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SharePSI Lisbon WS

Session: Open Data Startups: Catalyzing open data demand for commercial usage

[14:00-15:10, 2014-12-03, Lisbon, LNEC, Auditório]

25 (+ 3 facilitators + 1 scribe) people attended.

ODI Startups programme - Elpida & Amanda

- 16 startups supported
- Catalyze open data culture with startups (Identifying areas of business innovation with open data, hands-on experience on the business challenges when using open data)
- Sustain innovation with open data (moving beyond challenges and hackathons)
- Combine social ventures with startup mentality (dynamic, innovation-focused, scalable)
- Supporting startups as well as learning from them
- Developing an open data infrastructure
    - Creating new open datasets (e.g. transforming PDF files into machine-readable formats)
    - Cleaning datasets, updating them through crowdsourcing
    - Developing open source tools to analyse/visualise available open data
- Reusing open government data
    - Identifying efficiencies in the public sector
    - Locating delays in public sector activities (e.g. tender procedure)
- All the companies work together
- Examples of successful companies
    - OpenCorporates
    - Spend Network – analysing public procurement data
    - Mastodon C – big data and open data analytics
    - Open Utility – open marketplace for utilities
- ODINE will launch Spring 2015. Details will be made available on the twitter account and website.

Examples from Gijon - Martin

- The case of Gijon (250 000 inhabitants)
- Data published but not reused, the city council + CTIC organized couple of hackathons:
    - Formed the Open Data Lab (incubator): http://www.fundacionctic.org/odlabgijon/
    - 3 most successful applications were awarded with a place in the incubator:
    - 3 startups arose from this programme, but after a year only one application is still

Only few people is aware of open data and the reuse possibilities/opportunities – more startup oriented activities needed working properly.

Attendees

- 2x Lisbon municipality
- Pekka – Forum Virium Helsinki
- Heike – Bristol City Council
- Paul Suijkerbuijk - Dutch Open Data portal (Dutch Min. of Interior)
- Min. of Finance of the Czech Republic
- José Luis – University of Canarian Islands
- Ministry of Economy, Portugal
- 2x Instituto Pedro Nunes
- Ministry of public Administration, Croatia
- Lisbon City Council
- 2x Private company from Croatia
- Public sector, hospital
- National Register, Portugal
- Open Data community of Slovakia and the EEA company
- Austrian ministry – IT branch (shared services)
- Portuguese Medicine Agency
- Ministry of Interior of the Czech Republic
- Zabala innovation company
- Harris – University of Aegean
- André – AMA
- Private company, Portugal
- Institute for Social Security, Portugal

Q: on ODI training

- Companies can ask for what training they need and it can be customized
- Making contacts between startups and existing companies (successful graduated companies of the ODI open data startup programme)
- Supported businesses (themes) - as follows:

Open Data Infrastructure	Open Data Soft, Data Press
Energy & Environment	Demand Logic, Carbon Culture, Open Utility
Finance/Economy	OpenCorporates, Spend Network, OpenBankProject
Smart Cities	Resurgence, OpenSensors.io, 3D Repo, TransportAPI
Education	I can make
Other	Pesky People, Provenance, Mastodon C

- Many companies have strong social focus
    - Miguel: Social impact itself might not be enough to make a business sustainable

Q: Are all of the ODI start ups from the UK?

Most are, but OpenDataSoft is from Paris

FINODEX – open to any project from Europe

Q: Are open data startups different to regular ones?

Amanda: No. But most of the start-ups were already successful businesses beforehand and then applied open data to their businesses.

Q: How is this handled in Greece?

Harris – most of the data on Engage infrastructure is from the public sector, however a few datasets from private developers

Sustainability of open data business

- Instituto Pedro Nunes – strong business model is needed
- You cannot find many OGD oriented companies in Portugal because of the weak data supply. Government agencies use exclusive contracts – it blocs OGD business
- Standards might be in place but if you have to always go and negotiate with the local agencies, it blocs applicability of a business in other countries

Availability of data about government agencies and the quality of service in Slovakia enabled 10 companies to provide services on this data.

Do we need governments to launch their incubator programme?

- MF CR – no money from the government is needed in the Czech Republic
    - How to encourage reuse? – Amanda: use successful companies as an example
- MV CR – larger marketplace makes more opportunities for startups

Should organization that provide incubator programmes using a public funding have a stake in the funded startups?

- No, if the organisation / body supporting the start-up receive any public funding then the funding organization should have no stake in the funded supported companies.

Open Data Incubators

- **What X is the thing that should be done to publish or reuse PSI?**
  Open data incubators are one of the ways publication and reuse of PSI can be facilitated. Startups are important part of the Open Data ecosystem. Support to this part of the

ecosystem (demand) might also have a positive impact on the support side because stronger demand for PSI might be a driver for making data available for reuse.
(Not every reuse of PSI is necessarily profit oriented. Some of the companies supported by the ODI programme have a strong social impact. Therefore open data startups might require different approach that regular startups.)6
Open data startups might be supported by the public funding. However in such case funders should not have stakes in the supported companies. In general there is no consensus about whether the support to the open data startups should be publicly funded.

- **Why does X facilitate the publication or reuse of PSI?**
  Open data business incubators facilitate the publication or reuse of PSI by supporting companies that reuse PSI. Supported companies are motivated to reuse the published data and turn them into valuable services. Besides this more companies reusing PSI means stronger pressure on the governments to publish data. Therefore the Open data incubators might not only support reuse of PSI but it can also facilitate the PSI publication.
  Open data incubators are also a useful vehicle to facilitate the scaling up of open data companies across Europe. They can guide policy on the matter and facilitate best publication practices across the EU.
- **How can one achieve X and how can you measure or test it?**
  - At the ODI startups impact is measured against the following metrics
    - the number of contracts
    - number of staff?
    - value unlocked by open data interventions
  - Taxes going back to the public sector from the supported companies
  - Number of apps that integrate API/data
  - Mergers of the startups with bigger companies – successful startups become an interesting investment option for larger companies

SharePSI questions:

1. **What** X is the thing that should be done to publish and reuse PSI?
   a. publish open data with clear licenses
   b. work with established businesses to help them understand the value of open data
   c. connect organisations with developers, citizens, etc
   d. highlight successes of start-ups and businesses using open data to assist others in helping their organisations understand the true benefits of data
   e. promote best practice for data harmonisation across europe and can scale up..
2. **Why** does X facilitate the publication or reuse of PSI?
   a. facilitate wider use - particularly across european borders
   b. understand value, pivot their direction, change business plans, encourage reuse / creation of their own data
   c. leads to opening up of datasets, understanding true demand, solving problems
   d. creates an evidence base, allows for friendly competition, etc.
3. **How** can one achieve X and how can you measure or test it measured?
   a. use open data certificates as a guide! get everyone to use the same licenses?
   b. train businesses? encourage them to become ODI members?

c. run meetups, hackathons, events, start online communities, set problems for people to solve?
d. work closely with them, measure factors of ‘success’ (number of contracts, number of staff, value unlocked, re-sale value)