

Share PSI - Lisbon - Workshop topic: “Encouraging open data usage by commercial developers”

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

Structure

Preferably one of the parallel sessions, or we will pitch this under the barcamp sessions. 20 minutes presentation maximum.

This to be followed by a facilitated discussion with flip charts to capture key points.

Materials needed

Projector (ideally), flip chart, marker pens.

Content

A discussion on startup incubation as a way to catalyze the demand-side of open data. Incubating startups that build products and services around open data provides great opportunities to enable the creation of an innovative commercial ecosystem. It also ensures that open data reuse is not limited to innovative ideas but actually contributes to sustainable economic growth. The session will include insights on how to run a successful open data incubation programme focusing on the opportunities and challenges faced by the startups as well as the incubator.

The objective of this session is to discuss in more detail the role of incubation programmes in the promotion of open data innovation for commercial use. During the session, we will briefly present the ODI’s start-up programme, currently in its second year. This will include the following:

- An outline of the [ODI startup programme](#), focusing on its main objectives but also its commitment to economic, environmental and social impact (triple bottom line)
- Brief introduction to the startups currently incubating at the ODI. These include: [Mastodon C](#), [TransportAPI](#), 3D Repo, Carbon Culture, Datapress, Demand Logic, I Can Make, Open Bank Project, OpenCorporates, Open Data Soft, Pesky People, Provenance, Resurgence, Spend Network, Opensensors.io.
- Overview of the programme’s impact and success stories that unlocked value and had significant economic and societal impact.

The discussion will then have to address the following topics of interest:

- Selecting startups with the potential to achieve economic, environmental and societal impact.
- Following up from early success stories that unlocked value in order to develop a commercially successful product.
- Assessing the economic and societal impact of startups/social ventures. Developing metrics beyond market valuation and exits.
- Opportunities and challenges when building products/services around open data
- Facilitating the open innovation through the collaboration of startups with big companies. Showcasing the value of open data and catalyzing the publication of open datasets in the commercial sector.

- Scaling successful products - opportunities for collaborations across the EU.

ODI start up	Focusing on
Talk by open data expert	Publicity and awareness raised
Hackathon	Publicity and awareness raised + Proof of concept + Outreach to (local) developers with an interest in open data
Challenge series	Publicity and awareness raised + Outreach to developers with an interest in open data + Projects that are capable of being developed into commercial products/services

If we do this then people will not only suggest types of activity but will also talk about it in the context of activities they have undertaken themselves. We should be prepared to develop a best practice or dos and don't sheet to capture this.

Depending on what people suggest then we might also have a discussion about pulling various activities into a programme of work (ODI having some great experience and examples - I can talk about what can be attempted with less resourcing).

If there is time then we might ask people to think about the work that needs to be done to support an activity, both beforehand and afterwards. I'd guess that for quite a few people and organisations they will think of the promotional work that needs doing leading up to an activity and less about the exploitation of it afterwards.

Background:

Share-PSI 2.0 is the European network for the exchange of experience and ideas around implementing open data policies in the public sector. It brings together government departments, standards bodies, academic institutions, commercial organisations, trade associations and interest groups to identify what does and doesn't work, what is and isn't practical, what can and can't be expected of different stakeholders.

Why?

The impetus for the Share PSI 2.0 Thematic Network is the revised [European Directive on the Public Sector Information](#).

Share PSI project approach:

The main activity of the network is to organise a series of workshops examining different aspects of PSI. In each workshop, the network partners with direct experience will present their case studies. These will be complemented by external speakers who will be invited via the typical route of a call for participation, peer review of submitted papers and selection by a programme committee.

The output of the workshops will be offered as input to the W3C Data on the Web Best Practices Working Group. As the name suggests, that group is compiling a W3C standard that will help guide people and organisations around the world as they build the Web of data.

Towards the end of the Share-PSI 2.0 network's life (the first half of 2016), the partners will incorporate the W3C Best Practice in their own guidelines as relevant to them in their country or sector of interest.