1.   Ablemind Pilot (WordDiagnostics)

Contact:

Kristin Heinonen (Head of Product), 0768 - 94 26 56, kristin@worddiagnostics.com

Description of startup and main product

WordDiagnostics is a research-based startup company with in-house developed technology, based on research from Lund University. Founded by a clinical psychologist and researchers, WordDiagnostics' goal is to reduce the suffering and effects of mental illness and in the long run prevent and reduce the risk of being affected. We are situated at MINC, Malmö, and currently have 7 employees.

Our first product, the Patient Report targets healthcare providers in Sweden and offers effective AI-driven decision support in the diagnosis and treatment of mental illness. Our AI technology is significantly more accurate in detecting mental illness compared to other existing methods.

Project scope

Ablemind Pilot is a pilot project where we will develop and test a mental health survey for companies, based on our medical grade AI-solution used in healthcare today. Via our tool, employees will be able to take an online test and receive a mental health status. This data is anonymous and only accessible to the employee. The employer will get a report and an aggregated score that indicates the general mental health on a group level based on anonymized data. That way the employer can get an assessment of staff well-being, without compromising the integrity of an individual employee.

Mental health is a growing concern for companies and organizations worldwide, leading to huge costs and loss of productivity. 1 in 5 employees are suffering from mental health issues, and healthcare capacity is not enough to meet all in need of care, while unidentified and untreated mental illness often get worse. Mental illness accounts for 48% of all sick leave and every third woman and every fourth man suffers from depression at some point in their life. The global cost of these diseases is estimated to €2.1 trillion in 2020, expected to reach €5 trillion in 2030.

The aim of this project is to:

- Let companies have a precise assessment of an important health area that is otherwise often "hidden" from view, and highlight where interventions are needed to improve a healthy work environment and culture
- Provide a tool for individual employees to keep track of mental health and reduce risk of stress, burn-out, depression and anxiety
- By doing regular aggregated surveys and reports, the company can follow up on positive or negative health trends and see how actions and interventions impact overall employee wellbeing
- Prevent illness and sick leave

The project for the students would be to explore methods to collect and aggregate data into an anonymized report for the employer. This has currently not yet been worked on, we have thoughts on what an end product could look like but are happy to listen to ideas from the students. Our CTO (Chief Technology Officer) would be available in this project to support students with data and technical requirements, and Head of Product to support with insights and requirements from a customer/user perspective.

Existing systems and data sources

The students can get access to a limited set of anonymized test data from test users who have done the online mental health survey in a currently running test.

Potential customers

HR and managers with personnel responsibilities at medium and large corporations.

Similar products

https://unmind.com/

https://fridaypulse.com/

2. AgVital – Sustainable Food Ecosystem

Contact

Lars Norrman, norrman.lars@gmail.com, 0709-361000

Lijo George, lijo@kairosblue.com, 0703-177662

Description of startup and main product

Bad food behavior is killing us and our planet - not sustainable. Food is humanity's biggest single challenge – nothing else affects the climate as much as the production of food. Our food behavior - massive consumption of ultra-processed foods (UPF) and animal foods – creates IMBALANCES in our:

- Body and health – weight gain, metabolic syndrome, premature aging, welfare diseases.
- Environment - CO2, biodiversity, land use, freshwater use, eutrophication.
- Agriculture - one-sided cultivation and poor animal husbandry.
- Socioeconomics - level of education matters for wellbeing.
- Culinary traditions - varied dietary patterns are pushed aside, local dishes that are both healthy and sustainable.

AgVital AB is a startup from Ideon Science Park Lund with the innovation HBB, Hjext Balanced Behavior. HBB business model is a scalable digital platform that develops a personal BALANCED food behavior for optimal wellbeing - person, environment, and society:

- A market platform and a digital food system, that makes local plant-based foods in season easily accessible in everyday life.
- A behavior platform that shifts the user's attention/motivation from unconscious stimulus driven to a conscious personal goal driven dietary pattern for highest personal performance and wellbeing.

The core of the HBB platform is the CVU, Core-Value-Unit, containing information/recommendations for a BALANCED food behavior. The CVU platform interactions between producers and consumers is developing the user's food behavior:

- From UPF - foods high in sugar, starch, sodium, fatty acids and low in fiber and nutrients.
- To natural locally produced food in season – incl. vegetables, fruits, whole grains, fiber, nuts/seeds, vegetable fats.

For the creation of local healthy and sustainable food markets we are working on the platform supply side together with local farmers, growers, and grocery stores.

Project scope

The project is about the platform's demand side and investigating requirements for a system that can reach out to the relevant local consumers, the defined local target group, and identify, connect, and create interactions with these consumers. The digital platform should match the consumers' needs with offers on the platform regarding food recipes and associated ingredients from local farmers, growers via local grocery stores.

We want to distribute information to a specific target group through purely digital channels. This is similar "*Svensk Direktreklam*", which distributes information physically and manually in mailboxes for a specified geographical area, target group and household every week. **BUT we want to achieve this completely digitally and enable interactions between producers and consumers on our platform**. The interactions should lead to the creation of relationships and

consumer profiles (find means to profile their food preferences). One overall approach could be the following:

1. Define the local geographical area, e.g. in google maps identify all the households within a 2 km radius from a certain store with street addresses and postcodes.
2. With above information and various open data sources such as: https://www.hitta.se/, https://www.eniro.se/, https://www.skatteverket.se/ find the consumer names and our target group.
3. The final step is then to be able to reach and interact with the target group personally via social media, email - including contacting/inviting consumers to the platform, receiving messages, inquiries, and signups for the current system.

Existing systems and data sources

HBB's frontend is a mobile/web app, and its backend consists of i.a. of nutritional algorithms based on the Livsmedelsverkets world-leading recommendations (NNR) regarding dietary patterns and nutritional intake that are optimal for the body's development, renewal, and function. Climate calculations are based on WWF data. Technical description:

- The system is deployed via cloud stack in amazon web services.
- Frontend development - web technologies such as HTML5, AngularJS, JavaScript etc.
- Backend development - Node.js, MongoDB.
- A data acquisition pipeline for Machine learning, Feature engineering the use cases.
- Algorithm development for AI use cases.

