

# Challenges for viable (personal) data sharing business models

Insights from icon.SHARCS WP6

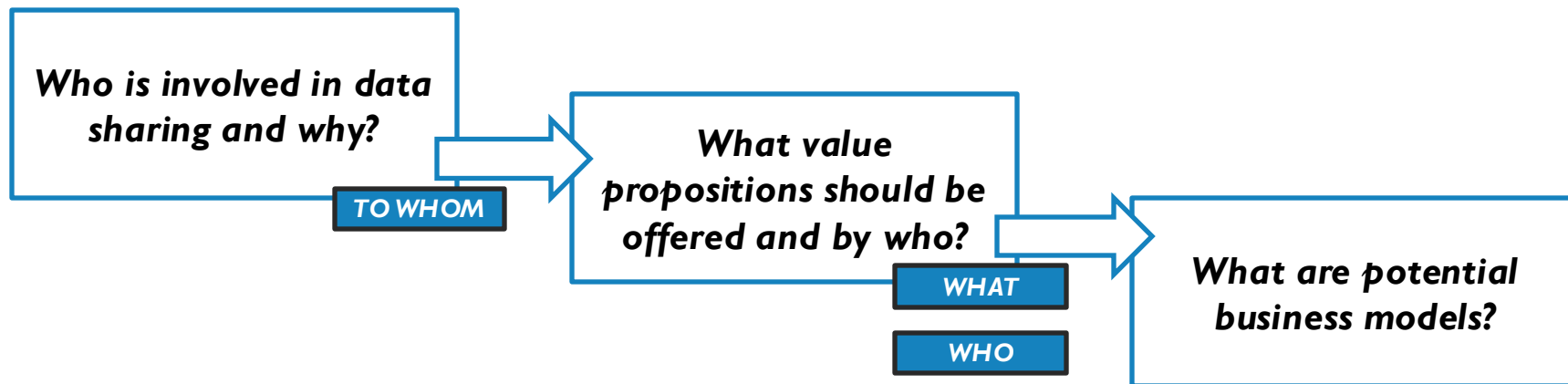
prof. Sofie Verbrugge & Maarten de Mildt

***WHAT IS THE ADDED VALUE OF DATA SHARING FOR DATA CONSUMERS?***  
***How to create an ecosystem of data consumers where data is reused?***

# What is the added value of data sharing for data consumers?

Commercial opportunities in data sharing for the student-case

## OUR APPROACH



# Our Approach

A student-case analysis of multiple data consumers

*Who is involved in data sharing and why?*

Identified potential **value** of student-attestation case for **diverse data consumers** (HR, mobility, real estate)

TO WHOM

*What value propositions should be offered and by who?*

Identified offering of **data provider services**:  
Data access, Governance, Aggregation

WHAT

WHO

*What are potential business models?*

Assessed the **impact of pricing** models on the **viability of data sharing** for diverse data consumers

