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The Future of Data: Web-scraped Data Marketplaces and the surge of demand from the AI revolution

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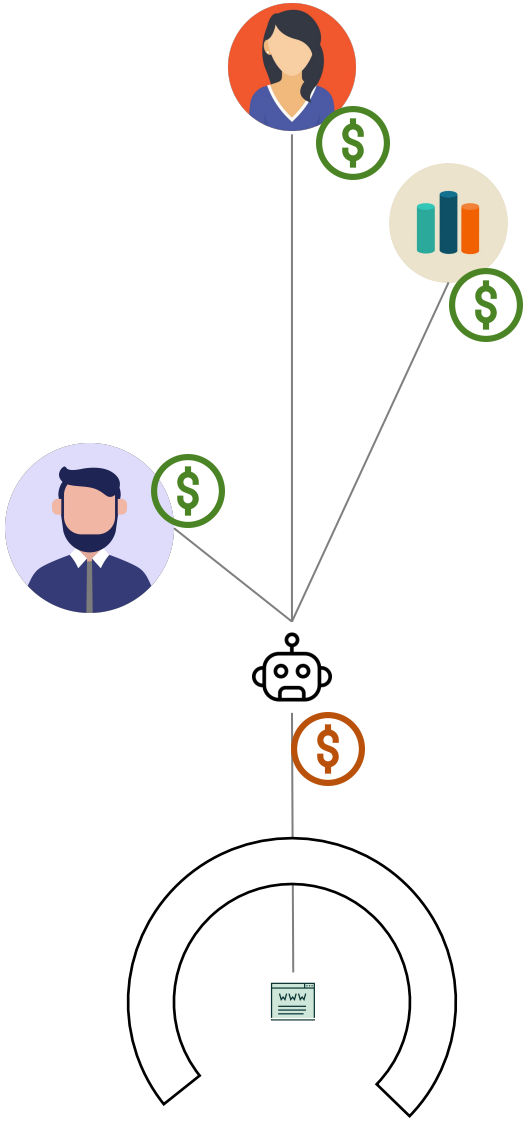
A step back:
How we came to see the need for marketplaces

This is us,
10 years ago

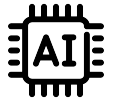
happily scraping for customers



Data Demand was Growing

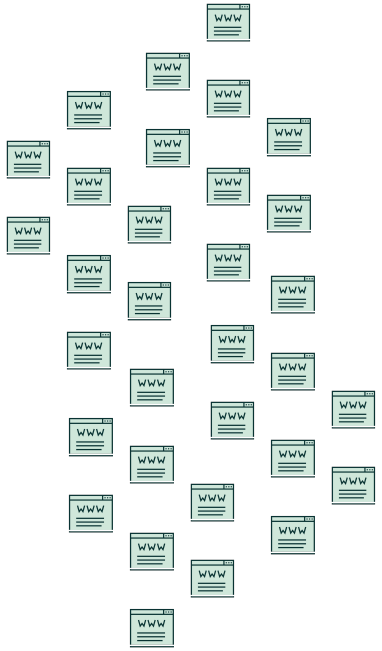
- Higher stakes > higher need for insights

