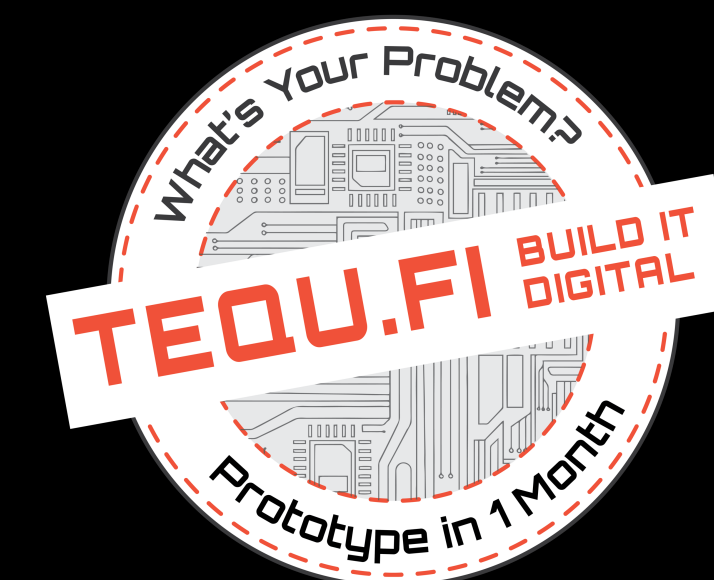
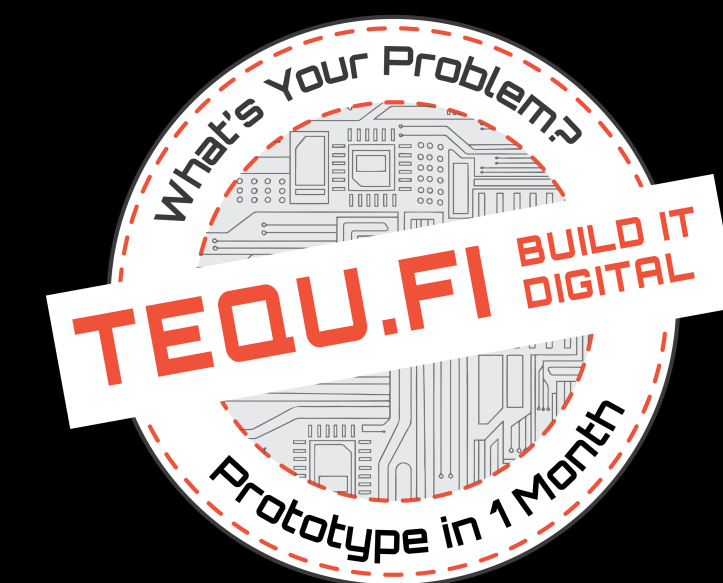


*"A Faster way to develop your business."*

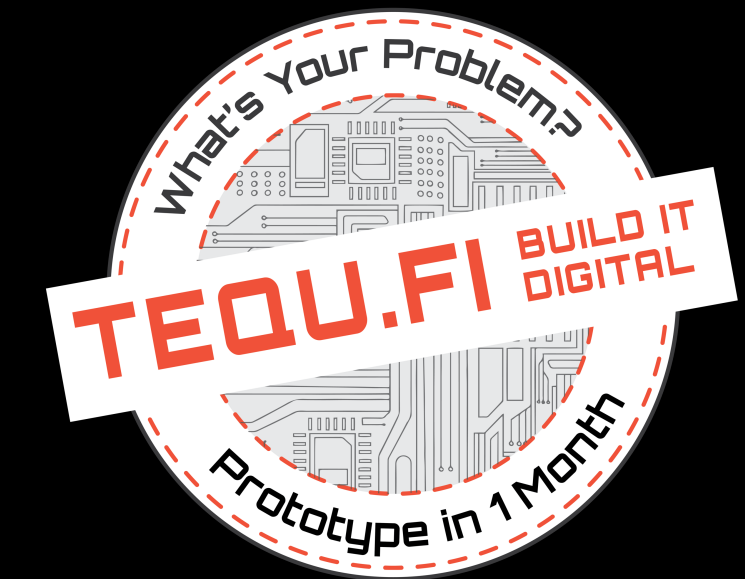
Matti Vatanen  
Smart Built Environment  
2020



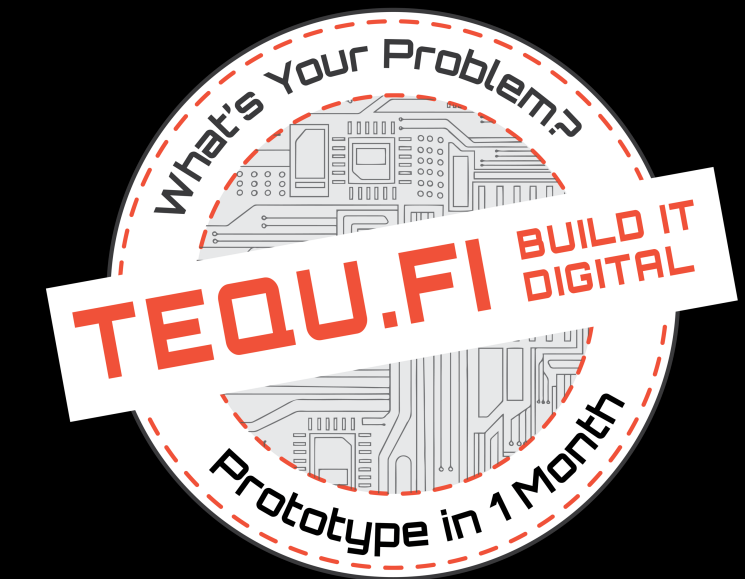
TEQU solves your technology problem in a month  
provides you a designed prototype that you can test  
in your markets.



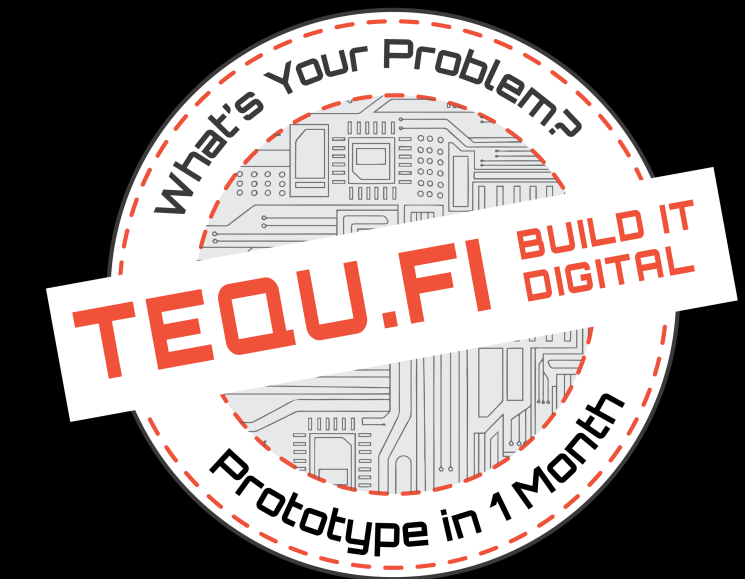
So what is **TEQU**?