Potential customers

- Consumers who care about their food behavior and how it affects the individual's and the environment's well-being and the contribution to the UN 2030 Agenda for Sustainable Development Goals.
- Local farmers and growers of vegetables, fruits, whole grains, fiber, nuts/seeds, vegetable fats.
- Local grocery stores such as ICA, Coop.

Other stakeholders

- Hushållningssällskapet Skåne   Annika Jönsson
- New Legume Foods   Annika Jönsson

https://www.slu.se/en/departments/biosystems-technology/research/current-projects/ongoing/CSE/legumes-for-sustainable-food-systems/new-legume-foods---innovative-legume-based-foods-and-drinks-for-enhanced-resource-use-efficiency-in-food-systems/

- Krinova   Hannes van Lunteren

https://www.krinova.se/mat-miljo-halsa/

- LRF

https://www.lrf.se/politikochpaverkan/marknad-och-mervarden/jag-bryr-mig/maten-och-klimatet/

https://www.lrf.se/politikochpaverkan/marknad-och-mervarden/

- Lund University - dietary patternUlrika Ericson
  https://portal.research.lu.se/portal/sv/persons/ulrika-ericson(4b0abbcb-d874-40fd-9ed1-316d2e19ae16).html

Similar products

- Svensk Direktreklam   https://www.sdr.se/tjaenster/odr-digital/
- Local Food Nodes https://localfoodnodes.org/en

3. CAMP- Coping with Anxiety and Mood changes of becoming a Parent
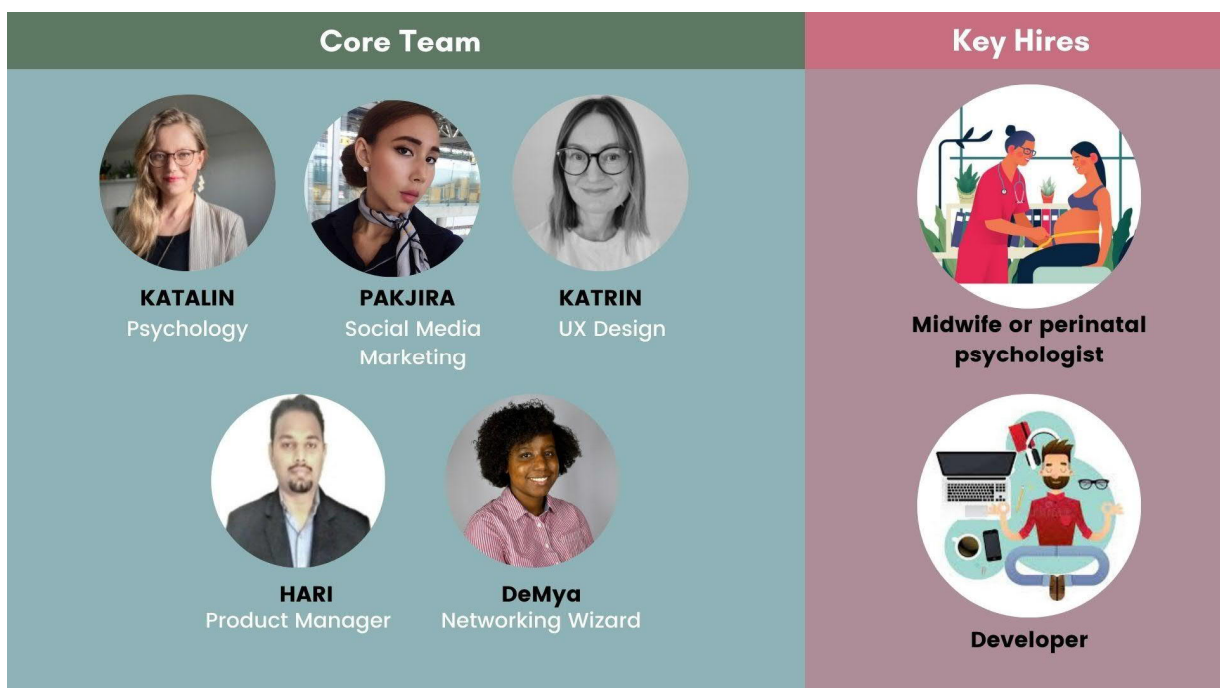
Contact

Product owner: Katalin Vikuk, vikuk@gmail.com, 0707901197

Others:

Pakjira Matanom, pakjiramtn@gmail.com, pa1228ma-s@student.lu.se

DeMya Leigh Johnson, de7506jo-s@student.lu.se

Description of startup and main product

CAMP is an early-stage startup consist of four entrepreneurial M.Sc. students from Sten K. Centre for Innovation at Lund University, and a freelance UX designer. The Idea for this startup came from the combination of personal and professional experience of the founders.

At CAMP, we are creating a platform for pregnant women and their partners that fundamentally changes the experience of pregnancy and the beginning of parenting. CAMP is a specialised mental health application for expectant and new parents, that also gives them the opportunity to connect with other parents in similar situations. We are supporting the maintenance of good mental and emotional health and facilitating self-care of new parents.

We have an initial business plan and have done a feasibility analysis, and are now working on the finances. These and an investor pitch will be ready by the 17th of January. From then we will have capacity to contact

advertisers and potential partners. On the tech side we are creating user flows, wire frames and have done customer journeys too, but they need improving. We want to get midwives on board to help us understand the perinatal issues better. We however are stuck with building the app and are actively searching for a tech person/ mobile app developer who would join our team.

Project scope

CAMP is potentially supporting the midwives in their work through creating a mental health aid that they can recommend to their clients as well as use themselves to learn about psychological issues surrounding the perinatal period, and benefit from the mindfulness exercises and daily well-being tips included in the application. This would be the initial product.

CAMP can become a place where midwives can offer their advice and services privately. In the future we would also like to become more intertwined with the healthcare system and provide mental health monitoring to pick up cues of deteriorating mental health and connect users with the appropriate psychological intervention on time.