- More, larger AI models require more data



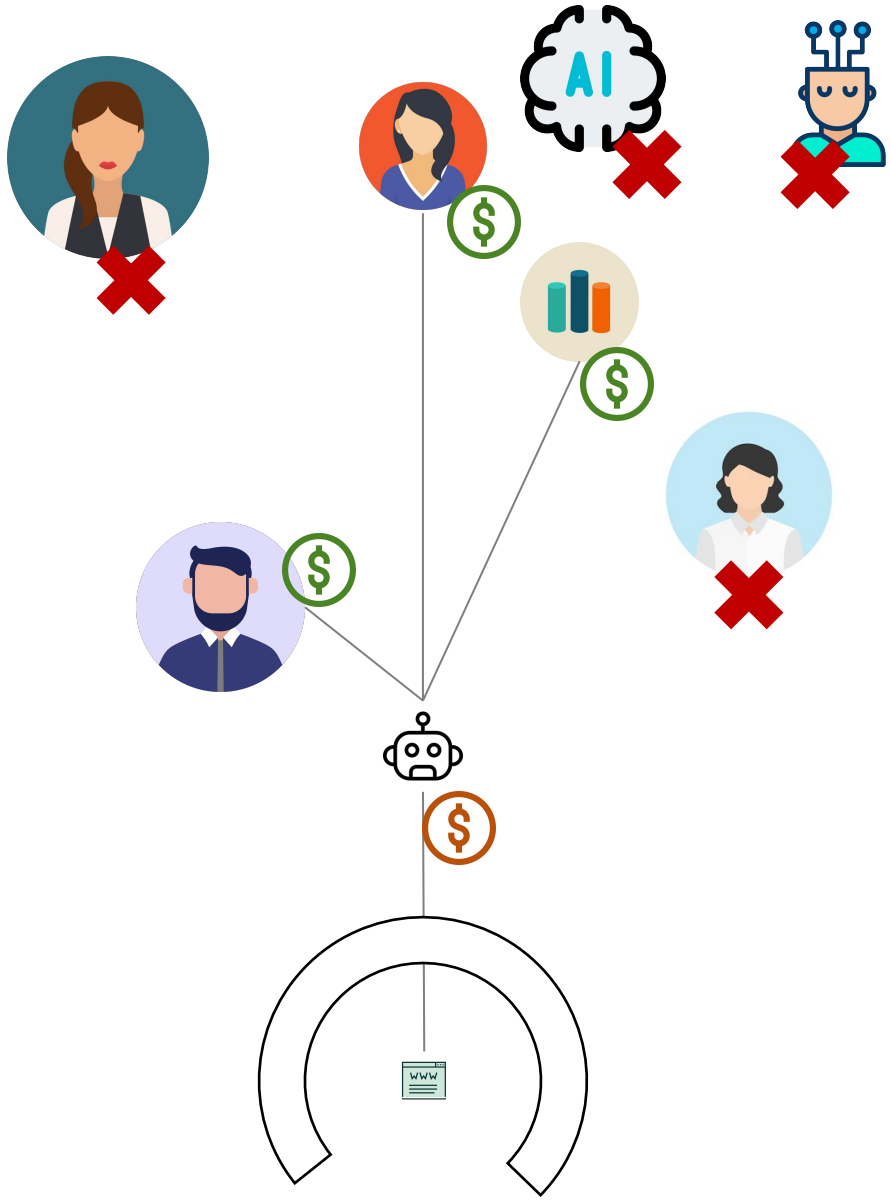
Web Data, or raw material, kept growing

- More content production
- More industries are digitized
- More brands moved to e-commerce

