



Leveraging the Value of Data Assets in the Bioeconomy Through Better Data Circulation and Monetization

Leveraging Existing Bioenergy Data Virtual Workshop

U.S. Department of Energy (DOE),
Bioenergy Technologies Office (BETO)
July 21 - 23, 2020



dawex.com

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Dawex Mission

Create the conditions for the smooth development of the data economy by **facilitating the exchange of data** between companies and organizations

Dawex is a leading provider of data exchange technology and business model solutions for data marketplaces.



Dawex has two complementary offerings



DATA EXCHANGE PLATFORM

licensed to corporates, consortiums &
public organizations
for internal or external
data sharing and monetization

GLOBAL DATA MARKETPLACE

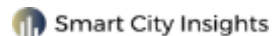
operated by Dawex
10.000+ companies worldwide
1000+ large corporations
23 industry sectors, 50+ countries

Dawex enjoys a wide recognition on the market supported by a strong business network

Institutions - Data Subject Matter Expert & Speaker



Partnerships - Combining forces for joined business development and consulting services



Business partners - Joined customer engagements, as business opportunities arise



Research firms - Top ranked by analyst firms



Main Awards - Market recognition since inception of the company



Awarded
**“Technology Pioneer”
 2020**
 (Switzerland, 2020)



Awarded **“The Most
 Innovative Company in
 Smart City Challenges”**
 (Dubai, 2019)



**Horizon 2020
 SME Instrument
 Phase 2**
 (2018)



**Gold Award winner
 at the French
 American Business
 Awards**
 (San Francisco, 2018)



**Winner of
 International
 Digital Trophies**
 (2017)



**Laureate of the call
 for projects Personal
 Data Protection**
 (Paris, 2016)



**Winner of the
 Digital Innovation
 Competition**
 (Paris, 2015)

Dawex awarded Technology Pioneer by the World Economic Forum

- 100 companies appointed worldwide for their **Innovation, Leadership, Heavy Social & Business Impact**
- **Dawex, 1st French data company** to receive this distinction
- 8 French companies named Tech Pioneers since 2007



Technology Pioneers 2020

Dawex joins a two -year program to contribute to the Data Policy work group

- **The work group** : Dawex, alongside 4 other US, Canadian and Chinese companies.
- **The mission**: Lead the World Economic Forum's approach to help define and implement forward -looking, interoperable, and trustworthy data policies.
- **The commitment**: to fuel innovation and accelerate responsible use of data in the new globally integrated data economy.

Data Exchange

What is it? Why is it important?

How to integrate it in your data value chain?

Data has become the lifeblood of economic development

- **The volume of data produced in the world is growing exponentially**
- **Data reshapes the way we produce, consume and live**
 - Basis for many new and more personalized products and services
 - Drives productivity and resource efficiency gains
 - Enables better policy making and upgrading government services.
- **It is an essential resource for startups and SMBs**
- **The availability of data** is essential for
 - training artificial intelligence systems
 - fueling new transformative practices (digital twins, ..)
 - tackling societal, climate and environment-related challenges

The value of data lies in its use and re-use but availability of data remains an issue

- **There is not enough data** available for innovative re-use
- **Fragmentation** of data sources is an issue
- **Lack of trust** between economic operators
- **Imbalances** in negotiating power
- **Fear of misappropriation** of the data by third parties
- **lack of legal clarity** on who can do what with the data
- **lack of private sector data available** for use by the public sector

Data exchange platforms help remove those frictions

Data exchanges are the interconnected highways where data can circulate at scale, cross -sector & cross -border

