



Northern Connections Project

Living Labs

Places where a new innovative product, ready for commercialization, can be tested in a real environment proving functionality and getting responses from users/corresponding systems before full scale commercialization

The Living Lab owner can find new solutions to their challenges that cannot be met by the regional industry alone



Short guide to Living Labs


1. Contact Living Lab owner to jointly agree on a thematic challenge, and

- Agree on the willingness:
 - to invite companies from other regions
 - to take the risk/benefit of being a Living Lab owner meaning:
 - supporting new unproven technology with its risks
 - be a part of the sustainable development
 - get the latest solution for sustainable life to show your proactive statement

2. Joint development of challenges

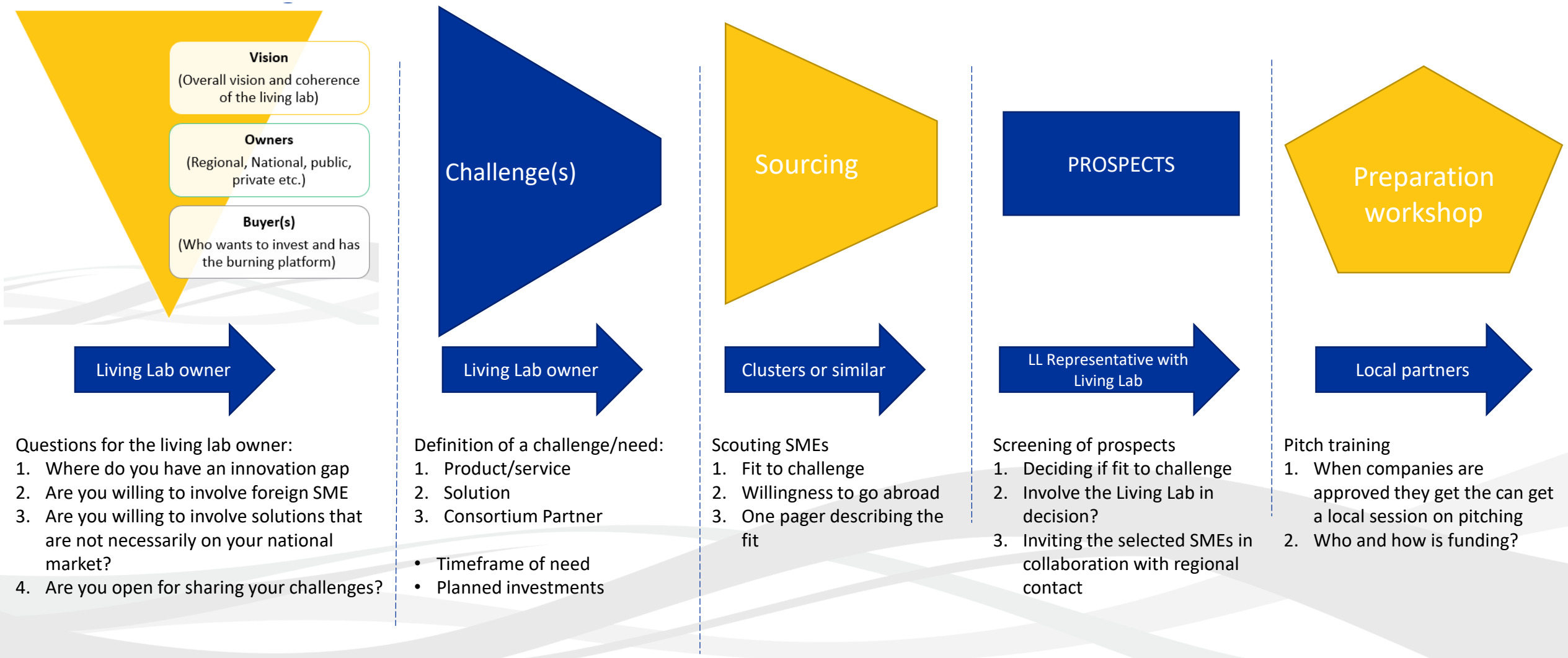
- Detailed description and selling paper – for clusters to engage companies to attend the LL event
- Some form of written agreement (Letter of Intent) between the Cluster and LL owner

3. Invitation to the LL event and leading the event

- Scout for and invite enterprises to the Living Lab event
 - Offer follow-up dialogue with LL owner
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PROCESS for Living Lab



- Questions for the living lab owner:
1. Where do you have an innovation gap
 2. Are you willing to involve foreign SME
 3. Are you willing to involve solutions that are not necessarily on your national market?
 4. Are you open for sharing your challenges?

- Definition of a challenge/need:
1. Product/service
 2. Solution
 3. Consortium Partner
- Timeframe of need
 - Planned investments

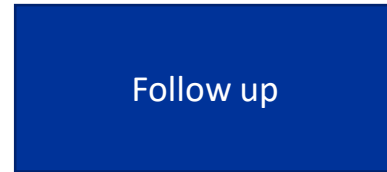
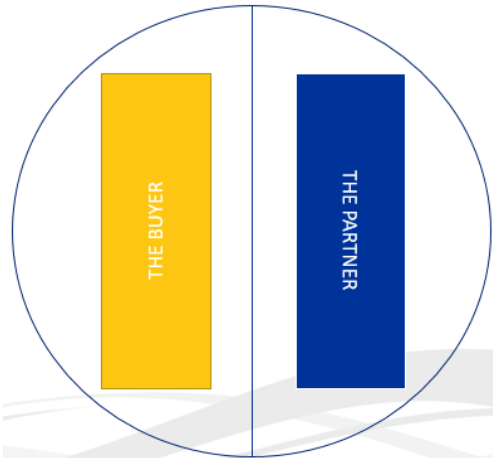
- Scouting SMEs
1. Fit to challenge
 2. Willingness to go abroad
 3. One pager describing the fit

- Screening of prospects
1. Deciding if fit to challenge
 2. Involve the Living Lab in decision?
 3. Inviting the selected SMEs in collaboration with regional contact

- Pitch training
1. When companies are approved they get the can get a local session on pitching
 2. Who and how is funding?



MEET



- Dialogue with stakeholders
1. Follow up on potential collaborations based on the participating SMEs

Modules for a LL Setup

Meet The Buyer

B2B –
Matchmaking (EEN)

World Café

Open Solution Pitch

Mini fair

Buyer/challenge
presentation

Lab2Lab
collaboration

Sandbox for
unknown
challenges
(Wishlist)

Regional Pre
Workshop

