

# THE END GAME

## OF RETAIL AS WE KNOW IT

Pekka Sivonen  
Tekes

Tekes



NOKIA

CGI



Technology Industries  
of Finland



# REBOOT FINLAND D.DAY



# Accelerating Disruption for Radical Innovations

## 5G+IoT+AI+AR+VR+BLOCKCHAIN+ANALYTICS+

We are here to accelerate innovations and to boost collaboration and competitiveness with enabling technologies

Tekes



NOKIA

CGI



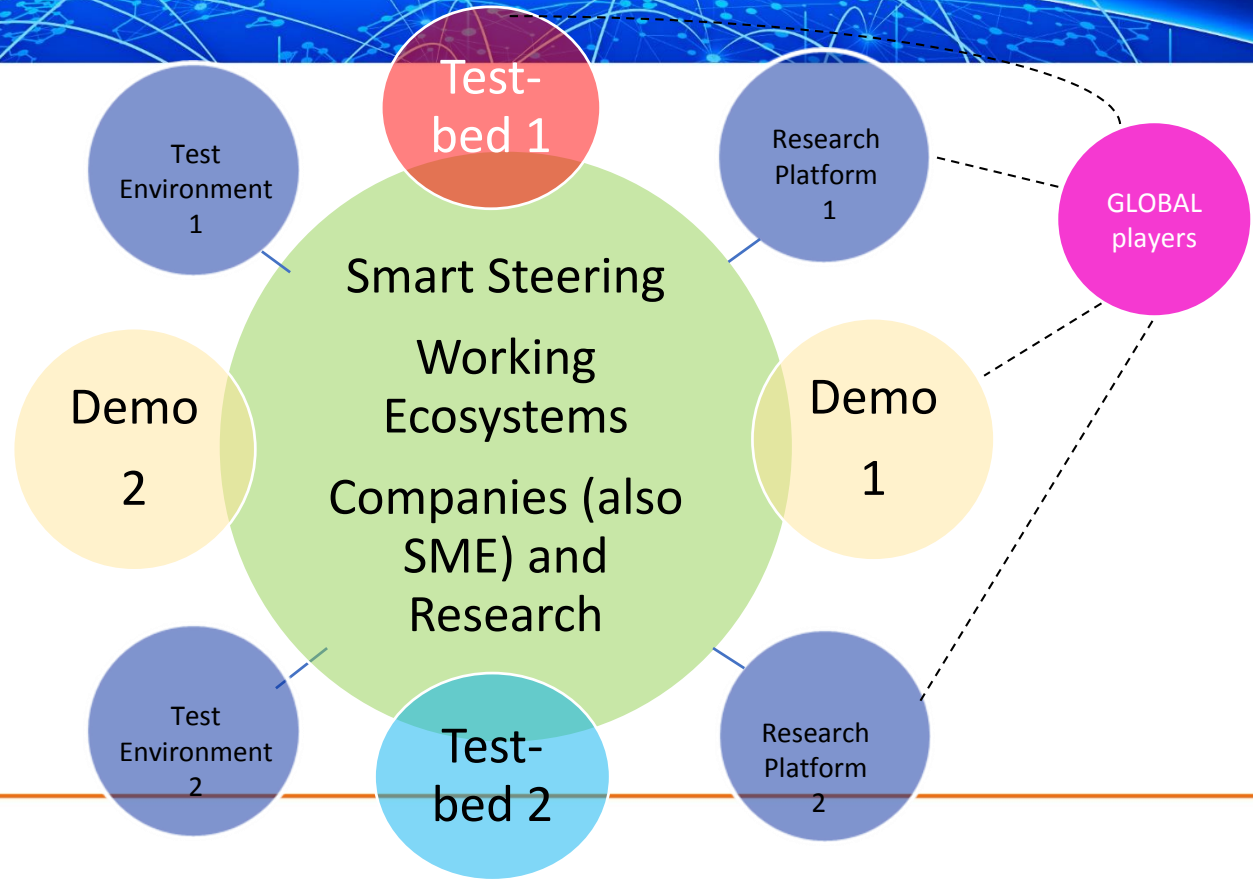
Technology Industries of Finland



## REBOOT FINLAND D.DAY



# International Retail and eCommerce test-beds and LivingLabs



# D.Day Targets

1.

## Be global forerunner

Understand what emerging disruptive technologies and Platform Economy enable  
-> Harness them

2.

## Build, inspire and connect

Be part of super-skilled ecosystems to accelerate innovations



# Digital innovation competition – Renew the Finnish RETAIL industry

**Business Finland is looking for a real RETAIL Game Changer, a scalable digital service that:**

- Improves or offers a totally new customer experience.
- Improves retail logistics chain
- Helps the Finnish retail industry grow globally.

The competition fosters new Finnish retail services and solutions that take advantage of digitalization.

**We offer the winner a development path from idea to sales (dLab by Tekes).Worth 20.000,-**

**Pitch your idea by 1st December 2017.** The winner will be announced in December 2017.

Pitch your idea and read more here ([www.tekes.fi/retail](http://www.tekes.fi/retail))



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