

National Strategies for the Platform Economy

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Why national strategies for the platform economy?



- Platform based companies seem to command superior growth, value capture, innovation capabilities, in comparison to traditional companies
- Network effects are at the core of platform benefits
- The roles in the global value chains are changing
- Is the value captain different from final product provider or who will walk with the profit

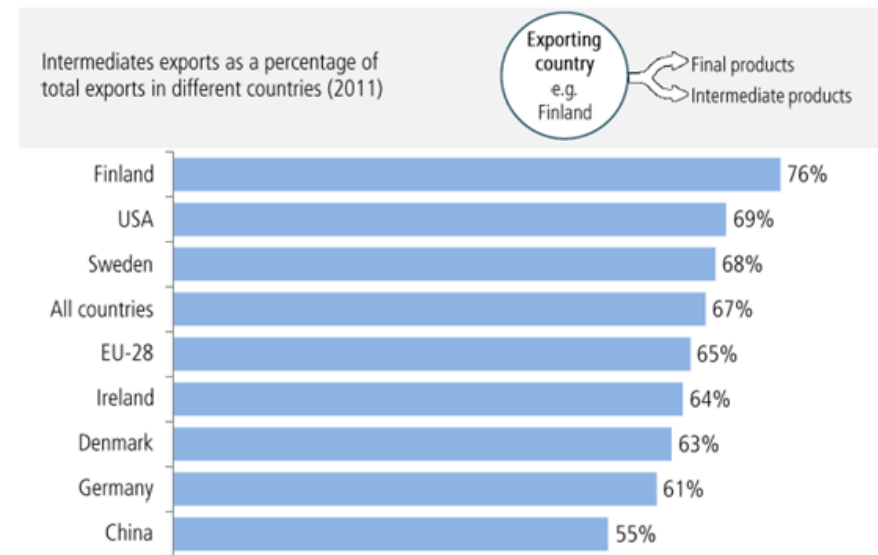
• Source/picture:
<http://www.visualcapitalist.com/chart-largest-companies-market-cap-15-years/>



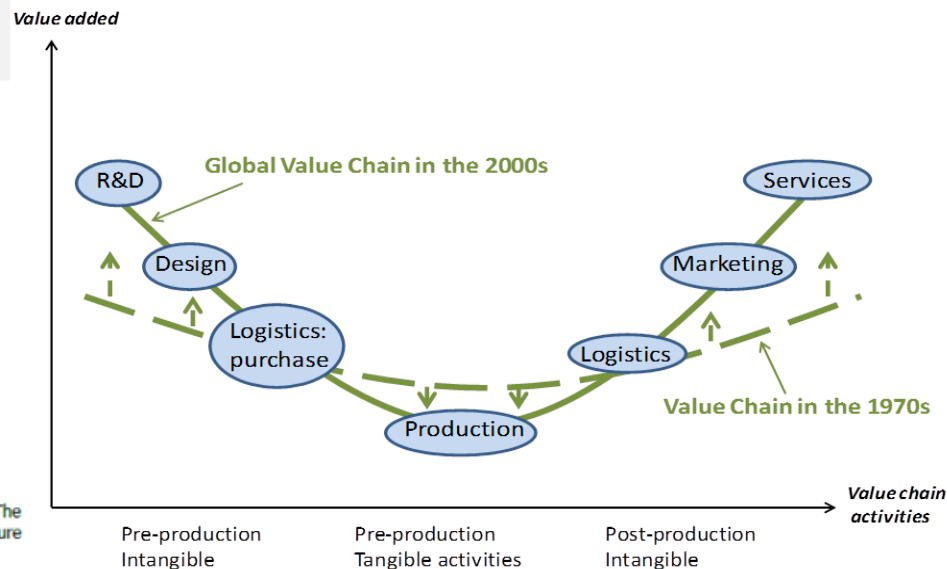
Finland in the platform economy



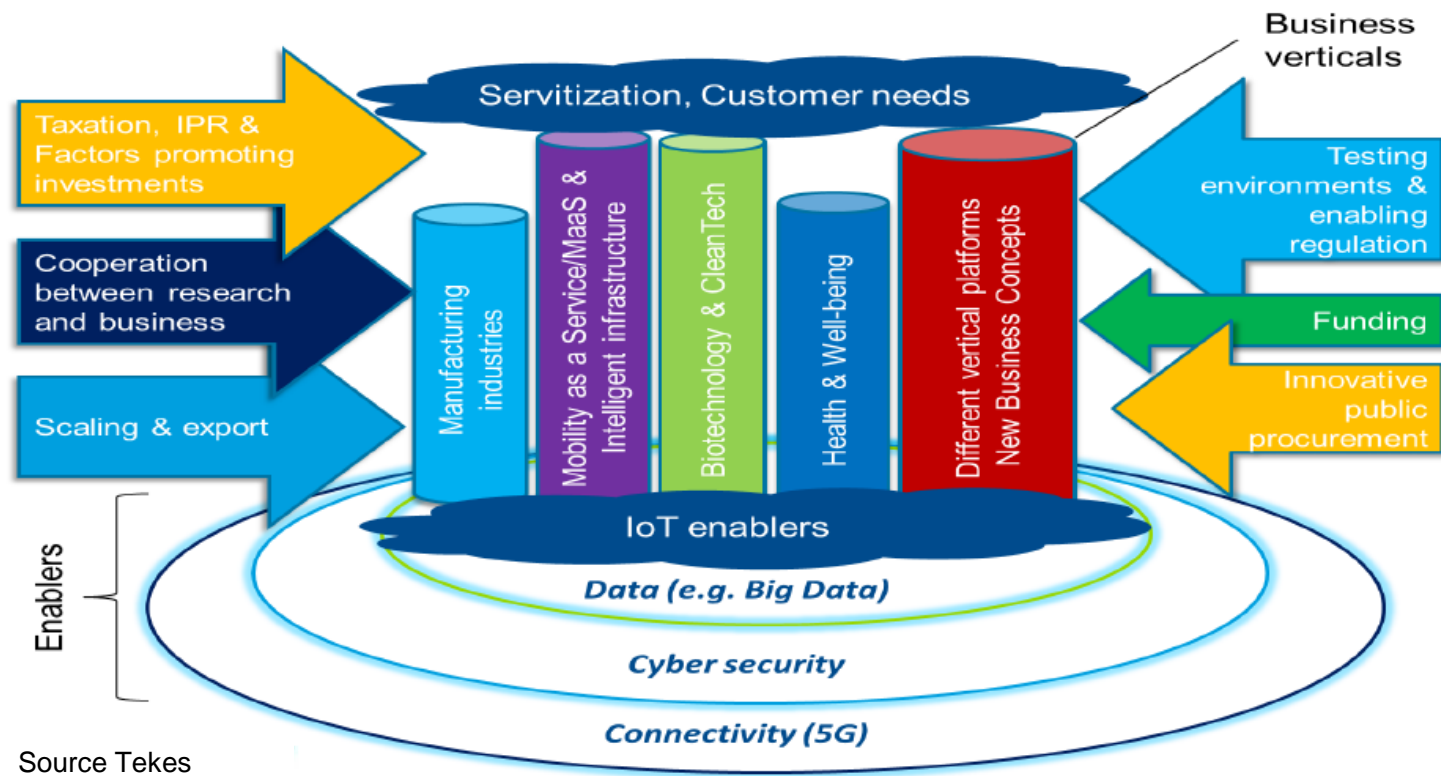
Figure 2.2 Intermediates account for three-quarters of Finnish exports



Note: Intermediates exports as a percentage of total exports. Authors' calculations based on WIOD data. The category 'All countries' comprises the 41 countries that are included in the WIOD dataset. The EU-28 figure describes the absolute mean calculated for these Member States.



