Challenges for viable (personal) data sharing business models

Insights from icon.SHARCS WP6

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



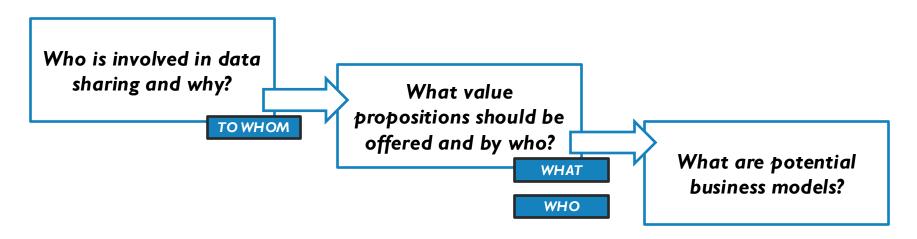




What is the added value of data sharing for data consumers?

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? What value propositions Identified potential value of should be offered and by who? student-attestation case for diverse data consumers Identified offering of data What are potential (HR, mobility, real estate) business models? provider services: Data access, Governance, TO WHOM Assessed the **impact of** Aggregation pricing models on the WHAT viability of data sharing for diverse data consumers WHO







Who is involved in data sharing and why?

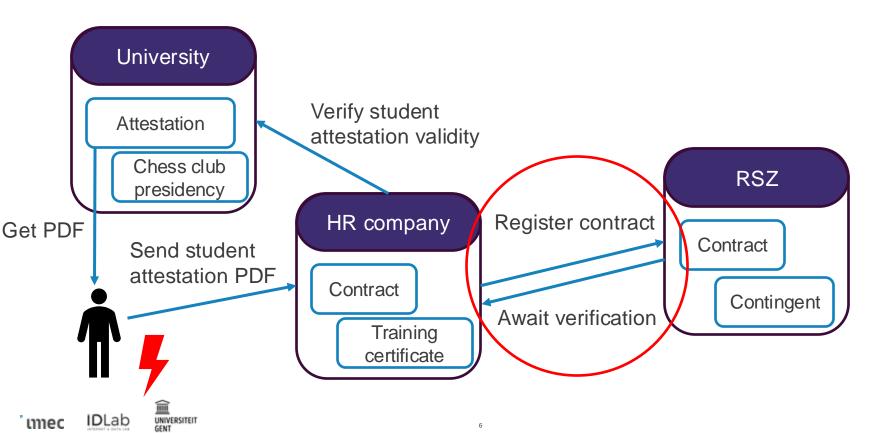
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Current situation of data sharing

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



PUBLIC

Who is involved in data sharing and why?

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

What value propositions should be offered and by who?

Identified offering of data provider services:

Data access, Governance,

Aggregation

business models?

What are potential

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

WHO

WHAT

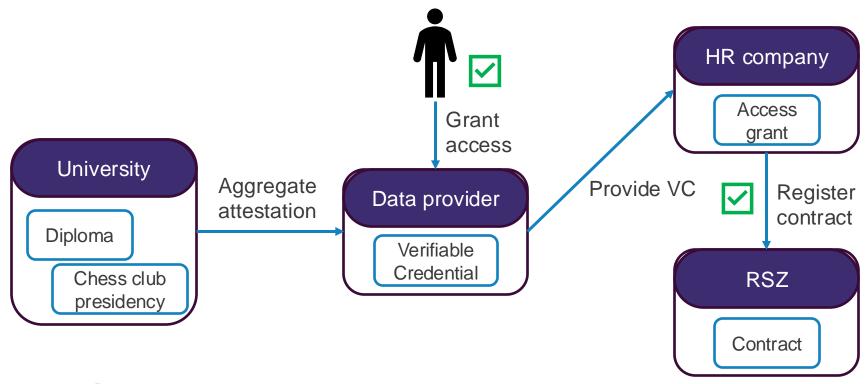






Solid-based data sharing service

Replace redundancy by aggregating governed data with respect for end user









Who is involved in data sharing and why?

