



OUR  
WHY



*We believe in co-creating a more sustainable society for everyone. We also believe in the power of innovation and entrepreneurship when it comes to solving societal challenges.*

VÅRT  
WHY

*That's why our mission is to spur the creation of sustainable business opportunities and innovations throughout this region. We make companies ready for the future!*

## Target groups



Students, individuals and startups



Researchers



Established companies

## Our goals



More entrepreneurial inhabitants

More sustainable innovations and growth companies

Increased utilisation from the University

A more attractive and equal trade and industry

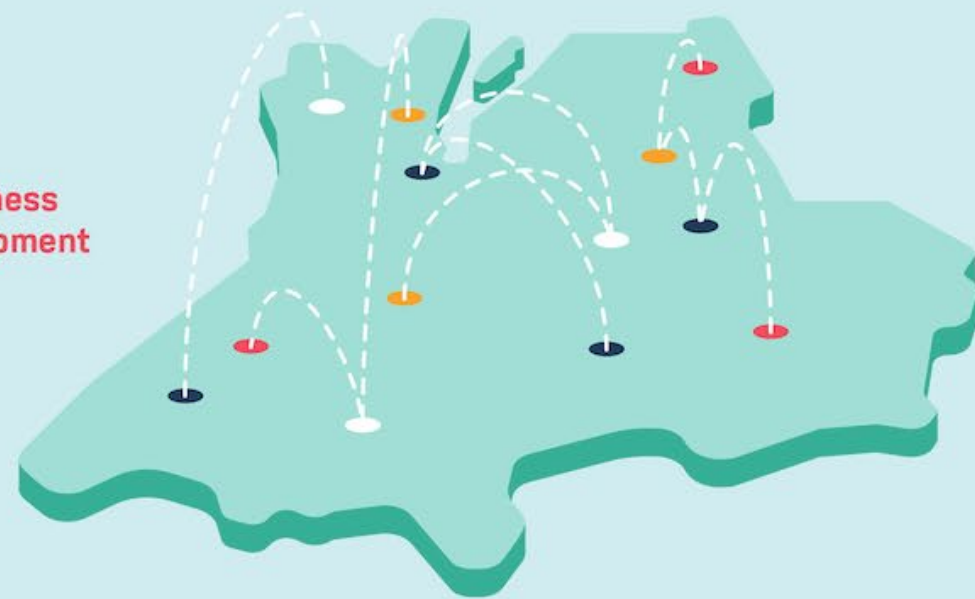
Community



Business Development



Current focus areas



**SCIENCE PARK**

# TRENDS

## DEMOGRAPHIC & SOCIAL CHANGE

First 140 year old is born



Elderly care



Social rating



Less work – more spare time



Zero patience



False information



**SCIENCE PARK**

# TRENDS EXPONENTIAL TECHNOLOGIES

**CO-BOTS**



**AI**



**Mobile first**



**Digital and smart cities**



**BIONICS**

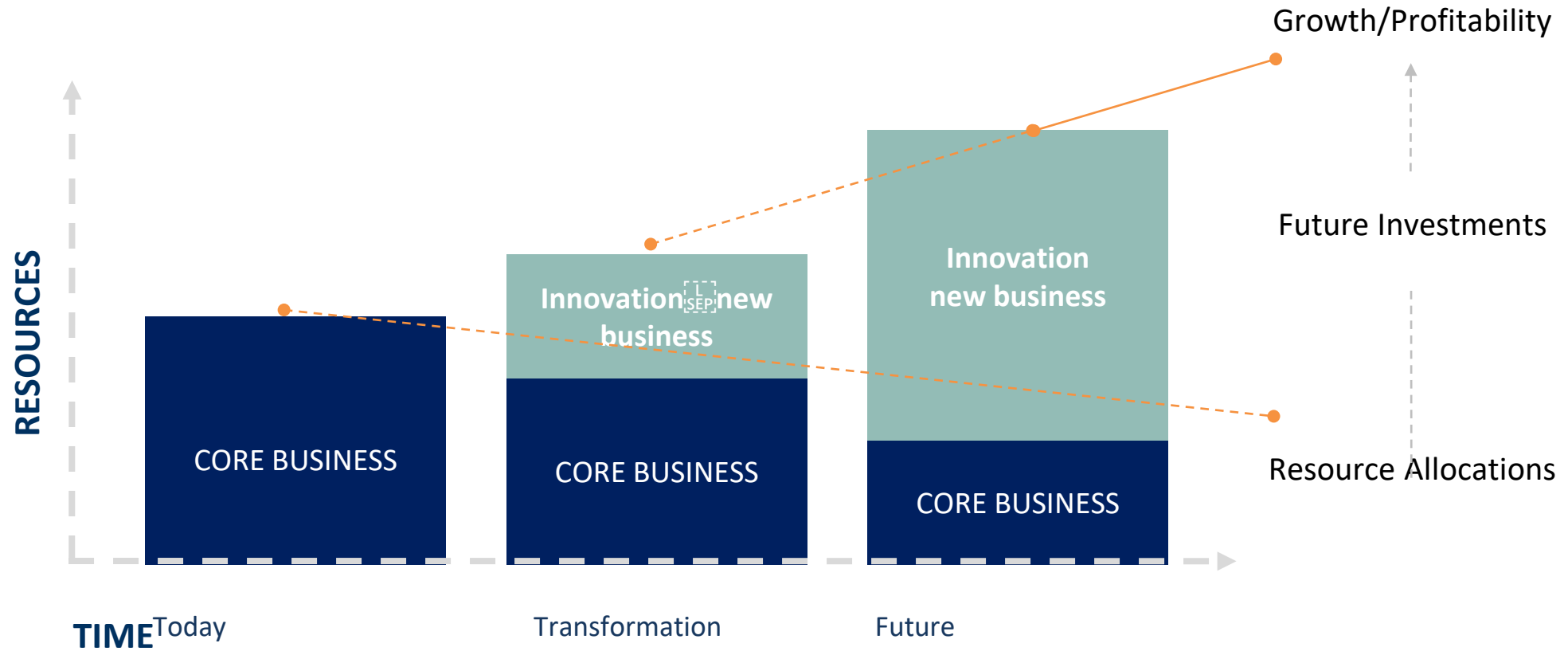


