

OS4GROWTH

Open Standards For Growth

Summary

OS4GROWTH

Inspiration

Imagine A World Without Standards

https://youtu.be/TaxWfz_MB2A?t=89

Video by: GS1

- a global not-for-profit organisation that is best known from barcode standards -

Focus on Open Standards

- We will focus on those required actions, models and tools that nobody can/would lead on their own, but that everyone needs and benefits from.
- Cross cutting areas that remain siloed without commonly established standards and where open standards can enable BIG IMPACT !
- Special focus on ‘opportunities/challenges at EU level that need ongoing multi stakeholders commitment’ crossing public and private actors.

OS4GROWTH Key Objectives and Relations Between the Outcomes

1. OS Innovation Agreement Template

Between StartUp/SpinOff/ScaleUps and Corporates/Public Sector

Objective Lead: www.ultrahack.org

3. EU Wide Talent Repository

Entrepreneurial talent profiles matching & data portability user accounts

Objective Lead: <https://www.uv.es/>

2. Open Standard data model for Innovation & entrepreneurship ecosystems

User Profile Data Models

GDPR regulation based user data portability goals. MyData concept approach

Prioritizing modeling from user profile data items identified from project activities; ie entrepreneurial talent data

Innovation Ecosystem Data Model

Data Categories: Topic/item information, KPI and Development initiatives

Prioritizing modeling from data items and needs identified from project activities

Objective Lead: www.startupcommons.org

Consortium Ecosystem Regions and Organizations

Valencia - Spain, Helsinki Region - Finland, Amsterdam - Netherlands, and West Pomerania - German/Poland

12 organizations (and developing..) co-developing on **three key objectives.**

Universitat Politècnica de València, Alias Group, Generalitat Valenciana, Digital Innovation Hub Valencia, Helsinki-Uusimaa Regional Council, StartUp Commons, Ultrahack, MyData Global, ACE Incubator, Amsterdam Economic Board, StartUp Amsterdam, West Pomerania Regional Government and West Pomerania University.

Project Scope

- Actions should help startups and scaleups achieve market success and mature the innovation excellence of high potential innovators.
- Actions should support the creation of new jobs and high growth businesses and support their growth on a pan-European and international level.
- Innovators identified, promoted and supported by the Innovation Radar are expected to enrich and benefit from the Startup Europe ecosystem
- Beyond the project life. Synergies with [EISF](#), [H2020](#) & [EU digital single market](#)

Specific Challenge

- The challenge is to support scaling up innovative businesses across the EU, detect high potential innovations and support innovators in going to market.
- Actions to reinforce the Startup Europe and Innovation Radar initiatives and link to the activities of the European Innovation Council in a complementary way by targeting exclusively ICT innovators that are not supported by the EIC

Learn more:

<https://www.startupcommons.org/blog/eu-call-for-startup-ecosystem-builders-connecting-local-deep-tech-startup-ecosystems-and-supporting-cross-border-activities>

Ecosystems & Collaboration

Startups (and SME's) &

People (founders, talent, mentors, investors, coordinators, etc.)

Communities (Funding and Support Organizations)

Fintech Vertical Ecosystem

IoT Vertical Ecosystem

AI Vertical Ecosystem

Food Vertical Ecosystem

etc.

- How to find what's relevant?
- How do we connect to it all?
- How do we stay up to date?

