

# EXPERIENCES ON THE SUPER IOT AND AI INNOVATION HUB

## SUPERIOT PROJECT EXAMPLE

**Flex in Glass**  
LIGHTING, DISPLAY, AND  
SENSOR TECHNOLOGIES  
INSIDE GLASS



# Smart Glass

### TRIGGER FOR DEVELOPMENT

THE NEED FOR NEW BUSINESS BECAME EVIDENT WHEN NOKIA MOBILE PHONES CLUSTER WAS TERMINATED.

### SCALE OF OPERATION

OVER 1000 COMPANIES IN THE NETWORK.  
STARTED IN THE CITY OF OULU, NOW EXPANDING QUICKLY TO 5 FINNISH ICT HUBS: OULU, HELSINKI, TAMPERE, TURKU AND JYVÄSKYLÄ.

OULU ICT CLUSTER

### RESULTS SO FAR

150 BUSINESS CASES HAVE BEEN PROCESSED AT THE RUNWAY.  
8 SPEARHEAD PROJECTS: GLOBAL BUSINESS, €650M+ REVENUE BY 2022.  
OVER 40 OTHER PROJECTS HAVE BEEN SUPPORTED TO GET FUNDING.

“Remarkable part of world’s wireless communication is based on technology developed in Oulu” *(translated)*



