Cleanweb

Cleantech-digitalisation-connectivity

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

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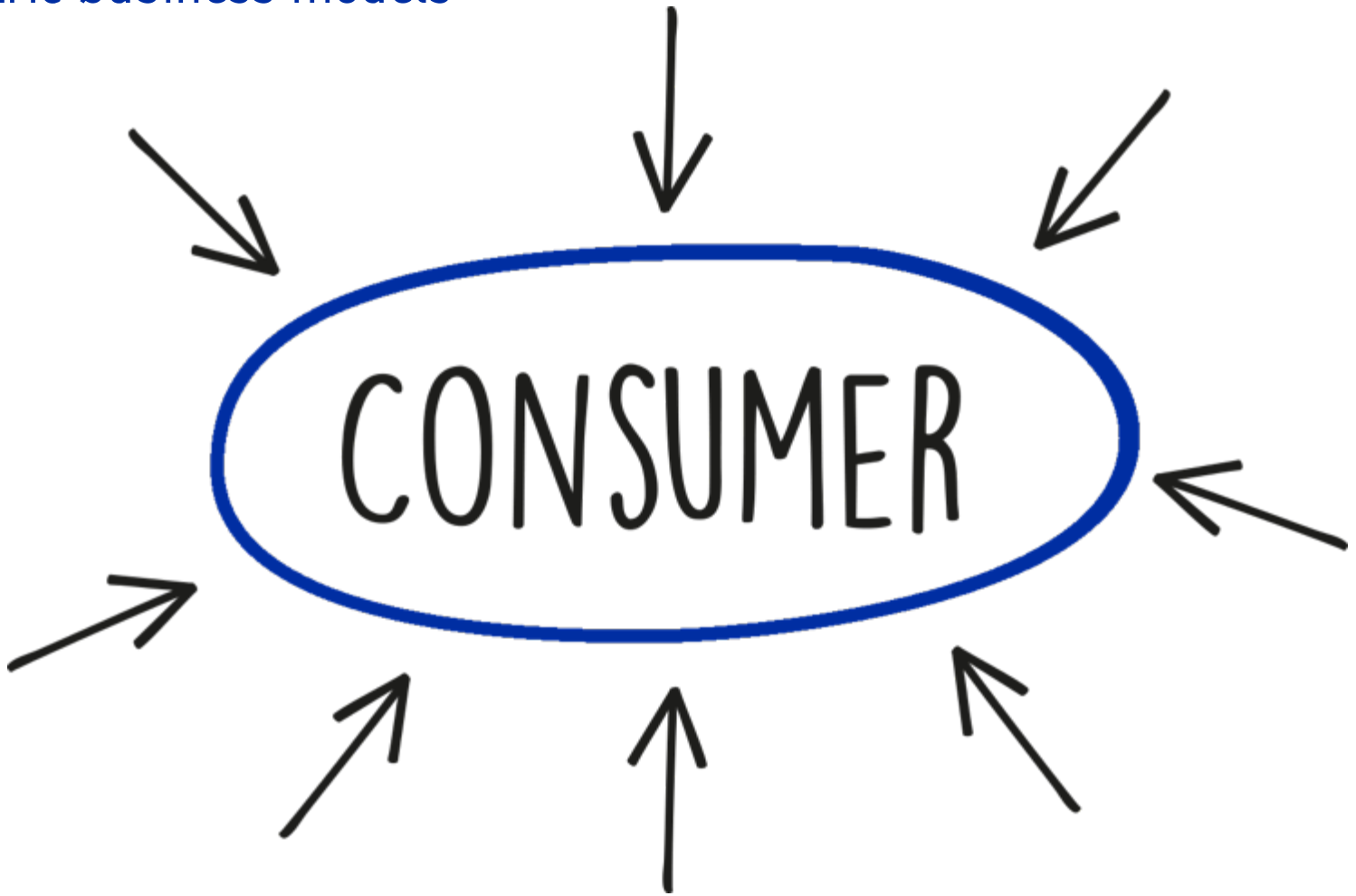
From cleantech to cleanweb

Consumer centric business models



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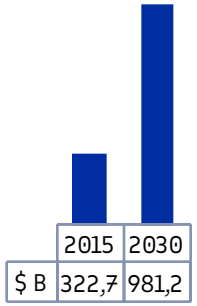
Cleantech market snapshot

