Open Data Re-use by
CropDiagnosis

January 2017

CropDiagnosis

Greek mobile application offering cultivation problem diagnosis & recommendations

"Open Data is the crucial element without it, CropDiagnosis could not exist"

The Company

CropDiagnosis is part of *Ergobyte*, a company from Greece founded in 2011. They are active in the Agriculture, forestry and fishing sector and provide products, services and advertisements.

www.cropdiagnosis.com

Key Facts

Type & Ownership
- For-profit organisation
- The CEO

Employees
- 0 – 5 FTE internal
- 6 – 10 FTE external

Open Data

Importance
- 11– 20 % turnover linked to Open Data
- 0 – 5 FTE working on Open Data

Data
- From which domain?
  - Geospatial
- From which countries?
  - European Countries
- From which countries?
  - European Data Portal
  - National Open Data Portal
  - Directly from the public organisation

The Business Model: CropDiagnosis is an enricher

Clients
- B2C

Sources of revenue
- Cloud-based products & services

Distribution mechanism
- Mobile applications

"CropDiagnosis uses a freemium business model in which they offer cultivation diagnoses and treatment recommendations for free but additional services for an annual fee"

The challenges with Open Data

Finding Open Data
- It is sometimes difficult to find the data they need

Working with Open Data
- Requires a lot of homogenisation

Commercialising Open Data
- CropDiagnosis uses Open Data to enhance products, to provide information as a service and for the development of mobile applications

Jobs and Open Data

Profile
- They are look for new colleagues with a sales profile

Skills
- With the technical and communication skills to deal with the heterogeneity of data

Training
- Is not institutionalised but done on a day-to-day basis between the colleagues

Language
- English and Greek

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Open Data for CropDiagnosis

Most important benefit

"The richness of freely available data, which has permitted the company to compile nearly its entire database by which provide its services on Open Data"

Most important barrier

"The most important barrier are related to the heterogeneity of Open Data, hard to find sets and Open data which is not updated transparently or consistently"

Wishlist

"CropDiagnosis does not have a specific wish list for more datasets to be published but would like to have the already published European datasets compiled into one uniform list"
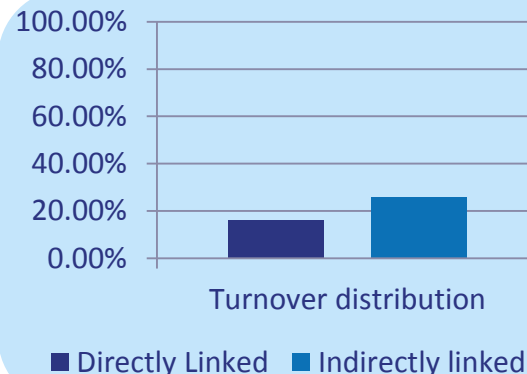
Success factor

"The success of their company depends on the provision of a fast and reliable diagnosis for which it relies on reliable, consistent and frequently updated Open Data"
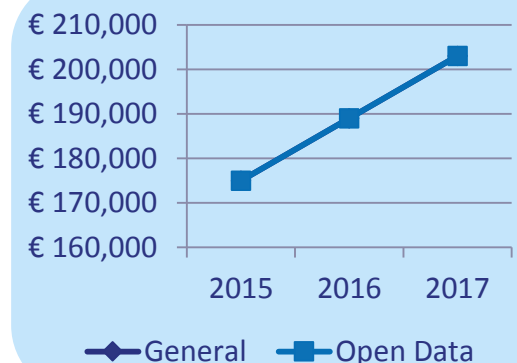
Turnover total

Chart axis: € 0 – € 200,000 (steps of € 50,000)

Categories: Average 5 years, Last year

■ Turnover total

Turnover linked to Open Data

Chart axis: 0.00% – 100.00% (steps of 20.00%)

Turnover distribution

■ Directly Linked ■ Indirectly linked

Forecasted growth

Chart axis: € 160,000 – € 210,000 (steps of € 10,000)

Years: 2015, 2016, 2017

◆ General ■ Open Data

CropDiagnosis improves pest management decisions by using Open Data for crop analysis!