



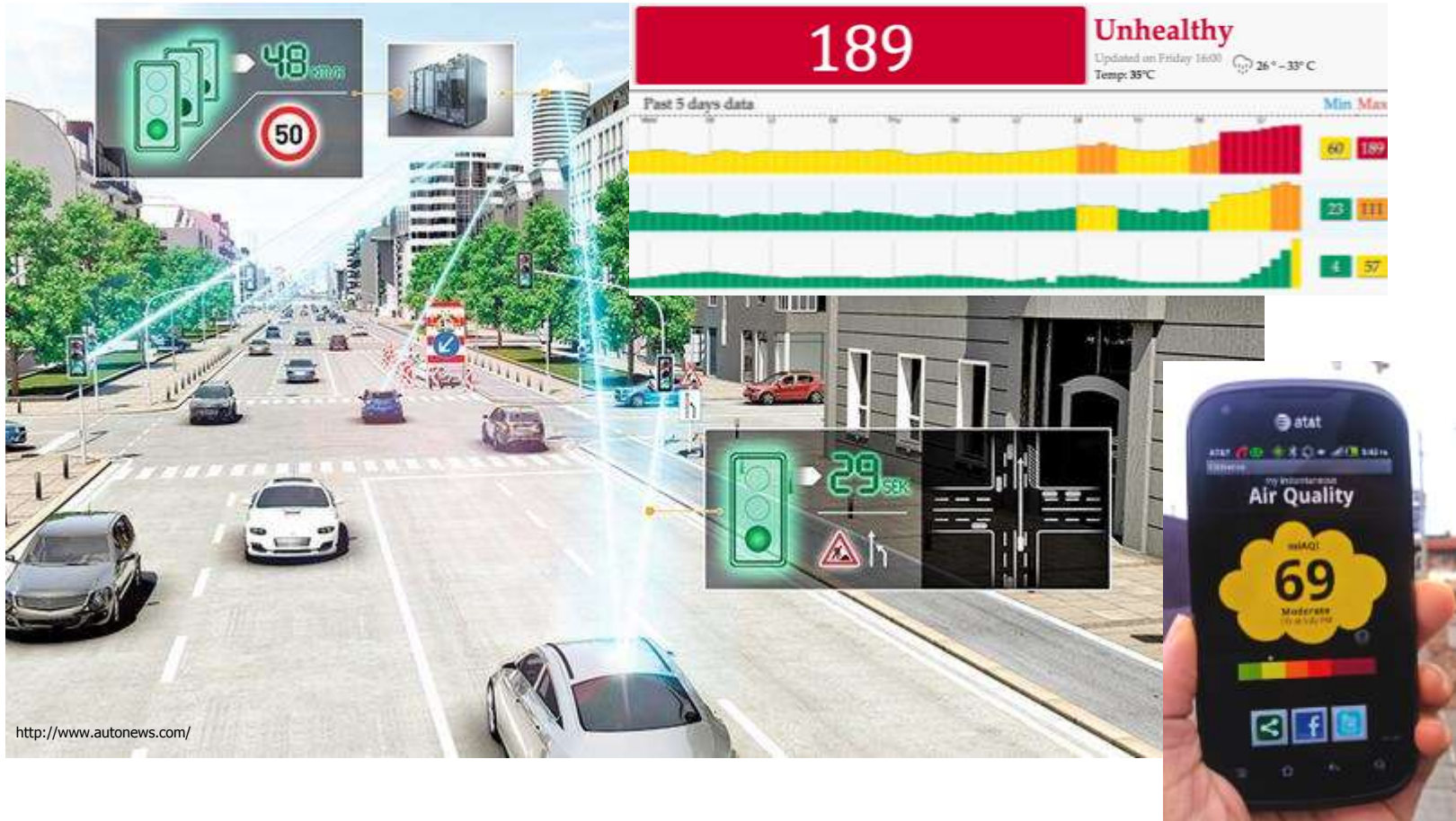
Standards and Business Models for sustainable growth in the Data Market

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The Open Data Revolution

Who Provides the Services?



Where's the money #1?



