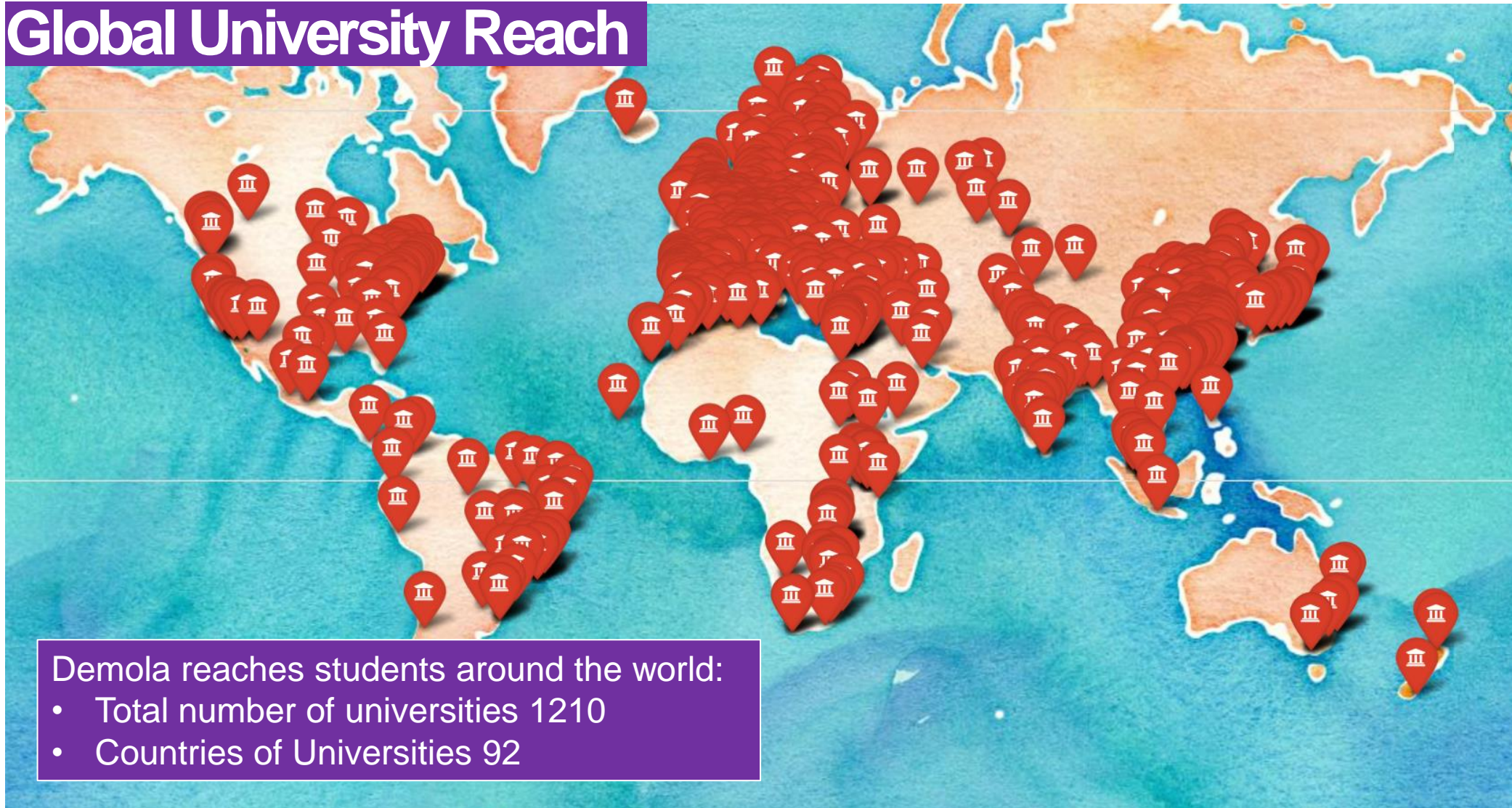


DEMOLA

Demola is back in town!

