

TNO



EXPLAINING

THE **BIG** DATA GAME

DATA

Relevant data	+1	Business case +1	Without a business case it is difficult to know what data you need for a service that has potential in the market.
Authorized data	+1	Privacy +1	If you have already thought about how the innovation deals with privacy, it is easier to make the right decisions in what you need for authorization, and what you need to protect the data correctly.
Protected data			
High-quality data	+1	High-precision algorithm +1	High-quality data becomes extra valuable if you also have a high-precision algorithm.
>99% availability	+2	Accountability +1 Robust platform +1	If there is a guarantee data is almost always available, it becomes easier to be accountable for the advice you give. And it works best if the platform you have is robust, as when the platform is not robust there is still a delay or corruption in data flow in service delivery.

BUSINESS CASE

Business case bear	+1	Market research +2	A business case becomes extra valuable if you know what the market needs, and where you want to focus on. Market research gives insight in your target group, and helps you in determining the potential of your innovation idea.
Business case virtual agent			
Business case medical			
Business case entertainment			
Business case children			
Business case elderly			

ALGORITHMS

Entertainment algorithm	+1	Business case +1 Any data +1	Only with a business case you know what kind of innovation you want to develop. It helps you in identifying the right question to ask the data. This question is used to set-up the algorithm. Furthermore you need data to develop the algorithm, moreover also data to test the algorithm.
Medical algorithm			
High-precision entertainment algorithm	+1	Authorized data +1 High-quality data +1 Technical pilot +1	With authorized and high-quality data it becomes much easier to develop high-precision algorithms, hence with less effort more value. Authorized data ensures you are actually allowed to keep using the data (depending on the terms of the authorization). A technical pilot can improve the quality, as it creates insight in what areas the algorithm is not working as precise as it should for it to be of maximum value.
High-precision medical algorithm			
Accountability	Only with algorithm and data +1	Pilot +1 Privacy trust mark +1 99% availability +2	If there is no algorithm yet, there is nothing yet to be accountable for. A technical pilot can improve accountability, as it creates proof in which way your algorithm works in reality. Once your algorithm becomes accountable, or you show in which way. It adds value to the privacy trust mark as you show exactly how you use the data and how results are being derived from it. With high availability of data, it becomes more easy to guarantee accountability at all times (as there are hardly any gaps in data provision).

VISUALISATIONS

Bear for elderly visualisation	+1	Business case +1	Without a business case it is difficult to know what to visualise and for whom. You first need a target group and know their needs.
Bear for children visualisation			
Medical virtual agent visualisation			
Entertainment agent visualisation			

PLATFORM

Processing platform	+1	Any algorithm +1	The algorithm is needed to process data. Without the algorithm there is nothing yet to process.
Robust platform	+1	Pilot +1 Innovation is still potential +2	A pilot shows how robust and scalable your platform is in reality. This is best done when it is still potential, otherwise you have promised a service or innovation, which in the end might not work.
Upscaled platform			
Protected platform	+1	Privacy +1	When knowing how you want to deal with privacy it becomes easier to determine how to protect the platform.

PRIVACY

Privacy	+1	Protected data +1 Protected platform +1	When knowing how you want to deal with privacy it becomes easier to determine how to protect the platform and the data.
Privacy trust mark	Only with privacy +2	Protected platform +2 Protected data +2	

ENGAGEMENT CARDS

Technical pilot	Since last technical pilot	Any Algorithm +1 Processing platform +1 Relevant data +1 Innovation is still potential +1	A technical pilot is usually done more than once in IT innovation. A technical pilot mostly tests the robustness and reliability of the entire back-end; how well does the connection between data and algorithm work? Can the platform process everything? This is best done when innovation is potential as it might turn out that in reality it doesn't work as seamless as envisioned.
User test	Since last user test	Any visualisation +1 Innovation is still potential +2	In a user test, you need a visualisation to show the user. For a user it is difficult to imagine how it might look like or might work. Also it has more value when there is still sufficient room for improvement, hence when the innovation is still in development (and not exploited) phase.
Market research	Since last market research	Any business case +1	When market research is done after developing a business case you can look for confirmation from the market on the potential of your innovation.
Invest in consortium trust	In this, previous or next round	2 players invested +1 3 players invested +2 4 players invested +3 5 players invested +4	Collaboration often takes time and if organizations trust each other more, the process often goes faster and easier; more focus is on developing the innovation. Although it takes time to build trust, it pays off in the quality of your innovation.
Consultancy	Since last consultancy	Any algorithm +1	Technical consultants can have a look at your algorithm and advice on what to improve.



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