City ecosystems

Regional ecosystems

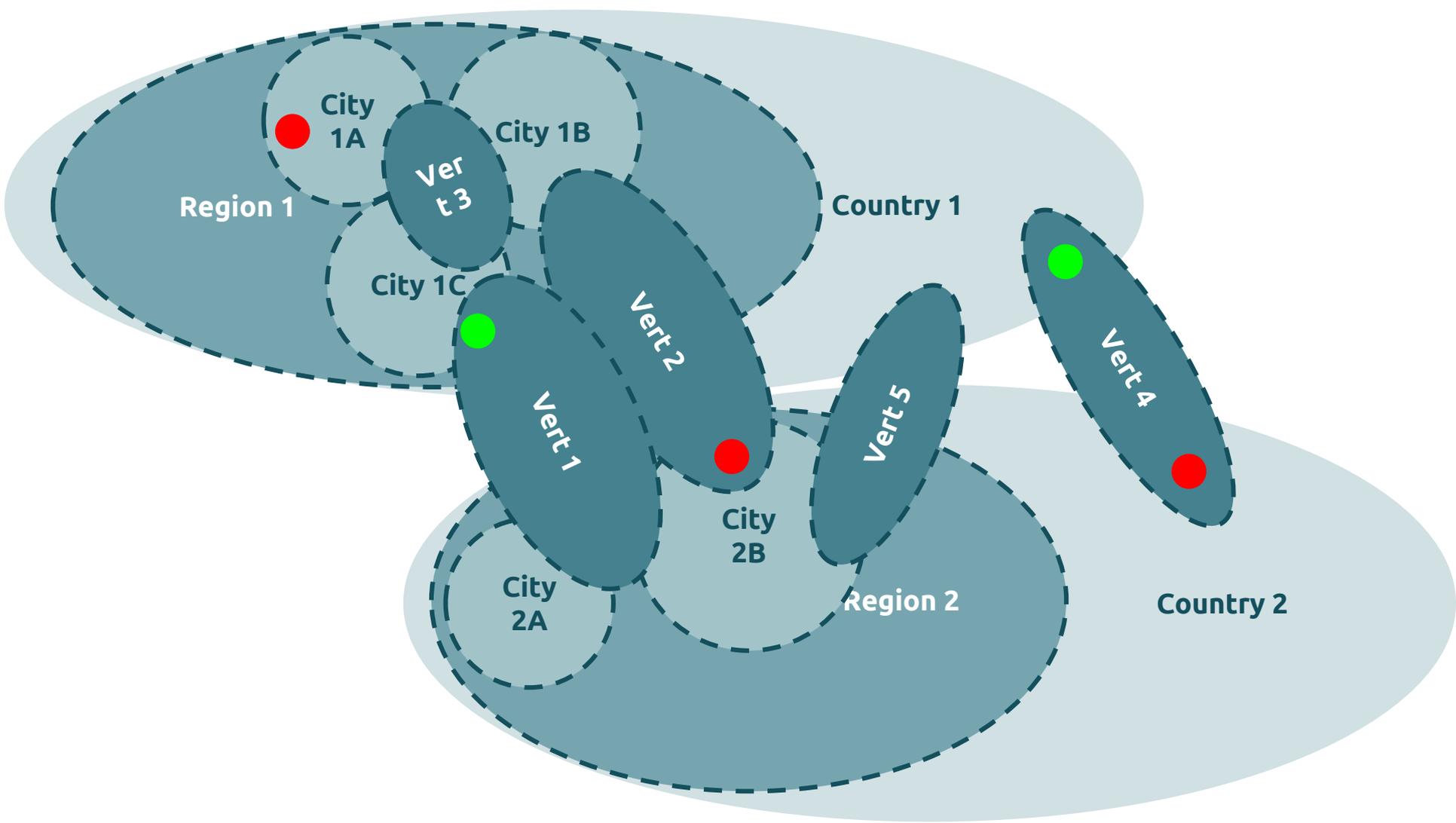
City ecosystems

Regional ecosystems

Country 1

Country 2

Country 3



“Interfaces” between ecosystems

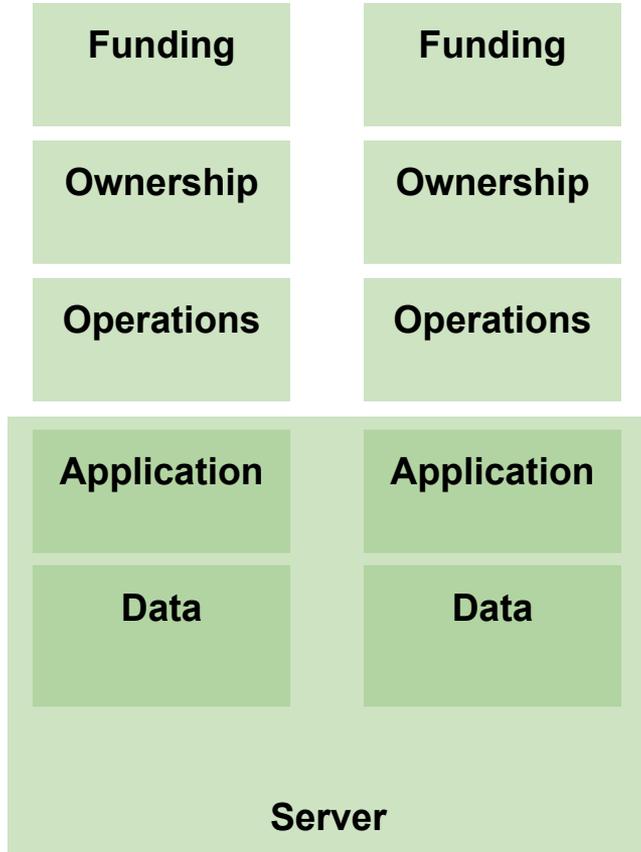
- City Geo - City Geo
- City Geo - Vertical
- City Geo - Regional Geo
- City Geo - National Geo
- Regional Geo - National Geo
- Regional Geo - Vertical Geo
- Regional - Regional
- National - National
- National Geo - Vertical
- Vertical - Vertical (inside a geo)
- Vertical - Vertical (between a geos)