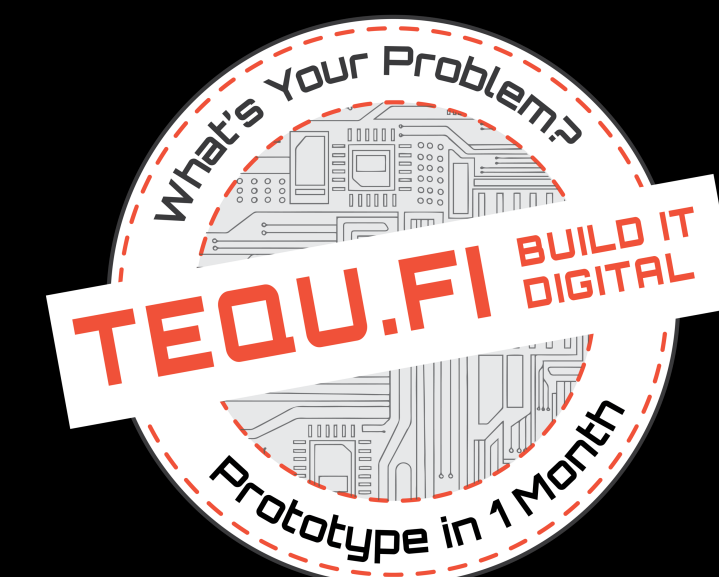
It's a **service concept** created at Lapland University of Applied Sciences in Rovaniemi, Finland and it helps **local businesses to innovate and grow.**



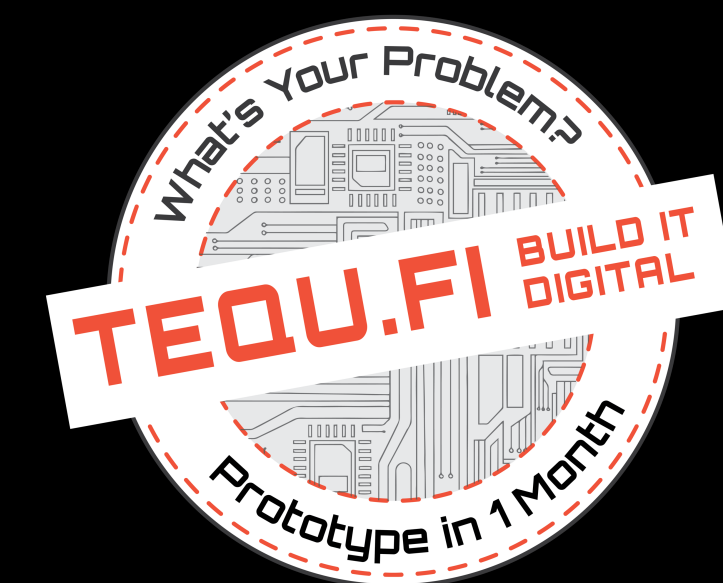
TEQU is made of experts of ICT, civil engineering, energy, industrial design and business.



The innovation system on **TEQU** is based on **agile**,  
**rapid ideology.**

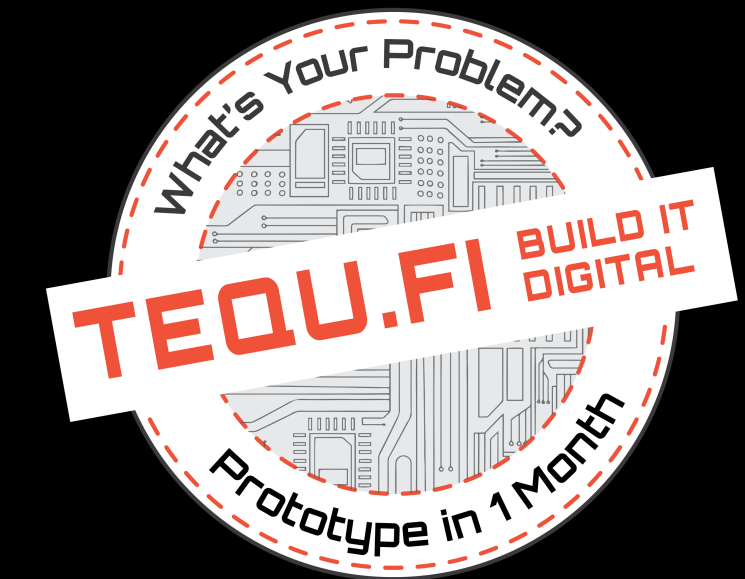


BUT WHY IS THAT?

