

**BUSINESS
FINLAND**

SMART MOBILITY WORKSHOP

3 June 2019

CHALLENGE COMPETITION WORKSHOP AGENDA

1. Introduction of Business Finland Challenge Competition. Overview of applications - Ulla Lainio, BF
2. Business Finland funding – Esa Lindqvist, BF
3. Arctic Marine Ecosystem – Tuomas Sipilä & Jaakko Heinonen, VTT
4. Presentations of Challenge Competition ideas
5. Group work
6. Concluding remarks and next steps
7. Networking



FUNDING, NETWORKS AND INTERNATIONALIZATION SERVICES

Smart Mobility program runs from 2018 to 2022 with a total budget of EUR 100 million

For companies registered in Finland the program offers innovation funding, market intelligence, networking and internationalization services e.g. trade missions

Targeted at companies, research organizations, municipalities and cities, and e.g. service, ICT and manufacturing industries

Challenge Competition for an own development project or a joint-project with other companies and research institutes

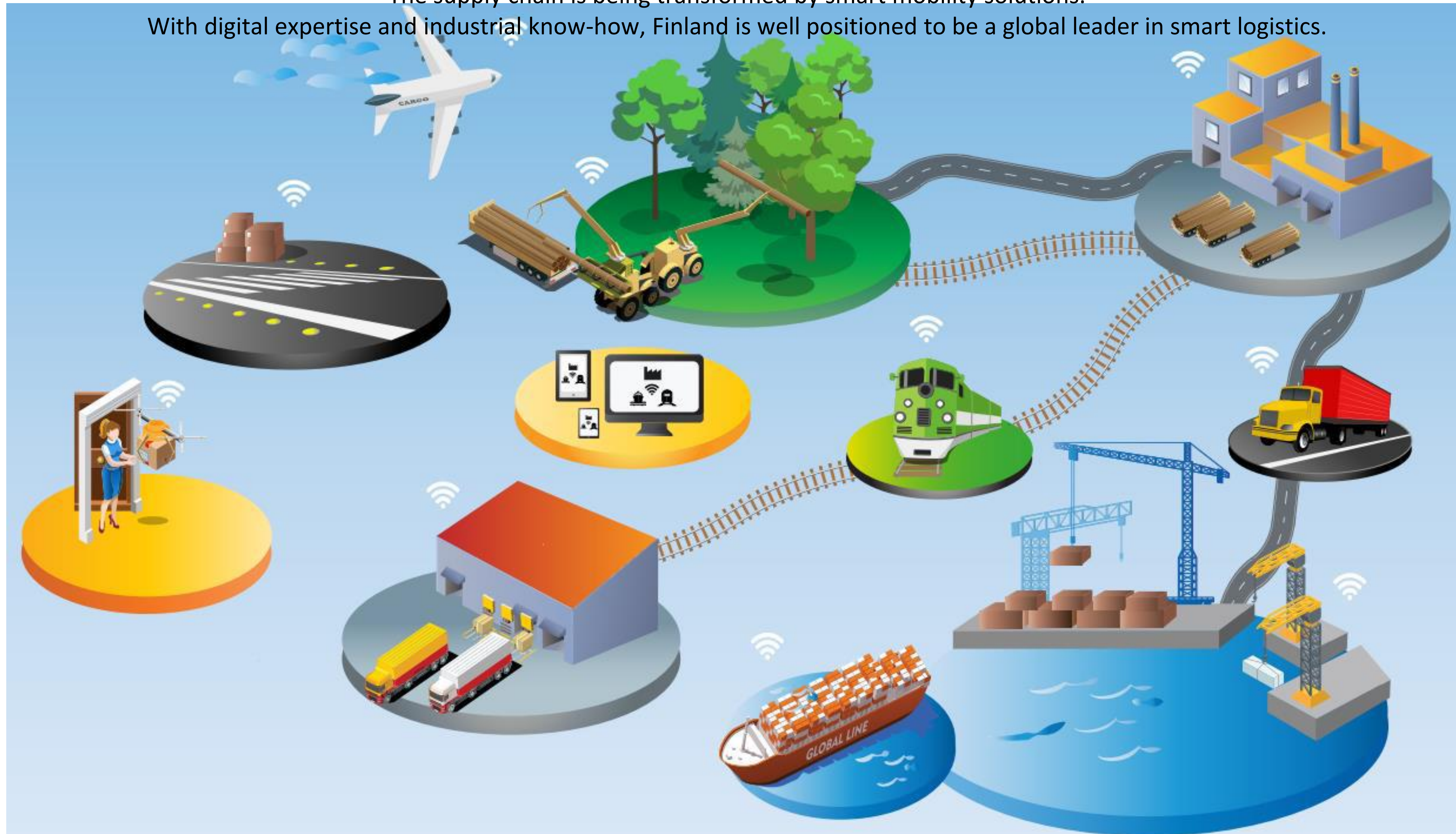
Business Ecosystems generate growth and innovation



