

DCMI funding options

A. Annual contribution programs

The approach of these programs is that individuals or organizations contribute annual fees in return for some level of special treatment.

<i>Short name</i>	<i>Description</i>	<i>Benefit for contributor</i>	<i>Benefit for DCMI</i>	<i>Cost</i>	<i>3 year cost/benefit</i>
A1. Affiliate program	Current program to allow organizations with a national perspective to become DCMI Affiliates (or Members in a legal sense) of DCMI at an Affiliate fee ranging from 1,500 to 50,000 USD per year depending on relative wealth of country.	Membership of DCMI Board of Trustees (Directors) with associated steering influence. Option to develop DCMI-branded activities.	Strengthening two-way ties between global and national level. In addition to current 5 Affiliates, potential target audience is around 50 countries with total potential volume of 500,000 USD, realistic (?) 150,000-200,000 USD per year	Set-up and advertising cost: selection of target through international platforms and direct contacts, upgrade of current approach with better marketing materials and revised contracting arrangements: 15-20 person days or 10,000 USD subcontracting marketing skills. Running cost: managing affiliates (e.g. 10-15 organizations) entails overheads for registration, confirmation, reminders, and special mailings: 5-10 person days per year. In addition, further development of the program requires better, regular exposure (e.g. attendance and presentations at major conferences): 5-10 person days per year and 2,000-5,000 USD travel and conference budget	Cost: \$30,000-55,000 (\$10,000 initial plus 30-60 person days running cost at \$750 per day) Benefit: \$450,000-600,00 Factor: 8 – 20
A2. Partnership program	New program to allow companies to establish DCMI presence (e.g. local events, local documentation) in a country where we can't establish an Affiliate. Partnership fee either flat rate (10,000 USD) or differentiated by size of company and country	Association of company with DCMI increases their visibility in their local community.	Strengthening two-way ties between global and national level. Potential number of companies (India, South America, China, Japan?) in order of 5-10, realistic (?) target 3-5 participants, 10,000-20,000 USD	Set-up and advertising: marketing materials and legal issues: 5-10 person days. Running cost: administration etc. 5-10 person days per year	Cost: \$15,000-30,000 (initial 5-10 person days plus 15-30 person days running cost, total 20-40 days) Benefit: \$30,000-60,000 Factor: 1 – 4

Short name	Description	Benefit for contributor	Benefit for DCMI	Cost	3 year cost/benefit
A3. Sponsorship program	Program to allow organizations to become DCMI sponsors at fixed or flexible levels (e.g. bronze 500-1000, silver 1000-2500, gold 2500-5000, platinum above 5000) for one year	Mention of organization on DCMI Web site. Right to use DCMI Sponsor logo on organizations Web site and products. Selective receipt of information (e.g. DCMI News, early announcement of public comment and recommendations)	Potential target audience ~500 organizations subscribed to DCMI mailing lists and others we know from direct contacts (Microsoft, Adobe, Siemens, eGovernment agencies etc.), total potential volume 250,000-500,000 USD, realistic (?) 50,000-100,000	Set-up and advertising cost: selection of target through subscribers of DCMI mailing lists and known contacts, drafting of good marketing text, single page of text on DCMI Web site, page for listing of sponsors: 5-10 person days Running cost: managing sponsors (e.g. 20-25 organizations) entails overheads for registration, confirmation, reminders, special mailings: 10-15 person days per year	Cost: \$25,000-40,000 (initial 5-10 person days plus 30-40 person days running cost, total 35-50 person days) Benefit: \$150,000-300,000 Factor: 4 – 12
A4. Contributor program	Program to allow organizations and individuals to become DCMI contributors at reasonable prices (e.g. 50 USD for individuals, 500 USD for organizations) for one year	Selective receipt of information (e.g. DCMI news).	Potential target audience ~500 organizations, ~1500 individuals subscribed to DCMI mailing lists, total volume 325,000 USD, realistic (?) 25,000-50,000 per annum	Set-up and advertising cost: selection of target through subscribers if DCMI mailing lists, single page of text on DCMI Web site: 2-3 person days. Running cost: managing contributors (e.g. 25-50 organizations plus 100-200 individuals) entails overheads for registration, confirmation, reminders, special mailings: 15-20 person days per year	Cost: \$35,000-50,000 (initial 2-3 person days plus 45-60 person days running cost, total 47-63 person days) Benefit: \$75,000-150,000 Factor: 1.5 – 4
A5. Membership program	Program to restrict access to certain resources (e.g. anything beyond the basing specifications) to a selected audience at reasonable price (e.g. 100-200 USD per annual membership)	Access to enhanced materials beyond basic specifications.	Potential target audience is the total of 1500 people subscribed to the DCMI mailing lists, total potential volume 100,000-150,000 USD, realistic (?) 10,000-25,000.	Set-up and advertising cost: selection of target through subscribers if DCMI mailing lists, implementation of restricted area and access control on DCMI Web site, single page of text on DCMI Web site: 5-10 person days. Running cost: managing contributors (e.g. 100-150 individuals) entails overheads for registration, confirmation, reminders, special mailings: 10-15 person days per year In addition, provision and maintenance of adequate materials to justify the membership fee may cost 20-30 person days or 10,000-15,000 subcontracting cost	Cost: \$35,000-55,000 (initial 5-10 person days plus 30-45 person days running cost, total 35-55 days plus 10,000-15,000) Benefit: \$30,000-75,000 Factor: 0.6 – 2

