



CREATING WATER WINNERS

WIN WATER

2019



Ideon Science Park

IDEON
SCIENCE PARK

400 Companies
9 000 People
50 Startups

"If You build the
future, we'll take care
of the rest"

Competences within:

- ICT
- Connectivity
- Life Science
- Cleantech
- Hightech

Four Focus Areas

- Smart Cities
- FutureTransportation
- Smart Materials
- Connected Health

Ideon All Stars

- Volvo Cars
- Storytel
- Bosch
- Axis
- Bonesupport
- Huawei
- Qlik
- Probi
- Cellavision
- Texas Instruments
- Sony Mobile

The Future Arena:
ESS, Max IV, Science
Village, Lund University,
Ideon Science Park and
Medicon Village



CREATING VALUE BY ACCELERATING WINNING WATER SOLUTIONS

WHAT?

Business and matchmaking
network for open innovation
within the
water sector

- 32 partners
- 47 innovations companies

HOW?

Increase the speed of change in
the water area

Pushing new water innovations
into the market

Enterprising market place for
water innovations



The drivers for partners and innovative companies

- Common area of interest
- Easier and faster way to market
- Market in fast change - innovation an important success factor
- Inspiration through cooperation across borders
- Need for new products in the business area
- Interaction and projects between innovation companies and partners
- Time to try new approaches!

MEMBERS IN WIN WATER

Partners

WIN partners represent the water market in a broad sense

- Business
 - Large corporations, companies, service providers
- Public
 - utilities, municipalities
- Academy
 - universities, research institutes

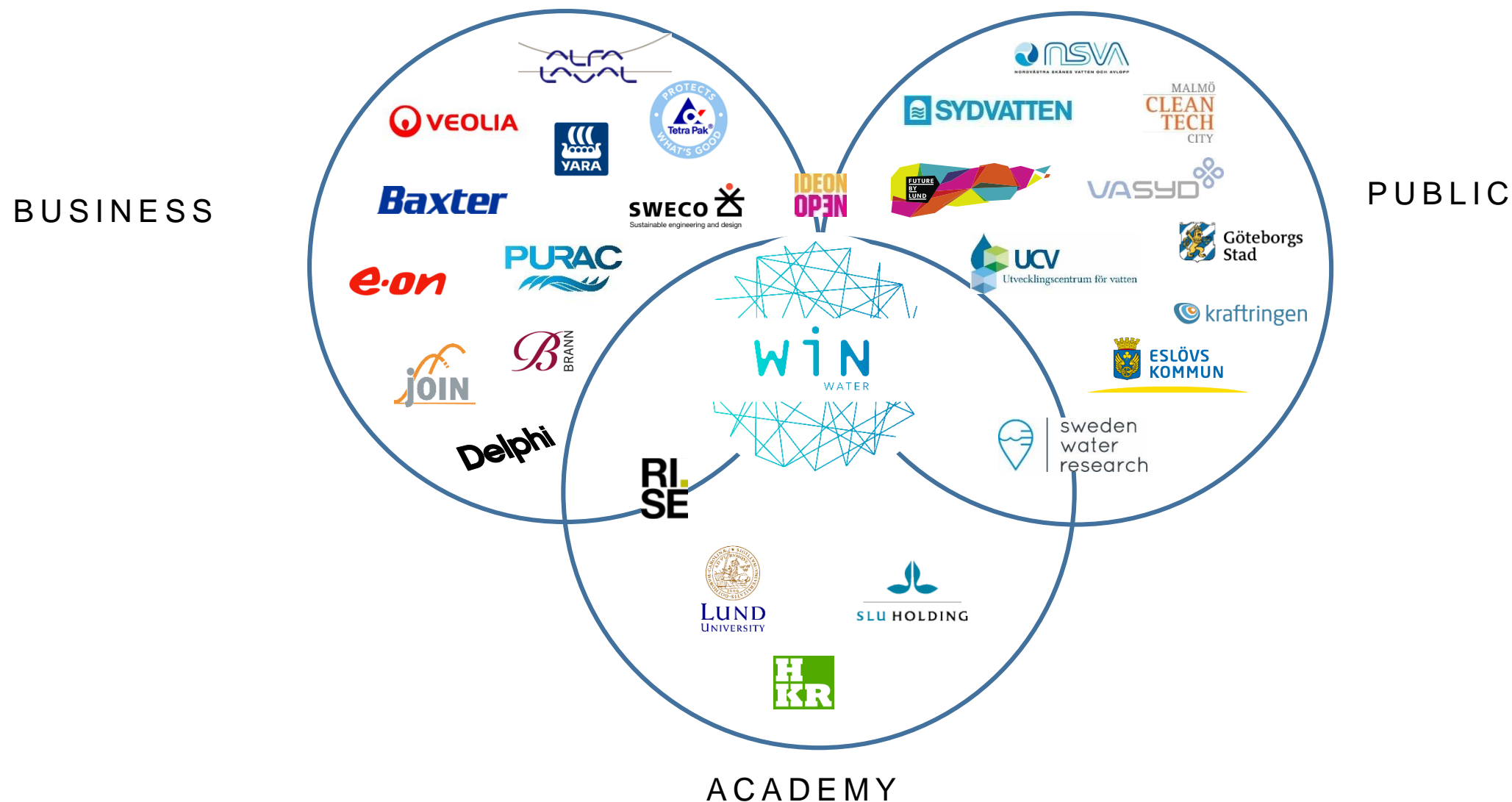
Innovation companies

WIN innovation companies provide potential solutions to the water market

- Startups
- SME
- University spin-offs
- Spinn-outs
- Entrepreneurs
- Inventors

Application and verification process

WIN PARTNERS



WIN INNOVATION COMPANIES



Sweden

- 4IT AB
- Again
- Againity
- Aqua-Q
- Beyond Clean Water
- Bioprocess Control
- Carex of Sweden
- Chromafora
- DiaPure
- EkoBalans Fenix
- Ecofiltration
- Flocazur
- Flocell
- Fuel Pellets Technology
- Gemit

- Greenwater
- Interspol
- Melica
- Nanosep
- Orbital Systems
- Primozone
- Serstech
- Smaksatt vatten / Drix
- Soleva
- Swatab
- Symcell
- Tilek
- Toxicitetsmätaren
- Vultus
- Watersprint

