

# Plan4Business

## Business Planning in the P4B project

European Workshop, Brussels, 29 November 2013

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## What is the Plan4Business project about?

- Reuse of existing datasets and registers
- Building on the top of public and open data sources
- Harmonise spatial planning data in order to increase its value
- Start-up of new commercial activity

## Scope of business planning presentation:

- Role of business planning in P4B
  - Business models introduction
  - Customers segments
  - Offer of the commercial platform
  - Meaning and extension of partners network
-

## 1. Business model generation

- Customers segments
- Value propositions
- Key resources
- Key partners
- Customers relationships
- Channels
- Key actions
- Income streams
- Costs structure

## 2. Business plan elaboration

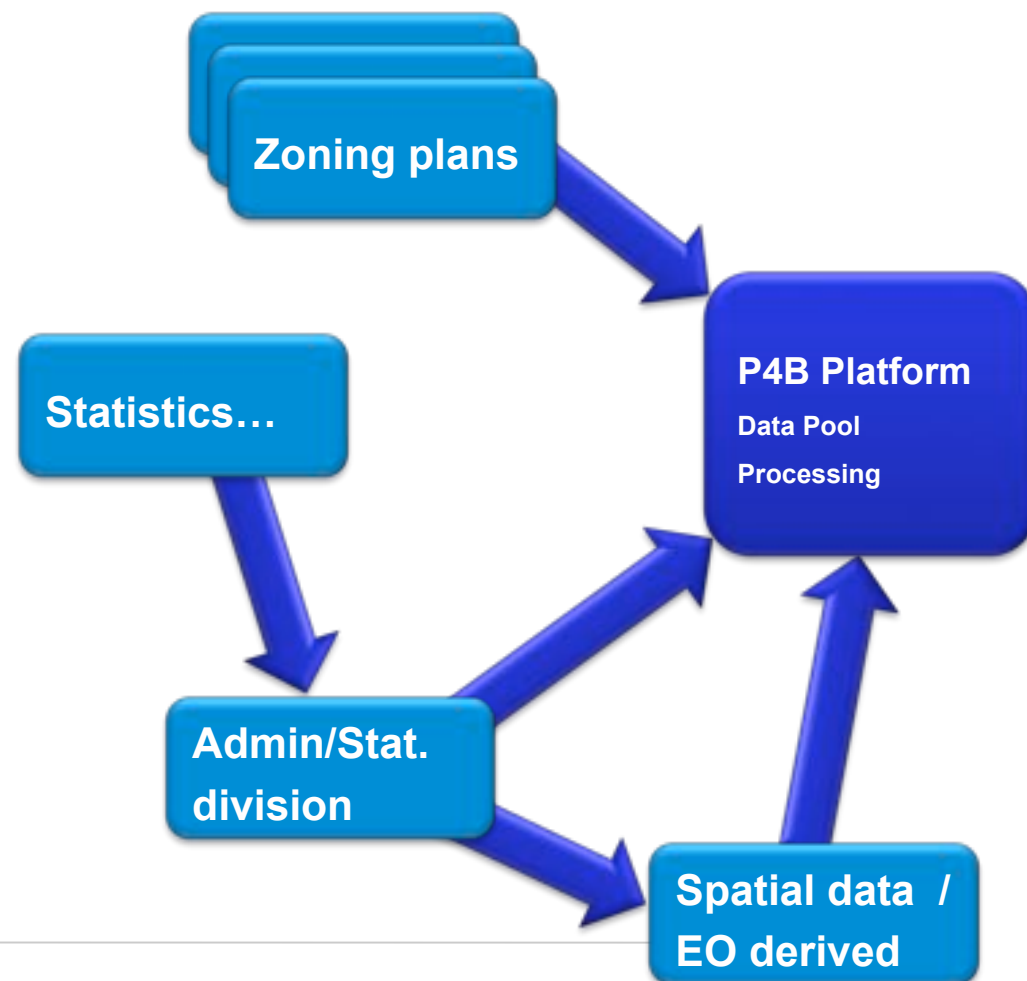
- Company Description
  - Market Analysis
  - Marketing/Sales Strategy
  - Marketing Strategy
  - Research and Development
  - Staffing and Operations
  - Financial Projections
  - Sales Pipeline
  - Funding Requirements
-

## Commercial Platform business model introduction

Data and procedures...

