

Business Oasis

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Karostech

Key elements of the presentation

- **Why Business Oasis?**
- **Oasis Way of Working explained**
- **Coworking**
- **Serendipity**
- **OpenINNO perspective**

Postnormal era is here!

- **The “Big Shift”**
 - The most useful information is flowing
 - The most dynamic way to motivate is “movement”
 - The driving force is passion
 - The most effective way to organize resources is based on CNOs
 - The competitive edge comes from understanding serendipity and diversity
 - The potential for new ventures is measured by social capital
 - The ultimate happiness is achieved with Work – Learn – Play integration
- **Pull society**
 - Attract - pull instead of push
 - Platforms (virtual and physical) --- to share, to co-create,

**) Ref: “Postnormal era” was coined by Stowe Boyd, Big Shift is a term by John Hagel et al “The Power of Pull”*

Emergence of regional knowledge ecosystems *)

- **Focus on dynamics of interaction between organizations and various innovation communities**
 - “Networks” – the challenge is to specify “networks” and how they operate
 - CNO (Collaborative Networked Organizations) theoretical approach and methodologies will help to understand the dynamics and life-cycles
- **A holistic approach – focus not on isolated activity (inside a company or cluster) but what happens within specific firms and clusters as a cohesive system**
 - Ecosystem thinking □ sustainability
 - How to manage the flow of information (vs stocks of information)
 - How to manage the web of relationships
- **To understand how organizations and “none institutional elements” perform in hyperconnected environments**
 - NGOs, movements, associations, free-lancers, startups, effectual entrepreneurs
 - Different drivers --
 - Social capital – who do you know, trusted relations (strong ties), competence extended and diversity gained by weak ties

**) Ref: Institute for the Future report ” Future Knowledge Ecosystems – The Next 20 Years of Technology-Led Economical Development”, June 2009*

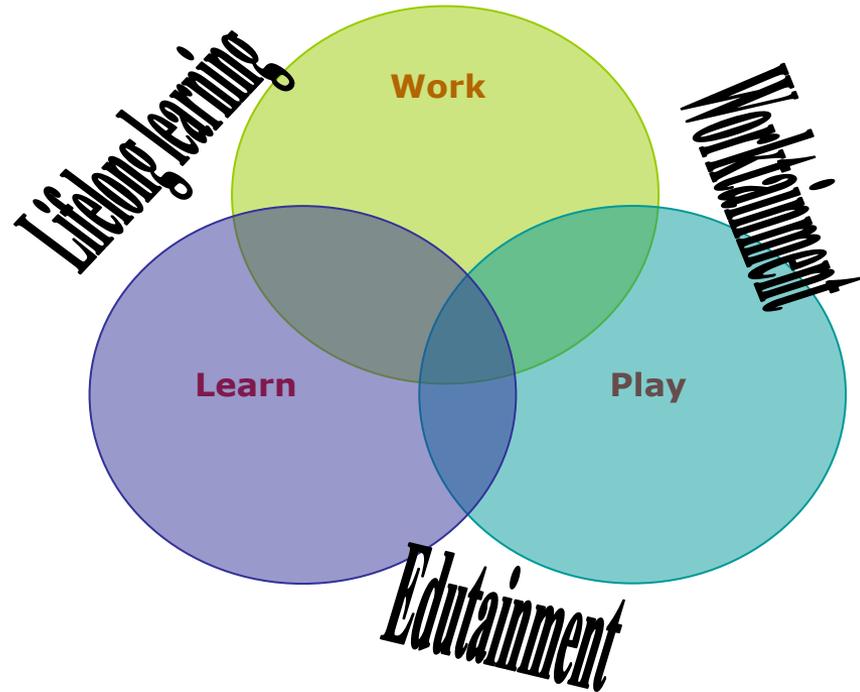
Work – Learn – Play integration

Dilemma:

