

OTANIEMI.FI*



How About Doing Business in Otaniemi Business Breakfast

Berlin Adlershof
1 October, 2009

Otaniemi – Heart of Finland's Hitech

Mr Ari Huczkowski, CEO Otaniemi Marketing
Otaniemi, Finland

OTANIEMI TECHNOLOGY HUB | THE HEART OF FINLAND'S HITECH

Presentation Overview

1. Quick intro on Otaniemi Marketing and Otaniemi
2. VC Financing case: MoneyTalks Events Very Strong Impact on the Startups in Otaniemi
3. Open Innovation case: Innovation Mill – Nokia Opens Part of Patent Portfolio to Startups
4. Internationalization Support case: New EOS Introduction Events Through Videoconferencing

OTANIEMI.FI*
Bridging Innovation
and Business

Otaniemi Marketing Ltd

TECHNOPOLIS



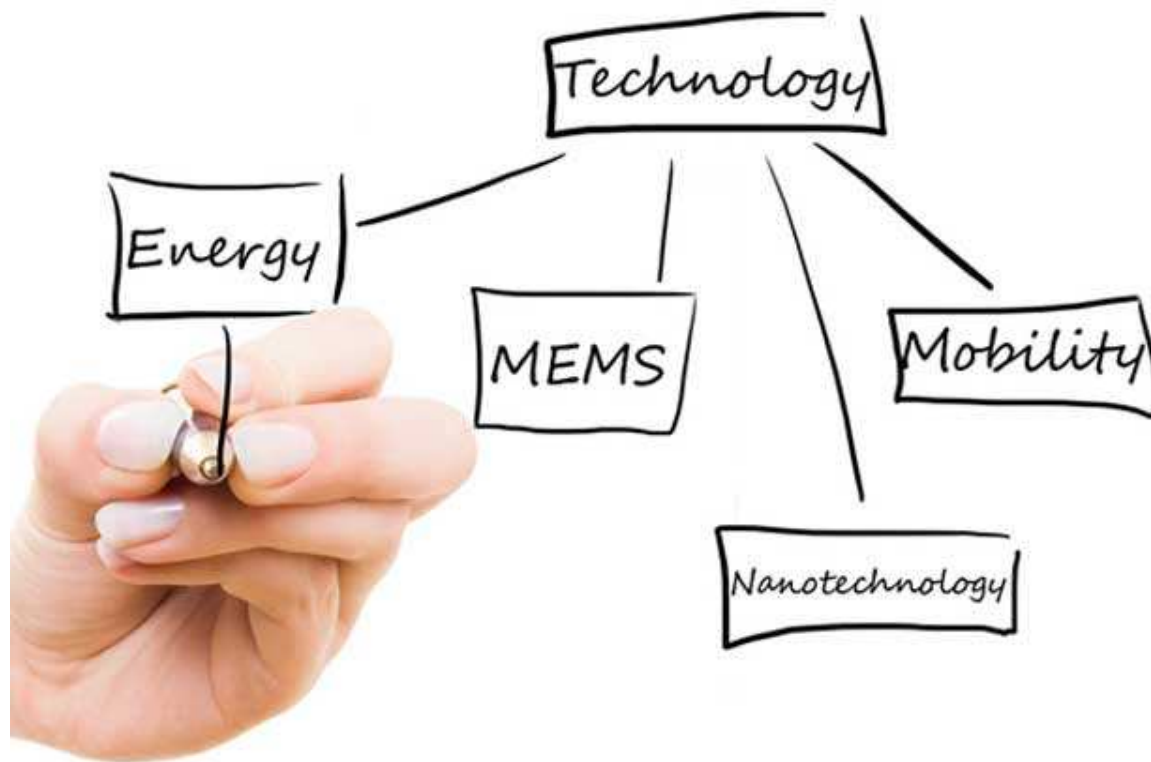
OTANIEMI.FI*



TEKNILLISEN KORKEAKOULUN YLIOPIPPILASKUNTA
TEKNISKA HÖGSKOLANS STUDENTKÅR
THE STUDENT UNION OF HELSINKI UNIVERSITY OF TECHNOLOGY

OTANIEMI TECHNOLOGY HUB | THE HEART OF FINLAND'S HITECH

Outsource your Hitech R&D
to one of Europe's most
innovative regions



OTANIEMI.FI[®]

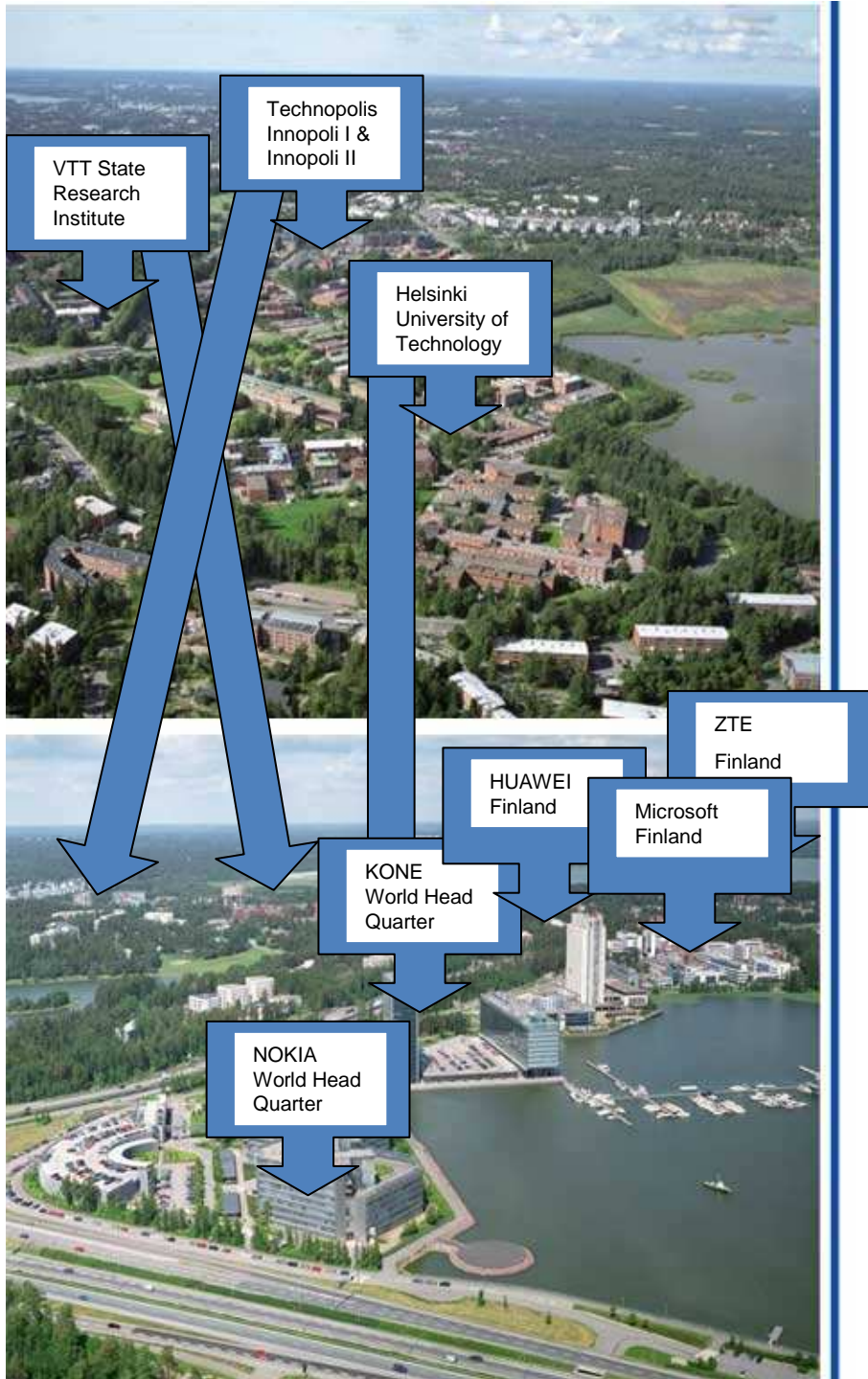
Bridging Innovation and Business

Otaniemi is the leading technology hub in the Northern Europe, featuring a unique mix of world-class research organizations, academic institutions and over 600 companies from start-ups to multinational corporations operating around a compact 2 kilometer campus. Twice selected by the EU as one of the most innovative regions in Europe, Otaniemi is a community of over 32,000 people with 16,000 students and 16,000 technology professionals.

for more information visit www.otaniemi.fi



OTANIEMI TECHNOLOGY HUB | THE HEART OF FINLAND'S HITECH



Otaniemi

The Heart of
Finland's HiTech
Inside 4 km²



The Award of Excellence
for Innovative Regions
by the European Commission



The Award of Excellence
for Innovative Regions
by the European Commission

OTANIEMI TECHNOLOGY HUB | THE HEART OF FINLAND'S HITECH



16,000 HIGHER EDUCATION
STUDENTS

OTANIEMI TECHNOLOGY HUB | THE HEART OF FINLAND'S HITECH

16,000 HIGH TECH PROFESSIONALS



OTANIEMI TECHNOLOGY HUB | THE HEART OF FINLAND'S HITECH

800 COMPANIES

FROM WORLD HEADQUARTERS TO INNOVATIVE STARTUPS



OTANIEMI TECHNOLOGY HUB | THE HEART OF FINLAND'S HITECH

OTANIEMI.FI
Bridging Innovation
and Business

ESPOO's Unique T3 Strategy

The image features an aerial map of Espoo, Finland, with a large white circle in the center containing the text 'T3'. Surrounding this central element are numerous logos of companies and organizations, including: **VIRTUAL AIR GUITAR COMPANY**, **aito**, **CANATU**, **Senseg**, **ENVVAULT CORPORATION**, **FLINSOR**, **7 SIGNAL**, **beneq**, **KEENO**, **floobs**, **MOVIAL**, **SAMSUNG**, **PLEXPRESS**, **Winfo**, **what a map!**, **PHILIPS InnoHub OTANIEMI.FI**, **TECHNOPOLIS**, **MIC**, **VAISALA**, **active life**, **TEXAS INSTRUMENTS**, **FOUNDATION FOR FINNISH INVP**, **AIKES**, **WEEGE**, **ESPOO MUSEUM OF**, **ESPOO CENTRE**, **STOCKMANN**, **ESPOON KAUPUNGINTEATTERI**, **MYSQL**, **TOSHIBA**, **SAP**, **Microsoft**, **NISSAN**, **VAI**, **CSC**, **NESTE OIL**, **ZTE 中兴**, **OU PONT**, **Bayer**, **ESPOO CLUB**, **ESPOO**, **ESPOO MUSEUM OF**, **ESPOO CENTRE**, **ESPOON KAUPUNGINTEATTERI**, **OTANIEMI**, **KEILANIEMI**, and **OTANIEMI TECHNOLOGY HUB | THE HEART OF ESPOO'S HITECH**.

VC Financing case:

MoneyTalks Events – Very Strong
Impact on the Startups in Otaniemi

Connecting Entrepreneurs and Financiers at MoneyTalks™ Forum

- ✦ 20 investor events since fall of 2006
 - ✦ 5 full day special events since spring of 2007
 - ✦ 1500+ participants and 100 companies presented
 - ✦ 50+ participating companies received financing
 - ✦ In partnership with Finnish and international vc's
- ➔ Bring your case in front of the money!

CONOR

EQVITEC
PARTNERS

— INNOFINANCE OY —



nexit ventures

NordicVenturePartners

VERAVENTURE

actawireless
energy innovation investment



Amadeus Capital Partners Limited

BlueRun.
ventures

CREANDUM

dfjesprit



gemini
israel funds

OTANIEMI.FI
Bridging Innovation



MoneyTalks™ Forum

By Technopolis Ventures Ltd

What Is It?

- ✦ Entrepreneur-to-financier pitching, targeted networking and matchmaking event
- ✦ In close partnership with Finnish and international VCs
- ✦ Pitching by pre-screened high-tech and innovation based companies
- ✦ Focus on seed and early stage financing
- ✦ Established by Technopolis Ventures in 2006

MoneyTalks™ Forum in Figures

- ✘ 15 monthly events since fall of 2006
- ✘ 5 bi-annual special events since spring of 2007
- ✘ 100 companies presented
- ✘ 1500 + participants
- ✘ 50+ of participating companies received financing

For Whom?

- ✦ For companies seeking financing, financiers and corporations seeking investment and M&A targets and opportunities with companies across Finland:
 - ✦ Venture capitalists
 - ✦ Public financiers, including Tekes, regional financiers
 - ✦ Business angels
 - ✦ Technology and innovation based companies seeking financing
 - ✦ Corporate venturing and M&A; Nokia, NSN,
 - ✦ VIP guests
- ✦ No consultants or service providers

MoneyTalks™ Comes in Three!

- ✦ MoneyTalks™
 - ✦ Monthly national event at InnoClub in Otaniemi, Espoo
 - ✦ 15-17hrs on the second Thursday of the month
 - ✦ 2-3 companies give 7-minute presentations, followed by Q&A
 - ✦ 1-5 one-minute elevator pitches
 - ✦ Featured Sponsor presentation
 - ✦ One-hour informal networking
 - ✦ 60-100 participants, 30 % financiers

- ✦ MoneyTalks Forum™
 - ✦ Bi-annual international event on the second Thursday of May and November
 - ✦ Full-day program at one of the Technopolis Helsinki region sites
 - ✦ 8-16 pre-selected companies give 7-minute presentations, followed by Q&A
 - ✦ Typical program on next slide
 - ✦ 100+ high quality participants

- ✦ MoneyTalks™ Video -- to be launched by 2010

MoneyTalks™ Forum

✦ Typical Program:

- 9.30 Registration and coffee
- 9:35 Welcoming remarks
- 9.35 MoneyTalks Forum Special Sponsors' Greetings
- 9.40 Keynote Speaker
- 10.20 One-Minute Power Pitches, 8 to 9 companies
- 10.30 Networking Break, Refreshments
- 11.00 Seven-Minute Company Presentations, 4 companies
- 12.00 Buffet Lunch & Networking
- 13.00 Company Presentations continue, 4 companies
- 14.15 Networking & Coffee
- 14:30- Pre-scheduled one-on-one meetings

- 18/20 Evening Reception/Dinner optional

MoneyTalks™ Forum

Leading Finnish VCs as Sponsors



EQVITEC
P A R T N E R S



— INNOFINANCE OY —

NordicVenturePartners

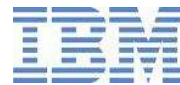
CONOR



VERA VENTURE

OTANIEMI TECHNOLOGY HUB | THE HEART OF FINLAND'S HITECH

We Work with Leading Companies and International VCs

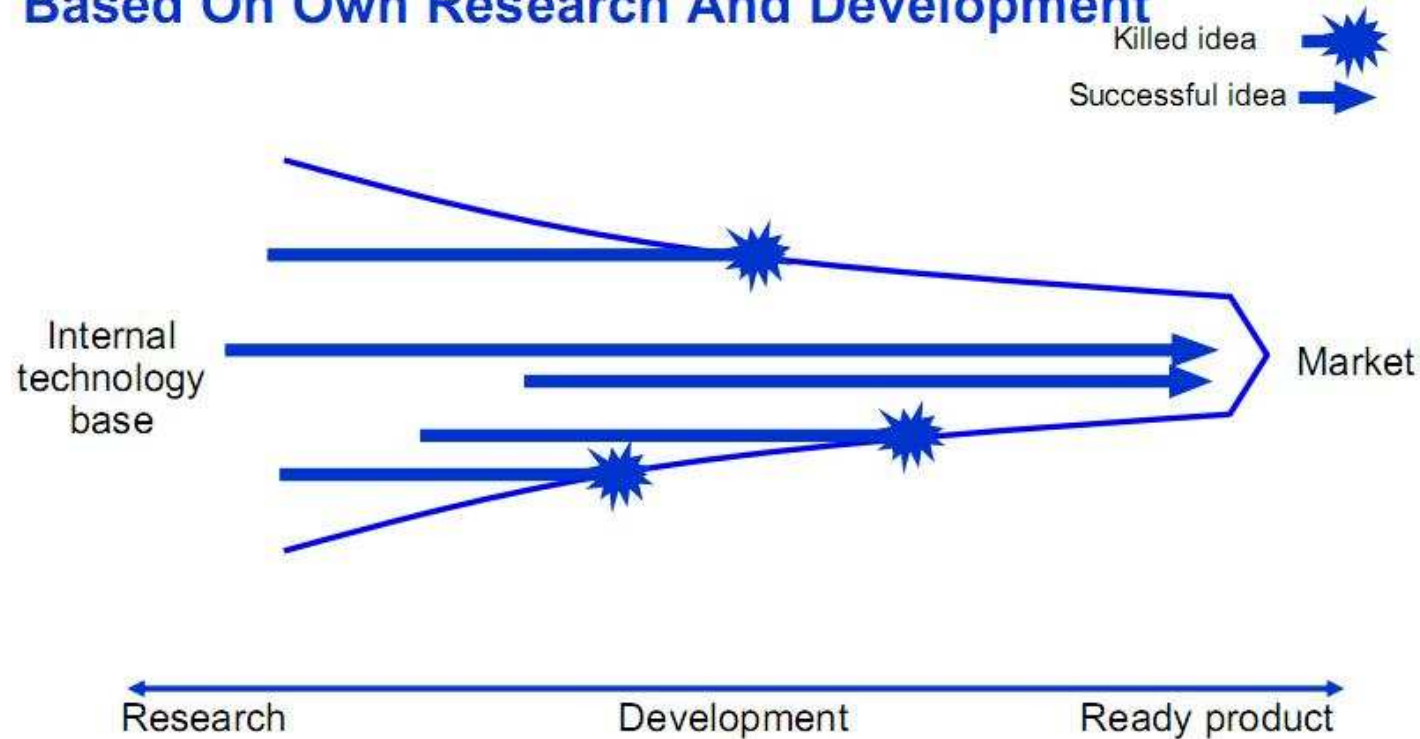


Open Innovation case:

Innovation Mill – Nokia Opens Part of
Patent Portfolio to Startups

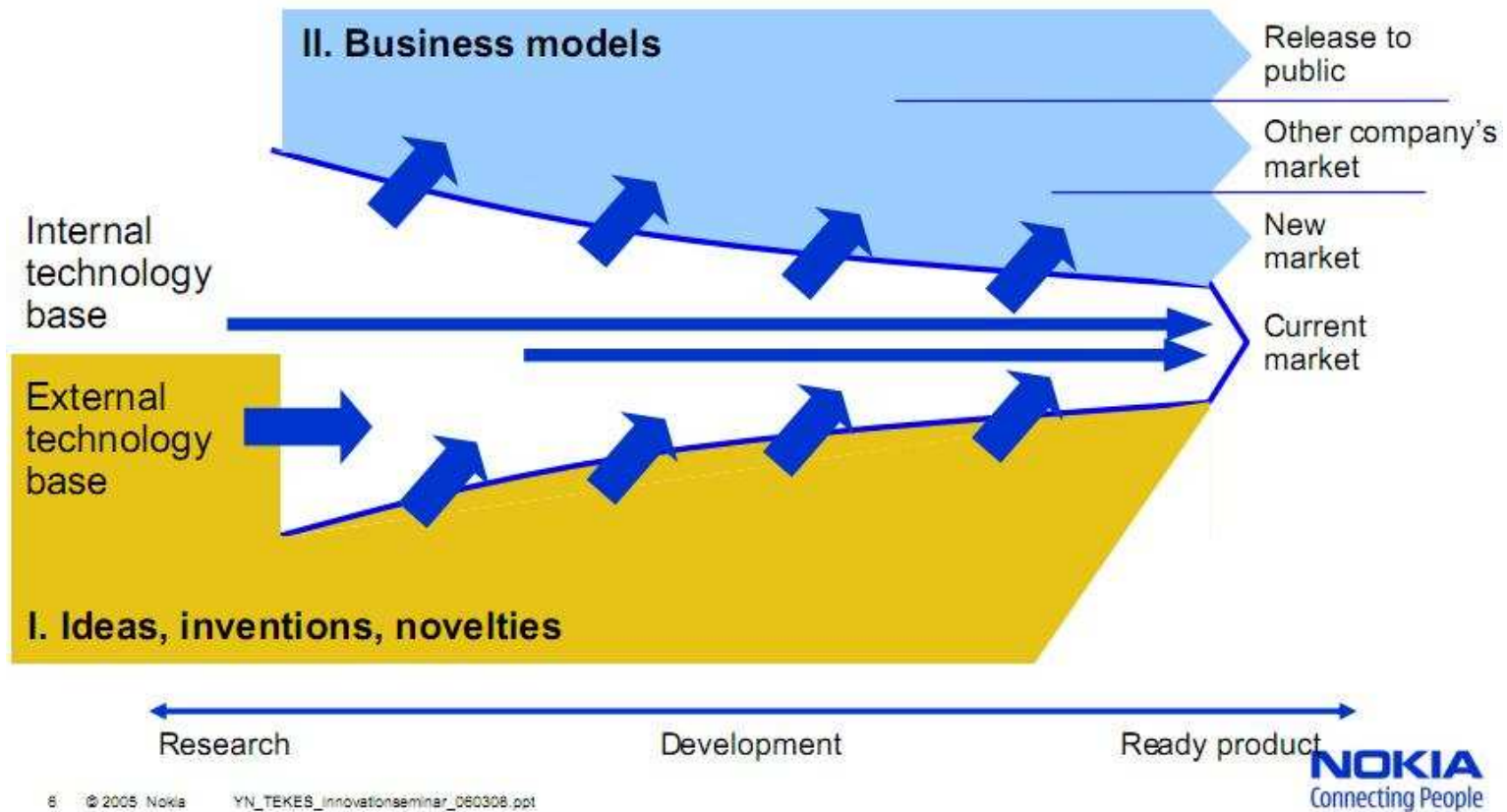
Closed Innovation Model

In Closed Innovation Model Company's Products Are Based On Own Research And Development



Open Innovation Model

Open Innovation Brings In External Ideas And Uses External Business Models



Ever Wanted to Get Your Hands on Nokia's Business Ideas and Innovations?

- ✦ Are you working for an innovative company looking for the final push to complete your IPR puzzle? Then look no further!
- ✦ Nokia, Technopolis and Tekes are now searching for **innovative companies** that can turn **Nokia's non-core** intellectual property into new **success stories**.
- ✦ Nokia, Technopolis and Tekes co-operation presents an opportunity for companies in complementary sectors to utilise these ideas.
- ✦ Major Growth Opportunities and Financial Support
- ✦ In March 2009, Nokia, Tekes and Technopolis launched a three-year program called INNOVATION MILL that will utilise **thousands** of Nokia's unused ideas and intellectual property rights and turn them into products and services.

IPR Pool and Focus Areas

- ✦ The IPR pool consists of everything from **patents** and **patent applications** to **demonstrations** and **validated idea descriptions**.
- ✦ Nokia has agreed to **transfer the rights** to companies that convince the evaluation board of their ability to create value from the unused IPRs.
- ✦ The focal areas of the innovation pool are **applications, services** and **products** around
 - ✦ Near Field Communications
 - ✦ Environmental and Energy Related Solutions
 - ✦ Health Care and Well Being Applications
 - ✦ Location-based Services
 - ✦ Mobile Security
 - ✦ Future Internet Services

Supporting Financial Instruments

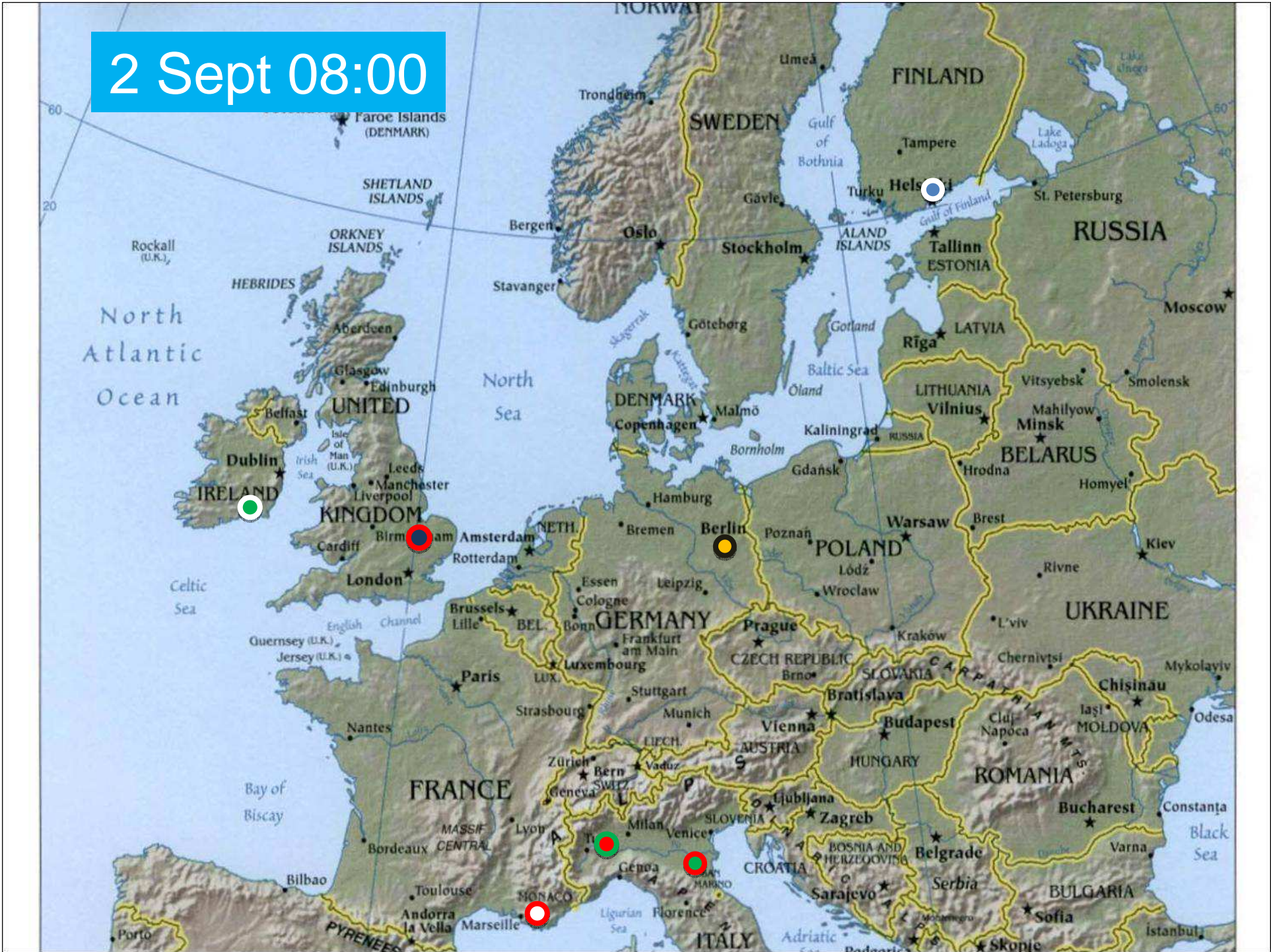
- ❖ As part of the program, **supporting financial instruments** and networks are available to boost the competitiveness of innovative Finnish companies.
- ❖ The INNOVATION MILL has **8 million euros** available for 2009 to 2011 to finance the IPR development projects in the companies.
- ❖ The **funding** can be used **for integration** of the new IPRs into the existing technology, market studies, pilot runs, business development etc.
- ❖ The **INNOVATION MILL** is a new growth vehicle for the Finnish technology companies. Participating companies can utilise Technopolis' resources and networks to evolve their innovations into global solutions.
- ❖ The program is coordinated by Technopolis and funding is provided by Tekes and Technopolis Cities around Finland.

