KOMMERSIALISERING AV TEKNOLOGI
HVA FOKUSERER POWEL PÅ...

THE ECOSYSTEM
Building blocks

How Europe can build a Silicon Valley

'You need more than just start-ups; you need an entire ecosystem' Image: REUTERS/Robert Pratt

16 Aug 2017

Drasko Draskovic

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.

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Traditional project & investment planning

↓

Innovation based on lean start-up

When do you involve the customer?

POWEL

Digitalization with sustainability

(Renewable) Energy

Water

Infrastructure

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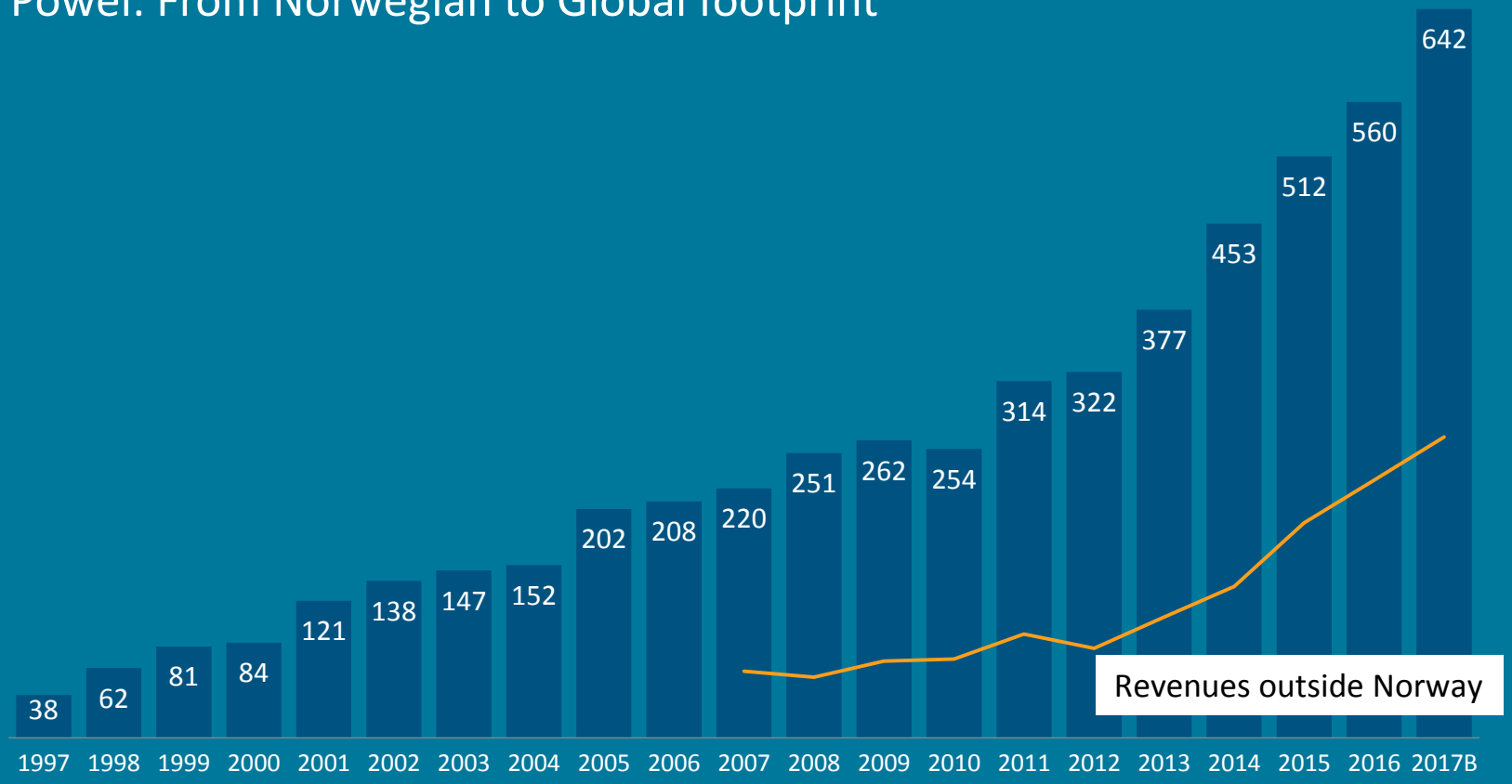
Powel: From Norwegian to Global footprint



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Powel : From Norwegian to Global footprint

