

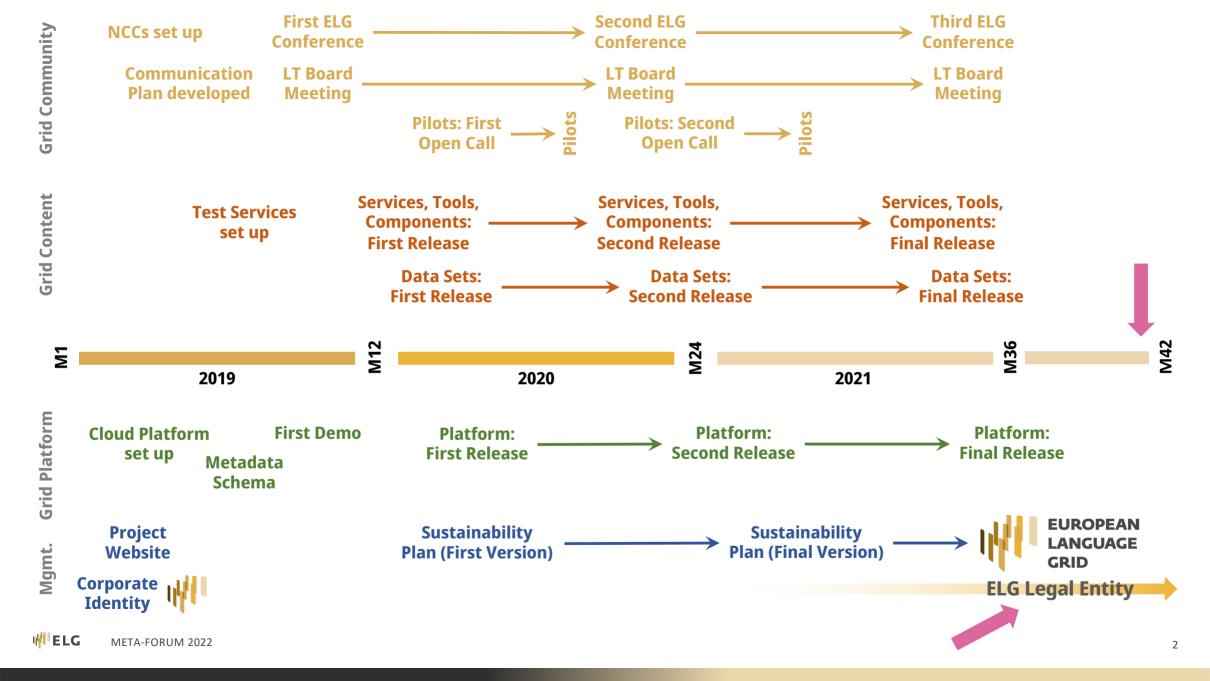




ELG Legal Entity and Products

Georg Rehm (DFKI) georg.rehm@dfki.de

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ELG: Goals and Objectives



- Establish ELG as the primary platform and marketplace for commercial and non-commercial LTs.
- Enable the European LT community to upload services and data sets into the ELG, to make them available, to deploy them and also to connect with, and make use of resources made available by others.
- Help establish the Multilingual Digital Single Market.
- To achieve the required scale, we need, among others: high availability and performance of the cloud platform; SLAs for (paid) services that are applied in real industrial settings; billing; support; maintenance and further development etc.
- These characteristics create various non-trivial costs.

Costs



- Cloud hosting (CPU, GPU, RAM, SSD) and bandwidth
- Team
 - Operations
 - Development
 - Accounting
 - Marketing, sales, communication
 - Support (e.g., service helpdesk)
 - Management
- Legal (SLAs, contracts, GDPR etc.)
- Misc. (rent, hardware, electricity etc.)

Towards a Sustainable European Language Grid



- Our goal for ELG is to be a sustainable, long-term activity.
- ELG is an initiative from the European LT community for the European LT community.
- Support through the EU project ELG and also the very limited resources available in ELE will end in a few weeks (30 June 2022).
- To be able to continue operating the ELG platform, we need to be able to cover the incurred costs on a long-term basis.
- The platform should also be able to evolve with changing needs by its users.
- Goal: establish a legal entity including business and operations plan.

Expectations expressed by ELG's SME Partners



- Sales channel: ELG is understood as a channel to promote and sell products and services.
- Strategy and collaboration: Europe has strengths in certain areas and language combinations but new opportunities can only be reached by joining forces.
- Buy-in from the whole community: ELG must be positioned in the right way with regard to other infrastructures, e.g., a controlled transition from META-SHARE to ELG should be achieved. ELG should be supported and actively used, by national centres and institutions.
- **Information channel:** The relevance, understanding and benefits of LT for companies of all sizes needs to be increased. ELG could keep interested stakeholders informed.
- Interoperability: ELG should become part of the larger ecosystem of infrastructures around AI and data (AI-on-demand platform, Gaia-X, NFDI etc.), ideally ELG should be fully interoperable with these infrastructures. Furthermore, ELG needs to be compatible with existing businesses and should not duplicate existing systems.

Key Aspects of the ELG Legal Entity



- Not-for-profit rather than a for-profit organisation we have large consensus that ELG should be a not-for-profit organisation.
- **Distributed team** rather than one central location. The ELG team is already spread throughout Europe we keep this distributed setup and will build the team virtually. The suggestion was made to position the headquarter in the country where the majority of the costs are likely to be incurred (at the moment, the cloud infrastructure).
- Start small rather than big given that the developments in the AI/LT field and in Europe as a whole are very dynamic. We favour a flexible and agile setup that can react quickly and efficiently to changes and new framework conditions.
- Soft launch rather than an abrupt transition through several new projects, in which ELG plays a certain role, we are in the comfortable position to be able to perform a soft launch, which also reduces the pressure.
- Marketplace, broker, dissemination, exploitation, participation model must be simple.