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 %



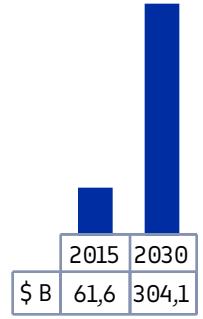
	2015	2030
$ B	322,7	981,2

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 %



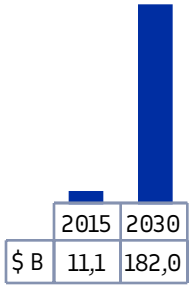
	2015	2030
$ B	61,6	304,1

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 %



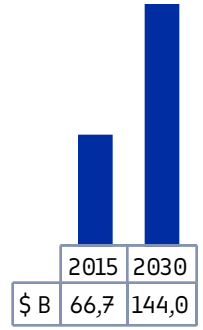
	2015	2030
$ B	11,1	182,0

Smart Grids

There is a increasing penetration of distributed generation as well as renewable energy.

Europe is expected to be the fastest growing region.

CAGR = 5.3 %



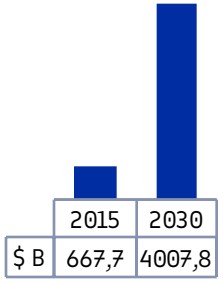
	2015	2030
$ B	66,7	144,0

Recycling Technology

Strong interest in densely populated regions.

Sustainable waste management, improved recycling processes are of high interest globally.

CAGR = 12.7 %



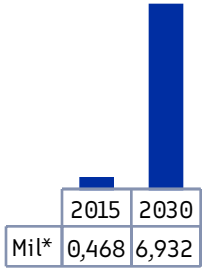
	2015	2030
$ B	667,7	4007,8

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 %



	2015	2030
Mil*	0,468	6,932

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*Units in Million

CAGR period: 2015-2030

Image Source: www.freepik.com

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We have around 3000 companies offering cleantech solutions

*EK:n Bisnes ja ilmastonmuutos -selvitys 2015

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INTERNET OF
OF EVERYTHING

Digitalisation boosts growth of cleantech companies

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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.

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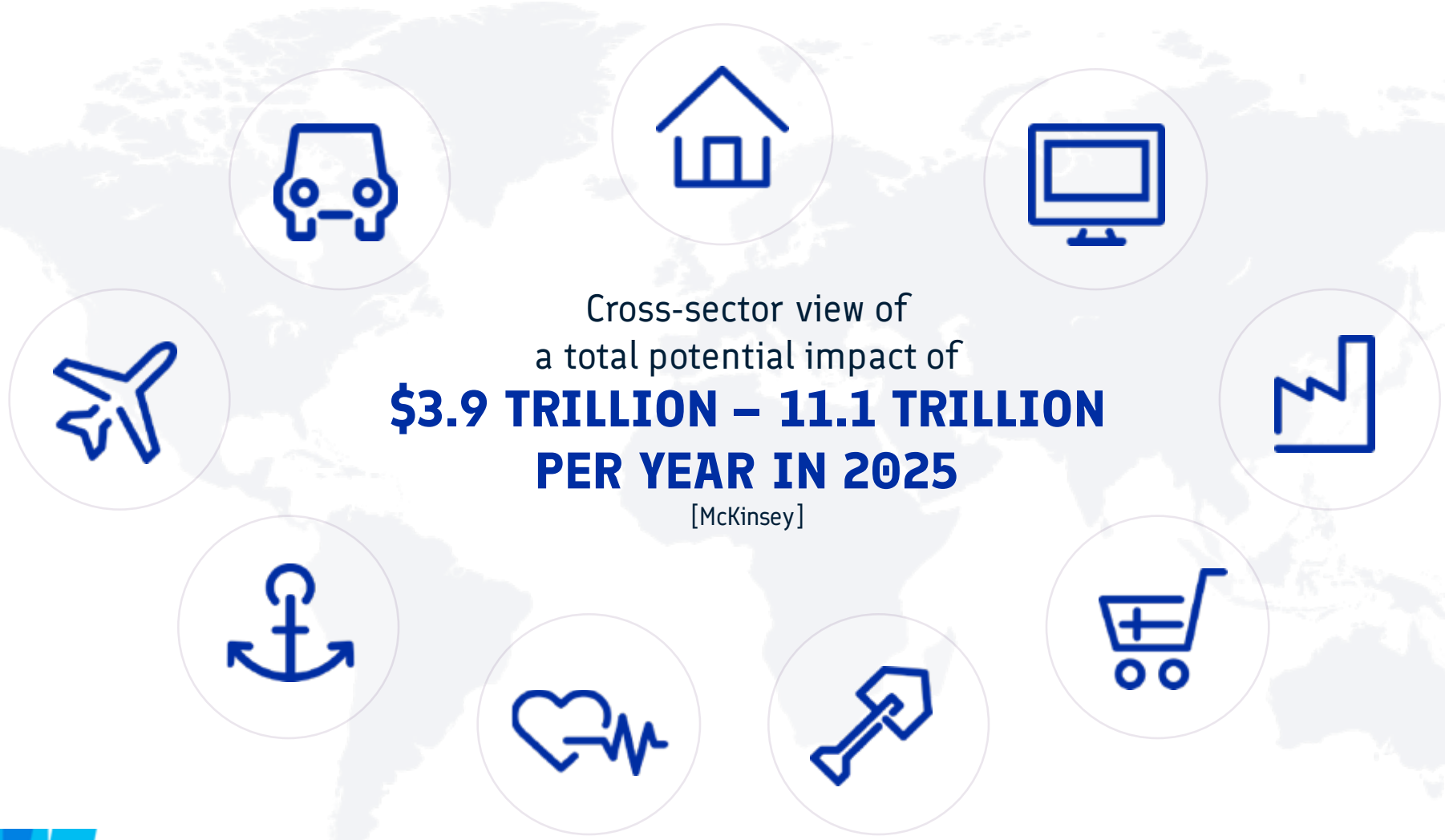
Internet of Things is going to change every industry



