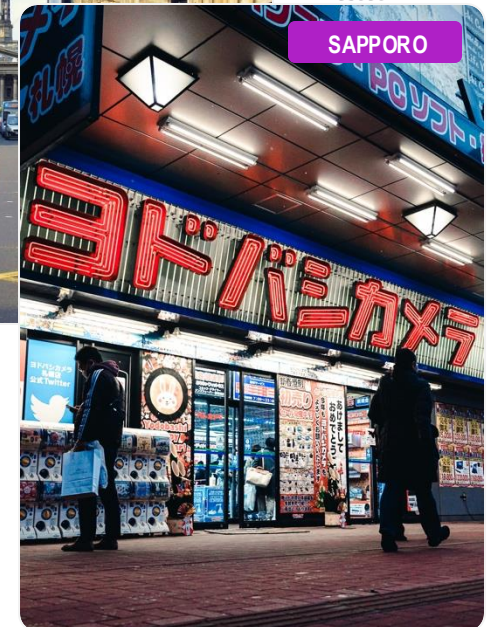


Finland 2025

Demola partnership proposal

Demola Global



Partnership overview

Purpose and objectives



- Bringing next-generation end-user perspectives and context understanding to partner organisation
- Concrete innovation work to build concepts and demos to inspire action and create new seeds of innovation
- Ecosystem: Interaction with other partners, talent engagement, goodwill and brand visibility

Demola project portfolio



Demola project portfolio in Finland is based on previous project results and input from partners.

Now, Demola projects are published in Helsinki region, Tampere, Vaasa, and Oulu.

Number of projects is based on quality applications and more locations might be added.

Participation in Demola innovation work



Engage your staff to sessions with Demola staff to explore previous Demola results, define new project topics, and discuss about findings and ideas.

Invite colleagues to attend Demola milestone events to meet the Demola innovation teams, see the concepts and demos, and discuss with other partners and stakeholders. Invite selected teams to partner location and/or meet selected teams online.

Access cumulative results pool via Demola Partner Hub.

Utilisation of results



Global non-exclusive license to all results created by the Demola teams in Finland (region) is granted for the partner.

All team members in Demola projects are evaluated with 360-degree evaluation process to support partners' recruitment objectives.

Portfolio and data-driven approach to co-create new combinations of ideas and knowledge

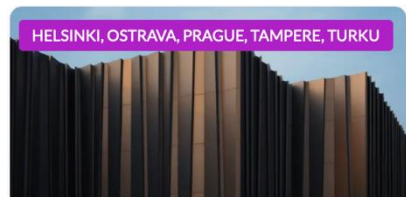


GLASGOW

Healing the Planet

Immersive Sustainability Reporting (Glasgow)

TCFD Index, GRI Index, SASB Index... Companies' sustainability reporting is an ever-rising topic, yet...



HELSINKI, OSTRAVA, PRAGUE, TAMPERE, TURKU

Human Beings in the Modern World

Data Storytelling For Organizations

All the organizations around the world are trying to better utilize the information and data they are...

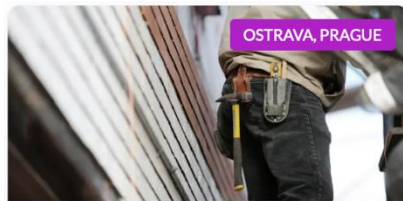


LONDON

Human Beings in the Modern World

Digital Decency (London)

Cyberbullying doesn't magically disappear when we become adults, even within more private digital...



OSTRAVA, PRAGUE

Future of Work

Mobile Power for Construction

Electric vehicles are changing the way we see cars. They are not anymore just for transporting people...



VAASA

Byte-powered Future

6G-Powered Manufacturing

Lean methods have been around for roughly 80 years, originating from the operational model...



HELSINKI

Value Creators of Tomorrow

Breaking the Chain: Empowering Sustainable Choices Through...

In an increasingly eco-conscious world, consumers are eager to support sustainable solutions, but oft...



