

TryOut is a **co-creational and experimentative platform** aiming at strengthening emerging business models in cleantech, circular economy and smart city. We bring together newly established teams, the city of Helsinki, existing business, and urban inhabitants to experiment new business models, products and services. The aim is to enable business model development in real urban setting together with people. The TryOut platform is a strategic development tool for creating solutions to climate change in Helsinki together with startups and established businesses.

#### Who are we looking for?

Teams that already have a solution, which they would like to **test and prototype**. The solution could be for example about new metrics for decision making, air pollution, smart and clean services and products etc. The most important thing is that your solution will reduce emissions and contribute to a cleaner environment. Surely you are also committed to becoming entrepreneur, Try Out is not the best place for starting ideate new things, but rather for slightly more progressed teams.

#### What do we mean by cleantech, circular economy and smart city?

Your team's research or solution could relate to e.g. air quality, nutrient recycling, greywater treatment, open data, data modelling, energy storage, energy efficiency, sustainable materials, carbon calculation, sensor technology.

#### We offer you:

- Business model development and testing
- Capacity building, knowledge-share and encouraging to step to the unknown
- Valuable references and networks
- Cross-sectoral product development
- An environment experiment

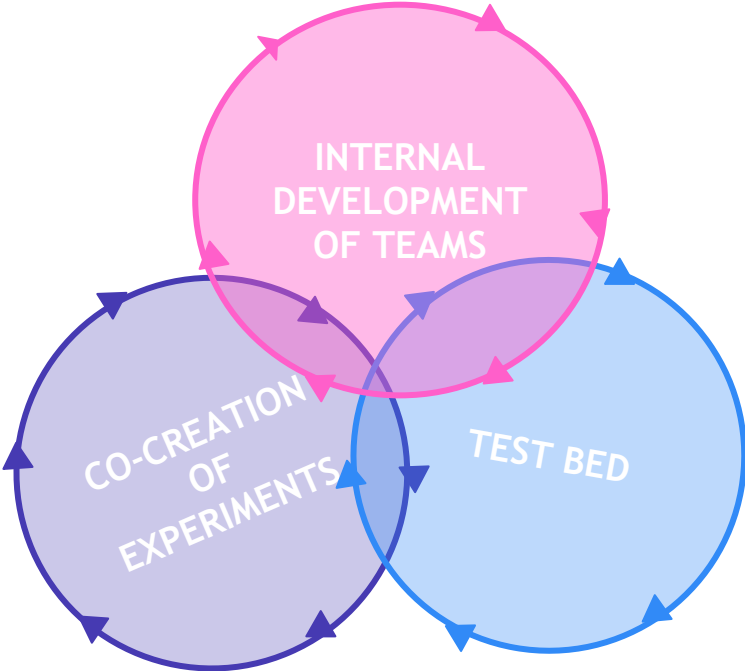
#### What and when?

- Participation in two 2-day innovation camps. The first will take place in the end of January 2017, the second one in April
- Participation in workshops and mentoring sessions between the innovation camps
- Participation in the Experiment
- Work on the product development throughout the program also independently

#### What do we expect from you?

Only your commitment, not money. Participation is free of charge for you, so we expect you to be really committed and concentrated on developing your business models, learning fast and constantly developing. The aim is to have all the participants test their products and services, and eventually be investment ready.

# Try Out innovation platform



# 2017

# 2018

Innovation  
camp on  
business  
model  
26-27.1.

Workshop  
3/2017

Innovation  
camp on  
designing  
the  
experiment  
27.-28.4.

Workshop  
8/2017

Experimentation

Workshop  
1/2018

1-8/2017

8-12/2017

**Business model  
development and  
experiment design**

**Experimentation**

**Launching companies**

**TRY  
OUT!**

**DEMOS  
HELSINKI**

**TURKU AMK**  
TURKU UNIVERSITY OF  
APPLIED SCIENCES

Turun yliopisto  
University of Turku

HELSINKI YLIOPISTO  
HELSINKI UNIVERSITY  
UNIVERSITY OF DESIGN

**6Aika**

Yhteistyökeskus  
KUMU DESIGN

Vipuvoimaa  
EU:lta  
2014-2020

EUROPEAN UNION  
EUROPEAN COMMISSION