Creating the right conditions for markets to grow

How Can Standards Help You?

- Consolidating innovation
- Leveraging knowledge
- Overcoming barriers
- Reducing legislation
- Clarifying legislation
- Build trust
- Establishing Norms

Through standards we can remove pain-points and create excellence



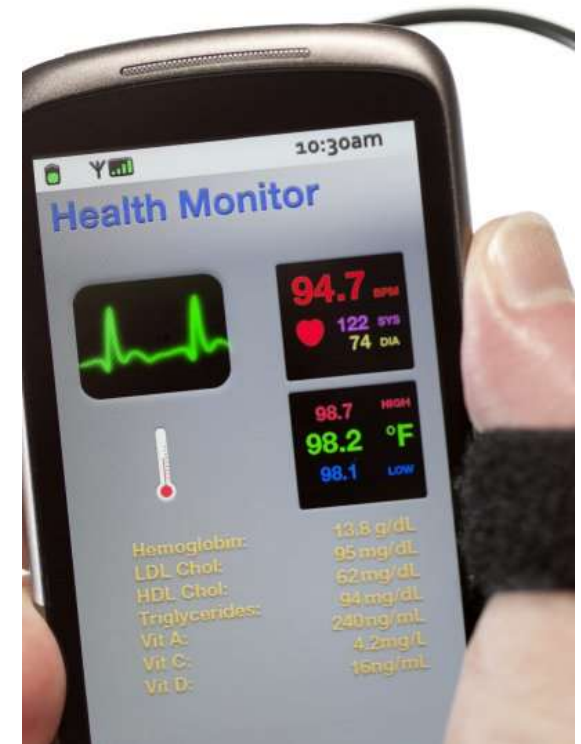
Digital Healthcare Revolution (Health and Wellness Apps)

Benefits

- Healthy lifestyle
- Quit smoking
- Dieting
- Pregnancy Support
- Treatment programmes
- Health diagnostics

Value

1. €30bn market for health and wellness apps
2. €99bn saving in healthcare spend
3. €93bn to EU GDP through improved employee health



<http://www.ourmobilehealth.co.uk/>

Where's the Money #2?

