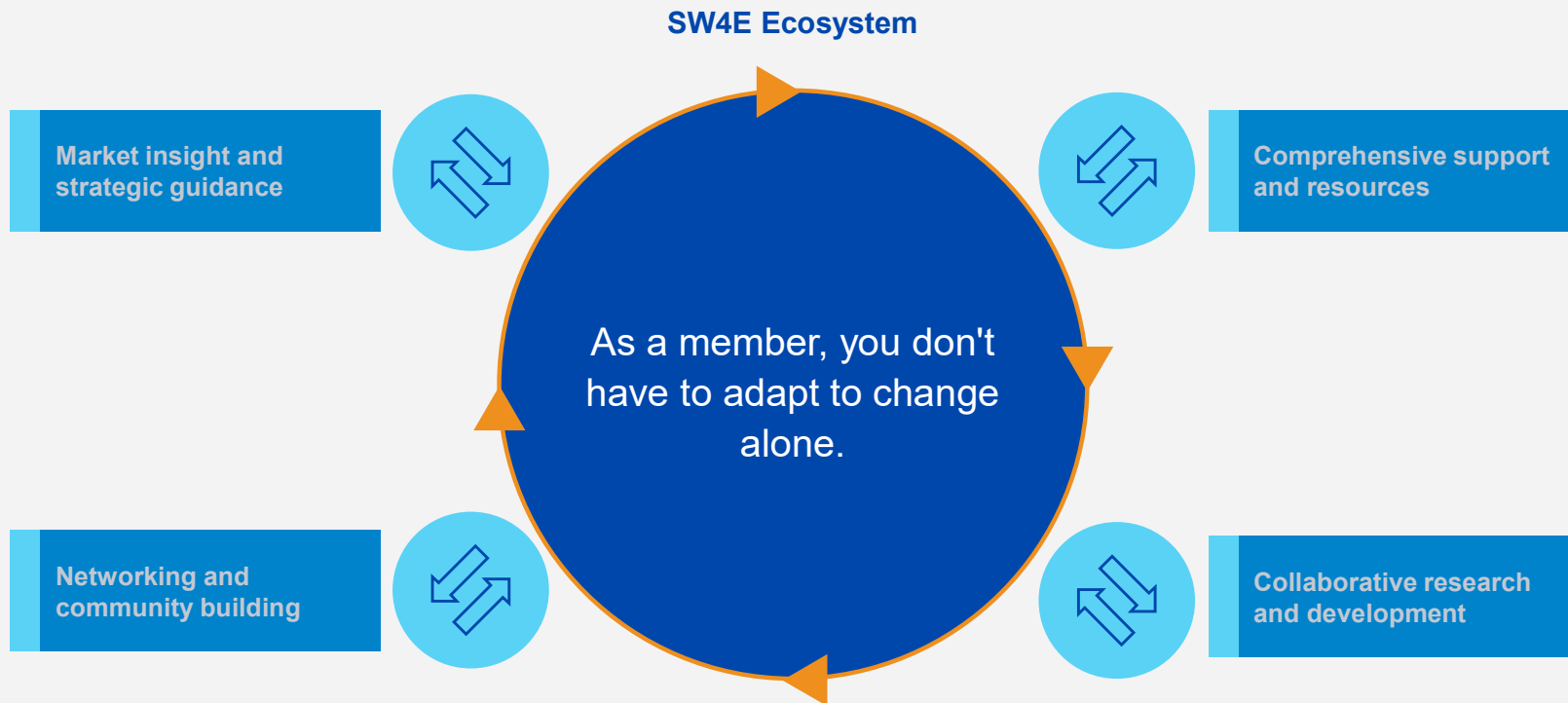


Advancing the SW4E ecosystem: insights into activities and future directions

Roope Pajasmaa & Markku Oivo

Lahti 4.11.2024

Ecosystem member benefits



It's a win-win-win platform

Collaborative innovation, a platform for co-creation and shared expertise to drive groundbreaking research and development.



Holistic support, access a wide range of resources and support tailored to the needs of early-phase R&D projects and collaborative efforts.

Vibrant community, join a dynamic network of software-driven companies and research institutions dedicated to advancing technological innovation.

Slide 3

MOO Funding jollakin tapaa mukaan
Markku Oivo; 2024-11-01T11:33:36.737



Welcome to...

Sharing
Knowhow
Methodology
Technologies
Tools

Current SW4E members

SW4E SOFTWARE
ENGINEERING
ECOSYSTEM

Kela|Fpa[®]

M-Files.

