



# Challenges and chances for use of data as driver for innovation and value creation

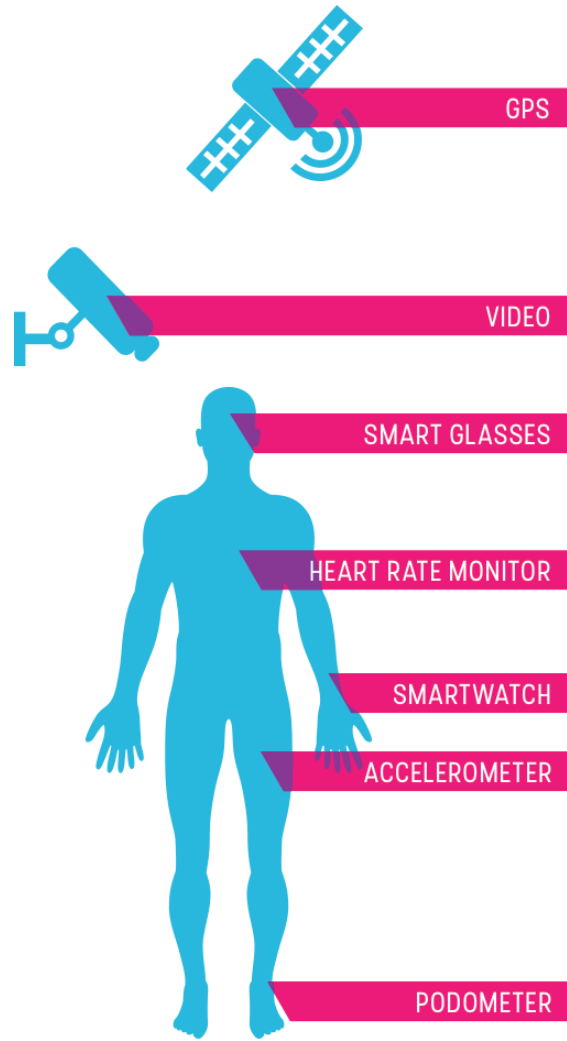
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**Chair Move to Be  
Fontys University of Applied Sciences – School of Sport Studies**

**Chair Design & Analysis of Intelligent Systems for Leisure Time Sports & Vitality  
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# An era of (Big) data?



Source: Vos (2016a)

24/7  
365



# Rethinking privacy?

**PRIVACY**

# Rethinking privacy?

Jawbone Up's [TOU](#) read:

*We may share your Information with third parties to provide services on our behalf such as to process payments, or to store information collected through our site, app, and services. We may share information with a parent company, subsidiaries, joint ventures, or other companies under common control with us. We may share your personal information for the purposes of a business deal (or negotiation of a business deal) involving sale or transfer of all or a part of our business or assets. These deals can include any merger, financing, acquisition, or bankruptcy transaction or proceeding. We may disclose*

RunKeeper's [Privacy Policy](#) reads:

*There are certain circumstances in which we may share your Personal Data with certain third parties without further notice to you, including as set forth below:*

- *Business Transfers: As we develop our business, we might sell or buy businesses or assets. In the event of a sale, merger, reorganization, dissolution or similar event relating to all or a portion of our business or assets, Personal Data may be part of the transferred assets.*
- *Service Providers, Agents and Related Third Parties: We sometimes hire other companies to perform certain business-related functions. Examples include mailing information, maintaining databases and processing payments. When we employ another company to perform a function of this nature, we may need to*

Source: [www.pando.com](http://www.pando.com)



# The case of running (data)

**MORE**

**Unorganized runners**

**Urban areas**

**Technology**

...

