



AGILE COMMERCIALIZATION

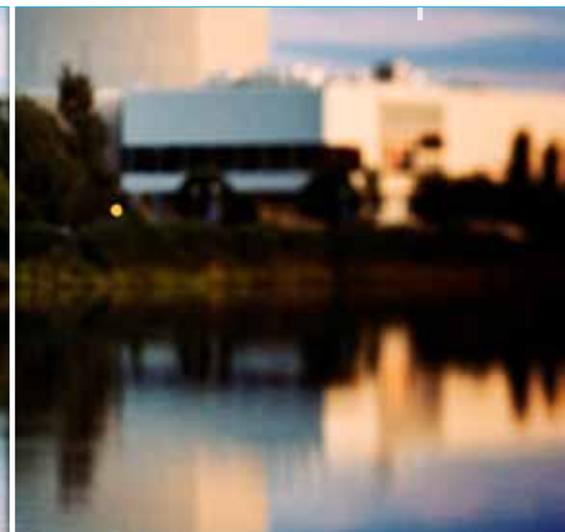
Stop trying, start doing!



OIA // OULU INNOVATION ALLIANCE

OULU | BusinessOulu

Oulu Capital of Northern Scandinavia



Agile Commercialization ecosystem is the springboard to international growth for Oulu region's companies. The ecosystem aims to profile the region as one where, by 2025, education is focused on entrepreneurship and business skills, sales excellence is the key factor of success and startups are supported by first-class development programs.

Read more at

ouluinnovationalliance.fi

Oulu population:

202 000

people

38.2

average age

2 690 €

R&D expenditure per capita

500

startups

18 500

high-tech jobs

25,000

university students

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INTRODUCTION

The Oulu Innovation Alliance agile commercialization ecosystem is, essentially, what you make it. Co-creation is one key factor in everything Oulu Innovation Alliance does, and for the agile commercialization ecosystem it is the main focus – what we can do together is the key. Various actors in Oulu ranging from companies and public organizations to individuals offer the events, programs and services in our ecosystem. Everything the ecosystem has to offer forms a wide selection of commercialization activities in different phases of personal and business development.

While the agile commercialization ecosystem is officially coordinated by the Oulu University of Applied Sciences, it is also fueled by over 20 000 university students and numerous key collaborators.

How does the future of the Oulu agile commercialization ecosystem look? Let us take you to 2025 – firstly, we will have the most pro-entrepreneurship education compared to the rest of Northern Europe, as entrepreneurship and business excellence will be at the core of studies. By then, Oulu will be at the top of the list as Finland's best in sales know-how and have the most diverse variety of startup development programs, making us the best place for high-tech startups in the North. Also, we aspire for Oulu to be known as the bravest startup city in Finland. We aim to become an even more connected, creative and co-working community and dynamic growth environment.

We have ambitious goals, but the very best community and ecosystem for achieving them. Sound good? Join us for the ride.

© Pekka Kallasaari



“The core mission of the Oulu University of Applied Sciences is to develop and reform the region’s business sector. Through commercialization, the cutting-edge know-how of the Oulu University of Applied Sciences and Oulu Innovation Alliance ecosystem actors can be distributed for the benefit of companies.”

JOUKO PAASO

Rector of Oulu University of Applied Sciences

8 organizations

72 innovation activities of which

45 are innovation services and

27 are innovation environments

which include both **education**
and **business coaching services**

business coaching services

hubs

accelerators & incubators

testing environments

courses

events & competitions

OULU INNOVATION ALLIANCE

INNOVATION ACTIVITIES

The Oulu Innovation Alliance and its agile commercialization ecosystem has a lot to offer when it comes to support for innovation and new business creation. A snapshot of the innovation environments and services provided by the Oulu Innovation Alliance key partners has been formed during spring 2019. The key partners are listed on the back cover of the brochure.

The innovation environments and services provided by key partners consist of both educational services as well as business coaching services geared toward companies. Innovation environments include e.g. testing environments, accelerators and incubators, while innovation services include different types of events and short-term business coaching, for example.

Researchers from the University of Oulu within the agile commercialization ecosystem built the snapshot of spring 2019 through the lens of the 4I -framework, which breaks down the innovation process into four phases - initiation, ideation, integration and implementation. Although the services and environments within the Oulu innovation ecosystem evolve and change, no phase of the innovation process is left high and dry. Support in terms of training and business services are available in each phase of the process.

For more information and details on the conducted study on the innovation services and environments in Oulu, contact:

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TELLUS INNOVATION ARENA

An inspiring and functional open space in the heart of the University of Oulu.

Tellus Innovation Arena is a space for making connections, co-working, creating new projects and businesses and innovating, as the name suggests. In addition to attracting students, researchers, entrepreneurs and other individuals to spend time and widen their networks, Tellus Innovation Arena brings together organizations and educational institutions both nationally and internationally.

