

BIOFORE BOOT CAMP

December 2018



Biofore Boot Camp – workshop

Biofore Boot Camp is a 1-2 day innovation event where cross-functional / cross-discipline teams develop ideas to initial business concepts

- Event ends with **pitching contest** where teams present the results to **jury** made of **senior management** members
- **Tools** used:
 - Start-up type concept development, Business Model Canvas, Minimum Viable Product, Customer Validation
- Concept proven with **good results**
 - Positive feedback from participants and business owners
- Facilitated by Esa Laurinsilta, UPM Technology



Biofore Boot Camp

Objectives:

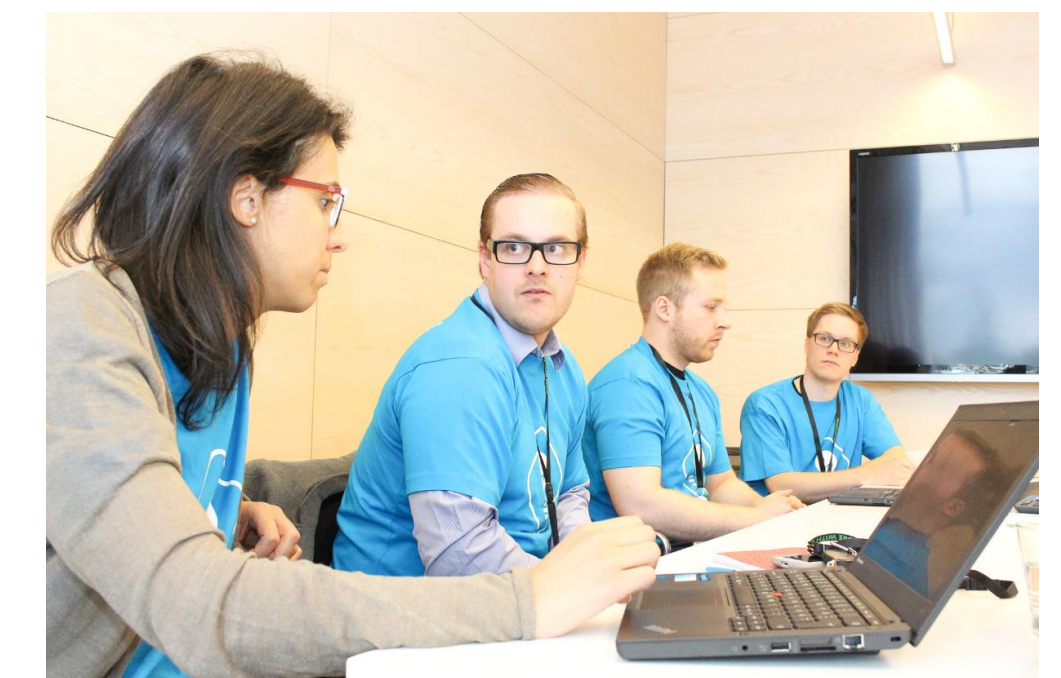
- Business benefits: Developing ideas to initial business concepts
- Culture building: new way of working, network building and cross-functional / cross-discipline collaboration
- Promote collaboration between UPM and external partners and stakeholders

Participants will

- Learn how to develop the business concepts using the tools like Business Model Canvas, Value Proposition Canvas
- Learn how to pitch their ideas
- Develop their business understanding and entrepreneurial mindset
- Improve their ability to work effectively across functions and organizations

Participant profile:

- Development orientation, entrepreneurial mindset, relevant expertise
- As a group, representing diversity of study disciplines and backgrounds



Biofore Boot Camp examples

- Paper ENA /MHO New business opportunities
- Energy BA Digitalization opportunities
- GrowDex Digitalized Sales innovation
- Plywood Sidestreams utilization in collaboration with Lahti University of Applied Sciences
- Sourcing in collaboration with Aalto University
'Industrial packaging solutions for customer paper reels'
- Summer trainee Boot Camps
'Social Media' / 'Digital communication'; 'Safety';
'Code of Conduct'



Biofore

UPM'S STAKEHOLDER MAGAZINE

Search ...

