ODINE Open Data Incubator Europe

Open Data Incubator Europe

«Learnings from 57 Open Data Startups»

https://pad.okfn.de/p/opendatach

03.07.18 #opendataCH @vavoida Walter Palmetshofer

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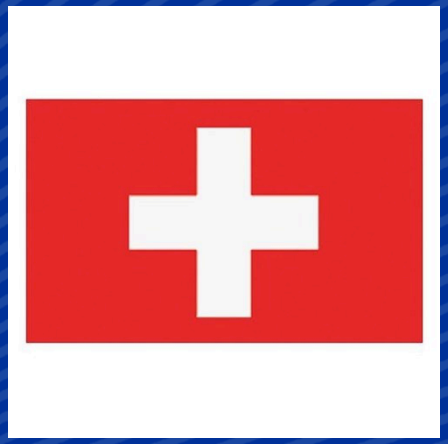
ODINE data driven prediction:

1 : 0



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ODINE 101

It’s about the companies.

Derilinx
zazuko
liimtec
life improving technologies
UniGraph
The world's knowledge
Unified
SINERGISE
UNICS
UNIVERSITY ANALYTICS
ZUMO-LOUNGE
DESIGN AND ENGINEERING
SINCE 2000
urbanData Analytics
SIRIS
iPLYTICS
infamouslabs
bike citizens
DataPress
openlaws
COMMOPRICES
SICKLY
LandInsight
mint LABS
rent square
whythawk
the open data professionals
opencorporates
green spin
AUXI
FARM DOG
Instats
thingful
INSYMBIO
ASK HELMUT
sunenergia
·P·R·O·V·E·N·A·N·C·E·
TILDE
GREEN CITY SOLUTIONS
TARANIS
ida lab.
Brightbook
GLIMWORM Beacons
plume
contagt
OpenOil
konetik
Wholi
Suade
1848
RESC.INFO
OpenSensors.io
guide 2 property
viomedo
imin
WE ARE COLONY BLOG
Pobble
Implisense
EXCEEDENCE
AIR & SPACE EVIDENCE
Environment SYSTEMS
evidence and insight
cropti
OrigInTrail

ODINE Open Data Incubator Europe

University of Southampton

ODI

DE OPEN KNOWLEDGE GERMANY

Fraunhofer IAIS

Telefónica OPEN FUTURE_

theguardian

ODINE built a business ecosystem of open data startups and SMEs in Europe

For startups and SMEs

For the wider community

Services to startups and SMEs

- Up to €100K equity-free funding
- Expert advice from business mentors
- Peer-networking and support
- High-quality exposure in The Guardian & other media outlets
- Introductions to investors

Open call 2015-2017

- Call open from May 2015 to August 2016
- Submissions reviewed by external experts in 8 rounds of 2 months
- 6 months projects for
  -
  - Business ideas enabled by open data

The Open Call

8

Number of rounds of the open call, from May 2015 to August 2016.

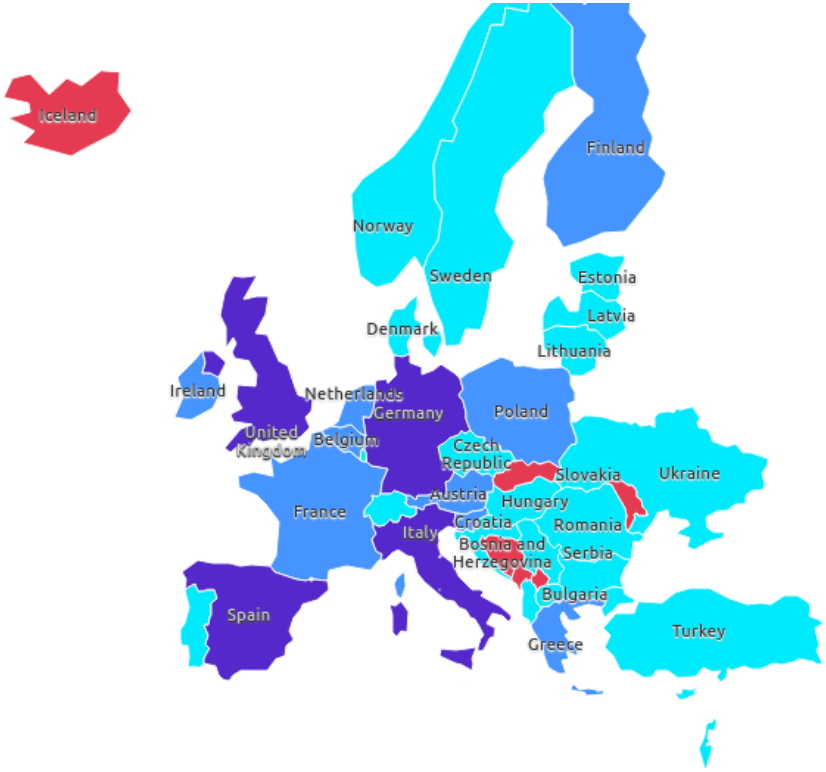
1173

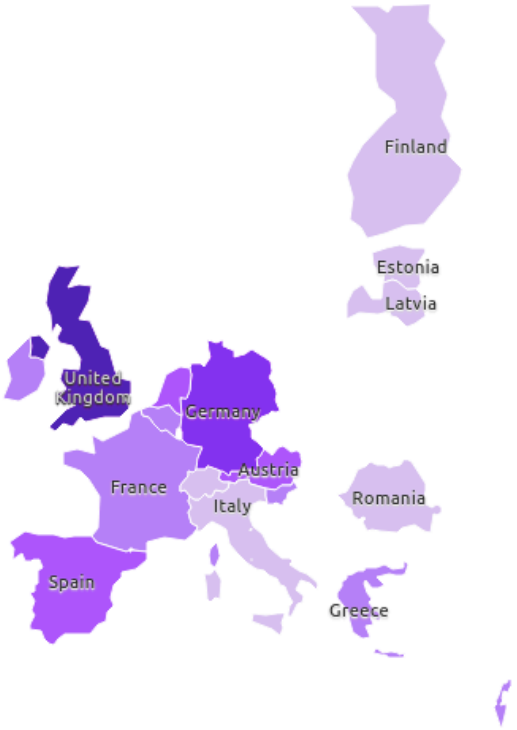
Number of applications received

707

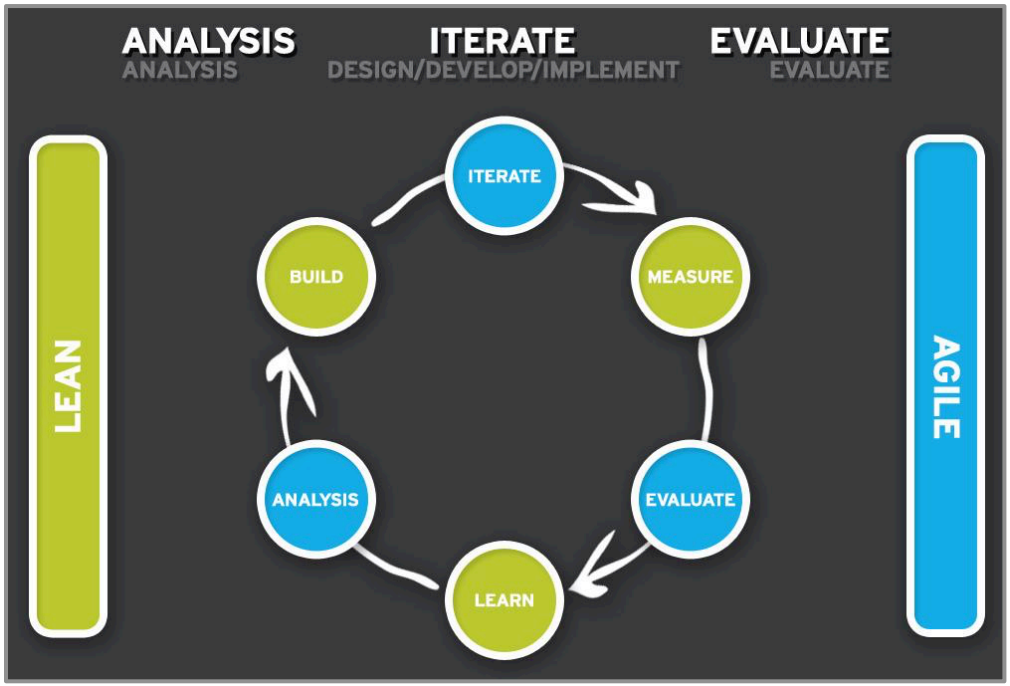
Number of SMEs that applied

applications vs. won





Lean incubator services

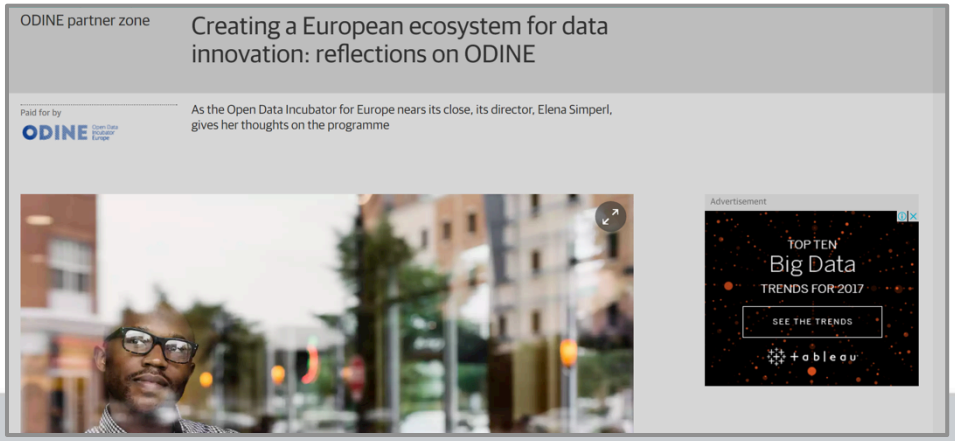


[Source: Build Measure Learn]

- Startups first
- Bespoke support
- Agile processes
- No red tape
- Quick turnaround
- Continuous evaluation
- Embedded in the ecosystem
- Triple bottom line impact

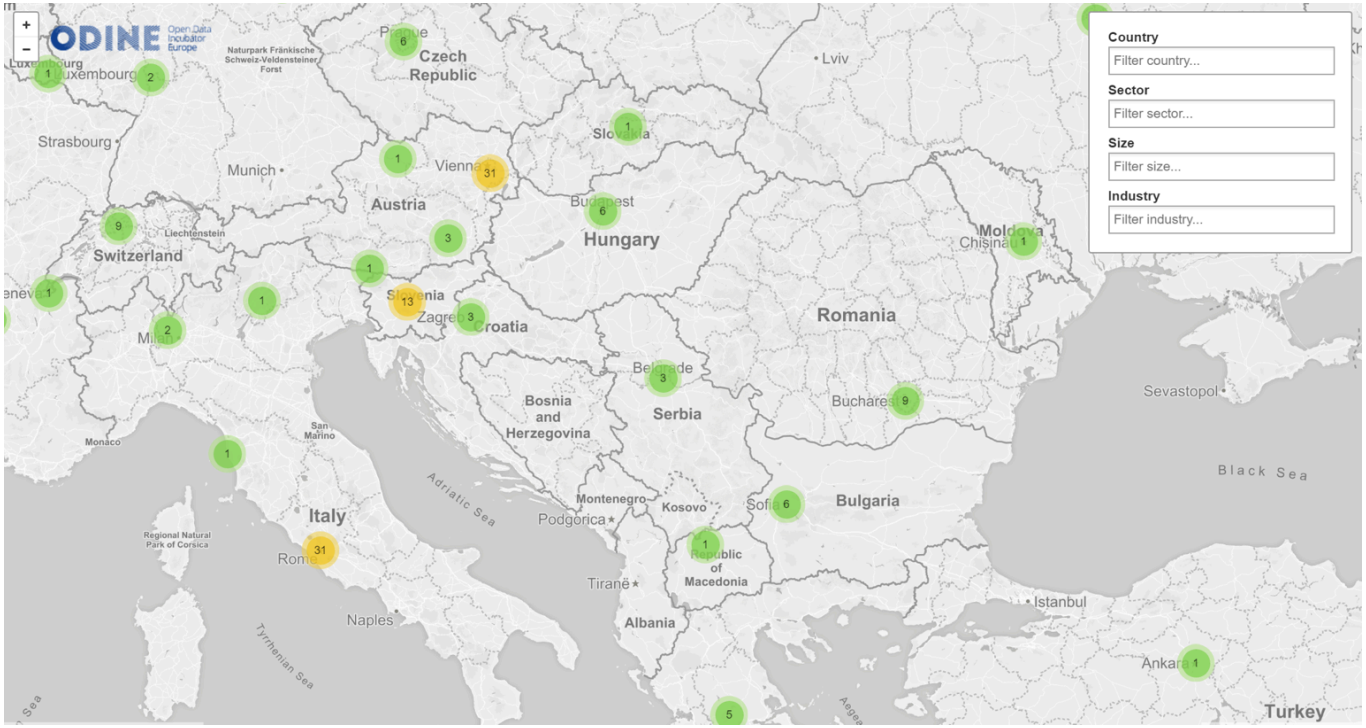
Telling the world about open data

theguardian.com/media-network/series/open-data-economy



Mapping the open data world

opendata500.eu



Reaching out to core stakeholders

113 events attended

- Open data advocates
- Policy makers
- Entrepreneurs
- Data owners
- Data technologists
- Investors

