Open Data Business Models

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Agenda

Business Model Canvas
Examples as introduction
How and where Open Data can create value
More examples and case studies
Why should you open data when that only costs money?
“We throw open data over the wall, then we hold a hackathon, and then people will start making products off it, and then we make the $3 trillion.”

- Kat Borlongan from Parisian open data startup Five By Five
„A business model is the logic of an organization to create value“

Alexander Osterwalder
Tool: Business Model Canvas
CUSTOMER SEGMENTS
VALUE PROPOSITIONS
CHANNELS
CUSTOMER RELATIONSHIPS

REVENUE STREAMS

KEY RESOURCES

KEY ACTIVITIES
KEY PARTNERS
COST STRUCTURE
GPS – Business Model

Key Partners

Key Activities

Value Proposition

Customer Relationships

Customer Segments

Key Resources

Satellites

Channels

Cost Structure

Revenue Streams

Maintenance

Paid by US government

Allow to reveal own geo position

CREATE MORE VALUE THAN YOU CAPTURE

Tim O'Reilly
Some great opendata cases

• Search engines
• Wikipedia
• Youtube
• Open Street Map
• Climate.com
• GPS
GPS

GPS

The Global Positioning System is a free service. It's based on a series of satellites constantly relaying signals, which the GPS receivers use to calculate your coordinates. The receivers are manufactured and sold by private companies, but the satellite network was built, and is maintained, by the United States government. It's funding comes from the US federal government, which means it's paid for by American taxpayers.

If you're an American, enjoy it, you paid for it. If you're not an American, you're welcome
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GPS – Example: U-Blox

U-Blox is a Swiss startup founded in 1997 as a spin-off of ETH Zurich. Their business became a success by selling GPS modules and chips for various applications including smartphones.
Search Engines

Google
Bing
Yandex
Baidu
Yahoo!
Aol.
Ask
Search Engines – Example: tel.search.ch

Tel.search.ch started as an experiment
It quickly attracted more users and queries than search.ch
Search Engines – Example: tel.search.ch

Tel.search.ch started as an experiment
It quickly attracted more users and queries than search.ch

«Nach den zehn häufigsten unerwünschten Anrufen wurde 2015 insgesamt fast 1,4 Millionen Mal gesucht.»
Open Data – Cost of opening data

• Providing API
• Providing data in right format
• Visualization and documentation
• Infrastructure
• Processing feedback (e.g. corrections)
• Legal issues
Open Data – Revenue sources

- Asking for contribution / donations
- Sponsoring
- Ad selling
- Freemium model selling data
- Publisher pays
- Subscription model
- Side business (e.g. selling products, possibly based on collected data)
Open Data – Value creation

- Reusing existing data
- Enrichment of existing data by combination, visualizing etc.
- Crowdsourcing / user generated content
- Getting users and attention
- Lowering barriers – involving more participants
- Collecting data from / about users
Open Data – Value creation: Example

With programs like the Carnegie Museum of Art’s (CMOA) Art Tracks at some of the world’s most famous museums, more people have access to information about a piece’s sometimes-sordid history -- including clues that might uncover evidence of Nazi confiscation.
Open Government Data – Economics

“As of March 2016, it was estimated that open data was generating 0.5% more GDP compared to paid data.”

Open Government Data – Example

OpenStreetMap: A Wikipedia-style platform for maps – open, transparent and editable by anyone with a desire to do so

Source: C|Net, October 16, 2013
Mapbox focuses on making interactive and customizable maps using open-source data.

Source: C|Net, October 16, 2013
Mapbox

In a presentation to the Open Knowledge Foundation conference 2013 in Switzerland, MapBox CEO Eric Gundersen argued that open data business models will be an ‘intermediary’s game’: a model that will position open APIs as the key tool in creating business value. If data is the raw material, APIs are the factory machines that transform raw material into an end-consumer product. Gundersen’s push would mean government, crowd-sourced, and company open data platforms are best placed to appeal to a business-to-developer (B2D) mindset rather than focusing directly on end customers (B2C).

