

Part 1 - the Project



Small Business Lighthouse POC

Unlocking the true economic potential for the New Zealand Small Business community by empowering their digitisation, and creating a trusted data sharing network for personalised guidance, reduced compliance complexity, and increased business opportunities.

Project B of this Lighthouse initiative is to develop the proof of concept (POC) to prove the value of establishing a TRUST-based mechanism and a DATA-sharing environment, and to identify the patterns, people, process, and policy that are needed to be wrapped around it.

Trust is core to data sharing

“

If you do not introduce trust throughout your data-sharing process, you cannot achieve business value from the data you collect.

*Gartner predicts that through 2023, organizations that can instil digital trust will be able to participate in **50%** more ecosystems, expanding revenue-generation opportunities.*

Gartner | [Data Sharing Is a Business Necessity to Accelerate Digital Business](#)



Trust is the core barrier to system-wide innovation

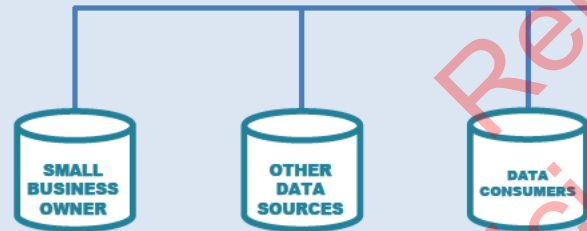
Without data the support community cannot develop the digital innovations needed

- Right advice**
 - Personalised, consistent and trusted advice
 - Relevant insights and services
- Low burden**
 - Low time and cognitive load
 - Personalised and simplified compliance



SMALL BUSINESS SUPPORT COMMUNITY

- Trust**
 - Fair use
 - Control of access
 - Privacy
 - Security
 - Compliance
 - Protection
 - Transparency
- Value**
 - For owner
 - For society



Data Providers/Owners



PROVIDERS LACK TRUST

- Data**
 - Data Quality
 - Data Reliability
 - Low barriers to access

Data Consumers



SERVICE INNOVATION

Product and Services

- Public Sector**
 - IR
 - Local Government
 - NZBN
 - Business.govt.nz
 - Business Connect
 - NZTE
- Private Sector**
 - Accounting
 - Banking
 - Business Advisory
 - Immigration Advisory

Official Information Act 1982

Creating the **DIGITAL** environment to enable innovation

An Enabling Engine to create Trust and Transparency for an **OPEN DATA** environment

- + Right advice**
 - Personalised and trusted advice
 - Relevant insights and services
- + Low burden**
 - Low time and cognitive load
 - Personalised and simplified compliance



SMALL BUSINESS OWNER

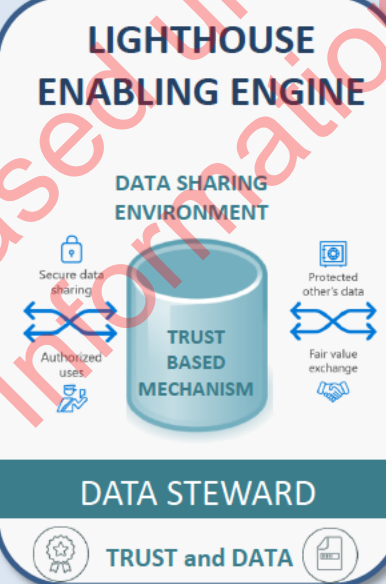
DIGITAL SMALL BUSINESS SUPPORT COMMUNITY

- + Trust**
 - Fair use
 - Control of access
 - Privacy
 - Security
 - Compliance
 - Protection
 - Transparency
- + Value**
 - For owner
 - For society

← TRUST AND VALUE

LIGHTHOUSE ENABLING ENGINE

DATA SHARING ENVIRONMENT



TRUST BASED MECHANISM

DATA STEWARD

TRUST and DATA

→ DATA AND TRUST

+ SERVICE INNOVATION



DIGITAL Product and Services

- DIGITAL Public Sector**
- IR
 - Local Government
 - NZBN
 - Business.govt.nz
 - Business Connect
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- DIGITAL Private Sector**
- Accounting
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SMALL BUSINESS OWNER

