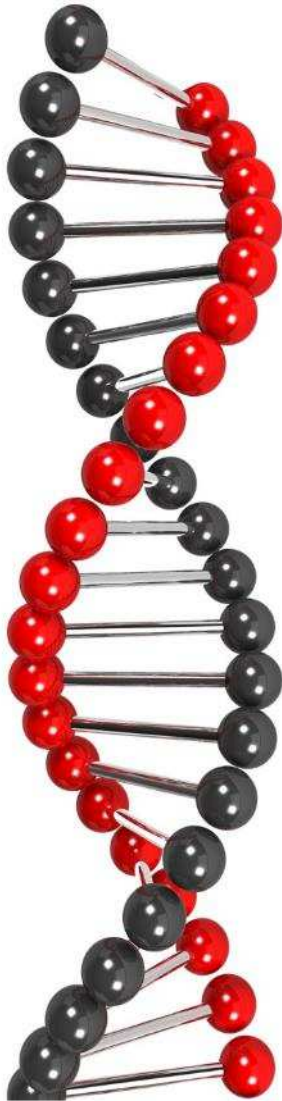


# CTO SURVEY RESULTS, FALL 2015

*THE VIEW OF FINNISH CTOS ON THE LATEST R&D TRENDS  
DR. LAURA KOPONEN, SPINVERSE INNOVATION  
MANAGEMENT OY*

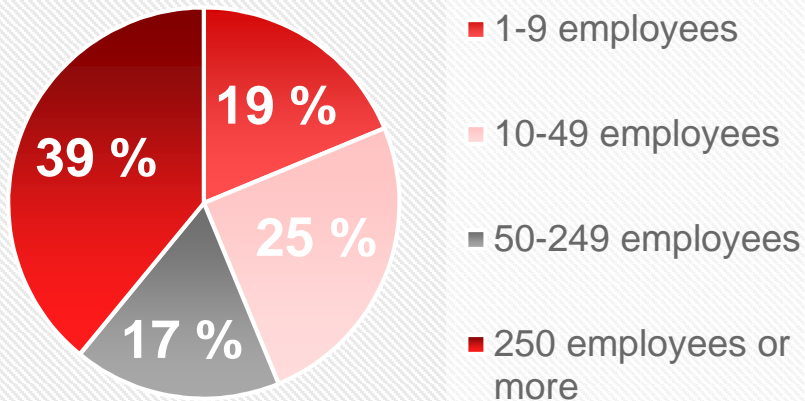
# Executive summary



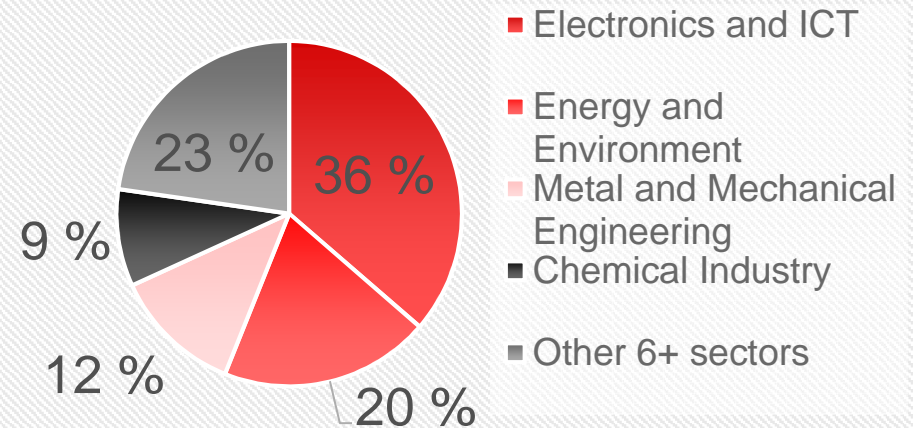
- The share of CTOs expecting growth is smaller
- All R&D activity expected to impact profit in 5 years
- In digitalisation
- Priorities: investments, strategies and products.
  - Drivers: improved profitability and new products
  - Implementation: R&D and planning new businesses.
  - Obstacles: lack of economic incentives, know-how and maturity
  - Need: international networking and collaborations
- The impact of decreasing Tekes funding
  - Compensation sought from private, public (H2020) or own money
  - Decreased funding is foreseen to cut collaborations