SMART LOGISTICS

The supply chain is being transformed by smart mobility solutions.

With digital expertise and industrial know-how, Finland is well positioned to be a global leader in smart logistics.



- Business models
- Digitalization
- Ecosystems
- E2E supply chain solutions
- Autonomous technologies
- Sustainability
- Data sharing
- Platform economy
- Trust, safety & security
- PPP
- Standards
- Testbeds
- ...



SMART MOBILITY CHALLENGE COMPETITION

SMART MOBILITY CHALLENGE COMPETITION 10 THEMES

FROM FOREST TO SEA FROM DOOR TO DOOR

1. Cyber security in traffic or in remote operations
 2. Autonomous or automated logistics and supply chains
 3. New system electrification solutions / electric vessels, vehicles or moving machines
 4. Artificial Intelligence and sensor data fusion and open data in smart vehicle or traffic solutions
 5. Disruption of traffic, mobility services and digitalization from user's perspective
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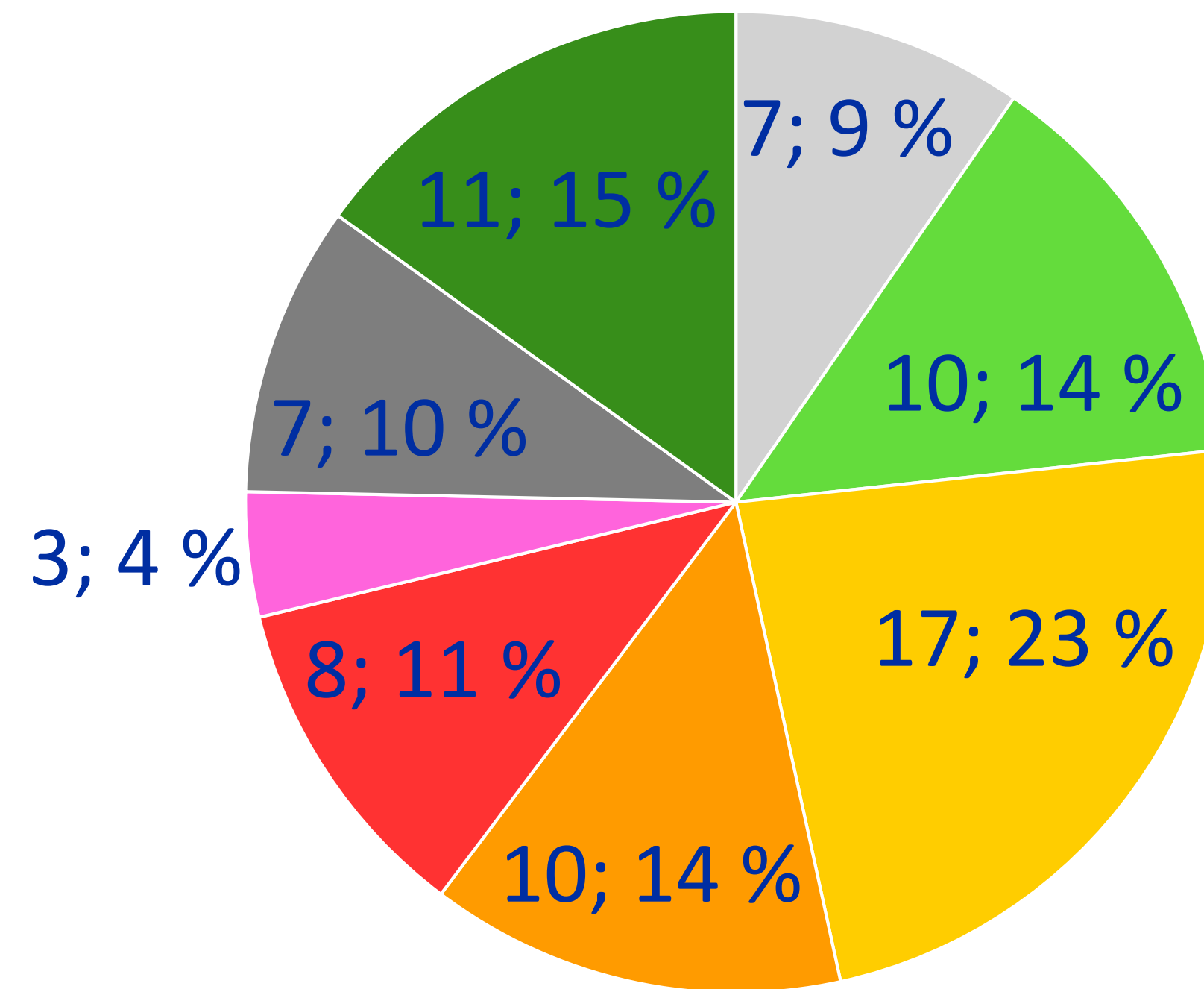
SMART MOBILITY CHALLENGE COMPETITION 10 THEMES