Our project is in line with the UN Sustainability Goals by contributing to goals: #3 Good health and wellbeing; #5 Gender Equality; #8 Decent work and economic growth; #9 Industries, Innovation and Infrastructure; #10 reduced inequalities; #11 sustainable cities and communities.
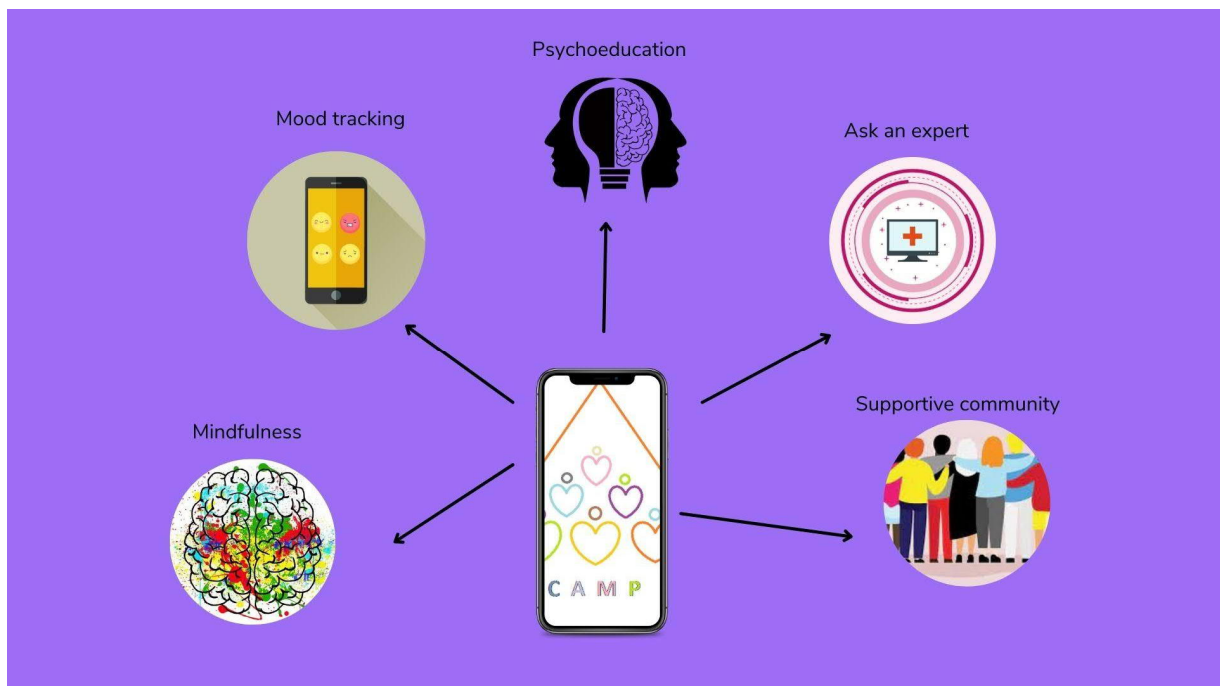
At CAMP we focus on the stress and pressure new parents are exposed to during the pregnancy journey and we aid the recovery process with mindfulness exercises, psycho-educational material and daily well-being tips before and after the birth of the baby. CAMP's uniqueness lies in the involvement of the partner and the midwife in the mental health support to create an emotionally balanced and healthy perinatal experience.

We have created a few frames in Figma;

https://www.figma.com/proto/OxbLxPQQxexKCzCDkDsogW/CAMP?node-id=101%3A1982&scaling=scale-down&page-id=0%3A1&starting-point-node-id=101%3A1982&show-proto-sidebar=1

You can also have a look at our elevator pitch (that I put on slides just in case):

https://www.canva.com/design/DAEwiSxrCKU/1sp30r4z06o-RsAx7ripqA/view?utm_content=DAEwiSxrCKU&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Existing systems and data sources

Currently We haven't got any database or data from any users as we are working on the MVP. We use Figma for wireframes, Miro for any other illustration and Google Drive for shared documents. We have also started building our community on social media.

Potential customers

Pregnant women and their partners and new parents.

Other stakeholders

Mental health application providers, midwives.

Similar products

CAMP is the only app focusing purely on mental wellbeing of the parents (both mom and dad) during the entire perinatal period (pregnancy and up to a year after birth). We are also closely working with midwives that other companies don't do at all.
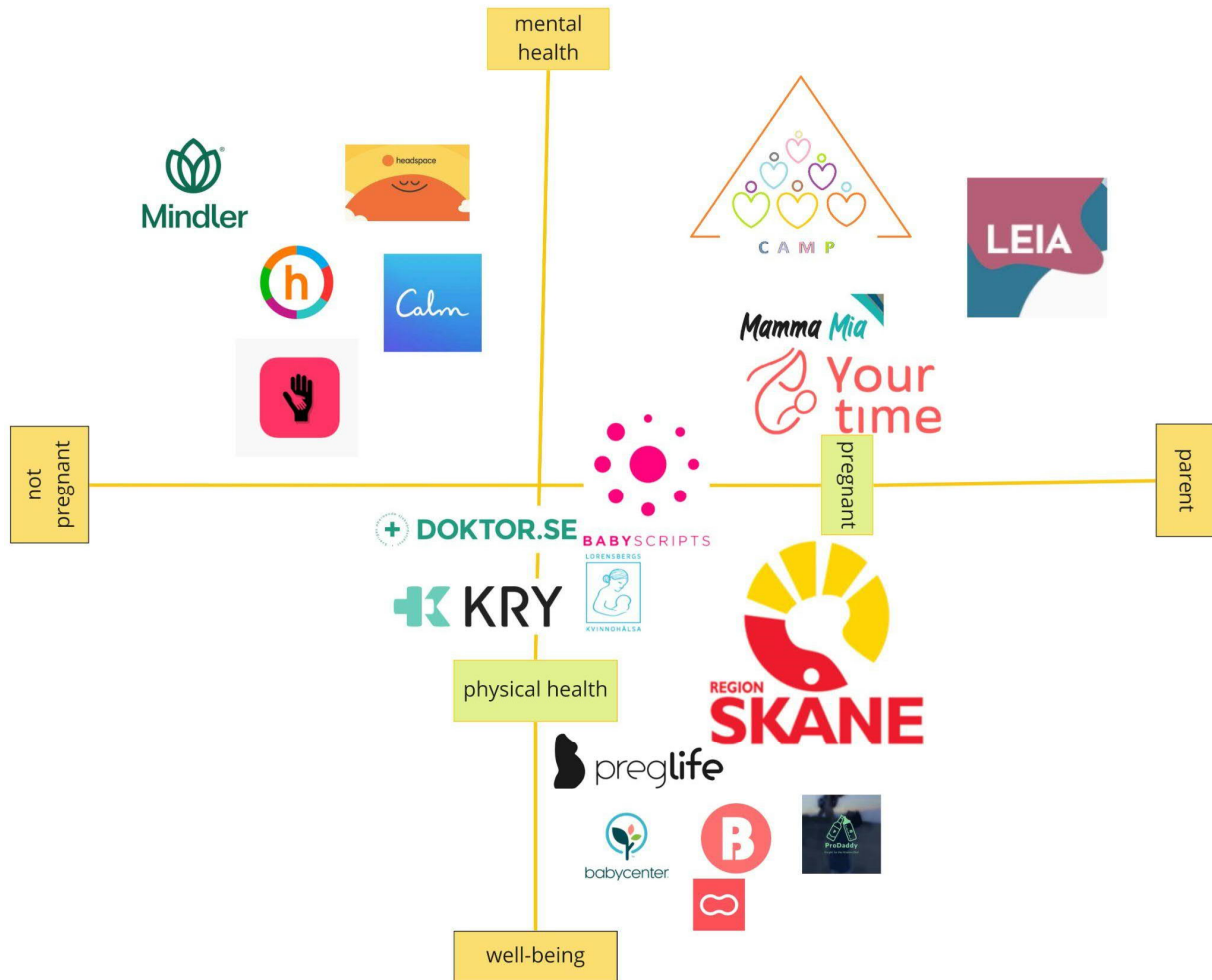
4. Noui