ODINE Open Data Incubator Europe

OpendataCH session

– Open Data Startups
- Open Data Science
– Open Smart City
- Open Data Blockchain
– Linked Open Data
– Open Mobility Data

all sections covered by ODINE, see https://opendataincubator.eu/companies/

mint LABS

ODINE Open Data Incubator Europe

Mint Labs

Mapping the brain with open data

ODINE Open Data Incubator Europe

Air and Space Evidence

Using satellite data to gather information that can detect serious waste crime

LandInsight

ODINE Open Data Incubator Europe

Land Insight

Making finding data about lands accessible and easy to use

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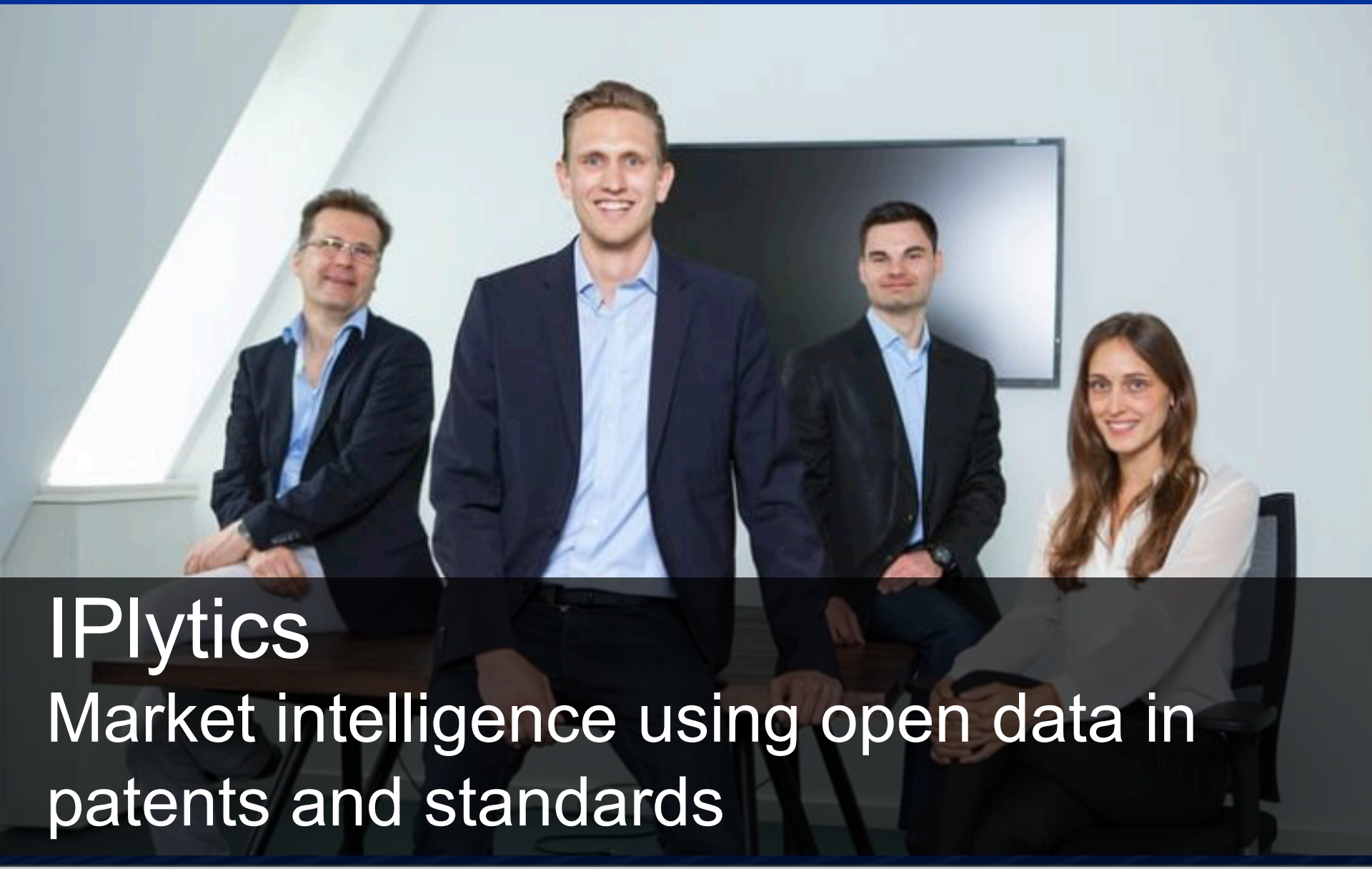

IPIytics

Market intelligence using open data in patents and standards

Taranis

Precision agriculture intelligence

imin

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Open Active by Imin

How a startup can make their sector release more open data

bike citizens

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Bike Citizens

How building a strong community drives funding

City Tree by Green City Solutions

How open data can provide a USP and help scaling up

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iBeacon Living Lab by Glimworm

How open IoT infrastructures can generate ROI for a city

plume LABS

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POLLUTION MAKES
YOU AGE 10%
FASTER

Don't ruin my good looks.
Or yours.

MOBILE

MAIN AIR POLLUTANTS

COMFORT

REAL-TIME FEEDBACK

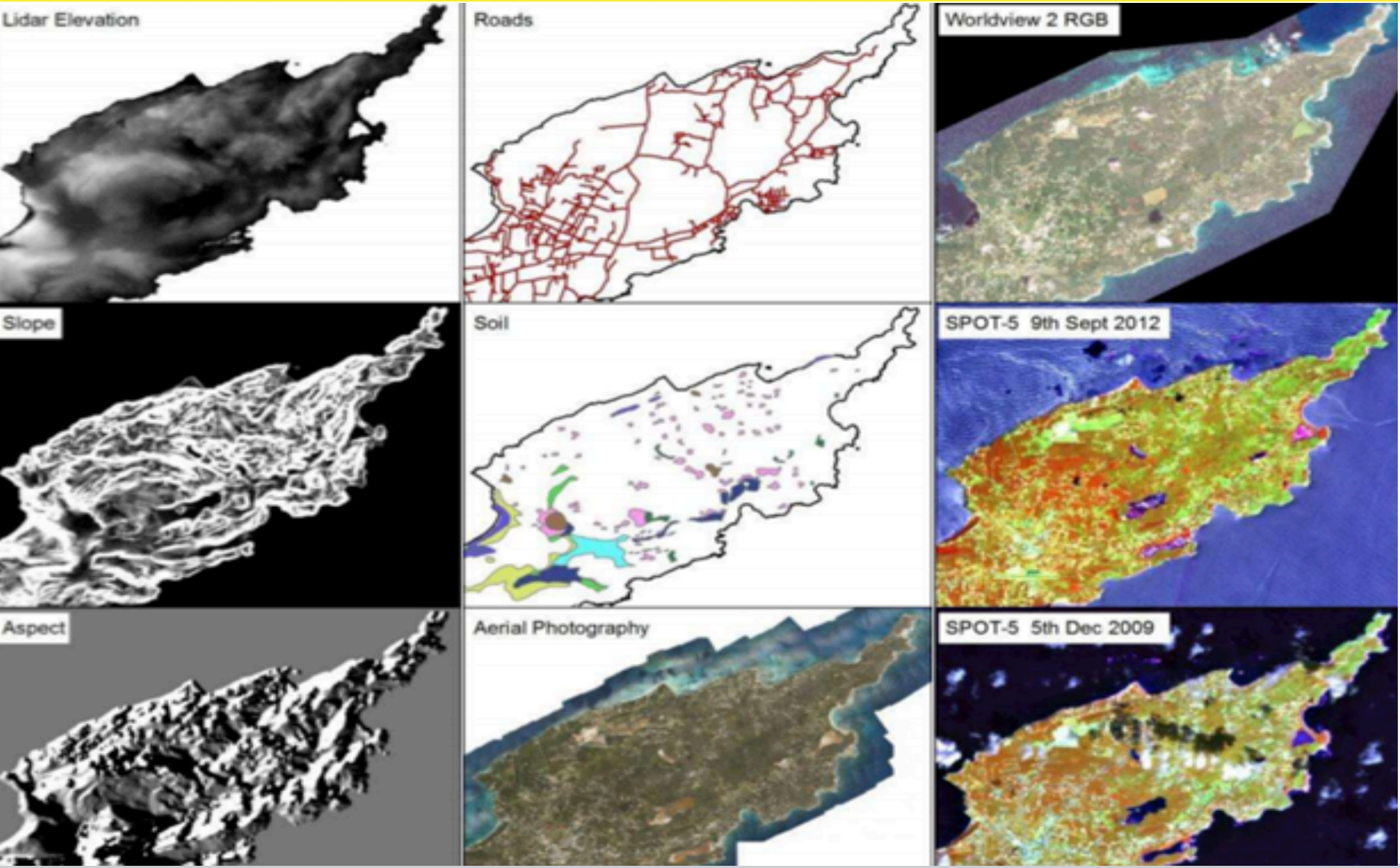
viomedo

ODINE Open Data Incubator Europe

TOMORROW'S MEDICINE, TODAY.

Environment SYSTEMS
evidence and insight

ODINE Open Data Incubator Europe



SENTINEL Hub
by SINERGISE

ODINE Open Data Incubator Europe

Derilinx

ODINE Open Data Incubator Europe

Your energy consumption

321.41kWh

Neighbour's energy consumption

290.87kWh

You are consuming

110%

Dry-Lining Insulation

ENERGY USE AFTER RETROFIT	ENERGY COST AFTER RETROFIT	BER AFTER RETROFIT	AVERAGE COST OF RETROFIT	ANNUAL SAVINGS
172.91kwh	€2,767	C1	€4,302	SAVE €2,376 EACH YEAR

APPLY FOR GRANT

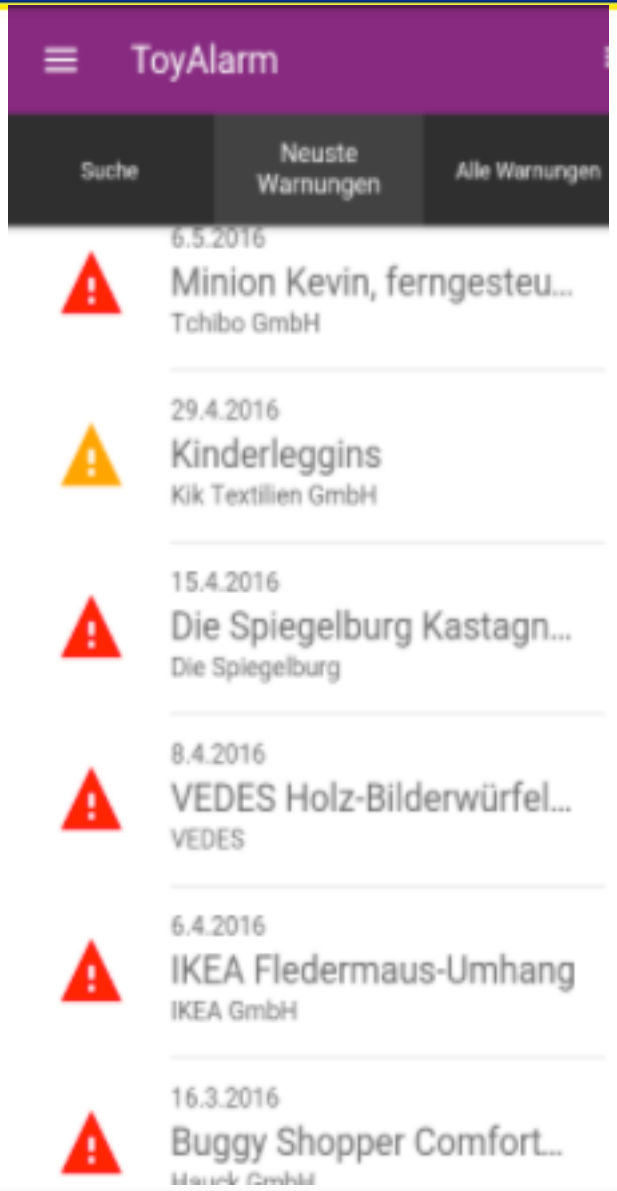
GET A QUOTE >

High Efficiency Oil Boiler with Heating Controls Upgrade

ASCORA Consulting - Development - Research

ToyAlarm

ODINE Open Data Incubator Europe



Blockchain

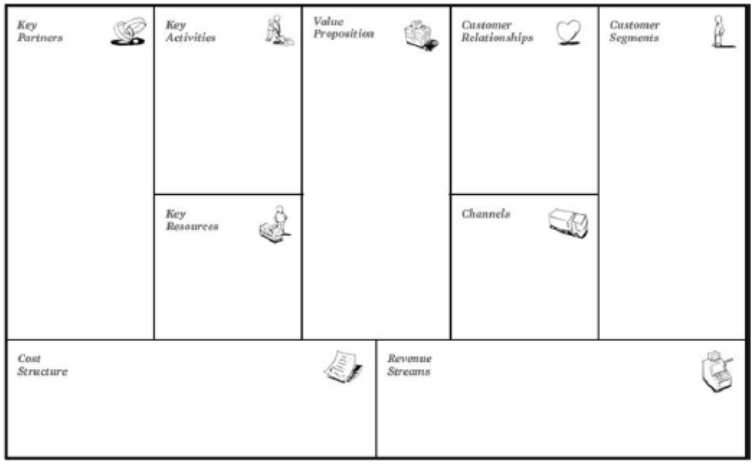
zazuko

In the audience!
Hello Adrian!
Ask him about the program.

