

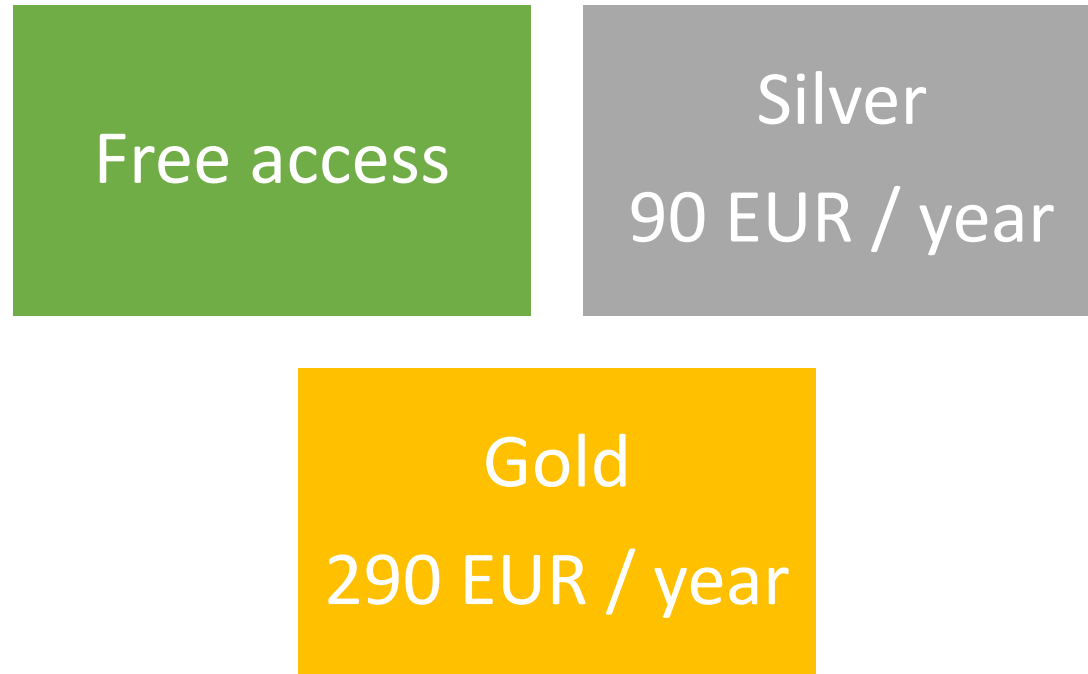
pEVH freemium model

ENERGIC-OD Final Conference, Kehl, 4th of September 2017

Freemium model

- Freemium license to maximise the accessibility to pEVH.
 - Some elements available for free, with additional features behind a paywall.
- Free access:
 - All data available to all users through data portal and APIs (the consortium will extract revenues from the platform via advertising).
- Two levels of premium access to pEVH: silver and gold.
 - Silver: silver users can publish datasets, enabling them to create simple crowdsourcing apps or enriching their apps with their own datasets; advertisement-free.
 - Gold: gold users have access to the full capabilities of the sensor platform and crowdsourcing platform, enabling them to create complex crowdsourcing and sensor apps; advertisement-free.

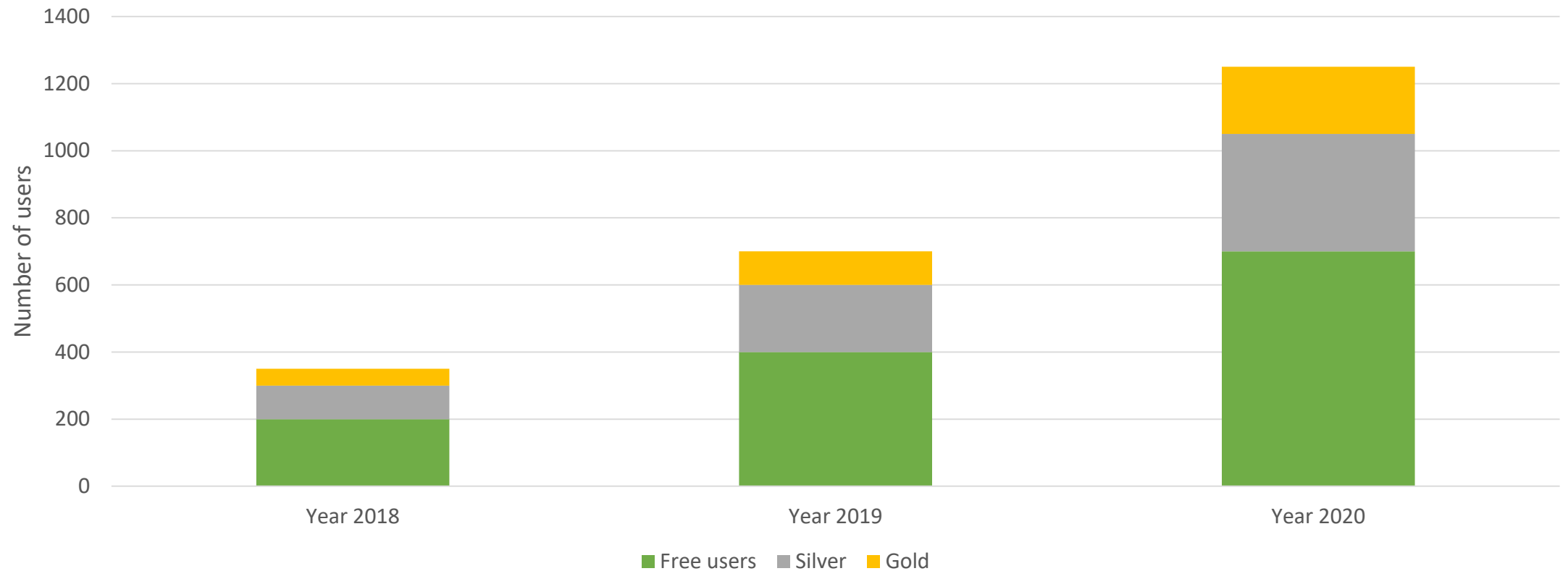
Projected fees for pEVH use



- pEVH service might change in the future due to infrastructure of ENERGIC-OD (use of Amazon Web Services).
- Example: introduction of limitations on connections and download size (what if someone creates an app for continuously backing up sentinel data?)...
- ...Thus differentiating premium levels (also) by performance.

Projected number of pEVH users until 2020

Numbers of pEVH users by year, by type



Projected consortium revenue until 2020

Cost recovery basis and not for-profit; start covering expenses in 2020.

Projected consortium revenue, in EUR, by year, by user type