OTHER DATA SOURCES

DATA CONSUMERS

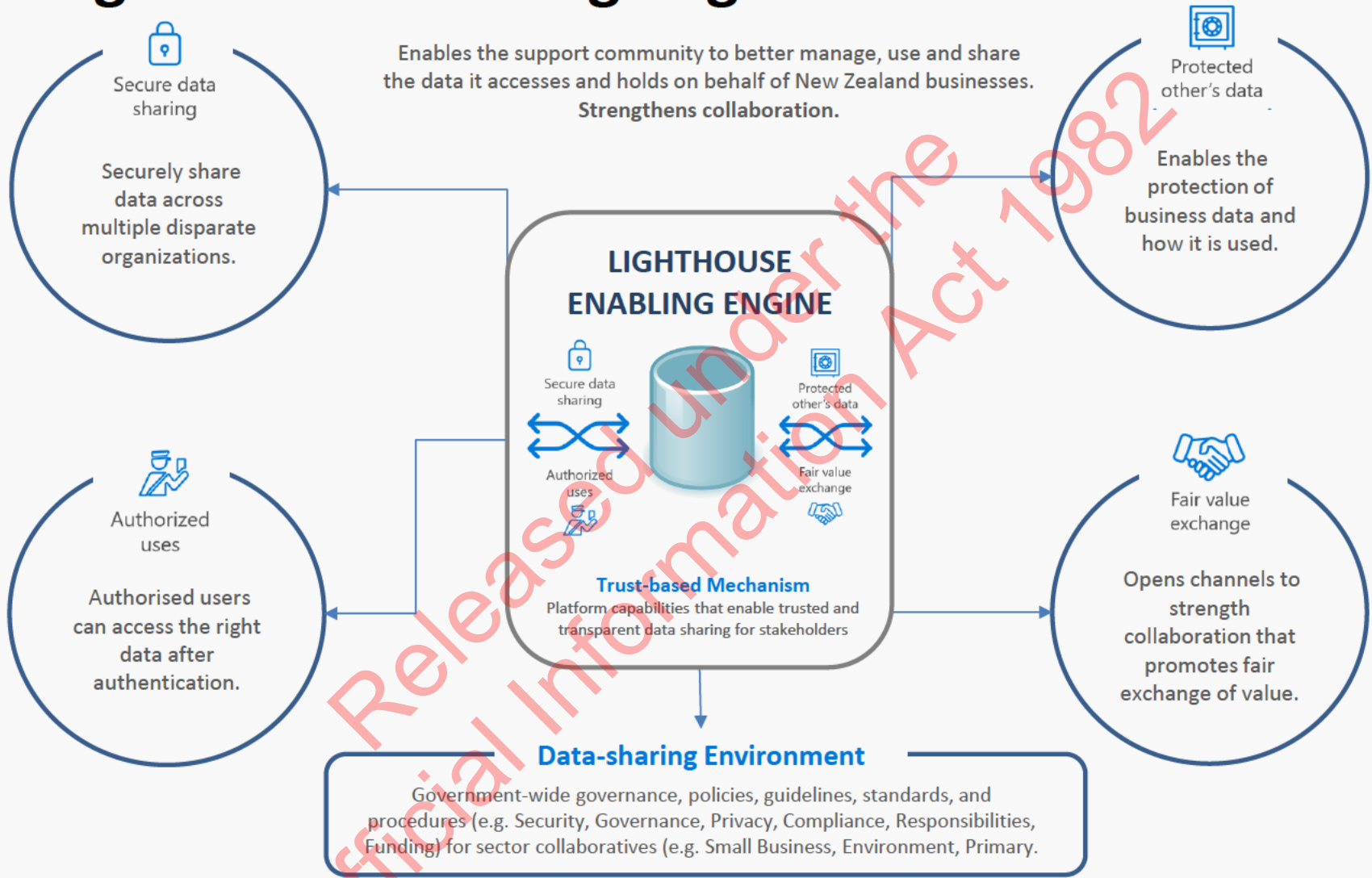
Data Providers/Owners

+ Data

- Data Quality
- Data Reliability
- Low barriers to access

Data Consumers

The Lighthouse Enabling Engine



Advancing Key Strategies and Frameworks

Key guiderails for this POC will be the relevant core Government and NGO strategies and frameworks

GOVERNMENT

[Treasury's Living Standards Framework](#)