B. Incidental activity support

This funding category consists of fundamentally temporary schemes related to specific activities.

<i>Short name</i>	<i>Description</i>	<i>Benefit for contributor</i>	<i>Benefit for DCMi</i>	<i>Cost</i>	<i>3 year cost/benefit</i>
B1. Foundation support	Grant schemes from charities with objectives to further science, education and culture or specific areas such as accessibility	Support of activities within its scope and objective	Amounts of money may vary between a few thousand dollars to substantial amounts up to 50,000-100,000 USD, realistic (?) 15,000 per year	Substantial effort needed to identify grant opportunities and matching DCMi activities with foundation grant objectives. Serious approach may require investment of 20-30 person days per year	Cost: \$45,000-70,000 (60-90 person days) Benefit: \$45,000 Factor: 0.5 – 1
B2. Research program subsidies	Calls for proposals issued by national (e.g. NSF, JISC) and regional (EC) R&D programs	Support of activities within program scope, possible benefit of contributing to longer-term take-up	Potential funding may be in the order of between 50,000 and 100,000 USD per year, but possibly mostly for peripheral activities, realistic (?) 15,000 per year	All submissions need to be done with or by other organizations as application from Singapore entity is probably not possible. Serious approach may require investment of 20-30 person days per year, while success rate may be small.	Cost: \$45,000-70,000 (60-90 person days) Benefit: \$45,000 Factor: 0.5 – 1
B3. Activity sponsorship	Activities advertised by DCMi calling for sponsorship of specific activities (Web site hosting and development, task groups, meetings, conference). DCMi to take percentage of sponsored amount, e.g. 25% if not directly for DCMi's benefit.	Corporate sponsor gets visibility from association (e.g. logo on Web site, conference proceedings, meeting materials, documents)	Potentially substantial benefit to community, to get work done quicker. Potential volume may be in order of 5,000-10,000 USD per case, total volume possibly 20,000-30,000 per year, DCMi benefit in order of 2,500-5,000 per year; Web site hosting budgeted at 2,500 per year.	Can be done fairly cheaply by running special Web page with funding opportunities. There would be expectations for maintaining visibility on the Web site over time and for quality of the results of activity. Estimated resource 5-10 days per year for management of postings and administration	Cost: \$10,000-20,000 (15-30 person days) Benefit: \$15,000-30,000 Factor: 0.75 – 3

C. Products and services

These are options to sell products and services to customers, either primary products related to the activities and results of DCMI work, or more generally marketing of advertising space for companies that want to be visible to the DCMI community.