Demola Tampere Hub re-opened in 2023

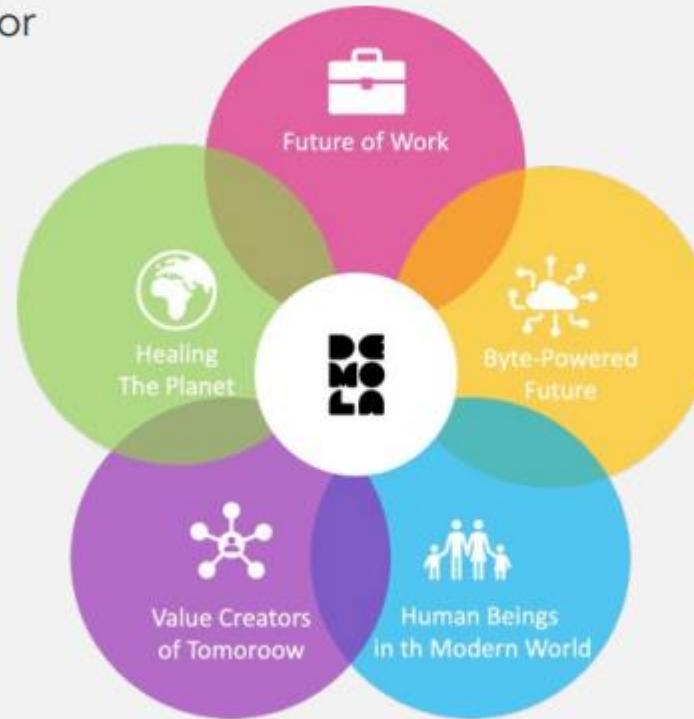
Global University Reach



What do we explore and how?

- 1) Findings from previous projects
- 2) Industry focus, problem areas and needs
- 3) New phenomena, technology and market development
- 4) Social changes and consumer behavior
- 5) Regional focus areas

Our strategic content portfolio contains five interconnected thematic areas:



Each thematic area contains tens of exploration topics and project continuums each year:

Cumulative Knowledge-base

Average 500 new contributions per week

RESULTS INCLUDE:

 Signals of Change

 Future States

 User Stories

 Concepts

 Change Forces

 Backcasting Events

 Moodboards

 Demos

Future of Work

Healing
The Planet

Byte-Powered
Future

Value Creators
of Tomorrow

Human Beings
in the Modern
World

CUSTOMERS

Solving Future Problems

We help companies interact, listen and learn from younger generations. External perspective from Gen Z will challenge assumptions and mental models, and build your organisational ability to imagine the potential implications of those signals.

NOKIA

DIMECC



**BUSINESS
FINLAND**



IKEUCHI GROUP
株式会社丸三池内

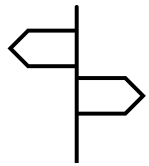


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DEMOLA

WHAT IF YOU COULD MAKE PROJECTIONS OF THE FUTURE?

How to use Demola and knowledge-base



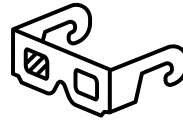
Trace alternatives

What alternative futures there might be?



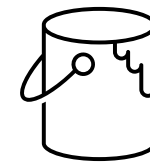
Hot topics

How do these hyped topics reflect on our own industry?



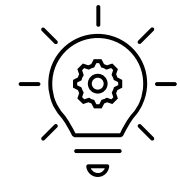
Radar

Be aware of new phenomena and scan market for surprises



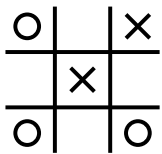
Future concepting

Make it alive



Seeds of Innovations

Feed your innovation process with exciting future information



Play with speculations

What strategic opportunities might arise?



Follow

What phenomena should we start to follow and learn?



Blind-spots and biases

Recognize which forces of change we may ignore



Routes to future

Identify paths and be prepared for future changes in advance.



Break it!

Which forces of change may cause your (or your competitors') business to break down.

DEMOLA

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