

## Global Platform Empowering Local Talent

Practical approach to connect universities and businesses

Danube S3 Workshop – Vienna  
7 July, 2015.

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Head of Demola Budapest

**DEMOLA**  
NETWORK

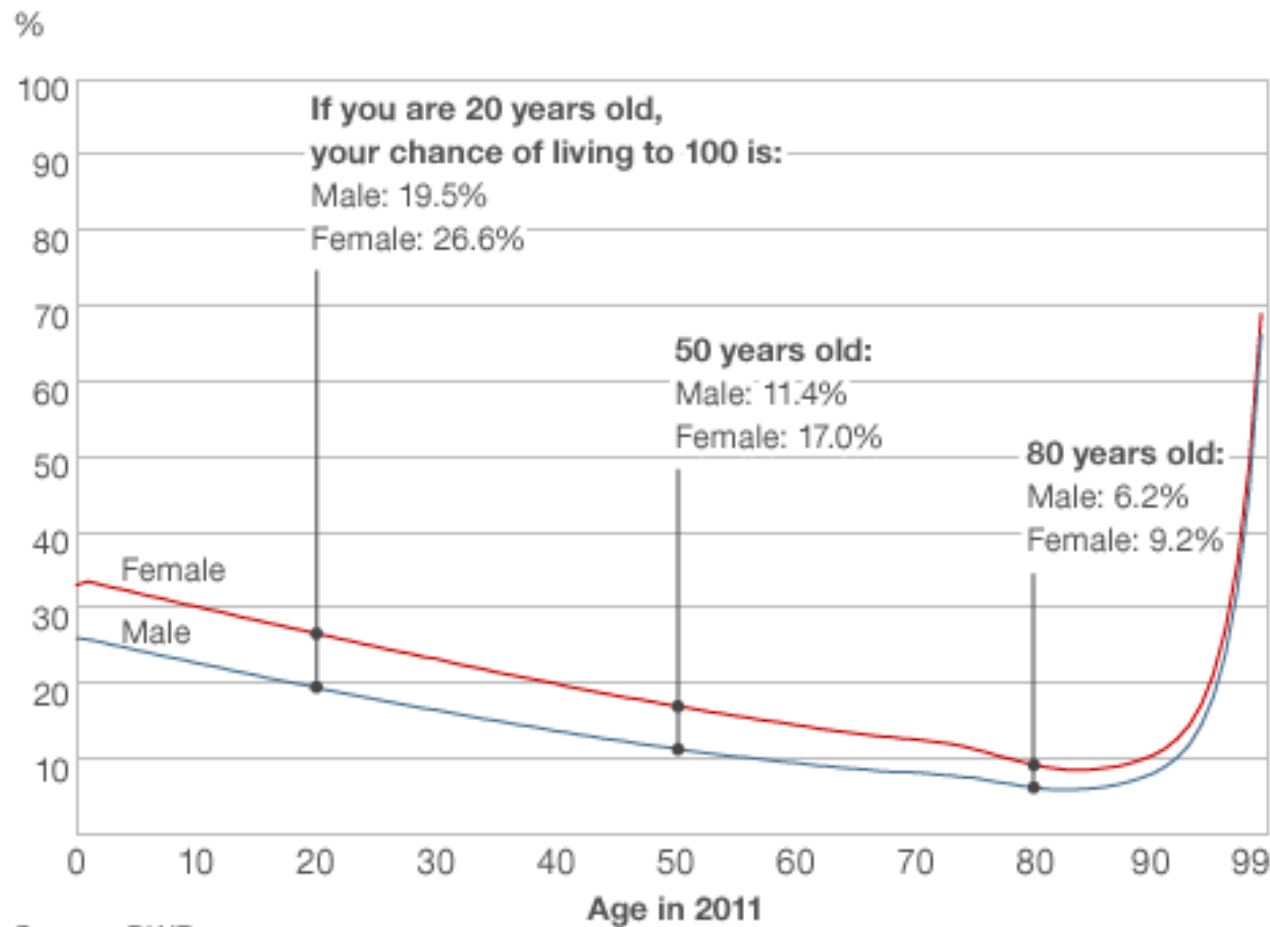


From innovation talk to innovation work

Complementing corporate R&D and knowledge transfer  
with open and agile experimentation

