How to ensure the economic viability of an open data platform

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Plan

Global context
ENGAGE context

Business model
- Business model in 2+1 phases
- Business model canvas

Features
- Benchmark
- Use as incentives

Context
Context

**Global context**
- Public demand for transparency in the use of public funds
- Economic potential of re-use of public data
- More and more portals are created to make available public data

**Barriers**
- Data format
- Metadata format and poverty
- Diversity of vocabularies and languages
- Diversity of licenses of use
ENGAGE’s context

• Build a collaborative workspace at a European level
• Lists a large amount of datasets available to all
• Provide
  • easily re-usable datasets
  • from different sources (avoiding duplicates)
  • appealing display, search and visualization tools
• Powerful tools
  Datasets management system, quick & advanced search tools, automatic translation, a multilingual user interface, visualization tools, a social network between users (feedbacks, grades, comments, private messages, questions, etc.), links to social networks such as Twitter, Facebook and Google+, an API (access, modification, creation of datasets), metadata on basic & advanced data sets, cleansing and data enrichment, etc.
Business Model organisation

Free  Freemium  Premium
Result of the features benchmark

Features really present that need to be in any platform

Features rarely present that allow differentiation
## Description of features for each BM

<table>
<thead>
<tr>
<th>Phase 1 : Free</th>
<th>Phase 2 : Freemium</th>
<th>Phase 3 : Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Free</strong></td>
<td>Simple search only</td>
<td>Same as Phase 1 +</td>
</tr>
<tr>
<td></td>
<td>Limited access to</td>
<td>Limited access to</td>
</tr>
<tr>
<td></td>
<td>metadata</td>
<td>data and metadata</td>
</tr>
<tr>
<td><strong>Signed in</strong></td>
<td>Advanced search</td>
<td>Limitation on metadata</td>
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<tr>
<td></td>
<td>allowed</td>
<td>Loss of API access</td>
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<td></td>
<td>Access to API</td>
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<td></td>
<td>Visualization tools</td>
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<td></td>
<td>Social features</td>
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<td></td>
<td>Multilingual interface</td>
<td></td>
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<tr>
<td><strong>Subscriber</strong></td>
<td>API</td>
<td>All is possible</td>
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<tr>
<td></td>
<td>Automatic translation</td>
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<tr>
<td></td>
<td>Full metadata (CERIF)</td>
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</tbody>
</table>
CRIS 2014

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Thank you for your attention

Do you have any question?