Geospatial Platform

NGAC Partnerships Subcommittee Comments – Business Model

1. It's a great "WHAT" document, but the "HOW" will be the challenge.

2. Generally agreed that it is a reasonable approach and the framework makes sense, but needs more specifics.

3. Fee for service is a hard sell when "public good" is the norm. Really hard to change the model. Need to lean heavily on partnerships and leverage available tools and resources.

4. Need to better define the payback or ROI. Demonstrate why this is an investment and not an expenditure. Look at the cost/benefit from the business and public sector. Recognize the "soft" benefits and long-term impacts.

5. Consider adding case studies or scenarios to demonstrate different business models that could be applied:
   - Parcels data and mapping service
   - Geocoding service
   - Imagery service
   - Cloud hosting service

6. Increase focus on the private sector as a source of data or data provider

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7.   Consider use of model user access agreements.

8.   Look at other resources that could provide insights into business models (e.g., FGDC GIS Cost/Benefit Analysis, IN - ROI Study on Imagery; Business Models for Implementing Geospatial Technologies in Transportation Decision Making)

9.   A lot of jargon needs to be defined in context or have a hot link to definitions and/or examples.

10.   No forcing function. Model needs to make economic sense to all sectors. Demonstrate the cost savings, cost avoidance, and incentives.

11.   Recognize "regional" is an important component but missing.

12.   State the business problem we're trying to solve.

13.   Consider a broader requirements analysis

Five Major Questions

- Who owns the platform?
- What is the funding strategy?
- What are the economic incentives for all parties?
- What's the value proposition?
- What services will be available when?