Open Data re-use by
AppChallenge

January 2017

"Open Data is data which is freely available for re-use without restrictions"

The Company

AppChallenge is a company from the United Kingdom, founded in 2011. They bring public and private sector data holders in contact with a community of developers to explore and harness the potential of their data.

www.appchallenge.net

Key Facts

Type & Ownership
- For-profit organisation
- Owned by the CEO

Employees
- 0 – 5 FTE internal
- 11 – 15 FTE external

Open Data

Importance
- 21 – 30 % turnover linked to Open Data
- 11 – 15 FTE working on Open Data

Data
- From which domain?
  - Statistics, Geospatial & Transport and Infrastructure
- From which countries?
  - All countries
- From which sources?
  - European Data Portal
  - National Open Data Portal
  - Regional or Local Open Data Portal

The Business Model: AppChallenge is an enabler

Clients
- B2B & B2G

Sources of revenue
- Selling services

Distribution mechanism
- Mobile application and website

"We are a boutique consultancy firm with a large community who accelerates the opening up and using of (Open) Data"

The challenges with Open Data

Finding Open Data
- Getting good quality data is the hardest

Working with Open Data
- Understanding how the data is collected

Commercialising Open Data
- AppChallenge commercialises Open Data by using it to enhance services, products and processes of their clients

Jobs and Open Data

Profile
- Application developers who approach the data programmatically

Skills
- Analytical & Technical skills

Training
- AppChallenges provides training to the participating developers via videos and meetings

Language
- English

Open Data for AppChallenge

Most important benefit

"The transparency, cost reduction and quality improvments it can bring. Creating benefits for both users and publishers"

Most important barrier

"Understanding what the data is about, both as publisher and as re-user"
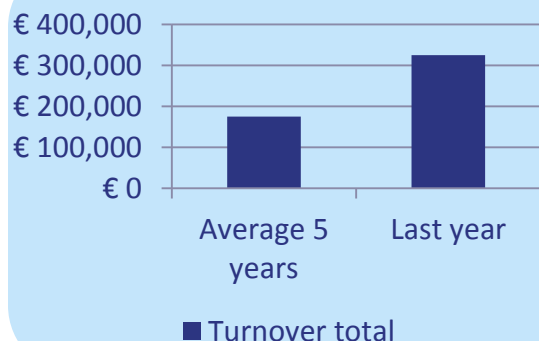
Wishlist

"Specified, detailed and linked data on health to describe the national health status of European countries"
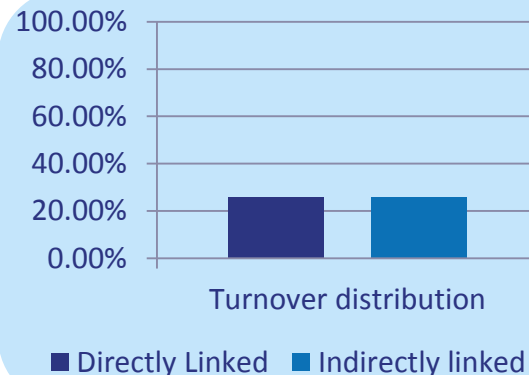
Success factor

"Clean data with a good description and someone understanding the data"
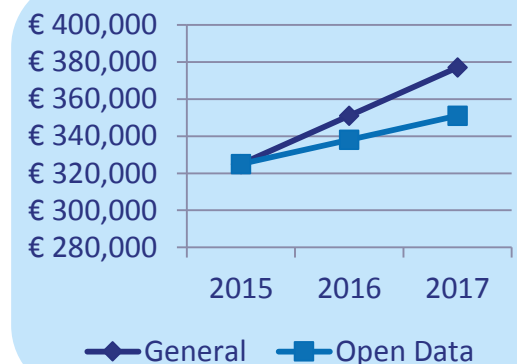
Turnover total

- Average 5 years
- Last year

■ Turnover total

Turnover linked to Open Data

Turnover distribution

■ Directly Linked ■ Indirectly linked

Forecasted growth

2015 2016 2017

◆ General ■ Open Data

AppChallenge helps data holders to share and explore their data together with a community of developers!