and even more companies

https://opendataincubator.eu/companies/

Business Model Survey - Business Model Frameworks



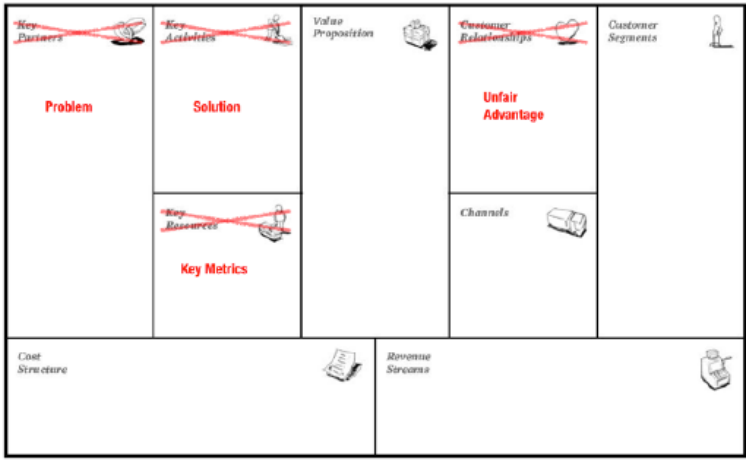
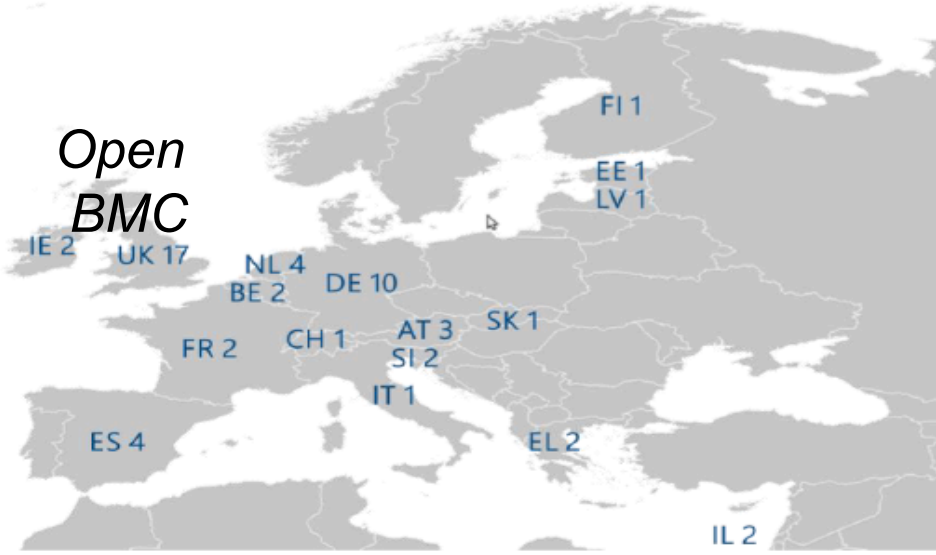
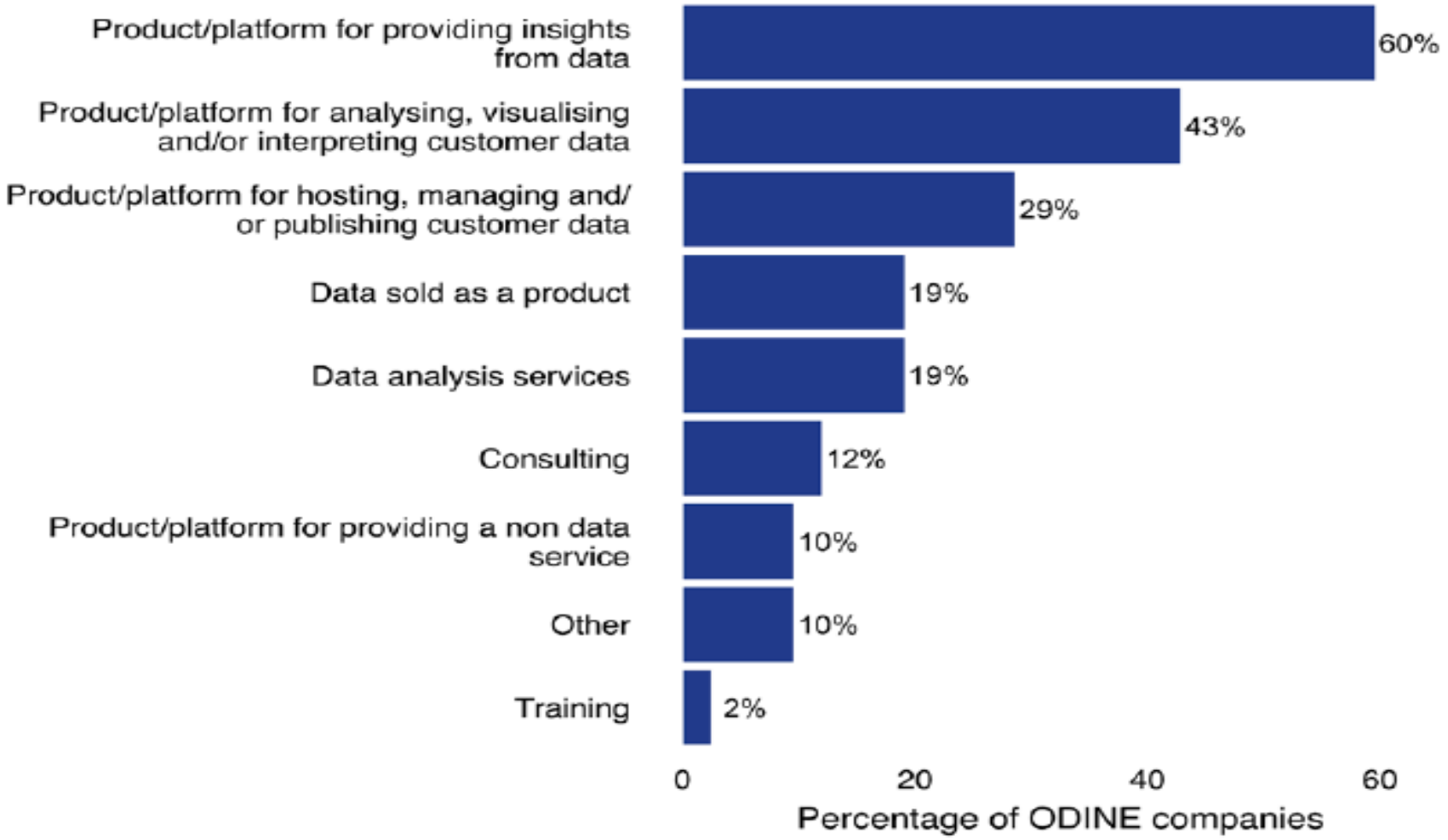


Figure 1 Geographical distribution of the 57 funded companies



Question 7: Which of these best describe the products or services you have developed through ODINE?



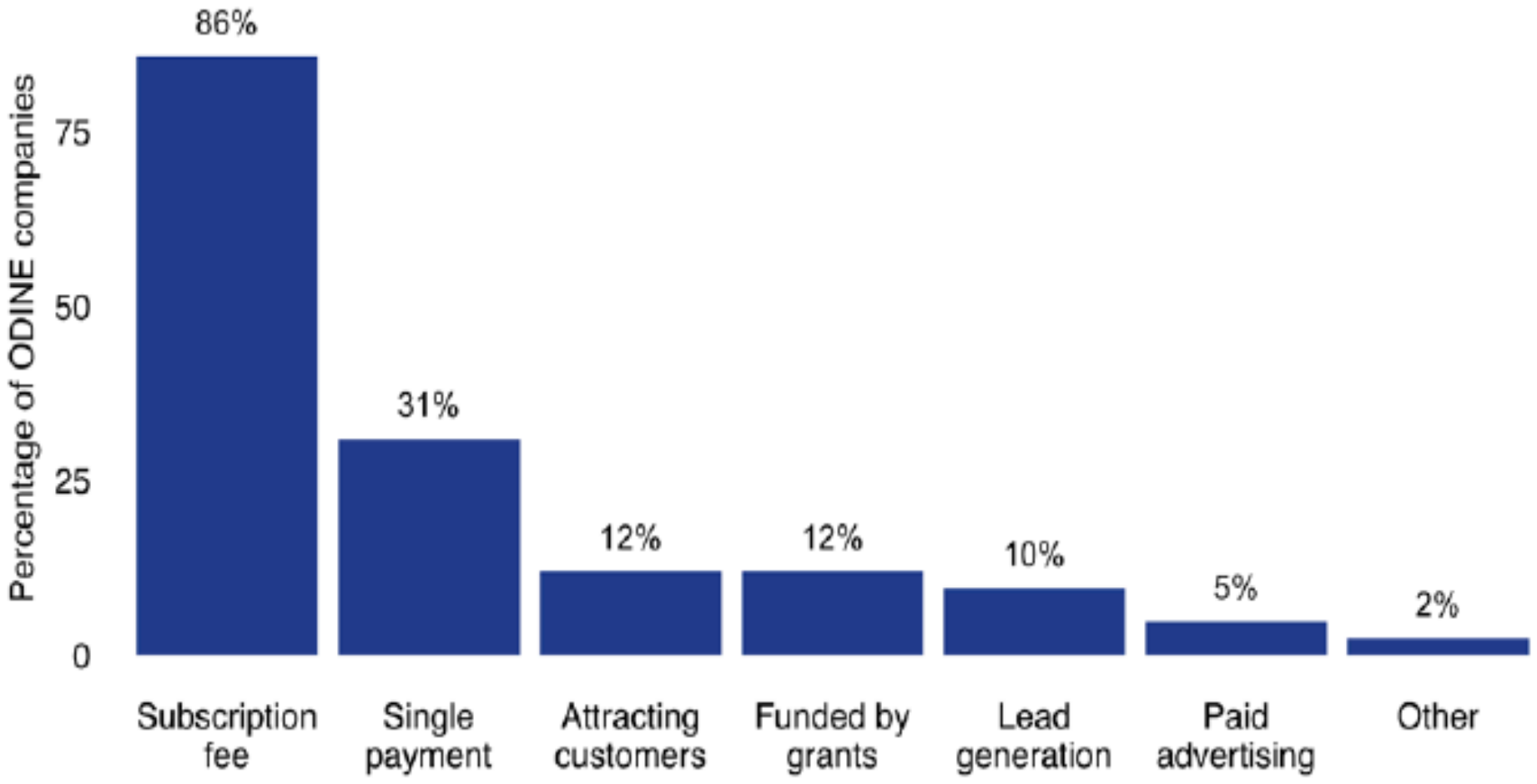
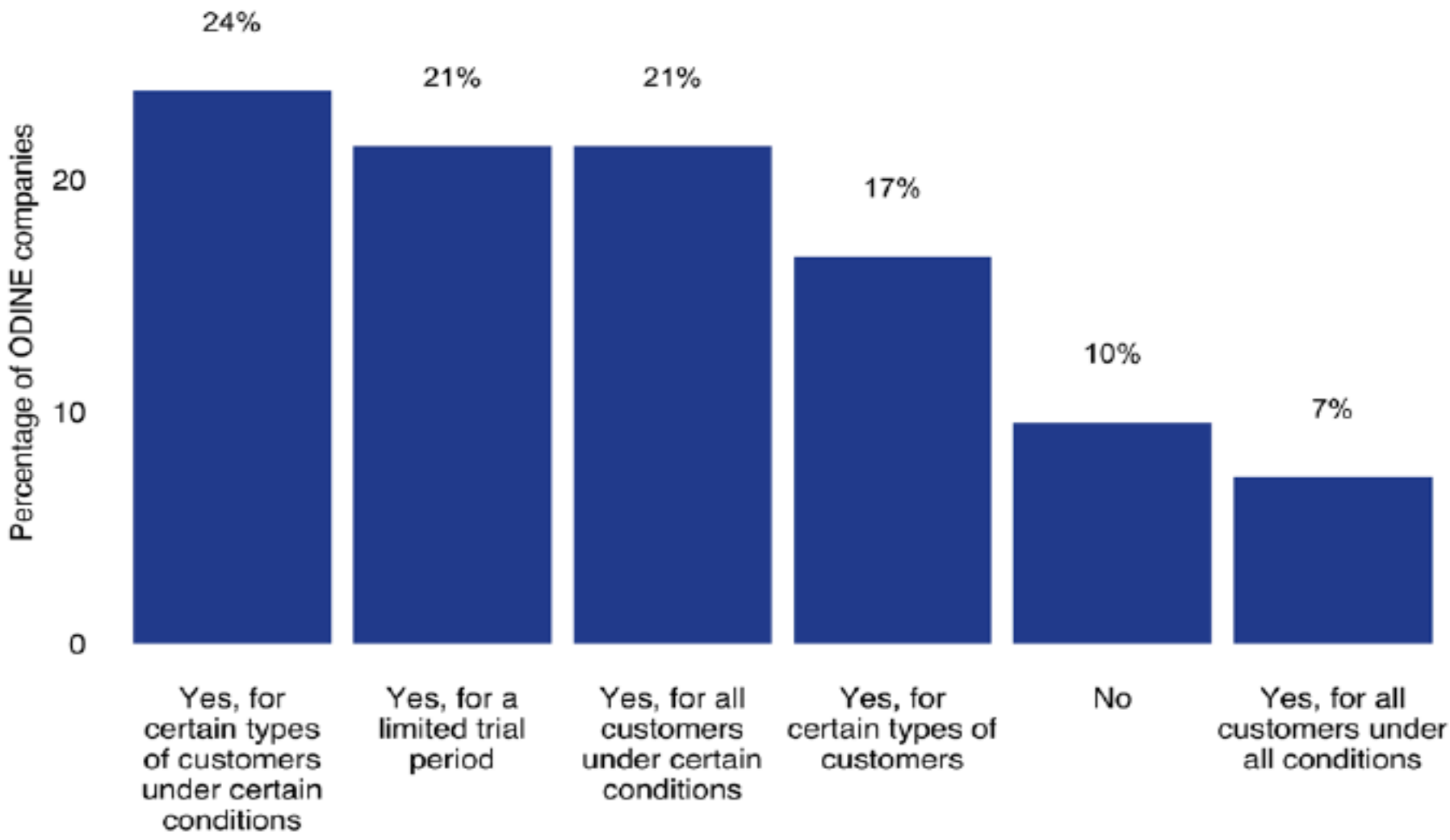


Figure 42 Revenue generation from product and/or service (41 respondents, multiple responses required)

Question 13: Is your product or service ever free at the point of use?



