



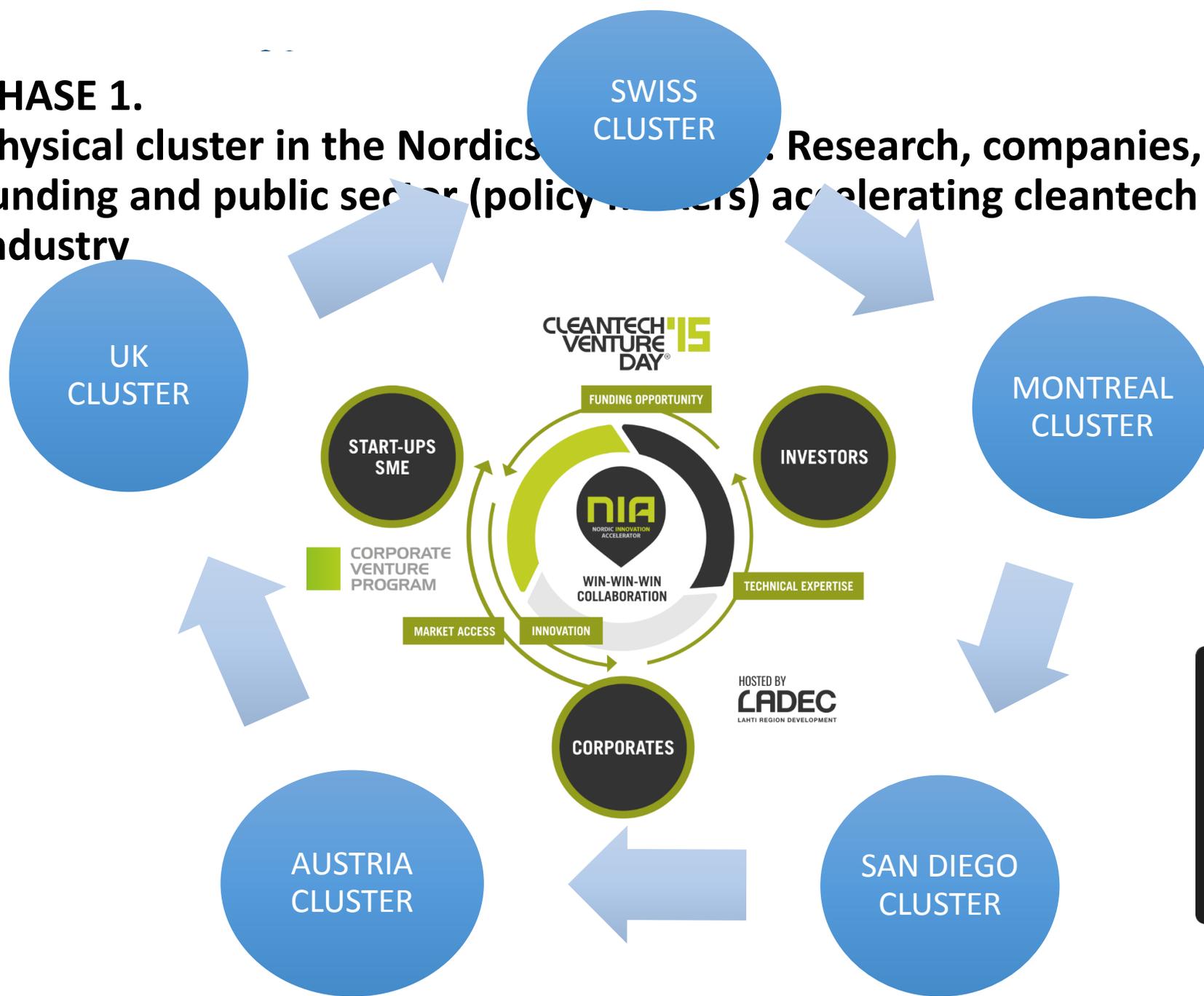
# Online Platform for SDGs

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# PHASE 1.