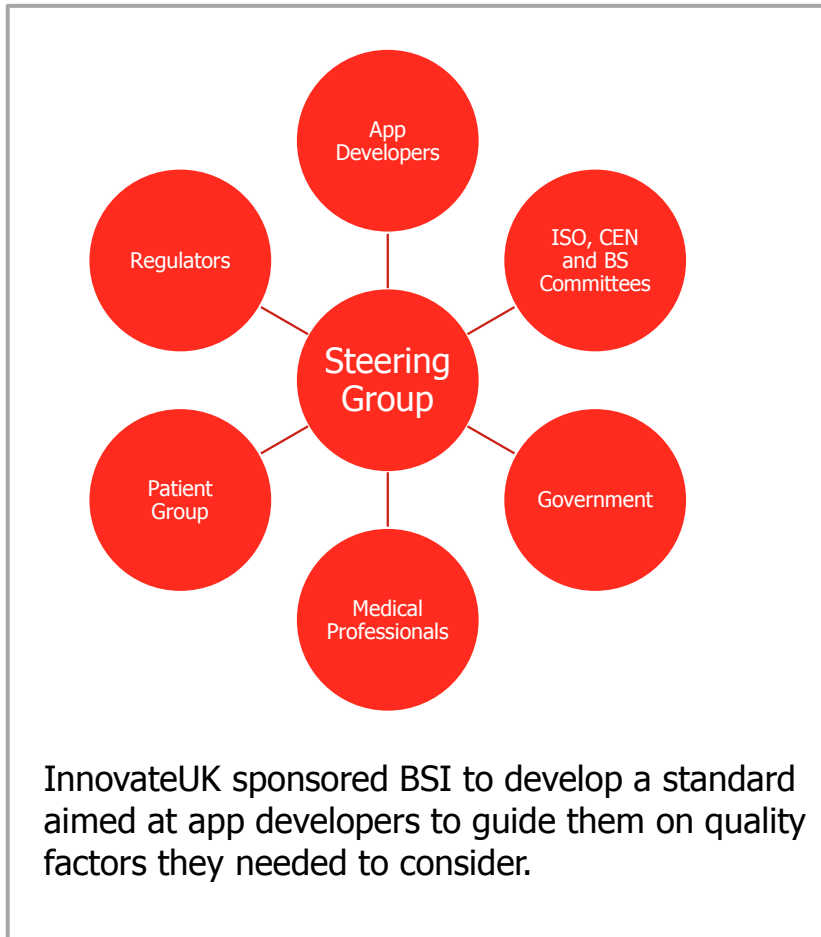
Market Supply is Tough

- 45,000 publishers of health apps
- 150,000 health apps available
- 80% of apps < 1,000 Downloads
- 80% of users abandon app if it fails to run after two installs
- 90% Not used after 6 months
- **80% of apps not generating sufficient revenue to support a business**

Key Reasons

- App developers not considering the whole lifecycle of the app
- Market [medical professionals] cannot objectively appraise the benefits, therefore cannot endorse it as part of treatment.
- Market does not know how to procure digital health services.
- Testing, QA, customer services, 'expected but not valued' by users

Using Standards as a Solution



What about geospatial data services?



What do we need to do to change behaviours?
How to encourage and reward actors in this supply chain?

How can customers form value propositions?

Aligning Disruptive Business Models with Supply Chains

- Guidance to educate customers
- Specify minimum quality requirements for services
- Quantify and assure delivery of benefits
- Specify security and privacy
- Assure ethical compliance

- Audit and certification

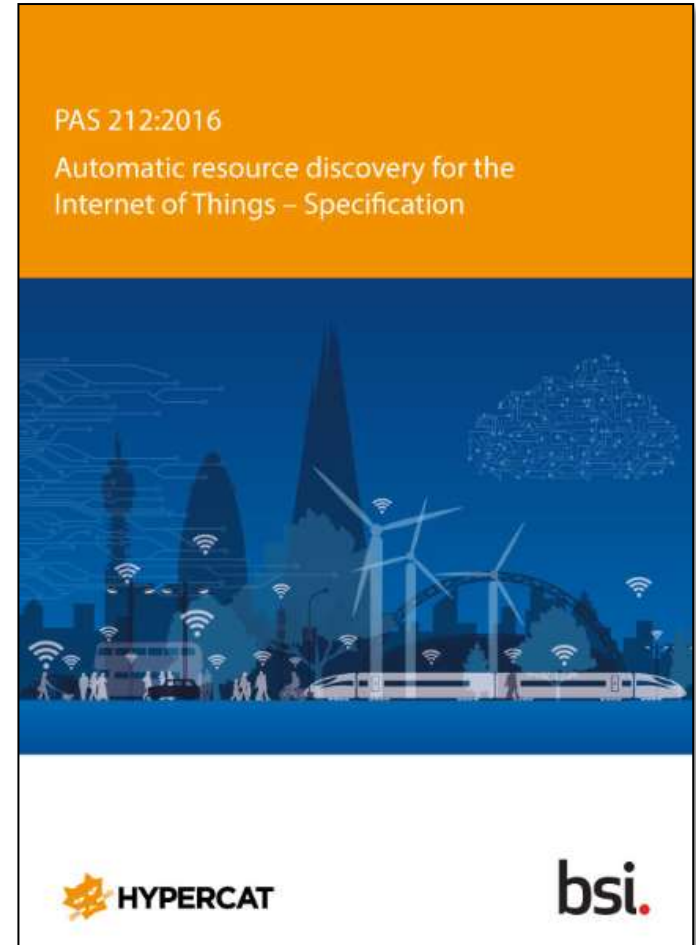
- Standards can be created to address all of these



Start a Conversation

Creating a standard is an easy process

- Standards are not an ivory tower that just happen around you
- They are created by you, for you in response to your needs
- But there are rules. This does need to be in consensus with others and cannot preclude competitors
- Industry and Government can sponsor standards to fast track and target their development.



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#findthemoney

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