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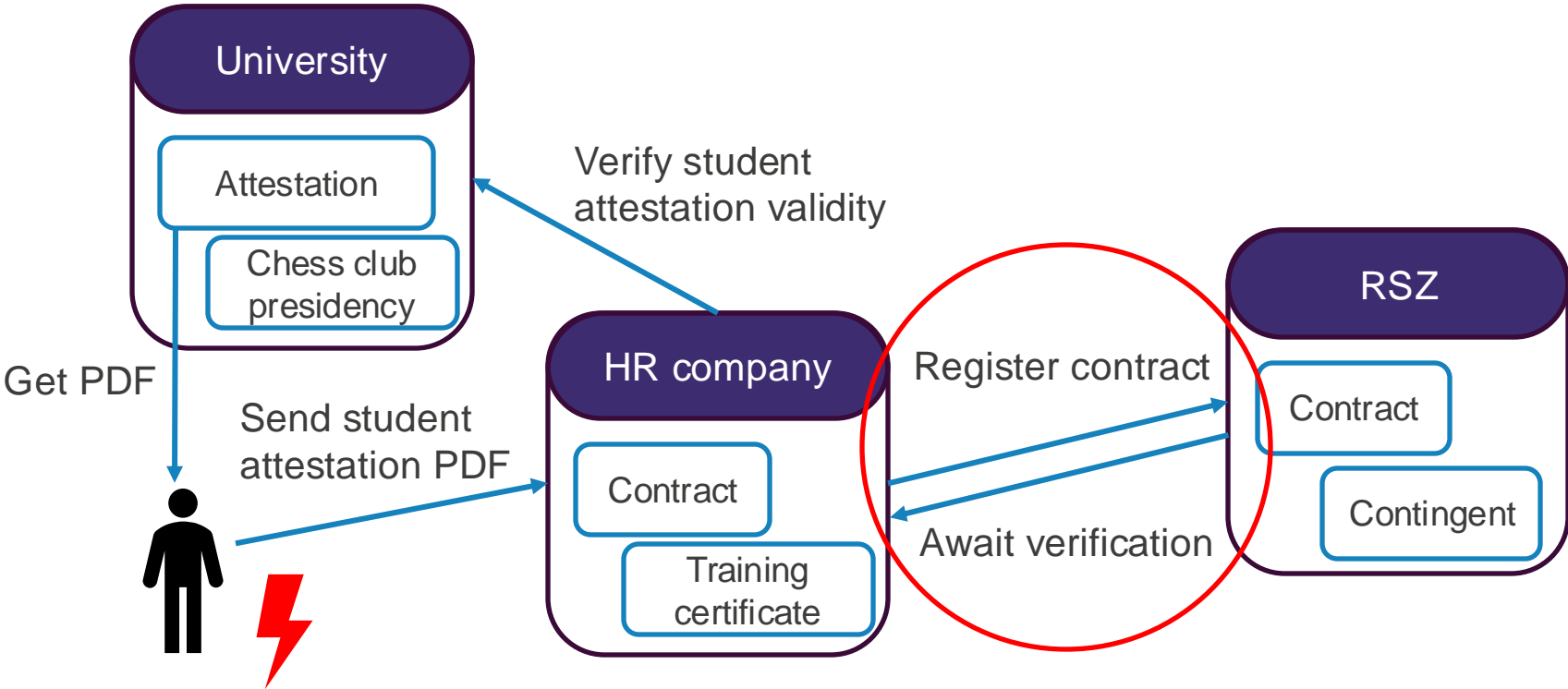
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# Current situation of data sharing

A manual and redundant processes with