

**CISTRANA workshop in Budapest March 9<sup>th</sup>, 2006**

# **Technology Programmes in Finland — Seed phase and value-added services**

**Jarmo Raittila  
Manager**



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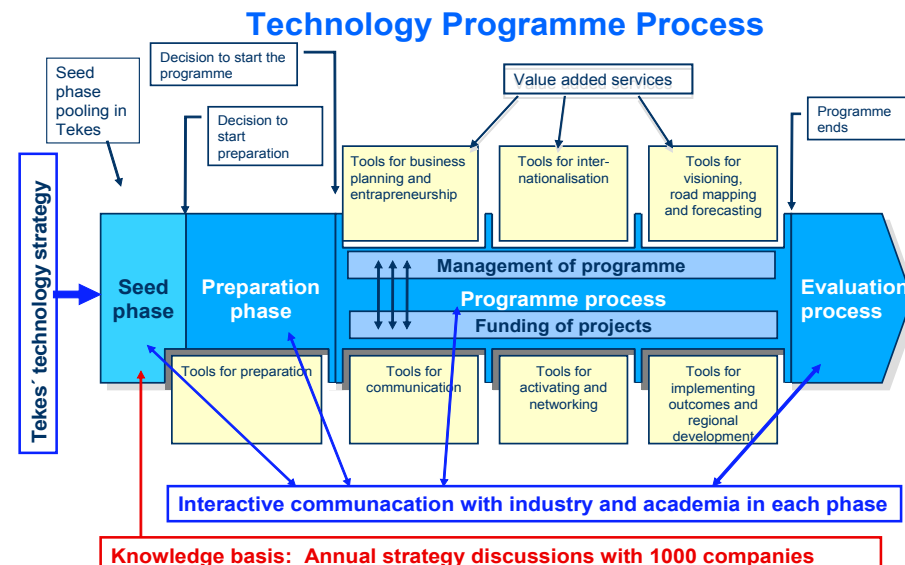
# Content of this presentation

## 1. Technology strategy giving directions

- Strategy – Continuous process
- Focus areas giving directions – To make choices

## 2. Technology programmes - implementing the strategy

- Seed Phase
- Value added Services

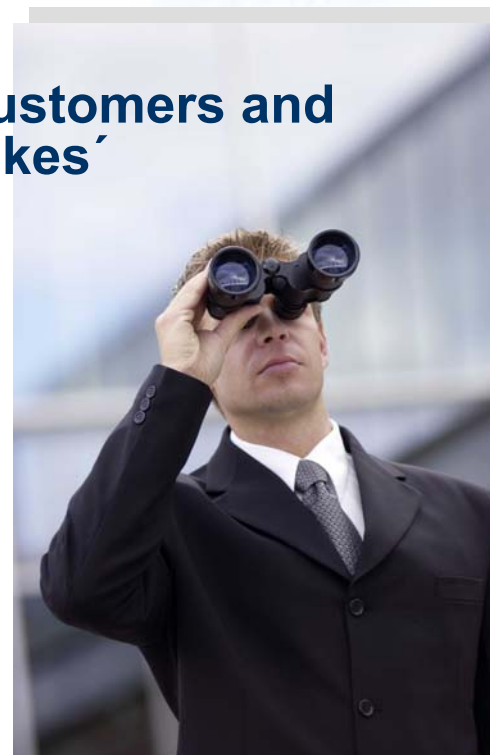


# Technology strategy

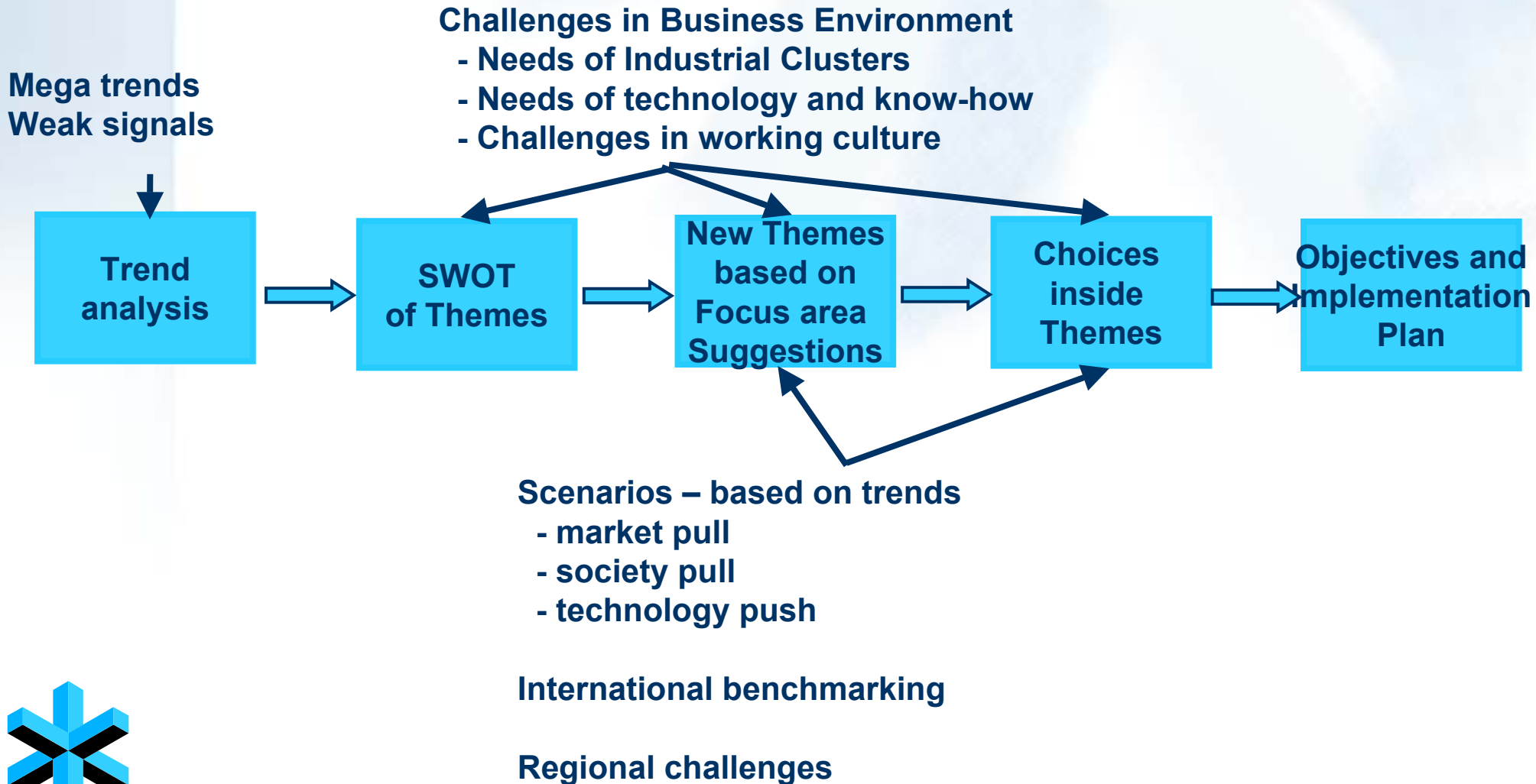
**Continuous process (in cooperation with companies and public sector) to guide Tekes activities**

**Why technology strategy:**

- To take a longer term view to the future
- To identify focus areas for Tekes' funding and activation
- Especially focus areas for technology programmes which are half of the total Tekes financing
- Tekes' technology strategy is important also for customers and key partners (views into Finland's future) - Part of Tekes' participation in public discussion
- Small country – **we have to make choices !**



# Technology strategy / Process to make choices





# **Technology strategy**

## **- global trends as driving forces**

### **Trends:**

- **globalisation and competition in business and innovation environment**
- **knowledge and competence and their management**
- **innovative networking**
- **sustainable development**
- **demographic changes (aging) and social development**
- **safety, security, health and values**
- **driving technologies**

