



eltic-Plus⁺

Smart Connected World



Celtic-Plus Proposers Day
29 June 2015, Orange, Issy les Moulineaux

Pitch of the Project Proposal CitySense

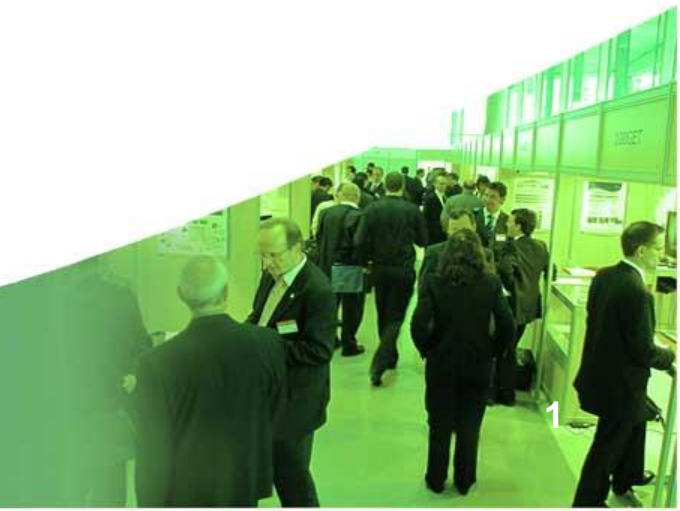
Mikko Henrik Pitkänen

Mikko.h.pitkanen@jyu.fi

@mikkohenrik



AGORA CENTER
Ambitious Co-creation





Ambitious Co-creation

Agora Center invites international experts from industry and public sector to join the CitySense proposal.

Key facts hand picked:

- ✓ City owns the real estate and is investing to infrastructure, gateway solutions, standards, and platforms
- ✓ Piloting the business & service value-model
- ✓ Research on social acceptability: privacy, security, benefit

Kangas Area



- The key development project for Jyväskylä city
- Responding to the growth needs of the city
- 15-20 % of all buildings in the city will be built in this area
- Main development site for work-based construction until the year 2025.
- Agora Center is the main research partner in the development work.

