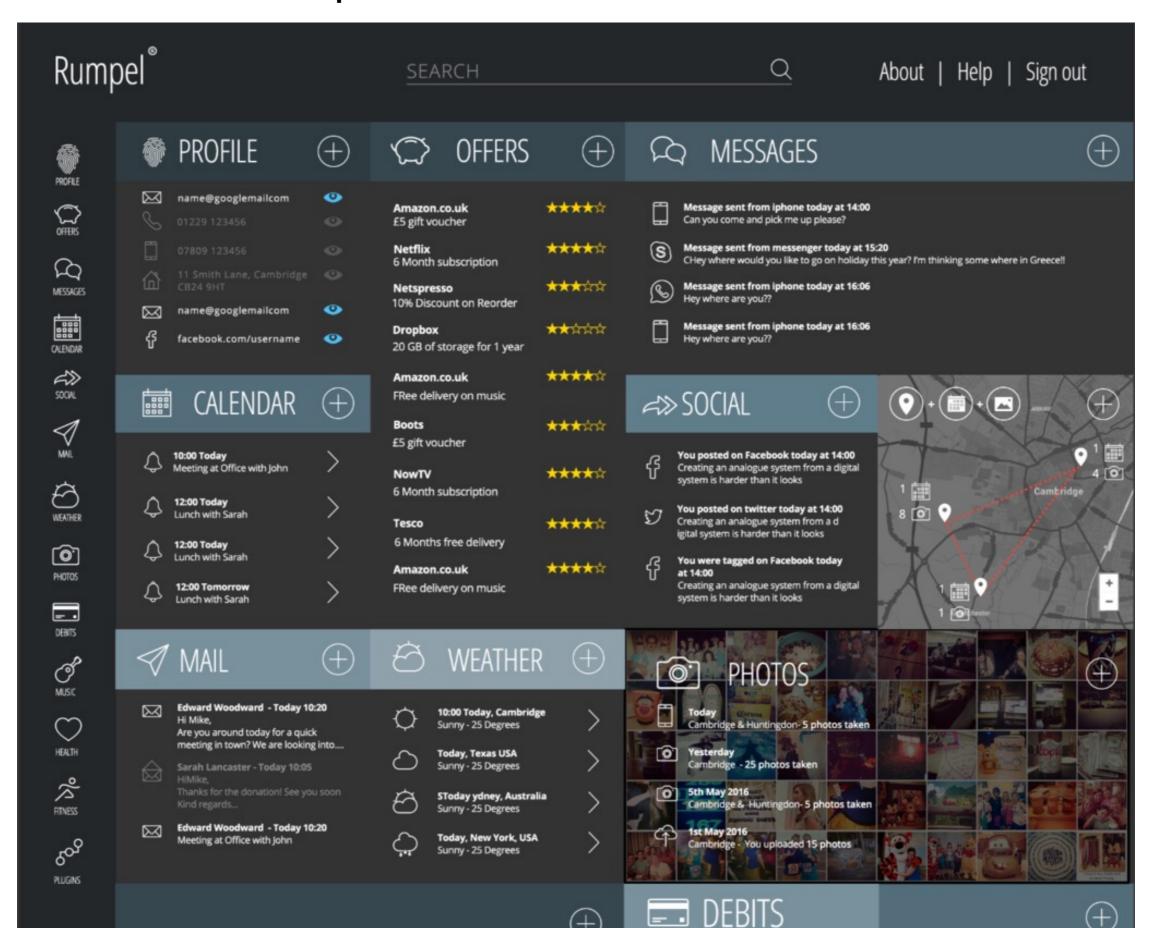


£1.2m funded - ended 2015 commercial roll out in July 2016 https://youtu.be/Li2U-MJsnEA

Credit: much of the work has been informed by SD logic

## Rumpel: £700k EPSRC funded





**Exchange Ltd** 

The operational arm for the management of HAT network.

The charity that represents the HAT user community globally governing HATDeX.

Authored by members of the Hub-of-all-Things Research Team and our project partners.



1859

DATA AT REST

DATA TYPE 4

1859

1859

← LIVE DATA

125.<sub>21</sub> / sec

1235.21 / sec

125.<sub>21</sub> / sec



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## **LATEST NEWS**

### Lorem ipsum dolor sit amet, at quod consulatu quo

Modus solet dissentiet vix ea. Eu est adhuc verear audire, pri quod salutatus ne, vel phaedrum perpetua te. Case ullum epicurei in mea, at mei veri philosophia

### Lorem ipsum dolor sit amet, at quod consulatu quo.

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## Lorem ipsum dolor sit amet, at quod consulatu quo.

Modus solet dissentiet vix ea. Eu est adhuc verear audire, pri quod salutatus ne.

MORE STORIES

## WHAT'S TRENDING

Lorem ipsum dolor sit amet, at quod consulatu quo.

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## Ad or offer text in this space right heˈre!....

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## HAT GUILDS

## **LATEST POSTS**

Lorem insum dolor sit amet, at guod consulatu guo.

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## Lorem ipsum dolor sit amet, at quod consulatu quo.