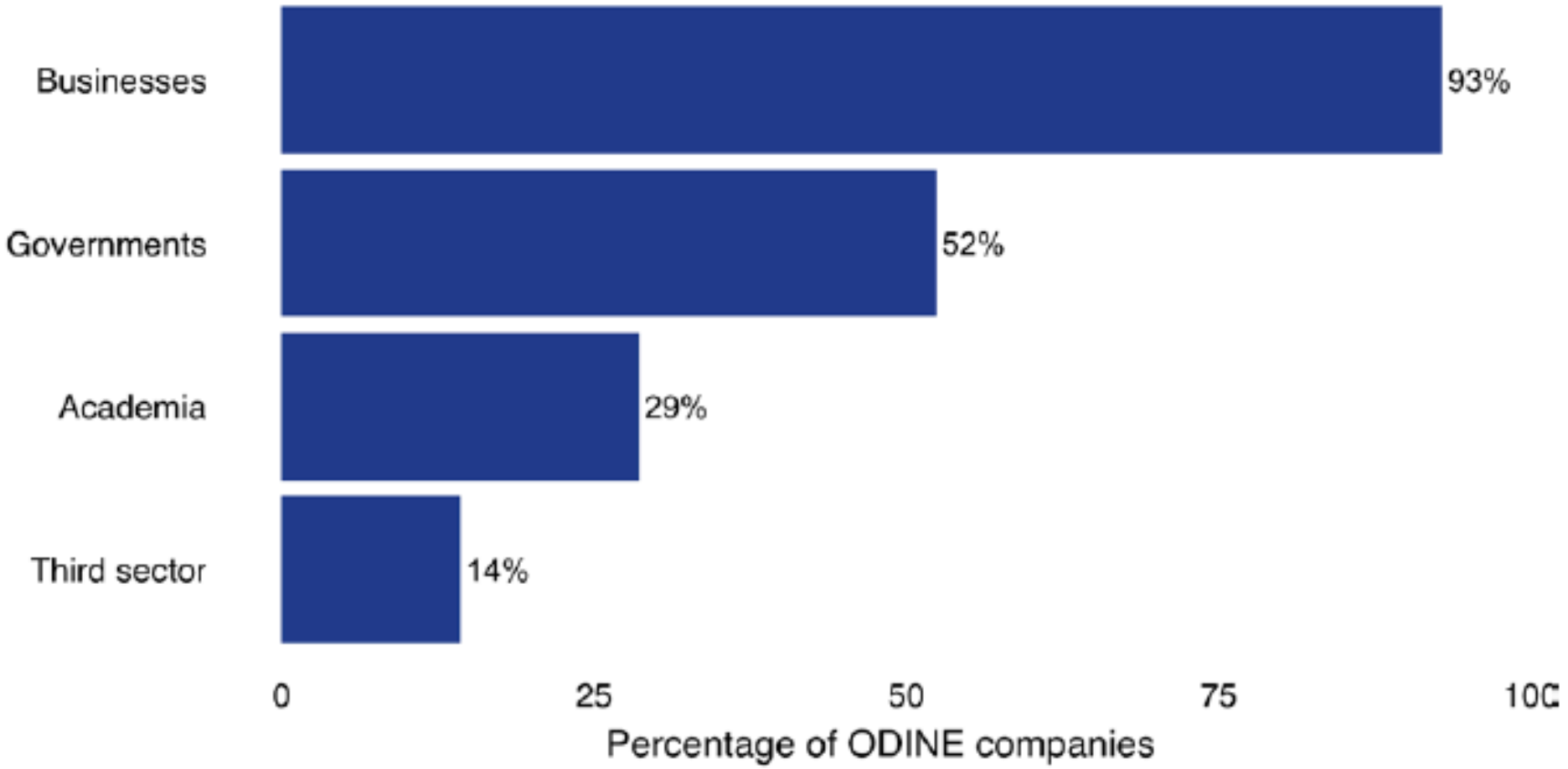
What problem SMEs are solving for their **customers**

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

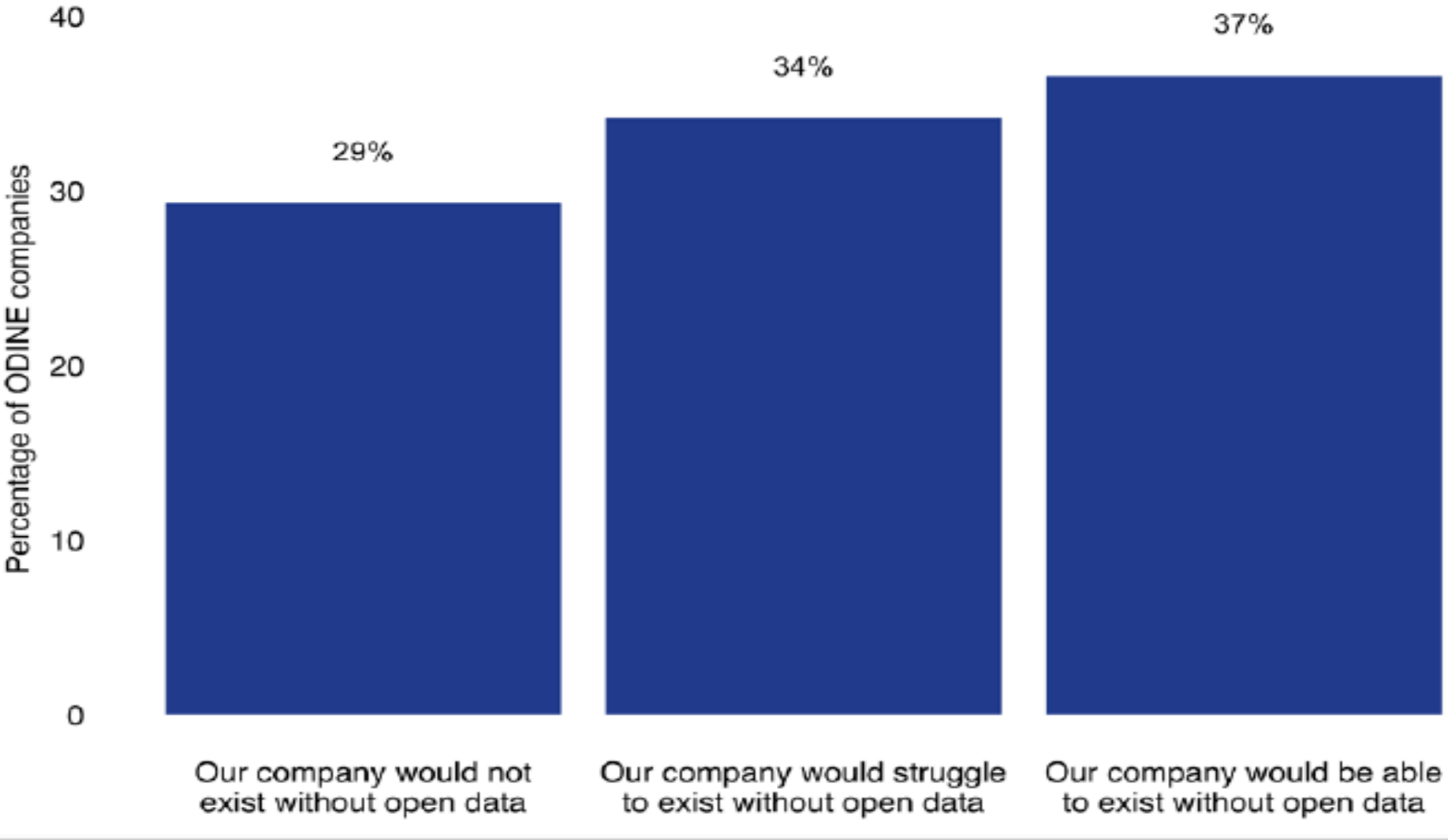
- Reduce **SME's costs**
- Reduce **client cost**
- Solidify **value proposition**
- Drive new **partnerships**
- Strengthen the **brand**
- Increase **transparency**
- Foster **innovation**

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

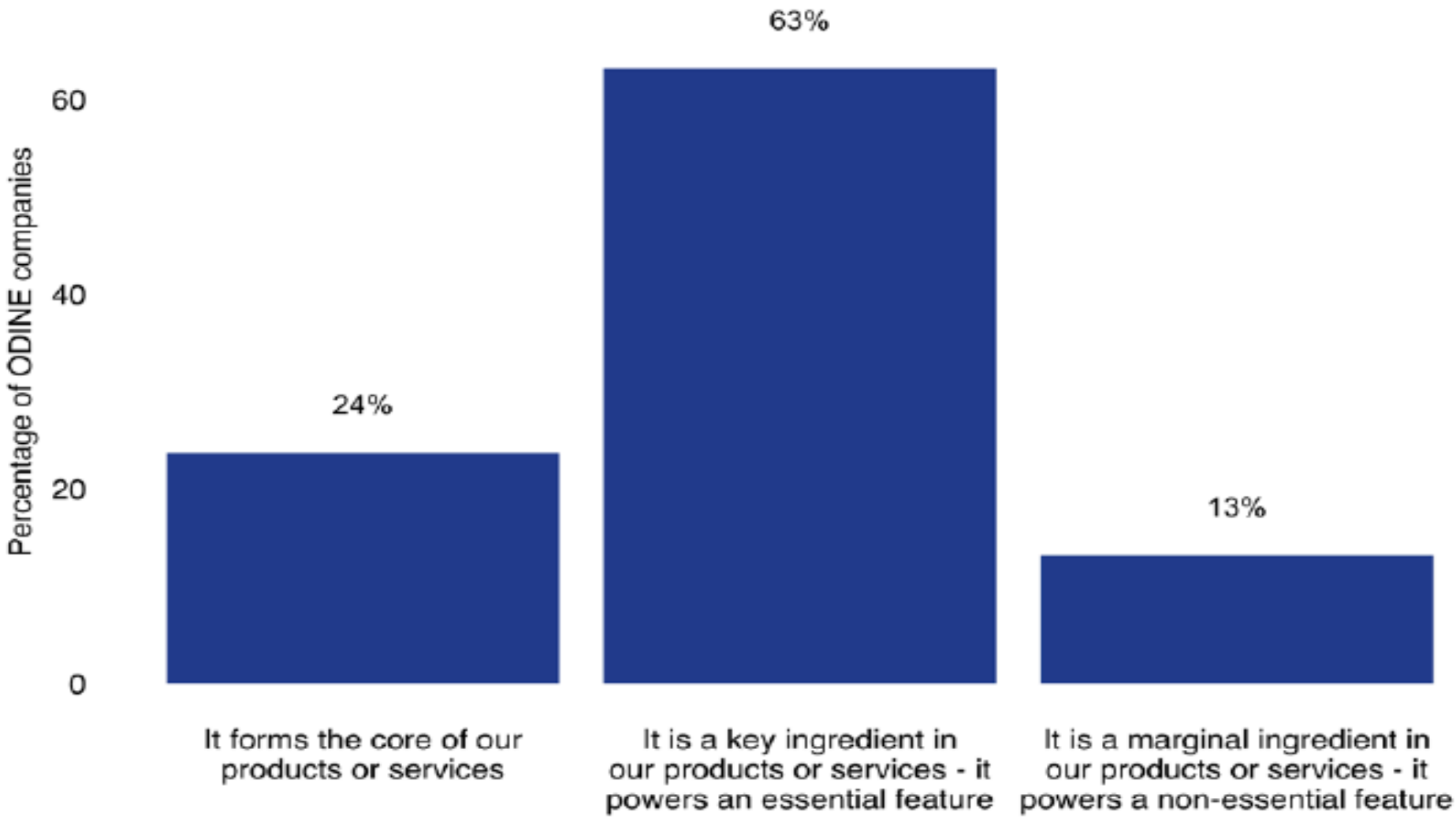
Figure 17 Which type of organisation are you targeting? (42 respondents, multiple responses allowed)



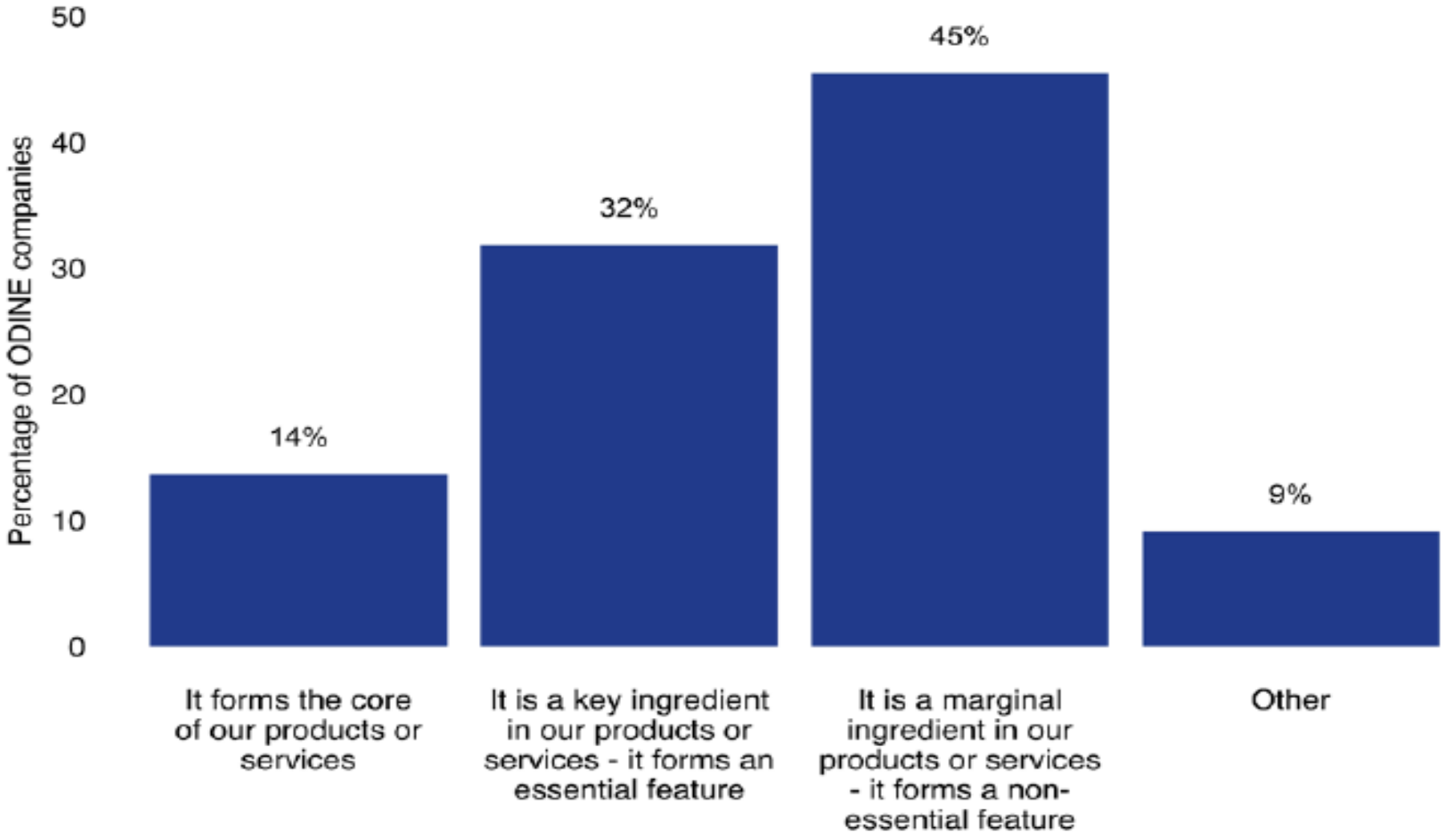
Question 16: Which of the following statements best describes your company?



