

INFO SESSION ON CALL FOR IDEAS

AGENDA

14.00 Opening words

Jarmo Heinonen, Business Finland

14.10 Call principles

Esa Panula-Ontto, Business Finland

14.25 Short introduction to call content and selection criteria

Timo Sorsa, Data Economy

Tero Ijäs, Hydrogen & Batteries

Juha Heinola, Immersive Customer Experience

14.40 Q&A



BUSINESS FINLAND'S THEMATIC FOCUS AREAS



Digitalization based boost for productivity



Comprehensive health & wellbeing



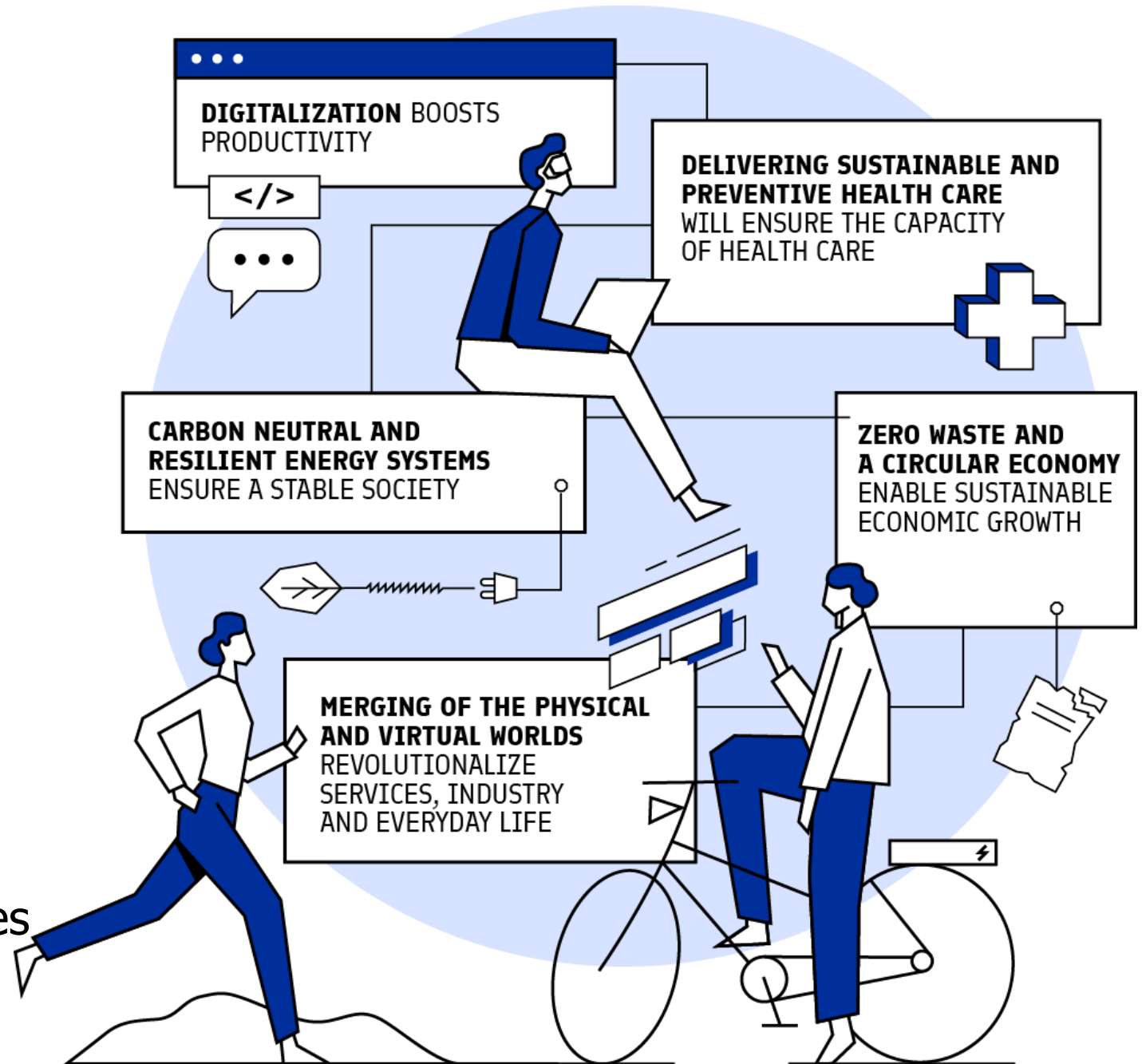
Carbon neutral & resilient energy system



