



FNS - Cloud

Food Nutrition Security

Task 8.6 Business Model Innovation for FNS-Cloud (M19-M48)

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Task 8.6 Objective

(...) this task will design a post-project business model that delivers added value for customers, identifies revenue streams, and validates economic viability through feedback from user communities. (...) The final business model will include components such as IP produced, value propositions, target users and customers, their needs and benefits, revenue model, financing, supply chain, team and legal barriers, adapted to the needs of publicly-funded resources.

M42: Beneficiaries want to...



List tool in the catalogues and it keep updated (subject to funding)



Further develop the tools (subject to funding)

Academic: willing to finance it in-house or through other projects
Commercial: charge for use and updates but not necessarily for-profit



High degree collaboration within and some collaboration across beneficiaries



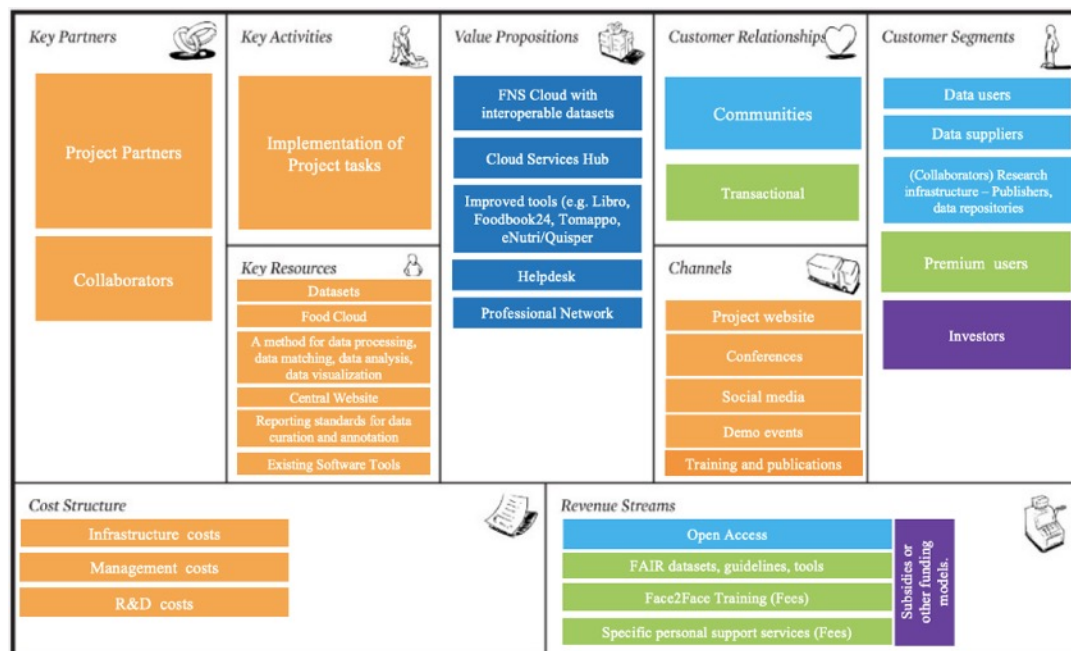
Interoperability across tools to be confirmed (Demonstrators)



Users: agri-food, food, nutrition, and health researchers, consumers (end-users)

Preliminary business model(s)

Proposal stage (2019)



Option for a legal entity (2022)

Entity	Profit	Address	Applicable regulation	Governance	Costs
Commercial company	Profit			Board of directors, sole administrator, joint administrators.	
Foundation	Non profit	Needs an address	Country of incorporation.	Patrons	Physical infrastructure
Association	Non profit		Country of business.	Board of directors	Digital infrastructure
Trustee	Non profit			Trustee/Board of trustees	
No entity (subsidiary of another)	Not applicable	Does not need an address	Country of business.	Representatives. Agreements and Licences.	Digital infrastructure

European Economic Interest Grouping (EEIG), non-profit, at least two EU MS

Minimum viable product (MVP)



**FNS-Cloud (project)
website**

www.fns-cloud.eu

FNS-Cloud Zenodo
Community, Cordis EU
Research results, YouTube
channel, social media



**myFNSCloud,
community of
practice**

www.myfnscloud.eu



FNSCloud catalogues
www.fnscloud.eu



**FNS Harmony
Ontology & Services**

Enhanced viable product

- **Food matching service:** data pre-processing, food matching, and calculation of ingredient quantities and missing nutrient values (JSI)
- **Metadata extraction service & submission form:** query data from external bioinformatics data repositories/ web-based tool that is used to enhance microbiome studies from - for example - the European Nucleotide Archive (ENA) with food intake & nutritional data (SCALEFOCUS/QIB)
- **Data analysis pipeline:** microbiome data analysis pipeline to integrate data analysis pipelines and analyse and visualise metabolomic, transcriptomic and metagenomic data (UM/JSI/QIB)
- **FNS-Cloud intake dataset assessment tool:** evaluating FAIR dataset in the FNS-Cloud catalogues (Scalefocus/UCD/QIB/UM)



