



How many mushroom
farms are in New Zealand?



How many mushroom
farms are in New Zealand?

18



How many cities are there
in New Zealand? (50k+)



How many cities are there
in New Zealand? (50k+)

14



How many people were employed
in NZ's tech sector in 2015?



How many people were employed
in NZ's tech sector in 2015?

100k



There are 4.7m NZers alive now.
How many have there ever been?



There are 4.7m NZers alive now.
How many have there ever been?

7 million

It's time to make

digital technology a tool,

not a master

Lillian Grace

CEO & Founder



@GracefulLillian @FigureNZ



@FigureNZ

Digital tech industry trends

*Starting with a problem:
Figure.NZ as an example*

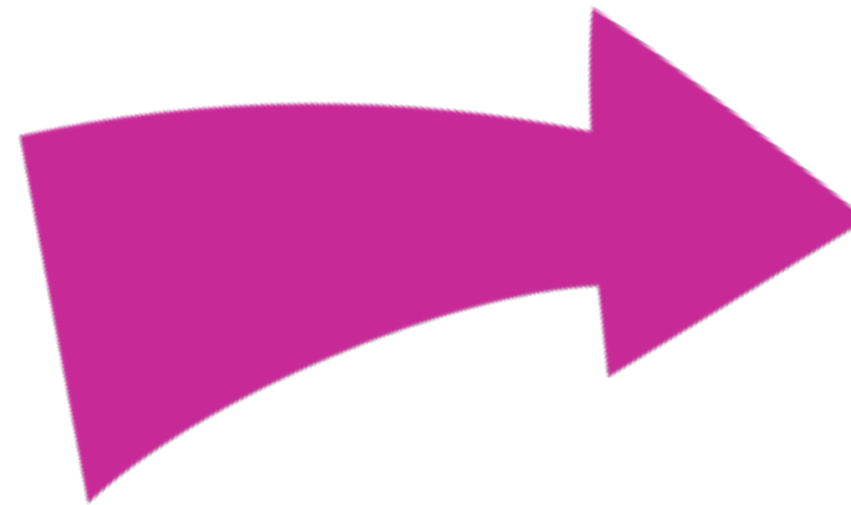
*Practically, what can we
do next*

10–15 years into the widespread use of digital technology...

where are we now?

Opportunity to
make any
technology, cost
to create is low...

focus: tech



Time to think about
why we're really
here...

