



£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

**Rumpel** SEARCH About | Help | Sign out

**PROFILE**

- name@googlemail.com
- 01229 123456
- 07809 123456
- 11 Smith Lane, Cambridge CB24 9HT
- name@googlemail.com
- facebook.com/username

**OFFERS**

- Amazon.co.uk: £5 gift voucher (★★★★★)
- Netflix: 6 Month subscription (★★★★★)
- Netspresso: 10% Discount on Reorder (★★★★★)
- Dropbox: 20 GB of storage for 1 year (★★★★★)
- Amazon.co.uk: FRee delivery on music (★★★★★)
- Boots: £5 gift voucher (★★★★★)
- NowTV: 6 Month subscription (★★★★★)
- Tesco: 6 Months free delivery (★★★★★)
- Amazon.co.uk: FRee delivery on music (★★★★★)

**MESSAGES**

- Message sent from iphone today at 14:00: Can you come and pick me up please?
- Message sent from messenger today at 15:20: CHey where would you like to go on holiday this year? I'm thinking some where in Greece!!
- Message sent from iphone today at 16:06: Hey where are you??
- Message sent from iphone today at 16:06: Hey where are you??

**CALENDAR**

- 10:00 Today: Meeting at Office with John
- 12:00 Today: Lunch with Sarah
- 12:00 Today: Lunch with Sarah
- 12:00 Tomorrow: Lunch with Sarah

**SOCIAL**

- You posted on Facebook today at 14:00: Creating an analogue system from a digital system is harder than it looks
- You posted on twitter today at 14:00: Creating an analogue system from a d igital system is harder than it looks
- You were tagged on Facebook today at 14:00: Creating an analogue system from a digital system is harder than it looks

**MAIL**

- Edward Woodward - Today 10:20: Hi Mike, Are you around today for a quick meeting in town? We are looking into....
- Sarah Lancaster - Today 10:05: HiMike, Thanks for the donation! See you soon Kind regards...
- Edward Woodward - Today 10:20: Meeting at Office with John

**WEATHER**

- 10:00 Today, Cambridge: Sunny - 25 Degrees
- Today, Texas USA: Sunny - 25 Degrees
- SToday ydney, Australia: Sunny - 25 Degrees
- Today, New York, USA: Sunny - 25 Degrees

**PHOTOS**

- Today: Cambridge & Huntingdon- 5 photos taken
- Yesterday: Cambridge - 25 photos taken
- 5th May 2016: Cambridge & Huntingdon- 5 photos taken
- 1st May 2016: Cambridge - You uploaded 15 photos

**DEBITS**



# WELCOME TO THE HAT FOUNDATION

Support our Indiegogo Campaign and get your own HAT!

Claim your data: Organise, visualise, control!

[visit](#)



## HATDeX HAT Data Exchange Ltd

The operational arm for the management of HAT network.

## HAT Community Foundation

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

## HAT Research & Development

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

- HAT DATA
- LATEST NEWS
- CROWNS
- CAMPAIGNS
- OFFERS
- DATA SOURCES
- CHATS
- SOAPBOX
- SETTINGS

### LIVE DATA

**DATA IN**  
2275 125.21 / sec

**DATA OUT**  
1859 25.21 / sec

**DATA AT REST**  
10859 125.21 / sec

**DATA TYPE 4**  
1859 1235.21 / sec

**DATA TYPE 5**  
1859 125.21 / sec

## TODAY ON THE HAT NETWORK...

### 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.

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

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.

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

### ADVERTISEMENT

Ad or offer text in this space right here!....

VIEW OFFER

## HAT GUILDS

### LATEST POSTS

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. In causae tamquam inermis eum, quo alii periculis.

Lorem ipsum dolor sit amet, at quod consulatu quo.

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

## NEW TO MARKET SQAURE?

Lorem ipsum dolor sit amet, at quod consulatu quo.

