LAUNCHING THE OPEN DATA 500
How Companies Put Open Data to Work

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The GovLab’s Central Hypothesis

When governments and institutions open themselves to diverse participation and collaborative problem-solving, and partner with citizens to make decisions, they are more effective and legitimate.
The GovLab’s Approach

We study three paradigms for improving governance:

1. Getting Knowledge and Expertise In
2. Sharing Responsibility
3. Getting Open Data Out
What Is Open Data?

Open Data: Accessible, public data that people, companies, and organizations can use to launch new ventures, analyze patterns and trends, make data-driven decisions, and solve complex problems.
Where Open Data Fits

BIG DATA

1. Non-public data for marketing, business analysis, national security
2. Citizen engagement programs not based on data (e.g., petition websites)
3. Large datasets from scientific research, social media, or other non-govt. sources
4. Public data from state, local, federal govt. (e.g., budget data)
5. Business reporting (e.g., ESG data); other business data (e.g., consumer complaints)
6. Large public government datasets (e.g., weather, GPS, Census, SEC, health care)

OPEN GOVT

OPEN DATA
Government Data for Business

Health  Education  Energy Use

Financial Services  Transportation

Open Data
GOVLAB
Some Early Examples

Financial Advisor Search
Choose the best financial advisor from the largest financial advisor directory.
e.g. John Smith

Retirement Plan Search
Find and research the quality of your 401k or 403b retirement plan.
e.g. Google Inc.

Answers from Top Financial Advisors
I want to borrow against my 401k plan?
David A. Kring, CFP®
Good points above from John and Rich. I agree with them that unless there is no other choice it’s generally not a good idea. But if you have to do it, there is one other point to beware: make sure your job is secure. If you … (more)
20 hours ago

Question about my esop plan.
Courtenay Shipley
Hi Jimmy, Your access to the money may depend on how the ESOP plan is set up. Make sure to check with the plan administrator on the rules. For example, sometimes in ESOPs you only have access to the money at certain times … (more)
21 hours ago

Question about my esop plan.
Larry McCranahan, CFP®, CASI, CLU
Understand it may or may not be gaining (called "distribute") your ESOP plan if a company goes through a process.

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Open Data
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Bill Jackson, CEO
Purchase Analyzer

Find healthier, greener products

Save time and money

See whether your purchases meet your personal standards

Get started, it’s free!

Returning users login

Dara O’Rourke, Founder/CEO
Protect & Increase your Profits

Full-Stack Risk Management

Ag Production Management

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View Products

Open Data

GOVLAB
May 2013: The Open Data Policy

[Open Data is] going to help launch more businesses. . . . It’s going to help more entrepreneurs come up with products and services that we haven’t even imagined yet.

President Barack Obama
What the Policy Requires

• “Presumption of openness”
• Machine-readable
• Reusable
• Timely
• Developed in consultation with those who use the data
Objectives of the Open Data 500

- Provide a basis for assessing the value of open government data.
- Encourage the development of new open data companies.
- Foster a dialogue between government and business.
- OVERALL: Serve as the first comprehensive study of companies using open government data as a key business resource.
Criteria for the Open Data 500

A company must:

• Be U.S.-based – which can include international companies with a major presence in the U.S.
• Earn revenue from its products and services. In addition to for-profit companies, nonprofits may qualify.
• Use open government data as a critical resource for its business.
The Open Data 500 Team

- Beth Simone Noveck, Founder & Director, The GovLab
- Stefaan Verhulst, Co-Founder & Chief of Research and Development, The GovLab
- Joel Gurin, Project Director, Open Data 500, and Senior Advisor, the GovLab
- Laura Manley, Project Manager, Open Data 500
- Luis Daniel Palacios, Developer
- Claudio Mendonca, Designer
- Marilla Li, Outreach Manager
- Audrey Ariss, Research Assistant
- Katherine Julia Garcia, Research Assistant
- Gustavo Magalhaes, Research Assistant
We Found Open Data Business Involves:

- More than 30 federal departments, offices and agencies
- More than smartphone apps
- More than weather and GPS
- More than Silicon Valley
- More than startups
- More than a few revenue models
15 Different Kinds of Companies

Company Categories

- Data/Technology: 85
- Finance & Investment: 74
- Business & Legal Services: 45
- Governance: 43
- Healthcare: 37
- Geospatial/Mapping: 30
- Transportation: 28
- Energy: 25
- Research & Consulting: 25
- Lifestyle & Consumer: 22
- Education: 20
- Housing/Real Estate: 20
- Scientific Research: 16
- Environment & Weather: 12
- Insurance: 12
- Food & Agriculture: 5
Dozens of Federal Agencies

# of Companies Using Various Agencies' Data - 15 Most Used
What Comes Next

• More research and analysis
• International studies in the UK and beyond
• State-level collaborations
• Adding nonprofits, media, and NGOs
• AND: Bringing companies and agencies together
Companies Meet Agencies: The Open Data Compass
Launching the Open Data Roundtables
The Agenda for Discussion

• **Inventory of datasets.** What are the areas of greatest interest?

• **Priorities for improving open datasets.** Which ones are most important to business use, and what is needed to make them more accurate, complete, and actionable?

• **Potential to open new datasets.** Which would be most valuable if they were opened for business and public use?

• **New data collection.** What should we consider adding over the long term?
Outcomes for Roundtables

- **Dataset inventories** focused on business value.
- **Prioritization** of the open government datasets in each agency for business use.
- **Plans to improve** data release from each agency over six to twelve months.
- **Public reports** of the results of each roundtable, prepared by the GovLab.
- **Celebrating the wins**: Visibility for the successes made possible by agencies’ data.
- **Continued public/private collaboration**.
Open Data is accessible public data we can use to launch new ventures, analyze trends, make decisions, and solve problems.

WHITE HOUSE RELEASES SMART DISCLOSURE REPORT

WELCOME

ABOUT OPEN DATA NOW

- About Joel Gurin
- About This Website
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Welcome to the Open Governance Knowledge Base

What is the Open Governance Knowledge Base?
The GovLab Open Governance Knowledge Base is a collaborative, wiki-style repository of information and research at the nexus of technology, governance and citizenship.

Current work in the expanding field of technology-enabled governance innovation is often siloed and constrained within defined academic disciplines. While the need for improved innovation in governance is recognized across a wide variety of academic disciplines—ranging from data science and engineering to behavioral psychology and business intelligence—there is still little meaningful collaboration and skills-sharing between the experts working within those separate disciplines.

Our goal in creating this collaborative platform is to provide a single source of research and insights related to the broad, interdisciplinary field of open governance for the benefit of: 1) decision-makers in governing institutions seeking information and inspiration to guide their efforts to increase openness; 2) academics seeking to enrich and expand their scholarly pursuits in this field; 3) technology practitioners seeking insights and examples of familiar tools being used to solve public problems; and 4) average citizens simply seeking interesting information on a complex, evolving topic area.

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