

Technical Assistance Facility (TAF) for Industrial Modernisation and Investment

CASE STUDY: DERIVING A UNIQUE VALUE PROPOSITION & REFINING CITIZEN-ORIENTED BUSINESS MODELS

Project name: Personal data platform for a predictive/preventive/personalized/participatory health system' (PDP)

Partnership name: Personalised medicine

Geographical coverage: East Netherlands (NL), Flanders (BE), Limburg (NL), Copenhagen region (DK), Emilia Romagna (IT), Extremadura (ES), Northeast Romania (RO), Northern Ostrobothnia (FI), Oulu subregion (FI), Piedmont (IT), Slovenia (SI), Southwest Finland (FI)

Estimated investment volume: EUR 15-25 million

TAF support extended: business and legal expert support



Source: Shutterstock

Project objective

The PDP aims to build a new business ecosystem where citizens manage their own personal health and wellbeing data. The larger issue being tackled is that of access to the individual's health data by commercial organizations and by government authorities without the individual's consent. The primary goal is to promote the use of a citizen-centric data management in the fields of preventive health. With this set-up, the citizens will keep an ongoing control over their data and may decide at any point in time to review their consent to data access.

Impact of TAF services

- ✓ The project received initial TAF business expert support between March and June 2020. The main outcome of the support was the creation of the Unique Value Proposition (UVP) and the proposition of a viable business model. Additional TAF businesses support was requested to further refine the citizen-oriented business model components. The additional support has been provided between June and October 2021.
- ✓ TAF helped PDP derive a **Unique Value Proposition** centred on the citizen centric organization through the identification of **complementary initiatives**, modelled both on public goods ones and private companies. Various similar initiatives were identified in the US and Europe. TAF analysed the process applied to collect data, how this data is provided to the users and how these platforms generate revenues.
- ✓ The UVP analysis helped in providing evidence of the sustainability of business models and financing options for this sort of initiative. TAF provided an analysis of **viable business model options** and helped in establishing the necessary building blocks to refine the business plan. This allowed PDP to take the first steps to create a legal entity by adopting a dual organizational structure suited to match its societal purpose.
- ✓ As part of the additional support, TAF experts helped to identify the **possible add-on product and services to be offered** to citizens as by combining citizen level data new products and services can be offered (e.g. a healthy shopping list).
- ✓ TAF also helped to identify and **include in the business plan the dependencies of third parties** (data producer, platform provider, data consumers, competitors) and ways to address these.
- ✓ The analysis of the UVP and business model provides the necessary components for the development of a first financial plan in terms market penetration and cost structure.

Lessons learnt for other S3P-Industry projects

The PDP experience demonstrates the importance of **calibrating the unique value proposition** and incorporating business insight and expertise that enabled the formation of an inter-regional ecosystem. TAF support helped PDP gain the credibility needed to build on the ecosystem with the early adopters, who contributed to further refining the Data Governance values and make legal and ethical principles more concrete. Such increased visibility was needed for gaining political support and resulted with stakeholders at the Flemish government level providing support to the project.

For more information, please check the TAF page at: https://eisma.ec.europa.eu/technical-assistance-facility-taf-industrial-modernisation-and-investment_en