

Title of the Challenge

**Surviving or Winning:
A New Age, A New Model**

What is the main issue the challenge addresses?

Throughout history, during epochal transformations economic shifts have been brutal — only about 10% of companies, investors, and business models successfully adapt to major technological revolutions. The shift into AI Age shows no signs to be different. Why do only 10% of form incumbents and newcomers survive or succeed?

Incumbents: Only a fraction have the vision, resources, and leadership to pivot successfully in a disruptive era.

Newcomers: Despite the potential to leapfrog legacy structures, most face intense competition, funding challenges, and execution risks — leading to a similar 10% survival rate for those who truly disrupt and scale.

Are you belonging to the 10% survivors? Those who embrace AI-driven adaptability, decentralization, and dynamic investment strategies —creating a regenerative, sustainable economy that transcends outdated models.

This isn't just about building new Startups — it's about restructuring resources, information flow, industries, mobility, project management and society to thrive in the new era.

Call to Action

Analysis, brain storming, writing a joint report, model development, ...

Case Analysis – Winners (NVIDIA, TESLA, Microsoft. CATL, BYD, etc.) vs. Losers (Cerebras Systems, RIVIAN, IBM, QuantumScape, VW, Bolt, etc.), obvious and hidden dimensions?

Identify the Bottlenecks – Why do most Startups fail? What's missing in the current ecosystem? How to tackle competitive dominance?

Create AI-Driven Solutions – Develop the SuHub model: a self-optimizing, AI-powered accelerator.

Redefine Investment & Growth – Build frameworks for adaptive funding, decentralized collaboration, and sustainable impact.

Think it Globally – Design immediate solutions for Estonia with a scalable outlook for the Finno-Ugric civilization and beyond.

What is the desired impact of the challenge?

Provide incubators, investors, scientists, activists, supporters a vision to continue or advance on.

Related SDGs





Who is behind this challenge?

Tallinn University of Technology

TalTech is the sole technological university and the most international university in Estonia. TalTech is a research-based university offering Bachelor's, Master's and Doctorate degrees in engineering, natural sciences, IT, business and maritime studies.