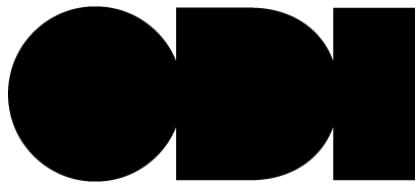


Learnings from Open Data INcubator for Europe (ODINE)

opendataincubator.eu/iodc/
[@odincubator](https://twitter.com/odincubator)

- [Pencho Kuzev](#) KAS - [Konrad Adenauer Stiftung](#),
- [Alexander Pankratov](#) - [implisense](#) (ODINE company),
- [Michael Binzen](#) - [Open Data Deutsche Bahn](#),
- audience [Julian Tait](#) (external evaluator) and ODINE companies, moderator [walter @OKFDE](#)



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KNOWLEDGE
GERMANY

UNIVERSITY OF
Southampton



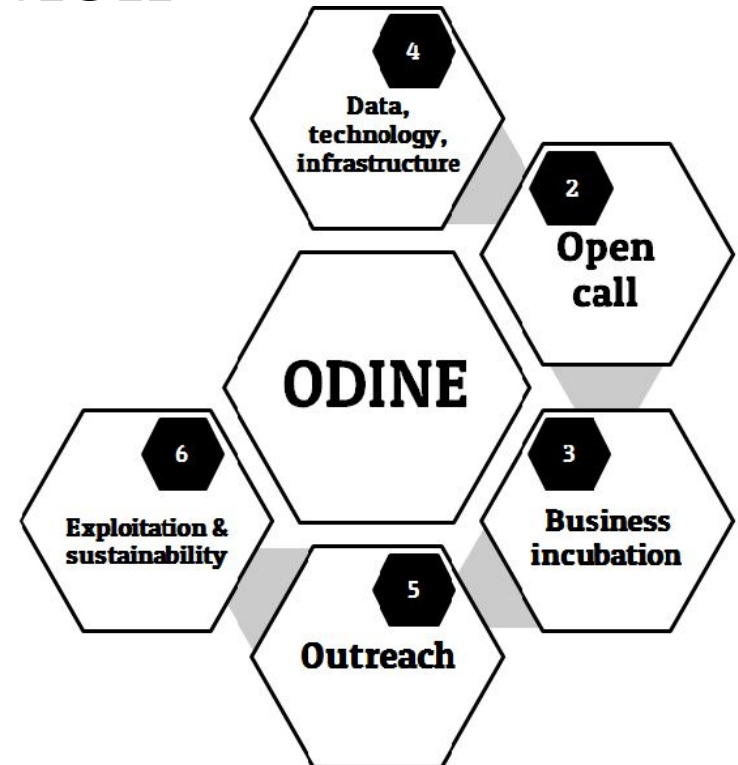
PART OF
Telefonica OPEN FUTURE.



theguardian

Outline of the presentation

- The incubator
- Journey so far
- Lessons learnt
- Ecosystem, partners & cooperations
- TL;DR
- great , unique programme
(ask the companies)
- Ecosystem, ecosystem, ecosystem (civil societa, companies, govts)



Goal of ODINE:

**establish an industry-focused
ecosystem of open data
startups and SMEs in Europe**

Funding for EU SMEs

- **Projects of 6 months**
- **Accelerate business ideas centred around Open Data**

**€5.5M
total**

**Up to
€100K per
project**



How we evaluate

- **Process**
 - Two external experts
 - Shortlisted applicants invited to online interview (20 minutes)
 - Feedback for all applications
 - Notifications within one month from submission
- **Criteria**
 - **Idea**
 - Strength and novelty of the idea
 - Usage and/or creation of open data
 - **Impact**
 - Value proposition and potential scale
 - Market opportunity and timing
 - Triple bottom line impact (social, environmental, economic)
 - **Team and budget**
 - Knowledge and skills of the team
 - Capacity to realize the idea
 - Appropriateness of the budget to realize the idea

Criteria - Triple impact

- **Social**
- **Environmental**
- **Economic**

aka People, Planet, Profit.

**Open data at its core,
use, re-use, contribution**

Services

Tracking



- Mechanism for performance measurement
- Progress reports, Biweekly briefings and Milestone reviews

Training & Advice



- Personalised training and advice
- Open data training provided by ODINE consortium and partners

Mentorship



- Experienced mentors that support their development
- Curated personalised matchmaking

Networking



- Consortium will facilitate networking via the ODI Summit and the EDF, online networking and peer paring activities

