ENERGIC-OD: Business model opportunities in the open data space.

Jedrzej Czarnota, Trilateral Research
In today’s talk...

Overview: OD-based business is not easy.
Problem: ENERGIC-OD seeks to attract organizations into its space.
Solution: tapping into communities and networks.
Takeaways: promoting the uptake of OD – lead users and motivators.
About an OD firm

- Mixing open and proprietary strategies.
- Revenue models: premium, freemium, free (advertising or cross-subsidising), dual-licensing, public funding...
- Mimicking open source production to enhance internal processes.
## OD businesses

European Network for Redistributing Geospatial Information to User Communities - Open Data

<table>
<thead>
<tr>
<th>Revenue sources</th>
<th>Service offering</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consultancy</td>
<td>Pre-publication analysis, project management, legal and privacy issues, user training, etc.</td>
</tr>
<tr>
<td>Conversion</td>
<td>Scraping, cleaning, adding semantic richness, combining with other data-sets, etc.</td>
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<tr>
<td>Application development</td>
<td>Designing the service, maintenance, etc.</td>
</tr>
</tbody>
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Source: Lindman (2014).
European NEtwork for Redistributing GI to user Communities – Open Data.

FP7 project.

It facilitates the use of various types of GI accessed from a single API.

It delivers the data in open format.

It constructs Virtual Hubs in five countries.

What’s ENERGIC-OD?
Increasing amount of *data* and *datasources* offered in an *open* way.

- Sensors, GPS data, satellite imagery.
- Provided by many actors: public authorities, companies, crowdsourcers.
The goal for ENERGIC-OD:

To attract new entrants to the ‘open data geospatial information’ market niche.
Attracting new entrants

- Long term: building of an ecosystem for business entry and innovation.
- This means engaging more with the community during ENERGIC-OD development.
- Motivating users and providing positive participation experience.
Lead users are a unique resource for innovation and in marketing.

Enabling the use of open source & crowdfunding.

Figure: Füller (2010).

Figure: Gebauer, Füller and Pezzei (2013).
Identification of heterogeneous developer groups.

Lowering the technological, resource, and financial barriers.

Provision of an array of incentives.

Actually collaborating with users.

Fostering a community and start-up ethos.

**Ecosystem for exploitation and innovation.**

Figure: Burger-Helmchen and Cohendet (2011).
Conclusions

ENERGIC-OD seeks to entice organizations to use its GI-brokering architecture in an open data format, over the long-term.
- ENERGIC-OD represents government/public domain effort to increase OD adoption.

- This is achieved by promoting the community of OD-using organizations.

- Monetary/non-monetary incentives, participation experience, and active role of users in project are key.

- Open data enables crowd-based production: open source and crowdfunding.
Futures and foresight

- Attracting organizations through creative and knowledge-sharing community of users.
- Integrating their suggestions into the project.
- Increasing quality of innovation and scope of participation.
- Benefitting from positive word-of-mouth and adoption rate.
- Constructing a space where a variety of business models is possible.
www.energic-od.eu

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