PLAN4BUSINESS

A service platform for aggregation, processing and analysis of urban and regional planning data

Plan4Business – vison for sustainable future

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Three inter connected tasks

- Business sustainability
- Data sustainability
- Technological platform sustainability

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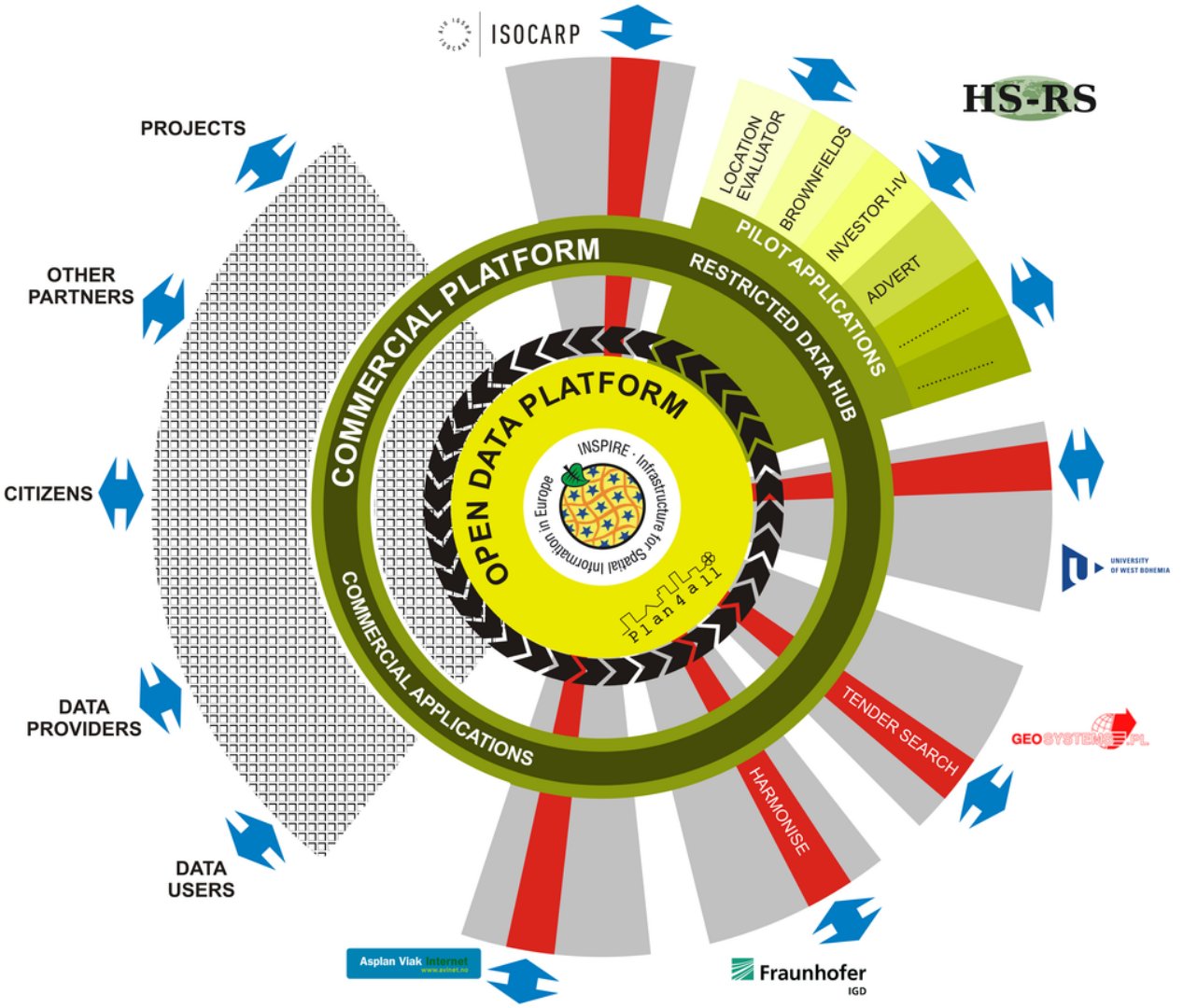
Onion model



Why onion model

To divide platform of open data and services from commercial repositories and services

To make open platform more attractive for community and not dependent on one commercial subject

To allow use of commercial platform also for producers of commercial data

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Data policy

- **Clear ownership** – making your data available on the Open Data Platform you can become a part of the community, your data will not be an ownership of a commercial subject
- **Licensing** – the platform will respect original licensing
- **Interoperability** – the Open Data Platform will guarantee interoperable access on the INSPIRE, OGC and Open Data principles
- Commercialization - The Commercial Platform will agree a business model with initial data holders

The principles of sustainability

- **Activity and visibility** - to make the platform attractive for the community of commercial and non commercial users
- **Minimize risks and expenses** - share the costs and profits
- **Financing** - combine different ways of financing

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.