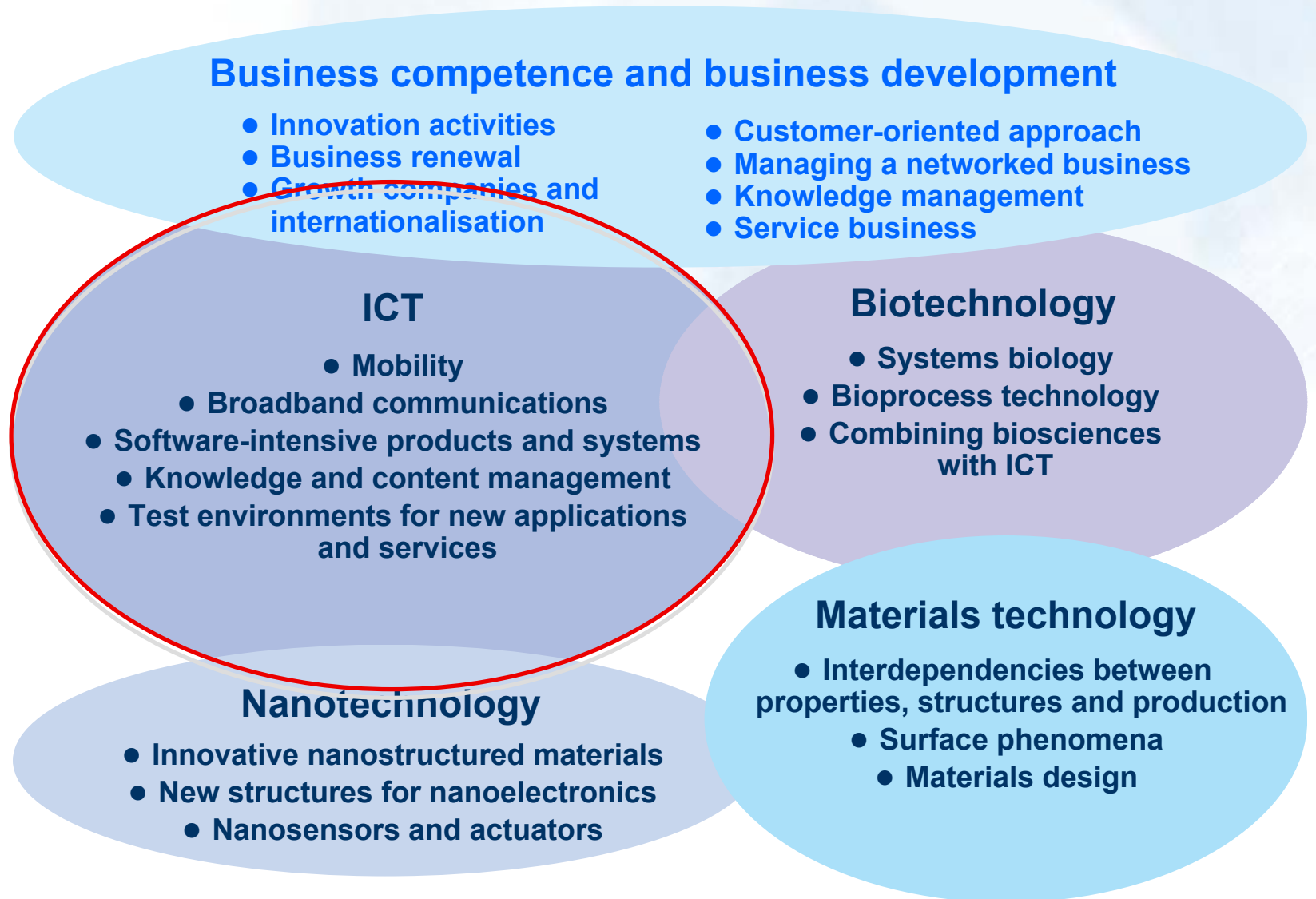


# Application focus areas

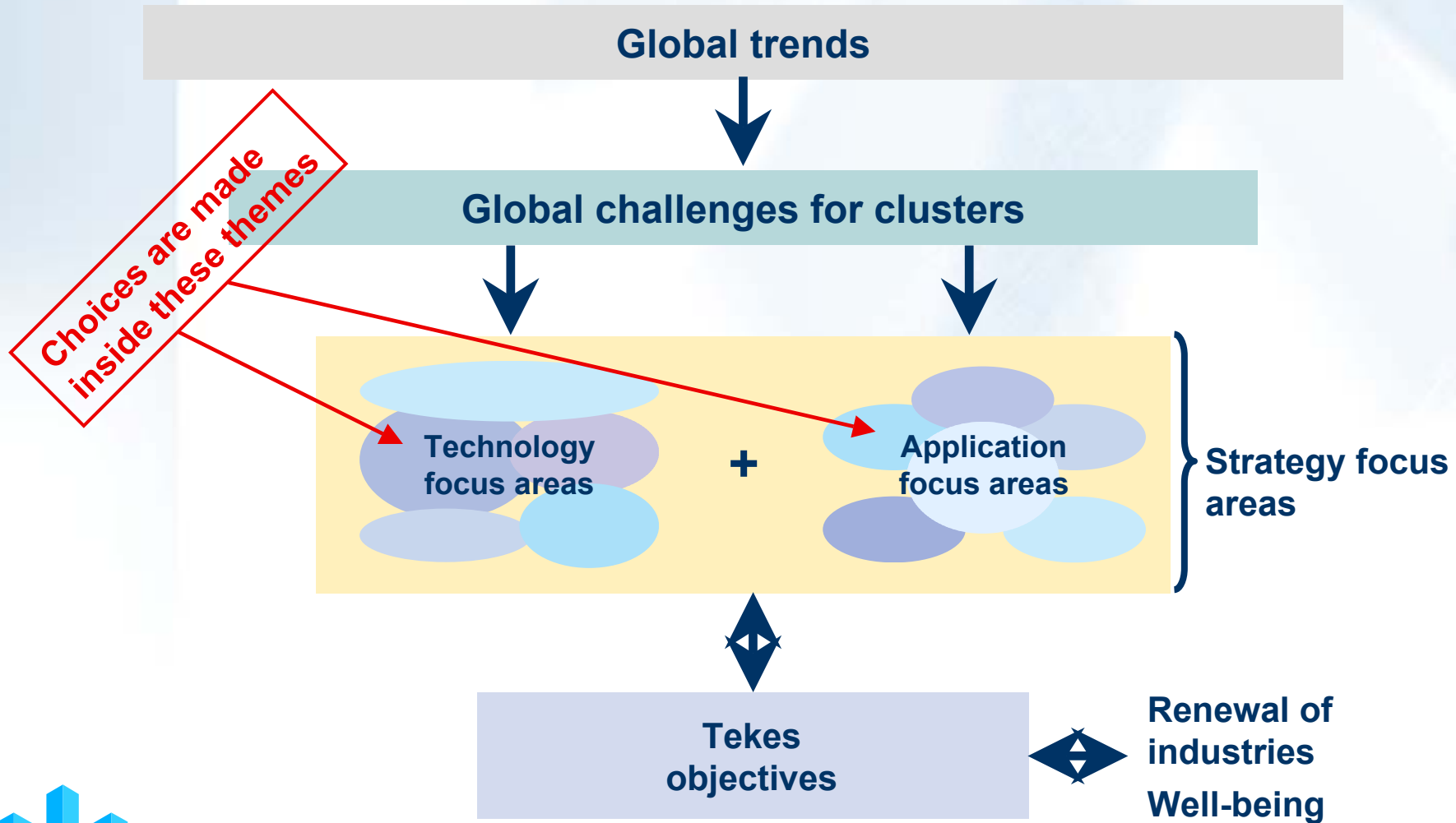


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# Technology focus areas



# Tekes strategy and focus areas



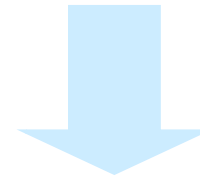
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**The future is in knowledge and  
Competence  
Technology strategy – a review  
of choices  
3/2002**