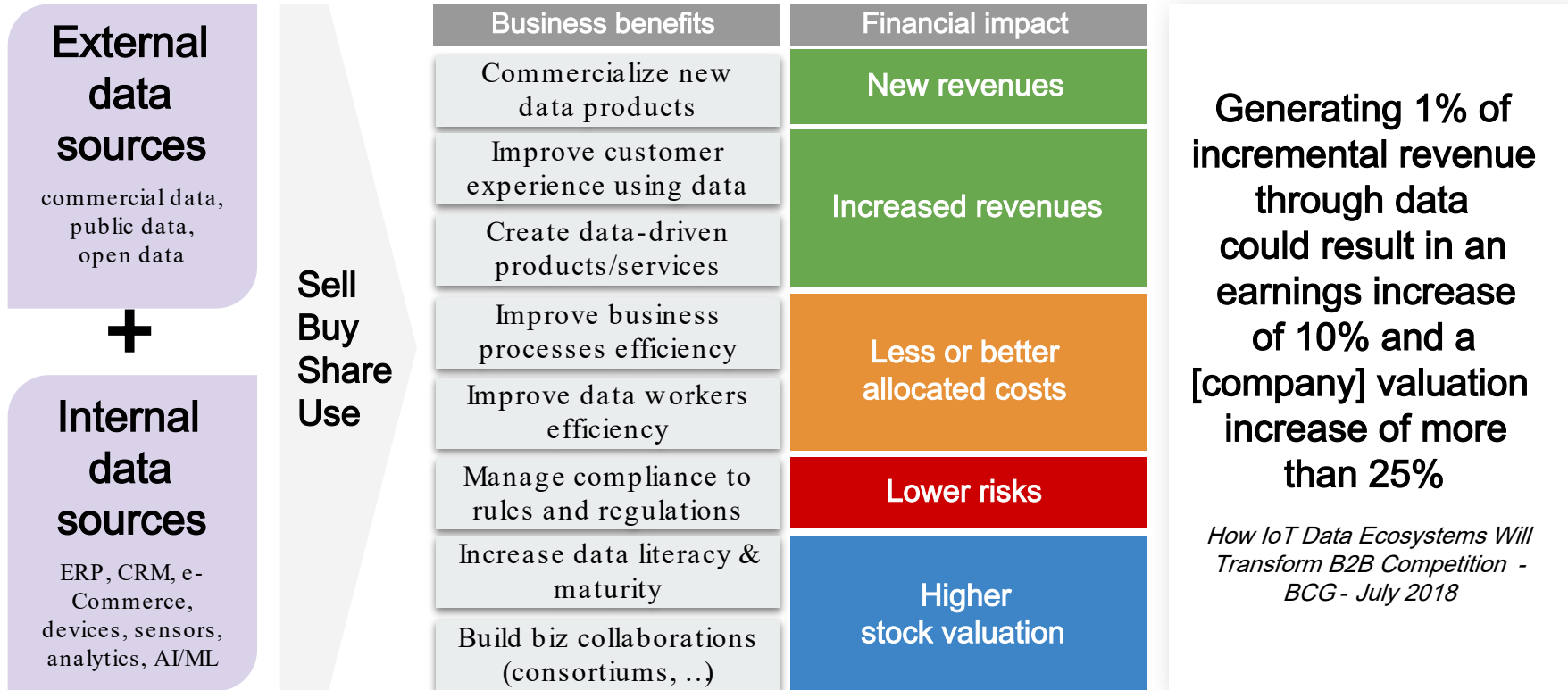


70%+ of company interactions on Dawex Global Data Marketplace are cross-sector

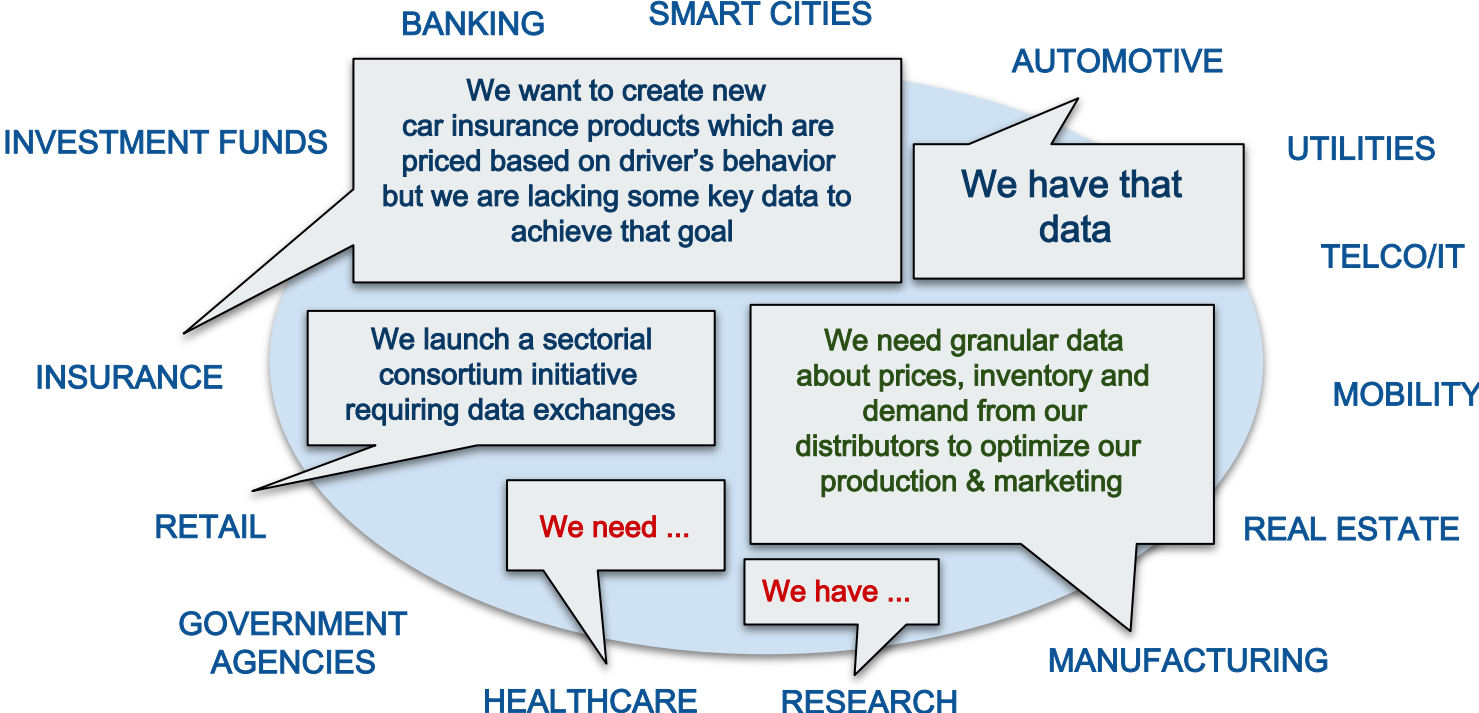


“A good proxy for the surge of information on the move is the cross-border bandwidth in use which grew 148 times between 2005 -2017” (McKinsey)

Better circulation and facilitated access to data create economic value, directly and indirectly

