

# Innovations Focus Area

## LAB International Week 2024

**Outi-Maaria Palo-oja** - Chief Specialist – Commercialization of Innovations

**Meri Jalonen** – Chief Specialist – Sustainable Business

# Agenda

- 1 – Research themes
- 2 – People
- 3 - Projects

# 1 – Research themes

# We aim to create new business and value from innovations

- Commercialization of research results
  - Commercialization paths and their evaluation
  - Business potential analyses
  - Revenue streams, business models
- Testbeds for innovation
  - Helping businesses design, test, and validate their products, services, and solutions as part of their commercialization roadmaps
  - Offering data-driven insight on innovation success factors for our research partners
- Renewing entrepreneurship
  - LAB Coach internal programme for strengthening coaching pedagogy and leadership
  - Business Mill and StartHub incubators for companies and new businesses + a vibrant student community (LUTES)
- Sustainable business
  - Supporting SMEs to transform their business to drive and benefit from the green transition



# Research interests

- Research commercialization
- University-industry collaboration
- Experimentation for innovation
- Data mining and analytics, UX research and design
- Consumer behaviour, customer and employee experience
- Entrepreneurship, leadership and management
- The role of organizations in sustainability transitions

# 2 – People

**Pasi Juvonen**

RDI Director in Innovations focus area

[pasi.juvonen@lab.fi](mailto:pasi.juvonen@lab.fi)

**Outi-Maaria Palo-oja**

Chief Specialist in Commercialization of Innovations

[outi-maaria.palo-oja@lab.fi](mailto:outi-maaria.palo-oja@lab.fi)

**Meri Jalonen**

Chief Specialist in Sustainable Business

[meri.jalonen@lab.fi](mailto:meri.jalonen@lab.fi)

**Jaani Väisänen**

Principal Lecturer in Commercialization of Innovations

[jaani.vaisanen@lab.fi](mailto:jaani.vaisanen@lab.fi)

**Alexander Matrosov**

Project Manager in Commercialization of Innovations

[alexander.matrosov@lab.fi](mailto:alexander.matrosov@lab.fi)

**Mika Tonder**

Principal Lecturer in Entrepreneurship

[mika.tonder@lab.fi](mailto:mika.tonder@lab.fi)

**Martti Mäkimattila**

Development Manager in Commercialization of Innovations

[martti.makimattila@lab.fi](mailto:martti.makimattila@lab.fi)

+ Several RDI specialists and teachers working in the projects

# 3 – Projects



# Research to Business Projects

- Commercialization preparations for research-driven innovations
- 1-3 projects starting every year
- 18-24 months
- Collaboration with other research institutes
- Want to learn more? Please contact
  - Alexander Matrosov,  
[alexander.matrosov@lab.fi](mailto:alexander.matrosov@lab.fi)
  - Outi-Maaria Palo-oja,  
[outi-maaria.palo-oja@lab.fi](mailto:outi-maaria.palo-oja@lab.fi)



**ULMARA** 

Ultrasound Based Taste Relishes  
to Restaurant Kitchen

# LAB Coach & Sampo LAB Osaajaverstas: Coaching inside and outside the university

- **LAB Coach**

- ▶ An internal initiative for strengthening coaching pedagogy and leadership at LAB
- ▶ 15 participants (teachers, RDI specialists and managers) study coaching methods together: monthly workshops, individual meetings with the coach, each participant has an issue to develop at LAB
- ▶ The aim is to establish a permanent internal training programme

- **Sampo LAB Osaajaverstas**

- ▶ Piloting an operating model in which the training and business services corresponding to the competence needs of the business world are taken outside the educational institution campuses to places where there is no vocational or higher education
- ▶ Learning and studying is based on team learning and team coaching
- ▶ Working in projects stemming from the working life supports an entrepreneurial attitude and develops self-management and interaction skills

- Please contact Mika Tonder, [mika.tonder@lab.fi](mailto:mika.tonder@lab.fi)

# Digital Innovation LAB

- LAB is establishing a local Digital Innovation Hub (DIH) – **Digital Innovation LAB** with regional development funding from the EU
  - EU DIGITAL Programme
- Serves as a gateway for SMEs to boost digitalization by
  - Providing access to the latest digital technologies
  - Supporting the acquisition of regional, national, and European funding
  - Increasing digital skills and providing training
- We do this by providing centralized access to our labs (UX, VR, 3D, simulations,)
  - Having seminars, workshops, and additional material
  - Engaging students as thesis workers, via internships and project courses
  - Offering project partnerships
  - Connecting industry specialists
- Want to learn more?
  - Please contact Jaani Väisänen, [jaani.vaisanen@lab.fi](mailto:jaani.vaisanen@lab.fi)