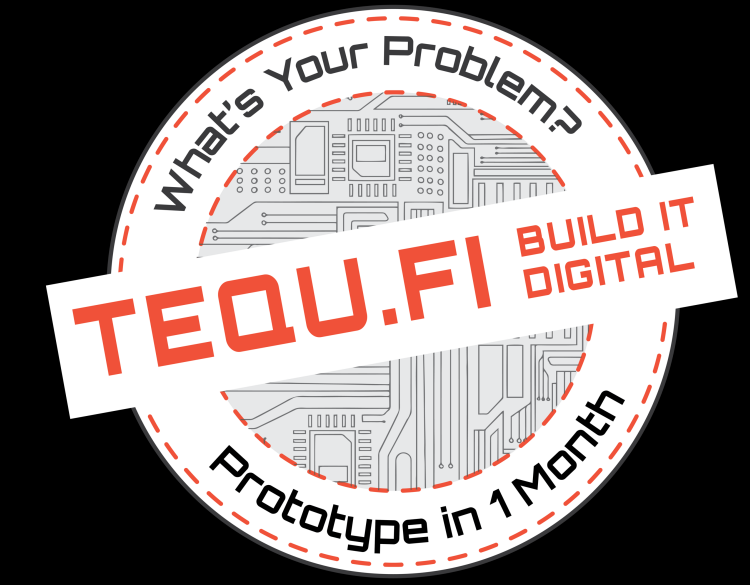


A little piece of HISTORY

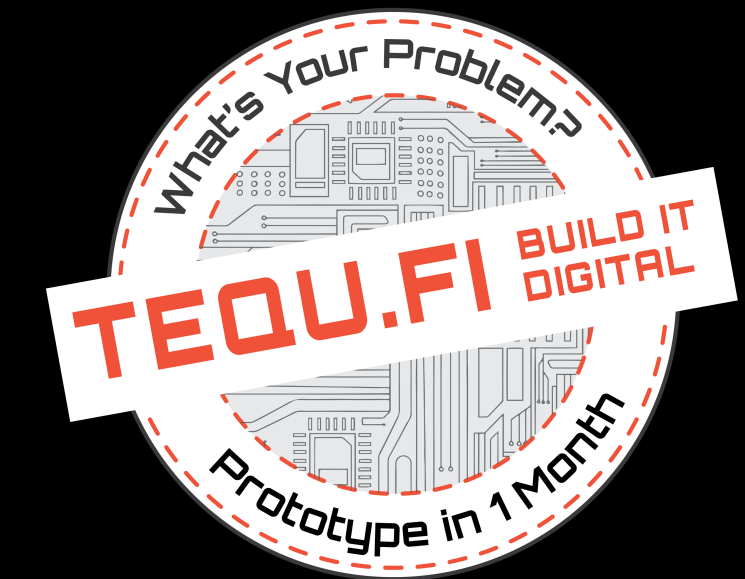




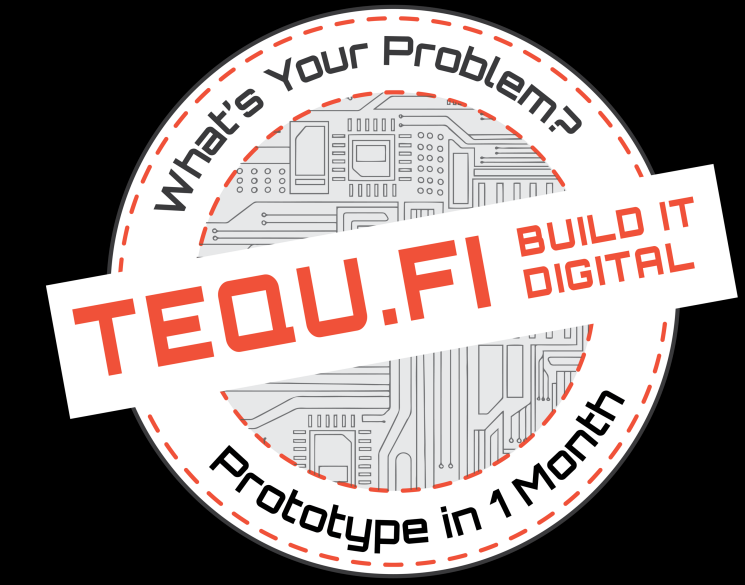
Traditional, public funded projects of universities are  
SLOW



Usually the project preparation and planning phase  
last  
6-12 months

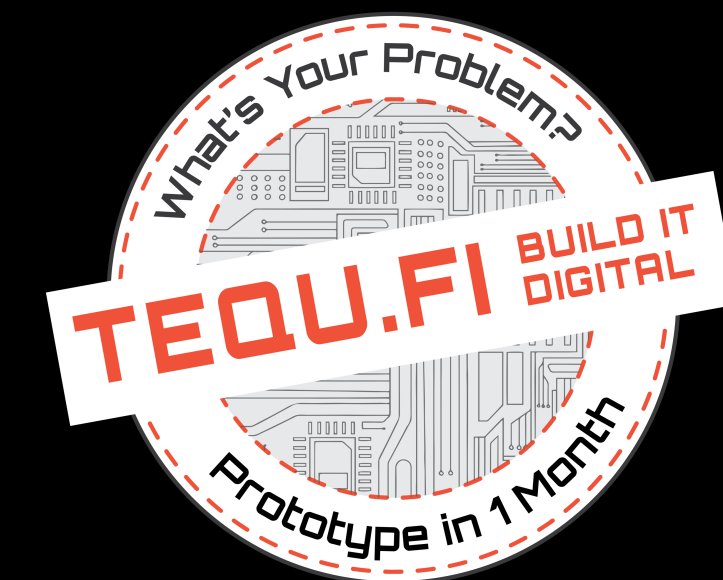


Then it takes **even more months** by the funding agencies to go through the rival project proposals and make funding decisions.

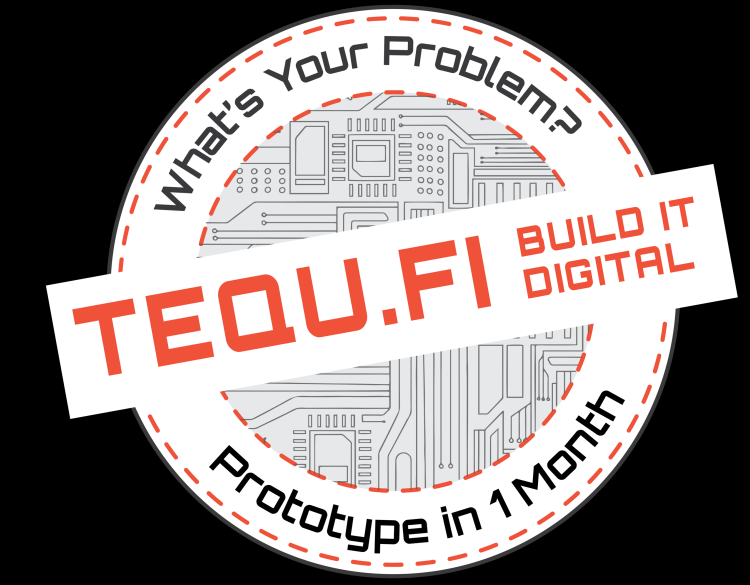


So in a result the SMEs and businesses involved do NOT get results very soon. It may take 2-3 years to get them the results

It's not very customer centric -> It's WE centric



We really wanted to be different and change  
that!



Disrupt traditional RDI in  
the University world

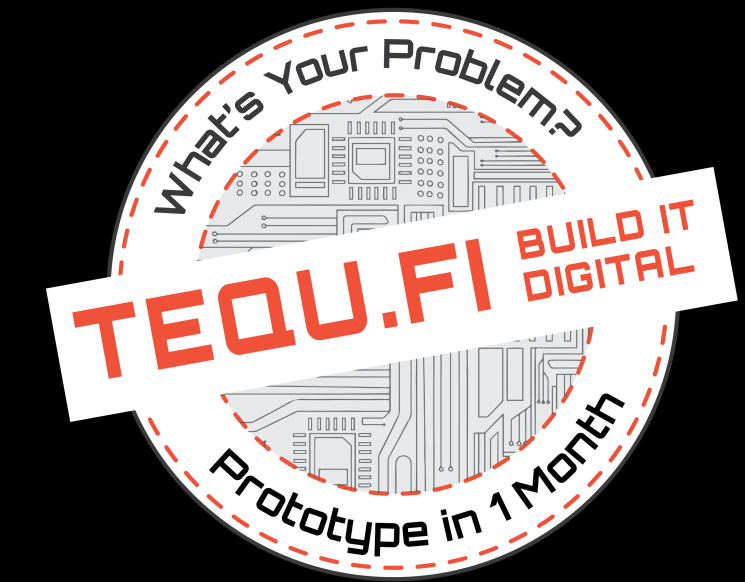
Help local businesses to  
grow and succeed more  
rapidly

**TEQU concept** was created to:

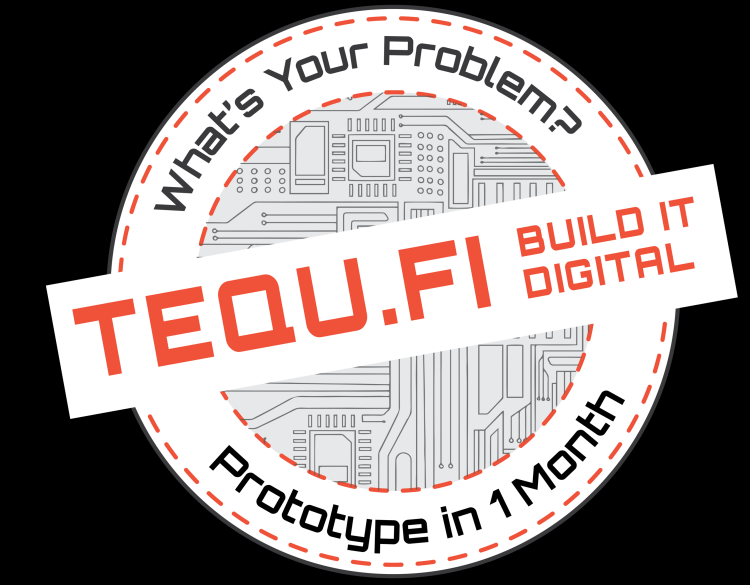
Serve more and wide  
variety of local  
businesses