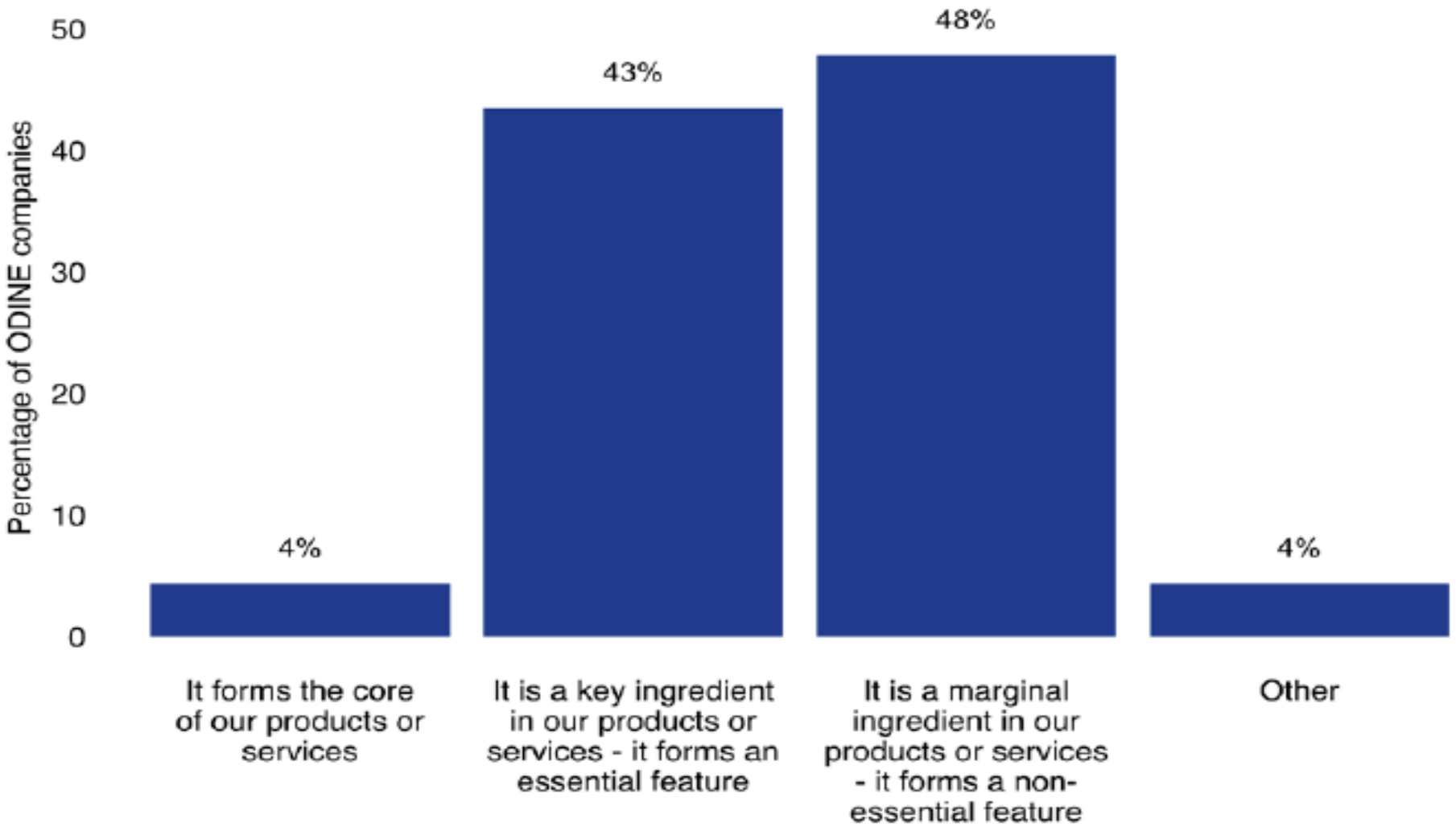
Question 22: What role does the use of open data play in your company?



Question 27: What role does the publishing of open data play in your company?



Question 31: What role does supporting the publishing of open data play in your company?



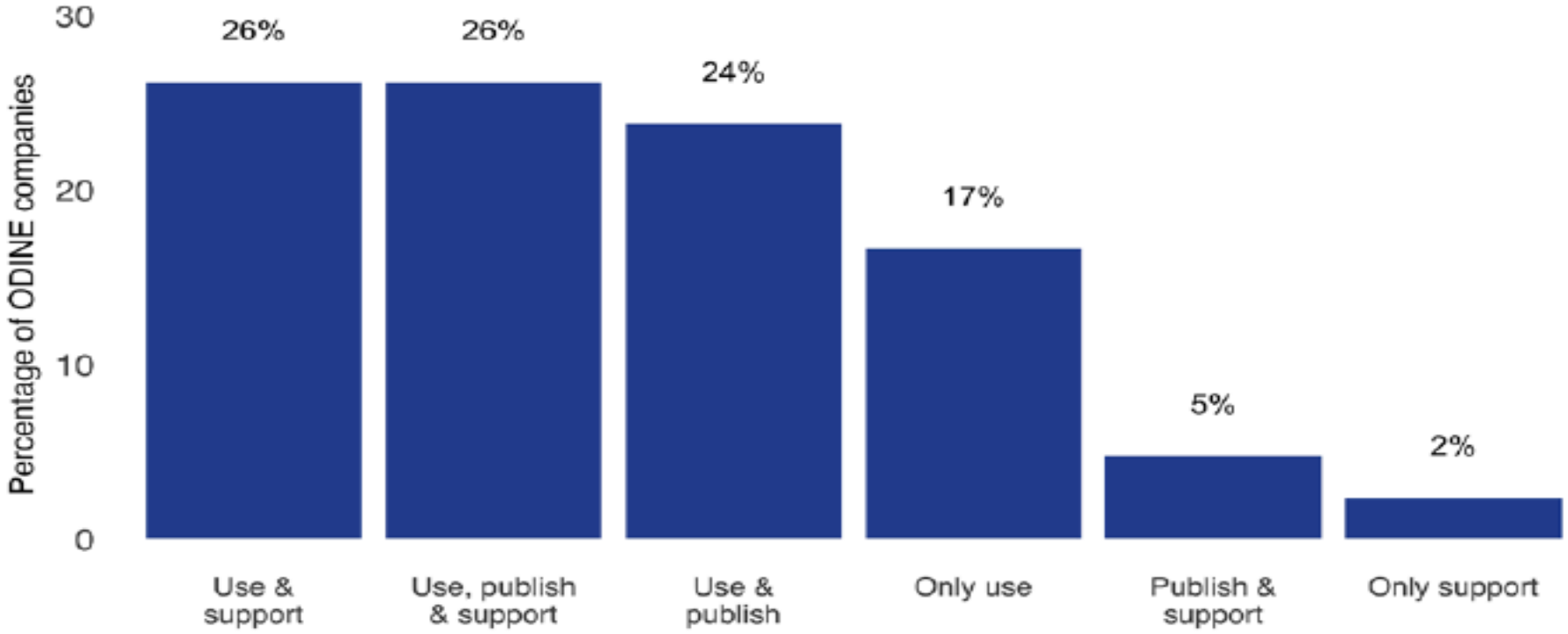
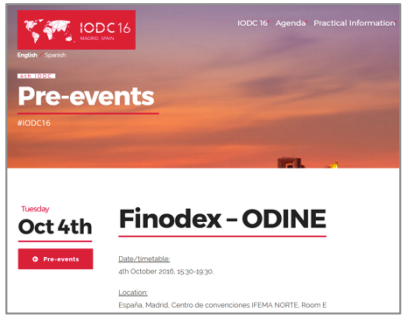


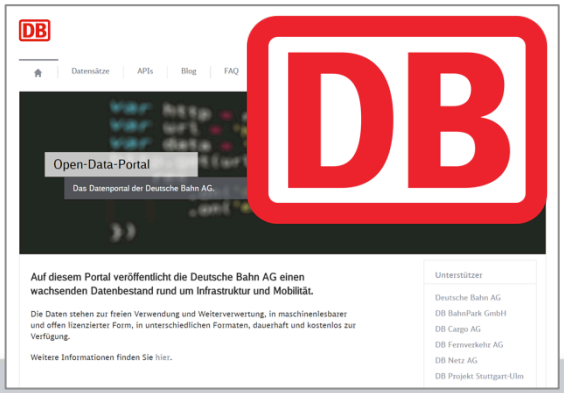
Figure 38 The use of open data by the incubated companies

Sun Energia, BikeCitizens, Derelinx	Thingful, Insymbio, Zazuko	Wholi, Unigraph, Yuscale	OpenLaws, Exceedence	Proseph (Origin-Trail)	Sinergise

Strategic partnerships

20 organisations (related projects, data publishers, services for startups, government)





The role of open data in businesses depends on the value proposition

The most popular revenue models are freemium and subscription-based

The majority of companies have two or more value propositions within the same business due uncertainty of the open data-driven market

ODINE Open Data Incubator Europe

External IDC report on the project

https://opendataincubator.eu/files/2017/08/ODINE_Final-report_3.0.pdf

Data Collection and Analysis

Programme Overview

1105 Submissions

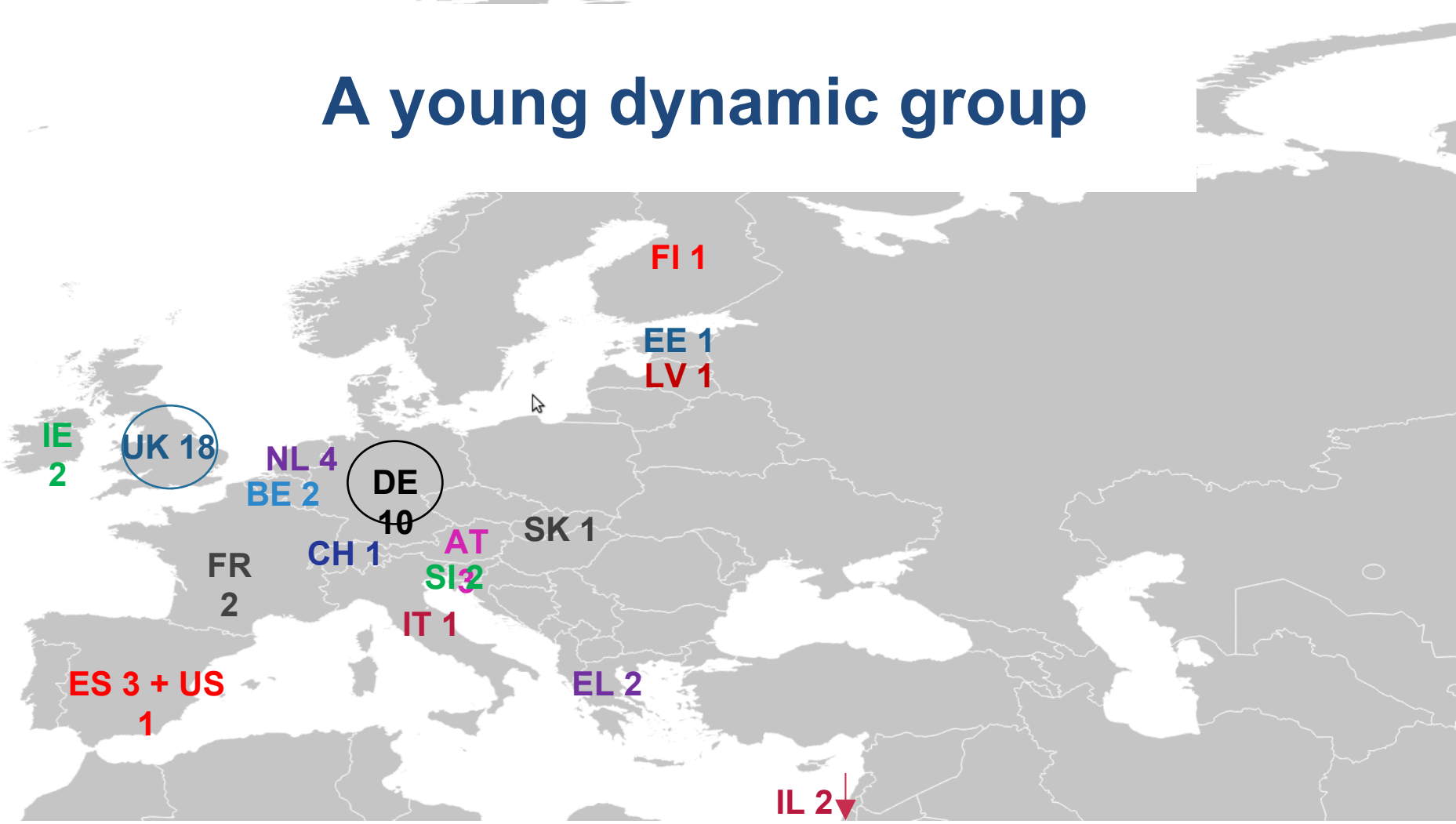
57 Funded Companies

Impact Assessment:

