



# B

## Data Products

Real-time economic and market intelligence tailored for the operational needs of **Non-Governmental Organizations (NGOs)**, **entrepreneurs**, and **individual investors**

## CapB

2022

Public Issue: Class C

# Purpose, Use Case & Benefits

## What are Data Products?

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### Introduction

#### Products In Purpose

Initiated by **CapB**, "Data Products" are simple on-demand and customizable bundles of data, intelligence, information, and pieces of advice that cover a broad range of topics and concerns specifically related to Lebanon. The focus of such bundles largely revolves around economic, financial, business, social, and entrepreneurial matters.

Essentially, the interests that accompany these products are mainly of economic, commercial, operational, and intellectual nature wherein the user of such may gain authentic, crucial, and articulate insight on economy-wide and market-driven events, trends, and conditions. We deem the accuracy of our underlying provisioned data to the highest of degree in and for geographic Lebanon, where no established provider of that sort exists.

## Why use Data Products?

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### Feasibility & Applicability

#### Proven Use Case

In terms of market applicability and strategic management, Data Products facilitate insight into real-time economic and market developments and grant the user a natural advantage over the existing competition.

#### Derived Benefits

The proper utility of Data Products simply "levels the playing field" for all economic agents. As a result, achieving clarity and gaining an understanding of the competitive landscape becomes much more feasible.

# Range & Recommendations

*\*Specific user preferences unknown to CapB may differ upon purpose of demand*

## Target Audience

## Range

## \*Data Product



### Non-Governmental Organizations

As a consequence of pursuing the benefit and well-being of society, NGOs tend to rely heavily upon data for social and developmental concerns. Therefore, our recommended Data Products would serve just that purpose.

Essential Intelligence

Raw Data Document

Custom Research Report

Provisional Data Report



### Entrepreneurs

As bright and innovative thinkers, entrepreneurs tend to spot an opportunity from afar by forming an idea. But to test such an idea data must be properly and strategically utilized.

Essential Intelligence

Raw Data Document

Custom Research Report

Provisional Data Report

# Range & Recommendations

*\*Specific user preferences unknown to CapB may differ upon purpose of demand*

## Target Audience



### Individual Investors

For private capital seeking a promising investment, data is essential for navigating the targeted landscape. Our Data Products are specifically geared toward achieving this very task.

## Range

Intermediate Analytics

## \*Data Product

Market Intelligence Report

Business Intelligence Report

Financial Intelligence Report

## Note: Recommended Data Products

### Our Experience

Judging by previous demand for Data Products, we have realized a clear pattern in user preferences when offering a suitable product. Therefore, such custom preferences have led us to segment our target audience by categorical groups, recommending for each a seemingly 'perfect' fit for their operational needs.

Nevertheless, potential customers remain free to choose whatever they deem satisfactory.



# General Inquiry

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