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 connecting 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.

Nina Harjula, Co-founder, Board Member, GCCA
Chairman of the board, Nordic Innovation Accelerator Ltd
Finland - www.nia.fi

Nina.harjula@nia.fi