FROM FOREST TO SEA FROM DOOR TO DOOR

6. Analytics and use of open traffic data or integration of system data
 7. Arctic sea traffic and Arctic routes, logistics
 8. Solutions for reaching or under cutting the tightening emission limits
 9. MaaS (Mobility as a Service), transportation of goods and passengers
 10. Other solutions or technologies improving the Smart Mobility theme
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SMART MOBILITY CHALLENGE COMPETITION IDEAS = 73 pcs

Amount and % share of Ideas



■ Drones ■ Marine Industry ■ MaaS ■ Traffic ■ Electro Mobility ■ Platforms ■ Forest Industry ■ Logistics

FUNDING FOR INTERNATIONAL GROWTH

Impacts for Finland

Horizon 1:
Grow current business, 1-2 years

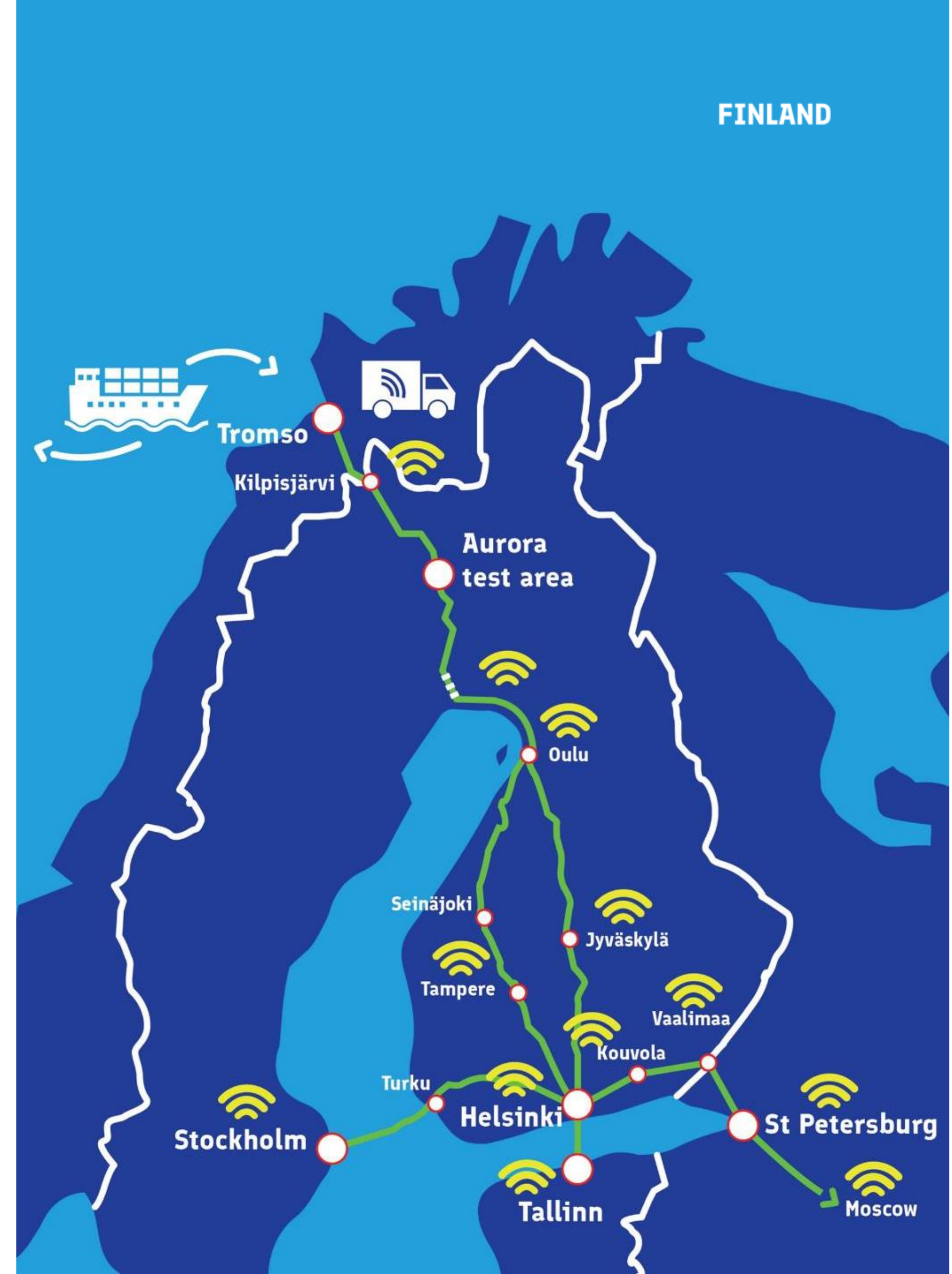
Horizon 2:
Build emerging business, 2-4 years

Horizon 3:
Create options for the future, 5-10 years

Time

CASE: DIGITAL LOGISTICS

- Corridor as a Service (CaaS) streamlines transport logistics.
- It positions Finland as a key logistics hub for Asia.
- Intelligent digital logistics technology saves time and fuel while improving capacity utilization.
- Cross border priority/platooning drive service.
- Delivery transparency to traders with real-time tracking.
- Accurate delivery time with steady driving speed.

