Innovation strategy of Tekes

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What is innovation?

Innovation is a knowledge-based competitive edge, used to the benefit of business, society and well-being.

Innovation can comprise

- new knowledge, competencies, technology
- a new product, technical solution, production process
- a new expert service
- a new design or brand
- a new business operating model, value chain or value network
- new working practices, organisation or management model
- a public service realised in a new way.

Source: Ministry of Employment and the Economy

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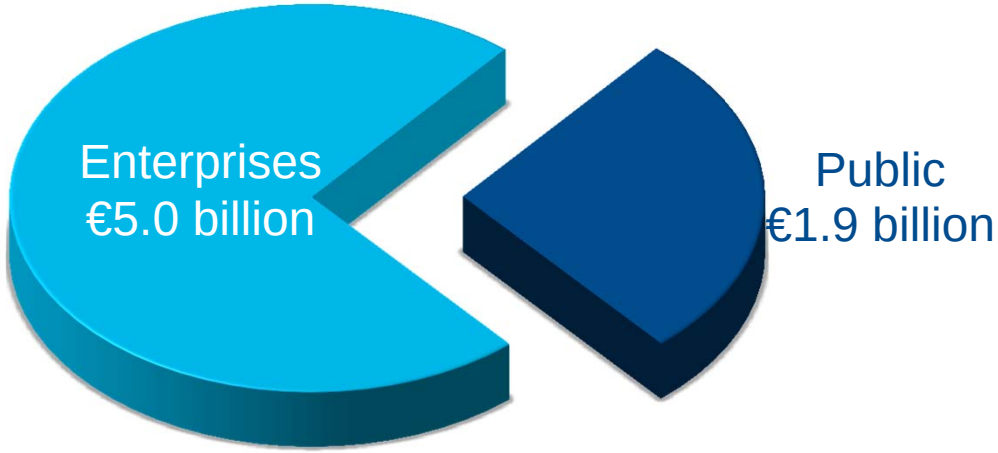
R&D input in Finland

Total 6.9 billion euros, 4.0 percent of the Gross Domestic Product (GDP) in 2009



Sources: Statistics Finland and Tekes

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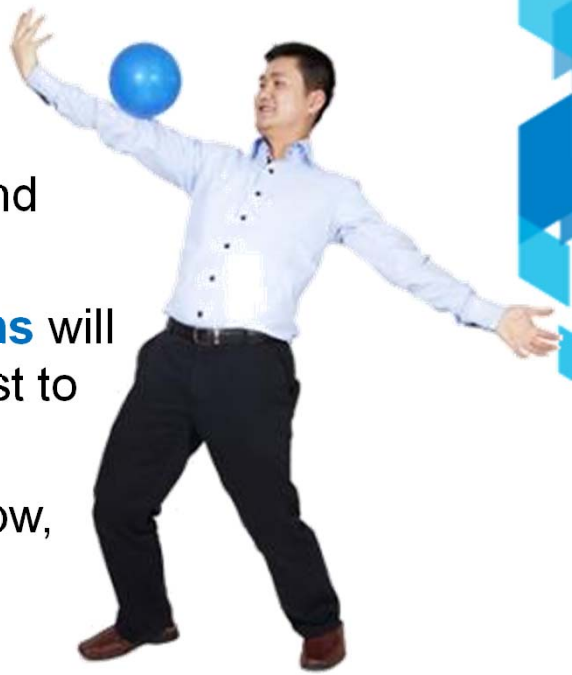
Challenges in the innovation environment

Changes that will challenge us to renew

- **Global division of labour** is changing and operations are moving to global value networks
- **Social structures** will change due to urbanisation and ageing of population in industrial countries
- **Demand for environmentally sustainable solutions** will grow, while ecological issues are not as yet of interest to everybody
- **Demand for tailored** and individual solutions will grow, driven by demanding end users and user groups
- **Technologies will advance and be transferred rapidly** around the world
- **Development will be guided by usability** and user experience, throwing technology into shade



Growth and wellbeing from renewal

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For whom?
Customers

Strategy by the customer group

The key customer group is SMEs seeking growth trough internationalisation

Other important funding targets:

- High-risk, growth-oriented development projects by companies of moderate growth
- Projects of large enterprises if external impacts on other actors are significant, or if the company is essentially reinventing its business operations
- Multi-disciplinary public research teams capable of laying a good foundation for research oriented business operations and new fields of spearheading expertise
- Public service development selectively under partnership programmes with the Ministries responsible for the services

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Funding for innovative companies

Funding criteria

- Business activity to be pursued
- Competence and know-how to be developed (compared to company's exiting competencies)
- Cooperation to be developed and utilised
- Impact of Tekes' funding and expert work on project implementation

Additional funding criteria for large companies

- Funding only for high-risk R&D, not for regular product or process development
- Priority to R&D projects carried out in cooperation with universities or small businesses