Cross-sector view of
a total potential impact of
$3.9 TRILLION – 11.1 TRILLION
PER YEAR IN 2025
[McKinsey]

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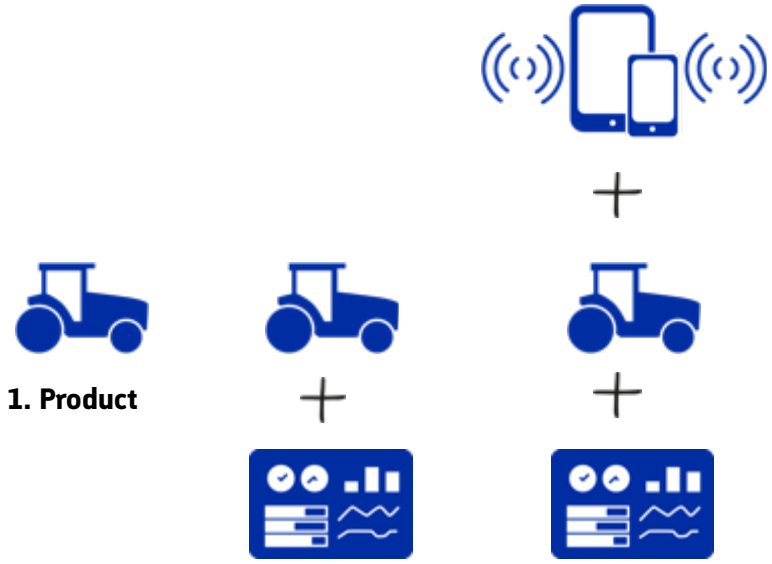
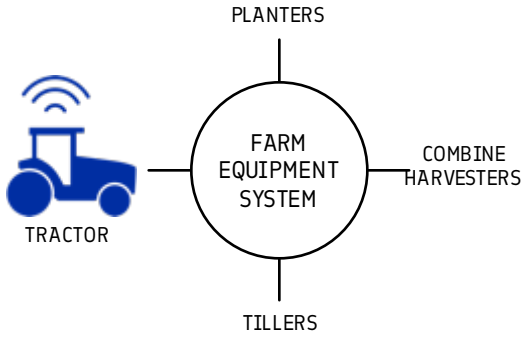
Redefining Industry Boundaries



