ValuedData

EXECUTIVE GUIDE

The Hidden Value of Enterprise Operational Data

How the work your business already does may hold a second source of value, and how to find out.

Educational guide. Not legal advice, a valuation, or an offer.

WHY THIS MATTERS

Your business may be holding something it has never counted.

Every established business generates records as a byproduct of doing its work: tickets, case histories, approvals, schedules, handoffs, revisions, outcomes. Most leaders think of that material as archive, compliance, or clutter.

AI developers think about it differently. They are looking for authentic examples of how real work gets done, and public web data does not contain them. That raises a practical question for any business with years of history: **could the data we already generate be useful to someone else, and could it be licensed responsibly?**

This guide is written for owners, partners, COOs, CFOs, and heads of IT or data who want a clear, sober starting point. We do not assume the answer is yes. We think the opportunity deserves investigation, not blind commitment.

Three ideas run through this guide

- **Institutional memory may have a second source of value.** What your firm learned over years of work is recorded somewhere.
- **AI needs to learn how work happens, not just facts.** Records that show decisions and outcomes are different from a library of documents.
- **Having data is not the same as having licensable data.** Rights, privacy, and quality decide what is actually possible.

> Our category is enterprise operational data licensing: assessing, preparing, and, where it fits, licensing a business's operational records to AI developers.

THE SHIFT

From answering questions to doing work

The first wave of AI was largely trained to answer questions and write text, using material that was already public. The next wave is being built to do work: to handle a support case, reconcile an account, review a contract, route a shipment, or prepare a filing.

Doing work is a different skill from knowing facts. A model can read every public article about accounting and still not know how an experienced team handles an unusual client situation, which exceptions matter, or what a good outcome looks like.

What AI developers are looking for

- Examples of real tasks, start to finish, not isolated documents.
- The context a skilled person consulted before acting.
- The judgment calls, including the unusual ones, and why they were made.
- The results, so that good work can be told apart from poor work.

That material is scarce because it is not public. It lives inside businesses, in the systems teams use every day. This is why operational records, handled carefully, are of interest to the people building the next generation of AI.

> The question is no longer only “what does your business know?” It is “how does your business work, and is that recorded?”

CONCENTRATED DATA

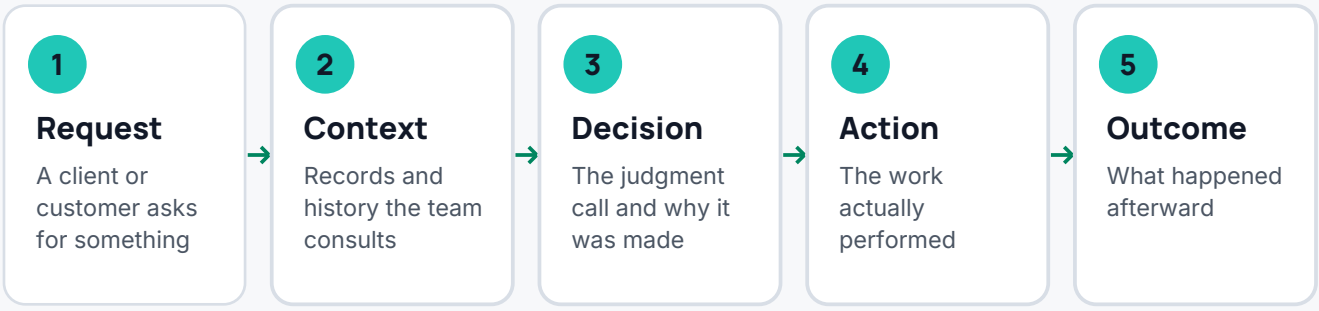
Connected records of how work gets done

We use the term **concentrated data** for authentic, connected business records that capture expertise, decisions, workflows, and outcomes. It is our own term, not an industry standard, and it describes what separates a useful record from a pile of files.

Ordinary data	Connected workflow data
A folder of finished documents	The request, the working history, the review, and the final result, linked together
Facts without the reasoning	Decisions with the context that led to them
A single snapshot in time	Continuity across weeks, months, or years of the same work
No sign of what worked	Observable outcomes, so quality can be judged

A workflow in five steps

Value tends to rise as more steps are connected in one record.



Most firms already produce this chain every day. The open question is whether it is captured in your systems, connected, and free to share.

FIVE TRAITS

What makes operational data valuable

Five traits tend to separate data an AI developer may care about from data that is simply large. The more of them a body of records has, the stronger the starting case.

Trait	What it looks like
Expertise	Work performed by skilled people, reflecting how experienced professionals approach real problems.
Context	Enough surrounding information to understand why something was done: the request, the client situation, the constraints.
Continuity	Records that run across time and across systems, so a task can be followed from start to finish.
Outcomes	Visible results: approved or rejected, resolved or escalated, corrected or accepted.
Usable rights	Clear permission to use the records for this purpose, with privacy and confidentiality obligations understood.

Usable rights is the trait that is easiest to overlook, and it can decide everything. Strong records without clear rights are not a licensing opportunity.

LESS VALUABLE

What tends to be worth less

Honesty about weak candidates is part of a good assessment. Some kinds of data are unlikely to attract serious interest, however much of it there is.

Less valuable	Why
Public or widely available information	Developers can already get it, so there is little scarcity.
Redundant records	Thousands of near-identical entries add volume, not insight.
Incomplete records	Fragments with no beginning or end cannot show how work unfolded.
Unverified AI-generated content	Its origin and accuracy are hard to establish, and it does not reflect human expertise.
Data without a license to share	If rights are unclear or restricted, it cannot be used, whatever its quality.

