

**DESIGN DRIVEN
VALUE CHAINS
IN THE **WORLD**
OF CELLULOSE
DWoC**

“CREATION OF A BUSINESS ECOSYSTEM AROUND NEW CELLULOSE MATERIALS”

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PRODUCTS & SERVICES



e.g. Äänekoski

Small companies
connected to big companies

EMPTY Part of the POND
Needs **BROWN** fish

e.g. Äänekoski

Big company

Small companies using cellulose
Small design companies

Startup grants, Startup Sauna, Accelerators

Design driven possibilities
and business coaching

DWoC - knowledge

TEKES
funding

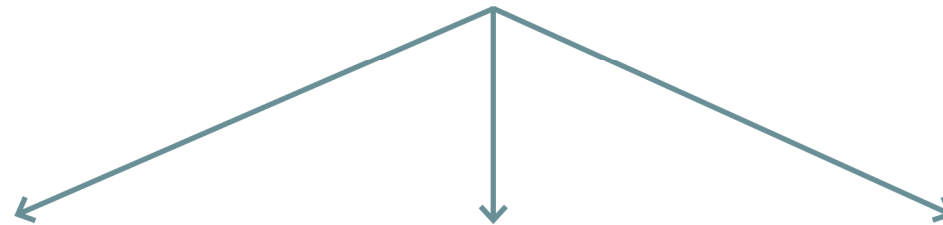
**Forestry
companies -**
material providers

CELLULOSE ECOSYSTEM



VISION

**Create
Entrepreneurial
Eco-system (EES)**



**Understand
process and roles**

Opportunities

Adoption



THEORY

**Understanding how
EES is developed
in practice**

What is EES?

