



Global co-creation in action: Case Indian Health Kiosk

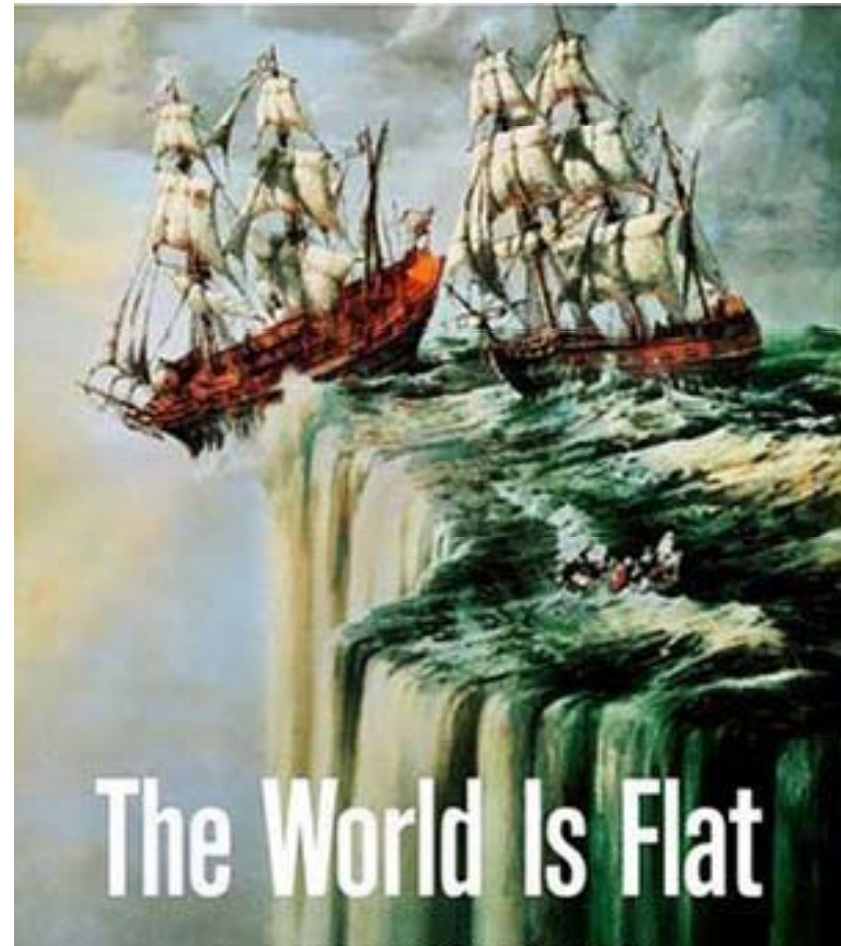
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Indian Health Kiosk Project at Global Venture Lab

Global Venture Lab



The World is flat / Maailma on litteä

- ▶ Global competition
- ▶ *Levelled global playing field*
- ▶ Opportunity of cooperation with global resource providers
- ▶ Need for facilitators of collaboration and cocreation

