

The logo for Digital Jersey features a stylized 'J' shape composed of three overlapping geometric shapes: a blue triangle at the top, a purple triangle at the bottom, and a dark blue/purple shape in the middle. To the right of this graphic, the words 'DIGITAL' and 'JERSEY' are written in a bold, black, sans-serif font, separated by the 'J' graphic.

# DIGITAL JERSEY

## HALF YEAR REVIEW

Digital Jersey started 2018 with a clear set of objectives for the year ahead. At the halfway point, we take stock of the progress we've made, and the work we've yet to do.

This review covers three key areas: Digital Industry, Digital Society and Off-Island Reach. Each area is further divided into subsets of work.

### AREA 1: DIGITAL INDUSTRY

#### Objective 1: Growing digital businesses

- In the first half of the year we welcomed 20 new business members to Digital Jersey bringing the total to 104, plus a further 30 new individual members totalling 340.
- We've maintained over 90% occupancy of the small business work spaces in the Hub, and whilst we don't like to see people leave, it's encouraging that three companies have moved on because they need larger office space and room to employ more local staff.
- So far this year we've endorsed 33 Work Permission Licenses to seven firms, to enable them to bring advanced digital expertise into Jersey when it can't be found locally. These highly skilled individuals are earning an average salary of £55,000 and will be contributing £420,000 annually in tax contributions. The firms hope that these roles will also develop new teams, creating the potential for up to 50 new jobs for local digital employees.
- We started the year by announcing our Digital Start-Up Scheme. This is aimed at helping highly skilled entrepreneurs consider Jersey for their new businesses, and in turn employ and train locals, giving back to the economy in a variety of ways. So far this year we have helped 4 firms gain business licenses to start their business in Jersey. These firms offer a range of Financial Technology services, as well as Digital Health solutions, and we will help them settle and establish a presence on-island. We have an ambition to help 12 off-island firms relocate this year, and we are talking to several more right now.
- We encouraged candidates in the spring General Election to put technology on the political agenda by driving a Digital Manifesto for the Island. We launched Jersey's first ever Digital Hustings, inviting candidates to demonstrate to voters their knowledge of the Island's fastest growing industry. We also filmed individuals on Jersey's high street about what they thought candidates up for election should consider, and the importance of Digital to Jersey's wider community.
- We also unveiled an evolution of our brand identity to coincide with the launch of our new website, aimed at providing a comprehensive resource centre for the on-Island digital community and enabling us to effectively market Jersey's off-Island proposition.

## Objective 2: Target digital industry sectors – IoT, Fintech, Digital Health

### IoT

- We've helped drone technology experts to forecast Jersey's weather. Data from innovative new drone-led technology being tested in Jersey could deliver benefits for all Islanders, as well as providing a rich data source for Internet of Things companies. In the future we hope this could be a valuable addition to our ambition to be the first whole-country Sandbox testing environment.
- We collaborated with JT to trial a new network in Jersey. The telco has worked with Sony Semiconductor Solutions Corporation and Sony Europe Limited to test the Island's second LPWA network – a Low-Power, Wide-Area Network that allows devices to connect to the internet and complements JT's 3G and 4G cellular connectivity.
- Our hugely successful IoT event proved pivotal in raising awareness of the Island's unique proposition. Dr Clive Poole, Teaching Fellow at UCL, partners of Digital Jersey, said of the event: 'We believe Jersey has the potential to become a unique testbed for future communications technologies, architectures and systems and events like this are an important part of raising public awareness and drawing in interested parties from around the world.'
- Smart Cities expert Joe Dignan was appointed Special Adviser to Digital Jersey. Joe recently flew the flag for Jersey at the Smart Island World Congress in Mallorca. He is the founder of Kintechi Ltd, focusing on delivering digital transformation at a local, regional and national level and an expert on global Smart City Boards, including the World Bank Smart City Expert Framework.

### Finance

- Jersey has been gaining strong awareness globally after we signed an MoU with the world's largest cryptocurrency exchange, Binance. The story was shared around the world with coverage seen across the UK, Europe, US, Canada, Russia, China, Japan, Singapore, Indonesia and more. It generated nearly 600 pieces of coverage across major and specialist news publications, blogs and social media in just 10 days.
- We continued our focus on Artificial Intelligence, working with Jersey Finance. Our CEO, Tony Moretta spoke at a Fintech Breakfast Seminar on a panel discussion about AI.
- We supported the JFSC, government and Jersey Finance by taking part in the Digital Assets Working Group with a focus on cryptocurrencies. A key output of this has been Jersey's new ICO guidelines which were published in July.

