CEL蒂IC-NEXT
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Pitch of the Project Proposal

AI enabled D2C

HAMK Smart

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Proposal Introduction

Goal is to enable producers / manufactures of services and products to market and sell them directly to consumers by utilising AI technologies.

- How to define / find potential customers?
- How to identify customer need?
- How to make customer experience pleasant?
- How to organise logistics?
- What are required tools?
- What are requirements for business ecosystem?
- Can we automate whole process from identifying a customer, fill customer needs, receive the payment, deliver the product?
Proposal Introduction

Goal to develop a set of prototype tools to enable automated product marketing, sales and delivery to a customer by utilizing available digital channels such as social media tools.

Project duration 36 months 2020 - 2023

Line
In Japan 218M users alone
Snow
South-Korea, China, Taiwan, Japan, Indonesia, Hong Kong
Sina Weibo
China
WeChSina Weibo
China
at
China, South-East Asia, South Africa

Facebook, Twitter, YouTube, Pintrest, Instargram, Vkontakte, Google+
### Partners

#### Finland
- Seniortek Oy
- Hurja Solutions Oy
- Upseller Oy
- HAMK Oy

#### South-Korea
- ETM Co. Ltd.

#### Canada
- Initial interest

#### Turkey
- Inosens Ltd
- Fortearge Ltd
- Bewelltech Ltd

#### Spain
- Aunia Ltd

**New partners welcome**
Contact Info

For more information and for interest to participate please contact:

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Presentation available via: