



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](#)



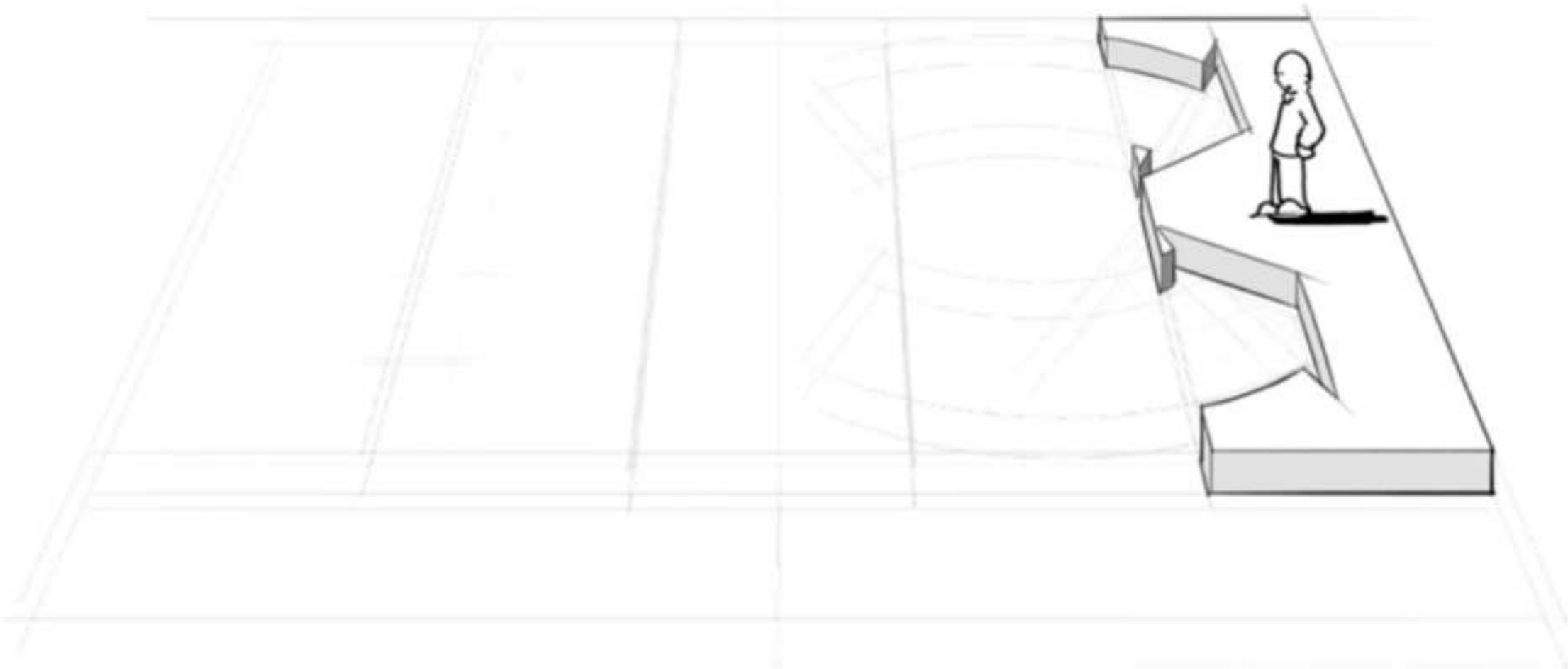
**„A business model is
the logic of an
organization to create
value“**

Alexander Osterwalder

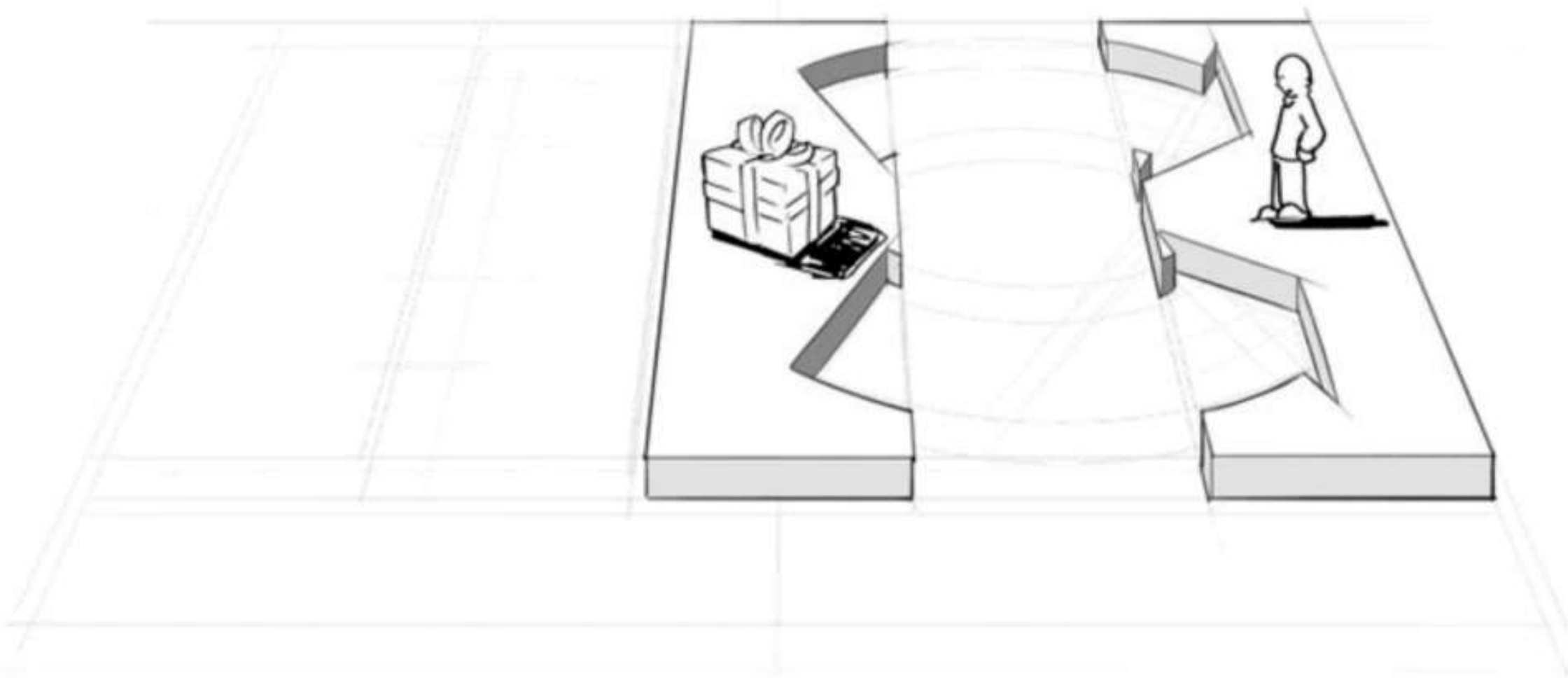
Tool:

Business Model Canvas

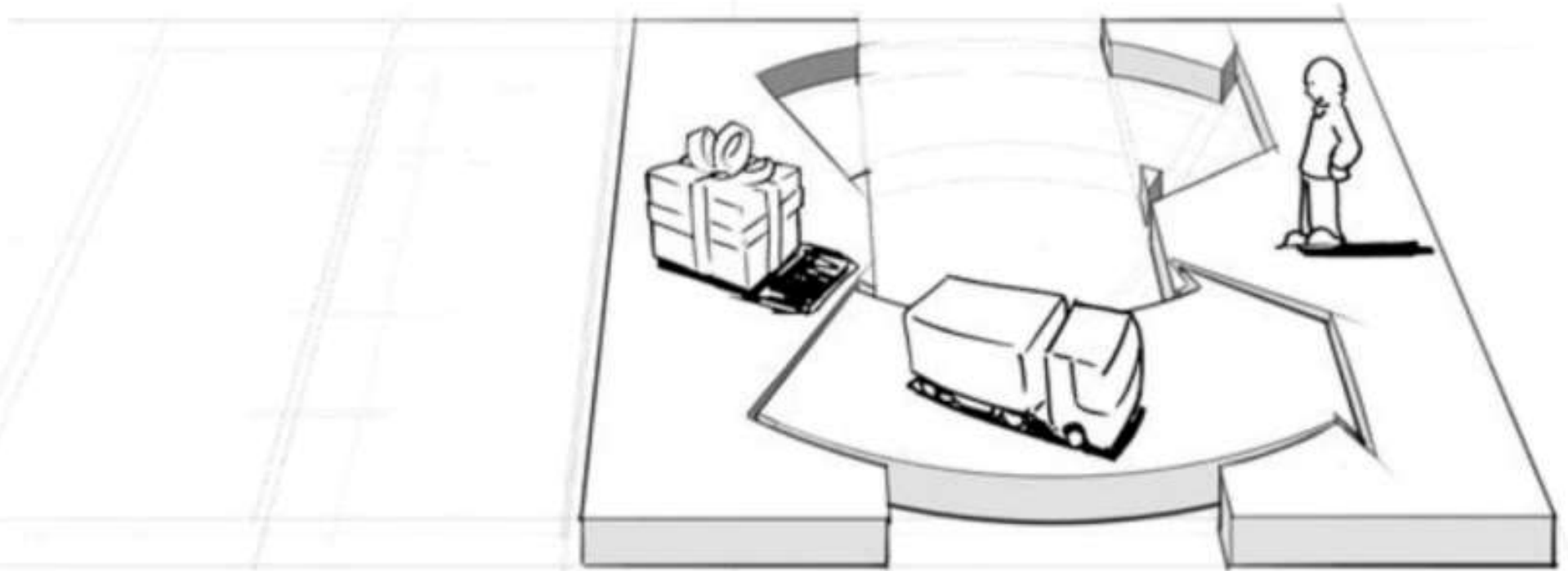
CUSTOMER SEGMENTS



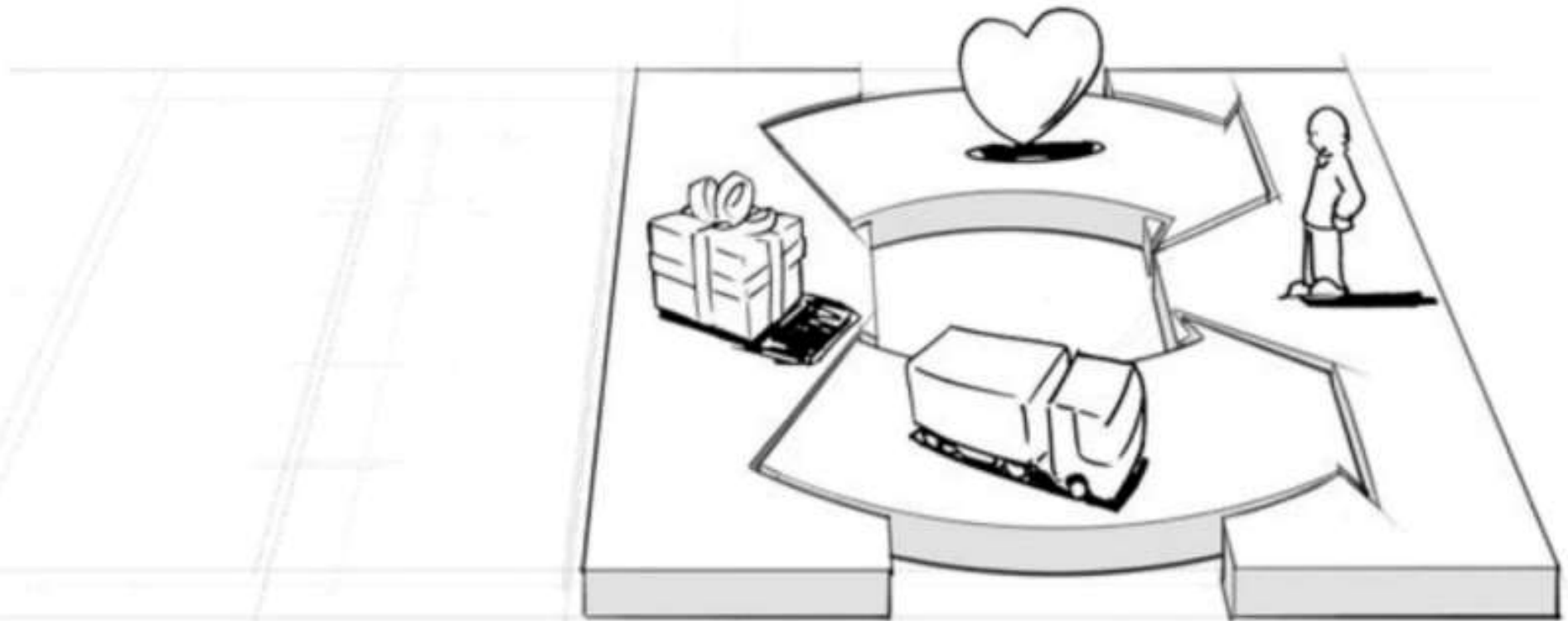
VALUE PROPOSITIONS



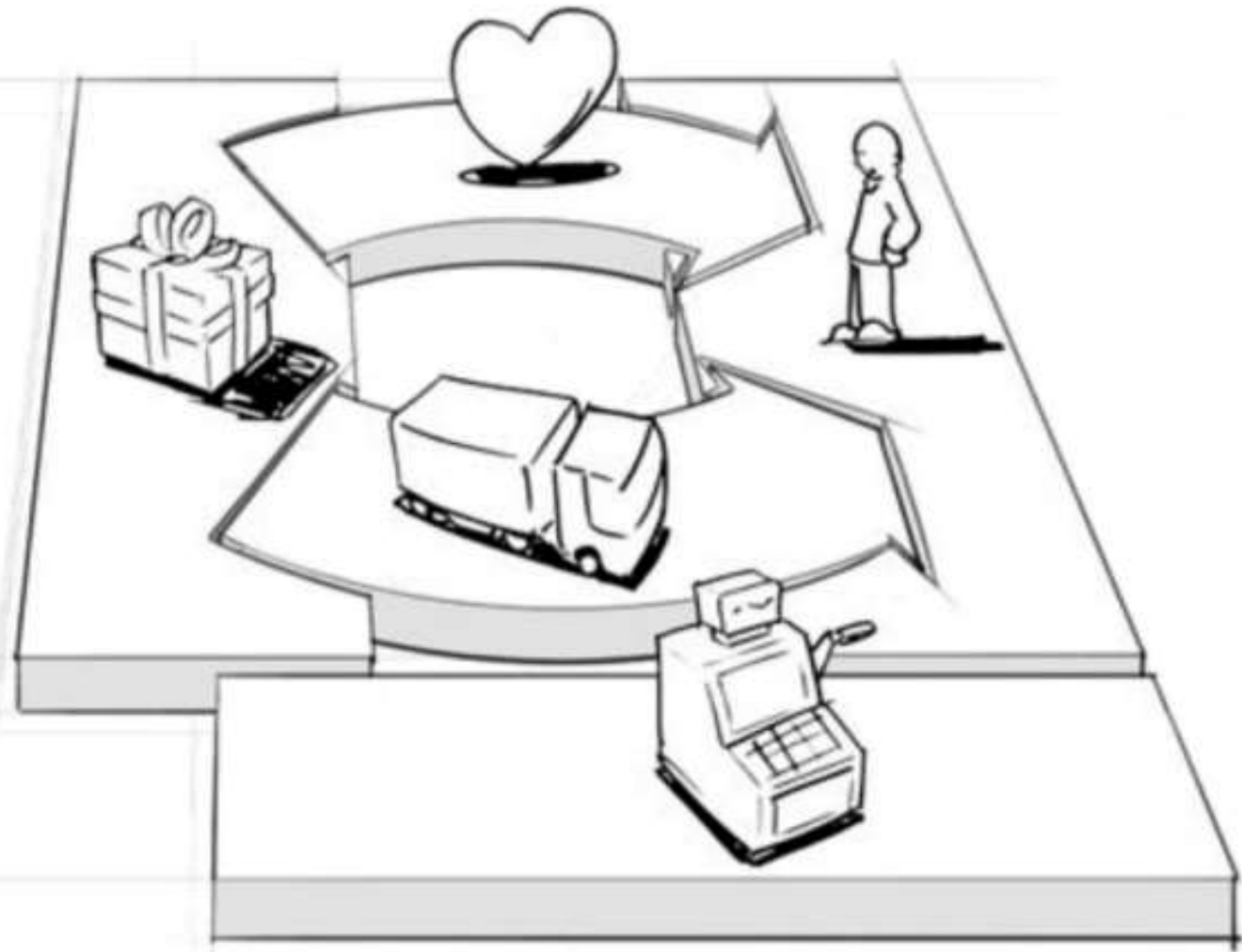
CHANNELS



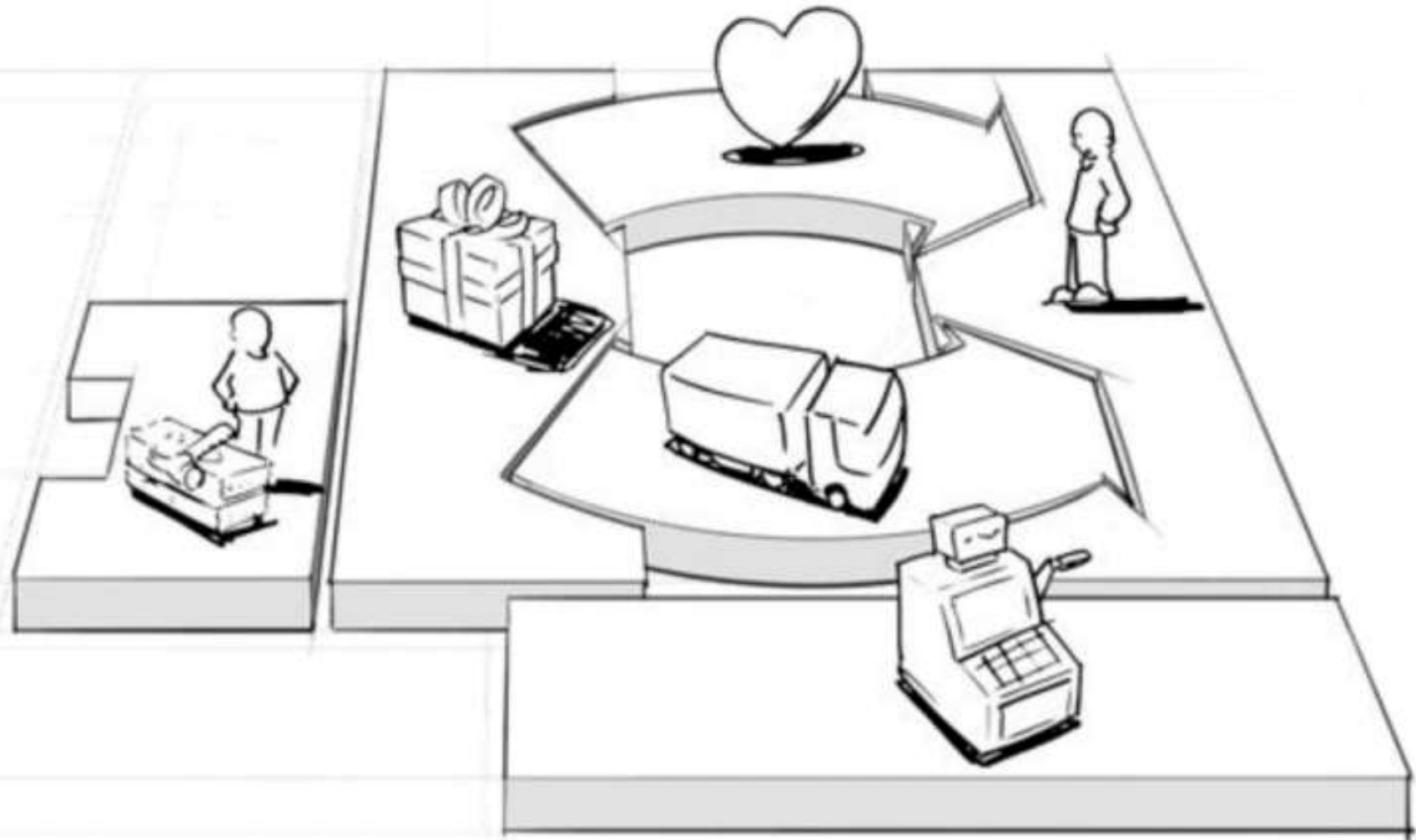
CUSTOMER RELATIONSHIPS



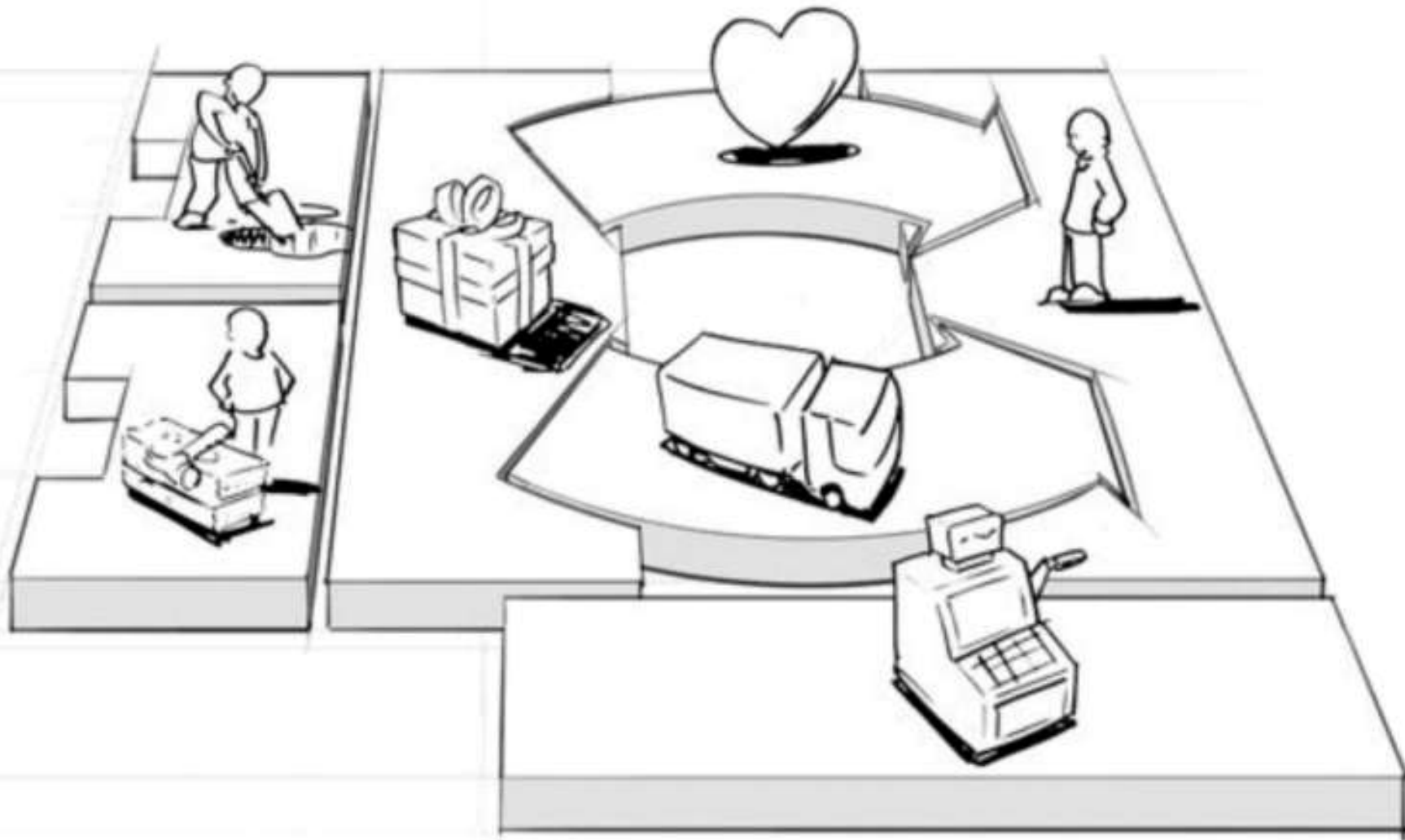
REVENUE STREAMS



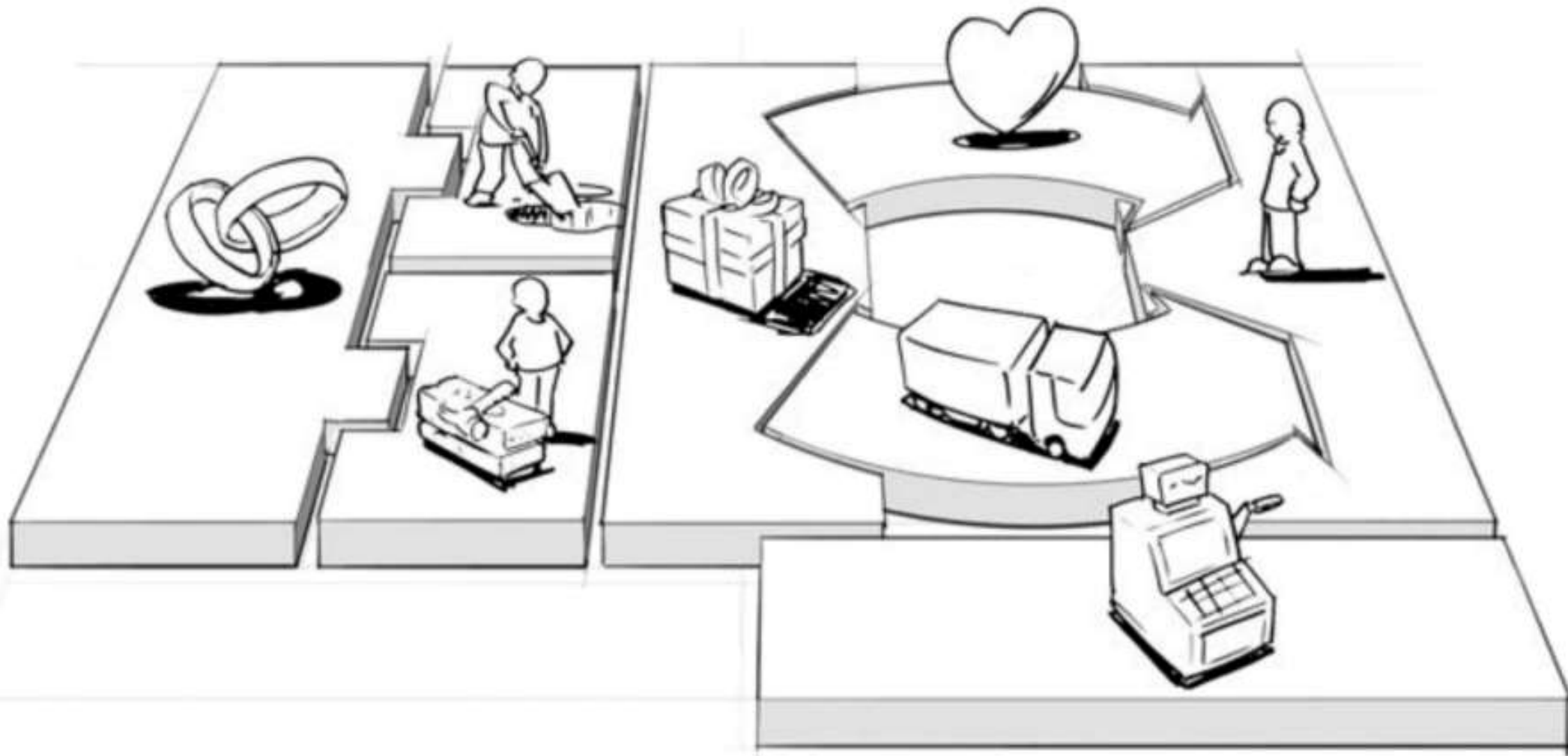
KEY RESOURCES



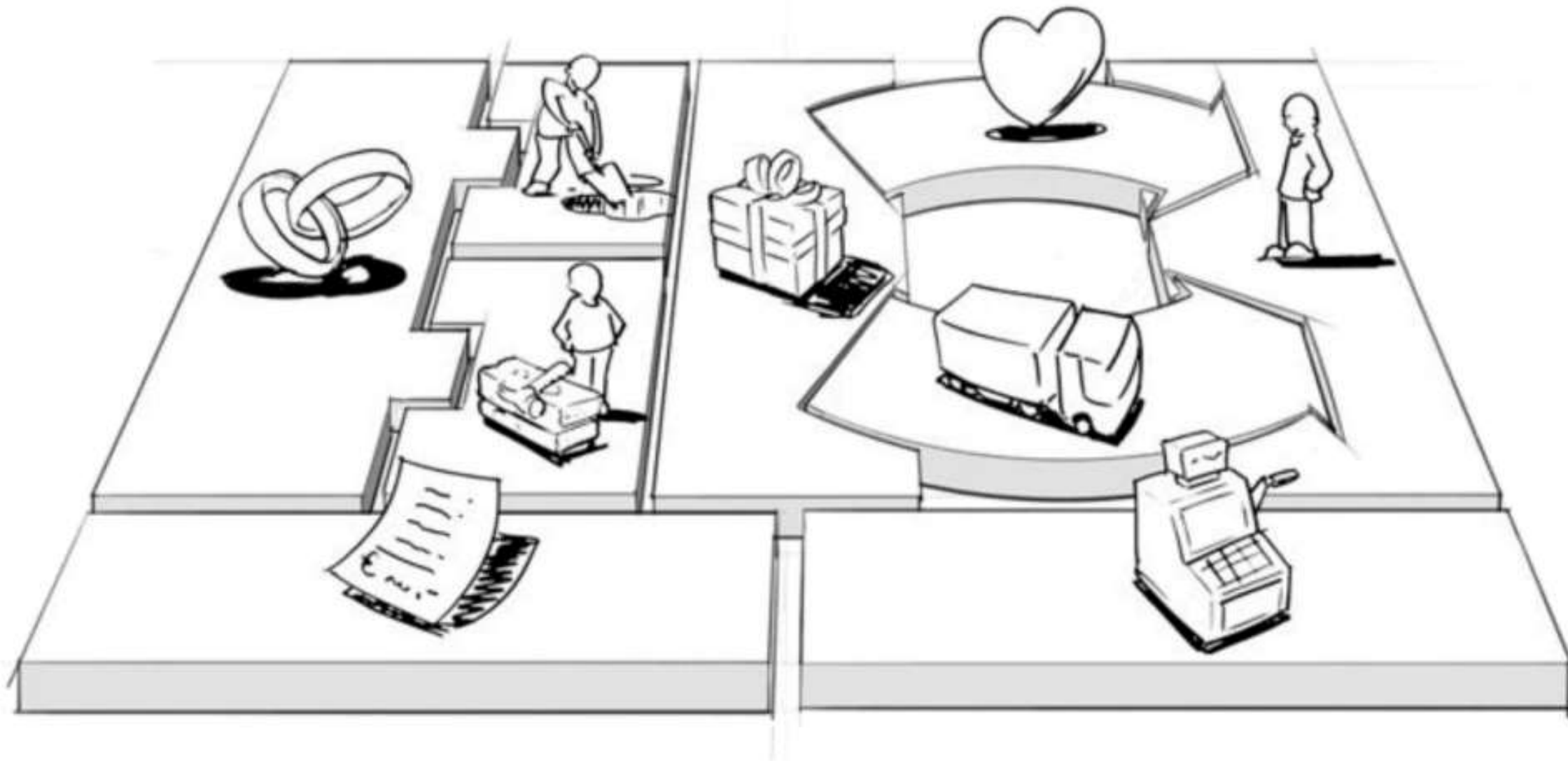
KEY ACTIVITIES

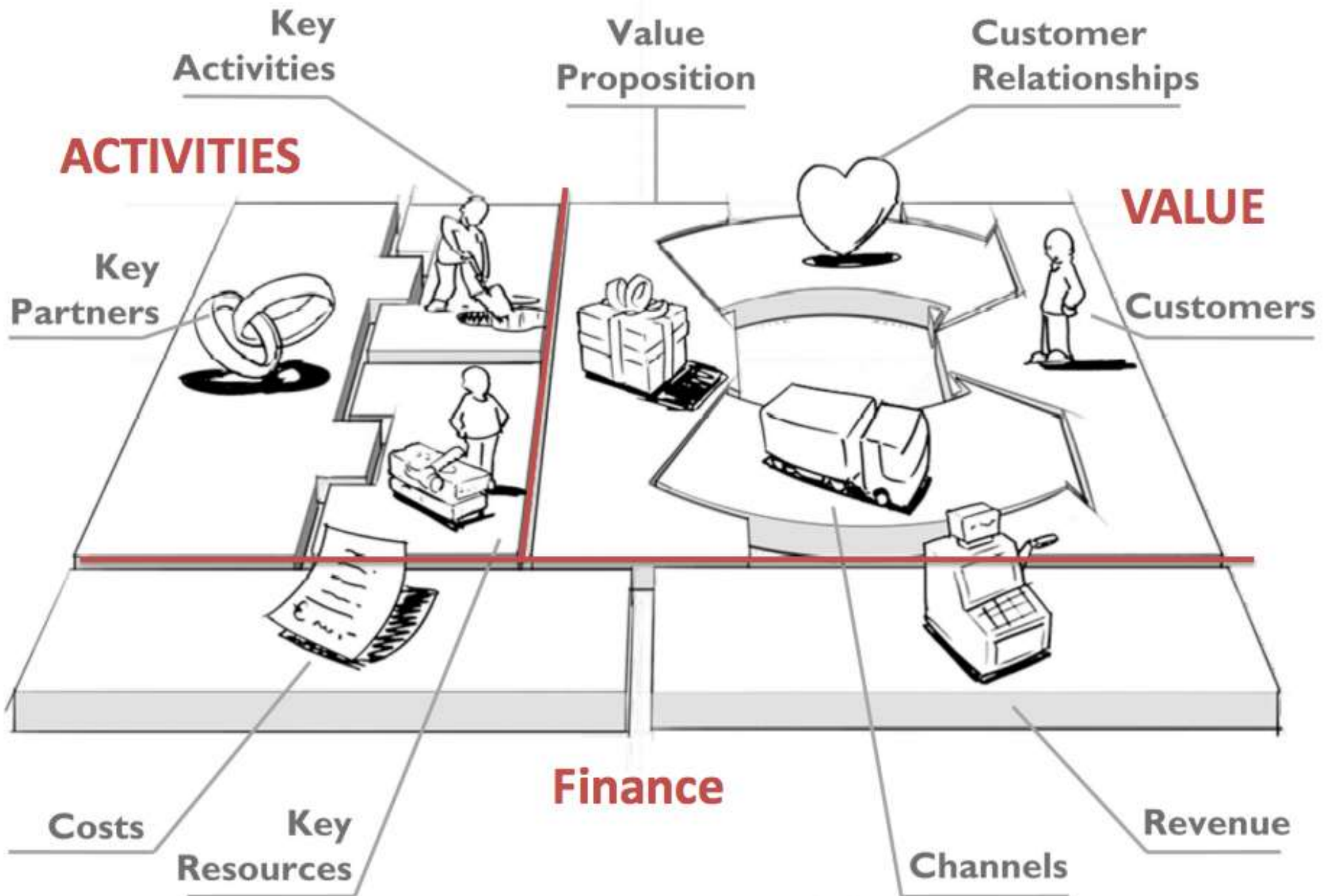


KEY PARTNERS



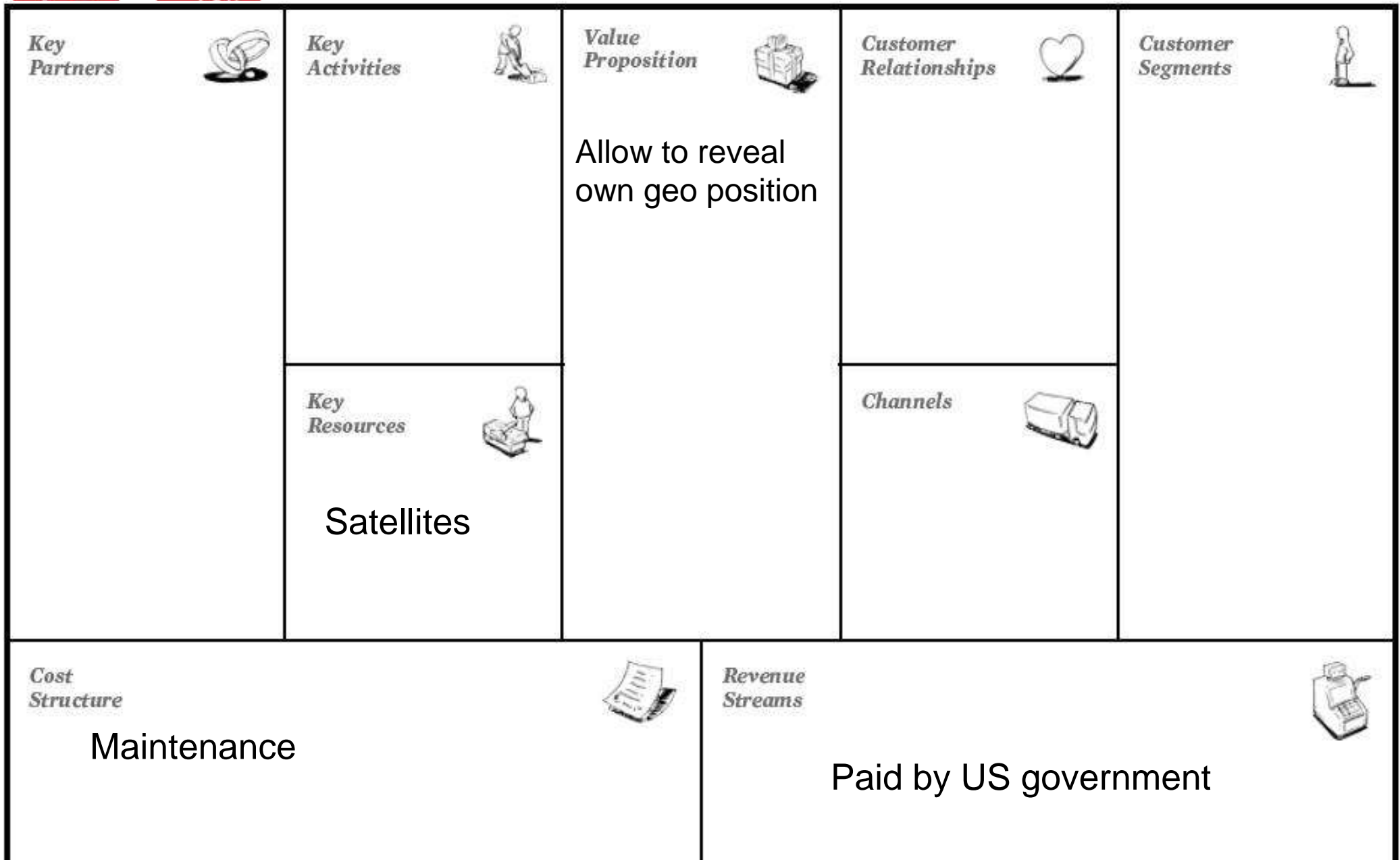
COST STRUCTURE







GPS – Business Model



**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



YAHOO!

Aol.





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

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«Nach den zehn häufigsten unerwünschten Anrufern 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.”

Source: ODI, <https://theodi.org/research-economic-value-open-paid-data> , Nov 2016



Open Government Data – Example

«Wetterdaten gebührenfrei zugänglich machen» - die kurze Bundesratsmeldung vom Mittwochnachmittag, in betont und gewohnt trockenem Deutsch abgefasst, bedeutet das vorläufige Ende einer turbulenten Geschichte. Künftig können sämtliche meteorologischen und klimatologischen Daten von Meteo Schweiz kostenlos bezogen werden. Im Rahmen der «Open Government Data»-Strategie des Bundesrats wird Meteo Schweiz damit das erste Bundesamt, das seine Daten freigibt.



