

# DATA COMMERCE MATURITY

The maturity matrix describes four levels of data commerce maturity based on innovation and operational capabilities.



## PATHFINDER

Pathfinders are at an early stage in their data commerce journey, and are likely to be going through a build phase. This typically involves determining which data products to build and how to take them to market. We recommend deliberately undertaking active data product management alongside your commercial go-to-market planning. The objective of the build phase is to be able to confidently launch a defined value proposition to a target set of personas and to start generating revenue.

Pathfinders typically focus on understanding what data assets are available to be used and for which use cases, and then developing hypotheses around what data products they could create. Early engagement with legal and compliance experts will help to ensure that any constraints are identified early on and can be factored into hypothesis generation and provide safeguards when prototyping and testing.

It's important to prioritize those hypotheses and then build and test prototype products with would-be consumers to develop a strong understanding of the value proposition for given personas. The testing should also be designed to provide actionable insight on the required specification, so that the data product can be accurately manufactured.

*What next? The Pathfinder can become a Challenger after successfully going through the build phase and launching a value proposition.*

**Want to understand how to develop more valuable data products?**

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