Funding for public research

Funding criteria

- competence to be developed
- cooperation (in Finland and abroad)
- utilization of results

Special emphasis on cooperation with companies

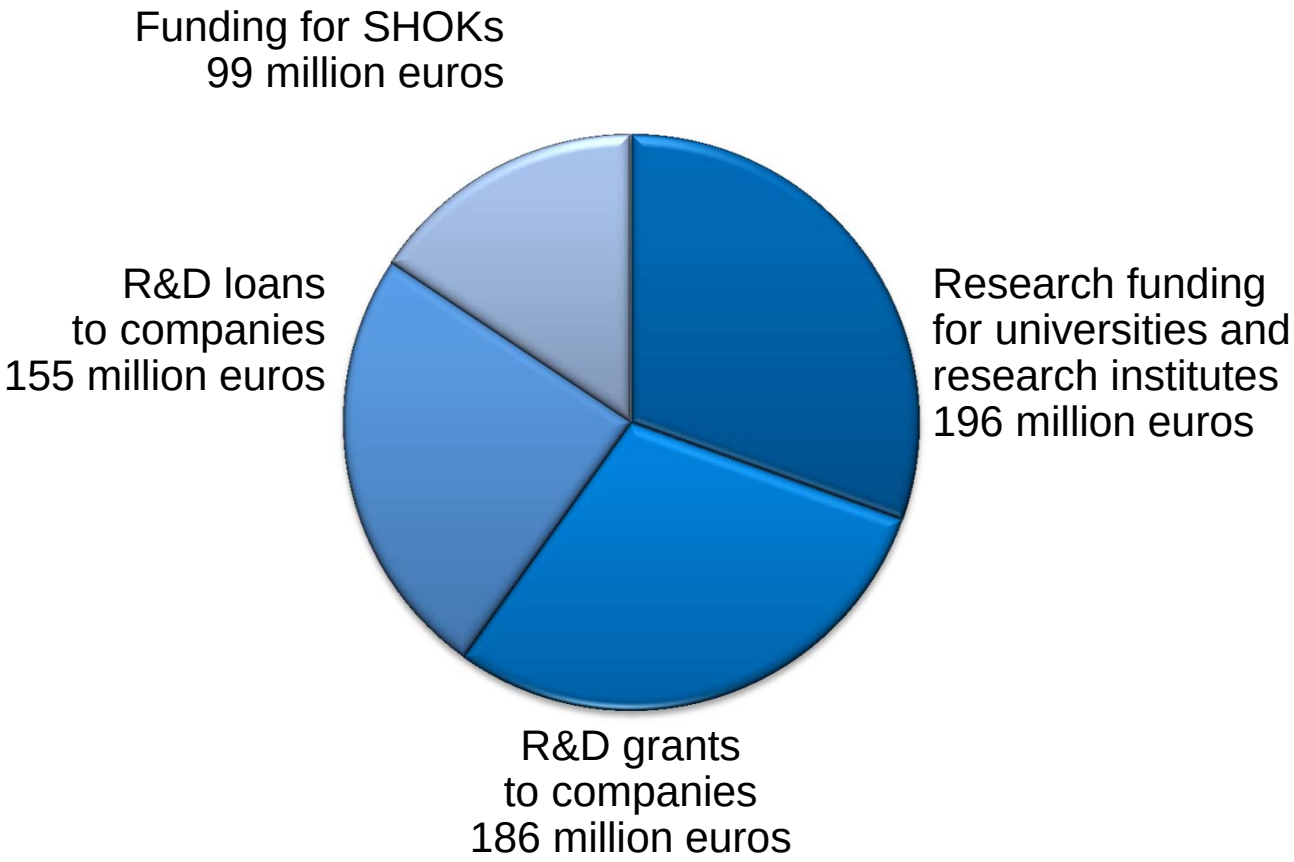
- Co-funding from enterprises is expected in most project
- Priority is given to projects containing international cooperation

Funding for international research cooperation

- Funding for Finnish research organisations for their participation in collaborative research projects
- Project funding available for inward and outward researcher mobility through Finnish research organisations
- Special funding scheme for top researchers FiDiPro

