2019
Business Plan

DIGITAL JERSEY

Contents

Key Highlights

Digital Jersey will:

- Provide **support** to more **digital start-ups** than ever before, by **doubling Digital Jersey's co-working space**, offering dedicated offices, creating more meeting areas for sharing new ideas, and a much bigger event space.

- Develop Jersey into a bustling centre of **IoT activity**, by encouraging talented people to base themselves at our dedicated IoT facility, the **Digital Jersey Xchange**.

- Create a **digitally-skilled workforce** by providing islanders with the skills to take on new and exciting roles in Jersey's growing digital economy. To be achieved by launching the **Digital Jersey Academy**, a facility which for the first time will offer dedicated resources for **digital skills training in Jersey.**

- Promote Jersey as an attractive and unique destination to Sandbox, develop and **launch new ideas**, and establish a **permanent Fintech presence in London** to do just that.

- Help businesses navigate the **start-up process** and grow, by packaging up all aspects of **business support** from across the island in a **Digital Welcome-Pack.**

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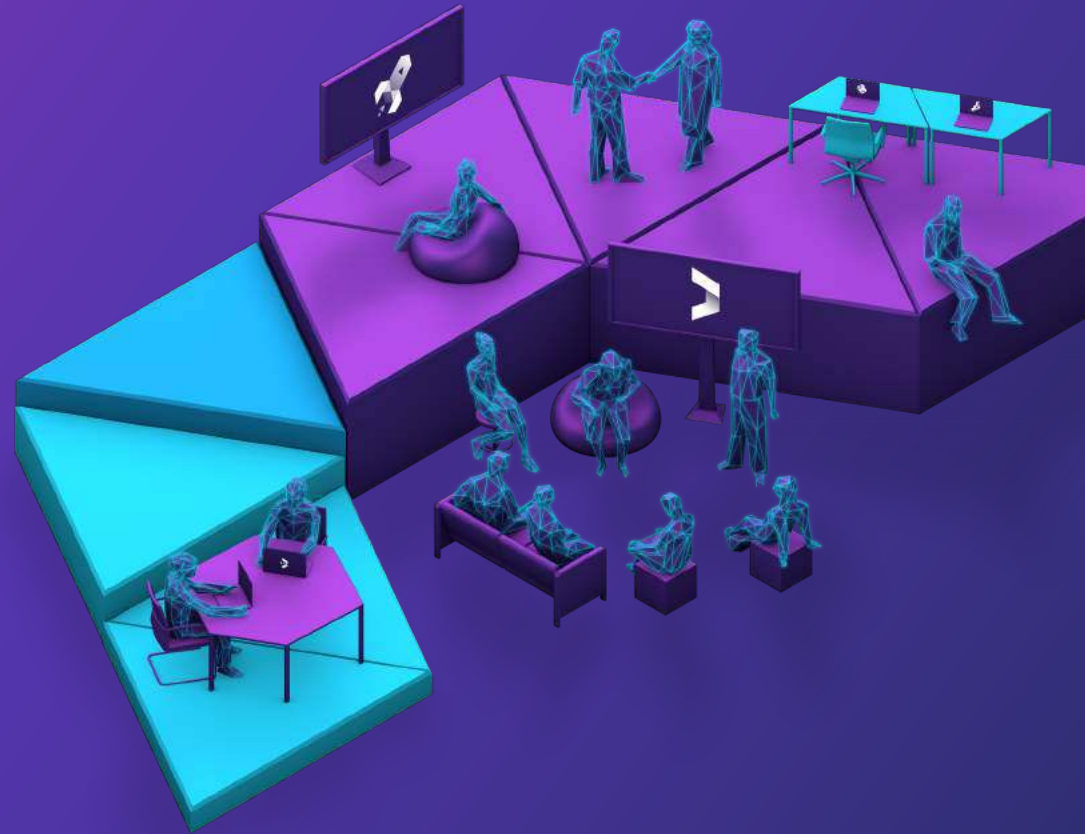
Section 1
Digital Industry

