



Open Data and Business

Trainer: Mel Norman



Agenda

- Impact of Technology on businesses
- Value of open data
- Business + open data
- Managing risks
- Licensing and law - choosing the right licence for OD
- Managing open data projects



Learning objectives

By the end of this workshop you will be able to:

- Know the value of open data
- Describe how companies are innovating with open data
- Explain the benefits of Open data
- Analyse the risk in opening up your dataset
- Describe what a value proposition is
- Examine how law and licencing affects the publication & usage of OD around the world
- Summarise the challenges & opportunities involved in managing Open Data projects



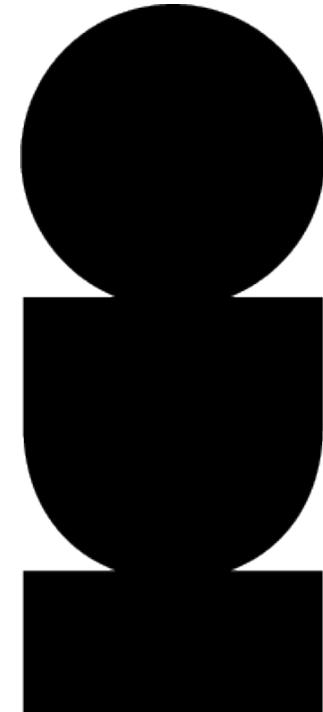
About Mellissa

23+ companies consulted, 22 years in business, 1000+ people trained, 1 international award, 17 talks, 5 films, 1 TV series, 10 adverts made, 2 festivals produced, 2 books written & 1 frozen custard addiction.



About You

Name, Company, Role, First job



Impact of Technology on businesses

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Impact of Technology

Exercise

Part 1- List the businesses and/or sectors that have been disrupted by the internet.



Part 2- Describe how they have been disrupted.



Value of open data



McKinsey estimate open data can unlock \$3-5 trillion across 7 sectors



http://www.mckinsey.com/insights/business_technology/open_data_unlocking_innovation_and_performance_with_liquid_information



For a business,
what is the value in open data ?



- Business model
- Value proposition



What is a business model?



‘How a business creates, captures &
delivers value’

Wikipedia

‘The Story Of The Enterprise’-

Joan Magretta



Value of open data



Why use one ?



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THE BUSINESS MODEL CANVAS					
Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments	
 <p>Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from partners? Which key activities do partners perform?</p>	 <p>What key activities do our Value Propositions require? Our Distribution Channels? Customer Relations? Revenue streams?</p>	 <p>What value do we deliver to the customer? What are our customer's problems, are we helping to solve? What kind(s) of products and services are we offering to each Customer Segment? Which customer needs are we addressing?</p>	 <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which interactions are established? How are they integrated with the rest of our business model? How costly are they?</p>	 <p>For whom are we creating value? Who are our most important customers?</p>	
Key Resources			Channels		
 <p>What key resources do our Value Propositions require? Our Distribution Channels? Customer Relations? Revenue streams?</p>			 <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer values?</p>		
Cost Structure		Revenue Streams			
		 <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How could this model be set?</p>			

