

Bringing Innovation into life



Partnerships with Ecosystem – Supporting Start ups



Ermoupolis Information Society Seminar 2018

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Agenda



A. Global perspective



B. Local perspective



Ericsson Innovation Awards



What is Ericsson Innovation Awards (EIA)?

The Ericsson Innovation Awards is a global competition that allows students around the world an opportunity to submit innovative ICT concepts and collaborate with Ericsson Experts to make the world a better place.

What's in it for students?

3-4 Finalists teams have the opportunity to present to a panel of judges at a live event – including Ericsson Executives, ICT Experts and social influencers. Plus, first place gets **EUR 25,000!**

10 -12 semi-finalist teams will receive mentorship from Ericsson Experts who specialize in innovation. Semi – finalist are also interviewed for further collaboration with Ericsson.

What's the process?

- Team Registration & Idea Submission: Goal 1000 teams
- Semi-final: Top 10 teams are mentored by Ericsson Experts
- Grand Final and Winners announcement.

Ericsson Innovation Awards history

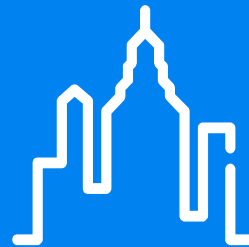


The global innovation competition initiated in 2009/10 as The Ericsson Application Awards



In 2015, the scope was broadened to focus more on innovation and the theme was **The future of Learning.**

The competition became exclusive for students



In 2016, the competition theme, **The future of City Life,** along with strong university partnerships garnered an increase from 270 teams to 843 teams



Our 2017 competition and theme, **The future of Food,** was launched in January 2017



2018 competition with theme, **The future of Truth,** was concluded in May 2018. 1440 university teams participated

2018 highlights





Ericsson Garage is a technology and business incubator, taking new ideas from lightbulb moment to commercial viability, creating ground-breaking solutions to real world problems



Value creation through four engagement tracks



Customer (Operator)

- R&D closer to the customer

Employee

- Accelerate pain-point driven innovation

Startups

- Face technology disruptions at early stage

Academia

- Access to top talents and research
- Access to university incubators and ecosystem