SPIRITED INNOVATION WORK ACROSS BUSINESSES AT UPM YOUNGFORE BOOT CAMP

21 JUNE 2016

SHARE



Control



Investing into innovations and development is a major part of the Biofore strategy. Innovation work is being done in co-operation with suppliers, customers, startups and universities, but also internally. A business culture with a positive attitude towards innovation encourages employees to question old ways of working and find new angles on things. New innovations are born for example at the Biofore Boot Camps which are organized around subjects relevant to UPM's development.

Biofore

UPM'S STAKEHOLDER MAGAZINE

Search company



THE INVENTIVENESS OF SUMMER WORKERS WAS A PLEASANT SURPRISE AT A SAFETY BOOT CAMP

13 DECEMBER 2017

SHARE



When the youngsters of UPM are asked to think of ways to improve safety, plenty of practical suggestions come about and even the corporate executive level listens. A good example of this was a safety boot camp organized in Helsinki last autumn, attended by UPM summer workers from four different localities.

Biofore Boot Camp

Pitching criteria - EXAMPLE

PITCH: Present and sell your idea to jury in five minutes
- Followed by 5 min discussion

- Key BUSINESS criteria
 - To be defined based on the challenge, e.g.
 - Business potential
 - Resources needed
 - Maturity / time needed
- Concept & Pitch
 - Clarity of the concept / idea
 - Clear proposal for next steps
 - Sales skills and presentation
 - Teamwork
 - Use of creative tools and styles – wow effect, demos, mock-ups