INNOFACTOR

boogie
SOFTWARE

DEMOLA

Q4US
QUALITY IS PERSONAL



UNIVERSITY OF HELSINKI



UNIVERSITY OF TURKU



UNIVERSITY OF OULU

A! Aalto-yliopisto
Aalto-universitetet
Aalto University



CSC



UNIVERSITY OF JYVÄSKYLÄ



Tampere University



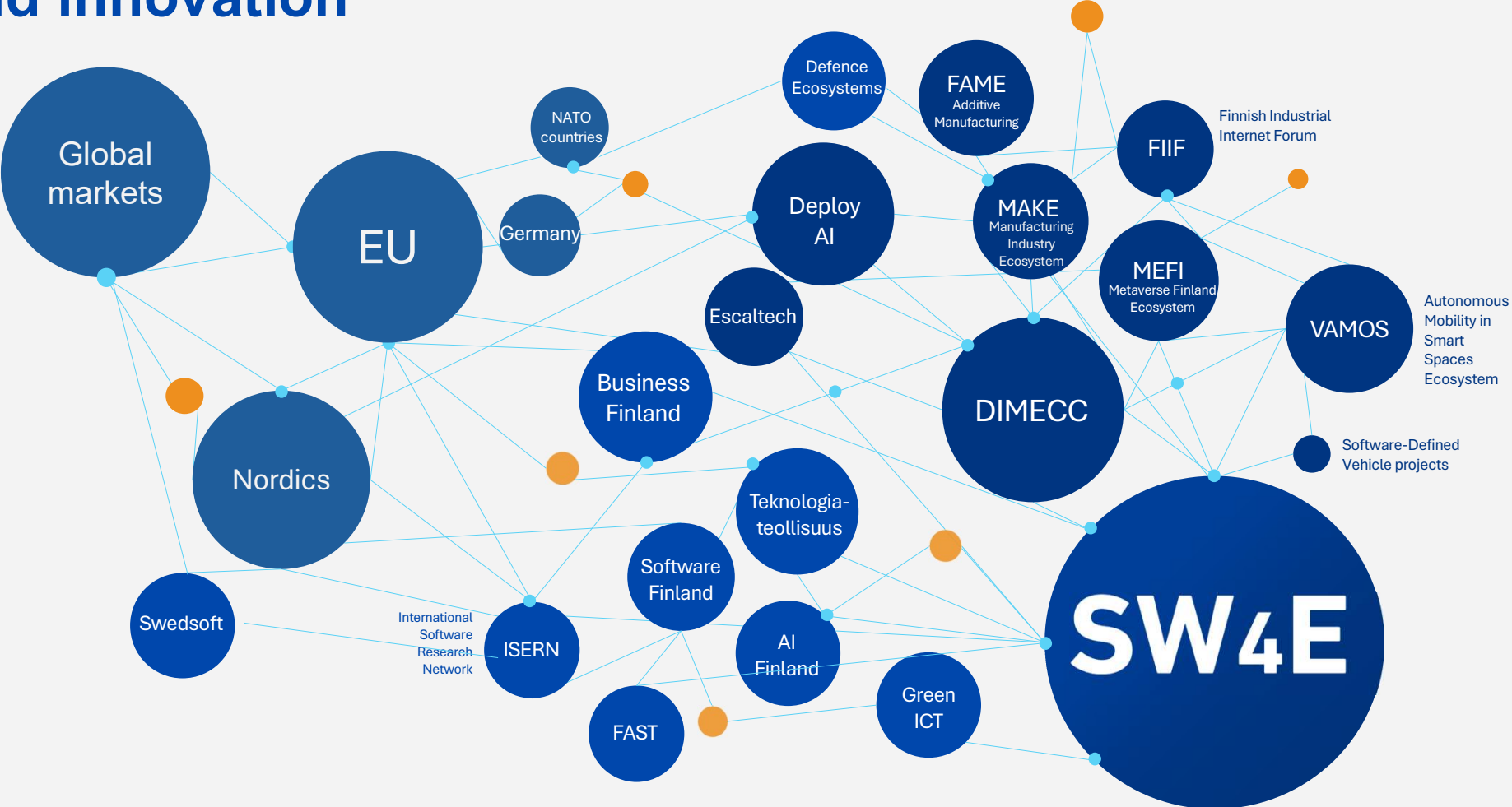
Åbo Akademi



UNIVERSITY OF
EASTERN FINLAND

BUSINESS
FINLAND

Global and regional networks drive growth and innovation





The future of SW4E



Focus areas were selected after workshopping at Dipoli

Securing the Future

- Promoting Software Engineering and Achieving Global Recognition

Driving Innovation

- Launching Collaborative R&D Projects

Building Bridges

- Enhancing Collaboration and Networking

The Strategic Horizons of SW4E

Building Bridges
Enhancing Collaboration
and Networking



Short-term

- Facilitating the exchange of lessons learned and best practices across the ecosystem
- **Strengthening collaboration and trust among ecosystem members by connecting academia and industry.**
- Assisting smaller companies in **identifying new business opportunities and securing funding for research and development projects.**

Driving Innovation
Launching Collaborative
R&D Projects



Mid-term

- **Launching new research and development projects that align with both academic research interests and industry needs**
- Securing funding for joint projects, leveraging the ecosystem's collective strength to meet the requirements of funding bodies
- Streamlining project preparation and management processes to support efficient collaboration

Securing the Future
Promoting Software Engineering
and Achieving Global Recognition



Long-term

- **Advocating for the recognition of software engineering as a critical field in Finland,** influencing funding agencies and policy decisions
- Establishing the ecosystem as a key player in promoting software engineering both domestically and internationally, with the aim of increasing Finland's competitive edge in this area.

