

Your operational data is an asset. We turn it into revenue.

Your business holds years of operational records: how work came in, how decisions were made, and what happened as a result. AI labs are paying for exactly that, real decisions and the outcomes they led to, to teach models how businesses actually work. Wildcatt values that record, prepares it, finds the buyer and runs the deal.

What buyers want: how your business works

The working record of decisions and outcomes. Email and chat where calls were made, quotes and jobs and how they closed, tickets and their resolution, approvals, project files, call notes.

What we do not want: your customer data

No customer lists, contact details, purchase histories or customer personal information. Where customers appear in the working record, they are removed before any buyer sees it.

What it means for your business

You receive	A cash payment for a licence over a prepared, de-identified copy of your operational records.
You keep	Ownership of every byte and every right you hold today. Your systems are not touched.
It costs	Nothing. No upfront cost, no retainer, nothing to pay at any stage.
The market	Published deals for company operational data range from tens of thousands to more than a million dollars. Years of history and recorded outcomes drive the price.

How your people and clients are protected

- Every person in the record is irreversibly de-identified across 60+ identifier types before any buyer sees it, with an audit trail.
- Only named Wildcatt staff see your intake. Buyers see a de-identified profile, never your name or data, until you accept an offer.
- The prepared copy goes only to the buyer you approve, under a licence that bars onward transfer. Australian-region encrypted storage.
- Independent sample review on request, originals deleted after delivery, all under the Privacy Act 1988 and the Australian Privacy Principles.

How it works

Intake

Ten minutes online: what you do, which systems you run, rough volumes. Nothing exported.

Mandate

Short terms that let us take a de-identified profile to buyers for 90 days. No cost, no obligation.

Offer

The price and terms, in writing. You accept or decline; declining costs nothing.

Deal and payment

Only after you sign: exports or read-only access, de-identification, delivery. You are paid within 14 days of the buyer's funds clearing.

What we need from you

- **Approval to explore:** the go-ahead for your contact to complete the intake and sign the 90-day marketing mandate, which costs nothing and carries no obligation.
- **A signatory with authority over your data:** a director or authorised officer.
- **About an hour of IT or operations time** to read record counts from your system admin screens. No exports.
- **A view on what is out of scope:** customer data, client material held under contract, licensed third-party content, or anything under a legal hold.
- **Later, only if you accept an offer:** sign the data licence and approve exports or read-only access for the systems in scope.