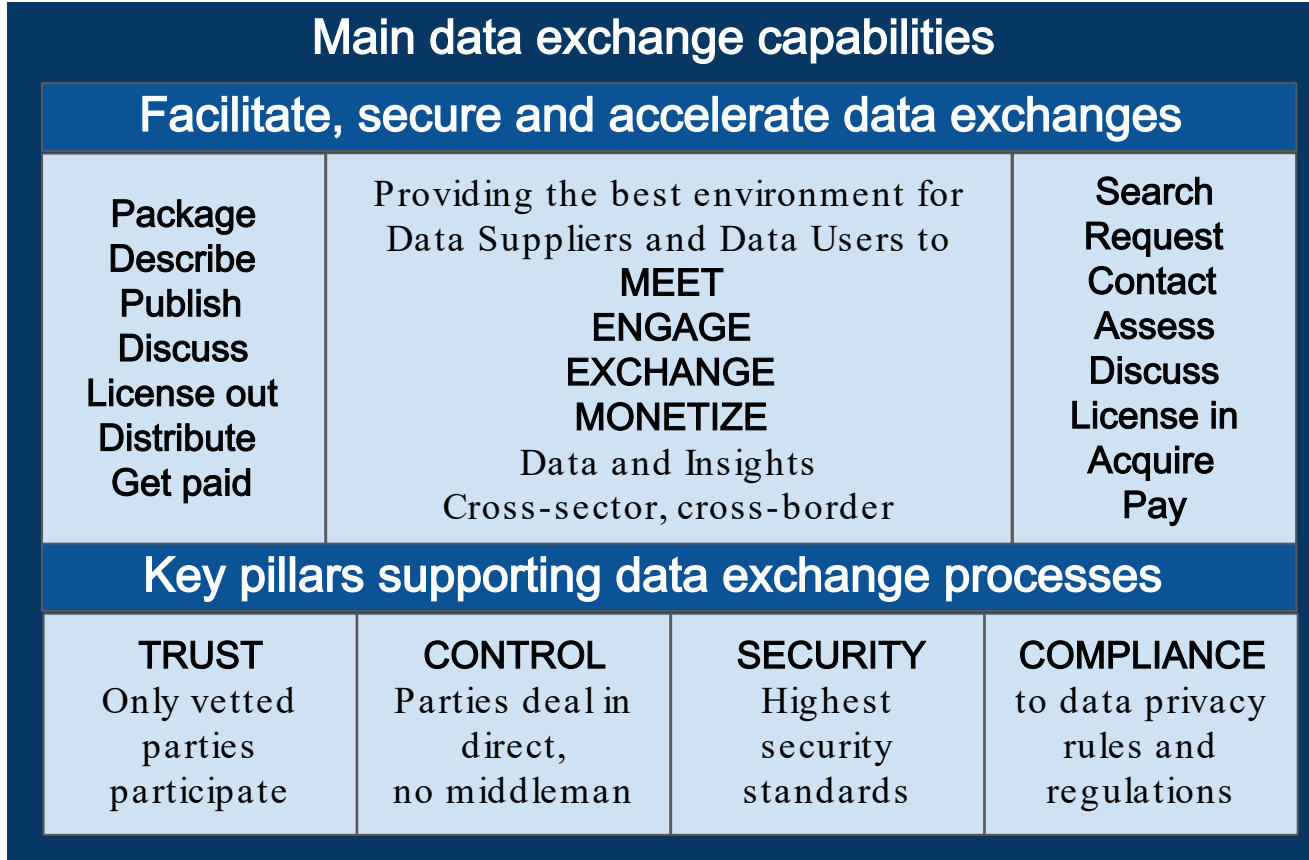


Most valuable business use cases combine internal and external data sources to create actionable insights