Contributions

For the first three years HSRS will guarantee maintenance of the platform for the free

For next period Plan4all will provide call for sponsors and call for organization maintaining the platform

Future project contributions

- Currently every new project is starting to build a new platform and data repository, which has no sustainability after the end of the project. The goal is to offer re use of existing repository. It will guarantee new data, but also extension of functionality. Currently there are four candidate projects for reuse platform
    - SmartOpenData – to guarantee for existing repository access based on rules for Open data
    - SDI4Apps – development of new open API and codification
    - OpenTransportNet – extended transport data part, principles of open data
    - FOODIE – cloudification, focus on agriculture data

Public funding

- The Open Data Platform can offer to small public data providers availability of their data on the principles of INSPIRE and Open Data.
- For example municipalities could contribute from their own resources or from structural funds

Advertisement

- Advertisement - the hub will offer adverts, it will be related for example to sponsors, maintenance, but also contextual advertisement will be offered

Other

?

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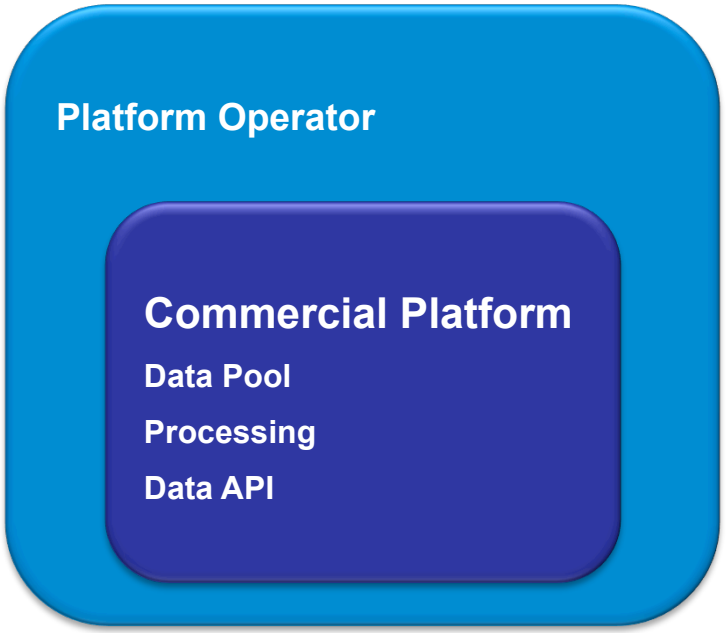
Commercial Platform business model introduction

The Plan4Business platform will…

…allow investors and their advisors awareness raising 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



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Commercial Platform risk and cost sharing model

Intention is to extended the Commercial Platform to other countries using some franchise type business model

The local partners mainly SMEs will have a possibility to use and share tools, services and data and also they will have a possibility to offer services to customers, data holders etc.

Advantage for the Plan4business team will be that this model will reduce risk and costs related to access to other markets and also cost related to data collection on the European scale

Advantage for third party will be access to large data repositories and different tools and also use common trademark

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Commercial Platform risk and cost sharing model

Role of the partners

- Platform holder – **HSRS** – will provide maintenance of platform, development of basic tools and interfaces, will guarantee connectivity to open platform and will play role of brokerage. Platform holder will have rights also offer services and make contracts with final services providers
- Prime Service and Data providers - in the initial phase this will be mainly remaining project partners, but later there are expected - they will offer services using platform, they could include their specific services as part of platform, they will collect and maintain commercial data, they will provide marketing and their will also signed contracts with local data providers
- Secondary service providers – different SMEs, real estate portals, advisors, etc.- will offer services using platform or they will include selected services of Plan4business as parts of their solutions. This secondary providers will signed contracts with Prime Service providers of directly with Platform holder

Future ideas and goals

- To start immediately first businesses in the Czech Republic, Poland and Germany, first contract has to be signed before the end of the project
- Cover full Europe
- Go out of Europe
- Extended functionalities
- Be interoperable and able to share data and services with other infrastructures
- To build large community around the Plan4all Open Data Platform
- To agree with other Open Data Initiatives models for data sharing and exchange
- For Plan4all become one from important players on the “market” of Open Data
- To join initiatives related to Open Data and support standardization and harmonization of Open data

Risks

- Not clear licensing policy
- A lot of similar efforts
- Not wiliness to cooperate
- Not easy building of community

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Thank you 4 attention.

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