

Ambient Sweden Living Labs, Challenges and experiences

1. Goals of Ambient Sweden
2. Analysis what the goals mean
3. SME challenges
4. SICS/Stockholm Living Labs does to meet the goals

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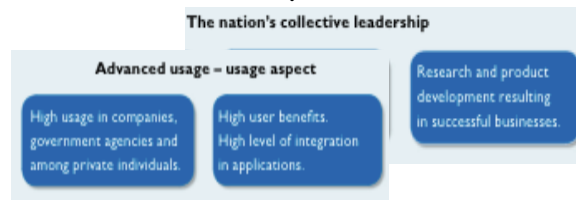


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1

Ambient Sweden

The Vision of Ambient Sweden is for Sweden to be a leader in Internet by the year 2015.



Leading position in these areas (3 out of 7)

Yes, but what do we do?!

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2

Analysis to meet Ambient Sweden goals

Some conclusions for digital services:

- ❑ Users have to be deeply involved and active
- ❑ Key areas:
 - ❑ Public sector: Health care, Education
 - ❑ Private industry: Facility management, New efficient services (DN)
 - ❑ Home sector: Home working as the only green path forward and creating a flexible working environment where internet is the way to communicate. Entertainment. Local services will be more central.
- ❑ Focus on SME companies producing digital service
 - ❑ They are fast, risk willing and dedicated



SME hurdles

Investigation shows Challenges for the SMEs to enter the digital service market

1. Capital, especially the early **money**
2. The **public sector**
 - The law of public procurement
 - Accepted as a small supplier of services
3. Access to **information**, see critical issues
4. Contact with **operators**
5. Find **other** small **companies** to solve a larger problem
6. Finding **customers**
 - How describe the offerings
 - Not drowning in the Internet ocean
7. Access to **users** and places to test and to develop services
 - Try out new business models
 - Verify the service, GUI, MMI etc.



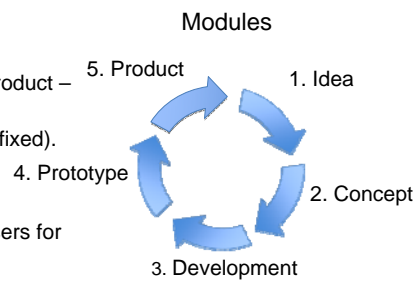
Some examples
of what we do within
SICS/Stockholm Living Lab
to
support the vision
of Ambient Sweden



Service Testbed for SMEs

**Testbed Future Internet, Service Testbed
(Business dev. Service Portals, User info.)**

- Taking the services from: Technology – Product – Business
- Portal to show and try services (mobile or fixed).
- Database of digital services
- Database of users in different sectors
- Initial step, 10 services and involve 100 users for feedback.
- Physical meetings between SME and users (buyers)
- Focus towards SME and create 5 modules for different phases of the development cycle. (DB, Methods, Portal, Competence)



Living Lab Methods

Investigate and develop methods

- ❑ Investigate needs and behavior of Digital Natives for future services
- ❑ Specify new services
- ❑ Gather and develop methods in working with users
- ❑ Propose solutions and services
- ❑ Beta test services



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7

Example of Focus area for services

Silver Technology- a focus area

- ❑ Analyze needs in elderly care in Botkyrka and Halmstad
- ❑ LL workshops with users, elderly, relatives and personnel analyze needs and create ideas.
- ❑ Creating an overview of what has been done
- ❑ Develop services
- ❑ Spread the use and knowledge of services to other communities



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8

Commercialization of innovations

Commercialization of innovation - Innovation Circle, (proof of concept)

- A site to describe ideas
- Create contacts between innovators/researchers who generates ideas with VC, entrepreneurs and users
- Assign a mentor to the idea
- Improve the ideas through different groups
- Find an entrepreneur for the idea

innovation



Thank
You!

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