

Novel business models for digital platforms

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15.3.2019 VTT – beyond the obvious

Agenda

The core elements of digital platforms

Key platform benefits to different stakeholders

VTT's competences on materials engineering



Platform economy

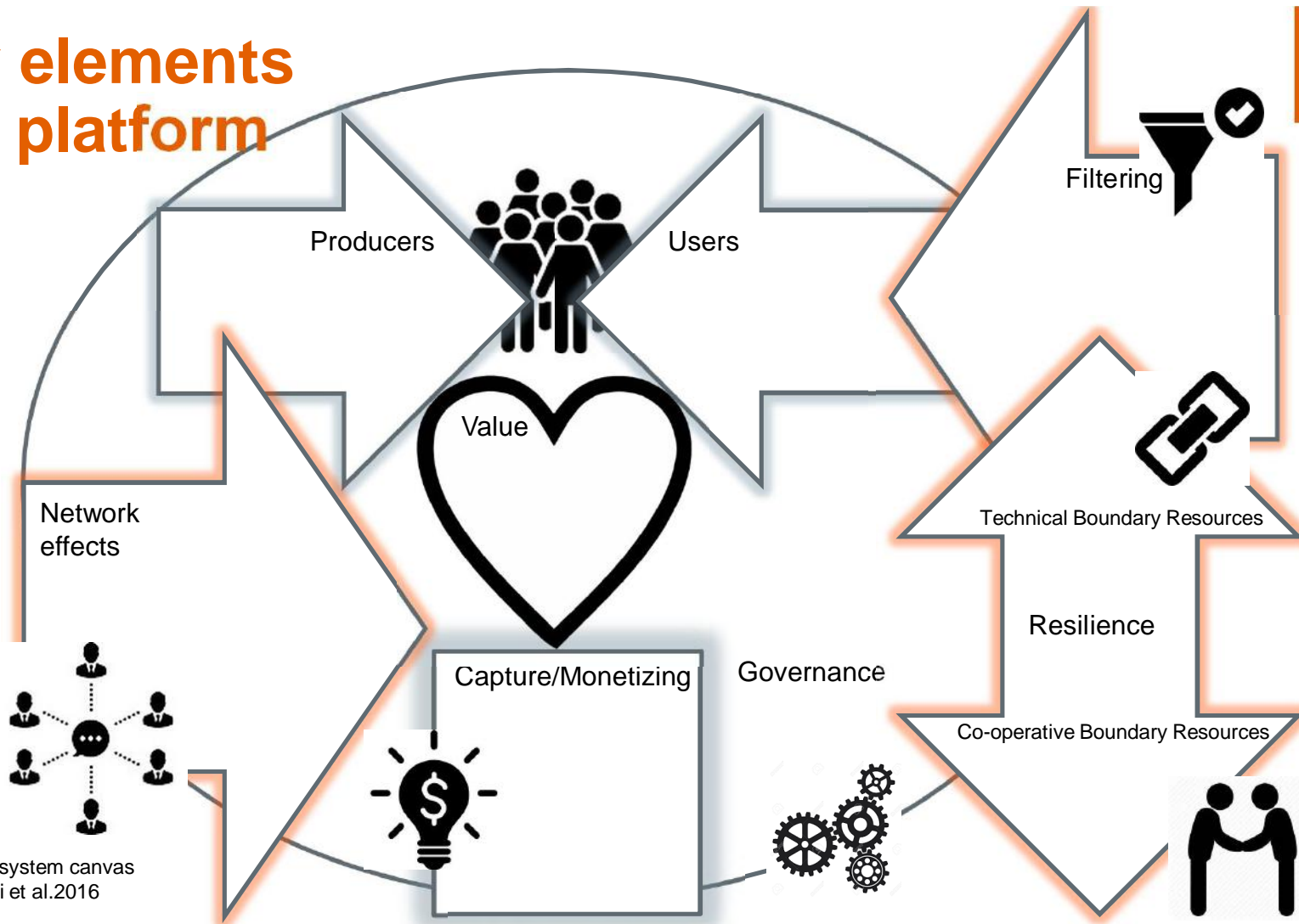


Platform owner provides a platform, where different stakeholders (individuals or organizations) can offer their services, products and co-create new value