**Building on innovation –  
Priorities for the future 3/2005**



**Next process - 2006/2007 ?**

**Technology strategy is  
“Roadmap for Programmes”**



**3/2008 ?**



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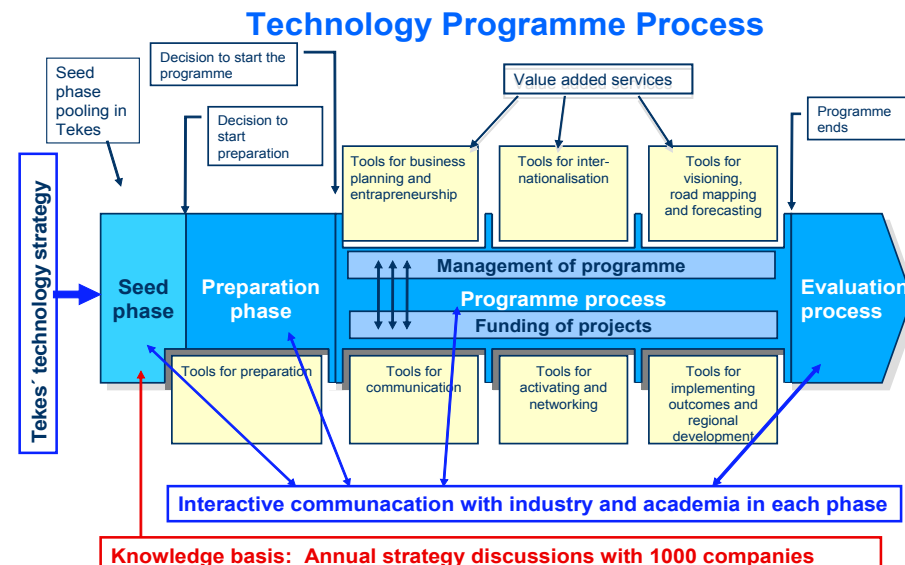
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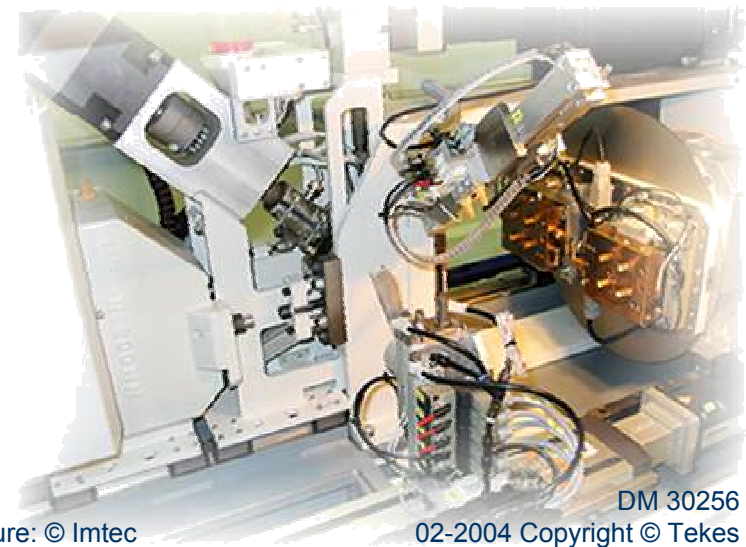
## 2. Technology programmes - implementing the strategy

- Seed Phase
- Value added Services

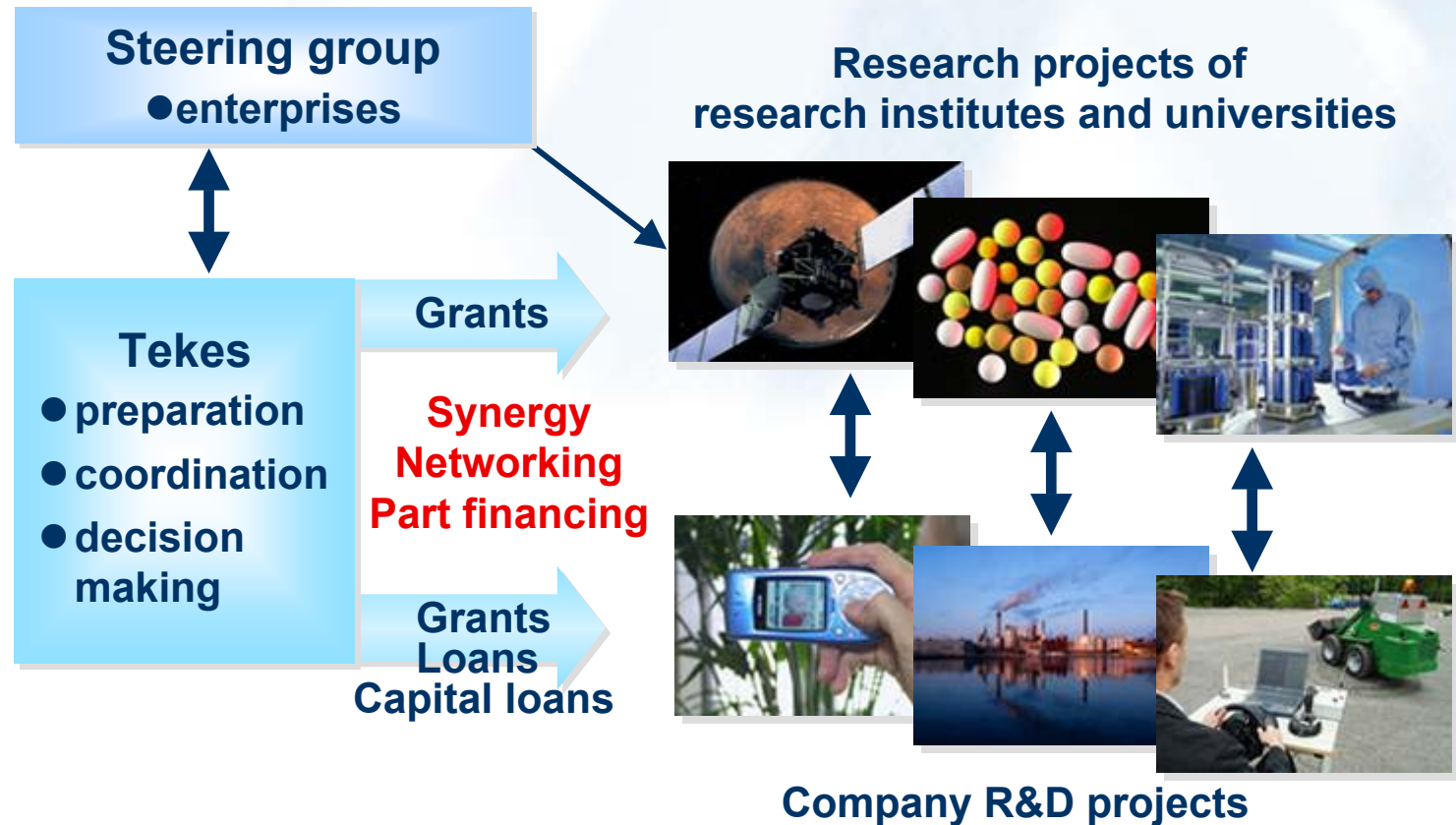


# What are Technology Programmes?

- **Multiproject programmes initiated, steered and part-financed by Tekes**
- **Focused on key technology sectors identified in Tekes' strategy focus areas**
- **Implemented in cooperation by companies and research units**
- **Companies can participate with their own projects or by joining common research projects**
- **Projects and results are partially public**