Achieve more  
impact for the area

And challenge the status  
quo - traditional way of  
doing things

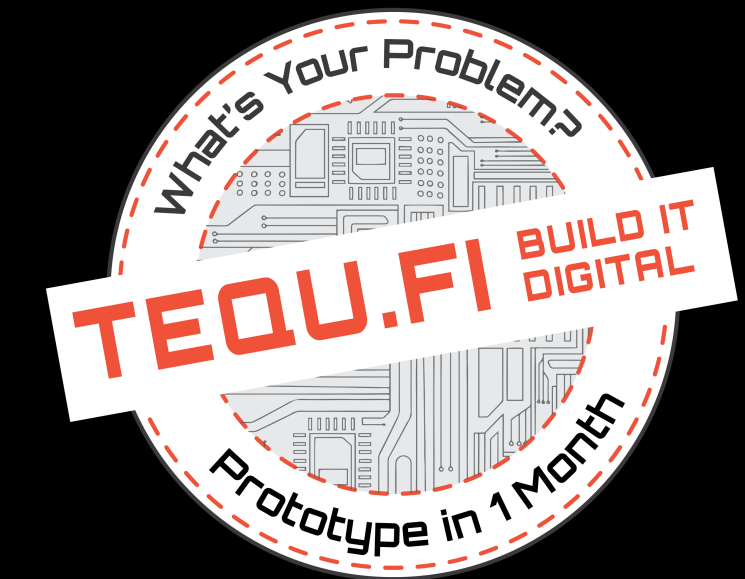


Traditional way in universities is to have departments based on same competencies - we also had mostly engineers working for our group.



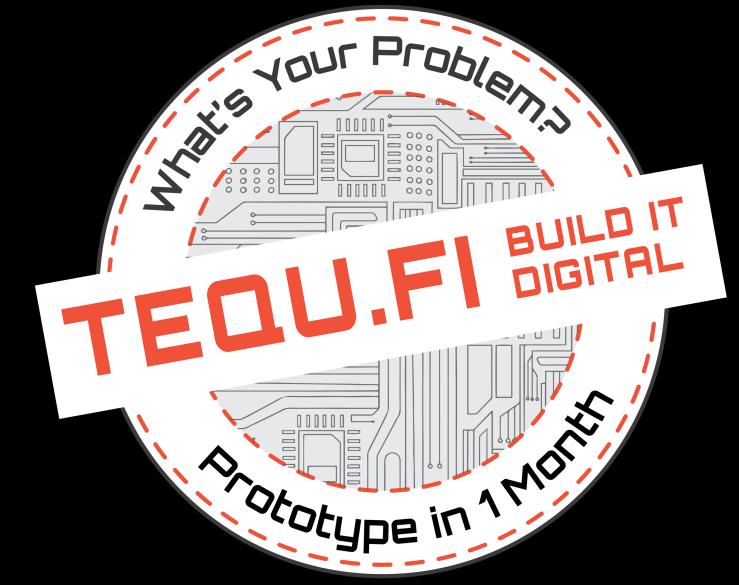
To achieve more customer centric and innovative service we hired industrial designers and business experts to form a greater fit with engineers and to create more successful results for the customers.





So what's **the rapid innovation process** of  
TEQU like?

It all starts with:

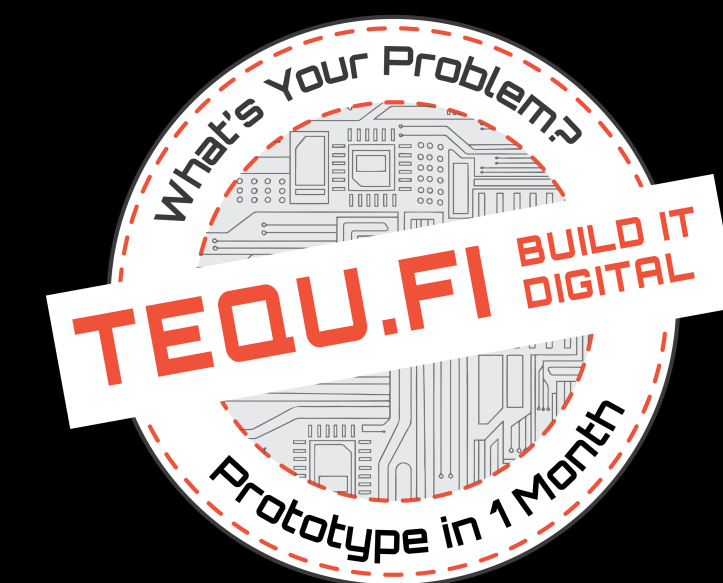


**Business meeting** with TEQU and the customer

To discuss the business&technology problem or prototype idea

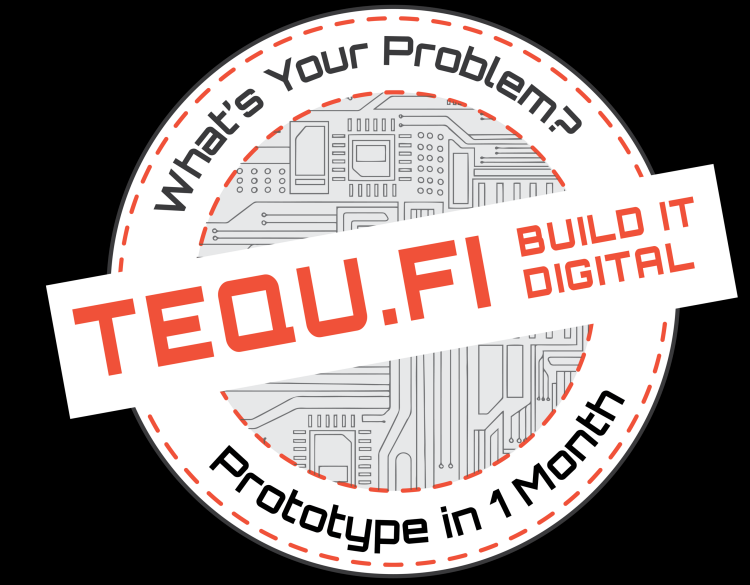
And we prepare a value proposition for the product idea

It takes roughly 2 hours to get the information down



After the first week

We'll present you



3 designed concept ideas so you can choose the direction which presents your vision the best

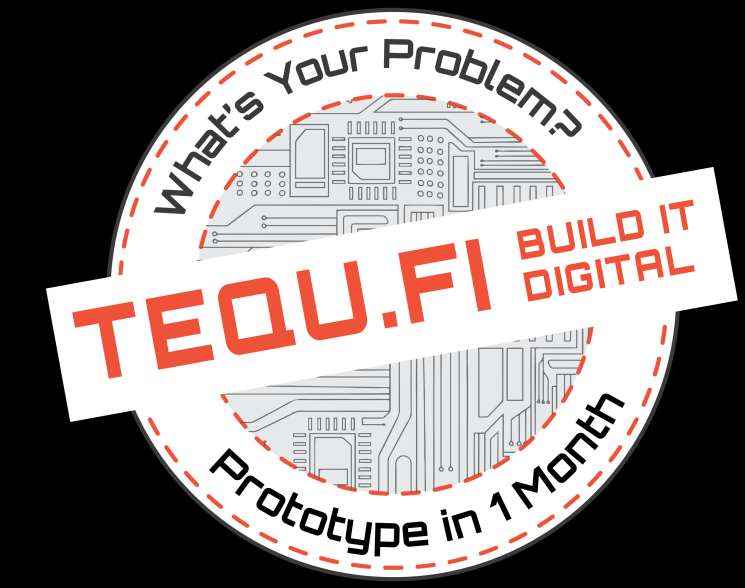
We also revisit the value proposition to check if it still correct.



