DA-SPACE workshop
Oct 10th 2017, Bucharest

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CEO Demola International

AGENDA Oct 10th 2017

1. **DEMOLA recap**

2. **Expectation management**
   attracting participants
   expected outcomes

3. **DA-SPACE innovation process**
   milestones and facilitation
   IPR management
   solving problem situations

4. **Evaluation**

5. **DA-SPACE challenges**

6. **Open session**

DEMOLA

OUTSOURCING	←——————→	CO-CREATION
RESOURCES	←——————→	NEW THINKING
SOCIAL RESPONSIBILITY	←——————→	PURE DEVELOPMENT

DEMOLA RECAP

DEMOLA IN ACTION

Global innovation operator with proven method

26

CITIES SERVED
BY DEMOLA
NODES

Global platform for concrete innovation activities

56

UNIVERSITIES
IN 15 COUNTRIES

Global reach, wide expertise and target ecosystem understanding

96

PROFESSIONAL
FACILITATORS

Professional facilitation enabling effective co-creation

900+

INNOVATION
PARTNERS

Proven globally and synchronised process

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TYPICAL INNOVATION WORK CHALLENGES FOR ORGANISATIONS

SINGLE EXPERIMENTS ARE NICE BUT TOO OFTEN WITHOUT REAL IMPACT

———

Risk of execution over learning

INNOVATION REQUIRES DIVERSE TEAMS AND NEW SET OF CAPABILITIES

———

Risk of working in silos

NEED FOR SCALABLE PRACTICES FOR OPEN CO-CREATION

———

Risk of losing scalability

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DEMOLA IN ACTION

3 MONTHS CO-CREATION PROCESS

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Challenge your innovation thinking and validate ideas through demo-building. Demola services complement internal R&D and university-business cooperation to enable better investment decisions.

COMPLETE IPR & AGREEMENT FRAMEWORK DESIGNED FOR CORPORATE CO-CREATION

· · · · ·

Demola is a mind-set, where testing of ideas is easy and you don't have to know everything. Our trusted IPR & agreement framework supports the open collaboration and co-creation.

PROVEN AND GLOBALLY SYNCHRONIZED PROCESS

· · · · ·

Our proven tools & processes provide fast and easy way to get started. Professional facilitation enables effective co-creation between your employees and the project teams.

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PERSPECTIVES BEYOND OUR CORE COMPETENCES

Teams are formed from partner staff and university students based on individual interests with multidisciplinary approach.

Demola is internationally part of universities' teaching, research and commercialisation processes providing an unique opportunity to create inspiring combinations of knowledge and to utilise research output.

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OPPORTUNITY TO CREATE AND LEVERAGE NEW INTELLECTUAL PROPERTY WITH DEMOLA

GLOBAL NON-EXCLUSIVE LICENSE

FULL IPR ACQUISITION

INVENTIONS

JOINT VENTURE

The model is designed and approved together with project partners meeting the needs of the legal policies of global enterprises.

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OUR INNOVATION PARTNERS

Wide range of partners reinventing innovation capabilities and innovation processes

NOKIA · intel · ILMARINEN · KONECRANES Lifting Businesses · DIMECC

SAAB · Ministry of Education and Culture · vodafone · Valmet FORWARD · SIEMENS

reHealth AFRICA · YLE · unicef · OpusCapita · Oulu Capital of Northern Scandinavia

CARGOTEC · Kela · OP-Pohjola · Canon · Attendo

VOLVO · FINGRID · ERICSSON · SEB · Zenit HOTELES

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KEY OBJECTIVES

New insights, culture and creative thinking

Valuable co-creation project results

Capability, facilitation and scalable practices

INNOVATION
RESPONSIBILITY

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CHANGING LANDSCAPE OF REQUIRED CAPABILITIES

Attribute	Traditional projects	Innovation work
Scope	Pre-defined problems and clear target	(Re)defined and validated scope during the project and again Small discoveries along the way
Team	Efficiency Professional track record	More diversity Attitude and inspiration
Main quality factors	Fulfilling specifications, re-usability of results	Creating value for the customer/user Re-usability of concept
Thinking patterns	Follow rules	Think differently and challenge assumptions

PASSION-DRIVEN TEAM-BUILDING

...students, customer representatives and even participating reseachers !

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WHY TO INTEGRATE DEMOLA INTO DEGREE PROGRAMMES?