### Health

- Digital Jersey appointed Andrew Frith as Digital Health Special Adviser to help develop the sector in the Island. Andrew, a seasoned information and technology professional in the health and social care sector, was fundamental to the development of the Island's Digital Health Strategy.
- We helped local startup Soulgenic with their plans to launch a global wellness platform. Soulgenic's digital business, and its associated St Helier club, is creating 40 new jobs and working with local suppliers to launch a unique and immersive online global wellness platform.

## AREA 2: DIGITAL SOCIETY

Working alongside the University of Exeter, local industry and government, we have been assessing the current provision of digital skills training in Jersey. This resulted in the launch of a Digital Skills Strategy at an event in which Exeter University and Tony led talks with over 100 attendees from government, industry & education. This strategy will enable the creation of a new Digital Skills Academy for Jersey and provide the opportunity for students to learn digital subjects across all school years.

We have hosted and organised a large number of workshops and skills events so far this year, with around 3000 attendees overall. These include:

- The third Digital Marketing Course where 27 students graduated and it was our largest group so far, run by recent digital business relocation, Target Internet.
- 15 students successfully completed our 7th Coding Course during which they produced a GDPR app for the Data Commissioner.
- Our 'Facebook Advertising for your Business' event helped firms get to grips with optimising Facebook advertising for their business.
- The LinkedIn Marketing for your Digital Business course enabled firms to build connections and network using this powerful business-focused platform.
- We staged a significant number of Data Protection Information events in the Hub attended by a considerable number of people ahead of the introduction of GDPR. These included both member-run and Digital Jersey-run session.
- Experienced trainers, funded and taught by Google, came to Jersey to offer six valuable Google Digital Garage workshops for local businesses and entrepreneurs.
- We invited the Island's media to the Digital Jersey Hub to meet the tech community. This 'Meet The Media' event showcase the sector to journalists, and created a new networking opportunity which in turn enabled fresh news coverage.
- Our Special Adviser Dave Birch explained the concept of ICOs and tokens at our 'Why ICOs & Tokens Are Not Crazy' seminar. He spoke about why the digital coupons that underpin Bitcoin could be the future of money, and why they could be big business for Jersey.
- We hosted a 'Procurement Techniques for Your Digital Business' session, run jointly by Digital Jersey and the States of Jersey's procurement team. It helped local technology suppliers understand how to strengthen techniques for a compelling proposal when pitching to government.
- Also, in the first half of the year, we gave talks at a number of schools including the Beaulieu Careers Fayre, launched the Digital Skills Partnership and Digital Curriculum and Strategy Partnership with Skills Jersey, placed six A-Level students with digital businesses as part of a Digital Work Shadow Scheme, and Digital Jersey hosted three Trident students.

## AREA 3: OFF-ISLAND REACH

We launched Sandbox Jersey, our ambitious testbed offering. We worked with an external consultant to map out our USPs, framework and strengths. That work in turn led to the launch of the bespoke Sandbox Jersey area within the Digital Jersey website.

Sandbox Jersey offers companies the opportunity to develop, test and launch new and innovative products, without the high cost and complex legal, government and regulatory barriers they would face in other cities or markets such as London.

We hosted a Sandbox Jersey presentation in London with the Centre for the Study of Financial Innovation, a forum for debate and research about the future of the international finance services sector. The audience comprised people from the UK finance industry, FinTech start ups, regulators and staff from a number of London embassies.

During the event, Tony Moretta spoke alongside our Special Adviser Dave Birch, and Jersey Finance Deputy CEO Amy Bryant. Our key pitch was that Jersey is a great testbed for fintech start-ups to work with a supportive government, a strong team of economic development agencies and industry associations in Digital Jersey & Jersey Finance, a world class financial services regulator, and a tech-savvy closed user group of 100,000 people.

We also showcased Sandbox Jersey in France at the 'IN Normandy Tech Conference'. It is the country's most important innovation and digital sector event for French businesses.