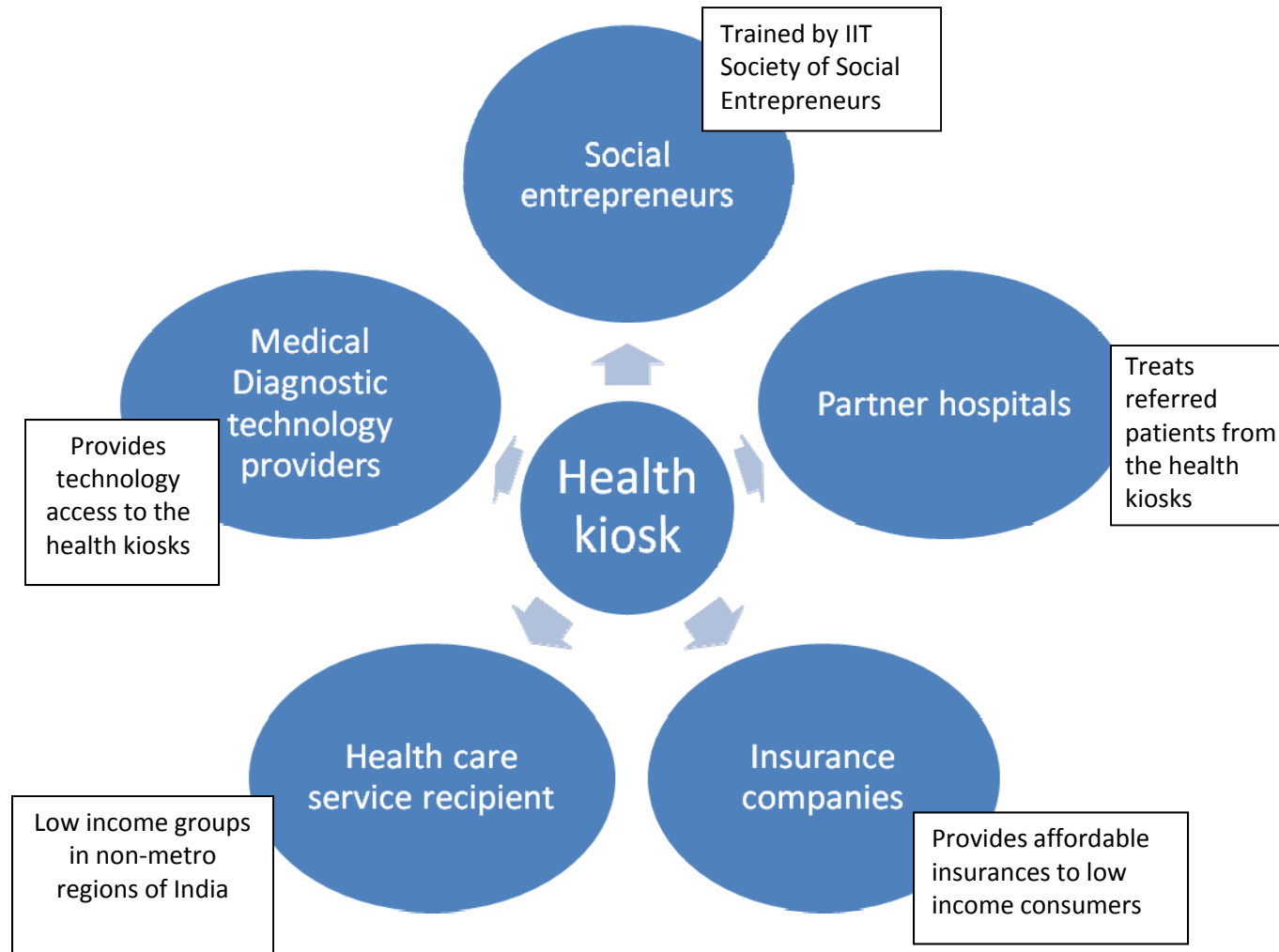


Health kiosk- Where and how it started

- ▶ Started in 2008
- ▶ A small venture started by Prof.Dhrubes Biswas
- ▶ Aimed to deliver healthcare in Durgapur area in the Eastern part of India
- ▶ Networked model with Mission hospital Durgapur as the referral hospital



