

DATA PITCH BDVA PPP Networking Session

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About me:

Senior Research Assistant, Web and Internet Science

PhD Researcher Web Science Centre for Doctoral
Training

User Innovation with Open Data

Data Literacy

Data Walks

MBA (Distinction) London Business School

Background (1)



ICT14-2016-2017: Big Data PPP:
cross sectoral and cross-lingual data
integration and experimentation

b) Data experimentation accelerators
addressing big data industrial challenges in
a cross-sectorial, cross-lingual and/or cross-
border set-up. Experimenters: SMEs and
start-ups. At least 50% of experiments to be
defined by data providers. The accelerator
will offer access to cross-sectorial, cross
language data pools, computing
infrastructure and open software tools in
addition to an organizational, legal, IPR
support environment.

ICT 14 b Impact

50 SMEs and start-ups participate in data
experimentation accelerators;

30% annual increase in the number of Big
Data Value use cases supported by the data
experimentation accelerators;

Substantial increase in the total amount of
data made available in the data
experimentation accelerators including
closed data;

Emergence of innovative concepts and
business models that allow the accelerator
to continue operations past the end of the
funded duration.

Background ii



Data Pitch - 732506

Innovation Action (IA)

Start date: 01/12/2016

Duration: 3 years

2 reporting periods (18 months each)

2 reviews

Ethics issues: Yes

4 partners: University of Southampton (UK), Open Data Institute (UK), Beta-I (Portugal), Dawex (France).

Concept Summary

Create a European data innovation ecosystem that will bring together data owners and Big Data technology providers, with startups and SMEs with fresh ideas for creating value from data.