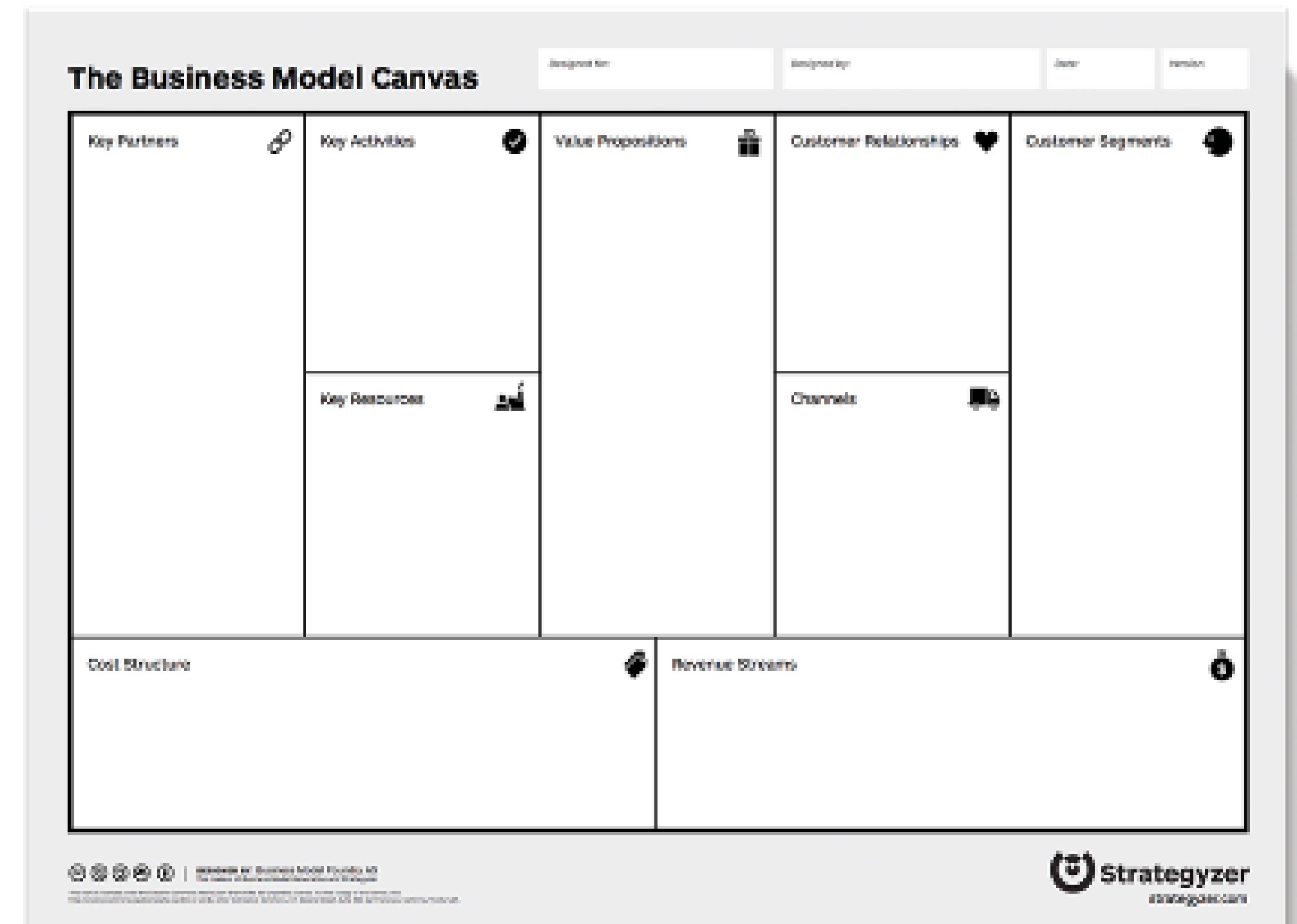
BOOT CAMP TOOLS



Business Model Canvas

“Business model describes how an organization creates, delivers and captures value”

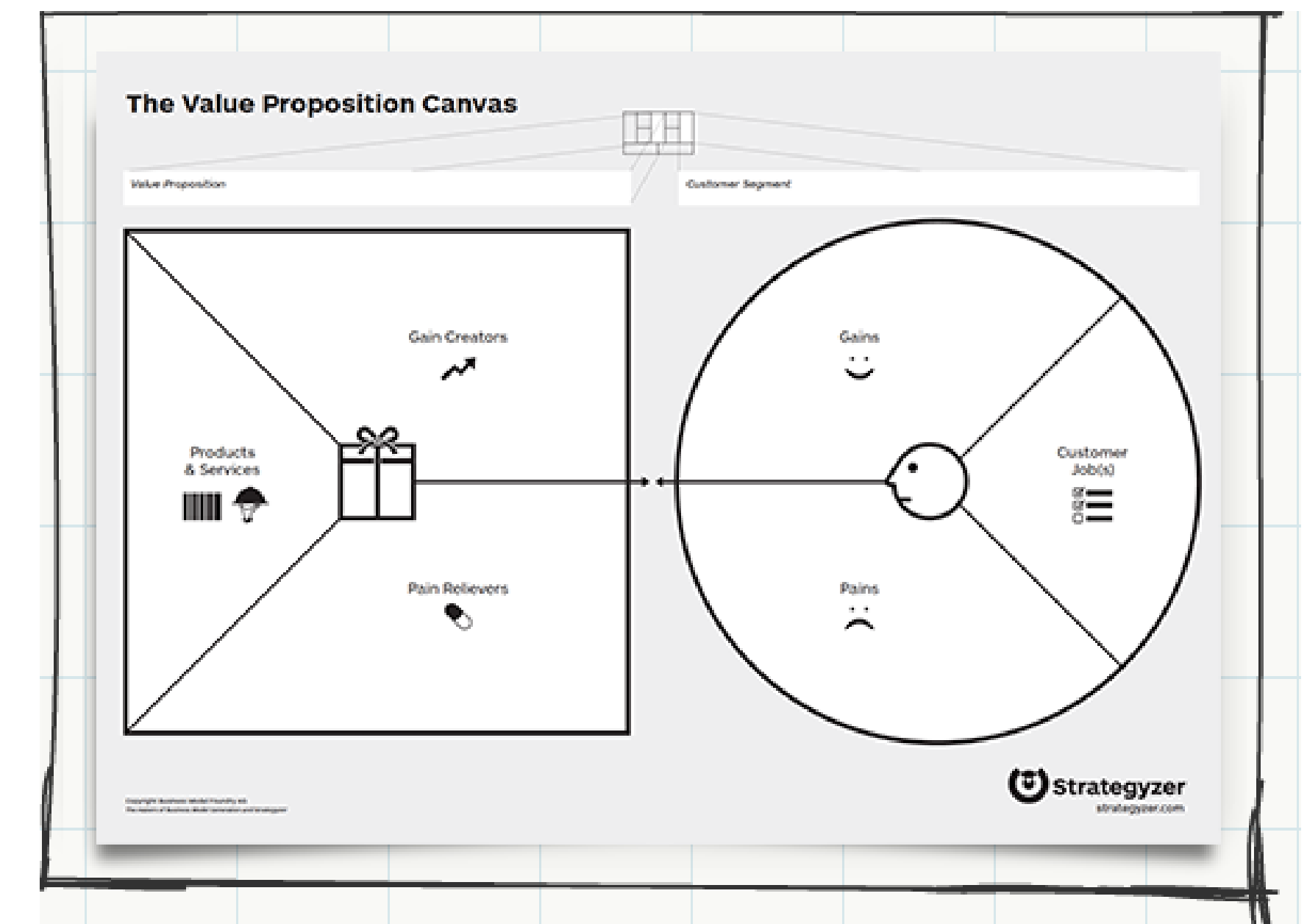
- Business model canvas is a visual tool to help develop and discuss the business model
- Helps sharing and building common understanding
- Nine building blocks
 - Value proposition
 - Customer segments & relationships, channels
 - Revenue streams & Cost structure
 - Key partners, activities & resources