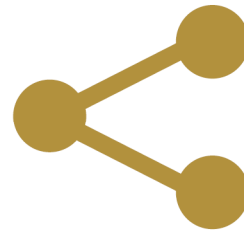
**Technology
adoption -
non-rational**

**Developing
collaboration
in a community**

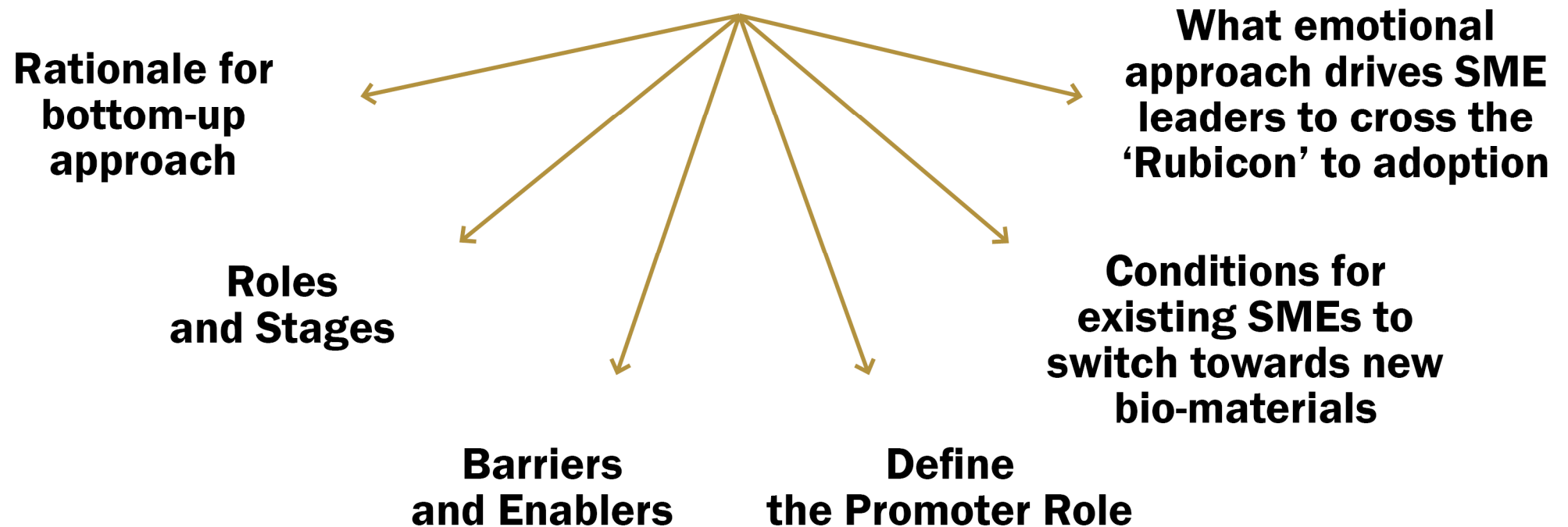
**Technology
adoption -
rational**

**Opportunity
development**

**Key roles,
Promoter theory**

