

The Strategic Council for Creating Data-Driven Innovation Interim Report

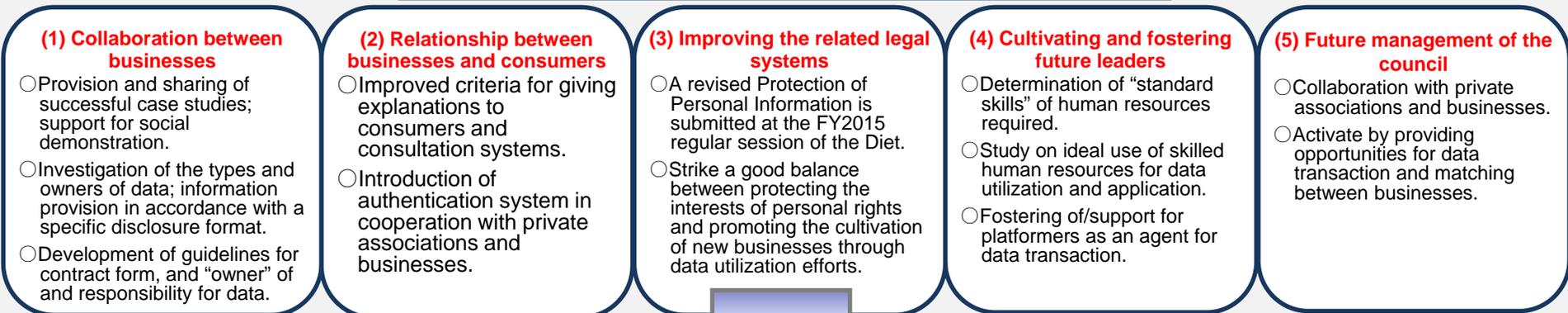
“Toward Data-driven Innovation Removing Barriers between Fields and Organizations”

- The amount of data storage is increasing at an accelerating rate in the society.
- Both domestically and internationally, there are some good case studies that achieve increased competitiveness by utilizing data through (1) **increased efficiency of businesses**; (2) **development/provision of new products/services**; and (3) **response to social issues**.
- In the future, effective use of data by not only organization that possesses the data but also other organizations that have ideas for good use of the data across field/organization boundaries can lead to creation of further new values and strengthening of competitiveness.

Major issues with the promotion of innovation by using and applying data across field/organization boundaries

| Issues with organizations as data owners | Issues with organizations that utilize data | Issues with platformers that connect different organizations |
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| <ul style="list-style-type: none"> ○ Not aware of the existence or value of data; not recognizing the value in providing data to other organizations. ○ Data is used as a tool not for innovation but for operation. ○ Not find partners to provide data. | <ul style="list-style-type: none"> ○ No understanding of location or details of data. ○ No understanding of advantages or risks of utilizing data from other organizations; no understanding of how to manage such data. ○ Afraid of being involved in consumer-related trouble due to unclear legal systems, and thus hesitant to utilize data. | <ul style="list-style-type: none"> ○ Having little trust from owners and users of data as business partners because of the new and unconventional nature of mediating data trading. ○ As the current scale of the market is limited, there is difficulty in funding data transaction. ○ Facing difficulties in mediating processes due to lack of standardization of necessary business tools, e.g., ways of concluding contracts, pricing, and formatting. |

Direction of five-pronged approaches



Vision of economic society achieved by data-driven innovation

Economic society to **create a “virtuous cycle”** from provision of better products and services to **more improved quality of people’s life**

Improved safety, security, reliability and convenience by ensuring the (1) Traceability, (2) Predictivity and (3) Accessibility.

Economic society to **create innovative solutions for resolving various social issues**.