Belo BUSINESS ADVANTAGE

FREE GUIDE FOR OWNERS, CEOS, CFOS, PRESIDENTS AND FOUNDERS

The Enterprise Guide to Monetizing Operational Data for AI Training — *Safely*

A plain-English look at how AI companies license real business records, what is worth a look, and how to protect your company, your customers and your people.



PREPARED BY

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01 — THE BIG PICTURE

AI companies need real business data. Your records may be worth something.

AI systems learn from examples. The more real-world examples they see, the better they work. For years, AI teams learned from public web pages. Now many are looking for something the open web cannot give them: the everyday records that businesses create while they run.

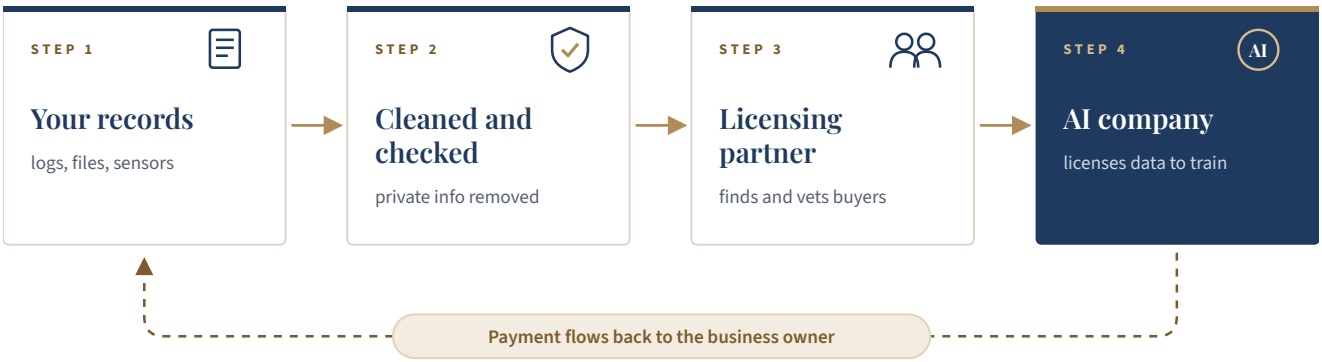
Most companies store those records and never think about them again. Route logs. Machine readings. Support tickets. Scheduling records. Old project files. To you it is paperwork. To an AI team it can be training material.

Licensing means you give a buyer permission to use a copy of the data, for a set purpose, for a set time, under written rules. You are not selling your company. You are not handing over your customers.

THE SHORT VERSION

- Some AI companies pay to license business data.
- Done right, private details are removed first and you decide what is shared.
- Not every business qualifies, and no one can promise a payment amount. Doing it safely matters more than doing it fast.

How it works in one picture



A good licensing partner sits between you and the buyers. They help package the data, find buyers and negotiate terms. **You stay in charge of what leaves your building.**

02 — WHAT IS IN DEMAND

What kinds of data do AI teams look for?

Buyers want records that show how real work gets done. Here are a few examples of where that data lives. This is a starting point, not a promise that any one record type will find a buyer.

INDUSTRY	RECORDS THAT MAY BE USEFUL	WHY AN AI TEAM MAY WANT THEM
Freight and logistics	Vehicle location pings, route histories, delivery times, dispatch notes with names removed	Helps systems plan routes and predict delays
Staffing and recruiting	Job descriptions, scheduling patterns, workflow records with personal details removed	Helps systems learn how hiring and scheduling work
Manufacturing	Machine sensor readings, quality checks, maintenance logs	Helps systems spot faults before they cause downtime
Law and accounting	Your own templates, process records, billing workflows. Client information stays out	Helps systems learn how professional work is organized
Customer service	Support ticket text and call logs, only with names removed and permissions checked	Helps systems learn to answer questions clearly

What makes data more interesting to a buyer

Real
It comes from actual operations, not made-up samples.

Enough of it
Volume matters, and so does time. Years of records beat a few weeks.

Consistent
The same fields, kept the same way, over time.

Hard to find elsewhere
If it is already on the public web, it is worth less.

Organized
Clear labels and a plain description of what each field means.

Cleared
You have the right to license it, and private details are out.

AN HONEST NOTE

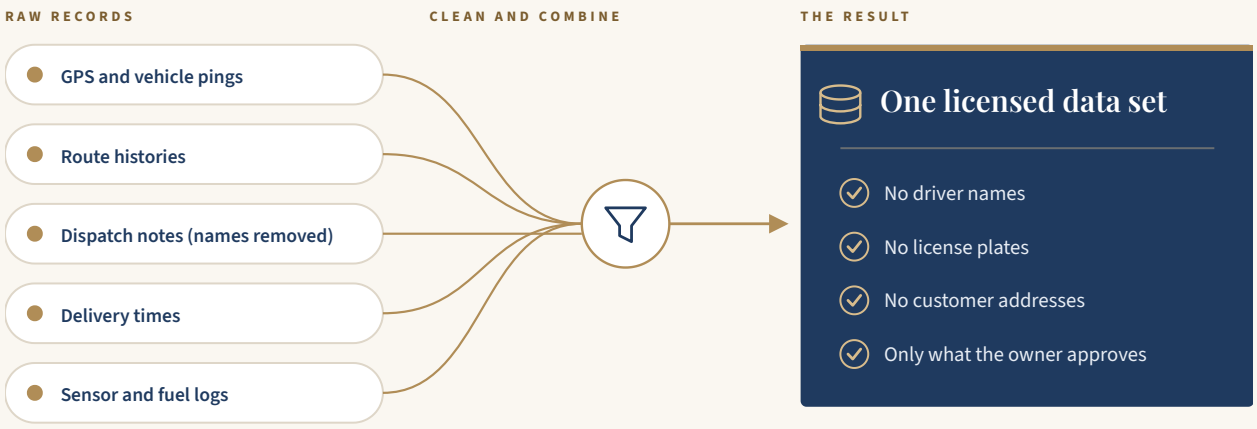
Demand changes from buyer to buyer. Some data sets get strong interest and some get none. A good partner will tell you which one you have before you spend time or money.

