

# Aneesh Chopra

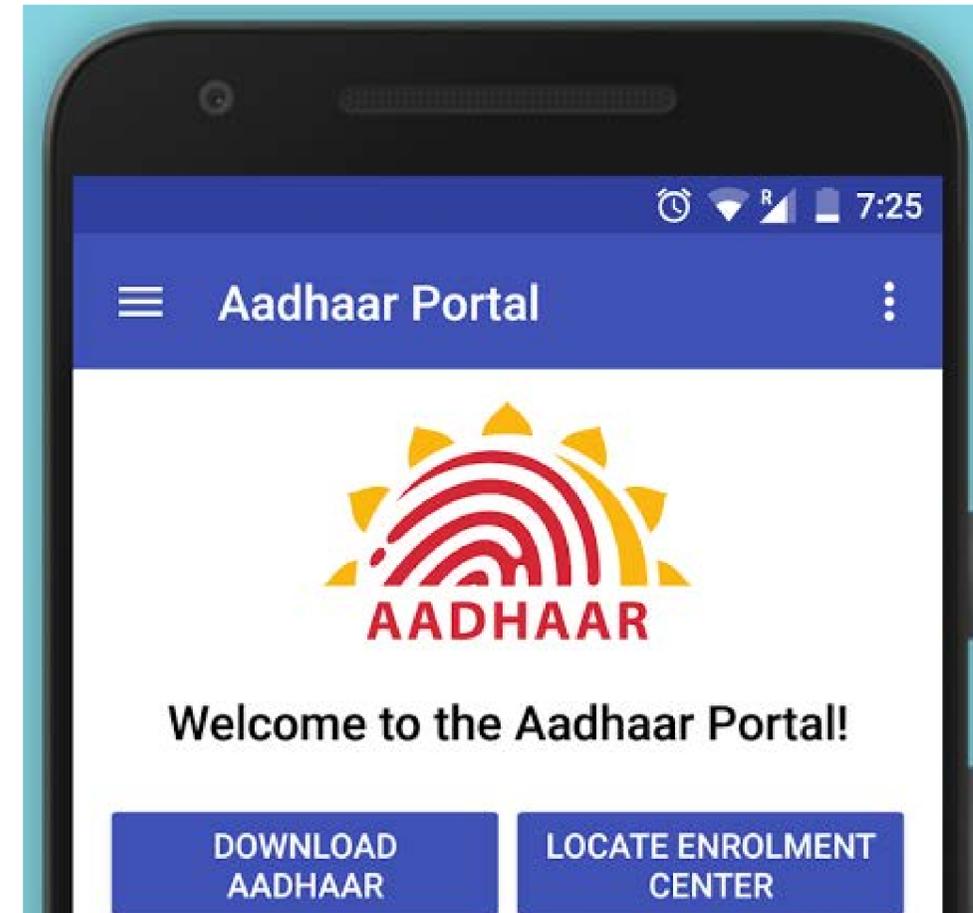
Chief Technology Officer of the United States (2009–2012)

President, CareJourney

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# Fastest Global Platform to Reach 1BN Users



India's "Aadhaar" digital platform crossed 1 billion users in six years; open infrastructure enables mobile banking, digital health

# Best Practices in Open Innovation

P&G, Facebook, Amazon (among others) lead the way



Joy's Law: "no matter who you are,  
most of the smartest people work for someone else"

# Just See What We Can Do

UNC dorm wins EPA's 2010 "Battle of the Buildings" for achieving 36% reduction in energy use; data - not capital investment – responsible for 90% of savings



