



DATA AS A STRATEGIC ASSET:

How the Most Innovative Companies are Leveraging Data
and Managing Risk to Gain an Edge

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The Zippin Flywheel



Practical Data in Motion



AGENDA

01

Data as a Moat

02

Data Fidelity as a Moat

03

Users as Co-Pilots

04

Ethics & Privacy

05

How VCs Increasingly Leverage
Data to Find Hidden Gems

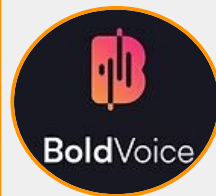
06

Q&A



Data as a Moat

- **Live data > Static insights**
- **Product touchpoints = Secret weapon**
- **Infra, compliance, and context \neq easy to copy**
- **Proprietary data or data lens**

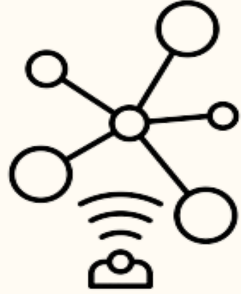


- ★ **Proprietary video and sound library**
- ★ **Eventual proprietary best in class model for vertical**
- ★ **Data-driven acquisition hooks and gamification to drive conversion (Accent Oracle, Accent Converter, etc.)**

Data Fidelity as a Moat



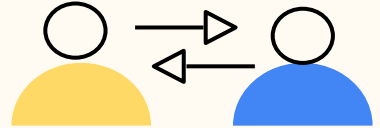
Verified Data



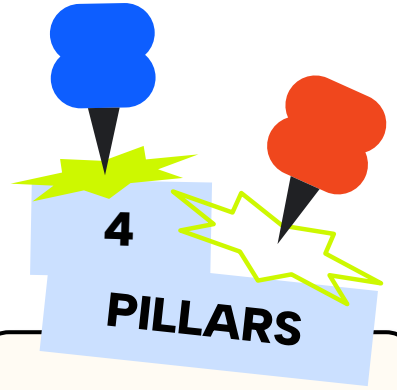
Multi-Input
Triangulation



Ingestible Data



Transparent Data Uses
& Sources



Users as Co-Pilots

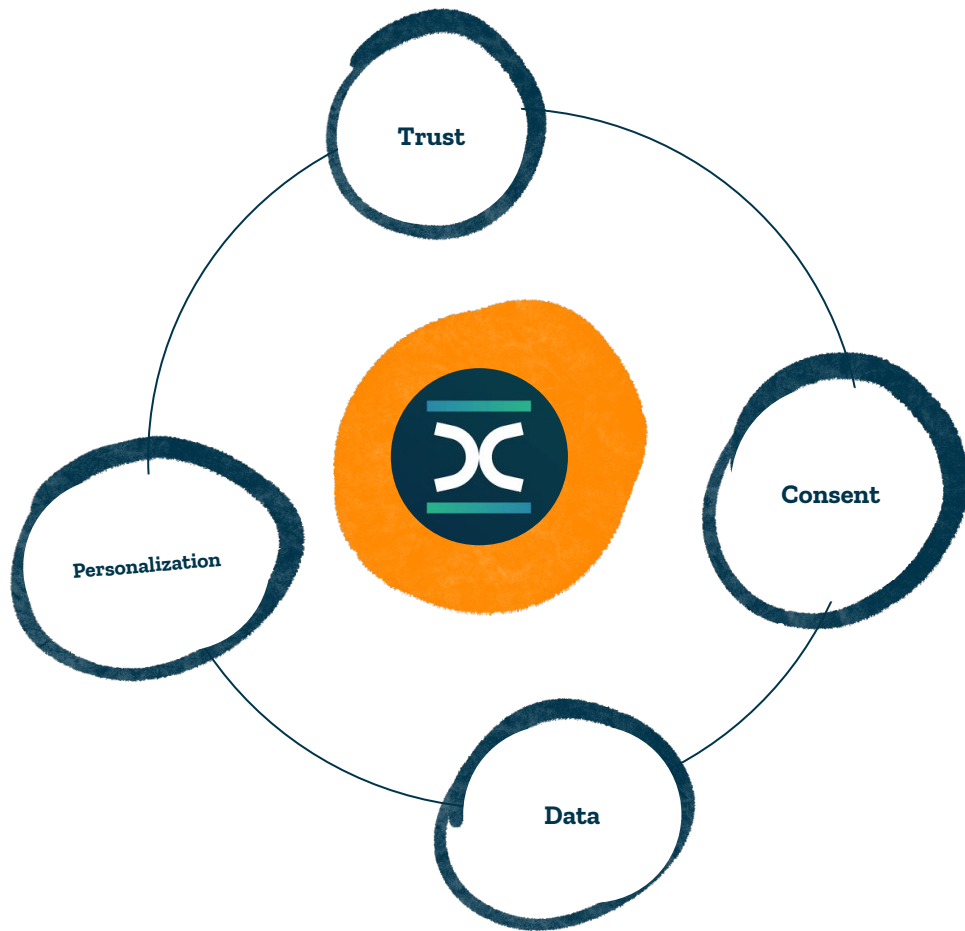
Personalization Through Trust

Transparency- When users know how their data is being used, they lean in. They feel seen. They're more likely to engage deeply and stay longer.

Retention - When it feels like the product truly understands them - they don't churn. They return. They refer. The loop strengthens.

Virality - When users see outputs that feel highly personal, they want to share them. Transparency + personalization isn't just sticky - it spreads.

EXAMPLE: AI Health Startup



Ethics & Privacy

Innovate Boldly with Bias-proof, Compliance-by-design safeguards

Privacy- First Architecture



WELLNESS TECH CO.

- Tokenization and differential privacy baked into the ingestion layer
- User-level permissioning defaults to opt-in
- Transparent logging of data source provenance

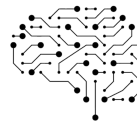
Eliminate Bias



RETAIL ML PLATFORM

- Continuous monitoring of model drift and demographic impact
- Bias injection testing in QA pipelines
- Segment-level performance auditing

Ensure Explainability



INSIGHTS AI

- Explainability dashboards for internal and external users
- Audit trails visible to compliance and governance teams
- Plain-language model summaries for enterprise partners

How VCs Increasingly Leverage Data to Find Hidden Gems



**More Live Data, More
Unique Sources**



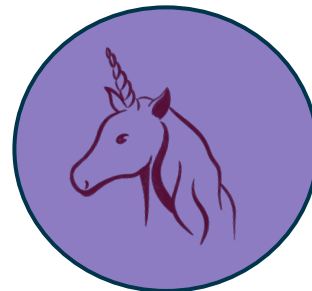
**Find the 1 of 1
Not the Lookalike**



**Predictive, Not
Reactive Analytics**



**Investigate Anomalies,
Not Just Patterns**



"If a start-up fund has a portfolio of 100 companies, the 10 successful startups (Ideally including 1 unicorn) should more than compensate the 90 failures"

Q&A

5 mins



THANK YOU!



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