# The survey respondents represent the Finnish industry comprehensively

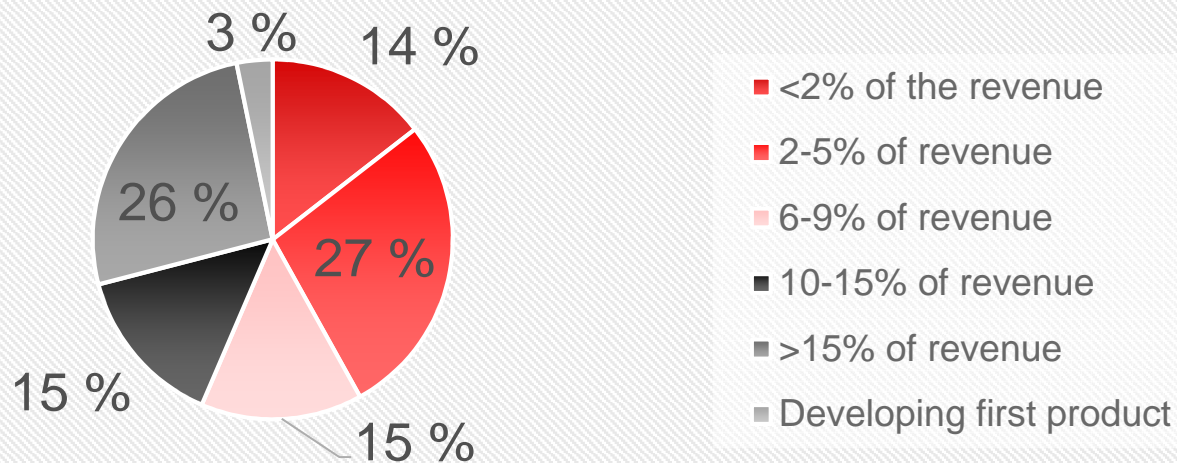
## Respondents by size



## Respondents by sector



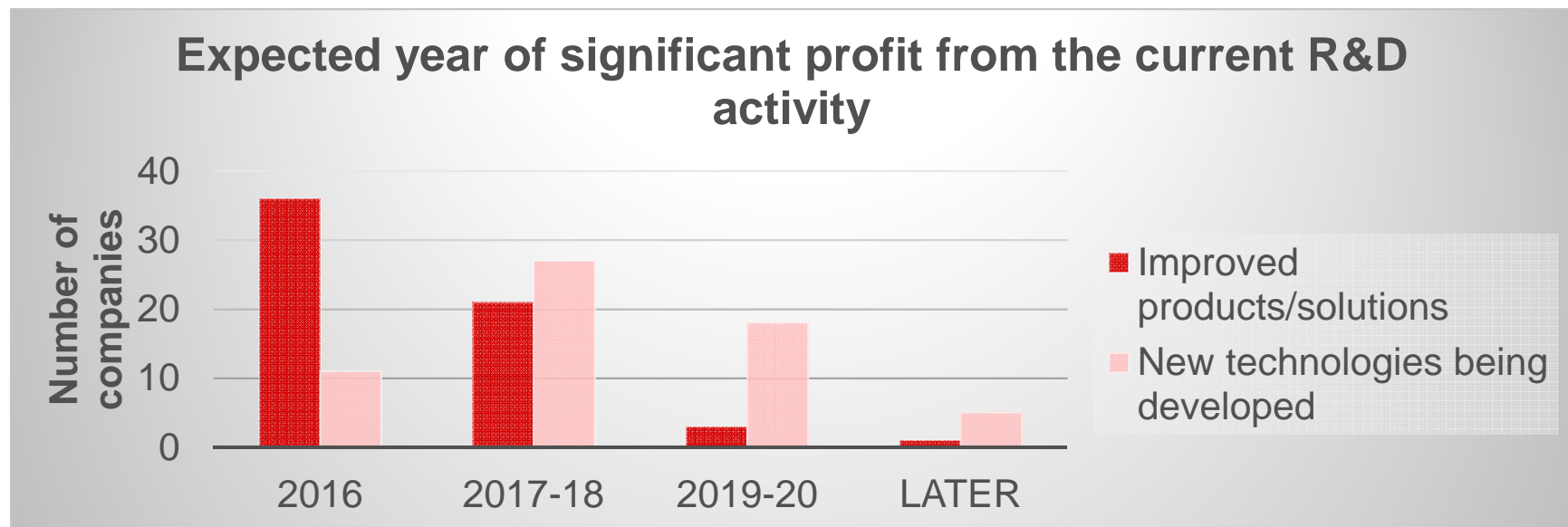
## The size of the annual R&D budget



Half of the respondents are from Uusimaa region

## Improving products is expected to generate profit in 2016, new tech a few years later – are we being too short-sighted?

- Majority plans to get significant profit from improved technologies in 2016 or 2017-18
- The new technologies are to profit 2017-18 or 19-20.
- Only a small number of companies do longer term research



# CTOs invest in digitalisation

- but it is unclear how to make money with it

- Digitalisation is on the CTO's mind
  - **75% say Investing** in digitalisation is important
  - **65 % say company strategies** with digitalisation are important
  - **63% believe digitalisation related products are** important
- The implementation of Digitalisation is important in planning new business – less in daily operation
  - **66%: digitalisation in R&D** is important
  - **68%: digitalisation in planning new** important
  - Less than 20% believe it is very important in Distribution, Sourcing, maintenance

The key drivers of digitalisation are the new products and improved profitability  
The key obstacles include the **lack of economic incentives**, know-how and maturity.

# The ecosystem needs international networking, collaborations and matching – who will be the driver?

What activities are important to you in the Finnish ecosystem for developing digitalisation?

International networking	65 %
SME and big company collaboration	58 %
Research and university collaboration	53 %
Matchmaking between companies	52 %

**One Tekes funding impact: Decrease in collaborations and open innovations foreseen. However also plans to replace Tekes funding with risk sharing with partners**