KOMMERSIALISERING AV TEKNOLOGI
HVA FOKUSERER POWEL PÅ...
Silicon Valley holds less than 0.1% of the world’s population (3 million people) and yet they’ve launched nearly half of the most valuable tech companies in the world, with a valuation of more than $100 billion. Other Silicon Valleys can be built in Europe, but it’s really hard. To make this happen, you need more than just start-ups; you need an entire ecosystem: a constant stream of entrepreneurs, capital and companies of all sizes.
Traditional project & investment planning

Innovation based on lean start-up
When do you involve the customer?
POWEL
Digitalization with sustainability

(Renewable) Energy  Water  Infrastructure
Powel: From Norwegian to Global footprint

Revenues outside Norway
Powel: From Norwegian to Global footprint

- More than 1300 clients in Europe
- Clients in 19 Countries
- Offices in 7 Countries
- 470 Employees
COMMERCIALIZATION & INNOVATION
Rapid Changes

- Technology Advances
- Changing Customer Needs
- Global Changes
- Increased Competition

Innovation needed
Disrupting InsideOut

“Silicon Valley is coming.”

Jamie Dimon, Chairman and CEO
JPMorgan Chase

“If I'm not making you sweat, I should be.”

“40% of businesses in this room, unfortunately, will not exist in a meaningful way in 10 years ... 
... 70% of you will attempt to go digital but only 30% of you will succeed.”

John Chambers, Former CEO, Cisco

Life expectancy of a Fortune 500 company.
88% dead. 12% still alive.

75 years

50 YEARS AGO

15 years

TODAY
COMMERCIALIZATION STARTS WITH THE CUSTOMER’S NEEDS
CUSTOMER NEEDS
Innovation – Jobs to be done

“The customer has a job to be done and will hire the best product or service to get it done”

Clayton Christensen
LEAN STARTUP & CO-CREATION

Learn -> Make -> Test

Make

Learn

Test
You have talent, ideas, brand, resources, capital, technology, channels, and customers.

The not-so-secret secret of Silicon Valley.

It’s not that hard.

Preconditions for success.

Show Guts.

Fully embrace trends and digital disruption.
Get serious about unleashing your talent.
Tolerate risk + failure.
Continuously fund a portfolio of small bets.

Design Thinking + Agile + Lean Startup.

Obsess on the customer
Prototype and Iterate
Drive to the Moonshot
Launch with Minimum Viable Product (MVP)
"Everything should be made as simple as possible, but not simpler"

Albert Einstein
How not to build a minimum viable product

1. 
2. 
3. 
4.

How to build a minimum viable product

1. 
2. 
3. 
4. 
5.
COMPETING WITH LOCALS
WHAT’S OUR RESPONSE?
Bård Benum
16. september kl. 08:01

Fantastisk oppslutning om et webinar som en av kjørte igår. Presenterte ideen de jobbet med i sor si alle ønsket å delta i videre oppfølging av ideen.

Powel
8. september kl. 08:13

Gratulerer til alle vinnerne i gårldsagens Innovator prisutdeling! Spesielt gjengen bak Birds View som var hos Powel som sommerinterns i seks uker i år. http://www.adressa.no/.../Studentgr%C3%B8ndere-fra-NTNU-vant-...
### OPPORTUNITY PORTFOLIO MATRIX (RITA MCGRATH SCOUTING OPTIONS)

#### Positioning Options
- Action Dashboard with ML
- New Water Solutions
- Saas/Cloud
- Wind Power Forecasting with ML
- Powel Avance
- SME metering solution
- MESH
- The Robot Andre'

#### Stepping Stones
- New Water Solutions
- MicroGrid
- New Water Solutions Denmark

#### Scouting Options
- Local Market Provider solution
- Green infrastructure

#### New Platforms
- Gemini Portal
- Gemini VA
- Gemini Terrain & Survey
- Gemini VA
- MDMS
- Gemini Portal
- Gemini VA
- GammaVA

#### Core Development
- Asset Performance Core Systems
- Gemini VA
- DeltaXE core enhancements
- New Season models
- Engagement Platform
- Intraday Trading

#### Market and organizational uncertainty
- Low
- Medium
- High

#### Technical and execution uncertainty
- Low
- Medium
- High
IT’S ALL ABOUT DATA
WIND POWER FORECASTING

50% less imbalance in one day
Aktiv alarm - detaljer

SONE 17:

Registrerte hendelser i alarmsone
Ingen registrerte hendelser i perioden

Kundehenvendelser i alarmsone
9. september 2016 kl. 15:21:00 CEIST
Vann opp

Vannføringskurve
I THOUGHT POWEL WAS A BORING, TRADITIONAL IT COMPANY, BUT IT IS REALLY A COOL, COMPANY WITH RADICAL INNOVATIVE ACTIVITIES WITHIN ALL BUSINESS UNITS

NN, FOUNDING PARTNER, TOP 3 VENTURE CAPITALIST EUROPE
When do you involve the customer?
INNOVATION IS A STATE OF MIND