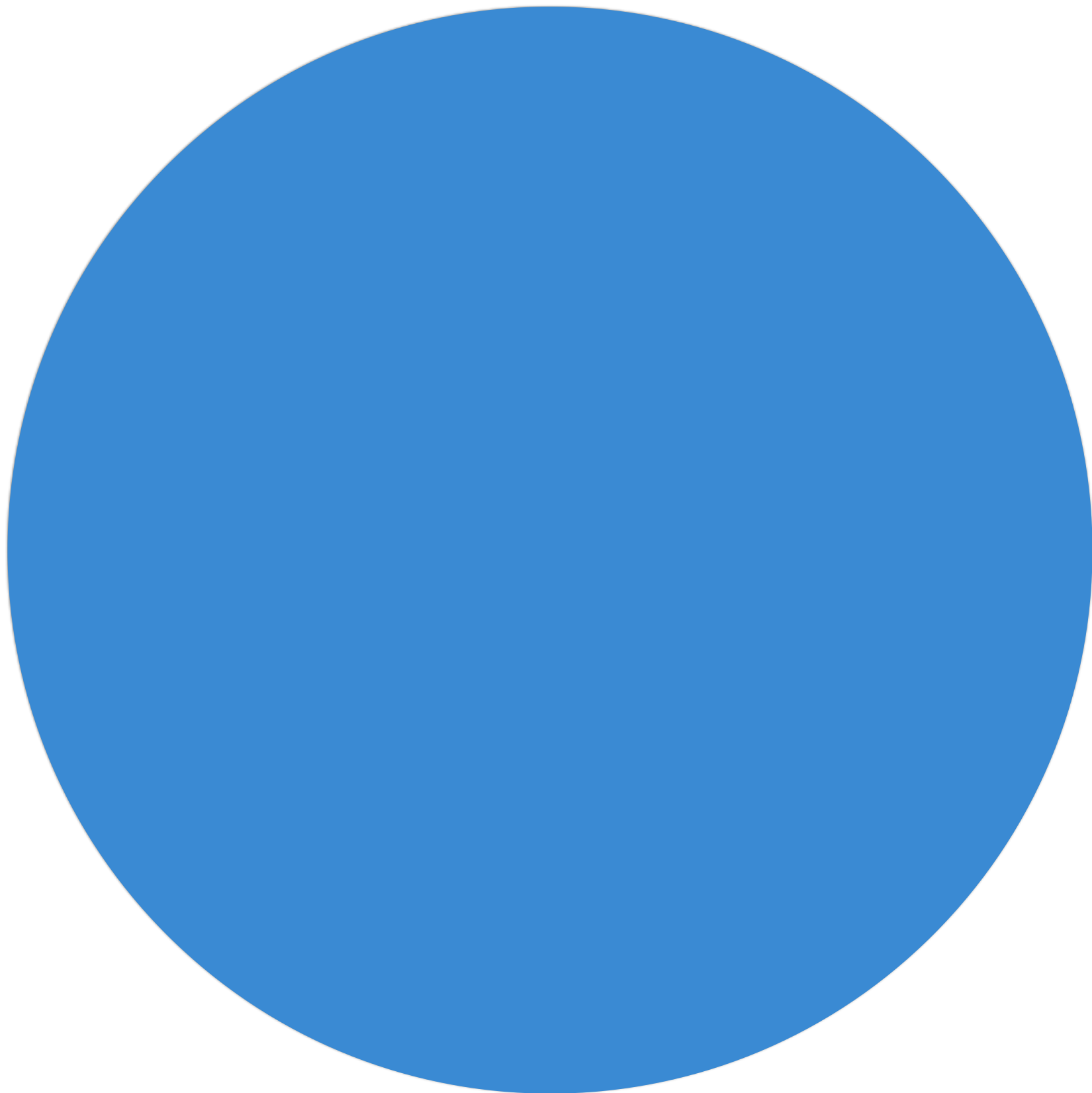
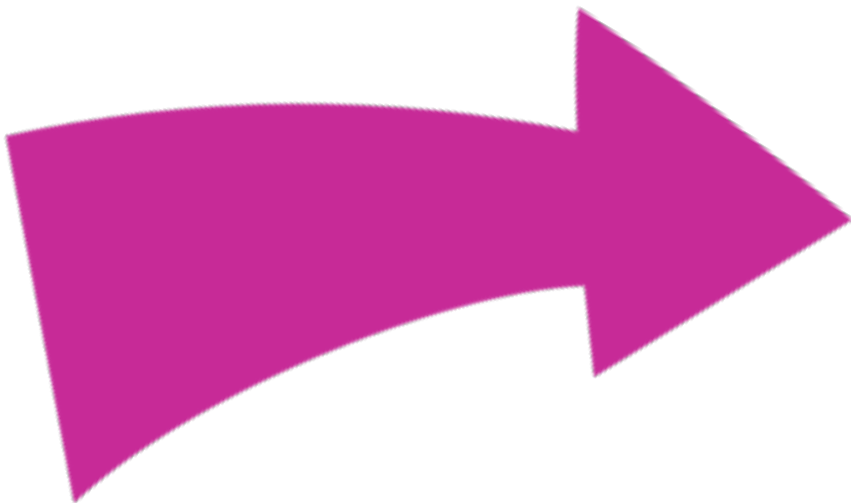
focus: problems

