



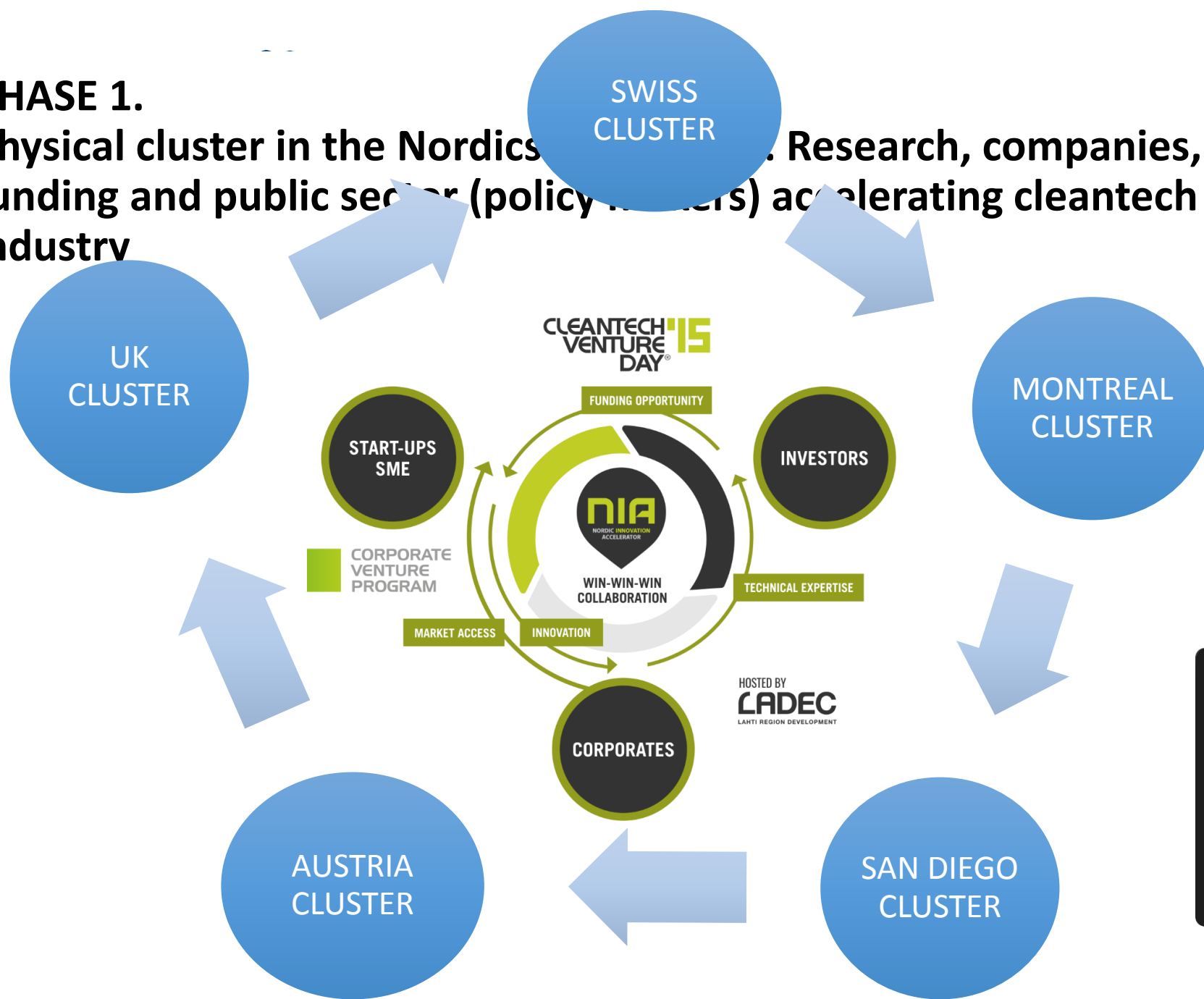
Online Platform for SDGs

Nina Harjula, Co-founder, Board Member, GCCA,
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PHASE 1.

