“CREATION OF A BUSINESS ECOSYSTEM AROUND NEW CELLULOSE MATERIALS”

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VISUALIZATION BY ANASTASIA IVANOVA, AALTO UNIVERSITY
CELLULOSE BUSINESS DEVELOPMENT

- **Vision**
- **Theory**
- **Practical Work**
- **Recommendations**
- **Frameworks**
- **Articles**
- **Identify and Bridge Gaps**
- **Technology Transfer**
- **Spin Off Business Modelling**

Joint Ventures and Partnering
VISION

Create
Entrepreneurial
Eco-system (EES)

Understand
process and roles

Opportunities

Adoption
THEORY

Understanding how EES is developed in practice

What is EES?

Developing collaboration in a community

Opportunity development

Key roles, Promoter theory

Technology adoption - rational

Technology adoption - non-rational
FRAMEWORKS

- Rationale for bottom-up approach
- Roles and Stages
- Barriers and Enablers
- Define the Promoter Role
- What emotional approach drives SME leaders to cross the ‘Rubicon’ to adoption
- Conditions for existing SMEs to switch towards new bio-materials
CELLULOSE ECOSYSTEM DEVELOPMENT

STAGE 1
ECOSYSTEM CREATION

Initial work STREAMS

Virtual community
Physical community
Create MEANING

Training
Knowledge
Interaction
Meaningful stories
Chief Missionaries

COMMUNITY OF COMMITMENT

STAGE 2
ECOSYSTEM GROWTH

Gaps to be filled

Branding, Market
Certification, Pilots
Supply chain
Value network
Entrepreneurs
Funding

Materials certification
TR-CR review + focus towards 2-3 pilots
Co-Creation for B2B, B2C
Business Modelling
Funding

COMMUNITY OF BUSINESS

INQUIRY

DREAM

COMMERCE
TIMELINE

IDEATION
- ARTS student concept - application ideas
- INTERNAL concept - application ideas
- MEANING and TRENDS workshop

DEMO
- Application MOCK UPS or DEMO objects

PILOT
- Co-create with design and/or production-retail professionals
  - Teams Set up

MODEL
- Explore initial Resources and market
  - Business Modelling

START
- Explore finance for scale up
  - Business Plan
  - Pitch

DECISION CRITERIA ?
CAPACITY TO MAKE ?
METHODOLOGY NEEDED ?
LEAN START UP OR PARTNERING
PITCH AND GTM SUPPORT

ARTS  ARTS-TUT-VTT  ARTS-BIZ  BIZ  BIZ
DEC – JAN 2017  JAN – MARCH  MARCH – APRIL  APRIL – JUNE  AUGUST – NOV
OUTPUTS

- Handbook (manual)
- Recommendations for future progress
- Business models
- Concrete spin-off ideas
- Policy and future branding recommendations to aid the biomaterial technology adoption process
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If you have any thoughts, questions, ideas – please contact me on

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