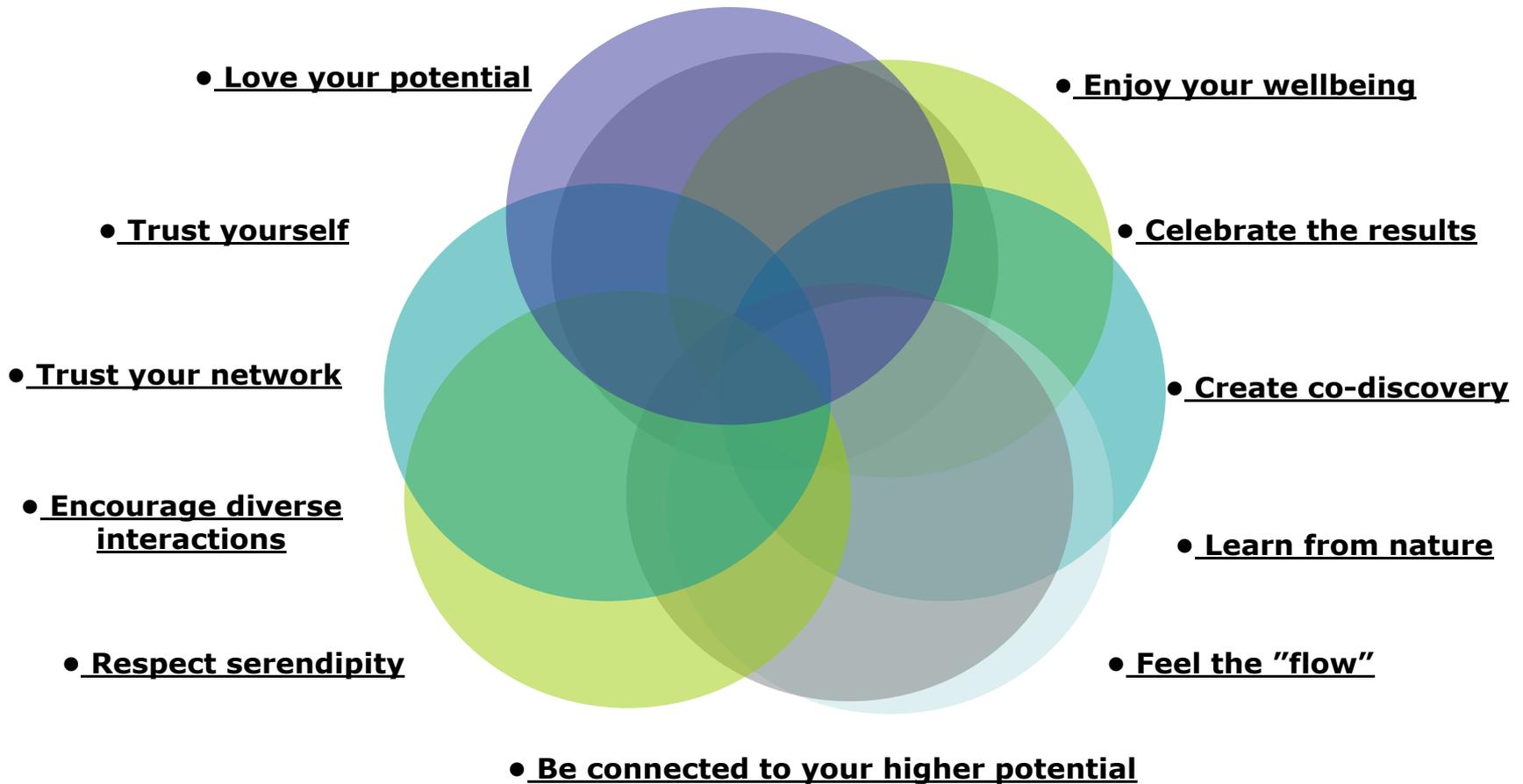
- WORK-LIFE BALANCE
- Mobile work,
- Many identities

Solutions:

- "The Startup of You"
- Open mind – career vs entrepreneurship
- MOOCs



Oasis Way of Working



Vital elements of Oasis philosophy

Encourage Diversity:

- “Connecting generations”
- Combining Arts, Science and Business
- Multidisciplinary approach

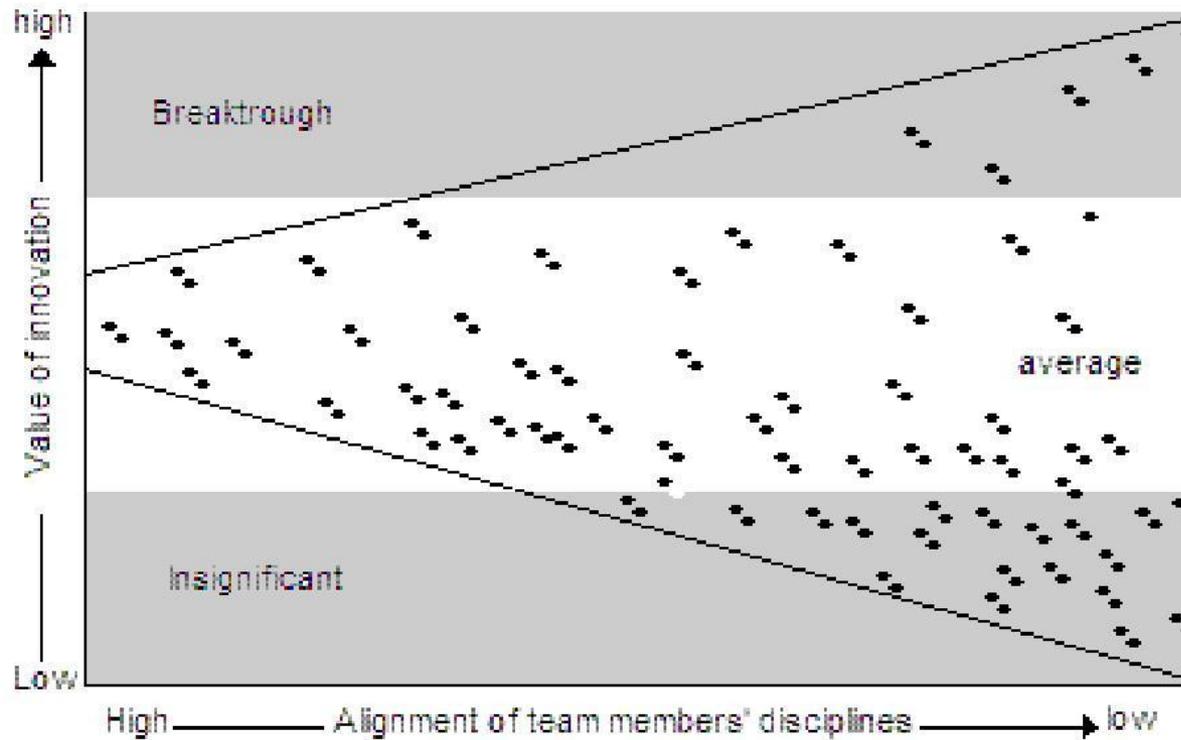
Respect Serendipity:

- Unexpected encounters, events
- Insight
- Value



FlexLab opening in Joensuu Science Park, September 2004

Diversity and Value of Innovation



© Lee Fleming 2004 /HBR November 2004

Coworking gaining momentum

- **The number of coworking spaces has doubled every year – now more than 2500 in the world**
 - More than 100.000 coworkers in the world
 - Big institutions designing spaces for chance encounters (Google, Adobe, Microsoft, Elisa)
- **The business models are under constant evaluation and development**
 - Hot desk service, event spaces, mix of both, emergent global chains
 - Fixed fees (categories), pay per hour, free coworking
 - Indy Hall, New Work City, Seats2Meet, Hub, BetaHaus, Share Desk, Desk Union, Serendipity Labs etc...

The benefits of coworking



How it looks like – netWork Oasis in Joensuu



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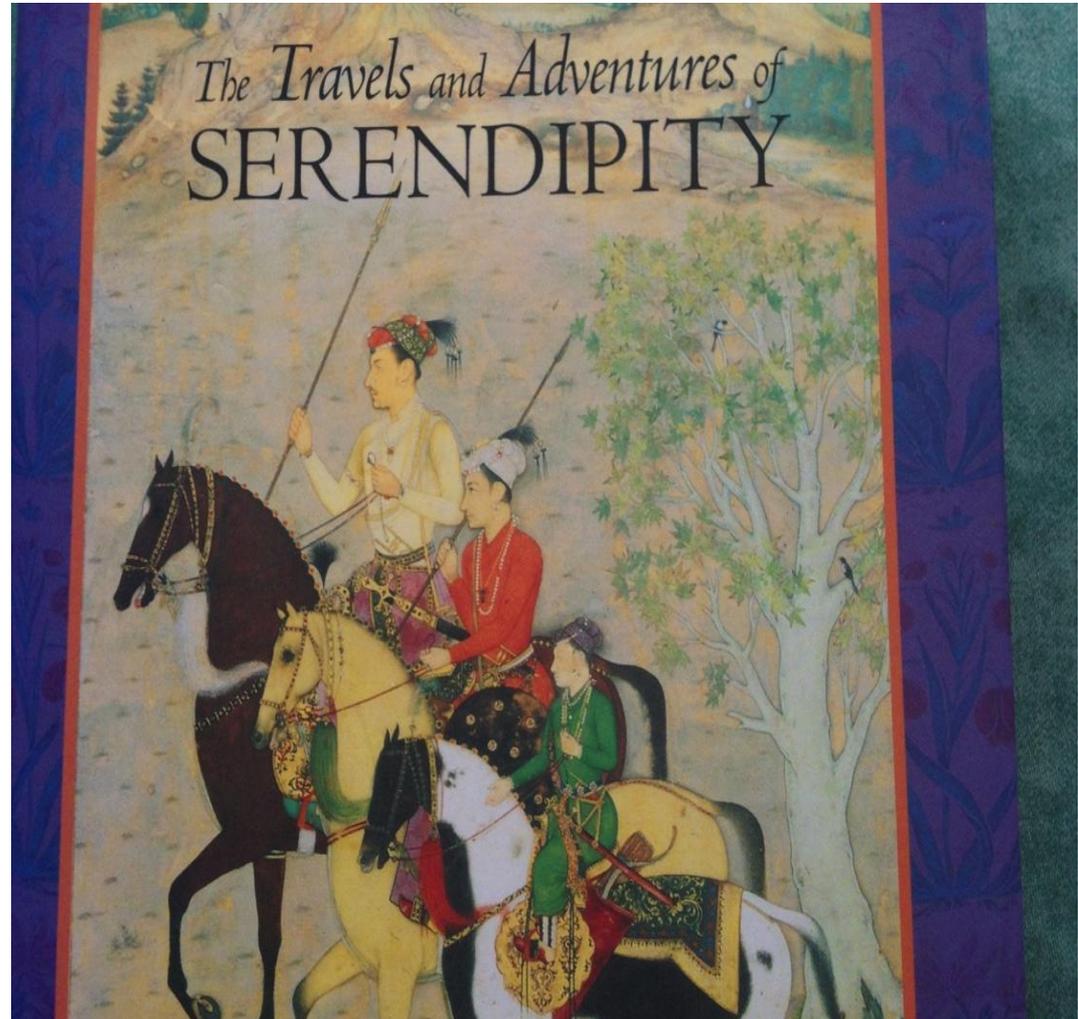
Serendipity