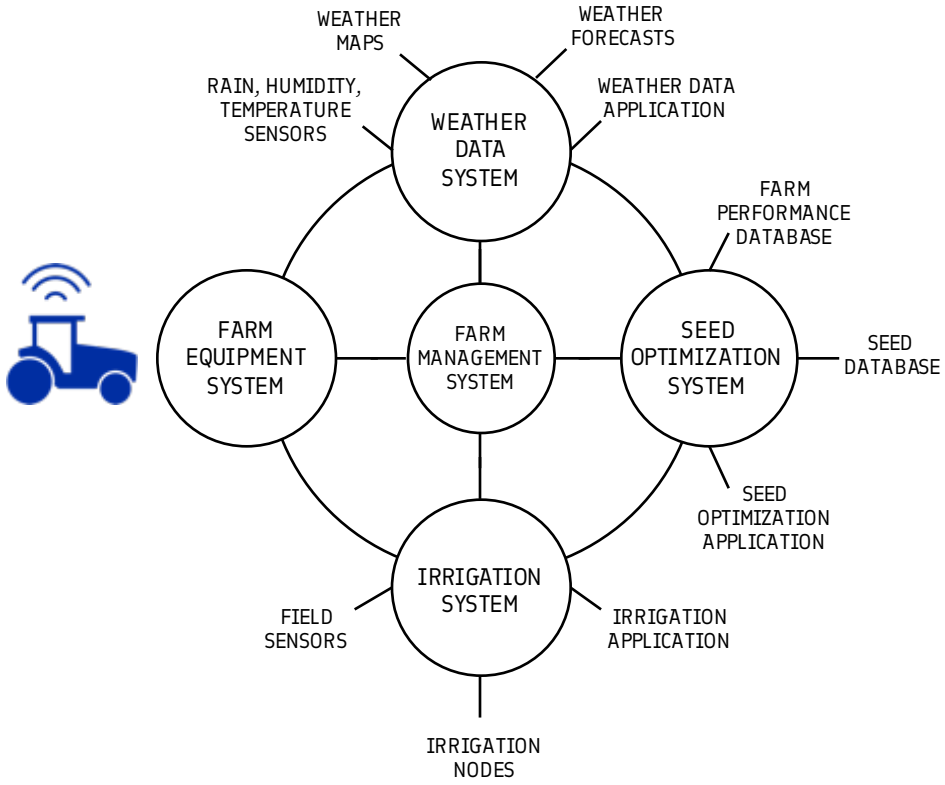
1. Product

2. Smart product

3. Smart, connected product



4. Product system

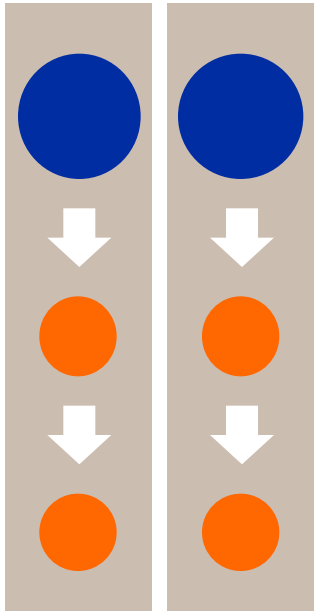


5. System of systems

Harward Business Review Nov2014: Porter-Heppelman

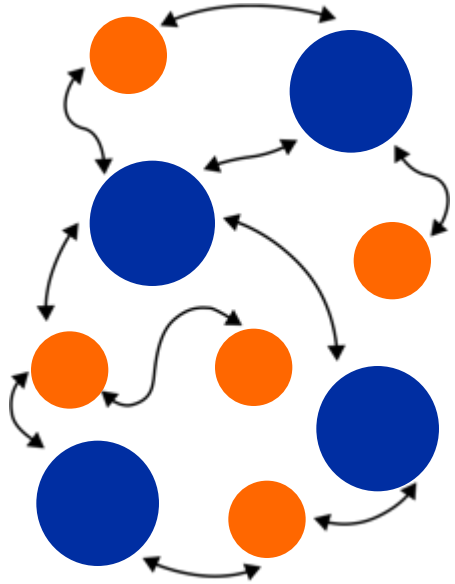
Of sectors, matrices and ecosystems

(A) Chain model



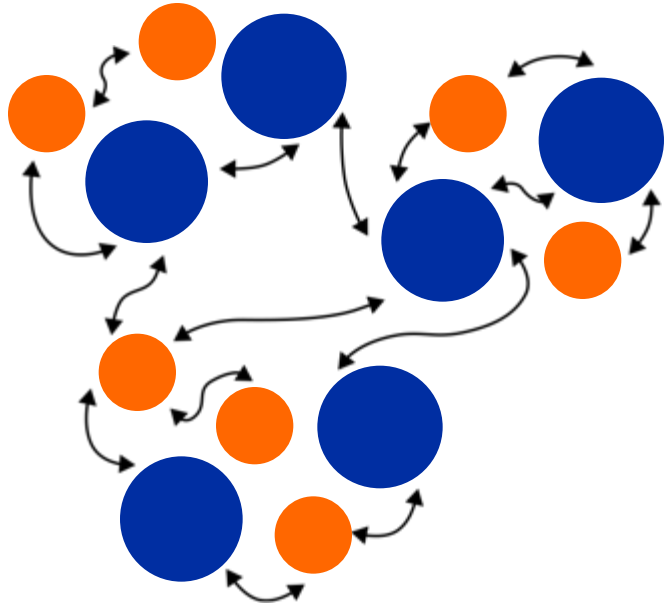
Objective: COST MINIMIZATION

(B) Ecosystem model



Objective: VALUE MAXIMIZATION

(C) Portfolio model



Objective: INVESTABILITY

ROADMAP TOWARDS IMPROVED VALUE CAPTURE CAPABILITIES AND INVESTABILITY

© ETLA

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

Business2Digital

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

First/lead market

Global networks, joint development, consortia, ecosystems

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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.

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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 Inverstors workshop

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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

Cleanweb calender 2016–2017

AUG SEPT OCT

Team Finland day speed dating 25.8.

Masterclass looking for funding 20.–21.9.
Tekes Pitching Training – NABC 21.–22.9.
Cleanweb breakfast 8.9.

CleantechVentureDay 3.–5.10.2016
GLOSHO 3.–4.10. LACI , CT Finland
Cleanconnect 2.–4.10. Shanghai with BP
Climate Launch Pad Europe Final 7.–8.10.

NOV DEC

SLUSH Side Event, 1.12.

Pollutec 2016 27th international exhibition of environmental equipments technologies and services Eurexpo, Lyon, France 29.11.–2.12.2016

JAN FEB MARCH APRIL MAY JUNE

LACI-accelerator program
Los Angeles 9.–20.1.2017

Cleantech Forum San Francisco
23.–25.1.

Masterclass ja NABC
March/April 2017

ON GOING

Singapore Test Bed -collaboration

NIA innovation awards

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THE RECIPE FOR SUCCESS – CASES

