

# Business Models and Exploitation



**Heritiana Ranaivoson**

[hkanaivo@vub.ac.be](mailto:hkanaivo@vub.ac.be)

WP500 Leader



Digital Society  
Department



# Open Collaboration and Exploitation (WP500)

## Tasks

Task 510: Ecosystem incubation

Task 520: Business Models

Task 550: Exploitation and IPR

Task 530: Policy and regulation

Task 540: Standardization

Task 570: Plan to move into FI-PPP Phase 3

Task 560: Dissemination

## Objectives

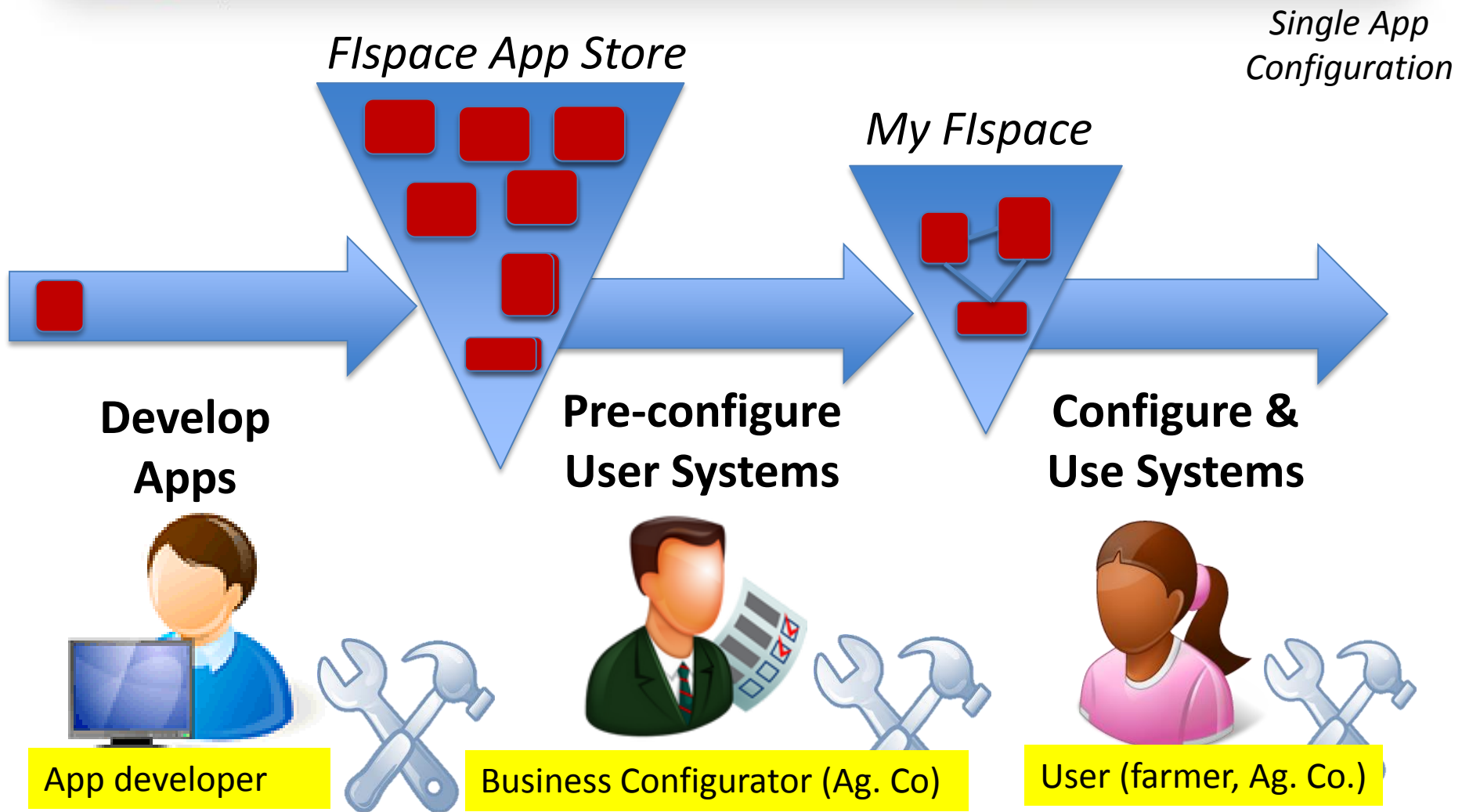
1. Mobilizing application and service developers

