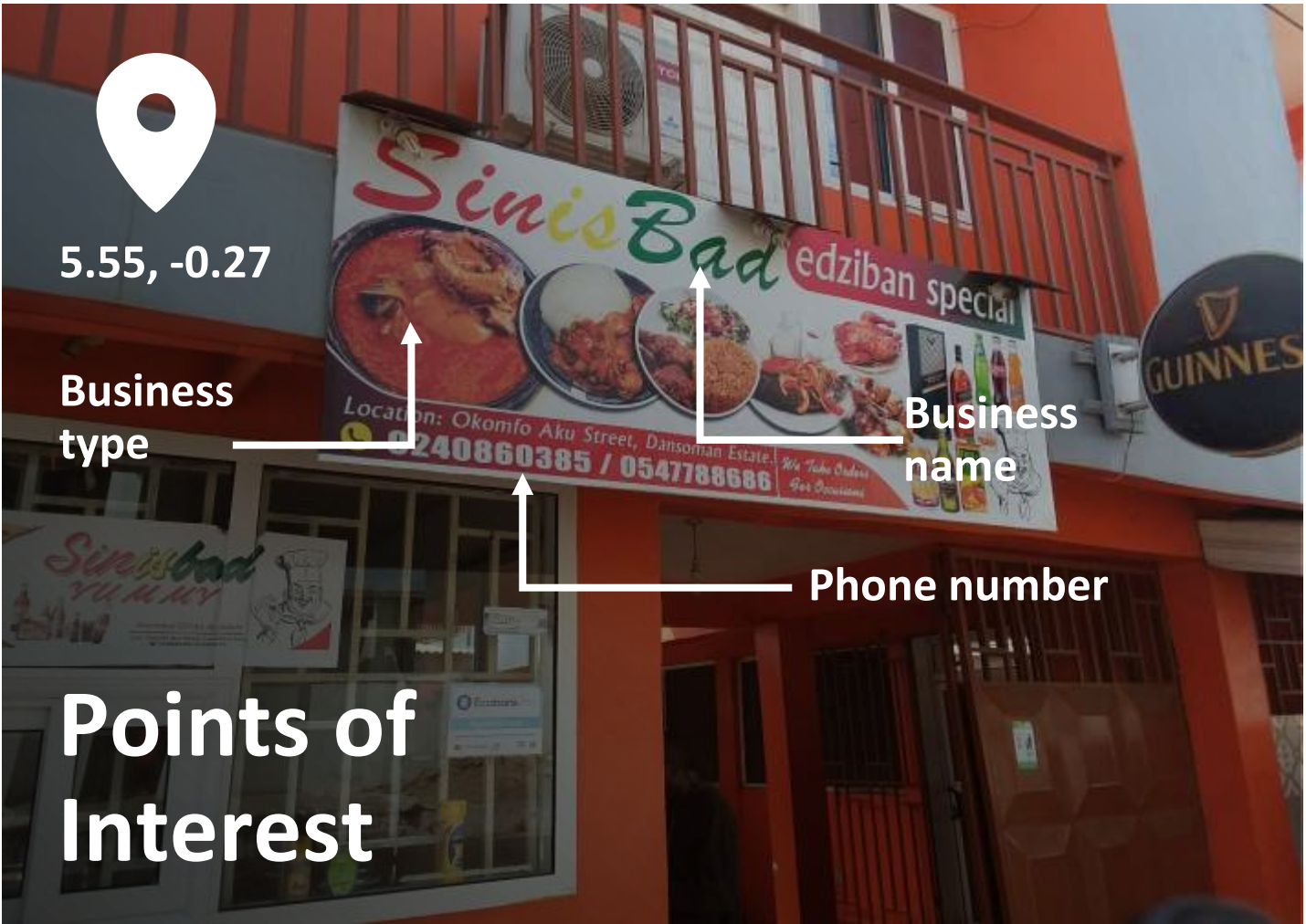
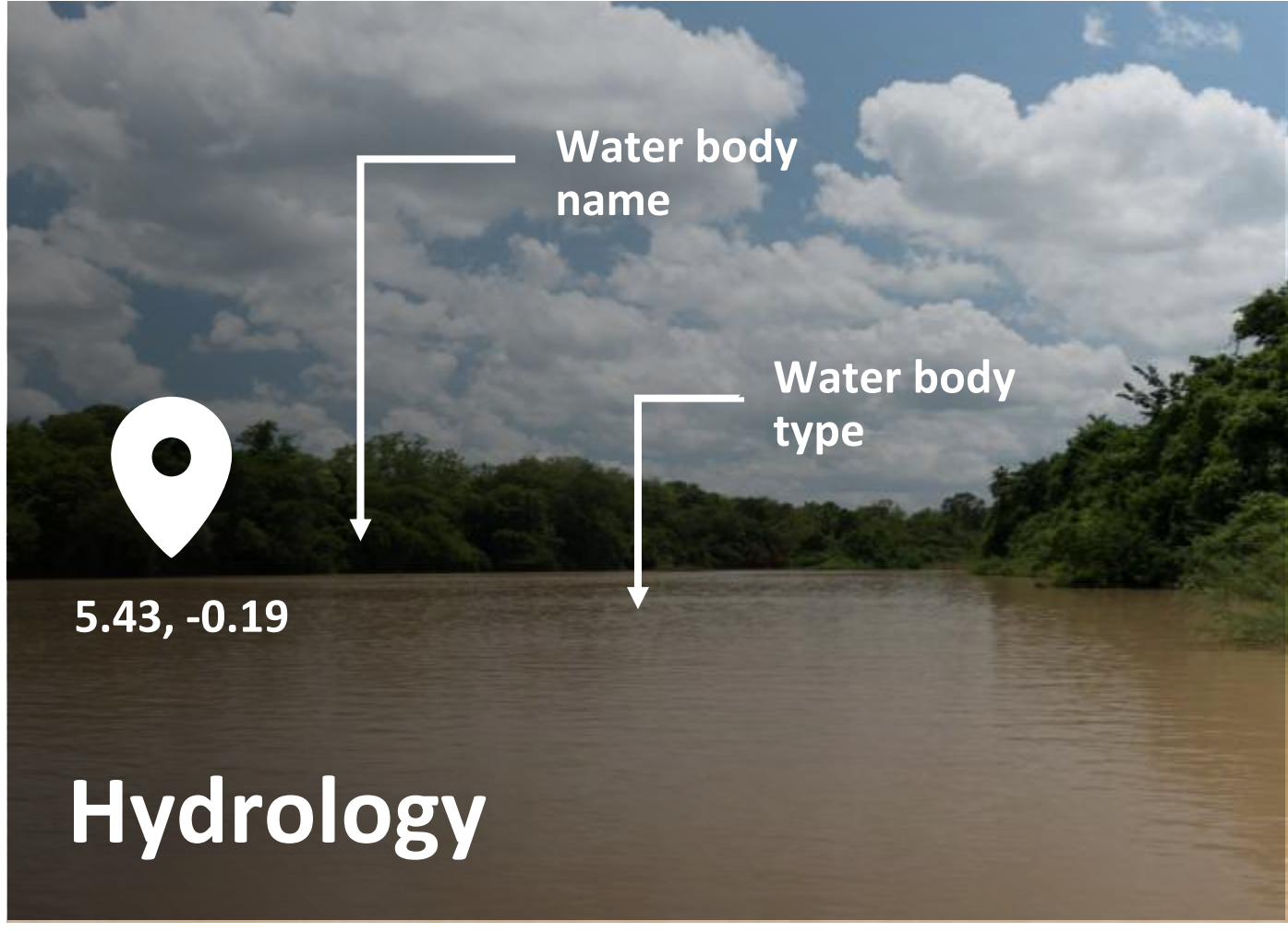
Build and maintain a data trust that is independently stewarded to work in the public interest and provides a means for participation and representation of many

