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Roadmap on the RI Consumer Data Platform

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Executive summary

This document describes key steps to be taken towards the Consumer Data Platform envisaged in the project RICHFIELD (www.richfield.eu) from the perspective of business modelling. Together these steps form a roadmap towards the implementation of the consumer data platform which is aligned with the technical and governance roadmaps that are described in D11.4 and D13.4. Based on this roadmap, a performance forecast analysis is performed that takes into account uncertainties about key elements in the chosen business model. The analysis is based on previous work as described in D12.2 (assessment tools for alternative business models) and D12.3 (final business model design) using economic and social key performance indicators (KPIs).

To achieve the final goal and bring the final business model to fruition, four lines of activities need to be taken timely and successfully: **1) Secure income/funding for initial developments; 2) Organizational development (staffing and governance structure, risk management strategy); 3) Technological implementation (data and IT infrastructure); 4) Marketing and communication.** The costs of these activities consist of investment costs and staffing costs. The magnitude of the costs in each phase depends on desired features of the platform and the business model. The following table shows the key features of the envisaged platform in each phase of development:

Key features of the Platform and the Business model at the end of the Phase	Phase of development				
	In between (Nov 2018 – Dec 2019)	MVP (Jan 2020 – Dec 2021)	Growth (Jan 2022 – Dec 2023)	Maturity (Jan 2024 – Dec 2026)	Full Operational (Jan 2027-)
<i>Sources of income</i>					
Membership fees by National Nodes		X	x	X	X
Public funding through EC ESFRI calls (Assuming that FNH gets accepted both for preparatory phase and implementation phase)		X	X	X	x
Private funding by (sponsoring) membership industry and European associations		X	x	X	X
Donations			X	X	X
Trial membership fees			X	X	X
Service fee				X	X

Grants (European, trans-national)				X	X
Sponsorship				X	X
Functionalities and Services					
<i>Services related to availability of data</i>					
Data retrieval and exchange		X	x	X	X
Integrate other RIs data and other research data		X	X	X	X
Access to integrated data		X	X	X	X
Set up and implement FNH research App		X	X	X	X
Integrated business data			x	X	X
Integrate consumer data (FNH research App app)				X	X
Access to micro-data			X	X	X
<i>Knowledge-related services</i>					
Access to research protocols, ontologies, semantic models and vocabulary/thesauri		X	X	X	X
<i>Other services</i>					X
- Access to research facilities and labs		x	x	X	X
- Consultancy and data analysis services			X	X	X
- Quality label for app owners				X	X

- Personalized advice for consumers				X	X
- Training		X	X	X	X
Users/Customers					
Researcher affiliated to institutions or companies being member of national nodes		X	x	X	X
Researcher affiliated to RI member organisations		X	X	X	X
Researchers not organized by national nodes			x	X	X
Non-member companies and associations			X	X	X
Consumers				X	X
Policy makers		X	X	X	X
Marketing and communication					
- Website		x	x	X	X
- Networking and community building		x	x	X	X

The assessment tool enables different parameterization of key variables that are used to calculate different KPIs and the calculation of different KPIs under different scenarios. Probability distributions for key variables are used to model uncertainty in the estimation

While being scientifically sound and promising and socially relevant, the platform is currently still visionary and there are many uncertainties with regard to the realization of planned activities and the envisaged revenue. To lay good foundation for the implementation, it is first of all crucial to secure funding and good governance structure and project management. Strong alignment and coordination is needed among technical, business model and governance design and implementation. The roadmap as developed in this task shows the priority of different activities.

In the performance forecast analysis many assumptions have to be made that are based on current knowledge and current state of play. Given rapid developments in digitalization and data science, future situations in the MVP phase may significantly differ from the expectations made today. To have better insight into the viability and sustainability of the platform, it is highly recommended to update and verify the assumptions on costs and performances before the start of the MVP phase again.

