



FIRA

Mapping, Designing and Building the Future of Construction and Living Systems

The multi-phase strategic innovation project with Fira sets about anticipating future disruption, and designing innovative construction and built environment living systems.

NEXT-LEVEL STRATEGIC INNOVATION SERVICES

Nordic construction and built environments leader, Fira engaged Xinova to articulate potential disruption points in their industry, and to co-develop new solutions for Fira's Production and Living Systems businesses. Xinova's proprietary strategic innovation service, Map Design Build, lets companies see around corners and achieve critical insights into the structural forces of change working to disrupt a business or industry, so emerging opportunities can be identified and targeted with the optimal response. This unique approach to analyzing and mapping industries results in tangible breakthroughs that reveal market inefficiencies and vulnerabilities.

LEADING DISRUPTION

Having more than 10x'd their revenues via inventive service models and modular building technology, Helsinki-based Fira is looking to make a global splash as they pursue the leading edge of innovation. Envisioning big changes on the horizon for their global trillion-dollar industry, Fira aim to achieve breakthroughs by co-developing with Xinova digital solutions for the build phase, and to support the entire lifecycle of a built environment. The partnership is designing solutions to improve productivity at construction sites, and deliver better living environments for occupants, whether at work, home or visiting.

INTERDISCIPLINARY DISRUPTIVE STRATEGY

In the first phase of the project, Xinova will conduct an Innovation Opportunity Analysis to map disruption points in the multi-family residential and commercial construction industry encompassing the design, build and operate (DBO) lifecycle. The results of the mapping phase will dictate the next phase of the collaboration, putting Fira on the path to the global market with the help of Xinova's network. Importantly, the same cashflow-mapping methodology used to Map Build and Design disruption in construction works across all industries.

“ This collaboration combines two industry visionaries - Xinova's innovation methodology with Fira's pioneering expertise in the construction and living environment industries. The construction industry is ripe for disruption. While many industries have benefited in productivity gains over the last few decades, the construction industry is an exception with an average annual gain of just 1 percent over the past 20 years. We are confident that working with Xinova will put us on track to lead the charge.”

- Jimmy Ruokolainen
Director, Fira Smart Services



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