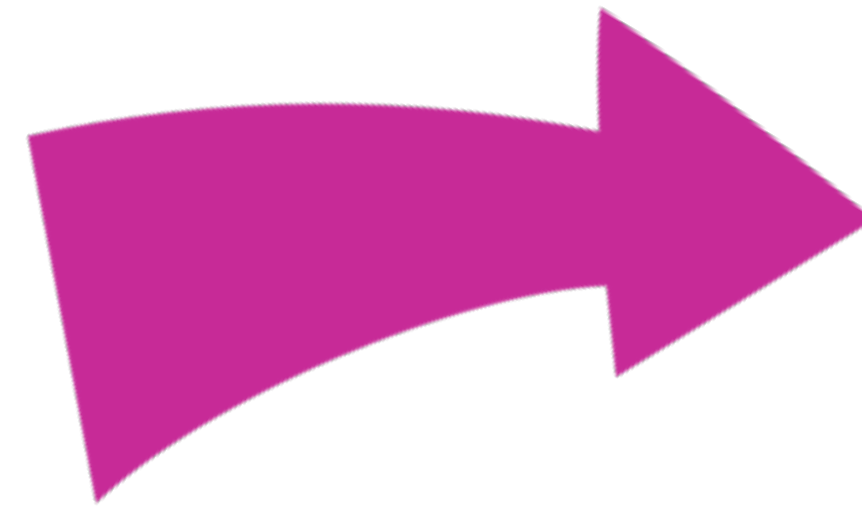
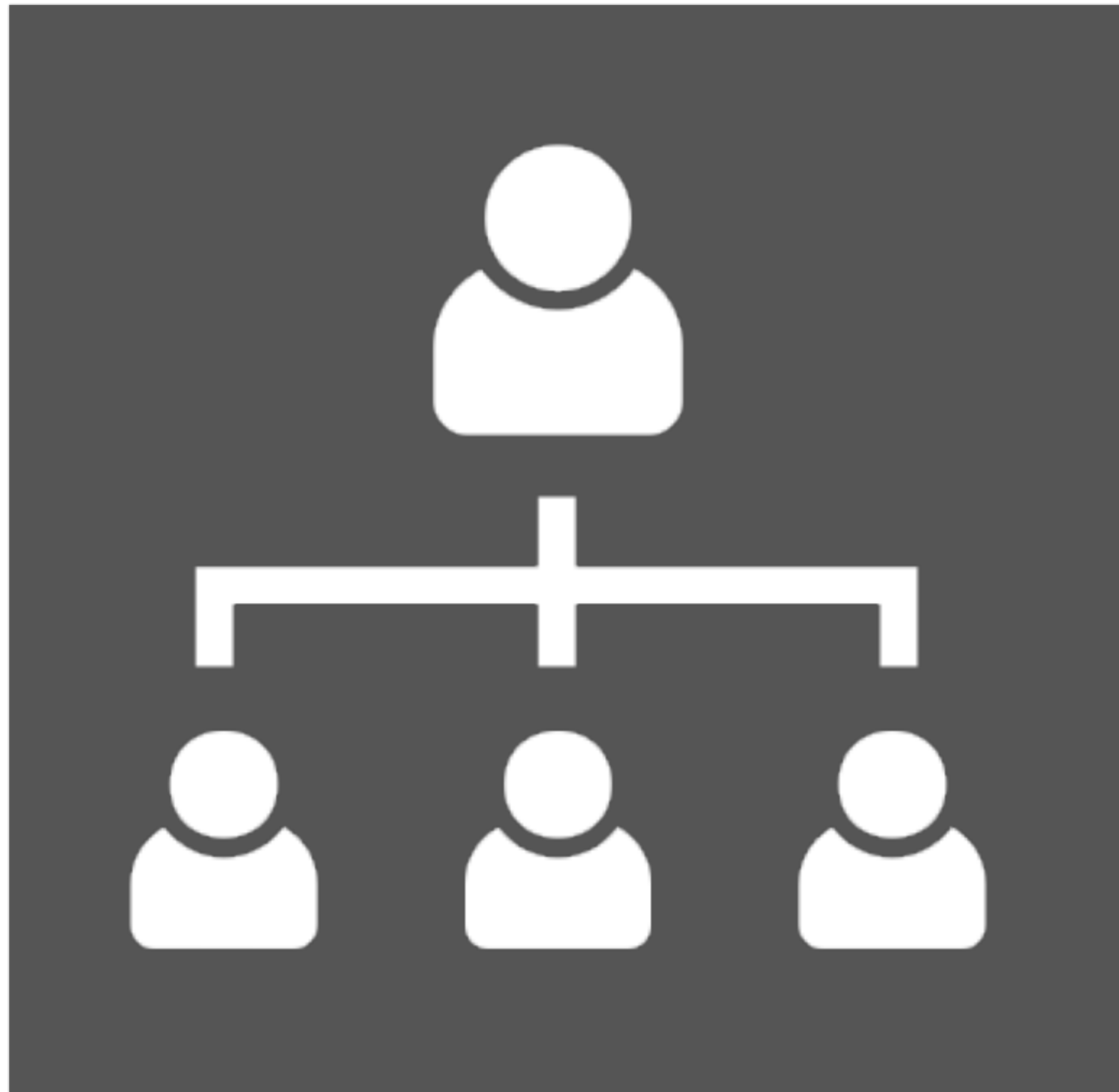
We have people who are cold, hungry, and disconnected from their communities in our country, and our precious water ways are severely damaged...