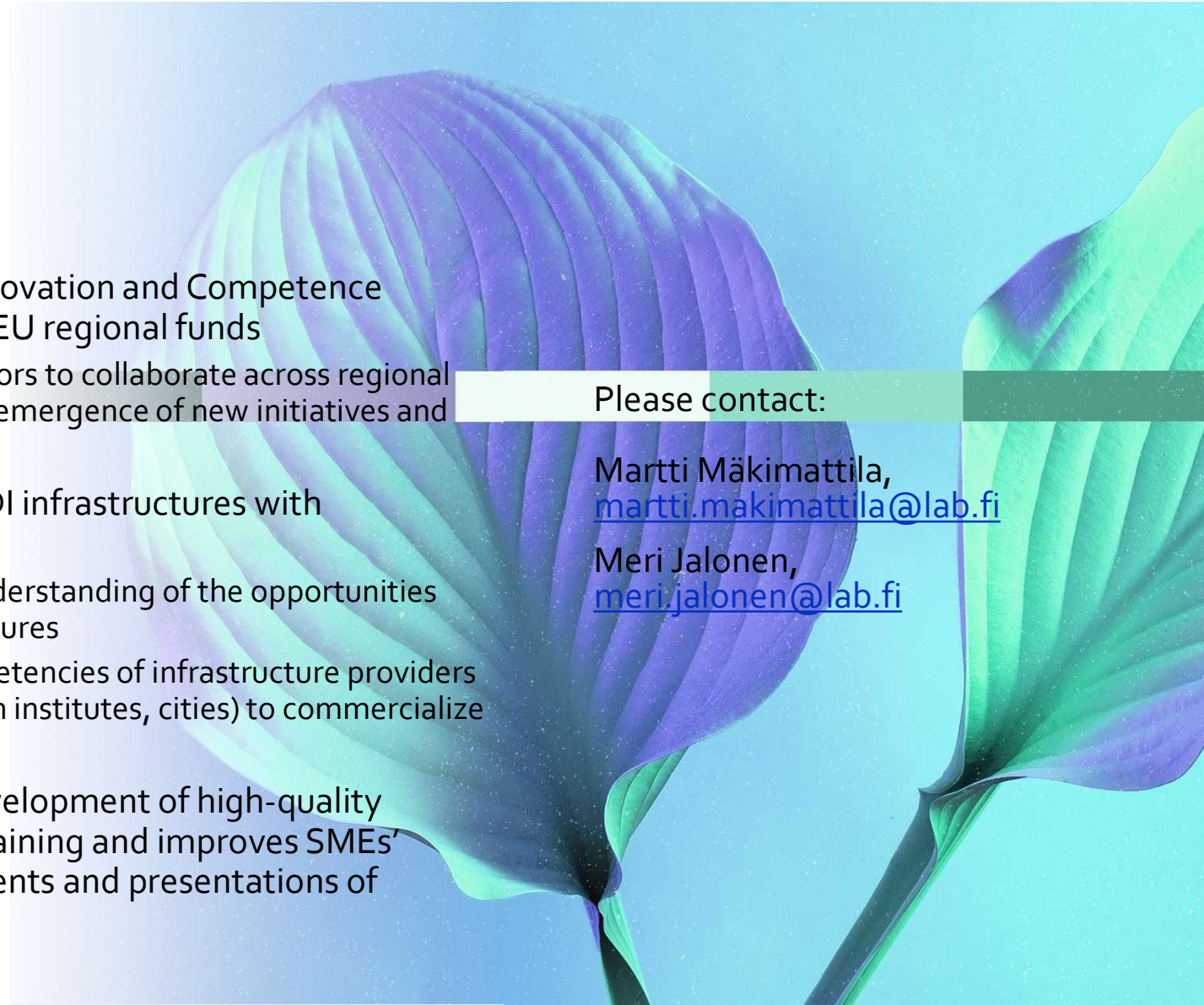
# INNOVATE

- A strategic project of the Innovation and Competence Networks theme funded by EU regional funds
  - Aims to encourage RDI actors to collaborate across regional boundaries to support the emergence of new initiatives and innovation ecosystems
- A national study of public RDI infrastructures with commercialization potential
  - Aims to increase SMEs' understanding of the opportunities provided by RDI infrastructures
  - Aims to improve the competencies of infrastructure providers (universities, UAS, research institutes, cities) to commercialize their RDI services
- The project supports the development of high-quality research projects through training and improves SMEs' access to RDI services via events and presentations of infrastructures

Please contact:

Martti Mäkimattila,  
[martti.makimattila@lab.fi](mailto:martti.makimattila@lab.fi)

Meri Jalonen,  
[meri.jalonen@lab.fi](mailto:meri.jalonen@lab.fi)



# Thank you!

## **Pasi Juvonen**

RDI Director in Innovations focus area  
[pasi.juvonen@lab.fi](mailto:pasi.juvonen@lab.fi)

## **Outi-Maaria Palo-oja**

Chief Specialist in Commercialization of  
Innovations  
[outi-maaria.palo-oja@lab.fi](mailto:outi-maaria.palo-oja@lab.fi)

## **Meri Jalonen**

Chief Specialist in Sustainable Business  
[meri.jalonen@lab.fi](mailto:meri.jalonen@lab.fi)

## **Jaani Väisänen**

Principal Lecturer in Commercialization of  
Innovations  
[jaani.vaisanen@lab.fi](mailto:jaani.vaisanen@lab.fi)

## **Alexander Matrosov**

Project Manager in Commercialization of  
Innovations  
[alexander.matrosov@lab.fi](mailto:alexander.matrosov@lab.fi)

## **Mika Tonder**

Principal Lecturer in Entrepreneurship  
[mika.tonder@lab.fi](mailto:mika.tonder@lab.fi)

## **Martti Mäkimattila**

Development Manager in Commercialization  
of Innovations  
[martti.makimattila@lab.fi](mailto:martti.makimattila@lab.fi)