



CELTIC-NEXT



Proposers Brokerage Day

11th September 2025, Aveiro

SHIELD Alliance

Bridging Everyday Preparedness and Crisis Response in Civil Defense



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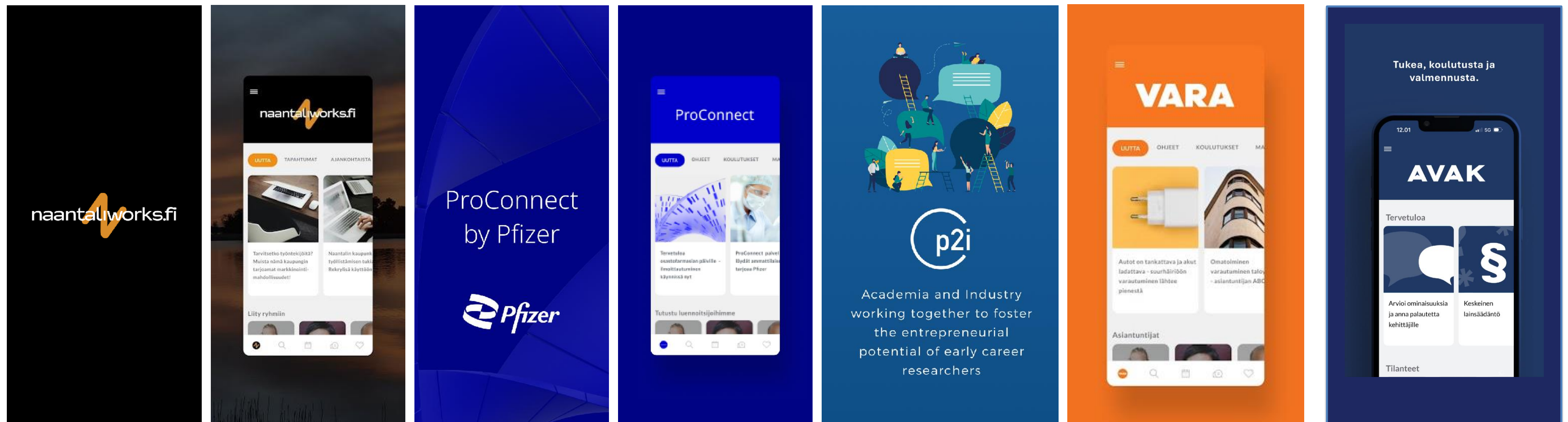
Teaser

- European municipalities must prepare for crisis scenarios, even if they never happen. However, preparation costs are 100% certain and recurring.
- SHIELD platform bridges preparedness and response by enabling seamless transition from cost saving training system to a mission critical system making the costs predictable and manageable, while ensuring the technical capabilities are scalable to match operational needs.
- SHIELD Alliance combines academic excellence, municipal implementation experience, defence industry leadership, and scalable platform technology - offering partners immediate access to validated technology, real-world testing environments



Organisation Profile

- Mesensei develops mobile platform as a service (m-PaaS) technology used by Municipality of Nurmijärvi as the lead customer for its Regional Readiness Center
- Since 2018, Mesensei has invested 1.5 million in product development in revenue and investments. The platform is used by universities, municipalities, NGO's and corporates for building privacy and data protection sensitive digital services.