Short name	Description	Benefit for customer	Benefit for DCMI	Cost	3 Year cost/benefit
C1. Conference organization	Full control of conference organization and management by DCMI maintaining reasonable but sufficient registration fees, e.g. 500-1,000 USD, subcontracting specific activities (online payment, technical services, catering etc.)	Conference attendees will experience a consistent approach.	Direct control of all aspects, possibility to streamline and rationalize environment. Potential income in order of 100,000-250,000 USD per year. Considerable risk of losses.	Full control will involve high investment of human resources, e.g. 50-75 person days per year. Out of pocket expenses additional 100,000-150,000 USD per year	Cost: \$400,000-600,000 (150-225 person days plus \$300,000-450,000) Benefit: \$300,000-750,000 Factor: 0.5 – 2
C2. Conference outsourcing	Partnering with professional conference organizer in multi-annual arrangement	Conference attendees will experience a consistent approach.	Depending on distribution of benefit and risk between DCMI and contractor. Potential benefit 25,000-30,000 per year	"Scientific" content of conference will presumably be DCMI's responsibility, 25-50 person days per year	Cost: \$50,000-100,000 (75-150 person days) Benefit: \$75,000-90,000 Factor: 0.75 – 2
C3. Conference fees	Per-participant or flat-rate contribution to DCMI by conference host at approximately 100 USD per full-rate registration	Association with DCMI-branded event	(Almost) invisible contribution to DCMI by community. For annual conference expected income 15,000-20,000, possibly 5,000-20,000 for regional and special events	Support for event management and contributions to conference program and attendance estimated at 15-25 person days per year	Cost: \$30,000-50,000 (45-75 person days) Benefit: \$45,000-60,000 Factor: 1 – 2

<i>Short name</i>	<i>Description</i>	<i>Benefit for customer</i>	<i>Benefit for DCMI</i>	<i>Cost</i>	<i>3 Year cost/benefit</i>
C4. Application Profile tools	Offering a production-grade service (based on Wiki tools or otherwise) to support the development of application profiles. Per-usage fee (order of 250-500 USD or annual subscription in order of 1,000-1,500 USD)	User gets access to DCMI-branded tools to assist in defining application profiles which should guarantee conformance	Pulling in activities that are building Application Profiles, emergence of "better" Application Profiles. Potential market possibly 2-5 subscriptions and 5-10 per-fee customers to a total of 10,000-15,000 USD per year	Basic development has already been funded but needs to be further developed (documentation, guidelines) to increase quality and appeal. Estimated further investment 10,000-20,000 USD Running cost, depending on stability of approach: 10-20 person days annually for management and helpdesk, 5,000 USD annually for maintenance and further development	Cost: \$50,000-70,000 (initial \$10,000 plus 30-60 person days and \$15,000 running cost) Benefit: \$30,000-45,000 Factor: 0.4 – 1
C5. Application Profile and namespace hosting	Providing long-term hosting for Application Profiles and local namespaces for small fee, e.g. 500 USD per year per item (AP or NS)	Secure, persistent hosting of necessary component of projects or services that cannot do this themselves	Increasing visibility in metadata landscape, enhancing contacts with community. Potential market maybe 10-20 items to a total of 5,000-10,000 per year	Set-up of disk space and associated access mechanisms, in order of 5-10 person days Running and maintenance estimated at 5 person days per year	Cost: \$10,000-20,000 (initial 5-10 person days plus 15 person days running cost, total 15-25 person days) Benefit: \$15,000-30,000 Factor: 0.75 – 3
C6. Usage Board review	Full peer review of Application Profile by Usage Board, premium service at 25,000 USD per review (2 days each for 10 people at 500 USD per day, 10,000 USD travel cost and 5,000 overhead DCMI)	Detailed review and advice on Application Profile. Risk is that strict criteria may lead to rejection and disappointment	Direct involvement in improving Application Profiles. Potential market small, less than 1 per year with total net income of 2,500-5,000 USD per year	Set-up requires finalization and stability of criteria, possibly through external contract, 10,000 USD plus 5 person days of supervision. Running cost (administration and correspondence) 5 person days per year	Cost: \$25,000 (initial \$10,000 and 5 person days, running 15 person days, total 20 days) Benefit: \$7,500-15,000 Factor: 0.3 – 0.6
C7. Consultancy	Offering consultancy services through DCMI-accredited people (e.g. Directorate, Trustees, others) with percentage of turnover to be paid to DCMI, e.g. in order of 100 USD per consultants day	Contracting with DCMI-accredited consultants for advice and training. This may also include fees for keynotes at conferences and educational courses	Building closer links with implementers' community. Potential market 50-100 consultancy companies and experts with potential of 100-500 consultancy days to a total of 10,000-50,000 USD per year	Set-up cost of accreditation program and criteria in the order of 20-30 person days. Running cost mostly administrative and legal: 10-20 person days per year	Cost: \$40,000-70,000 (initial 20-30 person days plus 30-60 person days running cost, total 50-90 person days) Benefit: \$30,000-150,000 Factor: 0.4 – 4