**Cybersecurity and integrity**

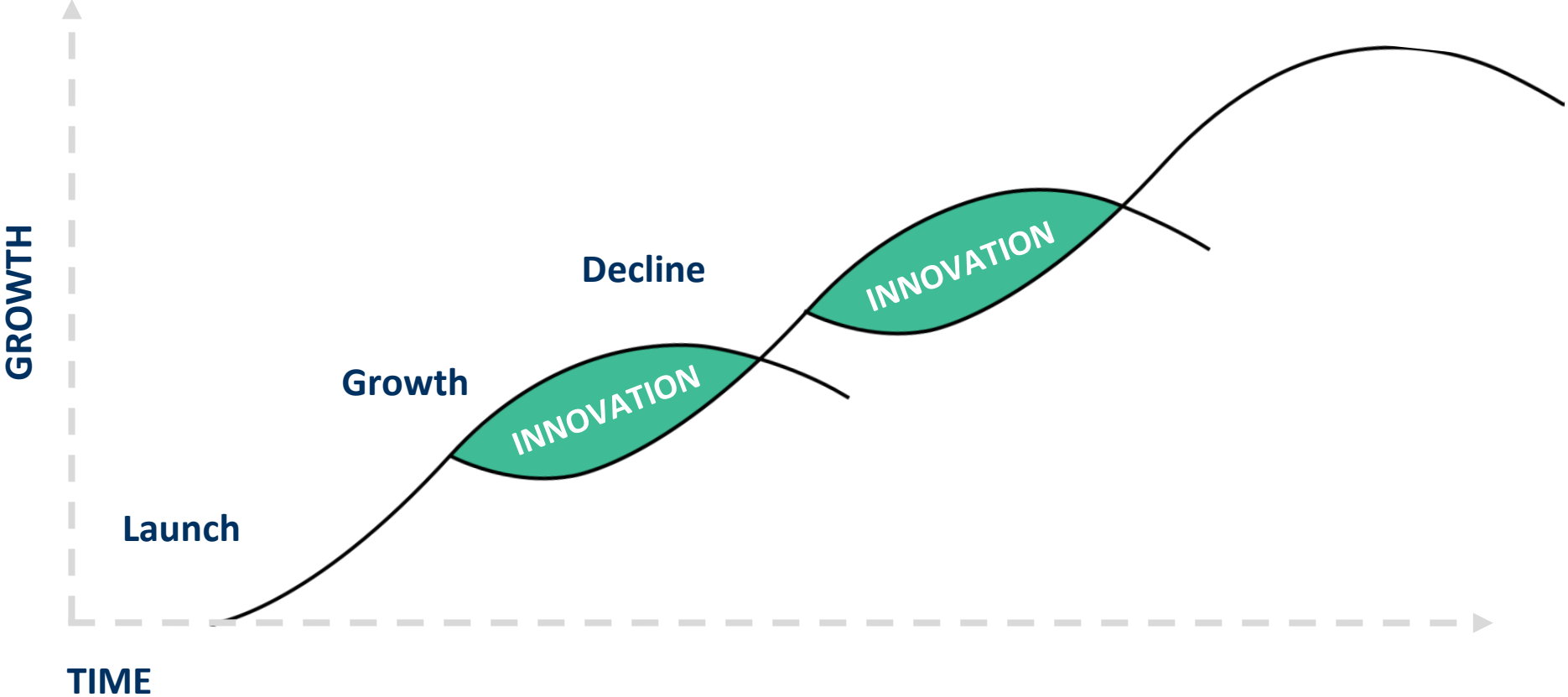


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# Tomorrows Benefits



# CURVE of Possibilities

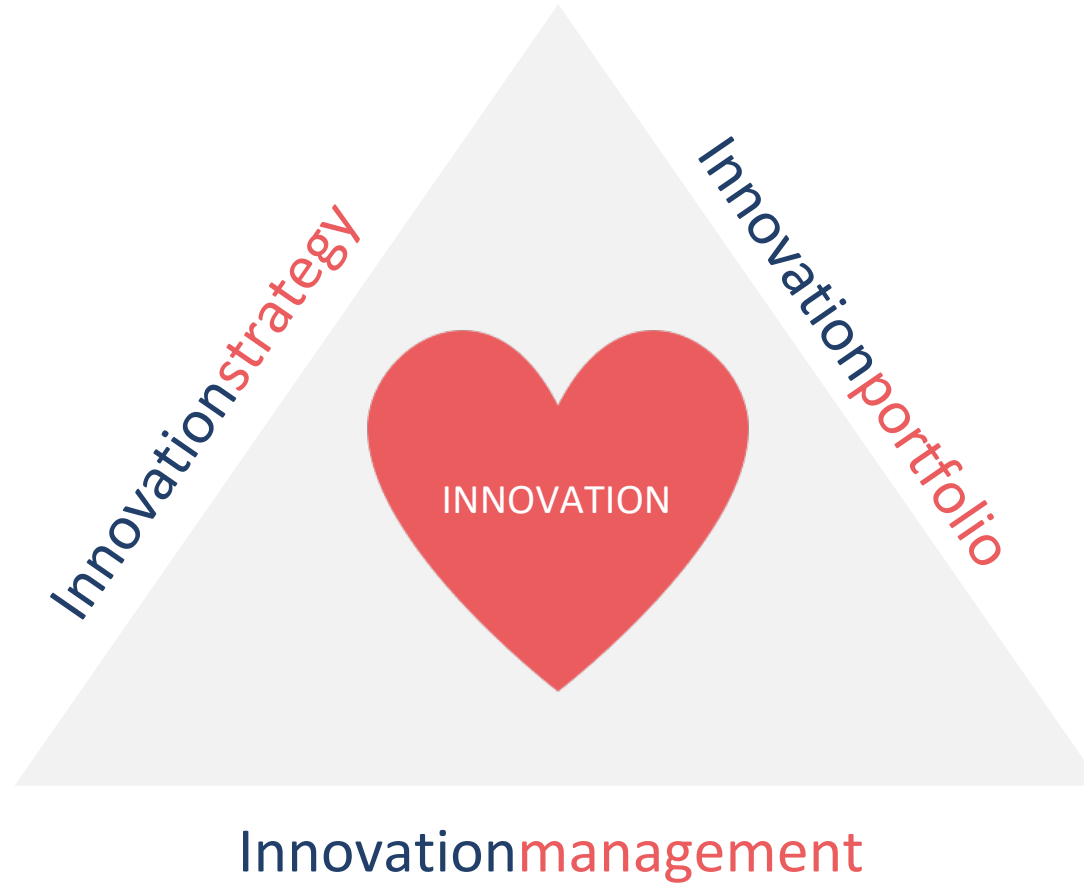


## THE CHALLENGE?

*The problem is rarely the lack of ideas itself. Instead, the challenge lies in how we succeed in translating these ideas into value or benefits for the customer and how the company then manages the processes to capture and refine the ideas.*