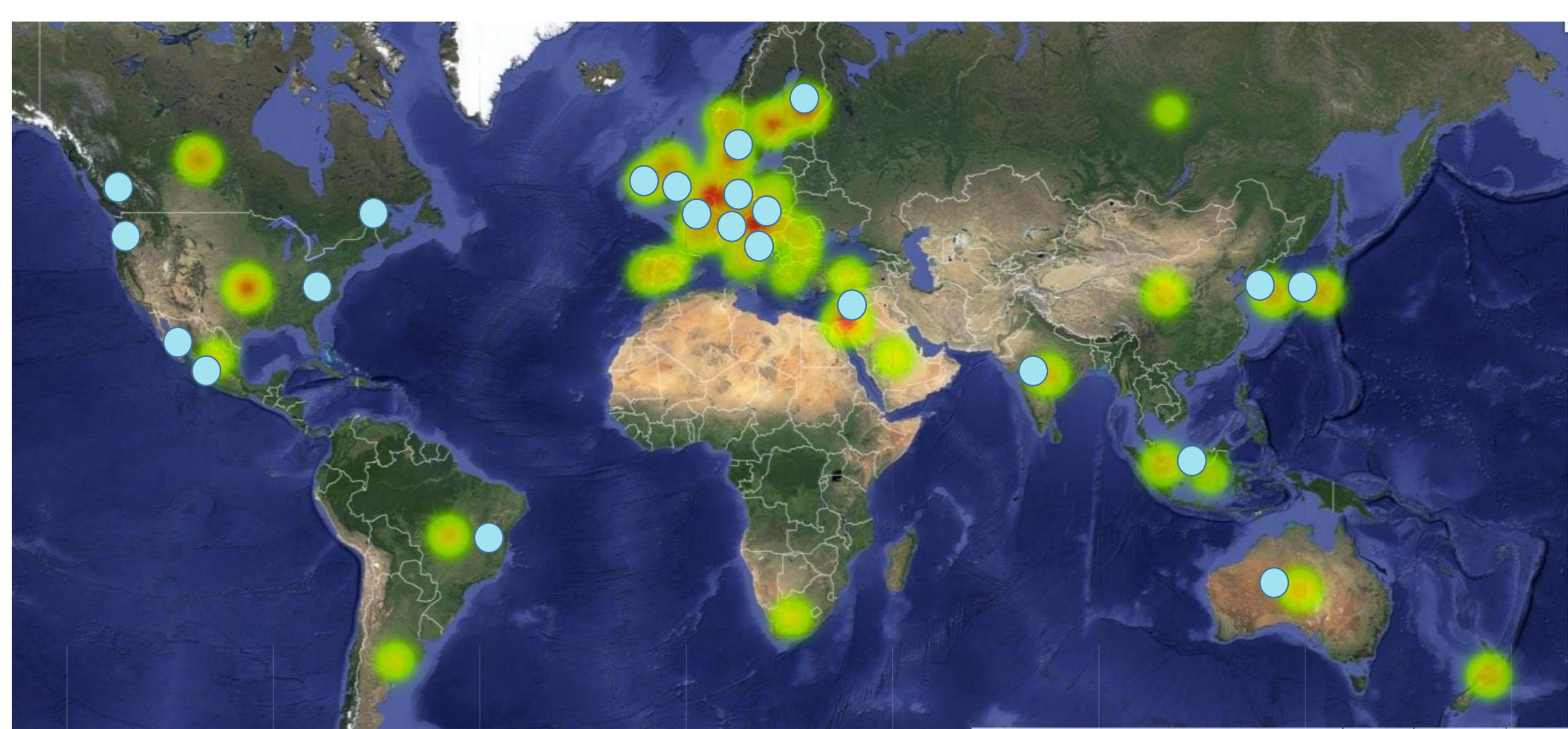
Physical cluster in the Nordics. Research, companies, funding and public sector (policy makers) accelerating cleantech industry



# 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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