Demonstrators and tools

DEMONSTRATORS

- Traceability Search Engine
- Food Labelling
- Total Diet Studies MCRA
- Demonstrator 2: Nutrition & Lifestyle
- Healthy microbiome



TOOLS

- FoodMagnifier
- Healthwise
- FooDrug
- Tomappo
- eNutri App
- Foodbook24
- WIE60+



Collaboration



FNSCloud

Food Nutrition Security



Core

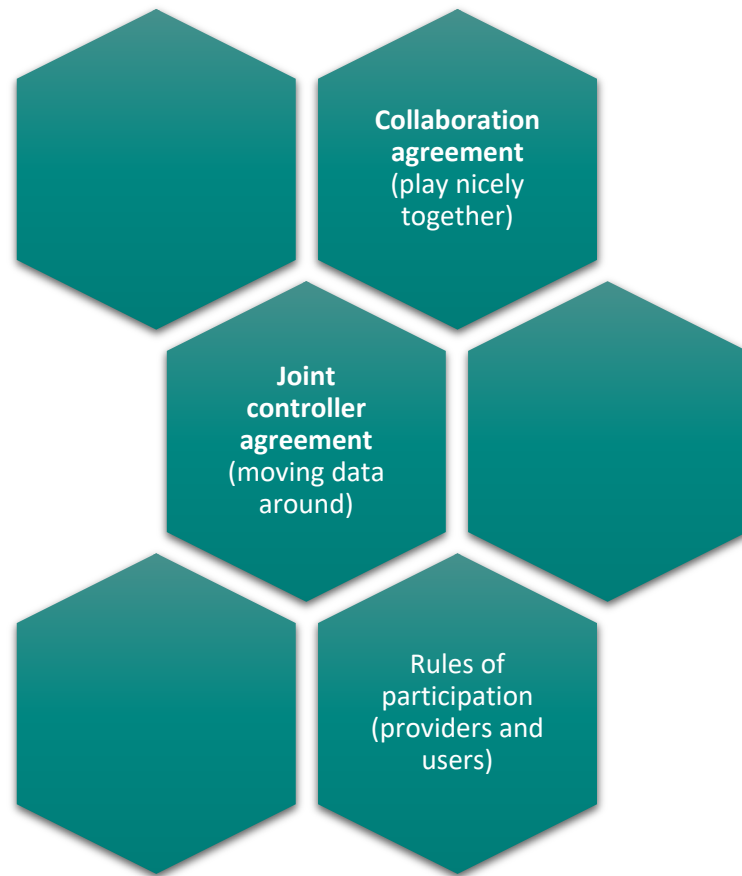


Providers



User Community

Relationships, roles and responsibilities



- Even without an organisation, still need:
 - Communication
 - Exploitation pathways
 - Financial management and allocation
 - Funding
 - Intellectual property
 - Maintenance and technical support
 - Etc. etc.

Growing, sustainable organisation



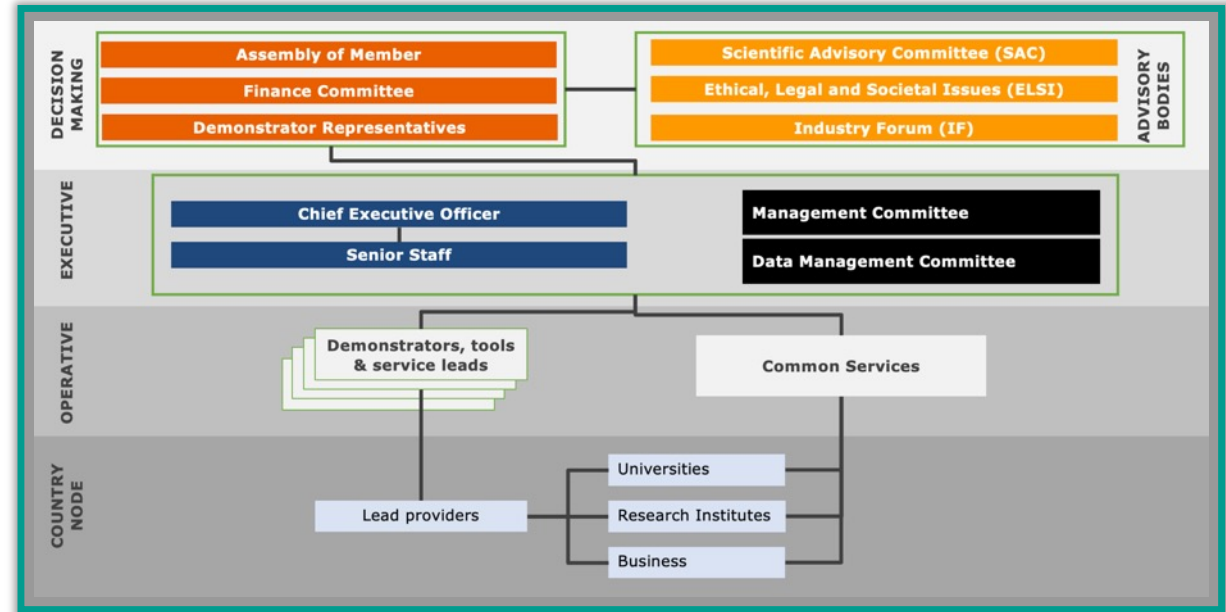
Short-term (2023-2026) Executive Board & DMC, Rules of participation



