



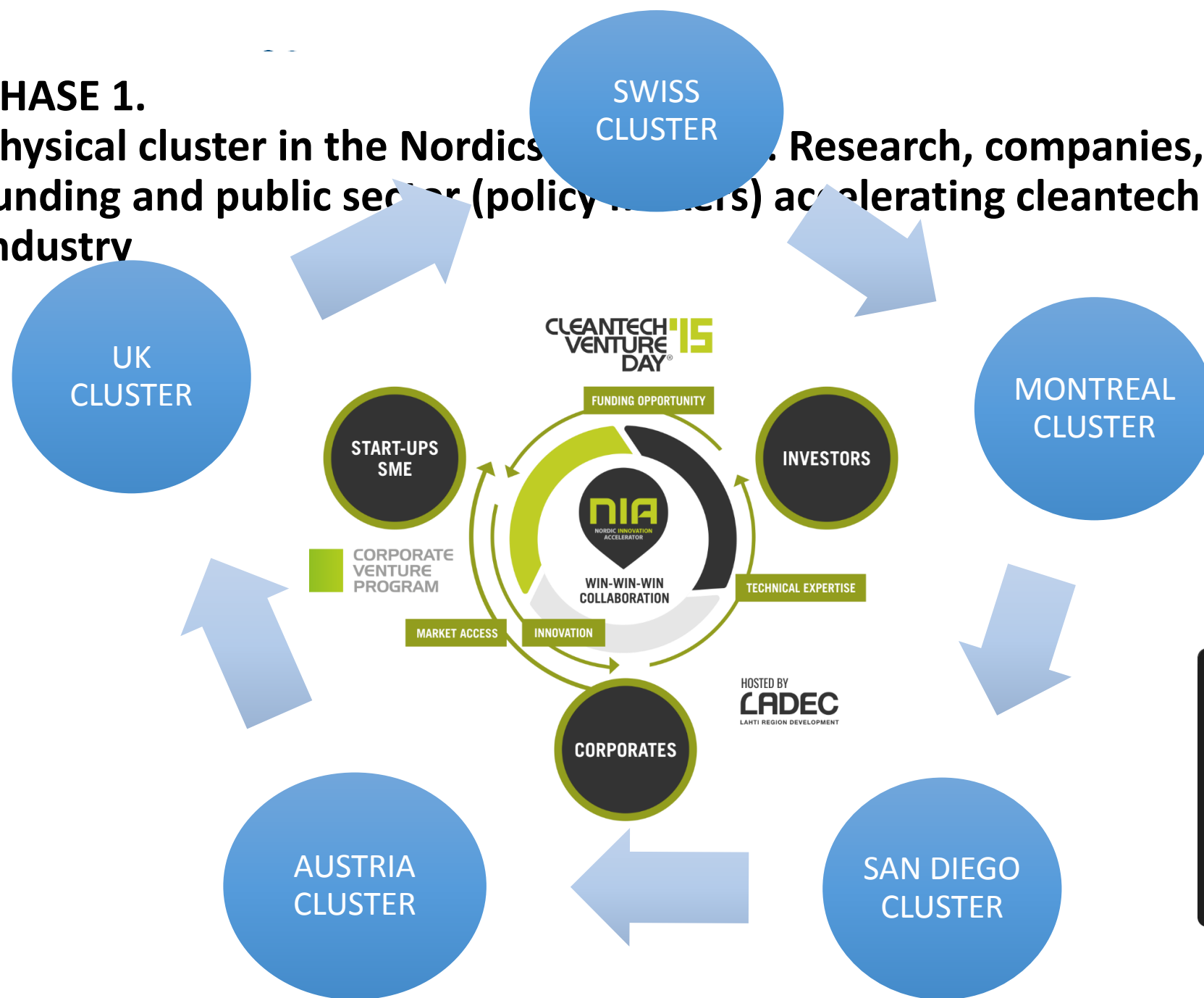
## Online Platform for SDGs

**Nina Harjula**, Co-founder, Board Member, GCCA,  
Chairman of the board, Nordic Innovation Accelerator

December 5, 2017

## PHASE 1.

Physical cluster in the Nordics. Research, companies, funding and public sector (policy makers) accelerating cleantech industry