Ericsson Garage framework



Ericsson

Universities

Start-ups

Customers

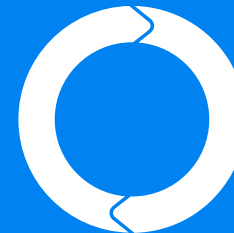
Opportunity Discovery
Exploratory



Technology Incubation
Iterative



Productification
Committed



Minimum Viable Product MVP

Entry
Selection

Dragon's Den

Ericsson Garage around the world



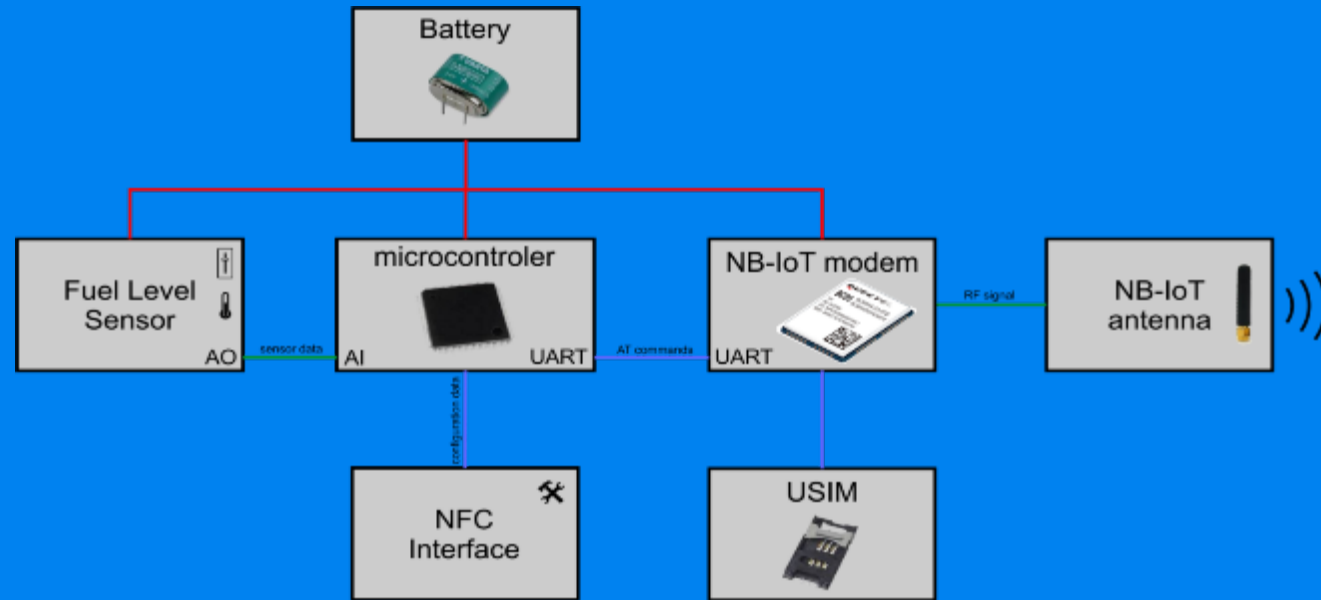
Local Partnerships for Innovation



Fuel Management Example



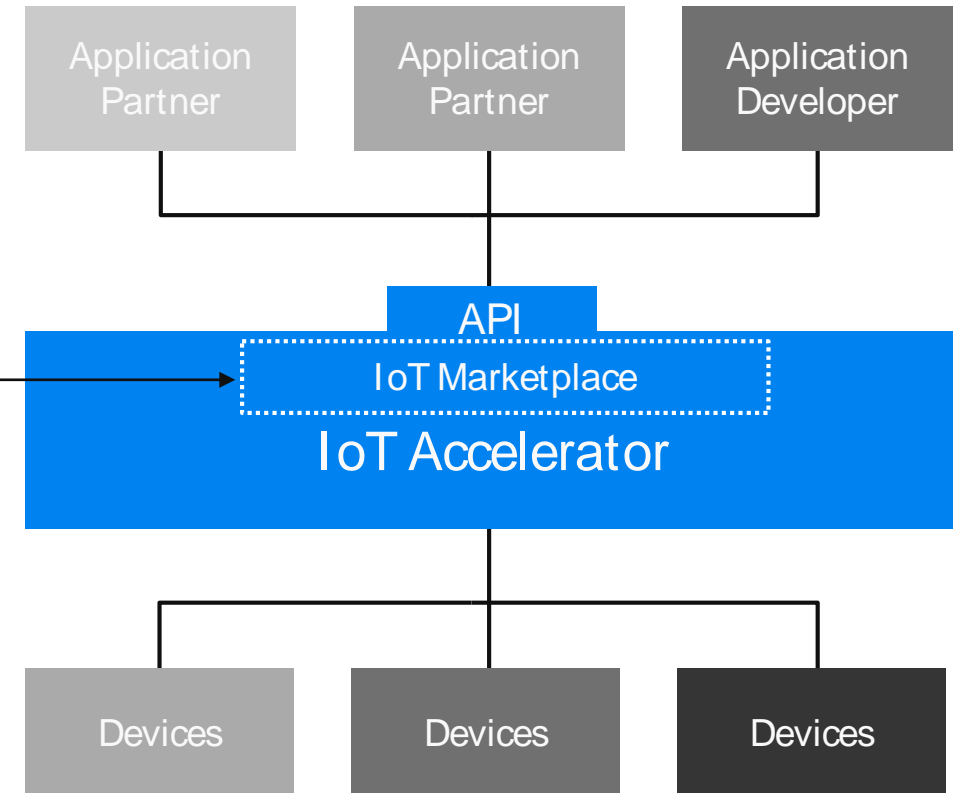
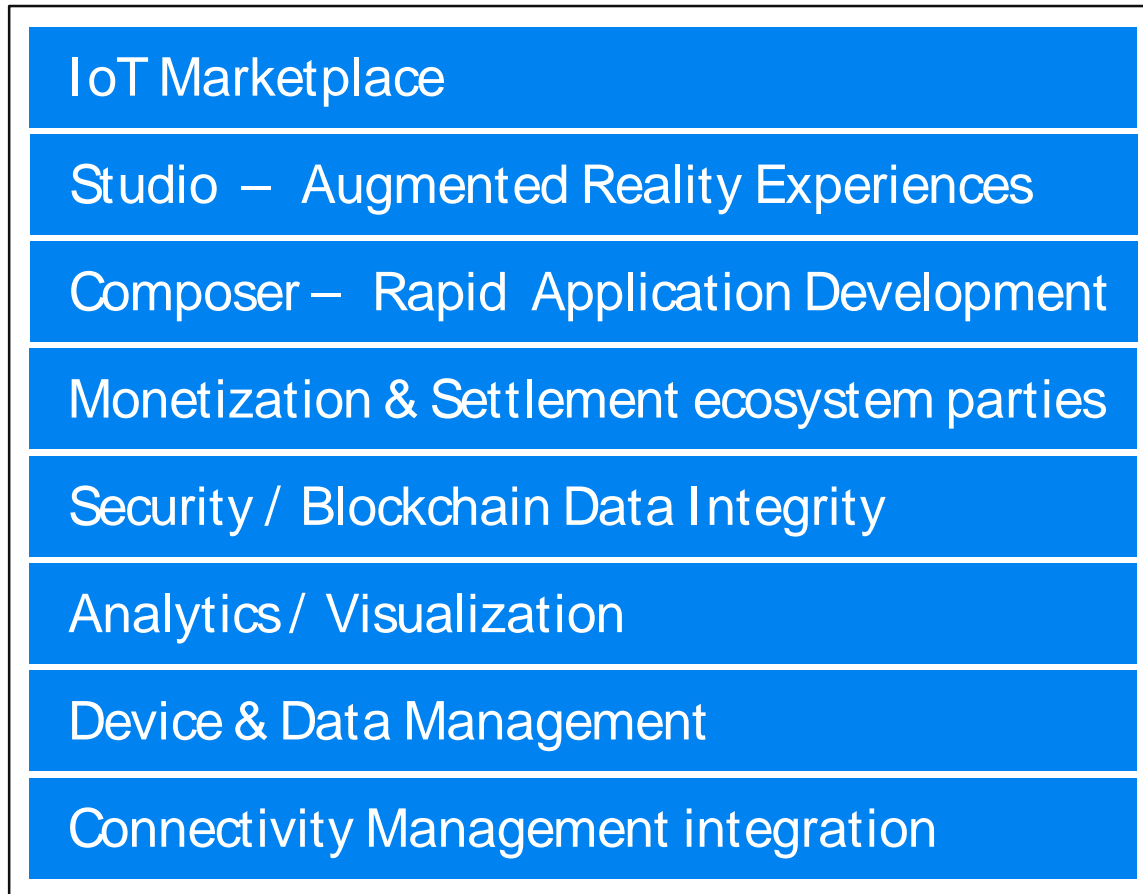
Device over NB-IOT