Value Proposition Canvas

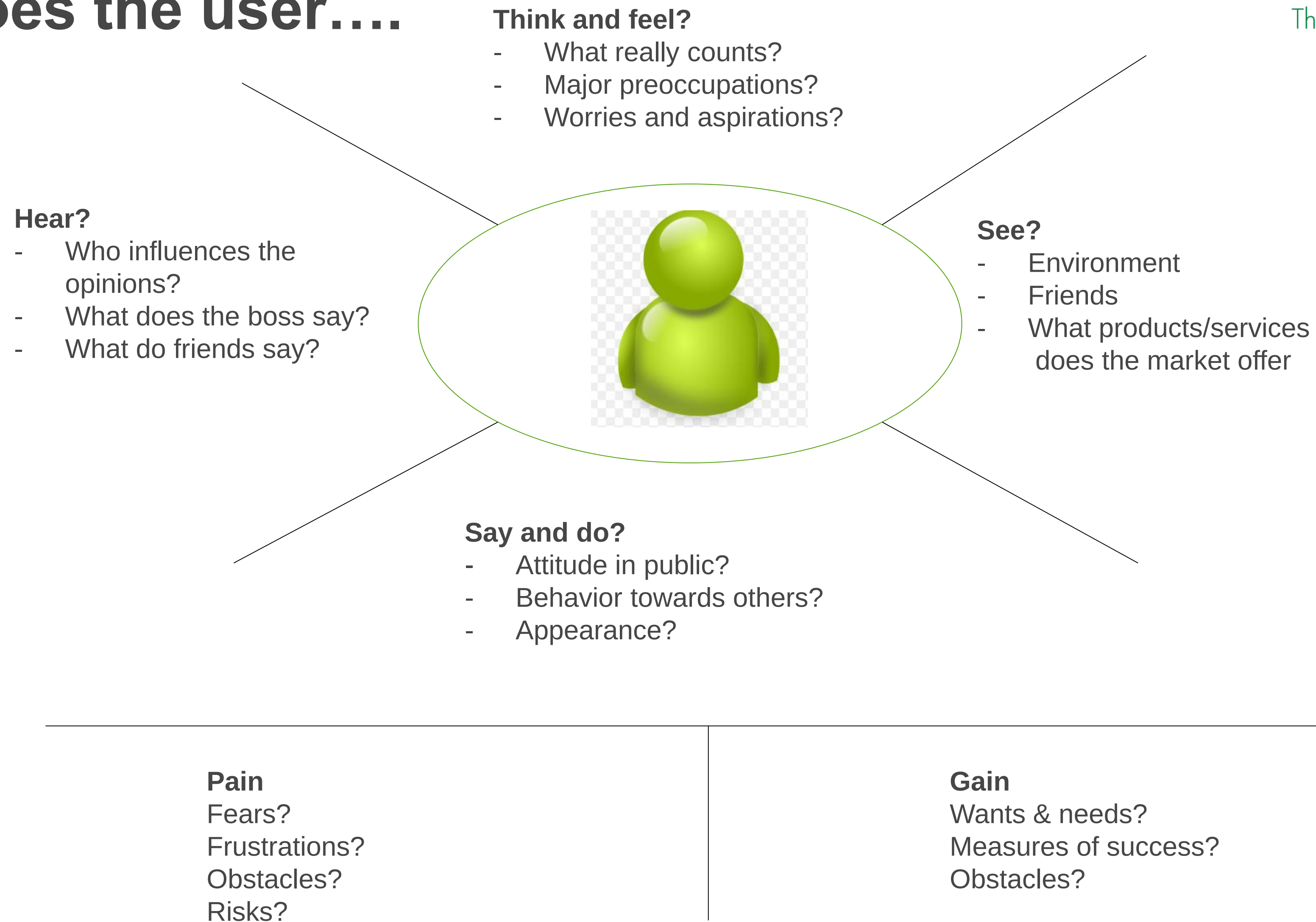
Two sides

- **Customer Profile:**
 - **Customer Jobs:** things your customers are trying to get done in their work or in their life, e.g. functional, social or emotional jobs
 - **Gains:** the outcomes and benefits your customers want, e.g. functional utility, social gains, positive emotions and cost savings
 - **Pains:** anything that annoys your customer when trying to get a job done, also risks, undesired outcomes or obstacles
- **Value Map**
 - **Products and Services:** list of the products and services you offer
 - **Gain Creators:** how your services and products create customer gains
 - **Pain Relievers:** how your services and products alleviate specific customer pains



Empathy Map

What does the user....



GROWDEX BOOT CAMP

January 15th and 16th - 2019



GrowDex® - KEY PROPERTIES



WHY, WHAT & WHO?

WHY CULTURE IN 3D:

- 2D culture changes phenotypic behaviour
- Spatial organisation of cells
- Biological relevance
- Bridging the gap between *in vitro* and *in vivo*
- Mimic a cell's natural environment

WHO ARE THE CUSTOMERS?

- Pharmaceutical companies
- Biotech companies
- Cell vendor companies
- CROs
- Research Institutes & Hospitals