43 participant organisations
+
10 non-funded organisations

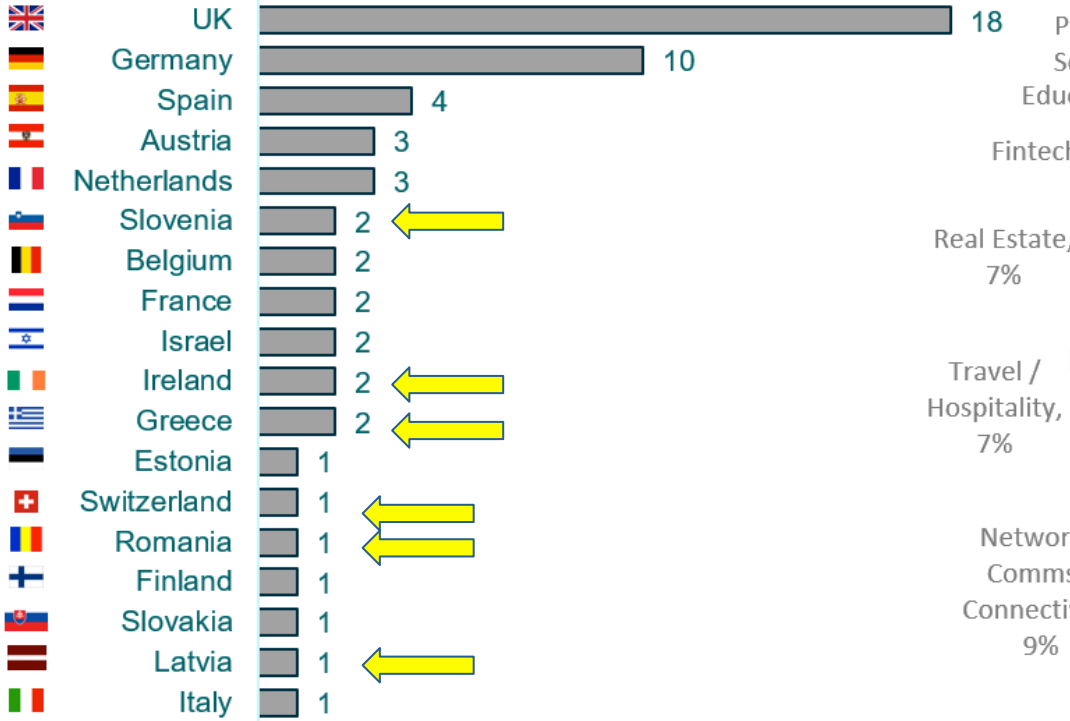
In-depth analysis of all ODINE documentation, data, surveys
Interviews with ODINE partners
Collection and assessment of the business plans of 40 organisations + 10 non-funded

A young dynamic group

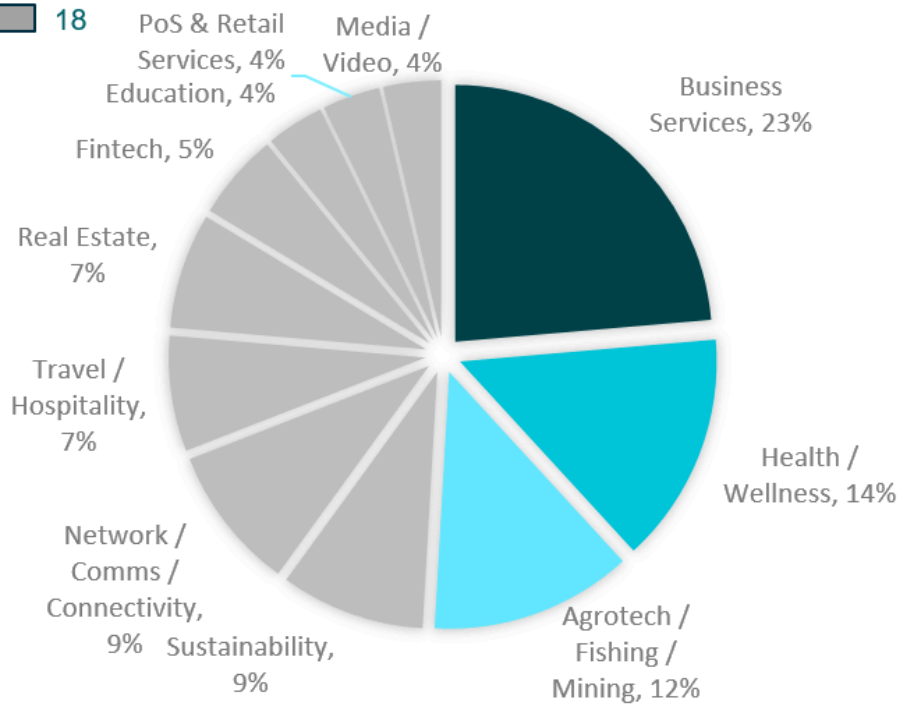


Source: IDC for ODINE Survey, April 2017, *ODINE Business Survey*, December 2016, base 57 enterprises

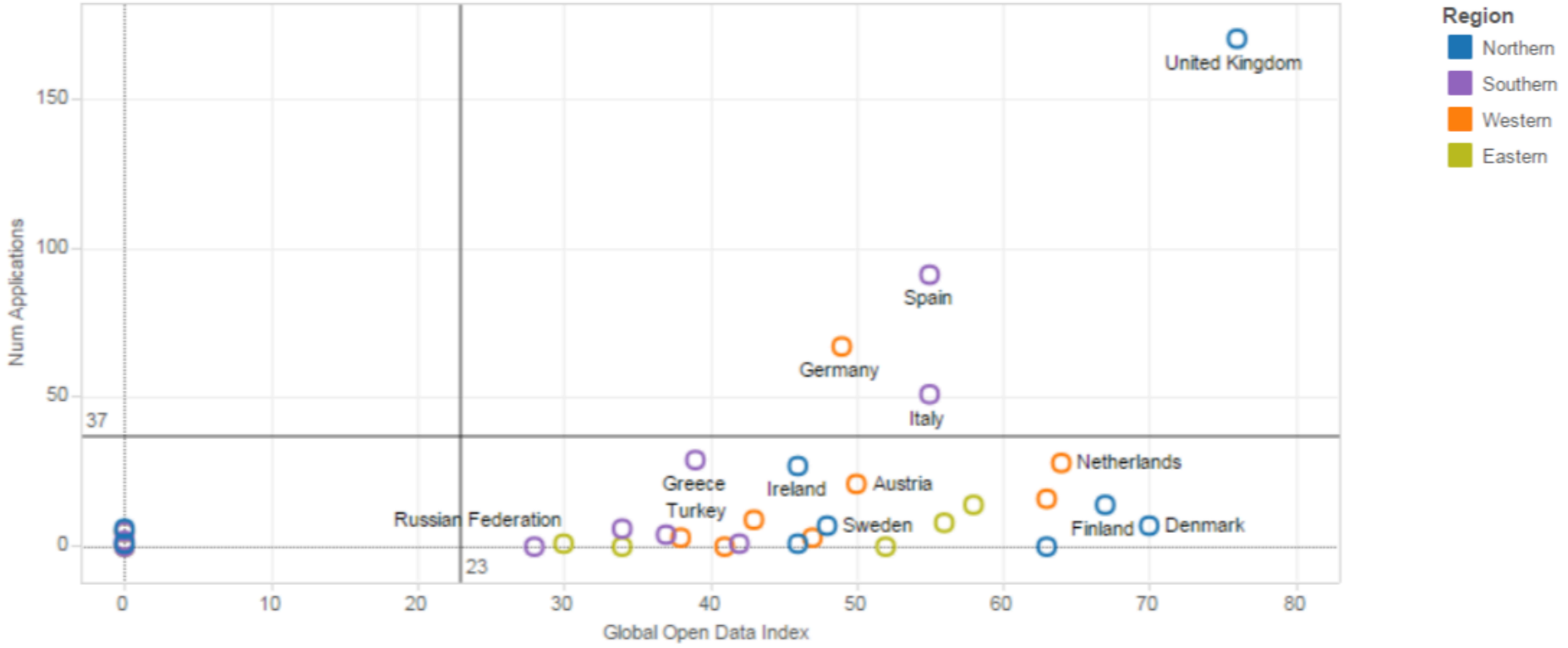
countries represented



BY COUNTRY



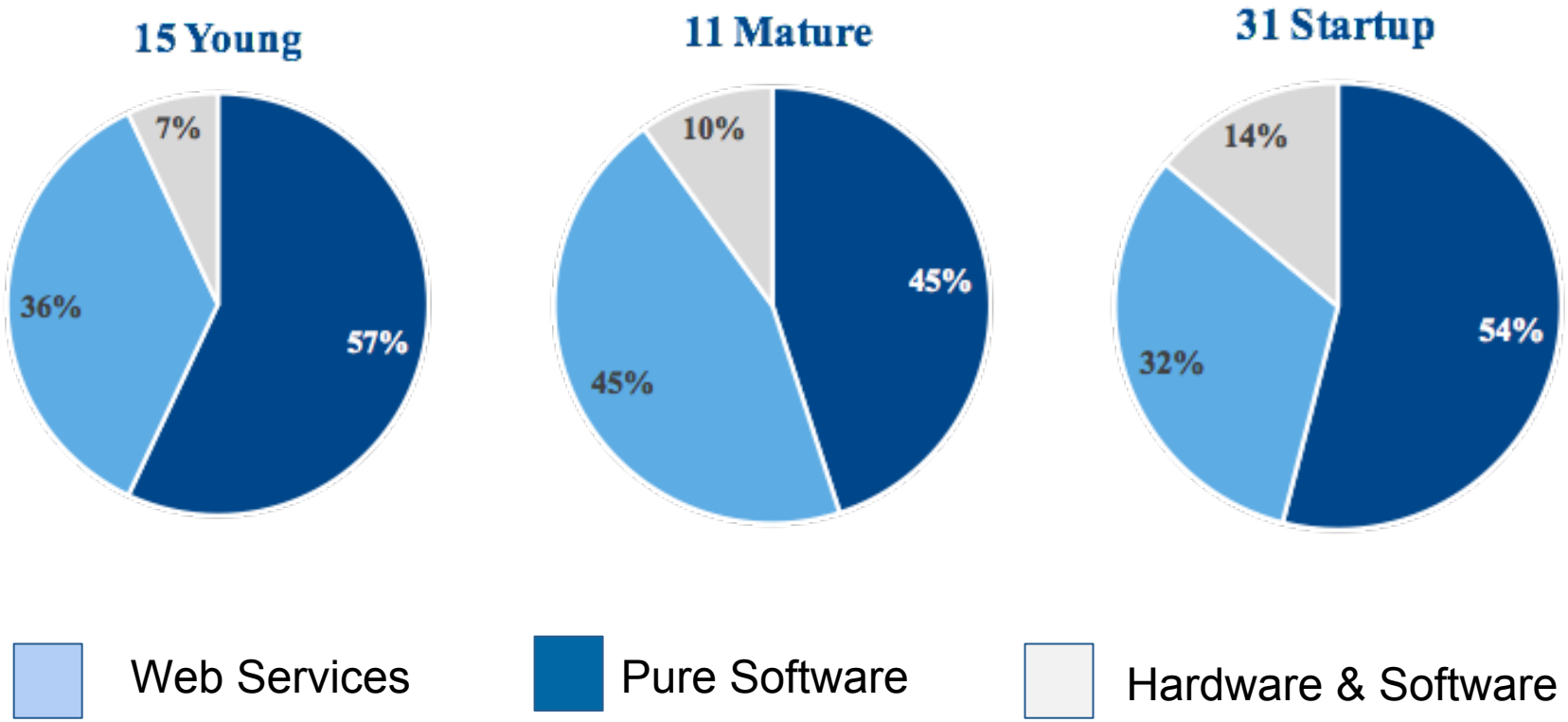
BY INDUSTRY



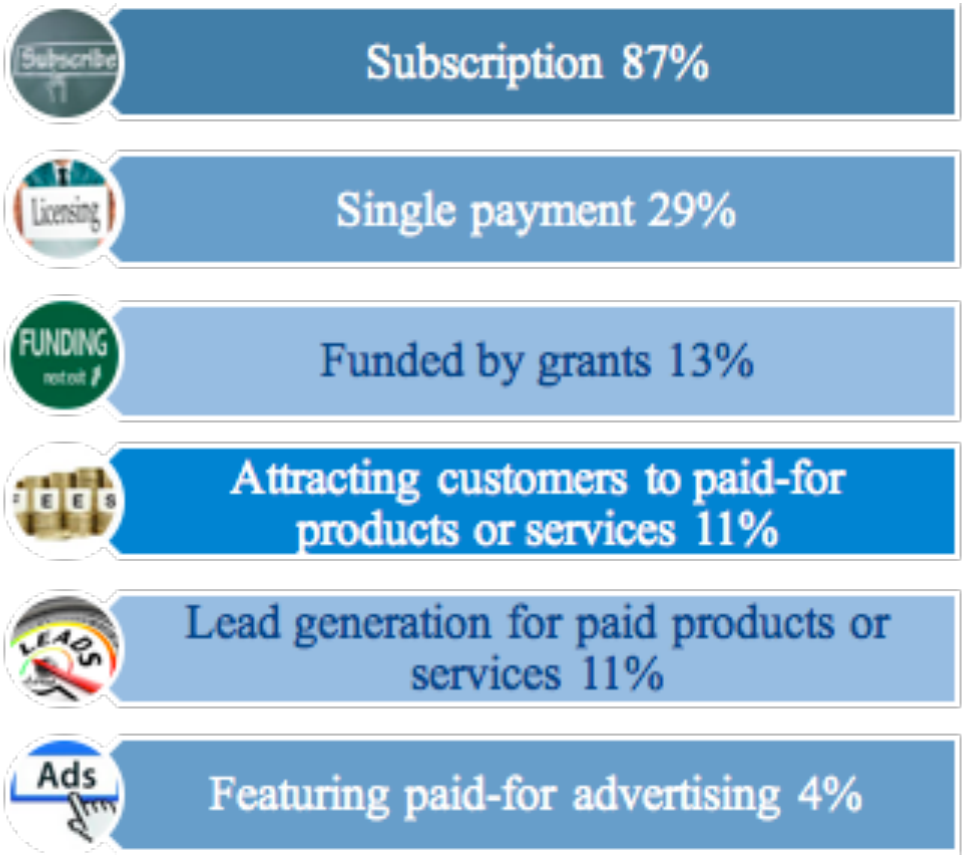
Association between Open Data Index and number of ODINE applications.