Section 1 | Digital Industry

A core part of Digital Jersey's role is to create the **right conditions** for any **digital business to start and grow**, and to support local businesses in exporting their goods and services. A key part of this is the **Digital Jersey Hub,** which acts as a focal point for the digital community, actively helping those in the industry **develop their networks.**
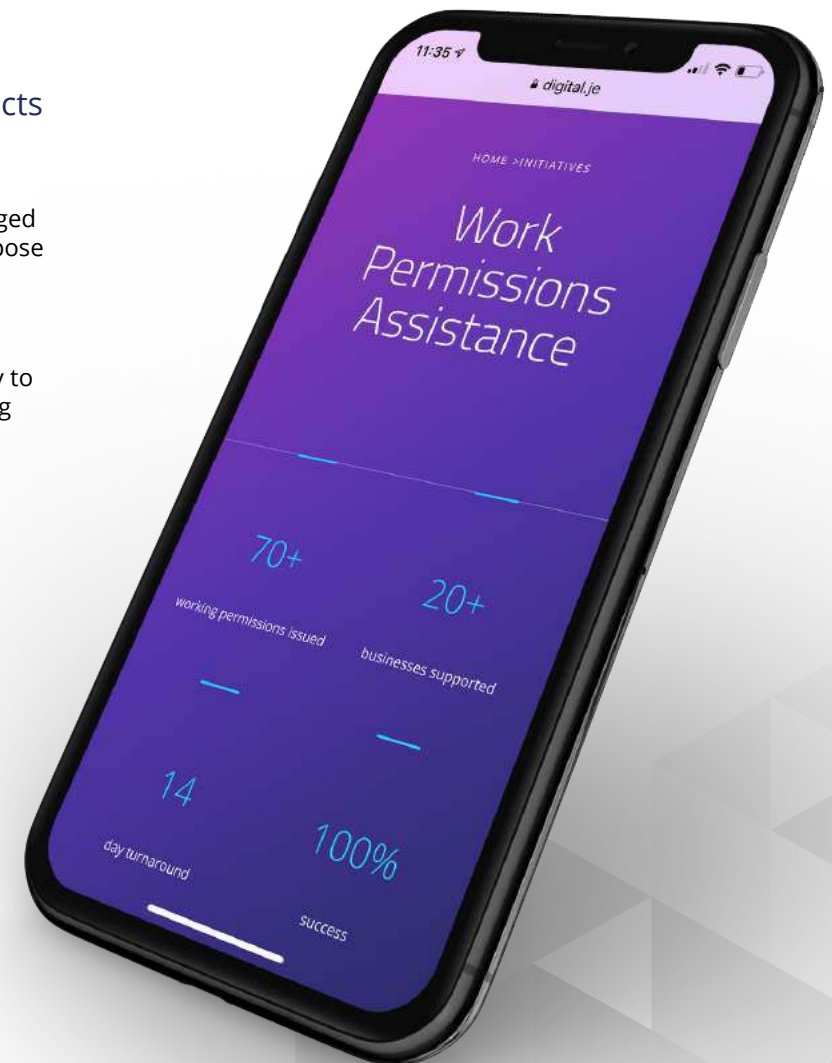
Section 1 | Digital Industry

1.1 Support innovative businesses

Help businesses navigate the start-up process and grow, by packaging up all aspects of business support in a **Digital Welcome-Pack**.

- Help small businesses gain access to mentors who can guide them on their start-up journey. To be achieved by launching the Digital Jersey mentorship scheme to connect members with **experienced digital business leaders**.

- Create the framework to provide businesses with **access to grants or carefully managed loans**, to fund research and development or to enable growth. To be achieved by working with public and private sector partners to agree a funding mechanism for small digital businesses.

- Help small businesses gain access to legal, accountancy and technical support, by running workshops with Jersey Business, to connect members with experienced **professional services providers**.

- Work with businesses to **bring in advanced digital skills** if they can't be found on-island, by supporting and endorsing Work Permission applications.