Definition:

- Serendipity is a quality of mind, which through awareness, sagacity and good fortune allows one to frequently discover something good while looking for something else

Background:

- The Persian fable from 600th century "The Adventures of Three Princes of Serendip"
- Horace Walpole, Robert K. Merton elaborated further



Elements of Serendipity

Elements:

- Unexpected (event, encounter, use)
- Insight
- Value
- Prepared (mind, community, organization)



The picture, Stephann Makri / SerenA project

The challenge :

- To understand
- To harness, design, plan, manage, engineer....

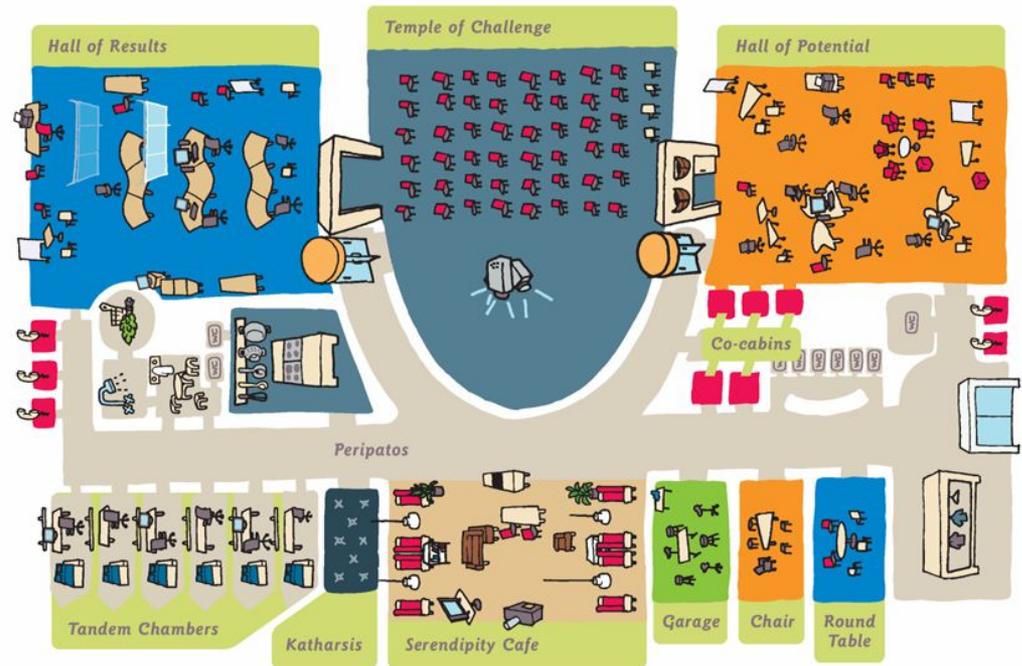
How to design for Serendipity

Physical Space:

- Chance encounters
 - Peripatos
 - Kitchen
 - Temple of Challenge
- Space for insight
 - Sauna, Katharsis
 - Tandem Chambers
 - Temple of Challenge
- Value creation
 - Hall of Potential
 - Hall of Results

Facilitation:

- The code of conduct
 - Four zones: privat, semi-privat, semi-public and public
- Artefacts



netWork Oasis, Joensuu Science Park

OpenINNO perspective

- **Business Oasis implementations**
 - **OpenINNO Space --- another name (?)**
 - **Virtual collaboration infrastructure**
 - **The Manual (book)**
- **Co-design of the space and the virtual platform**
- **Piloting the environment**
 - **Community building**
 - **Business model development**
- **Focus areas**
 - **3D printing**
 - **Sustainable energy**
 - **ICT**

Thank you!

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