

# Share PSI - Lisbon - Workshop topic: “Encouraging open data usage by commercial developers”

## Session title: “Open Data Startups: Catalyzing open data demand for commercial usage”

### Structure

Preferably one of the parallel sessions, or we will pitch this under the barcamp sessions. 20 minutes presentation maximum.

This to be followed by a facilitated discussion with flip charts to capture key points.

### Materials needed

Projector (ideally), flip chart, marker pens.

### Content

A discussion on startup incubation as a way to catalyze the demand-side of open data. Incubating startups that build products and services around open data provides great opportunities to enable the creation of an innovative commercial ecosystem. It also ensures that open data reuse is not limited to innovative ideas but actually contributes to sustainable economic growth. The session will include insights on how to run a successful open data incubation programme focusing on the opportunities and challenges faced by the startups as well as the incubator.

The objective of this session is to discuss in more detail the role of incubation programmes in the promotion of open data innovation for commercial use. During the session, we will briefly present the ODI’s start-up programme, currently in its second year. This will include the following:

- An outline of the [ODI startup programme](#), focusing on its main objectives but also its commitment to economic, environmental and social impact (triple bottom line)
- Brief introduction to the startups currently incubating at the ODI. These include: [Mastodon C](#), [TransportAPI](#), 3D Repo, Carbon Culture, Datapress, Demand Logic, I Can Make, Open Bank Project, OpenCorporates, Open Data Soft, Pesky People, Provenance, Resurgence, Spend Network, Opensensors.io.
- Overview of the programme’s impact and success stories that unlocked value and had significant economic and societal impact.

The discussion will then have to address the following topics of interest:

- Selecting startups with the potential to achieve economic, environmental and societal impact.
- Following up from early success stories that unlocked value in order to develop a commercially successful product.
- Assessing the economic and societal impact of startups/social ventures. Developing metrics beyond market valuation and exits.
- Opportunities and challenges when building products/services around open data
- Facilitating the open innovation through the collaboration of startups with big companies. Showcasing the value of open data and catalyzing the publication of open datasets in the commercial sector.

- Scaling successful products - opportunities for collaborations across the EU.