



# Challenges in Digital Transformation

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broentech



# About Broentech

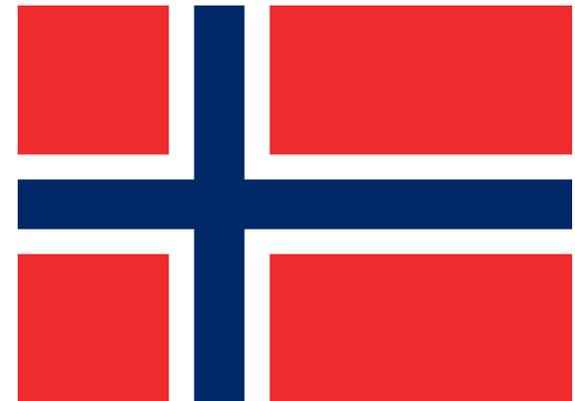
- Broentech Solutions AS founded in 2012
- 11 Employees
- Consultancy & Sales
- Tyde: Decision support system for Hydropower production facilities





# Why Norway

- Easy to find early stage investors
- Many incubators and accelerators to help startups
- Excellent infrastructure
- Easy to make business
- High skilled labour



# Public Fundings



Osloregionen  
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- Innovation Norway and NRC have several funding programs for startups & corporates
- Easy to access fundings for low budget project <50K\$.
- Funding for more expensive project is often done at european level eg. Horizon 2020





# Ch\_1: Innovation Mentality

## ■ *“We have always done it this way”*

Technology is evolving at exponential rate. keep doing your way and you will soon be out of business ...  
Need long term thinking!

## ■ *Managers & decision-makers*

- The one who cares that does not know.
- The ones who knows that does not care.

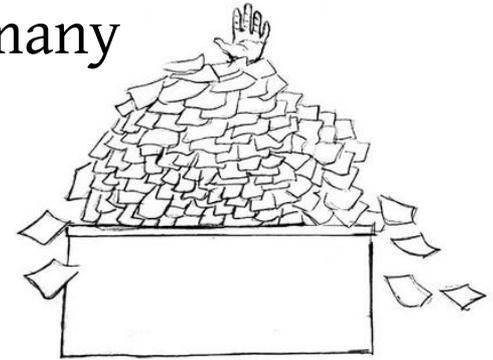




# Ch\_2: Bureaucracy

## ■ *Legal aspects*

Governments and corporates are the cause of many startup-deaths that actually deserved to live, but died when meeting the bureaucracy



## ■ *Sales*

What is necessary is to help startups to earn money from sales (and not necessarily just GET money from investors)





# Ch\_2: Bureaucracy

## ■ *Tenders*

Most corporates are not rigged at all to buy from startups  
They are using very heavy and bureaucratic procedures with lengthy and long tender-projects. Those are not accessible for most startups (which may have the best solutions!), but only attract the large and expensive consultancy-houses

*Those processes are "startup-filters" which filters away the best, and most affordable solutions*

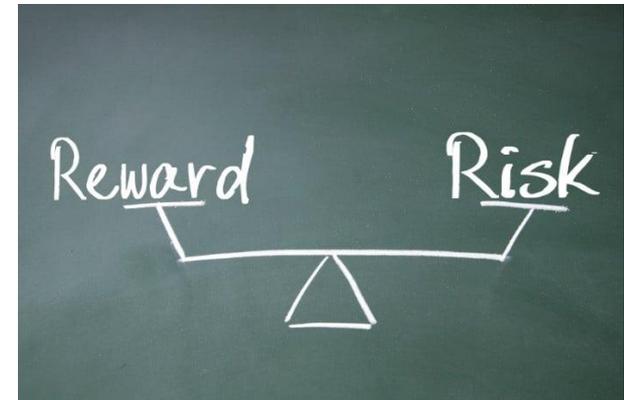




# Ch\_3: Trust vs Risk

## **Risk**

Innovation comes with a lot of risks but there is no other way.



## **Trust**

Small pilot project can build enough trust among the parties!  
Make sure you follow up successful projects!





# Solution

## ■ *Right People at the right place!*

- ▷ Need chief innovation officer that understand innovation...

## ■ *Be willing to start pilot projects*

- ▷ Failure is part of the innovation process. Is a great learning process!

## ■ *Reduce bureaucracy*

- ▷ Corporates need to establish a connection between their core-business and new technology solutions





# Learn from:





# Technology transfers

- ***IT technology are easily adaptable***
  - ▷ Need just domain expert to tailor existing solutions!
- ***Example of Cross-field technology***
  - ▷ A.I. to hydropower.
- ***Applicable to any field that can be modeled as sensor system***





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Thank you!

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