- **Double the size of the Hub** by providing enlarged co-working space and dedicated offices. Repurpose the current space to hold **larger events, more meeting space and hot-desking facilities**.

- Continue to **improve the way we monitor sector growth**, by working with Statistics Jersey to measure the digital sector, and by implementing recommendations from the TechNation report.

Section 1 | Digital Industry

1.2 Target growth in our business sectors: IoT, Fintech, Digital Health

Digital Jersey will continue to build on previous momentum by targeting **growth in the sectors of IoT, Fintech and Digital Health.** We will enhance this work in 2019 in the following ways:

1.2a. Networks, Infrastructure and IoT:

- Develop the Digital Jersey Xchange into Jersey's **centre of IoT** activity, by encouraging IoT businesses to base themselves in the facility, and by **holding events and training courses**.

- Having designed the specification in 2018, a Data Platform will be launched to run real-world simulations from within the Digital Jersey Xchange. This will **provide a tool for business innovation, and new IoT products.**

- Deliver and **implement an IoT Strategy** to shape Jersey's direction and goals in this diverse area, and ultimately create more jobs and business for the digital sector.

- Work with Government to deliver outcomes from the Telecoms Strategy, which includes **developing 5G use cases** and promoting Jersey as a Sandbox/testbed.

Section 1 | Digital Industry

1.2 Target growth in our business sectors:
### IoT, Fintech, Digital Health

1.2b. Fintech:

- Deliver and implement a **Fintech Strategy** to shape Jersey's direction and goals in this sector, and ultimately **create more jobs and business for the digital sector**. To include a special focus on A**rtificial Intelligence.**

- Create a framework for, and promote, a regulatory fintech sandbox, owned by the JFSC, with the aim of providing **targeted business support, removing regulatory barriers, and driving innovation.**

- Prioritise **digital skills development** within **Financial Services**, by working with Jersey Finance to deliver initiatives in this area via the Digital Jersey Academy and events.

- **Raise Jersey's profile** as a well-regulated and supportive environment for **Digital Asset businesses**, by working with agencies on- and off-island.

Fintech Sandbox

Given Jersey's position as a world-class finance centre and its adoption of digital innovations, it's no surprise that the island is rapidly becoming a Fintech Sandbox.
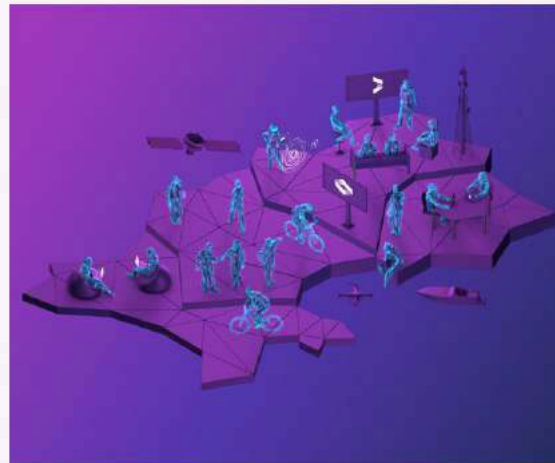
Environment

The Island of Jersey is a wide scale, but compact, testbed for deploying Fintech and Regtech services. Here you have access to a progressive, representative community of 100,000 people enjoying an advanced, sophisticated level of public infrastructure and services:

- 118 mobile subscriptions per 100 inhabitants
- 87% broadband penetration per 100 households
- Three independent 4G networks covering the Island
- Three dedicated Internet of Things (IoT) networks (NBIoT and Two LPWANs including LoRa)
- 98% of schools, homes and businesses with a fibre connection

Jersey's financial services industry is built upon a number of strengths including political and economic stability, a mature and respected legal and regulatory system, tax neutrality and a flexible corporate law regime. The industry is made up of a number of key segments including funds management, private client services and corporate services.

Section 1 | Digital Industry

1.2 Target growth in our business sectors: IoT, Fintech, Digital Health

1. 2c. Digital Health:

- Support the ongoing implementation of the **Digital Health and Care Strategy for Jersey**.