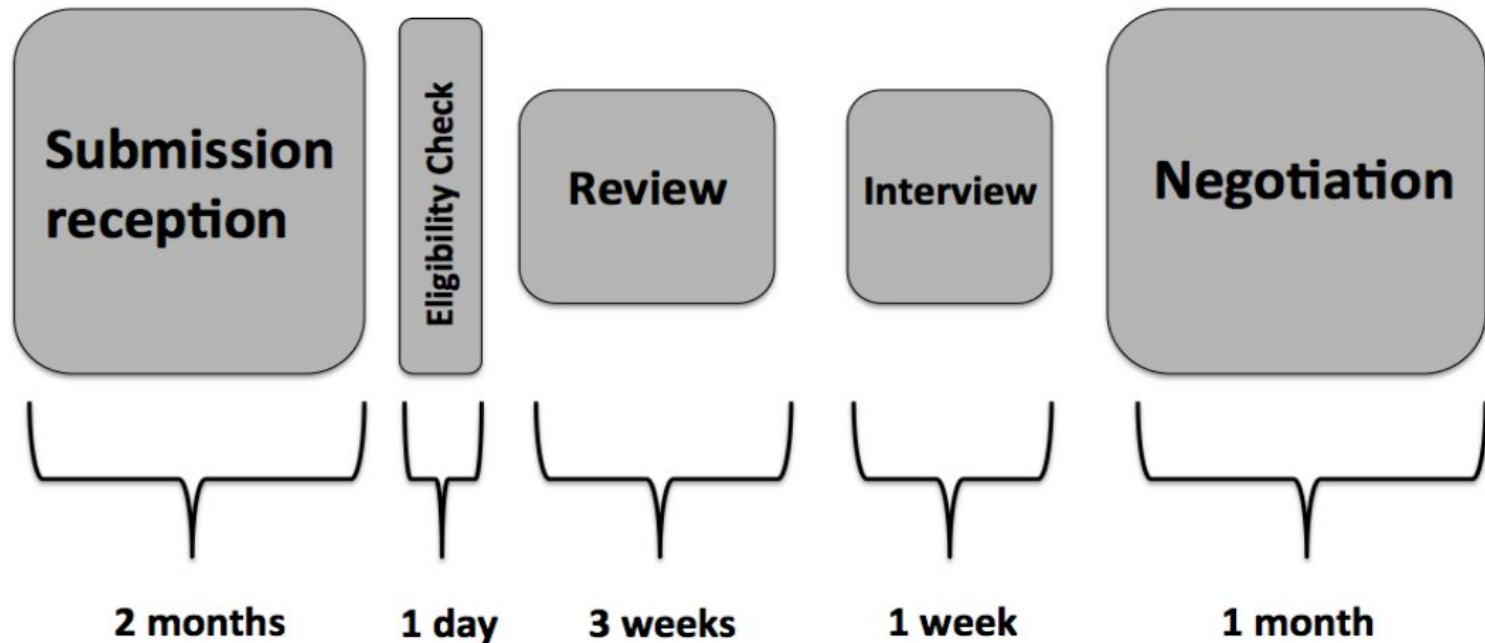
Others



- Global footprint via Internationalisation
- Offers/perks from various industry partners
- Space at a cost

8 rounds (May 15 -> Sept 16)





Anatomy of an evaluation round

Journey so far

Incubator

Journey so far

Lessons learnt

Partners & cooperation

KPIs as of September 2016

(4 out of 8 rounds completed, call over)

Number of companies incubated	Sales, efficiencies, additional investment
Number of people employed by ODINE companies	Countries represented in the incubator

48 Companies	€6.7M Impact
223 Jobs	16 Countries



opencorporates



FARM DOG



DataPress



·P·R·O·V·E·N·A·N·C·E·



48 Companies	€6.7M Impact
223 Jobs	16 Countries



Examples of companies



City Tree by Green City Solutions

How open data
can provide a
USP and help
scaling up







Open Data Used



Weather



Air Quality



Climate



Traffic



**City GML
3D models**



**Data
Generatio
n**



Analysis:



- ✓ **Air flow**
- ✓ **City
Climate**
- ✓ **Air
Quality**
- ✓ **Local
Climate
Health
Impact**



Data Output



**Real-time
City
Climate**

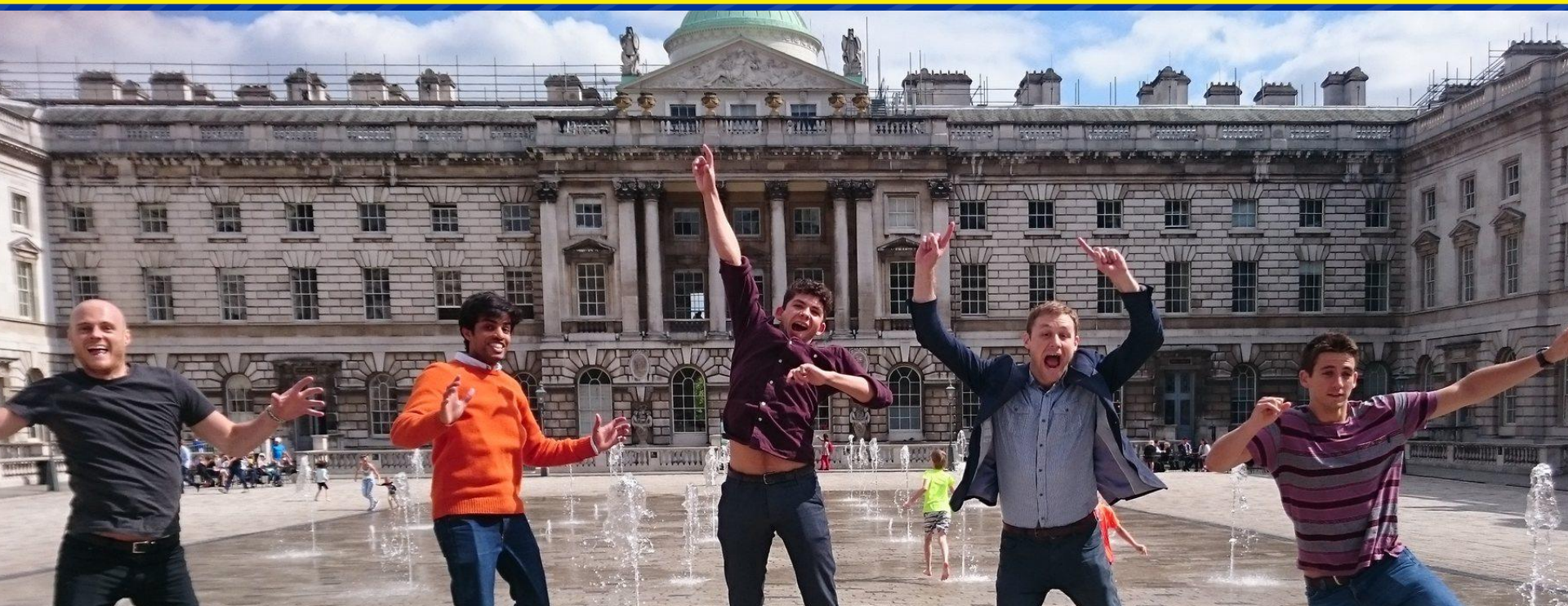
**Open Data
Set**



**AirCare
Interface**







Open Active by Imin

How a startup can make their sector release more open data

Travel



Wellness



OPENACTIVE

[Home](#)

[Advocacy](#)

[Open My Data](#)

[Use Data](#)

[W3C](#)

[Pioneers](#)

[Join](#)

LET'S GET MOVING. TOGETHER.

