

Four Key Activities

Data
Communication

Creating Data Stories

Data Storytelling Training

Disseminating Data Stories

The Business of Data Storytelling

Stakeholder Engagement

Stakeholder
Engagement

1

Collect, process,
analyze,
impactful data

2

Tell powerful, relevant,
timely, stories that
generate interest and
create engagement

The Current Process is 50:50 “technology” and “human”

Stakeholder
Engagement

SCIENCE

RAW
DATA

Data
Scientists

FILTER
AND
ANALYZE

Data
Analysts

VISUALISE
INSIGHTS

ART

TELL THE STORY

Journalists,
Press Officers,
Marketeers

Foundational Technologies

How data stories are created and consumed.

FOUNDATIONAL TECHNOLOGIES

Stakeholder
Engagement

INTERNET

SOCIAL MEDIA

MOBILE/CELLULAR

CLOUD

RAW
DATA

BIG DATA ANALYTICS

FILTER
AND

VISUALISE
INSIGHTS

TELL THE STORY

Exponential Accelerated Development and Adoption

How data stories will be created and consumed.

FOUNDATIONAL TECHNOLOGIES

Stakeholder
Engagement

INTERNET

Web 3.0 [Decentralized] – Metaverse

SOCIAL MEDIA

Immersive [AR/VR] – AI-Powered

MOBILE/CELLULAR

5G/6G [Ultra-Fast] - Wearables

CLOUD

Distributed - Hybrid - Multi - Edge

BIG DATA ANALYTICS

Real-Time - Synthetic Data - GDPR, HIPAA

RAW
DATA

FILTER
AND

VI

Exponential Accelerated Development and Adoption

Extremely rapid deployment of LLMs is massive accellerant

Stakeholder
Engagement



COGNITIVE COMPUTING/AI

LARGE LANGUAGE MODELS [LLMs]

The Future of Data Storytelling

Stakeholder
Engagement

Automated Data-to-Story Process

Dedicated Digital Data Storytelling Website

Interactivity with AI components

AI Newsreader with Dynamic Narratives



The Future of Data Storytelling

Stakeholder
Engagement

Select level of detail

Select age appropriateness

Select length [headlines only?]

Select video/links

Directly interact with 'story'







REUTERS
INSTITUTE



UNIVERSITY OF
OXFORD

News journalism is more diverse, and in many cases, better than ever.

Media organisations no longer gatekeepers,
platform companies control access to audiences.

Business models for traditional news processes are challenged

Digital media drives people to more diverse sources of information
“automated serendipity”

Journalism is losing people's attention, and in some countries, the public's trust

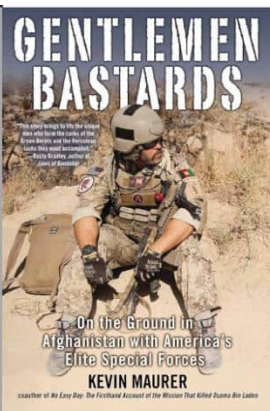
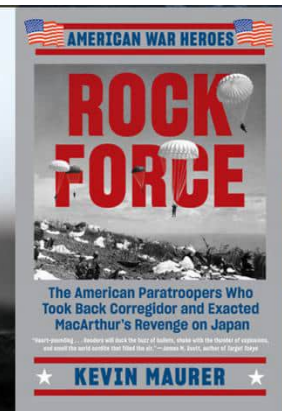
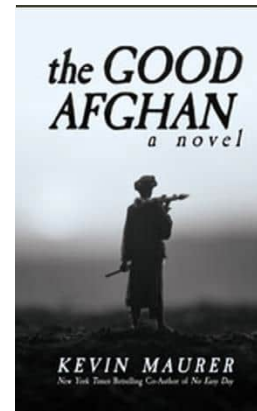
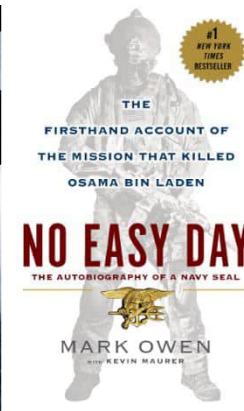
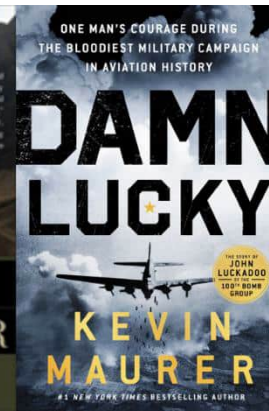
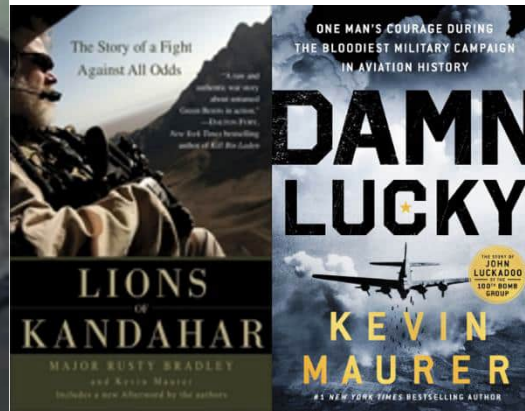


