

Building a Sustainable Business using Open Data

Open Data Business Model - Mini-Pitch Competition

- Drawing on the expertise of Investment Managers, VCs, Innovation Founders and Incubators, Anaeko has organised a series of virtual networking events to educate and inform, culminating in an Open Data Business Model mini-pitch competition.
- Our goal is to showcase sustainable businesses ideas using Open Data, and facilitate cooperation between Public Sector data custodians, Private Sector innovation, and potential Business Funding.

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Mini-Pitch Competition - Overview

- The competition is open to everyone, including companies, students and entrepreneurs
- Teams are encouraged, comprising no more than 5 team members
- Seeking sustainable business models using available open data within an innovative idea
- At least 1 data set from Open Data NI must be used. Other data sources are encouraged
- Complete and submit a 2 page application form by 21st July. No coding is required
- Shortlisted entries deliver an elevator pitch on 30th July.

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Mini-Pitch Competition – Terms & Conditions

- Intellectual Property (IP) ownership will remain with individuals & teams
- Ideas will be shared in the public domain as part of the judging event
- Prototype development not required
- Cannot be an existing Open Data NI Showcase

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Mini-Pitch Competition Rules - Judging Criteria

- Ideas should include a Value Proposition incorporating the following:
 - **Innovative use of Open Data**
 - **Commercial Viability – i.e. Market, Users & Revenue Potential**
 - **Social & Economic Impact – i.e. Benefits to citizens of NI**

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Mini-Pitch Competition Rules - Judging Panel

- Denis Murphy – Anaeko CEO and Industry Investor
- Siggj Saevarsson – Partner, Kernel Capital
- Cormac McConaghy – OpenDataNI Portal Lead
- Jayne Brady - Belfast City Digital Innovation Commissioner
- Jonathan Wallace - Professor of Innovation at Faculty of Computing & Engineering - UU

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Mini-Pitch Competition - Activity & Timeline

- **Event 1** – 02nd July 2020, 2.30 – 4pm – Present the Mini-Pitch Competition, Open Call for Ideas
- Submit Ideas Deadline – 21st July 2020, 5pm.
- Announce Shortlisted Teams Selected to Pitch to Industry Judging Panel – 24th July
- **Event 2** – 30th July 2020, 2.30 – 4pm – Mini-Pitch Presentation
 - 5 Shortlisted Teams will Pitch ideas live during the virtual conference to an Industry Judging Panel
 - Maximum 2 slides in 2 minutes

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Mini-Pitch Competition – Next Steps

- Application Forms available online today from 5pm:
- Submit Applications by 5 pm on the 21st July 2020

- Table discussions on competition – Encouraging collaboration, idea discussion and team development
- Return for Q&A