HELSINKI, TAMPERE, TURKU

Byte-powered Future

Disaster And Response Simulation In Metaverse

As climate change progresses, extreme weather conditions are becoming more and more common....



LONDON

Value Creators of Tomorrow

Brand Values Beyond Words (London)

Mission, Vision, and Values are common on company websites—and although they're importa...



PRAGUE

Byte-powered Future

Car At Your Service

If you have kids, you know the drill; once they start having hobbies, as a parent you are their personal...

DE MOLA
demola.net

M-Files
EXPLORING INNOVATION WITH DEMOLA

“ Artificial intelligence will change not just the way we interact with services, but the whole approach to provide value to customer. We would like to better understand the implications of AI from the younger generation's point of view and create concrete demos to showcase this together with you. ”

Antti Kujala
Vice President, Design & Product Management
M-FILES

DE MOLA
demola.net

WÄRTSILÄ
EXPLORING INNOVATION WITH DEMOLA

“ I'm in particular looking for ways of influencing the consumer towards sustainable transport and power generation. ”

Kenneth Widell
General Manager, Research coordination & Funding
WÄRTSILÄ



Interaction points with Demola Global and project teams

FINLAND

2025



Project portfolio launch and team recruitment at Demola locations

Collaboration with universities at Demola locations to engage active talents to apply to Demola projects.



Demola Events

Local bootcamp events and national events where partners are invited to explore the findings contribute to co-creation, and network with other partners.



Talent evaluation

360-degree evaluation of team member performance, teamwork skills, and attitude.



March – May

Facilitated meetings with the teams

At Demola or partner location / online

March

Partner workshop

For all participating partner staff at Demola locations

May – June

Insight interpretation

Workshop with each partner onsite/online

May

National final event

An event for the most active teams, partners and stakeholders

October – December

Facilitated meetings with the teams

At Demola or partner location / online

October

Partner workshop

For all participating partner staff at Demola locations

January

Insight interpretation

Workshop with each partner onsite/online

December / January

National final event

An event for the most active teams, partners and stakeholders

As a partner, you get the following:



Partnership elements		CORE PARTNERS	ECOSYSTEM PARTNERS
Invitation to Demola milestone events	At Demola events you meet Demola innovation teams at Demola locations. You can participate in joint development, or you can act as a coach in industry expertise. Events are opportunities to meet other Demola partners for new cooperation with companies, universities and other stakeholders	X	X
Partner brand visibility	The brands of the partners are made visible in 2025 at events to build awareness and employer image.	X	X
Partner workshop	Training workshop for all participating partner staff to strengthen open innovation capacity	X	X
Partner input to Demola project portfolio	You bring the vision and strategic interest areas of your own organisation and industry to the exploration themes. Demola Global builds project portfolio based on partner ecosystem interests.	X	
Global license to the results of the projects	You get access to the results of the projects including future reports, concepts, and demos. Global non-exclusive license is granted to all project results of the regional Demola cohort.	X	
Insight interpretation	Partner-specific meetings with Demola experts to identify key findings and contextualise action plans	X	
Demola Partner Hub	Demola Partner Hub online platform provides access to key results of the projects. Top talent profiles shall be added to the platform during 2025.	X	
1-to-1 meetings with the teams	We facilitate 1-to-1 meetings with selected Demola teams based on partner interests.	X	

Proposal for PIRHA

Partnership duration:

The Partnership shall enter into force immediately after signing the agreement and shall remain in effect until January 2026.

Key partnership elements

Core Partnership as described on slide 5 of this presentation.

Partner-specific elements in addition to the Core Partnership

- Discussions with Pirha development group to facilitate participation in Demola activities.
- Facilitated meetings with selected teams (invitations to partner site or meetings online)

IPR and agreements

Global non-exclusive license to all Demola project results (created during the partnership) is granted to the partner.

Partnership fee to co-invest in Demola ecosystem

The partnership fee for PIRHA in 2025 is EUR 22 500 (VAT 0%).
VAT shall be added to the sum invoiced.



Contact us



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