**THEY JUST SCORED HUGE ENERGY SAVINGS. WANT THEIR SECRET?**

NAME: Carolina Watt-Busters, Morrison Residence Hall, UNC Chapel Hill

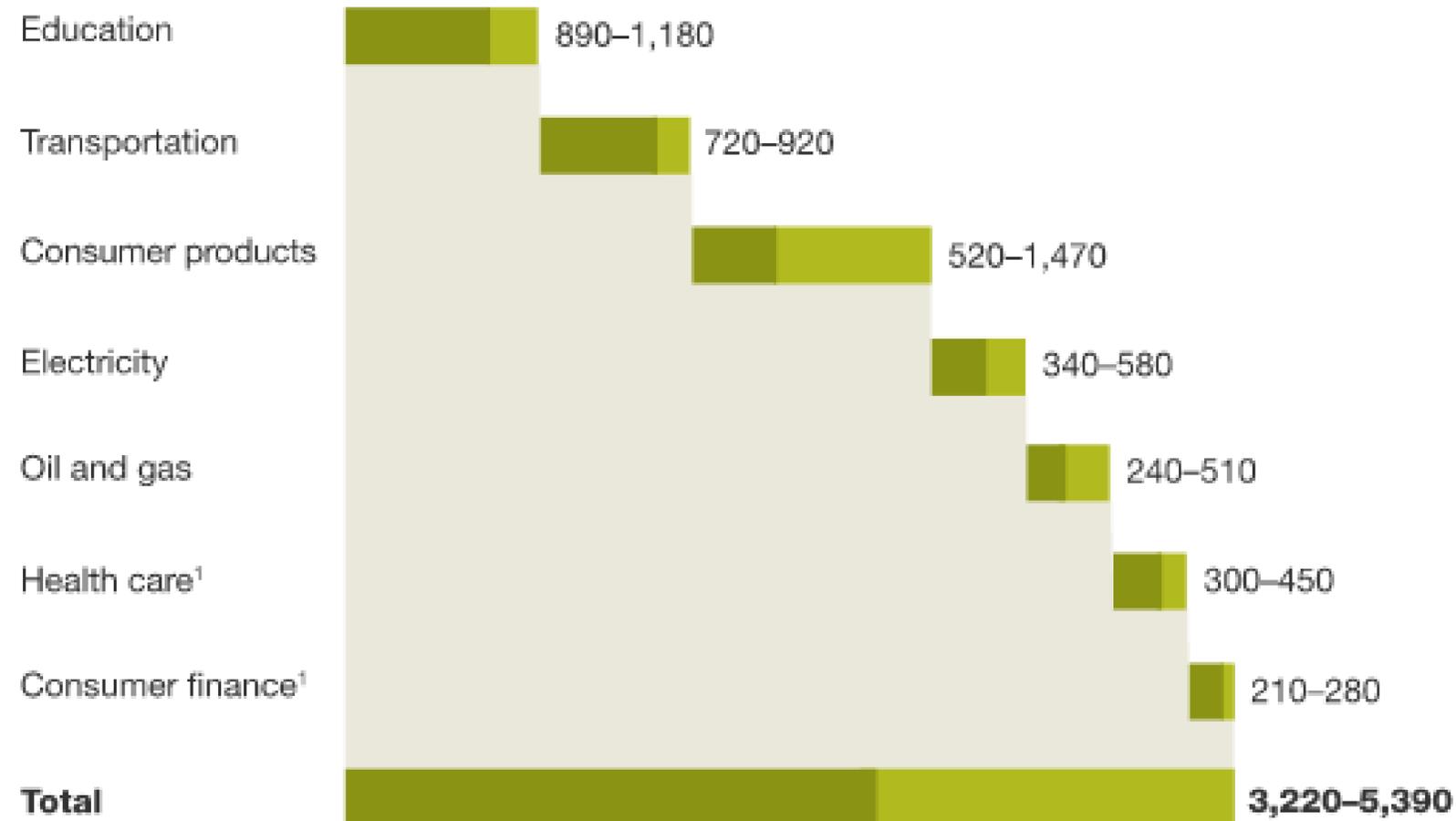
WINNERS OF: EPA's first-ever National Building Competition

SAVINGS: 36% reduction in energy use | \$250K in one year

The graphic features a group of five diverse young adults, three women and two men, standing on a balcony of a brick building. They are dressed in blue and white clothing, with one woman wearing a blue sweatshirt that says "CAROLINA". The background is a clear blue sky. The text is overlaid on the top half of the image in white and yellow.