More than
1300
clients
in Europe

Clients
in 19
Countries

Offices
in 7
Countries

470
Employees

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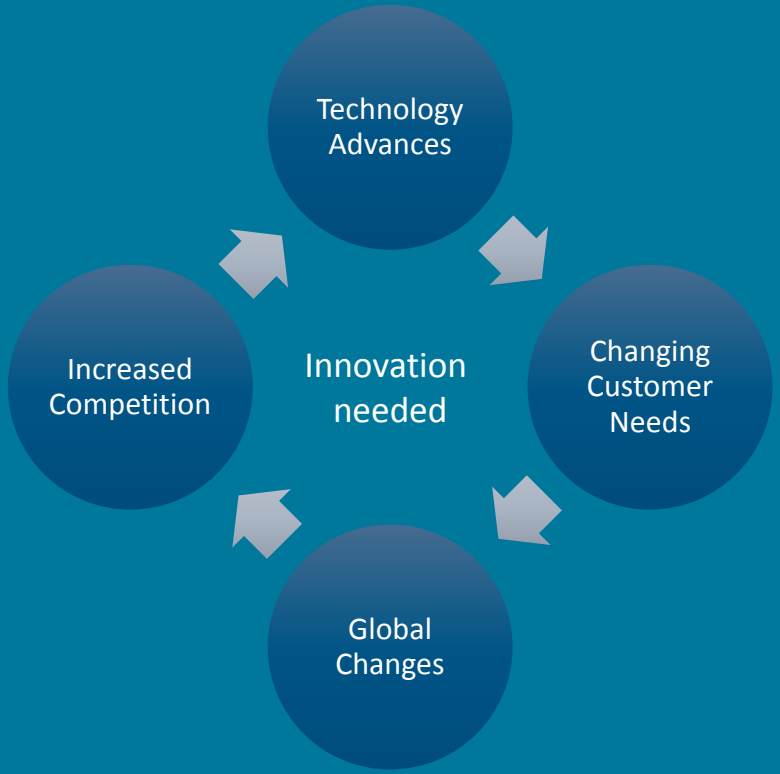
COMMERCIALIZATION & INNOVATION

Rapid Changes



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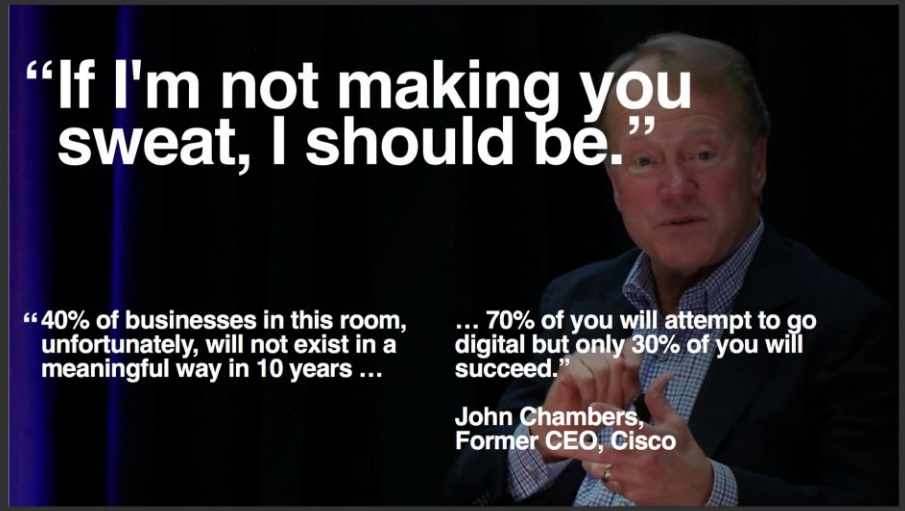
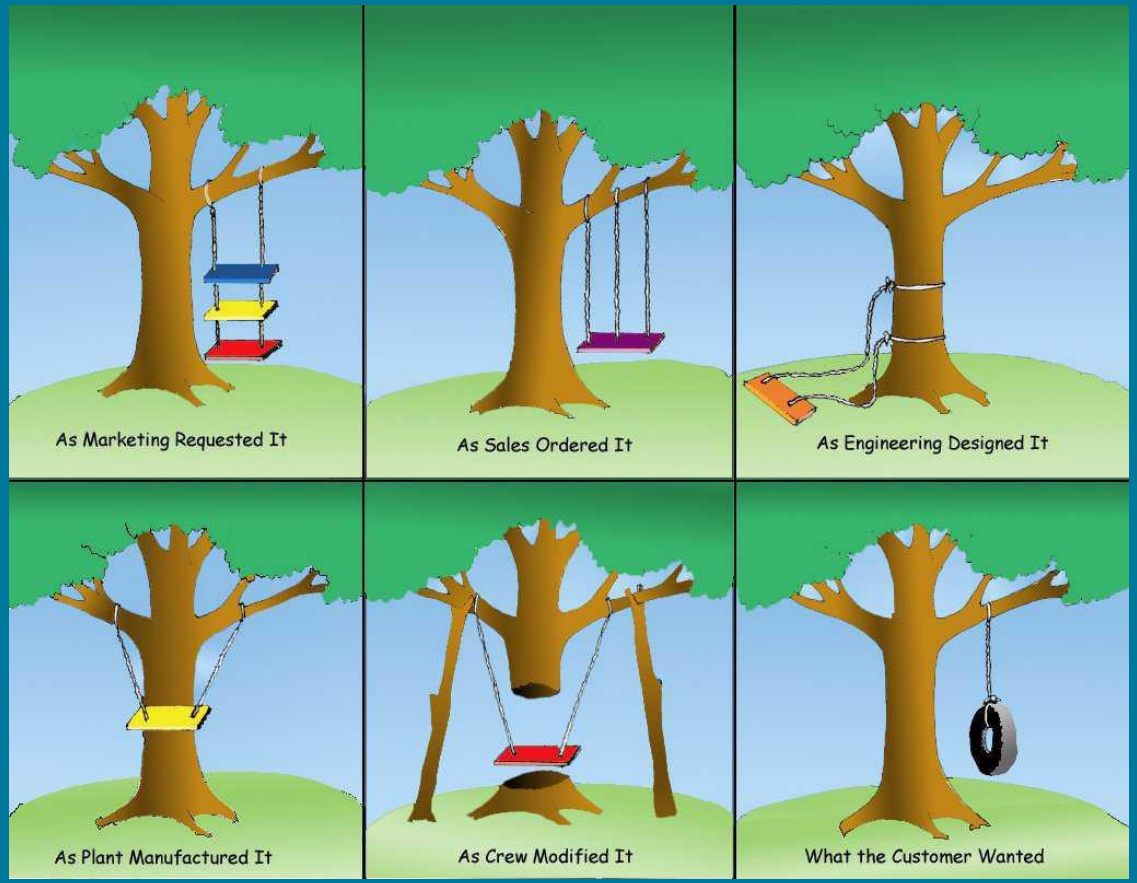
mach49

