

Business Lounge June 29th 2013

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Participant number 1 – Overheid.io

Concept name: Overheid.io

Organisation name:

Contact person: Christoph Kempen

About

Christoph is an independent developer, scrumMaster and implementer of ideas.

Concept description

The main purpose of overheid.io is an API. It's an API for government data. Since a few years the government has open data sources. But while the sources are open, the format is often unusable in real apps or websites. You can get the data (sometimes still unstructured), and reuse it, but converting the data into something usable is not fun. On overheid.io I will take popular data sources and convert them into ready- to-use API's for use in mobile apps, websites or other use. For a potential app builder this will cut development time. Also, after years of scraping government datasets, I know they often change the structure so apps or websites will sometimes break. At overheid.io I want to offer these sources in an easy REST JSON/XML way, which is stable on output and uptime, easy to use, and offer basic functionality like full text search, creating various facets etc.

Besides offering the structured government datasets I will also offer:

- ikregeer.nl dataset; all government documents with metadata since 1995
- the RDW dataset; all license-plate information from NL.

All publications on the onderwijsinspectie.nl website; this is scraped from their HTML pages.

App URL

Target Group

- App/website builders
- Data analyzers/miners
- Researchers / Academics
- Journalists

Business description

Being the hub in data for many third party apps will increase traffic and use of overheid.io. Also custom requests for data analyses can be made.



Useful (news suitable)-insights we can publish on the website. Users that make above average request will be billed for usage. This way, for example, if a user creates a successful app or website, some of the income they generate will flow back overhead.io.

Business Lounges questions / Expectations

- I can use help with monetizing my ideas.
- Depending on the usage and success hardware is always an issue. But I already build it up so it can scale easily.
- It would be cool to talk to possible users of the data (publishers, news papers, academic). I know the API has potential since I can see how heavily, for example, ikregeer.nl is scraped.
- I want to move from my 9-5 job at the Rotterdam School of Management, Erasmus University to working more for my own company. Now all my work is more hobby style evening work. I know I have a overhead.io, ikregeer.nl and few other projects too, that just need some dedicated time to develop and make perfect.

I hope to meet the right people to help my projects and business become more efficient, more usable and start generating income so I can spend more time on making them even more feature-rich.



Participant number 3 - OmgevingsAlert

Concept name: OmgevingsAlert Apps / OmgevingsAlert-Pro

Organisation name: Andersteboven

Contact person: Christiaan Rasch

About

I have been an entrepreneur for about 1.5 years, working on various service innovation concepts. I have extensive experience in customer service, financial management and project management. Besides OmgevingsAlert I am currently working, amongst other concept ideas, on a social reading App concept, and a new form of multiple-person route planning tool

Team members:

Christiaan Rasch - concept development and marketing

Susan Pesman - front-end developer responsible for App development

Tom Pesman - back-end developer responsible for database and server solutions

Concept description

With OmgevingsAlert App, citizens can easily inform themselves on what is happening in their living environment regarding building permits and other official local government announcements. The convenient alert function ensures that a user is alerted when a new announcement is available in their pre-defined personal environment, even when the App is switched off. Both the Android and iPhone App are often downloaded, users are very satisfied, and the App has recently won the National App Award 2013 funded by the Ministry of Economic Affairs. Currently, about 20 local governments have a paid subscription to this service, thus enabling their citizens to be informed on local announcements in a modern and user-friendly way. (Growth potential: the open data of approximately 300 Dutch local governments is available.)

Based on the same database, we are currently developing a web-based version of OmgevingsAlert, called OmgevingsAlert-Pro aimed at professional real estate management companies. This allows these companies in an efficient manner to be fully informed on changes in the environment of their objects that may have implications for their businesses. At the moment we are closing a deal with one of the major real estate management companies in the Netherlands, providing them with an efficient tool to be informed on building permits and other official local government announcements in the environment of the hundreds of locations they manage.

**Concept URL**

<https://itunes.apple.com/nl/app/omgevingsalert/id491137655>

Target Group

In the case of the OmgevingsAlert App, the users are citizens, and our business target group is local governments because they are paying for the service to be available for their citizens. Scaling can be achieved by including more local governments within, as well as outside the Netherlands (Europe).

The target groups for OmgevingsAlert-Pro include national and international real estate management companies, as well as other stakeholders who need to manage a vast amount of locations.

Business description

The business model is based on iTunesdownloads. The idea is to expand the OmgevingsAlert model into other European countries, thereby setting the standard for the European tool for knowing as a citizen what is changing in your neighbourhood.

Business Lounges questions / Expectations

We are mainly in need of support / get in contact with organizations/people who can support us to address our main challenges for European expansion:

1. How do we get access to the data on building permits and other official local government announcements?
2. How do we set-up expansion to other countries (which business model and which partners)?



Participant number 4 – Push2Press

Concept name: Push2Press

Organisation name: Glimworm

Contact person: Jonathan Carter

About

Jonathan Carter is Technical Director Glimworm IT BV. Jonathan co-founded Glimworm in 2001 with partners Paul Manwaring, Marten Hoekstra and Colin Williams. At 15 his professional career began as a game programmer. After more than 10 years of innovative experience Jonathan was asked to join CMG's prestigious Advanced Technology Department consulting for blue chip companies. Eventually, he shifted his attention to new media and created Glimworm, bringing his talents to the world of web development. With nearly 30 years in the industry his list of accomplishments is huge including everything from project management to robot building and he continues to keep on top of new developments by constantly evaluating emerging technologies. His work has led to several industry awards and honours including The Gold Prize for Apps for Netherlands 2012 and First Place in Mobility for Apps for Amsterdam 2012. For more information about Jonathan, his accomplishments and his team please visit the Glimworm Press Room <http://www.glimworm.com/press-room.shtml>

Team members:

Jonathan Carter - Co-founder Technical Director

Paul Manwaring - co-founder Creative Director

Concept description

Push2Press is an Open Source Native App CMS that accelerates the development of iPhone and Android apps that have built-in Push Notification functionality. Made specifically for web developers, this App provides a simple preview tool that connects to the CMS, which you can download to your own web server or install as a WordPress plug-in by visiting www.push2press.com. Just minutes after you have installed the Push2Press CMS and preview App you will be able to test your App and send Push Notifications to individuals or groups.