A CAMPAIGN FOR PHYSICAL ACTIVITY.

[JOIN](#)

[OPEN MY DATA](#)

[LEARN MORE](#)

PIONEERS

37

SUPPORTING THE MOVEMENT

IMPLEMENTORS

16

BUILDING AGAINST THE SPEC

LIVE

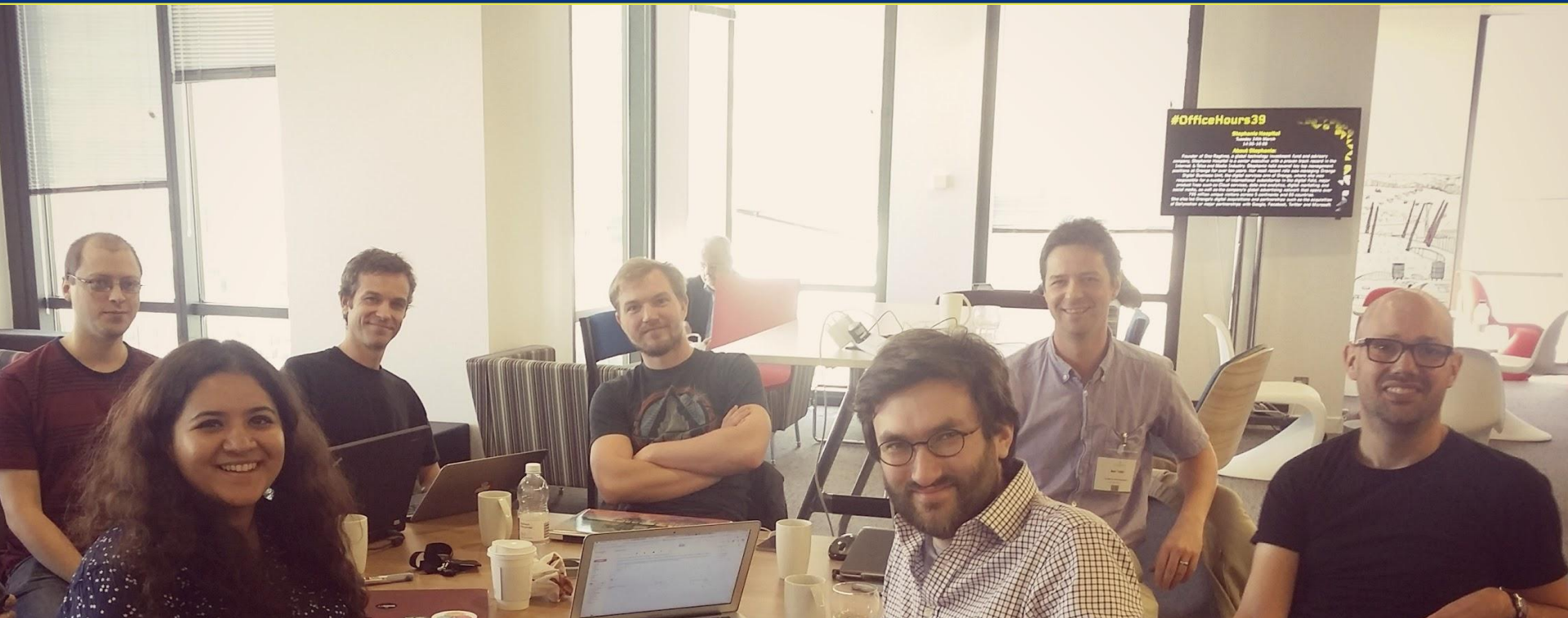
2

PUBLISHING DATA

OPENACTIVE



Supported by the Open Data Institute



Open Gazettes by Open Corporates

How can an open data project add value for an existing successful business

opencorporates

The world's largest open database of company information

OpenGazettes

The latest project of OpenCorporates, OpenGazettes.com is de-siloing government gazettes for greater insight into the life and activities of companies in the EU public purpose, by making them discoverable, searchable, browseable across multiple countries.

User metrics



Customers



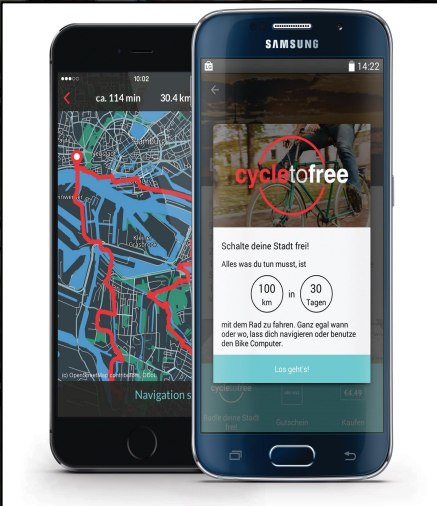
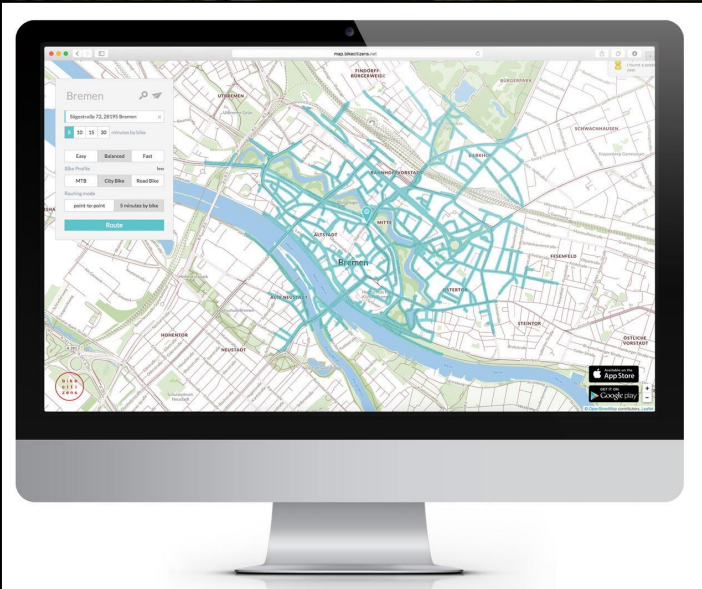
Featured in






Bike Citizens


How building a strong community drives funding






[INVESTMENTCHANCEN](#)
[CROWDFUNDING](#)
[ÜBER UNS](#)
[FAQ](#)
[LOGIN](#)

📍 Bike Citizens - Auf zu neuen Wegen!