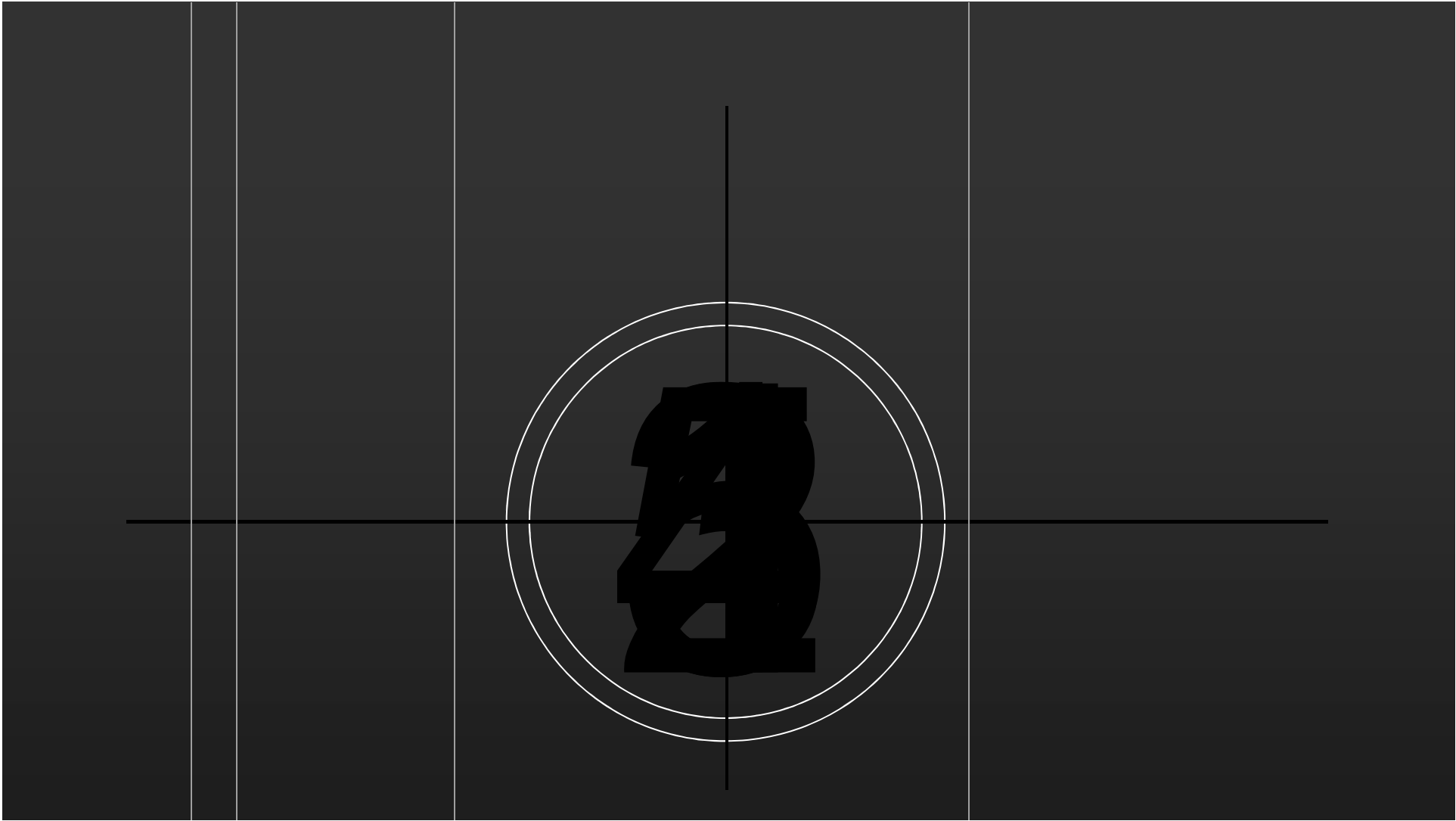
Multidisciplinary approach and orchestration of collisions

## Chances of living to 100 based on age in 2011



1 OUT OF 5  
WILL LIVE  
OVER 100  
YEARS

Source: Department for  
Work and Pension





DEMOLA

## DEMOLA IS A CATALYST OF PRACTICAL UNIVERSITY-BUSINESS CO-CREATION

We connect talents into teams to create solutions for challenges with the project partners.