# Technology Programme Model

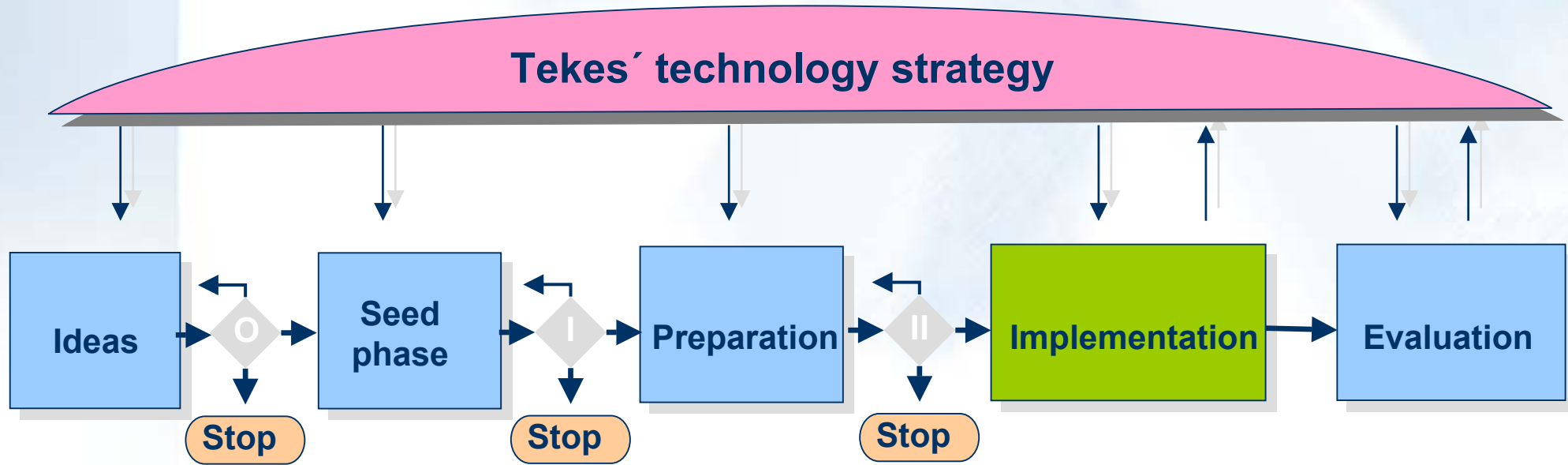


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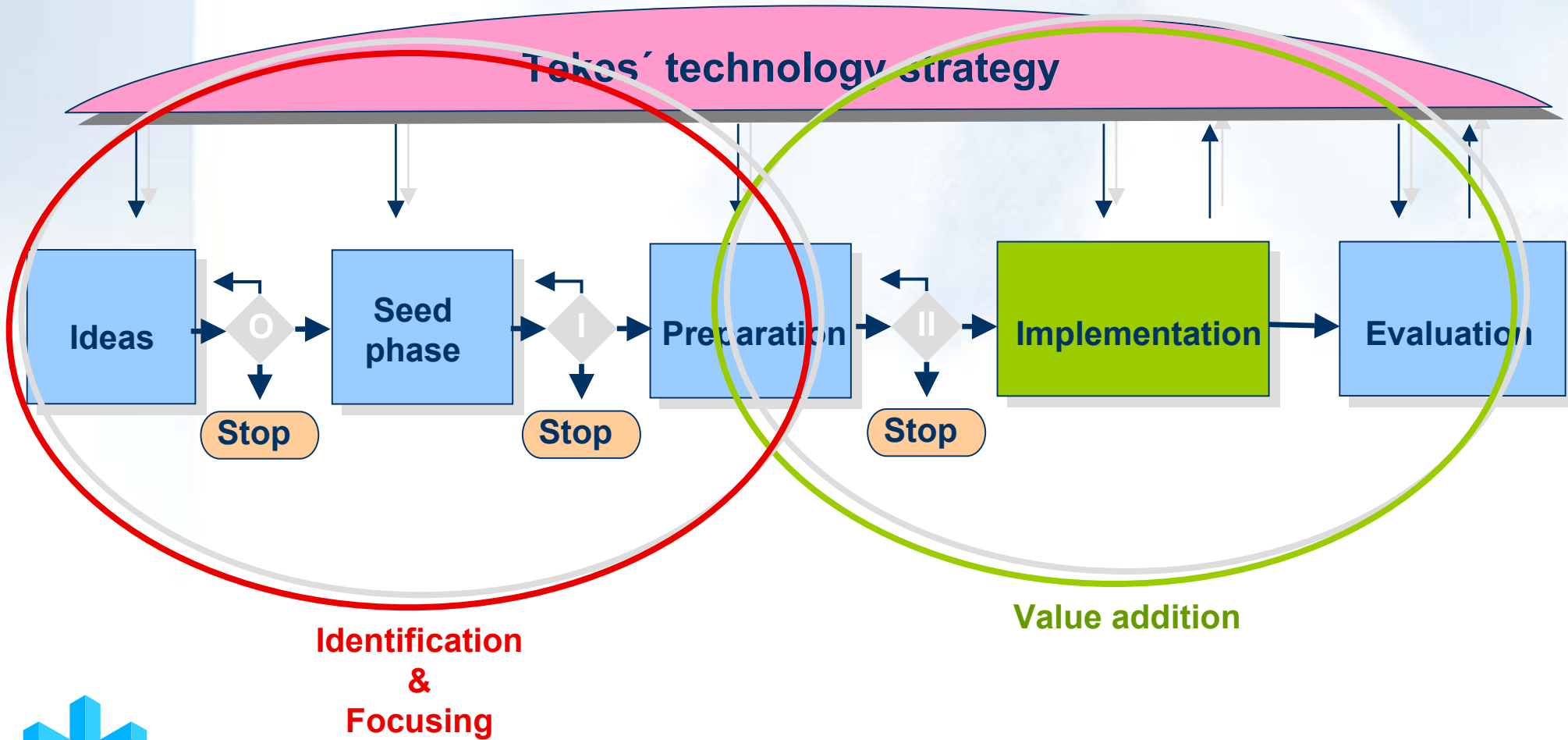
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# Phased Technology Programme



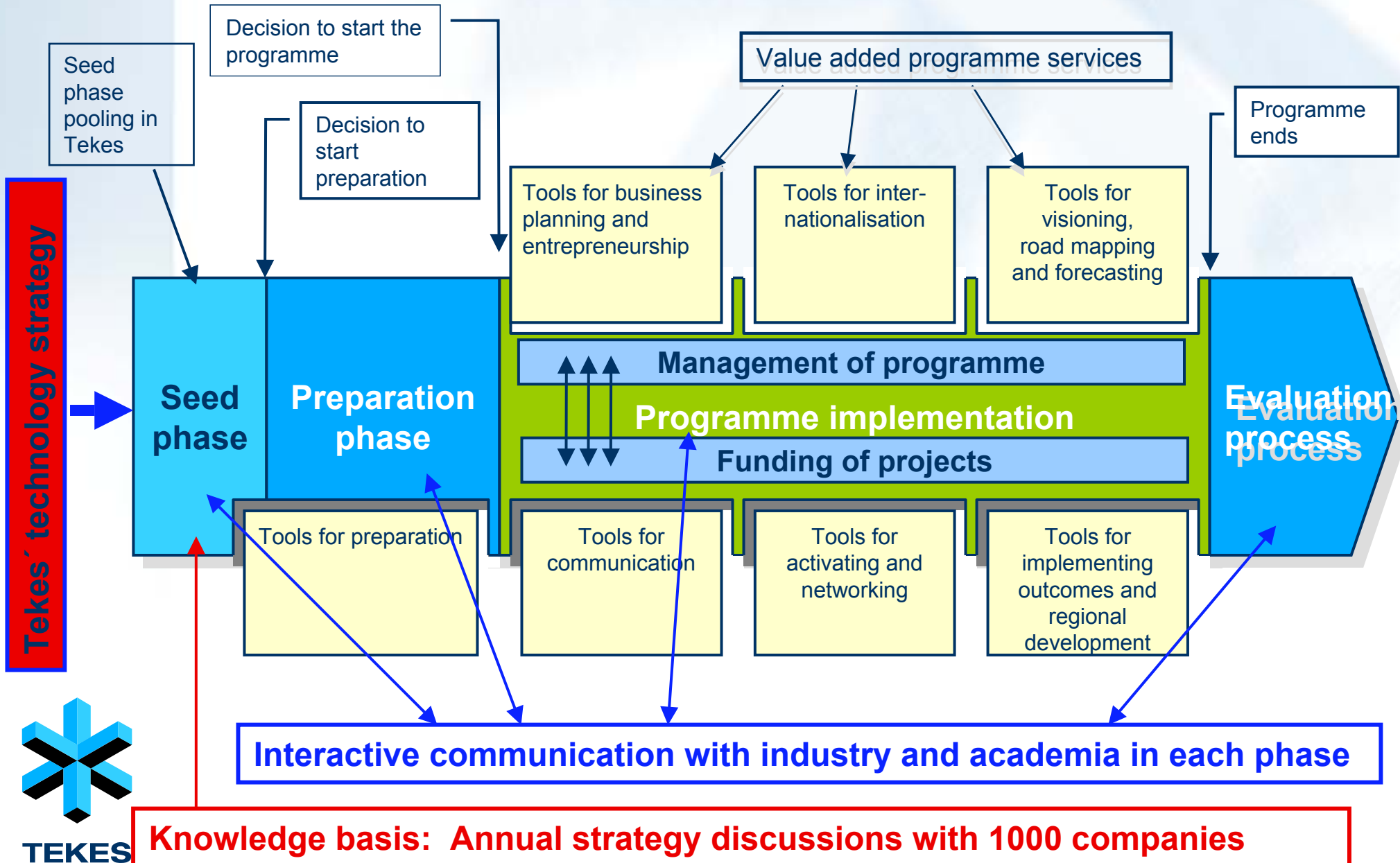
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# Phased Technology Programme

