



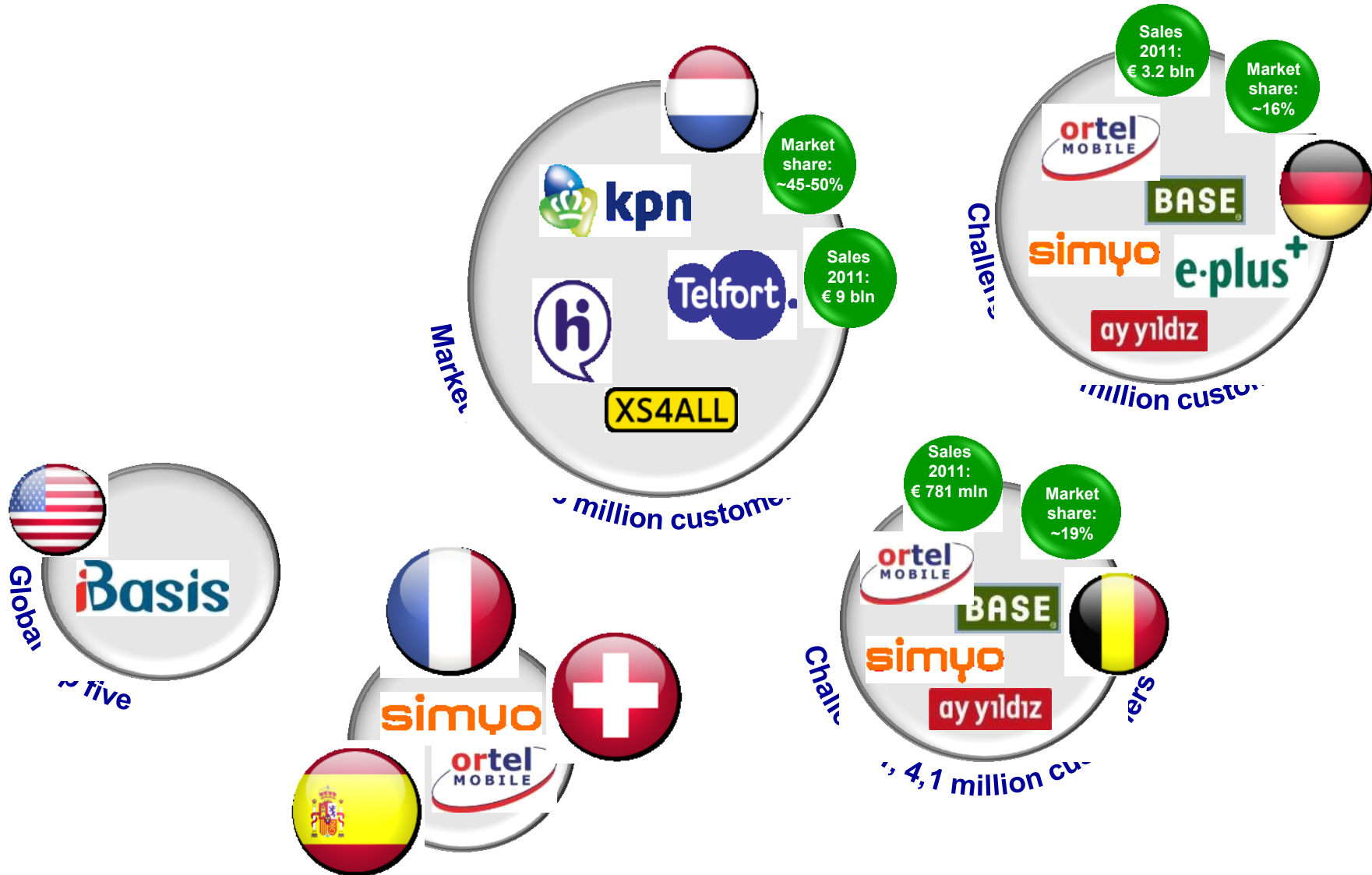
# How KPN's open data helps consumers save energy