little consideration for the end user



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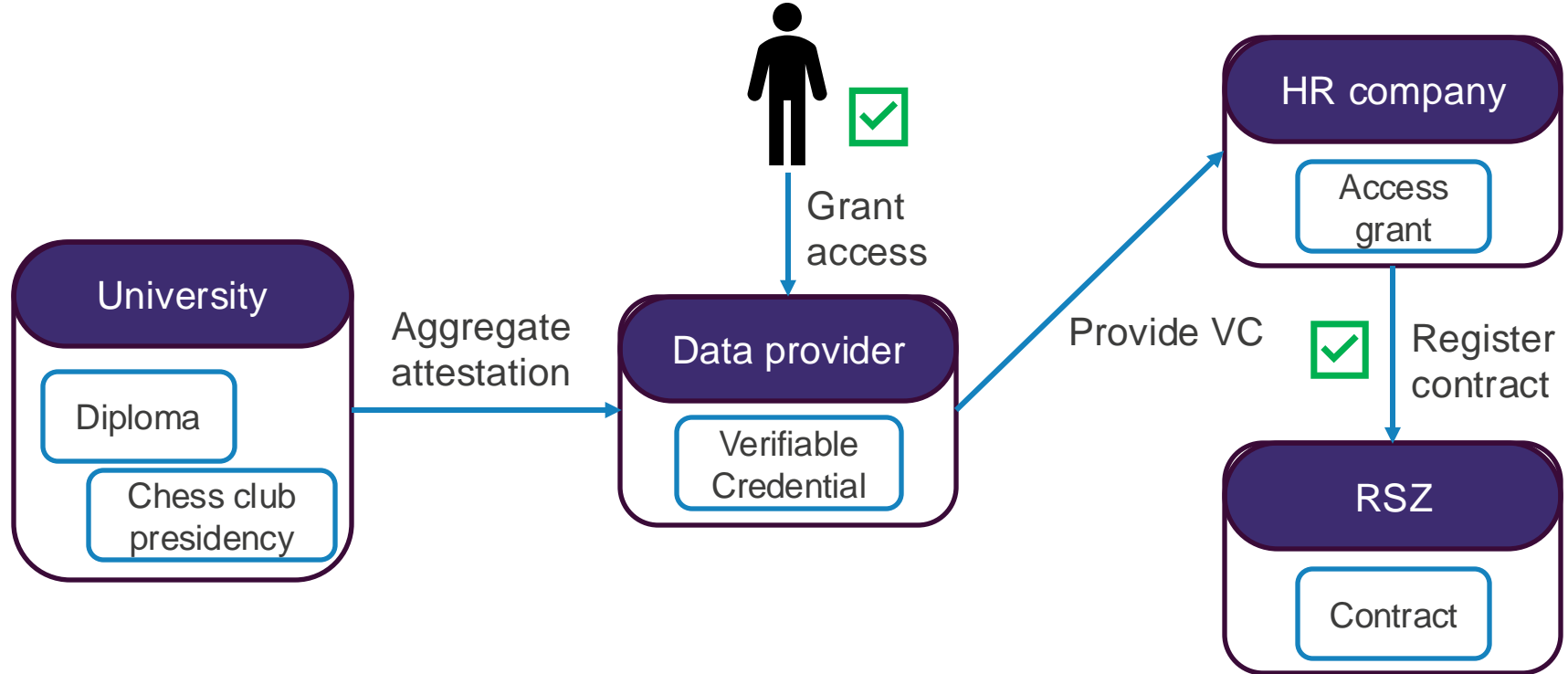
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# Solid-based data sharing service

