

New Factory

Engine rooms for collaborative innovation in Tampere

Petri Räsänen,

Runs the Factory

petri.rasanen@hermia.fi

Director, Hermia Ltd.

New Factory – open innovation centre

“The most productive innovation platform in Europe”

Collaborative workspace + agile processes

Entrepreneurs, citizens, universities, corporations, public sector

Demola - Protomo
Suuntaamo - StartupStairs

Multidisciplinary, open, community driven, global+local



Create new combinations
of knowledge

Make it low risk



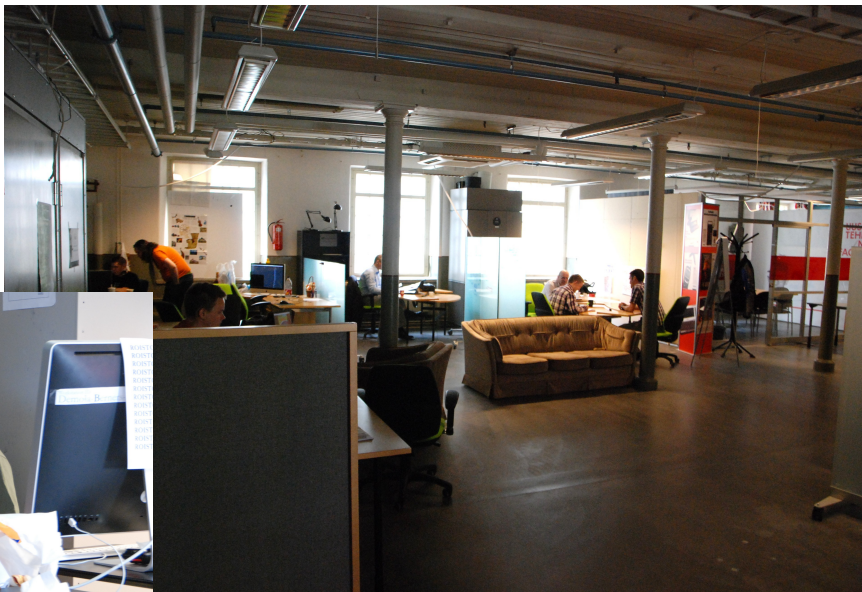
Start with NO

but €

Create fast – and scale

Chinese are cranking out a device much faster than the time that it takes us to polish a PowerPoint presentation”
(Mr Elop, CEO of Nokia)

Idea → Demonstration → Prototype → Market entry



**UUSI
TEHDAS
/NEW
FACTORY**

Principles of operation

- Rapid prototyping of new services and products
- Cross-fertilization of know-how
- Entrepreneurial and commercial attitude
- Open interaction and peer-to-peer collaboration
- Continuous co-operation with the leading innovators of the world



Focused engine rooms



Multidisciplinary teams of university students in collaboration with companies produce demonstrations of new products, services and social practices, and gain the ownership of IPR that makes entrepreneurship possible.



Teams of professionals create product and service prototypes and business concepts into startups that are ready for market entry and further funding.



Active residents of Tampere participate in the development of novel products and services as lead users, testers and focus group members.



Peers and leading industry experts provide agile acceleration services, investor relations for selected startups.



First results

- **1300+ members in New Factory communities**
- **200+ active or completed innovation projects**
- **90 % of projects lead to further development / deployment**
- **1000+ members active in projects**
- **18 new start-ups**
- **80+ new jobs based on project results**
- **Funding for innovators 2 000 000 € in two years**
- **~60 partner companies in projects**

Way forward in 2011-2012

- **Scaling-up open innovation in Tampere by the Konela environment at the Hermia campus**
- **Scaling-up Protomo with 3 additional locations in Finland in 2011, including Helsinki**
 - **Target: 10 nodes, 100 new startups/year in 2012**
- **Scaling-up Demola with global partners and international locations**
 - **Target: 5 Demola nodes operational in 2012**

New Factory

Engine rooms for collaborative innovation in Tampere

Petri Räsänen,

Runs the Factory

petri.rasanen@hermia.fi

Director, Hermia Ltd.