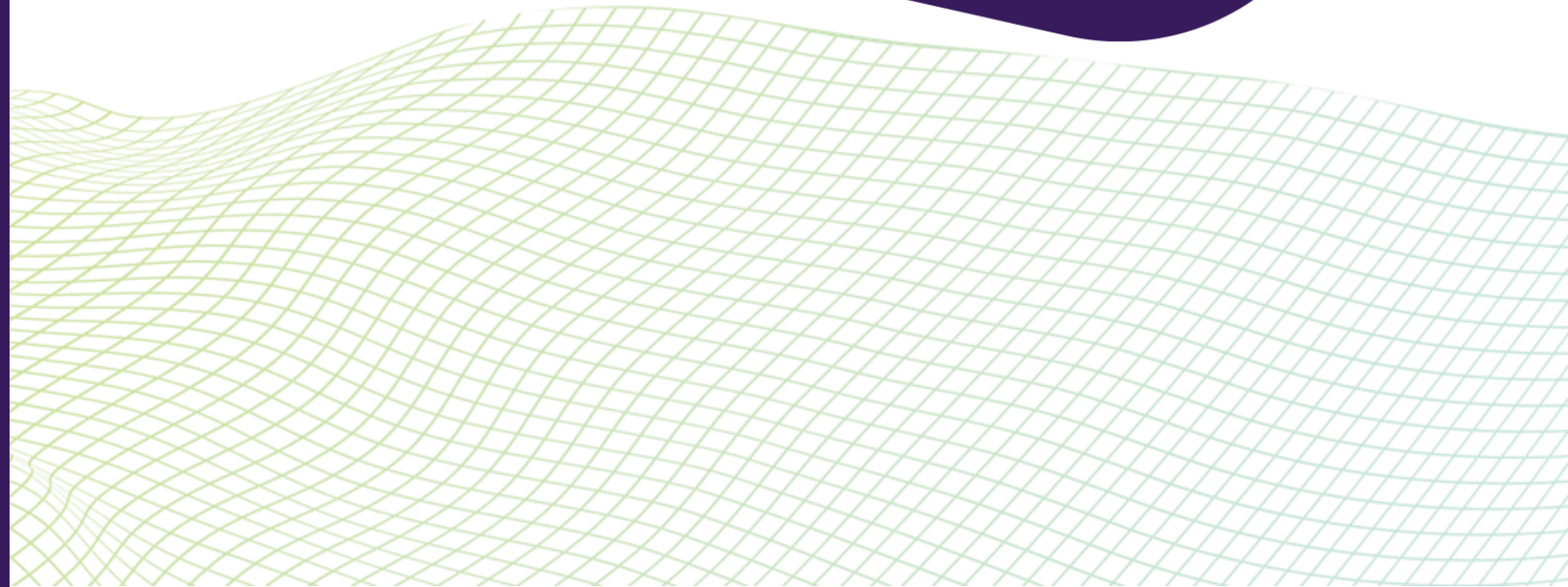# OPEN DATA VALUE PROPOSITIONS AND USE CASES

Looking at what's already done with and

can be done with Open Data

7th December 2022

open data connected

AGENDA

1. How to define success?

2. Looking at existing examples (EU level)

3. Lessons learned from existing business models

4. Which business domains are present?

5. Steps to determine business value propositions

6. What are the main ambitions for following up?

1.

How to define success?

Start with defining a purpose, a road in the middle of a mountainside without any connections is not very useful.

How to define success?

- Fitness for purpose

- Usage, adoption

- Triggering debate/public conversation

- Enabling transparency

- Practical functionality

- It all depends on the point of view of the actor

  - Governments have to publish data

  - Media / NGOs want to verify governments performance

  - Commercial business want to create new opportunities

How to define success?

- Understanding what type of open data can help a business grow involves not only understanding what open data is, but also creative thinking around what can be done with the data.

- In order to accomplish this, it is helpful to understand two things.

  - How open data can be used in the wider economy to help innovation, growth, and increase an organizations economic prospects.

  - The business models that are being used by open data publishers to support open data releases and demonstrate their value to publishers themselves.

2.

Looking at existing examples (EU level)

There are various use cases already publicly available for investigation

Looking at existing examples (EU level)

- Look up to https://data.europa.eu

  - Academy – learning and teaching materials

- Use case examples
  https://data.europa.eu/en/publications/use-cases

  - Some are also Croatian, that aren't found on e.g. data.gov.hr

  - Research and studies examples

- Reports and experiences

- There's a clear disconnect between EU state-of-art, and local

3.

Lessons learned from existing business models

Companies as large as Google are utilizing open data in their products, like public transport information in Google Maps/Navigation. There are more examples and types of business models to look into.

Lessons learned from existing business models

- For example, Google uses open transport data in a GTFS (General Transit Feed Specification) format to enhance their Google Maps applications and allow users to plan their trip using public transport.

- Yelp, a mobile application that connects people to restaurants and businesses, uses municipal health inspection data to inform users about the hygienic quality of a restaurant.

- Various apps and projects / products around OpenStreetMap

- For examples of how open data can help enrich mobile applications, see Gov500.

Lessons learned from existing business models

- In the scientific community, where research on chemicals has evolved into an open data set of research trial results on specific molecules and substances, this is an example of secondary applications of large datasets.

- Data from otherwise competing companies is made available in order to benefit R&D processes more than there is to lose by supporting the competition.

  - In particular, failed trial data is shared, since it is less likely to benefit innovations and future trials by preventively wielding out known failures.

- Such a large and complex body of molecule/atom level data would have been impossible to put to use not that long ago, but thanks to the data processing capability of machine learning it can now be fully leveraged.

4.

Which business domains are present?

Please raise your hand!

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Steps to determine business value propositions

Asking the right questions

Steps to determine business value propositions

- We need to explore different functional domains to apply the data in and define client profiles.

    - Areas of business (medical, transport, sport / leisure)

    - Type of organization (SME, Enterprise)

- We will then explore which client profiles we can identify and which current problems we can address by utilizing open-data.

    - Requires insight into the available datasets

Steps to determine business value propositions

- The main questions we want to discuss in the workshop (and the follow up) are:

  - What is the value we deliver to the client?

  - Which client problem are we helping to solve?

  - Which goal are we helping the client achieve?

  - Which client needs are we addressing?

  - Which bundle of products and services are we offering to each client segment?

6.

What are the main ambitions for following up?

We don't want this to remain a one time session, let's look ahead at where help is needed to make an in-depth workshop/meetup happen!

FOLLOW UP!

Contact us and help out with OpenDataConnected!

- https://www.opendataconnected.eu

And about the organizations behind it

- https://www.open.hr/

- https://www.opennovations.eu

- https://www.aranei.app

Personal profiles

- https://linkedin.com/in/hansderaad

- https://www.linkedin.com/in/sprstacic/