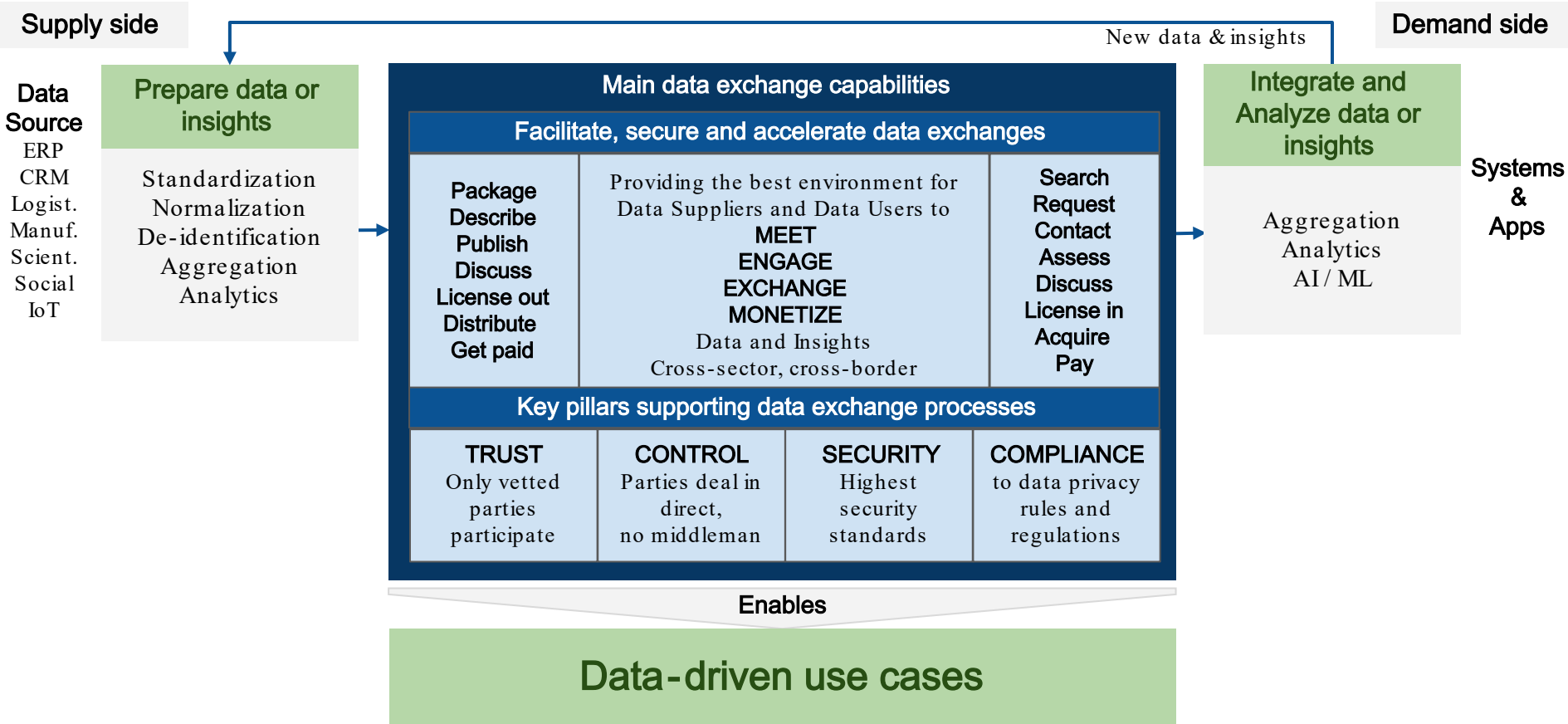
Exchanging data requires specialized procurement, marketing, sales, legal, logistics and IT processes