Contact

Kyoko Jansson, kyokogps@gmail.com, Phone: 0702552643

Description of startup and main product

The company is working on various products for patients with incontinence. Those people suffer from different types of bladder dysfunctions or neurological disorders, thus without consciousness they run urine or cannot empty the bladder properly. We are prototyping a bladder scanner in electromagnetism (see Figure 1) and sampling unique underwear with technical fibres (see Figure 2). The underwear sample is ready, but preliminary only for women.
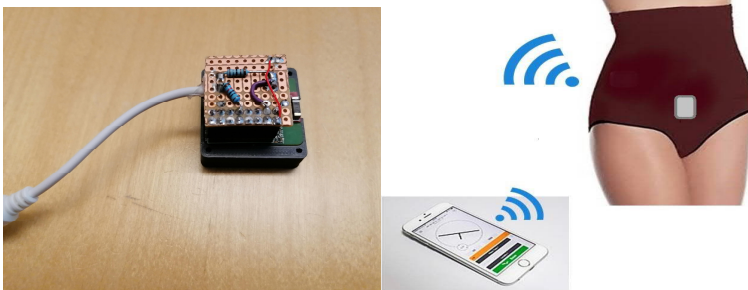

Figure 1. Prototype of bladder scanner   Figure 2. Prototype of underwear

Project scope: Community platform project for patients with incontinence

In addition to our physical products, we consider offering a community platform where customers and people suffering from different types of incontinence can discuss their problems, receive tips, share experience, and get support from virtual nurses. The platform should be available as a webpage or as a desktop or smartphone app. See Figure 3 for an example of envisioned user activities.

Background

The number of patients with incontinence has reached 423 million of UI (urinary incontinence), 546 million of OAB (overactive bladder) and 2.3 billion of LUTS (lower urinary tract symptoms) in 2017. There are also patients in Parkinson, Diabetes, Stroke and Multiple Sclerosis.

The majority of individuals have partial damage to the nerve pathways and suffer neurological problems. The type of bladder dysfunction depends on what area and level of the brain or spinal cord is injured.

Discussing issues related to incontinence has been considered humiliating and taboo. The anonymous platform is needed to share, receive tips and receive the right treatment at the early stage.
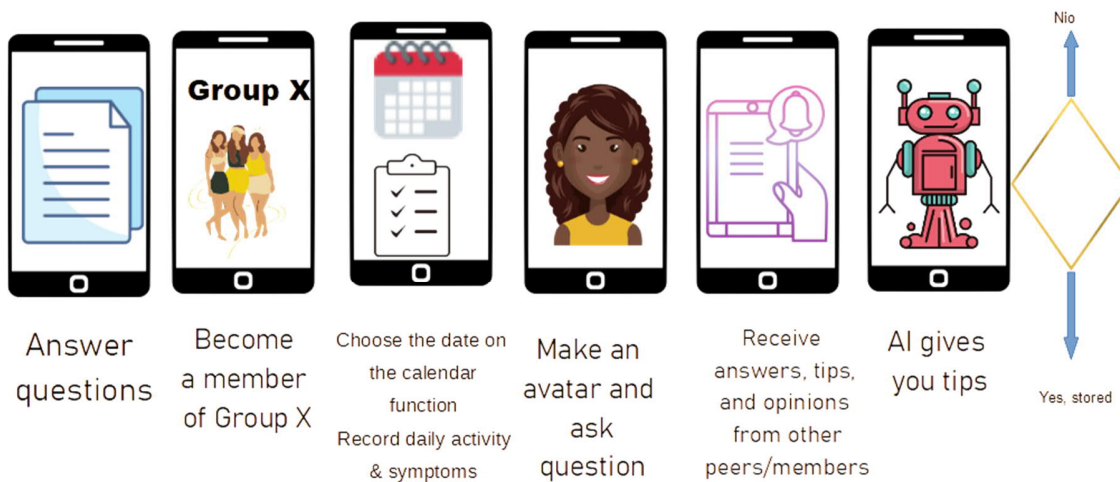
Answer questions

Become a member of Group X

Choose the date on the calendar function
Record daily activity & symptoms

Make an avatar and ask question

Receive answers, tips, and opinions from other peers/members

AI gives you tips

Nio

Yes, stored

Figure 3. Examples of what activities user can do

How it works

Each user of our community platform should respond to questions in order to filter users and to allocate them to the right groups (in similar condition), see Figure 4. They can participate in their group as an avatar or a unique username. Then, they can discuss and share their experience, problems, or ask for advice. Meanwhile they can record their own daily symptoms and remarks, i.e. a bladder diary, see Figure 5 (according to the suggestion by ACA Association for Continence Advice in the UK, plus leakage or any special situations). The collected data (as well as from their discussions) are stored and processed by AI that can be used for providing answers to repeated to the repeated questions by chatbot in the future.

