

ITS PERCEPTION AS

ITS WORLD CONFERENCE 21.-25.OCT 2020

28 OCTOBER 2020 / 12:30 PM / STARTUP LAB

ATTENDEES

HANS-PETTER FLUGSTAD, KRISTIAN HAUKAAS

ENGAGEMENT

Clusters

1. ITS FACTORY - ITS test bed in the city of Tampere, FI
2. Innovation Norway - Singapore office
3. Nordic Innovation House - Singapore Office

New Business

- Smart infrastructure as a service
- Delivering data to open data platforms
- Test beds in Finland
- Singapore market

PEOPLE

- Michael Krogh {investor},{founder}, Investigate, SG
- Paal Kastmann {director}, Innovation Norway, SG
- Ari Tuononen {ceo}, Road Cloud Oy, FI
- Olle Isaksson {director}, Ericsson, SE
- Allan Lahi {ceo},{founder}, E-pavement, ET
- Hans-Ivar Olsson {ceo}, Triplesign, SE
- Odd Aksland {director}, Kolumbus, NO
- Olov Grøtting {director}, Kollektivtrafikkforeningen, NO
- Jouni Salonen {advisor}, Business Finland, FI
- Bela Batizi-Pocsi {manager}, Moprim, FI
- Hannu Antilla {vice president}, Moprim, FI

- Collin CHNG {program manager}, DSTA, SG
- Mario Schlechter {director}, Siemens Mobility, NO
- Christian Jahr {sales director}, Siemens Mobility, NO
- Pekka Niskanen {coo}, Kyyti Group Ltd, FI
- Nina Egeli {advisor}, Nordic Innovation, NO
- Mikael von Dorrien {advisor}, Nordic Innovation House, SG
- Sven Lunøe Pihl {consultant}, Bouvet Norge, NO

NOTES

- Defence Science & Technology Agency (DSTA) in Singapore has both civil and military operations in Singapore. As part of the project of moving the harbour, they are responsible for the civil part of both cybersecurity and infrastructure security. They are looking for alternatives to ST Engineering to compete on price and quality of the service.
- Business Finland can help with finding strategic partners and introduce us to ITS and mobility agents in Finland.
- Innovation Norway Singapore office can help with strategy, business development and investments in the region. A connection must be made to Joachim Thoresen in Innovation Norway Oslo. We will discuss
- Membership in Nordic Innovation House Singapore runs for six months. They can help us with finding investors, strategic partners and introduce us to the different stakeholders.
- Business models MAAS - Kyyti. The mobility as a service business model is based on three principles:
 - the correct pricing for the end-customer/user of the service
 - predicting the movements of the end-customer/user of the service
 - Open source commitment of the suppliers to their platform

ACTION ITEMS

1. Investor's deck – ask Startup Lab Henrik in workshop on Wednesday 30/10 2PM-3PM.
2. Send investor's deck to Michael Krogh in Investigate.
3. Send investor's deck to
4. Send detailed company presentation to Paal Kastmann Innovation Norway.
5. Netmeeting with Paal Kastmann Innovation Norway Singapore. A follow-up of the meeting in Singapore 25/10/ at Carlton Hotel. A detailed discussion of how to proceed with developing a business case for Singapore.
6. Set up a meeting with Joachim Thoresen Innovation Norway Oslo
7. Set up a meeting with Odd Aksland in Kolumbus on his invitation. Meet different people and the companies involved and see how their operation works.
8. Follow-up with Sven Lunøe Pihl from Bouvet Norway on attending a meeting on the 4th December in Tromsø regarding ITS and the Barentswatch application.

NEXT AGENDA

Follow-up on actions items 1 to 7