

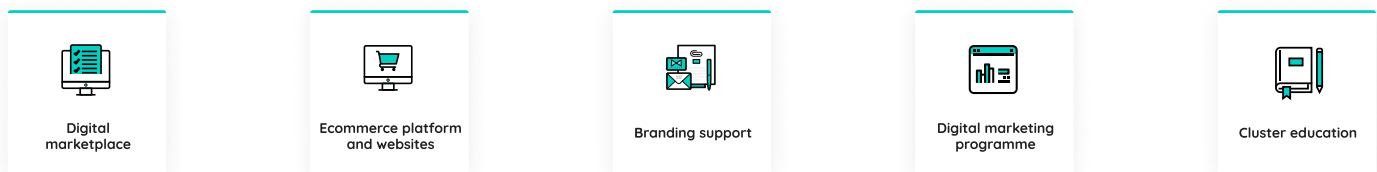
THE PILOT JOURNEY - WHAT TO EXPECT

The Digital Cluster Initiative (DCI) is a new economic development model designed to transform business groups and networks in Aotearoa with ecommerce and digital tools, created in partnership by Bank of New Zealand and Zeald.

We will work closely with three Pilot groups to help transform them into digitally-enabled clusters. We will support each group with a tailored programme focused on their specific growth and development. A collaborative and innovative partnership, success will depend on good trust and information sharing between the Pilot groups and the DCI Team.

What do pilot groups get?

- ✓ Support and expertise from the DCI Team; access to a digital marketing specialist; a tailored, two-year, digital marketing programme; help to establish their new brand and position in the market, training on how to run a digital marketplace
- ✓ A digital marketplace and ecommerce set-up for B2C and B2B sales, tailored to the cluster's needs, products, and market
- ✓ The benefits of collaboration between businesses, increased scale, access to new markets and supply chains, digital training and support, and exploring export opportunities



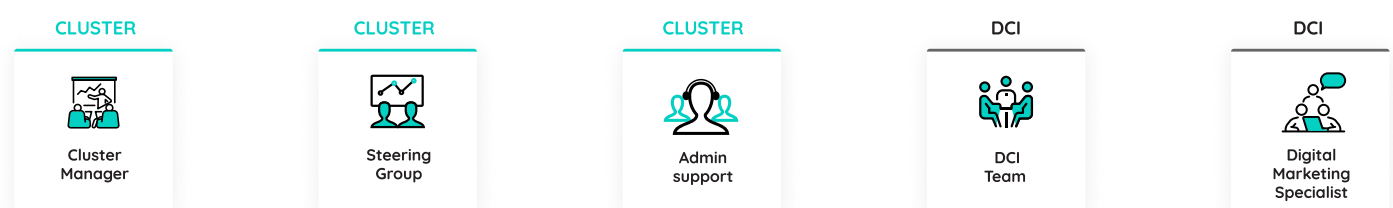
What are the goals and outcomes of the initiative?

- ✓ To create a digital clustering model that supports economic growth in New Zealand via digital transformation
- ✓ To build three digitally-enabled clusters of Kiwi business groups as three strong case studies that show how it's done
- ✓ This is an ecommerce-driven initiative and the goal is economic development - the focus is growth through ecommerce sales
- ✓ Export may be explored earlier or later, depending on the development, capability, and maturity of the cluster businesses
- ✓ Success will be measured by establishing baseline metrics and benchmarks for each cluster, and monitoring progress throughout
- ✓ The DCI Team will work collaboratively with each cluster to refine the digital clustering model, for roll out beyond the Pilot

What commitment is required from participants?

- ✓ Up to 30 months: six months to onboard each cluster and build the marketplace, then two years from marketplace launch
- ✓ Each cluster will need to appoint: a Cluster Manager (to lead and be point person for the group); a Steering Group (comprising representatives from cluster businesses)
- ✓ Admin support: additional admin resource will be needed to coordinate businesses within the cluster, and to support the Cluster Manager and Steering Group (either internally resourced by the group, or outsourced)
- ✓ Each business will need to commit to: the onboarding process (across six months), including participating in the first Workshop, engaging with the Steering Group as the cluster is set up, deciding whether to replatform onto new ecommerce sites or integrate into the marketplace using existing websites (in consultation), loading products onto the Marketplace (with support); and quarterly check-ins with the Steering Group ongoing

Digital clusters - pilot group components



Useful links and information

- ✓ [5 elements of a successful digital cluster](#)
- ✓ [Three types of digital clusters](#)
- ✓ [Frequently Asked Questions](#)
- ✓ [How to apply](#)
- ✓ Applications close Thursday 17 February, and Pilot groups will be announced by 4 March, 2022.

THE PROCESS - TIMELINE AND MILESTONES

This is the beginning of an exciting partnership and 30-month journey for the successful Pilot groups. Each of the three Pilots will be different, as we take a tailored approach to build, develop, and help each digital cluster to succeed.

While there will be some variables, here are some key milestones you can expect along the way:

