

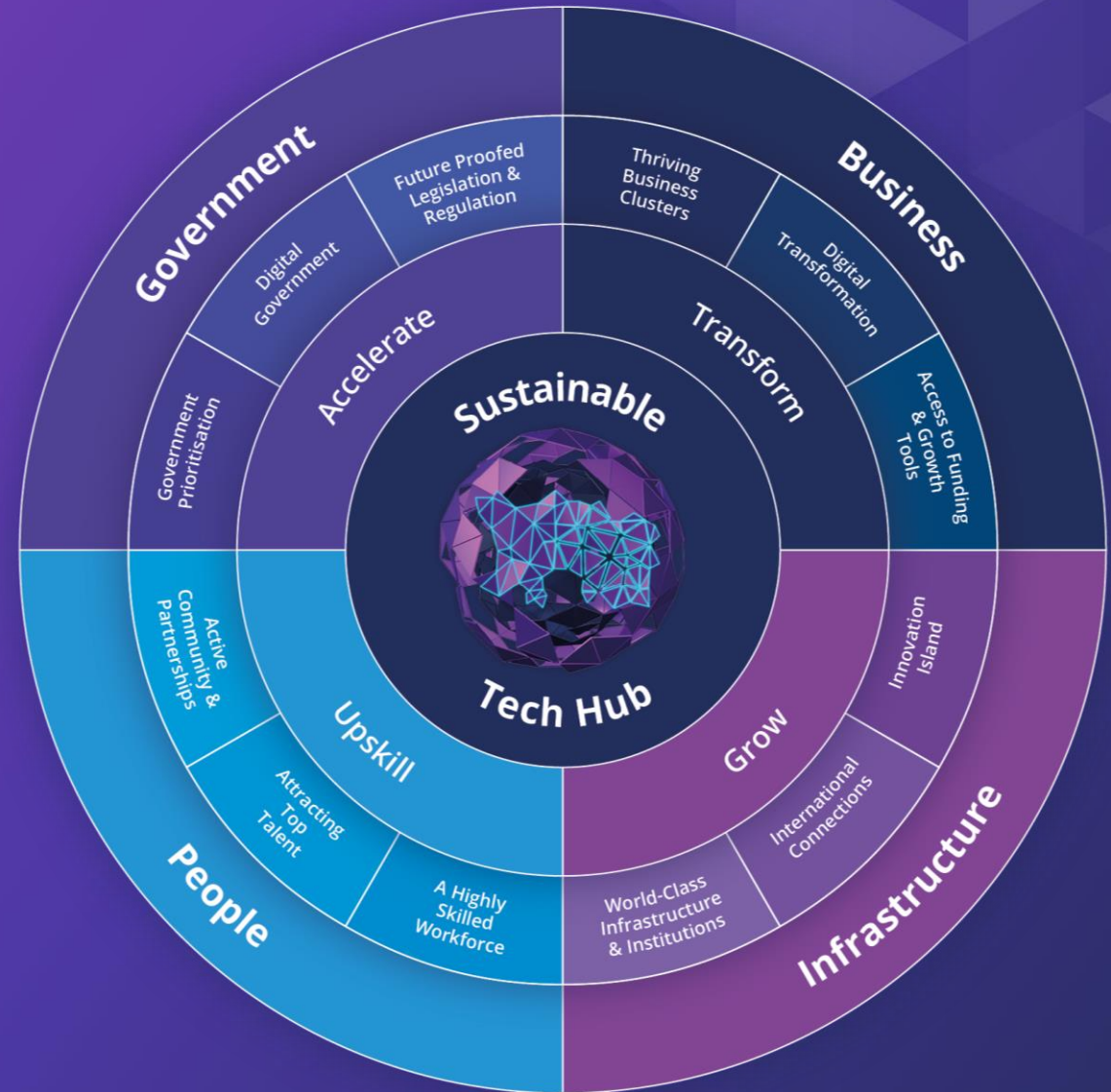
Digital Jersey

Our island's innovation hub



What is Digital Jersey?

- Established in 2013
- Part Government-funded innovation agency set up to diversify economy
- Support industry with tech adoption and diffusion
- The mission is to Accelerate Jersey's Digital Future.



What does Digital Jersey do?

Industry



Business & talent relocation support.



Industry support through networking, mentoring and startup programmes.



Two facilities for local industry including desks, offices & meeting rooms.



Promotion of the local industry to both on and off-island.

Innovation



Sandboxing opportunities for on and off island companies to test tech.



Development of new technologies and industries such as Data Trusts.



Development and delivery support of digital health strategy for Jersey.



Support adoption and diffusion of tech in existing sector such as agriculture.

Skills



Delivery of in-person and online courses across a range of topics.



Bespoke training courses for businesses, tailored to their operation.



Delivery of tailored teacher training sessions for digital skills in the classroom



Operation of F1 in Schools regional championship for local schools.

Data Trust - LifeCycle

- World's first Data Trust using Trust Law with 650 cyclists contracted
- Data collected over 17 months



Jersey Data Exchange

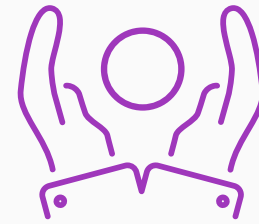
- Data is often unstructured, inaccessible and scattered across multiple organisations.
- We are creating a data exchange to revolutionise the sharing of data between entities using a data trust.



Trusted

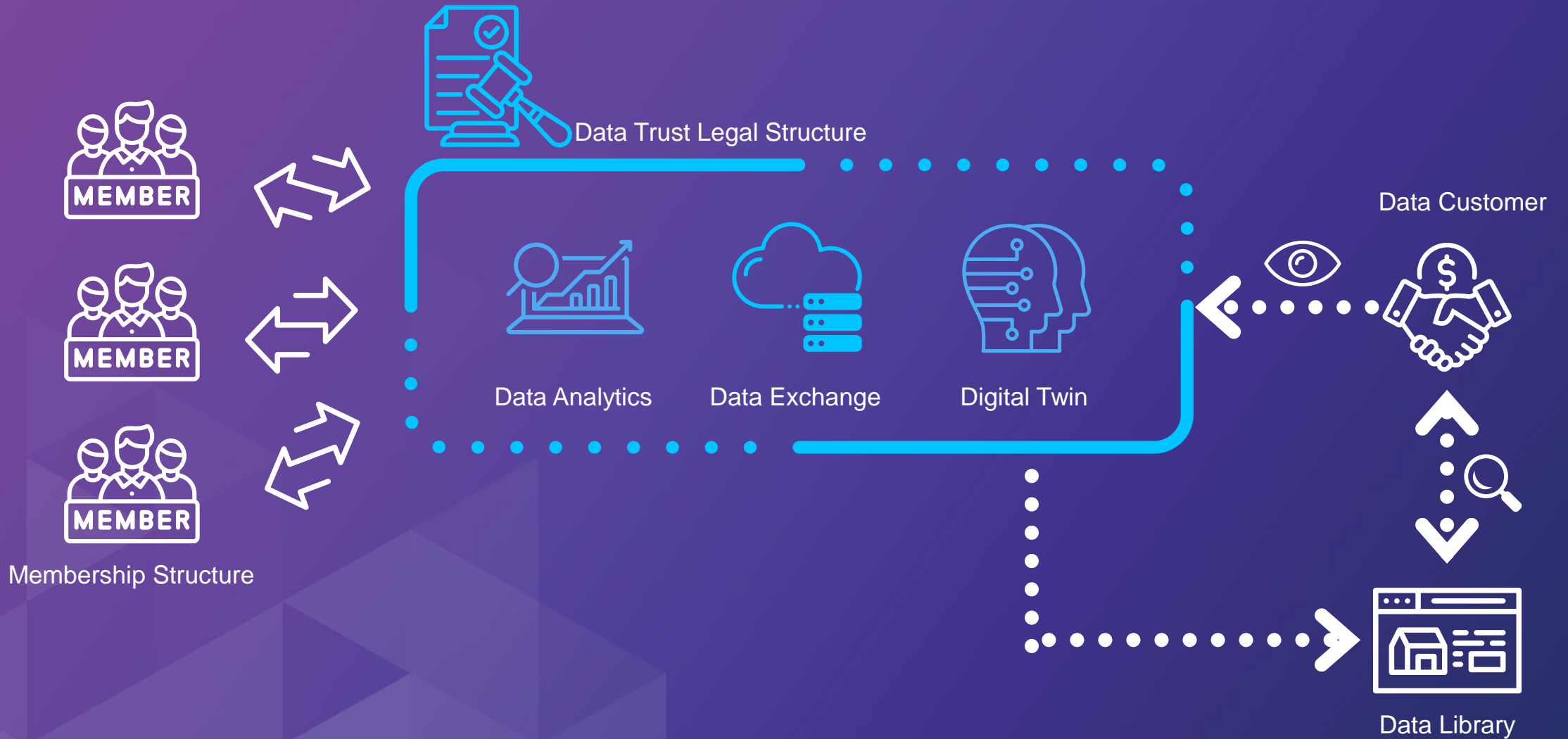


Network



Neutral

Jersey Data Exchange



IMPACT JERSEY

Ringfenced £20m from the sale of JT Internet of Things business.

Mission: *“Accelerate the adoption of technology to tackle the Island’s complex challenges”*

Designed in partnership with Nesta Challenge Works consisting of:

- Open grant programmes
- Challenge prize programmes
- 8 island priorities to tackle

Core Principle is **Learn, Adapt** and **Share**



ISLAND PRIORITIES

Improve productivity in existing economic sectors



Support development of new economic sectors



Improve health & wellbeing of Islanders



Sustainable transport options



Addressing housing & infrastructure needs



Improving supply chain resilience



Responding to the climate emergency



Supporting skills development

OPEN PROGRAMME 1

- Launched in June 2023 - designed to test the strength and quality of on-island digital entrepreneurs
- £500k to support projects up to £75k
- 6 winners including:
 - Drone Emergency Services
 - IoT in Social Housing
 - Sustainable EV credit scheme
 - Air sensor network
 - Carbon mapping inc. sequestration potential
 - Intelligent insurance risk management



CARETECH