In order to accelerate the content population of Push2Press Apps Glimworm has integrated Open Data Sets and API's into the CMS process for the user to choose from and to auto populate sections of the Apps. They include: Open Street Maps; Arts Holland; Victoria and Albert Museum: Open Images; City SDK which uses all open mobility data available in the Netherlands and Amsterdam- and more are being included as time allows.



Beyond the Push2Press viewer (app) the Push2Press Open Source Platform which is a FREE app testing and publishing platform that removes barriers to native app publication including cost, speed of delivery, content population and ease of use in an intuitive but powerful CMS. For more information about the Push2Press Platform please visit www.push2press.com

App URL

<https://itunes.apple.com/us/app/push2press/id603889484?mt=8>

Target Group

Push2Press is FREE and Open Source (<https://github.com/jonathanrcarter/push2press>) so our primary target group would be web masters and designers looking for affordability and ease of use- the same target group as WordPress. We are now working with the City of Amsterdam Marketing Bureau (Iamsterdam) to refine the features, functionality and user interface to appeal to their partners. We are planning to launch a pilot before the end of the summer that would reach their partners across industries including cultural event organizers, hotels, restaurants, music venues and more.

Since we started the beta program in April 2013 we have accumulated a small but dedicated community. Through this group we have identified that Push2Press appeals to another significant group, which is, project managers working for large corporations. They have fed back that the tool could be effective for prototyping and for internal development.

Business description

Our long-term plan for Push2Press Open Source is to generate more sustainable and significant income by providing more value added services to support the platform and it's use- we like to use Word Press as a specific example of a successful business built on an Open Source Platform.

We hope to have a successful pilot with Iamsterdam and acquire our first white labelling customization assignment with them by the end of the summer and this will lead to either a revenue share agreement or a licensing agreement- their are other possibility that will be explored with the City of Amsterdam as the pilot informs us as to real demand in the market place such as cross sales, added value features, publishing and hosting fees among others.

After this pilot we are confident we will have a viable product and service offering to extend beyond Amsterdam and the Netherlands. The first opportunities would be related to the City SDK platform and the Waag's Mobility API which will be actively promoted amongst the 8 City partners



and 6 private partners until the end of the EU funded project scheduled for late 2014. For more information about City SDK please visit <http://www.citysdk.eu/>

Since Push2Press is extendable and can be connected to almost any API or web service we see that there is a significant opportunity within corporations to provide internal apps.

Business Lounges questions / Expectations

We are interested in creating strategic partnerships with multinationals that have existing global channels to market and would like to contribute to the growth of the Push2Press Open Source Platform.

We would like to pursue possibilities for opening international channels to market not only for Webmasters and Designers who want simple affordable solutions for publishing Apps but also for large municipalities who have existing partners, such as IAmsterdam, and will have specific customization and white labelling needs that will also result in licensing or revenue sharing agreements among other possibilities.



Participant number 5- Spotzi-Local

Concept name: Spotzi-Local

Organisation name: D-base

Contact person: Remco Dolman

About

My goal is to create the largest Geo-Database in the world, from worldwide flood risks to the value of a local property. My background is Civil Engineering. In 2007 I had to advise a client about the flood risk on a construction project. I worked with an open data set of Rijkswaterstaat (Ministry of Transport and Waterways). From that day on I was hooked on open data. It was in 2011 I decided to fully focus on geo-data and open data. With success.

Where am I today? By downloading open data and scraping websites and social media we build an impressive geo-database. More than 10,000 datasets can be viewed or analyzed via a user friendly map- and web-service. All datasets are instantly available. Saving time and money and showing you amazing insights. We are now working with a team of 7 people. We provide clients like RTL Nederland, KPN and Interpolis with data. Our data is mainly being used to analyze marketing possibilities (where are my clients? how can I create added value for my customers using data?). Geo-data is our company focus. Using it for marketing opportunities is our focus in sales.

To help schools we build a free digital World Atlas around our data. Available online and as an app for iOS, Android and Windows 8. We spend about 20% of our budget in building our own app Spotzi.

Remco Dolman - Founder and CEO

Jos de Nijs - Developer, employee for 2 years and 2 months.

Ruben Woudenberg - Developer, employee for 5 months.

Kevin Valentijn - Developer (super-nerd). Works as an intern. Will become employee on July 1th.

Matthew Pegels: GIS data specialist, employee for 2 years and 4 months.

Teun van Sprundel: GIS data specialist, employee for 9 months.

Jessica Jansen: Office Manager, employee for 2 years and 6months.

Concept description

Open data is good but we don't believe that there is one app for every dataset. We believe in one app for everything. Just ask yourself? How many apps are you using everyday? How many great apps have been forgotten because it's not on your mind every day? Our already existing app Spotzi-Atlas puts a fair amount of data into one app. However you



still have to look for the data you are interested in. With over 700 datasets it's a good replacement for the paper World Atlas.

It's scary for the average user. It might be too much. That's a shame because there is a lot of information you might want to know because it affects your daily life. Therefore we try to take Spotzi to the next level and created Spotzi-Local. It's an app without actually being an app. Spotzi will pop-up in your daily life without the need of starting our app. Not by using a push message. People tend to block this.

Spotzi pops up in the apps you use every day. Showing you the things that are happening in your neighborhood. Things that affect people most. Spotzi-Local gives you the opportunity to easily share the info and interest your friends and neighbors. It also gives you the possibility to add your own data.

App URL

www.spotzi.nl

Target Group

Spotzi a platform for local stores, local people and local governments to communicate with the people around them. To be successful we need data at the launch of the application. Therefore we use already existing open data sets. We will start in the Netherlands with 5 interesting datasets: data that interests people. From there we will connect towns and cities in Europe, Canada (we are opening up an office in Toronto) and the US. Our website and app will show a map with cities and towns already connected. At thousand registrations per town we promise to show at least three useful datasets. When with the right promotion our "app" becomes successful we already have some general datasets available we can show (like weather, houses for sale and local events). From there we will build on expanding our database and showing more interesting data per region.