**LESS**

**Support**

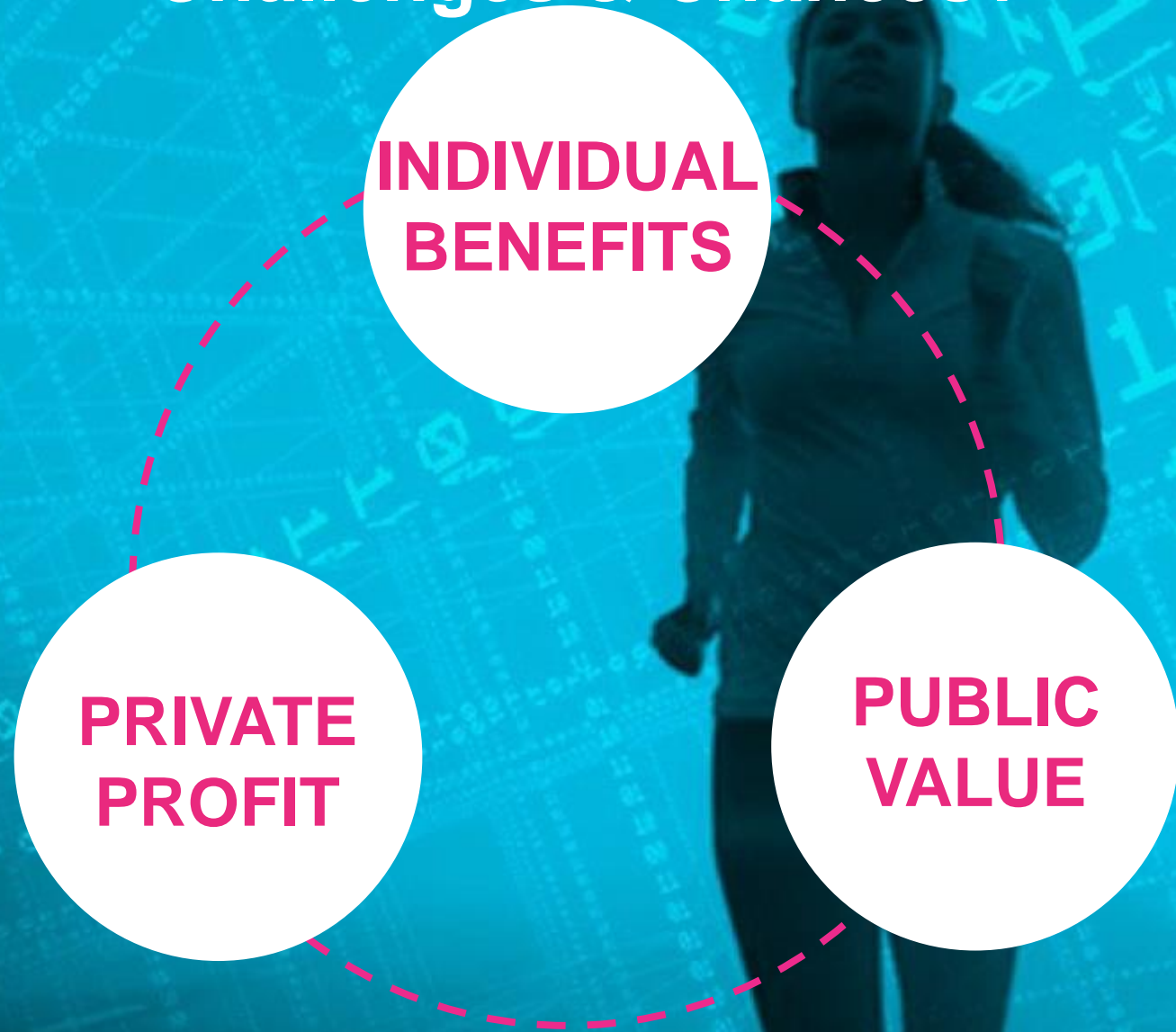
**Connection**