2. Fostering and demonstrating potential for innovation of Flspace related to market impact in the food and logistics sector

3. Plan to move to Phase 3

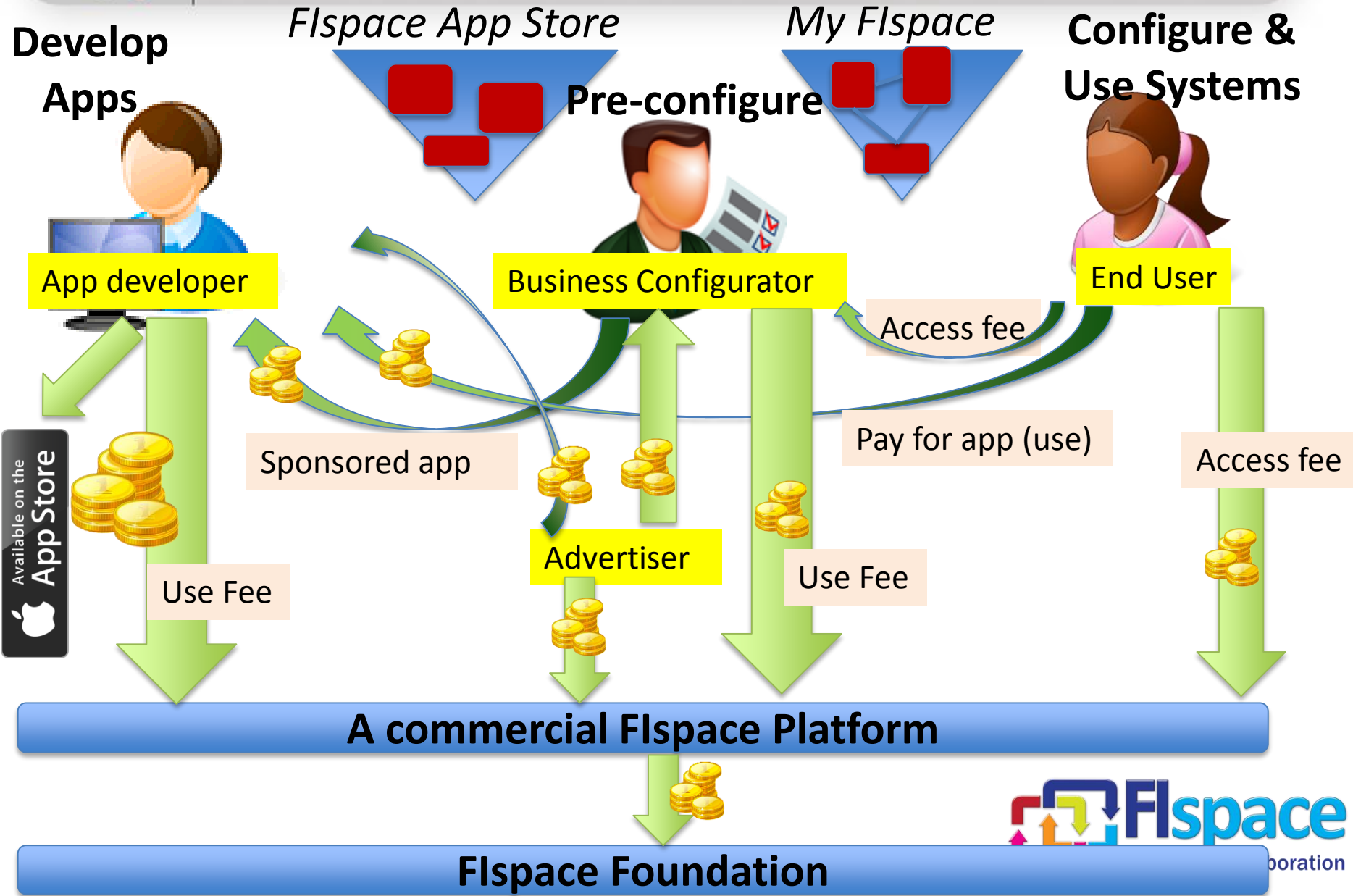


# Flspace approach for Software Mass Customisation





# Potential revenue streams for Flspace





# The Platform's Business Model

- Initial phase
  - Importance of platform adoption
  - Several of the above mentioned revenue streams can be waived
    - To keep entry barriers low for partners to join
- Expansion Phase
  - Access fee for End-users to join Flspace
  - Usage or membership fee for Business Configurator
  - Revenues from advertisers



