

# Welcome to KickStart digitalization!

Tech Town  
 "Growing jobs through the digital transformation of traditional industry"  
 Gävle  
 2017-06-14

Teknikföretagen   fiber optic valley   RISE   IFMETALL   tillväxtverket

## KickStart Initiative

- Teknikföretagen  
 -Employers' association of Swedish engineering industries
- IFMETALL  
 -Swedish main industry workers union
- RISE Acreo / Fiber Optic Valley  
 -Research Institutes of Sweden
- Pilot, 10x10, financed by Tillväxtverket  
 -Swedish agency for economic and regional growth

fiber optic valley   RISE   Teknikföretagen   IFMETALL   tillväxtverket

## Target & Why

- SME within industry
- Local actors/supporters
- Larger enterprises
- Some level of management position...
- Increase understanding, willingness, pace, volume and level of activities in the industry

## Structure

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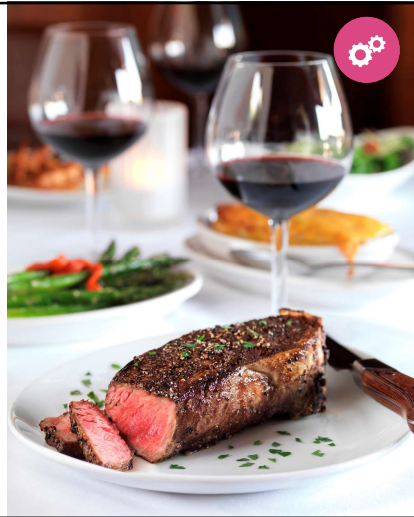
    graph TD
        Platform[Platform] <--> KickStart[KickStart National]
        KickStart --- City1["City 1"]
        KickStart --- City2["City 2"]
        KickStart --- City3["City 3"]
        KickStart --- City4["City 4"]
        KickStart --- Cityn["City n"]
        City1 --- Local1[Local]
        City2 --- Local2[Local]
        City3 --- Local3[Local]
        City4 --- Local4[Local]
        Cityn --- Localn[Local]
        Local1 --- Companies1[Companies]
        Local2 --- Companies2[Companies]
        Local3 --- Companies3[Companies]
        Local4 --- Companies4[Companies]
        Localn --- Companiesn[Companies]
    
```

### Investment

1 Day  
 +  
 ½ Day  
 +  
 ½ Day

## What we don't do

- Focus on social media and marketing
- Focus on technology and systems
- Use "the disruptive brands" as sole examples
- Aim high
- Immediately seek solutions
- Force towards or exclude from
- Seek monolithes



## What we do

- TO – WHAT – HOW (WHEN)
- Establish Mind-set and thinking
- Target needs, then needs again, then solutions and techniques/systems
- Aim low, still thinking high
- Openness and demands on organization
- Cooperation
- Consequenses of...
- Try to turn negative into positive



## Further

- Take on a local approach
- Use local companies as examples
- Reference to previous cities
- Phrases
  - Needs before technology
  - 9/10
  - Data – Data -> Info -> Needs
  - Cooperate with others
  - Start see data as value
  - Who's looking at your challenges?
  - Digital twins, the digital coffee cup
- Impact/solution for other challenges



## What we see

- Solid interest
- To much HOW...
- To little WHY – TO – WHAT...
- Really opens up for cooperation
- The running business is an asset
- Understand difference between automation and digitalization
- New and updated thinking is needed








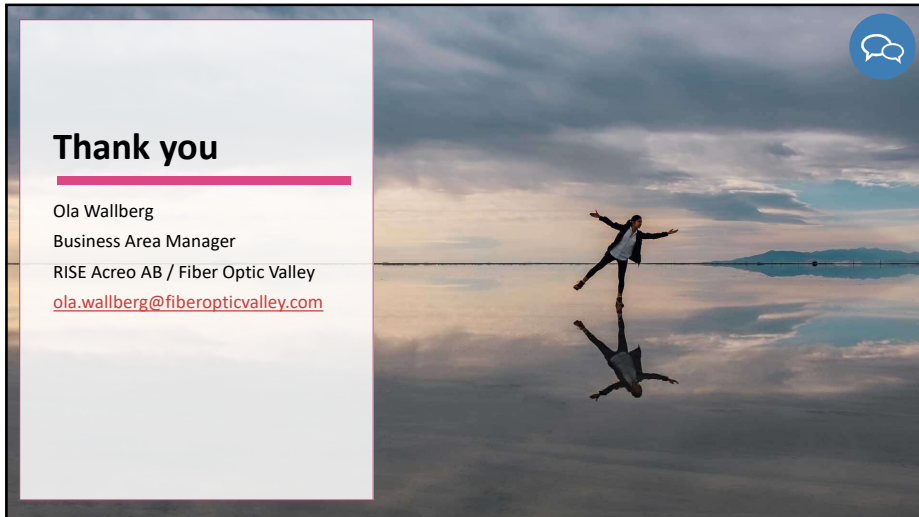
## Result

- Listed activities to take off within each company
- First step towards a new mind-set
- Exchange and cooperation between companies
- Generic, similar activities
- A lowered threshold to start/increase activities
- Local foothold for digitalization



## Still...

- Have to take on the challenges
- Support in the continuous work
- Scaling activities
- Competence in general
- Booming market
- Prioritize and hard, dedicated work... as with any other development
- Scaling KickStart -> 100x10



## Thank you

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## Possibilities

- Digitalization existing products
- Increased productivity, efficiency
- New products, services and business models
- Disruptive services, products and business