**Juha Sipilä, Prime Minister, Finland**

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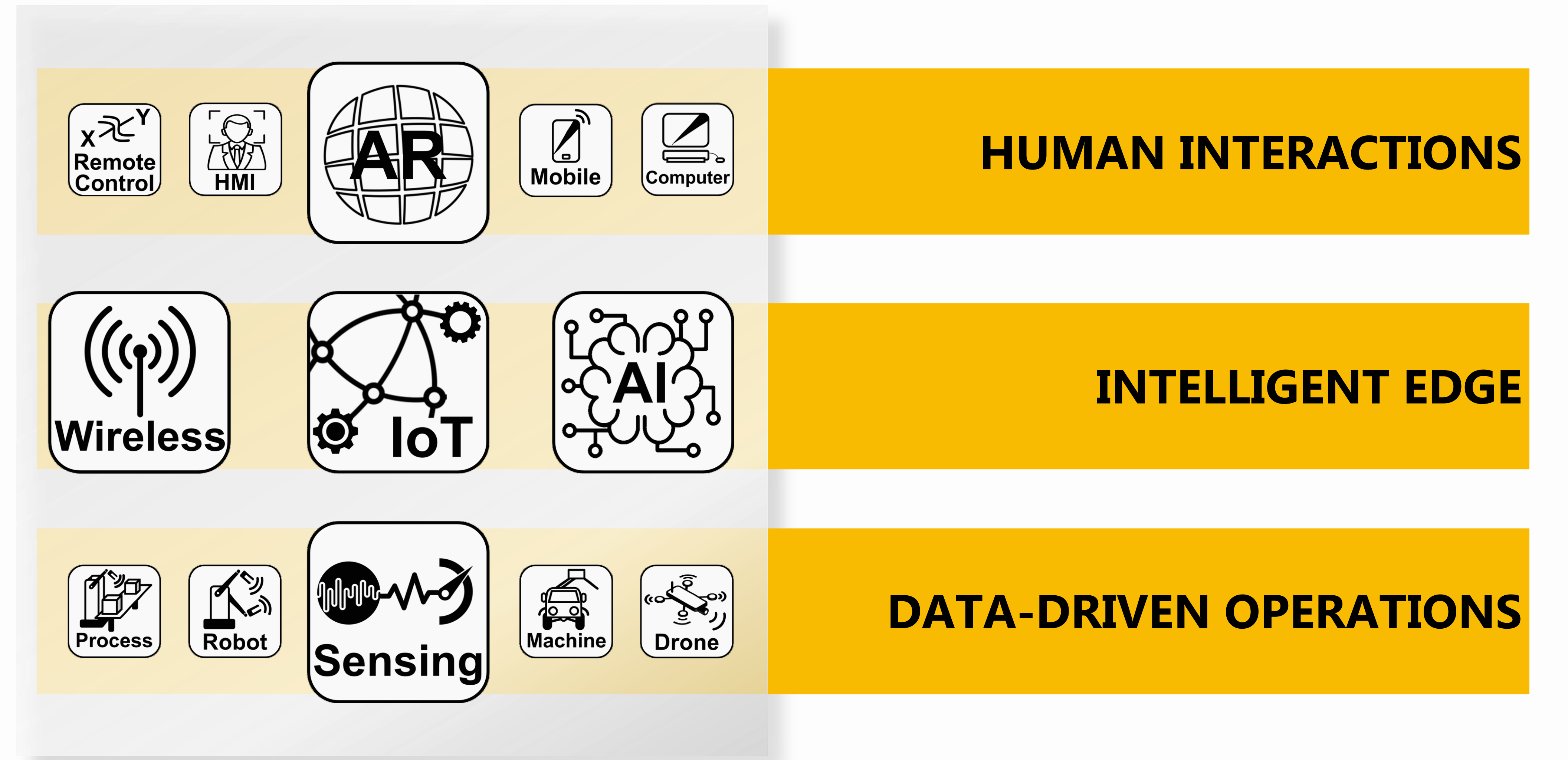
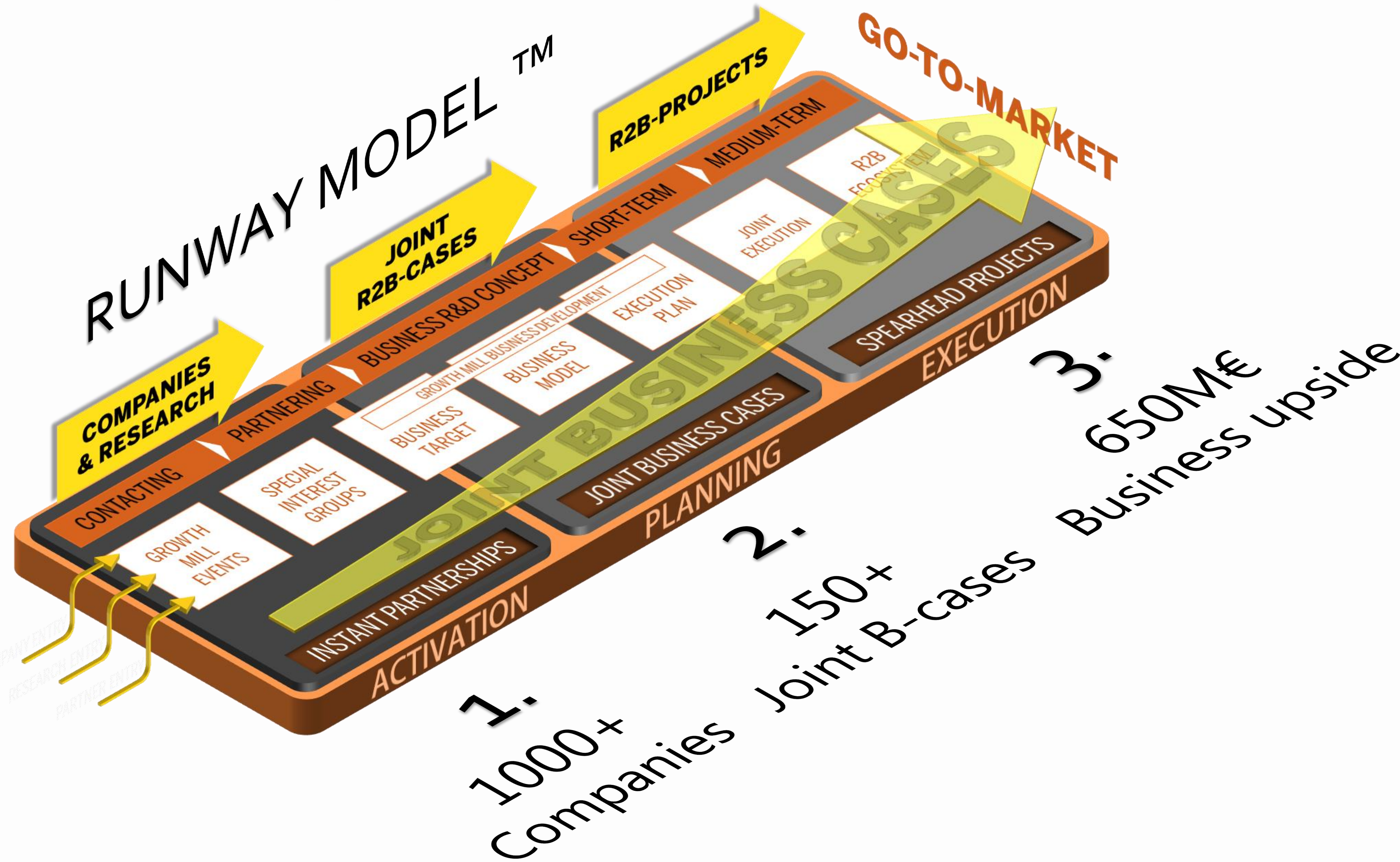
OUR VISION (4:39) : <https://www.youtube.com/watch?v=MWDyawpsXcY>