Replace redundancy by aggregating governed data with respect for end user





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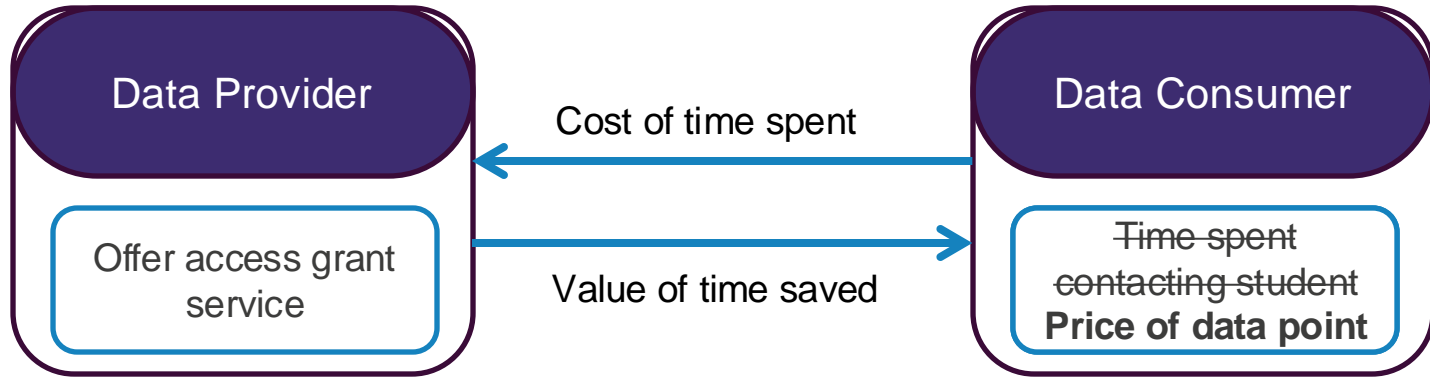
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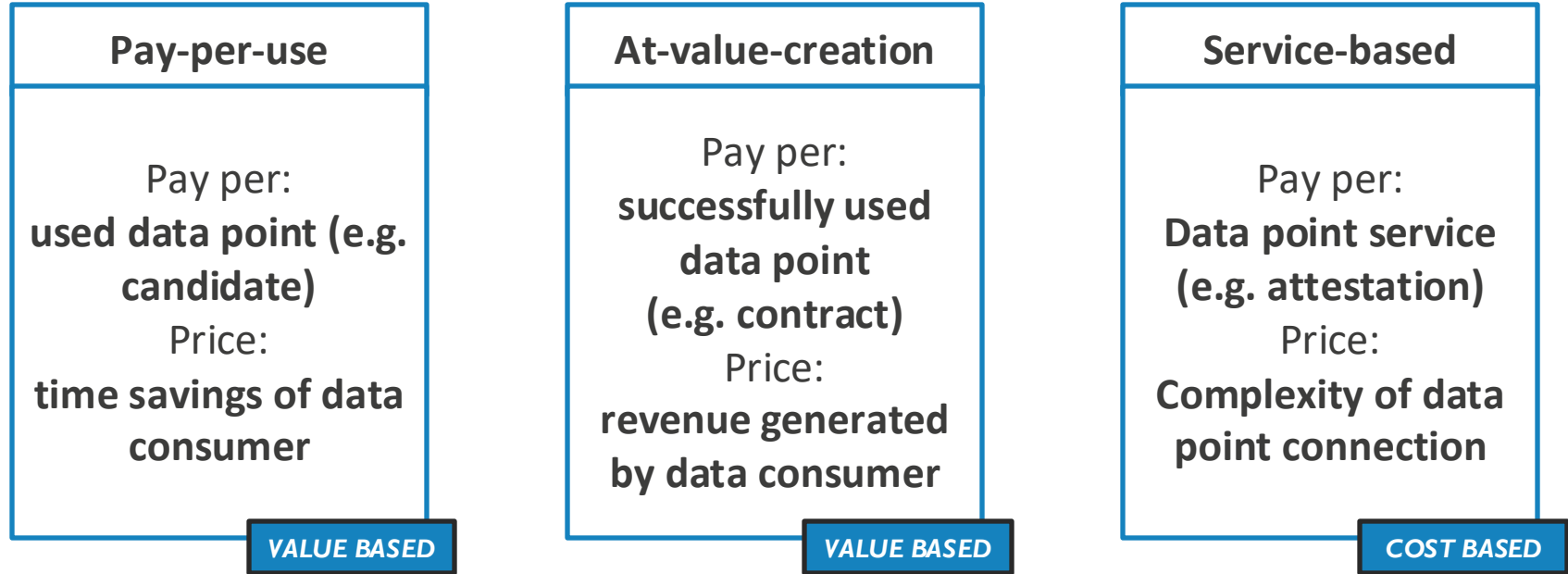
# Costs impact pricing, pricing impact costs