Internationalization Support case:

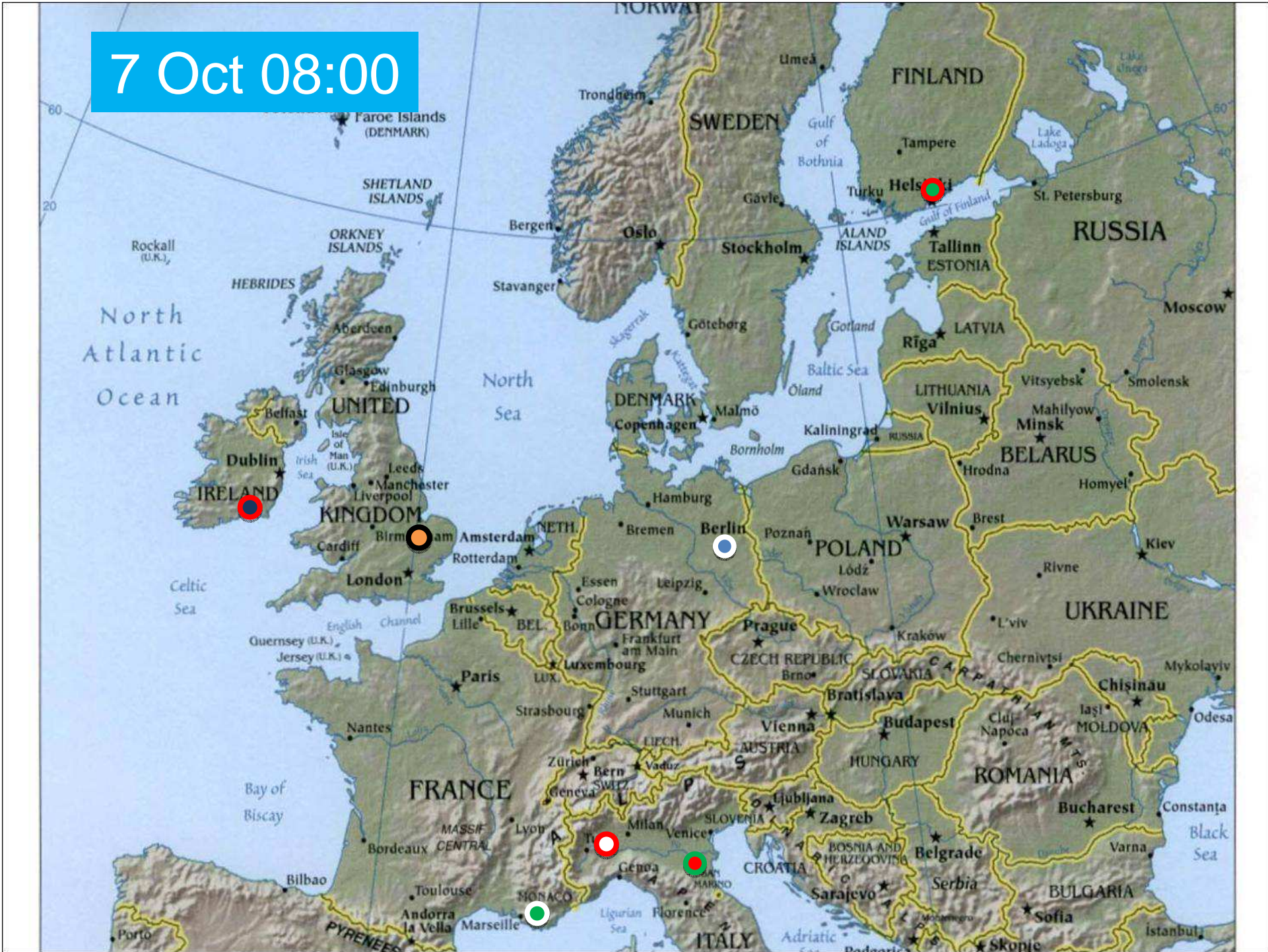
New EOS Introduction Events Through Videoconferencing