# Harnessing Open Data Key to Growth

Potential value of open data, \$ billion



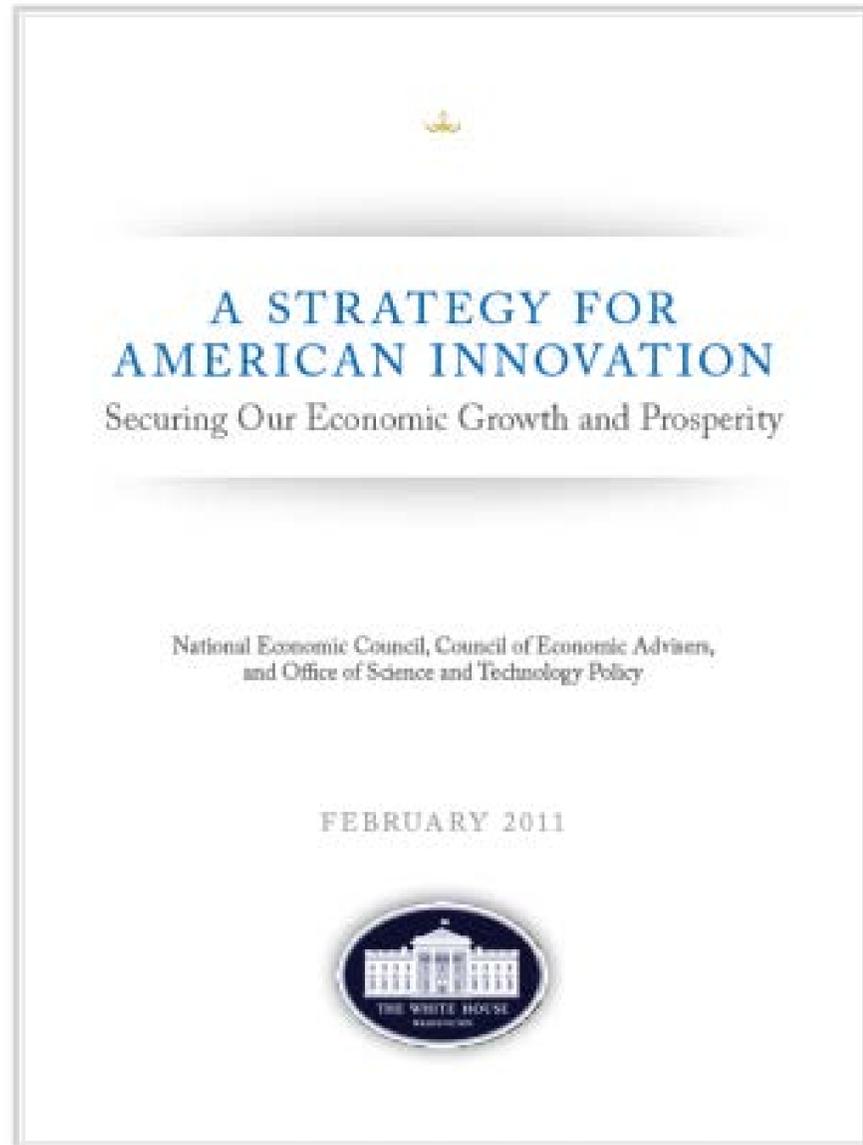
MIT Study finds “data-driven decision-making” boosts productivity 5-6%

<sup>1</sup>Values for health care and consumer finance are drawn from examples of open-data potential and are not a comprehensive sizing of potential value across the 2 sectors; health-care figures are based on US values only.

Source: McKinsey Global Institute analysis

# Balancing Innovation, Collaboration, Security

## Derived from Obama's Strategy for American Innovation



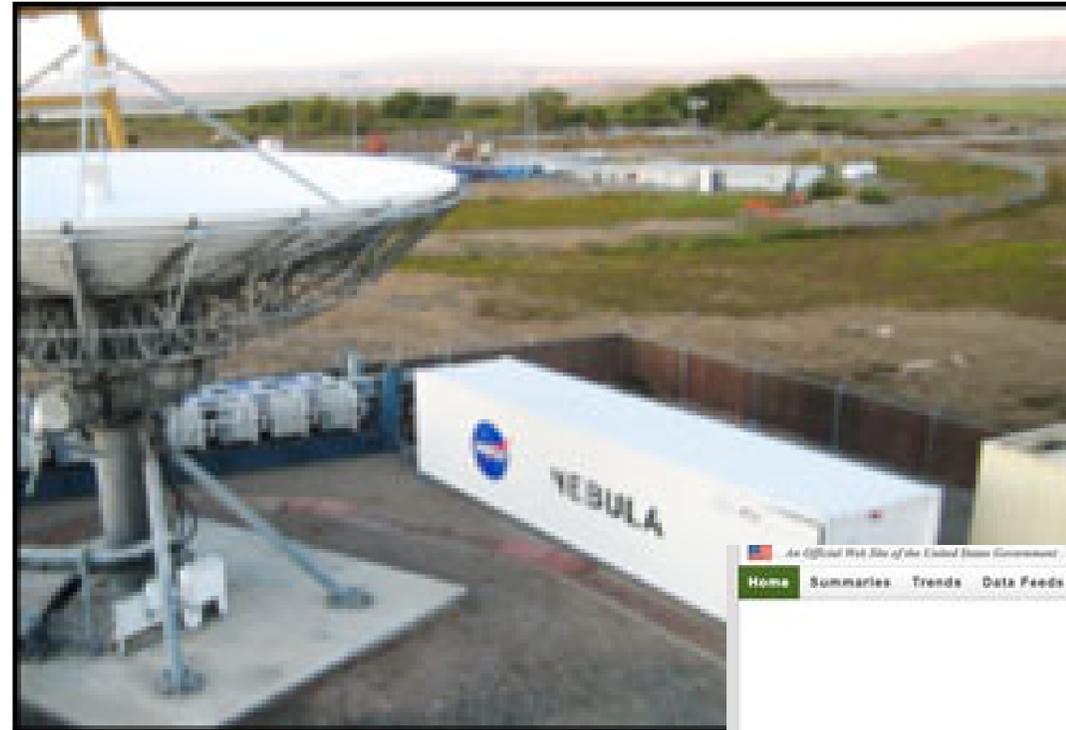
- 1 Invest in (digital) infrastructure
- 2 Convene sectors to design/deploy standards to promote competition
- 3 Open up data to residents in machine-readable form
- 4 Make all digital services accessible via "wholesale" options
- 5 Reward outcomes, not administer programs