Business description

The "app" will be for free. People need to register by filling in their address and house-number. Only then we are able to show local news and data. Local stores and governments need to pay per user. We believe Spotzi-Local is an ideal instrument for local governments to get in touch with their citizens. They can post important decisions, which affects the people. Decisions can be development planning issues, road blocks, events etc.

Local stores can publish local ads. We maximize ads. At the moment we think of only one ad a week showing for 2 days. Normal people and non-profit organizations can post for free.



Business Lounges questions / Expectations

Promotion depends on funding and the right marketing. We are mainly used to work B2B. We can really need some support in how to target the consumer market.



Participant number 7 - Muse

Concept name: Muse Open Source Platform

Organisation name: Glimworm

Contact person: Paul Manwarring

About

Multimedia artist Paul Manwarring founded Glimworm IT BV in 2001 with partner Jonathan Carter. A former Hollywood Art Director, he shifted his focus from traditional to new media bringing unique insight into the creative process of software, web and app development and design. He holds degrees in Art and Philosophy from Penn State University and is an adjunct professor at Webster University Leiden where he has taught media studies since 2003. He has, along with his team at Glimworm, won several industry awards including the Gold Prize for Apps for Netherlands 2012 and First Place in Mobility for Apps for Amsterdam 2012. For more information about Paul, his accomplishments and his team please visit the Glimworm Press Room

<http://www.glimworm.com/press-room.shtml>

Team information:

Paul Manwarring: Co-founder Creative Director

Jonathan Carter: Co-founder Technical Director

Martin Elshout: Senior Designer

Deniz Tezcan: Jr. Programmer

Concept description

Muse Open Source is a software platform that enables the publication of Apps- the repository is published on Github.

<https://github.com/jonathanrcarter/muse-opensource/wiki>

As of June 18, two apps have been published in the iPad App store using the Muse platform and two others are being tested.

1. The Rijksmuseum Muse:

<https://itunes.apple.com/us/app/rijksmuseum-muse/id631994204?mt=8>

2. Europeana Open Culture: <https://itunes.apple.com/nl/app/europeana-open-culture/id646414251?l=en&mt=8>

3. The Rijksmuseum Muse Game: (published using our Push2Press CMS) is currently being tested and you can try it by downloading the Push2Press viewer in the iPhone Apps Store and selecting "game2" from the side menu



<https://itunes.apple.com/us/app/push2press/id603889484?mt=8>

4. The Rijksmuseum Smart TV App: Winner of The Next Web hackaton Smart TV Alliance SDK challenge, is currently being refined and is scheduled to finish v.1 by the first week of July. The Smart TV Alliance led by Phillips plans to feature the app at the upcoming IFA conference in Berlin Sept. 6. For a preview of the app you can watch this YouTube video from the TNW presentation:

<http://www.youtube.com/watch?v=TUC0Dst1iBY>

We are currently working on v-2 of the Rijksmuseum Muse and more Muses, which will include collections from The National Gallery and The Victoria and Albert Museum; we expect these to be submitted to the app store by the end of June.

We are also working on the iPhone and Android versions of the Rijksmuseum Muse and expect these to be ready for submission by mid July. Of course, as these new iterations and versions are tested and published they will be added to the Muse Open Source repository in Github and (based on our experience with our other open source projects Park Shark and Push2Press) we expect other developers to begin contributing to the repository before the end of the summer.

Open Data Sets being used include:

Biblioteca Virtual del Ministerio de Defensa, Biblioteca Valenciana Digital, Biblioteca Virtual del Patrimonio Bibliográfico, Catálogo Colectivo de la Red de Bibliotecas de los Archivos Estatales, Central Library of Bulgarian Academy of Sciences, Fondo Fotográfico de la Universidad de Navarra, Institute of Balkan Studies and Thracology – Институт а балканистика с Център по тракология, Museu Nacional de Arqueologia, Rijksmuseum, The Royal Botanic Garden Edinburgh, The National Library of Poland - Biblioteka Narodowa, University of Tartu - Museum of Geology, and University of Tartu - Natural History Museum.

App URL

www.muse-opensource.org

Target Group

Any GLAM (Gallery, Library, Archive and Museum) institution that is investing in digitizing and delivering it's content using new media. Especially those that have or are currently developing API's or other Data feeds in order to facilitate quality re-use. Currently there are very few good API's in this sector but that is changing rapidly. This is a global initiative (see OpenGLAM) that is just beginning to build momentum. Future growth in the short and long term are insured.



Business description

We already have generated revenue through app sales to the consumer market (Rijksmuseum Muse) but we now know it is only profitable if we leverage the economy of scale in such a way as to spread opportunities and risk across several versions of the Muse therefore we plan to release as many as possible in the short term as well as continue providing new versions and services to Europeana. These activities alone can lead to sustainable revenue streams and long term profitability within the Glimworm organization but we would like to generate more business opportunities internationally that could lead to a stand alone platform.

Our long term plan for Muse Open Source is to generate more sustainable and significant income by providing more value added services to support the platform and its use- we like to use Word Press as a specific example of a successful business built on an Open Source Platform. These activities can lead to significant revenue streams and long term profitability. This is just the beginning - we will continue to generate new revenue streams by expanding our own Muse app portfolio beyond the Netherlands and reaching out to the OpenGLAM community and other cultural heritage institutions providing consultancy, training and workshops among other established business practices already in place.

Additional business opportunities include:

1. Revenue share agreements with Bol.com and similar added value partners
2. Data enrichment and reporting services to data owners
3. Consultancy, training and workshops to the GLAM and developers community
4. Unforeseen opportunities related to Smart TV apps

Business Lounges questions / Expectations

We are interested in creating strategic partnerships with multinationals that have existing global channels to market and would like to contribute to the growth of the Muse Open Source Platform and enable us to continue to:

1. Develop additional versions for other Smart Phone and tablet platforms such as iPhone and Android.
2. Continue to develop and refine versions for the Smart TV Alliance platform.
3. Market the platform to the GLAM community and developers that work with these institutions.
4. Explore new products to extend the platform to other target groups with similar needs (Education, Tourism and other media publishers looking



to extend reach with reduced risk and investment)

We would like to pursue possibilities for profitable revenue sharing or licensing agreements but are open to suggestions from potential partners for collaborative business models.



