Canvas 1: Understand your organisation

Name of organisation: **MetaBrainz Foundation**
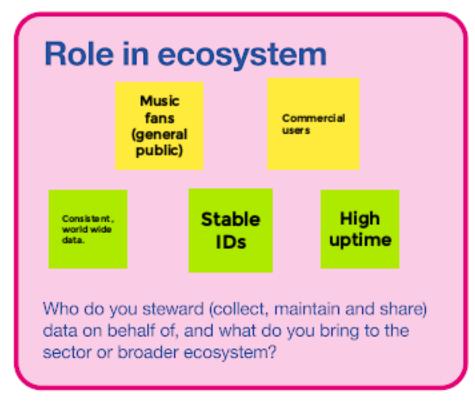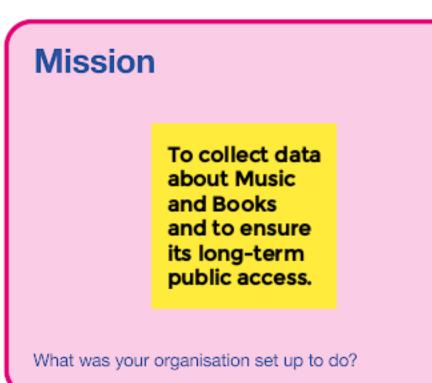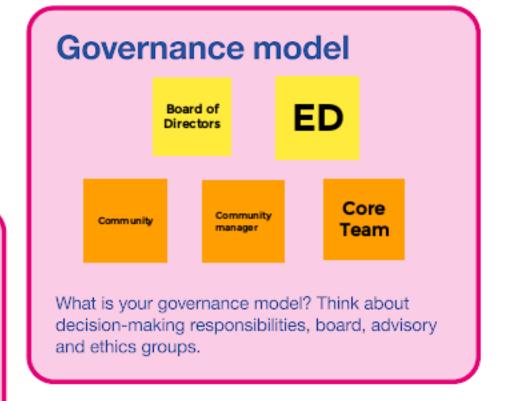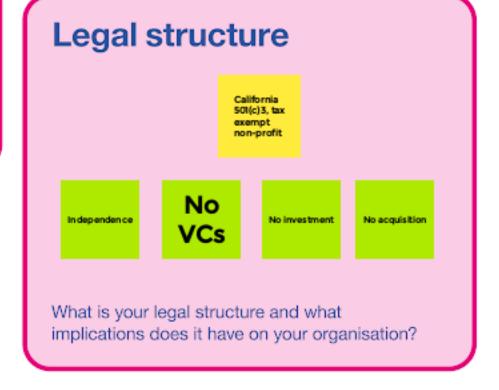
What to do

- Reflect on the core aspects of your organisation that might affect future revenue generation strategies.
- Review the questions, discuss as a team and add up to six notes to each section.

Core ideas and values

Open source

Open data

Transparency

Easy access

What principles guide your organisation? What do your various stakeholders expect from your organisation?

Role in ecosystem

Music fans (general public)

Commercial users

Consistent, world wide data.

Stable IDs

High uptime

Who do you steward (collect, maintain and share) data on behalf of, and what do you bring to the sector or broader ecosystem?

Mission

To collect data about Music and Books and to ensure its long-term public access.

What was your organisation set up to do?

Governance model

Board of Directors

ED

Community

Community manager

Core Team

What is your governance model? Think about decision-making responsibilities, board, advisory and ethics groups.

Legal structure

California 501(c)3, tax exempt non-profit

Independence

No VCs

No investment

No acquisition

What is your legal structure and what implications does it have on your organisation?

