

A person wearing a white t-shirt with the text 'CLEANTECH CLEANWEB' printed on it. The person is also wearing a blue geometric tattoo on their left forearm and a thin bracelet on their left wrist. The background is a solid blue color.

CLEANTECH
CLEANWEB

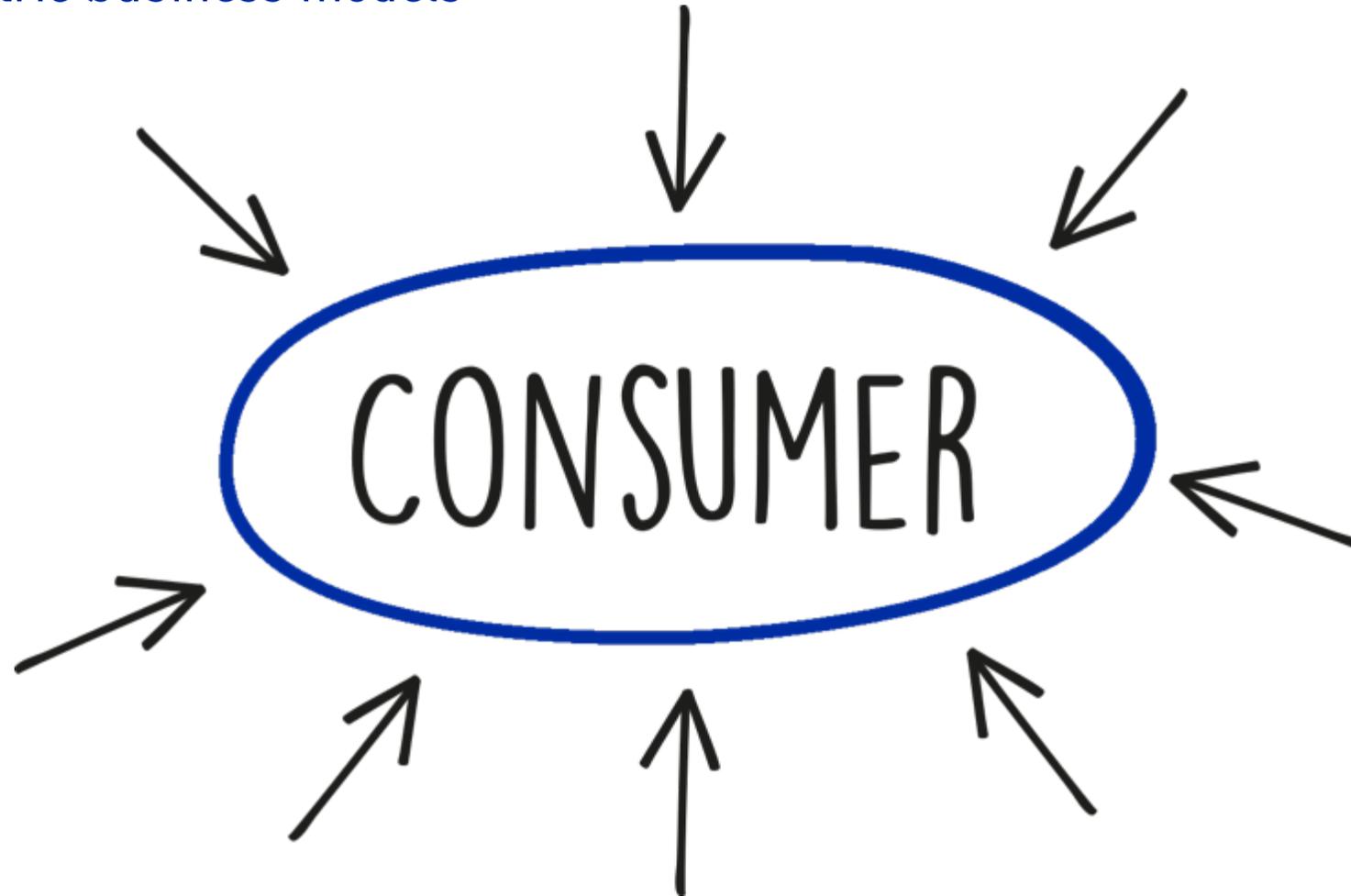
Cleanweb

Cleantech-digitalisation-connectivity

Growth from digitalisation – access to international networks, accelerators and consumers.

From cleantech to cleanweb

Consumer centric business models



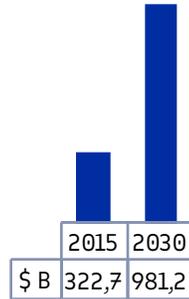
Cleantech market snapshot



Renewable Energy

Renewable energy will continue to be an attractive source of energy. Political and financial support played a major role in growth.

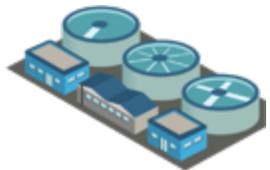
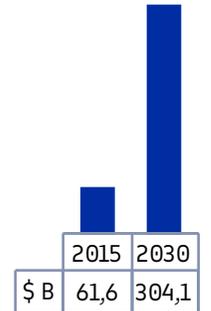
CAGR = 7.7 %



Energy Efficiency

Reduction of emissions from GHG & other pollutants is a priority. Regulations and supporting policies to achieve energy-efficient lighting have raised awareness.