# #1: Cloud Computing a Building Block

## NSF-Funded Research Commercialized as Cloud Startup

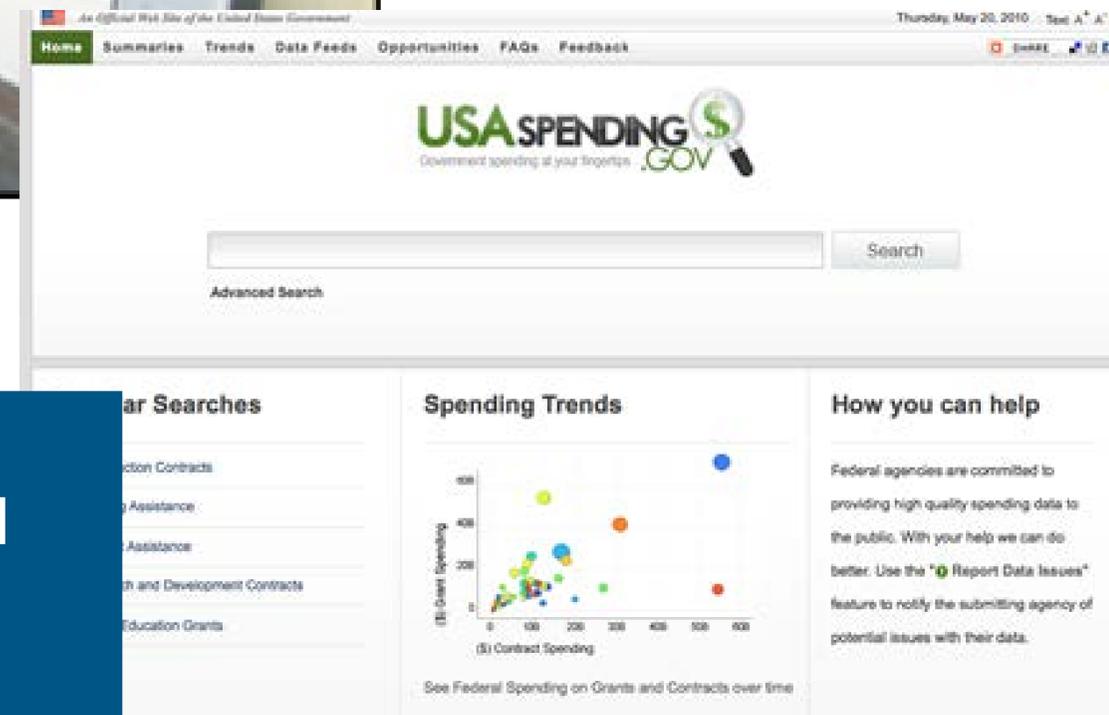


**VGrADS**



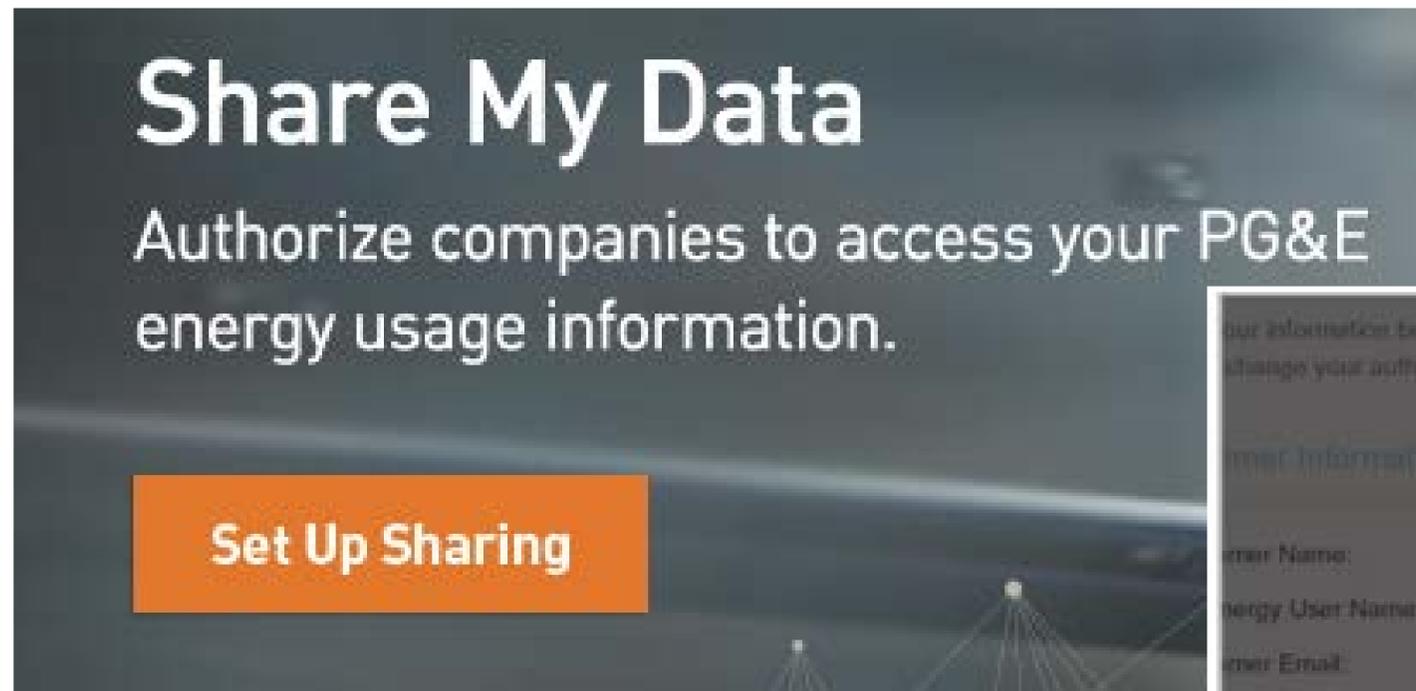
NASA Nebula supports USAspending.gov - CIO's "Cloud-First" directive calls for three services per agency to the cloud in 18 months

