



# CELTIC-NEXT

## Online Proposers Day

10<sup>th</sup> December 2019, via WebEx



**Pitch of the Project Proposal**

**AI enabled D2C**

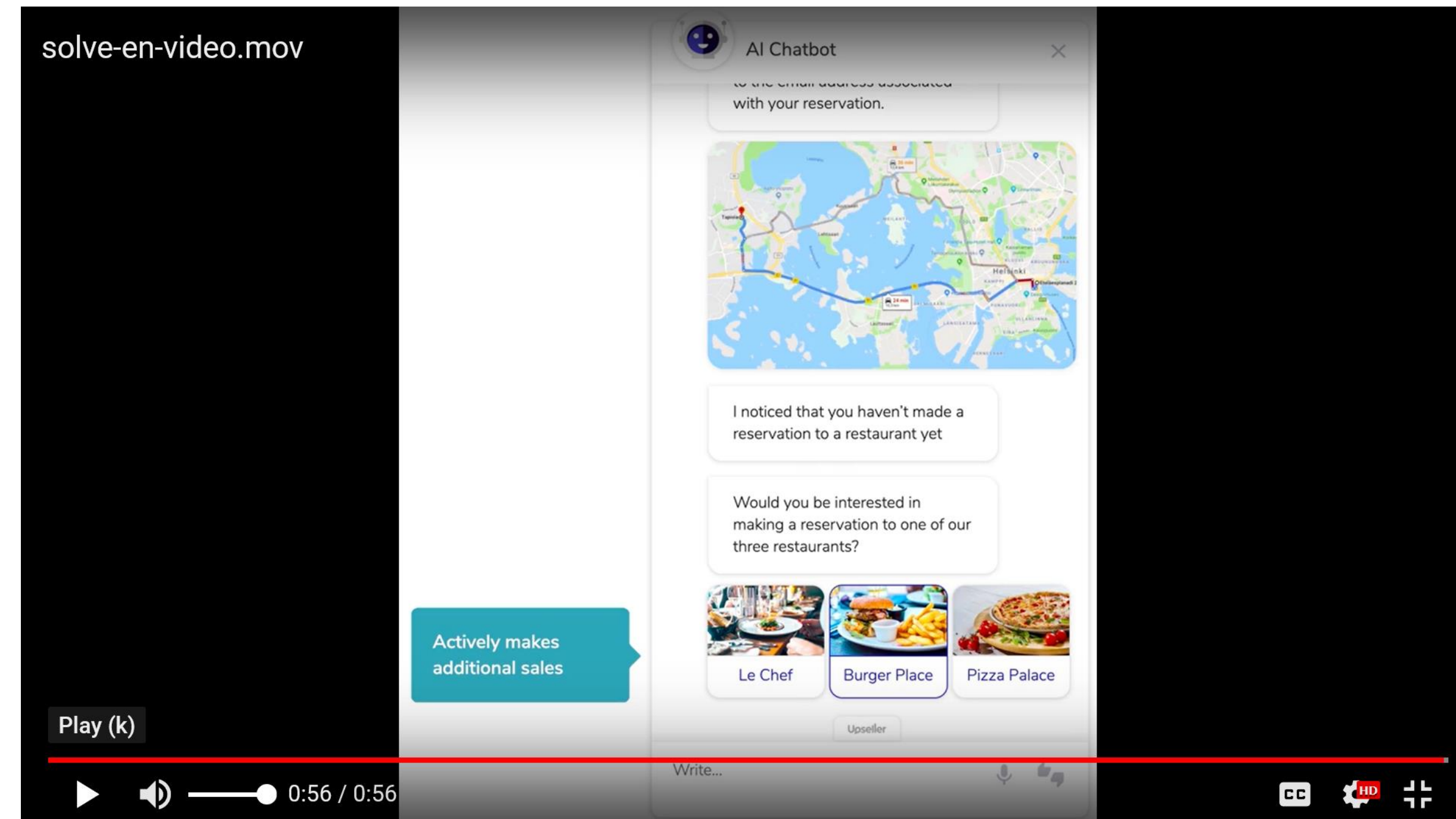
**HAMK** | **Smart**  
RESEARCH UNIT

**Dr. Markus Sihvonen, HAMK Smart**  
**Markus.Sihvonen@HAMK.fi**

# 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 requirements for business ecosystem?*



- *What are needed tools?*
- *Can we automate whole process from identifying a customer, fill customers 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,  
Pinterest,  
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:**

Dr Markus Sihvonen, HAMK Smart  
markus.Sihvonen@hamk.fi  
+358503401305  
Visamäentie 6,  
Hämeenlinna Finland  
www.hamk.fi



**Presentation available via:**