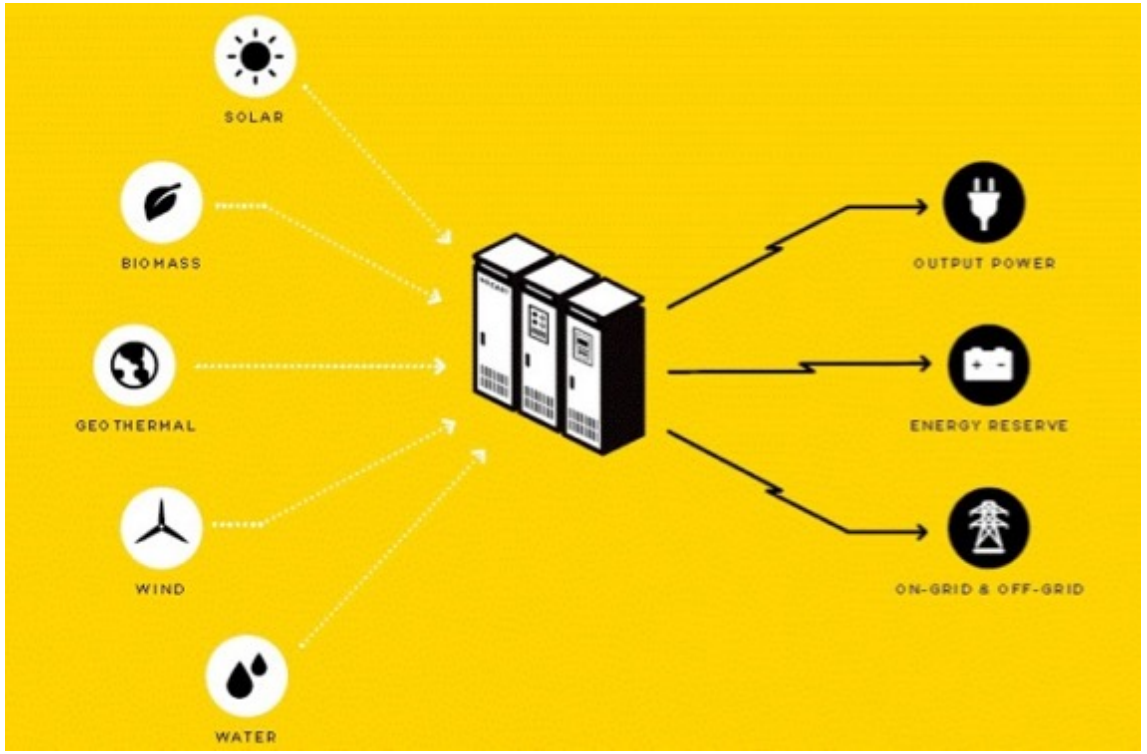
LIGHT ASSETS

USABILITY

RESOURCE SMARTNESS

Nocart enables use of multiple energy sources

- Nocart Oy sells renevable 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.



