

General info

Co/panion is a strategic co-design agency focused in user centered collaboration next to a construction process. Our customers are state, cities/ municipalities, the end-users of a built environment as well as architects and construction specialists.

Core team/stakeholders

Co/Family roles: Enabler/CEO, Strategic co-designer, Service designer, future/research focus, Service designer, organizational focus

Co/Network: Government partnerships like the Finnish National Agency for Education, Experts and partners from the fields of management and from the fields of pedagogy.

We CO - design meaning

Problem

Problem is that world is changing so fast and the built environment follows slowly. When a building project starts it is a huge potential to change the organizational/school culture alongside the spaces. In Finland, we are facing a construction boom in the schools up coming years. The missed potential gets even higher.

Architects and construction specialists don't have the needed time and skills/ knowledge to develop the culture. The end-users are lacking knowledge and time to develop the culture extensively. Time, tools and places for dialogue are needed.

Business/Revenue model

- 1) Subscription Revenue Model (including materials, events and feedback)
- 2) Project Revenue Model where one sprint is always sold as a package, the design consultancy is always packaged around these sprints as longer projects

Current status

2019 Spring	Idea, building network
2019 Summer	Theses, research for the idea Develop the idea Pitching the idea to OPH and cities?
2019 Autumn	Oy, Office space, first employer, customer, testing idea Developing based on the feedback Selling, selling, selling

Solution

- 1) For cities/municipalities and end-users in schools: **the partnership program** with clear steps for end-users help to effectively understand the change and vision. In addition collaborative way to discuss the change with each other helps to peer-learning. The ultimate goal would then be to enable the equal education and the growth of a learning community.
- 2) For cities/municipalities and architect/construction offices: **the design sprint** to understand the roadmap of change and needed collaboration processes + **the design consultancy** to help managing the user information more efficiently.

Design Sprint 1

Transformation dialogue+ roadmap

Design Sprint 2

Transformation, Future scenarios

Design Sprint 3

User focus: New ways to teach/learn, work /plan

Design Sprint 4

User focus: New solutions (activity-based) concept

Individual growth online course

Market

Entry market is Helsinki. Later on it can scale up to entire Finland. The main customers consists of the city's real-estate/technical department who makes decisions on the upcoming construction processes. The secondary customers are creative agencies designing built environment (architect, interior and service design agencies) and First phase is focused only on the learning environment development.

Key milestones/Financing/Access to market