Sustainable Data Access Workbook BETA
Methodology and training tools

This tool is part of the Open Data Institute's wider data toolkit.
You can find all the tools and resources at **theodi.org/tools**

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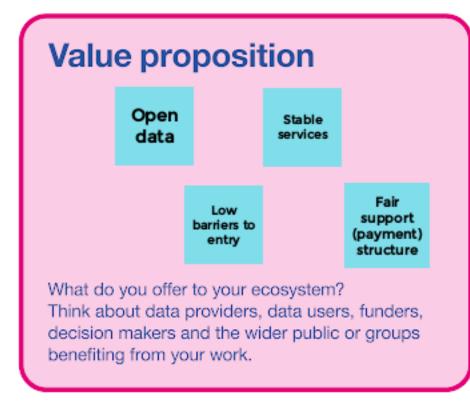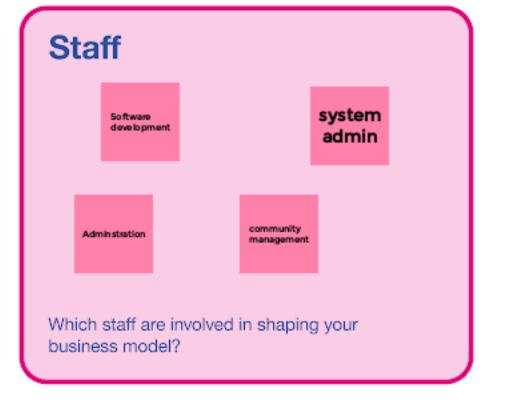# Canvas 2: Describe your existing business model

What to do

- Describe your current business model to better understand how revenue is generated, what activities and costs need to be covered, and your stakeholders.

- Review the questions, discuss as a team and add up to six notes to each section.

Value proposition

Open data   **Stable services**

Low barriers to entry   **Fair support (payment) structure**

What do you offer to your ecosystem?
Think about data providers, data users, funders, decision makers and the wider public or groups benefiting from your work.

Activities and costs

Labor   **Hosting**

Office   **Overhead**

What activities does your organisation invest the most time and money in? For example, data collection, cleaning and publishing, community management, and marketing.

Revenue generation

Commercial supporters

Community donations

Mentorship programs

How do you currently generate revenue? For example, one-off services, grant funding, membership or subscription fees and more.

Stakeholders

Data editors   **Music fans**

Commercial users   **Open source devs**

Who are the key stakeholders in your ecosystem? For example, data providers, data users, funders, and decision makers.

Staff

Software development   **system admin**

Administration   community management

Which staff are involved in shaping your business model?

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Canvas 3: Evaluate your current revenue model

What to do

- Evaluate your current revenue model and think about how internal and external factors impact your organisation's work.
- Review the 'Think about' prompts, discuss as a team and add up to six notes in each section.
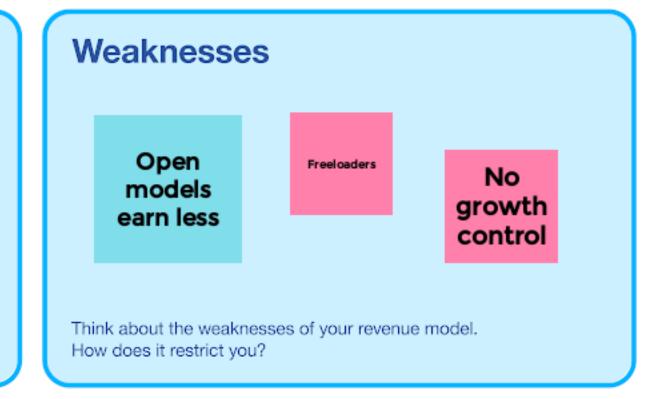
Think about…

- Data
- Users
- Resources
- Technology
- Funders
- Governance
- Sector
- Society

Strengths

$$ support on moral grounds

Many supporters

Supporter diversity

Think about the strengths of your revenue model. What does it allow you to do that other revenue models could not?

Weaknesses

Open models earn less

Freeloaders

No growth control

Think about the weaknesses of your revenue model. How does it restrict you?

Opportunities

Government mandates for better data.

High profile partnerships

Industry endorsement

Think about the external factors that could improve your revenue model. What could positively impact what you offer to people?

Threats

Economic crisis

Industry lawsuits

Copyright trolls

Think about any external threats that your revenue model may face. What could negatively impact how you operate?

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