Shared “Data” in ecosystems

- Locations (venues, spaces)
- People (different roles)
- Service orgs
- Services
- Companies
- Startups
- Ideas (IP, products, concepts)
- Projects
- Assets (calls, shared resources, stats)
- Ecosystem orgs
- Events
- Activities
- Interactions

Part of one or many ecosystems

Shared things between similar support functions



- Source can be same/similar/shared
- actual funds need to be targeted
- ROI measures and result can be shared/compared
- Ownership can be shared to increase mutual commitment
- Responsibilities need to be specifically defined
- Service use can be shared
- functions need to be targeted (to who, where, how etc.)
- Models, concepts, KPIs and documentation can be shared
- Dedicated need tied to service function
- Can be “shared use” or “shared software” but data is separate
- Multiple ownership, licensing and maintenance models
- Dedicated database primary location; need, use & responsibility
- Can be copied, shared and reused
- Multiple types with access & ownership considerations (regulation)
- Shared resource use (typically cloud)
- Dedicated allocation (own reserved capacity)
- Defined maintain responsibilities

Project Objectives

Open Standard Agreement Template for innovation collaboration

Open Standard Agreement template

Design and establish Open Standard Agreement template to be used between innovators (StartUp/Spin-Off/ScaleUp/Knowledge providers) and big companies/organization, along with documented best practices composed jointly by multiple facilitating actors, to help make the initial relationship to collaborate and development of innovations together. As well as the making of supporting services easier

Reference Models

- Series Seed
 - https://www.ycombinator.com/series_a_term_sheet/
 - <http://www.seriesseed.fi/>
 - <https://www.seriesseed.com/posts/about-series-seed-documents.html>
- Open Standards for ICT Procurement
 - <https://joinup.ec.europa.eu/collection/eprocurement/open-standards-ict-procurement>

Open Standard data model for Innovation & entrepreneurship ecosystems

Open Standard Data Model

Design and establish an Open Standard Data Model for sharing Innovation Ecosystem data within and between ecosystems. This will enable data sharing, distribution, and use, common metrics and indicators, to map and monitor ecosystems between various ecosystems and actors, to be more informed, make better decisions, to explore other ecosystems, develop automation, enable new innovations, etc.

Ecosystem Data Modeling

Data Model Categories

- People & entities
- Support services & activities
- Development initiatives & projects
- KPI's & Reporting

Content Model Groups

- Listed Data (profiles, info, record)
- Owned Data (author)

