



POWERING THE ISLAND'S DATA ECONOMY

Data Asset Foundation Workshop



OBJECTIVE OF THE DAY

PART 1

- 💡 What are we doing?
- 💡 Data Asset Foundation Overview
- 💡 Problem Statement/Use cases
- 💡 Current Solutions
- 💡 Our Differentiator
- 💡 Core Components
- 💡 Delivery Roadmap
- 💡 Pilot scheme approach
- 💡 Q&A

PART 2

- 💡 The role of the CSP
- 💡 The changing role of the enforcer
- 💡 Support System for CSP's
- 💡 Preparedness roadmap
- 💡 Who are EDMA?
- 💡 Pricing considerations
- 💡 Next Steps
- 💡 Q&A

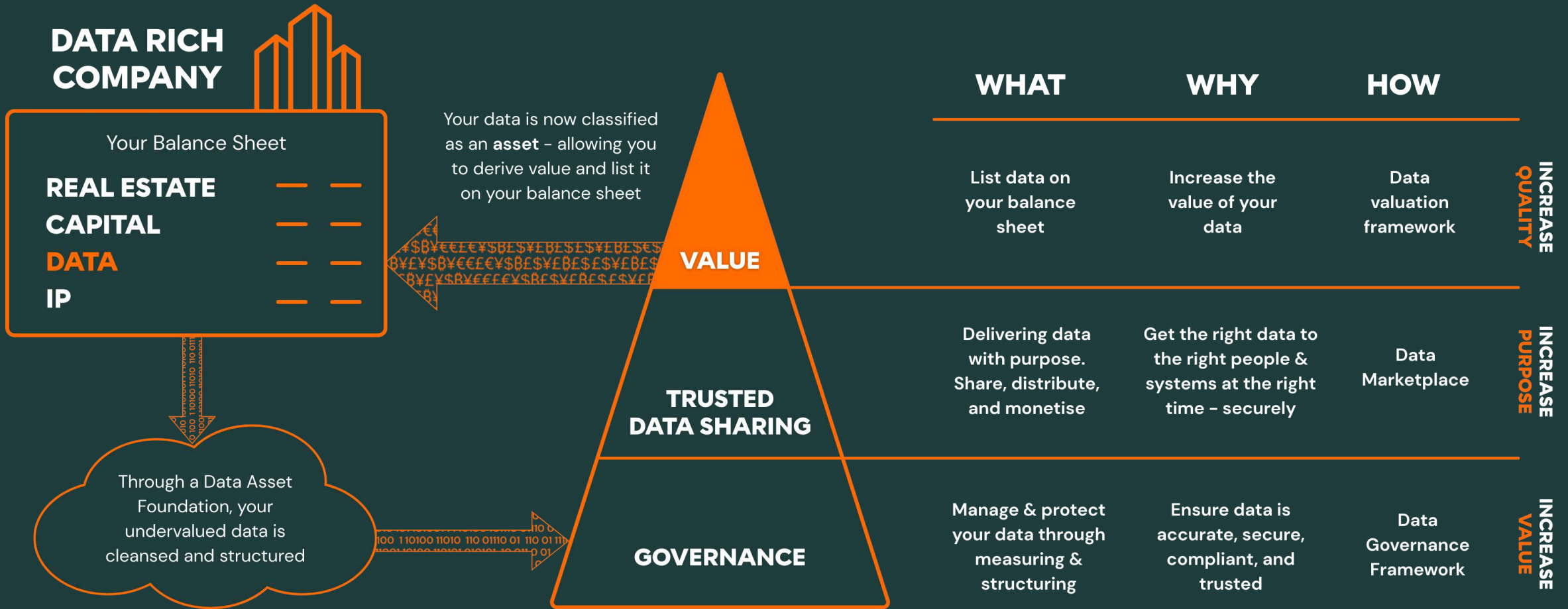


WHAT ARE WE DOING?

WE ARE BUILDING THE NEW DATA ECONOMY
FOR THE GLOBAL MARKET IN THE ISLE OF MAN



DATA ASSET FOUNDATION OVERVIEW



PROBLEM STATEMENT: GLOBAL MARKET GAP

Data is the most valuable resource of the 21st century, yet it's not reached its full potential.

The data economy has not yet evolved. The global market lacks a trusted, standardised legal vehicle and a clear definitions around data assets.