The results of answers to the defined questions allocate members to a group that is the most suitable and shares the similar problems/diagnose

For instance, age, gender, length of having problems, injuries on back or not? Which treatments, medicines? Usual symptoms - choose one, how much leakage you experience a day, choose one, which category are you in? other diseases? use diapers or catheter? m.m.

Group A Group B Group C Group D Group E

All group discussions, comments and records are stored and processed
Machine Learning, analyzing, and tips

Figure 4. Sample questions to filter person to the right group

Knowledge expected to be gained from the project

Suitable items to include in a questionary for filtering types of people (possibly in similar condition and similar diagnose) need to be identified and understanding of different common situations like amount of leakage, frequency, and when various types of medications are used. Categorizing people and their needs is crucial since incontinence patients mostly experience overlapping symptoms and their cases are rather complicated. There are a significant number of medical treatments and medicines. It is necessary to interview gynaecologists, hospitals staff (nursing teams), urologists about understanding basic treatment alternatives, medicines, surgeries, or any other specific treatments for specific groups of patients to create the relevant questionaries.

We would also like to understand what potential benefits our platform can provide users. In particular, compared to Facebook groups, what value can our platform, chatbot function and virtual nurse provide.

The community platform needs to be designed and specified (including features, functions) to match the users and guided by advice from the medical experts. Other potential functionality and areas to investigate include:
- *Payment.* The platform is for everyone (not only for Noui customers) and the potential business model is the income from the advertisement fees by the suppliers that offer products and solutions for incontinence patients. The individual who would like to join in more than one group, can do so for an additional charge, i.e., 50 kr every month.
- *Legal requirements.* Investigate the regulation in which countries persons can download apps, and suggest future features in-line with these. Investigate GDPR, ePrivacy, GSPD and other regulations (such as involvement of nurses – IVO)
- *Logic for chatbot.* Investigate requirements from the data baking process of the collected data through discussions and personal records.

Date ....   Name Jane Jones

Day 1   DoB ...20/09/57

Fluid In			Urine out		Comments		
Time	Type of drink	Amount of drink (ml)	Time	Amount in ml	How urgent 1-3 3 = most urgent	Activity at the time e.g. reaching front door	Leakage damp / wet / soaked
			02.30	370	2	Woke to use toilet	None
			05.30	200	3	Woke to use toilet	Wet
07.30	Orange juice	150	07.45	150	2	Brushing teeth	Damp
	Coffee	300					
08.00	Coffee	250	08.20	110	3	Waited too long	Wet
09.00	Water	100					
	Diet	330					

Figure 5. Example of a bladder diary

Existing systems and data sources

There are quite a few Facebook groups where people with incontinence problems can discuss their issues, such as what kind of treatment is right for their cases or which diapers/pads have the most absorbencies. The similar question is repeated. Each case is very different so they do not get the "right" answers and are not discrete (it is not anonymously).

a. OAB and other incontinence support group

b. overactive bladder support group for women

c. Incontinence support groups m.m.

Some information can be collected from ACA (Association for Continence Advice in the UK) and various information from the Facebook groups and the organizations below.

https://www.aca.uk.com/

https://www.nafc.org/

Potential customers

Preliminary, all people suffer from all types of incontinence are potential customers/users, even including those with UAB – underactive bladder.

Other stakeholders

- National advisory boards for incontinence, urologists, gynaecologists, nurses and medical doctors for Parkinson and strokes.

- The companies selling incontinence-related products.

- The companies and individuals offer pelvic floor exercises and yoga training.

- The employees in municipalities, elderly care.

- Young mothers' association or groups.

Noui is in line with sustainability, recycling strategies, circular economy and EU regulations. Therefore any investors and government officials who are concerned of SDG goals and attainability, they are indirect stakeholders.

- Full compliance with the circular economy and responsible for sustainability
- Highly environment concern on the production lines
- Durable materials
- Reducing infection and promote continence
- Reducing waste
- Forest friendly
- Low temperature washing
- Saving water
- Japanese Makers
- Supporting communities

Our responsibility and promises

13 CLIMATE ACTION

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

6 CLEAN WATER AND SANITATION

3 GOOD HEALTH AND WELL-BEING

17 PARTNERSHIPS FOR THE GOALS

5 GENDER EQUALITY

Similar products

https://www.truly-japan.co.jp/ (offer services and medical consultation for the people under menopause, in Japanese, but there may be similar services in the EU)

https://www.meetleia.com/?lang=en (AI based services and assistance for women)

https://meelahealth.com/ (matching mental health between patients and specialists)

https://www.fizimed.com/en/

https://www.linkedin.com/company/viveca-biomed (These two companies offer products that insert in the body, to help for pelvic floor exercise, there are more companies working on the similar and invasive products.)

https://www.inventmedic.se/en/ (a small device inserting into urethra to stop urine leakage)https://mysysters.com/ (menopause apps)

Apps: There are many apps for pelvic floor exercises, also bladder diary for recoding the number of toilet visits and amount of liquid taken.

5. PINTEG – Anpassning till ny målgrupp

Contact

Patrik Persson, VD Pinteg AB, patrik.persson@pinteg.se , 0706-699852

Description of startup, background and main product

Pinteg AB (https://pintegbusiness.com/) är ett startup bolag från Ideon Innovation i Lund som jobbar inom SW Legal-Tech området sedan hösten 2019. Vi är ett team på 4 personer som är i stabiliserings/tillväxt fasen med vår (existerande) produkt Pinteg Compliance Pro. Vi har precis stängt seed-rundan och accelererar nu utvecklingen samt etableringen av vår B2B produkt på marknaden.

Vi gillar att jobba med studenter och har haft flera utbytesstudenter hos oss tidigare. Vi var även med förra året med ett projekt i Kravhanteringskursen, då fokuserat på vår B2C produkt och affär.