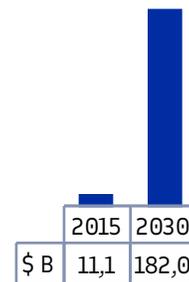
CAGR = 11.2 %



Smart Water Technology

Utilities are moving towards being customer centric. There is an urgency in applying smart solutions for water as well as wastewater systems.

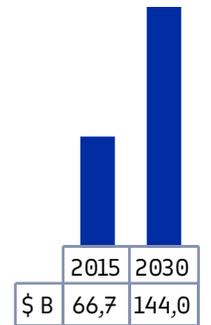
CAGR = 20.5 %



Smart Grids

There is an increasing penetration of distributed generation as well as renewable energy. Europe is expected to be the fastest growing region.

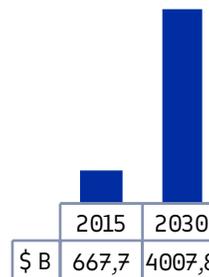
CAGR = 5.3 %



Recycling Technology

Strong interest in densely populated regions. Sustainable waste management, improved recycling processes are of high interest globally.

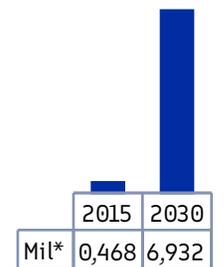
CAGR = 12.7 %



Electric Vehicles

The global market will shift towards a phase of integration and collaboration with various participants. Every major OEM is expected to increase focus on hybrid & EV.