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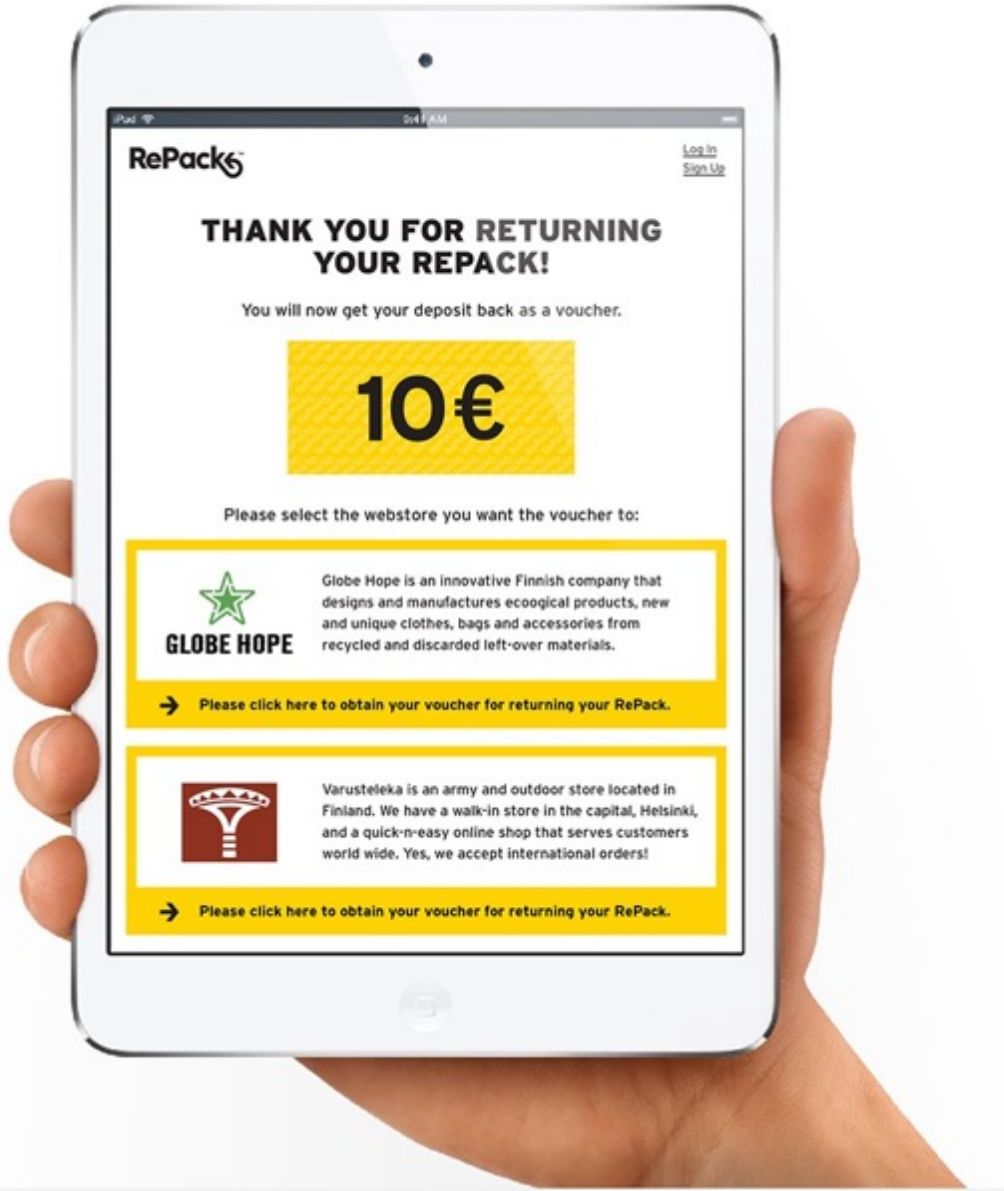
RePack
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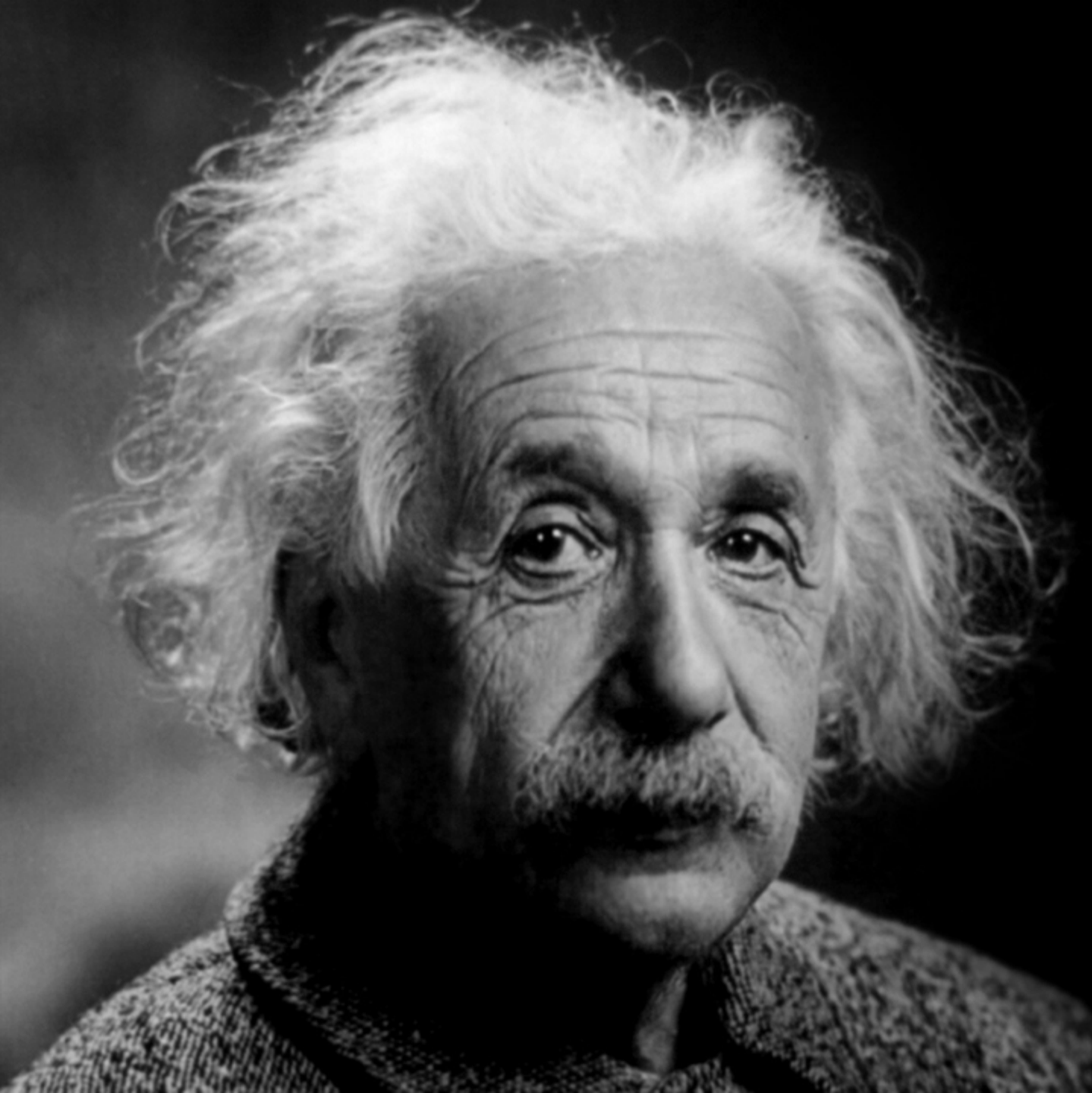
Sign Up
THANK YOU FOR RETURNING YOUR REPACK!
You will now get your deposit back as a voucher.
10€
Please select the webstore you want the voucher to:
GLOBE HOPE
Globe Hope is an innovative Finnish company that designs and manufactures ecoogical products, new and unique clothes, bags and accessories from recycled and discarded left-over materials.
Please click here to obtain your voucher for returning your RePack.
Varusteleka 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!
Please click here to obtain your voucher for returning your RePack.