A photograph of the Aurora Borealis (Northern Lights) in a dark night sky. The aurora appears as a vibrant green, ethereal glow that stretches across the upper half of the frame. Below the sky, the dark silhouettes of evergreen trees are visible against the horizon. On the right side, a portion of a building with a snow-covered roof is visible. The overall scene is serene and magical.

And then we do  
the Magic!

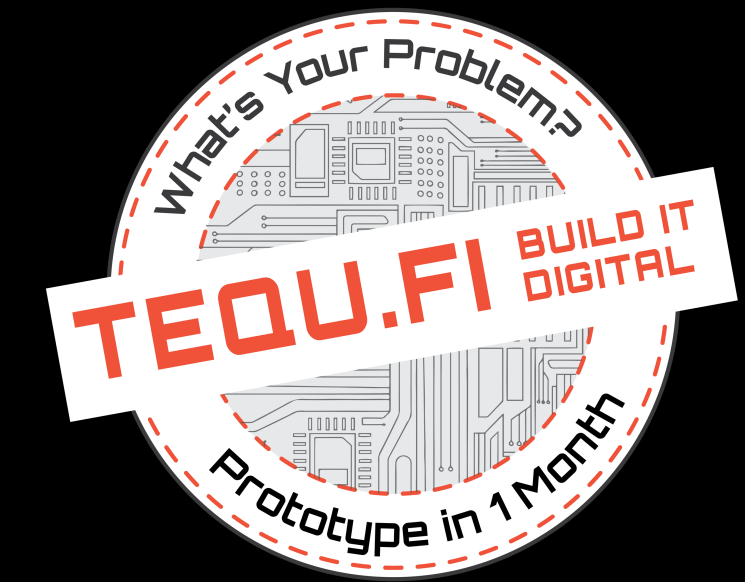




and Voila!

After a month has passed

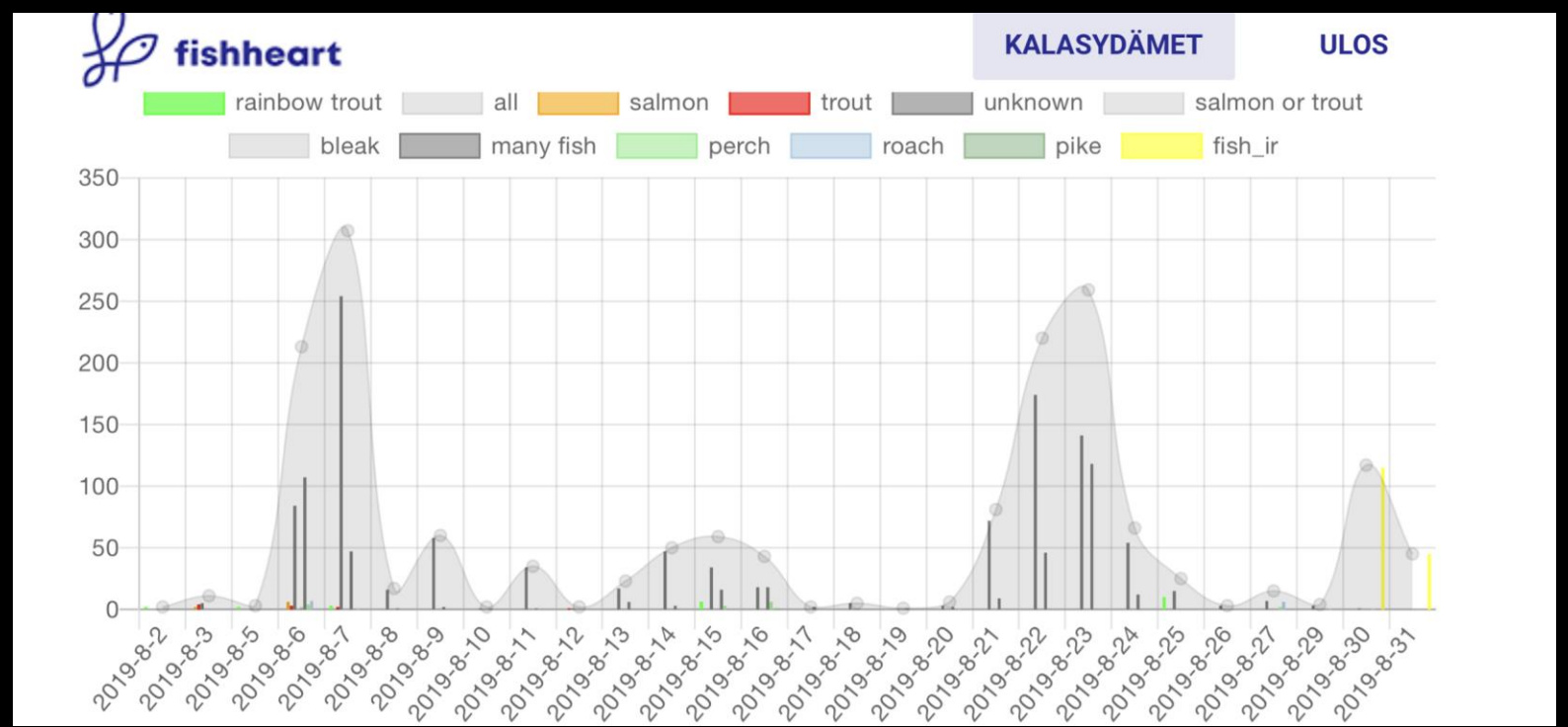
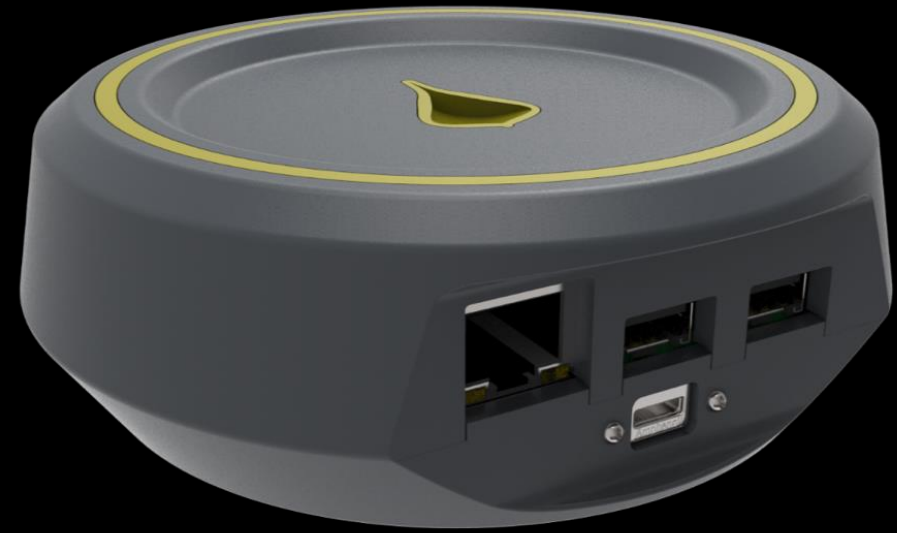
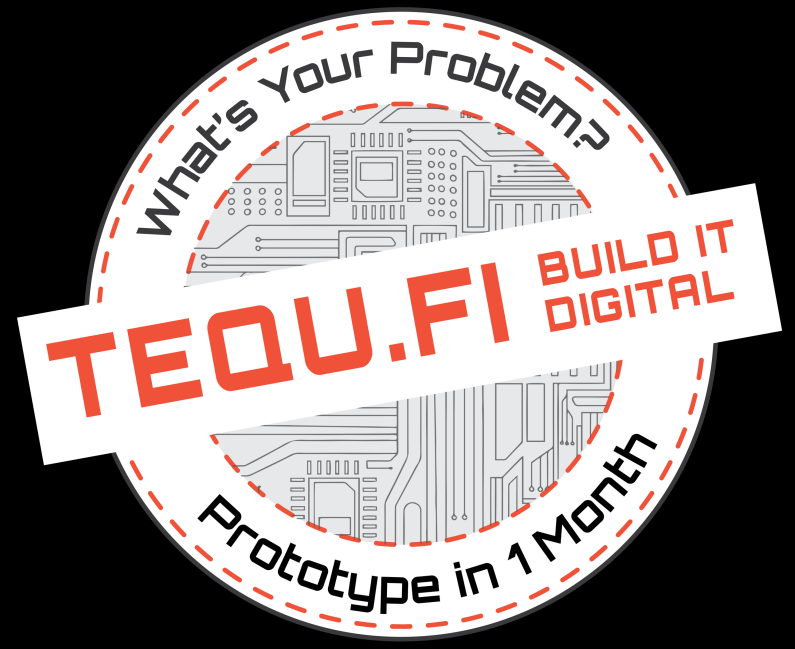
We'll present you the new prototype that includes  
technology and design areas.