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

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).

<https://www.programmableweb.com/news/open-data-future-more-b2d-b2c/analysis/2013/09/26>

Case Study:

The Climate Corporation



climate.com





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

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\$1,500*



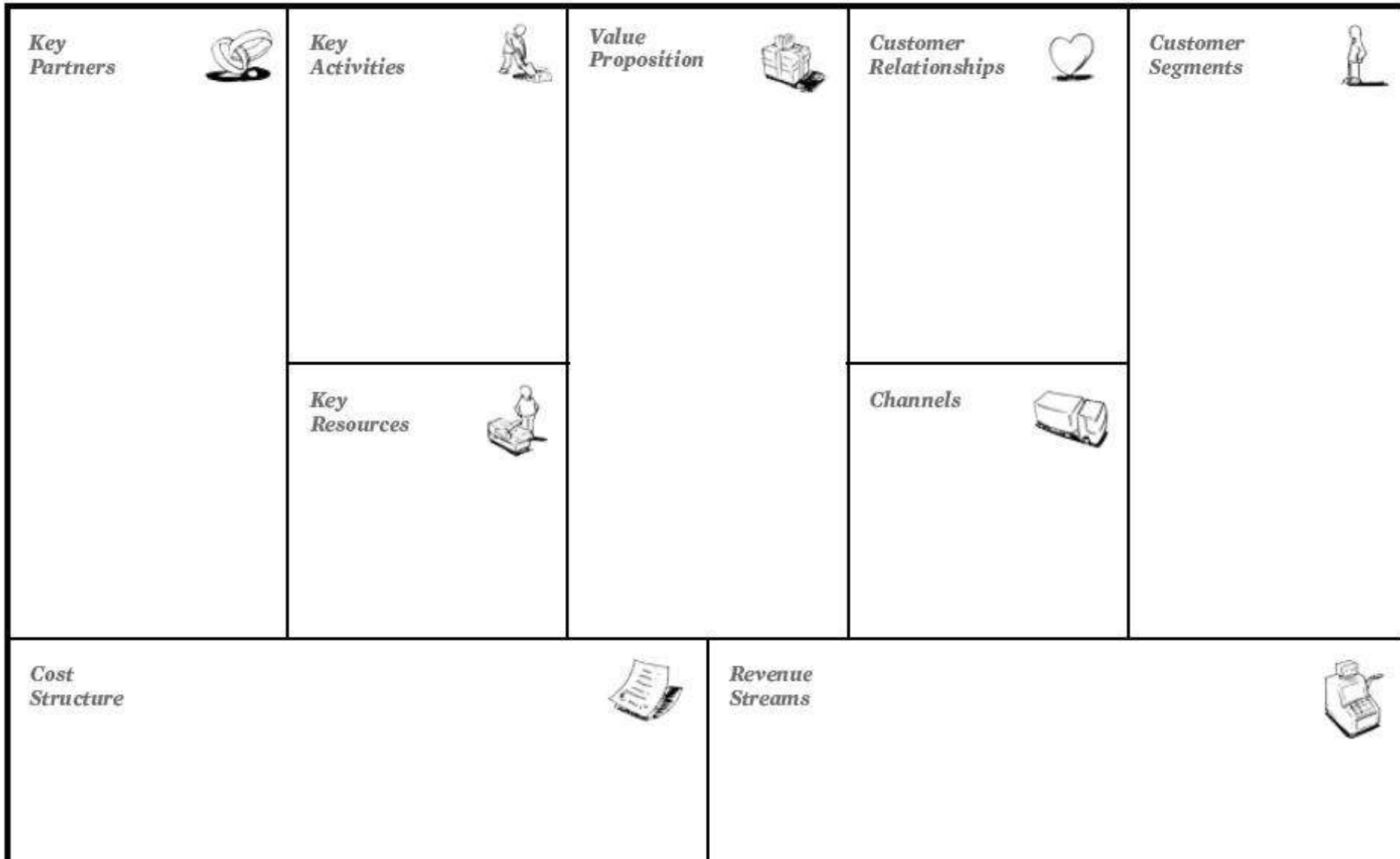
CLIMATE | PRO

CLIMATE | BASIC

CLIMATE INSURANCE

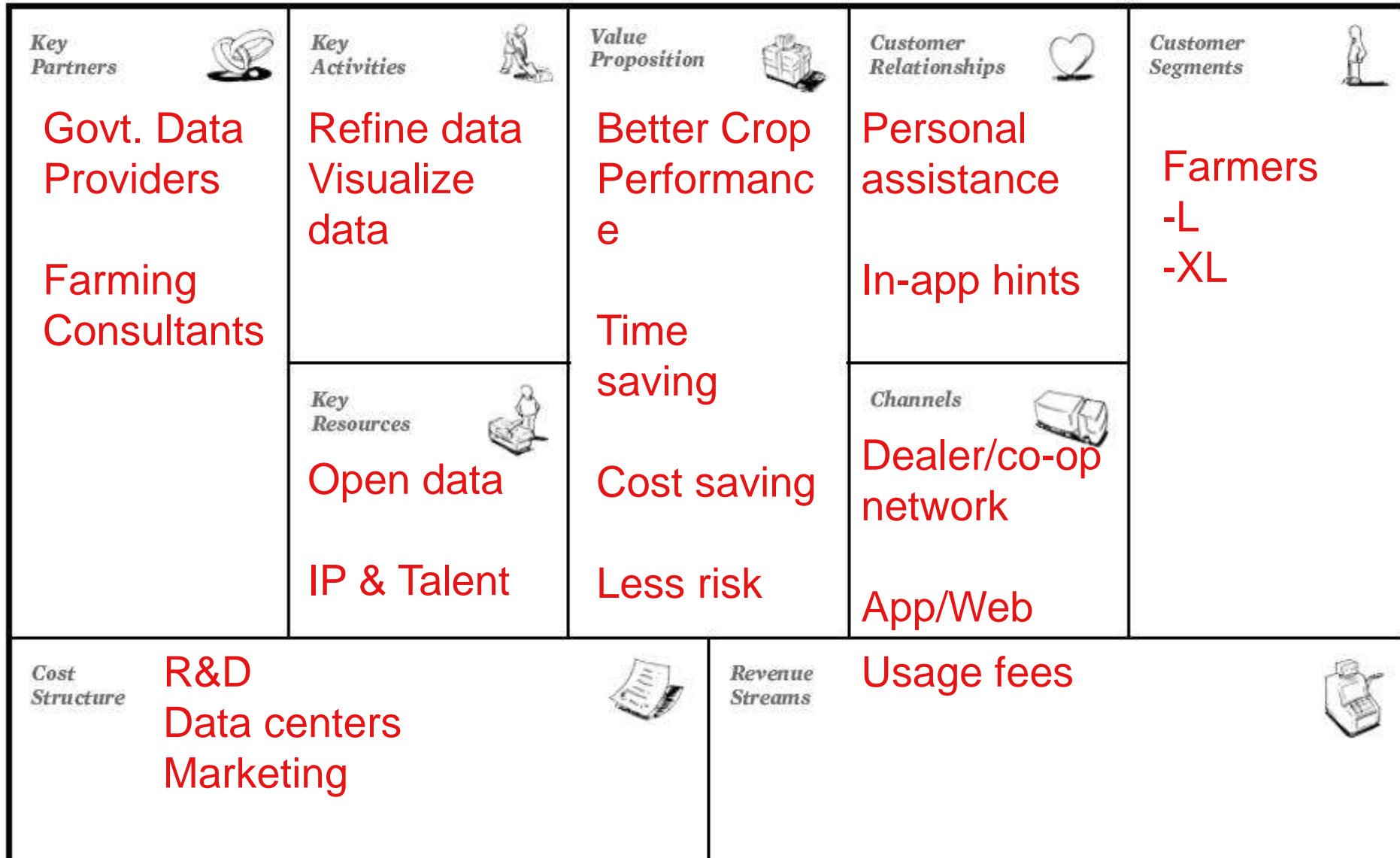


Climate Corporation












Crop Intelligence





Crop Insurance

Key Partners  Govt. Data Providers Farming Consultants Insurer	Key Activities  Refine data Visualize data Brokering	Value Proposition  Better Crop Performance Time saving Cost saving Less risk	Customer Relationships  Personal assistance In-app hints Channels  Insurance Agents App/Web	Customer Segments  Farmers -L -XL -M
Cost Structure R&D Data centers Marketing	Revenue Streams  Usage fees			