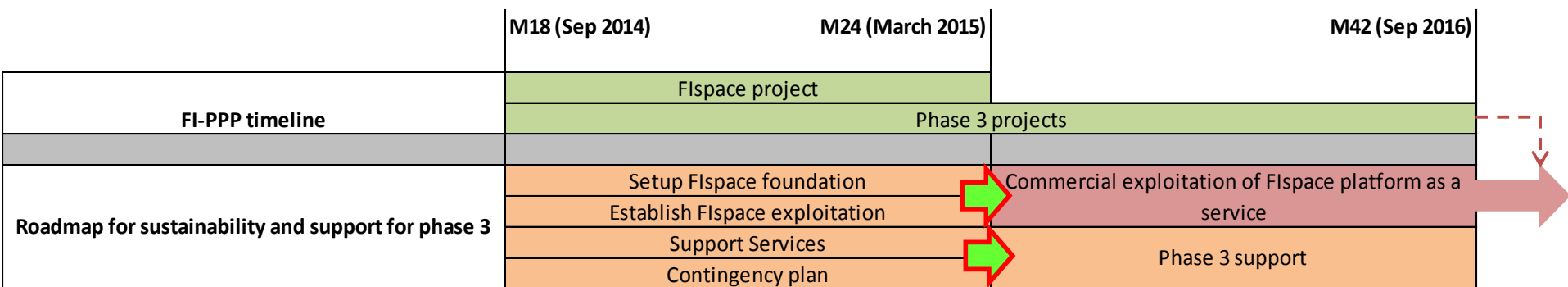
# Flspace's business advantages for app developers

- Flspace makes it easier for companies to find, and connect with, each other
  - Different types of market players can interact
  - Especially of interest to business communities that are dynamic and made up of many small players
  - Industries with stable relations can use Flspace to enlarge their business networks
- Flspace allows companies to find, exchange and use wealth of data sources (IOT, Services, Legacy Systems)
- Support for app developers
  - ICT companies do not need to worry about data flow management for their apps
  - Widespread documentation and support material via different channels
- Scaling up
  - Importance of the User base (incl. business users with high brand values)
  - The Flspace ecosystem will make it much easier for smaller ICT companies, specialised in a certain industry, to scale up to provide services to a broader, international market



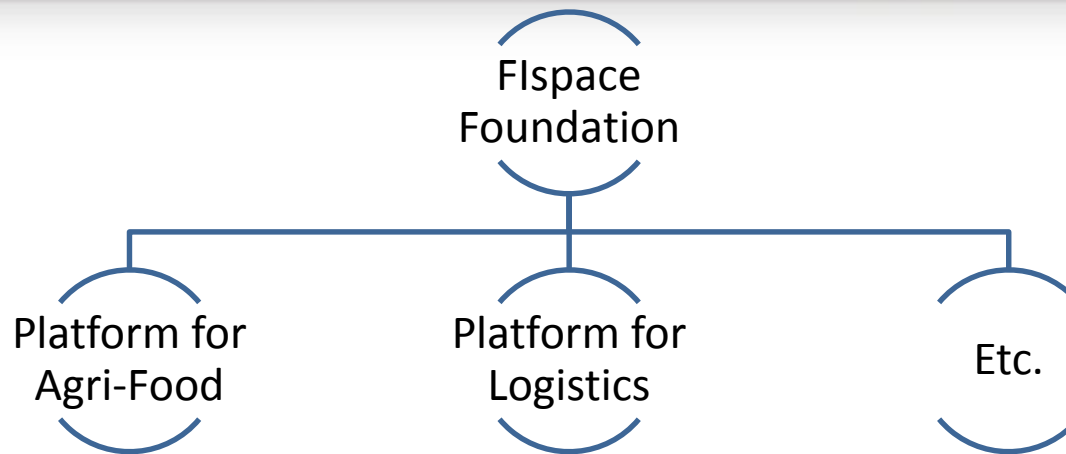
# Flspace exploitation

High level view of the roadmap for Flspace sustainability and support for Phase 3 of the FI- PPP