until this changes, I think our industry can't be seen as a roaring success

it's time for a transition...
the tech sector can mobilise
problem solvers

*Starting with a problem:
Figure.NZ as an example*













Many of our stories are held in NZ's public datasets...

In the 1950s New Zealand had about 129,000 hectares of sand dunes, how much is there now?

For example...

What is the most common way of heating homes in Southland?

What is the most common outdoor vegetable grown in the Northland Region?

Many of our stories are held in NZ's public datasets...

In the 1950s New Zealand had about 129,000 hectares of sand dunes, how much is there now?

25,208 hectares.

For example...

What is the most common way of heating homes in Southland?

Electricity, with 8,358 homes using it. Just 171 Southland homes use solar for heating.

What is the most common outdoor vegetable grown in the Northland Region?

Kumara. 10x more than the next most common - corn.

Only 2 other regions grow Kumara - Auckland and Bay of Plenty, but 1% of Northland.

*...and every NZer
could benefit from
using our public data*

The **tow truck driver**
deciding to buy or lease
a truck.

The **school student**
writing an essay.

The **environmental
advocate** looking at
water quality.

The **philanthropic
foundation** wanting to
know who to help.

Despite it helping us see things clearly...

***most people don't use data, and
much of New Zealand's data isn't used***

is the first organisation
in the world to assert
everyone can use
data.

We're not just building the technology, but also the systems, language, relationships and trust required to achieve that standard.