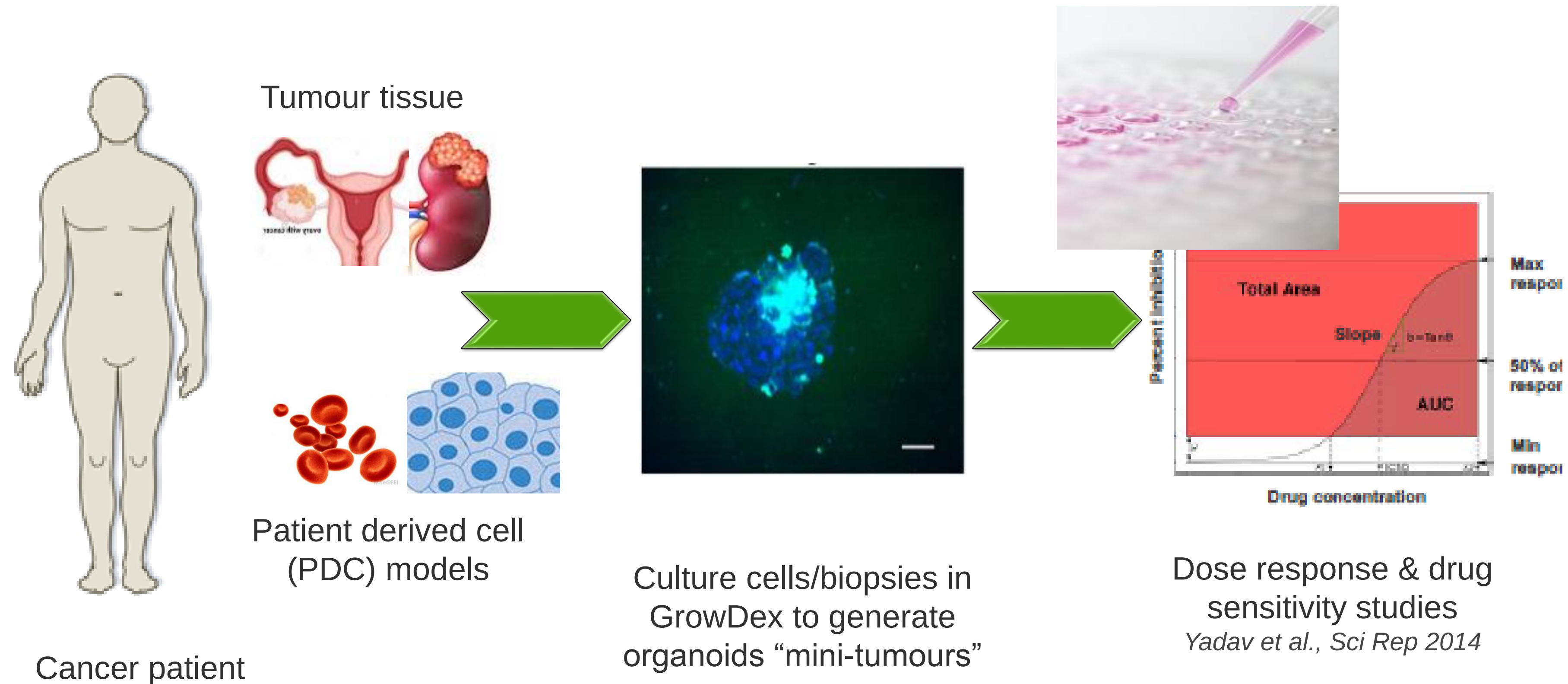
WHAT CAN 3D BE USED FOR?

- Cell, tissue (and organ) research
- Development of disease models
- Chemical safety testing
- Drug discovery and development
- Drug delivery/release studies
- Organ on a chip models
- 3D printing



SUCCESS STORIES

Personalised medicine for cancer patient treatment – Collaboration with FIMM, Helsinki