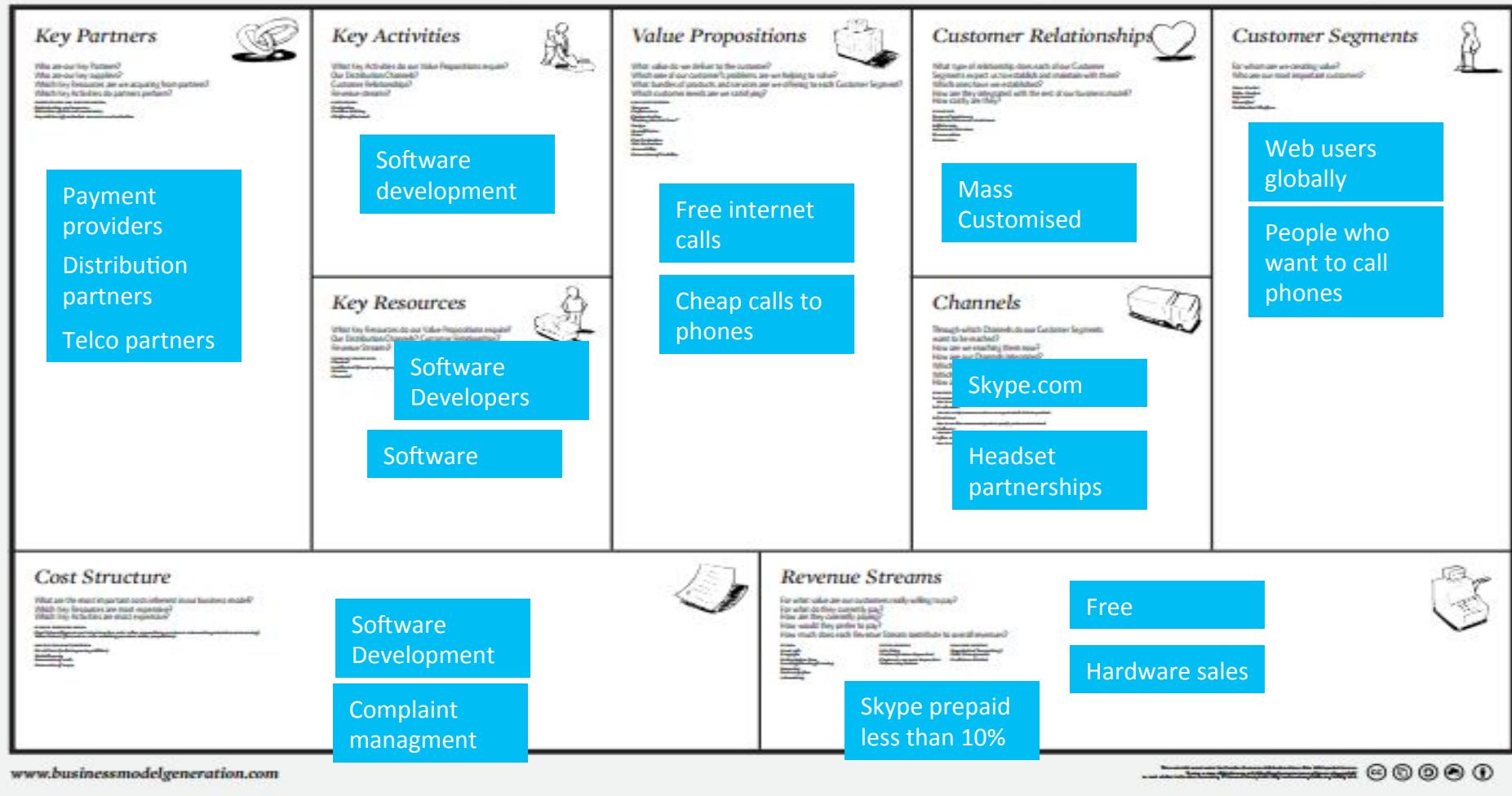
The BM Framework

[www.businessmodelgeneration](http://www.businessmodelgeneration.com)

The Business Model Canvas

Designed for:

Designed by:



THE BUSINESS MODEL CANVAS

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments
Key Resources 		Channels 		
Cost Structure 		Revenue Streams 		

The BM Framework www.businessmodelgeneration.com

A value proposition is the solution to
your customer's problem



Value of open data



Photo cc Jamsimed <http://www.flickr.com/photos/47554402@N00/291246419/in/photolist-rJHpZ-tiV1o-vPxZm-Bf98q-C9rhm-CGGTy-CGGXf-FVnvf-H5eqH-Nh3gq-QGSmZ-2yneJu-2UBoo7-32NMXB-39AnXi-3iRWvj-3iRZFU-3mhWJ7-3GgN8Q-3KD8WX-3S5ZdQ-4cxYks-4hd5op-4iMLqR-4tEQyx-4tEQBa-4vvASR-4vMBXn-4w789u-4D93Va-4DNzUz-4DSWQN-4Ed2Sw-4PTNPW-5aL289-5j4fwY-5qgXmg-5skeWc-5vxkxw-5E3Wyc-5GLfbk-5GLgMg-5MNqMm-5NdDR7-62YUh2-65iDwn-69K2ff-6aVTxb-6brGZ8-6g1Qn5-6hqLCm>





Making collaboration productive and enjoyable for people every day.

Frustration-free web-based apps for collaboration, sharing information, and making decisions.



Basecamp[®]

Manage Projects

Used by millions for
project management.



Highrise[®]

Manage Contacts

Know the people you
do business with.



Campfire[™]

Work in Real-Time

Group chat rooms for
your business.

...



Start accepting credit cards today.

Sign up and we'll mail you a free Square Reader.

Get Free Card Reader

2.75% per swipe, no additional fees,
and next day deposits ▶



Square re

What is the value/benefits of open data for a business?



What is the value of open data for a business?