This creates massive friction:

- **Legal Ambiguity:** How do you truly "own" a dataset? How do you define it?
- **Valuation gap:** How does it appear on a balance sheet? How do you lend against it?
- **Fragmented Governance:** Compliance is a complex, bespoke, inconsistent, and expensive process.

For many, value is being left on the table.

CASE STUDIES

Data Asset Foundations formalise what leading global companies are already doing through complex legal workarounds.



AVIATION: SECURITISATION

Delta Air Lines raised \$9 billion in 2020 by using its SkyMiles loyalty program, a massive data asset, as collateral.

Data Asset Foundations provide a cleaner, more efficient SPV structure for such transactions.



RETAIL: DATA MONETISATION

UK retailer Tesco created **Dunnhumby**, a separate company to analyse its Clubcard data, selling insights to CPG brands like Coca-Cola and P&G. It is now a global leader in data science.

Data Asset Foundations are the ideal legal "wrapper" for this type of DataCo model.

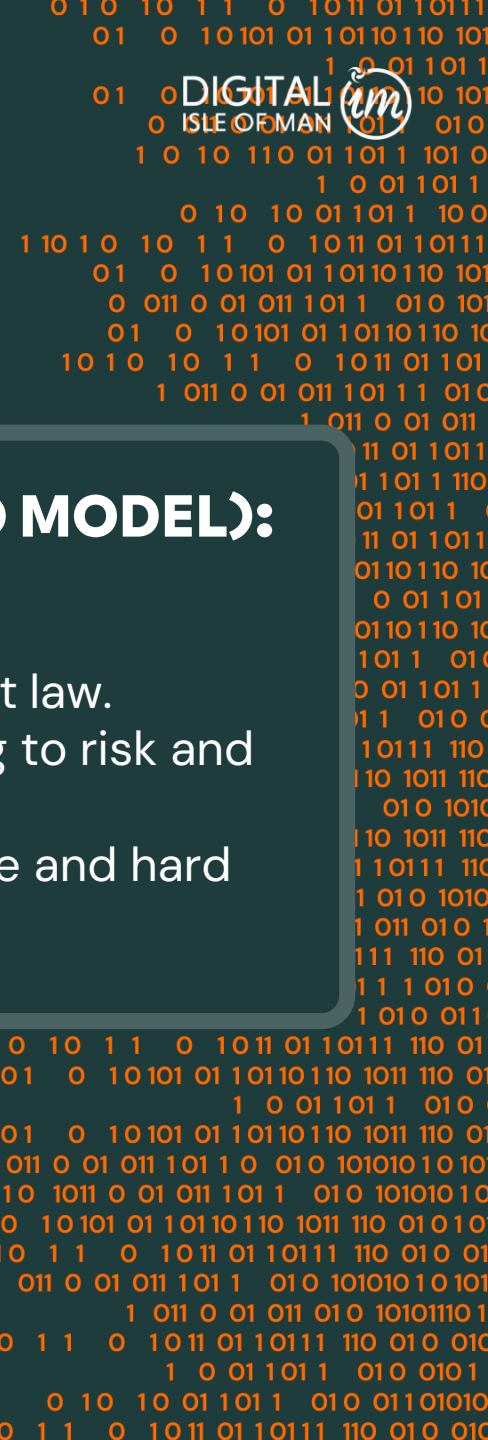


AGRICULTURE: DATA-DRIVEN SERVICES

John Deere collects vast telematics data from its farm equipment. This asset is used to offer premium services to farmers (e.g. yield optimisation) and drive R&D.

Data Asset Foundations can hold this pooled data, enabling joint ventures with researchers or tech firms while protecting the core asset.

CURRENT STATE: WHY EXISTING STRUCTURES FALL SHORT



TRADITIONAL TRUSTS:

- Lacks commercial viability: Fiduciary duties can conflict (e.g. privacy vs monetisation).
- Lacks legal certainty regarding data as an asset

STANDARD COMPANIES (DATACO MODEL):

- Operates in a legal grey area.
- Relies on a complex web of IP and contract law.
- Governance isn't legally mandated, leading to risk and inconsistent standards.
- Ownership and valuation remain subjective and hard to enforce.

THE ISLE OF MAN SOLUTION: THE DAF ADVANTAGE

The Foundations Act 2011: Provides the perfect framework – It's a hybrid model that offers:

Legal
Personality

Financial
Incentives

Purpose-
Driven

Flexibility

Oversight &
Eternal Audit

This is the next logical evolution for our Island's world-class professional services sector. We are leveraging decades of Manx expertise in asset management, protection, and governance and applying it to the most important asset of the digital age.



