How can a corporate build a winning

Hackathon Strategy?

William Hammersley
November 23, 2017

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A telco with a history of 135 years

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2

Value to customers with new services

Fanseat

Elisa Smart Factory

Elisa Viihde

Elisa Kirja

Elisa Live

Video conferencing services

Digital signage

Virtual healthcare

Omnichannel customer services

Remote measurement

Watson

Pilvilinna

Elisa Perhe

Virtual datacenter

Povari cloud services

Elisa IoT™

Elisa Kassa

Elisa Ring mobile switchboard

Omaguru and Yritysguru

EpicTV

Habbo

Elisa Aisti situational awareness

Elisa Kilpi security service

Elisa Dialogi Interactive SMS


Elisa Mobile certificate

Elisa Ohjaaja

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Big-Bang disruptions change the business logic

Big-Bang

Vast majority

trial users

innovators

Early adopters

early majority

late majority

laggards

As % of total US retail sales

Big-Bang disruption case: retail in US 2016

Walmart

amazon

Forecast

12

10

6

4

2

0

2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018

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Innovation – Finland is the 4th in the world

Chart axis values: 5,8 | 5,75 | 5,7 | 5,65 | 5,6 | 5,55 | 5,5

Switzerland | United States | Israel | Finland | Germany

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University-industry collaboration in R&D

	Switzerland	United States	Israel	Finland	Netherlands

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Availability of latest technologies
Finland is the 1st in the world

Chart axis labels: 6,8 / 6,6 / 6,4 / 6,2 / 6 / 5,8 / 5,6 / 5,4 / 5,2 / 5

Finland   Norway   Switzerland   Israel   Sweden
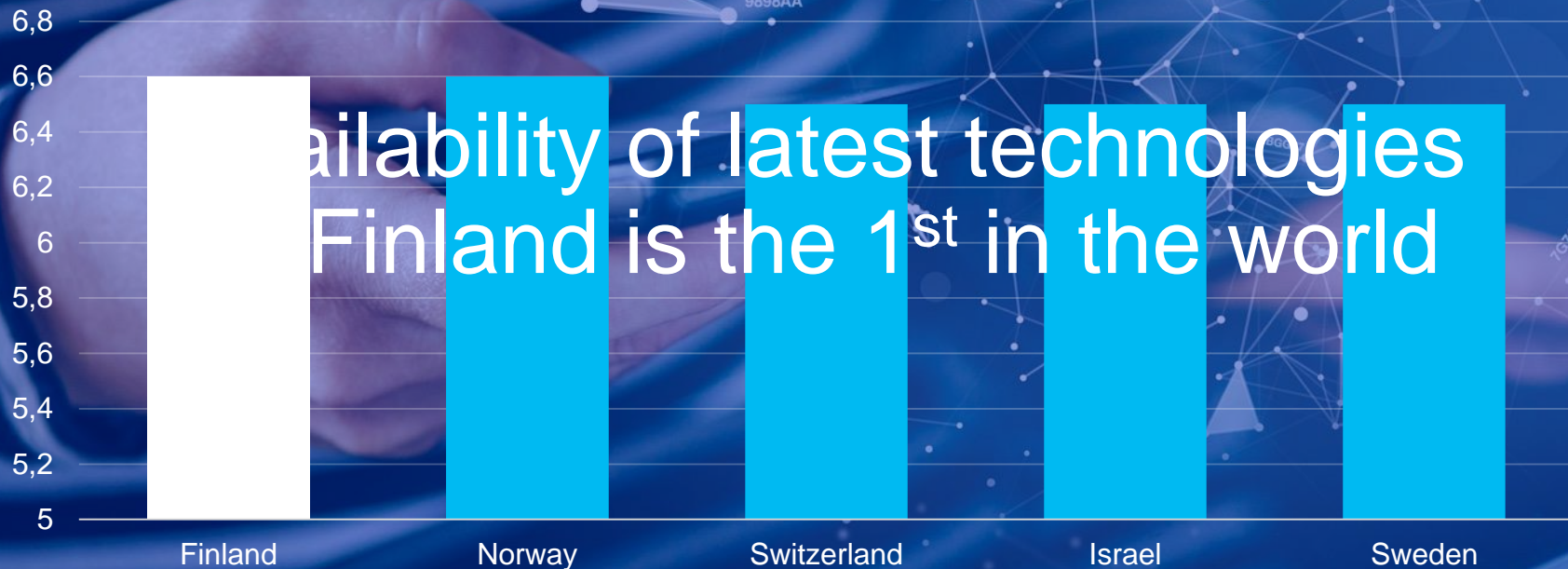
Lowest prices with unlimited mobile data
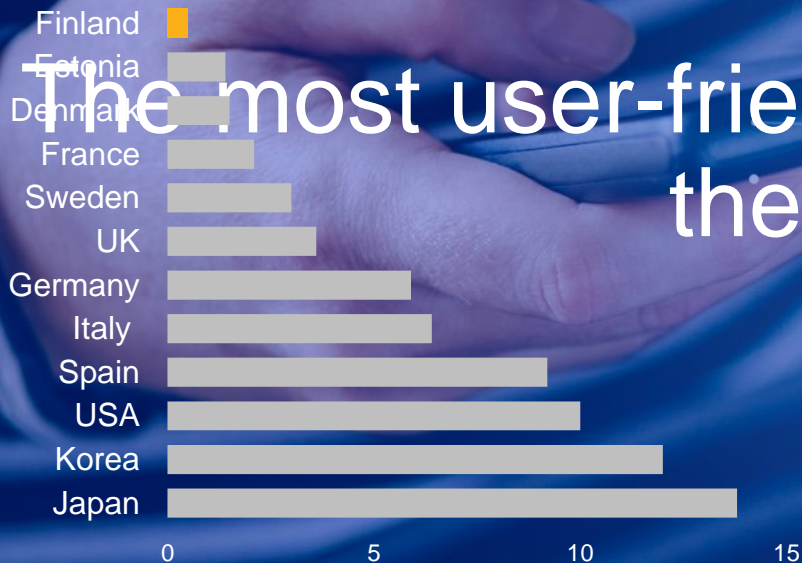
Mobile data price, EUR/GB
Rewheel, DFMonitor-PRO service. Prices from September 2016