Bruce Upbin
Forbes Staff

I manage our technology coverage.
full bio →

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52
COMMENTS



40 CALLED-OUT

TECH 10/02/2013 @ 9:13AM | 85,877 views

Monsanto Buys Climate Corp For \$930 Million

+ Comment Now + Follow Comments



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

All jurisdictions



[Browse all jurisdictions](#) [Search officers](#)

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

Neelie Kroes, VP European Commission

As seen in

WIRED

The
Economist

O'REILLY

WSJ

Our data is used by

LinkedIn

The World Bank

Creditsafe

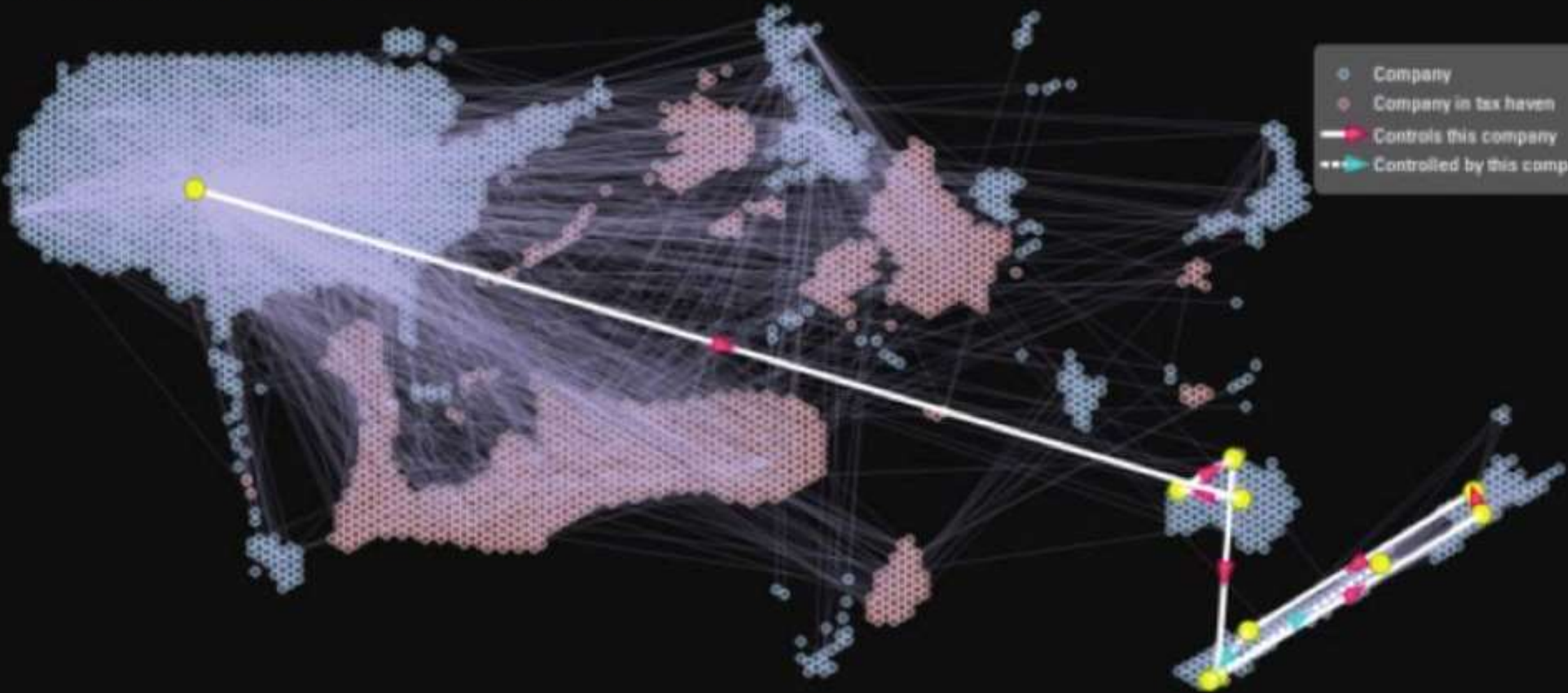
Avention

Stripe

SPECIAL MANAGED INVESTMENT COMPANY NO. 12 LIMITED

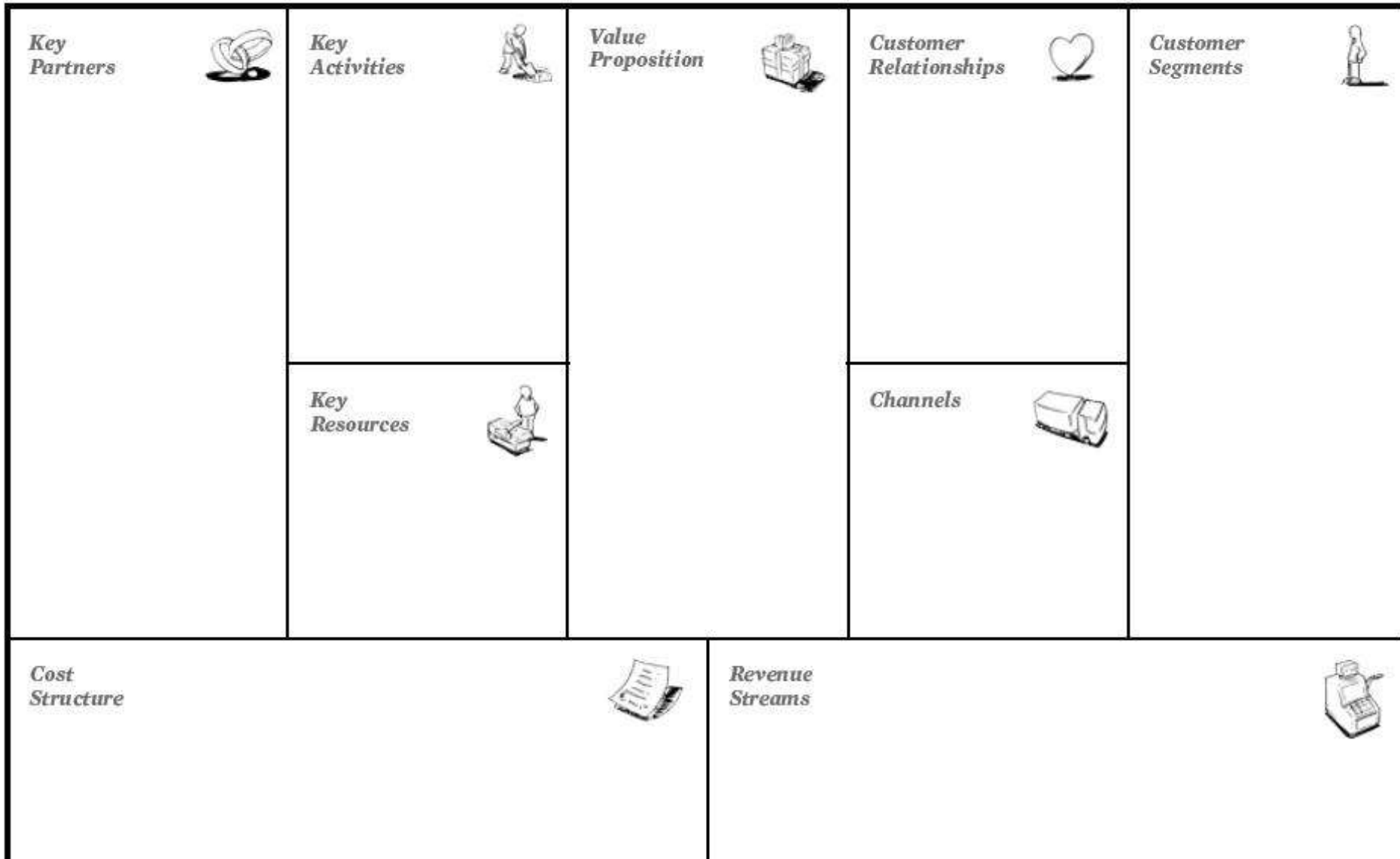
One of **155** subsidiaries registered in **New Zealand**