- ✓ Structured evaluation and reflection support

- ✓ Tool for multidisciplinary co-creation course with international setup and active participation of businesses and public sector

- ✓ Structured facilitation and processes enables teaching staff to focus on supporting students' learning and reflection

- ✓ Opportunity for participating teaching staff to develop new teaching methods for changing needs of innovation work

- ✓ Utilising Demola as an asset for universities' marketing to new students and partners

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RESEARCHERS AS DOMAIN EXPERTS

✓ Stay updated on industry needs & vision

✓ Cross-domain customer contacts

✓ Fuel for research process

✓ Opportunity to showcase expertise and build personal expert brand
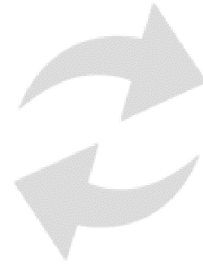
✓ Platform to leverage research output and IPR portfolio

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A

Problem validation and context awareness

We focus on
understanding the local
target ecosystem and
validation of the problem
and the opportunity.

B

Concept and customer development

Learnings are immediatly
integrated into the
development work and
concept definition.

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   milestones and facilitation
   IPR management
   solving problem situations

4. **Evaluation**

5. **DA-SPACE challenges**
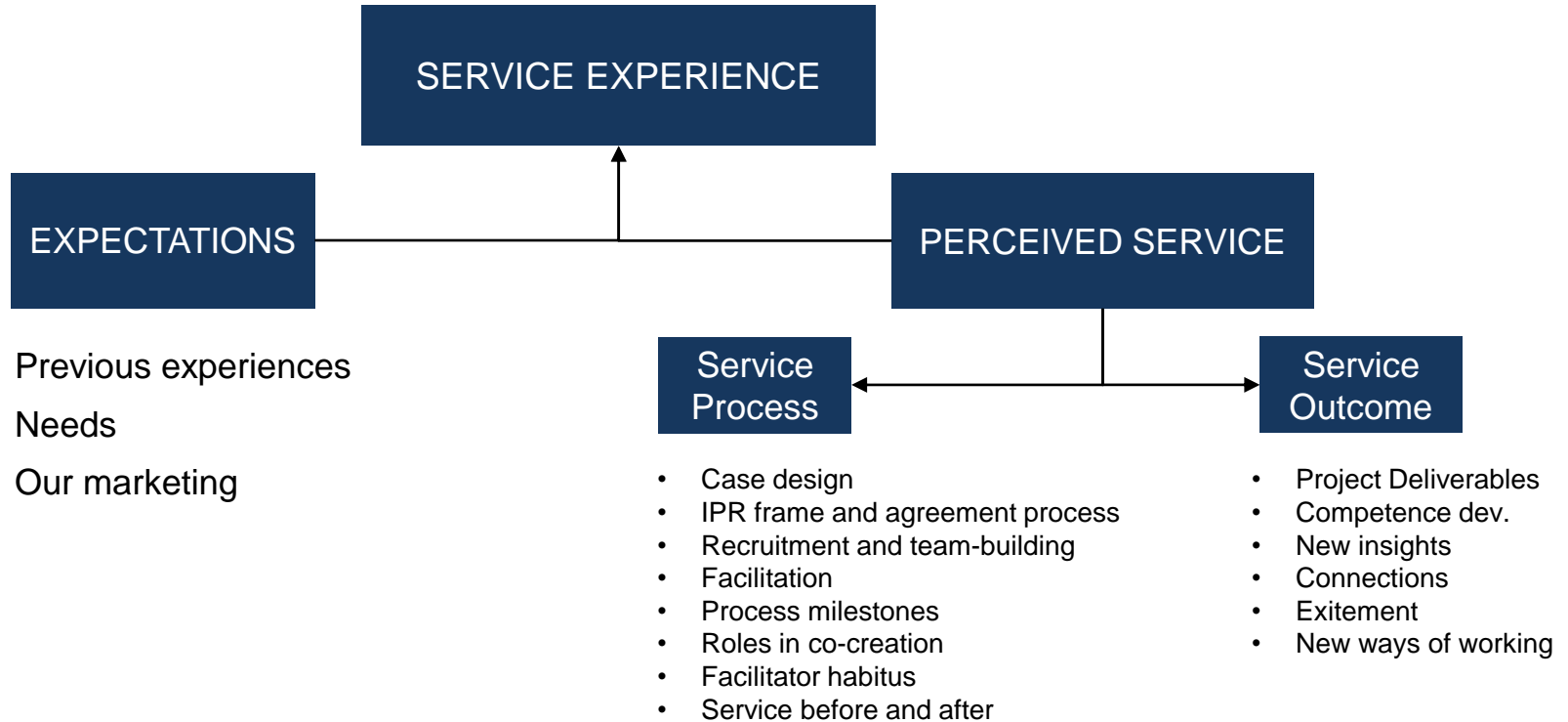
6. **Open session**

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EXPECTATION MANAGEMENT

Building right expectations to support value-creation
IN DA-SPACE PROJECT CONTEXT

Who is the customer / who are the customers?

