

BUSINESS MODELS FOR PSI RE-USE

Hype, Hope or the Next Big Thing?



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Public bodies are by far the largest producers of information in Europe and not only.

“Commercial exploitation of Europe's public sector information” – Pira International for the European Commission (2000)

However:

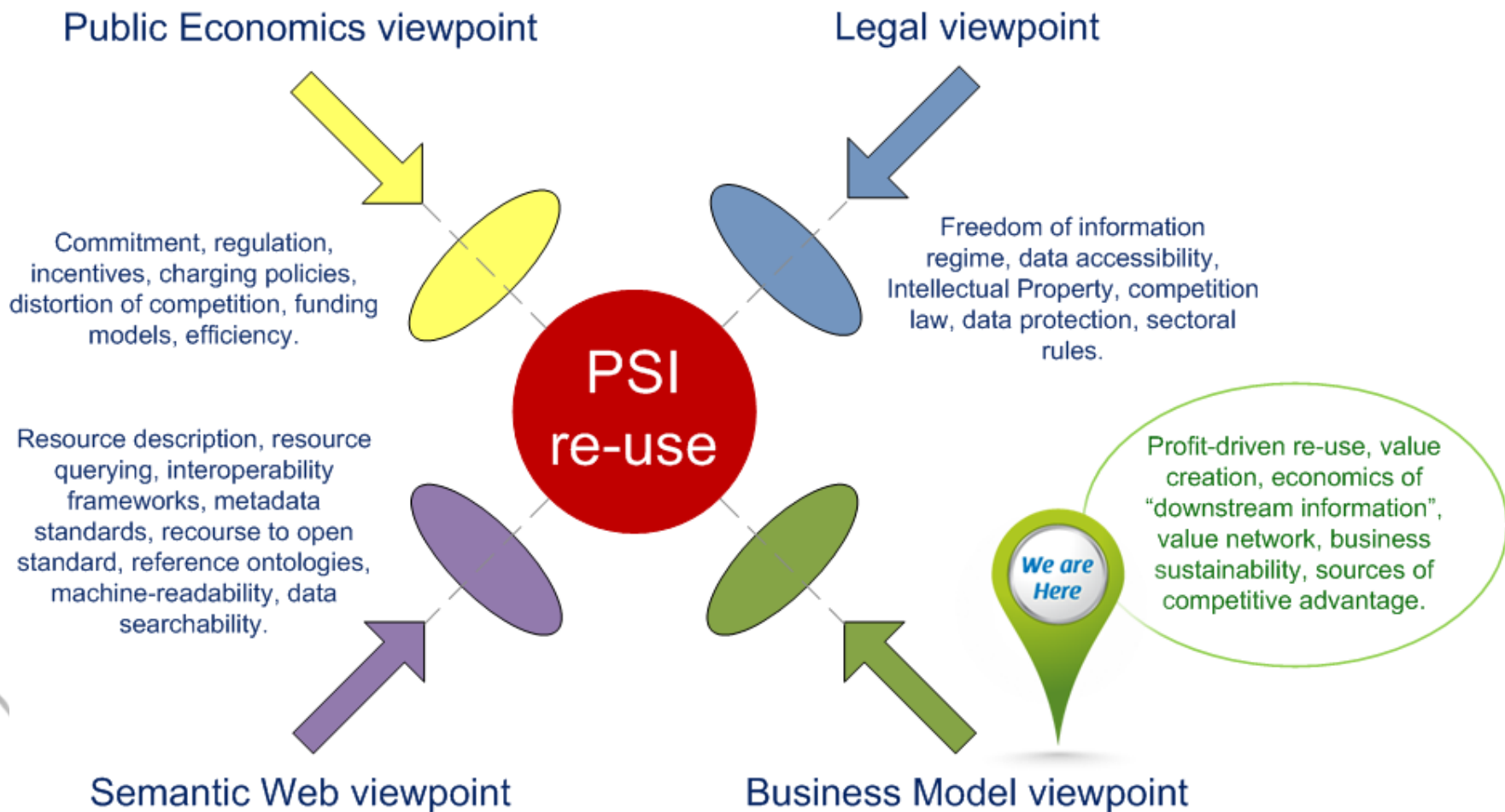
- The **role** of public agencies in creating, elaborating, consuming and releasing information is often **not completely understood**.
- PSI is recognized as a major, but so far **under-exploited asset**, which could and should be a fundamental building block of the “new economy” in the Information Society.