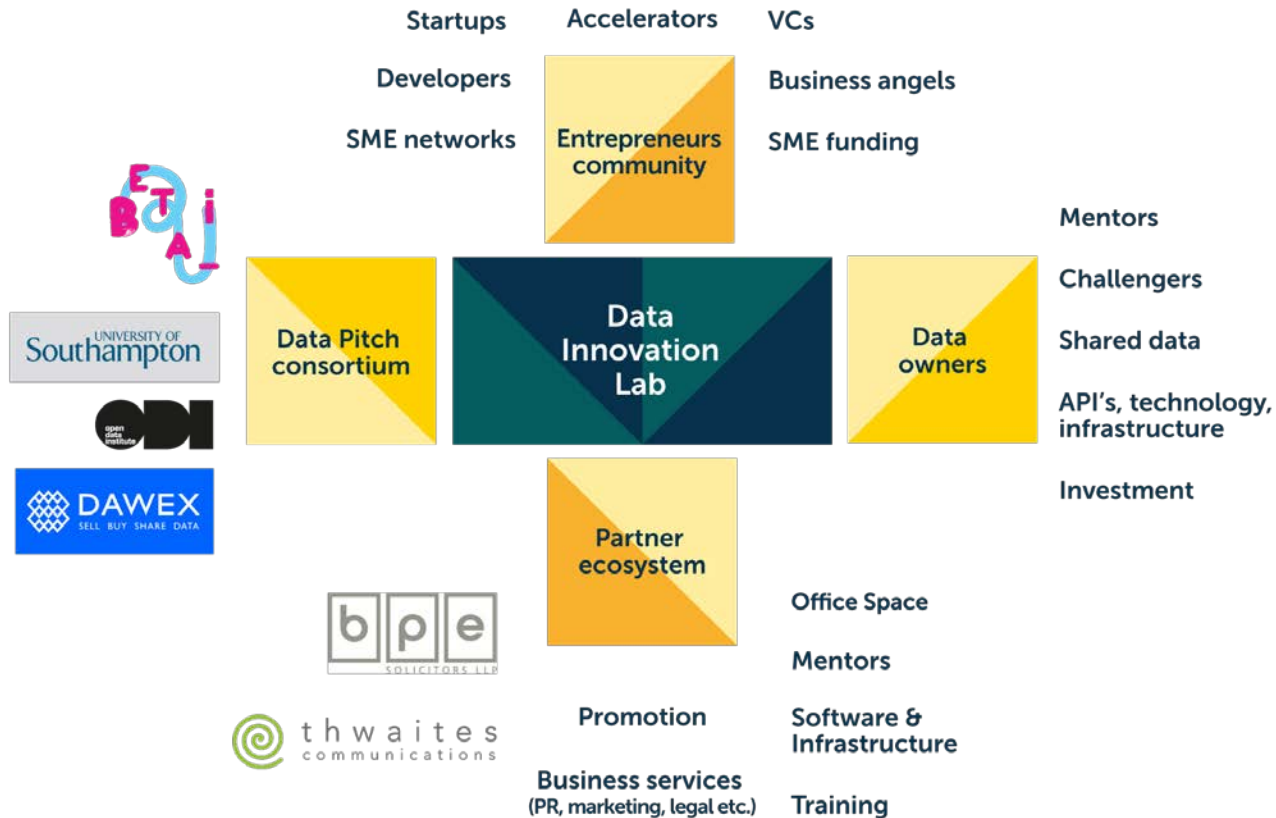
Open Innovation Approach



- Open Innovation Definition: the use of purposive inflows and outflows of knowledge to accelerate internal innovation, and expand the markets for external use of innovation (Chesborough, 2003)
- Data Providers have the data
- (SMEs/start ups may also have valuable complementary data)
- Data Pitch is the platform
- A solution of value to the data provider
- A product or service that is sustainable for the SME/start up
- Better understanding of the value in their data for the data provider.