Denmark

- Adept Water Technologies
- Aquarden Technologies

Finland

- EcoFiSo
- Pixact
- Sansox
- Sofi Filtration

Germany

- Ecoglobe

The Netherlands

- Desah
- Dyecoo

KEYS TO THE WIN MODEL

Market complement to the innovation system

Business focus – shorten the time from product to market

Entrepreneurs meet customers early

Mutual feedback – open innovation

Corporations and organizations meet innovators and provide testbeds

WIN networks are based at Ideon but are much larger in scope



WIN MEETINGS

Networks that meet regularly create **confidence**

Several yearly network meetings; 4 partner meetings + open meeting + exhibitions

Short updates at each meeting gives **continuity**

Success factor that partners **dare being open** with challenges

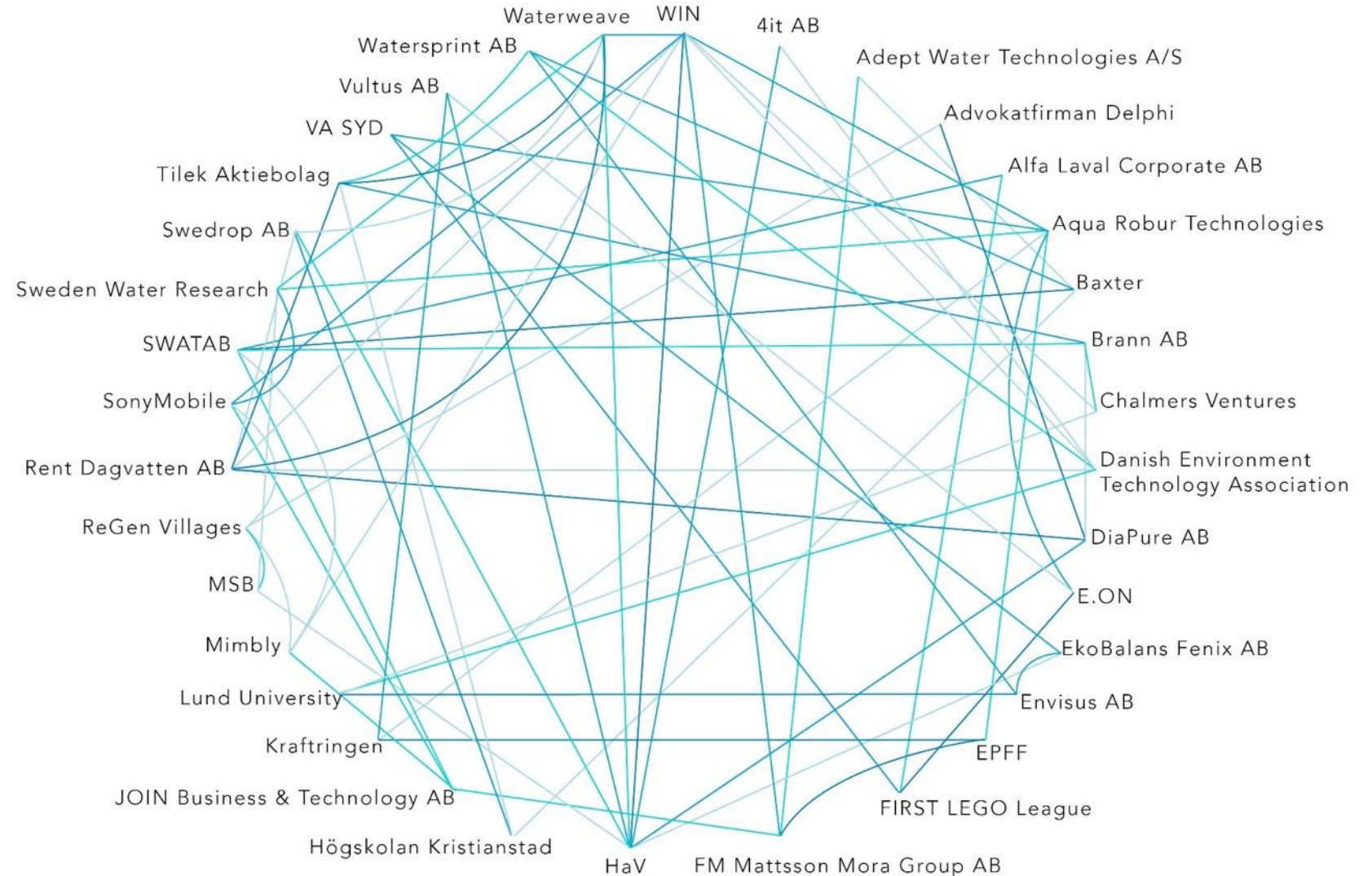
Always give **energy** and **inspiration!**



THE WIN MINGLE MAP

The WIN team creates a Mingle Map, with suggestions of who to focus extra on during the mingling.

Each line represents a potential business opportunity or common project.







WIN ORGANISATION & TEAM

- Part time engagement
- Active senior advisors
- Multidisciplinary experience
- Deal making focus
- Credible partners
- Integrity and activity



WIN INTERNATIONAL CO-OPERATION

- Nordic WIN / European Climate Network
 - Water In Urban Areas (Denmark)
 - Cleanwater Norway
 - Novago (Finland)
 - Catalan Water Partnership (Spain)
 - LINPRA (Lithuania)

- Technology Approval Group (TAG)

TAG is a global innovation forum of the world's leading water utilities, directed by Isle Utilities in the UK.

