Unwrapping the Gift: An Obligation to Shared Value

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DATA $\cong$ “GIFTS”
WHAT DO WE DO WHEN WE RECEIVE A GIFT?
DO WE HAVE AN OBLIGATION TO THE GIVER?
The “Data Gift” is really about an obligation to “Shared Value”

WHAT IS “SHARED VALUE”? 
“Shared Value - generating economic value in a way that also produces value for society by addressing its challenges. A shared value approach reconnects company success to social progress”

“Data” Shared Value:
Building a data business model that also produces value for the data ecosystem by addressing the challenges of the data provider, data consumer and those impacted across its collection and consumption.

“The Gift That Keeps on Giving Back”

P.S. Please don’t exclude community, society and social good.
Shared Value: 3 *Original* Levels Defined

1. Reconceiving Products and Markets
   “Find the Gap in the Product or Market”

2. Redefining Productivity in the Value Chain
   “Redefine Resources to Work Better”

3. Enabling Local Cluster Development –
   “Improve everyone in the Ecosystem”
"Data Shared Value" is Critical to Future Innovation

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Value of Data in Business Model

- Platform Services
  - Automation
  - Mobile
- Machine Learning
  - Data Aggregators
  - Attention Services
  - Analytics

Degree of Obligation

Market Movement
EXAMPLES
Driving Solutions to Build Smarter Cities

Creating and assessing the optimal places for underserved areas and associated services

Fuel efficiency, driver development, consumer satisfaction

Traffic patterns, urban planning, roadway improvement, real time accident and safety analysis

https://www.uber.com/helping-cities/
ZERO Preventable Deaths by 2020

Examining data from medical devices to enhance patient care and create new markets from the devices

Improving patient care and outcomes across the entire patient journey and enhancing every step of the way

Creating coordination between patients, doctors, hospitals and suppliers

http://patientsafetymovement.org/
Connect all Ag machinery together to understand real time performance, maintenance, and efficiency.

Coordinate this data with everyone within the Ag Ecosystem to improve the value chain.

New partner emerge for the ecosystem and provide even greater value.
Not every day is Christmas.... sometimes it is very difficult to oblige the gift and give back.