Highest mobile data usage in the world

Mobile data (Gbyte) any SIM and month 2016
Tefficient AB, Industry analysis # 1 2017

The most user-friendly mobile market in the world

Digital success

Creating technology insight and crowdsourcing innovation

VISION

RESEARCH NETWORK
1300+ SCIENTISTS

STRATEGY

ECOSYSTEM
80+ PARTNERSHIPS

BUSINESS

Four disruptions emerging from science
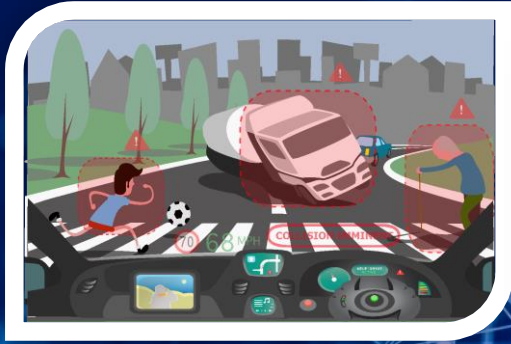
Context-aware computers

Brain-machine interface

Computers replacing white-collar workers

Digital ecosystems based communication networks

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Utilising machine learning, deep learning

49%

of the current work activities in global economy can be automated, but adoption will take decades and there is significant uncertainty on timing*

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Startup partnerships – Elisa as an early stage customer

- 20 million chat lines daily

- Reduced over 50% of manual work and approximately 50% of OPEX

How to get more from our network?

BUSINESS

800+ STARTUP ECOSYSTEM
80+ PARTNERSHIPS

STRATEGY

VISION

RESEARCH NETWORK
1300+ SCIENTISTS

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Hackathons – innovating and learning together with startups & researchers

The prize for startups is to do business with us.

ARTIFICIAL INTELLIGENCE

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HACKATHON

Elisa Way

Intimate, small internal hackathons. We value quality over quantity. And we pick the best talents for the particular problem.

1) We cherry pick the very best Startups and researchers from our network.
2) Pair them with a key stakeholders and bright talented Elisians.

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To create products, services and business models or solve big Elisa problems.

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To learn & experiment fast in collaboration with the best startups and researchers.

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To form partnerships with exciting startups and researchers that we invite.

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1) Find a stakeholder to sponsor the challenge

Preparation and Planning

2) We spend time creating awesome teams

3) We prepare the data and tools well in advance

2) Provide a technical guru to teams

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Thursday 9th November – 08:00 Elisa HQ

08:00 – Networking and Breakfast. Teams announced.
09:00 – Autumn Hackathon Opening Words.
09:05 – API's, Tools and tricks for hacking the future of entertainment.
09:20 – Introduction to startups and researchers.
09:35 – Q&A
09:40 – Teams go to their dedicated rooms to Hack.
17:30 – Food & drink to be delivered to your meeting rooms.
20:00 – You can continue to hack as late as you decide.

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We follow up

1) We explore continuation with every team

2) We carry out experimentations

3) We kill them quick, pivot, experiment or build

4) Share the learnings!

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Promising Results

1/3 of projects proceeding

4/9 invited startups in negotiation

CAPTURE VALUE FROM DATA

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HACKATHON

JUNE 15, 2017
2PM TO 7PM

FOR A CHANCE TO WIN €500
AND THE OPPORTUNITY TO
BUILD NEW INNOVATIONS

TO ENTER, EMAIL 'IN' TO
WILLIAM.HAMMERSLEY@ELISA.FI

ARTIFICIAL INTELLIGENCE

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HACKATHON

AUGUST 31, 2017
8:15AM TO 8PM

FOR A CHANCE TO WIN €1000
AND THE OPPORTUNITY TO
BUILD NEW INNOVATIONS

TO ENTER, EMAIL 'IN' TO
WILLIAM.HAMMERSLEY@ELISA.FI

1) Utilize your networks. Seek Quality.

2) Prepare well and offer lots of support.

3) Failing is success if we learn from it. Share the learnings.

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