With the prototype the customer can proceed to **test the prototype and the value proposition** in test markets!

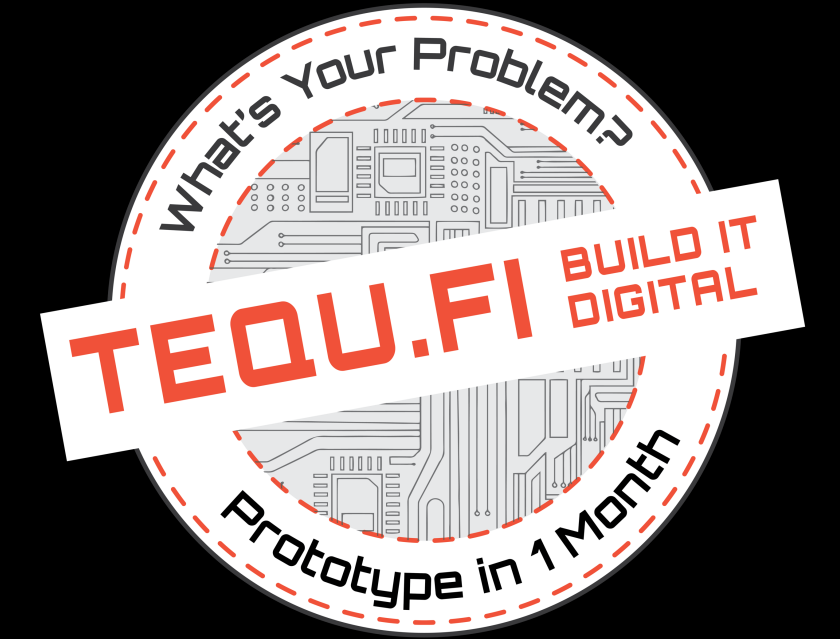