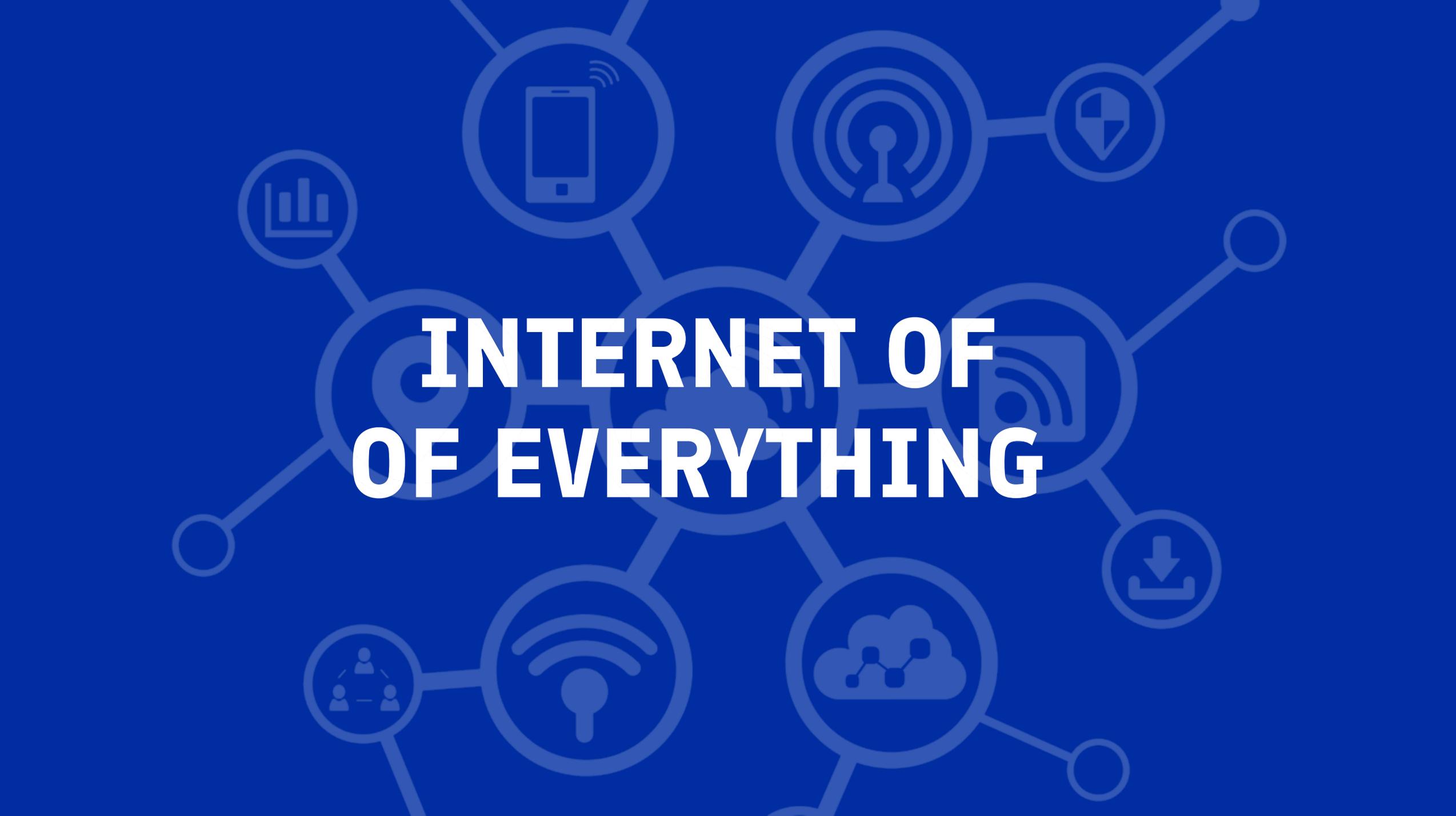
CAGR = 19.7 %



We have around 3000 companies offering cleantech solutions



*EK:n Bisnes ja ilmastonmuutos -selvitys 2015



INTERNET OF OF EVERYTHING

Digitalisation boosts growth of cleantech companies

**MOBILE
FIRST**

**DIGITAL
BUSINESS
MODEL**

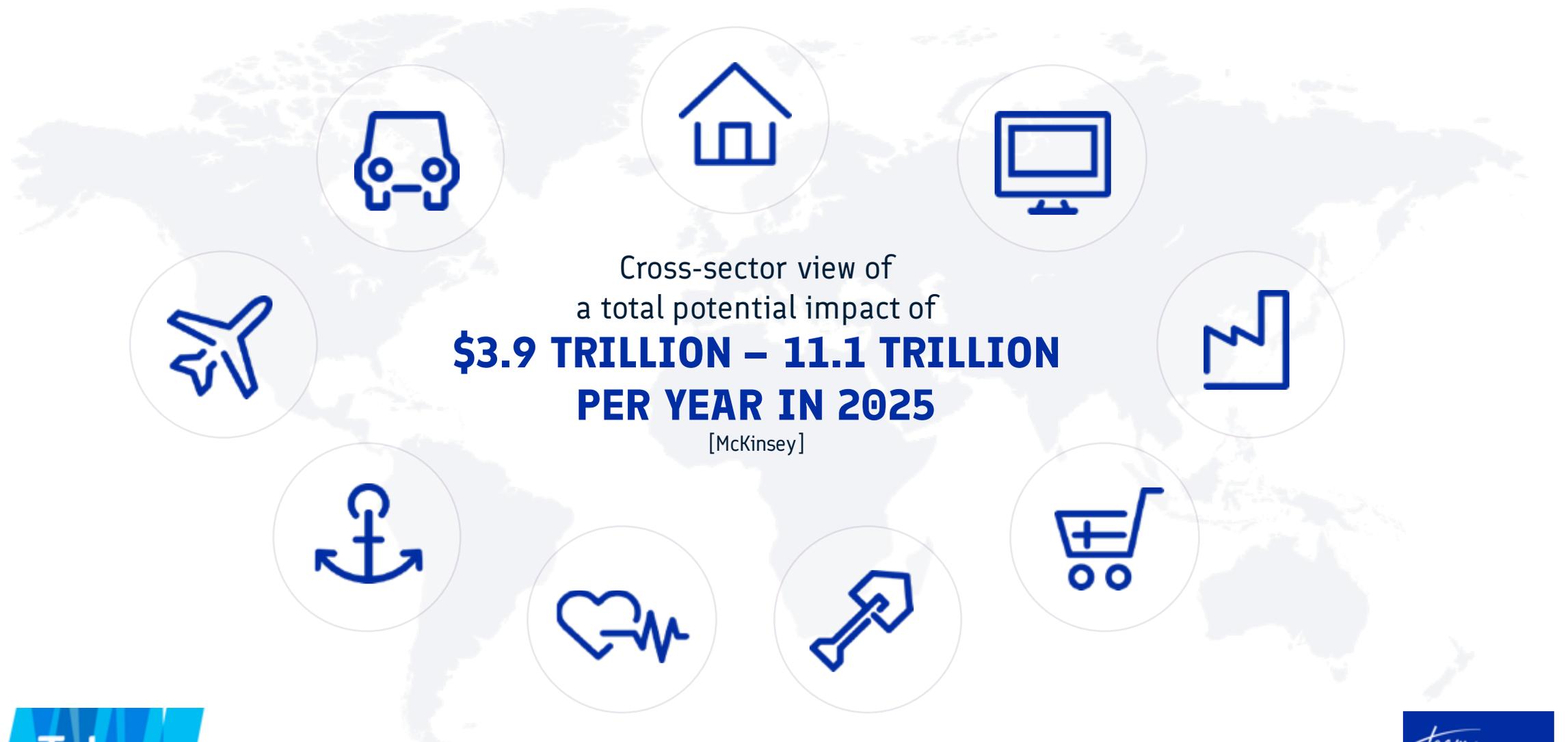
IoT

**EVERYTHING-
AS-A-SERVICE**

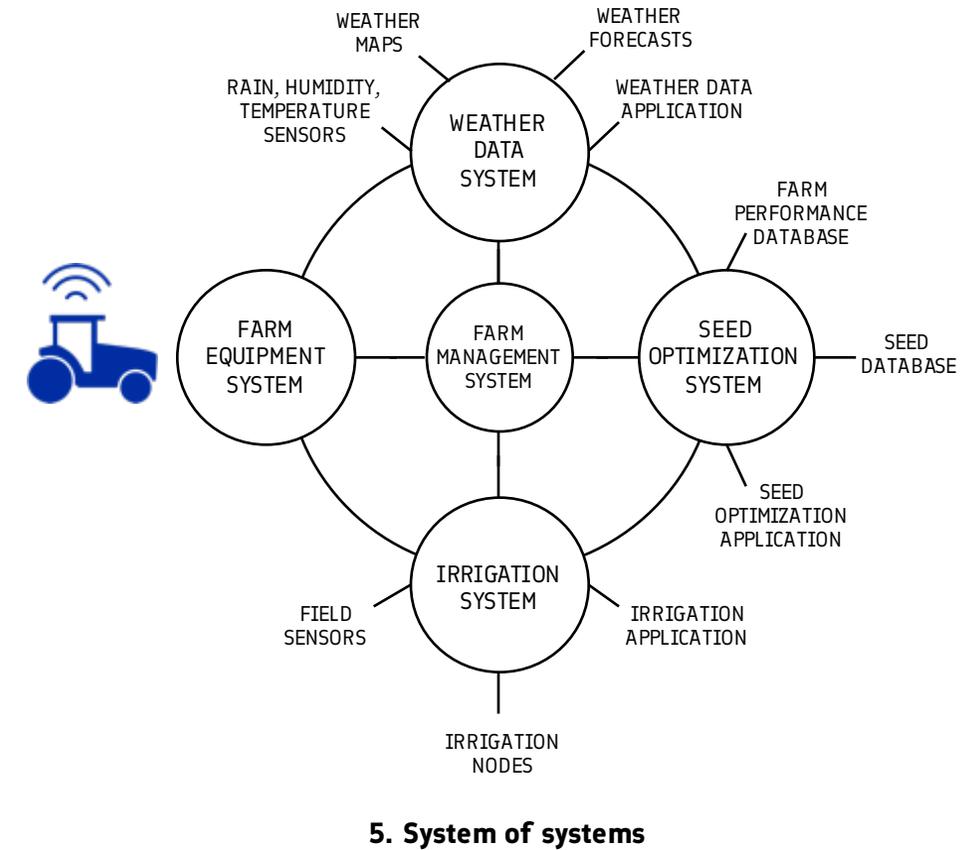
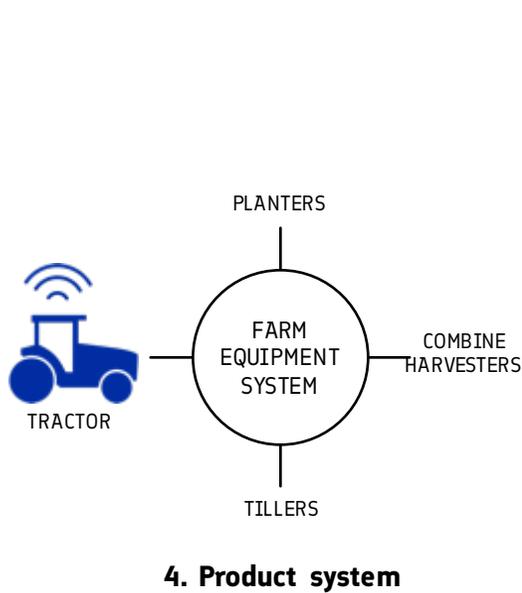
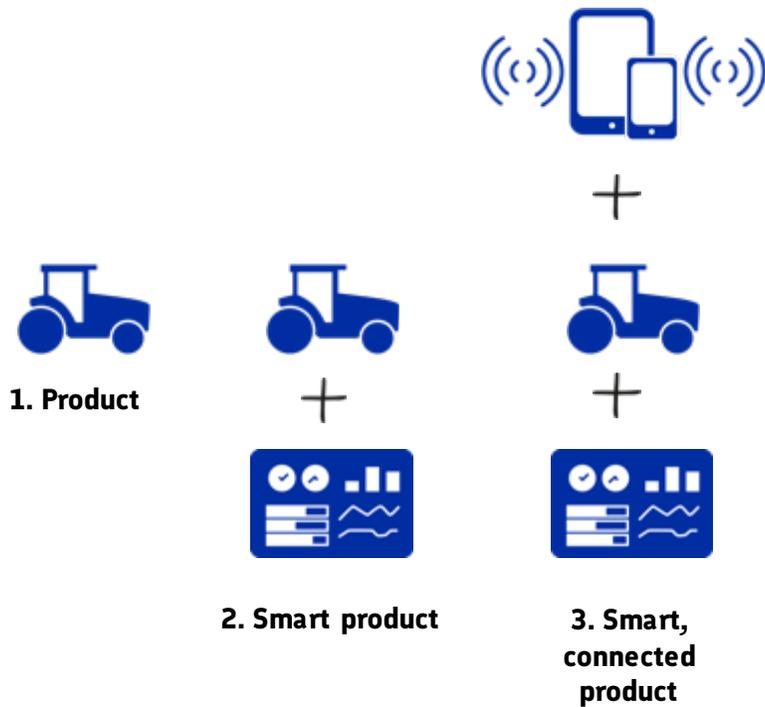
The very latest in the ever-changing theme of *cleantech*, Cleantech Forum Europe 2016

- Cleantech today is all about combinations. Impactful and disruptive innovations of all types happen at the ‘intersects’ – as we have seen happen with bio and information technologies, and as with mobile devices and the internet.
- Nothing could feel truer today for clean technologies – where the energy and resource-intensive industries intersect with IT, data, communications, finance, biotech, AI, and robotics.
- The innovations in both technology and business models are disrupting traditional boundaries between previously siloed industries. The IT industry is most obviously converging with the utility world, but IT innovation is also starting to change agriculture, waste, water, and construction – just to name a few very old and traditional industries.
- Entrepreneurs are finding innovative combinations to generate new types of companies, with solar and batteries being the most obvious ‘combination.’ Companies are also working together in new ways, forming partnerships with those that only 5 years ago would have seemed unlikely bedfellows.