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

### CROWNS

7000+ Threshold 3

5000+ Threshold 2

3000+ Draw as cash

TOTAL SO FAR: 2565

### CAMPAIGNS

Campaigners	1598
Campaigners Accepted	1598
Campaigners Accepted / HAT	1598
Avg Campaigners Per Campaigner	13
Avg Campaigners Accepted Per Campaigner	13

### OFFERS

#### POPULAR OFFERS

**My Offer 1**  
£5 gift voucher for amazon.co.uk  
24 5 13

**My Offer 2**  
Free tea & Cake at Costa  
24 5 13

**My Offer 3**  
Free tea & Cake  
24 5 13

### TOTAL HATS

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

## AVAILABLE DATA SOURCES

Facebook Inc	Pull in all your facebook data	24 5 13	CONNECT
Twitter Inc	Pull in all your facebook data	24 5 13	CONNECT
Instagram Inc	Pull in all your facebook data	24 5 13	CONNECT
Google+ nc	Pull in all your facebook data	24 5 13	CONNECT
Facebook Inc	Pull in all your facebook data	24 5 13	CONNECT
Twitter Inc	Pull in all your facebook data	24 5 13	CONNECT
Instagram Inc	Pull in all your facebook data	24 5 13	CONNECT
Google+ nc	Pull in all your facebook data	24 5 13	CONNECT
Instagram Inc	Pull in all your facebook data	24 5 13	CONNECT
Google+ nc	Pull in all your facebook data	24 5 13	CONNECT



CHATS



SOAP BOX  
COMING SOON!



#HATCENTRAL Modus solet dissentiet vix ea. **Eu est adhuc verear** audire, pri quod salutatus ne, vel phaedrum perpetua te.  
Today 11:30am

#HATCENTRAL Modus solet dissentiet vix ea. **Eu est adhuc verear** audire, pri quod salutatus ne, vel phaedrum perpetua te.  
Today 11:30am



SETTINGS

- 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



HAT DATA



LATEST NEWS



CROWNS



CAMPAIGNS



OFFERS



DATA SOURCES



CHATS



SCARBOX



SETTINGS



## Sign up / Sign in with your HAT

Sign in with your HAT

Sign in

OR

Sign up for a new account

First Name

Michael

Last Name

Lakeland

Nickname / username

mikelakeland

Email address

Password

Mismatch

Select the services you need



Create data offers <sup>?</sup>



Create data plugins <sup>?</sup>



Register & sign in

Already a member? [Sign-in now](#)



# Create a data offer

## Offer details

Name of offer <sup>?</sup>

Short description of data required <sup>?</sup>

Description of offer <sup>?</sup>

URL to preview of the data <sup>?</sup>

Starts

Expires

## Users

Minimum No of users (for offer to start) <sup>?</sup>

Maximum No of users <sup>?</sup>

## Data

- Data Sources
- CALENDAR
  - LOCATION
  - PICTURES
  - AMAZON MUSIC
  - FACEBOOK**

- Data Requirements
- Profile**  
user's Facebook profile and all data associated with it.
  - id**  
Person's user account ID unique to the application.
  - about**  
The content of the 'About Me' section in the user profile.
  - bio**  
Person's biography field.
  - birthday**  
Person's birthday, the format may vary.
  - email**  
Person's primary email address.
  - first\_name**  
Person's first name.

## Rewards

Typ of reward

VOUCHER SERVICE EXCHANGE **CASH**

Voucher Code(s) <sup>?</sup>

- 95YES45SC1SS6C1
- DSD47SD1SD5SD1
- HNGB4GTGB4G4F45
- D4D1DS5D2FSD5FS
- HY445YH1H45YH1
- DSD47SD1SD5SD1

Reusable <sup>?</sup>

**YES** NO

Voucher Value <sup>?</sup>

Vendor of the voucher <sup>?</sup>

Vendor web address <sup>?</sup>

Cash equivalent <sup>?</sup>

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 co-create 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 proposals for research on the platform**

- 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



## **Inviting proposals for research on the platform**

- 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



## **Inviting proposals for research on the platform**

- 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



## Inviting proposals for research on the platform

- To apply, send 2 page research proposal and CV to [susan.wakenshaw@warwick.ac.uk](mailto:susan.wakenshaw@warwick.ac.uk) 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