

DEMOLA

# Global Platform Empowering Local Talent

Practical approach to connect universities, businesses and public organisations

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Co-founder and Head of Demola Network



## *Roy Amara's law*

“We tend to overestimate the effect of a technology in the short run and underestimate the effect in the long run.”

# KNOWN INNOVATION WORK CHALLENGES

**SINGLE EXPERIMENTS  
ARE NICE BUT TOO  
OFTEN WITHOUT  
REAL IMPACT**

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Risk of execution over learning

**MULTIDISCIPLINARY  
CO-CREATION  
REQUIRES NEW SET  
OF CAPABILITIES**

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Risk of working in silos

**NO COMMON  
IPR RULES OR WAYS  
OF WORKING FOR  
OPEN COOPERATION**

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Risk of losing scalability

# DEMOLA IN ACTION

Global innovation operator with proven method

18

DEMOLA  
LOCATIONS IN  
13 COUNTRIES

*Global platform for  
concrete innovation  
activities*

54

UNIVERSITIES

*Global reach, wide  
expertise and target  
ecosystem understanding*

87

PROFESSIONAL  
FACILITATORS

*Professional facilitation  
for projects and partners*

650+

INNOVATION  
PARTNERS

*Proven globally and  
synchronised process*

# DEMOLA IN ACTION

## 3 MONTHS CO-CREATION PROCESS

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Challenge your innovation thinking and validate ideas through demo-building. Demola services complement internal R&D and university-business cooperation to enable better investment decisions.

Drop Image Here

## COMPLETE IPR & AGREEMENT FRAMEWORK DESIGNED FOR CORPORATE CO-CREATION

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Demola is a mind-set, where testing of ideas is easy and you don't have to know everything. Our trusted IPR & agreement framework supports the open collaboration and co-creation.

## PROVEN AND SYNCHRONIZED PROCESS THROUGHOUT THE NETWORK

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Our proven tools & processes provide fast and easy way to get started. Professional facilitation enables effective co-creation between your employees and the project teams.

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# PERSPECTIVES BEYOND OUR CORE COMPETENCES

Teams are formed from partner staff and university students based on individual interests with multidisciplinary approach.

Demola is internationally part of universities' teaching, research and commercialisation processes providing an unique opportunity to create inspiring combinations of knowledge and to utilise research output.



# OUR INNOVATION PARTNERS

Wide range of partners reinventing innovation capabilities and innovation processes



# GLOBAL INNOVATION ENGINE FOR NEW WAYS OF DEVELOPMENT

## SYSTEMATIC EXPERIMENTATION

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Challenge your employees to continuous experimentation through open and agile co-creation

## NEW MINDSET & CULTURAL CHANGE

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Tool to support organisation culture transformation by providing fresh ideas and interaction

## BROADEN INNOVATION SCOPE

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International and multidisciplinary network to manage systematic open innovation



# INCREASING CHANGE CAPACITY OF TALENTS AND ORGANISATIONS AT THE INTERFACES OF THE UNIVERSITIES



*"In my opinion, the Demola way is the future for universities. You can always learn math from the internet, but you can never learn to use it. That you need to learn in real life with real missions."*

**Viktor Nilsson** Student



*"Demola has raised the levels of enthusiasm for the implementation of research output at the university."*

*Multidisciplinary sessions allow for the generation of different ideas compared to operations restricted to specific fields of study or branches of science.*

*The need for these kinds of operations will increase in the future."*

**Kaija Holli** Rector, University of Tampere

# CHANGING LANDSCAPE OF REQUIRED CAPABILITIES

Attribute	Traditional projects	Innovation work
<b>Scope</b>	Pre-defined problems and clear target	(Re)defined and validated scope during the project and again  Small discoveries along the way
<b>Team</b>	Efficiency Professional track record	More diversity Attitude and inspiration
<b>Main quality factors</b>	Fulfilling specifications, re-usability of results	Creating value for the customer/user Re-usability of concept
<b>Thinking patterns</b>	Follow rules	Think differently and challenge assumptions



Enhancing cooperation  
and connections within  
existing knowledge  
domains

**VS**

Creating new inspiration  
via orchestrated collisions  
and systematic  
co-creation

# CHANGING LANDSCAPE OF VALUE-CREATION ENABLERS

**Companies and public sector as consumers**



**Co-creators utilising external expertise as source for inspiration**

World Economic Forum: Businesses (and public sector) must re-think their role as consumers of 'ready-made' human capital to proactively seek out, engage and develop people's potential.

**Resources**



**Ecosystems**

From owning resources to matching most relevant ones with identified opportunities in an efficient way

**Processes**



**Interactions**

Design and optimisation of value-adding and inspiring interactions (serendipity)

# DEMOLA



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