**The main idea at SW4E is
catalyzing growth**

**SW4E is an ecosystem
where software driven
companies and academia
collaborate for future**

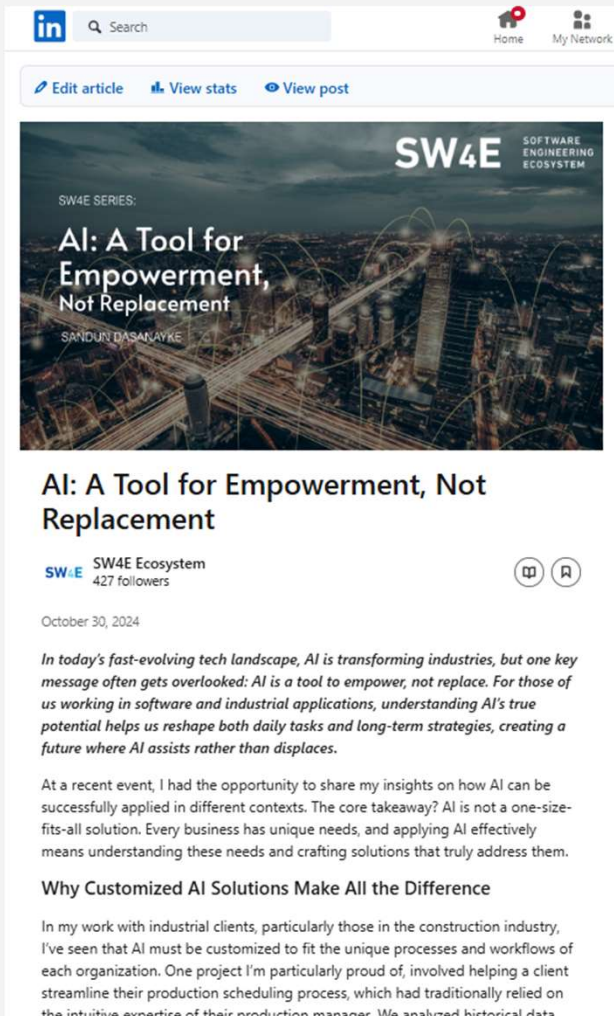


Collaboration with FAST network in practise

- AI and Sustainability working groups with monthly meetings
- Disseminating and promoting universities in several live events (BF events, Alihankintamessut, FIIF, Bittium & SW4E event)
- Exploring national and EU funding opportunities
- Preparing funding proposals and participating in projects
- Collaboration in the ISERN network
- Planning industry involvement in the next FAST meeting in Oulu and beyond
- Opportunity to share your thoughts and ideas to general public via SW4E LinkedIn blogs

Introducing the SW4E blog concept

SW4E blog concept



We've launched a blog series on the SW4E LinkedIn page.

We want to give you a platform to share your expertise with a business audience, focusing on the practical applications of your work in software and technology.

Audience and Impact:

- The blogs will target industry professionals and business leaders looking for innovation and growth insights.

Structure and Style

- Each blog post should be 300–600 words, using a clear and accessible style to translate complex research into commercially relevant insights. Our template offers guidance on SEO, tone, structure, and thematic alignment.

How to get started

It is easy.



- We've prepared a template that guides you on structure, tone, and key sections, making it simple to organize your ideas.
- The template provides SEO and style tips to help maximize your blog's impact without extra effort.
- You have the freedom to choose topics related to your research or other relevant areas, giving you creative control within a clear framework.
- Our team is here to help with any questions and to provide feedback, so you're not starting from scratch!

<https://link.webropol.com/s/sw4eblogpost>



What's in it for you?

Showcase Your Expertise: Communicate your research to a broader audience, gaining visibility for your work.

Build Industry Connections: Reach professionals who may open doors to future collaborations or career opportunities.

Bridge Science and Practice: Translate research into valuable insights that drive commercial applications.

Enhance Your Profile: Position yourself as a thought leader in software and technology fields.

Sharpen Communication Skills: Practice simplifying complex ideas for a professional, non-academic audience.

Receive Support and Feedback: Get constructive input from ecosystem facilitators and corporate members to improve your writing.

Align with Key Themes: Contribute to important SW4E themes like AI, sustainability, and software quality.



We will award blogs in three categories in our May meeting

1. Most Engaging Topic

Awarded to the blog that generates the most discussion, based on the highest number of comments and meaningful interactions. Encourages impactful topics that invite readers to engage with industry-relevant issues.

2. Most Shared Blog

Given to the blog with the highest number of shares, highlighting content that readers find valuable and worth sharing within their networks. Expands reach and maximizes visibility.

3. Best Blog Overall

Selected by a jury of academic and corporate members, recognizing the blog that best combines research insights, readability, and commercial relevance. Celebrates content that bridges scientific concepts with practical business applications.

Thank you!

**SW4E is an ecosystem
where software driven
companies and academia
collaborate for future**