Kevin Maurer

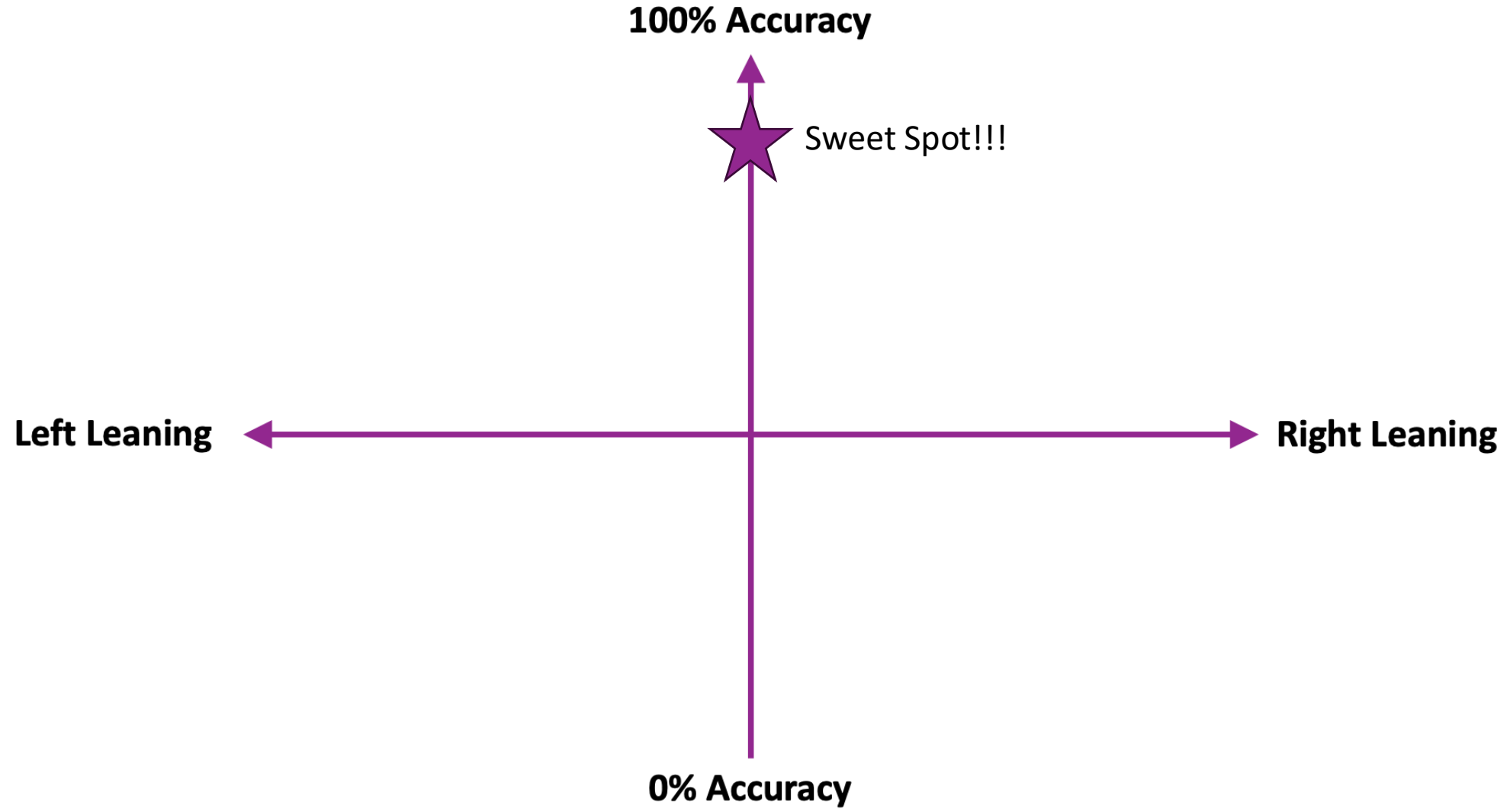
DATA JOURNALIST

Pulitzer-Prize Winning Author, Media Specialist
New York Times bestselling co-author

- known for transforming complex data into engaging and understandable narratives
- track record of producing impactful stories for major news outlets and online platforms
- topics from public health to environmental issues
- worked in Ukraine, Afghanistan, Iraq, Haiti, and Africa
- incl. Washington Post, GQ, Men's Journal, The Daily Beast.



Integrity and Bias