03 — A WALK-THROUGH

Example: a regional freight company

This is an illustration, not a real company, and it does not predict results.

A regional carrier has kept years of vehicle pings, route histories and delivery times on a server. Nobody looks at them anymore. The owner hears that AI teams building route-planning tools want this kind of record. Here is how a careful owner would think it through.



Raw records are grouped into one data set, with names and private details removed.

The questions the owner asks first

- **Do we own this data?** Contracts with customers, drivers and software vendors may limit how it can be used.
- **What personal details are in it?** Driver names, plates, phone numbers and delivery addresses all need to be handled or left out.
- **What do we keep?** In most deals the company keeps its own copy and keeps using it. The contract should say so in plain words.
- **Who sees it?** The owner asks which buyers, for what purpose, and whether they may resell it.

Then the owner reviews offers

A partner shows the cleaned data set to AI teams that work on route planning and delay prediction. Offers come back with terms. The owner, with a lawyer, compares them and decides whether to say yes. **Saying no is always an option.**

04 — PROTECT YOUR COMPANY

The six-point safety checklist

Before a single file leaves your company, work through these six points. Every one of them is easier to fix before a contract is signed than after.

OWNERSHIP 01

Who owns it?

Check contracts with customers, vendors and software providers. Owning the server is not the same as owning the right to license what is on it.

PRIVACY 02

Is anyone identifiable?

Names, addresses, phone numbers, emails, plates and ID numbers must be removed or left out. If you are not sure, leave it out.

DATA HYGIENE 03

Is it really clean?

Look for hidden fields, free-text notes and attachments. Personal details hide in odd places.

COMMITMENTS 04

Do your promises allow it?

Read your privacy notices and customer agreements. If they do not cover licensing, stop and ask your attorney.

TERMS 05

What exactly is the license?

How long? For what use? Exclusive or not? Can the buyer resell? Can you still use your own data? Get every answer in writing.

CONTROL 06

Can you stay in control?

You choose what is shared. You should have a way to ask questions, check use, and end the deal if terms are broken.

⚠ IMPORTANT

This guide is general information, not legal advice. Have your attorney review any data license before you sign. Rules about privacy and customer data differ by state, country and industry.

05 — THE PATH

Five steps from old files to a signed deal

1 **Take stock** — List the records you already keep

2 **Check rights** — Contracts and privacy rules

3 **Clean it** — Remove names and private details

4 **Review offers** — Compare terms, not just price

5 **Sign and share** — Your lawyer reads it first

What happens at each step

01 **Take stock.** Make a simple list of the records you keep, where they live, how far back they go, and who looks after them. A one-page list is enough to start.

02 **Check rights.** Find out what your contracts and privacy notices allow. This is where your attorney earns their fee.

03 **Clean it.** Remove names and private details. Your IT person or a partner can do the heavy lifting. You approve the result.

04 **Review offers.** Look past the headline price. Compare how long the license lasts, who can use the data, and what happens if something goes wrong.

05 **Sign and share.** Your lawyer reads the final paper. Only then does data move, and only the data you approved.

CHECKLIST

Questions to ask any partner or buyer

01 Who are the buyers, and what will they use the data for?

02 Is the license exclusive, and can the buyer resell the data?

03 How is the data cleaned, and who checks that private details are gone?

04 How and when do I get paid? What costs do I owe, if any?

05 Can I still use my own data for my own business?

06 Can I stop the deal if the rules are broken?

07 Will you put all of this in writing?

06 — COMMON QUESTIONS

What executives ask us most

Q

Am I selling my company's data forever?

Usually not. A license gives a buyer limited rights for a set use and time. You should keep your own copy. Make sure the contract says so.

Q

Could my competitors get my data?

That depends on the terms. Ask who the buyers are, whether they can resell it, and what limits are written in. If a partner cannot answer, treat that as a warning sign.

Q

How much could it be worth?

No honest person can answer that before looking at your data. Value depends on the type, size, quality and uniqueness of the records, and on buyer demand. Ask for offers in writing after a review.

Q

Does my company need to be a certain size?

Many programs set a minimum, because buyers want enough data to be useful. A short, free check will tell you where you stand.

Q

Will this take a lot of my team's time?

It usually takes some help from whoever manages your systems, mostly to export and review files. A good partner handles the rest. Timing varies by buyer and data set.

Q

What if I decide not to go ahead?

Then you do not. A free check does not commit you to anything. The owner decides whether to sell.

07 — YOUR NEXT STEP

Find out if your data qualifies

A free check takes a short conversation. We look at what records you keep, tell you plainly whether there may be interest, and you decide what happens next. There is no pressure and no obligation.

Book a free 20-minute data call →

Get a free data check at paidforopsdata.com →

Register your company (referral link) ↗

Scan to visit
paidforopsdata.com

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