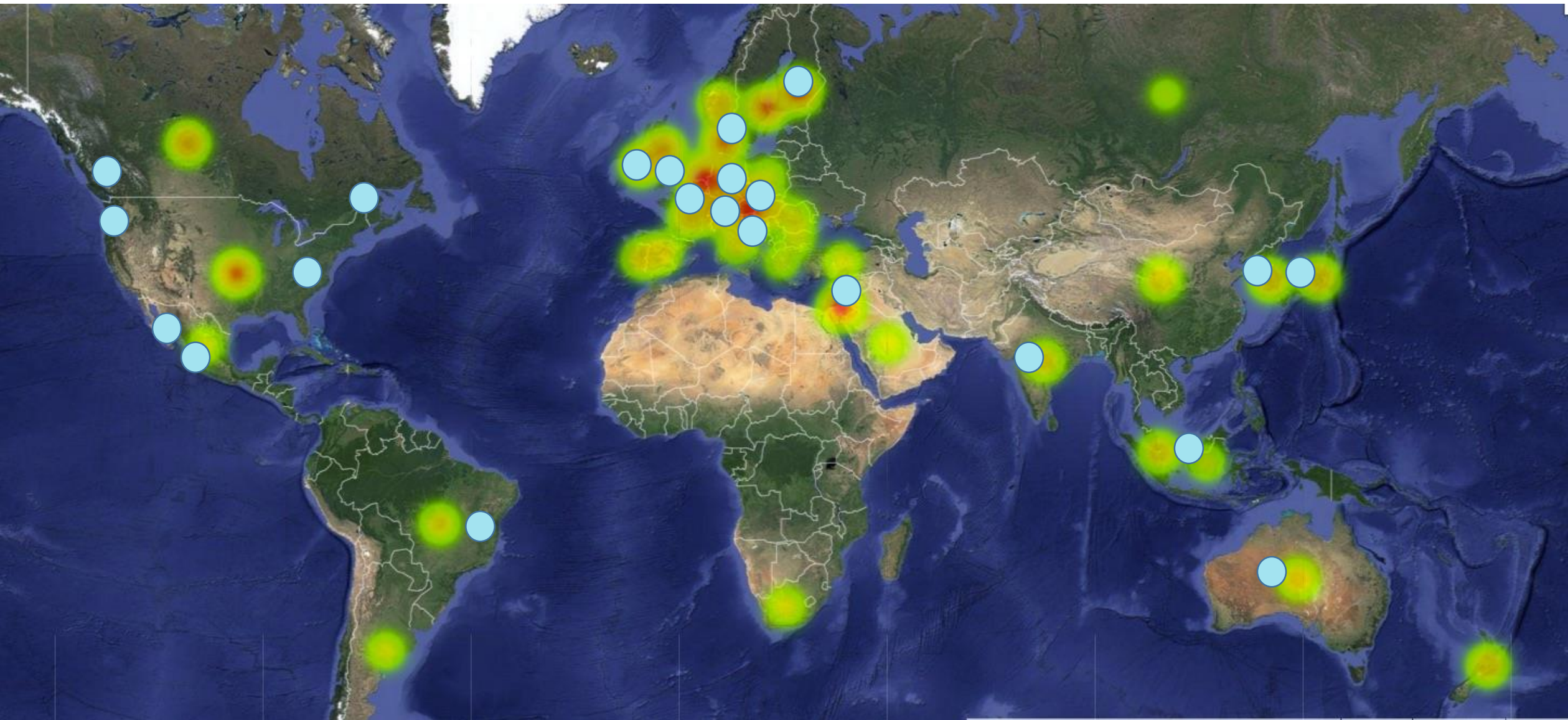


# The Online HUB Concept is converging physical cluster collaboration into a digital deployment network

Developed and tested in the  
Nordics by NIA since 2013







## Online HUBs offer Precise Match Making

- Large Corporates, Cities & NGO's with technology needs
  - MARKET DEMAND – **THE SEEKERS**
- SMEs & Startups & Researchers with innovative solutions
  - INNOVATIONS – **THE SOLVERS**
- Corporate Venture / VCs / Institutional funds
  - **FUNDING, RISK CAPITAL**



# Critical Success Factor No # 1

**GLOBAL focus but LOCAL ecosystems engaged**

- **TO REACH GLOBAL PROMOTION CHANNEL**
- **TO ACHIEVE TRUST AMONG THE USERS**



## Critical Success Factor No # 2

**USERS need to be "THE CONTENT OWNERS"**

- companies are the content makers: not top down content loading
- interactive smart tools – everything can be digitalized: application, evaluation and contacting





# How can a multi-sided digital innovation platform CREATE VALUE for its different stakeholders?

Research by Lappeenranta University of Technology, Finland

- CHALLENGES:

- Large corporations are challenged by the *corporate lack of open innovation mindset, culture, structures, processes and resources*
- SME value creation is challenged by *lack of SME readiness, lack of information updated on the platform and proactive communications* from the platform provider
- Investor view: Value creation is challenged first by *quality of information* on the digital platform— if not timely and rich enough, not valuable for investor



# IMPORTANT LEARNINGS for online platforms

- Research findings implicate the importance of *understanding various stakeholder expectations* to build a sustainable business model, related earnings logic and *trust*.
- Focus on *global reach* opens value creation opportunities for all stakeholders.
- *Value creation challenges* can be tackled by *timely information, proactive communication and additional open innovation services* to complement stakeholder weaknesses and challenges
- Digital affordances are complemented by spatial (physical) affordances thus call for attention on the importance of studying “*hybrid affordances*” in the context of B2B innovation platforms:
  - Local Clusters/ecosystems and Events such as STI Forum versus Digital clusters = Online platforms

# Our vision is making local, global.



**Nina Harjula, Co-founder, Board Member, GCCA**  
**Chairman of the board, Nordic Innovation Accelerator Ltd**  
Finland - [www.nia.fi](http://www.nia.fi)

[Nina.harjula@nia.fi](mailto:Nina.harjula@nia.fi)