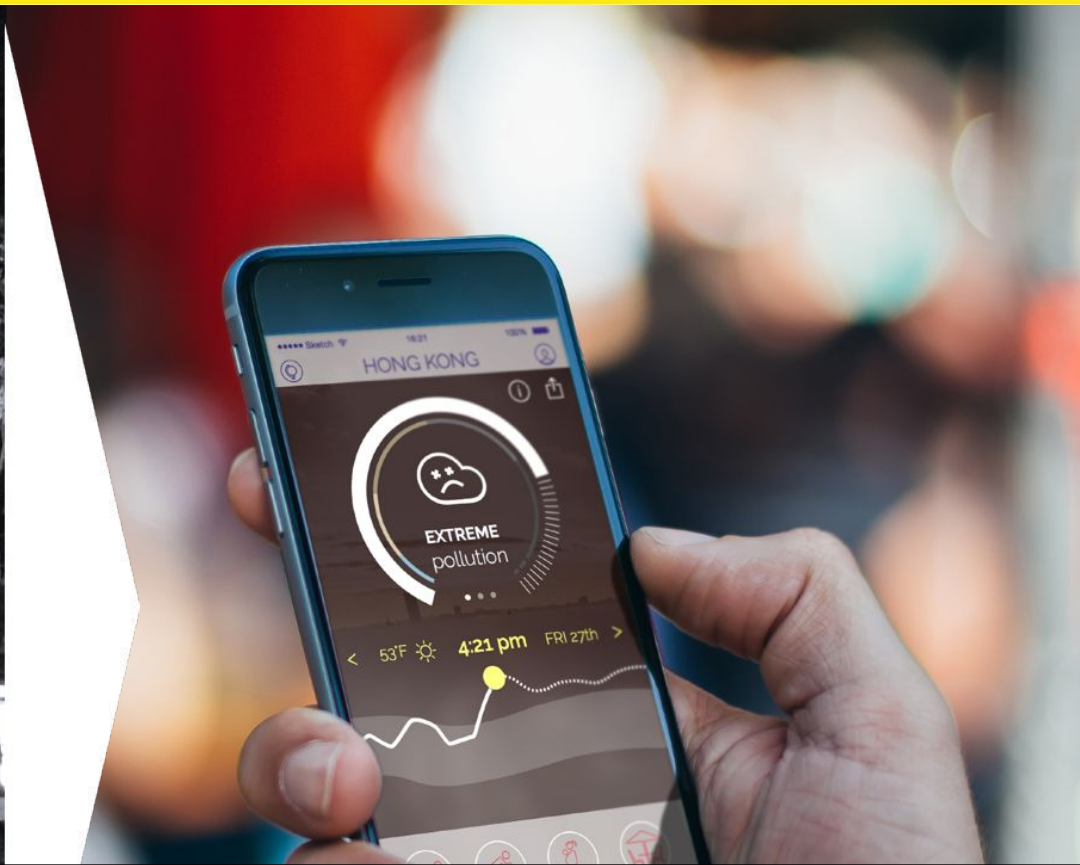


FUNDINGLEVEL 215%

INVESTIERT 107.750 € **VERFÜGBAR**

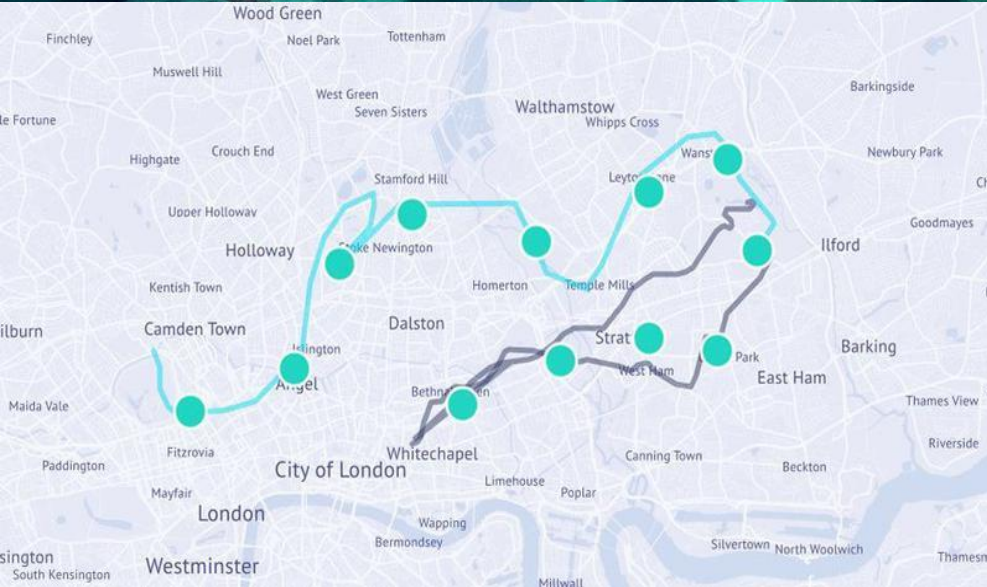
Investoren 131
 Fundingschwelle 50.000 €
 Fundinglimit 250.000 €

Erfolgreich finanziert!