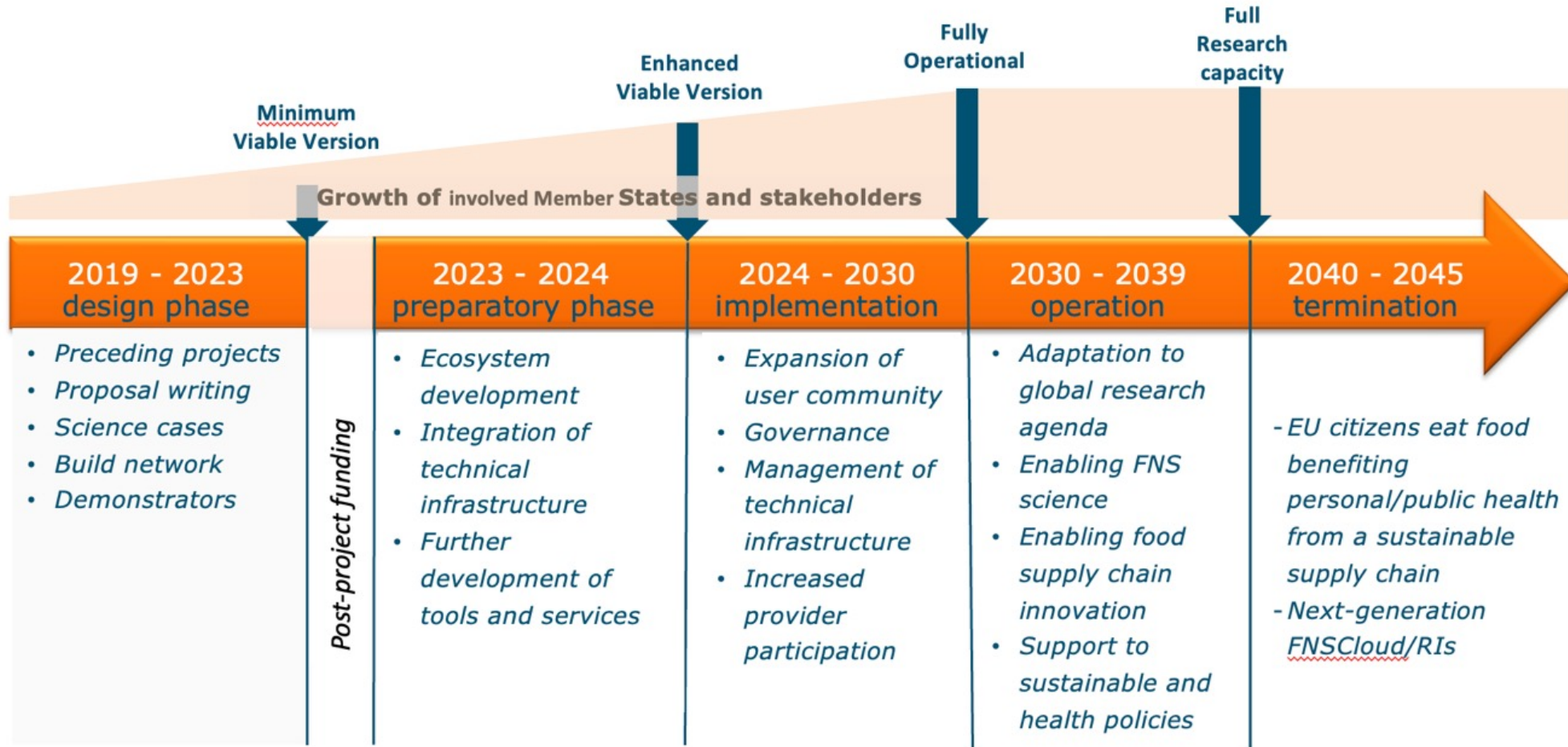
Medium-term (2027-2030) Board of Directors, Executive staff, Key personnel, Articles and bylaws