Data
Supply
Side



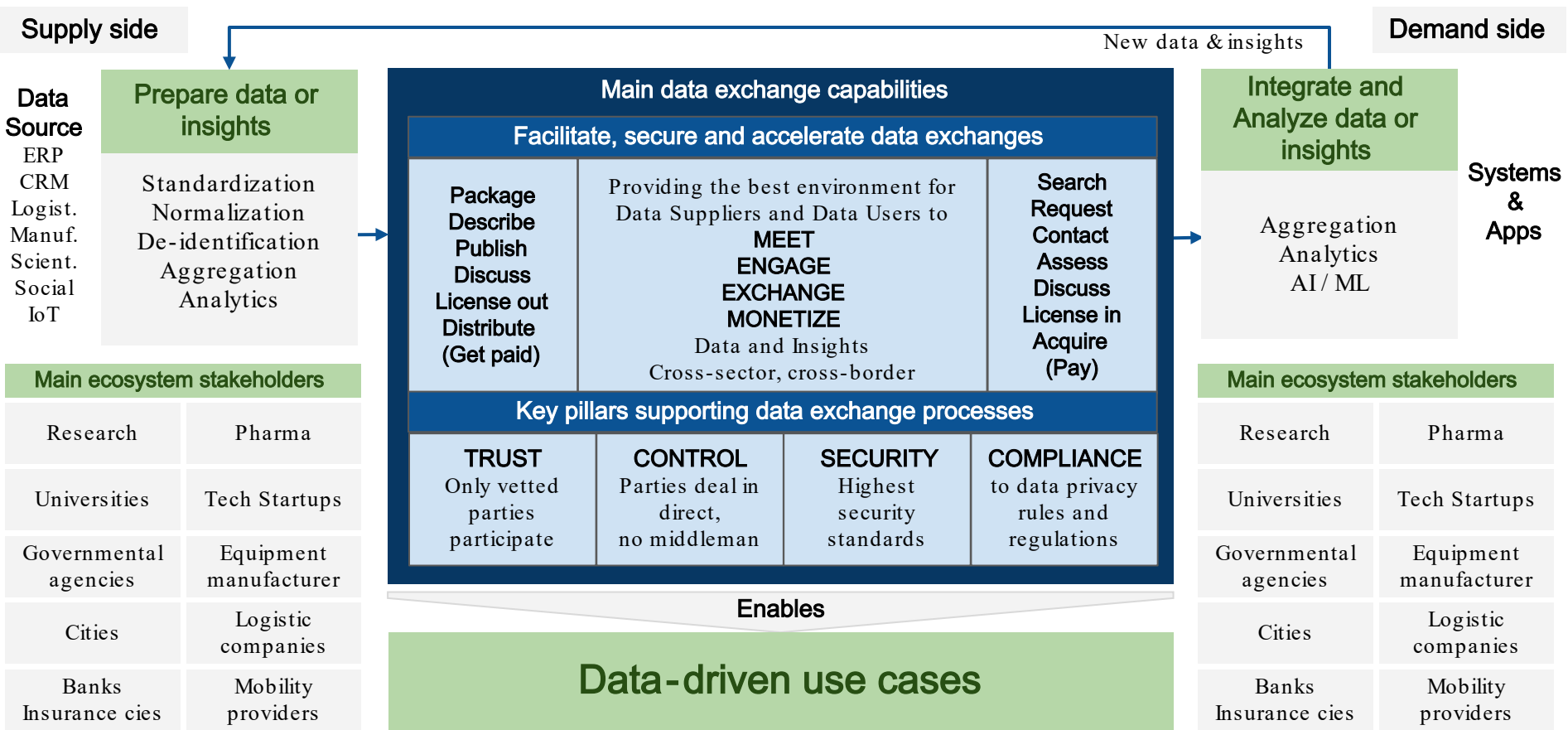
Data
Demand
Side

A data exchange environment is a key building block within the global data value chain ...



... that simplifies and accelerates the delivery of multi cross -industry data -driven use cases

-parties



Scaling data exchange activities requires industrialization and automation, using the right tools

Supply side

Demand side

New data & insights

Data Source
ERP
CRM
Logist.
Manuf.
Scient.
Social
IoT

Prepare data or insights