- **Promote Jersey** as a business location for Digital Health and as a **centre of healthcare innovation**, by helping to connect local firms with off-island partners.
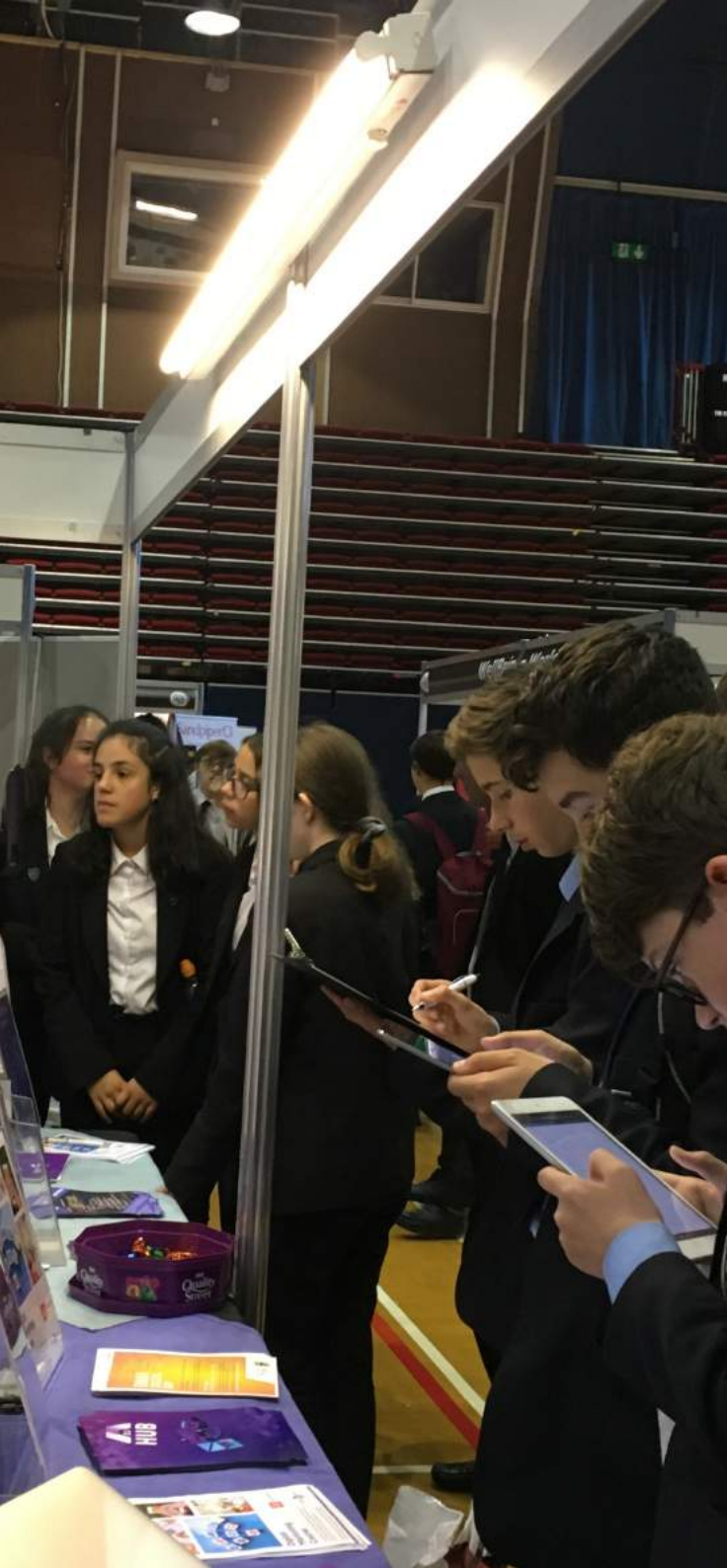
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Section 2
Digital Society
and Economy