Data Pitch Ecosystem

Innovators, entrepreneurs, enablers



The innovation process

Broad engagement, transparent & fair evaluation, support for startups & SMEs



Preparation



6 months

Data exploration
/ Challenges



3 months

Selection



4 months

Experimentation



6 months

Celebration



1st round

1st July 2017

1st October 2017

1st February 2018

2nd round

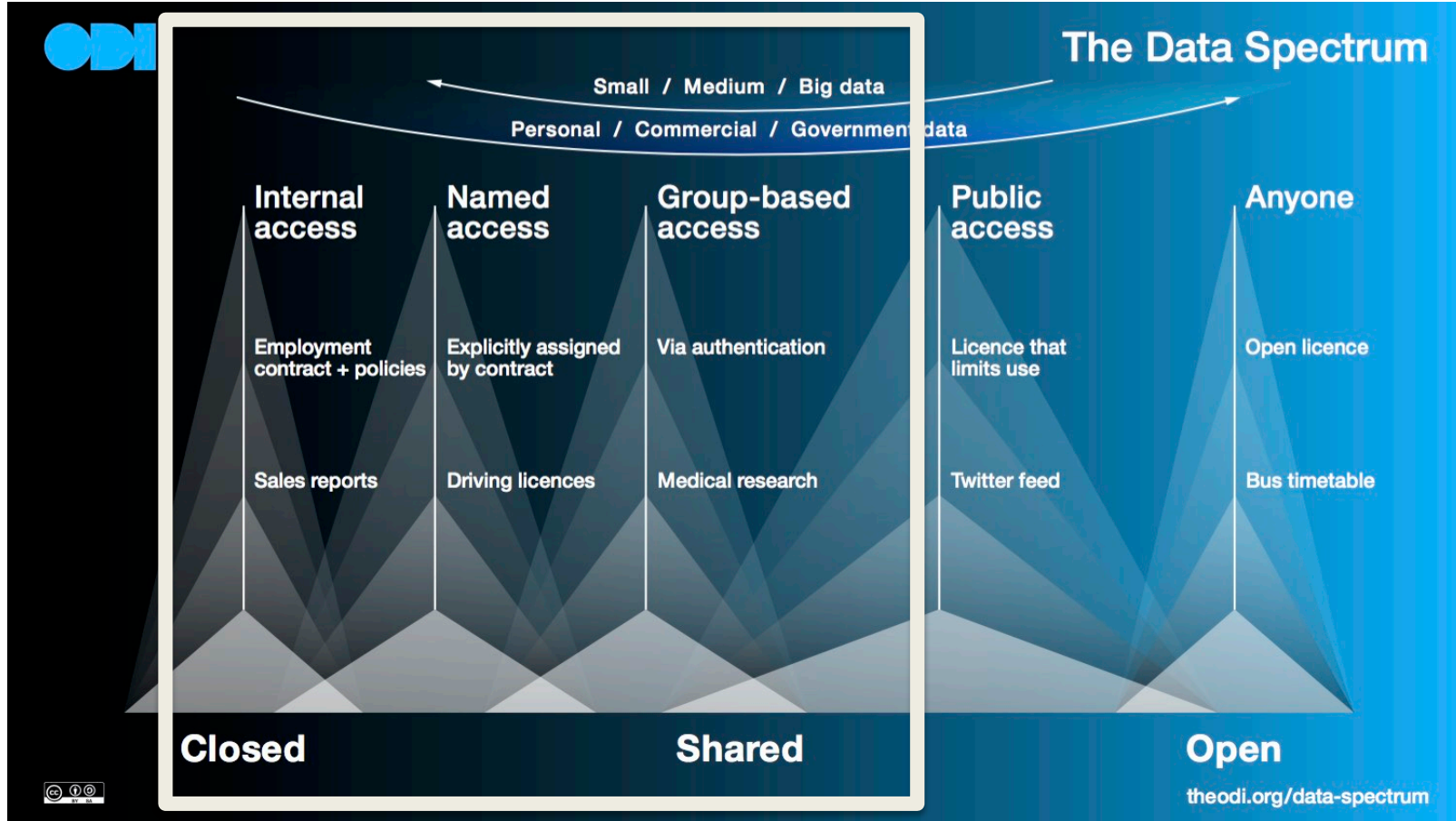
1st June 2018

1st September 2018

1st January 2019



Data Spectrum



Competitive Call



- First call opened July 1, 2017, closed October 1, 2017.
- Second call planned for 2018
- Multitrack (12 tracks in first call).
- Evaluated by Data Pitch, overseen by advisors
- Online submission, interview for shortlisted companies
- Projects of 6 months (post accelerator sustainability required)
- Up to £100k funding

Case Study: Sonae Center Servicos



- **Supply chain optimization** is vital to run a business with lower stock holdings and to minimize the lost sales that are due to stock outs (not having products available in the shelves); to Sonae these are critical business metrics. Supply chains of perishables to multiple locations are particularly sensitive to a variety of internal (transport, storage) and external (weather, tastes) factors.
- **Challenge** proposed: to precisely design the supply chain graphs considering future promotional activity, in order to not only avoid stock outs but also minimize logistics costs.
- **Data:** product flows between locations, stored as a single, large denormalized table with the challenge winners. The data is created using Sonae's operational systems and collected on their premises in a data warehouse.
- **Hosting** via Amazon AWS S3/Redshift. For the purpose of the experiments, the data cannot be stored outside the EU, although locations such as AWS Ireland and Germany are acceptable.
- **Impact:** Decrease total stock holdings by 10% and stock outs (lost sales) by 20% by better predicting and optimizing the supply chain needs. Achieving these KPIs will have a direct impact of product waste decrease and less CO2 emissions.
- **Issues:** Privacy/consent - none; competitive signalling - none.

Case Study 2: Spazio Dati



- **Industry knowledge graph** containing domain data across multiple vertical sectors combined with other information on multiple industries
- **Challenge:** Enhancing the knowledge graph by, ie, discovering implicit information about companies from data. hidden patterns and relationships ; linkage of companies across jurisdictions to establish influence; integrating web sources, such as Wikipedia, into official company data
- **Data:** Basic firmographics; financial indicators; company directors and shareholders; corporate websites and key entities (products, technologies, services); locations; for UK and Italy.
- **Impact:** Improved data value chain technology for corporate knowledge graphs; more informed sales and marketing decisions based on richer, more accurate companies' data
- **Issues:** Anonymisation/pseudonymisation
- **Benefits:** Start ups also offered valuable complementary data sets

Case Study 3: MASAI



- MASAI (636281) H2020 EU 3.4 – Societal Challenges
- - ‘A digital concierge in everyone’s pocket’ (Chatbots for travel and tourism)
- **Challenge:** aim to improve ability of European tourist service providers to build innovative conversational applications that leverage open and proprietary tourist data sources and services; and to find solutions that seamlessly integrate travel services across Europe
- **Data:** from major European holiday companies, city bus sightseeing companies, municipalities across Southern France
- **Impact:** New products/new territories/new verticals

Sharing concerns



- Competitive concerns
- Benefits
- IPR
- Capacity for open innovation
- Ethics/privacy/GDPR/consent (Privacy challenge/SODA)
- Other ways to open doors to data
- What happens to these data sets (and others) afterwards – open?

Postcards



- Participate as data provider (December 1, 2017)
- Project that is completing (data hosting)
- Promote 2nd call to your network
- Suggest sectoral challenge for 2nd call
- Ideas for data collaborations
- Questions
- Mailing list

Thank You!



- [Datapitch.eu](https://datapitch.eu)
- [#datapitcheu](https://twitter.com/datapitcheu)
- J.c.walker@soton.ac.uk

Title sits here



Image here

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Bif you'd like to share data by being a data provider

If you'd like to help define a challenge

If you have another brilliant idea for matchmaking/contributing to our ecosystemcopy silf you have further questionshere At vero eos et acIf you'd like to discuss becoming a mentor for companies in our acceleratorcusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti.

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“Large quote sits here At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque.”

Quote name
2017