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.





Sources of Open Data

Facilities and Locations

Augmented reality app to help people navigate when walking.



Sources of Open Data

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.





Sources of Open Data

Facilities and Locations
Calendar Data

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





Sources of Open Data

Tesco API

NHS Health & BMI Data

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





Sources of Open Data

Location Data
Computer Usage Data

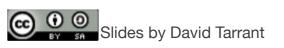
Find me a free workstation on campus. Analyse usage of workstations and identify savings.





Sources of Open Data
Open Menu
Open Street Map

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





Sources of Open Data

Emissions Data Life Logging Data

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





Sources of Open Data

Police Crime Data Transport Data

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





Sources of Open Data
Open Street Map
Foursquare API

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