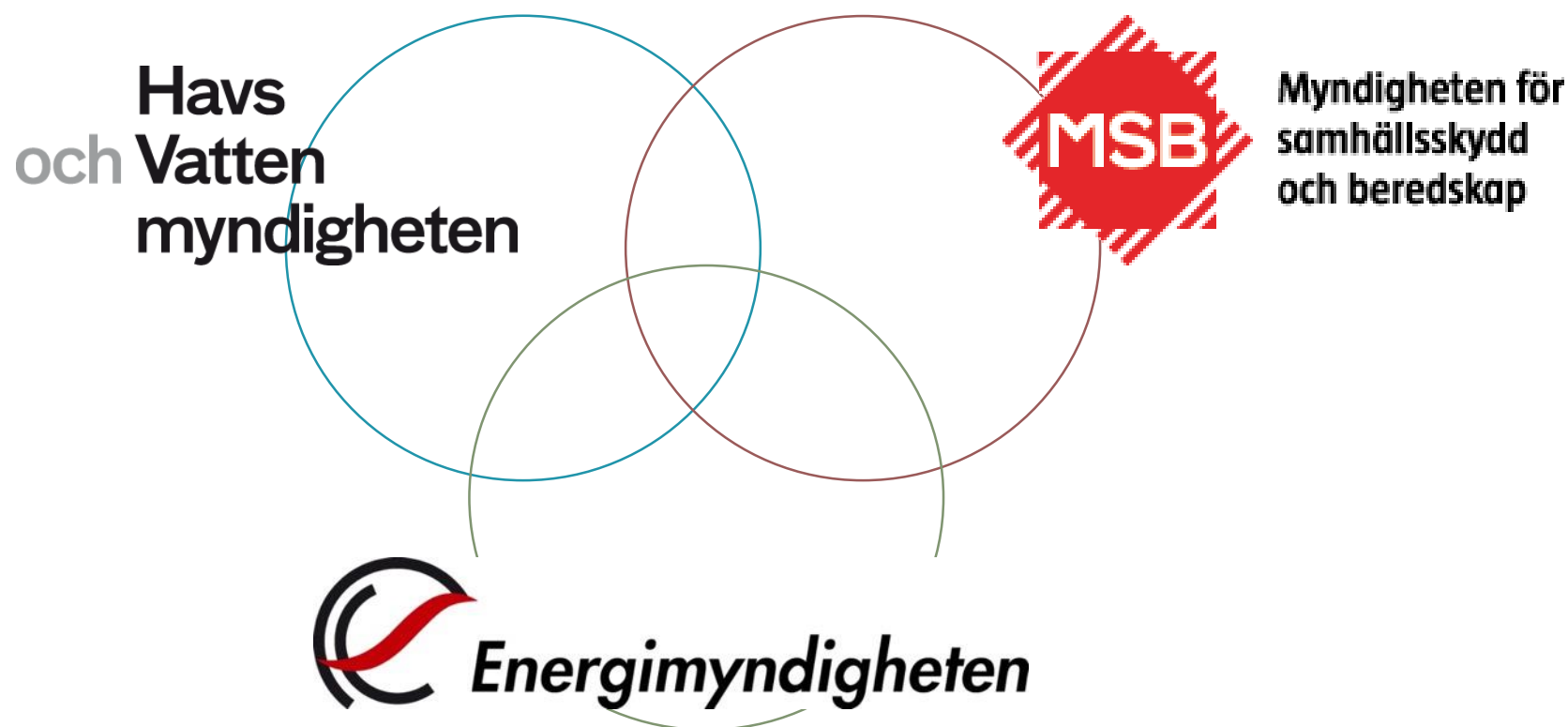
- NEPTUNE, 2016-2019 (H2020)

Cross sectorial collaboration for Blue Growth innovation – Innovation Clubs and SME vouchers for support
12 partners from France, Poland, Greece, Sweden, Italy, Spain and Romania

- TIBinggo, Beijing, China

THE WIN MODEL FOR OPEN INNOVATION – USED IN OTHER AREAS AS WELL

- WIN Water
- WIN Guard
- WIN Mobility?





WIN GUARD

Fire and rescue services choose the WIN model

- Started September 2016
- Financed by MSB (Swedish Civil Contingency Agency)
- Initial focus on fire and rescue service...
- ... now growing to include societal security

”Everyone shall feel safe in a changing society”



C O N T A C T

Maria Säterström Lantz, WIN Manager

maria@win.ideon.se

Patrik Söderlund, WIN Founder

Patrik@win.ideon.se

www.winwater.se



CREATING WATER WINNERS!