Internet of Things is going to change every industry

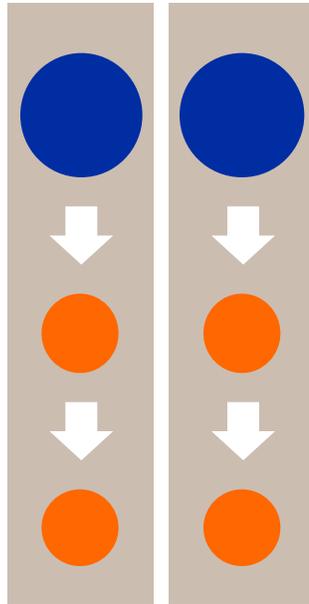


Redefining Industry Boundaries



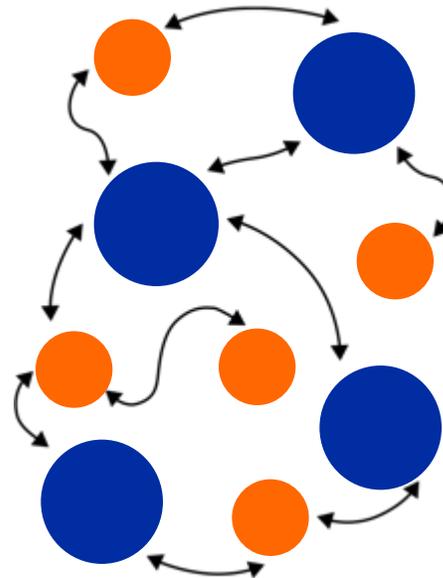
Of sectors, matrices and ecosystems

(A) Chain model



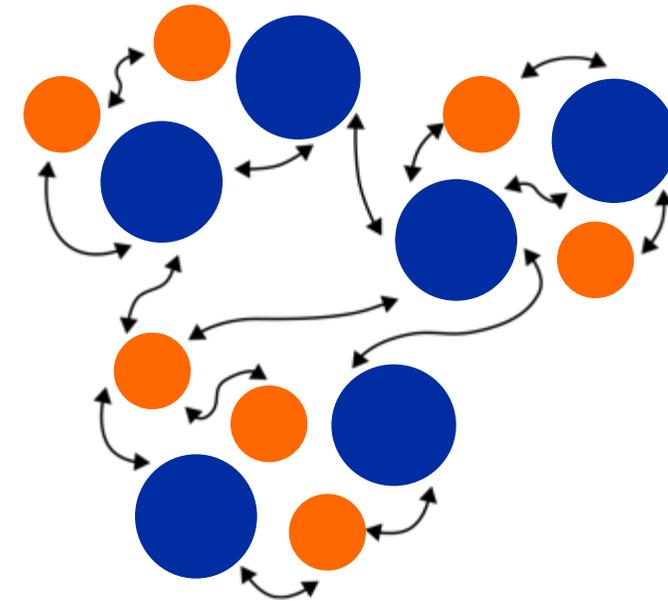
Objective: COST MINIMIZATION

(B) Ecosystem model



Objective: VALUE MAXIMIZATION

(C) Portfolio model



Objective: INVESTABILITY

ROADMAP TOWARDS IMPROVED VALUE CAPTURE CAPABILITIES AND INVESTABILITY

CleanWeb – Scale and Profit, 2016–2018

Rapid growth based on digitalisation

Growth and improved financial performance for cleantech companies through digitalisation and consumer-driven business models.

Consumer business

Global business accelerator

Credible growth
business of
consumer cleantech

Business2Digital

Tailor-made funding and
internationalisation services for
companies committed to growth

Growth and exports

First/lead market

Global networks,
joint development,
consortia, ecosystems

International
references,
demonstrations

CleanWeb objectives

1

Help cleantech companies develop themselves into customer-oriented growth companies with the aid of web solutions and digitalization.

Increase the attractiveness and image of cleantech as a dynamic success area.

2

Get more consumer ict companies (benchmark Swap.com), investors and investments in Finland.

3

Enable cleantech demonstrations and new innovations in the international market.

CleanWeb services 1/2

- Access to best accelerators – development of global business and earning models
 - Co-creation and sharpening of business models
 - Laci Los Angeles
 - Spring Singapore
 - Nia Nordic innovation accelerator
- Match-making ja networking
 - International seminars, networking events and collaborative projects
 - Match-making
 - Business breakfasts
 - Global and European cleantech forums
 - Cleantech Venture day
- Coaching, education – from good to best
 - NABC, sharpening of business models and pitching workshops
 - How to Attract Investors workshop

Cleanweb services 2/2

- Bespoke service proposals, financing
 - Tekes funding and Team Finland's service proposals
- Demonstrations, references
 - Networks and partnerships
 - Demos ja business consortiums
 - Funding for pilot- and demo projects, Tekes
- Access to new markets, references, funding, consortiums
 - Team Finland's services
 - Networks ja partnerships