Tekes R&D funding in 2010

Total 633million euros and 1,896 projects



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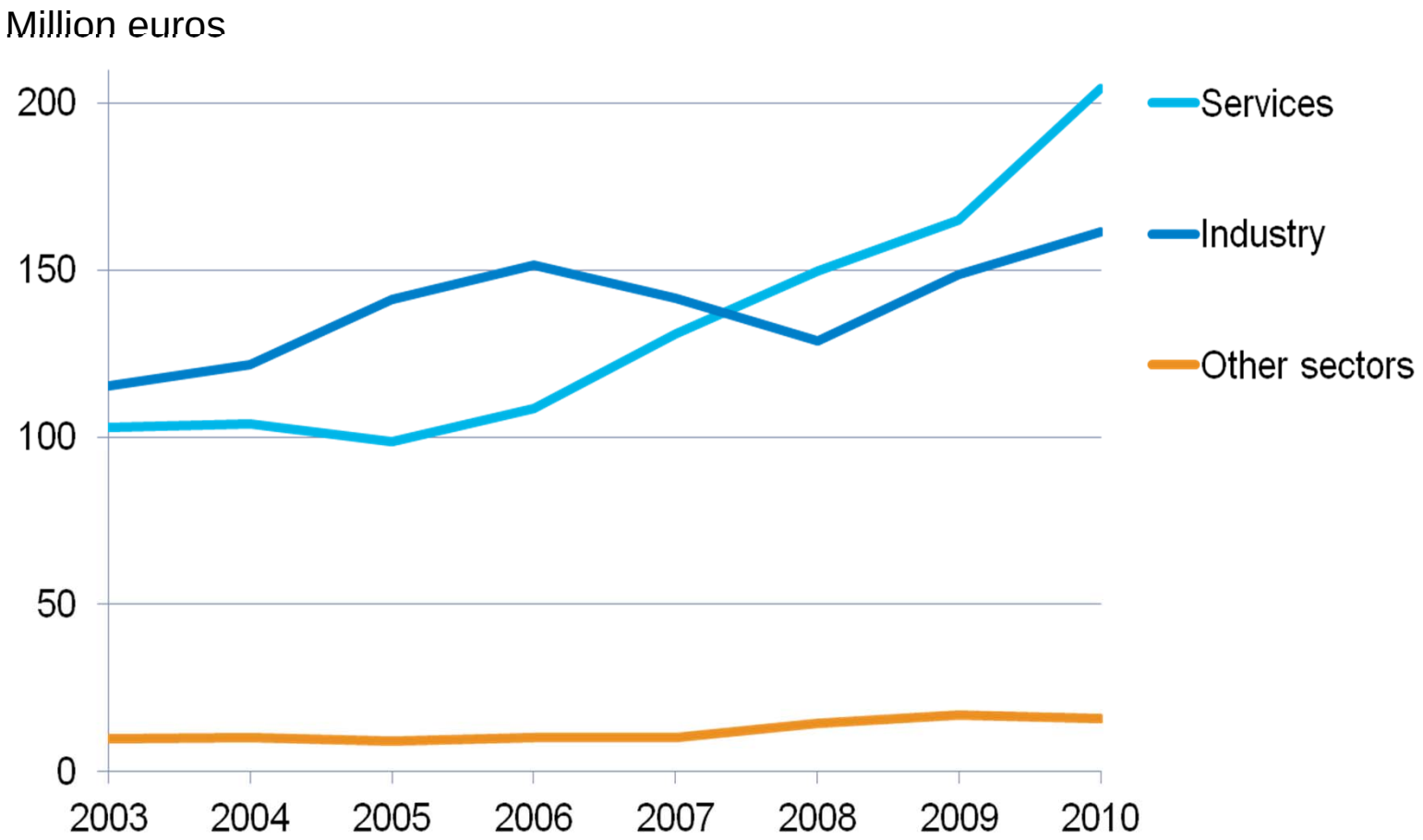
Tekes R&D funding by sectors



Construction is included in the industrial figures.

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Case:
Gymi Fitness Club for Kids and Youngsters

- Gymi is a fitness club for kids and youngsters.
- Gymi offers a variety of GymiArts: parkour, breakdance, gymnastics, circus, yoga etc. Instructed classes for all ages, starting from 6-month-old babies up to senior adults.
- With funding from Tekes, Gymi's business concept was developd into a franchise business
- www.gymicom.com

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Case:

ISS Facility Services Ltd.

- With help of Tekes, Finland's leading provider of facility services developed its concept to manage customer relationships
- Development project contained
  - Value based customer segmentation
  - Development of customerships service models and related tools
- ISS Facility Services is a member of ISS Group, a publicly listed company headquartered in Denmark
- www.iss.fi

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How non-Finnish companies and universities can benefit from Tekes services?

If you are interested in establishing a business in Finland

- Contact Tekes representatives to discuss about your business and research & development plans
- Once you have established a subsidiary in Finland (e.g a limited company 100% owned by the foreign parent company), you are eligible to apply funding from Tekes

If you are interested in research cooperation with Finnish universities

- Contact directly the university you want to cooperate with to develop a project plan for a joint research project. Pay attention to IP rights
- Your Finnish partner may apply research funding from Tekes for
  - Seconding Finnish researchers to work abroad
  - To host incoming foreign researchers in Finland
  - For participation of Finnish researchers in international collaborative projects

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