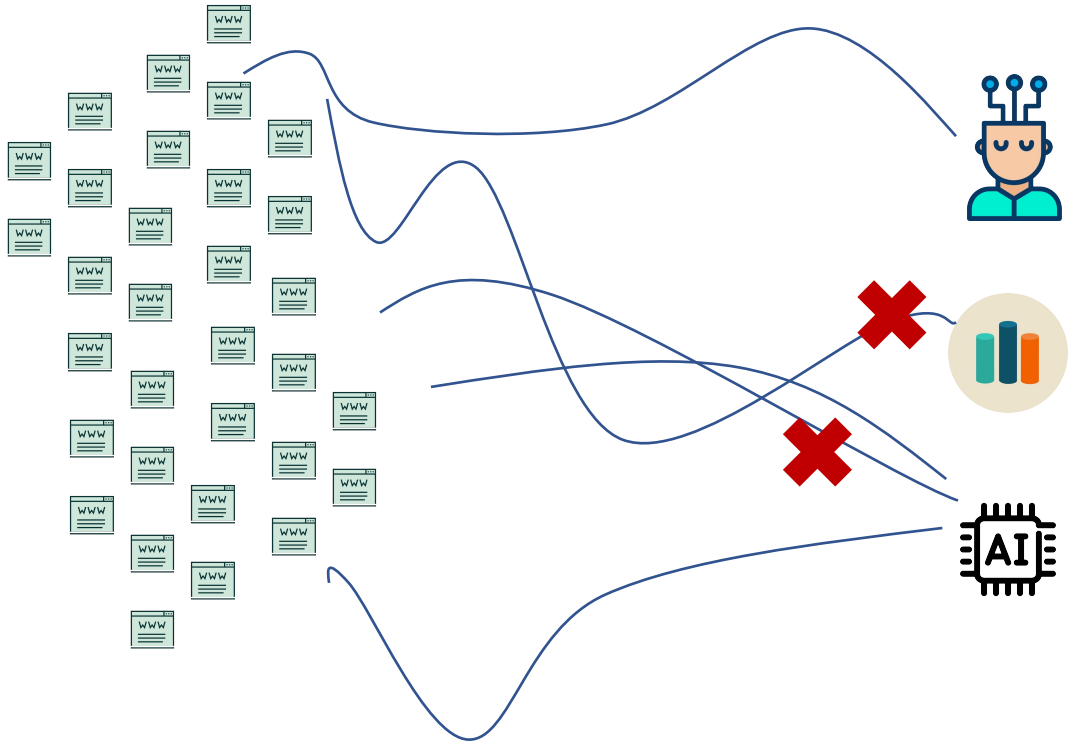


Increased demand

but many had to be downsized, postponed or turned down, due to cost



Problem: It is still inefficient (cost/time) to bring large volumes of data to end users



Why?

Large scale extractions are expensive

> smaller, single purpose extractions are pursued

> difficult to reuse

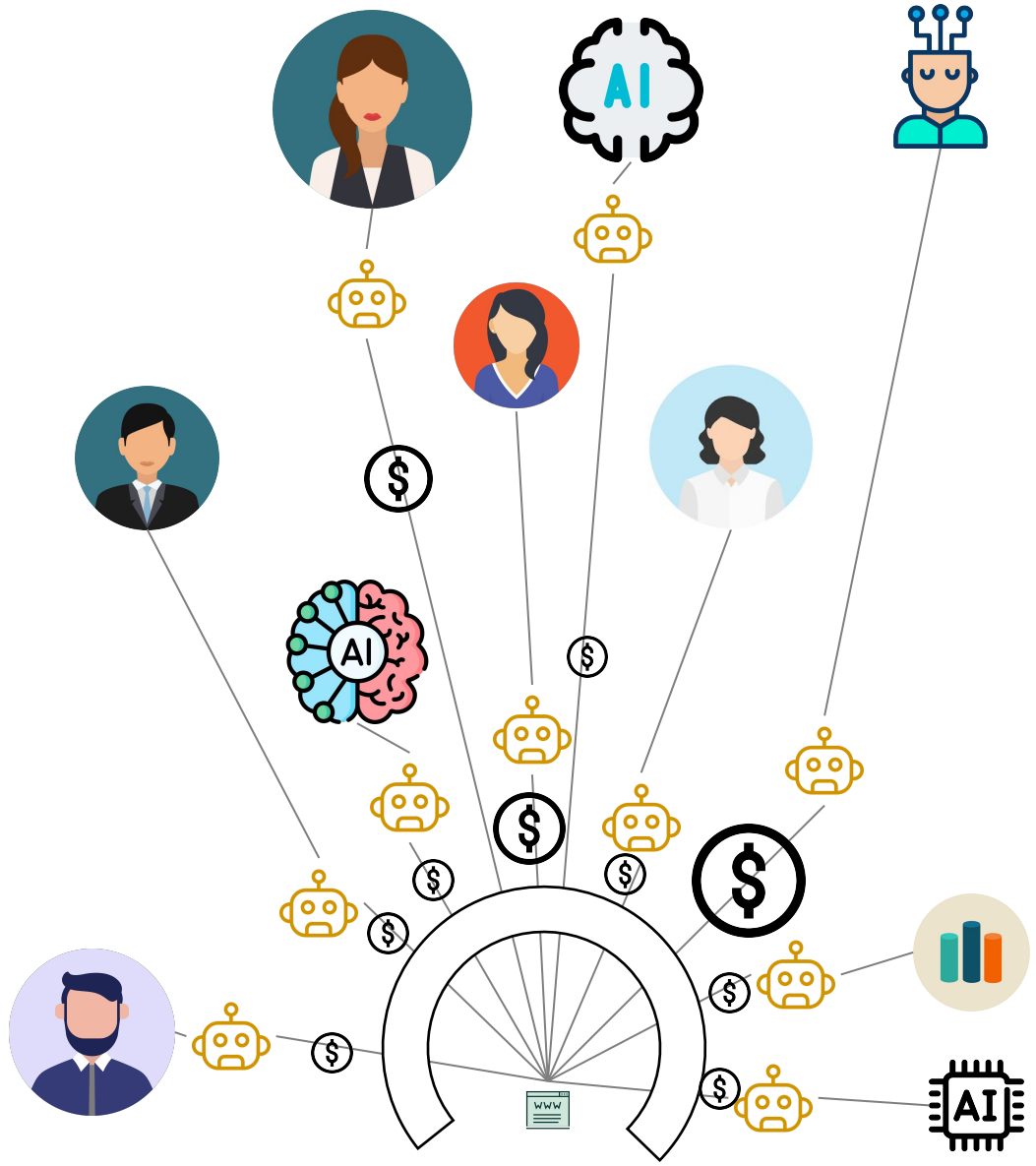
> proliferation of smaller, single purpose extractions