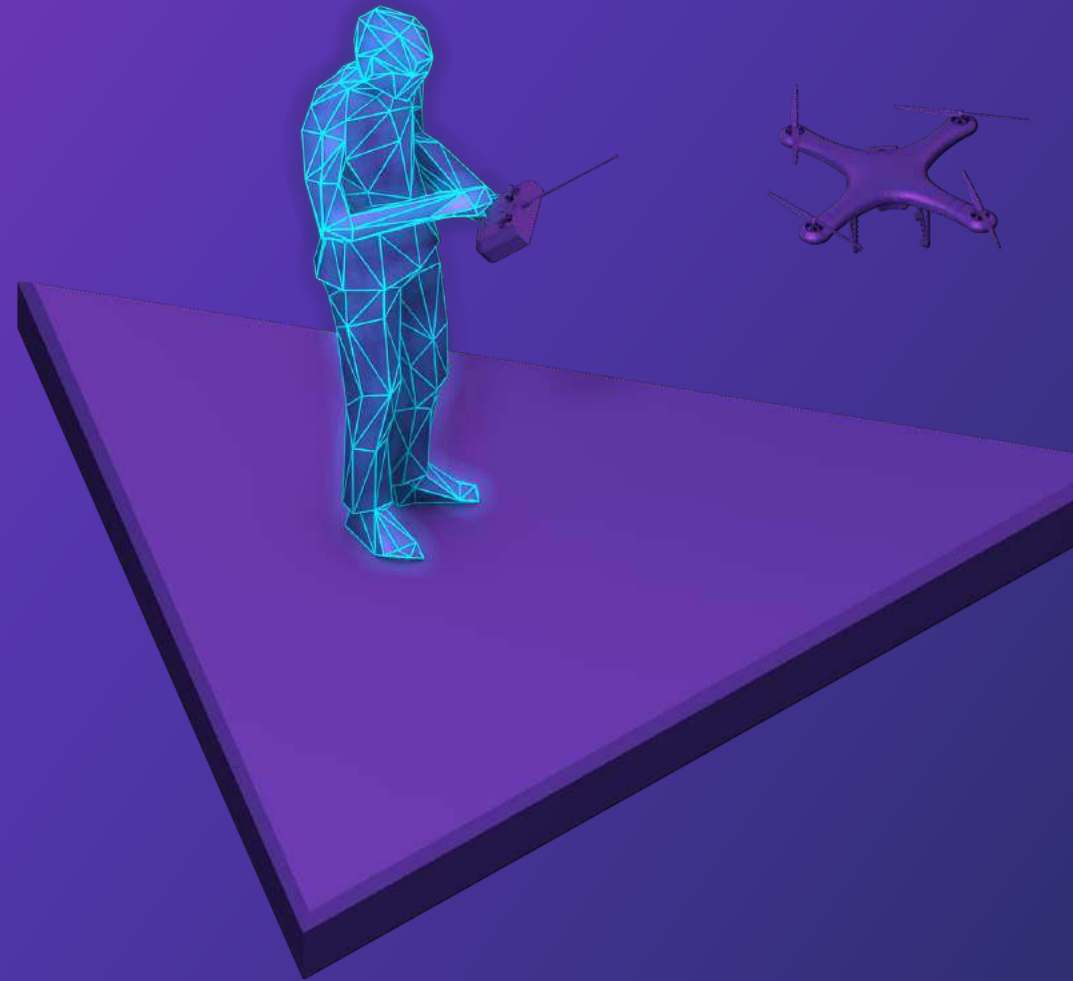digital.je

Section 2 | Digital Society and Economy

Support the development of a **stronger society and economy** by developing digital skills and **grow career opportunities**. To be achieved by creating a digitally-skilled workforce by ensuring sufficient f**irst-class training** is available in core areas where the industry needs to thrive.

- Provide dedicated **resources** for digital skills training, by building and launching a **Digital Jersey Academy**. This will provide islanders with the skills to take on new and exciting roles in Jersey's growing digital economy.

- Demonstrate digital career pathways and job opportunities, by using online channels to **promote career routes**, job adverts, and by running school roadshows.