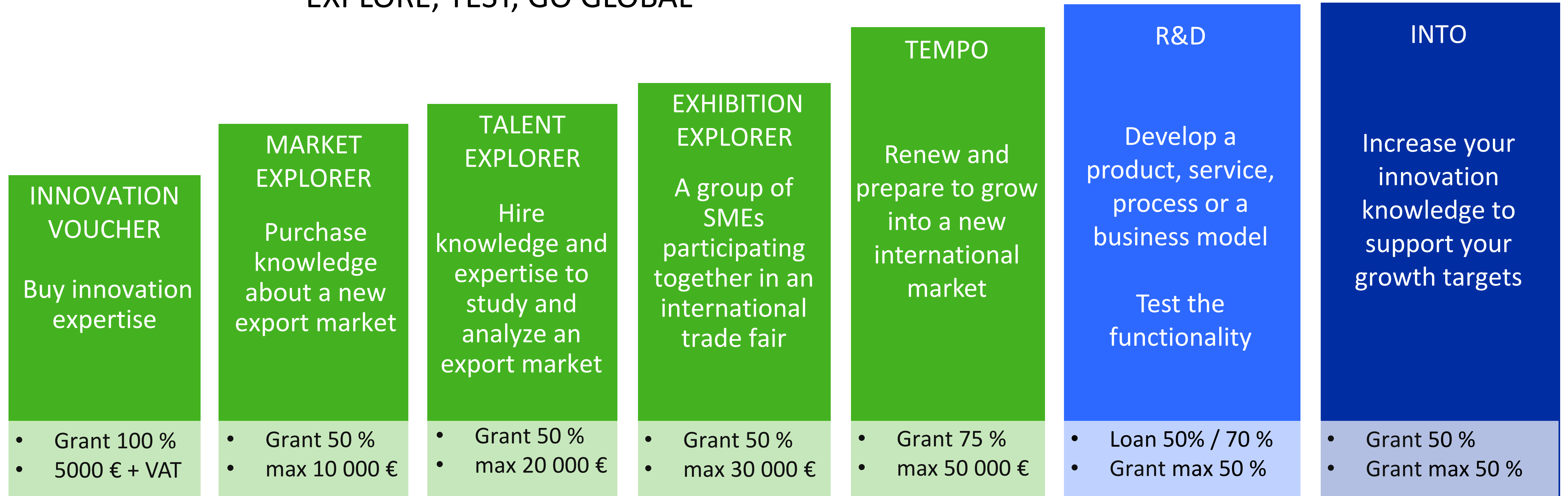


FUNDING SERVICES

FOR COMPANIES

RESEARCH, DEVELOP, RENEW, GROW

EXPLORE, TEST, GO GLOBAL



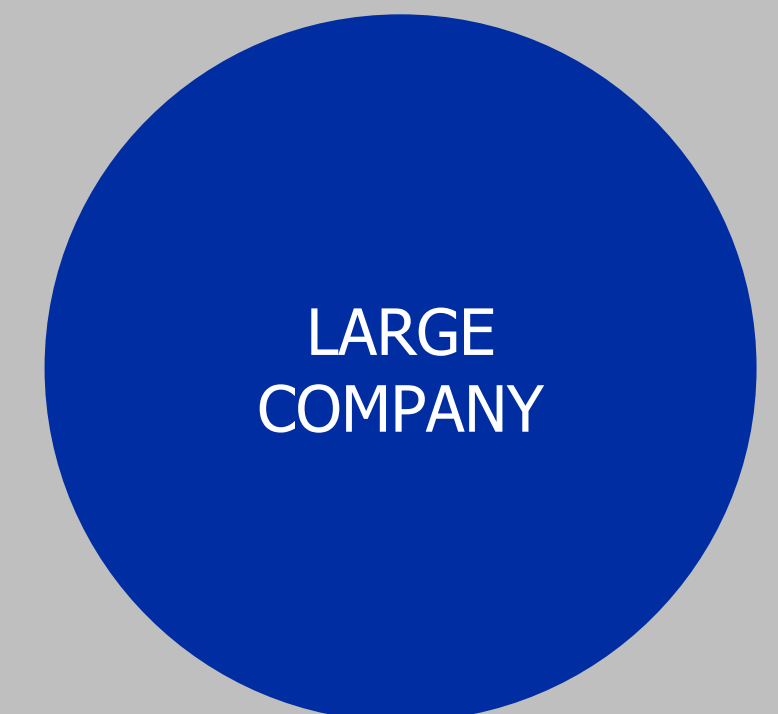
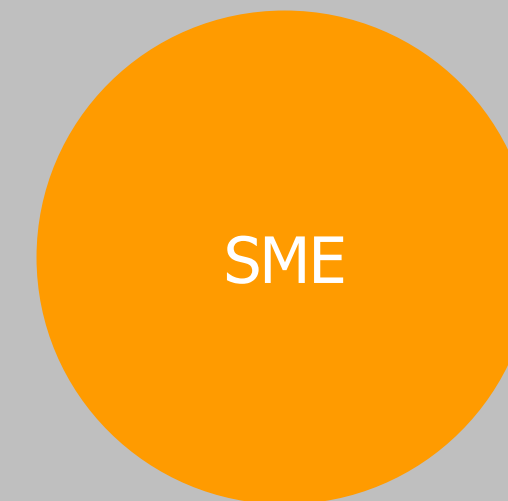
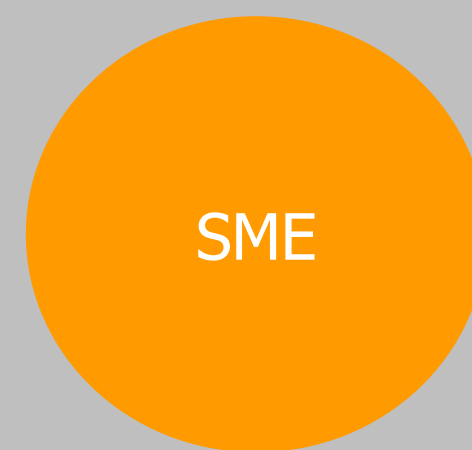
The amount of funding depends on the company's needs and resources.

FOR RESEARCH ORGANIZATIONS: CO-INNOVATION AND CO-CREATION FUNDING

FUNDING FOR JOINT ACTIONS

Companies can participate in research targeting and, **together with research organizations**, develop new knowledge and innovations for their business needs.

- Common goal + plan
- Need to collaborate on projects
- The projects are implemented in parallel