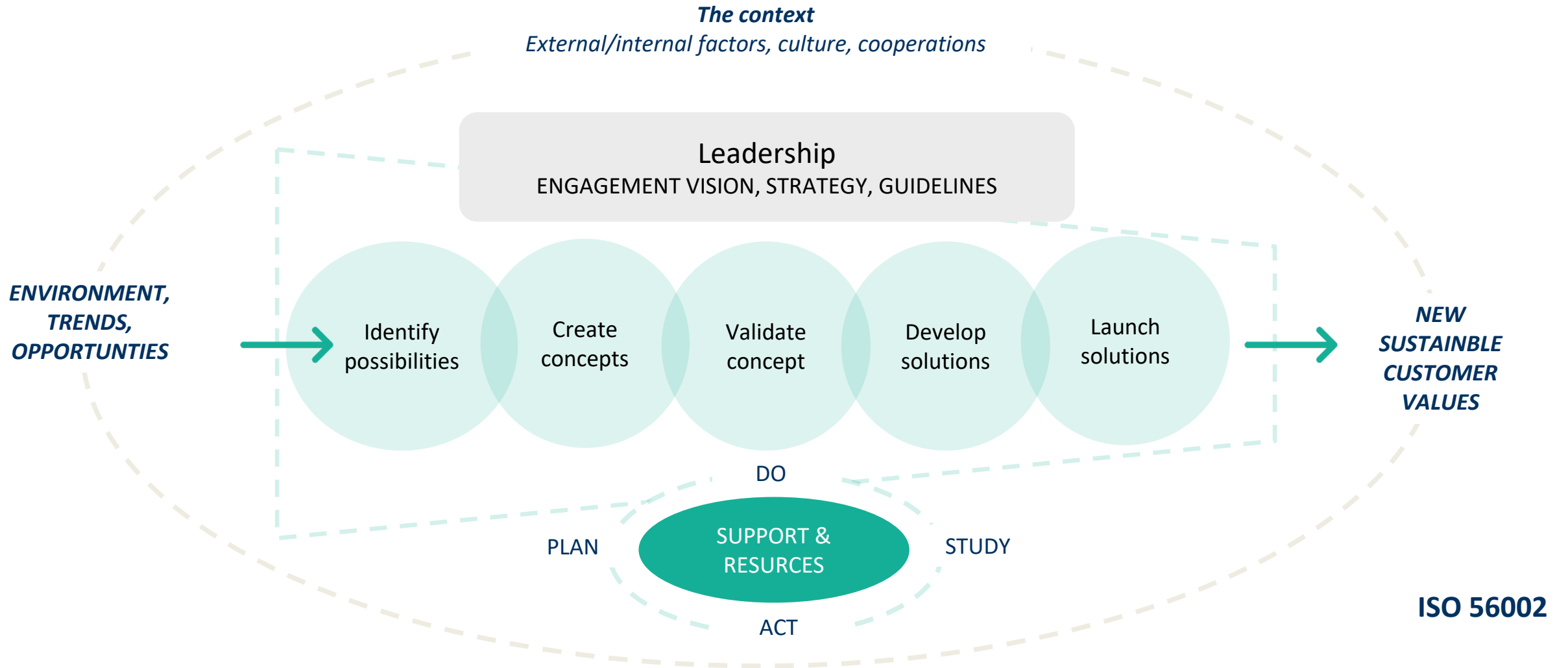
# THE SOLUTION!