Pigeon Air Patrol by Plume Labs

How can media coverage build traction for beta testing



PIGEOON AIR PATROL

BRIEF
Plume Labs technology helps live responses to air pollution. In a city where 10,000 people die from poor measures of air pollution, the challenge was getting Londoners to engage with this invisible problem in a way that was impossible to ignore.

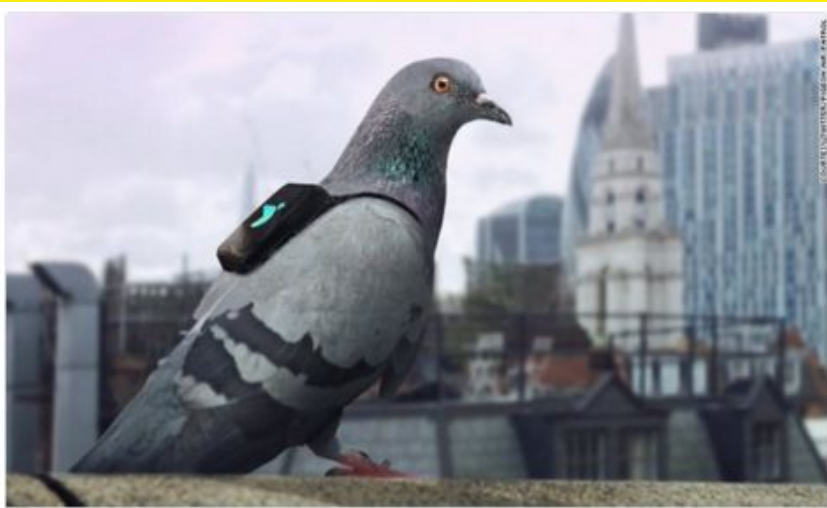
RESPONSE
The Pigeon Air Patrol became the world's first flock of pigeons monitoring air quality data in real time. Anyone wearing @PigeonAir receives instant, localized updates on their pigeon wearing ultra-light gear.

RESULTS
2000+ NEW SPOTS GLOBALLY
667+ MILLION IMPRESSIONS
93% OF THOSE ENGAGED SAID THEY'VE CARED MORE ABOUT AIR POLLUTION

MONITORED POLLUTANTS: OZONE, NITROGEN DIOXIDE, VOLATILE COMPOUNDS

High Pollution Alert: High pollution in #Camden? Stay safe: pigeonairpatrol.com/#PigeonAir

JOIN THE AIR PATROL



CNN @CNN

Follow

Meet London's Pigeon Air Patrol, a flock of birds that tracks air pollution cnn.it/1Msln1G

10:31 PM - 19 Mar 2016

791 905

THE WALL STREET JOURNAL
WSJ

TIME

Forbes

FORTUNE

The New York Times

TC
TechCrunch

VentureBeat

THE VERGE

TNW
THE NEXT WEB

WIRED



POLLUTION MAKES
YOU AGE 10%
FASTER

Don't ruin my good looks.
Or yours.



MOBILE



MAIN AIR
POLLUTANTS



COMFORT



REAL-TIME
FEEDBACK





iBeacon Living Lab by Glimworm

**How open IoT
infrastructures
can generate
ROI for a city**

IoT Living Lab

the gateway to an IoT economy

Accelerate emerging IoT innovations for Smart Citizen Solutions



- Mobility & Logistics
- Tourism, Culture & Education
- Environment & Quality of life
- Health & Wellbeing
- Commerce & Fintech
- Crowdsourcing & Citizen engagement
- Publishing & Media
- Retail & Advertising

Take the next step towards an IoT Economy
 visit: iotlivinglab.com



48 companies & projects

See the list at:

<https://opendataincubator.eu/companies/>

Also ask the one present at IODC16 openoil,
askhelmut, opengazette, urbandataanalytics,
enviroment systems,

(sorry we are running short on time)

What worked well

- **Agile** services and processes
- **Open** by default - for running the incubator (tools, info ...)
- Assigned **ODINE advisor** as first point of contact
- **Bespoke support** to meet individual needs
- **Human** interaction
- Good balance of **commitment vs freedom**

Events

>80

Objectives

- Promoting the call
- Presenting incubated companies
- Fostering the EU open data ecosystem



14:15	Thingdir Usman Haque & Mobein Khawaja
14:30	Pikhaya Gavin Chait
14:45	ViziCities Robin Hawkes
15:00	Break
15:30	Spend Network Ian Makgill & Helen McNally
15:45	BikeCitizens Lukas Kulhanek & Mihai Ghete
16:00	Sickly Jeremy Mabbitt

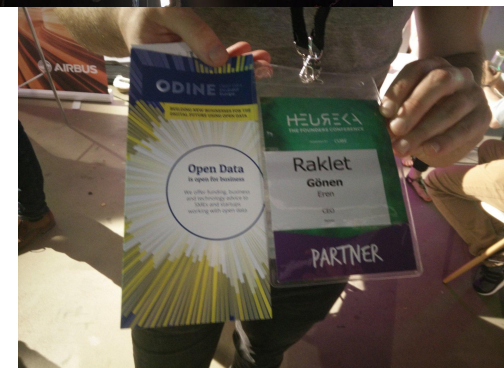
#ODISummit

Events

**pioneers, startup camp, CEBIT,
re-publica, CCC, open data day, PDF, heureka,
startup OLE, south summit, 4FYN ...**

**opentech, EU startups conference, future
everything, semantics conf, open belgium ...**

**ODI Summit, Berlin events
EDF 2015 & 2016, www2015 infoday**



theguardian

Open data economy

27 independent articles
published

ODINE partner zone

40 ODINE related articles
including winners profiles,
partner interviews and
programme announcements.



Opportunities for improvement & challenges for the call itself

- **No awareness using open data**
- **Not applying because “afraid” of EU - projects paperwork**
- **Variety of quality from the proposals**

Opportunities for improvement

- **Format to track progress was admin-intense**
- **Keep track of progress remotely felt impersonal**
- **Spotting gaps in companies' technical knowledge was hard**
 - **Brought in mentors to do technology 'health checks'**