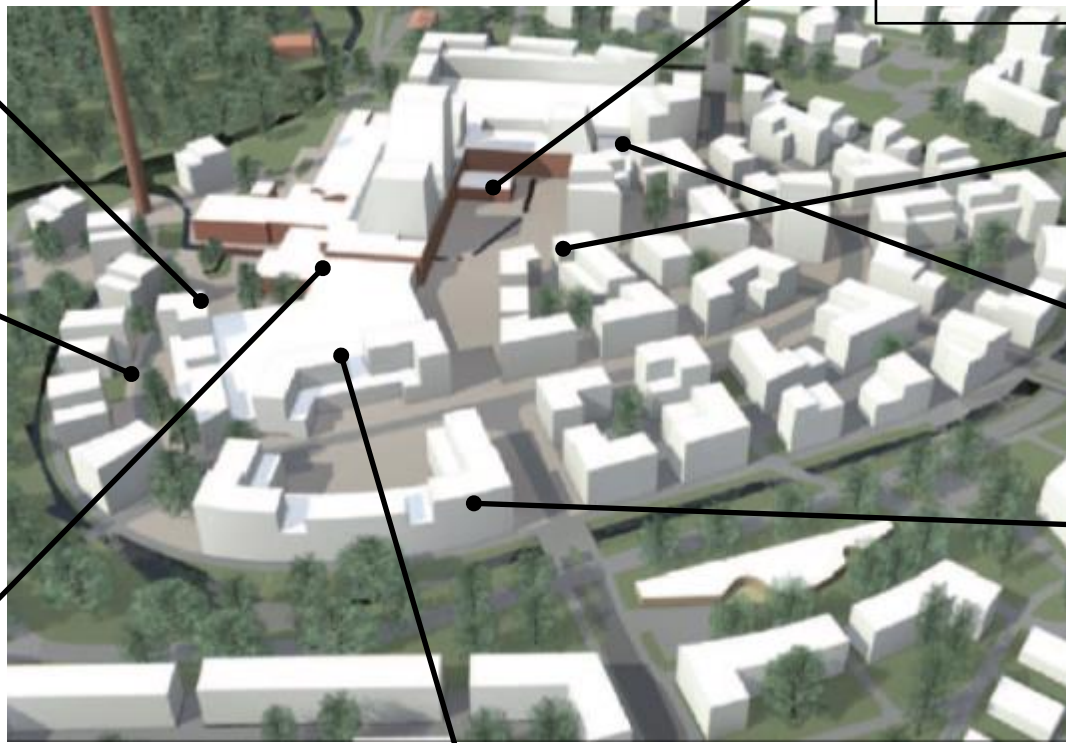
Resource-wise solutions in Kangas area

Local Service Company

Centralized waste management

Solar power
Planned distribution

Centralized parking areas
Parking in shifts and no-earmarked parking places.



Pedestrian walkways;
4000 m2 marketplace, areas heated (to prevent icing) by central heating system

Common playground for children

Central heating and cooling

Local high-speed network

Centralized emergency facilities=
1500 k-m2 savings

True Living Lab
Entity

1. Easy Experimentation

- Experimentation is made easy for horizontal apps
- City owned real estate, which is close to city center
- City committed to build sensor and ICT infrastructure and facilitating trials
- Application infrastructure for horizontal apps from energy and utility to wellbeing and senior services.
- Greenfield apartments with pre-installed infra + retrofit office to old paper mill.
- It is a “manageable size” of an area, construction starting now and growing gradually to 5000 inhabitants / 2200 workplaces by 2025.

2. Ecosystem evolution

- City is supporting the ecosystem and willing to hand it over to a operating company.
- We invite companies experimenting with their offering and positioning them in the Kangas ecosystem.
- The users range from kids to seniors, workers of firms and educational institutions who are participating in experiments.
- Available infra and experimentation culture supporting trials with data and feedback collection.

3. Committed Partners

- City of Jyväskylä
 - infrastructure to the region and decision to support the activity
- University of Jyväskylä
 - Cloud, IoT, human technology, cyber security, and business ecosystem research
- Ericsson
 - experimental sensor infrastructure
- Cinia
 - working on sensor data management



Ecosystem partners available



- Well-being sensor developers
 - FirstBeat, Polar, Murata
- Energy measurement
 - Aidon, Landis+Gyr
- IT
 - IBM, Tieto

Types of partners we are looking for:

Sensor
manu-
facturers

Service
designers

Service
platform

Agora Center Industrial IT Focus Area

The objective of our research team is to create and update a holistic and comprehensive picture on the current state of software industry, and to create tools enabling examination of the current state and likely future of the industry.

Team led by
prof Pasi Tyrväinen



Recent Projects

Software Industry Evolution

- ✓ OKSA – Development of the Software Cluster in Finland (2004)
- ✓ INTO – Software products from vertical markets to global markets (2004-5)

Telecommunications Software Industry

- ✓ SmarTop - Software Market Analysis: Case Telecom Operator Products (2007-8)
- ✓ SEC – SaaS Enabled CSP (2009-10)
- ✓ OssoBuco – SaaS and OSSW (2010)

Software Business

- ✓ Cloud Software program (2010-2013), TIVIT ICT SHOK, CS Business
- ✓ Internet of Things (2012-2015), TIVIT / DIGILE, IoT Ecosystem
- ✓ Digital Services (2012-2015), TIVIT / DIGILE
- ✓ Need For Speed (2014-2017), DIGILE, Mercury Business

Impact & Results

- Initiating vertical software industry research and development activity – TEKES Verso program (120M€)
- Developed methods and tools for analyzing vertical software industries
 - and sample analysis results + future scenarios for CSP SW market
- Founding a new series of international conferences on software business
 - and organizing the first ICSOB conference
- Organizing Annual National Software Industry Survey with Aalto
 - expanding to multiple EU countries



Contact Info

For more information and for interest to participate please contact:



Mikko Henrik Pitkänen
Head of Project Management
Agora Center, University

P.O. Box 35, FI-40014, Finland

<http://agoracenter.jyu.fi>

mikko.h.pitkanen@jyu.fi

+358 400 247409, @mikkohenrik