Participant number 8 – ScholenVinden.nl

Concept name: ScholenVinden.nl

Organisation name: Dispectu

Contact person: Bart de Goede

About

Together with Justin van Wees I started Dispectu, where we develop web applications focused on organizing and visualizing large, unstructured datasets. As (former) students of Information Science, we have a background in information retrieval, human-computer interaction and data visualization.

We have worked with several datasets, both on creating open data collections as well as using open data collections in applications.

We helped create the PoliticalMashup corpus (Dutch Parliamentary Proceedings) by scraping proceedings from officielebekendmakingen.nl, and combining those with biographical information on politicians and parties. Based on that collection, we developed the PoliticalMashup Ngramviewer (<http://ngram.politicalmashup.nl>), which offers similar functionality as the Google Books ngramviewer: users can visualize the usage of phrases up to seven terms in the entire Dutch parliamentary history.

Also, we are involved in the development of the OpenOnderwijs (OpenEducation: <http://openonderwijsdata.nl/>) API, where we have contributed to scrapers obtaining and combining education data from several sources, and to the development and setup of the architecture, which will make these data available to the general public.

Team information:

Bart de Goede

Justin van Wees

Concept description

ScholenVinden.nl is an application built on data that is collected in the OpenOnderwijs API. It combines data from three major sources of educational data in the Netherlands (DUO, OnderwijsInspectie and Vensters voor Verantwoording). We used the BAG42 geocoding service. This service combines a "regular" geocoding service with data from the Dutch Chamber of Commerce (KvK), Bureau of Statistics (CBS) and Land Registry Office (Kadaster). This allows for a high precision geocoding



effort, as most Dutch schools are registered with one or more of these institutions.

The "perfect school" does not exist; we created an application that allows parents to find schools that are most suited to their preferences. The user is enabled to configure various preferences (size of the school, satisfaction data obtained from parents and students, graduation percentages, etc.) and filters (denomination, education structure, etc.). While the user is doing that, the application continuously updates to reflect these preferences, giving the user instantaneous feedback: this allows for an easy, intuitive way to explore the complex data that is gathered by several institutions on the Dutch education system.

App URL

<http://scholenvinden.nl>

Target Group

The target group for ScholenVinden.nl is parents (and primary school students) who are looking for the high school best suited to them. We aim to make complex data on a complex system more transparent to this group, by providing a tool that allows for intuitive exploration of the OpenOnderwijs dataset.

We already received interest from journalists, who are very curious in exploring this dataset even further. Also, finding "the ideal school", from our perspective, is not only a problem for Dutch parents. The application is constructed in such a way that it should be relatively easy to use education data from other (European) countries, and to help parents by providing transparency in the education system in their country as well.

Business description

Finding the right school is not only a Dutch problem. Parents in the rest of Europe want to find the right school for their child as well. If the application can be scaled and marketed to a large enough audience, some advertisement can support the application. Also, our intended audience is very specific, which can be very valuable to advertisers.

Additionally, the data that backs this application is far more complex and extensive than can be shown through the web interface; we can imagine that this data, and especially insight (specific parts) in this data, can be very valuable for journalists and (local) governments. A subscription, which allows for receiving regular reports, might be viable, or the answering of very specific questions with regard to the data could be answered (for a fee).

Business Lounges questions / Expectations



We are nerds at heart: we know how to build and scale complex applications, and have a solid background in human-computer interaction. However, marketing the application and coming up with a viable business model, has us puzzled. We have some ideas, but it would be very valuable to us to discuss marketing, business and organization with someone who has experience in these areas.

We hope to get into some interesting conversations with people who can help us find a viable business model, as well as some advice on how to properly market the application to a larger audience.

Participant number 9 - Lawcat

Concept name: Lawcat

Organisation name:

Contact person: Benjamin Udink ten Cate

About

I am Benjamin Udink ten Cate, from Amsterdam The Netherlands. I have a bachelors degree in Information Science from the Hogeschool van Amsterdam. I take on freelance projects to make a living and invest the rest of my time and money to work on my own projects.

I started my first company when I was sixteen, making websites in HTML and Flash. The company lasted for about three years and after this I knew I preferred this to working for a boss. After VMKP design disbanded I worked for a while before going back to school. I studied information science and after two years I started working part time as a developer for Effects. During my time at Effects I met Lucas, and started doing a little work on the side for him. After working for Effects for about six years my work on the side started to conflict with my fulltime job. I quit my job and became a freelancer. This was around the same time as I founded Lawcat with Johnny and Lucas.

I have a strong feeling about free software and free data. This started during my study, when I discovered there is a vast amount of great scientific knowledge available in papers and journals. But only for those who pay vast amounts of money, or have an employer or university whom are willing to pay the large fees.

While learning to develop software I found understanding the people who use it is invaluable. Since they are the experts on how to handle their job. This doesn't mean I try to understand them to learn their solutions, although these might be useful, instead I try to understand the problems they face. Because of this I have become skilled in understanding people and their problems and explaining complex IT solutions in a simple manner.

Johnny Eradus - Software developer

Lucas Oost Lievense - Concepting, Jurist

Concept description

Lawcat is the lawbook of the 21st century. It is a free platform providing full Dutch law and regulations, and offers users the option to add information and share knowledge. Lawcat uses the "basis wetten bastand"



API for the laws and crowd sourcing for the shared knowledge.

When registered users can add personal notes, comments and jurisprudence.

App URL

lawc.at

Target Group

Lawyers

Business description

Lawcat wants to provide free access information around the law. Currently there is a heavy paid system available in place to provide information that is officially free but really hard to access. We also want to challenge the idea that only a few should decide what information is valuable and make this something everyone working with the law should decide. Too enable all these people to write and judge information concerning the law.

Business Lounges questions / Expectations

We seek support on three levels:

1. Data: right now the API we work with is very primitive; this makes it hard to display the current and previous versions of the law.
2. Marketing: identify and reach all different type of users of the Dutch law
3. Business: how to earn money with a free platform without turning your back on free data. And, how to grow from a small startup to an actual business.