Challenges

- **Run virtual incubation** rather than in-house
- **Optimise the fixed acceleration length**
- **Support scalability** in a short timeframe
- **Access to qualitative data**
- **Accommodate very diverse needs** (verticals, stages, ..)
- **Startup lessons from FINODEX** by Alberto Abella
@aabella will be at his **blog** <http://governamos.com>

Lessons learnt

Incubator

Journey so far

Lessons learnt

Being funded by ODINE provided
credibility and opens lots of doors

The focus on **open data** was a **USP**
for ODINE incubator

Sales cycle with some customers is longer due to lack of **trust**

Peer-to-peer support is challenging
given that companies operate in
different sectors and markets

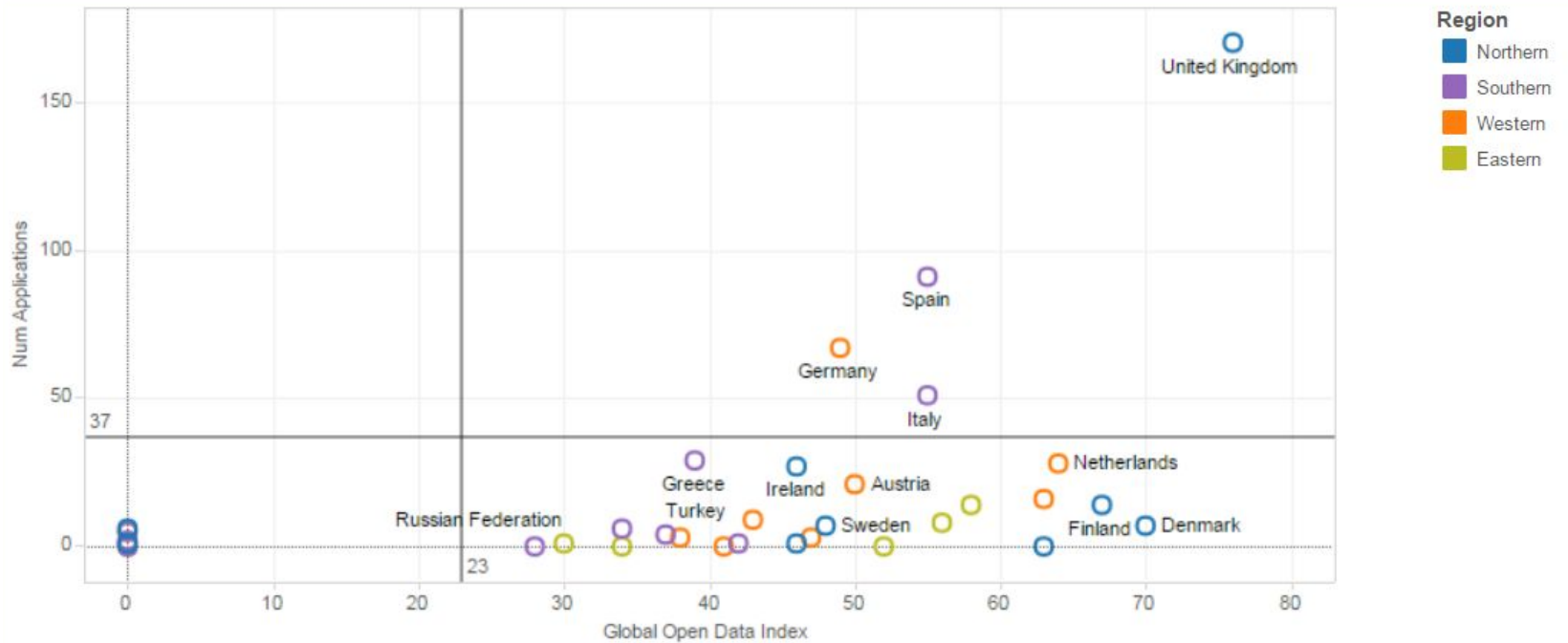
What problem SMEs are solving for
their **customers**

What problem **open data** solves for
the **company**

- Reduce **SME's costs**
- Reduce **client cost**
- Solidify **value proposition**
- Drive new **partnerships**
- Strengthen the **brand**
- Increase **transparency**
- Foster **innovation**

Defining the **value** of open data
early is key

There is a correlation between SME's **data literacy** and how developed is the **open data ecosystem** in their country



Association between [Open Data Index](#) and number of [ODINE applications](#).
 Countries with more applications to ODINE have also a high score on Open Data Index.

Ecosystem

- **Encourage to provide open data back**
- **Join combined forces**

Ecosystem

- Deutsche Bahn - partnership
- Startupbootcamp /seedcamp (mentors, companies)
- KAS - study economic impact & open data lobbying
- VC1991 - open data in Ukraine
- TSB Berlin / Vienna - open data push & companies
- Finodex / Fiware / welcomestartup / EIT 2015
- EU data portal / eudeco / apps4eu
- GTEC / index
- & more to come



Ecosystem - Implisense / KAS / DB

For German open data law!



Konrad
Adenauer
Stiftung



ODINE-Startup Implisense



- **Berlin-based, 9 employees, 3y old**
- **venture capital: High Tech Gründer Fonds**
- **Predictive Analytics for B2B Sales Automation in Germany**
- **Look-alike Scoring for Generation of In- and Outbound Leads**
- **SaaS and DaaS, API**
- **Big Data Index based on Public and Open Data, e.g. company register data, company websites and company news, industry data, prospectively geo-data**

European Company Explorer Platform (ECEP)

- **New Use Case: Trend Monitoring, “Google Trends for Company Properties”**
- **New European Market: UK**
- **Index compiled of open company register data matched with company websites**
- **MVP: API for open trend monitoring**
- **ecep.implisense.com**



European Company Explorer Platform (ECEP)



- **Reduced Development Time: from 9 to 2 months for creating a customized index of company register data**
- **Large Enterprise Leads from Finance and ICT**
- **First Key Account and First Revenue from Trend Monitoring**
- **Index Capable of First Analysis**
- **First Requests from Open Data Investors**