Countries with more applications to ODINE have also a high score on Open Data Index.

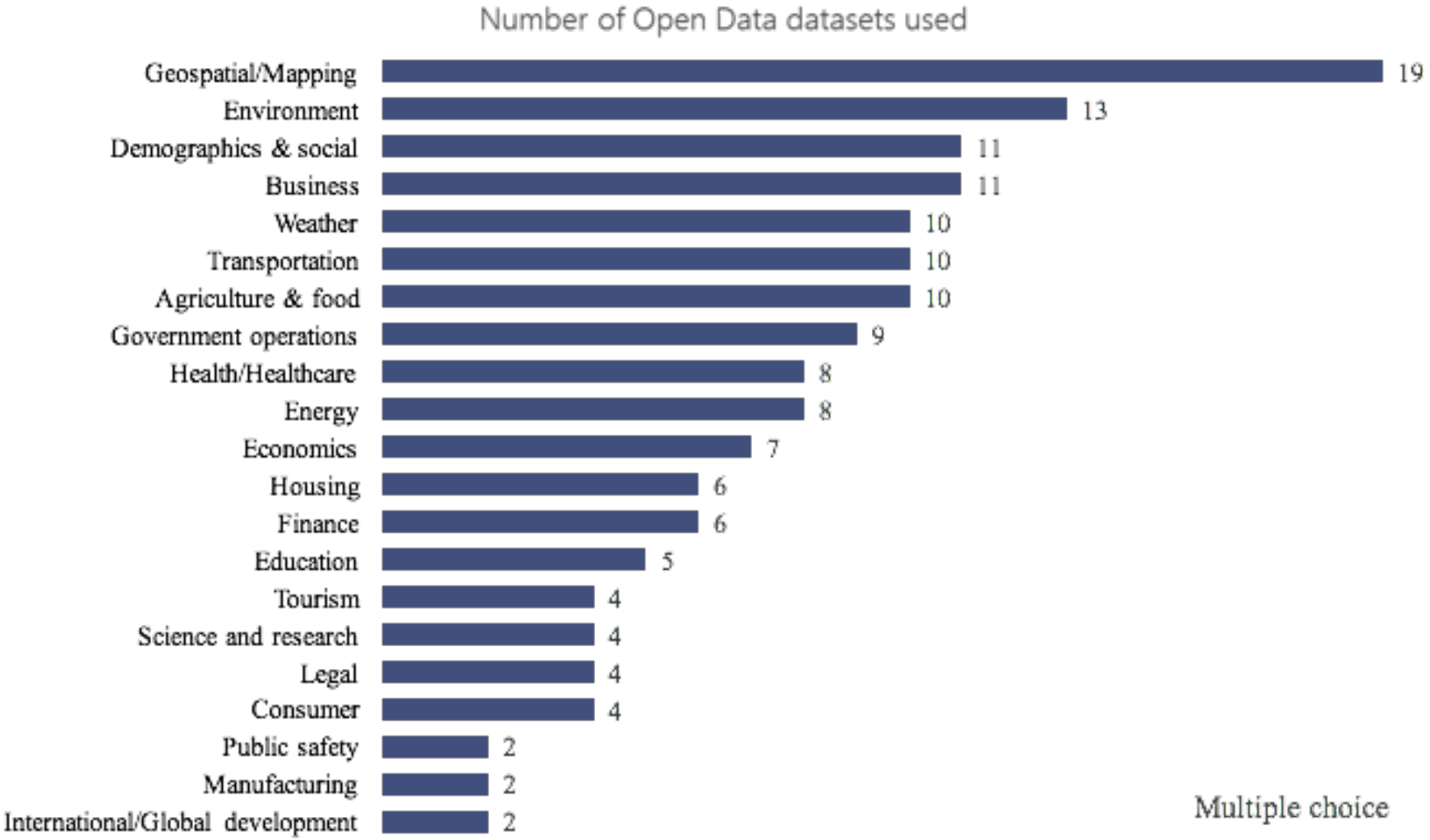
Differentiation by Product and Age



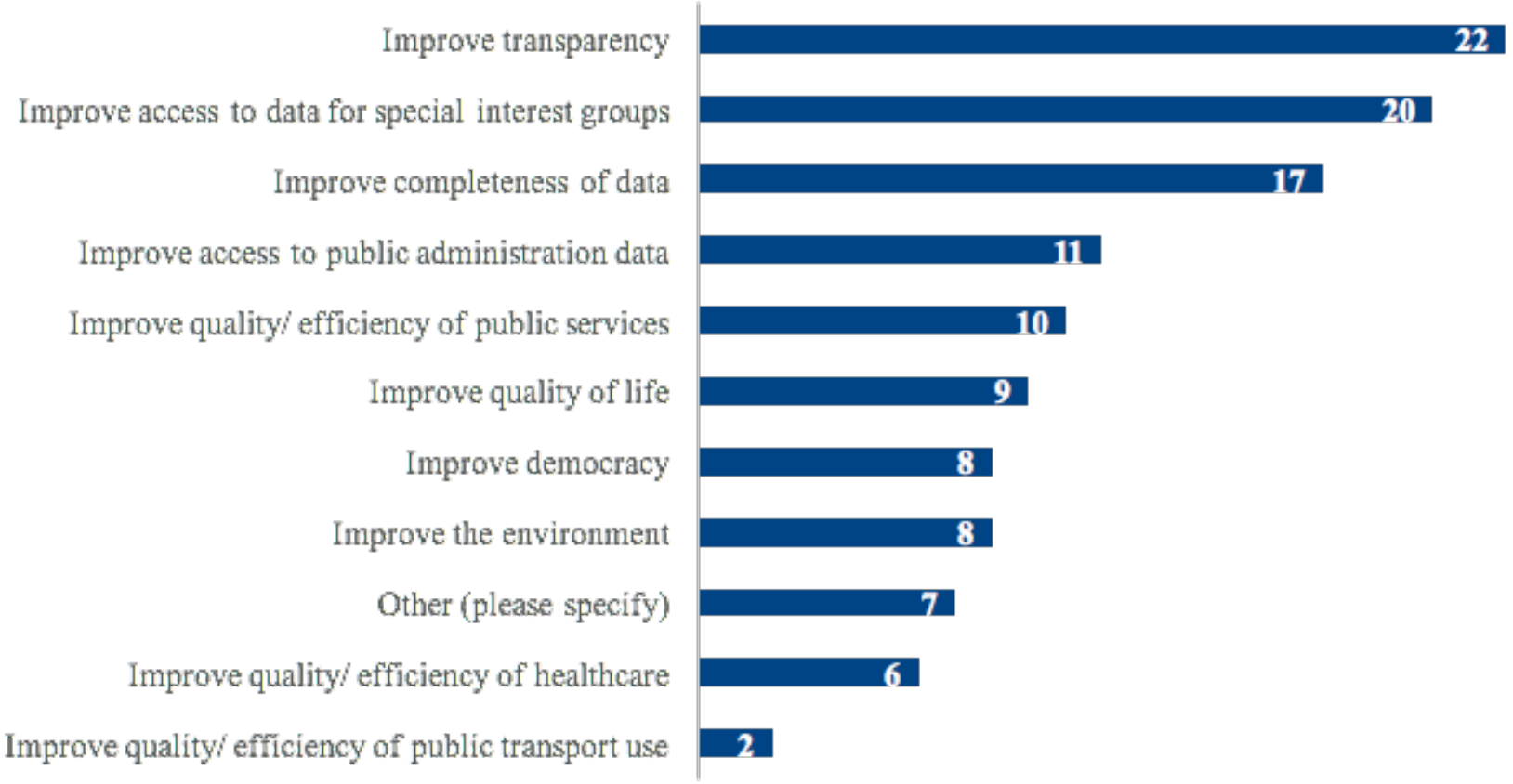
Commercial Strategies



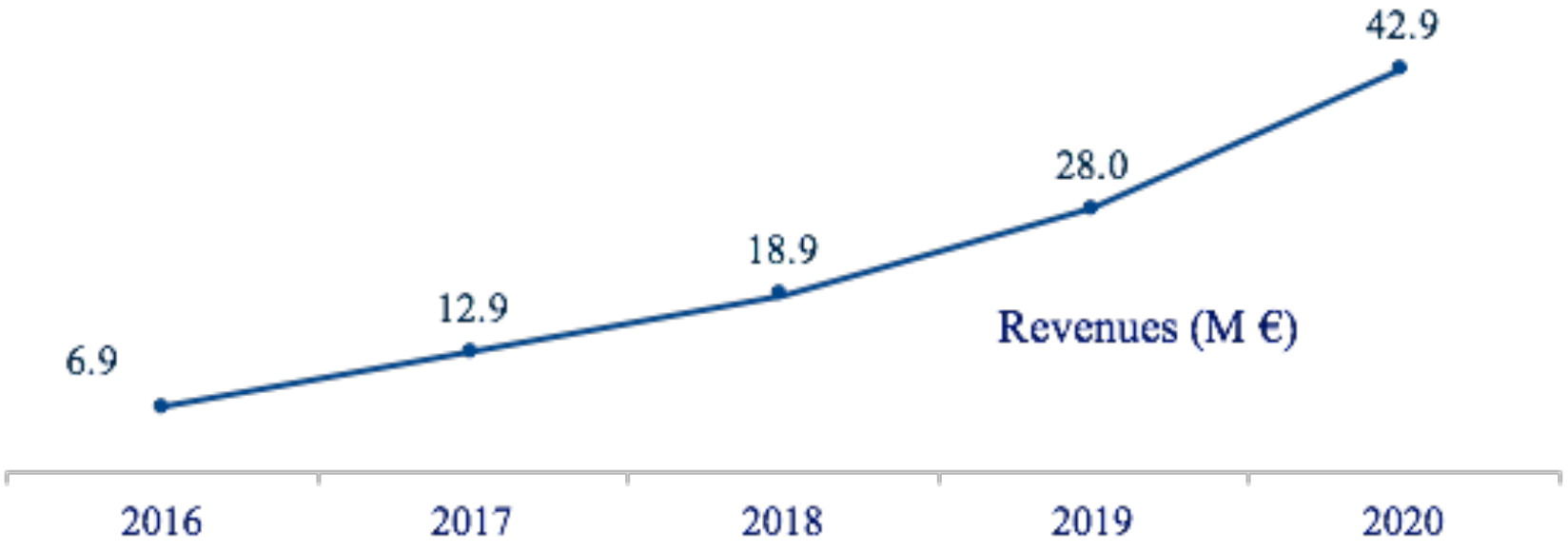
A wide set of Open data typologies



Main Social Benefits of Open Data - Based on survey responses



Forecast Revenues to 2020 by year



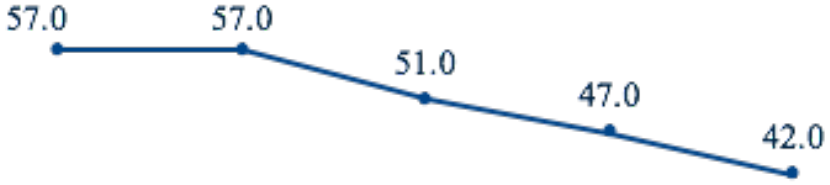
Assumption

74% Average 3 years survival rate

58%

Revenues CAGR 2016-2020

Impacts on Jobs 2020



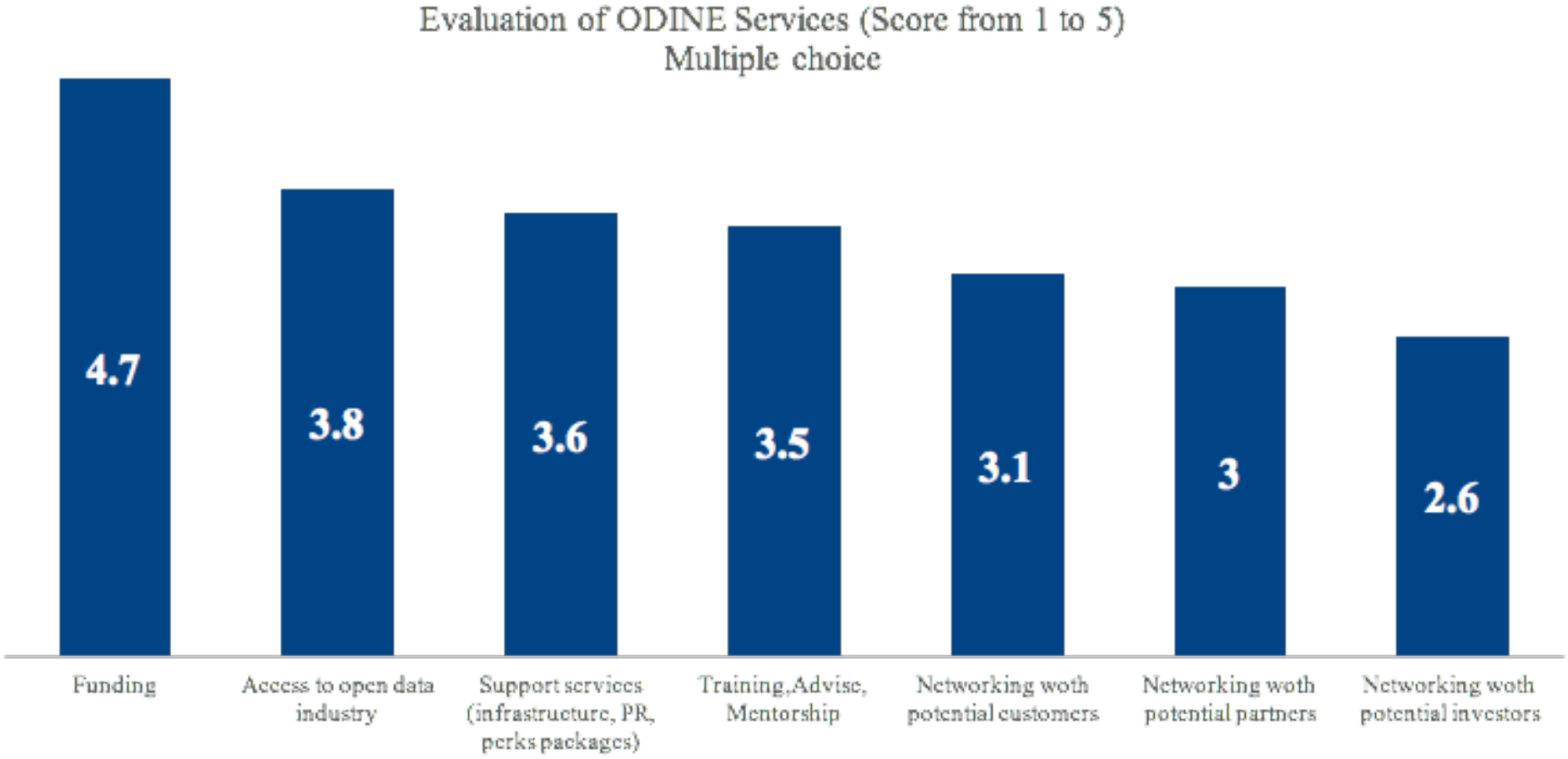
Number of companies on the market

Number of employees

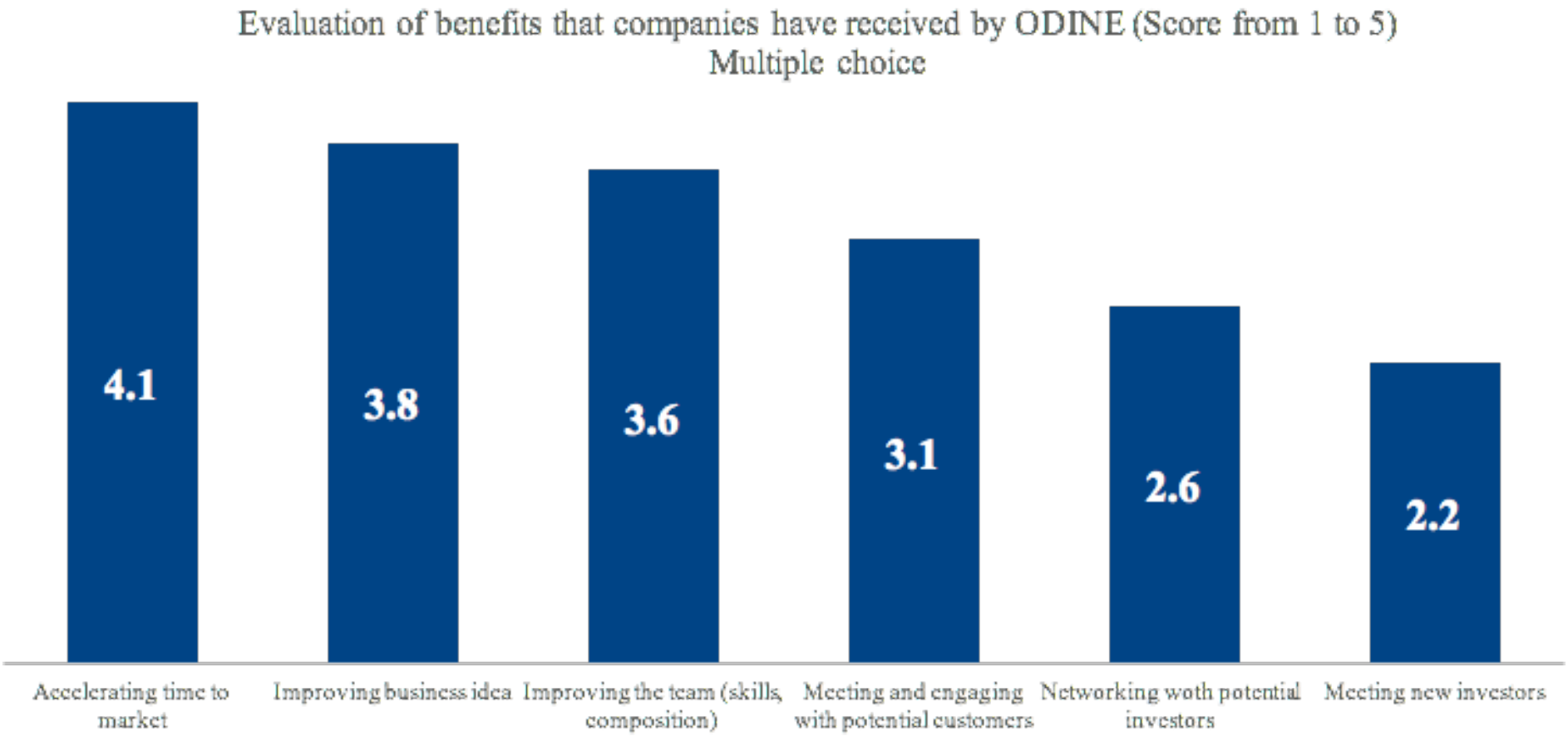
Revenues (€) per Employee

Employees per Company

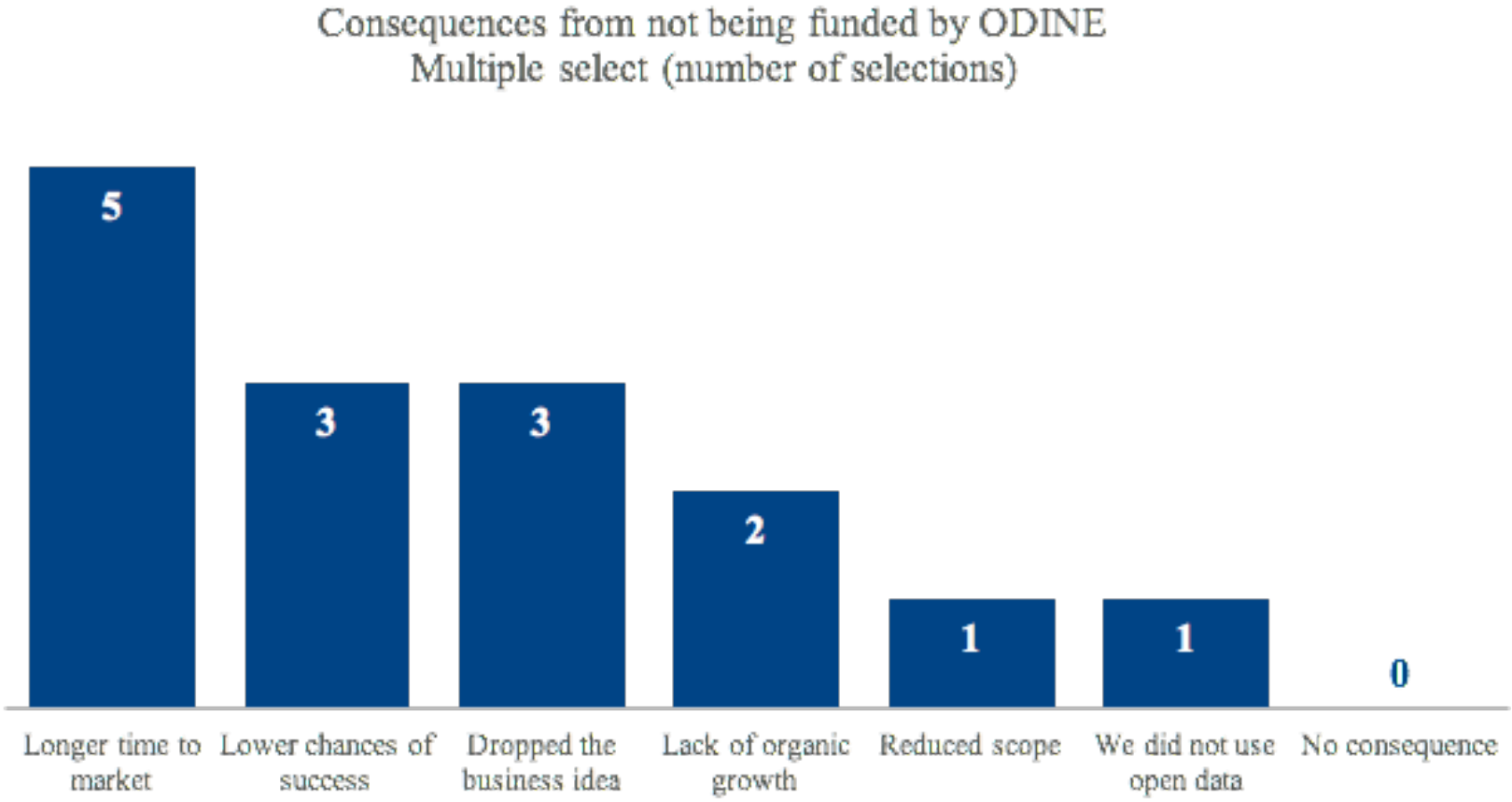
Satisfaction of ODINE's Services



ODINE Benefits



Counterfactual Scenario - What Happened without ODINE?



Counterfactual - Assumptions

The counterfactual scenario is based on 3 main assumptions:

1. Without the ODINE Acceleration programme funding, lower seed capital availability would have reduced the number of start-ups and/or slowed down their time to market.
2. Without the ODINE Acceleration programme services, such as Training, Advise, Mentorship and Support services (infrastructures, PR, perks packages), the subgrantees would have suffered from more difficulties in the development of their solutions and their market strategies.
3. Without the ODINE Acceleration programme networking activities, interaction with potential customers, investors and a community of peers, would have decreased the chances of success and growth rates of the funded initiatives would have been lower.

Results of the Counterfactual Scenario

