


From: Mark Turnbull mark.turnbull@sclgroup.cc 
Subject: Fwd: Data analytics
Date: June 15, 2016 at 04:59
To: Brittany Kaiser brittany.kaiser@sclgroup.cc

MT

Brittany

FYI below, as discussed yesterday.

A really useful run through of target prospects, to be continued and updated. Let's stay poised to strike the hot prospects (eg Zambia) when they present themselves, and weigh costs/benefits on a case by case basis. We need to be selective and cost-conscious, of course, but not let promising opportunities slip through our fingers for want of being there. It might be helpful if we construct our own check-list to assist in the go/no go decision for any prospective target (e.g. urgency of requirement, level of interest expressed, strength of contact/connection, likelihood of funding, timelines etc) so that we can 'score' any given opportunity and demonstrate rigour in our assessment. What might that look like?

In the meantime, a quick review of what we discussed:

1. Brazil -- Pedro Vizeu-Pinheiro aims to hit the ground running with meetings in the commercial space, and you're heading down there in August for 10 days or so to assist with political connections. Keep me posted.
2. Egypt -- nothing definitive but AN has mentioned heading there more than once. i'll find out more.
3. Germany -- Robert will introduce me to the CDU campaign contact in Berlin and we'll arrange to visit.
4. Ghana -- AN/SR will follow up our \$200K top-up poll pitch ahead of the Nov 7 election; may warrant a trip in from Nairobi
5. Macedonia -- we should know shortly if they're biting. Skopje should be the first in a Balkans-wide effort -- next targets serbia, Bulgaria, Croatia
6. Mexico -- I'll ask AN if this falls within SCL or AN (or split). Goes without saying that we'd love to be involved in Nieto's campaign.
7. Romania -- we're pitching a TAA to Calin Popescu-Tariceanu (ALDE) ahead of national elections by year-end 2016. AN will hook me up with Peter Imre and I'll find out more.
8. Senegal -- tell me more.
9. Somalia -- a long shot, but I have strong connections in country
10. South Africa-- a long way off (2019) but definitely on my radar.
11. Venezuela -- I look forward to meeting Roger Noriega and through him the opposition, ahead of April 2019 elections
12. Zambia -- I'm still aiming to be in Kenya in the next few days, so a quick trip south from there makes sense if we can make a firm connection and get a date. It's late in the day but Lungu needs us!

Have I missed anything?

Let's sit down again before the end of the week.

Cheers
Mark

----- Forwarded message -----

From: Mark Turnbull <mark.turnbull@sclgroup.cc>
Date: 15 June 2016 at 09:01
Subject: Data analytics
To: Josh Coe <josh.coe@sclgroup.cc>, Paulius Stakenas <paulius.stakenas@sclgroup.cc>
Cc: Sabhita Raju <sabhita.raju@sclgroup.cc>

Josh, Paulius

Good discussion yesterday, thanks.

It would be really useful to have a one-page data analytics 'crib sheet' which sets out the kinds of data we're looking for, where we find it and what we can do with it -- so that we can explain clearly to ROW clients what we're likely to be able to do for them, and avoid situations where we find ourselves over-selling what we can't deliver (eg behavioural microtargeting).

In the meantime, here are five target countries where some data due diligence would be really helpful:

- Macedonia
- Romania
- Ghana
- Mexico
- Brazil

Best regards
Mark

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