THE CORE COMPONENTS OF THE DAF ECOSYSTEM



LEGAL FRAMEWORK:

Establishes data as a formally recognised asset class and enables a dedicated legal entity, the Data Asset Foundation, to hold and manage it.

DATA ASSET REGISTER:

Provides a transparent record of ownership, provenance, quality metrics, and usage rights.

EMBEDDED GOVERNANCE FRAMEWORK:

Mandates world-class data management standards (DCAM, CDMC) directly into law to ensure trust, ethics, and compliance.

STANDARDISED VALUATION FRAMEWORK:

Introduces market-standard approaches to data asset valuation, enabling data to be treated as collateral, licensable product, or investment grade asset.

DISTRIBUTION PLATFORM:

Streamlines data sharing with trusted, legally supported agreements and technical controls.

HIGH LEVEL PLAN

ROADMAP TO THE 2026 TARGET

AUG'25

SEP'25

OCT'25

NOV'25

DEC'25

JAN'26

FEB'26

MAR'26

APR'26

Platform

PLATFORM SPECIFICATION

PLATFORM TENDER EXERCISE

DATA ASSET REGISTER

MARKETPLACE

Collaboration

WEBINAR

PILOT ANNOUNCED

WORKING GROUP PROGRAMME

Legislation

LEGAL OPINION

DRAFT BILL AGREED AGC

LEGISLATION IN THE BRANCHES

LEGISLATION APPROVED

SECONDARY AGREED

Delivery

REGISTRY CHANGES INTRODUCED

VALUE PROPOSITION

ONBOARDING RULE SET

ONBOARDING OF PILOT COMPANIES

PILOT PROGRAMME LAUNCH

Training

TRAINING FINALISED

CSP TRAINING - EDM

LOCALLY PROVIDED TRAINING INTRODUCED

PART 2



THE ROLE OF CSPs IN DATA ASSET FOUNDATIONS

Corporate Service Providers will play the role of establishing and administering foundations, ensuring compliance with local regulations.

Additionally, together with Data Stewards, assessment and assurance partners, they will assist with the dedications and onboarding of the data assets on to the Data Asset Register.

ENFORCERS IN THE DAF ECOSYSTEM

Under the Foundations Act 2011, the Enforcer is a familiar role. For a Data Asset Foundation (DAF), your role expands beyond being just a purpose guardian, and we will provide you with the tools to facilitate this.

New Responsibility 1: Oversight of Data Governance

The Enforcer will be required to oversee the DAF Council adherence to the mandated data governance framework

New Responsibility 2: Ensuring Data Asset Register Integrity

To take reasonable steps to ensure the information the Foundation submits to the public Register is a true and accurate reflection of the asset's governance.

The Fundamental Shift: The law expands the Enforcer's remit, transforming you into a statutory Asset Steward with specific, enforceable duties tied directly to the data.



YOUR SUPPORT SYSTEM

ASSESSMENT

Assessment Partners will uncover and define company's data assets, then craft a compelling business case and strategic roadmap.



ASSURANCE

Assurance Partners will deliver data asset certifications that empower you as an Enforcer and instil confidence in your compliance.



VALUATION

Valuation Partners will provide precise, credible valuations of the data assets, equipping you with the rationale to provide the oversight.



PREPAREDNESS ROADMAP: TRAINING & COSTS

TRAINING COST:

\$700 per enforcer

(Regular price: \$1,500)