Case Study:

The Climate Corporation
climate.com
How Open Data Can Fight Climate Change

Posted on June 26, 2013
by Stefaan Verhulst in GovLab Digest

New blog post by Joel Gurin, Founder and Editor, OpenDataNow.com: When people point to the value of Open Data from government, they often cite the importance of weather data from NOAA, the National Oceanic and Atmospheric Administration. That data has given us the Weather Channel, more accurate forecasts, and a number of weather-based companies. But the most impressive – and one of the best advertisements for government Open Data – may well be The Climate Corporation, headquartered in San Francisco.

http://thegovlab.org/how-open-data-can-fight-climate-change/
climate.com

CLIMATE | PRO
Field-level insights powered by data science

Weather  Notifications  Scouting  Nitrogen Advisor  Field Health Advisor

Find a Dealer  Learn More

CLIMATE | PRO
CLIMATE | BASIC
CLIMATE INSURANCE

Opendata.ch
# Crop Intelligence

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<th>Key Partners</th>
<th>Key Activities</th>
<th>Value Proposition</th>
<th>Customer Relationships</th>
<th>Customer Segments</th>
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<td>Govt. Data Providers</td>
<td>Refine data Visualize data</td>
<td>Better Crop Performance</td>
<td>Personal assistance</td>
<td>Farmers -L -XL</td>
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<th>Channels</th>
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<th>Revenue Streams</th>
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<td>R&amp;D Data centers</td>
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<td>App/Web</td>
<td>Marketing</td>
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- **Better Crop Performance**
- **Time saving**
- **Cost saving**
- **Less risk**
- **Personal assistance**
- **In-app hints**
- **Dealer/co-op network**
- **App/Web**
- **Usage fees**
# Crop Insurance

## Key Partners
- Govt. Data Providers
- Farming Consultants
- Insurer

## Key Activities
- Refine data
- Visualize data
- Brokering
- Open data
- IP & Talent

## Value Proposition
- Better Crop Performance
- Time saving
- Cost saving
- Less risk

## Customer Relationships
- Personal assistance
- In-app hints
- Channels

## Customer Segments
- Farmers
  - L
  - XL
  - M

## Cost Structure
- R&D
- Data centers
- Marketing

## Revenue Streams
- Usage fees

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Opendata.ch
Who knew betting on the weather could make a billion dollars? It just did for The Climate Corporation, which underwrites weather insurance for farmers. Monsanto broke the news this morning that it was buying Climate for approximately $930 million. The idea is to sell more data and services to the farmers who already buy Monsanto’s seed and chemicals.
Case Study: Open Corporates
opencorporates

The largest open database of companies in the world

Search 84,637,710 companies

All jurisdictions

Browse all jurisdictions Search officers

"This is the kind of resource the (digital) single market needs"

Neelie Kroes, VP European Commission
SPECIAL MANAGED INVESTMENT COMPANY NO. 12 LIMITED

One of 155 subsidiaries registered in New Zealand

CONTROL CHAIN:
GOLDMAN SACHS GROUP, INC., THE > GS HLDGS ANZ II PTY LTD > GOLDMAN SACHS AUSTRALIA GROUP HOLDINGS PTY LTD > GOLDMAN SACHS AUSTRALIA INTERNATIONAL PTY LTD > GOLDMAN SACHS NEW ZEALAND HOLDINGS LIMITED > GOLDMAN SACHS NEW ZEALAND MANAGEMENT LIMITED > GOLDMAN SACHS NEW ZEALAND PRIVATE EQUITY LIMITED > SPECIAL MANAGED INVESTMENT COMPANY NO. 12 LIMITED
## Corp. Intelligence

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<td>Support Complaints</td>
<td>Finance institutes</td>
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<td>Refine data</td>
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### Value Streams

- Data acquisition: Sales
- Freemium: API usage fees, Data package sales, Consulting

### Cost Structure

- Opendata.ch
Case Study: ÖV Schweiz
Wie lange dauert es im Jahre 2015, eine Zugverbindung nachzuschauen?
MERCI!
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www.opendata.ch