Costs of data consumer get replaced by pricing of data provider

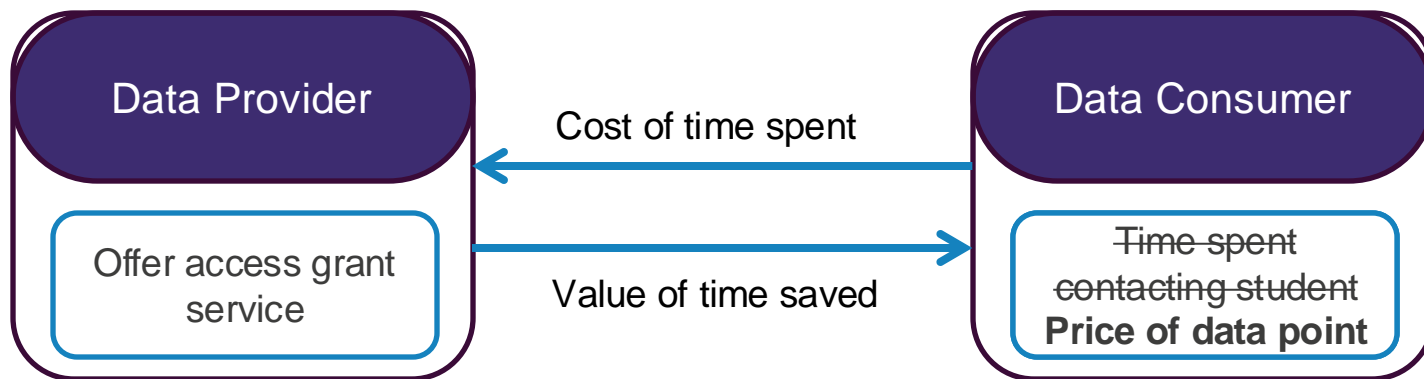


# Potential pricing models of data provider for data sharing

Pricing of data provider services towards data consumers

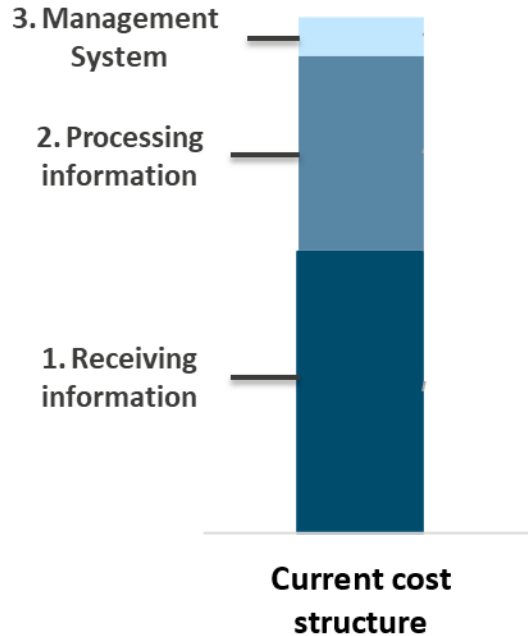


## How does pricing impact costs of data consumers?

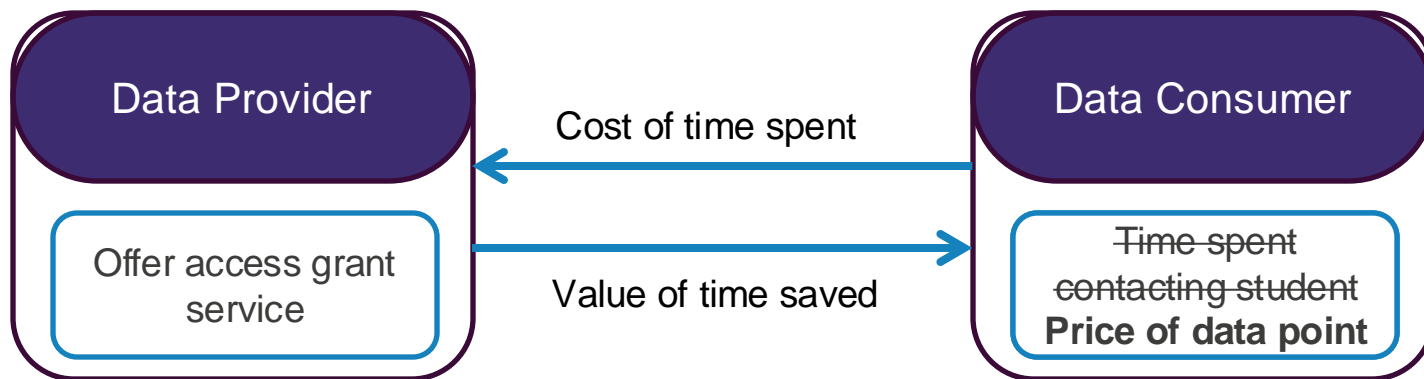


# Impact on costs of pricing for data consumer

For each specific data consumer, viability varies depending on pricing

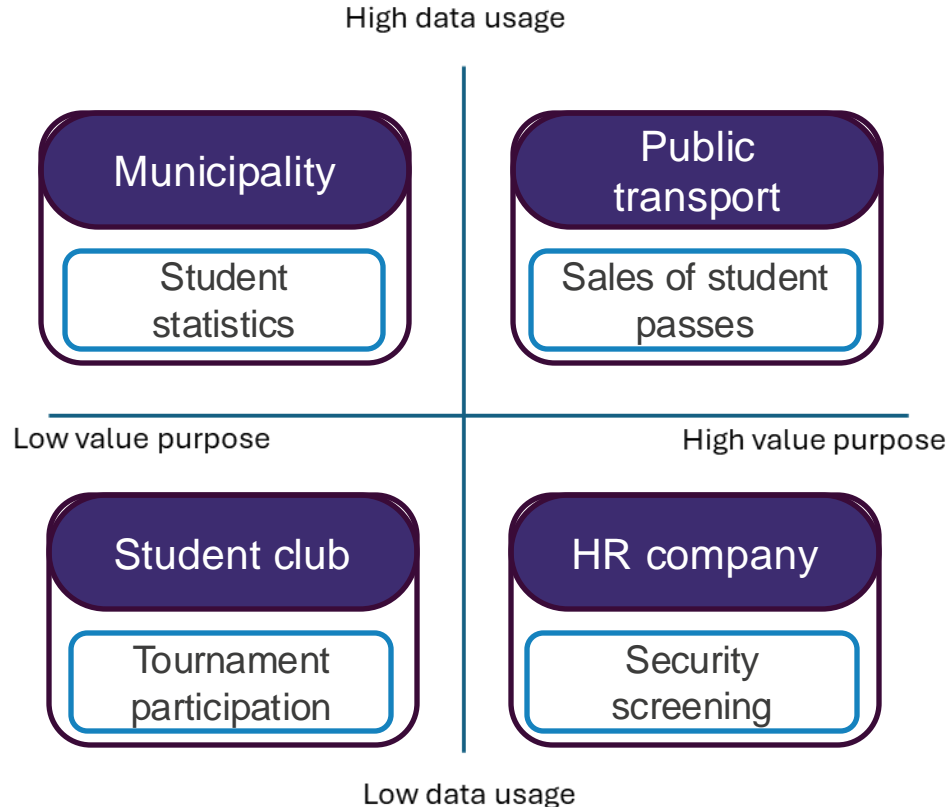


## How does pricing impact multiple data consumers?



# Mapping different data consumers

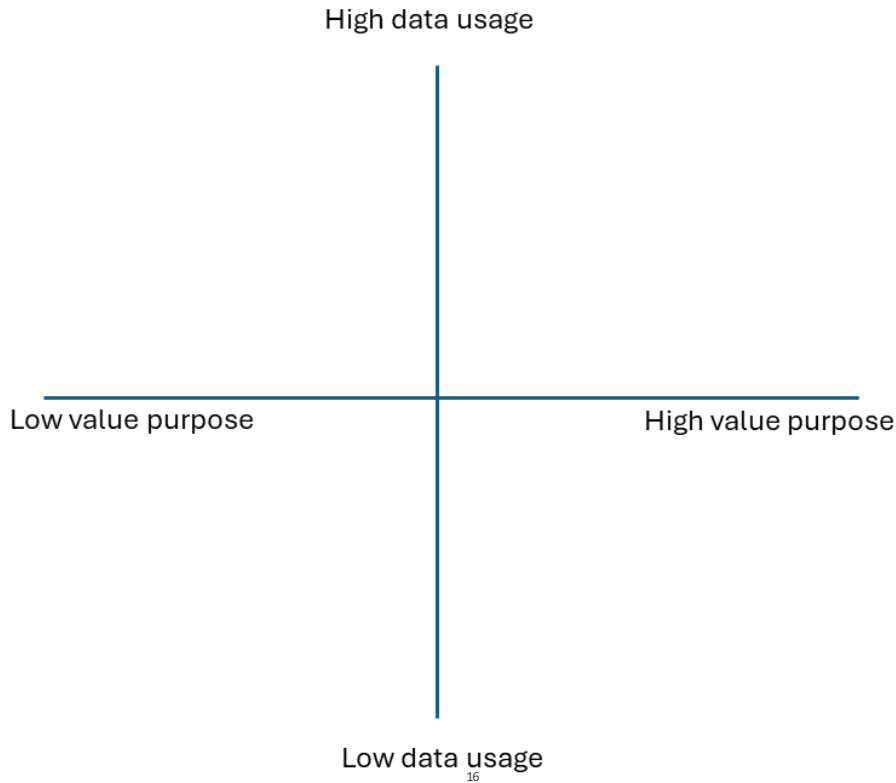
Case specific context matters: data consumers have different purposes per case



# Pricing must reflect value: case of data consumer influences value!

Each pricing models can win over different market segments

Therefore, there is no one-size-fits-all business model for data provider services





# Conclusion

**WHAT IS THE ADDED VALUE OF DATA SHARING FOR DATA CONSUMERS?**

*How to create an ecosystem of data consumers where data is reused?*

**THERE IS NO ONE-SIZE-FITS-ALL BUSINESS MODEL:  
CHALLENGE OF CREATING INCLUSIVE ECOSYSTEM**

**PRICING REFLECTS DIFFERENT VALUES:  
ECOSYSTEM MUST CATER TO VARIOUS CONSUMERS**