THE RECIPE FOR SUCCESS – CASES

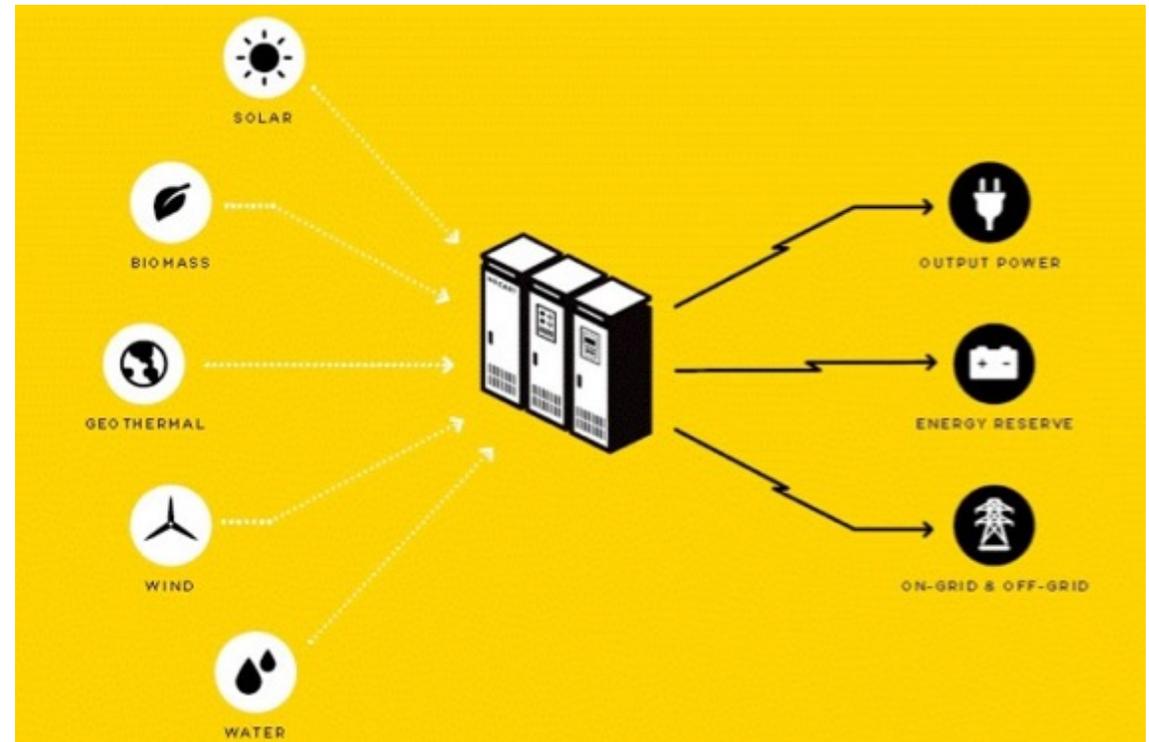
LIGHT ASSETS

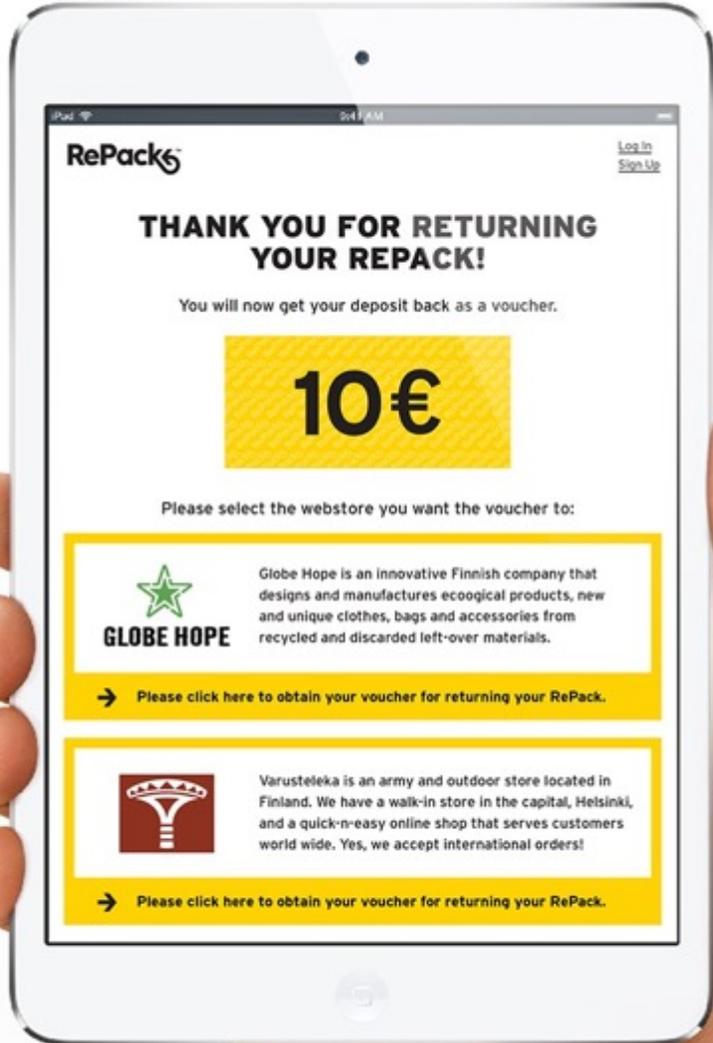
USABILITY

RESOURCE SMARTNESS

Nocart enables use of multiple energy sources

- Nocart Oy sells renewable power plants.
- Nocart enables efficient use of multiple energy sources.
- Nocart can be connected to many types of power sources: sun, hydro, wind and biofuel.
- Nocart can be connected to the national grid as well as used in off-grid mode, e.g. in developing economies.