Participant number 10 – Openbaar Vervoer

Concept name: Openbaar Vervoer

Organisation name: independent

Contact person: Erik Romijn

About

I'm an independent App Maker. I make web apps and apps for mobile devices. A lot of my work relates data-driven apps: making data, existing or new, accessible, usable and friendly.

I do a mix of projects for clients and my own independent work, some in partnership with others. I mostly build native iPhone applications, and web applications. I often work with open government data, and won several prizes for that work in the past.

Concept description

Openbaar Vervoer is an iPhone app with real time data of more than 3.000 Dutch tram and bus lines. It helps users answers questions like: where's my tram? Is there some disruption? Are other lines still running properly? When will my bus arrive at that stop? Did I just miss my bus because it left too early, or is it late and should I wait?

Openbaar Vervoer was released in February this year. iPhoneclub, the largest Dutch iPhone-website, wrote a very positive review: <http://www.iphoneclub.nl/233331/openbaar-vervoer-app-levert-realtime-informatie-over-bussen-en-trams/>

App URL

<http://openbaarvervoerapp.nl/en.html>

Target Group

The target group for the current implementation is regular users of Dutch public transport. They know where they're going and which line(s) they will use to get there: they want information on the status of those lines to optimize their journey. This could be extended to include all public transport users, by making it friendlier for users that are less familiar with the transport in their area. A similar group would be tourists that often want to use public transport, but are unfamiliar with both the city and our transport.

An additional group, although quite small are people with impairments, for which it can be difficult to use public transport. As of the next version, I will be providing some support for them by fully supporting VoiceOver,



allowing the app to be used by users that cannot see the screen. The app already includes some data about which lines and stops are wheelchair accessible.

Business description

The app is on sale on the App Store, currently for € 2.69. It has sold about 2000 copies, of which 1200 were in the first week. Currently there are about 175 downloads per month. Considering the type of app, I think App Store sales are the best model for now.

Business Lounges questions / Expectations

I'm hoping the business lounge can help me look for ways for the product to grow. All feedback on the app so far has been great, except for people complaining about data issues, and I think it has a lot more potential.

I think my main challenge is affordable marketing. I have contacted several public transport companies, to see whether there are options for cooperation, but haven't even received replies. There are advertising options that fit my target group well, but at considerable cost, which I can't afford. Other than iPhoneclub, I haven't managed to raise any media interest.

This might be helped with additional funding. However, as there are limits in the market size for this app, I think the potential will be way too small for most investors.

For a market size estimate: every day, 500.000 people use a bus, tram or metro. A significant part of this group is regular travelers, the people for which the app currently provides to most value. Conservatively estimating that 10% of them own iPhones, there should be 50000 people in public transport with an iPhone, every day. So far, the app has sold about 2000 copies, of which 1200 were in the first week.

Participant number 11 - Bliksem

Concept name: Bliksem

Organisation name:

Contact person: Stefan de Konink

About

After receiving a Bachelor in Informatics Stefan founded a company in product development. While he academically progressed in a Master of Science in Artificial Intelligence he became a lead influence on open data topics. From crowd sourced efforts such as OpenStreetMap up to FOIA requests he has one single target: making the raw material available and experimenting with sustainable business on top of them. As chairman of the Dutch Foundation OpenGeo he pushed the public transport market to make their real-time punctuality information and schedules available to the public. Keywords: young entrepreneur, ETL, open data distribution, quality control and enhancement.

Team information: I'm working in collaboration with my service providers; with their effort we can target the entire distribution chain.

Concept description

Bliksem is a framework for app developers that brings them a real-time public transport planner, with offline fallback capabilities. Hence: it runs on your iPhone and Android device as a charm. Due to the new graph less algorithm the planner will create a time-based map of what stops are in reach at a given time. It materializes the entire schedule for that request given a departure time. This allows analyzing the transit system in faster than real-time, giving urban planners an advantage in a study on multimodal transportation.

App URL

Not available

Target Group

While our demo applications are end-user friendly we are targeting service providers to use our system and generated data, we do this using example frameworks, which can directly be downloaded as open source. The increase in end-user demand will thrive the availability of high quality real-time information, which then can be stored historically and used new prognosis as well as mathematical models on transit networks.

Next to that our business focus will remain at urban planning, public transport authority and public transport agency support. While the first



two groups have demand for historical information, the latter actually generates the data. Supporting efficient rescheduling and a user-friendly interface to public transport information and publication supports that.

Business description

We are focusing on making an integrated multitouch product available for PTA's PTO's and urban planning. Supporting this concept with a net profit on hardware supplies and custom development targeting specific visualizations.

Business Lounges questions / Expectations

While independently invested, money is not a problem. We would like to get in contact with parties that complement their product portfolios with our framework or have solutions for our support demand.

Our support demand involves software, hardware and data availability.

1. Software support - While we have currently frameworks for iPhone and Android. It seems difficult to run our native module on Windows Phone 7 and

8. The problem is very specific: running native "unmanaged" C code alongside managed C#, while this is potentially small task it hasn't be solved due to the lack of professional developers beyond "my first nice interacting gui".

2. Hardware support - While the development of multitouch applications is quite in reach with cheap tablets, we are thinking a bit bigger. We will have a demand for "presenter screens" for example from Samsung. We are looking forward to get in touch with a preferred supplier, which would make such screen available if future screens would be acquired there.

3. Data availability - We would like to expand to the Germany currently focusing on the Aachen region near Maastricht. And for Belgium both Rail and general Transit in Wallonia (Data for Flanders including Brussels is available).



Participant number 12 – Open Huis App

Concept name: Open Huis App

Organisation name: 2CoolMonkeys

About

2CoolMonkeys, bestaande uit creatieve geesten en technisch specialisten, richt zich sinds 2008 op de wereld van de app en open data. We inspireren, creëren en vertalen uw behoeften en ideeën in apps voor smartphones en tablets. Daarnaast verzorgen we trainingen, workshops, doen onderzoek en leveren technische ondersteuning. Zo versterken we uw merk. 2CoolMonkeys heeft dit al succesvol gedaan voor bijvoorbeeld de Rijksoverheid, SDU, Kadaster, Rijkswaterstaat, IBM en Marktplaats/eBay.