Disrupting InsideOut™

@mach_49 mach49.com innovate@mach49.com



COMMERCIALIZATION STARTS WITH THE CUSTOMER´S NEEDS



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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

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LEAN STARTUP & CO-CREATION

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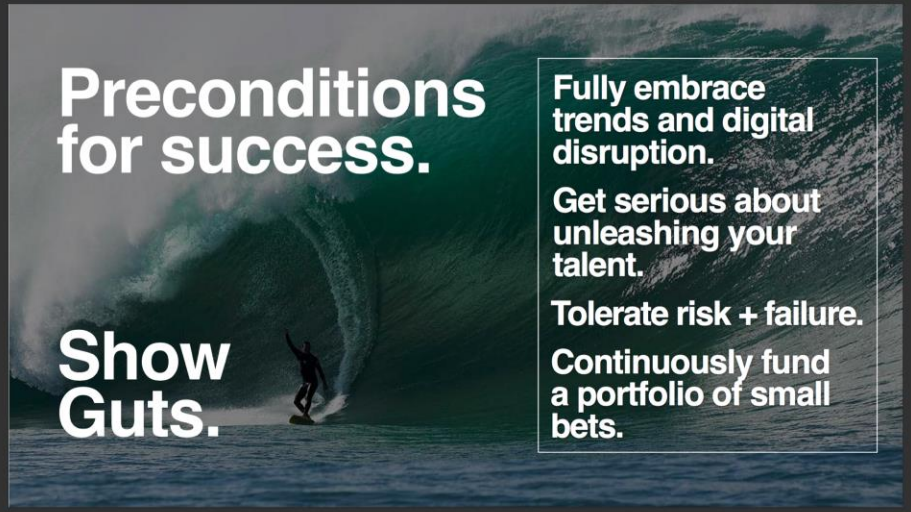
You have talent, ideas, brand, resources, capital, technology, channels, and customers.

The not-so-secret secret of Silicon Valley.
It's not that hard.


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

Design Thinking + Agile + Lean Startup.
Obsess on the customer
Prototype and Iterate
Drive to the Moonshot
Launch with Minimum Viable Product (MVP)

INNOVATION

”Everything should be made as simple as possible, but not simpler”

Albert Einstein

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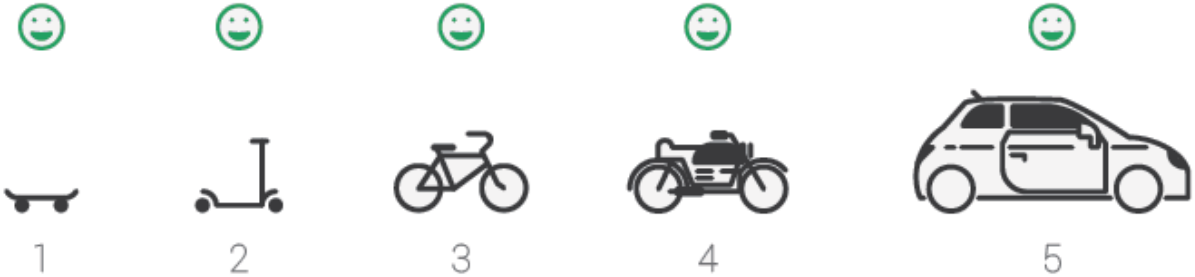
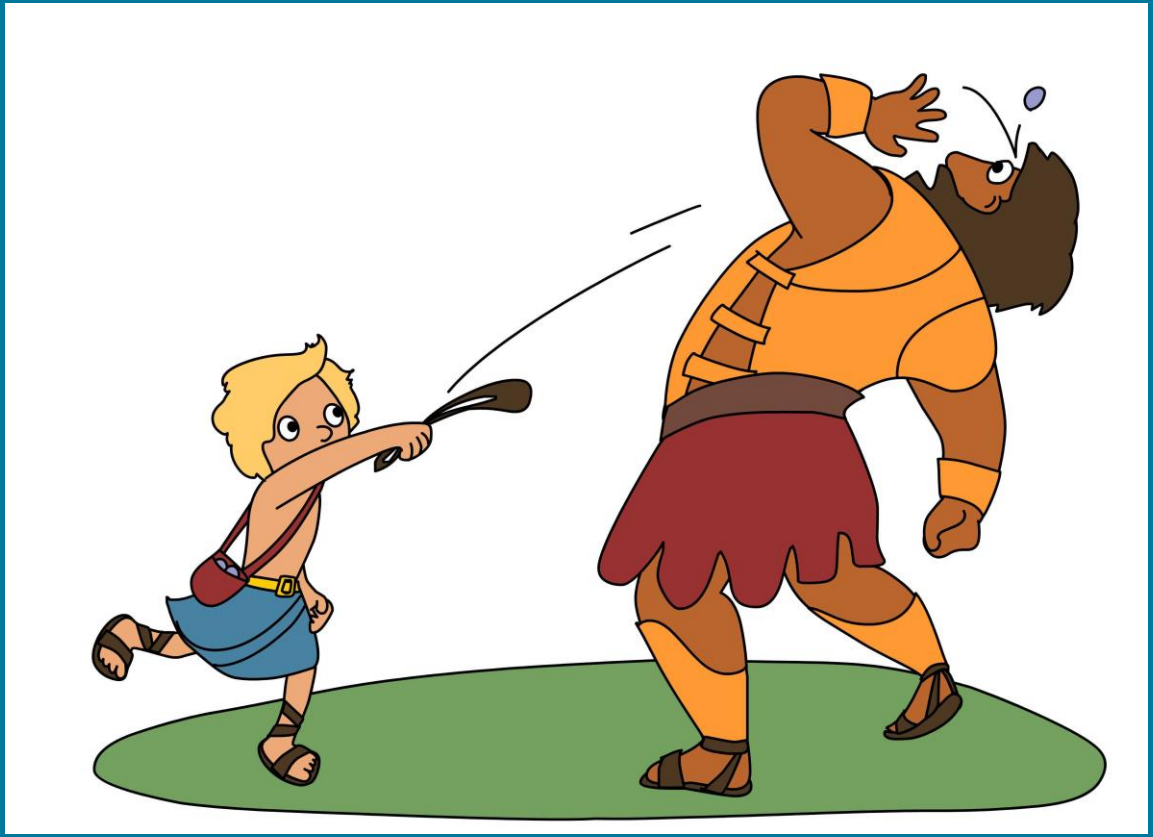
MVP