- Launched in June 2024 - designed to rapidly improve productivity and quality of care for the older-aged population in Jersey.
- £2 million to support projects with no cap on project budget
- In progress - winner announcement in Q4 '24



CXTECH

(CUSTOMER EXPERIENCE)

- Launching 7th November 2024
- Designed to accelerate technology adoption in customer experience, from retail to supply chain on the island
- £500k match-funded by industry
- In progress





IMPACT
Jersey

DIGITAL  JERSEY



Government of
JERSEY



Tax support to drive digital transformation:
Jersey's RegTech Super-Deduction

2024 budget
theme:
**Innovation &
enterprise**

Cornerstone policy

RegTech

Super-Deduction



RegTech Super-Deduction

From 1 January 2024...

Financial services companies

can

deduct 150%

of

eligible expenditures

on

RegTech

What is RegTech?

Umbrella term for software and tools to help financial institutions comply with regulatory demands:

- Client onboarding
- Identity verification
- Account management
- Know your customer (and continue to know them)
- Capital requirements
- Risk monitoring
- Regulatory reporting


e.g.





Booming industry of local providers


(but there is no requirement to buy local)





 **Identity**
Online Identity Verification


 **Account creation**
Online Secure Account Creation

 **Address check**
International Address Verification


 **Suitability**
Product Suitability Check

 **Pep check**
International PEP & Sanctions Check

 **Attitude to risk**
Online Risk Questionnaire

 **Bank check**
Bank Account Verification

 **Client portal**
Balance, Valuations & Messaging

 **Data monitor**
Client Data Monitoring

 **Report**
On-Demand Report Generation



Why financial services companies?

Financial services companies...

- Are clearly defined in law (regulated entities paying 10% CIT)
- Contribute 70% of company tax in Jersey
- Are on the front lines of a shifting regulatory environment
- Will be facing greater competition in a post-OECD Pillar Two world

New and novel:

- Other countries have offered super-deductions for capital spending.
- We're not aware of the same being offered for operating spending.
- Because software lies in the intersection (sometimes treated as operating spending and sometimes treated as capital spending), it's crucial as an incentive to provide relief for both.
- First time Jersey has offered such a targeted deduction or credit (approach to PIT and CIT is to maintain a broad tax base avoiding boutique tax credits).
- Pilot programme to be evaluated in two years