Open data is **free** - value no-longer comes from data itself, but products and services – **added value** developed for the market

Ease

Newness

Performance

Customization

“Getting the job done”

Design

Price

Client cost reduction

Risk reduction

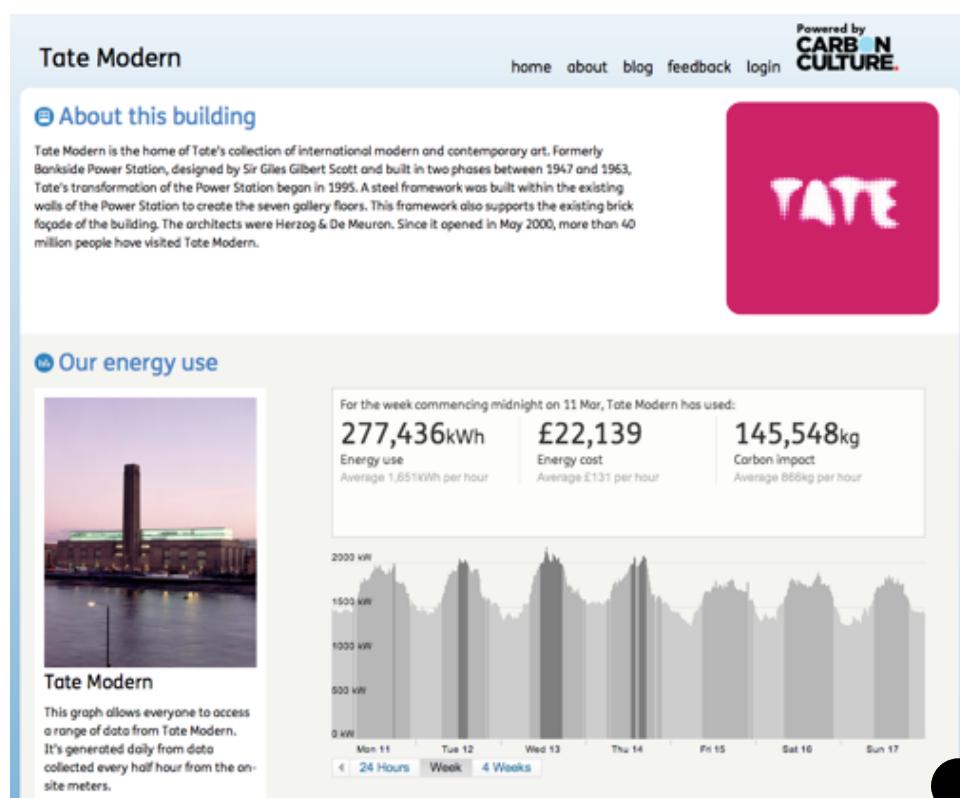
Accessibility

Brand



Value of open data

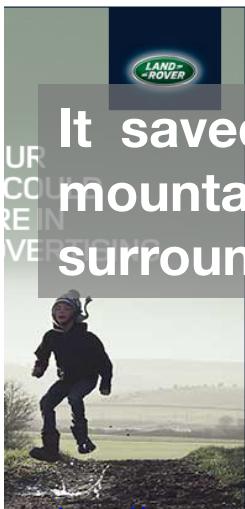
Not just about revenue streams- Saving money, supply chains, energy usage, salaries, operations data, behavior change, exhaust data



Value of open data

Nasa satellites are helping Electronic Arts slash its production costs

04 JANUARY 12 / by TOM CHESHIRE 



This article was taken from the January 2012 issue of Wired magazine. Be the first to read Wired's articles in print before they're posted online, and get your hands on loads of additional content by subscribing online.