The concept: Accessible health care in non-metro regions of India



Adapted from Das et.al,2010

Existing kiosks



Living labs kiosk of SSE, STEP IIT KGP

K1



K2



K3



K5



K4



K6



K7



Raniganj

Guskara

Murari

Bardwan

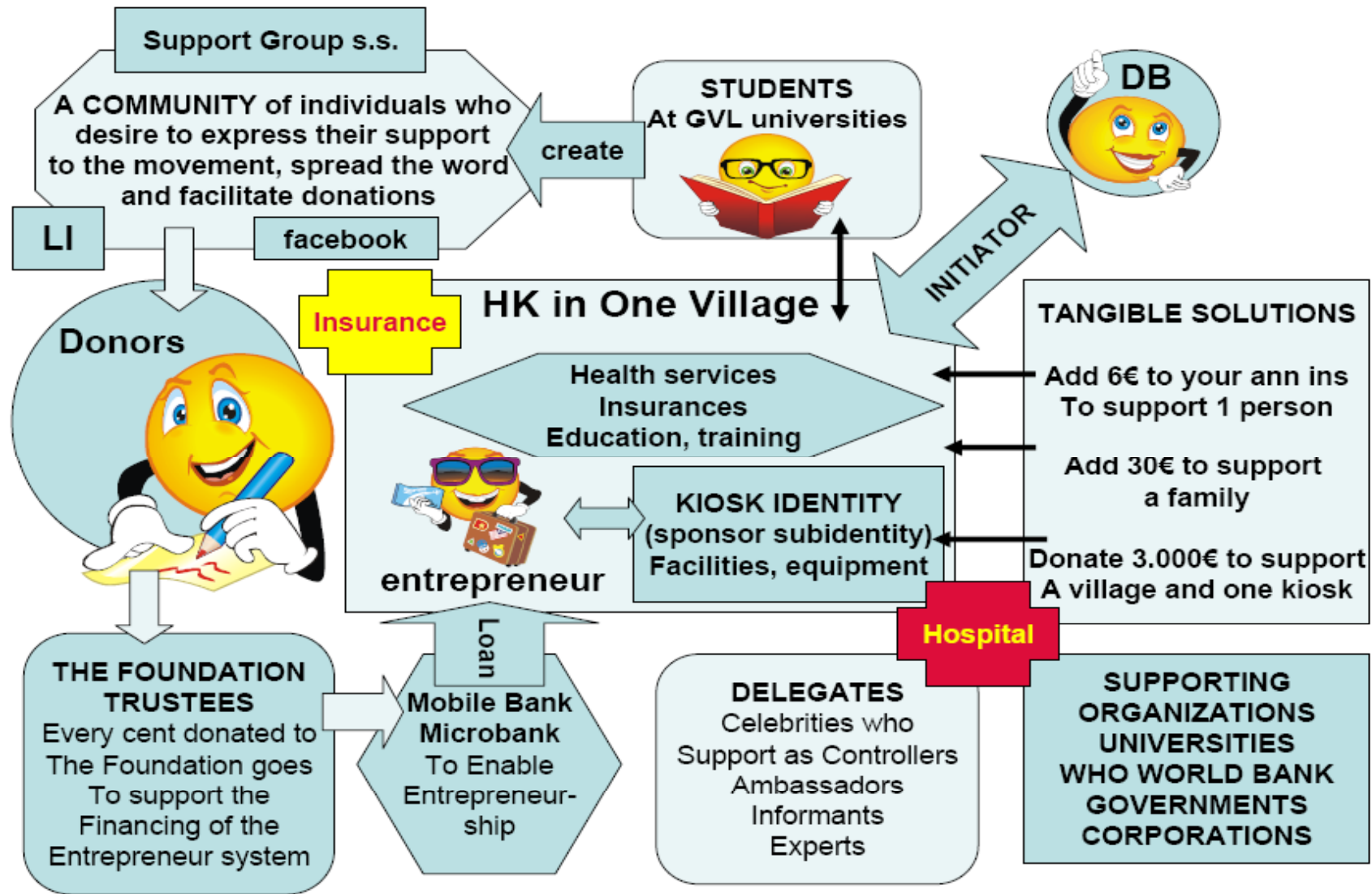
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How Finland got involved – The GVL network

- ▶ Health Kiosk developed by Indian Institute of Technology, a technical institute
 - ▶ Insufficient expertise in business models, branding, marketing and revenue generation logic
 - ▶ Partnership with GVL Finland for marketing activities and GVL Berkeley for financing activities
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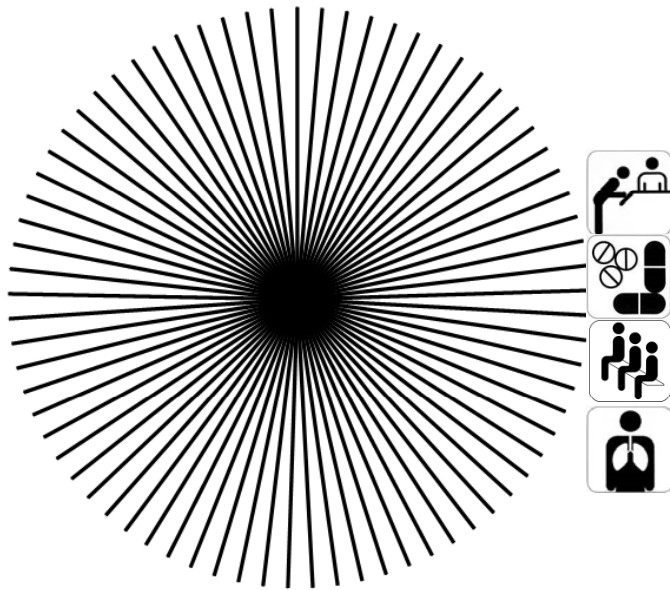


