

# Sport Tech Finland

## Ecosystem creation

Allied ICT Finland intervention 10/2019 - 06/2020

**Allied**  
ICT Finland



**TURUN  
YLIOPISTO**

# Background

- Sport Tech: a growing market
- Finnish innovation environment lacks collaboration capabilities
- The sector needs an orchestrator – Sport Tech Finland
  - Neutral actor, AIF originated
  - Preparation by UTU

# Objective

- Mapping of ecosystem actors
- Creation of operational models, financial models for collaboration
- Help companies to find R&D possibilities with sports clubs and researchers in testbeds and hubs
- To access global marketplaces

# Steps forward

- Co-Creation –period (Sep-Dec 2020)
- A broader set of stakeholders gathered
- Organizing meetings to clarify objectives
- Starting the first project consortium
- Welcome to join the Sports Tech Finland ecosystem!

# Interested actors so far

- Allied ICT Finland (originator)
- UTU, TUAS, KUAS (orchestrators)
- Suunto, Lingsoft
- SMASH, SKIIOT, AISpotter
- Turku Future Sports, LiiLab
- Business Oulu
- Univ. of Jyväskylä
- Prizz and Robocoast
- Ladec, LAB UAS and LUT