# Internet of Things



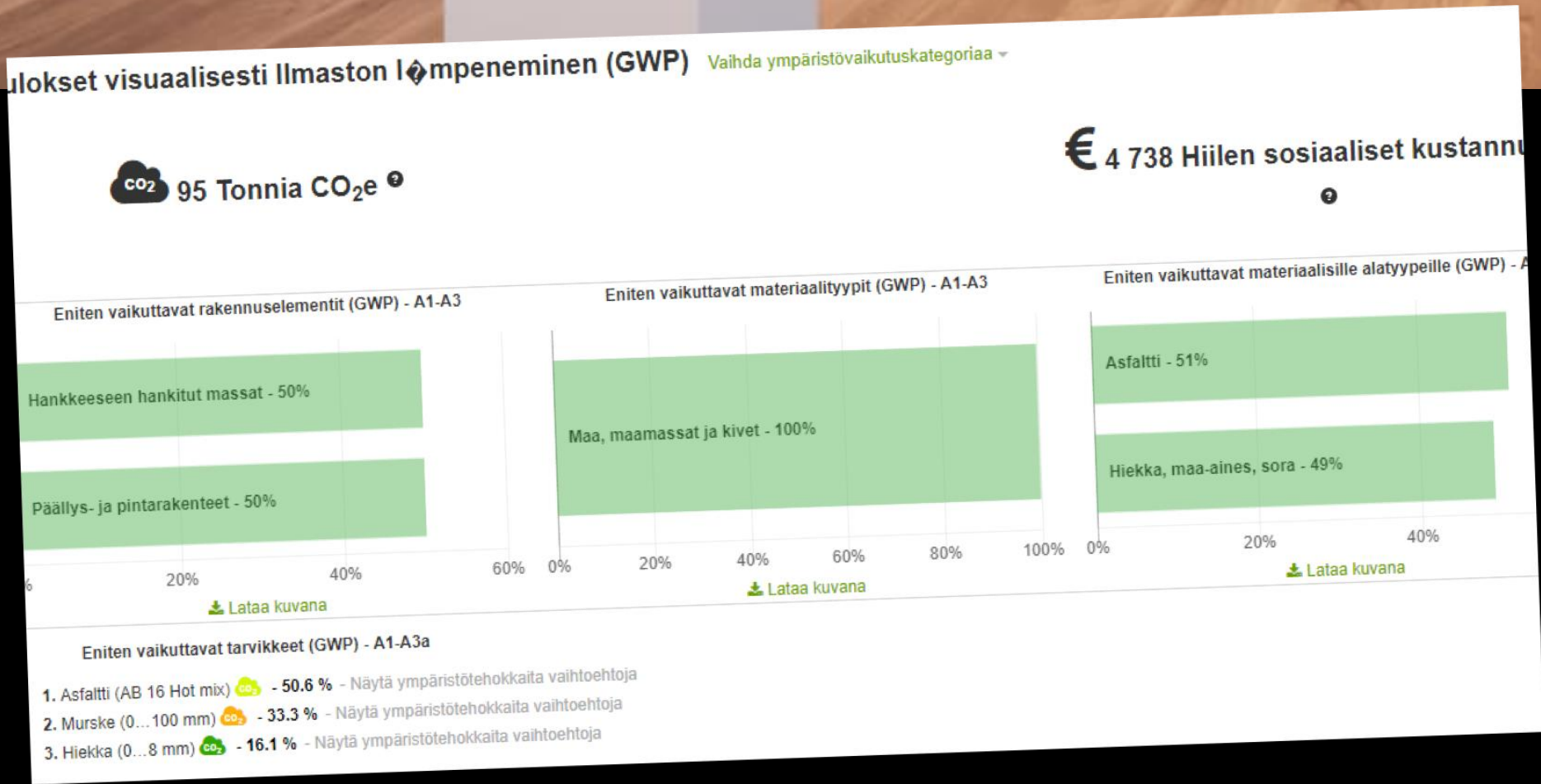
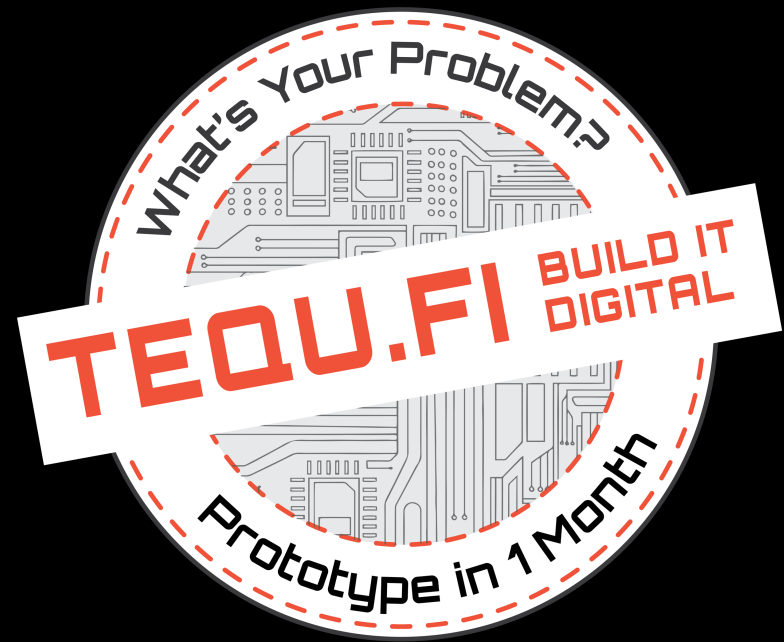
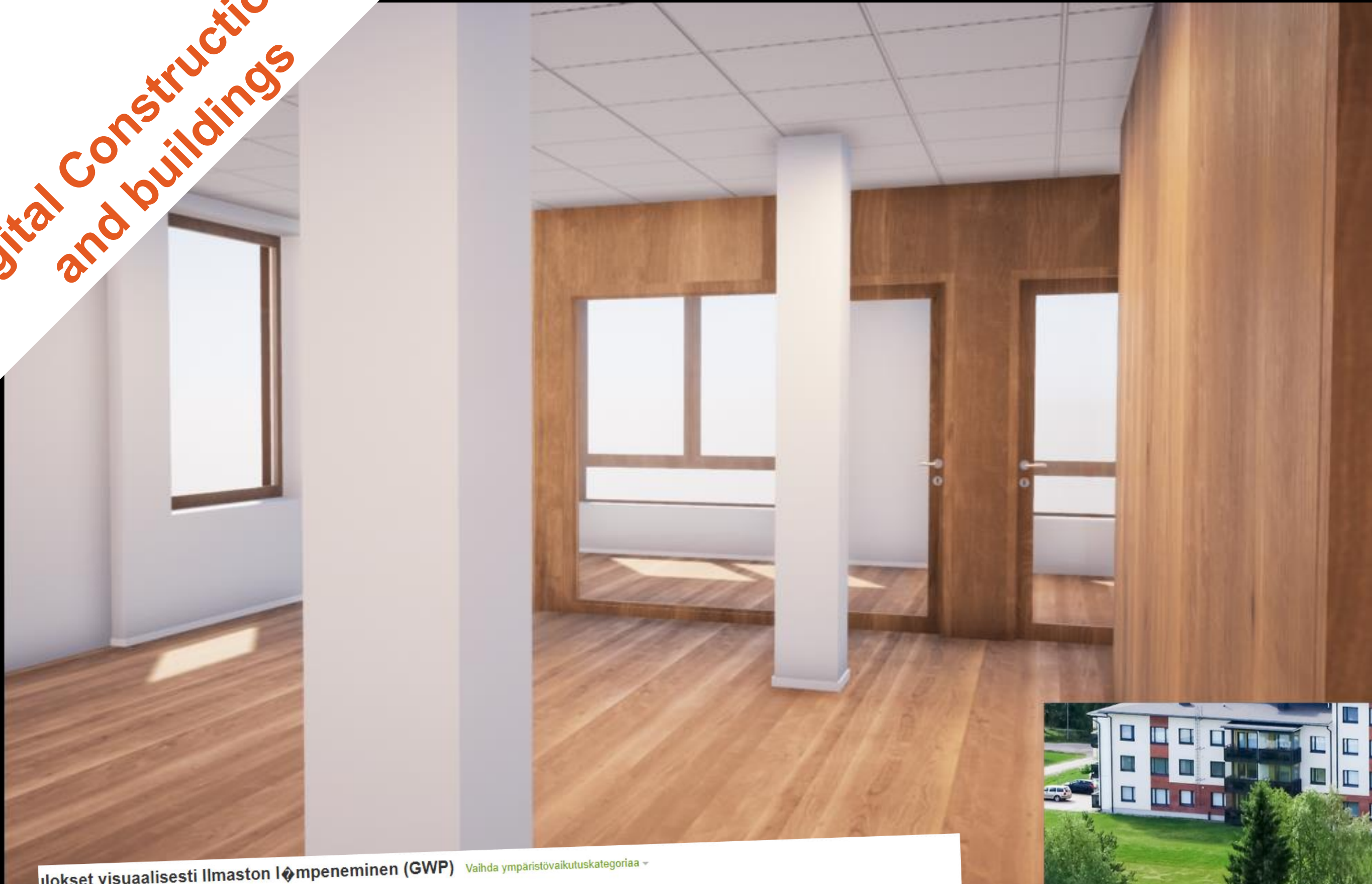


Energy

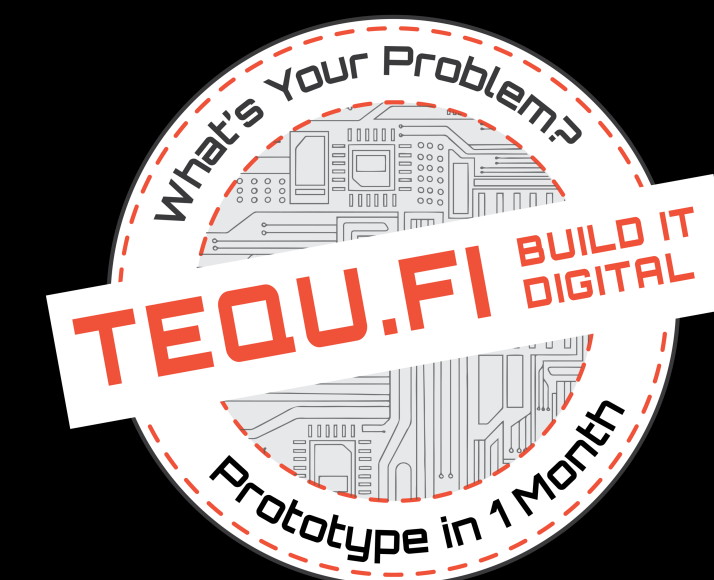




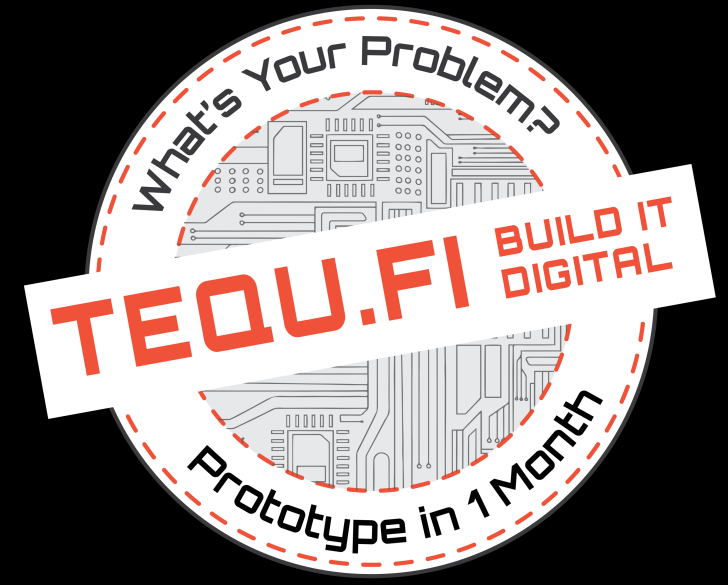
Digital Constructions  
and buildings







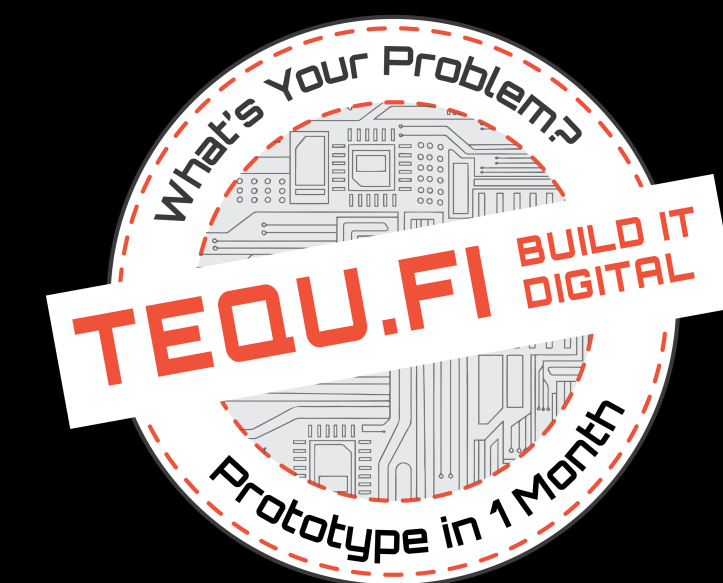
And why it is so COOL?



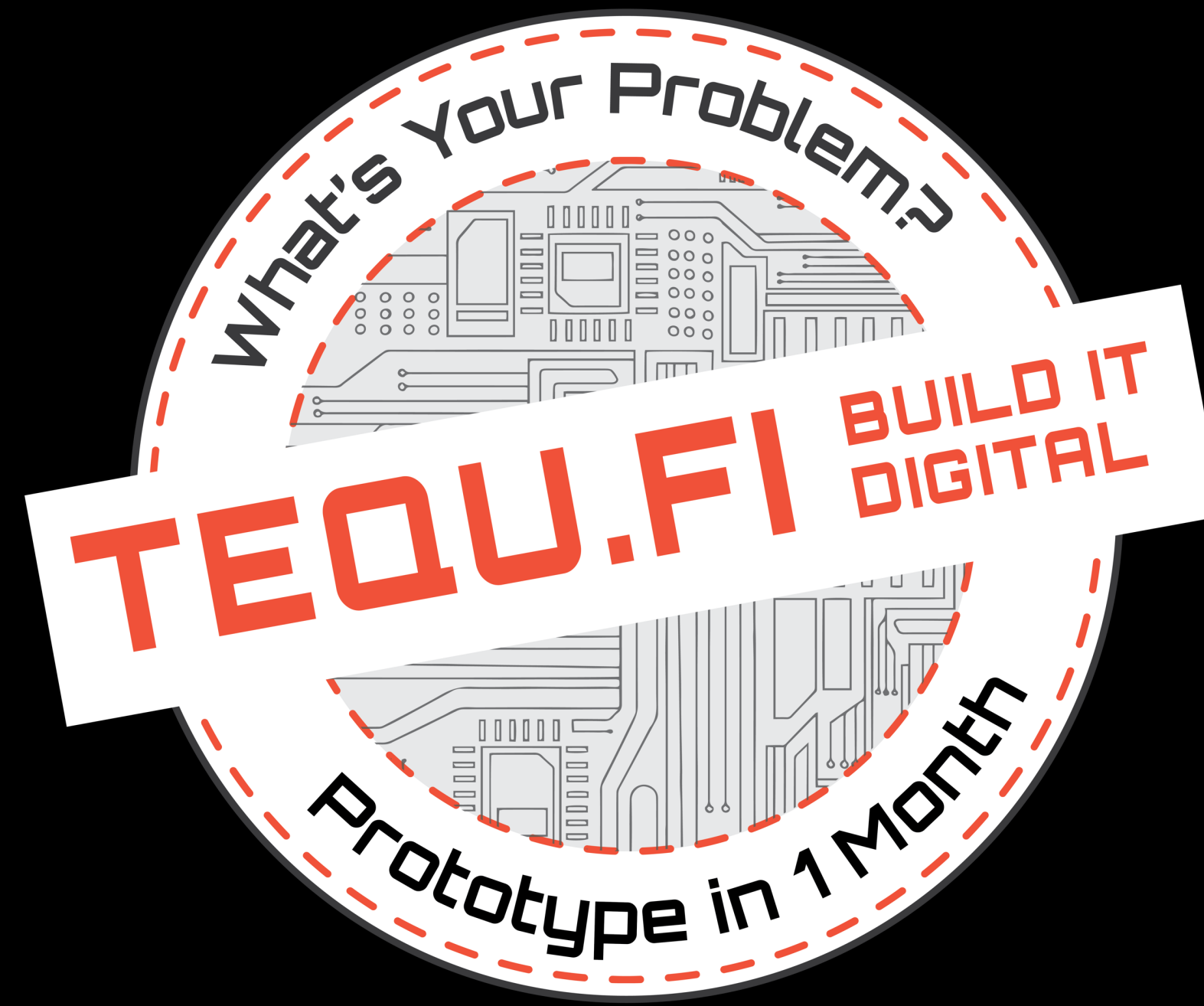
It's **fast**

It's **easy** for the customer

The results can be **utilized immediately!**



So what's your problem?



Thank You!

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[matti.vatanen@lapinamk.fi](mailto:matti.vatanen@lapinamk.fi)  
+358 40 168 5952