Sustainability & Growth

Leverage
Data Value



1

**Collect, process,
analyze,
impactful data"**

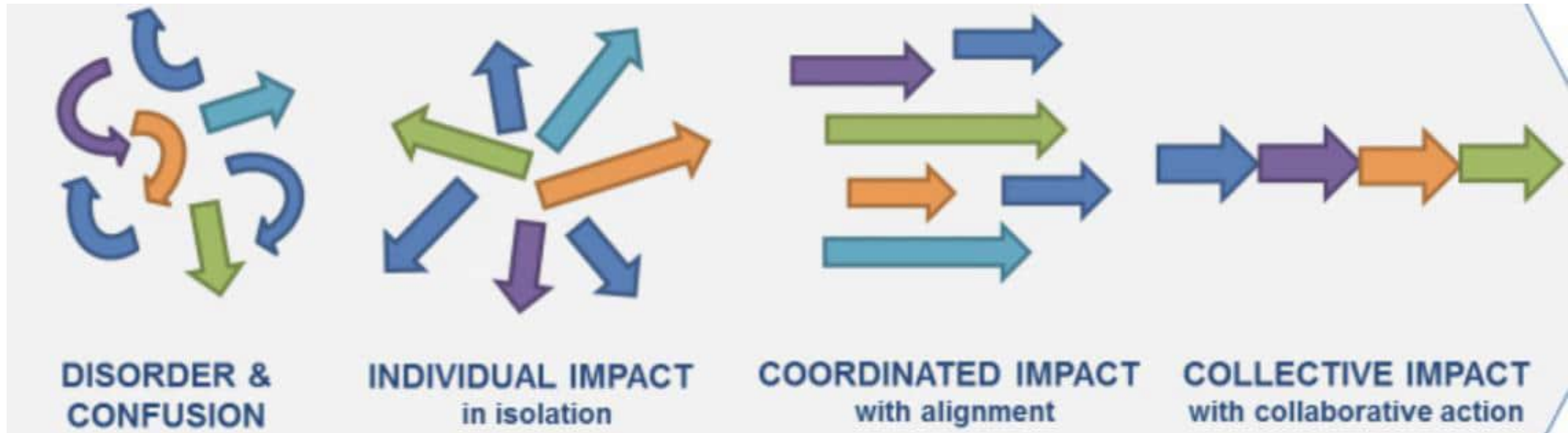
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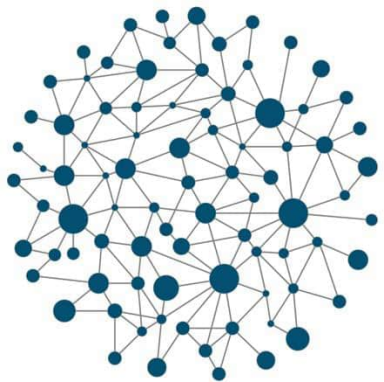
**Tell powerful stories
to generate interest
and create empathy**

3

**Leverage individual
interests and empathy
to generate action, and
capital**

The Future of Data Storytelling





CaribData

Collective Impact brings people together in a structured way to achieve social change.