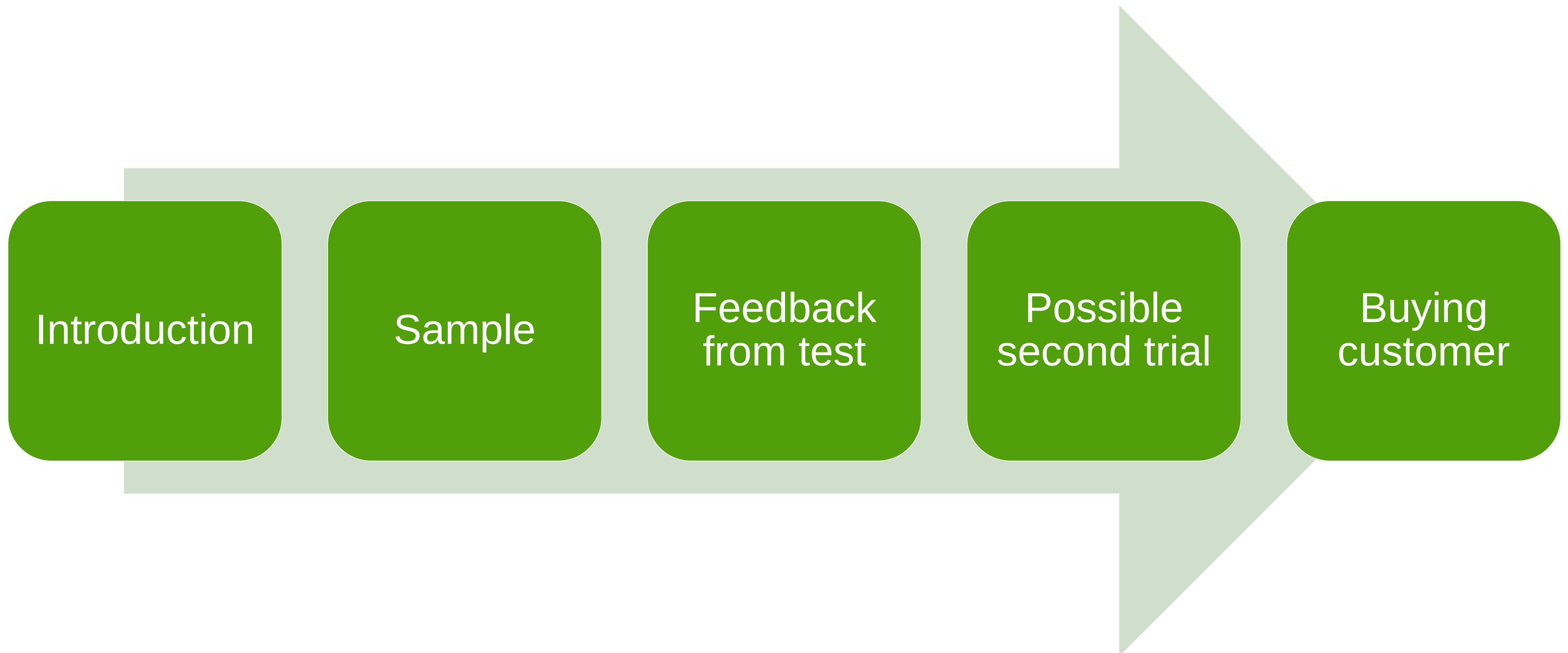
Our customers

- Business to R&D
- Customers are looking for new technology to advance their understanding of cell behavior and interaction
- Lost time is generally the greatest risk when a researcher tries out new 3D cell culture applications.
 - Running a cell culture test can take 1-3 weeks.
 - Money in most cases is not the decisive factor.
- Customers in two groups
 - From 2D to 3D – new to the products and methods
 - From 3D to GrowDex – has experience from other products and methods – **compares GrowDex always to the current method.**