...which will assure growth of value of data (adding value)

- **Data harmonization**  
zoning plans into HILUCS, mainly semantic
- **Data geocoding**  
statistical data, information on tenders, transactional land prices
- **Data integration**  
ELU and geocoded information



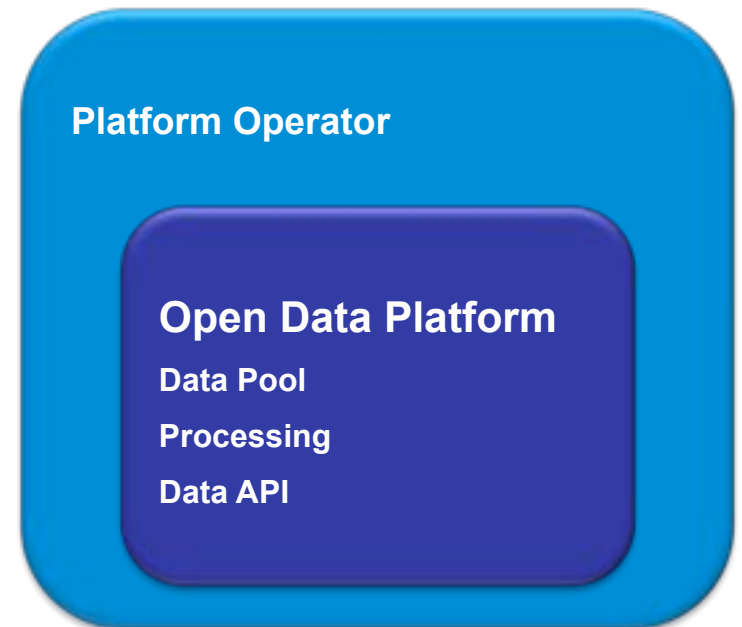
## Open Data Platform business model introduction

The Open Data Platform platform will...

...allow for open data reuse by wide range of communities,  
and simplify development of new applications on the top if it

### Services:

- Open Data Hub
- Management and harmonising tools
- HALE, LayMan, HSRS Geoportal, Metadata Catalogue Micka
- Open Apps
- Open Land Use Map
- Thematic Map Viewer



## Open Data Platform business model introduction

### Maintenance :

- **Contributions** - sponsorships of companies contributing to the system maintenance, server infrastructure, update and upgrade.
  - **Future project contributions** - there is a number of future projects (e.g. SmartOpenData, SDI4Apps, OpenTransportNet, FOODIE) for which the portal can serve for their purposes. The projects would not only use the data but they would also feed the platform with new other data. These projects could contribute to the system maintenance, server (cloud) infrastructure and new tools development.
  - **Public funding** from the side of organisations who don't want to build their own infrastructure or who would like to support the Open Data Platform.
  - **Advertisement** - the hub will offer adverts.
  - **Other** contributions.
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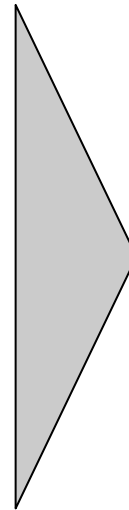


## Customers segments

Groups of customers were proposed in D3.1

### Private Actor

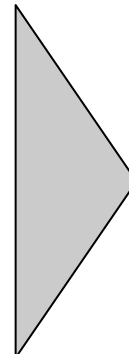
Planning engineers, spatial planner  
Bank / Insurance Services  
Energy / environmental services  
Health Services  
Commercial Services  
Real Estate  
Telecommunication Services  
Tourism / Travel Services  
Transport / Logistics Services  
Security Services