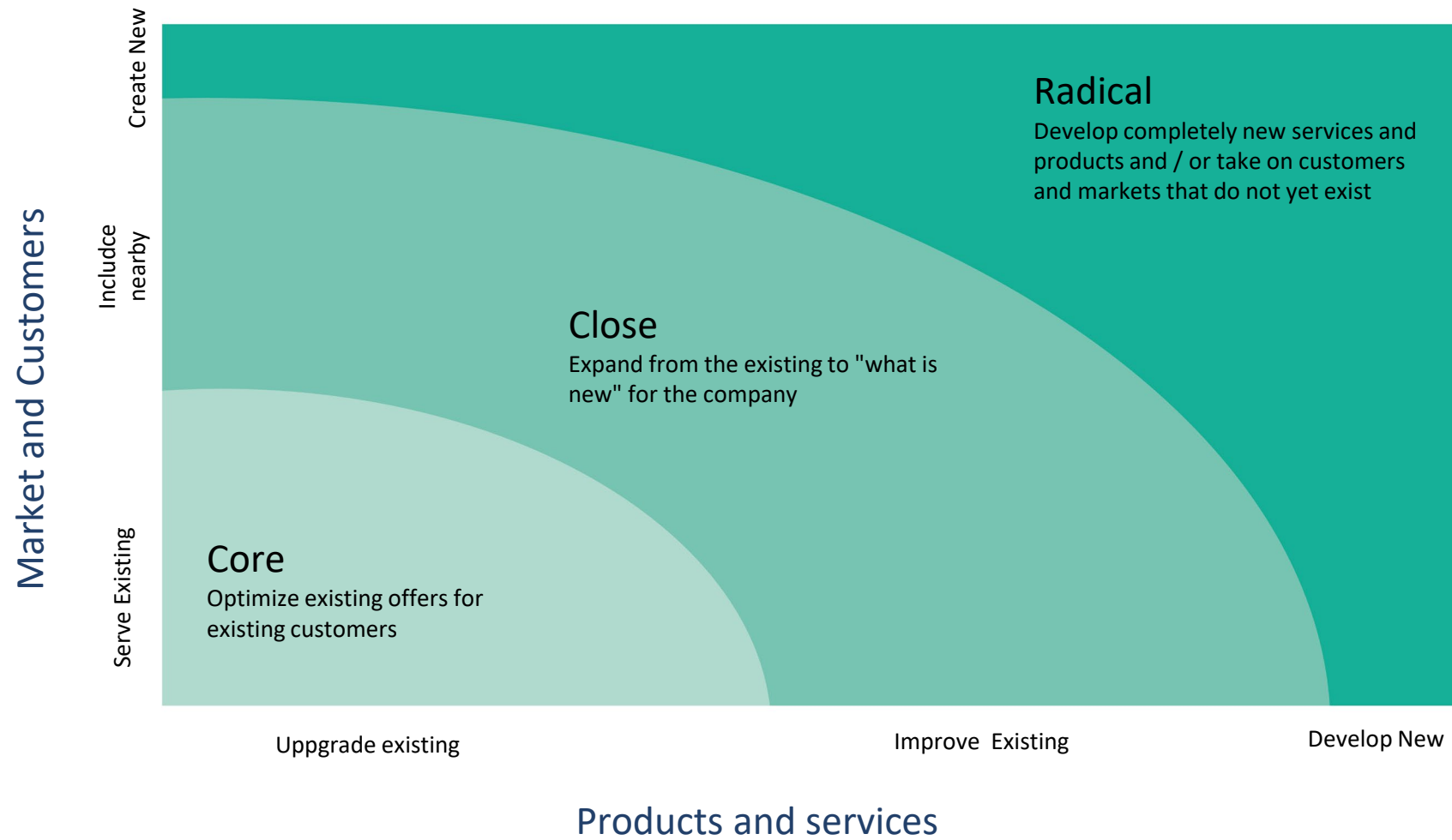
# Innovation maturity



# MODEL FOR INNOVATION



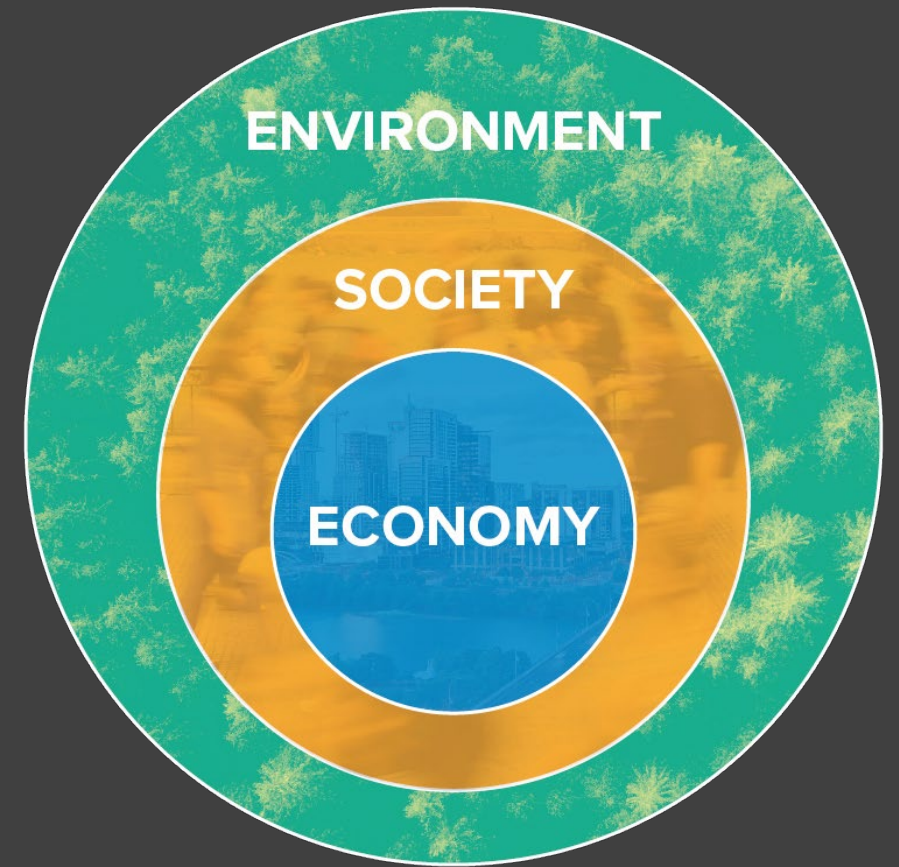
# Innovation portfolio





**POSITIVE EFFECT x SCALABILITY = IMPACT**

Common mission  
Sense of urgency  
Resource reallocation  
Cocreation  
Courage



**Systems within systems**

The economy is embedded within society and the environment

Challenge  
Need / Problem

Value proposition

Champion

Team

Organizational  
Alignment

VALLEY OF DEATH

Solutions to concrete problems

Demand and purchasing power

# SAMHÄLLSUTMANINGAR ÄR KOMPLEXA OCH BEHÖVER SAMORDNING



Challenge Need / Problem		Value proposition		Champion		Team		Organizational Alignment		RESULT
80%	X	80%	X	80%	X	80%	X	80%	=	33%
80%	X	80%	X	80%	X	80%	X	0%	=	0%

