CREATING WATER WINNERS
Ideon Science Park

400 Companies
9 000 People
50 Startups

"If You build the future, we’ll take care of the rest"

Competences within:
• ICT
• Connectivity
• Life Science
• Cleantech
• Hightech

Four Focus Areas
• Smart Cities
• FutureTransportation
• Smart Materials
• Connected Health

Ideon All Stars
• Volvo Cars
• Storytel
• Bosch
• Axis
• Bonesupport

• Huawei
• Qlik
• Probi
• Cellavision
• Texas Instruments
• Sony Mobile

The Future Arena:
ESS, Max IV, Science Village, Lund University, Ideon Science Park and Medicon Village
CREATING VALUE BY ACCELERATING WINNING WATER SOLUTIONS

WHAT?
Business and matchmaking network for open innovation within the water sector

• 32 partners
• 47 innovations companies

HOW?
Increase the speed of change in the water area

Pushing new water innovations into the market

Enterprising market place for water innovations
The drivers for partners and innovative companies

- Common area of interest
- Easier and faster way to market
- Market in fast change - innovation an important success factor
- Inspiration through cooperation across borders
- Need for new products in the business area
- Interaction and projects between innovation companies and partners
- Time to try new approaches!
MEMBERS IN WIN WATER

Partners

WIN partners represent the water market in a broad sense

- Business
  - Large corporations, companies, service providers
- Public
  - Utilities, municipalities
- Academy
  - Universities, research institutes

Innovation companies

WIN innovation companies provide potential solutions to the water market

- Startups
- SME
- University spin-offs
- Spinn-outs
- Entrepreneurs
- Inventors

Application and verification process
WIN PARTNERS

BUSINESS

ACADEMY

PUBLIC

WIN WATER
WIN INNOVATION COMPANIES

Sweden
- 4IT AB
- Again
- Againity
- Aqua-Q
- Beyond Clean Water
- Bioprocess Control
- Carex of Sweden
- Chromafora
- DiaPure
- EkoBalans Fenix
- Ecofiltration
- Flocazur
- Flocell
- Fuel Pellets Technology
- Gemit
- Greenwater
- Interspol
- Melica
- Nanosep
- Orbital Systems
- Primozone
- Serstech
- Smaksatt vatten / Drix
- Soleva
- Swatab
- Symcell
- Tilek
- Toxicitetsmätaren
- Vultus
- Watersprint

Denmark
- Adept Water Technologies
- Aquarden Technologies

Finland
- EcoFiSo
- Pixact
- Sansox
- Sofi Filtration

Germany
- Ecoglobe

The Netherlands
- Desah
- Dyeeco
KEYS TO THE WIN MODEL

Market complement to the innovation system

Business focus – shorten the time from product to market
Entrepreneurs meet customers early
Mutual feedback – open innovation
Corporations and organizations meet innovators and provide testbeds

WIN networks are based at Ideon but are much larger in scope
WIN MEETINGS

Networks that meet regularly create confidence
Several yearly network meetings; 4 partner meetings + open meeting + exhibitions
Short updates at each meeting gives continuity
Success factor that partners dare being open with challenges

Always give energy and inspiration!
The WIN team creates a Mingle Map, with suggestions of who to focus extra on during the mingling.

Each line represents a potential business opportunity or common project.
WIN ORGANISATION & TEAM

- Part time engagement
- Active senior advisors
- Multidisciplinary experience
- Deal making focus
- Credible partners
- Integrity and activity
WIN INTERNATIONAL CO-OPERATION

- **Nordic WIN / European Climate Network**
  - Water In Urban Areas (Denmark)
  - Cleanwater Norway
  - Novago (Finland)
  - Catalan Water Partnership (Spain)
  - LINPRA (Lithuania)

- **Technology Approval Group (TAG)**
  TAG is a global innovation forum of the world’s leading water utilities, directed by Isle Utilities in the UK.

- **NEPTUNE, 2016-2019 (H2020)**
  Cross sectorial collaboration for Blue Growth innovation – Innovation Clubs and SME vouchers for support
  12 partners from France, Poland, Greece, Sweden, Italy, Spain and Romania

- **TIBinggo, Beijing, China**
THE WIN MODEL FOR OPEN INNOVATION – USED IN OTHER AREAS AS WELL

- WIN Water
- WIN Guard
- WIN Mobility?
Fire and rescue services choose the WIN model

- Started September 2016
- Financed by MSB (Swedish Civil Contingency Agency)
- Initial focus on fire and rescue service...
- ... now growing to include societal security

"Everyone shall feel safe in a changing society"
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CREATING WATER WINNERS!