- Different groups - different needs
- CRM/COM related difficulty
- All users or potential users of spatial information
- Not necessarily of spatial planning data

### Public Actor

Spatial Planning Authorities  
/ Planning Administrations  
Fiscal Authorities  
Regional Development Agencies  
Other Public Services  
Public researchers / Universities



- Obligated to fulfill transparency requirements
- Experienced specialists
- Obligated for publishing of spatial planning information
- Obligated for INSPIRE implementation

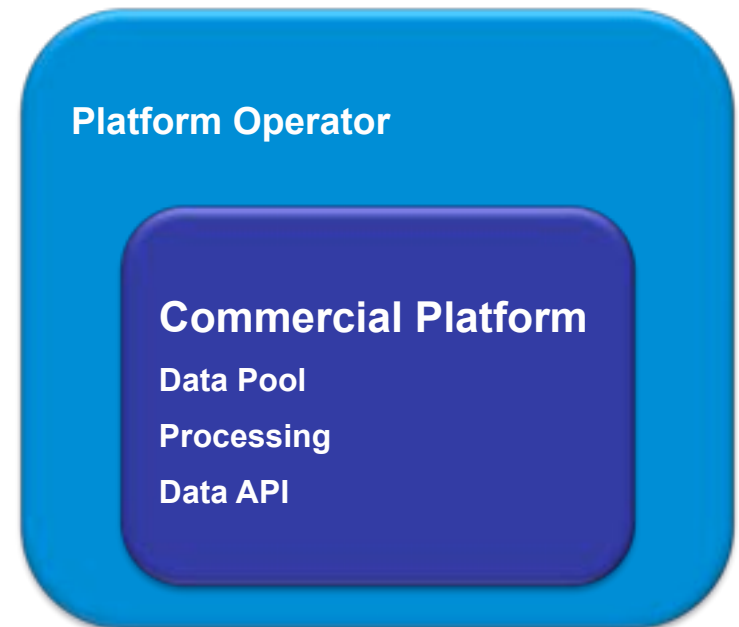
## Commercial Platform business model introduction

The Plan4Business platform will...

...allow for investor's and their advisors awareness rising and time saving of common procedures

### Services:

- Planning data harmonisation
- Inputs for properties evaluation
- Analysis of business potential of location
- Provision of information on current land availability (info on tenders)
- Customised data provision
- Customised services provision
- Advertisements publication





## Commercial Platform business model introduction

Local legislation in respect to spatial development is a domain of local governments. Tenders for real-estates are also often run by administration...

...local administration is becoming, then an important partner of the enterprise

**What can we do for local administration to convince it to sustainable cooperation?**

Locating a new factory to or residential building leads to local development. This results in an increase in tax revenues and a decrease of unemployment and depopulation.

Administration is interested in attracting representatives of different types of industries to invest in the area of their responsibility - city or municipality.

**We can disseminate information about your municipality over international investors circles!**



## Commercial Platform offer: Harmonisation Panel

Strategy of zoning plans collection:

- cities above 100000 inhabitants and its surroundings
- highest intensity of development
- Existence of UA
- PLU in proper format