VALLEY OF DEATH

Solutions to concrete problems

Demand and purchasing power



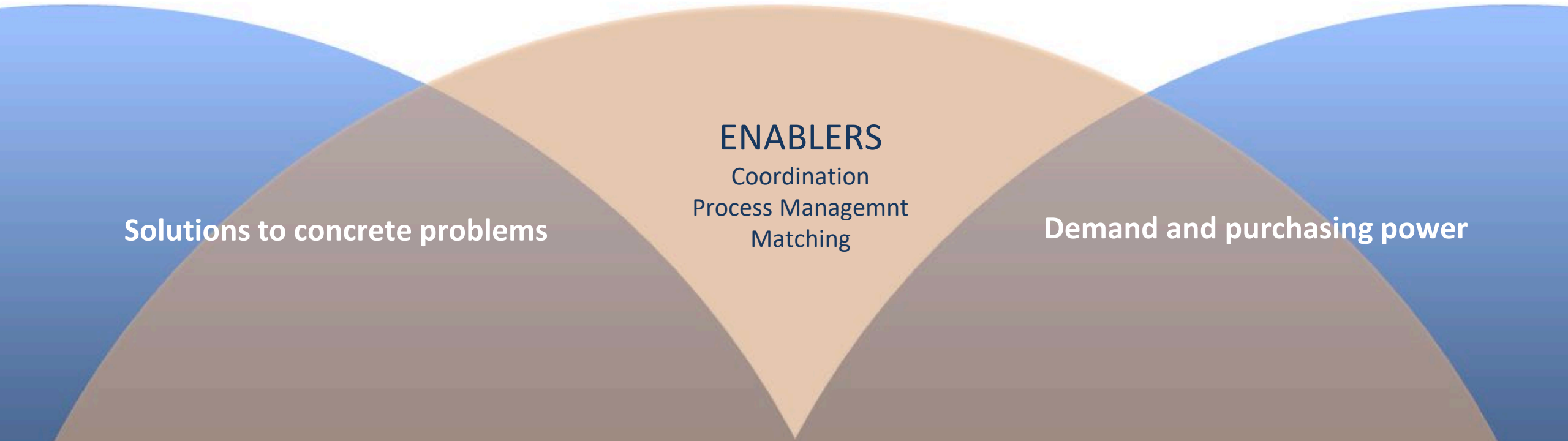
Challenge  
Need / Problem

Value proposition

Champion

Team

Organizational  
Alignment



**ENABLERS**

Coordination  
Process Managemnt  
Matching

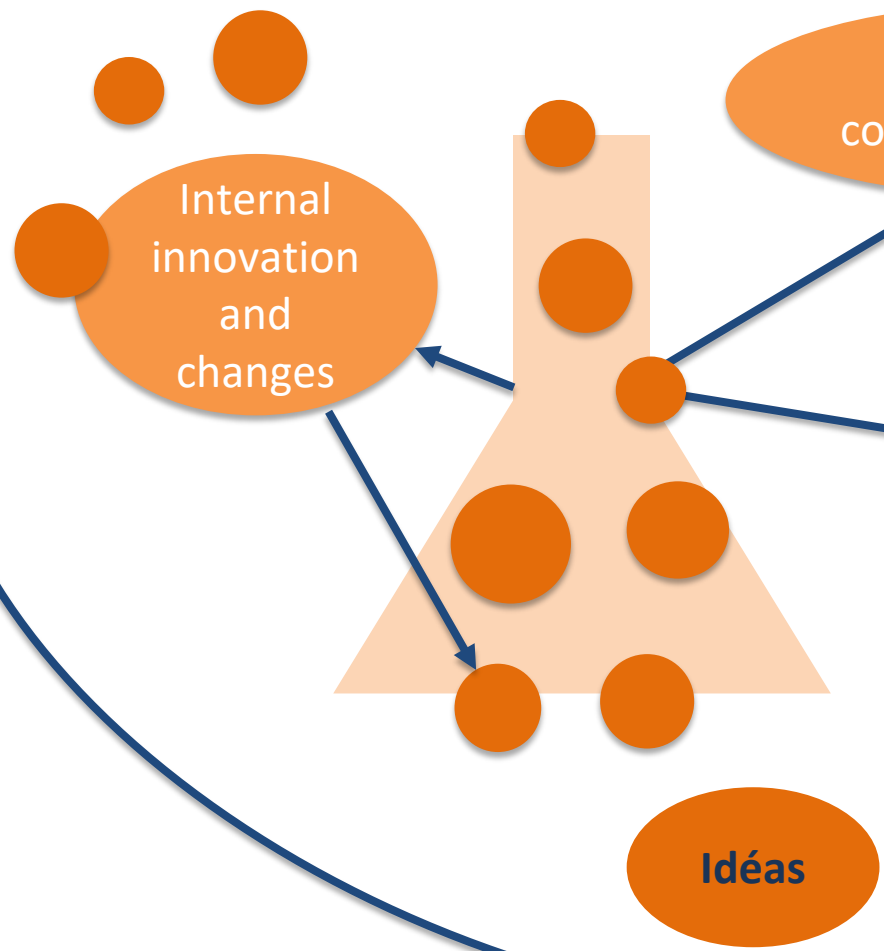
Solutions to concrete problems

Demand and purchasing power

Ownership  
Healthcare system

# Innovation arena

Innovations Support System  
Science Park

