

# **Immersive Customer Experience Call for ideas 2023**

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# ENGAGING & IMMERSIVE EXPERIENCES

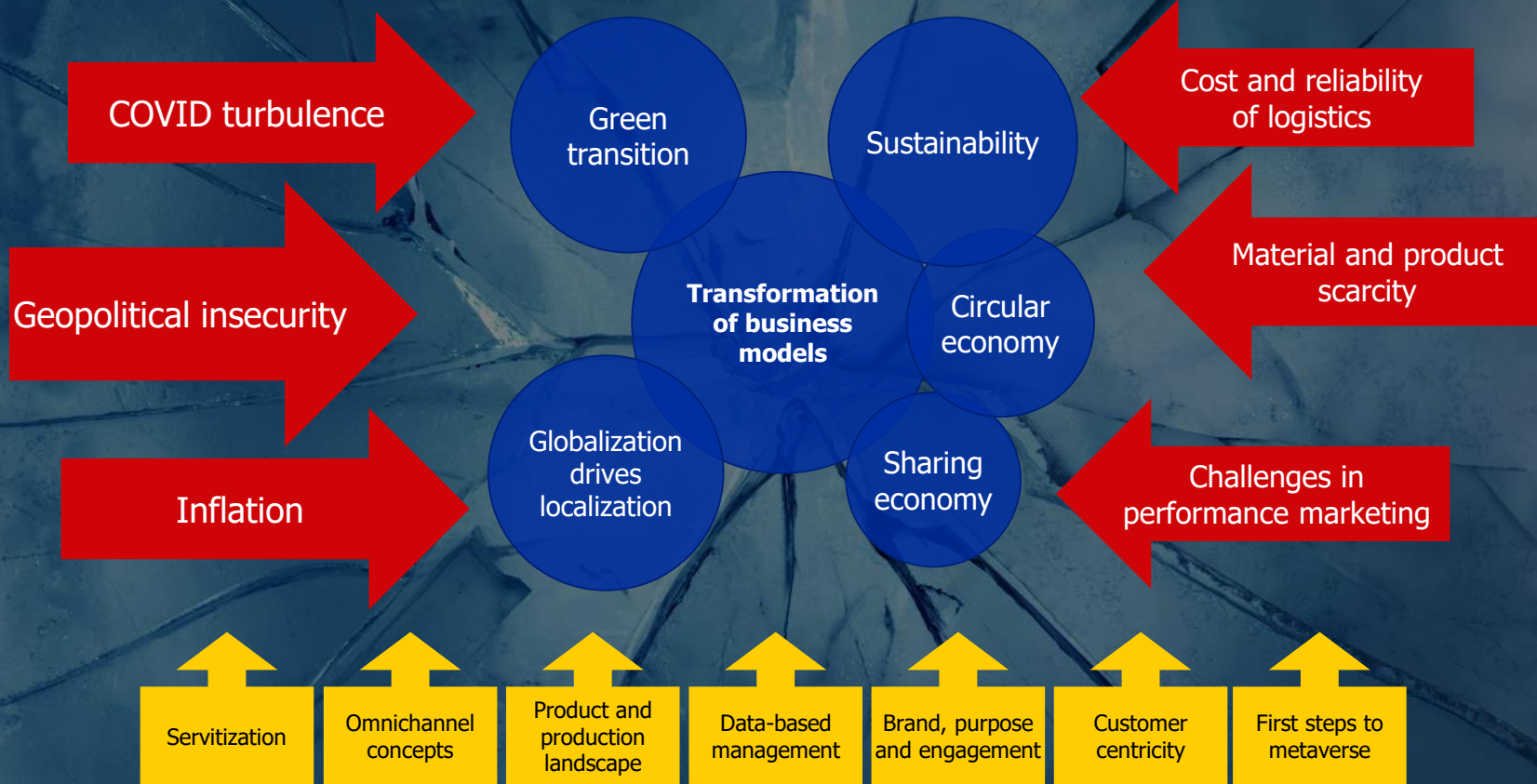
\*\*\* BF mission preparation ongoing \*\*\*

- Finland as the Leading Architect and Enabler for Immersive Digital Life by 2035
- One of the areas of immersive digital life is the strongly **enhanced customer experience** and **new business models it enables**.

# FINLAND NEEDS MORE SUCCESS STORIES IN DIGITAL BUSINESS

- Finland's strong technology expertise has not reached its full potential in creating successful commercial concepts.
- Forerunner businesses today are digital, with global potential.
- Most successful Finnish growth companies of 2010 - 20's are in digital consumer business
  - World-class competence created in digital customer acquisition, user experience etc.
  - Could be utilised and further developed in many other sectors

# **BUSINESS LANDSCAPE OF THE DIGITAL AGE**



# SCOPE OF THE CALL

Finding ways to combine Finland's strong foundation in digital technologies with new research expertise and thus help Finnish companies to innovate genuinely customer-oriented and commercially successful business models of the digital age.

- creatively combine digital solution with a winning customer experience
- bringing added in new and unique way
- large business potential, scalable
- multidisciplinary approach
- customer-centric approach: B2C (/B2B)

**Customer Experience  
driven digital age global  
business model**

**Digital sales channel innovations:**

Live, quick and social commerce, metaverse...

**Sustainability innovations:**

Purpose, activism, circular economy, sharing economy...

**Data-based innovations:**

BI, AI, predictive models...

**Business model innovations:**

Servitization, omnichannel concepts, value chain concepts...

# SELECTION CRITERIA

- How does the solution to be developed or researched relate to the themes and goals presented above?
- 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.