A note on size

More is not automatically better. A smaller body of well-connected, well-documented records from skilled people can be more useful than a large, messy archive. Years of history help, but only when the records tell a coherent story.

Some records should be set aside from the outset, such as anything protected by privilege, or client financial records governed by specific rules. We come back to this in the privacy section.

PUBLIC EVIDENCE

Signs of buyer interest, labeled for what they are

Several companies have said publicly that they are seeking real-world business data. We list them below so you can see the interest for yourself. These are announcements and solicitations, not completed transactions, and they do not tell you what any particular business could expect.

Company	What it has said publicly	Status
OpenAI	Runs a Data Partnerships program that invites organizations to contribute nonpublic datasets.	Open program
micro1	Announced a $1B, 12-month enterprise data commitment on Oct 9, 2026.	Announced intent; not a payout
Mercor	Solicits business records from systems such as Slack, Salesforce, GitHub, Gmail, and Teams.	Solicitation
Labelbox	Its Prism offering lists financial reasoning traces, cross-system histories, and support histories among the data it seeks.	Product listing

How to read this

- Each statement is attributed to the company that made it.
- An announced commitment is a statement of intent. It is not money paid to sellers.
- We know of no verified standard price per record or per employee, and we do not quote one.
- Buyer interest in a category says nothing about whether your data qualifies.

HOW VALUE IS JUDGED

Six factors, and no simple formula

There is no rate card for operational data. Value depends on how several factors combine for a specific body of records and a specific buyer.

Factor	The question behind it
Usefulness	Would a buyer be able to use these records to train or evaluate a model?
Scarcity	Is this kind of record hard to find elsewhere?
Quality and connectedness	Are the records complete, consistent, and linked across the workflow?
Rights and privacy readiness	Do you have the right to share them, and can sensitive content be handled?
Demand	Is a buyer actively looking for this category right now?
Terms	What are the conditions: scope, exclusivity, duration, restrictions on use?

No outcome is promised. A thorough review will sometimes conclude that licensing is not a good fit. We think that answer is valuable too, because it saves time and avoids risk.

> Qualifying for a conversation does not mean an offer will follow, and we do not guarantee eligibility, offers, or payments.

READINESS CHECKLIST

Six questions to ask about your own records

This is a quick self-check, not a score or a valuation. The more of these you can answer yes to, the more reason there is to look closer.

- **3+ years of history**
  Do you have at least three years of operational records?
- **Connected systems**
  Are the records linked across the systems your team uses, rather than isolated in silos?
- **Repeatable workflows**
  Does your team do the same kinds of work again and again, in a recognizable way?
- **Distinctive expertise**
  Does the work reflect skill that is not easy to find in public sources?
- **Observable decisions and outcomes**
  Can you see what was decided and what resulted?
- **Some records with clear rights**
  Is there at least a portion of records you clearly have the right to share?

If you answered yes to three or more, a conversation is probably worth having. If you answered no to most, that is useful to know before anyone spends time on it.

PRIVACY AND OWNERSHIP

Protect and exclude first

Responsible licensing starts with what must stay out. Customer confidentiality, privacy law, professional rules, and your contracts come before any commercial question.

The principles we work from

- **Exclude first.** Set aside privileged material, regulated personal information, and anything a contract or professional rule prohibits sharing.
- **De-identification reduces risk. It does not eliminate it.** Removing names and identifiers helps, but it is not a magic eraser, and we never describe data as fully anonymous.
- **Clarify ownership.** Know who owns the records, and what rights your clients or customers hold over them, before any discussion of terms.
- **Understand what happens afterward.** Scope, permitted uses, and limits on onward sharing belong in the terms, and they should be reviewed by your own counsel.

Sector notes

Law firms	Client confidentiality duties and privilege (for example ABA Model Rule 1.6) come first. Privileged material is excluded.
Accounting	The focus is approved processes, not client financial records. Rules such as IRC §7216 and GLBA apply.
Professional services and BPO	Workflow histories may be of interest, but clients often own the underlying data.

This guide is educational and is not legal advice. Please involve your own attorney.

NEXT STEPS

First questions, and what an Opportunity Review covers

Questions worth asking internally

- What systems do we use, and how long have they held our records?
- Which work do we repeat, and where does our team's expertise show up?
- Do we record decisions and outcomes, or only final documents?
- What do our client contracts and professional obligations say about our records?
- How would we feel about licensing at all, and what are our non-negotiables?

The Opportunity Review

The Opportunity Review is a free, 20-minute conversation with Daniel. It is a preliminary fit discussion. It is not a valuation, and it is not an offer. We cover:

- Your industry, size, and years of history.
- The systems you use and the work that repeats.
- The outcomes you can observe.
- What rights and restrictions apply.
- Your level of interest and your concerns.

> You do not need to send raw documents, credentials, or system access. We only talk about what exists and what may be possible.

NEXT STEP

Find out whether your records have a second life.

If the checklist raised questions, a short conversation is the easiest way to get answers. We will help you understand what you have, what must be protected, and whether an introduction to a data buyer makes sense. Only when there is a real fit do we make introductions.

Book a Review

Visit valudat.com and select Book a Review.

Disclosure

Valued Data provides educational information and introductions to organizations offering data licensing opportunities. We may receive referral compensation if an introduction results in a qualifying agreement. We do not guarantee eligibility, offers, or payments.