How not to build a minimum viable product

How to build a minimum viable product



COMPETING WITH LOCALS



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WHAT´S OUR RESPONSE?

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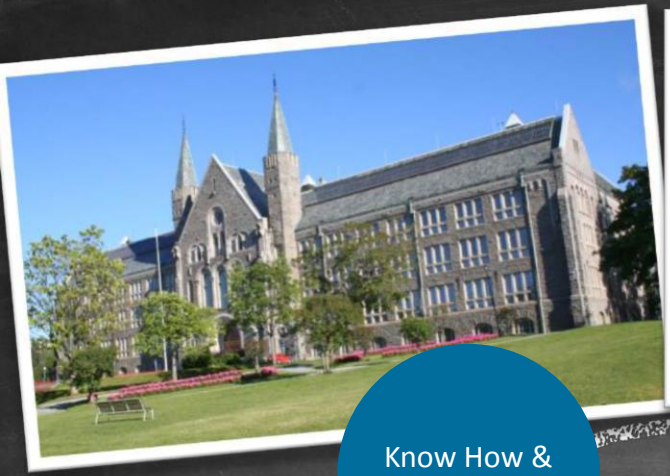


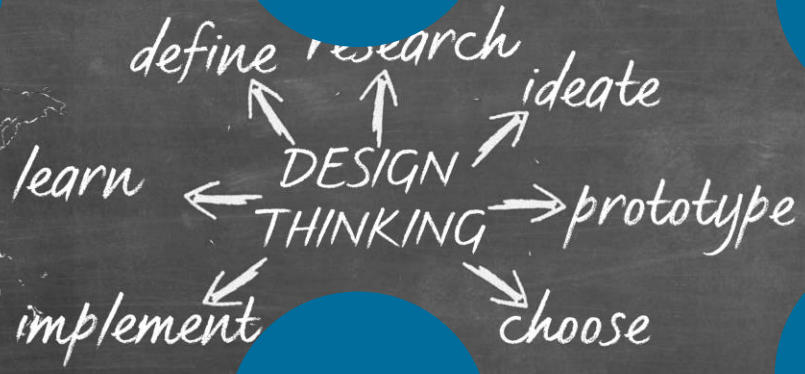
Know How & Recruitment

Learning Organization

Co-Creation

Microsoft

esri



Global Partners

Design Thinking

Innovation Labs