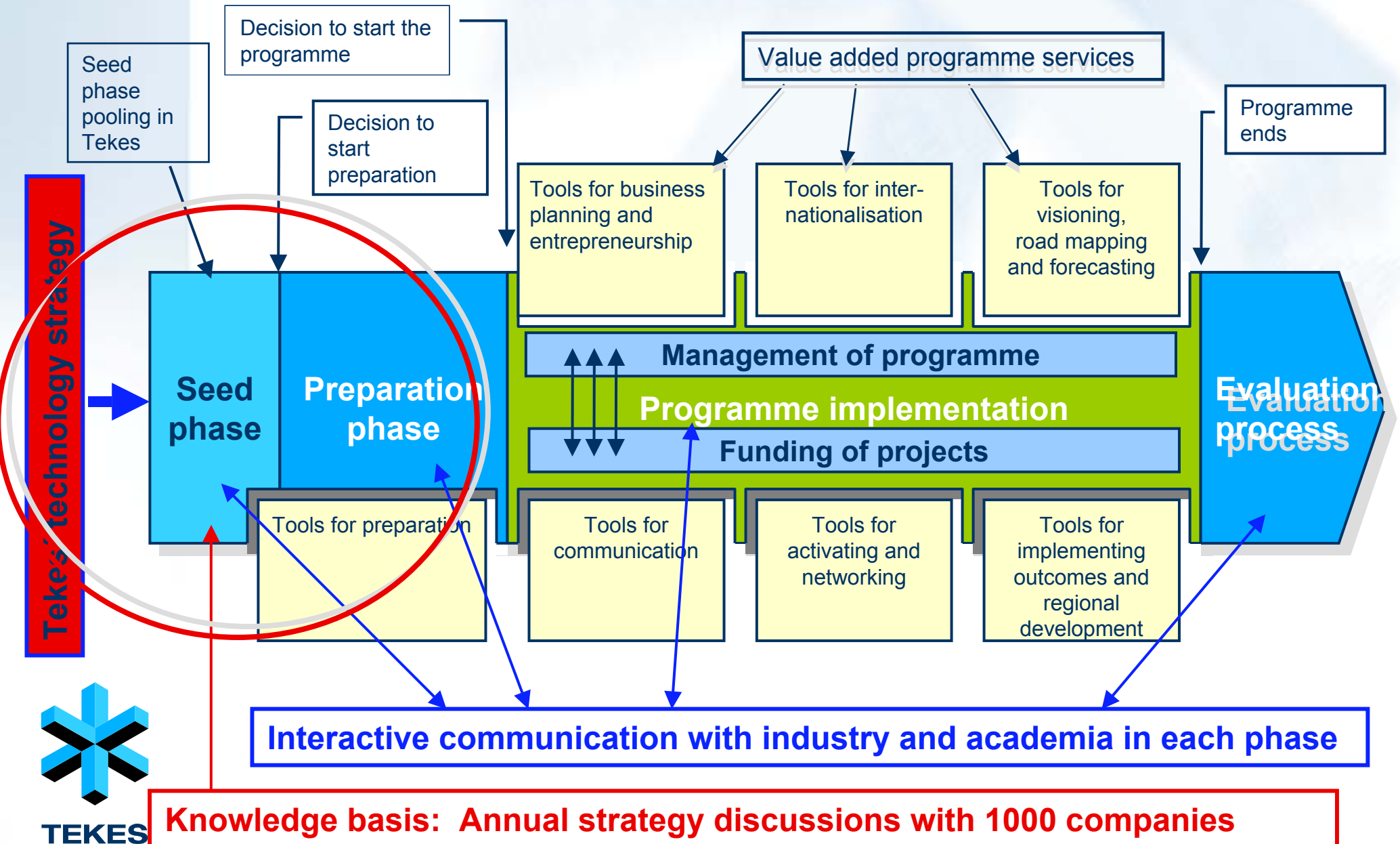


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# Technology Programme Process



# Technology Programme Process





# Seed & Preparation Phase



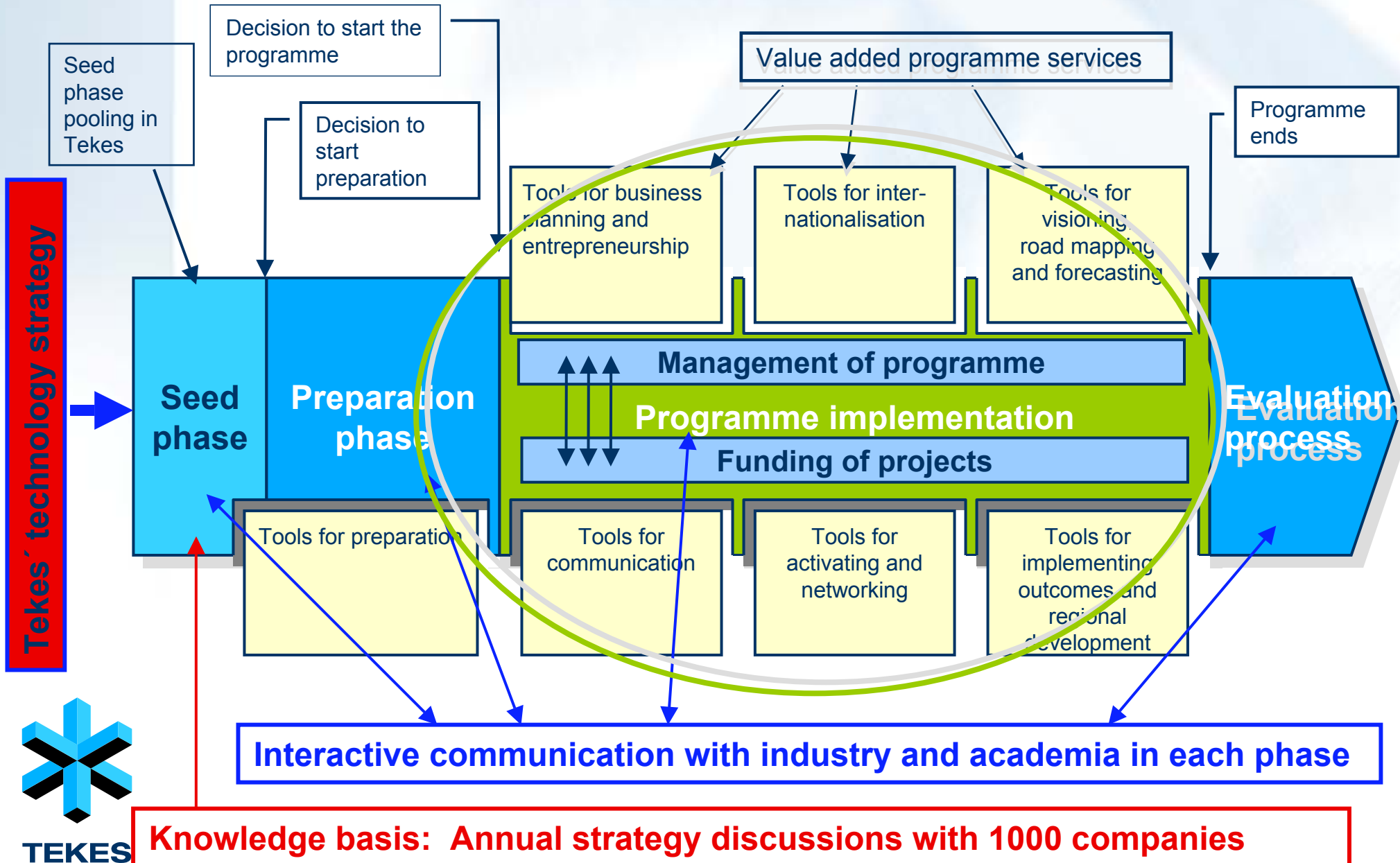
- Internal team (motivation)
- Subject review (relevance)
- Analysis & forecasts
- Research Landscape (VTT)
- Business analysis (international view) (Finpro)
- Seminars & feedback (publicity)
- Proactive co-operation (Know how)

**Make Decision STOP or GO**



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# Technology Programme Process



