WORKSHOP
Make Use of your Data

Your data is valuable - have you ever thought of monetising it?

Data-as-a-service for every business model

Are you already collecting a large amount of data through existing business models? Or do you want to know what potentials might be hidden in your processes and data collections? COCUS can help! No matter if you want to optimize existing processes, find new business models or monetize your collected data – our experts help you to get started.

Let's develop data-driven innovation for your business

COCUS will help you tap into the full potential of your data. Starting out with a basis of consistent and reusable datasets you can then decide what's next. Anything is possible: from fundamental process and business analysis, to preparation and integration of interfaces for the optimisation of current processes, to monetisation of your data.

Together we will analyse the nature and quality of your data and support you in the idea-finding process, concept development and realisation of your new business models. Let the existing data do the work for you and generate new, lucrative ideas.

With the help of the business model canvas you will soon be able to answer the following questions:

- Which potentials and business models are hidden in your data?
- Which costs and potential turnovers can be found in new potential business models?
- Which partners and competences are needed for data-based business models?

Are you already utilizing the full potential of your data? Innovative Ideas and new business models are often hiding in plain sight.

What to expect:

You can become a data-as-a-service provider, too! Together we will analyse your data, visualise it, open up new strategies and innovations and support you with the set-up and operation.

After the workshop you will have:

- a basic understanding of the business model canvas and other concepts of entrepreneurship
- a well-prepared business model canvas for your next steps
- Validation strategies for new business models