Before you sign a data deal, understand who's actually buying your data.

You could leave hundreds of thousands of dollars on the table.

WHO BUYS YOUR DATA?

Two groups pay for business data: **AI labs** and **data buyers.**

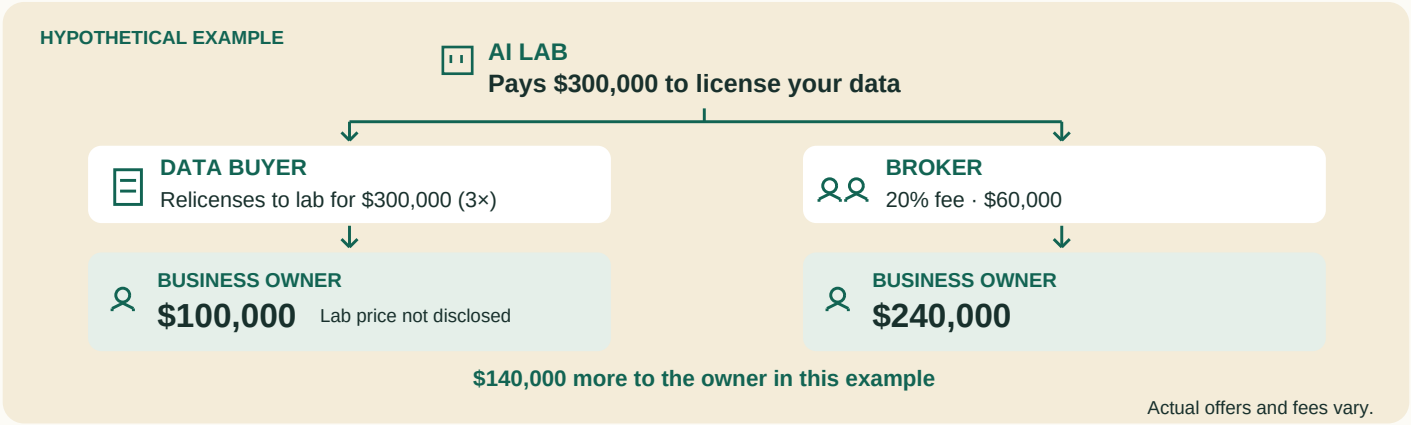
DATA BUYERS

- Data buyers pay you directly to license your data.
- They aim to license it to one or more AI labs for 2× to 5× what they paid you.
- Data buyers generally recruit through an army of affiliate marketers.

AI LABS

- AI labs are the end buyers. They're the ones paying the premium.
- **Skip the data buyer. Go straight to the AI lab.**

HOW DO YOU GO DIRECT? A broker brings you offers directly from AI labs and earns a fee when a deal closes.



BEFORE YOU SIGN

- What do I keep after fees?
- When do I get paid?
- What happens if no deal closes?
- Who can see or use my records?
- How will sensitive information be removed?
- Can I license my data to another lab?

HOW MONDAY TOWN HELPS

Get your data in front of the right buyers.
We track 20+ buyers and brokers and know which niches they want. We help you choose a data buyer or get bids directly from labs, and talk through HIPAA, privacy and de-identification questions. A broker with broader lab access gives you more chances at a better offer. The buyer or broker pays us separately from your payout.

COULD YOUR BUSINESS BE A FIT?

Buyer requirements vary. Here's where we start.

Law firms	5+ attorneys and staff
Accounting firms	5+ employees
Dental / medical	10+ employees
General businesses	20+ full-time employees

You'll need the records and the right to license them. We ask before making an introduction.

START WITH A CONVERSATION

A quick introductory call is enough to get started.
Tell us what your business does and what records you have. We never access or review your records. Our consulting is free.

PRESTON CLARK | MONDAY TOWN

preston@mondaytown.com 801-971-1589 mondaytown.com/data-licensing