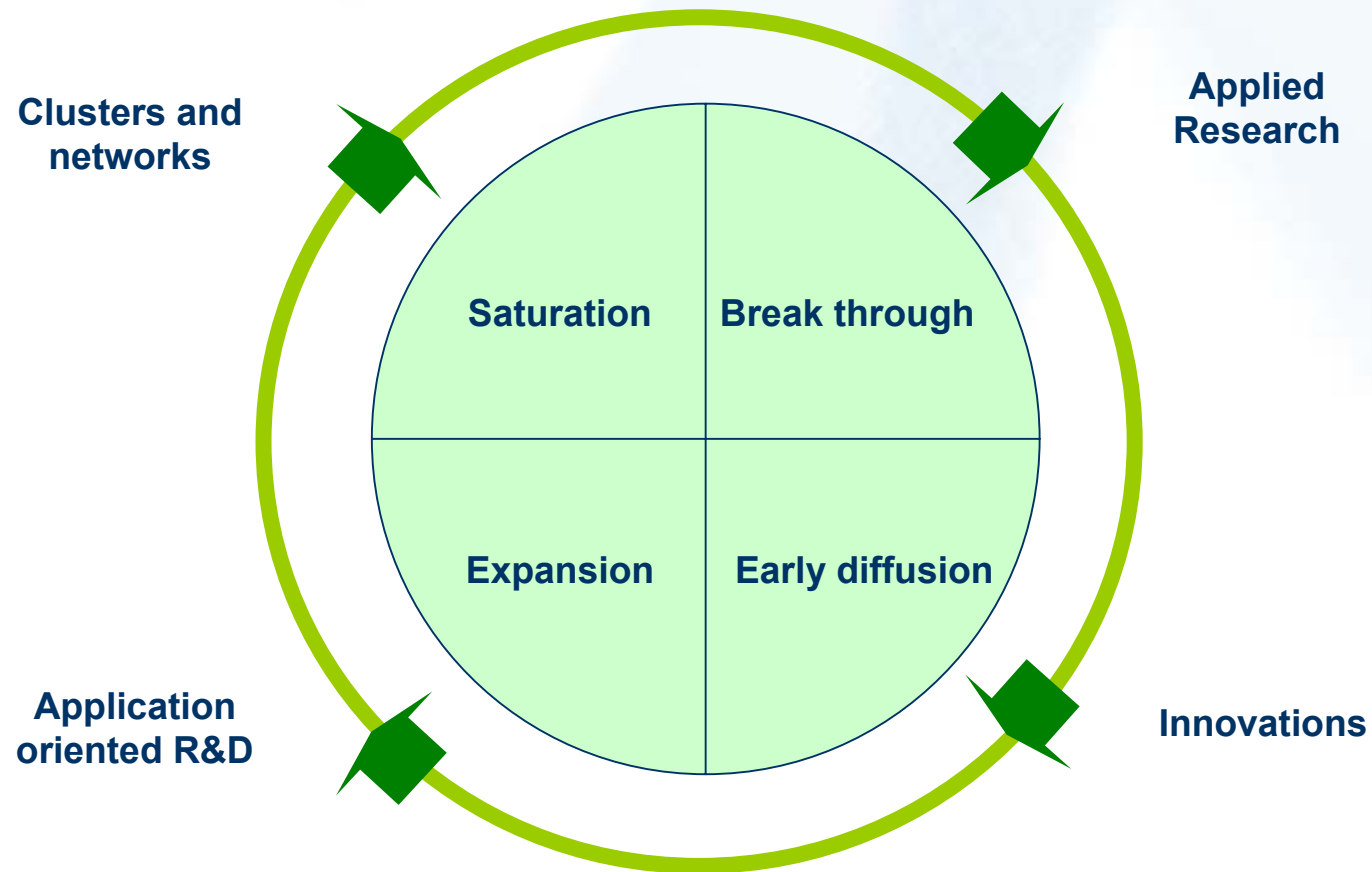
# Value added Programme Services

Today programme activities incorporate many support mechanisms in different amplitude  
*(additional to single project funding):*

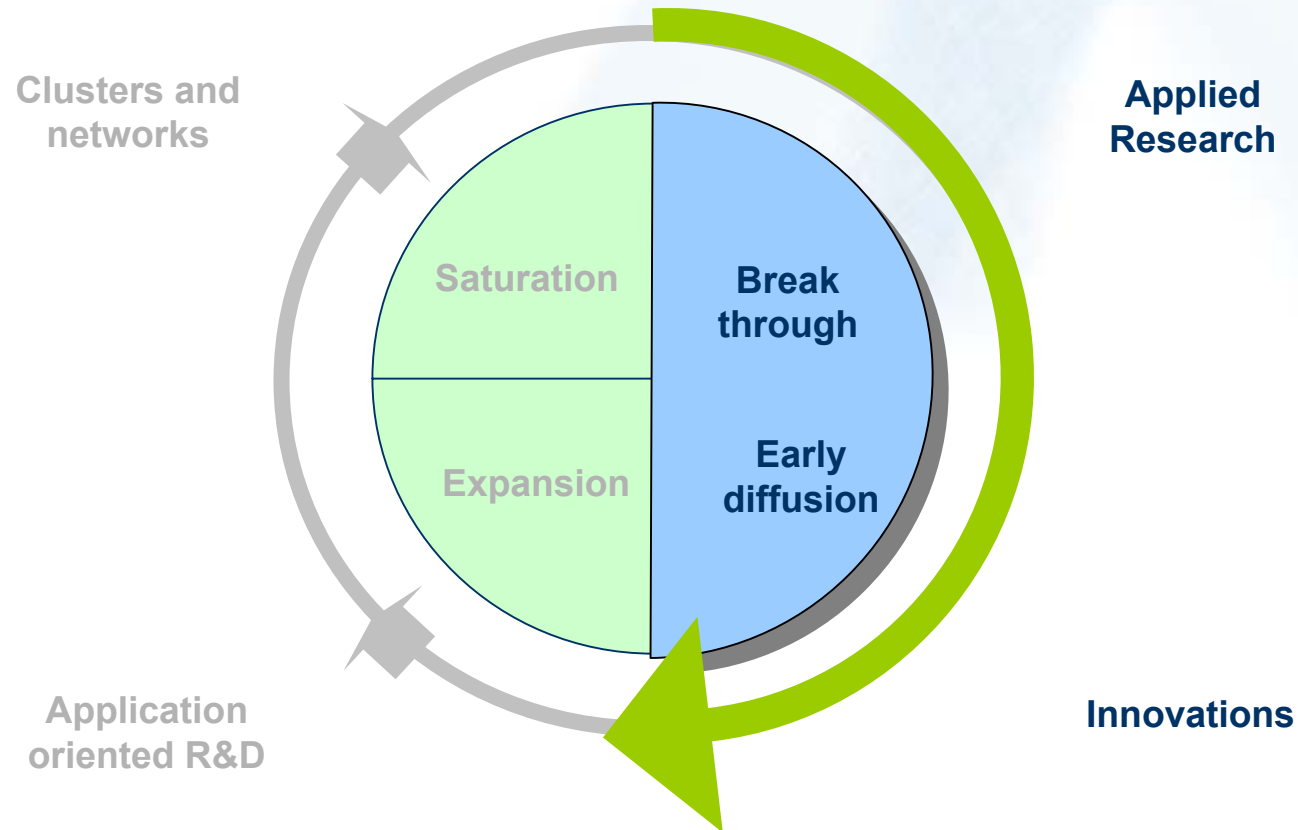
- Supports to **internationalisation** of R&D and business
- **Commercialisation** and technology based entrepreneurship support mechanisms
- Exchange of information, knowledge and know-how
- **Activation** of new actors in innovation
- Regional activities
- Image and credibility raising



# Life Cycle of Innovations will focus technology programmes



# 1. Research based programmes



# Tekes Overseas Offices

**The global network helps us in strategy building  
and in programme preparation**

Experts are mainly hired from Tekes  
offices in Finland for some 2 years time

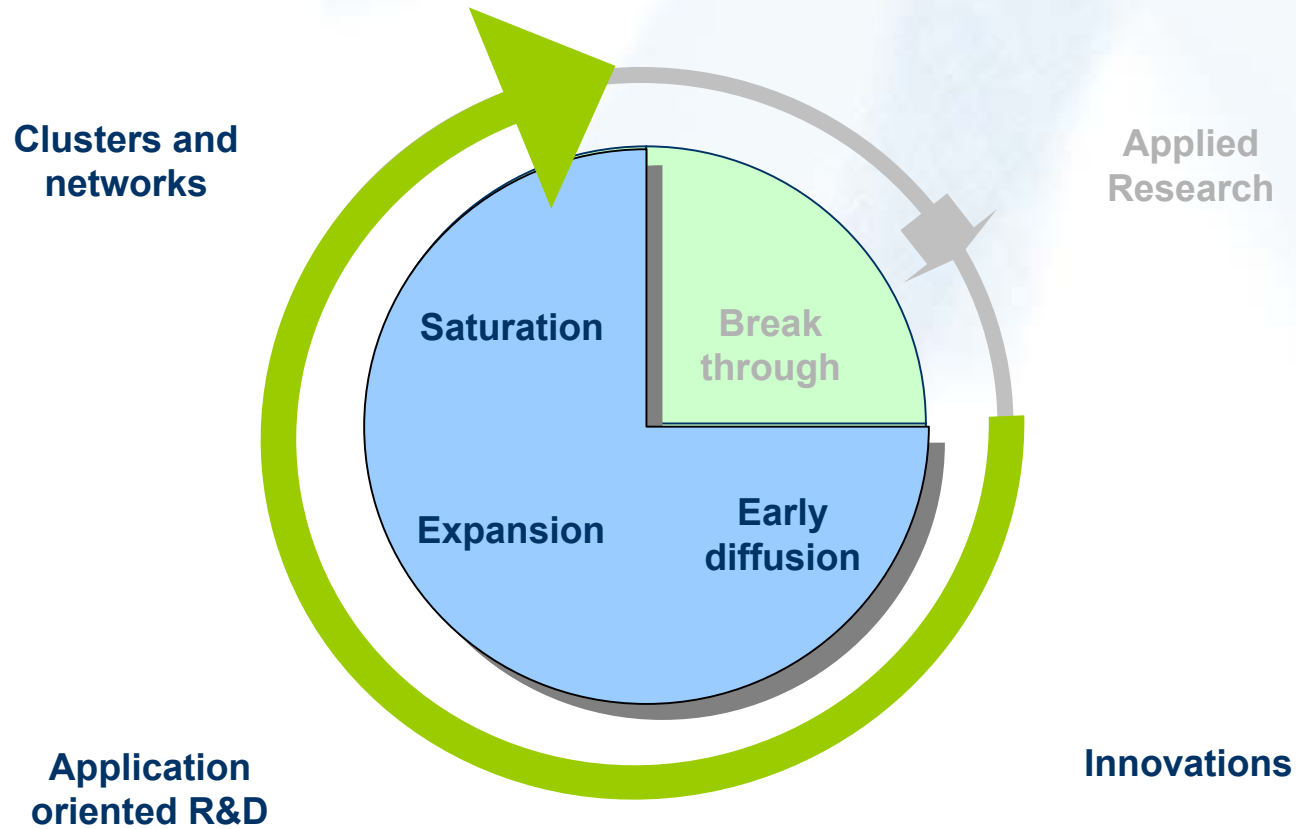


**The sun never sets down in Tekes**



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## 2. Market based programmes