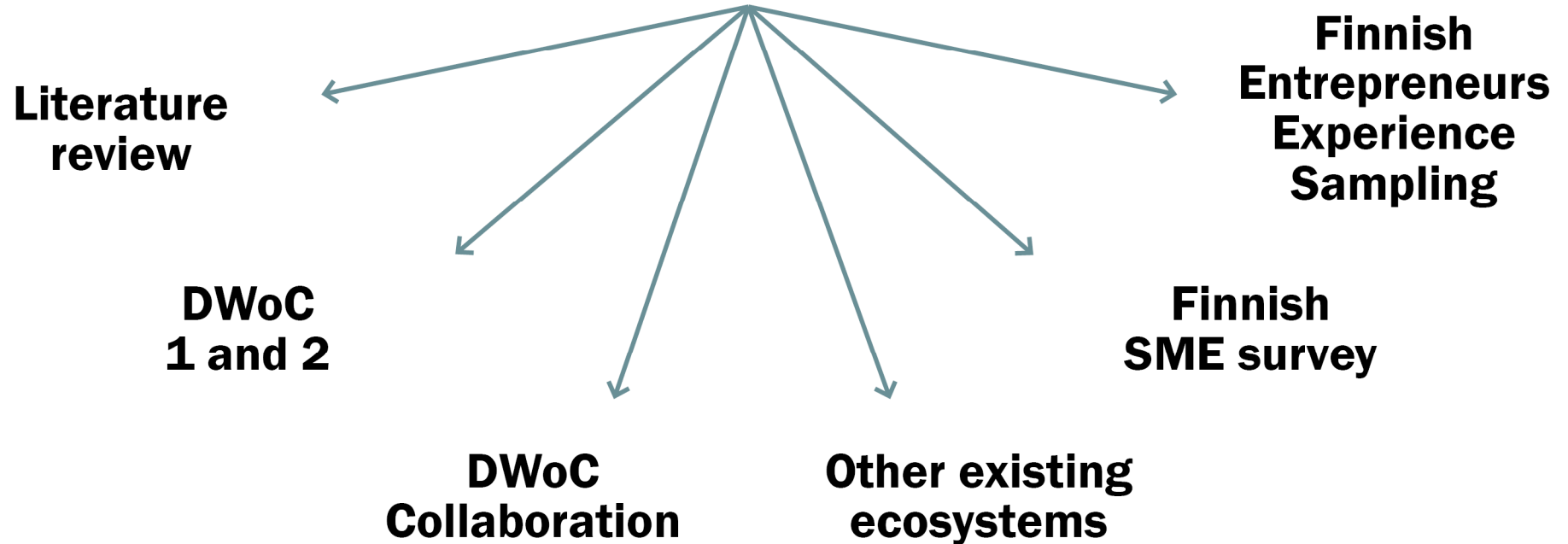


FRAMEWORKS

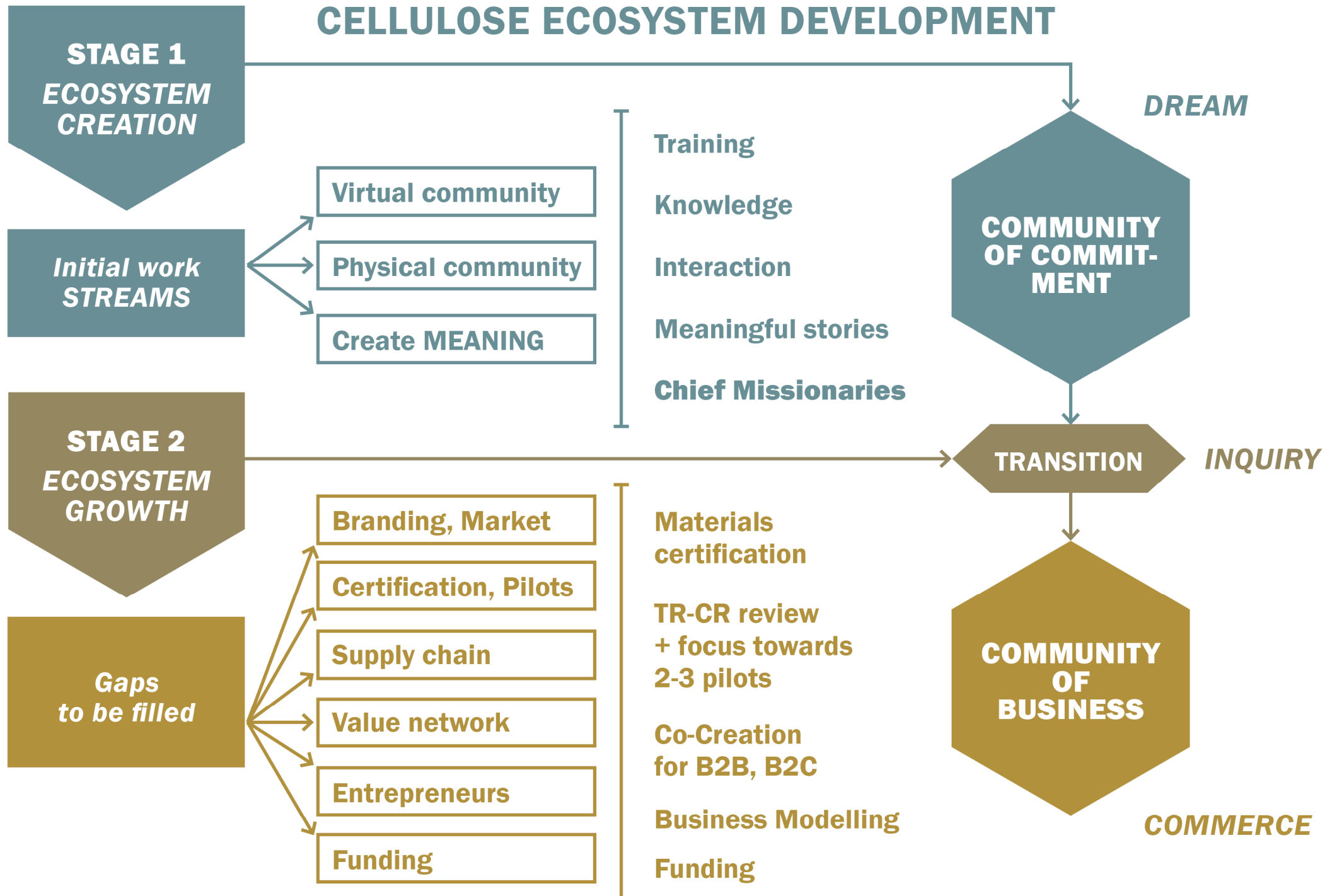




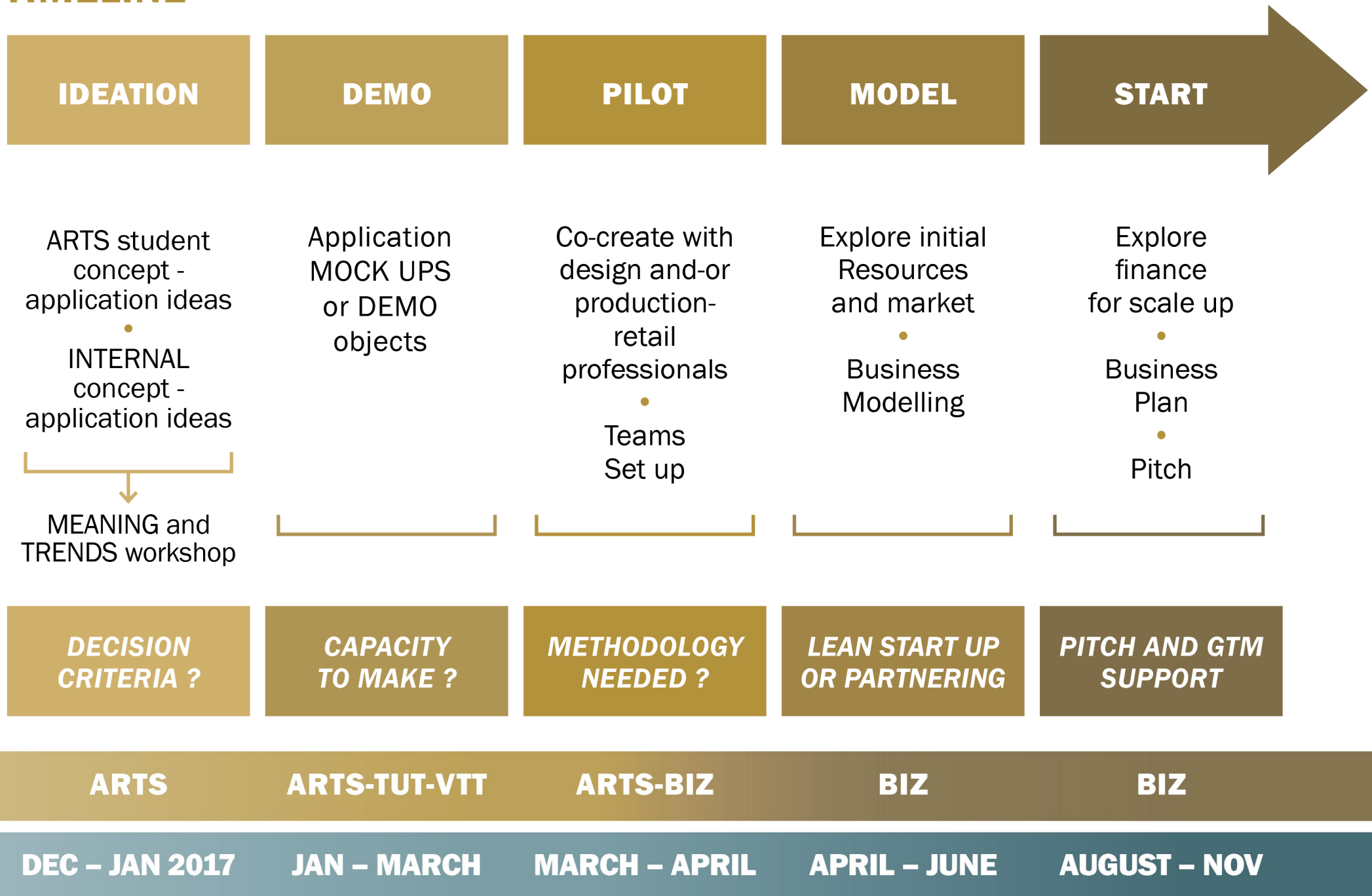
PRACTICAL WORK - STUDY



CELLULOSE ECOSYSTEM DEVELOPMENT



TIMELINE





OUTPUTS

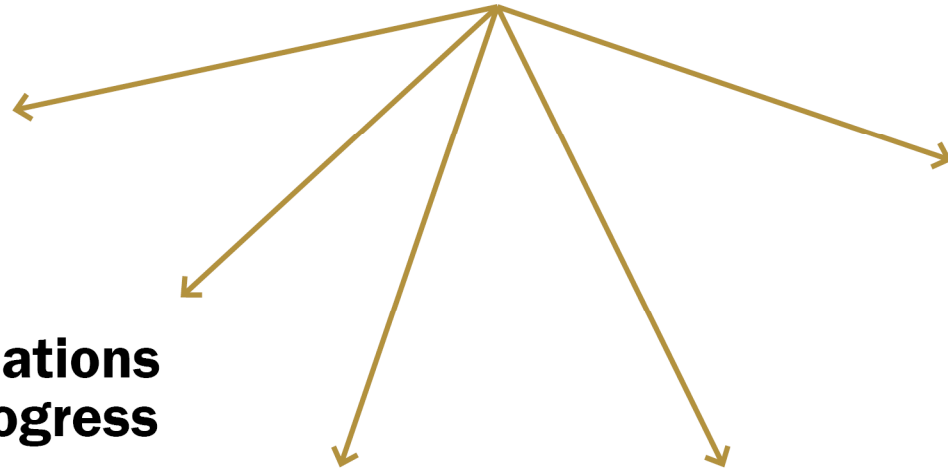
**Handbook
(manual)**

**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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TUT*

If you have any thoughts, questions, ideas – please contact me on

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