Prominent Gaps in the Literature

Paucity of studies on “downstream information”

Focus on “how much” in lieu of “how”

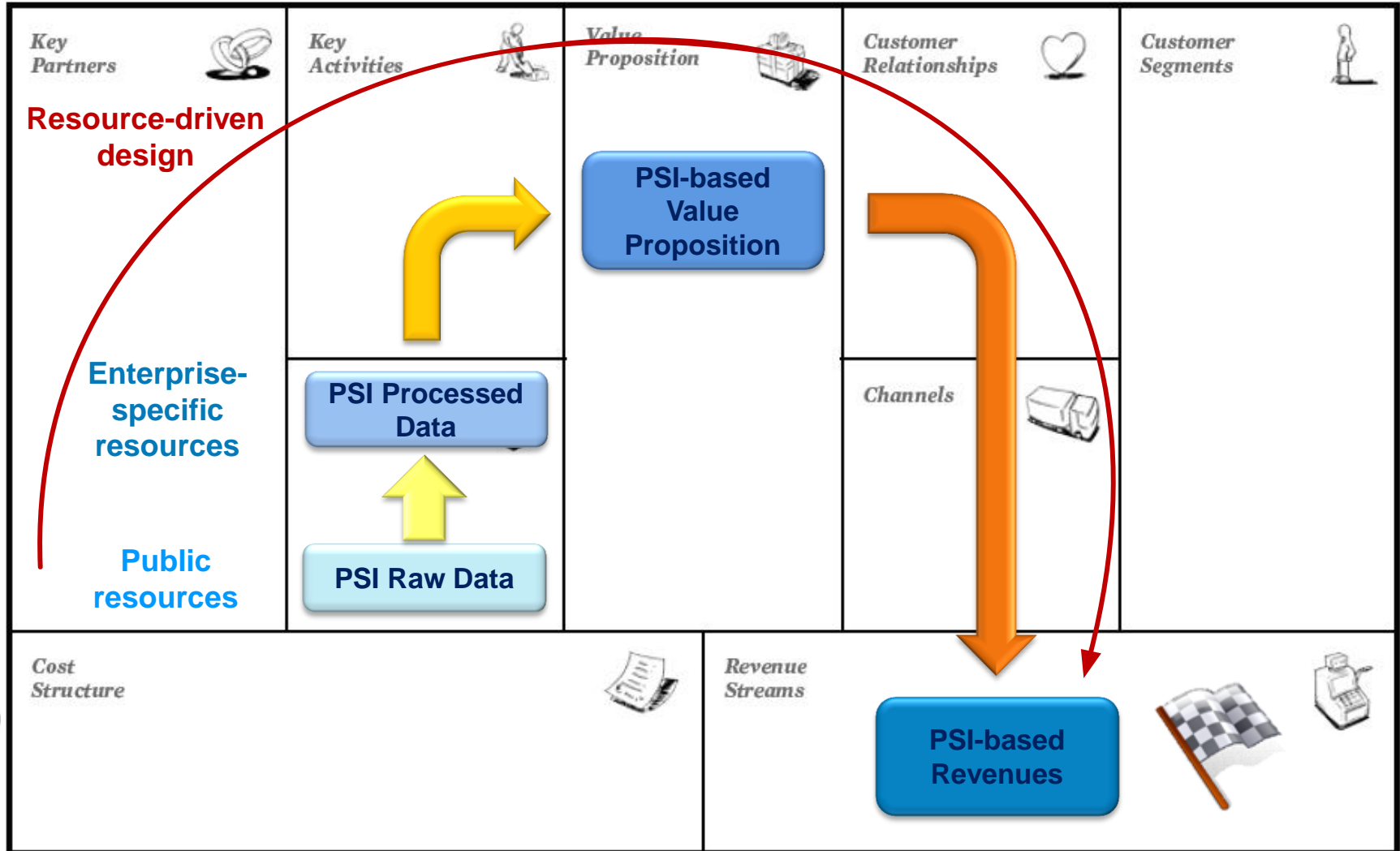
Different Perspectives on the PSI Realm



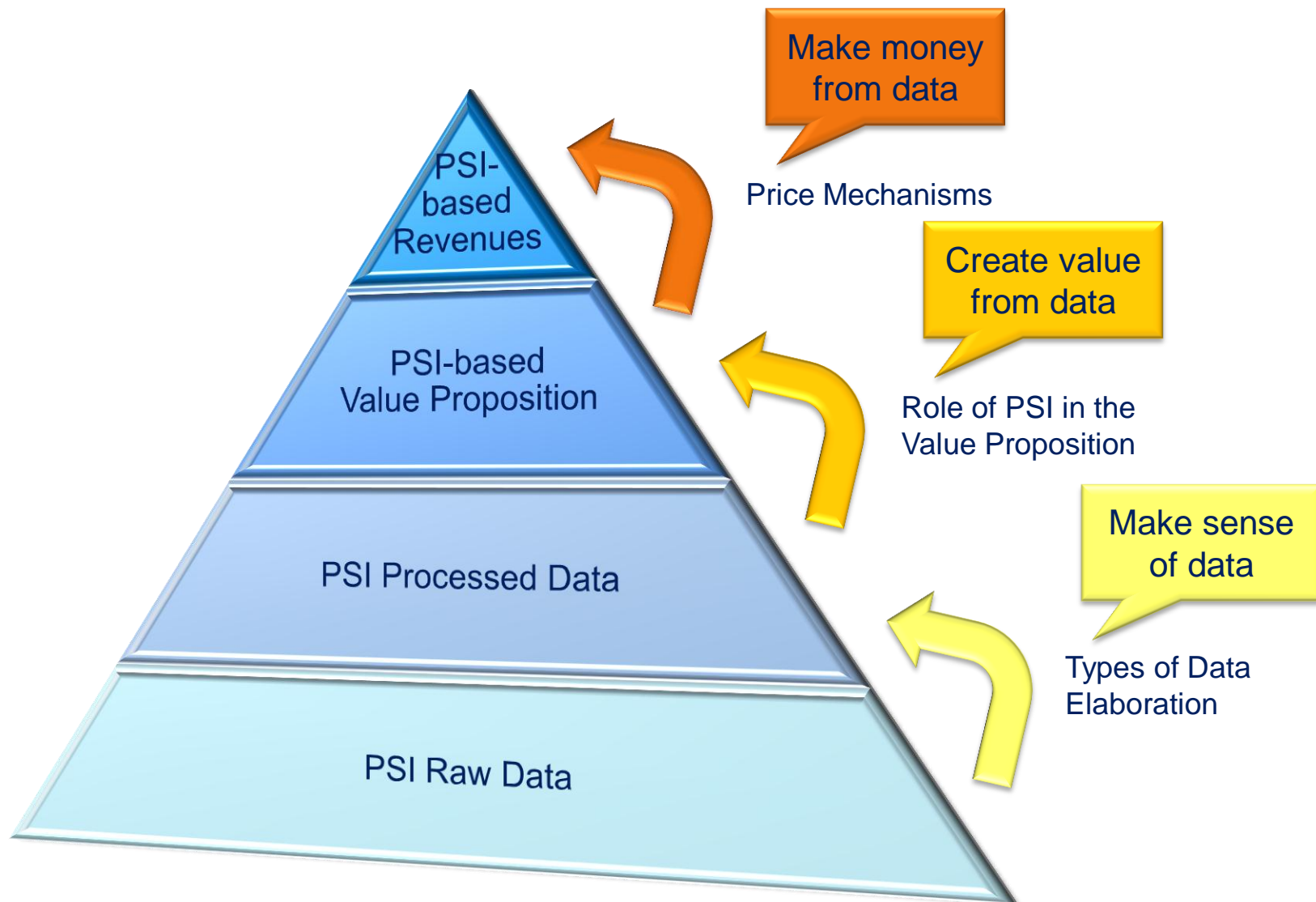


1. Are there profit-oriented organizations capable of generating **revenues** from information produced by the public sector?
2. What are the **value creation mechanisms** present in this sector? How is value created and appropriated?
3. In light of non-rivalry and non-excludability characterizing PSI (when released as Open Data) which are the key factors playing a pivotal role in the pursuit of **sustainable competitive advantages**?

The Framework: "Canvas" View



The Framework: "Pyramid" View



The Framework: “Dashboard” View

Types of Data Elaboration

- Data aggregation
- Data structuring and classification
- Data geo-referencing
- Data validation
- Data mash-up
- Visual analytics

Role of PSI in the Value Proposition

- Final good itself
- Key ingredient of a product
- Key ingredient of a service
- Marginal ingredient of a product
- Marginal ingredient of a service

Price Mechanisms

- | | | |
|--|---------------------------------------|---|
| <input type="checkbox"/> Premium | <input type="checkbox"/> Freemium | <input type="checkbox"/> Free |
| <input type="radio"/> À la carte | <input type="radio"/> Feature limited | <input type="radio"/> Advertising powered |
| <input type="radio"/> Subscription fee | <input type="radio"/> Time limited | <input type="radio"/> Cross subsidization |
| <input type="radio"/> Royalties | <input type="radio"/> Size limited | <input type="radio"/> Zero marginal cost |



Landmarks

- Framework tailor made for the specific PSI domain but potentially adaptable to any data-intensive business venture.
- Fruitful application of the framework to our exploratory study.

Next steps

- Analysis of submissions in national and international contests for PSI-based apps.
- Evaluation of social value of PSI within strategic programs of research devoted to “Smart Cities”.

Thanks for Your Attention!

For further details on the research study:

<http://bitly.com/psi4pro>



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*“We believe in **building the future** we want to live”*

*“We create **value-driven** and **socially relevant** technological **innovations**
in close collaboration with industry and government”*

*“Do you want to **be part** of our next **research venture**?”*