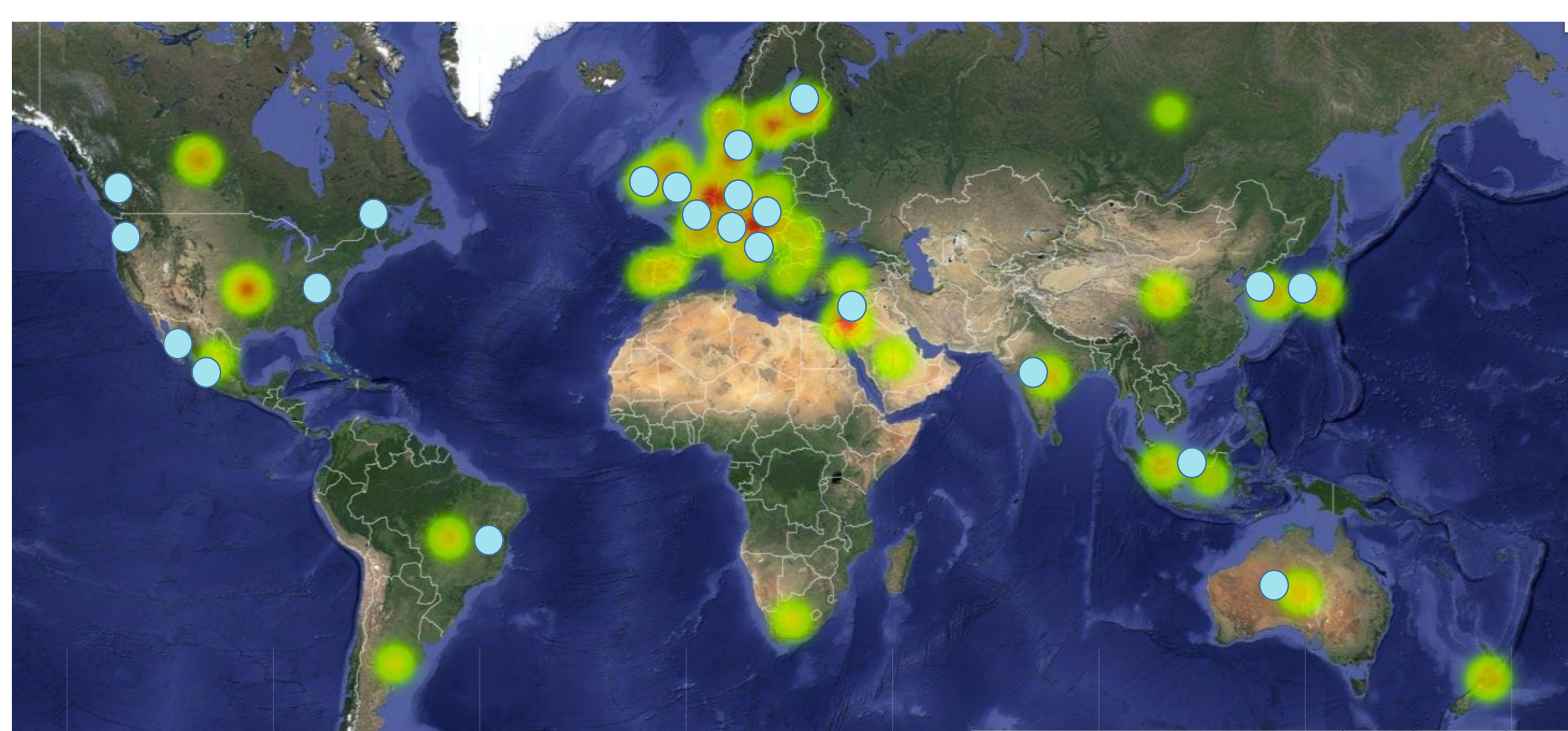
Physical cluster in the Nordics. Research, companies, funding and public sector (policy makers) accelerating cleantech industry



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

Developed and tested in the
Nordics by NIA since 2013





**Cleantech Group's Cleantech innovation index embedded in google-map*

**GCCA member clusters – the potential D-HUB network*

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.



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