# North America Wireless Alliance?

**Example of  
international  
co-operation**

- **Pragmatic market review program with clear value**
  - U.S. market provides opportunities for wireless companies
  - Project objectives
  - Value proposition
- **Efficient marketing process focusing on the essential**
  - Concept and elements
  - Process and objectives
  - Project timeline
- **Builds on previous success and vast contact network**
  - Customers and customer comments
  - Companies Wireless Alliance met with 2002
- N.A. Wireless Alliance executive summary



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# Concept and elements

Example of  
international  
co-operation

## PREPARATION

*Learn and perfect your positioning*

## ROAD SHOW

*Get experience and contacts*

## SMART ENTRY

*Carry out a smart market entry*

### Phases

Walk the Walk...

Talk the Talk...

Value the Value...

### Elements

Participant company  
discussions and selection

Workshops, expert  
panels and events

Lesson learned &  
conclusions workshop

U.S. market study with  
company specific sections  
by Finpro

Partner reviews in  
meetings between FIN  
and U.S. companies

Next Steps discussions  
with companies

Coaching workshops and  
materials tune up

CTIA trade show  
participation

Company-specific market  
entry planning  
after January 2003

May-September 2003

November 2003

December 2003-January 2004



Schedule  
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# Process and objectives

Example of  
international  
co-operation

## Phases

### PREPARATION

*Learn and perfect your positioning*

### ROAD SHOW

*Get experience and contacts*

### SMART ENTRY

*Carry out a smart market entry*

## Objectives

- Getting to know Finnish companies
- Find U.S. market opportunities and partner candidates for Finnish companies
- Business practices and partnerships coaching
- Tune up of materials
- Positioning and competitive advantage

- Getting first hand U.S. experience
- Learning about VC and ICT analyst market
- Building business relationships
- Getting answers to questions
- Feedback, new leads and directions

- Summarizing lessons learned
- U.S. entry business benefits evaluation
- Decision on U.S. market entry
- Optional actions
  - Benefits collection
  - Business plan
  - Partner contracts
  - Financing
  - Virtual office

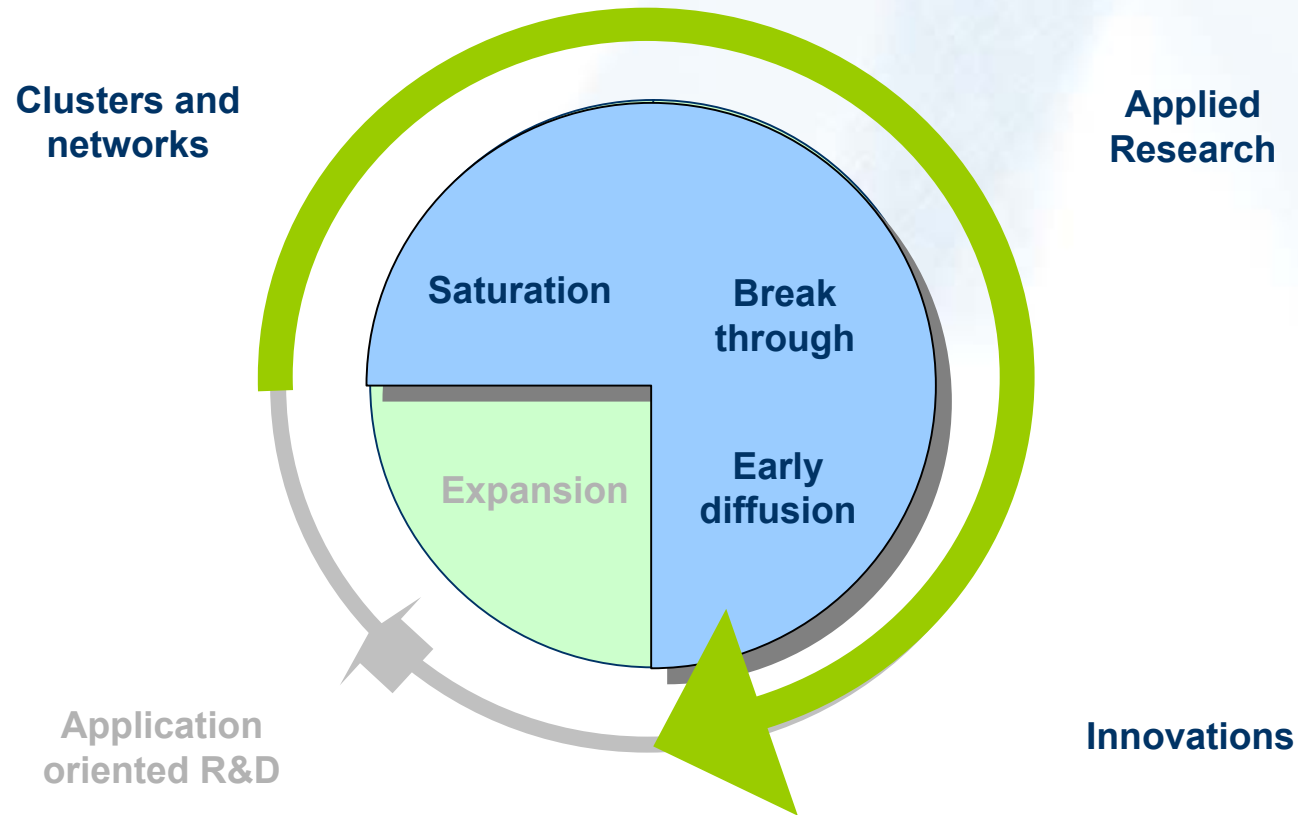
GENERAL PART FOR ALL PARTICIPANTS IN FINLAND AND USA

COMPANY SPECIFIC PART IN USA

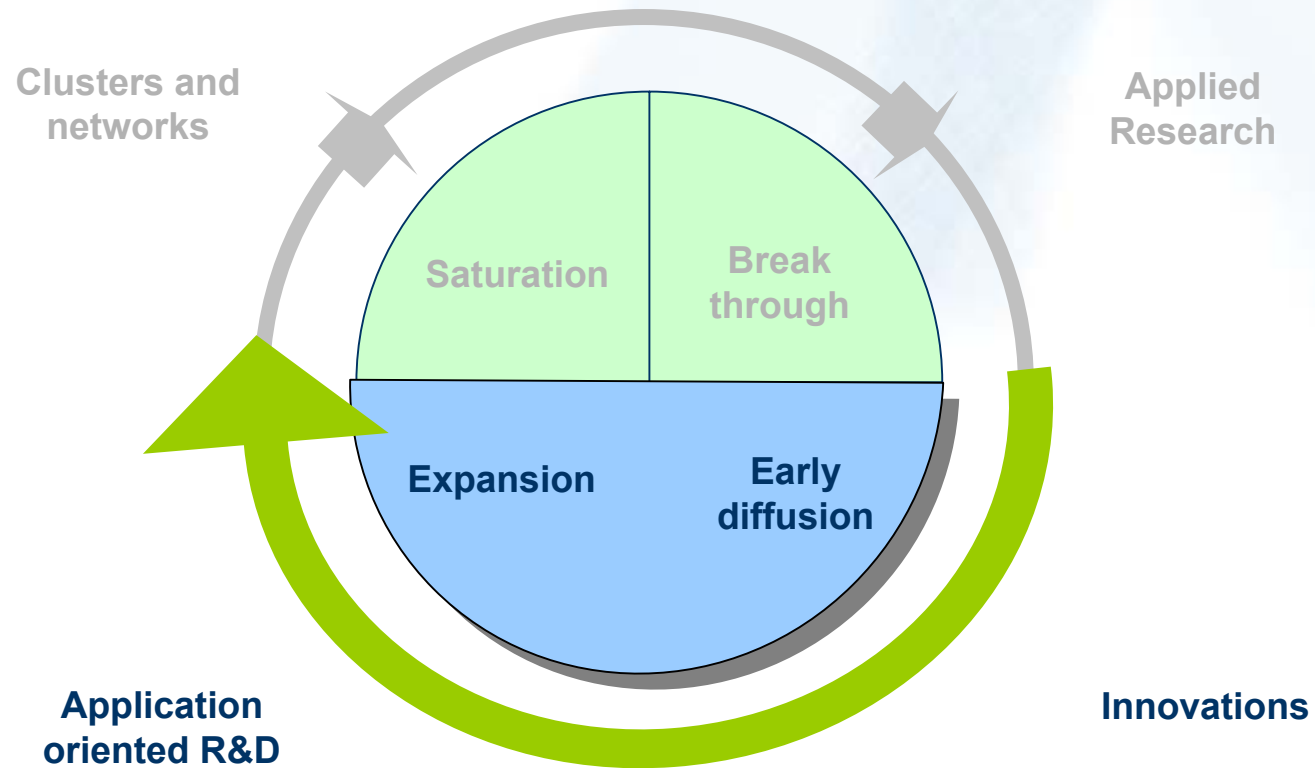


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### 3. Cluster based programmes



