



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



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

Jedrzej Czarnota, Trilateral Research



# In today's talk...

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



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



- 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.

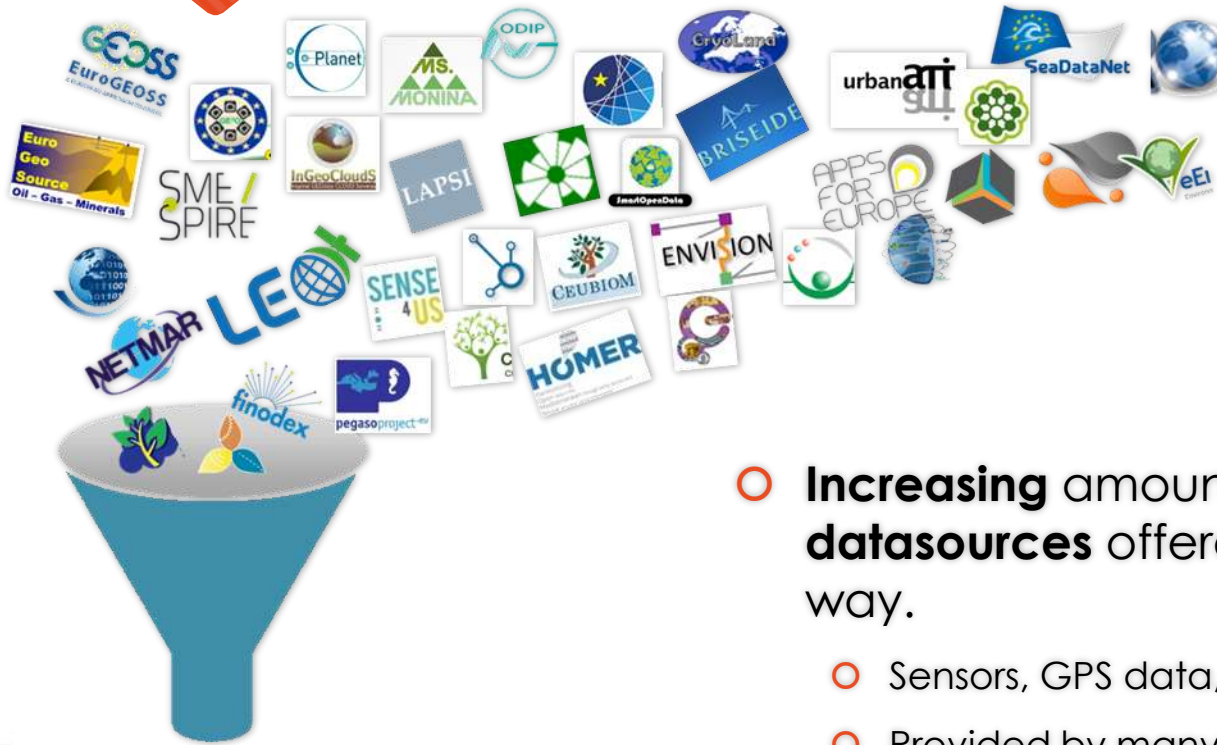
Revenue sources	Service offering
Consultancy	Pre-publication analysis, project management, legal and privacy issues, user training, etc.
Conversion	Scraping, cleaning, adding semantic richness, combining with other data-sets, etc.
Application development	Designing the service, maintenance, etc.

*Source: Lindman (2014).*

# What's ENERGIc-OD?

- 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.





○ 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 ENERGI- OD:

To **attract** new entrants to the 'open data geospatial information' market niche.

# Attracting new entrants

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

- Long term: building of an ecosystem for business entry and innovation.
- This means engaging more with the community during ENER GIC-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.