Vision

"alla ska kunna ta del av den digitala revolutionen, utan att riskera sin personliga integritet"

Mission

Genom utbildning och tekniska lösningar hjälper vi människor att få kontroll över sin personliga digitala integritet och företag att hantera data korrekt och effektivt.

– Det här är vårt bidrag till ett hållbart samhälle

Bakgrund

Idén bakom PINTEG skapades efter GDPR lagens introduktion 2018 och när vi såg hur tandlös den implementeringen blev för konsumenter och problematisk att genomföra för företag & organisationer.

75% av alla internetanvändare känner oro när de godkänner cookie consents varje gång de besöker en nyhetssida, handlar online eller kopplar upp en IoT produkt. Samtidigt säger 86% av alla företagsledare för små och medelstora företag och organisationer att de inte har en tillfredsställande lösning för personuppgiftshantering och önskar de hade.

För att kunna hjälpa konsumenten insåg vi att det inte räcker med konsumenttjänster som hindrar cookies eller andra spårare eller "gömmer konsumenter", vi måste framför allt jobba med företag & org. så de får tjänster som ger dem möjlighet att få den persondata de behöver för sin verksamhet och vara GDPR Compliant. Företag ska kunna få access till data utan att konsumenter känner dig utnyttjade eller lurade. Det ska gå att "göra rätt"!

Pintegs huvudprodukt

B2B produkten heter Pinteg Compliance Pro och finns idag i en bra MVP version som vi testar med ett par privata företag. Den behöver ca 4 månaders ytterligare utveckling innan den är färdig och vi kommersiellt kommer börja sälja den till små och medelstora företag och organisationer i Sverige. Efter försäljningen startat i Sverige kommer vi lansera den i Danmark och senare också i Tyskland. Tekniskt bygger produkten på GDPR lagstiftningen så att skala och lansera i fler länder med samma EU lagstiftningen kommer vara ganska enkelt.

Project scope

Projektet får i uppgift att undersöka vad som krävs för att anpassa vår nuvarande produkt och affär för en ny målgrupp, nämligen offentliga organisationer, myndigheter, föreningar etc. Vi har stort behov av att anpassa Pinteg Compliance Pro produkten för offentliga verksamheter där behovet av bra och enkla GDPR Compliance produkter är mycket stort och kunskapen låg. T ex, inom hälso och vård-organisationer, skolor och andra organisationer där man hanterar mycket personlig data i sin dialog med medborgare, elever, patienter. Vissa hanterar dessutom känsliga persondata som sjukdomar, diagnoser, religion, sexualitet mm och här finns starka krav på kontroll av dessa personuppgifter från lagstiftaren.

Jag kan berätta mer hur produkten ser ut och fungerar när vi ses. Vill man få en första bild kan man gå till www.pintegbusiness.com där vi har satt upp en första information om produkten. Denna sida kommer senare i GoTo Market uppdateras med mer sälj fokuserat material och produktinformation.

Existing systems and data sources

Bifogar några screen shots från hur systemet/produkten ser ut idag. Det är en molnbaserad tjänst och vi samlar ingen information om kunden utan är mer ett verktyg som håller kontroll på företags/org. dataflöde och alla uppgifterna kopplade till GDPR lagstiftningen som ska uppfyllas. Några screen shots från B2B produkten Pinteg Compliance Pro nedan:
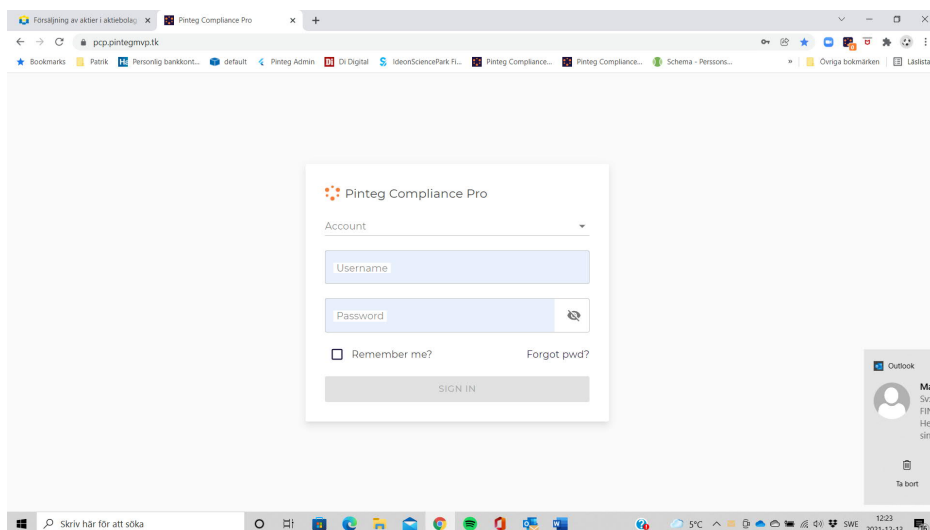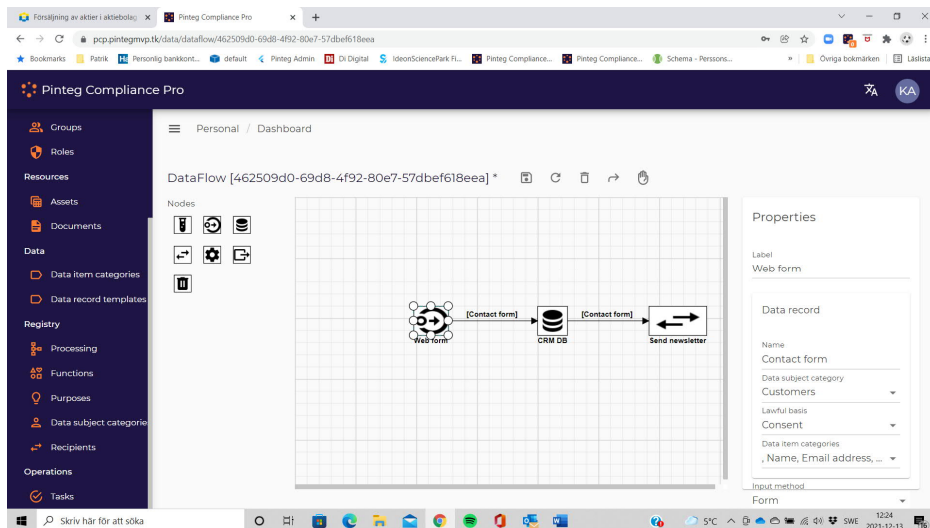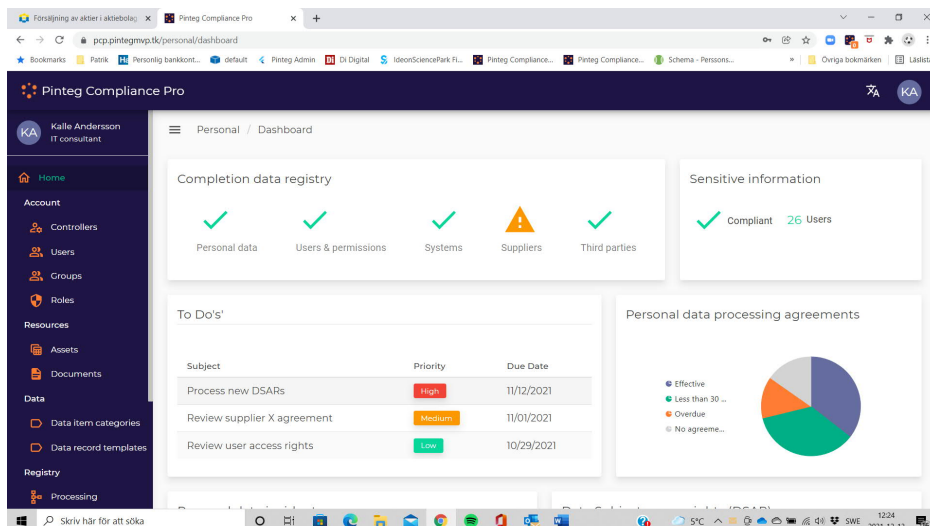
Potential customers