Who is the client?

What are the differences in our customers' and client's expectations?

HOW DO WE CREATE SERVICE EXPERIENCE?

SERVICE EXPERIENCE

EXPECTATIONS

Previous experiences

Needs

Our marketing

PERCEIVED SERVICE

Service Process

- Case design
- IPR frame and agreement process
- Recruitment and team-building
- Facilitation
- Process milestones
- Roles in co-creation
- Facilitator habitus
- Service before and after

Service Outcome

- Project Deliverables
- Competence dev.
- New insights
- Connections
- Exitement
- New ways of working

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Setting the scenes…
EXPECTATIONS OF THE PARTICIPANTS

COMPANIES AS PROJECT PARTNERS

What do the companies expect? Do their needs differ from their expectations?

Key questions for potential participants
- Why are they interested in participating? Previous experiences on similar models?
- How much are they ready to invest in the project and participation? Time, money, other assets…
- Is the partner interested in co-learning on the way, instead of just stating that he/she knows exactly what they need. "Do you know what you want the deliverables to be?"
- Is the Partner willing to challenge his/her current way of thinking?

Key decisions for our innovation environment
- What do we promise? Actual project results or something else?
- How much companies' participation we require and why?
- How do we balance our approach between "student innovation projects" and real co-creation projects?
- What are the mental barriers partners must overcome and sacrifices the partners must make?

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How do we select our partners?

Do we accept everyone?

STUDENTS AS KEY INNOVATORS

What do the students expect? Do their needs differ from their expectations?

How to set optimal circumstances for co-creation
- Why should they be interested in participating?
- How much are they willing to invest time every week to work with the team?
- Learning VS rewards VS other direct opportunities as key driver to participate?

Key decisions for our innovation environment
- What do we promise?
- How do we position DA-SPACE projects with other project work courses at universities?
- Working for VS working with the company partners ?
- Who is responsible for the results and teamwork?
- Professional touch VS "just students"