Improve Infrastructure and Capability of Government Data Statistical Offices in the Caribbean

Build Resilient Infrastructure: Systems capable of supporting regional needs

Standardize Data Practices: Consistency in data collection, storage, governance

Empower Decision-Making: Data that is accessible, actionable, used effectively

Enhance Skills and Capacity: Training and resources for a skilled data science workforce

Promote Data Use and Dissemination: Serve stakeholders across region

Execute a Sustainable, Scalable Business Strategy: Survive then Thrive

Data has Value

Virtually every aspect of society leverages data science.

Profitability, societal impact, and speed of transformation are all major end-points of optimised data use.



Virtually every sector
leverages data science.

Financial Services: e.g. fraud detection

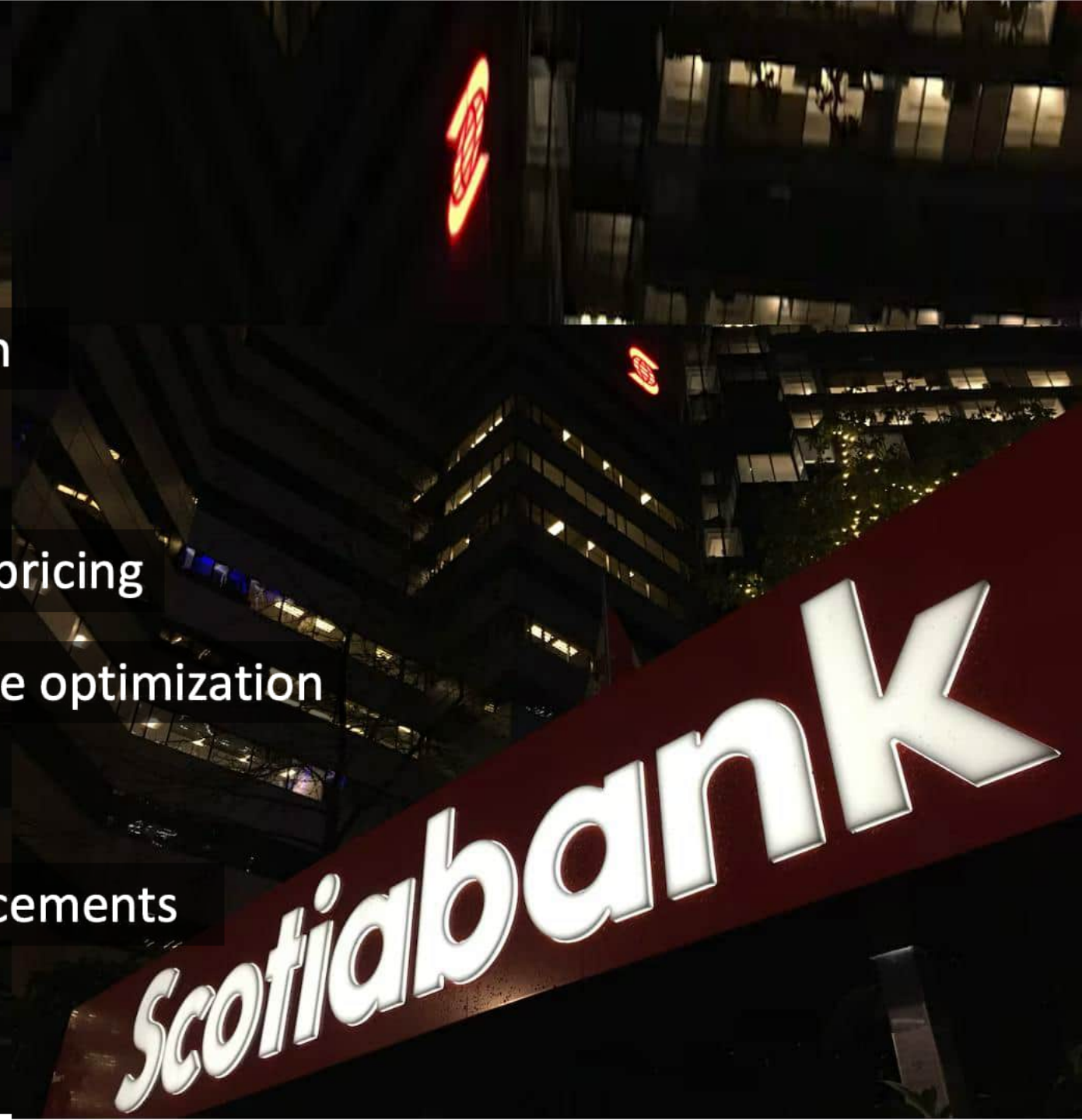
Healthcare: e.g. predictive analytics

Retail and E-commerce: e.g. dynamic pricing

Transportation and Logistics: e.g. route optimization

Energy and Utilities: e.g. smart grids

Media and Entertainment: e.g. ad placements



**Data-as-a-Service (DaaS)**

- data on-demand for market research firms
- Subscriptions, pay-per-use, tiered access pricing

Embedded Data

- integrate data insights into products
- service fees for data-powered features.

Insights-as-a-Service (IaaS)

- process raw data into actionable insights for clients
- consulting fees, subscriptions for analytics dashboards

Advertising and Targeted Marketing

- create hyper-targeted advertising campaigns
- advertising fees, revenue sharing from ad placements.

Data Marketplaces

- buy, sell, or exchange aggregated consumer data
- transaction fees, commissions, subscription fees

Value-Based

- charge based on outcomes or impact of data solutions
- performance-based fees or commissions