In particular, evaluate the project against the four capitals that generate future wellbeing:

1. Natural capital
2. Human capital
3. Financial and physical capital
4. Social capital

- [Strategy for a Digital Public Service](#)
- [Declaration on Open and Transparent Government](#)
- [Data strategy and roadmap](#)
- [The Digital Inclusion Blueprint](#)
- [Algorithm charter for Aotearoa New Zealand](#)
- [Privacy Act 2020](#)
- [Public Records Act 2005](#)
- [Integrated Data Initiative](#)

MICROSOFT

- [Responsible AI principles](#)
- [Open Data Institute](#)
- [GovLab](#) including;
 - [The GovLab Projects](#)

The Approach



1. The Lighthouse Project will initially be focused on the development of a **Project Brief** for a **Proof Of Concept (POC)**.
2. This **POC** will collect the evidence required for the development of a full **Business Case** to deliver the Small Business Lighthouse Vision – to transform engagement with NZ business.
3. There will be two key outcomes:
 1. A demonstration of stakeholder user journeys in the **TRUST-based mechanism**
 2. A report outlining the findings and recommendations around the creation of the **DATA-sharing environment**
4. This will provide the evidence needed to develop a **Business Case** for delivering the Vision.

Proof Of Concept
trust-based mechanism *and*
preparing a data-sharing environment

Part 2 - the Long-term goals



Small Business Lighthouse

Imagine if... (Optional Read)



Small Business Challenges:

Access to trusted advice



A key challenge for New Zealand's **535,000** small businesses is that they generally do not have access to expert support and systems like big business. Instead, they try to figure out things for themselves, typically after hours while juggling family etc. Consequently, they often miss things or get them wrong – leading to mental health problems, lower compliance, productivity and revenue.

Small businesses or those thinking about starting a business, while experts in their chosen fields are not expected to be experts in all the workings of setting up, managing and growing a business.

They need access to support, advice and resources that allow them to realise their goals while ensuring they are meeting their obligations.



Small Business Challenges: *Increased compliance costs*

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The cost and effort of regulatory compliance continues to be one of the business community's biggest concerns.

Deloitte | [The regulator's new toolkit](#)



There is increasing expectations on how a business keeps people safe and ensures health and wellbeing.

This inevitably leads to increasing compliance and competitive demands for small business owners, most of whom are already struggling with long to-do lists, stress and the fallout from Covid-19.



“
I'd like to grow
my business,
but don't
know how.

In the foreign exchange section of my accounting software, I see a notification about possible free export advice.

After I agree to share my business profile data, I am told I have an 86% chance of free support. I agree to be introduced to a local NZTE advisor, who helps me grow my business overseas.



“

I need a new resource to help me grow.

While on a job website, looking to hire an employee, a notification informs me that I could be eligible for a subsidized apprentice.

I agree to share my data, and, in a few minutes, the website informs me I am eligible for the subsidy and presents me with a list of suitable candidate apprentices as well as interview and onboarding support.



“

I am a new immigrant and want to start a business.

My friend shows me a service that she is using. This service supports Hindi and focuses on challenges commonly faced by Indian immigrants, connecting me with support where I need it.

It made it easy to setup my business for success, tracking the progress of the applications across the various authorities and explaining any issues or delays, still in Hindi.

It also provided further education and training around obligations and upskilling, tailored to my background, goals and business.



MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT
HIKINA WHAKATUTUKI

Imagine if... | User journey

“

I am confused about all the compliance obligations for my business.

By registering and sharing my information helped me create tailored plans and processes for my business, ensuring I have everything covered.

For high-risk health and safety issues it connected me with a suitable private sector expert who helped me ensure all risks were managed.

I get personalized alerts when laws change and reminders when anything is due. I stay informed with regular online training.

I spend my time on the water – not worrying about compliance.



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Imagine if... | User journey

“

I am Digital Startup needing access to the right data.

My startup makes it easy for Kiwi businesses to assess the viability of new retail stores. We do this by bringing together data sets – such as foot traffic at a location -- and tailoring them to the needs of our customers. My business is growing fast – by helping other businesses to grow.

It was simple to discover, access, and integrate the data sets I needed. This data enabled it quick and easy for me to develop and test my product and bring it to market.

