

BUSINESS  
TAMPERE

DIMECC

# DEMOBOOSTER TAMPERE - info

Doris Pryjma & Risto Lehtinen

10.9.2021





# Demobooster Tampere

- **Demobooster Tampere gives companies in Tampere region an opportunity to radically boost their digital innovation.** It is arranged during the fall of 2021 by Business Tampere and DIMECC Oy.
- **Applier** company sets a challenge for **Producer** companies and gets 3-5 pitches for a possible **Solution** on Demobooster Demoday. Selected producer company proceeds to make **Proof of Concept** with Applier.
- The challenge can be e.g. a technical problem or developing a new idea for a service or business model
- Participation fee for Appliers is now only 3000€ (+ VAT24%). For Producers, participation is free of charge.





# Demobooster Tampere

Demobooster Tampere is meant for

- Companies in Tampere area
- Companies who want to speed up their innovation
- Companies who want new kind of approaches and know-how in their product development
- Companies who are interested in new business areas and service providers

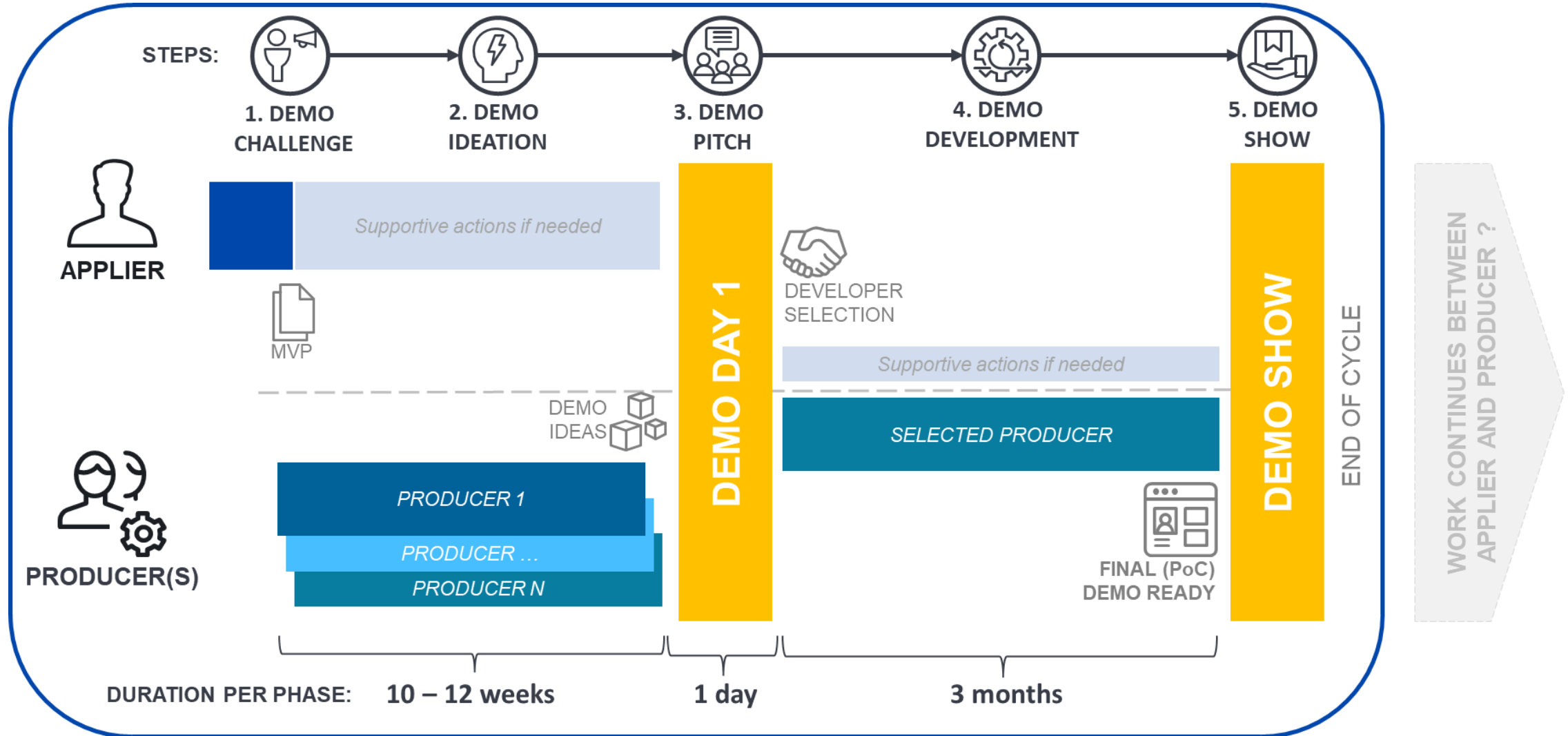
# Demobooster partners

## Demobooster facts

- 46 challenges
- 122 solutions
- 26 demos
- 64 companies
- 14 demodays



# How does it work?



# What's in it for me?

Easy, fast, and efficient way to get many ideas in a short period of time

APPLIER COMPANY	PRODUCER COMPANY
Receiving innovative pitches that will make you think "outside the box"	Ability to present solutions to possible clients
Peek into "state of the art" of the software/service design industry	Peek into the needs and challenges in manufacturing industry
Insight and learning	
Networking	



EXAMPLE



A close-up, low-angle shot of the front of a silver car. The car's headlight, grille, and bumper are visible. The background is a blurred outdoor scene with trees and a path. A dark rectangular box with a white border is overlaid on the center of the image, containing the text.

# MVP mockup

Car manufacturing Company X



# Motivation for need for demo

- Hybrid cars are becoming more and more popular as people become more eco-conscious
- Stricter emission regulations are also supporting/pushing a shift towards hybrids & electric cars
- At the moment hybrids have to compromise many functions in cars, one of them being the trunk space
- The battery of the hybrid ends up taking a big space from the trunk compromising practicality and space
- We want to be the frontrunner in providing hybrids that can offer a practical, spacious, smart trunk
- For this we need to collect data from current trunk use so we can optimize design in the future
- In addition to solving the space problem, what kind of **added value** can you bring with your solution?



# Demo description and expected functionality

---

- Practical and easy to use
- Interactive
- Easy to implement in all car types
- Durable and resistant to cold/hot weather conditions
- Scalable
- Meets car manufacturing and other relevant regulations
- Cannot compromise existing trunk space



# Technical framework (requirements: e.g. interfaces, data, technologies, sources etc.)

- Electronics can be added and removed easily
- Emits data about trunk use (where and how much is the load normally, how often is it used, what time of day/week etc.)
- Data emission can be monitored via apps and/or sent straight to car manufacturer
- Data should be given on a general level and in accordance with data sharing laws and regulations
- Driver can give feedback if desired (e.g. via voice recognition)

***What is the added value of your solution?***

# Contact us!



Risto Lehtinen  
[risto.lehtinen@dimecc.com](mailto:risto.lehtinen@dimecc.com)  
050 555 3900



Doris Pryjma  
[doris.pryjma@dimecc.com](mailto:doris.pryjma@dimecc.com)  
040 840 6700



[www.demobooster.com](http://www.demobooster.com)



[@dimecc\\_fi](https://twitter.com/dimecc_fi)



[www.linkedin.com/company/dimecc-oy](https://www.linkedin.com/company/dimecc-oy)