Modus solet dissentiet vix ea. Eu est adhuc verear audire, pri quod

## **NEW TO MARKET**

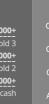
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Modus solet dissentiet vix ea. Eu est adhuc verear audire, pri quod

## ₩ CROWNS

*MMMMM MMMMM MMMMM* 2







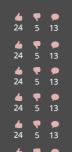
7000+	Campaigners	1
reshold 3 <b>5000</b> +	Campaigners Accepted	1
nreshold 2 3000+	Campaigners Accepted / HAT	1
w as cash	Avg Campaigners Per Campaigner	1
SO FAR: <b>2565</b>	Avg Campaigners Accepted Per Campaigner	ļ



## United Kingdom 5598 4598 Germany 3598 France 1598 Italy 1598 Singapore Australia 158 Canada 598

## **AVAILABLE DATA SOURCES**





CONNECT



CONNECT CONNECT

CONNECT

CONNECT

CONNECT



**#HATCENTRAL** Modus solet dissentiet vix ea. Eu est adhuc verear audire, pri guod salutatus ne, vel phaedrum

Today 11:30am

**#HATCENTRAL** Modus solet dissentiet vix ea. Eu est adhuc verear audire, pri guod salutatus ne, vel phaedrum perpetua te.

Today 11:30am



?



## The HAT and Marketsquare

- Data on exchanges of personal data
- New entrants coming in
- New ways of doing business on personal data forming
- New business models, economic models, currencies





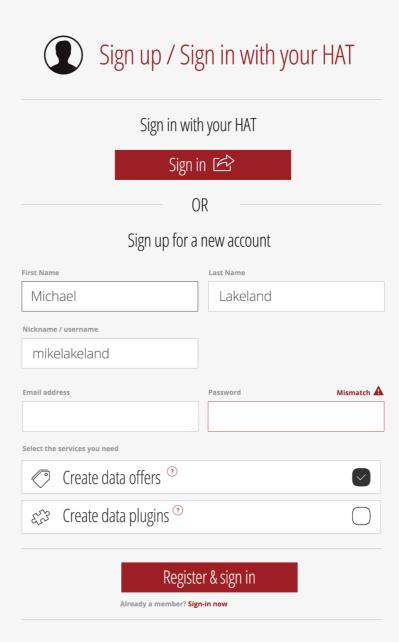


































Offer details		
lame of offer ①	Short description of data required (?)	
Description of offer ?	URL to preview of the data ?	
	Starts Expires	
🗓 Users		
linimum No of users (for offer to start) (?	Maximum No of users (?	
42 — O	<b>O</b> 95	
S Data	Rewards	
Data Sources	Typw of reward	
CALENDAR V	VOUCHER SERVICE EXCHANGE CASH	
O LOCATION V	Voucher Code(s) ?	
© PICTURES ∨	1 95YES45SC1SS6C1 2 DSD47SD1SD5SD1	
ELTS AMAZON MUSIC	3 HNGB4GTGB4G4F45 4 D4D1DS5D2FSD5FS 5 HY445YH1H45YH1	
ESS FACEBOOK ^	6 DSD47SD1SD5SD1	
Data Requirements	Reusable ?	
Profile user's Facebook profile and all data a ssociated with it.	YES NO	
id  Person's user account ID unique to the application.	Voucher Value 🔞	
about The content of the 'About Me' section in the user profile.	Vendor of the coucher ②	
<b>bio</b> Person's biography field		
birthday Person's birthday, the format may vary.	Vendor web address (?)	
email Person's primary email address.		
first_name Person's first name.	Cash equivalent (?)	

Create offer

## CONTRIVE

- CONTRIVE Control and Trust as Moderating Mechanisms in addressing Vulnerability for the Design of Business and Economic Models
- £1.2m RCUK grant awarded. Started 1 June 2016 for 2 years.
- Winning the grant for CONTRIVE funded the creation of HALL





http://hubofallthings.com/hall/

- HAT Living Labs (HALL) focuses on Business Model Innovation and the understanding of service systems within the HAT ecosystem.
- environment or 'sandbox' within the HAT live ecosystem environment where individuals volunteer their data to participate for the wider purpose of research; to exchange data and cocreate innovations as well as test out business and economic models of data exchanges
- Managed by the HAT R&D team at the University of Warwick
- CONTRIVE is the anchor research project on the HALL (for now)



## Invitation to research

empirical platform for the understanding of service systems, markets, innovation and economic/business models

Research Directors: Irene Ng, Roger Maull



- Inviting researchers in residence, and those who wish to access the platform data, or interview stakeholders etc.
- PhD students and researchers visiting David Reynolds and Susan Wakenshaw
- Technical Xiao Ma, CTO: HAT and HALL programme manager
- Please consult with area research directors on topics of interest



- Who are the HALL area research directors and what do they do?
  - They are thought leaders and senior academics in the domain area.
  - They are in charge of to curate a repository of research on the HAT in their domain area
  - They incentivise HAT research in their domain area
  - They ensure the knowledge repository grows (eg starting with lit review so that new researchers won't repeat research)
  - They are aided by an editor (Yin Lim) and a postdoctoral team who ensures that the output of the work is issued ISSN numbers, catalogued and accessible by new researchers coming into the HALL
  - They may apply/receive funding to catalyse research in their areas



- Area research directors (if outside these areas, please consult Roger Maull or Irene Ng)
  - Glenn Parry, UWE, Supply chains and digital business models
  - Phil Godsiff, University of Surrey, Block Chains
  - Janet McColl-Kennedy, University of Queensland, Well Being
  - Kaj Storbacka and Suvi Nenonen, University of Auckland, Innovation of Markets
  - Paul Maglio, UC Merced, Cognitive Assistance
  - Youngjin Yoo, Case Western Reserve University, digital innovation and healthcare



- To apply, send 2 page research proposal and CV to <u>susan.wakenshaw@warwick.ac.uk</u> who coordinates proposals with the area research directors
- Research proposal include:
  - Question, method, what access required, duration, people involved, outcome, impact, who funds and what funds required
- Once a year research meeting to share research and ideas on the HAT

## Thank you