	Without ODINE	With ODINE	Difference
	34 existing companies in 2020	**42**	**+ 8**
	60% Average 3 years survival rate	**74%**	**+ 14%**
	556 employees in 2020	**784**	**+ 228**
	21 €M revenues in 2020	**43 €M**	**+ 22 €M**
	57 €M cumulative revenues	**110 €M**	**+ 53 €M**

Key Model Results

By 2020, 42 healthy enterprises on the market, selected from over 1100 submissions.

These enterprises will generate almost 43 €M of revenues in 2020. Cumulative revenues will be 110 €M in the 2016-2020 timeframe.

The average revenues per employee will be 55,000 € in 2020, enough for sustainability and profitability.

Counterfactual analysis indicates that without ODINE there would be 48% less cumulative revenues generated in 2020.

Recommendations

- Promotional and networking opportunities accelerate growth
- Investment communities are very locally-focused
- F2F interaction helps develop startup-advisor relationships
- Bi-weekly reports are an effective way of tracking activities and monitoring progress

POLICY is important!

Comparison of

opencorporates

UK has data

Germany has less data

advantage

POLICY is important, again!

PSI directive recast

http://blog.okfn.org/2018/06/21/europes-proposed-psi-directive-a-good-baseline-for-future-open-data-policies/

till 13th of July feedback

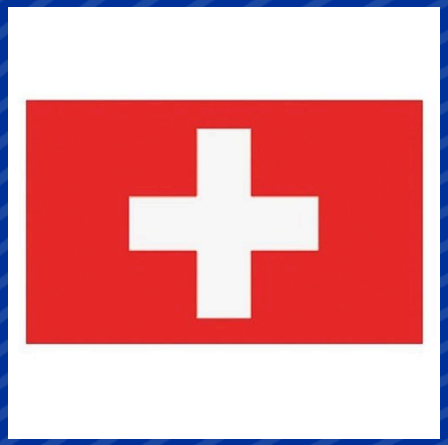
http://ec.europa.eu/info/law/better-regulation/initiatives/com-2018-234_en

talking Policy … is important, again!

5th of July important vote on upload filters (article 11 and article 13)

Also klemmt euch hinters Telefon bzw. Und haut rein in die Tasten teilt (euren) MEP-Abgeordneten eure Meinung mit. https://saveyourinternet.eu.

Dankeschön!



1 : ?

https://pad.okfn.de/p/opendatach