Standardization
Normalization
De-identification
Aggregation
Analytics

DAWEX
sell buy share data

Main data exchange capabilities

Integrate and Analyze data or insights

Aggregation
Analytics
AI/ML

Systems & Apps

Main ecosystem stakeholders

Research	Pharma
Universities	Tech Startups
Governmental agencies	Equipment manufacturer
Cities	Logistic companies
Banks Insurance cies	Mobility providers

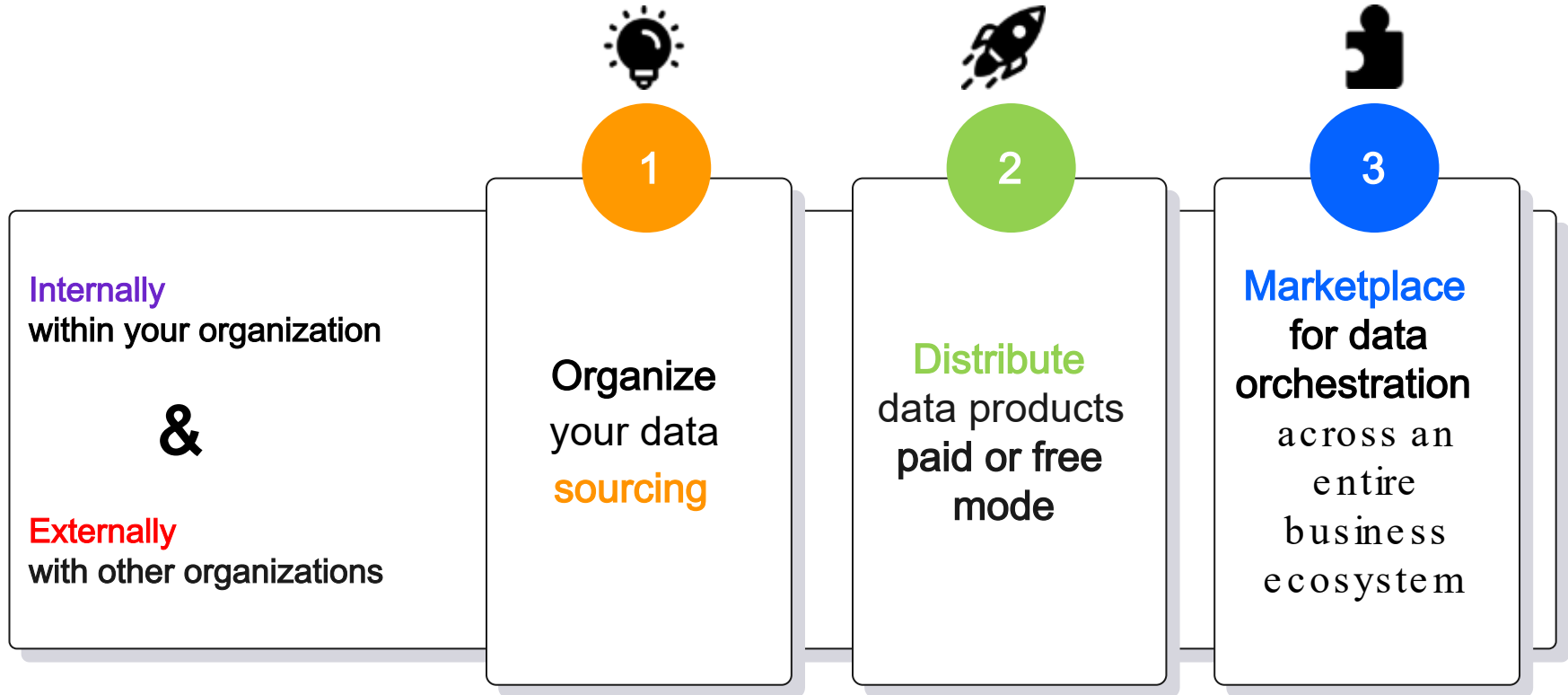
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Enables