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DA-SPACE CONTEXT

EXPECTED OUTCOMES OF INNOVATION PROJECTS?
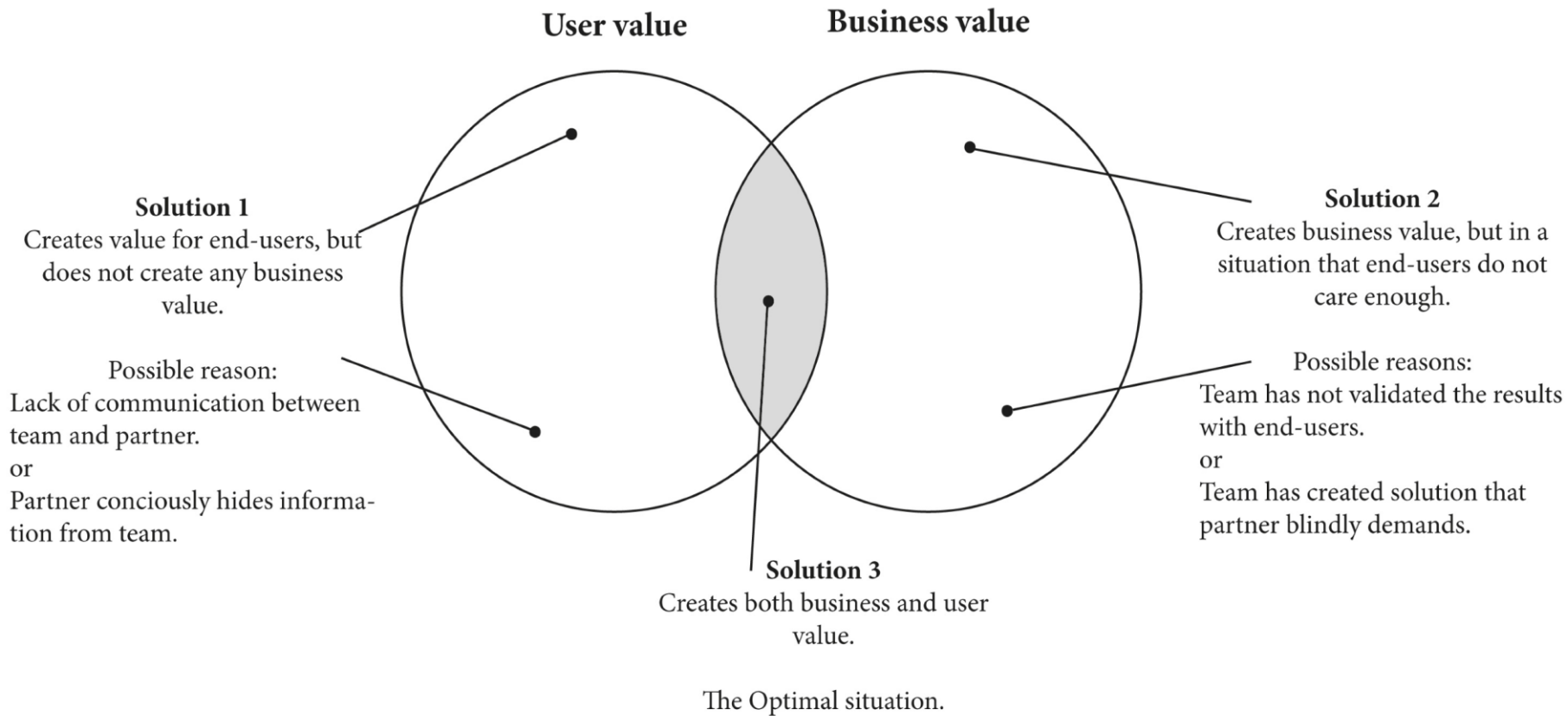
**HOW DO WE DEFINE
THE VALUE OF THE OUTCOMES?**

One generic framework…

SURFACE VALUE

BUSINESS VALUE

USER VALUE

User value **Business value**

Solution 1
Creates value for end-users, but does not create any business value.

Possible reason:
Lack of communication between team and partner.
or
Partner conciously hides information from team.

Solution 2
Creates business value, but in a situation that end-users do not care enough.

Possible reasons:
Team has not validated the results with end-users.
or
Team has created solution that partner blindly demands.

Solution 3
Creates both business and user value.

The Optimal situation.

DA-SPACE
INNOVATION PROCESS

DA-SPACE CONTEXT

IPR MANAGEMENT AND AGREEMENT STRUCTURE

How intellectual property is managed in DA-SPACE innovation projects ?

Does the selected IP frame support desired expectations and value-creation ?

Who is responsible for the contract management and takes the legal liability ?

What mechanisms do we have for problem situations ?

DA-SPACE INNOVATION PROCESS

DA-SPACE innovation process phases ?

Core milestones and process elements ?

Facilitation of co-creation between milestones

Who will facilitate the projects ?

FALL IN LOVE WITH

THE PROBLEM

NOT THE SOLUTION

DESIGNING INNOVATION
(EXPERIMENTATION)
PROJECTS

To motivate participants and to drive novel thinking…

Are the problems we are solving big enough?

Over 60% of the jobs can easily be made obsolete by artificial intelligence…

EVALUATION

Key evaluation areas in Demola context

Overall performance evaluation

Customer specific impact metrics

Evaluation of students' learning outcomes

Regional impact

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FEW EXAMPLE METRICS FROM DEMOLA

- 50% of the customers were able to involve their customers and other meaningful stakeholders in the projects

- 66 % of the customers did create meaningful contacts

- 58% of the customers feel researcher engagement is important and valuable

- 100% of the customers participating their second (or more) project would recommend Demola to their network

DEMOLA

City of #Oulu #demola team having an intensive meeting in #OpxCowork with the project partner, Oulu Adult Institute. @PenttilaMika

8:23 PM - 4 Oct 2017

#Demola #Oulu project partners @valmetglobal and @HartelaYhtiot sharing and connecting ideas to create better services for the citizens.

8:31 PM - 4 Oct 2017

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DA-SPACE
EXPECTED IMPACT

Key project objectives ?

Target impact and metrics ?

Long-term vision?

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