The idea

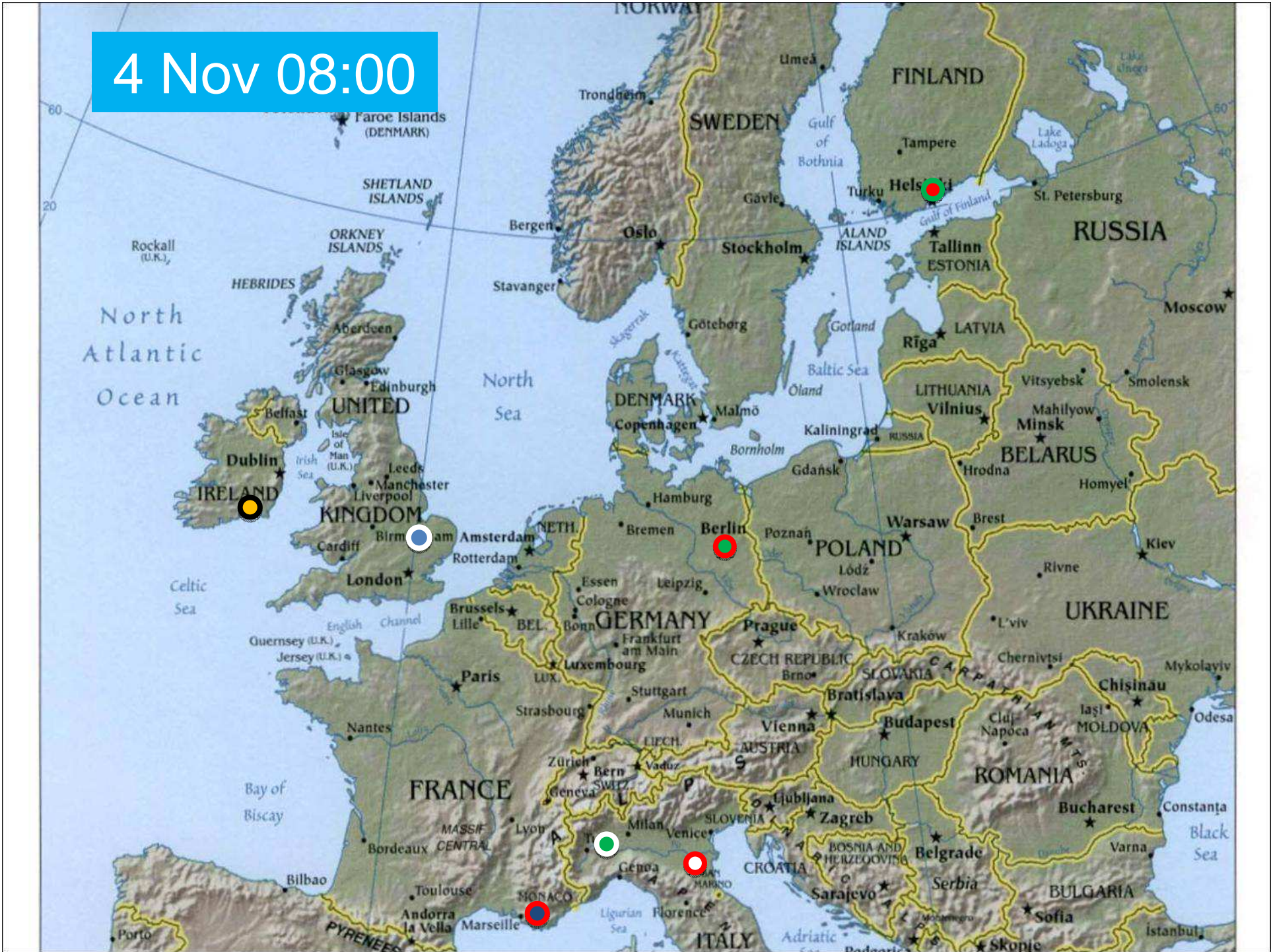
2 Sept 08:00



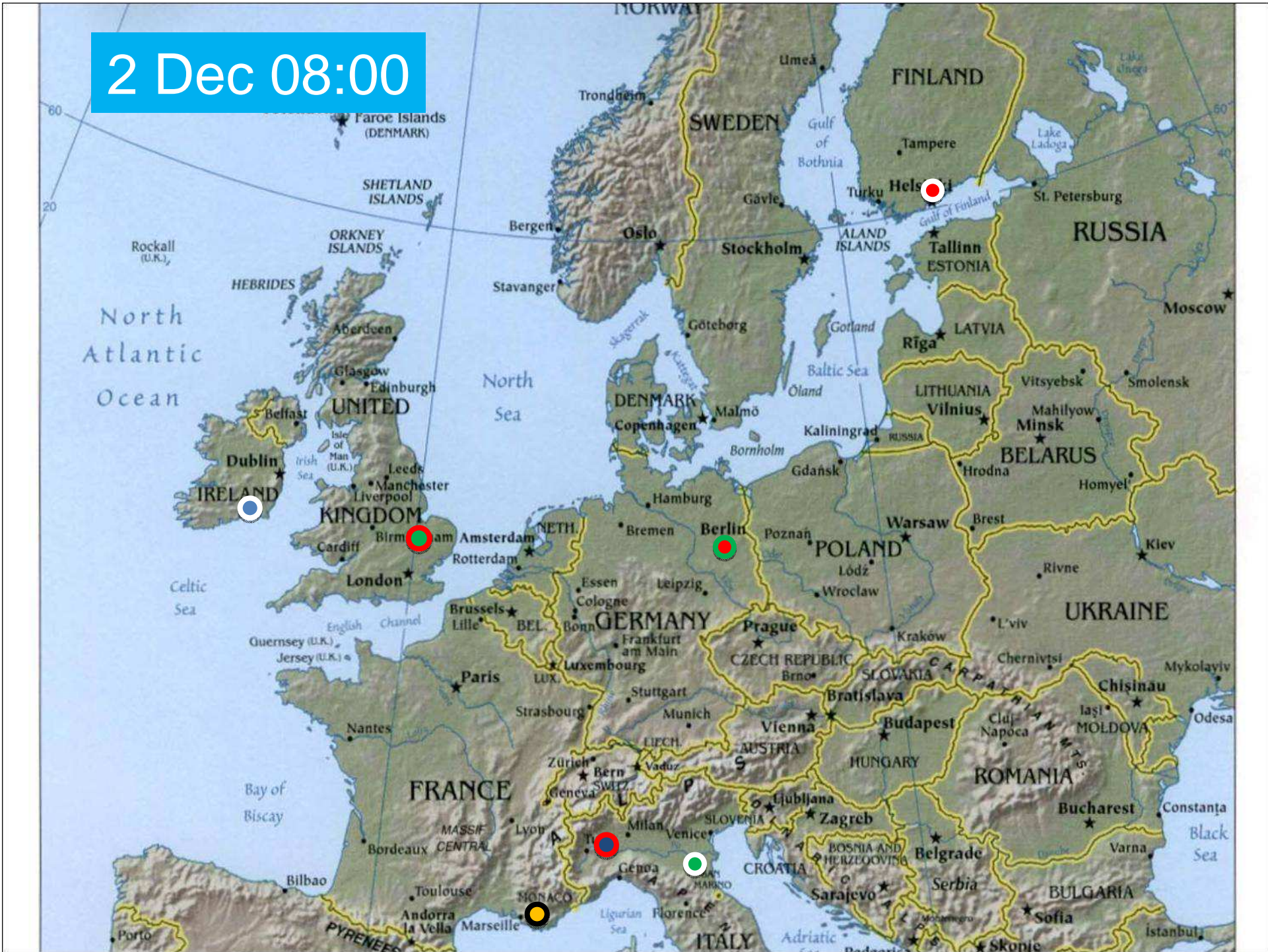
7 Oct 08:00



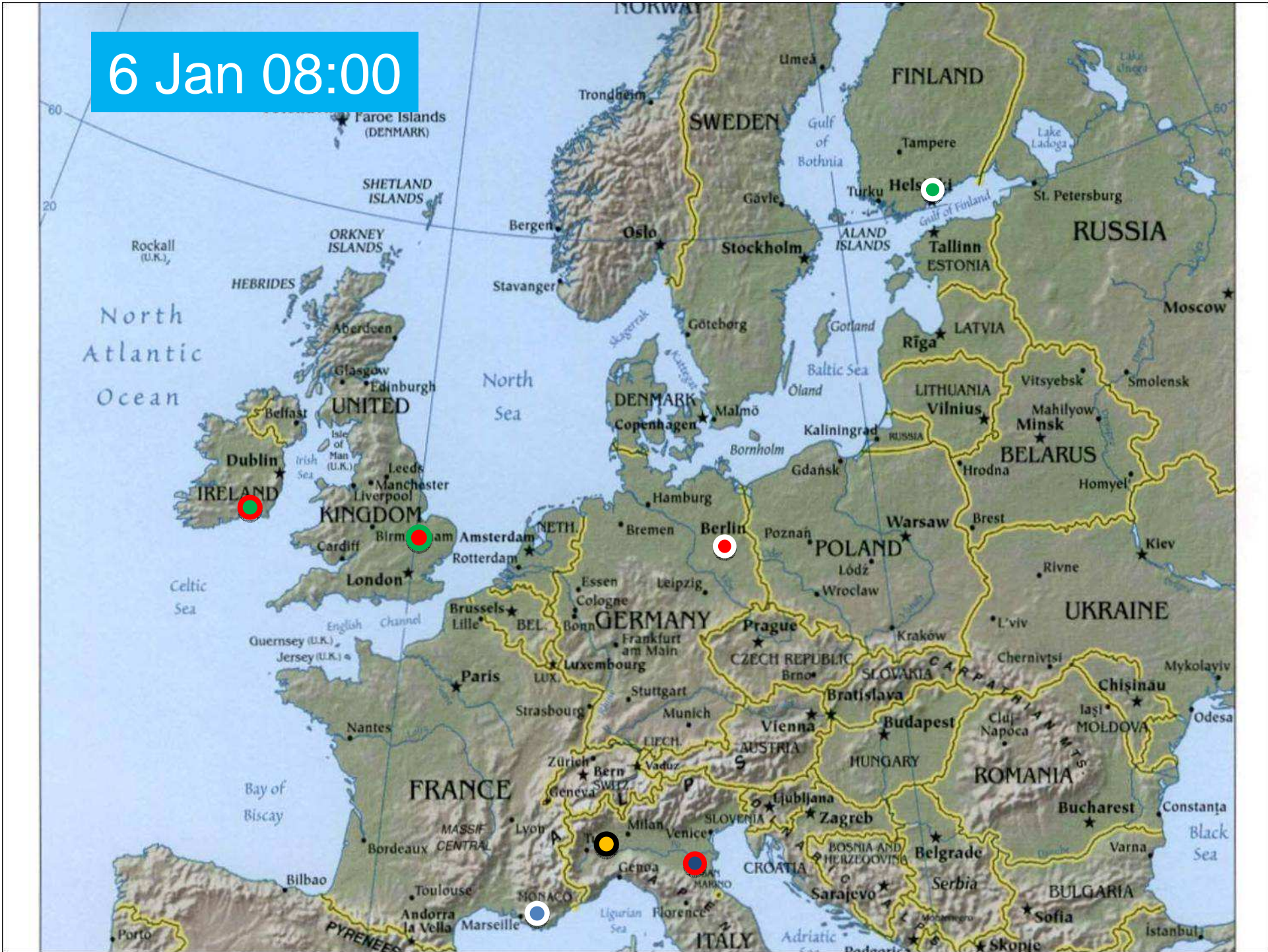
4 Nov 08:00



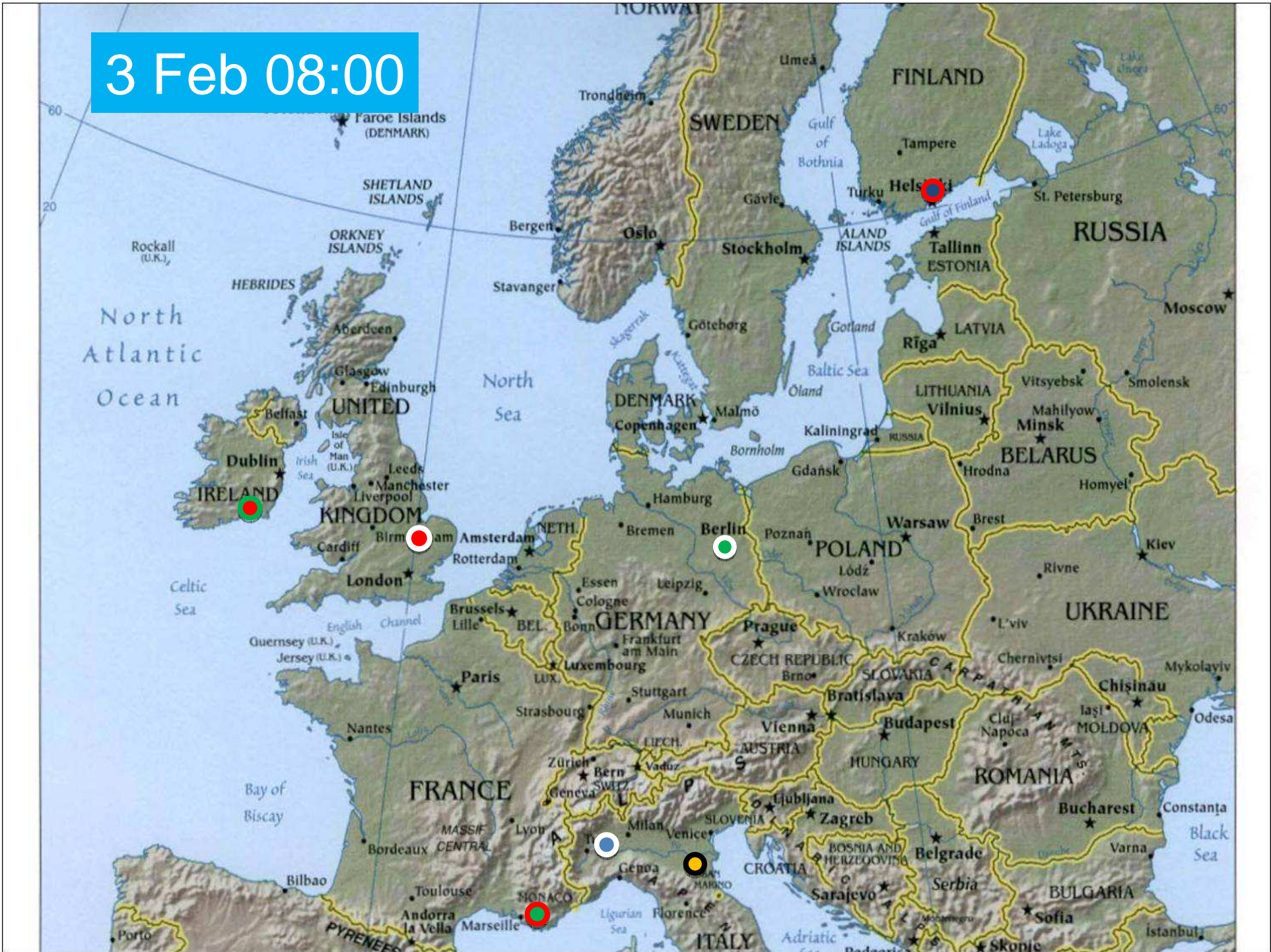
2 Dec 08:00



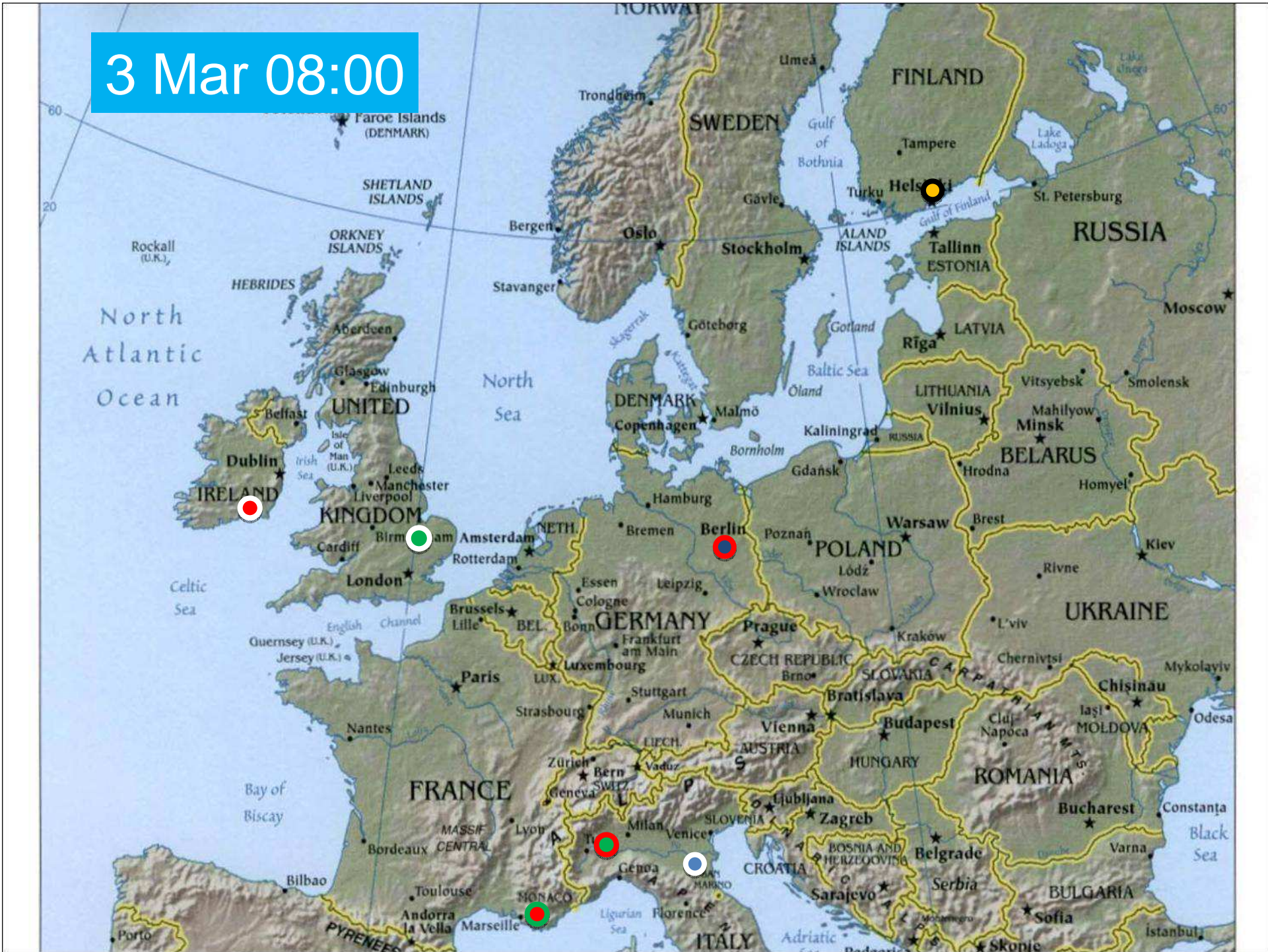
6 Jan 08:00



3 Feb 08:00



3 Mar 08:00



THE RESULT

I had no idea I can do nano R&D in Berlin!

Veneto office will boost our growth!