Currently intensive works in Germany, Czech Republic and Poland

Data are being semantically harmonised accordingly with the **HILUCS** legend

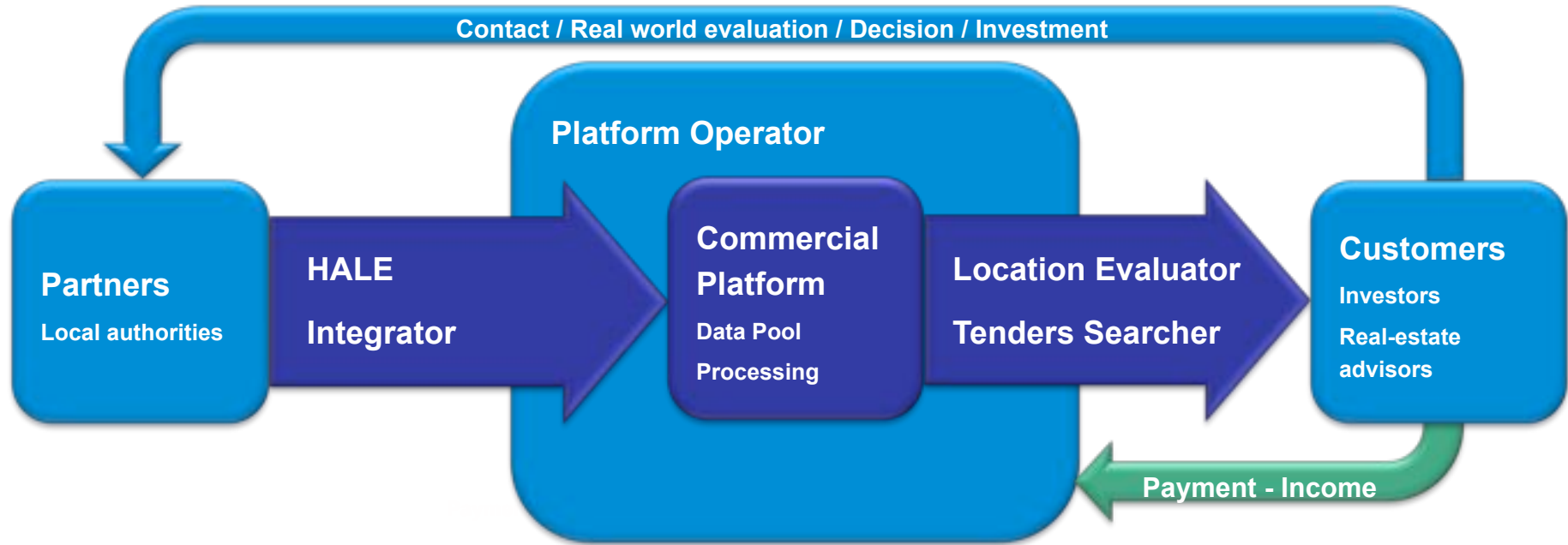
**Collaborative approach to harmonisation**

Data will be used in reporting on business potential of analysed real-estate in a tool named: **Location Evaluator**



Spatial range of GMES Urban Atlas data coverage (2012)

## Commercial Platform business model introduction



The P4B initiative will be an example of **two-sided platform business model**, based on building a connection between two distinct types of actors.

Two types of actors are: administration - data providers, and investors - paying customers. Both sites are potentially interested in cooperation, hoping for future benefits coming out of it.



## Commercial Platform offer: HALE / Integrator

### Complexity of planning data

- For many municipalities/cities data in needed formats does not exist
- In many places spatial plans as such does not exist
- Municipality and city could be not fully covered by vectorised data
- Data for one city may consists of several hundreds individual spatial plans
- Pre-processing, internal harmonisation is needed
- Mapping schemas interpretation requires local expertise
- IPR conditions negotiation



Example: Wrocław, Poland, spatial range of vectorised zoning plans and sample of harmonised zoning plan

## Commercial Platform offer: Location Evaluator

Detailed and comprehensive reports generation

- Built with use of detailed, locally acquired information (huge role of local co-operators)
- Reports are generated for accurately defined location
- Information covers economy, demography, environment
- Information for location is referred to mean values regional, national and European
- Market information availability is under investigation
- Information is presented as text, diagrams and maps
- Contains information on zoning or zoning plans existence
- Contact information to authorities
- Report is printing ready