Data Democratized

Put data back in the hands of communities, businesses, organizations and governments



PLACE Data



Ghana MVP – From Theory to Practice

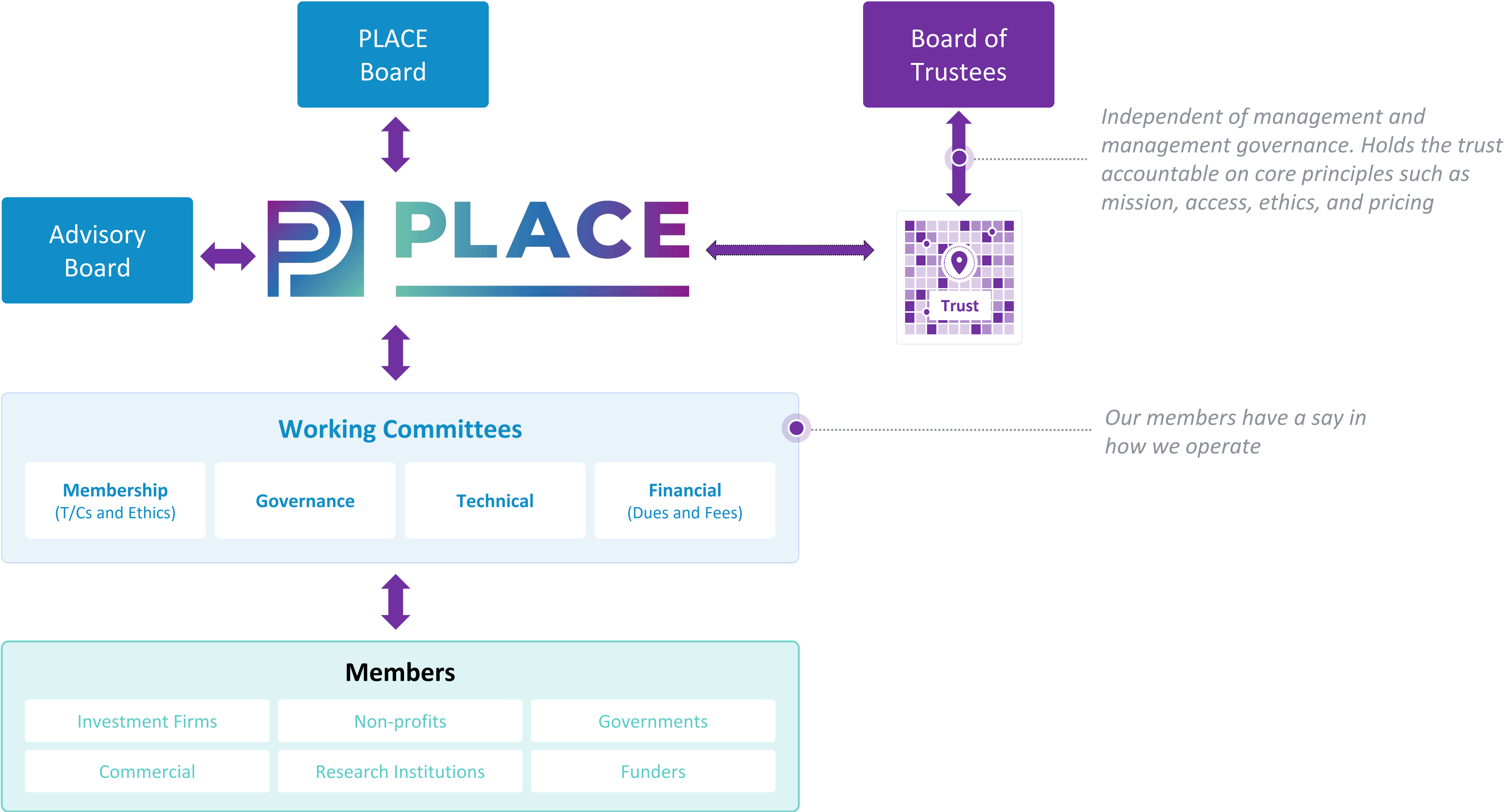
- Develop and test a data collection methodology
- Determine base set of attributes that should be collected
- Create output, get results, review, learn, adjust
- Develop initial platform infrastructure
- Create and develop a demo