Health Kiosk on the Optimal Path a growth venturing strategy (Aspegrén, 2010)



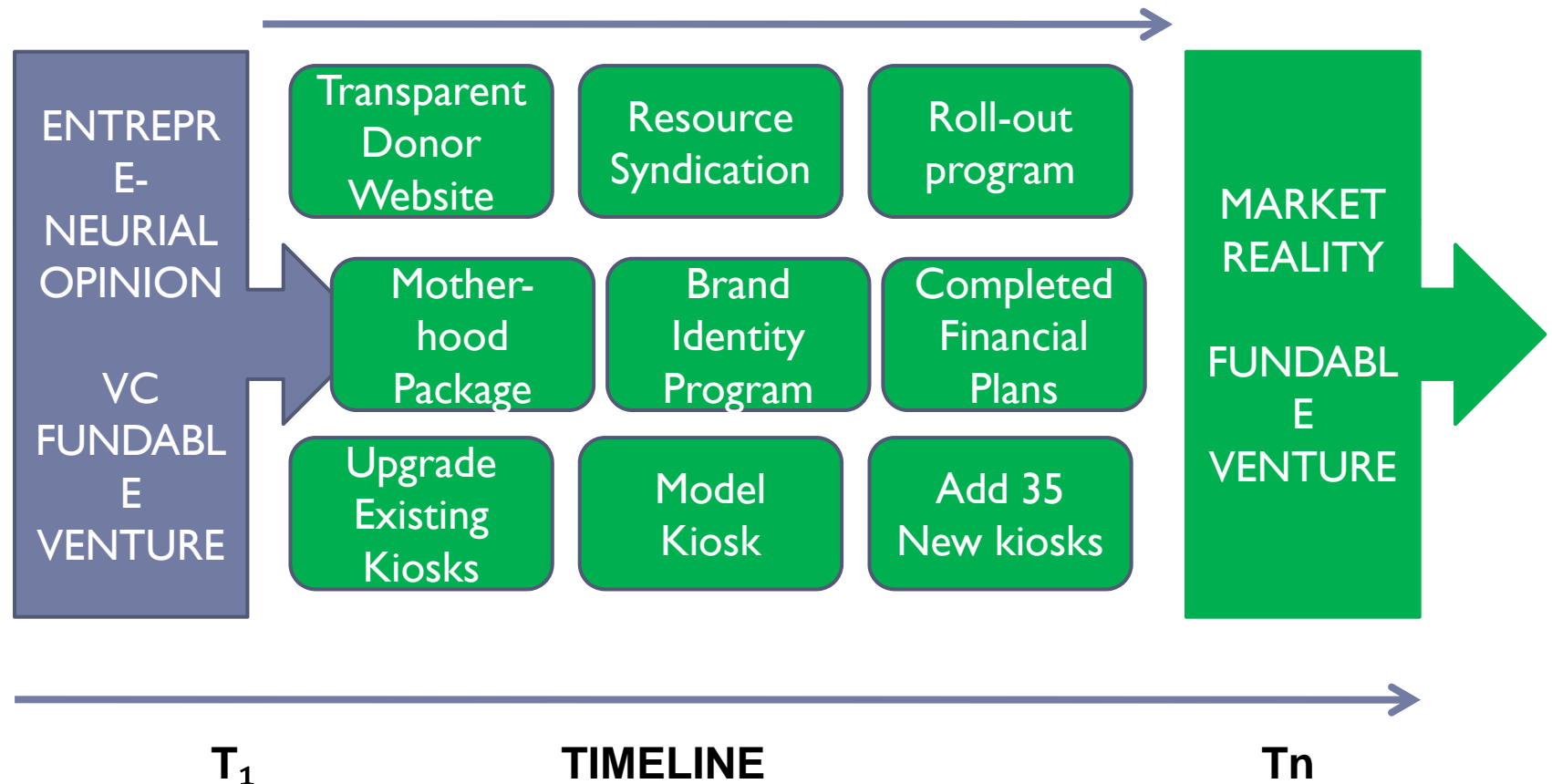
Partnership and new growth channels to reach rural India

