

# A business model built on a new social contract for the use of personal data.

The platform that DATA for GOOD offers is designed to activate data across silos – with citizens at the center, with secure data sharing, and in collaborations that can create value for citizens, stakeholders, and society as a whole.

## THE CHALLENGE

Today's market is unbalanced with data in silos that are not used efficiently. This also makes it a challenge for innovative organizations to compete on fair and ethical terms in the work of discovering new, value-creating insights. This calls for new models of leadership, governance, and collaboration that puts the citizen at the center.

Most people, companies, institutions, and politicians seem to agree that there is an urgent need to change the way we 'use' personal data to create value.

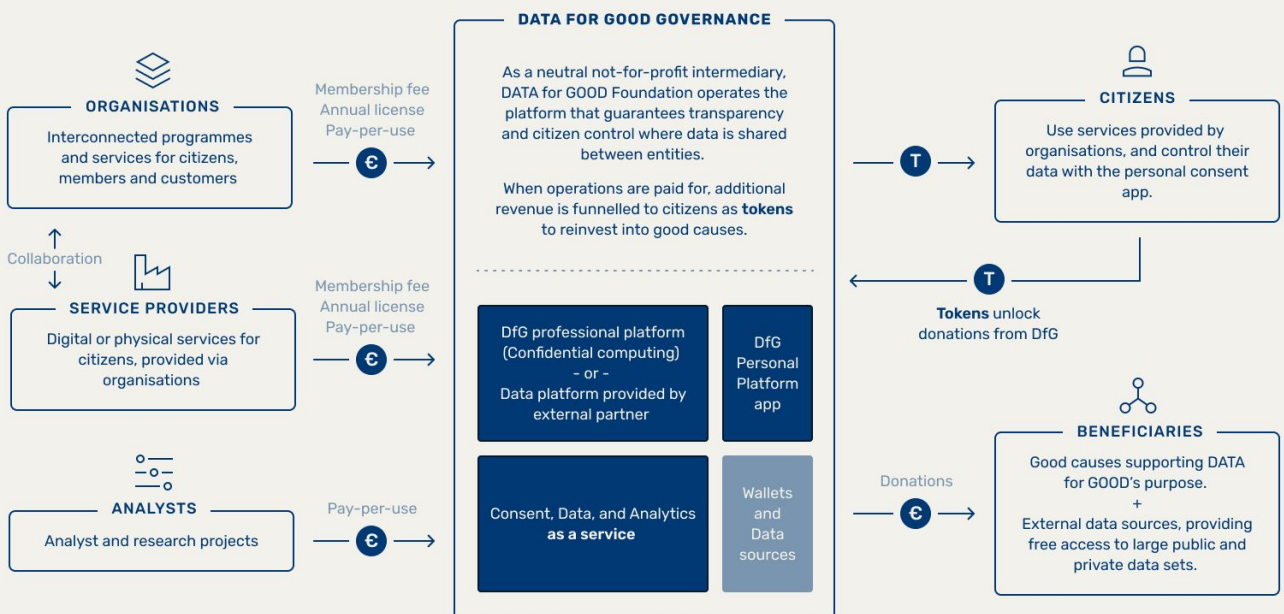
And someone has to take the first step...!

## OUR ROLE

With a secure and safe data sharing platform, DATA for GOOD enables a new social contract for the use of personal data. Here, citizens, organizations, service providers, analysts and data owners can collaborate in an equal, secure and mutually beneficial model.

We are convinced that our platform will benefit all stakeholders and thus be able to create a 'network effect' that attracts new services, data sources, organizations and researchers. Then everyone can focus on their core promise instead of creating new 'power silos'.

## The DATA for GOOD business model



### THE DATA PARTNERSHIP:

*To create a data partnership between organizations and individuals that enables relevant collaborations where everyone can focus on doing what they do best... 'Doing the right things right...'*

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