- Help all industry sectors embrace benefits of technology, with a focus on how **AI is impacting our society**. To be achieved by running **promotional events or workshops** with partners, such as the Jersey Hospitality Association and Jersey Business.

- Update **school curriculums** for students aged 5-16, to ensure that they reflect technological developments. To be achieved through the **Digital Skills Partnership,** which is a consortium of Government, industry and academics.

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Section 3
Off-Island Reach
Sandbox Jersey

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Section 3 | Off-Island Reach – Sandbox Jersey

Jersey has the potential to be an extremely attractive and unique destination as a Sandbox testbed for both **local and international companies**.

Jersey is self-contained and has a near autonomous control of **infrastructure**, a mature **telecommunications sector**, a strong culture and **sense of community**, a **well-connected and sophisticated society**, as well as a wealth of **professional services expertise.**

Section 3 | Off-Island Reach – Sandbox Jersey

3.1 Encouraging business relocations – Sandbox Jersey

- Work with **off-island start-ups** looking to develop, test and launch **innovative digital businesses in Jersey**, and by supporting their Business Licence applications.

- Ensure the right processes are in place to **enable a smooth relocation** experience for small tech businesses, **by working with the JFSC and Population Office to streamline procedures.**

- Help international entrepreneurs get face to face information about the opportunities of running a business in Jersey and working with local tech firms by building a **network of Digital Jersey Ambassadors.**

- Ensure a focus within this work on our target business sectors of: **IoT, Fintech and Digital Health.** To be achieved by targeting growth in the local sector, as outlined in Section 2.

Section 3 | Off-Island Reach – Sandbox Jersey

3.2 Encouraging Exports

- **Connect businesses with partners** with the aim of supporting exports and expansion, by running a series of off-island roadshows and roundtables.

- Make it easier for local firms to reach into overseas locations, by **establishing links with other tech hubs** in cities such as Hong Kong (Metta Hub) and others.

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Numbers

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Section 1 | Support Innovative Businesses

Section 1 | Support Innovative Businesses	2018 Achievement	2019 KPI
Total Individual Members of Digital Jersey Hub by end of year.	376 (grew by 80)	426 (growth of 50)
Total Business Members of Digital Jersey by end of year.	124 (increase of 26 Small and 14 Large members)	154 (increase of 20 Small and 10 Large members)
Ensure utilisation rate of 26 Hub desks for small business users. Note this KPI will be revised once the expanded Hub is opened.	95%	95%
Growth of firms from Hub to independent offices. Note this KPI will be revised once the expanded Hub is opened.	4	5
Mentorship Scheme: Connections made between small businesses and experienced digital business leaders.	-	6
Target for Digital Jersey to allocate Work Permission Licences for highly skilled staff from off-island.	36	40
Target for Digital Jersey to allocate Business Licences for firms relocating to Jersey, or relocating temporarily to develop/test new products. This includes existing residents who do not have permission to start and work for their own business.	13	12
Target for Digital Jersey to allocate Fintech Business Licences (within the total target of 12).	3	3
Increase in website traffic (sessions and users) and social media engagement.	60%	50%

Section 2 | Digital Society

Section 2 | Digital Society	2018 Achievement	2019 KPI
Students to start Digital Marketing Course with an 80% pass rate.	54 (90% achieved pass rate)	50 (80% target pass rate)
Students to start Coding Course with an 80% pass rate.	29 (93% achieved pass rate)	25 (80% target pass rate)
Attendees at events focussed on Skills Development or Knowledge Sharing.	5317 (190 events in total, an increase of 74 on 2017) plus 1800 at TechWeek	5000

Section 3 | Off-Island Reach – Sandbox Jersey

Section 3	Off-Island Reach, Sandbox Jersey	2018 Achievement	2019 KPI
Campaigns to promote Sandbox Jersey for Digital Health, Fintech and IoT.	4	4
General Digital Economy events.	7	4
Leads generated from Sandbox Jersey.	31	30

Thank You

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