### Report concept

#### Chances

- Labour market
- Taxes
- Land price
- Spatial planning

#### Limitations

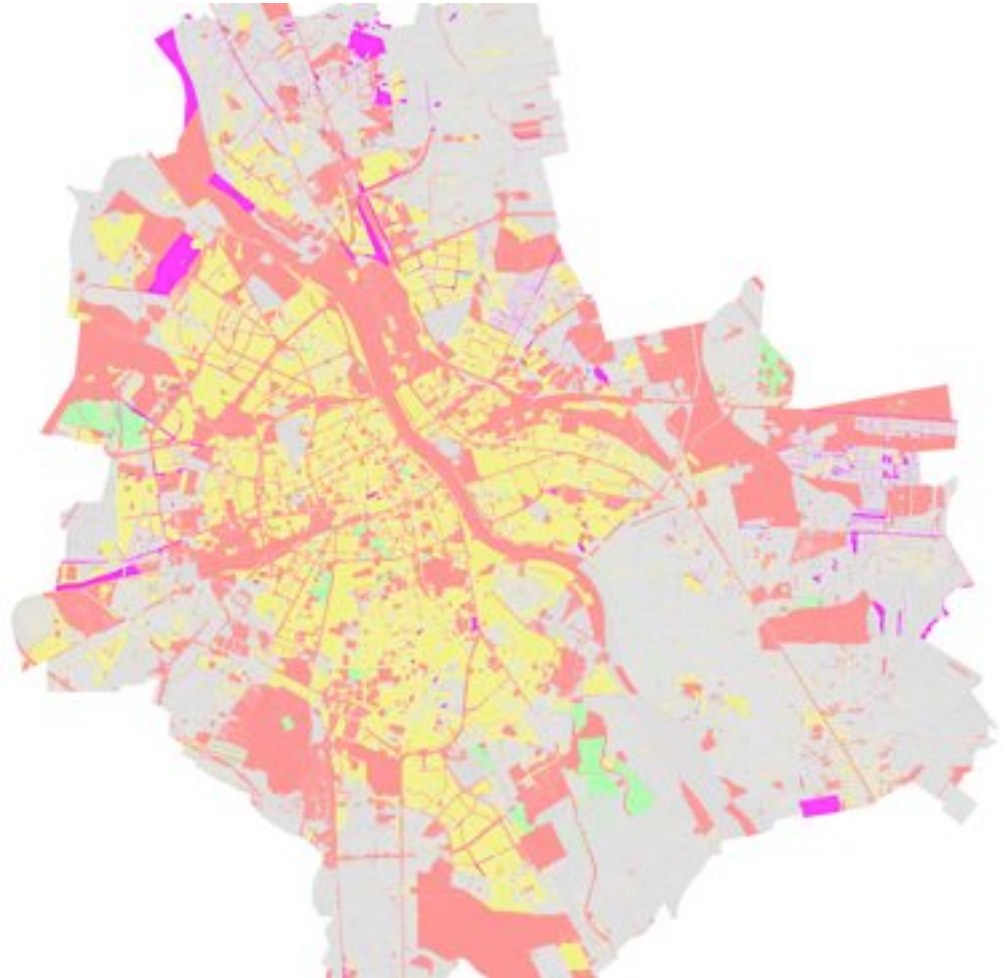
- Environmental protection
- Transport availability
- Flood risk

[contact@example.municipality.pl](mailto:contact@example.municipality.pl)

## Commercial Platform offer: Tenders Searcher

Simplification of access to information on tenders

- Tenders on real-estates published by state and local administration
- Interesting for investors - in most cases transactional price ~10% lower than on commercial market
- Integrated / hubbed information on country level
- Geocoded information
- Inputs for potential evaluation / valuation of offered properties



Example: Warsaw, Poland, structure of land ownership in Warsaw  
State government ownership - red, city ownership - yellow  
(source: Warsaw self-governnant)