Data-driven use cases

Dawex adaptive Data Exchange Platform technology fits all data exchange scenarios

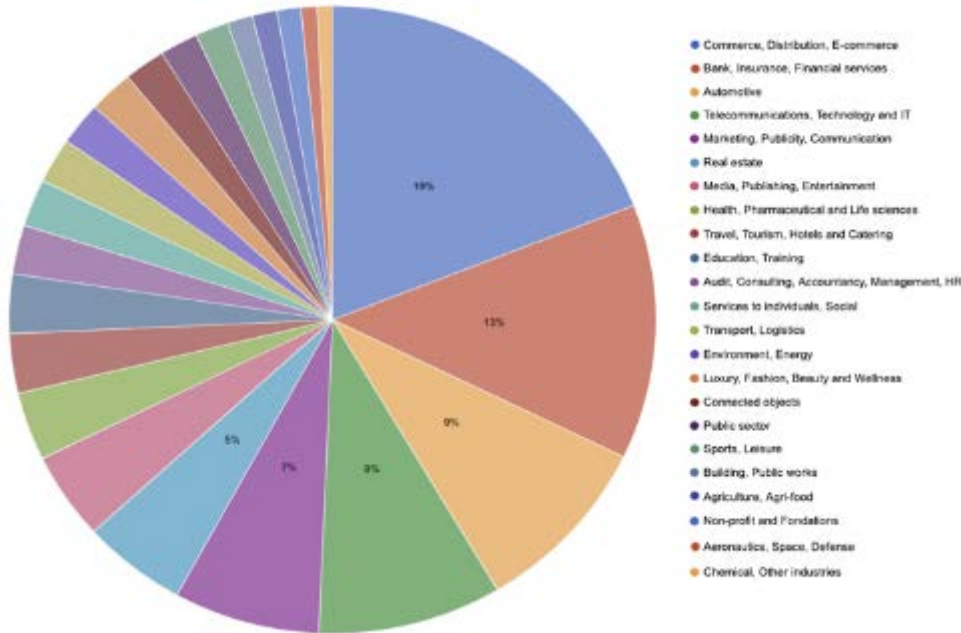


Data exchange use cases

Global, regional, vertical, topical

Dawex Global Data Marketplace is the largest community of companies interested in data exchange and monetization