Assessment of Monthly Operational Costs



Cost Item	Phase 1 (Start)	Phase 2 (Ramp-up)	Phase 3 (Stable)
Staff	2,500€	25,000€	100,000€
Cloud hosting	2,500€	10,000€	20,000€
Overhead	500€	2,500€	7,500€
Legal	_	2,500€	5,000€
Total	5,500€	40,000€	132,500€

Product Portfolio



- Together with all ELG consortium partners we defined, in several iterations, a portfolio of products that the ELG legal entity can potentially offer.
- The products are targeted at members of the European LT community and also at stakeholders interested in using, implementing, integrating or purchasing European LT.
- The products are foreseen as revenue streams for the ELG legal entity so that it is able to cover the fixed costs associated with operating the ELG legal entity and platform.
- Product portfolio is necessary for preparing the overall budget plan of the legal entity.
- The following slide shows our main design and planning instrument.
- The slide after shows the main product categories. Details cannot be covered.

					10											Year 1	Year 2	Year 3		
Product category	indicative product names	Product description	Customer Type: Who is paying ELG so that they can use the product?	Customer Needs: Needs, pains, unmet needs, problem statements	Benefit and value of the product for the paying customer – why is this product attractive for the	end-users of this specific product? What's the end-user restlet size of this	Product features (later on prioritise these using the Kano reodel)	created by product in BLG (one-tire) - What are the technical	Maintenance and recurrent costs created by product in ELG so that it can be	Markets	Main Competitors in this Market	Pricing model (subscription vs. one time only etc.)	Indicative price	Comments or Questions	PriceFee Unit	Customers Sum Sum Percentag permonth permonth peryear (year)	Customers Sun Sun Percenting per month per year (year)	Customers Sun Sun Percentage per month per year (year)	Potential for BLG's sustainability (product is able to generate	Prerequisites that need to be in place for the potential to play out
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Columns (left to right)

- Product category
- Product name
- Product description
- Customer type: who is paying ELG so that they can use this product?
- Customer needs
- Benefit and value of the product for the paying customer
- Who are the ELG/LT end-users of this specific product?
- Product features
- Development costs created by this product
- Maintenance and recurrent costs created by the product in ELG
- Main competitors
- Pricing model
- Indicative price
- Open questions
- Example calculation (year 1, year 2, year 3)
- Potential for ELG's sustainability
- Prerequisites

Product Categories



Marketplace

- Marketplace Commission
- Public Request for Bids Model

Consulting

- Technical ELG Platform Consulting
- Conceptual ELG Community Consulting
- LT Market Intelligence Report

ELG APIs

- ELG Power User Flatrate (for commercial users)
- ELG Power User Flatrate (for academic users)
- ELG Professional Flatrate

LT-as-a-Service

- LT-as-a-Service (for commercial users)
- LT-as-a-Service (for academic users)

Data-as-a-Service

- Data-as-a-Service (for commercial users)
- Data-as-a-Service (for academic users)

- Repository-as-a-Service as well as Platform-as-a-Service
- Events
- Training Events and Tutorials
- Annual Conference
- Marketing and Advertisements
 - Conference Sponsorship
 - Online Advertisements
 - Sponsored Content
 - Merchandise
- Miscellaneous (additional revenue streams)
 - Foundations
 - Project Grants
 - ELG Use Cases as Show Cases

Product Portfolio: Summary and Assessment



- The ELG product portfolio is diverse & broad, it offers multiple options of moving forward.
- Not all products will be offered right from the start of the legal entity.
- Before we make the final selection, we will validate the products and their chance of being accepted by the European LT community with a number of experts from the field.
- We consider most promising: ELG APIs (due to the enormous market), LT-as-a-Service (due to high demand), the Marketplace as well as the Consulting product.
- We also see a lot of potential in offering countries the technical infrastructure for the
 purpose of supporting national LT platforms. Especially smaller countries could have their
 National LR/LT Repository hosted as a service within ELG.
- Exploiting ELG as the primary dissemination and exploitation channel for research projects is another product with a lot of potential. It enables projects to concentrate on the actual research work without a need for developing complicated exploitation plans.

Legal Entity Type – Options



- We considered a number of different entity types.
- Each European country has its own set.
- There are also European legal entities (EEIG, SE, SCE etc.), none of which fit though.
- Basic options: a) for-profit company; b) non-profit company; c) association; d) foundation
- Crucial requirement: flexibility, agility and the ability to ramp up the operation of the legal entity in a careful way.
- We will establish a registered association in Germany (e.V., eingetragener Verein). This option does not require any initial capital and frees ELG from the pressure of having to generate income immediately. Since some of the staff members who will be active in ELG e.V. are based in Germany, it appears practical to set up the entity under German law.
- The legal entity will work in virtual teams primarily.

Summary and Next Steps



- Our ambition is for ELG to develop into the primary platform for LT in Europe.
- Most ingredients in place, we still need to work on the governance structure a bit more.
- ELG e.V. eingetragener Verein (registered not-for-profit association under German law).
- Product portfolio enables a mixed financing model.
- Shared revenue streams LT providers will benefit financially.
- Validate product specifications with external experts and stakeholders.
- Start small with a soft launch of ELG e.V. in Q3/Q4 2022.
- Soft launch possible because we're able to cover certain costs through new projects.
- EC will establish a *Language Data Space* one possible scenario for ELG e.V. could be the transition into the corresponding European Digital Infrastructure Consortium (EDIC).



European Language Grid
European Language Equality





Thank you!



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Georg Rehm (DFKI) georg.rehm@dfki.de

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