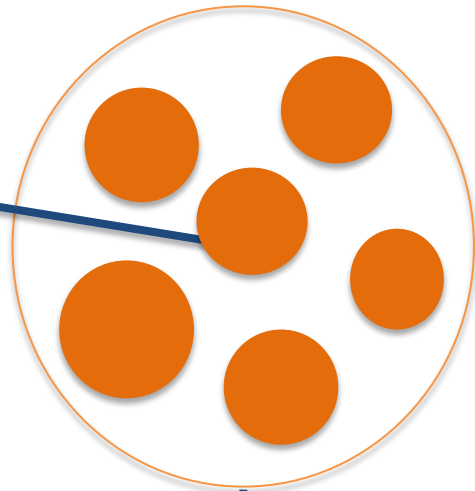


External commercialization

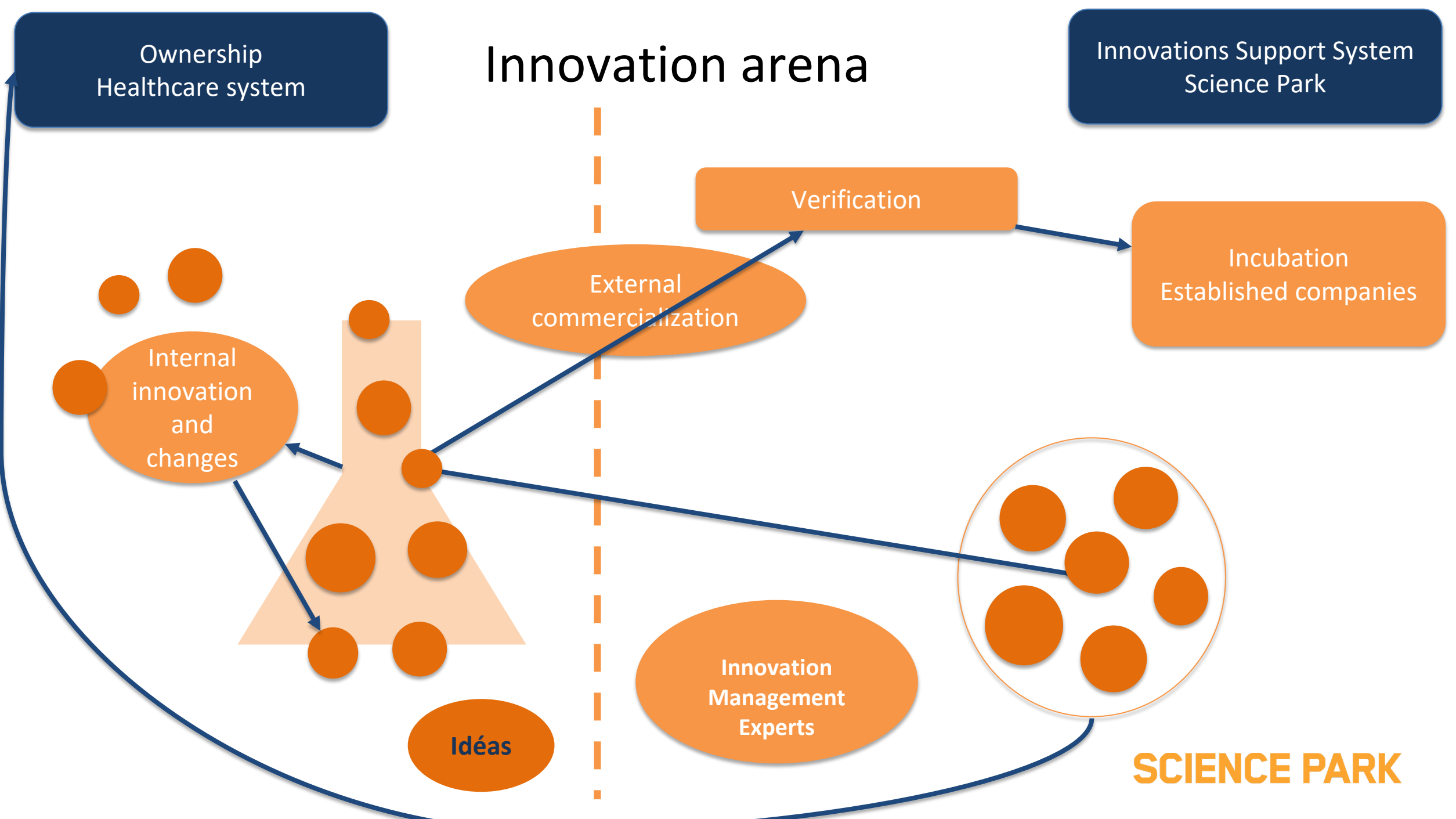
Verification

Incubation  
Established companies

Innovation  
Management  
Experts



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**POSITIVE EFFECT x SCALABILITY = IMPACT**

# DIGITAL COMMUNITY



@scienceparkjkpg

Community:  
"Friends of Science  
Park"



@scienceparkjkpg



sciencepark.se/  
nyhetsbrev



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