USCB Prof. Wolski joins NSF-funded grid computing "VGrADS" project; proposes novel concept (Fall 2007) to link "private" and "public" clouds; commercialized in 2009 and deployed as part of NASA Nebula



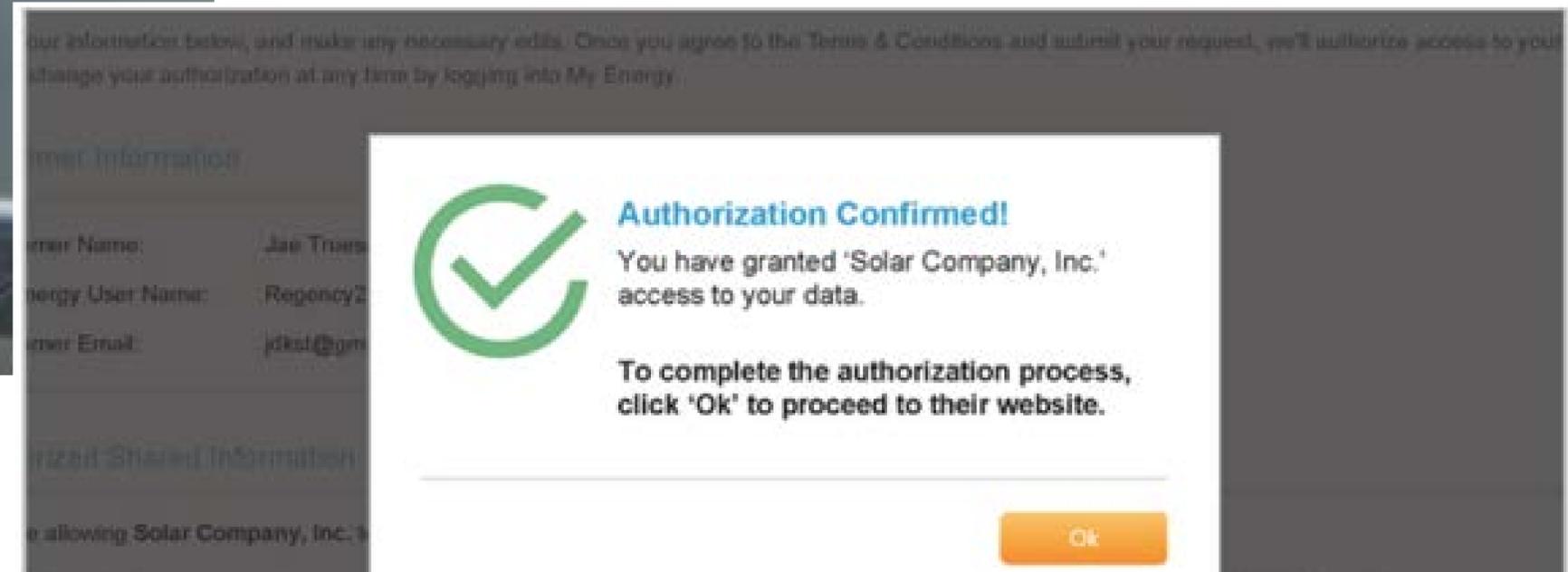
# #2: API Interop Standards

Industry-led, Voluntary Consensus for Consumer Data Access



**Share My Data**  
Authorize companies to access your PG&E energy usage information.

**Set Up Sharing**



our information below, and make any necessary edits. Once you agree to the Terms & Conditions and submit your request, we'll authorize access to your data. You can change your authorization at any time by logging into My Energy.