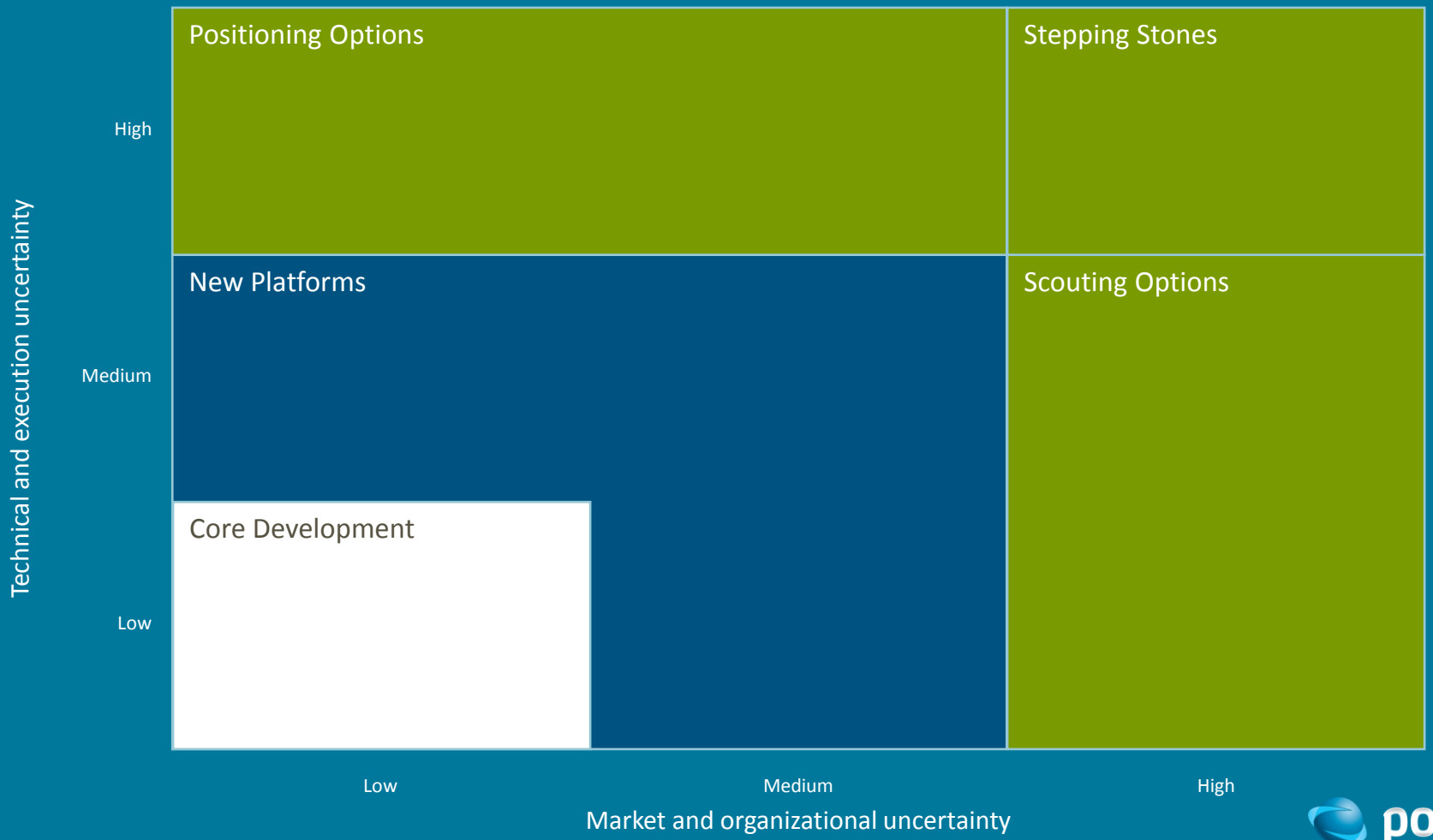
Bård Benum
16. september kl. 08:01 ·

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

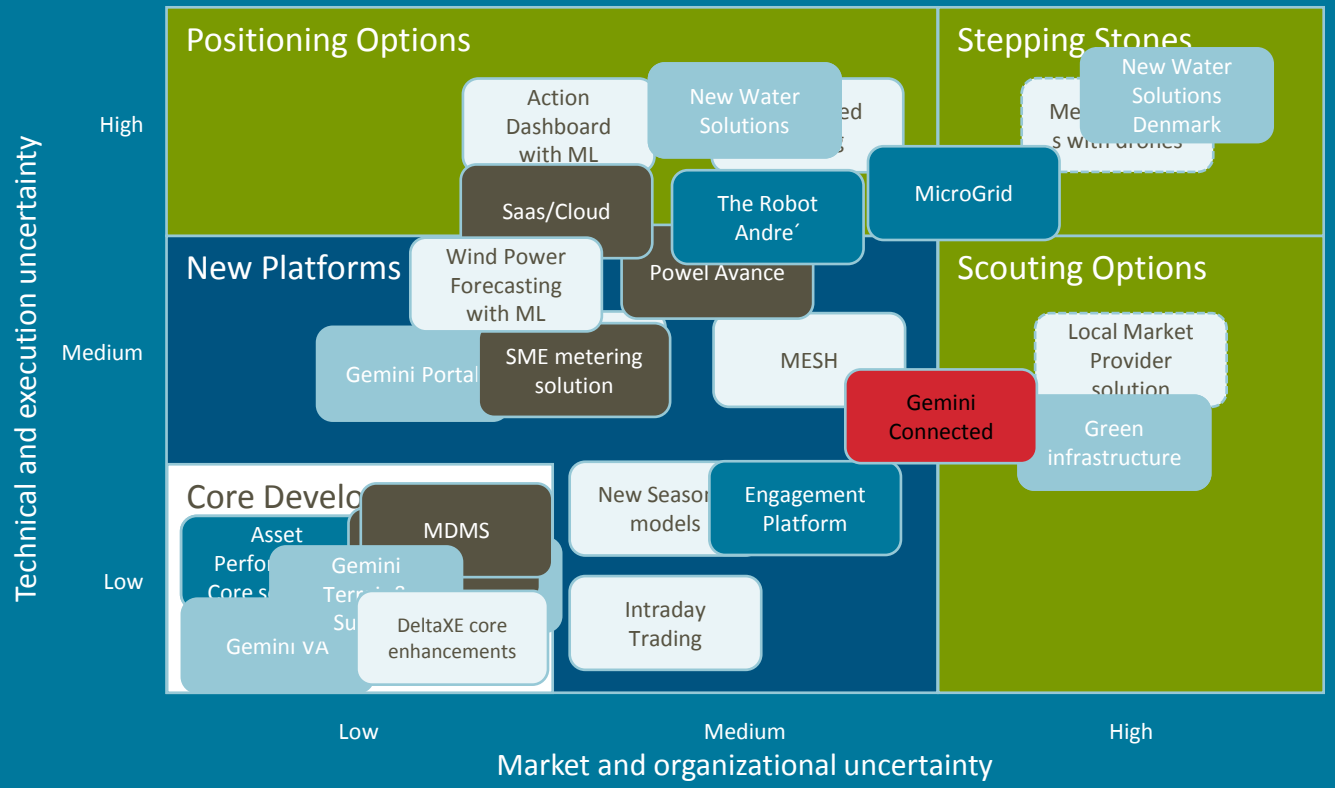
Powel
8. september kl. 08:13 ·

Gratulerer til alle vinnerne i gårsdagens Innovator prisutdeling! Spesielt gjengen bak Birds View som var hos Powel som sommerinterns i seks uker i år. http://www.adressa.no/.../Studentgr%C3%BCndere-fra-NTNU-vant-...

Studentgründere fra NTNU vant 250 000 kroner


Positioning Options
