

NORDIC BUSINESS PERSPECTIVES & HEALTH TECH - INSIGHTS FROM A GLOBAL TECH COMPANY

01

**Bosch in the
Nordic region**



Bosch Nordic region

Close to our customers worldwide



One region

7 countries -
Estonia, Denmark, Finland,
Latvia, Lithuania, Norway and
Sweden.



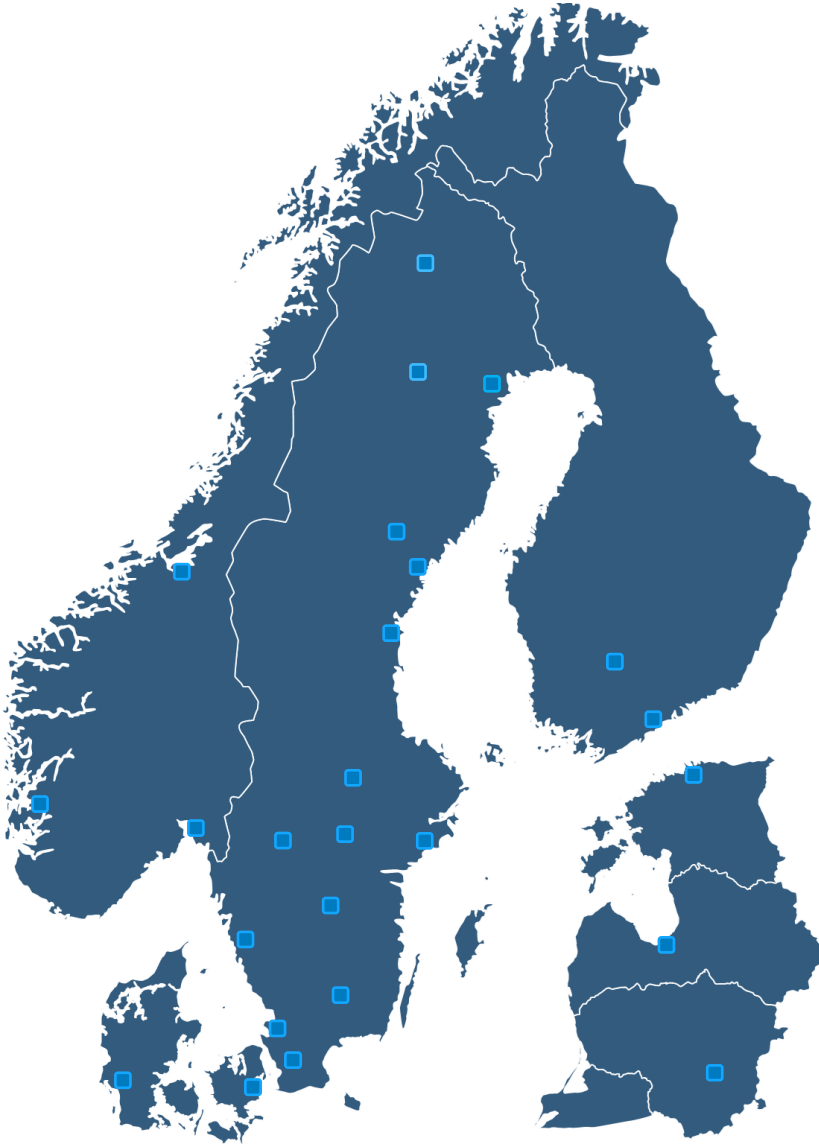
Presence

18 legal entities and 35 sites



Associates

2870 associates in research,
production and sales



Who we are

Our business sectors



Mobility Solutions

- Original Equipment
- Winter Test Center
- Automotive Aftermarket
- Holger Christiansen A/S
- Software development – Lund



Industrial Technology

- Bosch Rexroth DC
- Bosch Rexroth Mellansel



Energy and Building Technology

- Building Technologies
- Thermotechnology



Consumer Goods

- Power Tools
- BSH Home Appliances

We use our know-how to
keep people healthy



02

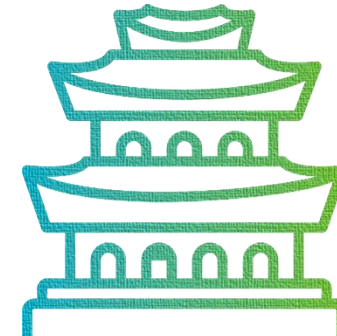
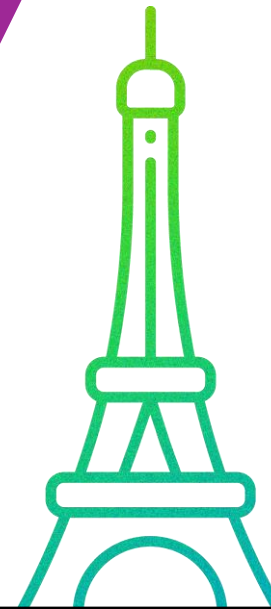
Business Development



Business Development

Shift from sales focus to innovation:

- **Ambidextrous** organization transformation.
- **Business development:** analytical preparation and implementation of new growth opportunities.
- **Integrating generalists** ensures lateral and vertical organizational coordination.
- **Focus in the Nordic region:**
 - Welfare tech
 - VR/AR solutions
 - Sanitization UV lighting
 - EV charger and battery services
 - Industrial safety tools & services
 - Logistic tracking and software systems
 - Industry 4.0
 - MEMs sensors
 - Air monitoring and smart home solutions.