## 4. Societal based programmes



# Regional challenges



Population 5.2 million

- 17 inhabitants per km<sup>2</sup>
- 67% live in towns and urban, 33% in rural areas

Total area:

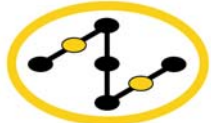
- 338,000 km<sup>2</sup> (Hungary 93,033), of which:
  - 6% is agricultural land
  - 10% is water
  - 68% is forest
- 187,888 lakes and 179,584 islands

Distances:

- **1,160** km north to south
- 540 km west to east



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NETS

Tulevaisuuden verkot

**Example of  
promotion**

# NETS - Results Promotion Seminars

## Objective:

**Promote the Awareness of R&D Achievements of the Projects**

### Public Interest:

200 M€ used, What is the outcome?

### Enterprise Interest:

To Convert the R&D work into profitable business, marketing and sales

## *Results Promotion Seminars*

### Tekes Interest:

To support utilization of the results  
To promote the image of the technology programmes

- Presentations
- Exhibition
- Demonstrations
- Face-to-face discussions
- Wide publicity and focus on selected customers

### Research Institution Interest:

To make results public &  
To promote own reputation to ensure future funding and good partnerships

### Educational Interest:

To learn cutting edge research results and guidelines for educational courses

### Investors Interest:

To find new opportunities and understand trends

### International Interest:

Collaboration in R&D  
IRC delegations from Europe  
Promote business

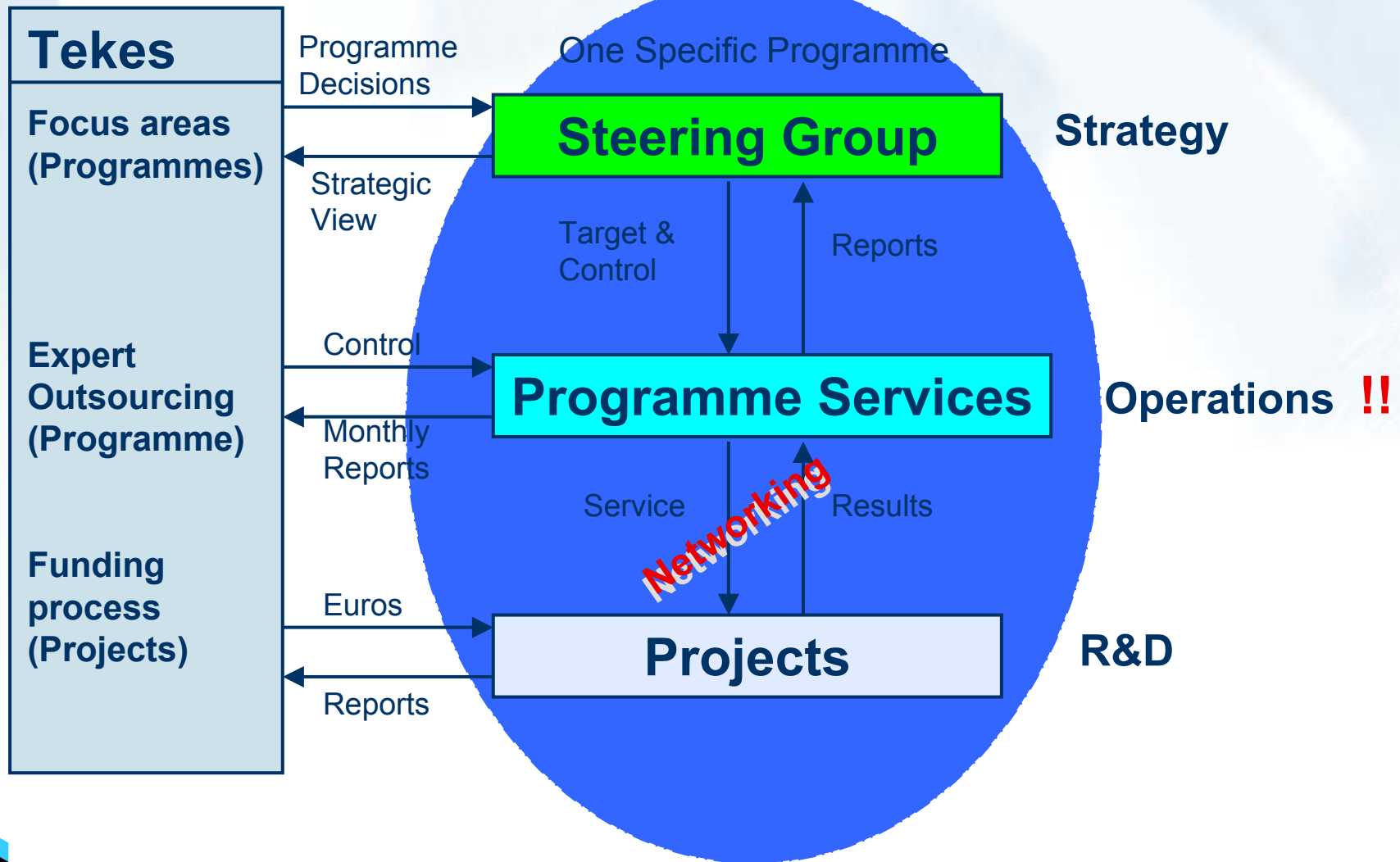


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# Levels in Technology Programmes



# Structure of Programmes





# Summary

**”The Programme is more than the sum of it’s projects”**

**The Programme is kind of Society !**

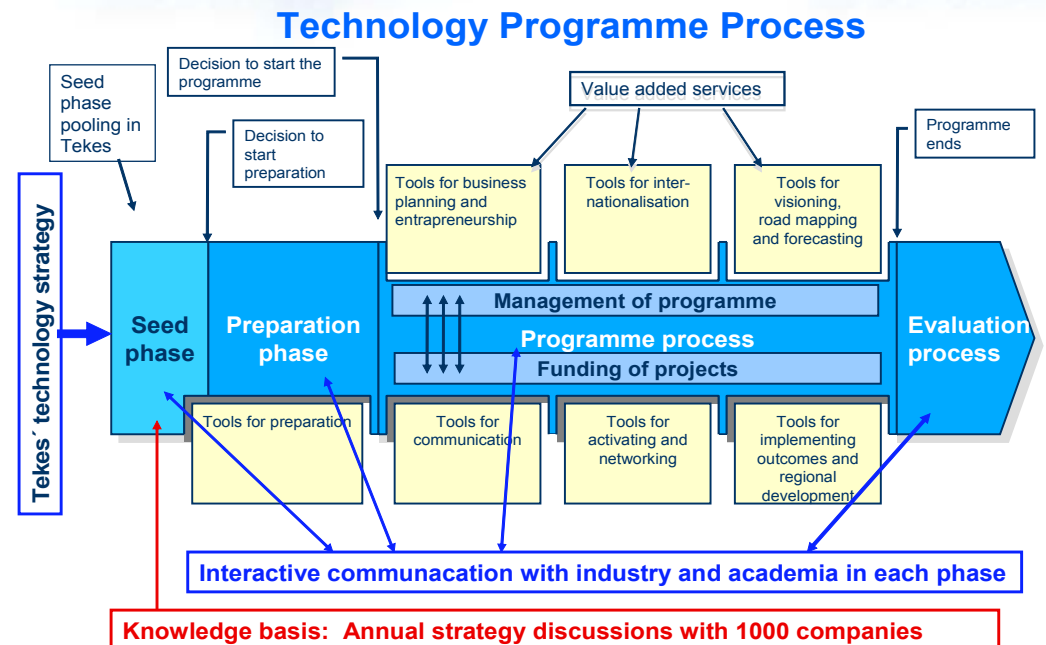


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# Thank you for your attention!

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[www.tekes.fi/eng/programmes](http://www.tekes.fi/eng/programmes)



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