Function Focus Segments*

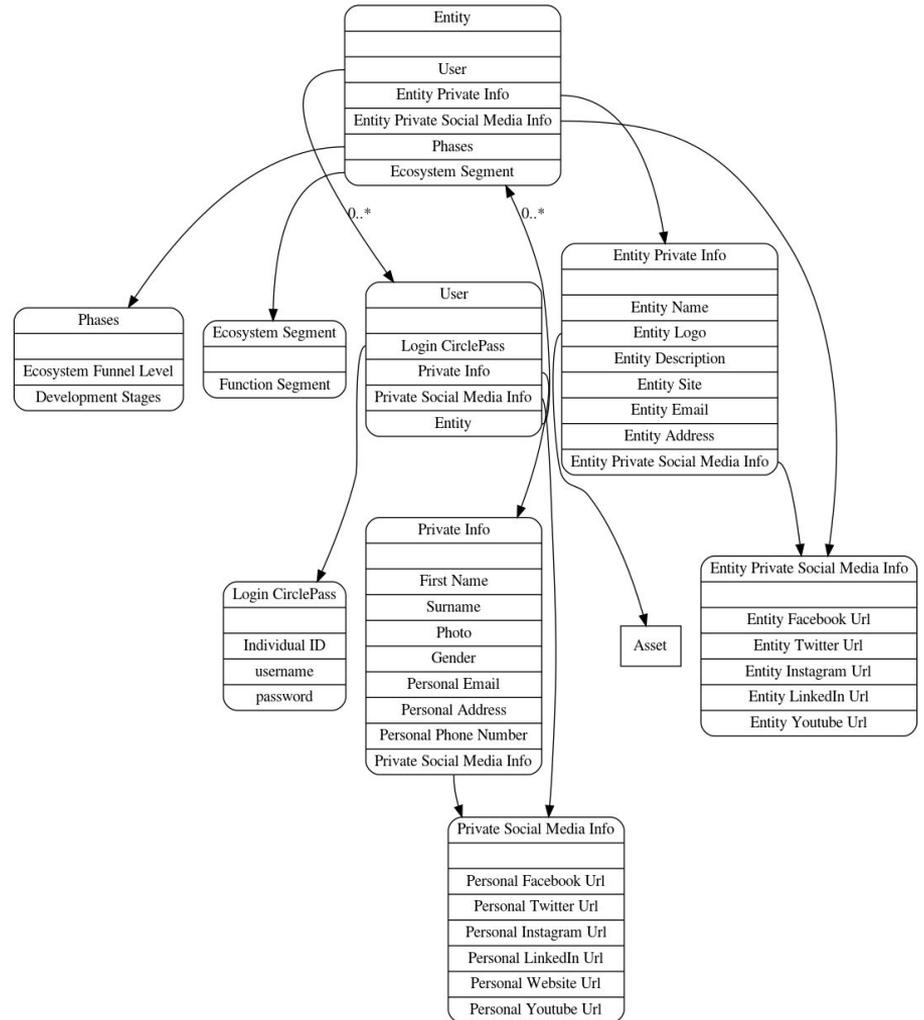
- Building Companies
 - *Low volume long term touch*
- Providing Support Function
 - *High volume short term touch*
- Ecosystem Mng. & Development
 - *Indirect touch broader impact*
- Software Developers (tools)
 - *Digital logic and data*

**Used with priority order tagging (ie. main focus, secondary focus, etc.)*

Data Model

A common nominator in all types of ways of handling and sharing data.

- For designing new applications and databases
- For collecting and storing research data
- For API design, development and use
- For sharing data manually in spreadsheets
- In any file format JSON, XML, CSV



Data Modeling Logic

Cross cutting Innovation data modeling

- Person data
- Events data
- Organization ID
- Patent ID
- etc.

HealthTech

- Industry ID
- People Name
- Organization
- Project Info

FinTech

- Industry ID
- People Name
- Organization
- Project Info

SmartCity

- Industry ID
- People Name
- City Name
- Project Info

OS4GROWTH focus on data modeling to items that are cross cutting (part of many vertical). And to identify where “the line goes” between vertical specific innovation data models to be excluded in this data model and instead linked with industry specific data model sources & collaboration.

- Genome record
- Hospital ID
- Medicine ID
- BioBank

- Market data
- Account data
- Currency
- Purchase data

- Open data
- Transportation
- Permits data
- Map data

Business Vertical Specific Innovation Data modeling

Regulation & Reference Models

- PSD2 Regulation for banking
 - https://ec.europa.eu/info/law/payment-services-psd-2-directive-eu-2015-2366_en
- Open Banking Europe
 - <https://www.openbankingeurope.eu/who-we-are/>
- Open Standards Principles: For software interoperability, data and document formats in government IT specifications
 - https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/78892/Open-Standards-Principles-FINAL.pdf
- Open & Agile Smart Cities
 - <https://oascities.org/about-oasc/>