2CoolMonkeys ontwikkeld sinds 2008 open data apps op maat. Deze app gebruikt dan ook data uit een aantal Open Data bronnen. Het kabinet moedigt Open Data apps aan, omdat deze leiden tot een minder complexe en een meer transparantere overheid. 2CoolMonkeys ontsluit Open Databronnen naar apps. Voorbeelden hiervan zijn de Rijksoverheid app, de Wijs op Reis app van het ministerie van Buitenlandse Zaken, de Noordzee Atlas van Rijkswaterstaat, de Grenspalen app van het Kadaster en de digitale loket app van de gemeente Utrecht.

team information:

Ons team bestaat uit data jockeys, map experts, marketers, app Ninja's

Concept description

In deze app vindt u statistische, demografische en basis gegevens over panden, ook de WOZ. Gebruik de app voordat u een huis koopt of huurt. Zo krijgt u een beter beeld van de omgeving waar u wellicht zult gaan wonen. Gebruik de app dus regelmatig voordat u besluit te gaan kijken bij een huis.

Bent u al de trotse bezitter van een mooi huis? Kijk dan snel wat het gemiddelde inkomen is in uw omgeving, in welk jaar uw huis is opgeleverd of wat er nou in dat pand aan de overkant van de straat zit? De Open Huis app geeft antwoord.

App URL

<https://itunes.apple.com/nl/app/open-huis-alles-over-wonen/id606992210?mt=8>

Target Group

Huis eigenaren, bouwbedrijven, hoveniers, zonnepaneel aanbieders, kadaster, marketers.

Business description

We leven in een tijd waarin transparantie van de overheid meer en meer de norm wordt. Steeds meer overheidsinstanties komen voor keuzes te staan: welke data maken we openbaar? Wat kan de burger ermee? En hoe kunnen we er voordeel uit behalen?

2CoolMonkeys -marktleider op het gebied van open data solutions-, helpt overheden met het succesvol implementeren van open data, om er zo het maximale uit te halen. Volgens ons kan dat op een zeer efficiënte en innovatieve manier: met de inzet van apps.

Mobiele applicaties zijn het ultieme middel om open data op gerichte en gedoseerde wijze te verspreiden. Met het BigData4Apps framework kunnen overheden hun data kwijt. 2CoolMonkeys zet deze gegevens om in een eenduidige component en maakt het zo toegankelijk voor app-ontwikkelaars, die het vervolgens via mobiele toepassingen aan de burger aanbieden.

Potentiële klanten: data aanbieders, zoals Kadaster, Arcgis en Navteq, App bouwers, System integrators.

Business modellen:

- Licentie
- Pay per use

Business Lounges questions / Expectations

2Coolmonkeys is looking for a funder.



Participant number 13 - Hoogenood

Concept name: Hoogenood

Organisation name: App-Vise

Contact person: Brian Vink

About

Brian Vink is engineer in Car-Technology and owns a Master Business Administration. He is co-Owner of App-vise developer of HogeNood.

Team information:

- Bastiaan Meindersma
- Hjalmar Duif
- Daan Geurts

Concept description

Hoogenood navigates to nearest public restroom and the reward and rating system is for improving these restrooms. We make use of both open datasets (locations of toilets in Amsterdam) as our own.

App URL

www.hoogenood.nl

Target Group

Everyone who is in need of a toilet, but with a focus on the people with disabilities and woman with children.

Business description

Our business idea is providing the people with a free application. We offer advertisements that are location based, especially for the owner of the toilet or the products that are used in the toilet. And besides we want to sell the rating data because we have a very rich dataset about toilet ratings.

Business Lounges questions / Expectations

We could use more data. We have contacts with almost every governance in the Netherlands but we want them all. And we also want to go international. But the datasets are not available.

To come in contact with people who are also struggling to gain datasets abroad.



Participant number 14 – City Navigator

Concept name: City Navigator

Organisation name:

Contact person: Tuukka Hastrup

About

Tuukka is currently a Code4Europe Fellow working with Helsinki Region Transport HSL for year 2013 to develop an open navigator solution for public transport passengers. Before this, he was a developer at Mobile Wellness Solutions Oy that was spun off from Nokia. Earlier, he researched Open Data technologies at universities in Finland and Ireland and was a founder of the I consulting company Seravo Oy.

Team information:

The project was initiated by HSL and Tuukka. Currently, the app is developed in the open by the following contributors:

- Juha Yrjölä (Code4Europe Fellow, City of Helsinki)
- Olli Aro (Code4Europe Fellow, Transport for Greater Manchester)
- Erno Mäkinen (University of Tampere)
- Juha Järvi (founder of BusFaster Oy)

BusFaster Oy is a startup company founded in 2011 that develops the technology used by HSL in its advanced products for journey planning. BusFaster provides the team with this solution and its further development.

Concept description

City Navigator is like a car GPS navigator but for public transport passengers. It is a next-generation mobile HTML5 journey planner and navigation application for on-the-go use. It leverages a wide selection of Open Data sources and works on most mobile platforms including iPhone and Android. It is straightforward to deploy in new cities. One of its goals is to take the unpredictability away from public transportation and make it more accessible. It won the Best use of real-time data category at CitySDK: Routes to the Future Innovation Challenge.

All the data sources are Open Data and include the OpenStreetMap street network and points of interest, transport authorities' timetables and accessibility information in GTFS format, real-time vehicle locations, cities' service locations from regional directories.

App URL

<http://dev.hsl.fi/fe2013/>



Target Group

Currently, we target public transport passengers who desire effortless guidance similar to that from a car navigator but on their public transport journeys, and who can access our app in their smart phone browsers on the go. We offer the app for the Manchester, Helsinki and Tampere regions but it's easy to expand to e.g. Berlin and New York. BusFaster's technologies enable operation without a mobile data connection, making foreign tourists one interesting target group.

Business description

Our main business idea is to productize the technologies embodied in our app for businesses and authorities that would benefit from including these features in their offerings. An alternative would be to expand our app out into one of the lucrative categories where our technologies could provide leverage either by making our app the app that people use when they are on the move in the city, or by removing a barrier from actions that require going to new places.

