Same data, several AI labs: **up to 4.5x the lowest offer**

Two real DataSupply clients, names withheld. In both, competition between AI labs pushed the best offer roughly 3 to 4.5 times above the lowest one.

COMPANY A

A US real estate lead generation and agent services company

$143,000 → **$455,000** 3.2x

Lowest and highest offers for the same data

COMPANY B

A US e-commerce fulfillment and marketplace storefront company

$110,000 → **$500,000** 4.5x

Lowest and highest offers for the same data

WHAT THEY HAD

Company A

- About 30 staff today, more than 100 at its peak
- 15 years of records from one long-running operation
- Several systems: CRM and dialer, call and video recordings, shared files, ad platforms

Company B

- 80+ staff working on shared systems
- About 9 years of records, roughly 3 TB in total
- About 9 systems: shared drives and sheets, team chat, inventory, accounting, payments and its own operations software

Neither company had ever sold anything to an AI lab. Everything licensed was data the business had already produced by running day to day.

HOW DATASUPPLY PREPARED THE DATA

1 **Built the data manifest**
Every system, how many years, and how much data each holds. No raw data shared.

2 **Upgraded it to what labs ask for**
Filled gaps, added sizes and start dates, and prepared headcount proof before labs asked.

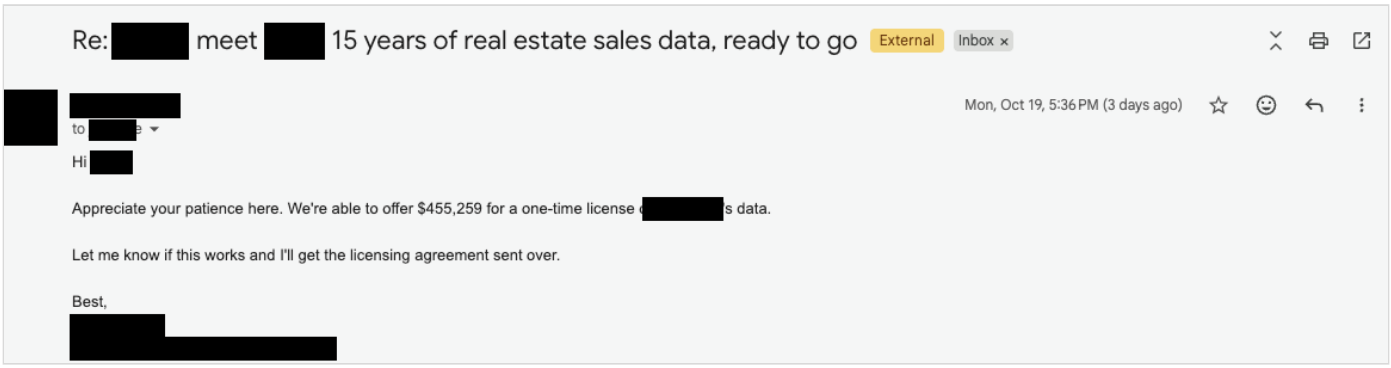
3 **Put it in front of several AI labs**
Each company was introduced to multiple vetted labs at the same time, not one after another.

4 **Let the labs compete**
Live lab calls, follow up every day, and every lab knew other offers were on the table.

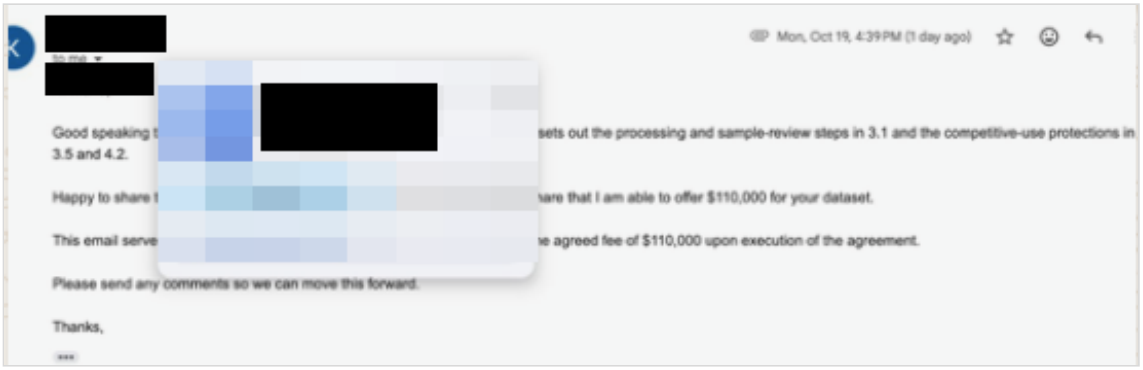
THE PROOF

Real offers, redacted

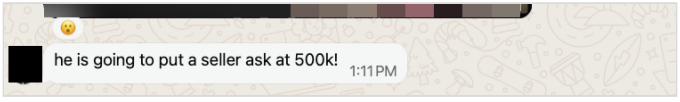
Company, people and AI lab names are removed. Amounts are shown with each owner's approval.



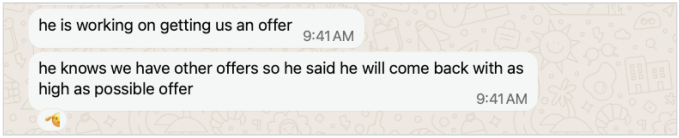
COMPANY A: WRITTEN OFFER FROM ONE AI LAB, $455,259 FOR A ONE-TIME LICENSE



COMPANY B: FIRST WRITTEN OFFER, $110,000



COMPANY B: AFTER A LIVE CALL, A COMPETING LAB MOVES TO $500K



COMPANY B: LABS KNEW THEY WERE COMPETING, AND BID AS HIGH AS THEY COULD

THE TAKEAWAY

Different AI labs value the same data very differently. One lab's offer is a starting point, not a price. Had either owner gone to a single AI lab, the lowest number on the table could have been the whole deal. Asking several labs at once is the job DataSupply does for every client, at no cost up front.

Offers shown are real offers received; outcomes vary. Every company's data is different, and no offer or payment is guaranteed.