> no economies of scale

> expensive unit cost not far from in-house build

> Many use cases turn in-house, are downsized or turned down

Result:
All on their own



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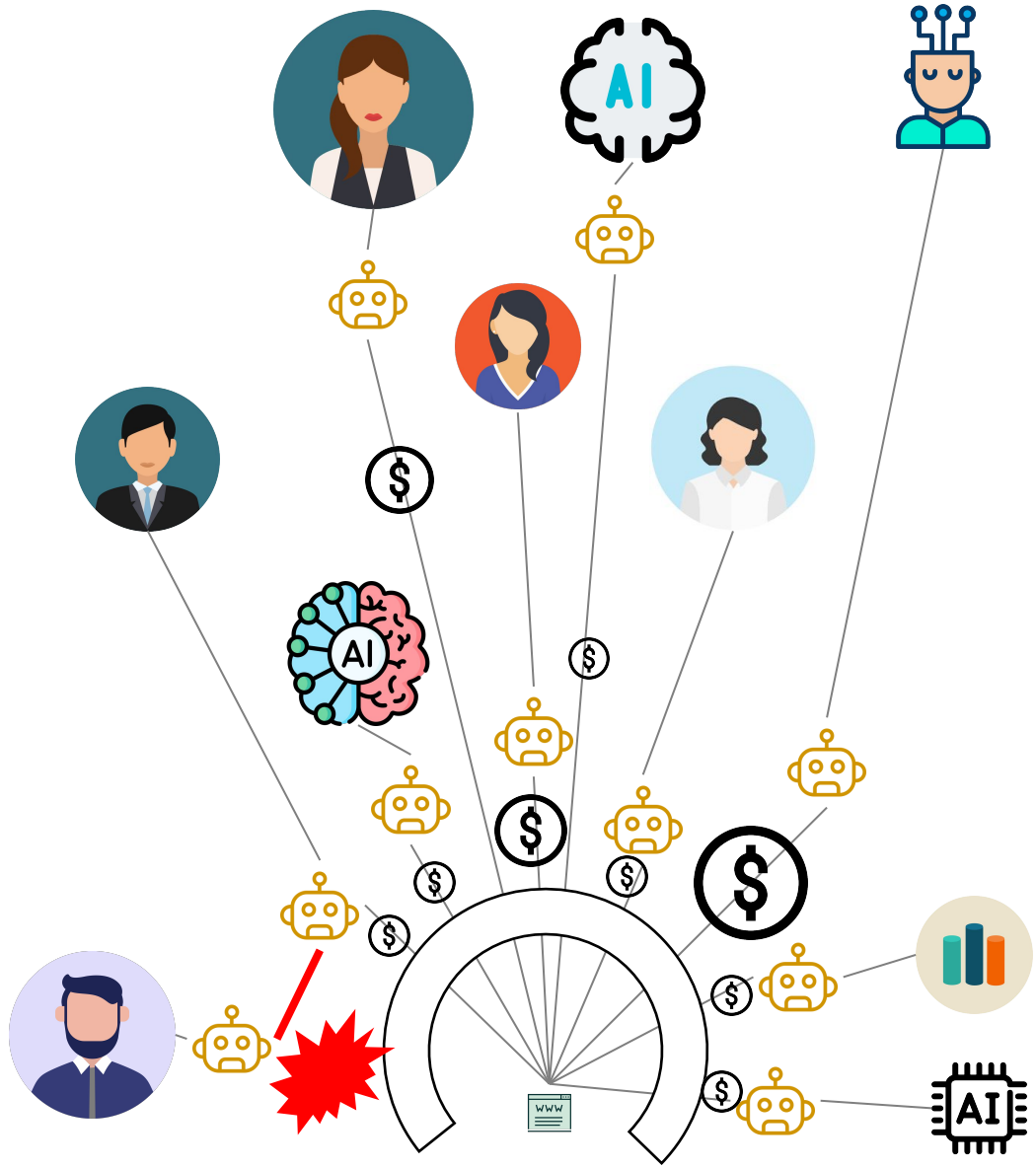
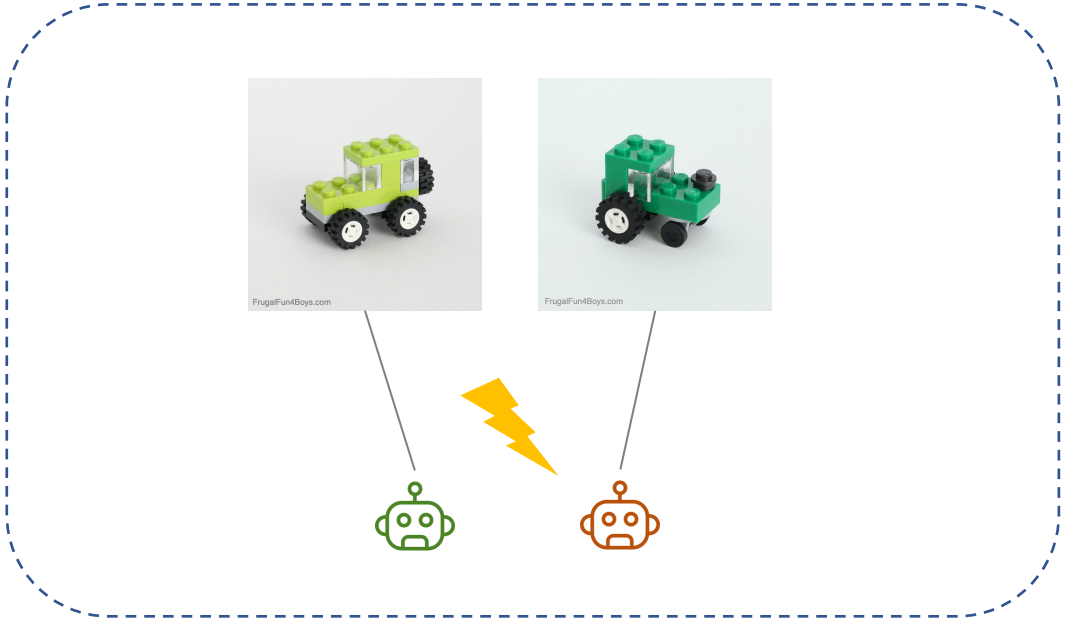
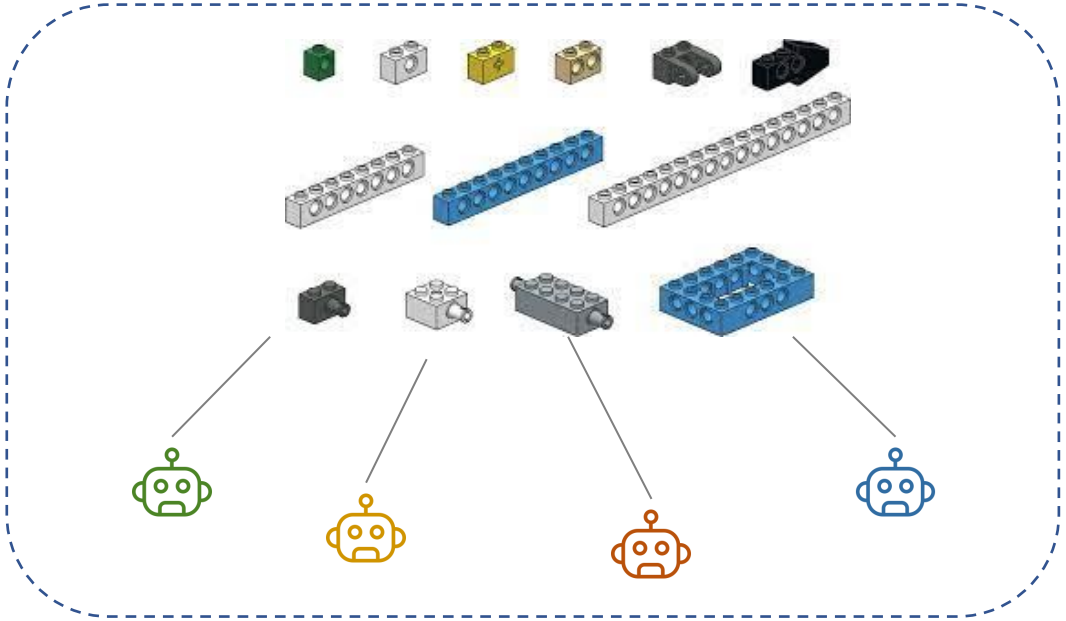
The turning point: An accidental request