20+ Business Sectors Represented on the GDM



All types of companies of all sizes and locations

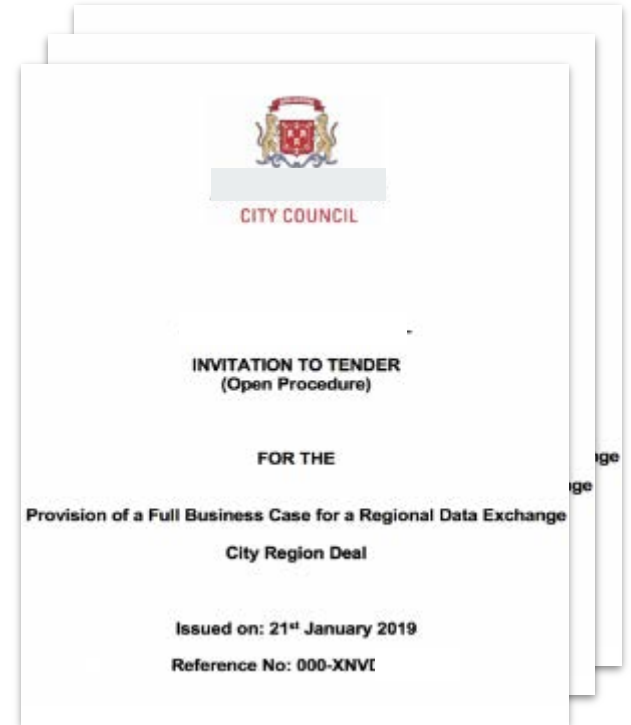
10,000+ companies expected to grow to 30,000 by 2023

Focus on corporates & SMBs rather than on data specialists (data brokers, alt data vendors, ...)

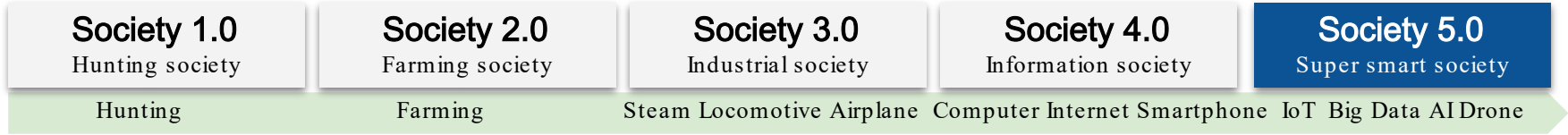
Companies located all over the world



Regional data exchanges initiatives are on the rise worldwide, at city, regional and country levels



Japan is promoting Society 5.0 where cross-border data flows with enhanced protections play a central role.



Some key achievements enabled by Japan proactive strategy towards a strong data economy:

Japan becomes the first country to earn an adequacy decision from the European Commission creating the world's largest area of safe data flows

Data exchange initiatives emerge

JDEX
Japan Data Exchange

South Korea wants to become a global leader in the data and AI economy, and achieve a € 22Bn data market.



Selected government initiatives include:

▶ **\$ 130 M investment** during 3 years for the building of **10 data exchanges** across several verticals

▶ **Financial support offered** to thousands of SMEs and startups **for data purchases** and data processing by providing “coupons” with the objective of encouraging 30,000 businesses to trade data by 2023

API-AGRO's aim is to rally together all key public and private stakeholders of the agricultural ecosystem in France & Europe

api-agro

AgDataHub

"The actors of the agricultural world, represented by API-AGRO's shareholders, have acquired a European platform that is essential for the competitiveness of the ecosystem."

Sébastien Windsor , President API-AGRO

- ▶ 30 Shareholders (private and public)
- ▶ Hundreds of participants
- ▶ Open & commercial data
- ▶ Subscription -based model



COVID -19 Data Exchange pro bono initiative will help win the war against the virus & address collateral economic damages



For researchers, scientists, hospitals, states, cities, healthtech startups, pharma companies, equipment manufacturers and other public and private organizations willing to help

Access, publish and share easily and securely any data that can be useful to solve complex problems related to the crisis

now and in the aftermath of the crisis

“Rapid data sharing is the basis for public health action.”

*World Health Organization
January 30, 2020*

“Data is making a massive difference in the crisis [...] The Commission wants to ensure that relevant sector data is being made available for everyone in the most easily findable way.”

*Yvo Volman,
Head of DG Connect’s Data
Policy and Innovation Unit*

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Key Takeaways

- **Moving data inside and outside** the organization is key to create value
- Data exchange is a **key capability that covers much more than just the technical transfer** of the data and should address also marketing, procurement, financial and legal questions
- A Data Exchange Platform helps **automate and industrialize** data exchange activities **at scale**
- An organization can **choose the role** it plays in a data exchange ecosystem, from **data providers, to data users** , to **data exchange platform orchestrator**



DAWEX

sell buy share data

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