Business Nordic

Regional characteristics

1 Collaborative mindset

- Openness to co-create, learn and grow.
- High educational standard = talent pool of skilled people.
- Perfect region for pilot and MVP trials.
- An MVP product or service that is not perfect from day one, is not judged in a negative way.
- Vast opportunities to develop and co-create with companies across the Nordic region.

2 Easy access to decision makers

- No hierarchical hindrances.
- Informal business approach.
- Short decision pathways.
- Decision makers are usually the experts.
- Non-complicated processes.
- General work for the sake of the target and not the process itself.

3 High tech adoption rate

- High living standard.
- Equal societal level – tech not limited to the few.
- Progressive in terms of new technologies.
- Easy to follow processes.
- Legislative layers in corporate & governmental level - work well together.
- Societal structure for supporting the adoption of new technologies across all demographics.

03

Health Tech: An example



Health Tech

ADHD & ASD challenges and societal situation

1

Autism (ASD)

- Persistent challenges in
 - Social interactions
 - Speech and nonverbal communication
 - Restricted / repetitive behaviors.



1 in 59



Can be diagnosed at 2-3 years



3-4 times more common in Boys than girls

2

Attention deficit hyperactivity disorder (ADHD)

- Above normal levels of hyperactive and impulsive behavior.



8.4% children & 2.5% adults affected



2 times more common in Boys than girls



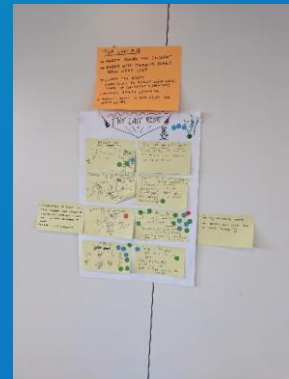
5% of School going children are found affected by ADHD

3

Denmark

- Current Initiatives Denmark through the municipalities is providing trainings on Daily Life Skills (DLS) for children and adolescents with learning disabilities.
- Bus and Taxi service for school children suffering from ASD and ADHD.
- Current Annual spend - ~\$190 M.

Design Sprint: VR interactive simulation therapy - daily life skills



RØDOVRE KOMMUNE

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Health Tech

1. Features of the interactive bus ride simulation



First step meeting Ed the bunny at the bus stop and getting on the right bus. This is a huge step for ADHD/ASD individuals.

Entrance Ed stands in front of the pupil and is a reinforcing mascot for the child/ adolescent who praises them when they enter the bus.



Payment Ed demonstrates a number of points collected once the pupil completes payment correctly.

Health Tech

2. Features of the interactive bus ride simulation

Milestones Ed's thought bubbles with key milestones depicted to guide the child/ adolescent with what to look out for.



Points completing the journey correctly, spotting the right milestones, paying for the bus, getting off at the correct stop – all give points.



Gamification weapon and treat selection depending on the points gathered on each level – to shoot the different milestones and treat little Ed.

Health Tech

Take away points

- | | | |
|--|---|--|
| <ul style="list-style-type: none">• Significant monetary expenditure on social inclusion.• Significant time spent by teachers on a 1-1 basis.• Long duration before results from skill building and behaviour therapies. | <ul style="list-style-type: none">• Now pupils can learn in the comfort of a VR lab instead of on actual road trips.• 2 – 3 routes mapped with landmarks.• Sessions of 20 – 25 mins each. | <ul style="list-style-type: none">• Improved cognitive performance; such as working memory, executive function, and attention span.• Faster and more effective transference of learning in VR to real life = works.• Enhanced self confidence of pupils. |
|--|---|--|

Learning disabilities

Solution VR therapy

Result

Next Steps

- ▶ Provide the **freedom** to become an **active participant** in society!
- ▶ Expand the skillset of children and adolescents with learning disabilities, **strengthening their life prospects, enhancing their independence** and **reducing the future costs** to society.
- ▶ **Virtual cities** with a broad selection of **daily life skill therapy sessions** for individuals with learning disabilities to **enhance their quality of life**.





Virtual City – inclusion for all - with DLS simulations



BOSCH

THANK YOU

An abstract, vibrant splash of liquid in shades of blue, yellow, orange, and red, creating a dynamic and artistic background for the text.

PLEASE REACH OUT FOR MORE INFORMATION
OR IF YOU WANT TO CO-CREATE 😊

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