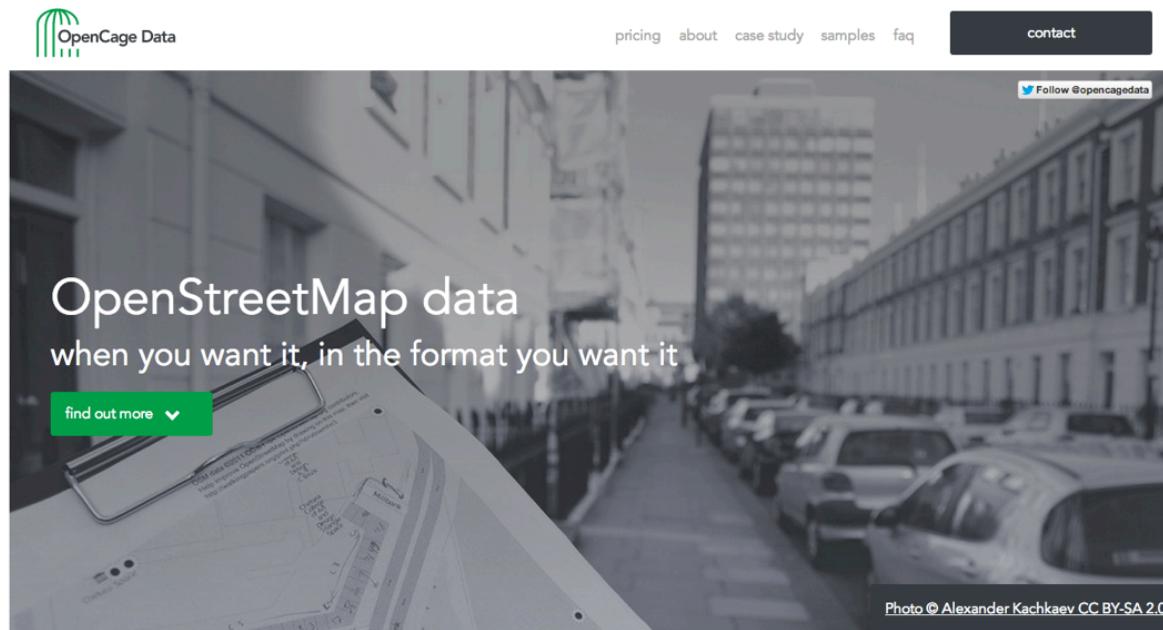
It saved us 30 to 40 percent of the mountain. And then it saved us a huge amount of work creating the surrounding vistas

Winter sports are a popular genre in EA Sports' SSX snowboarding game. "We wanted 300 tracks," says EA's creative director of EA Canada. "The first reaction was: we'll need 300 artists. Of course we didn't have the budget for that." So EA turned to topographical information from Nasa's Advanced Spaceborne Thermal Emission and Reflection Radiometer (Aster), on board the orbiting Terra satellite. The dataset covers 99 per cent of the Earth's surface and is available as a free download.

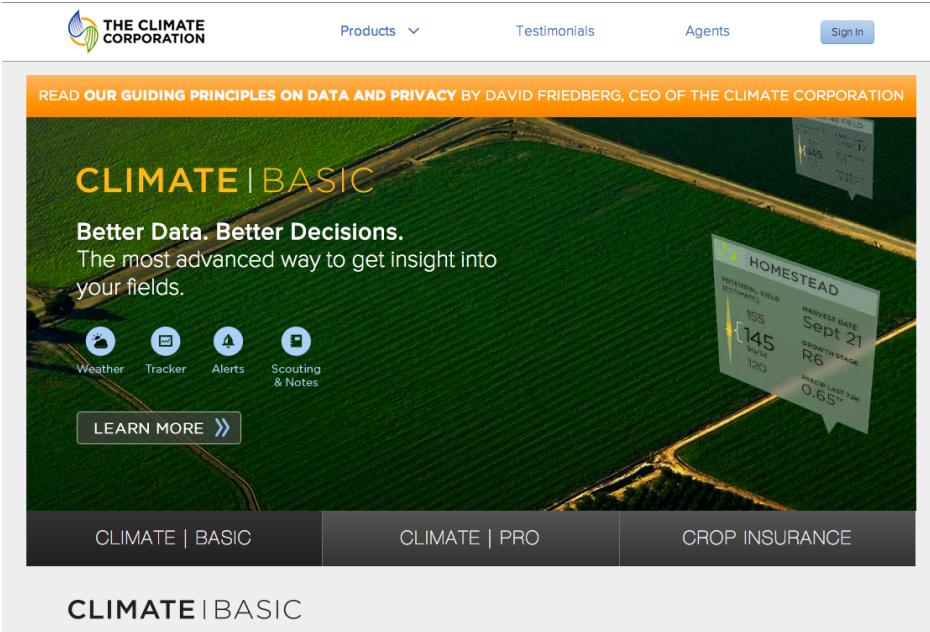
<http://www.wired.co.uk/magazine/archive/2012/01/play/data-mountain>



Adding services and ease to existing data and resources



Climate Corporation



The screenshot shows the homepage of The Climate Corporation. At the top, there's a navigation bar with links for 'Products', 'Testimonials', 'Agents', and 'Sign In'. Below the navigation is an orange banner with the text 'READ OUR GUIDING PRINCIPLES ON DATA AND PRIVACY BY DAVID FRIEDBERG, CEO OF THE CLIMATE CORPORATION'. The main visual is a green field with a digital overlay showing crop data. The overlay includes a 'HOMESTEAD' label, 'POTENTIAL YIELD 155', '145', '120', 'HARVEST DATE Sept 21', 'GROWTH STAGE R6', and 'SPECIFIC LAST 30D 0.65°'. Below the field image are four circular icons labeled 'Weather', 'Tracker', 'Alerts', and 'Scouting & Notes'. A 'LEARN MORE >' button is located at the bottom left of the field image. At the very bottom of the page, there are three buttons: 'CLIMATE | BASIC', 'CLIMATE | PRO', and 'CROP INSURANCE'. The 'CLIMATE | BASIC' button is highlighted with a larger font.