Our competitive advantage is our head start. We have implemented client-side and offline routing technologies based on Open Data that provide a leap in the state of the art, and we have gained skills that allow us to continue out-innovating the competitors. Our app demonstrates the end-to-end solution, and openness and transparency help us become a de-facto standard and build a strong brand.

Business Lounges questions / Expectations

We need business support to find and validate a feasible model for launching the app scalable in foreign regions. Also, we have to find likely customers and understand how to provide them with what they need.

We expect to get contacts that can potentially:

- Open new types of data or in new regions,
- Help us in finding our customers,
- Provide us a channel for offering our products, or
- Help us in finding our funding.

We look forward to ideas, discussion and critique regarding a feasible business model including promising markets and how to enter them. How would we productize this for transport authorities? How would we productize this for app businesses? Could we find a reliable business model for local search?



Participant number 15 – PAC-Manchester

Concept name: PAC-Manchester

Organisation name:

Contact person: Lloyd Henning

About

University of Manchester Computer Science graduate, now co-founder of Foxdog Studios, a software consultancy. Experienced and interested in location tracking, vision tasks and machine learning.

team information:

Peter Sutton: another University of Manchester Computer Science graduate and co-founder of Foxdog Studios.

Concept description

PAC-MAN where the level is Manchester's road network and the buses are the ghosts. The app was one of the winners of the CitySDK: Routes to the Future Innovation Challenge in Manchester

The goal is to travel around the level collecting pick-ups while avoiding the buses. We generate the level from bus route data and the movement of the buses/ghosts comes from bus timetable data.

The datasets used are:

- Greater Manchester Bus Routes

(<http://www.infotrafford.org.uk/custom/resources/BusRoutesKMZformat.zip>)

- Public Transport Schedules

(<http://store.datagm.org.uk/sets/tfgm/tfgmgtfs.zip>)

The game is optimized for mobile web browsers, making it playable on the go (even on a bus).

Next steps involve:

- Adding multiplayer;
- Incorporating the user's current location (could be used to also provide bus locations);
- Improve design.

App URL

<http://foxdogstudios.com/pac-manchester.html>

Target Group



Manchester students who make use of the bus service from the student village in Fallowfield to the city campus, the travel time is around 20 minutes, which suits this type of application well.

In the future we would aim to be able to use data from other cities to create levels for them.

Business description

Using the user's location data to track where buses are. A game is a great way to get a user to interact with their phone and we can use this interaction to collect anonymous data about where they are.

Conceptually a user would state which bus service they were on, then using their device's location data, we can track the bus and sell real-time bus location data to transport service providers.

Business Lounges questions / Expectations

Business and marketing. We are nerds who know how to build things, but have little experience putting a product in a user's hands.

We need to get a business perspective on the viability our idea, and hoop to meet people who have experience with selling/licensing data.



Participant number 16 – Go Board

Concept name: Go Board

Organisation name:

Contact person: James Rutherford

About

Background in videogames, then 10 years as a freelance web developer (back and front, with some design).

In 2011, was accepted onto The Difference Engine, one of the UK's first startup accelerator schemes, to develop weddingtales.co.uk

Took part in three hack events in the last year. Each time, teams took top tier prizes, collecting a total of £23,600 in awards and agreed further development funding so far (adayofhope, Data Crossfader, Go Board). Mentor for Culture Shift for its first run in Zimbabwe (2013) Runs the @designinterest local community event. Launching a data hack event in Newcastle.

team information:

Ashleigh - scientist, statistician, data lover.

James - developer, creative technologist, data fighter.

Concept description

One of the winners of the CitySDK: Routes to the Future Innovation Challenge in Manchester ["Best use of CitySDK"].

Go Board gives commuters a relevant and engaging mix of local content and service news - to make a transport app that people will return to. Go Board combines a community notice board (user contributed) and transport information (CitySDK). We also pull in other relevant third-party hyper local information and local authority information if it adds value.

App URL

<http://iodatalabs.com/appsforeurope/goboard>

Target Group

Smartphone users who travel by public transport - mostly commute demographic. We have ambition to help people discover things of interest within easy transport reach, which would add leisure demographics.

Business description

The app offers a number of opportunities for monetization, having both a



strong local focus and a smart phone using demographic. Obvious vectors include local advertising / coupons and sponsored content, investment from transport services for branding, etc.

Business Lounges questions / Expectations

We hope we might meet people from local authorities, transport organizations and data providers, to help us most effectively bring the app to a willing user base. And, we are interested in investment opportunities.

Transport organizations: We'd like to collaborate on realizing a transport app that people will love to use.

Data providers (particularly those with a local focus): We'd like to give your content an audience.

Marketing: We'd like innovative ways to bring our app to its market.



Participant number 17 – De Nederlandse Wet

Concept name: De Nederlandse Wet

Organisation name:

Contact person: Maarten Trompper

About

Co-founder of Black Envelope Development with Willem whom I've met in 2011 while working at TOPdesk. Has been making apps for Android ever since. Studies Artificial Intelligence in Utrecht.

Concept description

De Nederlandse Wet is an app that uses a government API to download and display Dutch legislation texts

App URL

<https://play.google.com/store/apps/details?id=net.blackenvelope.nederlandsewet>

Target Group

Legal students and professionals

Business description

The app itself can be downloaded for free. At first, the user gets five free downloads. After using up these free downloads the user can purchase single texts (€ 0,79 apiece) or subscribe (€ 3,99 a month) to get unlimited downloads.

The legal texts are automatically updated; don't know whether this functionality should be available only for paying customers.

Business Lounges questions / Expectations

We need help defining a fitting business model

Participant number 18 – i-Kringloop

Concept name: i-Kringloop

Organisation name: Tapp

Contact person: Tom van Arman

About

Tom van Arman is an architect specializing in urban planning, sustainability, reuse, transportation and infrastructure. Since the introduction of smart phones Tom has been pushing the scope of the profession to include mobile technology and data in design.