Vår affärsidé och fokus 2022-2023 blir att ta fram och lansera en lösning som hjälper SME företag och organisationer att enkelt efterleva GDPR lagstiftningen. Detta ska vara en "best in class" användarvänlig tjänst som är komplett och där det finns automatiserade arbetsflöden som förenklar och sparar kostnader för användarna (Dataskyddsombuden på företagen/org.). Tjänsten ska också ha konsumenten i fokus dvs den Privacy Notice som möter konsumenten när man köper produkter&tjänster från företagen&org. ska vara tydlig och bygga förtroende och tillit till företaget och dess tjänster och produkter.

Våra initiala kunder är således små och medelstora företag och organisationer som hanterar mycket persondata, men som inte har bra lösningar för detta implementerat. Stora flertalet har idag fortfarande excellösningar om ens det!

Första målgrupperna kan således vara inom hälso- och sjukvårds-området där man hanterar mycket patient, sjukdom och vårddata om kunder/patienter. Även skolor som hanterar

uppgifter om barn och diagnoser och kanske barn med hemlig identitet osv. Vi kommer också ha tidiga kunder inom myndigheter, föreningar etc som idag har bristfälliga lösningar.

Other stakeholders

Vi är unika i att tänka hela Data Privacy ramverket som innefattar konsumenten och dialogen med konsument, Privacy Notice. Vi är en av 18 företag i ett företagskonsortium som RISE valt ut för att driva utvecklingen av en Dataskydds certifiering i Sverige kommande 2 år. Projektet heter Sjyst Data och ska kickas igång i Feb 2022 med finansiering från Vinnova.

Området Data Privacy är hett inom EU och globalt. I Sverige gav nyligen regeringen IMY (Integritetsskyddsmyndigheten) i uppdrag att förbättra Dataskyddsarbetet inom Innovation för att stärka arbetet kring personuppgiftshantering från början i allt utvecklande arbete. Man vill också stärka medborgarnas integritet och balansera digitaliseringens snabba utveckling som tidigare skett utan kontroll hur det påverkar individen.

Similar products

Det finns en del konkurrenter globalt. US är främst, men branschen Data Privacy är ung (marknadsledaren Onetrust är skapat 2016) och växer snabbt så det finns plats för många spelare. Marknaden Data Privacy beräknas till vara värd ca 80 miljarder SEK och växer med ca 50% årligen.

Några konkurrenter: OneTrust Inc., Datagrail Inc., Vigilant SW Ltd, DPOrganizer AB

6. Sibsolutions

Contact

> Arianna Benigno arianna.benigno@sibsolutions.se
>
> Sverrir Valgeirsson sverrir.valgeirsson@sibsolutions.se

Description of startup and main product

SiB Solutions (sibsolutions.com) is a logtech company working for enabling flawless logistics. The current focus is on warehouse logistics. The company was founded in 2017 and today has 20+ employees. The company is currently in a growth stage with established customers and installations at several customers sites. From a startup it is evolving to be a scale up, planning the global expansion during 2022 by establishing already at the end of 2021 local sales offices in 3 other countries in the world (US, UK and Benelux).

The services provided by SiB Solutions are based on two main product lines:
- Retroactive solution: it enables the customer to search through video data for events that describe a specific operation to track for example when and how a parcel has been packed. This helps the customer to handle end customers claims.

- Smart Assistant solution: with the help of AI, it guides the operator to perform his task correctly and warn him if he has done a mistake and proactively avoid an error to happen.

Project scope

This project concerns Nephele, a SiB Solutions cloud monitoring and configuration tool. Nephele should be utilized by different part of the company for being able to secure that the services are up and running, that the installations are working as they are supposed to and that each service and installation can be set up and configured according to each customer's need.

It is structured as three different modules (loosely connected with each other):

1) Analytics/Monitoring

   a. Ability to see the status of all the cloud services, to be able to secure a continuous service by intervene in case of issues

   b. Ability to see the status of all the installations (globally, hence with specific geographic information), to secure stability to the offered service and alerts to the support organization (Operations) for being able to intervene in case of disruption, with relevant information to make the troubleshooting easier and faster

  c. Drill down on logs per device/health of the device/service

2) Configuration

  a. Enable the installer (Operations organization or installer partners) to set the configuration parameters for each site during installation or maintenance. The installations need to become scalable and in order to do so it should be possible to have a configuration page per customer/installation to update/review configuration parameters in an easy and understandable approach.

  b. Enable both R&D/Operations to set global service parameters

  c. Enable super users to see and change all settings, to be able to assist any configuration also remotely.