Who and where we are

Where we've been

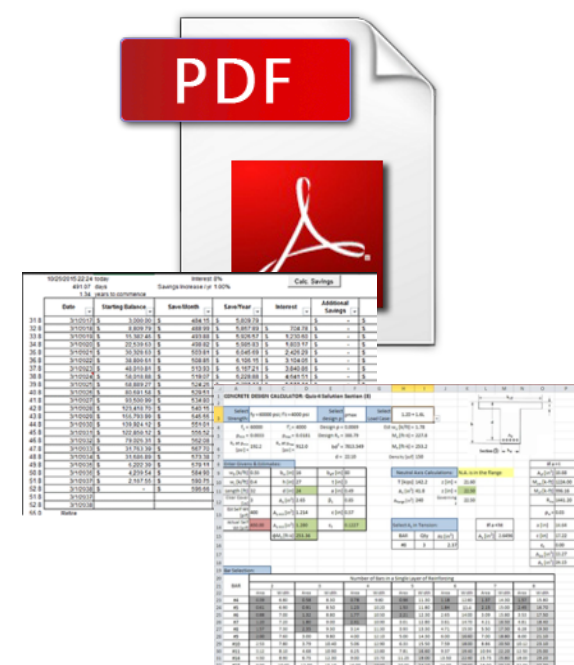
What's going on

Where we're heading

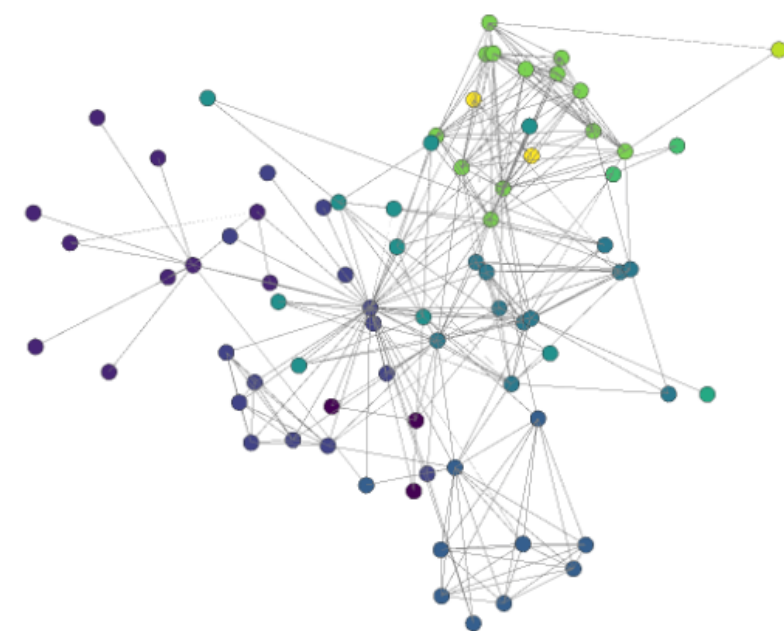
*Our mission is to
enable everyone to
make sense of data and
see New Zealand
clearly, in a way that
inspires us forward.*

Our system is designed to best enable all others

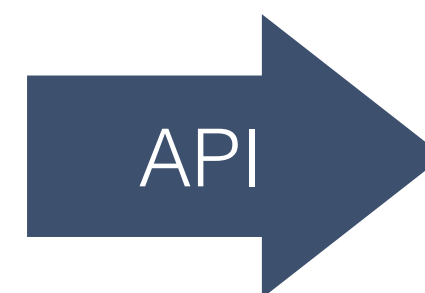
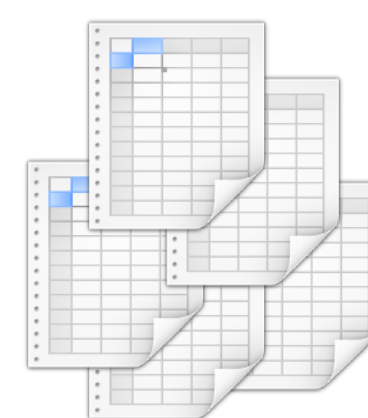
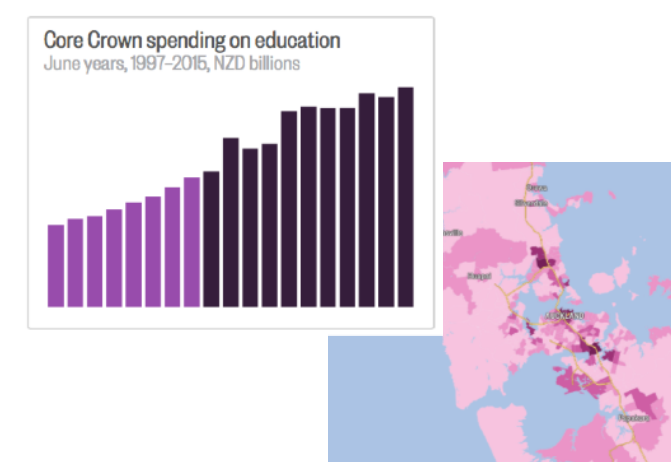
1. Take NZ's public data in its current form



2. Extract and standardise the data, and build relationships



3. Make it free to take and use from <https://figure.nz> in 3 forms:



4. The data is used



Benefits from focusing on a big problem...

- Attract talented and committed people to join the team
- End up inventing cool tech people want to buy
- Win-win-win partnerships
- Motivation to keep going
- Understand the whole system, decisions are easy
- Designing for inclusiveness becomes easy to prioritise
- Move away from money as a framework for shaping what you do

We can lead differently, too

- Teams without fear
- Remote first
- Move away from strong hierarchy

#makeitcount

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