REAL CASE  
AND COMPANY  
EXPERTS



UNIVERSITY  
STAFF

MULTIDISCIPLINARY TEAM

### DEMOLA MILESTONES



KICK-OFF



INITIAL MEETING



DEMOLA  
JAM



PLAYBOOK  
MEETING



VALUE CREATION  
WORKSHOP



DEMOLA  
JAM



MID-  
PITCHING



FINAL  
PITCH



**Demola  
Tampere  
Finland**



**Demola  
Vilnius  
Lithuania**



**Demola  
Budapest  
Hungary**



**Demola  
East  
Sweden**



**Demola  
Oulu  
Finland**



**Demola  
Latvia**

**Demola  
Slovenia**



**Demola  
Basque Country  
Spain**



**Demola  
Guadalajara  
Mexico**



**Demola  
St. Petersburg  
Russia**



**Demola  
Canary Islands  
Spain**



**Demola  
North  
Sweden**



*AER Regional  
innovation award 2010*



*The Best Summer Job  
2011 in Finland*



*Baltic Sea Region  
Innovation award 2012*



*Nokia Foundation  
Award 2013*



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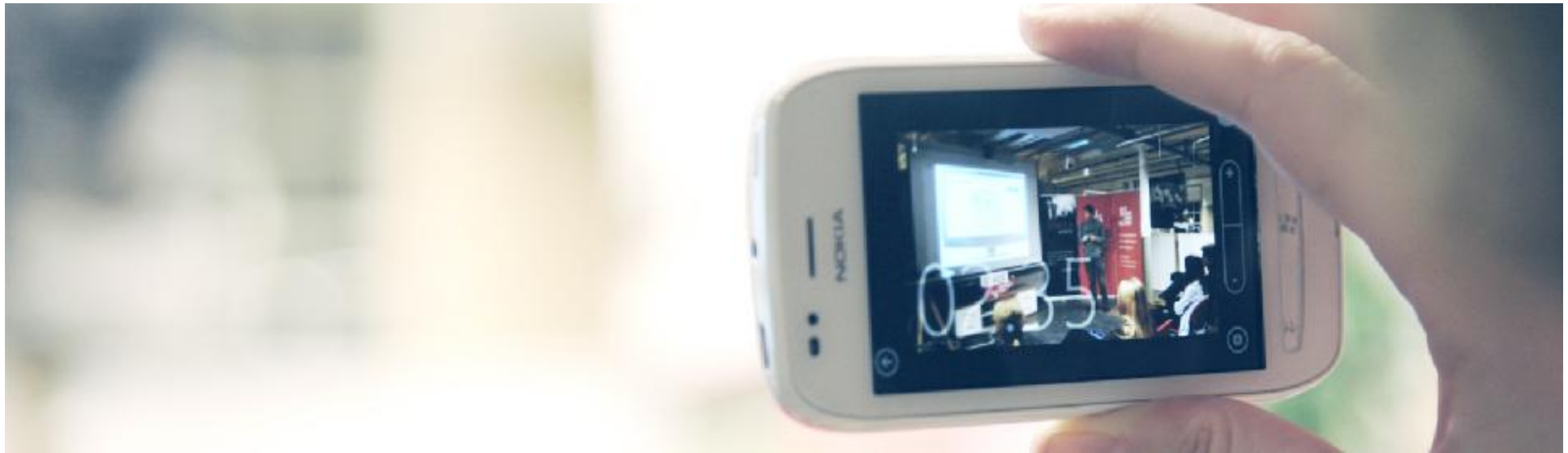




# INTERNATIONAL TALENT ACCESS

Demola is part of university degree programmes internationally.

Every motivated student can apply when interested in building valuable experience and testing their skills in real challenges with global experts and multidisciplinary talent teams.



## DEMOLA IPR FRAMEWORK

Teams own the project results and can develop the results further. In addition the project partner can license the results from the teams.

The model is designed and approved together with project partners meeting the needs of the legal policies of global enterprises.

EXAMPLES  
OF OUR  
PARTNERS



## CHANGING LANDSCAPE OF REQUIRED CAPABILITIES



**“Can we get solutions to problems we are not able to define?”**

*- corporate executives in Europe*

**“We must invest in talented people instead of well-prepared project plans”**

*– Bengt Holmström, MIT*



**“You've to be able to think differently and have slightly bigger teams. And you've to be able to couple people whose backgrounds and experiences are different.”**

*– John Hennessy, Stanford University*

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## CHANGING LANDSCAPE OF REQUIRED CAPABILITIES

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Attribute	Traditional projects	Innovation work
Scope	Pre-defined problems and clear target	(Re)defined and validated scope during the project and again Small discoveries along the way
Team	Efficiency Professional track record	More diversity Attitude and inspiration
Main quality factors	Fulfilling specifications, re-usability of results	Creating value for the customer/user Re-usability of concept
Thinking patterns	Follow rules	Think differently and challenge assumptions

Demola is the leading platform to engage companies,  
talented students and universities in co-creation.

Demola triggers novel combinations of knowledge,  
new innovation culture and entrepreneurial spirit.



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*Nokia Foundation  
Award 2013*





**When you buy it**



**When you put in  
your kitchen**



**When you  
want to eat it**

Inspired by [truthfacts.com](http://truthfacts.com)

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# COME TO MEET US.

DEMOLA doors are always open, come to check our events, meet our staff or join our community.

DEMOLA NETWORK

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