Torino on my mind!

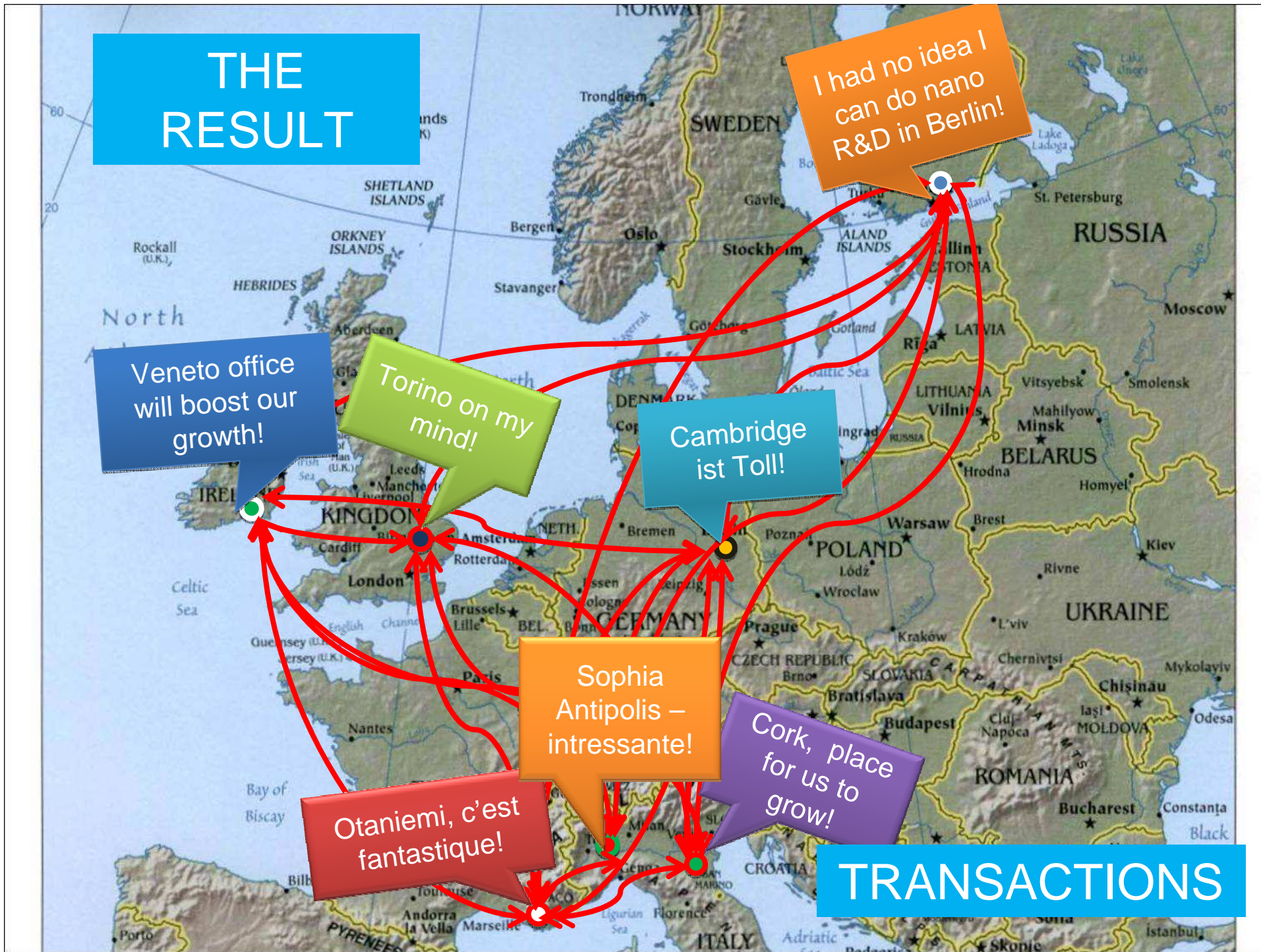
Cambridge ist Toll!

Sophia Antipolis – intressante!

Cork, place for us to grow!

Otaniemi, c'est fantastique!

TRANSACTIONS



The IDEA

- v First Wednesday of every month
- v At 08:00
- v At all New EOS tech Hubs
- v Simultaneously
- v First one was "How About Doing Business in Otaniemi" – videoconference between Otaniemi and Cork on 1 July

Contact Us!



ari@otaniemi.fi
+358 40 521 5642



melissa.harden
@otaniemi.fi
+358 50 543 4788



elina.silverang
@otaniemi.fi
+358 50 366 4756



pekka.front
@otaniemi.fi
+358 40 073 0039



sandeep.shah
@otaniemi.fi
+358 50 366 2152



leigh.ewin
@otaniemi.fi
+358 44 022 4044



ismo.rantala
@otaniemi.fi
+358 40 556 7770

Thank You for Your Attention!

Come and Visit Us in Otaniemi!