Overview of presentation

• VinnExcellence Centre’s goals and focus
• Our innovation approach
• The Hedonic Innovation paradox - a challenge for state supported industry-academy partnership
Centre goals

• Productive, Academic Centre of Excellence
• Contribute to the international research community
• Introduction and implementation of new technology
• Strengthen technical competence
• Long-time impact on industry

Centre facts

• Long term funding: 2007 – 2017
• High demands on co-funding:
  800 000 Euro/year from state (VINNOVA)
  800 000 Euro/year from academic partners
  800 000 Euro/year from industry partners
• Industry partners
  TeliaSonera, Ericsson Research, Nokia Research, Microsoft Research, Bambuser, Company P
• Public partners
  The City of Stockholm, Stockholm Innovation and Growth, and Kista Science City
WHAT WE TYPICALLY DO

STUDIES OF MOBILE LIFE
BUILDING MOBILE SERVICES
“We have a vision of a ludic society where enjoyment, experience and play are adopted into all aspects of life”

INNOVATION MODEL

• National and international collaborations
• Pre-competitive
• Focus on strategic innovation
• Collaboration methods
• Spin-in and occasionally spin-off

• Triple helix: Academy–Industry–Public
• Orientation to consumer values ("the good life")
INNOVATION MODEL

- National and international collaborations
- Pre-competitive
- Focus on strategic innovation
- Collaboration methods
- Spin-in and occasionally spin-off
- Deliverables: systems and shared knowledge

- Triple helix: Academy–Industry–Public
- Orientation to consumer values ("the good life")
Collaboration methods

- Joint project work
- Centre workshops
- Internships
- Study trips
- Joint publications
- Partner meetings
- Steering committees

INNOVATION MODEL

- National and international collaborations
- Pre-competitive
- Focus on strategic innovation
- Collaboration methods
- Spin-in and occasionally spin-off
- Deliverables: systems and shared knowledge

- Triple helix: Academy–Industry–Public
- Orientation to consumer values ("the good life")
"Enjoyment and sociality" as a challenge for state supported industry-academy partnership

- New innovation landscape
- New ICT technology emerging with new possibilities

New innovation landscape in the ICT sector

- European industry challenged by US Bay Area industry with history in internet
- Tight integration with internet services
- Consumer oriented and “leisure saturated” (video, facebook, twitter, world of warcraft, etc.)
The Hedonic Innovation paradox

• Bay Area Logic:
  a. Enjoyment pulls new ICT
  b. Enjoyment depends on complex technology
     which in itself depends on research

• European Innovation model:
  a. State-industry research models
  b. State influenced goals towards "utility"
  c. Mismatch between publicly defined
     common topics for research and
     consumers orientation

OSKAR@MOBILELIFECENTRE.ORG
WWW.MOBILELIFECENTRE.ORG