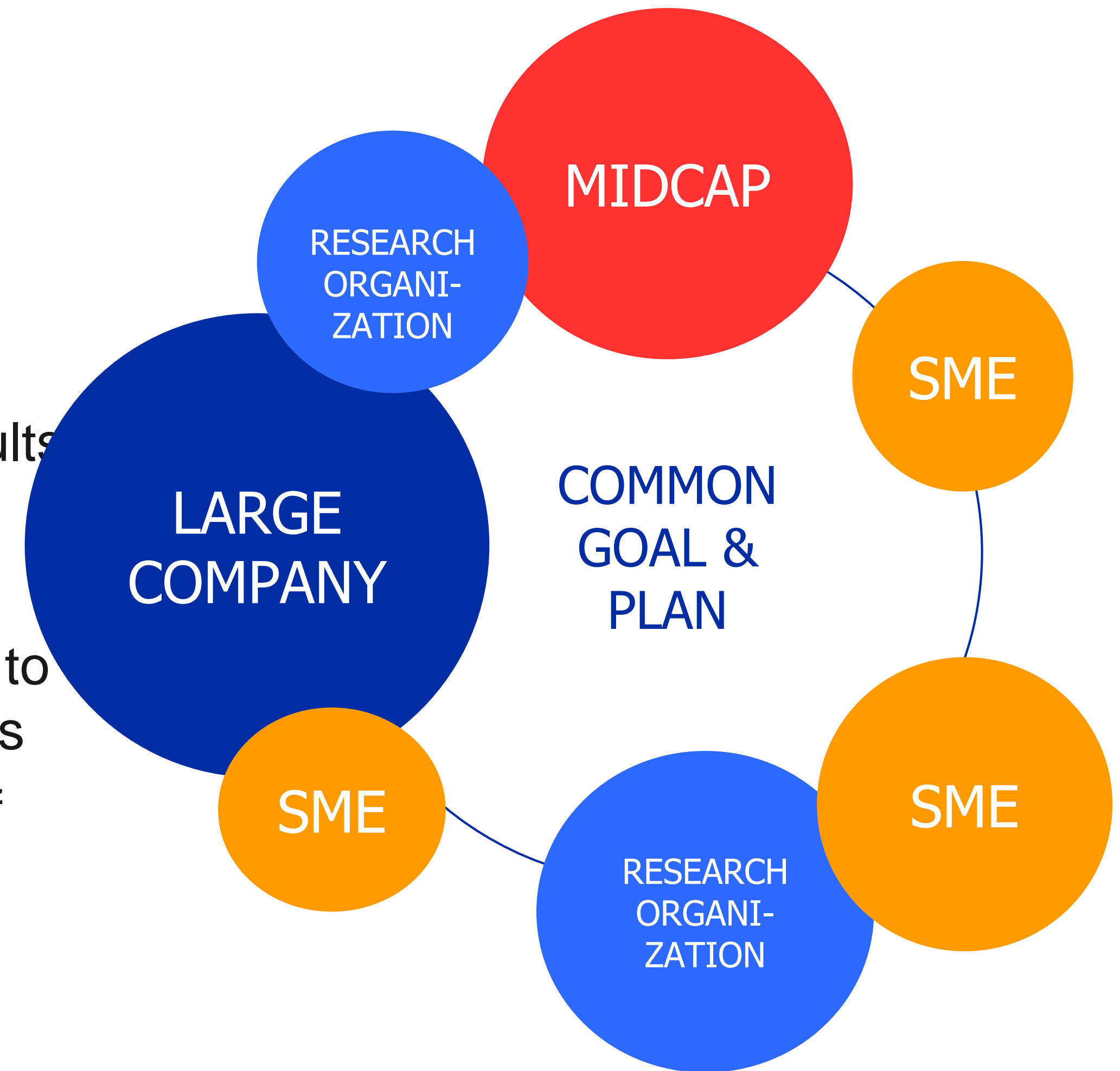
Companies can have different roles:

- own R&D project
- participation in a project of another company as a subcontractor, funding or other investment

Co-Innovation funding

What are the criteria for the funding?

- Proved relevance and demand (problem-solution fit)
- The credibility of the joint action
 - Are the parties to a joint action right to achieve results
 - Is the work distributed in such a way that it makes sense in terms of the results
 - Is the company's investment reasonable in relation to the results to be achieved and the exploitation paths
 - How does the joint action affect the development of SMEs and midcap businesses?
- The novelty value and competitive advantage of the solution model, market potential, societal influence as well as the joint action's international collaboration



R&D FUNDING LEVELS

	SMEs	MIDCAP COMPANIES Turnover max. 300 M€	LARGE COMPANIES
COMPANY RESEARCH PROJECT GRANT Create new knowledge and competence	Grant max 50%	Grant max 40%	Grant max 40% Large companies must buy services from SME's and / or research organizations or implement the project as a joint project with them. The share of the bought services has to be 40 % of the project's overall costs.
DEVELOPMENT AND PILOTING LOAN Develop or renew products, services and business model. Demonstrate the functionality of your solution	Loan 50% / 70%	Loan 50% / 70%	Loan 50% Large companies must buy services from SME's and / or research organizations or implement the project as a joint project with them. The share of the bought services has to be 15 % of the project's overall costs.

**BUSINESS
FINLAND**

**PRESENTATIONS
CHALLENGE
COMPETITION IDEAS**

PRESENTATIONS

1

2

3

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GROUP WORK

- 1. Arctic Marine Ecosystem
 - 2. Electric, Hybrid, Digital, Zero emission vessel Ecosystem
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- name and your idea
 - your idea and your company's role in this ecosystem
 - what a successful ecosystem means
 - how to get there