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



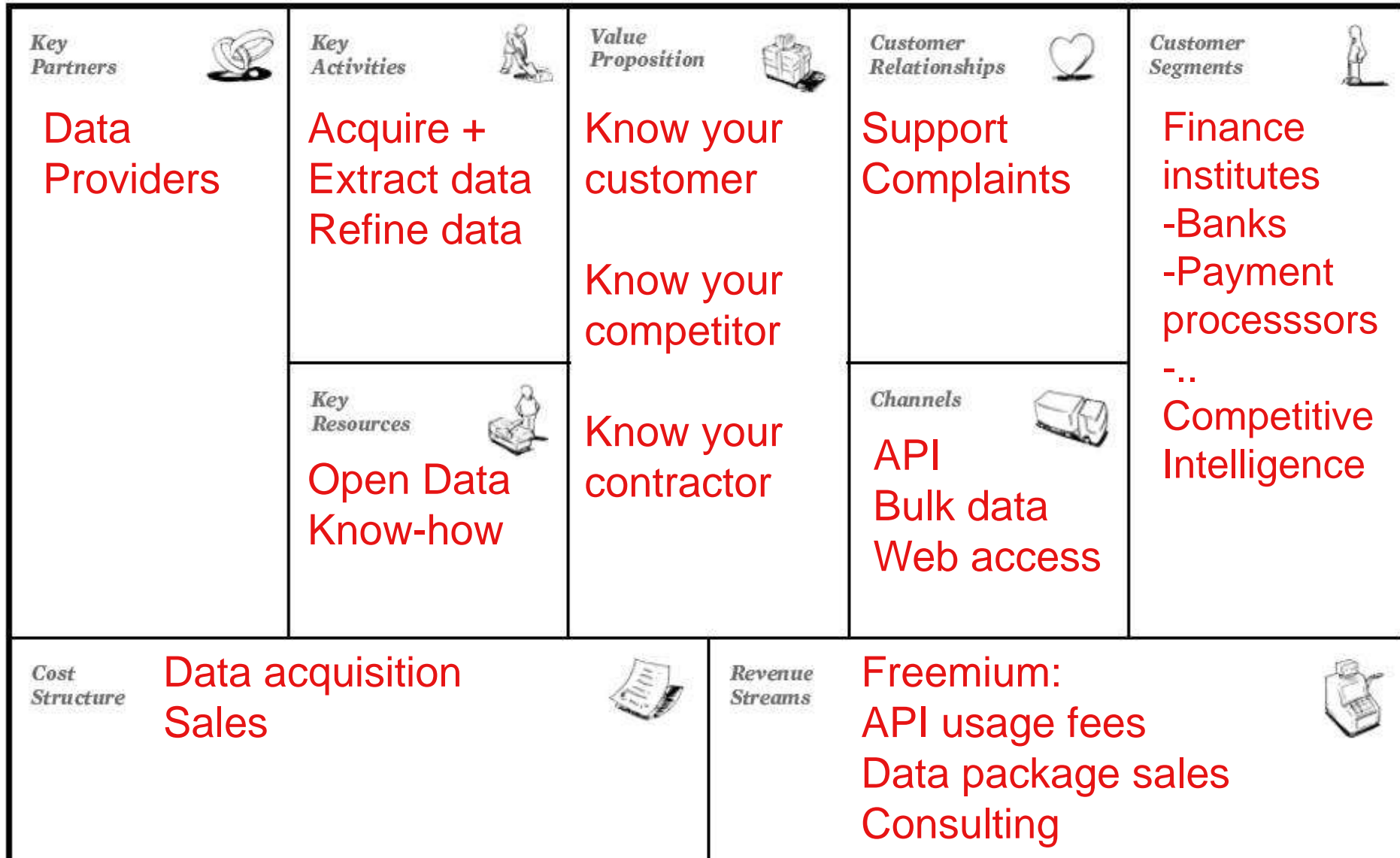


Corp. Intelligence





Corp. Intelligence



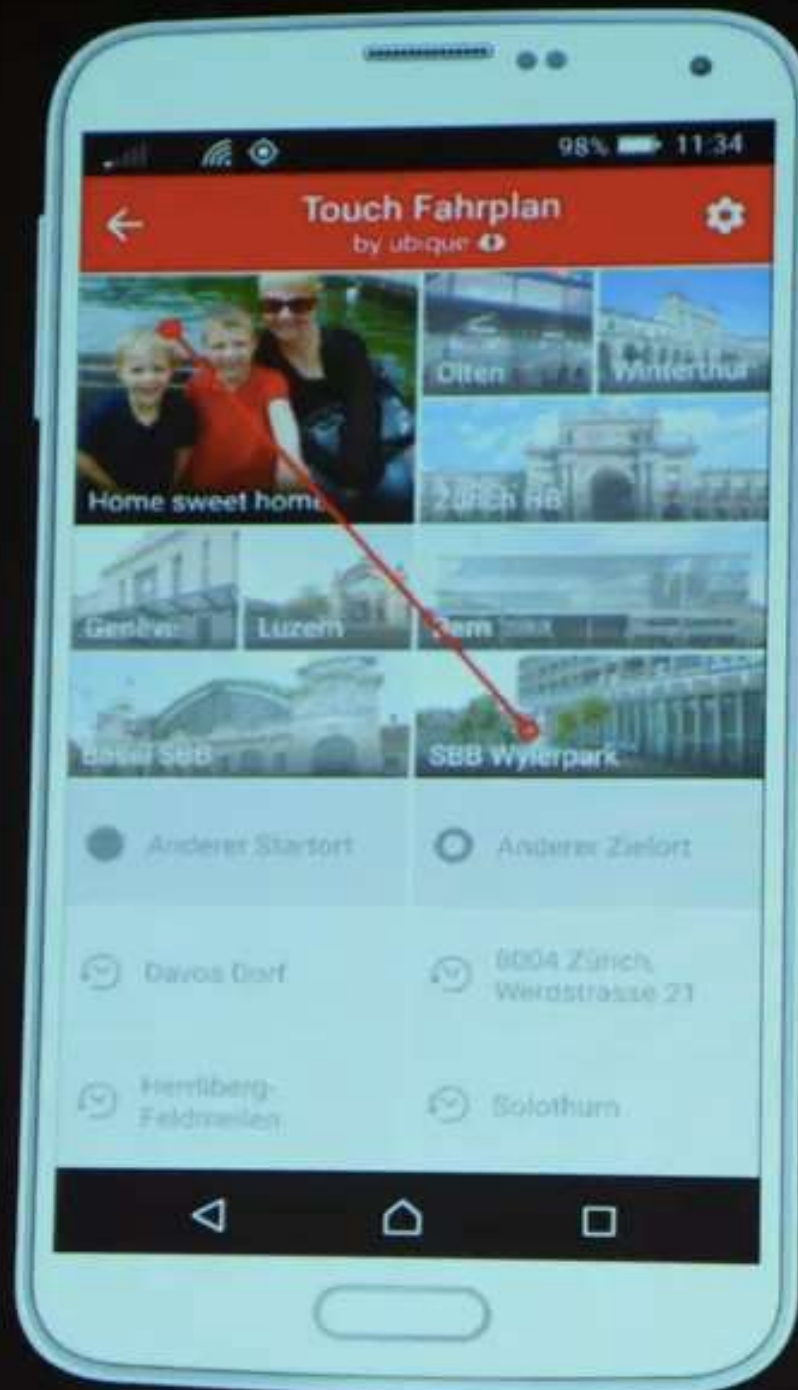
Case Study:

ÖV Schweiz



Wie lange dauert es im Jahre 2015,
eine Zugverbindung nachzuschauen?





MERCI!

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www.opendata.ch