

Roadblocks in Open Data and Business

Ingo Keck



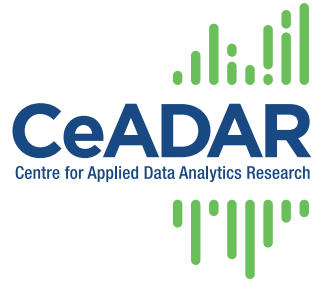
Business Plans

“A written, organised layout for how you want your business to start, perform, and excel.”

Washington State University

Business Plan Content

1. What is the **need** the business fulfills?
2. What is your **market**? How big?
3. What makes your business **special**?
4. How are you going to make **money**?
5. **Risk Analysis** – What can happen and how do you protect the business against it?



Business Ideas for Open Data

Add here:



Business Idea

What is the need the business fulfills?

What is the market?

What makes your business special?

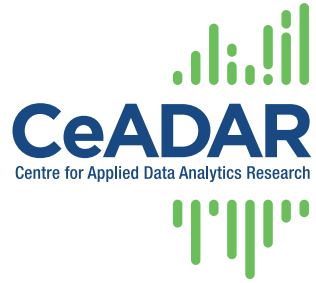
Group Work

- Pick a business idea
- Answer the questions:

What is the need the business fulfills?

What is the market?

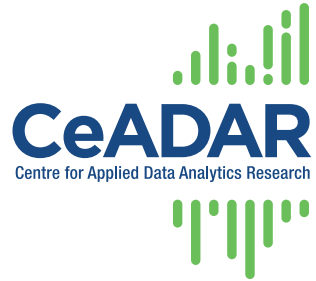
What makes your business special?



Next Step: Find the Money

Ads? Data enrichment? Services? Government?





Risk Assessment

Risk Analysis – What can happen and how do you protect the business against it?



What Can Happen...

- Inofficial Dublinbikes iPhone app pulled:
<http://wapreview.com/5199/comment-page-5/>
- Irish GIS License (non-commercial, no links):
<http://gis.epa.ie/ContactUs/Policy>
- Irish PSI License ('immoral'): <http://psi.gov.ie/files/2010/03/PSI-Licence.pdf>
- Dublin Dashboard: <http://www.dublindashboard.ie/pages/index>
- Environmental Data: CAPTCHA:
<http://erc.epa.ie/safer/downloadValidityCheck.jsp>
- US Gov Shutdown October 2013:
<http://techpresident.com/news/24394/shutdown-sets-data-and-api-scramble>
<http://www.infoworld.com/article/2612695/government/where-you-can-t-and-can--get-government-data-during-the-shutdown.html>



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