# RUNWAY AND ECOSYSTEMS ARE THE MAIN DIH COMPONENTS

Catalyst for New Business

# ECOSYSTEMS

## SUPERIOT Analytics+

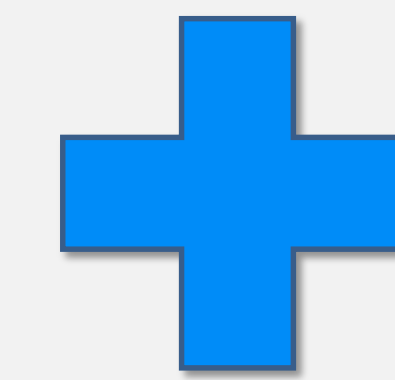


SuperIoT & AI DIH develops on the **growth networks** of 1000 ICT companies

# SME REVENUE FROM ROI VALIDATED RESEARCH

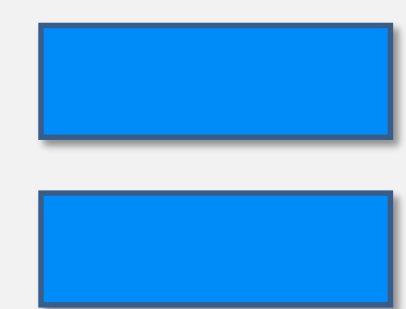
## COMPANY REVENUE AS THE MAIN KPI

gives clear focus and shortens time to commercialization.



## AGILE RUNWAY PROCESSES

require trust and seamless collaboration.



## ENABLED SHIFT FROM LARGE R&D PROJECTS TO AGILE, EFFICIENT AND SMALL PROJECTS - CLEAR FOCUS AND ROI EMPHASIZED

Enabling concept: 30-100 k€ for 4 months. Spearhead: 300-1000 k€ for 12-18 months.

## BUSINESS IDEA CAN LEAVE THE RUNWAY AT ANY TIME

Quickly to market when no spearhead needed –  
Focus to research if spearhead not doable yet (smaller TRL).

## RUNWAY AND ECOSYSTEM GIVES SMEs ACCESS TO LARGE OPPORTUNITIES

Ecosystems' SME networks enable strong offerings and attracting global customers.  
Unbiased facilitators bring BD expertise and equality.  
Efficiency through Runway's systematic processes – digitalization ongoing (Fenix tool).

## FUNDING TOOLS

Enabling concepts and spearheads: Business Finland.

Ecosystems and runways: several funding sources; require partners own funding.

Companies and researchers supported to prepare strong applications for BF, Academy of Finland, EU.

FDI and VC to be integrated.

MORE INFORMATION: <http://www.superiot.fi> AND <http://www.analytics.plus>