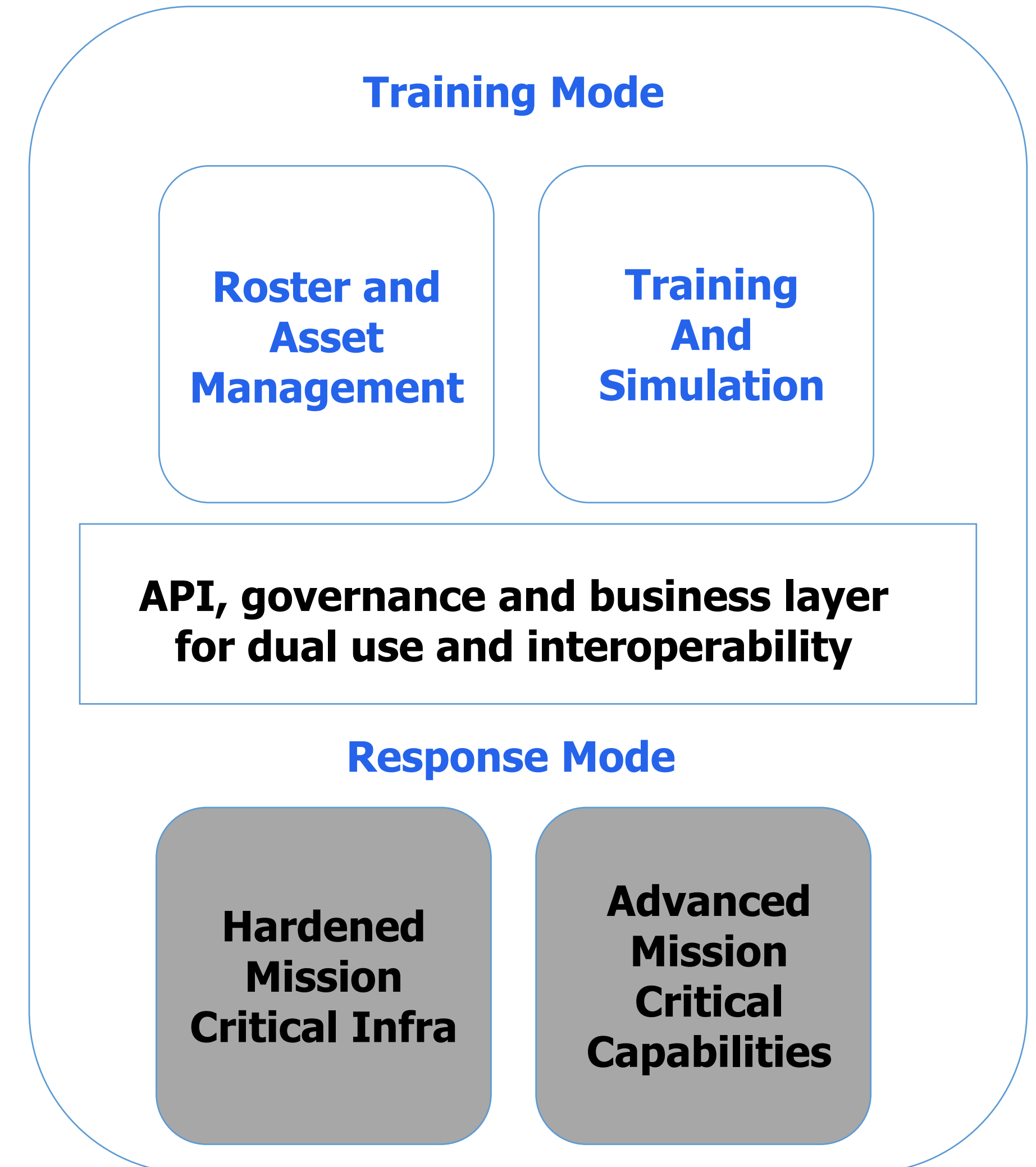
Proposal Introduction: Idea

Vision: Bridge the critical gap between everyday civil defense preparedness and mission-critical crisis response through a dual-use platform that makes preparedness affordable and scalable.

Motivation: Municipalities report authority systems being too complex and expensive, while everyday tools are inadequate for compliance. SHIELD solves this with a platform that's cost-effective for training and is capable of transforming into a mission critical system with hardened reliability, security and features.

- **Dual-Use Architecture:** Training and simulation system starting from €2000/year per municipality
- **Public-Private Integration:** Connects volunteers, NGOs, and authorities on unified platform
- **Real-World Validation:** Built on proven Regional Readiness Center model in Nurmijärvi

Innovation: First platform to solve the preparedness-response cost paradox by optimizing for municipal budgets during peacetime while ensuring operational capability during crises



Outcomes & Impact

Expected Outcomes:

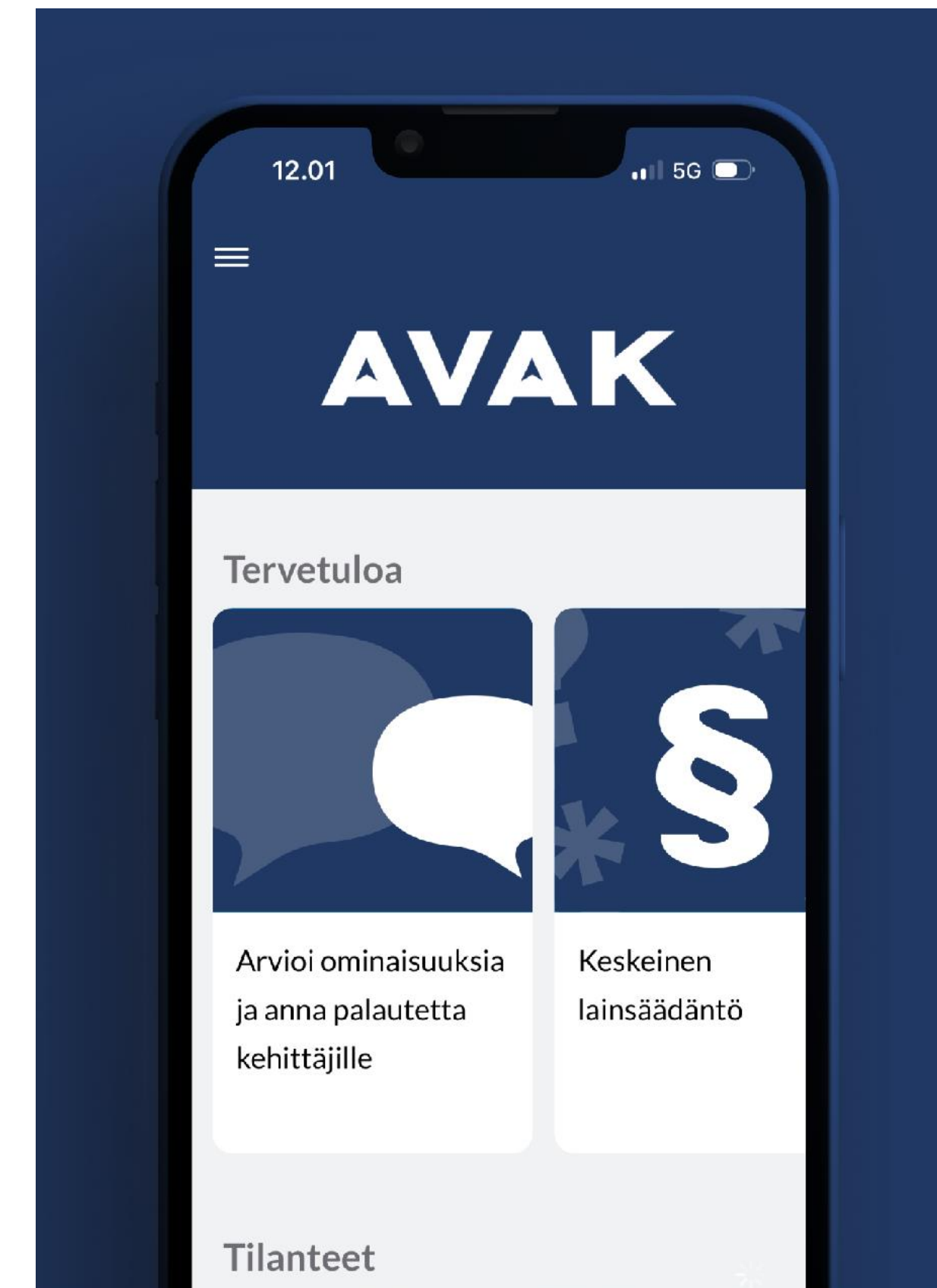
- **Civil Defense Platform:** Interoperable system for 17,500 EU municipalities
- **85% Base Cost Reduction:** Compared to mixed use of miscellaneous systems and field training costs
- **Upsales for advanced capabilities:** API architecture, marketplace and ecosystem for plug&play and on-demand capabilities

Market Impact:

- **€44M Annual Revenue Potential** by Year 7 (17,500 municipalities × €2,500 average)
- **10x-30x ROI** for technology partners through established user base integration
- **First-Mover Advantage** in capturing regional crisis management market

Schedule: 36-Month Project Duration

- **Year 1:** Nurmijärvi co-creation and Finnish national solution
- **Year 2:** Nordic/Baltic rollouts
- **Year 3:** EU scale and market adaptation



Partners



Research

Laurea University of Applied Sciences

Applies security research and municipal implementation expertise to develop standardized training modules and operating procedures

Aalto University

Research expertise on platform technology governance and citizen-volunteer contribution and incentivisation modelling

Customer

Municipality of Nurmijärvi

Lead customer with operational Regional Readiness Center while providing real-world testing environment for municipal civil defense implementation

Technology

Airbus Defence and Space

Provides advanced security and communications capabilities while gaining access to real-world validation environments for systems implementation

Mesensei

Leverages its 43,000+ user platform for public-private collaboration to create scalable solutions with consortium partners across new markets

Contact Info

For more information and for interest to participate please contact:

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Presentation is available via:



Join the Consortium Building Sessions

**16. September
from 12:00-12:45 CET**

Connection details:

Via

www.celticnext.eu/new-ideas