Personal Information

Customer Name:	Jae Truss
Energy User Name:	Regency2
Customer Email:	jdst@gm

Authorized Shared Information

By allowing Solar Company, Inc. to access your data, you are granting them access to your energy usage information.

**Authorization Confirmed!**  
You have granted 'Solar Company, Inc.' access to your data.

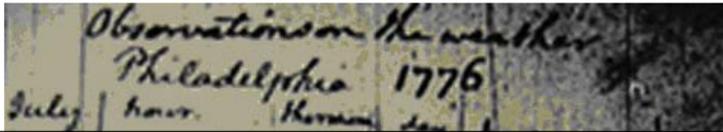
To complete the authorization process, click 'Ok' to proceed to their website.

**Ok**

Customer w/ Chevy Volt builds own app to lower energy usage an average of 20 percent; one of 50 registered apps with open access to customer energy data without fees or IP constraint

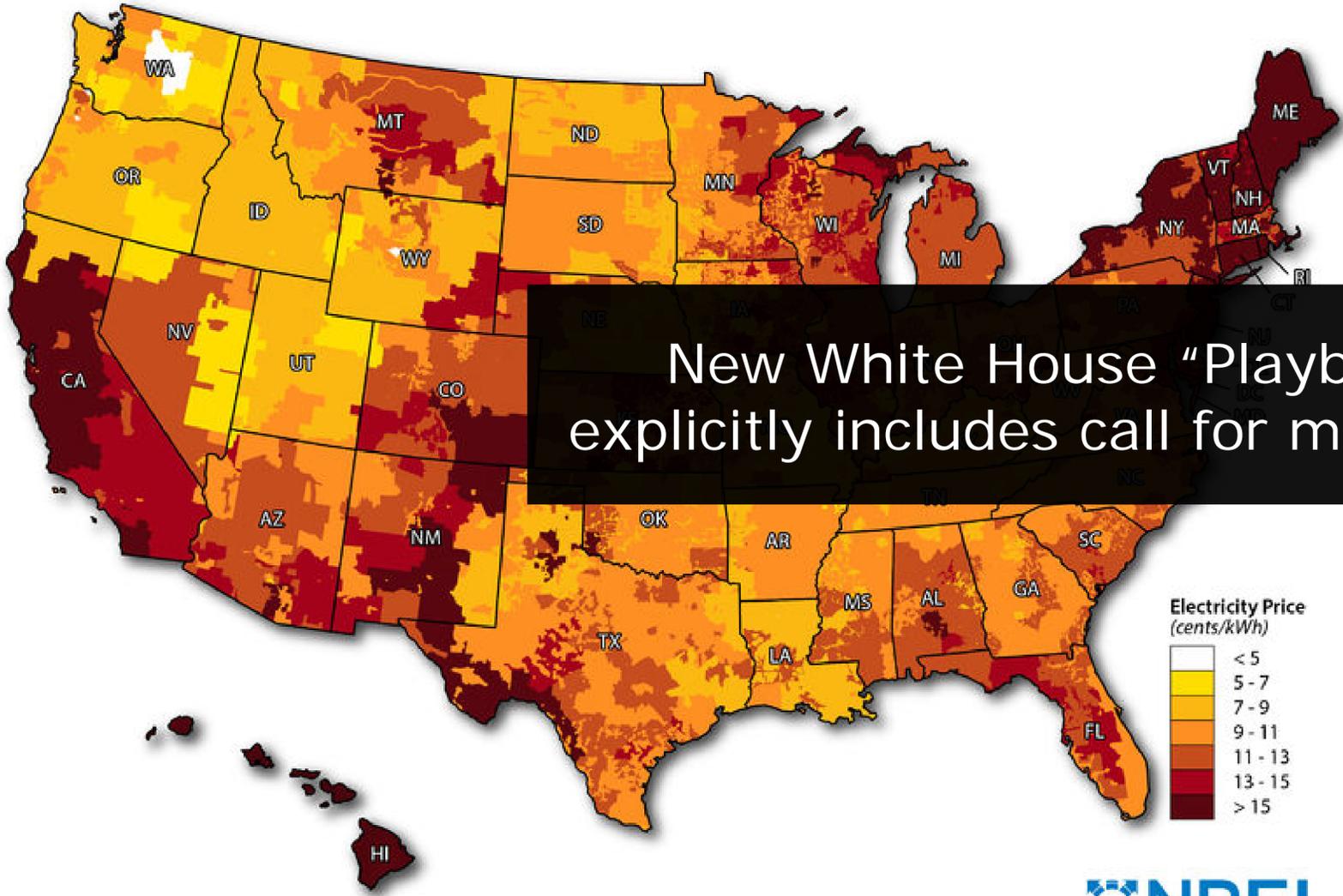
# #3: Democratize Government Data

From Jefferson to U.S. digital services "Playbook"