The epiphany: A competitor asked for help..

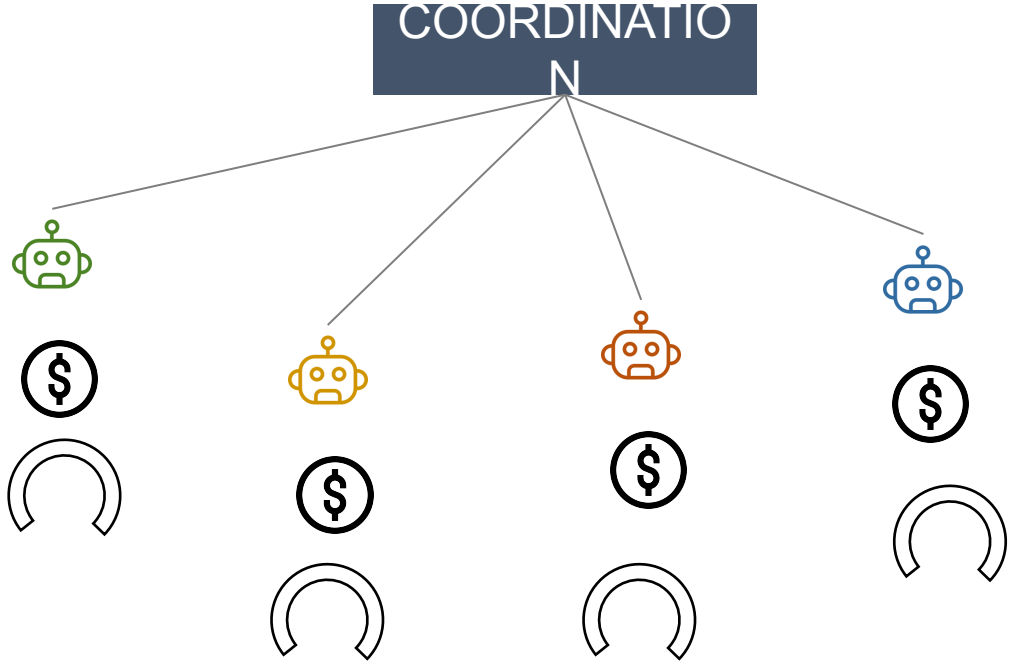


From competition to collaboration

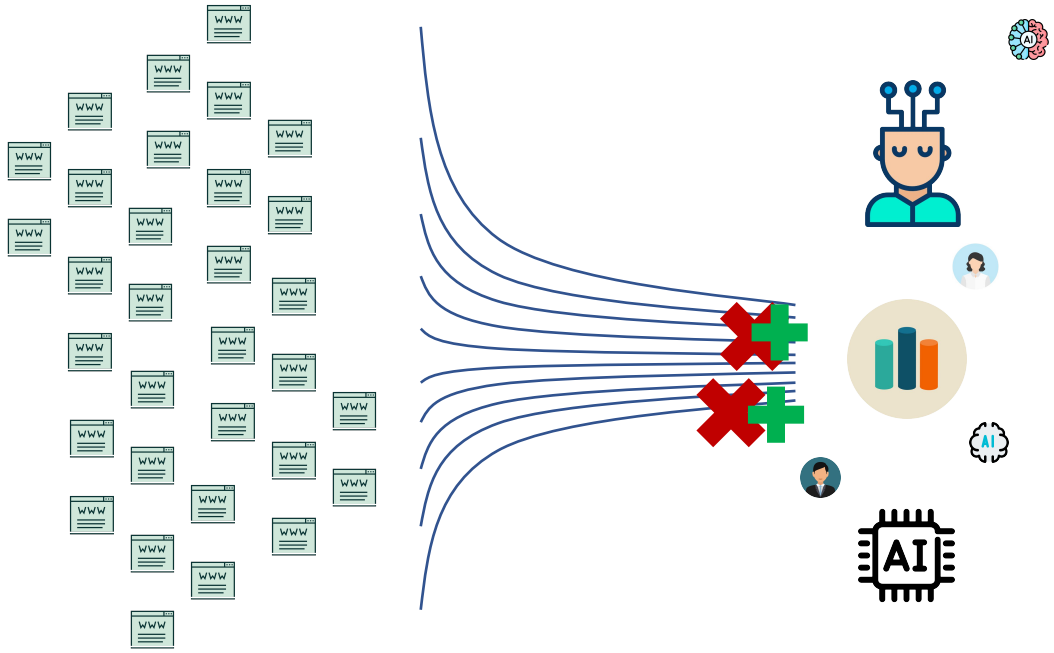




Working together we unlocked higher volumes



Sudently data access started to look like this



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New use cases unlocked

ChatGPT of Fashion

- A Canadian startup could design, develop and launch and scale their MVP
- With ZERO web scraping knowledge
- Pooling data from vendors seamlessly
- Growing data and frequency as they scaled

Trend forecasting SaaS

- A trend forecasting company
- Wide in-house scraping activity
- Explore and expand new websites without capex
- Mix of 1P and 3P data

eCommerce Services Provider

- A very large eCommerce services provider
- Large scale monitoring project already rejected multiple times as too expensive
- Leveraging existing scrapes, project is now viable

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When do Marketplaces add value (and when not)?

Marketplaces role

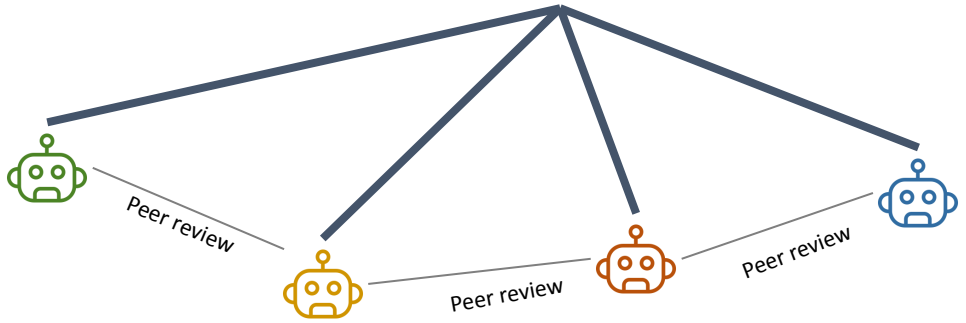
- Search
- Negotiation and Payment
- Execution and Delivery
- Trust

Trust and quality are major challenges in web data

- Is data correct?
- Is it complete?
- Will it stay consistent over time?
- Can I trust the provider self assessment?

Proof-of-Quality

- In B2C we use user's reviews and ratings
- In B2B user reviews (biased/lower volume than B2C)
- In open communities we use Peer-review
- Sustainable
- Mutually-reinforcing



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Takeaway

How do Marketplaces fit in the future of web data?

Independent Marketplaces can be a catalyst to growth

- Build Trust
- Drive more usage of web data
- Grow the market
- Grow revenue per extraction
- Attract talent and reward good quality work
- Make this world more efficient

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Thank you

Real-world success stories, including significant advancements in data accessibility, tapping into the AI-led data demand surge, and thought-provoking insights into the future of web-scraped data. Explore the challenges of ensuring data quality standards and our proof-of-quality process.

Delve into the impact of AI on web scraped data demand and the need for faster, safer and more reliable data supply.

Finally, contemplate the future of web-scraped data as we discuss the need for central, independent marketplaces to set quality, legitimacy, transparency, and pricing standards, expanding user confidence and market potential.