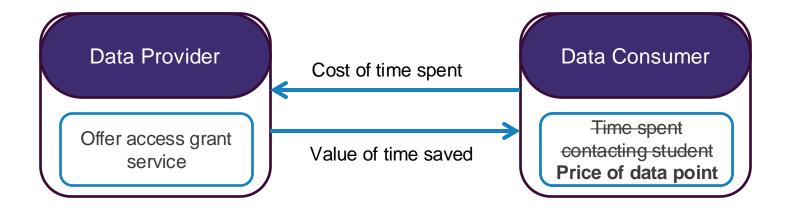
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Costs impact pricing, pricing impact costs

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

Pay-per-use

Pay per:

used data point (e.g. candidate)

Price:

time savings of data consumer

VALUE BASED

At-value-creation

Pay per:

data point
(e.g. contract)

Price:

revenue generated by data consumer

VALUE BASED

Service-based

Pay per:

Data point service (e.g. attestation)

Price:

Complexity of data point connection

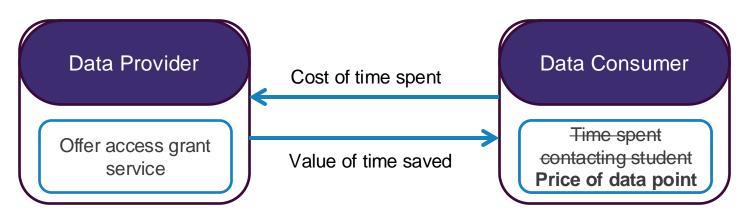
COST BASED







How does pricing impact costs of data consumers?



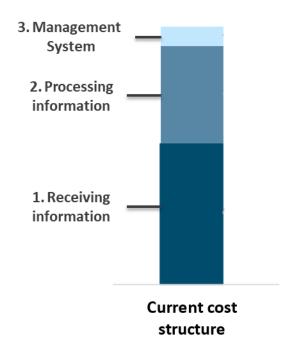






Impact on costs of pricing for data consumer

For each specific data consumer, viability varies depending on pricing

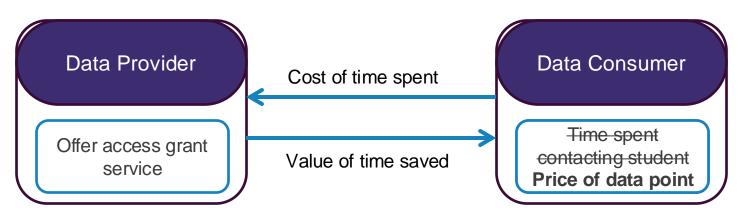








How does pricing impact multiple data consumers?





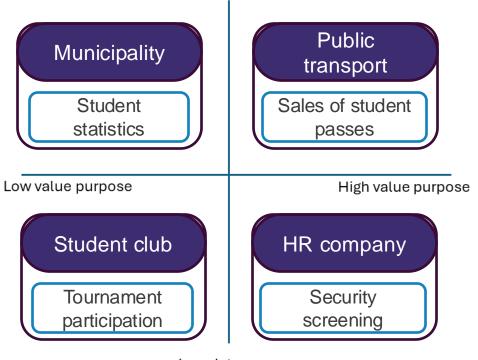




Mapping different data consumers

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

High data usage





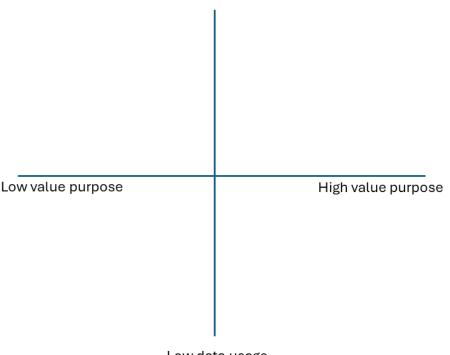


Pricing must reflect value: case of data consumer influences value!

Each pricing models can win over different market segments

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

High data usage









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

