EXPERIENCES ON
THE SUPER IOT AND AI INNOVATION HUB

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.

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.

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