On July 4, 1776, the weather in Philly was clear and mild with a high of 76 degrees

Day	Time	Temp	Day	Time	Temp
1	P.M.	76	11	5-30 A.M.	74
2		73 1/2	12		76
3	A.M.	71 1/2	13	9-10 P.M.	75
4		73	14	2 A.M.	72
5	P.M.	74	15		72
6	A.M.	74	16	8-10 P.M.	72
7		75	17	5-30 A.M.	71 1/2
8	P.M.	77	18		74
9			19	2 P.M.	76
10	A.M.		20		76
11			21	6-15	76
12	P.M.		22		76
13			23		76
14			24		75



New White House "Playbook" explicitly includes call for more APIs

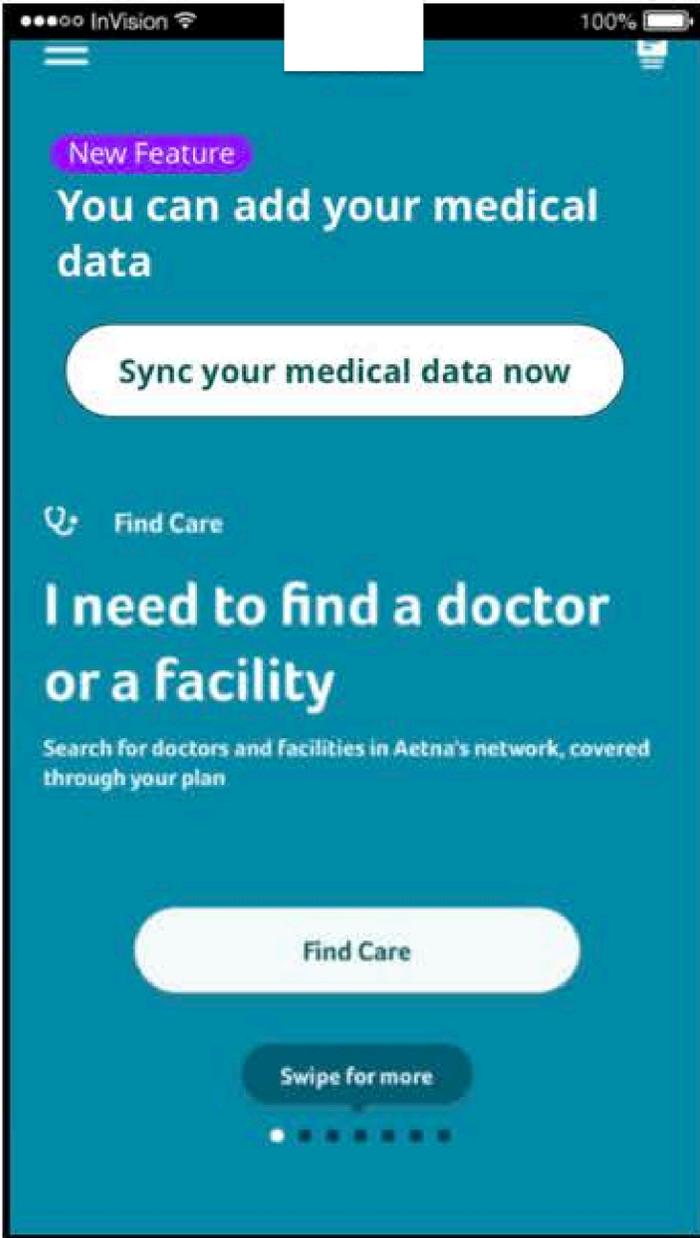
Author: Billy Roberts - December 14, 2012



This map was produced by the National Renewable Energy Laboratory for the U.S. Department of Energy.

# #4: Enabling “Wholesaler” Digital Services

MyMedicare.gov adding API-based data access service



**Sign in to MyMedicare.gov to continue**

Enter your User name and Password and sign in to MyMedicare.gov to continue.