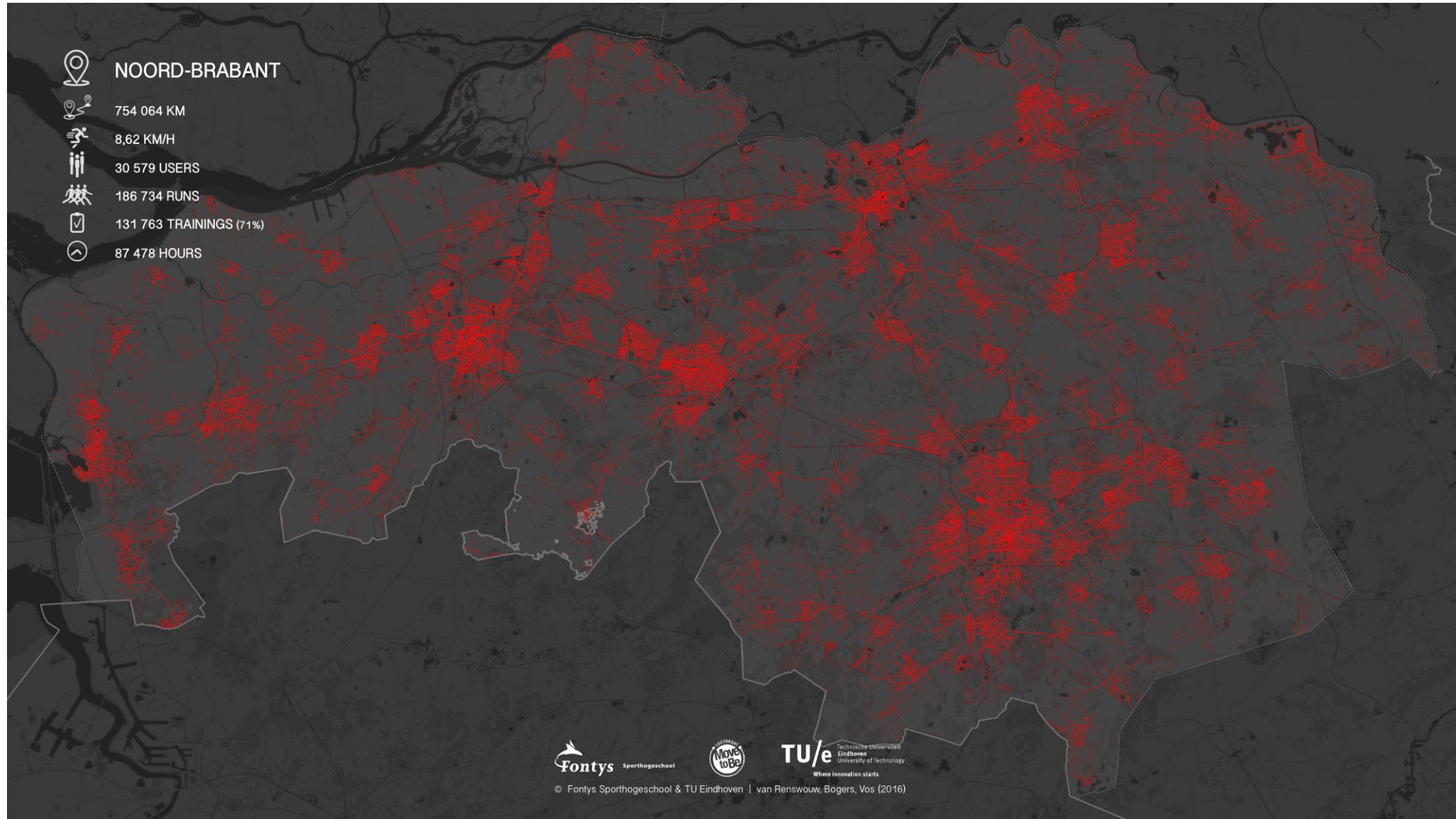
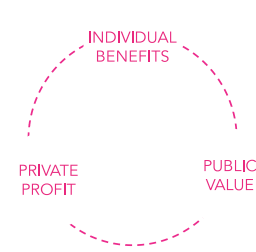
**Monitoring**

...