Licensing Data

- license proprietary or difficult to obtain datasets
- licensing agreements, royalties on recurring use.

Data-Driven Partnerships

- share data with partners for joint value creation
- revenue-sharing, licensing deals.

Freemium

- free basic datasets but charging for advanced features
- premium subscriptions or upgrades.

Training AI/ML

- collect data to train AI and commercialize solutions
- SaaS pricing, licensing

No Shortage of Business Models

Hybrid Data Ecosystem

In-Network [NSOs, Govt, Universities, Industry, NGOs, SMEs, Not-for-Profit, Charities]

data shared freely with all contributors

data shared freely externally to foster innovation or for social good

Out-of-Network [NSOs, Govt, Universities, Industry, NGOs, SMEs, Not-for-Profit, Charities]

- indirect revenues supporting clients' market leadership or ecosystem growth
 - sub-licensing combined data + public data
 - fees for advanced analytics (insights-as-a-service)
- paid membership subscriptions for access to proprietary reports, insights
 - consulting
- philanthropic investment for specific aligned targets

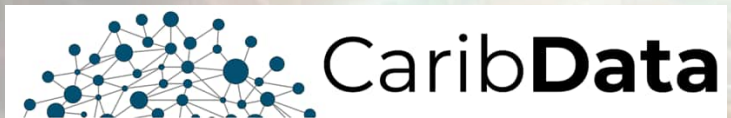
CaribData Collective



Purpose-Trained Data Scientists/Journalists

Data Dissemination Strategy

Latest Data Storytelling Technology



Vision Statement

“We envision a **CaribData Collective** where collaborators, no matter how small, access transformative insights generated from shared data.”

“By integrating the latest data storytelling technology, with the integrity and impartiality of purpose-trained data scientists and journalists, CaribData will create a **unified regional platform**, and execute a long-term, **self-sustaining strategy** to inspire social engagement, foster trust, empower collaboration, and drive equitable, data-driven growth for all.”



Questions?