User name

Password

**Sign In** **Cancel**

[Trouble Signing In?](#)

New To MyMedicare.gov? [Create an Account](#)

[Online Services/Web confidentiality agreement](#)

**Medicare.gov**  
The Official U.S. Government Site for Medicare

**Do you approve the application TestApp to access your Medicare information?**

**TestApp WILL BE ABLE TO:**

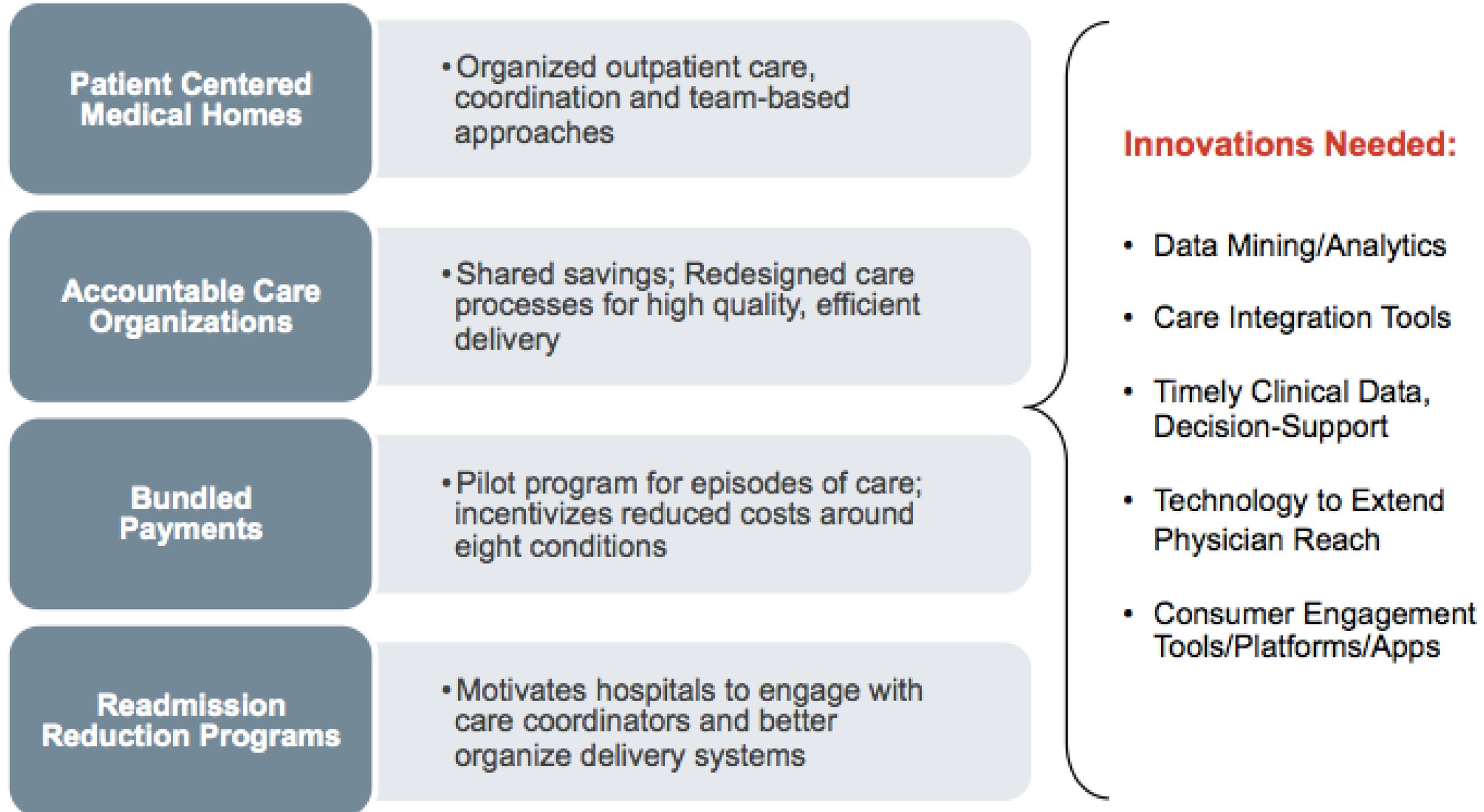
- Access at least 3 years worth of Medicare claims information.
- Access your profile and demographic information.
- Create copies of your Medicare data.
- Get updates to your Medicare data so long as you do not revoke access.

**Yes, approve access.**

**No, do not approve access.**

# #5: Outcomes Payment Opens Up Competition

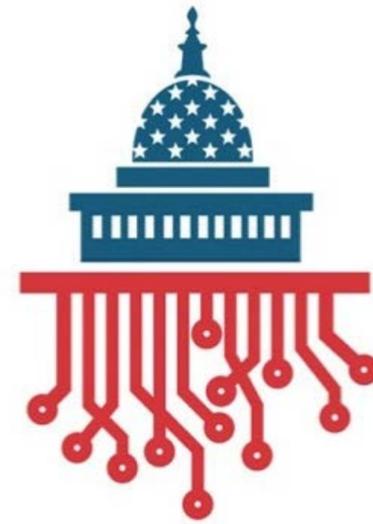
Pay for "value" to drive new markets for health services



# Connecting People with Opportunity = Growth



“If we used all our technology resources, said Aneesh Chopra, former chief technology officer of the United States, we could actually give people “personalized recommendations for every step of your life — at every step of your life.” – *Tom Friedman, “How to Beat the Bots”*



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