Bronnen: Hoekman e.a. (2015), Scheerder & van Bottenburg (2010); Vos (2016), Vos e.a. (2014, 2016); Janssen e.a. (2017); Hover, vd Dool & Vos (2017)

# Challenges & Chances?





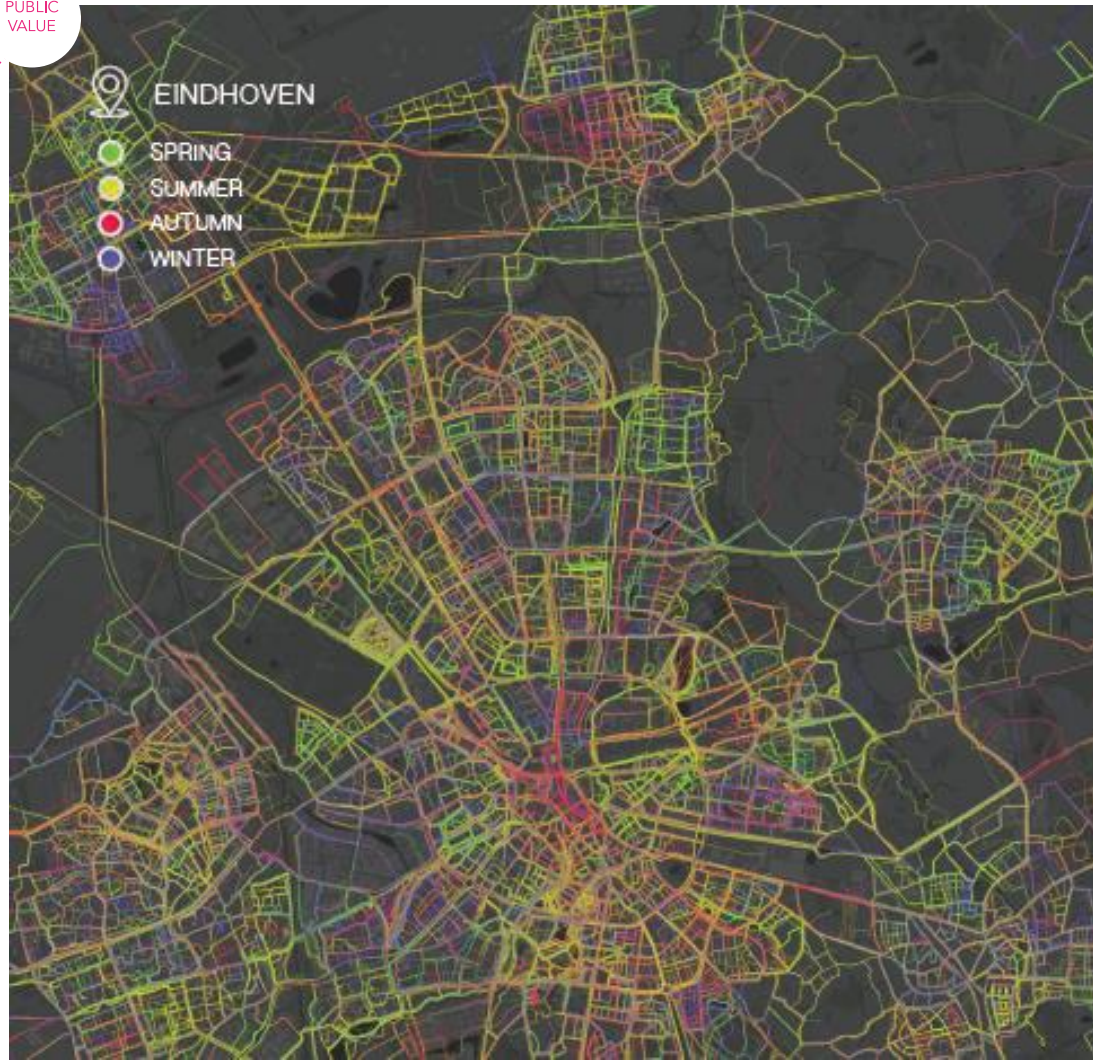
Source: van Renswouw, Bogers & Vos (2016); Vos, van Renswouw & Bogers (2017)