# Possible governance structure of Flspace in the commercial stage



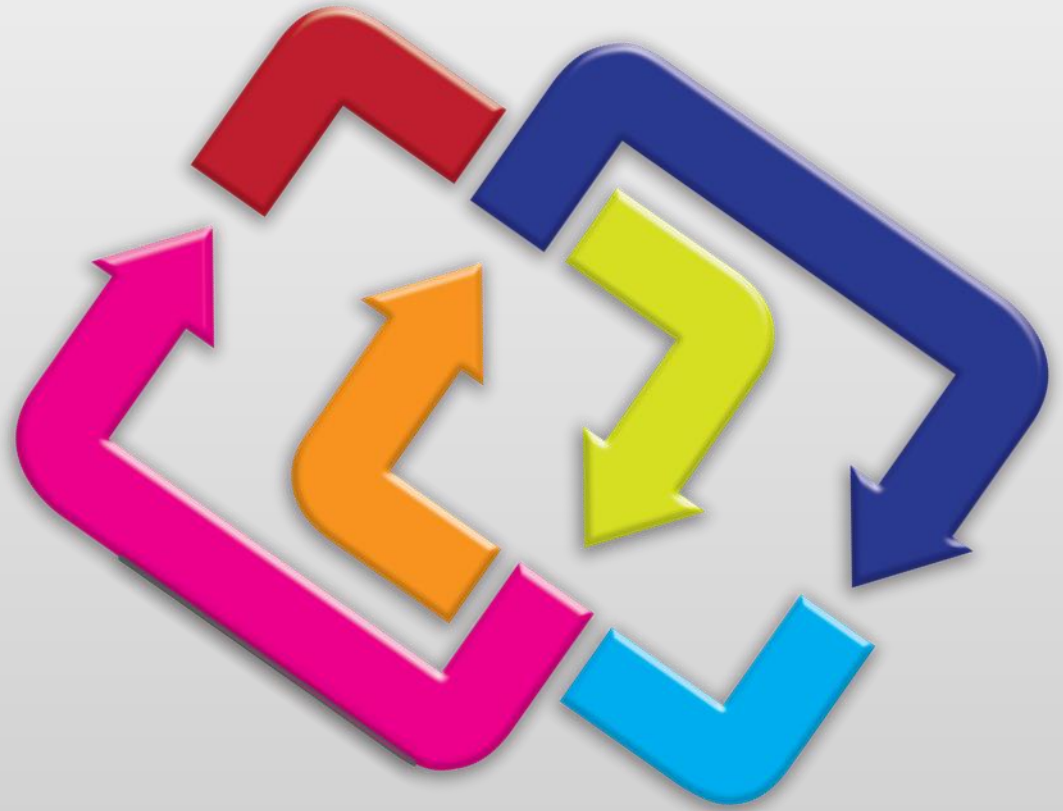
- The Flspace Foundation will:
  - take over all the Flspace know-how (code, standards)
  - encourage the use of the know-how in open source projects
  - allows companies to use the open source standards and codes in commercial products and services
  - be financially supported by partner contributions
- Flspace interoperable PAAS “instances” offered by commercial IT companies
  - Initially current Flspace partners
  - In the longer term other companies





# Next steps in Flspace exploitation

- Identify prospective members
  - All current Flspace consortium members will be invited to participate in forming of the Flspace Foundation
- Exploitation Agreement
  - To formalize the modalities and the conditions that will govern the commercial exploitation of the project results.
  - Timeline
    - Term Sheet finalized by the end of August
    - Draft EA voted early October
    - Final EA in place by the end of December 2014
- Start-up of Flspace exploitation
  - Individual exploitation plans of all Flspace partners
  - The creation of commercial activities by companies based on Flspace is a very important step in the sustainable commercialization of the Flspace platform



Questions?