Marketing of GrowDex



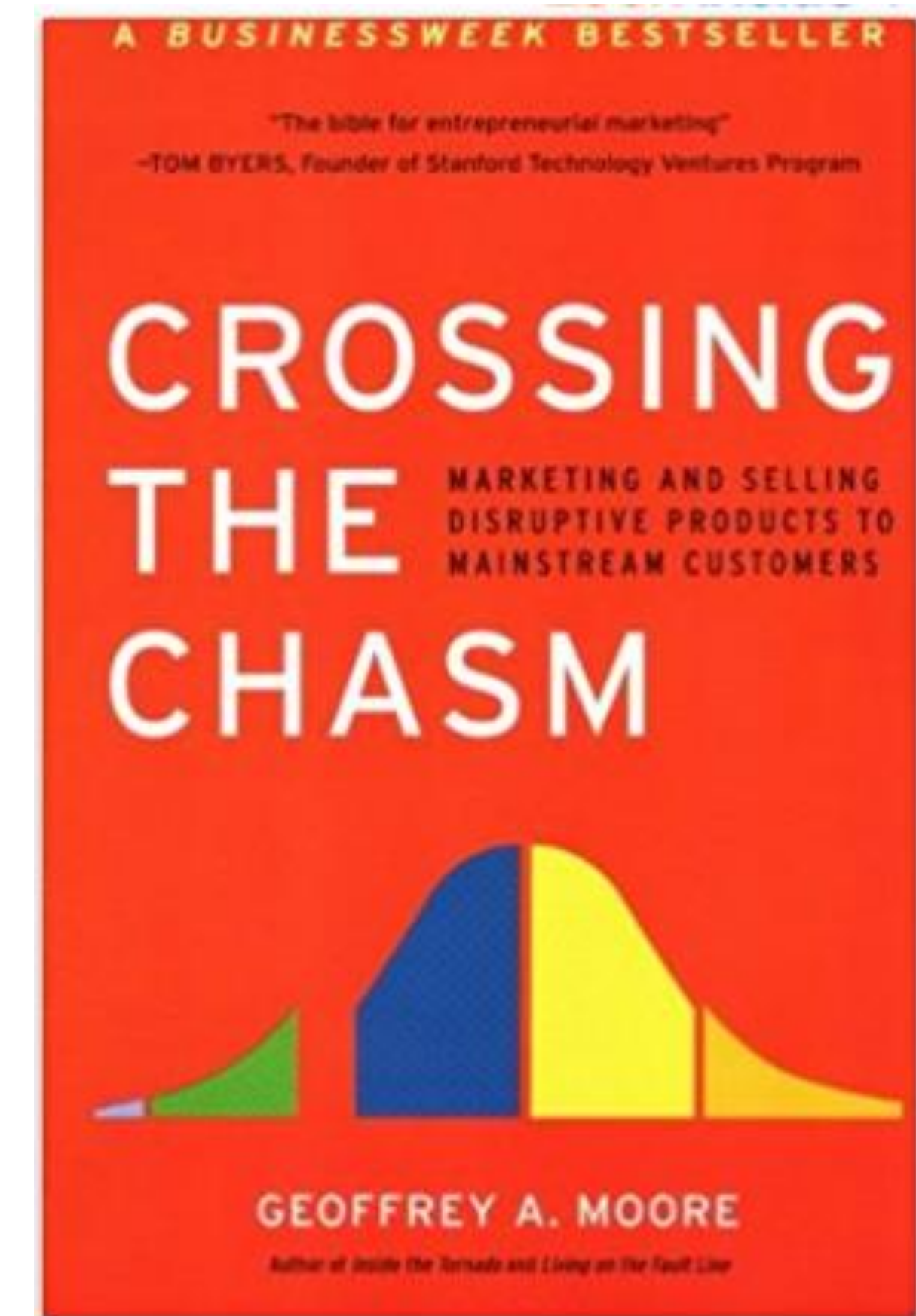
How customers get to know GrowDex



GrowDex challenge

- “Crossing the Chasm”.
- Think **innovative ways of crossing the chasm** from an early adopter product to industry standard.
- What are the ways to engage with customers in a business where **product introductions are done through product trials/sampling/demonstration**, which turn into sales.
- We are looking for **novel ideas to sustain the customer journey from the trialing phase to buying**.

Further reading: <https://www.amazon.com/Crossing-Chasm-Marketing-High-Tech-Mainstream/dp/0060517123>.



Example questions and challenges?

- How to **convert more** product trials/sampling/demonstration to sales?
- How to incorporate product trials/sampling/demonstration **in a new way** into GrowDex business?
- How can you **affect the customer journey** during this sample to sales process?
 - Are there ways/tools to affect, how the customer experiences the products value during the testing?
- Example industries with similar logic?
 - Cosmetics, food industry, vitamins etc.
 - Industries that use sampling as a way of introducing products.



Out-of-the box ideas that are cost-effective to implement

- Let your imagination flow and try to think, what would create a WOW-factor for our customer!
- There is a clear solution (application, process etc.), which the GrowDex team can take in use.
 - Lean, cost-effective and easy to run solutions are preferred.
 - Outsourcing (e.g. in IT applications) can be utilized
- Budget limitations mainly <100,000€.

Event

- January 15th and 16th - 2019
- Helsinki – UPM Biofore House
- Around 20-25 persons from Åbo Akademi
- UPM covers costs



UPM

The Biofore
Company