INDIVIDUAL  
BENEFITS

PRIVATE  
PROFIT

PUBLIC  
VALUE

## SEASONS

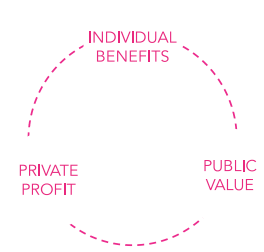


## DAY-OF-THE-WEEK



Source: van Renswouw, Bogers & Vos (2016); Vos, van Renswouw & Bogers (2017)

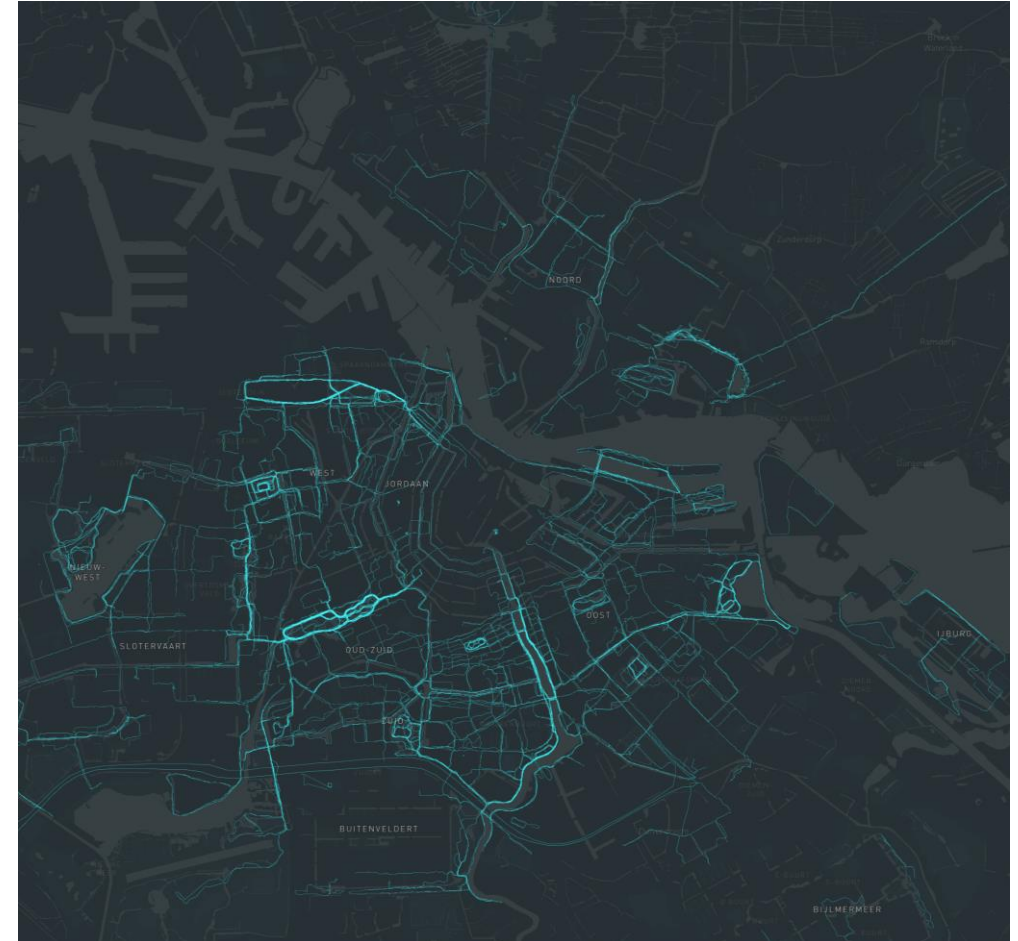




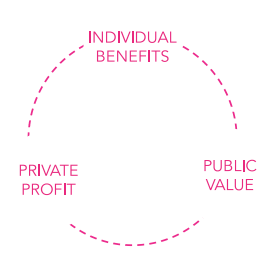
## NO RAIN



## RAIN



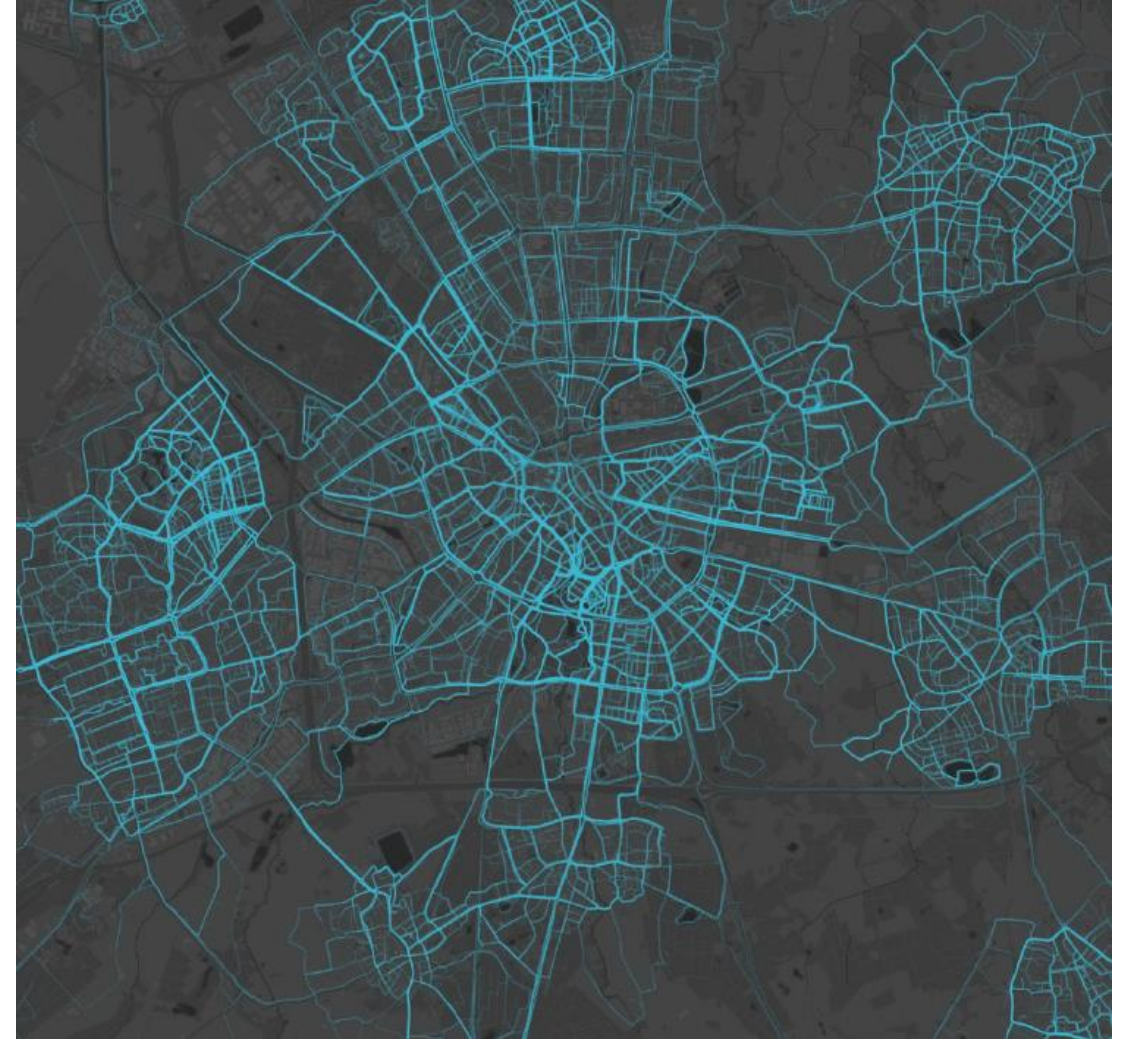
Source: van Renswouw, Bogers & Vos (2016); Vos, van Renswouw & Bogers (2017)