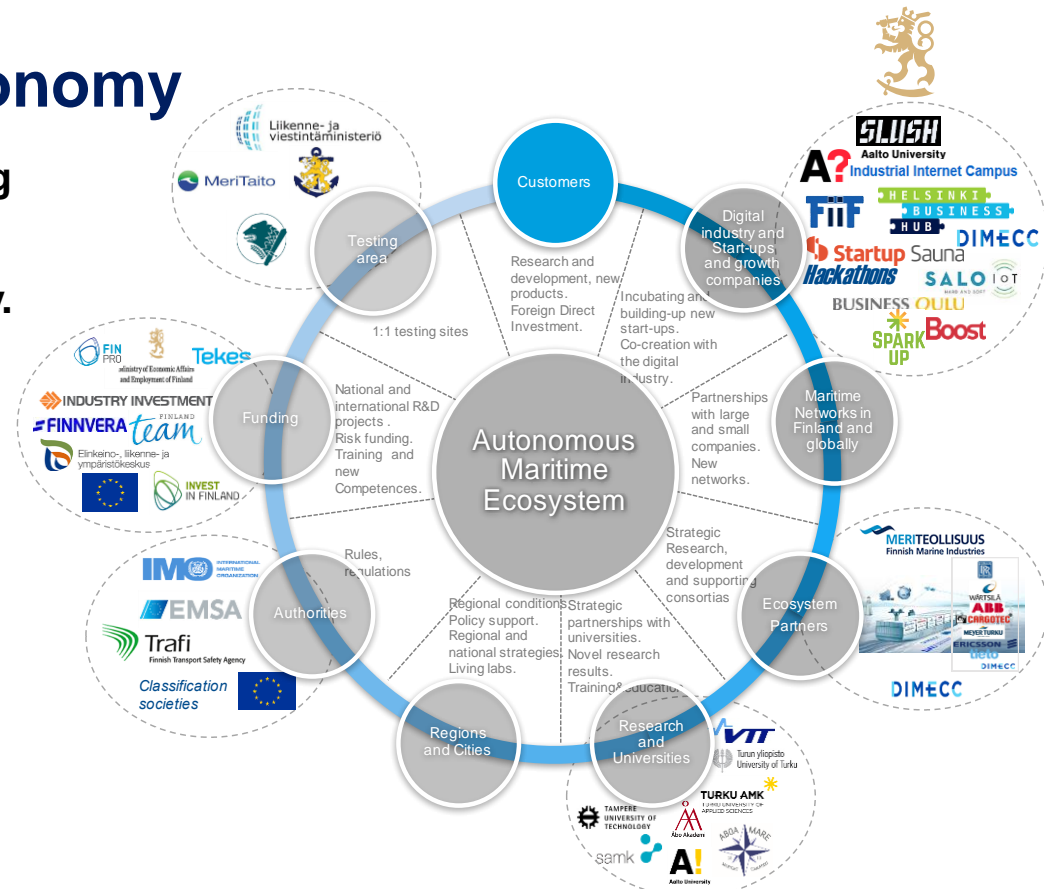
Digital Innovation Environment



LONG-TERM GOAL for Finland in Platform Economy

Finland emerges as a game-changing player in carefully selected industrial verticals to address the global potential of Platform Economy.

- Connectivity
- Transportation
- Bio, Clean & Circular
- Health & Wellbeing
- Energy
- Maritime
- Education
- Travel



Orchestration, is it needed?



- **Succesfull orchestration requires that hub firms carefully plan their actions taking into account factors addressing knowledge mobility, innovation and design and stability of the network**
- **Negative feedback and interest tensions likely to occur like in normal business framework evolution**
- **Platform owners, providers, consumers, complementary parties all demand their captures value share**
- **Single company perspective has dominated platform value discussion**
- **Open and collaborative business models need more attention**



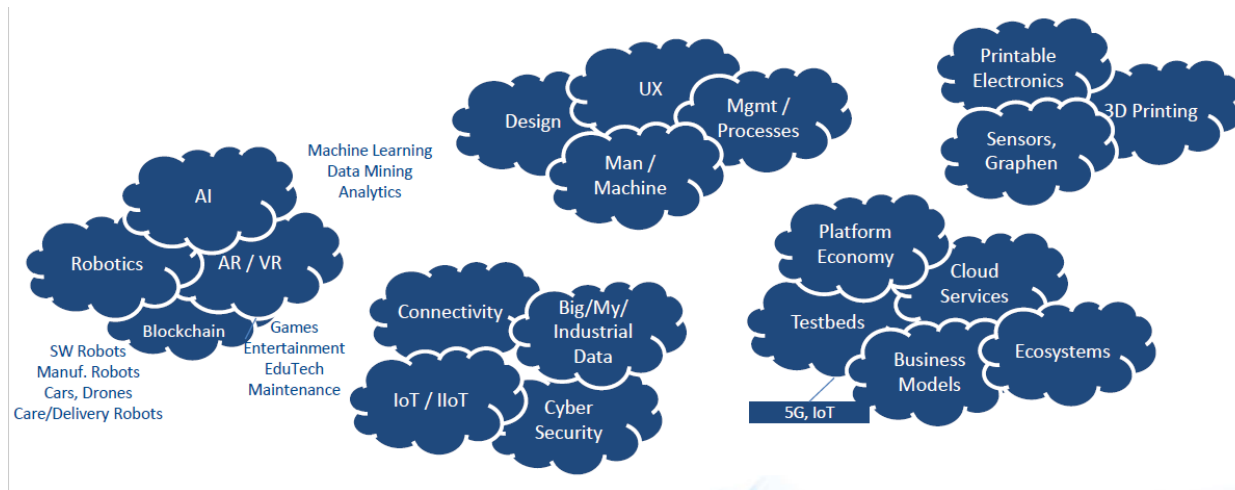
Pietari Inkinen



Tools for enhancing ecosystems

Every vertical of Platform Economy will be fueled:

- New enabling legislation
- Innovation clusters as boosters
- Professional acceleration activities
- Goal-oriented hackathon culture
- VC involvement
- Focused vertical funds



In order to make things happen, we need...



1. National and EU level short and long-term investments in
 - ❑ digital platform economy, enabling technologies, testbeds and piloting, and
 - ❑ general software skills.
2. Focus on open/collaborative platforms, MyData/OpenData, new ways of working (hackathons, experimentation, collaboration, etc.) and new business models.
3. Cross-fertilization over different industries and research disciplines with more concrete business driven collaboration
 - ❑ to open up short-term opportunities, and
 - ❑ to give focus on longer-term research.
4. Flexible regulation/deregulation as well as innovative public procurement to boost development and to create references.

Research financing

Education

Test beds

Innovation financing with
networking criteria

Smart regulation

Building blocks for national strategies for the platform economy



- 1. Real time situation awareness for all stakeholders**
- 2. Shared platform forum for public and private stakeholders**
- 3. Building on our strengths (towards unfair competitive advantage)**
- 4. Solution development in real environment**
- 5. Make room for disruptive new starts - and support for startups and scaleups**
- 6. Funding tools in place for ecosystems**



Thank you!