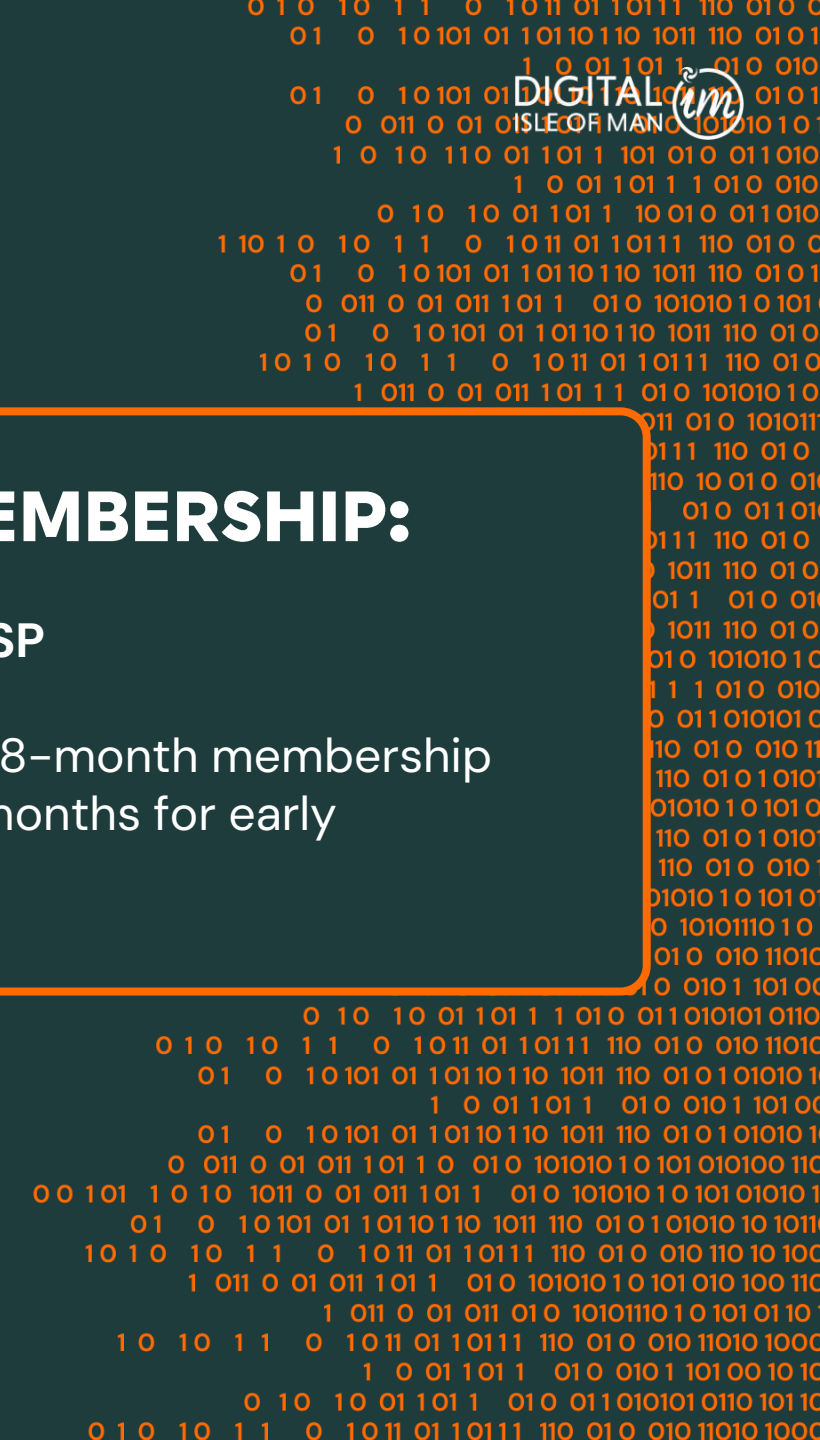
Training dates: 16–18 September 2025

EDMA MEMBERSHIP:

\$3,500 per CSP

Special offer: 18-month membership instead of 12 months for early members only

Training and membership are both required to participate in the working group programme and/or pilot programme.



EDM MEMBERSHIP **BENEFITS**



**Access to the
EDMA portal
and network**



**Access to
Communities
of Practice
(CoPs)**



**Ability to offer
training to
others after
completing
your
certification**



**Dedicated
support for
your
organisation**



**Team-wide
access to the
portal and
membership
benefits**

A DEDICATED TRAINING AND CERTIFICATION PROGRAMME

The training covers:

Fundamentals of the
data governance
frameworks

The Enforcer's new
duties and powers

Practical techniques for
data governance
oversight and audit

The opportunity:

World First: Independent
audit for data

Defensible and valuable
professional service

Train others and build
the next generation



PILOT SCHEME **ELIGIBILITY & NEXT STEPS**



*Submissions will be prioritised by lowest cost and then randomised if required

THANK YOU FOR YOUR ATTENTION

Scan the QR code to register for the
**'Data Asset Foundation: CSP
Introductory Meeting'** online event on
Tuesday 26 August.