## BEFORE SUNSET



## AFTER SUNSET



Source: van Renswouw, Bogers & Vos (2016); Vos, van Renswouw & Bogers (2017)

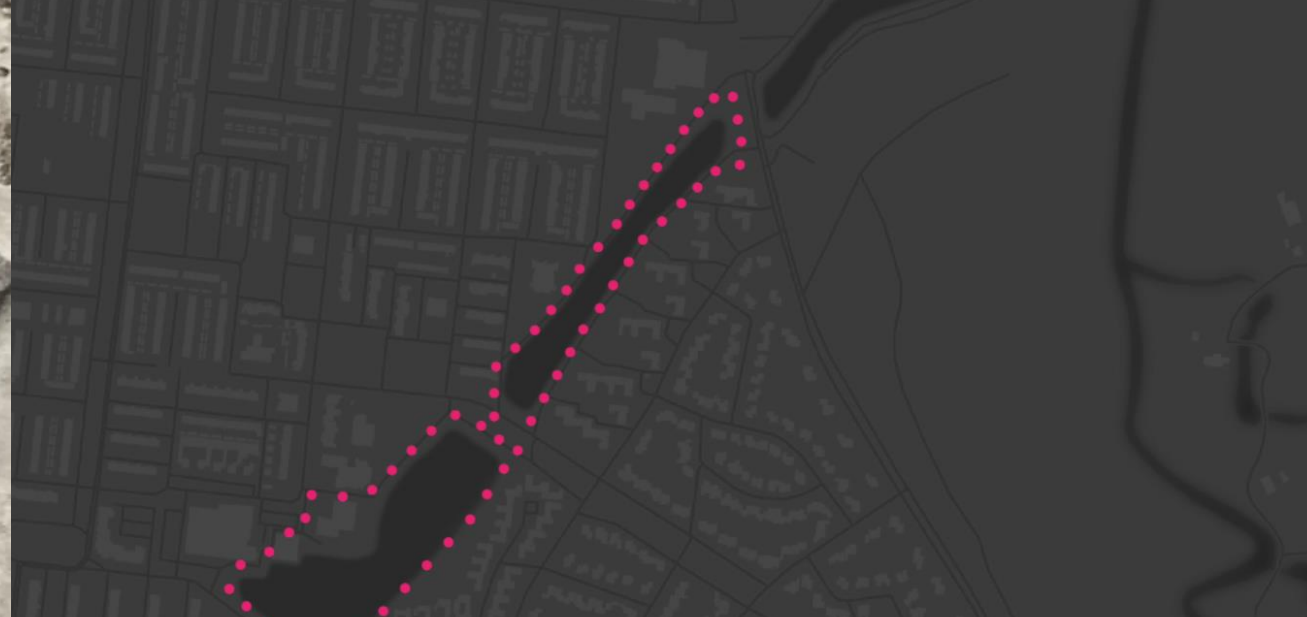
# A smart 1.8k running and walking path in Eindhoven



INDIVIDUAL  
BENEFITS

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VALUE



social safety | co-creation | 1,8k | 4 tempos | open

Source: Vos et al. (2017)



DEMONSTRATE · DISSEMINATE · REPLICATE

**Fontys** Sporthogeschool

**HET ENERGIE BUREAU**

**TU/e** Industrial Design

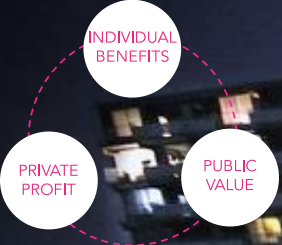
**EINDHOVEN**

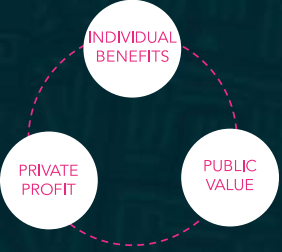
**Fontys** Sporthogeschool

**LECTORAAT Move to Be**

**TU/e** Technische Universiteit Eindhoven University of Technology  
Where innovation starts

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*I wish you lots of inspiration and interesting encounters!*

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