Lessons Learned from ECEP



- **easy to apply, few bureaucracy**
- **focus on business development**
- **concise and crisp reporting**
- **open data awareness**

Lessons Learned from Open Data in UK



- **restricted coverage and depth of relevant open data**
- **lack of political coordination and incentivization, federal system**
- **closed data favour outdated business models**
- **large enterprises will play an important role in fostering the provision of open data**

Open Data in Germany

Between Economic Projections &

The Political Framework

Pencho Kuzev Ph. D

Department Politics and Consulting
Konrad Adenauer Foundation (KAS)

Pencho.Kuzev@kas.de

4th IODC

Madrid. October 6-7, 2016
Global goals, local impact

Open Data & Konrad Adenauer Foundation

1. Increase Transparency and Trust in the Politics
 2. Improve Our Business Environment
3. Open Data and Open Gov. on the Political Agenda
 4. More Pragmatic Approach in the Data Policy

KAS & Open Data – Our Products:

Open Data. The Benefits

Das volkswirtschaftliche Potential für Deutschland

Marcus M. Dapp, Dian Balta,
Walter Palmethofer, Helmut Krömer

Pencho Kuzev (Hrsg.)



OPEN DATA

DIE WICHTIGSTEN FAKTEN
ZU OFFENEN DATEN

GRUNDLAGEN, RAHMENBEDINGUNGEN UND
BEISPIELE ZUR NUTZUNG VON OPEN DATA



OPEN DATA. THE BENEFITS

Handlungsempfehlungen für eine zukunftsorientierte
Datenpolitik

Aus den empirischen Ergebnissen im Rahmen der Studie zum volkswirtschaftlichen Potential offener Daten für Deutschland „Open Data. The Benefits“ sowie aus den Ergebnissen der gleichnamigen Fachkonferenz am 10. Dezember 2015 lassen sich folgende Handlungsempfehlungen ableiten:

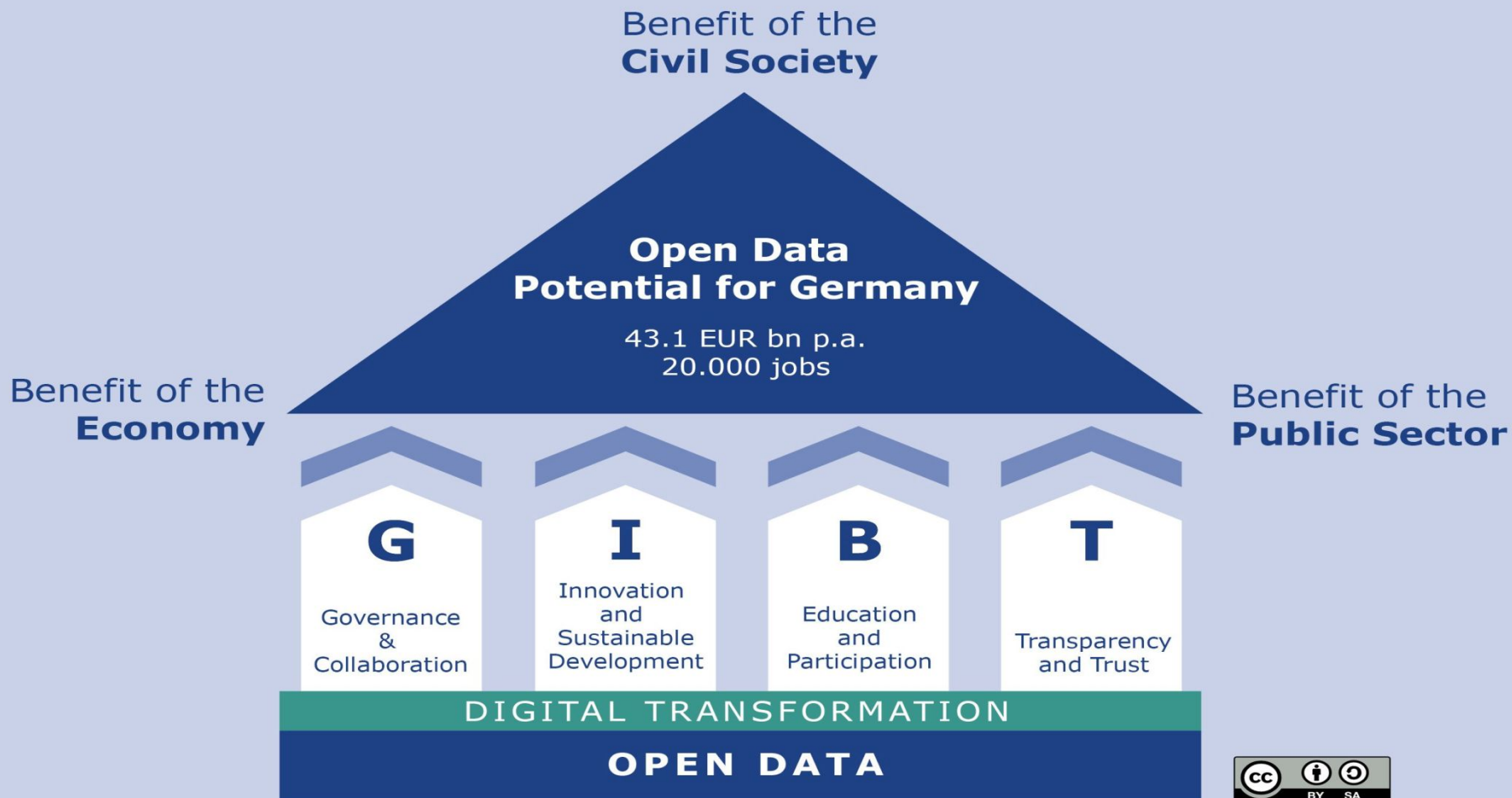
1. EINDEUTIGER POLITISCHER AUFTRAG IST ZWINGEND ERFORDERLICH

<http://www.kas.de/wf/de/21.164/>

Estimation of the Economic Potential of Open Data for Germany

- Based on Large Set of Existing Studies
- Ambitious Scenario: A Potential of 43.1 bn EUR p.a
& 20.000 New Jobs (open by default)
- Currently: Isolated „Island“ Approach - a Potential of 1.6 bn EUR
- Move Towards a National Open Data Ecosystem

Open Data as a Driver of a Social Transformation



Our Open Government and Open Data Guiding Principles

- Open Data is a Leadership Issue
- Clear legal basis (Induce New Culture)
- Quantity and Quality of Data Does Matter

Where we would like to go further...