Scope of MVP Ghana, Dansoman & National



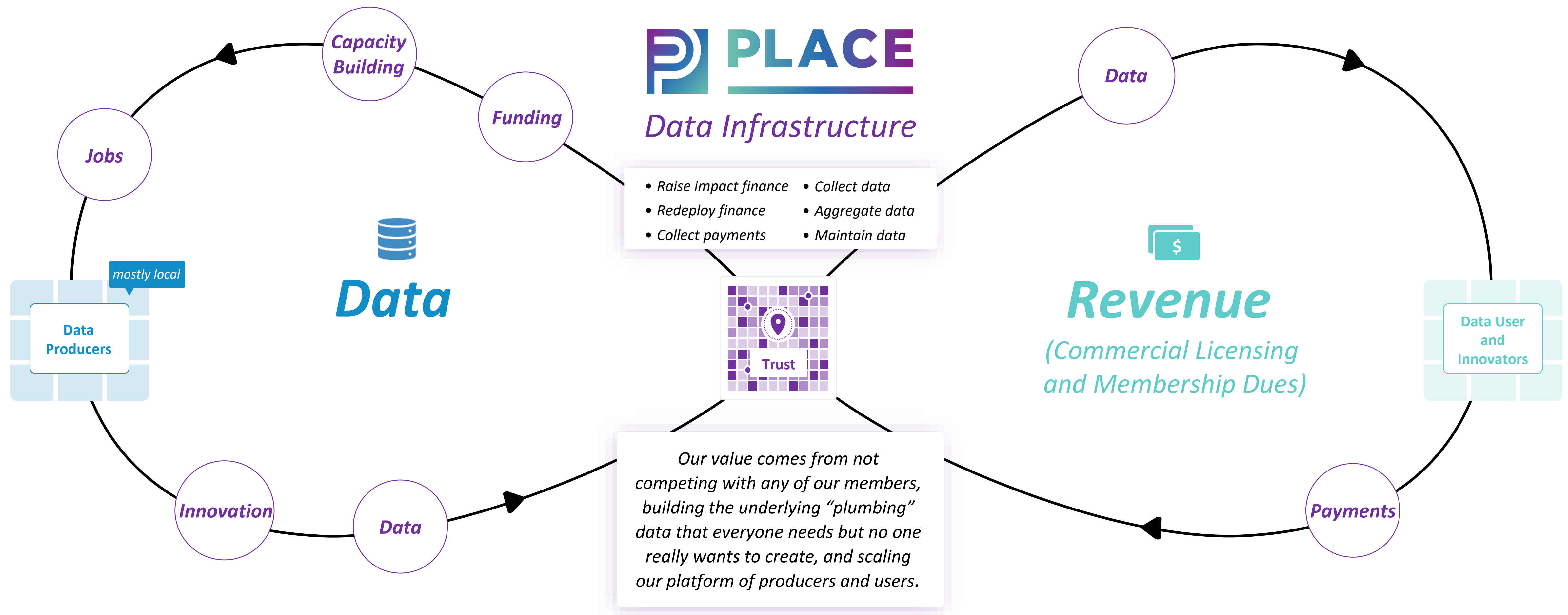
PLACE Governance Model*



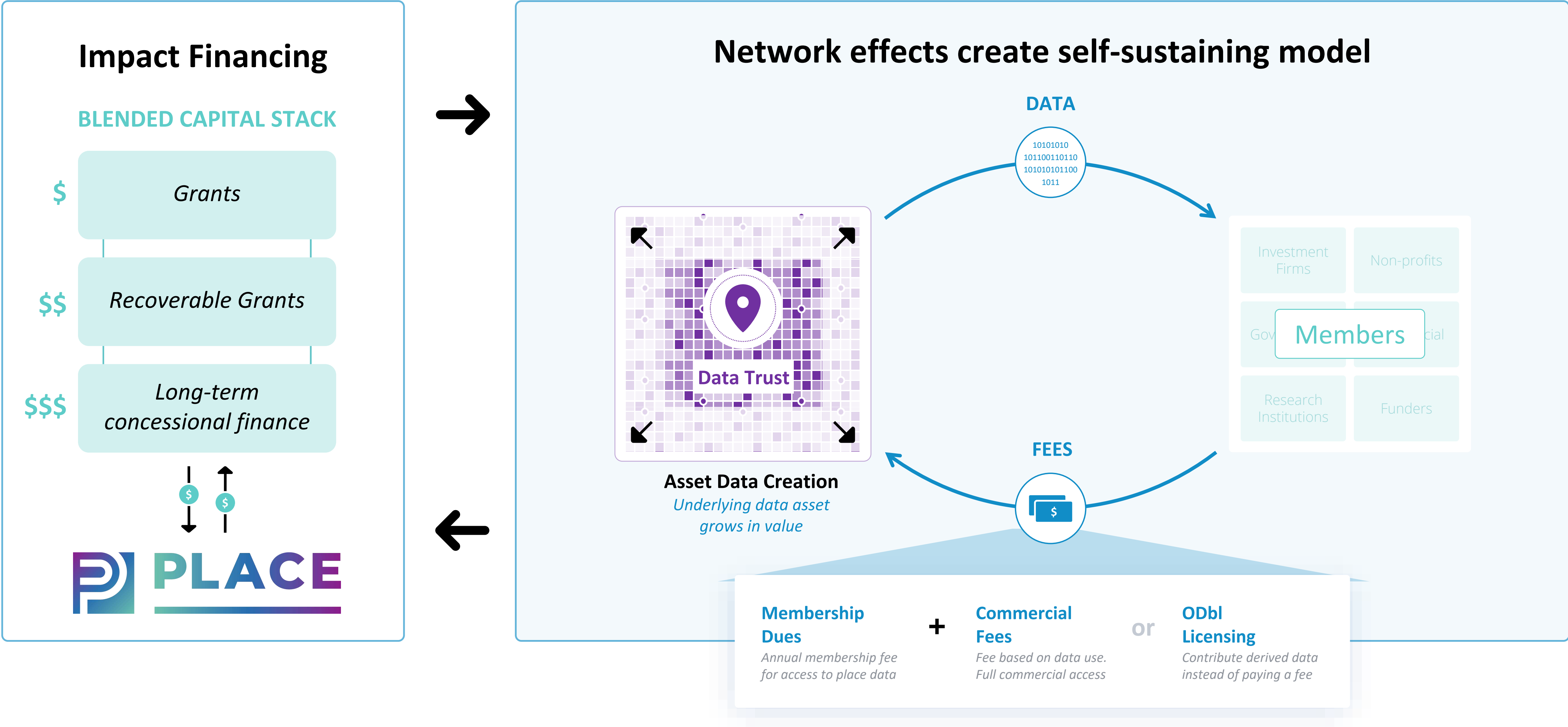
*Proposed. Will be further developed by The GovLab in partnership with our plan community

PLACE Value and Scale

Create value for members and data producers by sustaining a vibrant ecosystem of jobs and innovation



PLACE Financing



Our Members Deliver a Good Place