Platform is a
market place

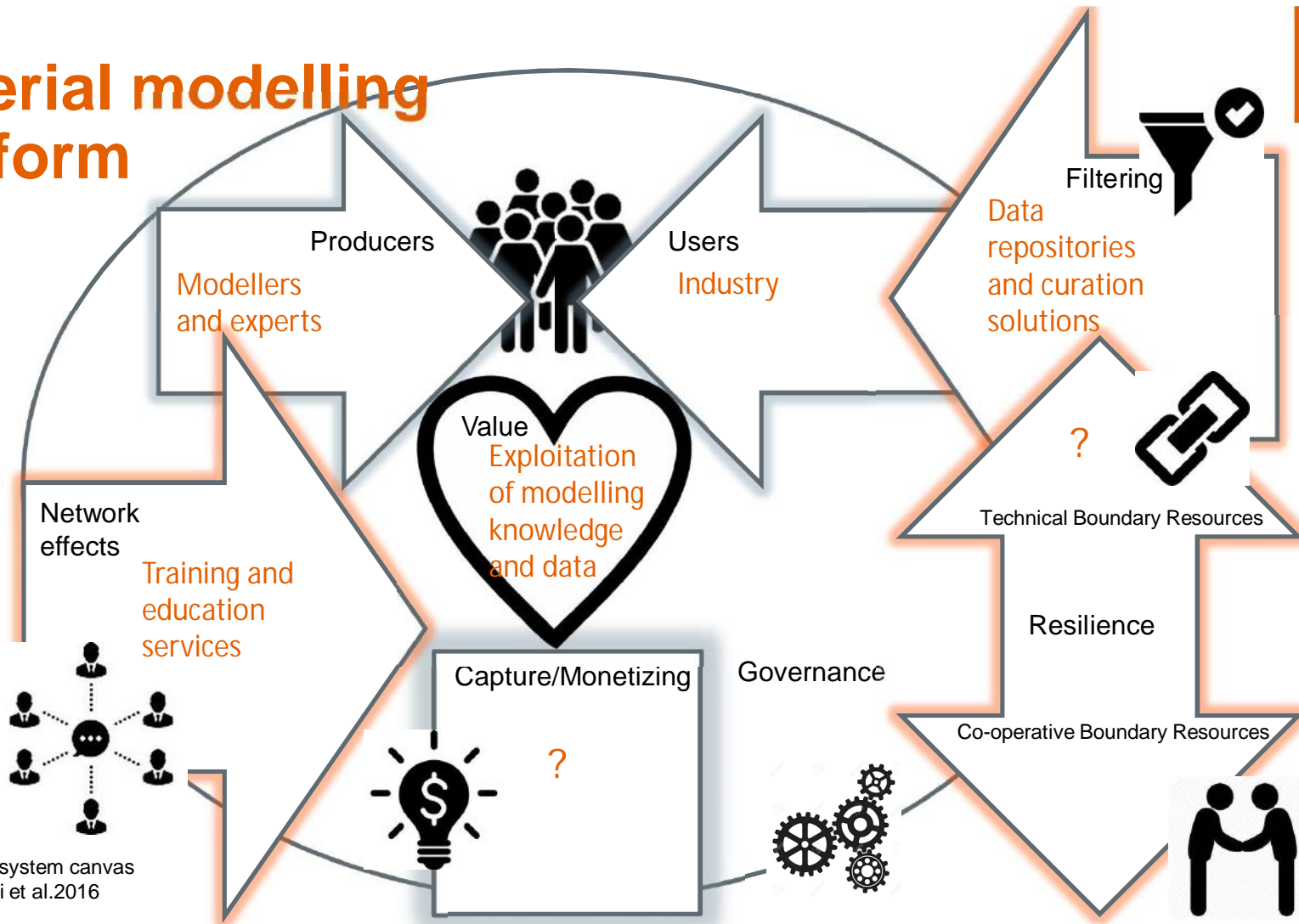


Key elements of a platform



Platform ecosystem canvas
Source: Sorri et al.2016

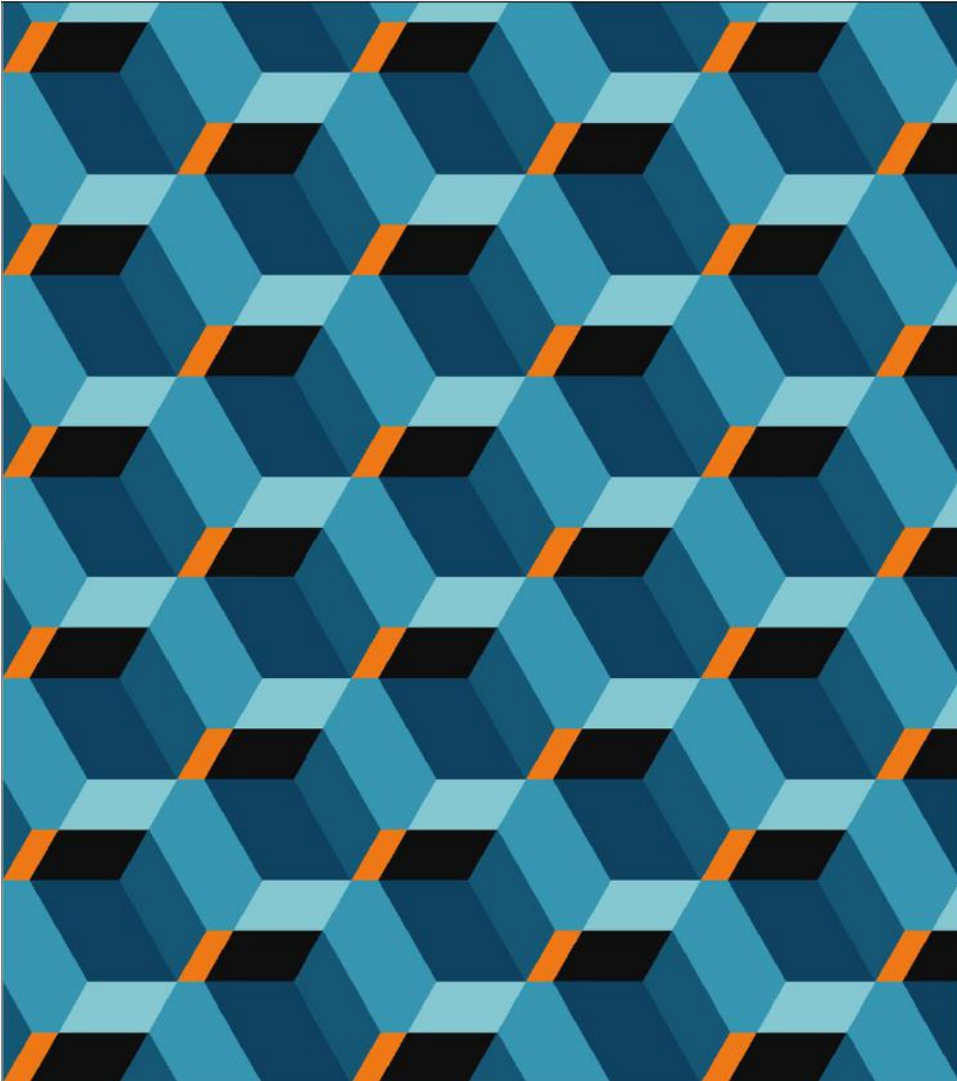
Material modelling Platform



Platform ecosystem canvas
Source: Sorri et al.2016

Key platform benefits to different stakeholders

	Interest	Typical role
Modellers	More efficient work, complementary solutions New customers and collaborators	Producer
SME	Knowledge, easy search of expertises	User
Industrial R&D Lab	Additional resources, possibilities to utilise softwares and simulations	User
Software vendors	New customers and collaborators, product piloting	Producer
Translators/ consultants	New networks and customers, knowledge and access to modelling tools	Intermediator
Trainers and teachers	Possibilities to utilise modelling tools and test softwares	User/ producer

An abstract geometric pattern on the left side of the slide, featuring a repeating arrangement of blue and black hexagons with orange diagonal lines.

Integrated computational materials engineering

VTT ProperTune

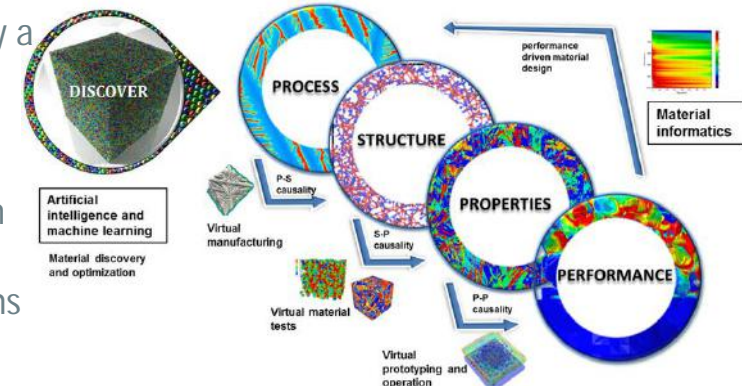
VTT ProperTune – Integrated computational materials engineering

The core concept of VTT ProperTune, an integrated computational materials engineering (ICME) solution, is to **provide a systematic requirement-based design approach and provide a digital framework for material discovery, design and optimisation exploiting AI/ML technologies.**

- time-to-market of new material solutions is more than 2 times faster than traditional trial-and-error
- Decrease the time required for component deployment by a factor of 2–3
- Return of investment by a factor of 3–9 across industry sectors
- Decreases in component costs due to the improved design process
- Enables improved and disruptive discovery of novel designs and material solutions, leading to improved products

“VTT ProperTune optimises material design by replacing expensive and time consuming testing, and shortening time-to-market for new products by an average of 50%.”

Anssi Laukkanen
Principal Scientist
VTT



Concluding remarks

What would be the most important elements?

- § Networking within the community of material modelling
- § Broad view on current knowledge and on-going discussion
- § Easy access to software and modelling methods/tools

Thank you!

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