In 2010 he founded Tapp: an interdisciplinary collaboration of designers, developers, and programmers to provide smarter tools for today's digital society. He works with companies, organizations, agencies and municipalities to provide a unique win-win approach to solve real world problems.

Team information

- Dr. Thomas Adelaar develops and operationalizes strategies and programs that result in visible behavioral changes among employees and customers and increase a company's bottom line. He currently markets a mobile app which enables citizens to give unwanted items and belonging a new life by exchanging them with others or charities. He works on projects that deploys online tools, social media and apps to increase market transparency, engage customers around sustainable products and and improve a companies ROI. Thomas is co-founder of iKringloop.

- Bas Römgens is an architect and urban planner. Sustainable architecture, healthy cities and urban agriculture are the most important themes in his design, research and lectures. Bas is a co-founder of iKringloop responsible for concept development, strategy and quality control.

Concept description

The iKringloop app enables peer-to-peer exchanges of unwanted belongings. In three steps users can share and exchange their items with their neighbors or local charity shops. To facilitate faster pickup we automatically share the posted items directly with charities, thrift stores and specialized collectors and recyclers.

User can exchange items by taking a photo, giving a category & condition and making it visible for other app users and social media. If the items are not exchanged within 99 hours the app allows you to register the item



for fast and safe removal with their local municipality or commercial recyclers.

The app uses enriched data sets to locate organizations, agencies, and municipalities to remove second hand goods safely and sustainably. Most importantly the app provides new location-based and user data to help waste managers and city planners target their communication campaigns at actual reuse and recycling behavior. Ikringloop app provides a win-win model to benefit citizens, private companies, municipalities and environment.

App URL

<http://iKringloop.com>

Target Group

- Consumers that conserve, recycle and use environmentally friendly products and services.
- Females with families who are motivated by their personal health and wellness.
- Urban residents aged 25-40 who are sensitive to (green) trends, are heavy mobile users and want to do good which shouldn't cost effort.
- Municipalities to sell subscriptions to our app to connect it to the local waste collection systems.

Business description

We develop incentives for thrift stores to use our app and promote liquidity of the platform. We compete with Freecycle, Marktplaats, eBay, Yerdle, usesold.com, ikgeefweg.nl.

At the moment our business plan is based on subscriptions of the app for interest groups such as municipality of Amsterdam our first customer. Local municipalities can subscribe to the app services to provide new communication channels to help mandates on recycling targets offering faster more effective removal of bulky waste. Companies and collection agencies can subscribe for exclusive access to specific categories or areas. That app currently reserves customizable banner space for specific parties to advertise their relevant product or service.

Funding sought: 500,000 USD for enhanced development and expansion in the UK, Germany, France, US and Canada.

Business Lounges questions / Expectations

We are really enthusiastic about our product and look forward to meet with experts, angel investors and growth accelerators that share our enthusiasm for smart sustainable solutions to real world problems. We think that iKringloop is the smart way to collect and exchange second hand goods. We want to find a partner that helps us reach our goal as the



global platform.

Until now, iKringloop has been developed with personal finances and our launching customer the city of Amsterdam in the Netherlands. We plan to market iKringloop on a European scale starting with the UK, Germany and France. We seek extra funding for the development and marketing of the app to increase active placements for free items.

Support with marketing and communication from local governments will help us not only improve the environment but cities can also save money with less waste produced for processing.

Additional funds will also help broaden the exchange system partners and collection agencies helping us reach the goal of making iKringloop a safer and sustainable alternative to "throwing away".



Participant number 21 – Digiloket Onderwijs

Concept name: Digiloket Onderwijs

Organisation name: Centron

Contact person: Jeroen Schutz

About

Centron (Centre for Online Research) was founded in 2008 and specializes in online research and (big) data publishing. The company is active for a large variety of customers, including the Dutch Tax Authorities (Belastingdienst), healthcare organizations, National Geographic and, for example, political parties such as PvdA (Social Democratic Party) but also MTV Networks (Child/Youth Research). Centron has access to its own (proprietary) panels and has access to panels throughout Europe.

Team information:

Jeroen Schutz - Founder & Managing partner

Camillus op het Veld - Managing partner

Simon Deurloo - CTO

Silvia Yigit - Sr. programmer

Nicole van den Broek - Sr. Researcher

Levi Schutz - Jr. Programmer (part-time)

Matthijs Wolzak - Jr. Programmer

Loukie Levert - Consultant Education & Culture

Concept description

An online tool to inform 'the public' about all educational establishments/institutions throughout the Netherlands, varying from elementary schools to universities. The tool consists of basic information such as address details but also quality indicators (inspection data, data from the Ministry of Education etc), combined with parent satisfaction surveys and 'reviews' that we carry out ourselves as an 'add on' to the data. It allows parents and students to find schools and to compare those and see reviews from others.

Schools have free access to their own school data and can add text/pictures to promote their school, free of charge. (incl. streaming media, Facebook URL's etc) Centron will also be launching the tool in other countries (Germany, UK, France and Belgium will be launched in the coming 6 to 12 months). First contacts have been made also in Turkey. Main target is not only to become THE public content provider for school and education information in the EU but we also aim to, through our standardized 'parent satisfaction' surveys, collect data from parents in a uniform manner and to build a large database to compare school data



from other EU countries.

Our goal is also to develop tools for improving the communication between schools, students and parents.

App URL

www.scholenkeuze.nl

Target Group

Our target group consists of parents and students who need information about schools and about education in general.

Business description

Gathering (open) data and giving these data back to the public in a manner that each and every person understands this data and thus helps them to make the right choice.

Our idea is not limited to education tools only! A new company (datarepublic.com) is being launched in August 2013 to cover (and isolate) our new activities. We already have some (paying) customers (municipalities) who pay us to incorporate our tool in their community website so they can adequately inform their citizens and start 'talking' to their citizens online.

Business Lounges questions / Expectations

We are in need of assistance to help us grow in terms of staff (technical, sales and social media) but also seeking co-operation with other (relevant) parties. We also require funding to support Marketing, Communication and research activities (exploratory). Besides the above, we also require funding (and knowledge) to set up a Board of Supervisors (politicians, experienced entrepreneurs etc) and start a network for collaboration with Universities and (local) governments lobby.