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

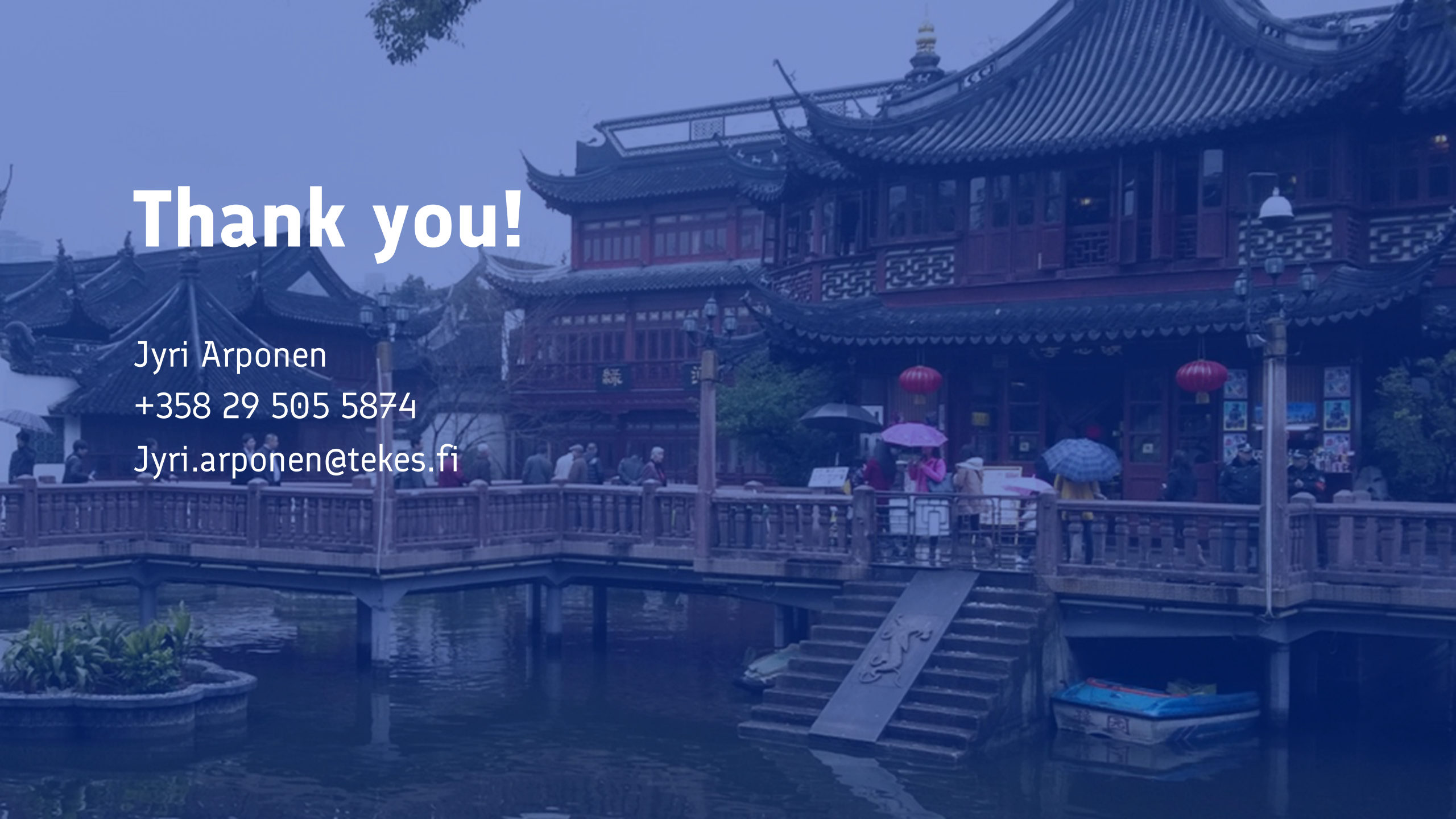


If you cannot explain it simply you have not understood it well enough!

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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