Stepping Stones
New Platforms
Scouting Options
Core Development
High
Medium
Low
Technical and execution uncertainty
Low
Medium
High
Market and organizational uncertainty

OPPORTUNITY PORTFOLIO MATRIX (RITA MCGRATH SCOUTING OPTIONS)



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IT´S ALL ABOUT DATA

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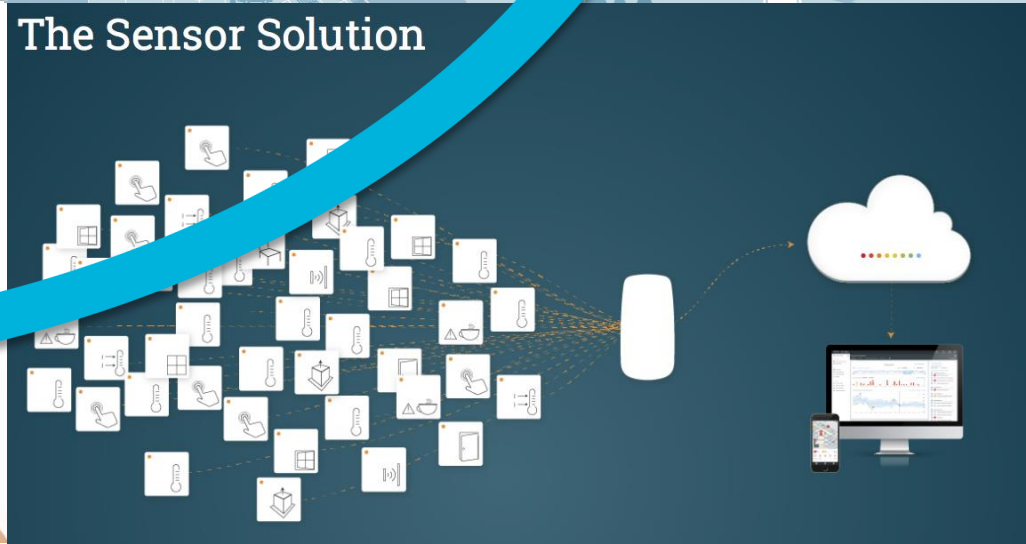
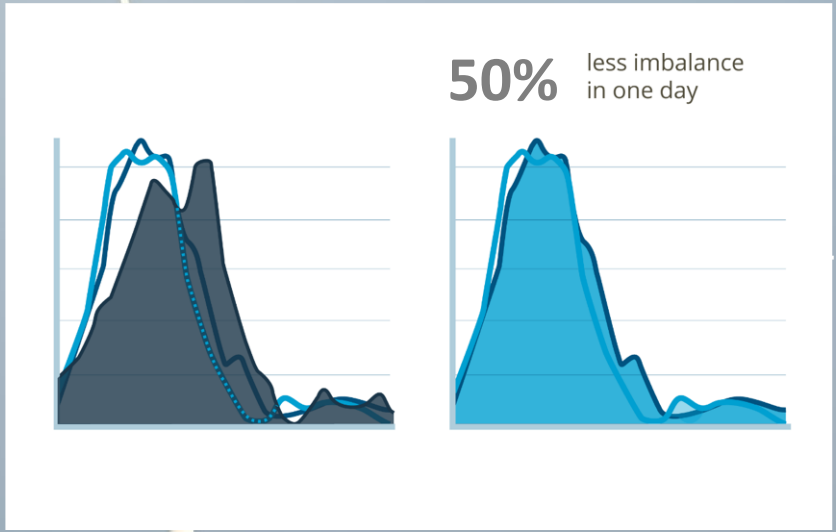
nest
IN 25 MIN
72


The Sensor Solution

WIND POWER FORECASTING



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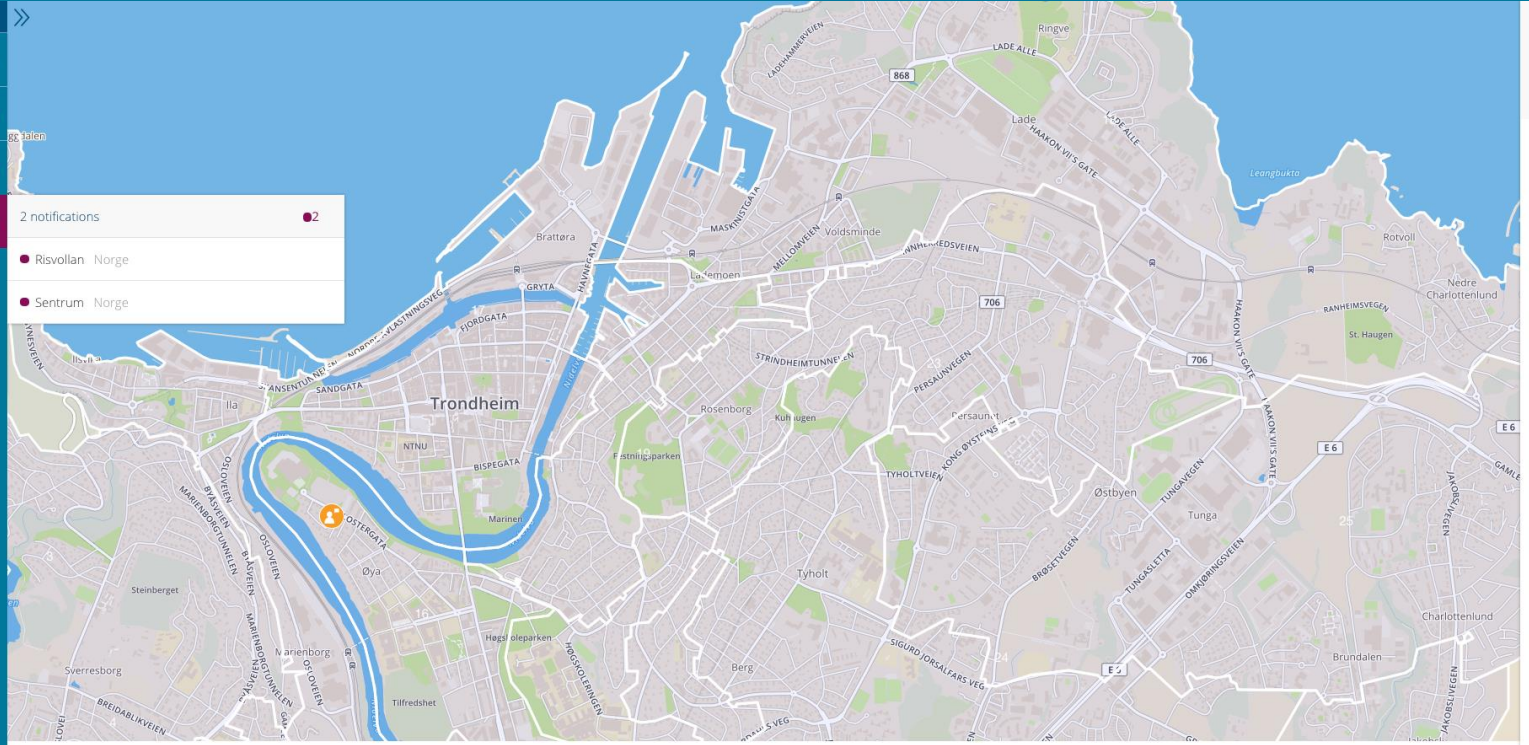
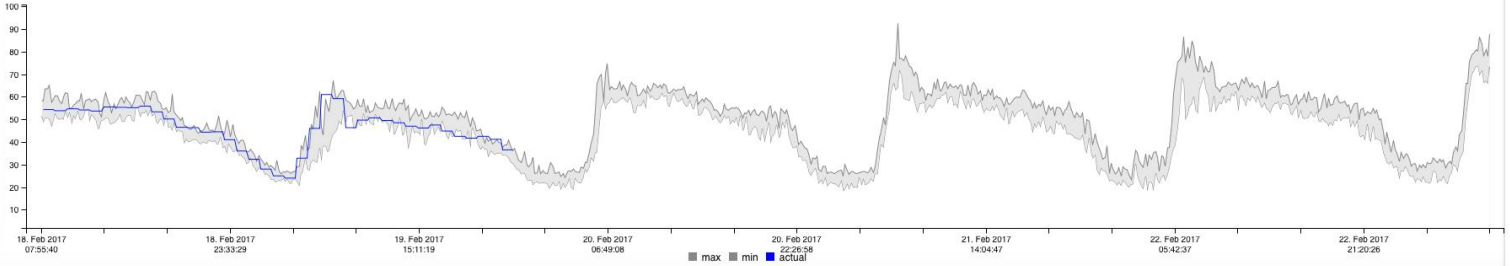


Vannføringskurve



Aktiv alarm - detaljer

SONE 17:

Registrerte hendelser i alarmsone

Ingen registrerte hendelser i perioden

Kundehenvendelser i alarmsone

9. september 2016 kl. 15.21.00 CEST
Vann opp

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

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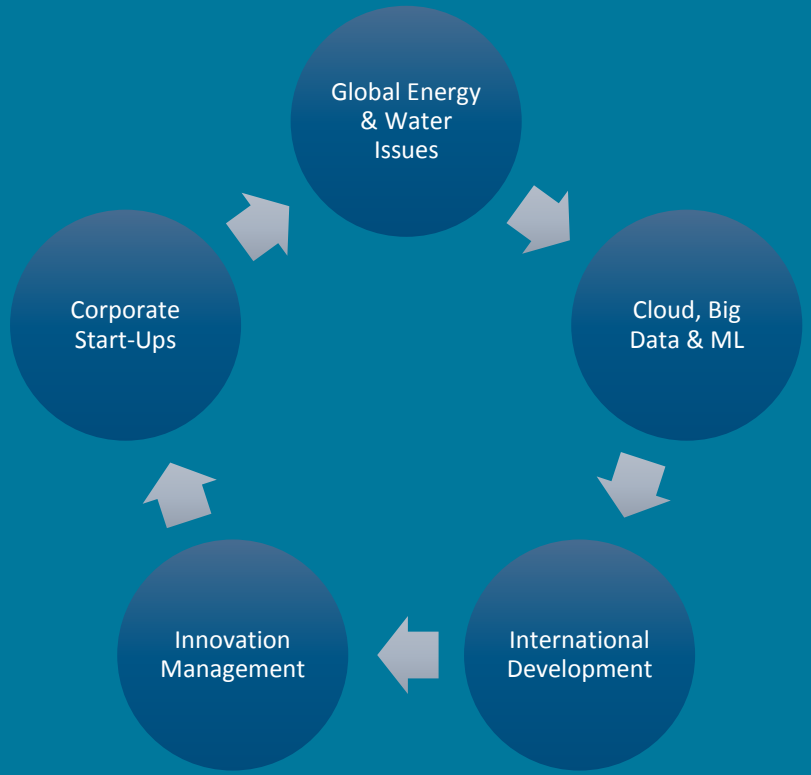
When do <u>you</u> involve the customer?

COMMERCIALIZATION & INNOVATION

Powel Capabilities to the Ecosystem



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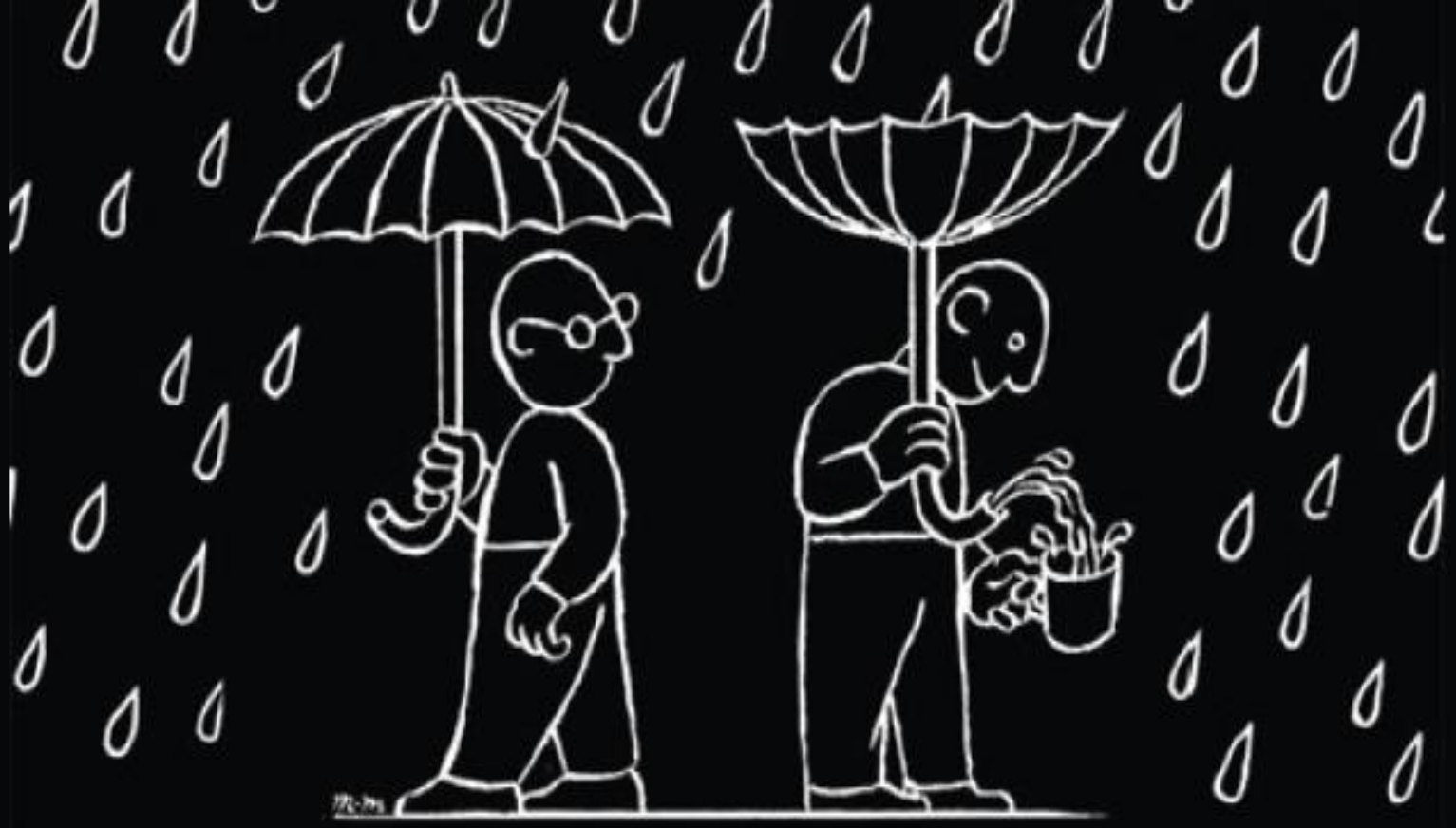

INNOVATION IS A STATE OF MIND