



CREATING A DATA COLLABORATIVE IN 18 STEPS

PHASE 1

DEMAND

STEP 1: Define the problem to be solved

STEP 2: Define the value proposition of the data collaborative

PHASE 2

SUPPLY

STEP 3: Identify data science expertise and organizational competency — internal competencies and external entities that could fill any gaps

STEP 4: Identify data supply

- *Internal:* Conduct due diligence research and a data audit
- *External:* Map the potential supply side based on identified gaps

PHASE 3

COLLABORATION

STEP 5: Select the most promising potential supply-side data providers and identify specific incentives for them to participate

PHASE 4

DESIGN

STEP 6: Define the ideal type of data collaborative based on the supply and demand

STEP 7: Assess major risks, ethical concerns and potential challenges

STEP 8: Develop a multi-faceted risk mitigation strategy

STEP 9: Agree upon terms and conditions for arrangement

STEP 10: Establish a governance structure — how will decisions be made?



PHASE 5 **IMPLEMENTATION**

STEP 11: Agree upon expectations, roles, responsibilities, timeline and operational specifics of data-sharing process

STEP 12: Determine resources: cost and funding models

PHASE 6 **COMMUNICATION**

STEP 13: Develop a communications strategy

STEP 14: Determine audience and information sharing approach

PHASE 7 **LEARNING**

STEP 15: Define a common baseline against which to measure progress

STEP 16: Measure progress against defined, agreed-upon metrics of success

STEP 17: Impact assessment

PHASE 8 **ITERATION**

STEP 18: Iterate as needed