RePack

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10€

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→ [Please click here to obtain your voucher for returning your RePack.](#)



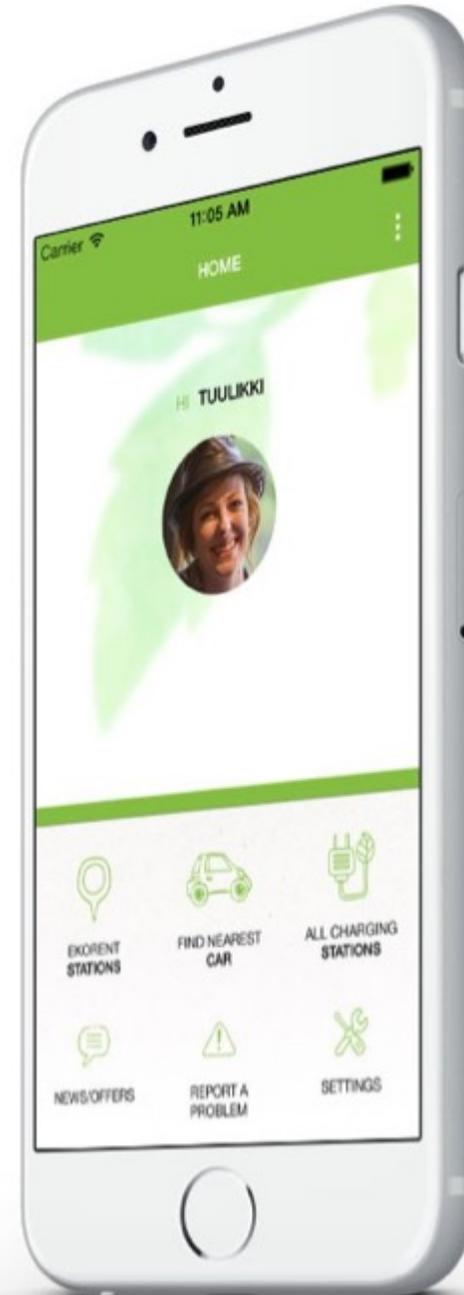
Varusteleva is an army and outdoor store located in Finland. We have a walk-in store in the capital, Helsinki, and a quick-n-easy online shop that serves customers world wide. Yes, we accept international orders!

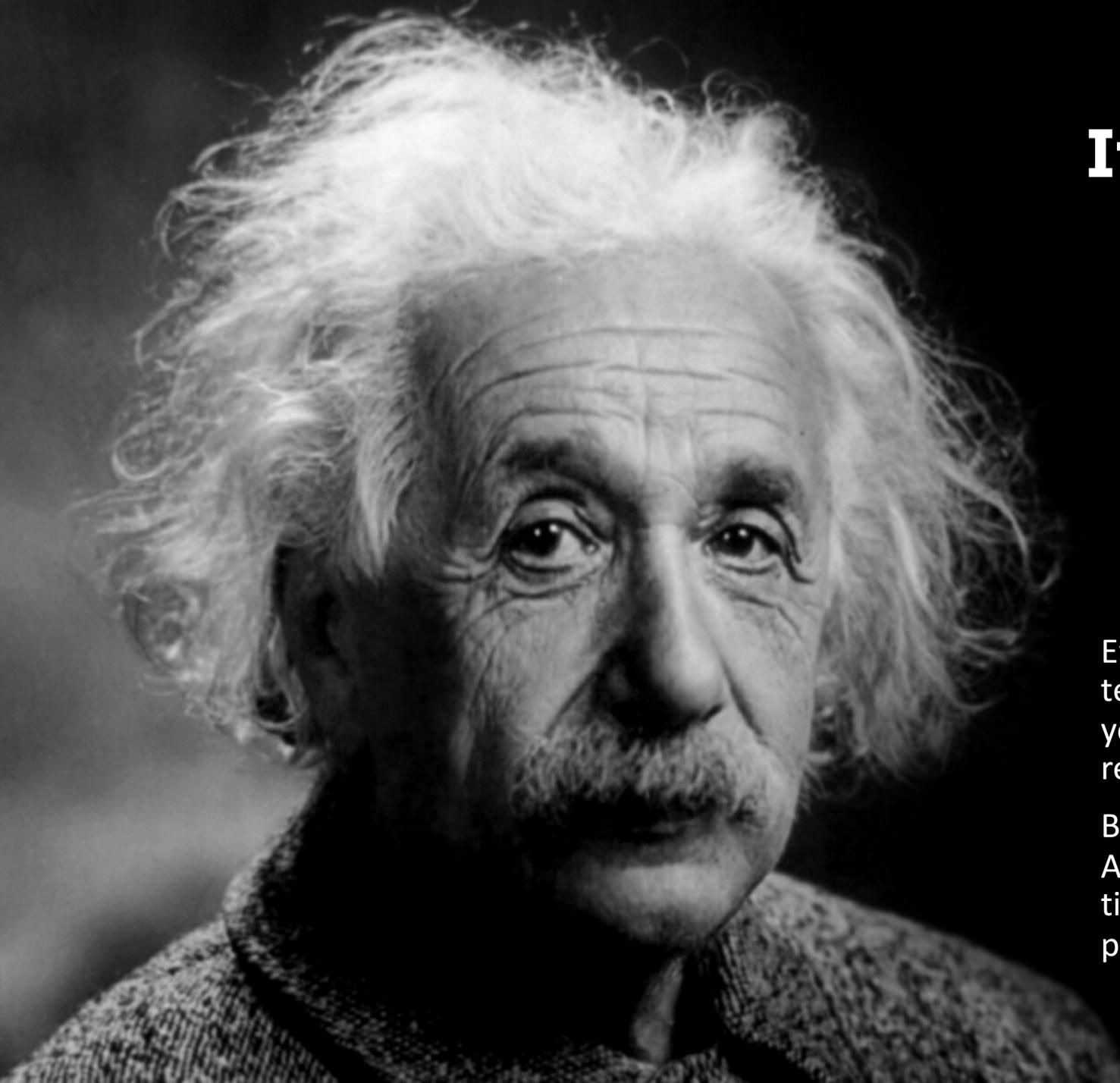
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Mobile first User Experience with IoT integrated back-end

