

Call for Ideas

Data Economy - Program

- Business Finland has decided to launch the **Data Economy Program** to
 - encourage Finnish companies to share and use data in their business
 - increase Finnish data economy know-how (both technological and business know-how)
 - to support the creation of data economy innovation and business ecosystems
 - to support the creation of new international growth companies that utilize data.
- The program focuses especially on the opportunities related to **sharing of data**

Data Economy – Call for Ideas

- Aiming to increase Finnish know-how and companies' ability to create new export business based on the use and **sharing of data**.
- Looking for projects that research, ideate and develop new data economy related business and export opportunities through **cooperation and business models**, as well as value creation in networks made possible by data.
- Focus on sharing and use of data **between organizations** and between industries.
- Projects can be related to e.g.:
 - data ownership, management and sharing
 - data marketplaces and platforms
 - new earning models
 - interoperability of data and different systems

Data Economy – Criteria

- How does the solution to be developed or researched relate to the cooperation and business models in data economy?
- What kind of business and export potential does the investigated solution have in the relevant time horizon?
- Credibility and feasibility of the applicant(s) and the preliminary plan?
- Connections to the goals and networks of the EU data economy and the identified path for utilizing EU funding.

Thank you!

Contact:

Timo Sorsa and Kari Koskela

firstname.surname@businessfinland.fi