## Co-operation network extension

### Extension order

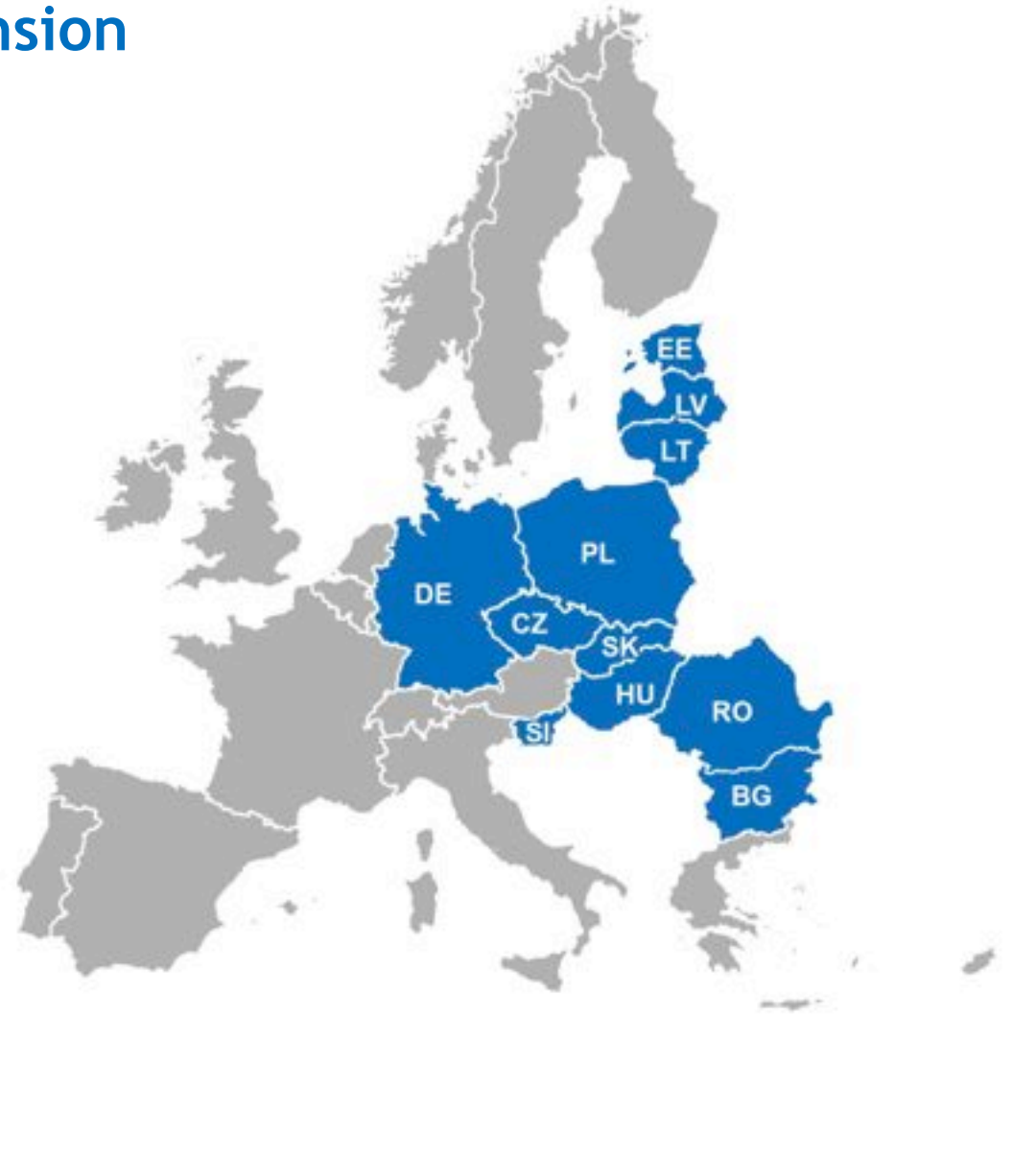
- **Core P4B area: Germany, Poland, Czech Republic (3 of 6 project partners)**