<http://www.climate.com/>



Sold to Monsanto
for an announced
for \$930m but
estimated to be
actually \$1.1
billion.

Business + Open Data



Business + Open Data

Exercise –

Using 1 of the companies below create a list of datasets they might use in their company.

- **Google search**
- **Amazon**
- **Air B and B**
- **BBC**
- **Marks & Spencer**



Business + open data

How do they work together?



Business + open data

Where are the opportunities for your chosen business to **use** open data?

Using the Business model sections come up with list of ways your business could use open data.



Business + open data

Where are the opportunities for your chosen business to **publish** open data?

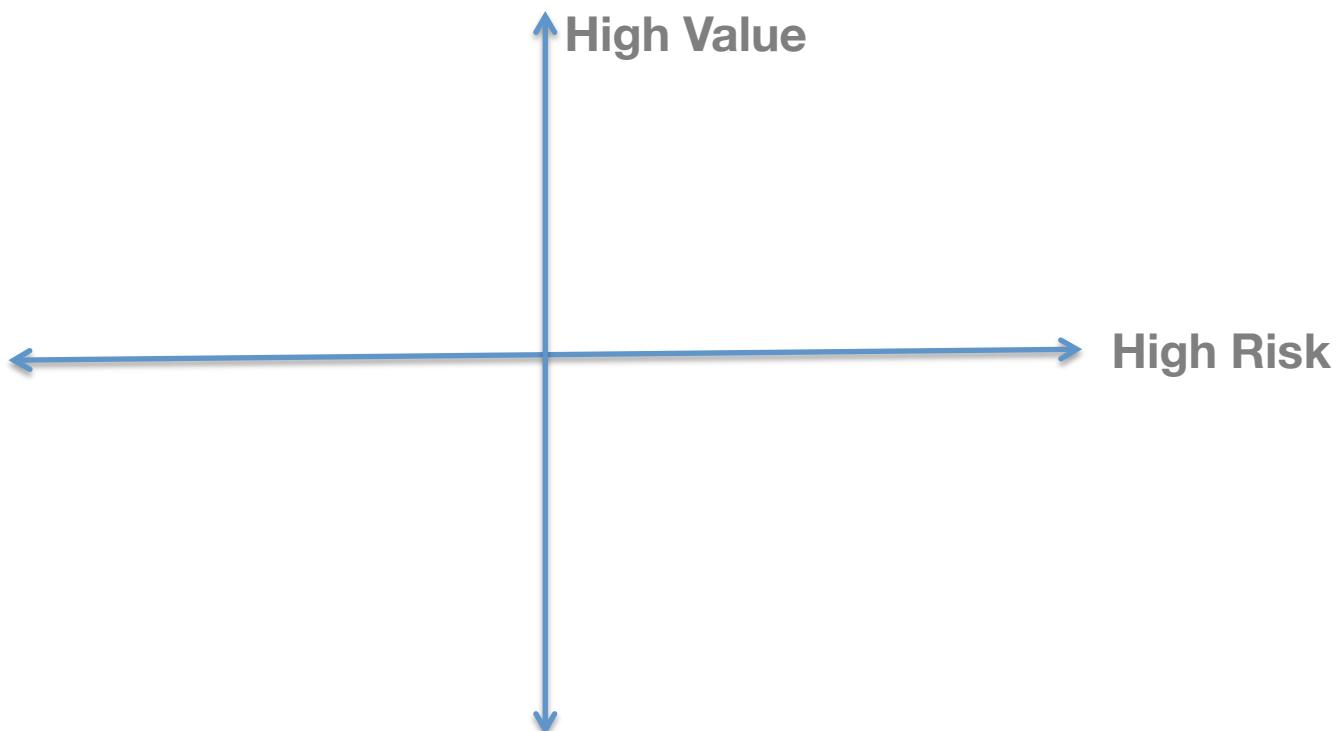
Using the Business model sections and your dataset list and come up with list of ways your business could use open data.



Managing risks



Managing risks



Lunch



Managing risks part 2 – Law and Licensing



Managing open data projects



Managing open data projects

List the possible challenges with running open data projects and how could you overcome them?



Managing open data projects

List the possible opportunities
with running open data projects.



How can these be communicated in your
team & organisation?



Conclusion

After today:

What will start doing?

What will you stop doing?

What will you continue doing?



Thank you!

@melmediasauce