EU wide Entrepreneurial Talent Repository, matching and data portability

Entrepreneurial talent repository and model

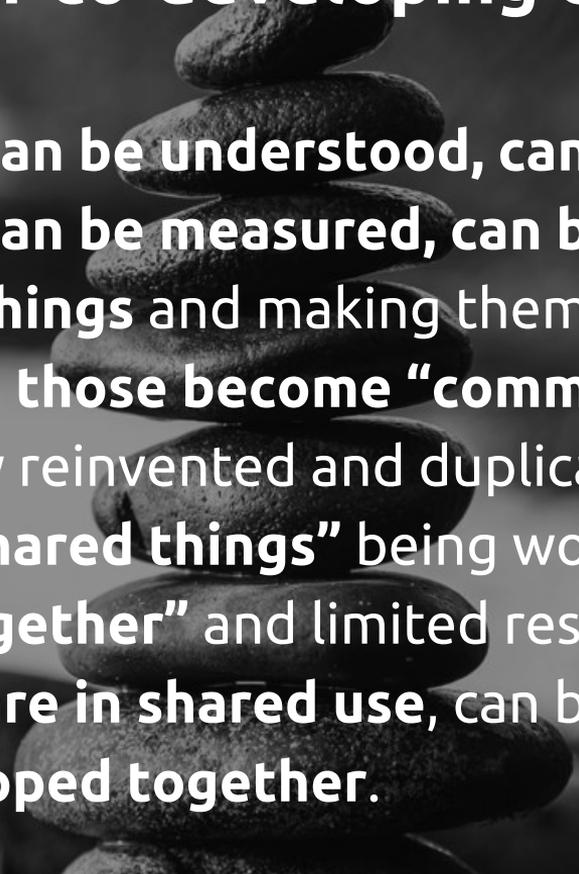
Along with MyData concept and enabled by GDPR regulation for “talent data portability between systems and platforms”. To enable a more dynamic and common talent pool to match talent in various ways for startups and spinoff founder team formation and support organizational growth and developments for Scaleups and corporates.

Regulation & Reference Models

- The General Data Protection Regulation (GDPR)
 - https://ec.europa.eu/info/law/law-topic/data-protection/data-protection-eu_en
- MyData – A Nordic Model for human-centered personal data management and processing
 - <http://julkaisut.valtioneuvosto.fi/bitstream/handle/10024/78439/MyData-nordic-model.pdf?sequence=1&isAllowed=y>
- Data portability among online platforms
 - <https://policyreview.info/articles/analysis/data-portability-among-online-platforms>
- AI Based matching
 - API to optimize future supply of education to match working life needs
 - <https://medium.com/headai-customer-stories/customer-story-3amk-4f7944080344>
 - AI-based solutions to provide customers with personalised skill-building and job offering opportunities.
 - <https://app.industryhack.com/challenges/aigoestowork/>

Collaboration Principles

Five principles for co-developing ecosystems



1. Only things that **can be understood, can be developed.**
2. Only things that **can be measured, can be improved.**
3. Only by **sharing things** and making them visible, available and known about, **can those become “commons”**. Or, same things will be repeatedly reinvented and duplicated over time.
4. If there are **no “shared things”** being worked on, there is **no real “working together”** and limited resources are dispersed.
5. Only things that **are in shared use**, can be benchmarked, scaled and **developed together.**

Approach & Sustainability

- The Best way to ‘model’ and create ‘systems’ is by ‘doing’ them in context of real multistakeholder activities in real markets with clear topic leaders in place with allocated, dedicated and capable resources, and pre-established multi stakeholder commitment
- The project will implement actions that will serve to establish, introduce and provide ‘pilot’ for the Open Standards in real context. As well as opportunity to establish multi stakeholder based “Standards body” for ongoing development, governance and support of the created “Open Standards for Growth”.
- Sustainability is established by design involving multiple actual stakeholders that directly benefit from the outcomes in their core business & operations, but are unable to establish multi stakeholder standards on their own

Actors working together on common challenges

- To create conditions to facilitate growth of StartUps and ScaleUps
- To make easier the cooperation among StartUps and Corporates or Big Customers, especially for those (majority) who have not cooperated before
- To help all stakeholders of different Ecosystems to have one-stop-shop entrances to each Ecosystems, connecting at application and “live data” level with Startup Europe and Innovation Radar initiatives

Support this project

With the support letter, you can indicate that this **project is valuable from your perspective** and if this project will move forward, you are **looking forward to collaborate with it** (these can be things like being a beta tester, take part in the open workshops etc.).

Learn more:

<https://www.startupcommons.org/eu-call-support.html>

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