## A hands on example

Richard van Det  
Business Development API's  
February 5<sup>th</sup> 2013



# KPN is an international company, with its heart in the Netherlands



# Agenda

1

*Hack Battle*



2

*TEDxAmsterdam*

3

*Open Data Collective*



4

*Advice*



# The Next Web Hack Battle (Kings of Code) Where this story begins...

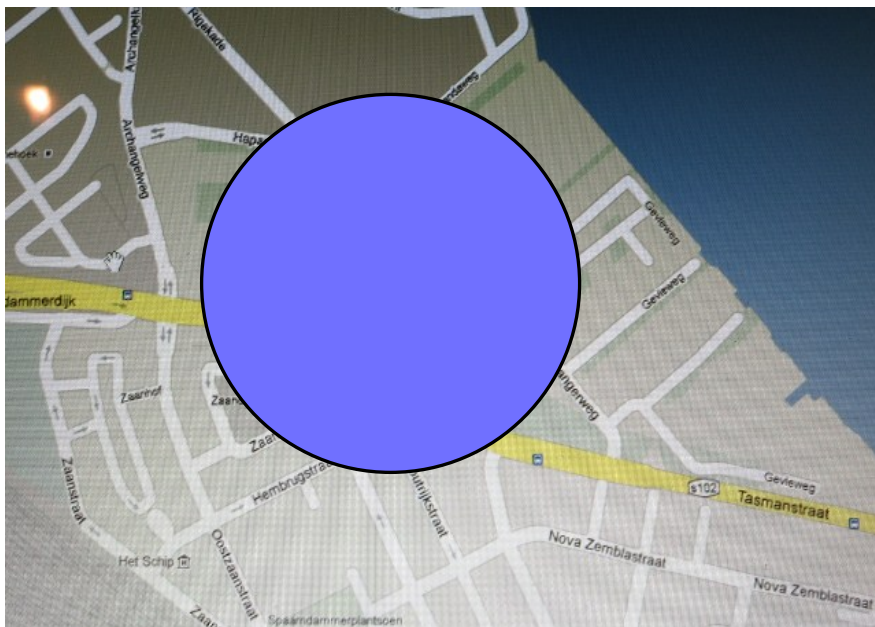


# 24 hrs to come up with a demo solution Meeting the challenge ...

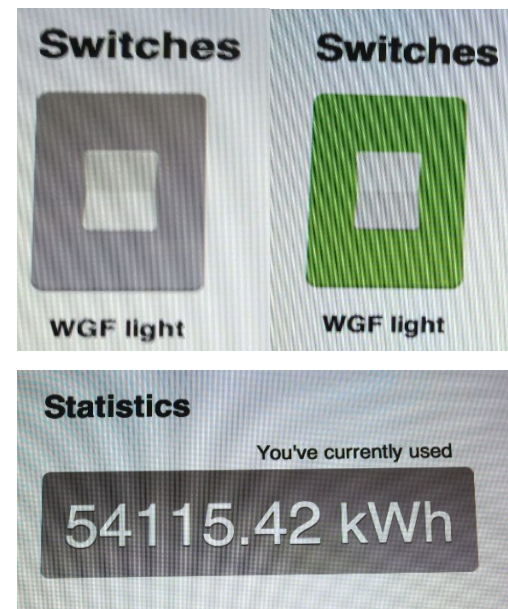


# Two teams came up with a simple solution KPN had never thought of itself

## Team 1



## Team 2



Our network facilitates consumers to save energy easily

# KPN and Essent signed up for the TEDxAmsterdam award



From this point KPN and Essent had to find a way forward



# KPN and Essent initiated the Open Data Collective, a Co-Create platform



## Participants:

Intel

Microsoft

Philips

Ricoh

ABB

OHRA

## Current Status:

- 8 Companies joined
- Kick off 25 JAN 2013
- Delivered three ideas for Co-Creation
- Quarterly rounds for Co-Creation sessions
- One common factor: the use of open data / functionality





## My advice to you

*Form a platform, you can't do it yourselves*

*Open up your data, or others will find a way without you*

*Agile is key, and spin offs will surprise you*

*Have a vision, it's no money maker in the first year*

*Get your data used, and explore new business models*

Questions?

Contact



[richard.vandet@kpn.com](mailto:richard.vandet@kpn.com)

+31 6 20 54 72 91



Thank you for your attention !