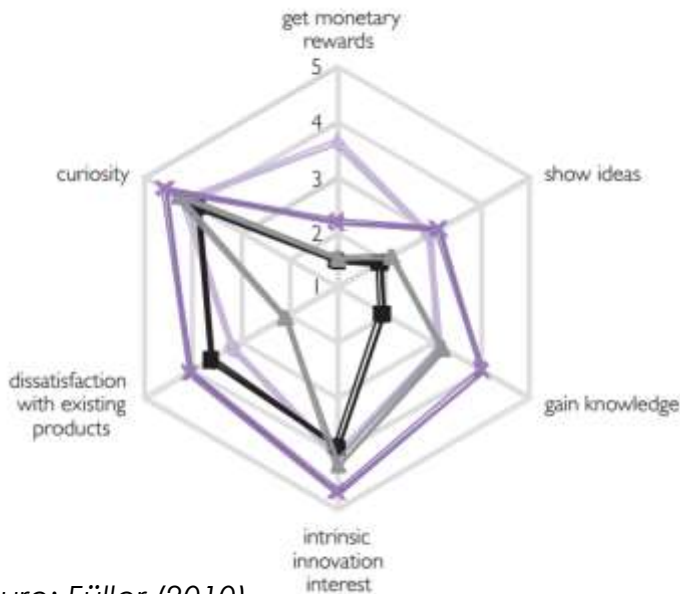


Figure: Füller (2010).

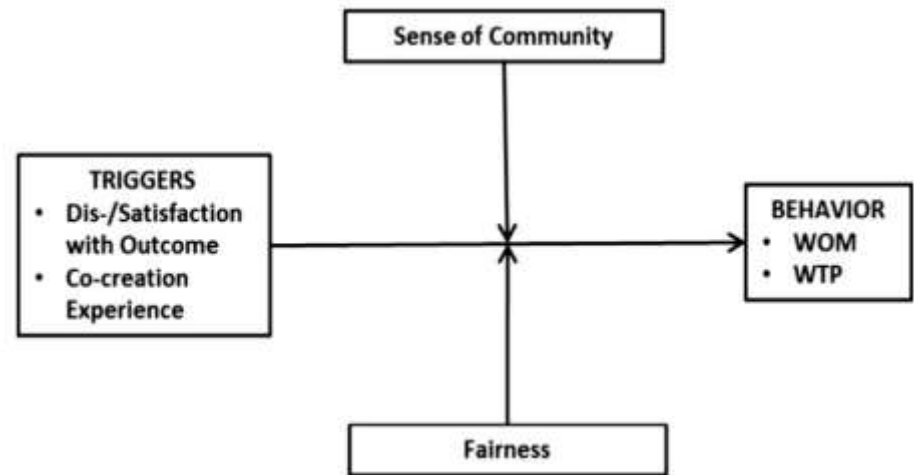


Figure: Gebauer, Füller and Pezzeri (2013).

- 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.**

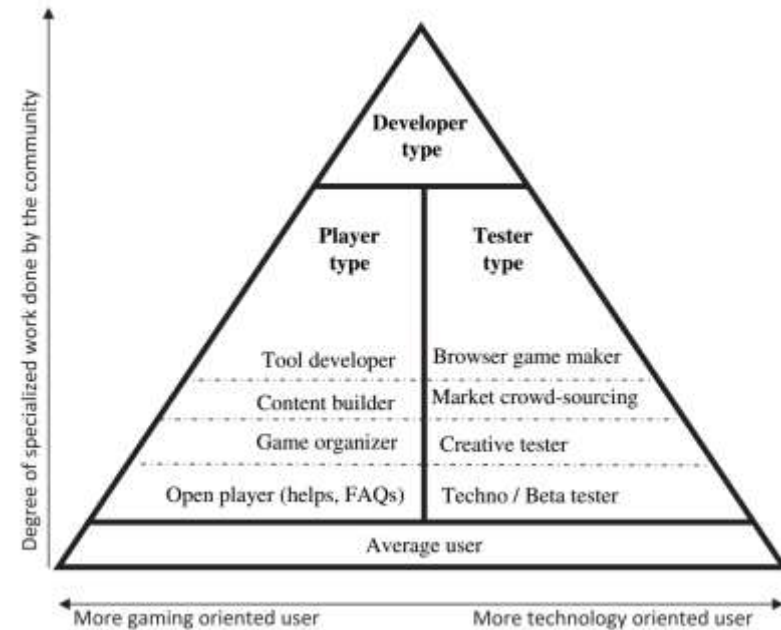


Figure: Burger-Helmchen and Cohendet (2011).

# 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.

- 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](http://www.energic-od.eu)

**Please visit our forum!**