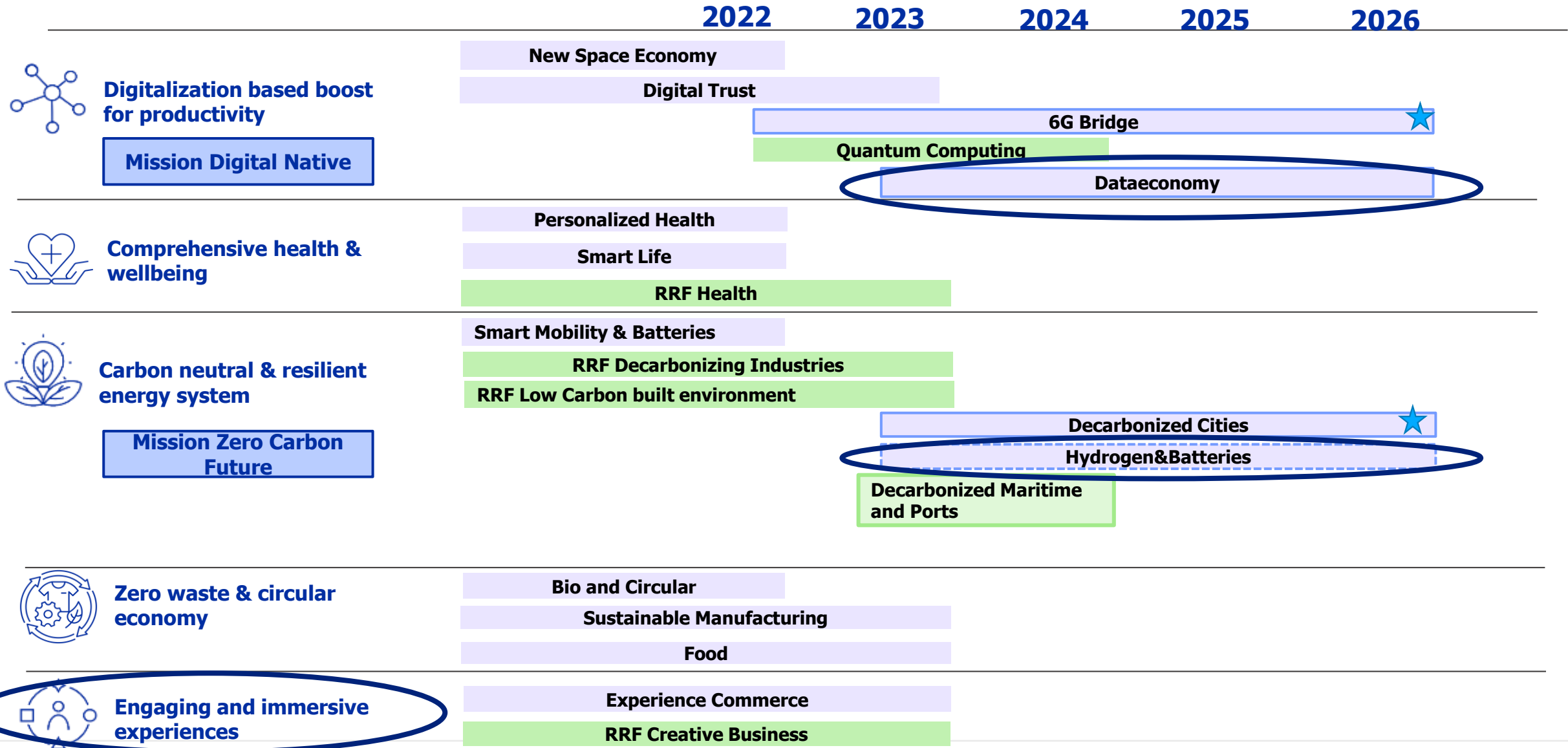
Zero waste & circular economy



Engaging immersive experiences



BF Programs and Campaigns ongoing and under planning 2023



CALL FOR IDEAS: DATA ECONOMY, HYDROGEN & BATTERIES, IMMERSIVE CUSTOMER EXPERIENCE

- **Applications of intent, i.e. short descriptions of the project idea, are requested to be submitted to Business Finland's record office by April 19, 2023**
- The scope of applications for proposals is a maximum of 3 pages.
- Business Finland evaluates the applications of intent, gives the applicants feedback on the application and tells them whether it is recommended to send the actual funding application or not
- **The actual funding applications are requested to be sent by 30 August 2023 via Business Finland's online service**