Position Paper

I work as a senior post-doctoral fellow in the Centre for Advanced Data Analytics Research (CeADAR, http://www.ceadar.ie) in Ireland. This research centre provides short, 6-month turnover research to irish companies and is an industry-led technology centre initiative for innovation and applied research that accelerates the development, deployment and adoption of Data Analytics technology and relevant innovations. Ireland recently joined the Open Government Partnership (OGP) and the Irish government plans to focus its actions on the creation of an Open Data environment in Ireland. I am the contact person for Open Data within CeADAR and have been involved in the OGP process in Ireland since the public consultations in 2013 on behalf of Open Knowledge Ireland and CeADAR.

Session Proposal

Title: Create your Open Data Business Plan, or: Roadblocks in Commercial Open Data Usage

Abstract: What keeps people from using Open Data for commercial purposes? Find out what happens in the mind of a Entrepreneur by developing a business plan for a fictive Open Data based product.

Background for workshop organisers:
One big problem in the field of open data is that there is a fundamental difference in the mind sets between the people that are in charge of opening up government data, i.e. civil servants with a very high jobs security, and people who want to create a business on top of it, i.e. the commercial users. The idea of this session is to get the participants to understand what drives commercial users and what are the special restrictions they have to adjust to if they want to successfully make money out of Open Data. The session will focus on subjects that hinder commercial Open Data usages and can be seen as risks that are involved for business users in Open Data:

• Is the data there tomorrow? (if I found my business on it, who guarantees for it)
• Data quality (freshness, correctness, validity, completeness, …)
• Privacy breaches in Open Data (poisoned data that may force my business to shut down)
• Licensing (what am I allowed to do in CC licenses versus for example Irelands PSI license)

However, this list should actually be discovered in the session. So I will start the session with just a short introduction of what a business plan is, i.e. its parts and how it is created and then will open the discussion letting the participants develop the sections of a fictive Open Data business and detect the roadblocks for Open Data Usage themselves.