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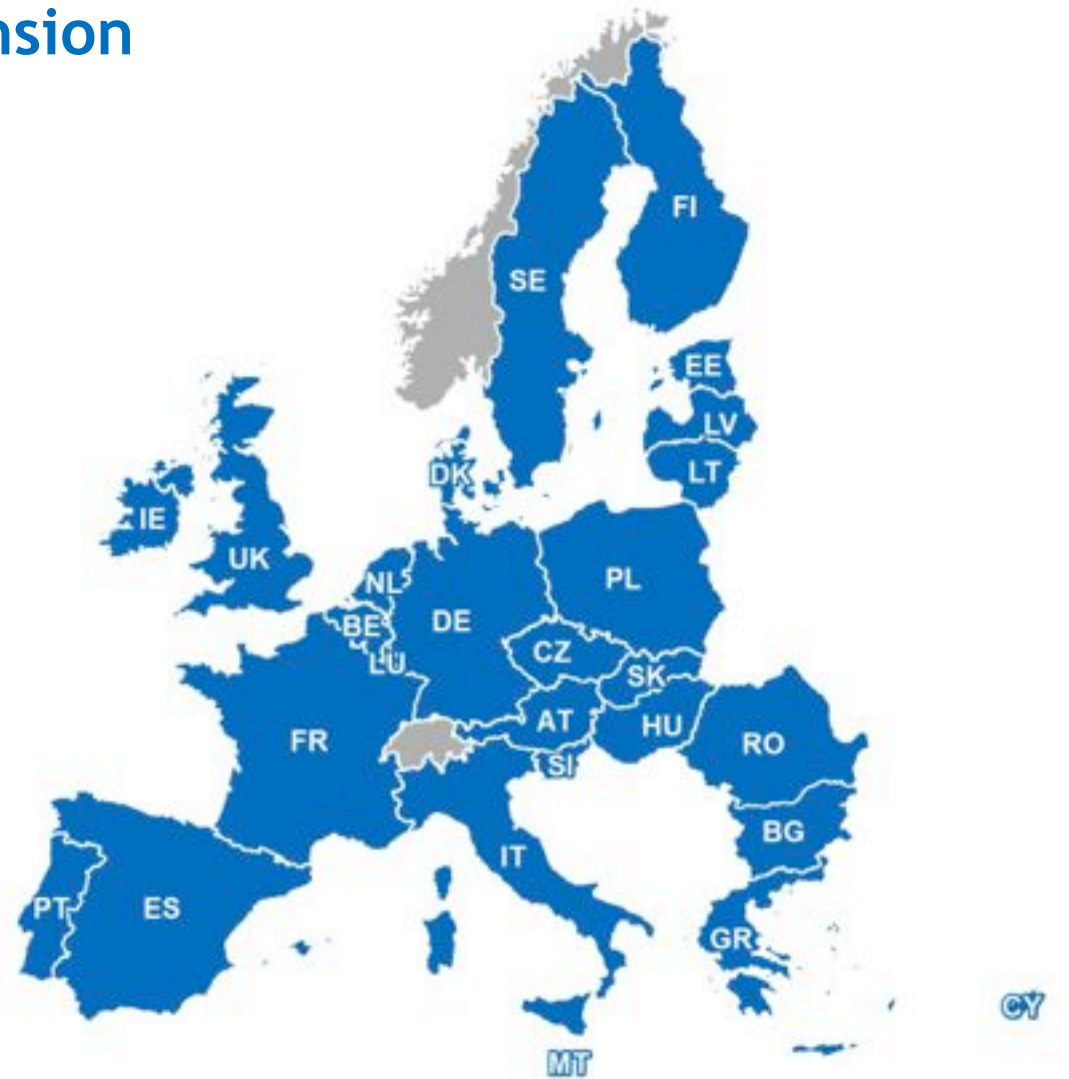
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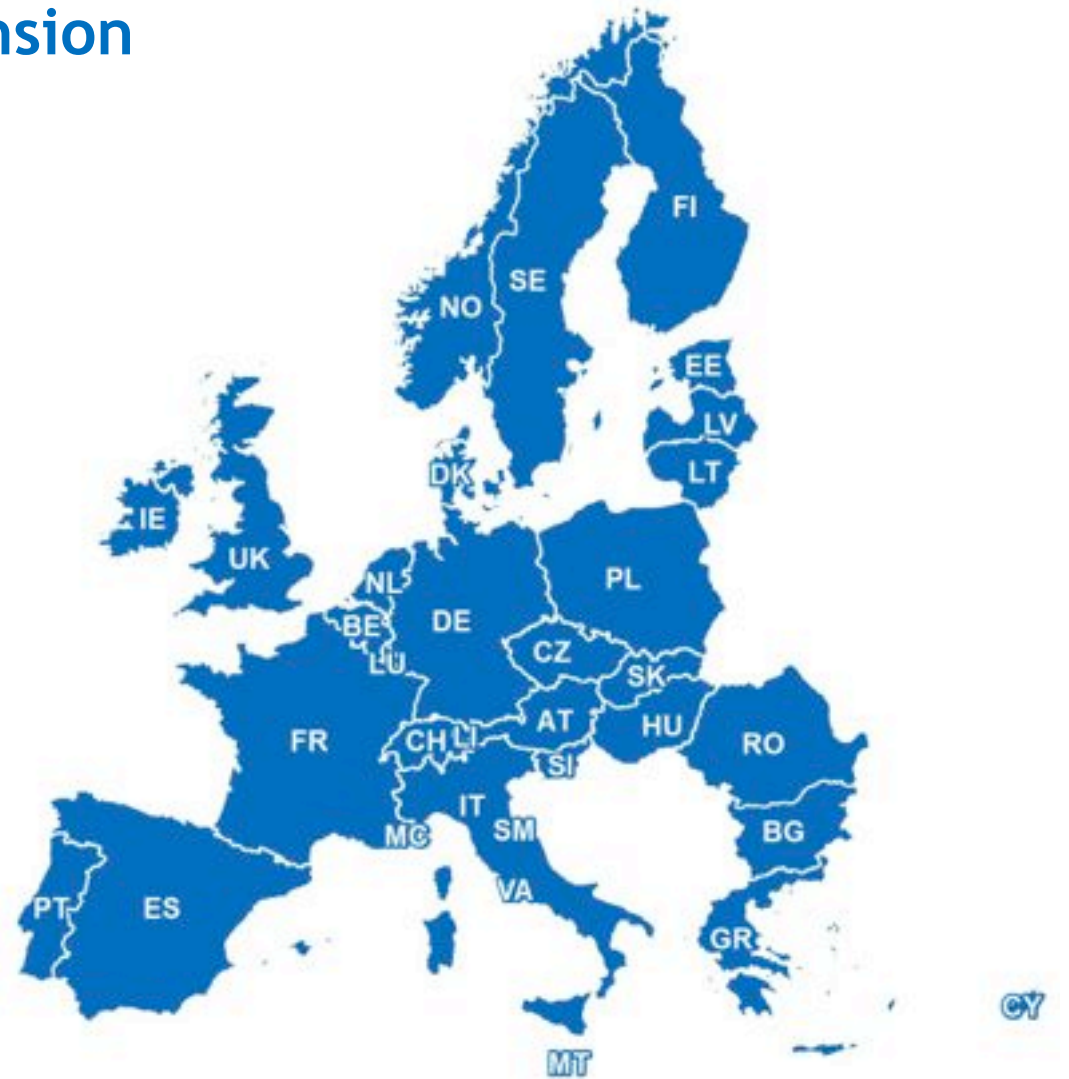
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- **EU15 states** (more or less stabile economy)



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- **Core P4B area:** Germany, Poland, Czech Republic (*3 of 6 project partners*)
- **States entered EU in 2004 and 2007** (states still in process of transformation - land / labour prices)
- **EU15 states** (more or less stabile economy)
- **Non-EU countries** (just to fill gaps)





**Thank you 4 attention.**

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