- Provide a clear legal basis for OD in Germany
- “We will propose a Open Data Law” - Chancellor Merkel in the German Parliament on September 7th 2016
- Shift From a Target Culture to a Data Culture
- Data Literacy

Partnership Deutsche Bahn

- **Zukunftscamp Jul '15**
- **Open data strategy Aug '15**
- **Open data elevator project**
- **Open data portal Nov '15**
- **4 x Hackathons '15 & '16**
- **mindbox / DB accelerator**
- **ODINE companies (mycitytree, contagt, ...) '16**
- **meetings SMEs, startups & regional transport**

One of the biggest German company as showcase to open data to SMEs and startups



Open Data Incubator
@ODIncubator

#opendata startups and railroads -
@ManuelGerres head of SBB start-up relations
@DB_Bahn Zukunftscamp



#dbOpenData

Letter to the German government

**Stating the economic value for open data for
German businesses signed by startups,
businesses, ...**

Thanks!



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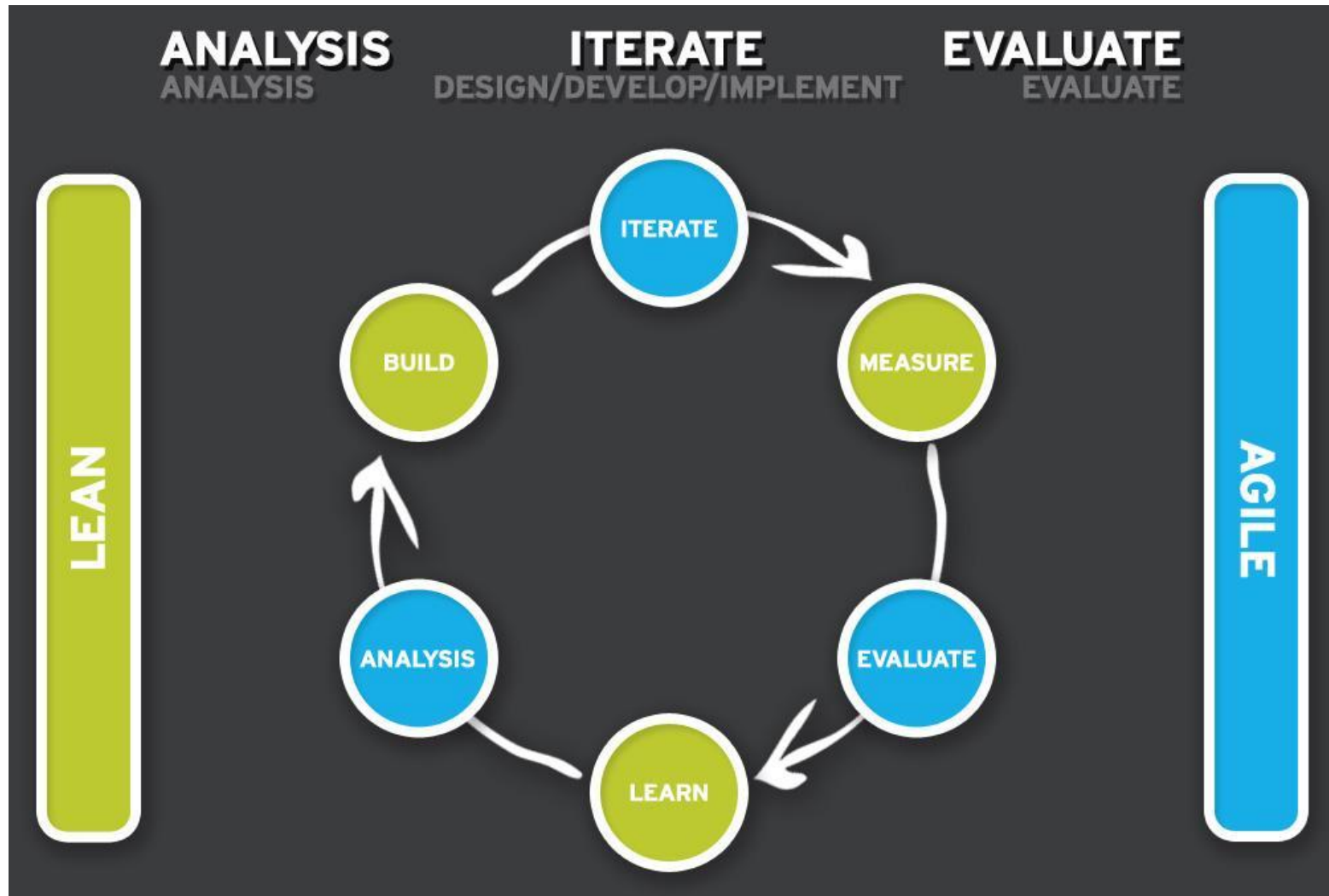
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theguardian



[Source: Build Measure Learn]

Open data business models - see IODC session [Data & Business models](#)



Premium



Created by Lloyd Beresford from the Nexus Project

Cross
Subsidy



Created by Adam Orton from the Nexus Project

Freemium



Supply
Platforms



Demand
Platforms



Created by Jay Smith from the Nexus Project

White Label



Created by Mike Ashby from the Nexus Project

Elastic
(Razors/Blade)s



Created by Rich Coates from the Nexus Project

Advertising