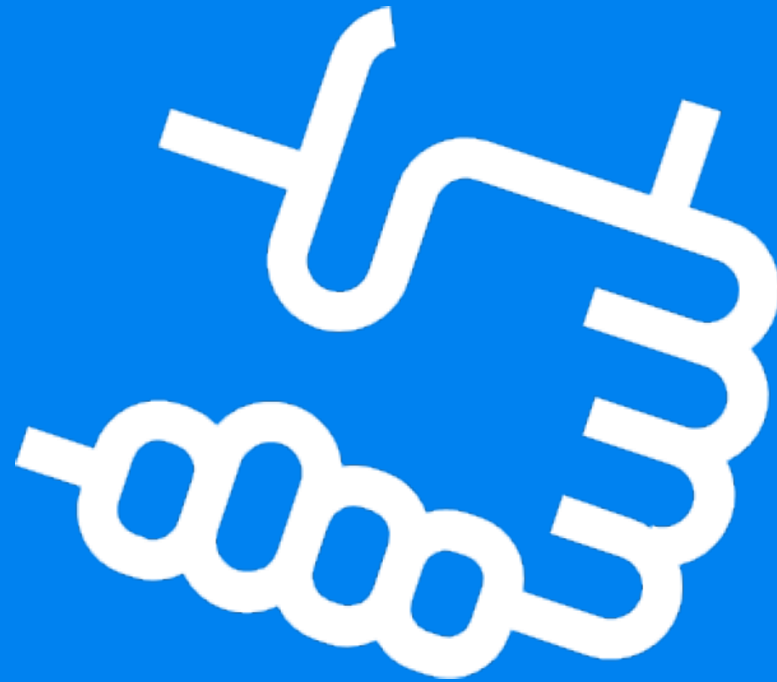
Ericsson's IoT Accelerator



Independent selection and usage of platform services. Functionality as a Service to address the most critical needs in massive IoT deployment



Thank you!



Please reach out with any questions



Backup slides



TECHNOLOGY WAVES BRING DISRUPTION

But also enable new capabilities

