

# SMARTUP ACCELERATOR

International project in sustainable innovations and  
entrepreneurship in clean technologies

SPIEF '18

INNOVATUM

DEMOS  
HELSINKI

A  
Alexandersoninstitutet



ENTERPRISE FORUM  
POLAND



Johanneberg  
Science Park

LATVIJAS  
UNIVERSITATE  
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Tehnopol

St.Petersburg Foundation  
for SME Development



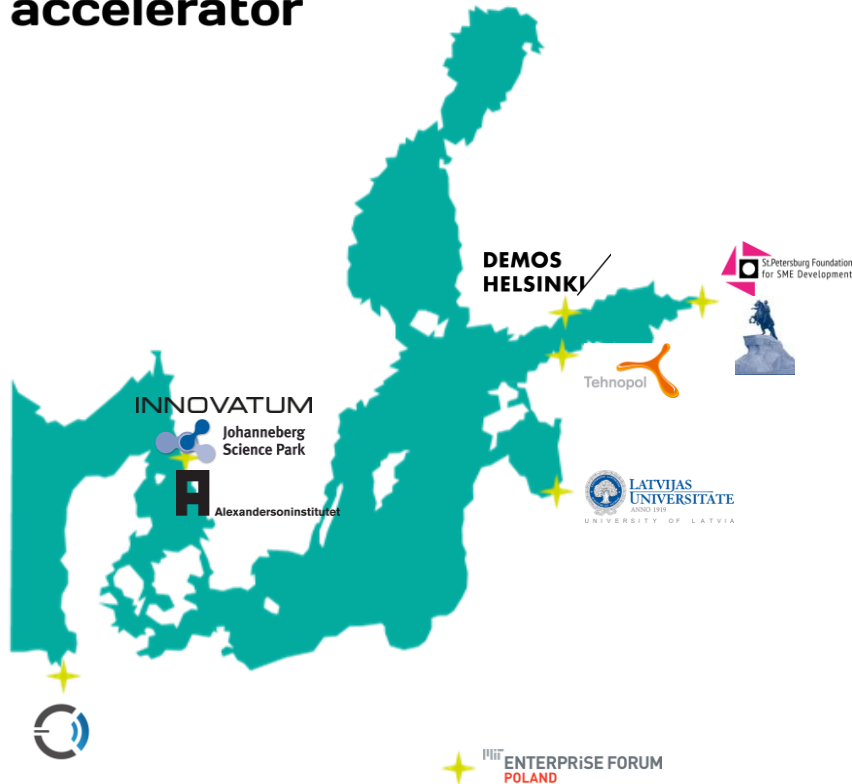


**Lennart Walldén**

**Project Coordinator**

**Innovatum AB**





7 countries  
10 partners  
30+ experts  
50+ events  
100+ stakeholders

**NEW  
INNOVATION  
ECOSYSTEM**



**“Substantial changes in sustainability  
can’t be achieved without pursuing  
changes in dominant lifestyles.”**

**Dr. Mikelis Grivins - Baltic Studies Centre**



# Smartup Accelerator

**Smart  
Homes**  
2018

**Smart  
Mobility**  
2019

**Smart  
Citizen**  
2020

7 teams selected for the accelerator per year

# WHY SMARTUPS?

# The world's largest companies (2016)

Walmart	Retail	\$486
State Grid	Electric utility	\$315
Sinopec Group	Petroleum	\$268
China National Petroleum	Petroleum	\$263
Toyota Motor	Motor Vehicles	\$255
Volkswagen	Motor Vehicles	\$240
Royal Dutch Shell	Petroleum	\$240
Berkshire Hathaway	Insurance	\$224
Apple	Computers	\$216
ExxonMobil	Petroleum	\$205

**What do we know about world's  
largest companies in 2050?**



**CO<sub>2</sub>-100%**

# **Where does the new business come from?**

(If it doesn't come from oil?)

# Unicorns 2016

Uber	Transportation services	\$62
Xiaomi	Consumer electronics	\$45
AirBnB	Lodging services	\$26
Palantir Technologies	Data analytics software	\$21
Snapchat	Social media	\$16
Didi Kuaidi	Transportation services	\$16
Flipkart	E-commerce	\$15
China Internet Plus	Internet services	\$15
SpaceX	Aerospace	\$12
Pinterest	Social media	\$11

CONSUMER  
FOCUS

LESS  
CO2

LESS  
NATURAL  
RESOURCES

SMART

SUSTAINABLE

?

# SMART HOMES?





# SMART HOMES?



# SMART HOMES?

Building management systems

Internet of (Meaningful) Things

Energy, Heating & Cooling

Ecodesign

Novel services

Sharing economy

Circular solutions

Platform solutions

Data

etc.





# Smartup Challenge

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# Startup Challenge: The Process



**WHO CAN APPLY?**

# Teams eligible for applying



- Based in the Baltic Sea Region
- Fit for the theme
- PoC & MVP done, prototype is a plus
- Minimum 2 persons in a dedicated team
- Eager for market validation and international growth.

# What do we offer to the teams?

- Fast-tracked access to Baltic Sea Region markets.
- Access to International Bootcamp and PoC phase for new market entries.
- International mentors and networks.
- Access to investors and financing instruments.
- Financial support for traveling, accomodation, etc.

**smartupaccelerator.eu**

**Twitter: #smartupaccelerator**

**Facebook: @smartupacceleratorBSR**

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# Thank you!

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