



STUDENTS have the time and a brain

COMPANIES have ideas to create

DEMOLA has coaching and a place

IN THE FUTURE, TOGETHER

we will make some business

What is Demola?

- Demola is a service provided by
 - Universities and polytechnics in the Tampere region
 - ICT and media companies
 - Hermia Ltd.
- Demola enables the creative talent and the globally connected industry to collaborate systematically in concrete innovation projects
 - Students get the opportunity to develop digital products and services based on project ideas from companies
- Tampere wide open innovation environment
 - Open to every student and every company in the area
 - Concepts and Demos created are public

Concepts and guidance comes from companies



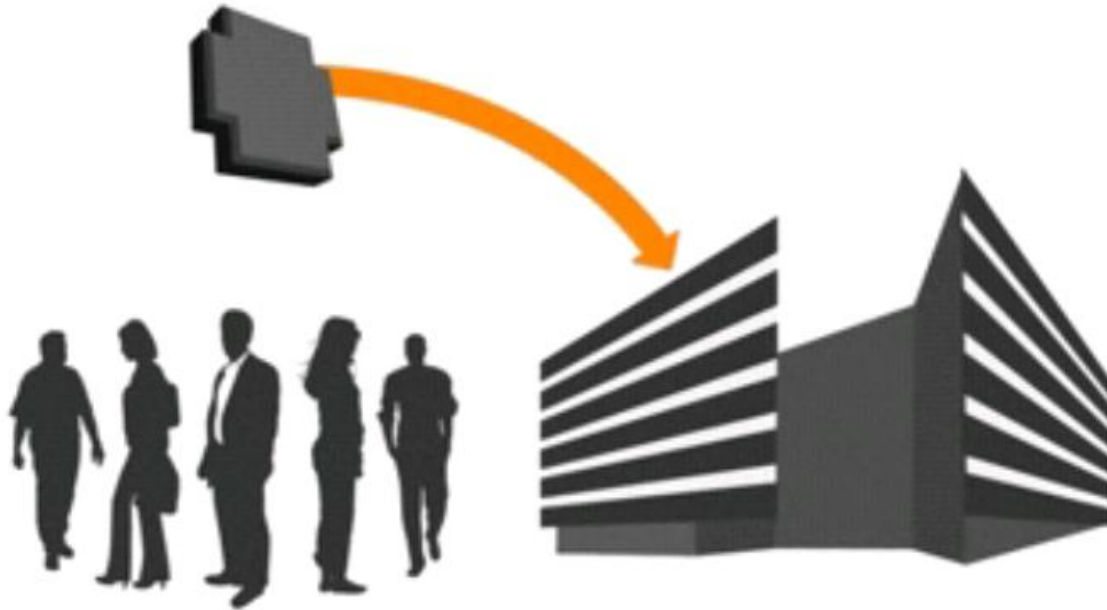
- Real market potential
- Interesting project topics and valuable experience

IPR created belongs to the students



→ possibility to start own business based on IPR
created in demo project

Benefits for partners and teams



→ Project partner (company) can buy a license to project results

Case: Visual Management in multiproducer network

- Demo how process owner can guide and manage its knowledge work processes produced by multiproducer network
 - The demo will show how to manage visually service processes as they manage processes in process industry in control/monitoring room.
- Motivation
 - "Corporate managers understand the benefit of capturing and sharing intellectual capital, but they do not understand the process of putting it into action."

Case: Learn to fly with Pikku kakkonen

- A webcam game for pre-school children
 - Idea from Finnish broadcasting company
- Motivation
 - Small children unable to use mouse/keyboard
 - Utilise alternative inputs instead
- Big team, all invited

Demola for students, education and companies

- For students
 - an opportunity to contribute real-life innovations with end-users and globally connected organisations.
 - a way to learn how to think out of the box and get familiar with innovation methods and tools.
 - an opportunity to get rewarded with credit points and money

- For universities and polytechnics
 - practical teaching and learning opportunities
 - interesting project topics for courses and collaboration

- For companies and organisations
 - licenses to project results
 - experience of innovative concepts and open innovation
 - connections to the best talents in Tampere
 - the opportunity to experiment novel ideas

Summary

- Collaboration, Inspiration and Innovation buzz
- Generates fresh ideas and new combinations of knowledge
- Transforms networking into concrete innovation activity with universities, companies, and organisations
- Place, processes and tools to enable user-centric and agile innovation activity
 - best practises and continuos innovation activity

Thank you!

Additional information and project descriptions:

www.demola.fi

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