<i>Short name</i>	<i>Description</i>	<i>Benefit for customer</i>	<i>Benefit for DCMI</i>	<i>Cost</i>	<i>3 Year cost/benefit</i>
C8. Online journal, news or blog service	Gathering and distributing news on Dublin Core and metadata issues at low subscription rate, e.g. 25-30 USD per year	DCMI-branded news delivered in mailbox, e.g. once a month	More (possibly interactive) engagement with the community. Potential market 1,000-2,000 subscribers, realistic 250-500 customers, total of 5,000-10,000 per year	Set-up templates and distribution channels: 5-10 person days Running cost: monthly frequency requires estimated 20-30 person days per year.	Cost: \$50,000-75,000 (initial 5-10 person days plus 60-90 person days running cost, total 65-100 person days) Benefit: \$15,000-30,000 Factor: 0.2 – 0.6
C9. Job market	Companies and institutions can post job offers on DCMI Web site for fee of e.g. 500 USD per position per month	Access to DCMI community. Combination with online news service could make this more attractive	Looking at similar services elsewhere (e.g. SALT) and job offers on DC-General there could be 10-20 items per year. Realistic target probably 5-10 per year, total 2,500-5,000 USD per year	Set-up of Web pages and program details 5-10 person days. Running cost involving 5-10 person days per year in posting and deleting offers and administration	Cost: \$15,000-30,000 (initial 5-10 person days plus 15-30 person days running cost, total 20-40 person days) Benefit: \$7,500-15,000 Factor: 0.25 – 1
C10. Advertising space	Offering part of the Web site (e.g. side bar, featured links or product listed on tools page) as advertising space for fee (e.g. 500 USD per month)	Visibility in DCMI community	Potential market for metadata related products and services 50-100 companies, realistic target to have 2-3 ads at any time, total 10,000-25,000 per year. Risk of losing of perceived independence.	Set-up of advertising spaces on DCMI Web site: 5-10 person days Running cost for review of submitted ads (content and format issues), posting and deleting ads and administration 10-15 person days per year	Cost: \$25,000-40,000 (initial 5-10 person days plus 30-45 person days running cost, total 35-55 person days) Benefit: \$30,000-75,000 Factor: 0.75 – 3

D. Summary of cost/benefit analysis

The factors in the last columns of the options described in the previous chapters are calculated as (lowest estimated income divided by highest estimated cost) and (highest estimated income divided by lowest estimated cost). Note that a factor of below 1 means that the option costs more than it delivers.

The options can be grouped into four categories:

1. High opportunity, factors from around 5 to above 10

A1 (Affiliate Program) and A3 (Sponsorship Program)

2. Medium opportunity, with factors between 1 and 5

A2 (Partnership Program), A4 (Contributor Program), C3 (Conference fees)

3. Low opportunity with factor around 1 (low factor below 1 and high factor above 1)

A5 (Membership Program), B3 (Activity sponsorship), C1 (Conference organization), C2 (Conference outsourcing), C5 (Application Profile and namespace hosting), C7 (Consultancy), C10 (Advertising space)

4. Unrealistic opportunity, with low factor below 1 and high factor below or equal to 1)

B1 (Foundation support), B2 (Research program subsidies), C4 (Application Profile tools), C6 (Usage Board review), C8 (Online journal, news or blog service), C9 (Job market)

In terms of resources associated with the options in category 1 and 2, the following totals can be estimated:

<i>Option</i>	<i>Human resources</i>	<i>Benefits</i>
A1 Affiliate Program	30-60	\$450,000-600,000
A2 Partnership Program	20-40	\$30,000-60,000
A3 Sponsorship Program	35-50	\$150,000-300,000
A4 Contributor Program	45-60	\$75,000-150,000
C3 Conference Fees	45-75	\$45,000-60,000
Total over three years	175-285	750,000-1,170,000
Total per year	60-95	250,000-390,000

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