- Hourly-based Electric Vehicle Renting for consumers and companies.
- Electric Vehicle Sharing Solution for apartment buildings, companies, hotels, municipalities etc.
- Complete EV sharing solution including
 - EkoRent Mobile App
 - E-Vehicles with EkoRent Software and hardware
 - EV-charging stations
 - Digital instructions, reporting

ekoRENT



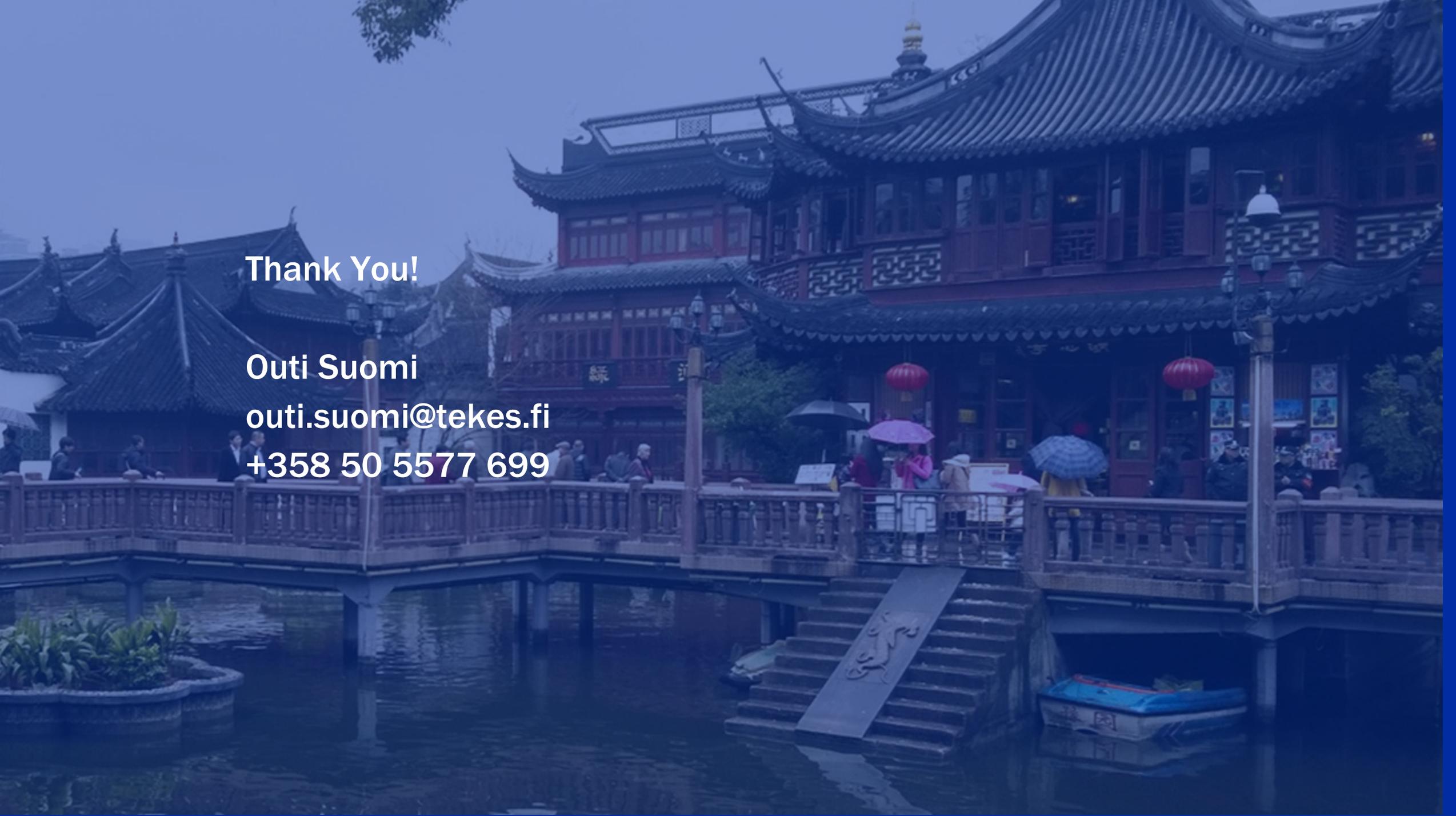


**If you cannot explain it
simply you have not
understood it well
enough!**

Albert Einstein

Even the best product based on the best technology will get you absolutely nowhere unless you can communicate your customer value in a really simple way!

But do not worry - it is a skill that can be learned! All it takes is a day of your time - some preparation time and lots of practice. In Silicon Valley we call it pitching.



Thank You!

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