Exploiting open data and creating a business model

Each group will be given a number of business ideas based on open data

Using insight from today's session:

1. Choose one you think is the best opportunity, rather than just an idea.
2. Further develop or change this one idea if necessary.
3. Create a business model canvas for your chosen idea.

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Sources of Open Data

Facilities and Locations

Augmented reality app to help people navigate when walking.

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Opportunity?

University module data

Library catalogue

Combine cross-university teaching data with textbook lists to improve the provisioning and recommendation of resources to students on courses.

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Opportunity?

Opticafe: App to alert me to take in aptimum amount of caffeine to keep alert for all events in calendar.

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Opportunity?

Tesco API

NHS Health & BMI Data

Build shopping lists that match your required intake and targets to become healthier.

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Opportunity?

Find me a free workstation on campus. Analyse usage of workstations and identify savings.

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Opportunity?

Find me a restaurant and meal that will help me get over jetlag.

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Opportunity?

Keep my emissions down by monitoring driving style. Gain points for good driving and using alternative forms of transport.

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Opportunity?

Sources of Open Data
Police Crime Data
Transport Data

Use open data to recommend me the safest route home from my current location.

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Opportunity?

A tourist application to track your discovery of a region using a "fog of war"

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