Longer-term (2030 onwards)



Roadmap: Financial & technical sustainability



Mission and vision

- **MISSION:** Enable a scientific culture of FAIR data for the food and nutrition security domain by developing and implementing standardised data practices, tools, services, and policies to ensure resources are findable, accessible, interoperable, reusable (FAIR) and sustainable through collaboration with stakeholders and user communities, promoting transparency, data sharing, and data-driven decision-making to advance research, innovation, public health, and societal benefit whilst upholding data ethics and privacy.
- **VISION:** To establish a world where FAIR data principles are ingrained in every aspect of data management and use, fostering a harmonious and equitable data ecosystem. FNSCloud's vision is of a future where individuals, organisations, and societies share and utilise data to drive scientific discoveries, fuel innovation, and address global challenges, whilst safeguarding data privacy, integrity, and ethics. FNSCloud aspires to empower every stakeholder to harness the full potential of FNS data for the betterment of humanity.

Stakeholders and communication



Key stakeholders: FNS-Cloud researchers and ICT experts



User communities: Providers and users engaged in food research where FNSCloud FAIR resources are needed.



Others: Impact or be impacted by outcomes, e.g., funding agencies, partner organisations, policymakers.

Funding and partnerships

eosc | Blue-Cloud2026



Traditional cost allocation methods rely on averages and do not reflect true costs

Activity-based costing (ABC) based on activities



Potential sources of funding:

Horizon Europe and subsequent EC Programme funding, public infrastructure funding, institutional financing (e.g., EC, EOSC), private funding, partnership fees (e.g., membership, rejected by FNS-Cloud), industry partnership or commercial services, and user fees (rejected by FNS-Cloud)

Fundraising strategies and campaigns

Free FNSCloud service

Freemium service with/out altruism

Measuring success and performance



FNSCloud must evaluate and monitor key exploitable results ...



What and what do KPIs tell us about success?



Key performance indicators

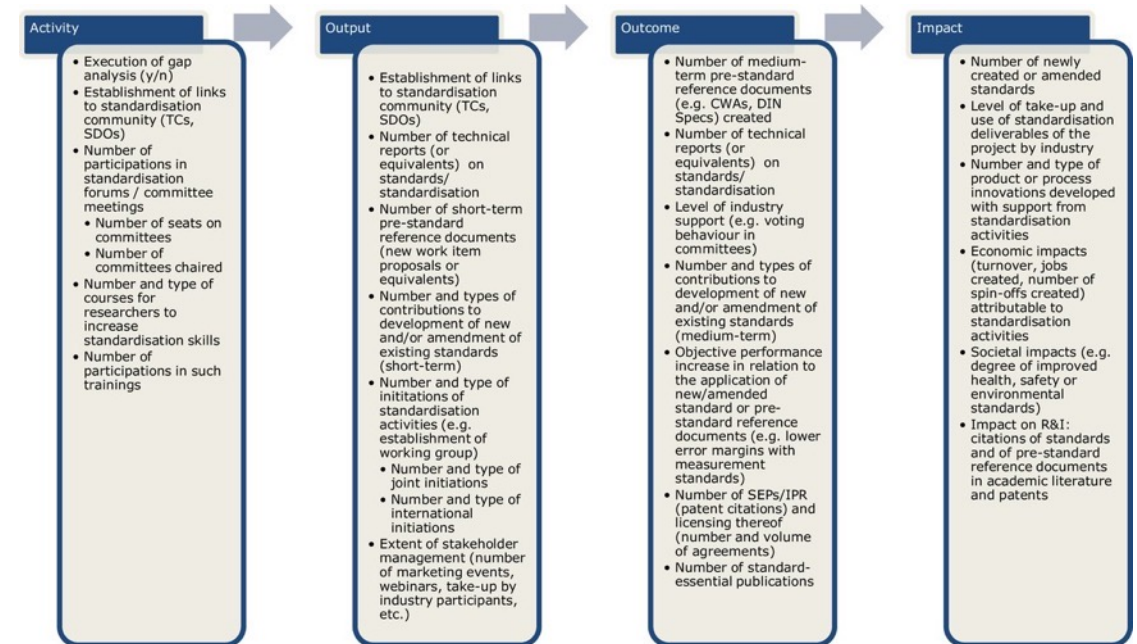


Figure 1: List of potential indicators of the Commission Recommendation (EU) 2023/498

What do you want to make of FNSCloud?