3) Serving of the configurations to the edge devices and cloud services

  a. The different configuration information needs to be accessible to the edge devices and the cloud services belonging to that installation.

Existing systems and data sources

For the analytics service there is already a topic (a channel) using [Kafka](#) where all our services regularly send JSON messages about their status, like regular heart beats and relevant logs.

We currently have a very basic web application that monitors the kafka topic and presents a list of systems and their current status. This application also sends emails to alert if any system is down when it shouldn't be (this can be very different per system, and in some cases perfectly fine that they go down, for example scaling to 0 if there is no activity)

IB_SA000_CLOUD_DEV	True	835.0	2021-12-21 21:50:59.207000	2021-12-21 16:25:28.836000: INFO: ('on_receive_zor 2021-12-21 16:25:28.822000: INFO: ('on_receive_res 2021-12-21 16:25:28.822000: INFO: ('on_receive_stal 2021-12-21 16:23:47.060000: INFO: ('on_receive_res
IB_SA000_CLOUD_STAGING	True	17037.0	2021-12-21 21:50:52.202000	

Not yet existing datasources

- Common settings database (mysql or postgres)?

- Database of what systems should be running (currently a checked in file in git and not a database)

Potential customers

The people interested in this product are:

1) Internal customers, who include:

   - R&D organization for monitoring the cloud services. It will be mostly the CTO interested in this, but there might be other members of the team interested in this possibility.

   - Operations organization for monitoring and configuring each customer installation. Lennart Bergström (COO) is head of the organization where there are different engineers responsible for each installation in Sweden and abroad. Each of them will be interested in at least being able to configure/monitor the installations they are responsible for.

2) End customers, who are the customers that should have the opportunity to monitor their own installation (light format monitoring)

Other stakeholders

- P&S organization: product/service needs to be aligned with the rest of the products/service portfolio
- Branding manager: product/service needs to be aligned with the company branding

Similar products

- https://grafana.com/ is a very competent system for monitoring (could even be good enough for handling the monitoring)
- Djangos admin mode is a simple way of realizing the configuration part. It is though way too "engineery" for our long-term purposes

7. Sustainablee

Contact

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Description of startup and main product

Sustainablee is a new startup venture that will be launched in 2022. The startup focuses on aggregating and producing sustainability related news and content, aiming to build a community who can engage around relevant daily news, videos, courses, conferences and databases. A group of five multidisciplinary co-founders, two of which are LUSEM students, are behind the project, which has recently been accepted in the pre-incubator program of Minc - the strongest startup accelerator in the South of Sweden.

Sustainablee is a global digital community and content platform that aggregates positive sustainability-related news, initiatives and contributions using a holistic approach: environmental and socio-economic.

Sustainablee will inform (via daily news), inspire (via engaging content) and educate (via events, training and consultancy) on the complex systems that sustainable development means, catering and involving all actors and disciplines involved and creating connections between such categories so they can coexist in a single platform and community.

Project scope

Sustainablee will be a platform where users can stay updated on daily sustainable contributions happening worldwide (from a social entrepreneurship program backed up by a retail giant to a population increase celebration of an endangered species) through its portal, app and other relevant channels that can be explored. They will also have access to digital learning experiences (e.g., courses) and connect with a diverse global network of individuals and entities who are committed to working and living sustainablee through online conferences and events that the platform will organize frequently. Some content will be free and some other will be premium for paying members.

The portal needs to include news and videos as its main content, space for training and online courses, a platform for e-commerce that facilitates selling the online conferences and events of the community; it also needs to interact with the relevant software solutions to host massive online events and workshops; and facilitate the engagement of its community members. A special area shall be dedicated to educate kids to become sustainability ambassadors.

The business model also devises the development of sustainability-related databases for companies to become paying members of the platform to acess them. How to host and sell this data needs to be considered in the platform development.

We also want to explore from now, potential strategies and avenues for the further development of the platform in the metaverse. The platform needs to be innovating and engaging, exploring new technologies where relevant, such as AI, and already proposing ways to grow the content strategy which can be deployed by phases.

Existing systems and data sources

Not available.

Potential customers

Multidisciplinary professionals who require updated information about sustainability in different industries. They come from corporations, businesses, NGOs, educational institutions, academia, scientists and other sustainability enthusiasts.

Green skills are essential to the transition towards a green economy, with the ILO estimating 24 million jobs worldwide could be created by the green economy by 2030. A shift towards green jobs is underway, with LinkedIn jobs data showing in 2015 the ratio of US oil/gas jobs to renewables/environment jobs was 5:1, but by 2020 this was 2:1.

Our analysis shows that it is critical to broaden the aperture through which we think about the skills and jobs that contribute to a zero-carbon, clean economy. All industries need to be moving in this direction together for us to achieve a green economy. People are seeing green jobs span a wide range of industries, from obvious ones like renewables, to more unexpected ones like finance, fashion technologies and transport.

Other stakeholders

Our stakeholder groups are structured around four areas:
- Private companies & profit-making organizations
- Public entities (UN, EU, Municipalities…)
- NGOs & non-for-profit organizations
- Academia, Scientists & Sustainability Leaders

Similar products

The platform shall be built using inputs from diverse references, including:

- News Portal: Bloomberg https://www.bloomberg.com/markets?utm_source=bloomberg-menu&utm_medium=terminal; TechCrunch: https://techcrunch.com/video/
- Digital community and content: Singularity University, SU https://app.su.org/about, https://medium.com/
- Online event platforms: https://istackconferences.com/ ; https://creatorconf.com/#/ ; https://netimpact.org/programs
- Sustainability Content categorization: https://doughnuteconomics.org/about-doughnut-economics
- Sustainability related portals: https://sustainabilitymag.com ; https://www.businessgreen.com/type/news
- Sustainability events portals: https://events.climateaction.org/sustainable-investment-forum-north-america/