From 10 pilot kiosks to 1000



The process of scaling

EXAMPLES OF TURNING FINANCIER QUESTIONS INTO A CHAIN OF PROOF

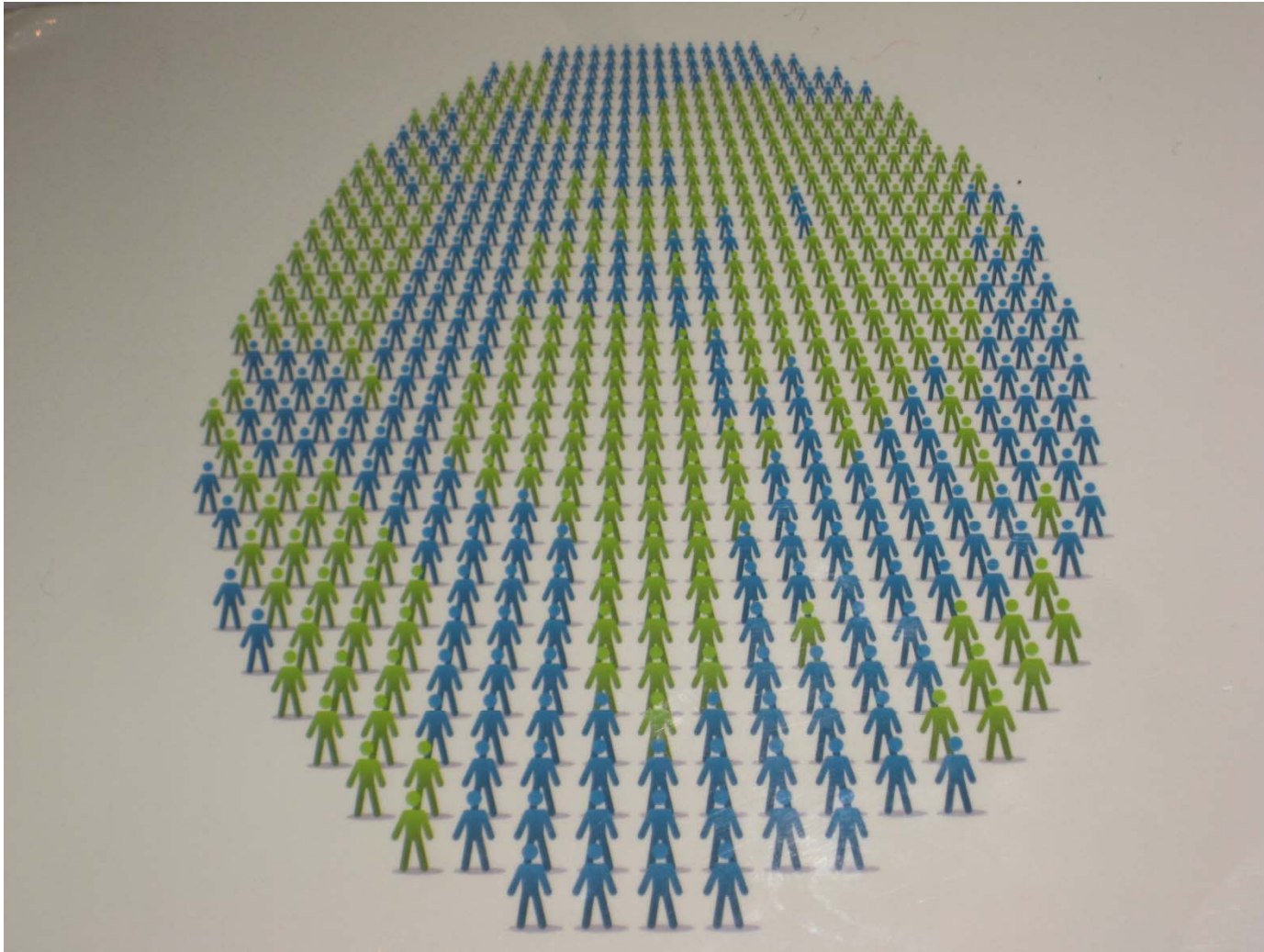


The cocreation opportunity for Finland

- ▶ Access to an untapped potential market of 700 million people in non-metro regions of India
- ▶ Possibility of cooperation with premier technical university in India
- ▶ Ability to get involved in the high growth impact investment market (50 billion in 2008 with growth rate of 35% per year)



Questions?



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