Tellus has been a spirited source of inspiration for various entrepreneurship related events in the Oulu entrepreneurship ecosystem, boosting our commercialization actions greatly.

» www.oulu.fi/tellusarena



Tellus

UNIVERSITY
OF OULU

© Ville Pohjonen



© Ville Pohjonen

AVANTO ENTREPRENEURSHIP PROGRAM

Helping students turn ideas into business as a part of the Business Kitchen entrepreneurship community

The Avanto Entrepreneurship Program was born when the business idea accelerator and business incubator of our two universities were merged into one personalized program that would cater to a larger audience. The program welcomes students from both university level and upper secondary school as well as existing businesses and entrepreneurs to receive mentoring according to their needs from coaches of the program in one on one coaching sessions and from experts from various fields in the workshops organized by the program.

The Avanto program has been able to reach students and other participants from various fields of study and differing backgrounds, and multiple businesses spring out from the program every year. The dynamic Avanto program has been a significant addition to the entrepreneurship opportunities available in the Oulu entrepreneurship ecosystem.

» www.avantoooulu.fi

“In OSAO, training programs are organized continually in different fields and they can be tailored company-specifically. Oulu Vocational College is a versatile apprenticeship provider for companies in the Northern part of Finland. Our values, creativity and courage, are tightly connected to Oulu Innovation Alliance.”

JARMO PALONIEMI
Rector of Oulu Vocational College.



© Jouni Ylisuutari





KICKSTART

A tri-faculty business idea competition for taking the first step toward entrepreneurship.

The Kickstart tri-faculty competition is a unique concept of Oulu Innovation Alliance, as it brings together the students of the Oulu University of Applied Sciences, the University of Oulu and Oulu Vocational College to go up against each other in the same business idea contest. Kickstart not only brings attention to the business ideas of students and awareness to entrepreneurship education, but also gets the student population excited about entrepreneurships.

The competition takes in ideas at their earliest stage, and offers teams valuable feedback and noteworthy advice from local business experts on their business ideas in addition to the benefit of teams gaining general experience on new business creation.

» www.kickstartoulu.fi

“The Kickstart business idea competition serves the purpose of lowering the mental threshold that a student might face when desiring to try their wings as an entrepreneur.”

ASMO SALORANTA

former Kickstart final judge, local serial entrepreneur and author



© Mikka Niemelä



© Sini Kekäläinen



© Sini Kekäläinen

UNIVERSITY INNOVATION CENTRE

Services for development of research-based innovations, university-company collaboration and business development

The new University Innovation Centre of our universities here in Oulu was established in the beginning of 2019 to centralize intellectual property rights and technology transfer, business development, and university - company collaboration.

University Innovation Centre, or UIC, aids specifically in the commercialization of research results and the development of research-based startup companies. Additionally, UIC is the one-stop-shop for company collaboration where already existing collaborations are nurtured and new ones are formed.

The unification of university innovation and business development -related activities has long been anticipated.

“We assemble, systematize and professionalize these services to better serve our own staff, students, and companies interested in collaboration. Our goal is to meet the growing expectations of society to bring science-based innovations to business

» oulu.fi/university/universityinnovationcentre



sOULUtions

SOULUTIONS

Skills are built, not born

SOULUtions is a 3-day hackathon in which students, company representatives and other participants look for new perspectives and solutions for the challenges of companies, researchers and the public sector. The event is a great place to learn in-demand working life skills by working together with a team, mentors and companies.

sOULUtions was developed and executed by the University of Oulu, the University of Applied Sciences, BusinessOulu and Oulu Entrepreneurship Society with

the intention of creating and testing a wholesome and inclusive hackathon, in which cutting-edge research results, public sector challenges and companies' challenges were on display for a very multidisciplinary participant base.

The first ever sOULUtions was held in spring 2019 with over 100 participants solving over 20 challenges - let's see what 2020 will have in store for sOULUtions!

» solutions.fi



BUSINESSASEMA

A hub for people, companies, and creativity

BusinessAsema (business station) will be a space and environment that brings companies, various skill sets, students and other doers from Oulu and the surrounding area under one roof. The core activities of BusinessAsema are to make the business and employment services of different actors in the ecosystem visible to the public, and to bring together the various skills and knowledge of the Oulu community in order to enhance both local and international networking. Companies will be able to make use of the BusinessAsema facilities as a comprehensive platform for developing, testing and showcasing their solutions.

BusinessAsema is currently being built in the city center of Oulu and once the space is complete, it will serve as an active gathering place and arena for various types of events and urban culture. BusinessAsema will offer a digi-studio where citizens and companies alike will have the opportunity to conduct small-scale digital experiments and test and develop digital skills.

The doors to BusinessAsema will open in the beginning of 2020 - mark it in your calendars and join an event or stop by to get some work done!

» businessasema.com

“The basis for continuous development in Oulu is seamless cooperation between different actors. BusinessAsema adds a new dimension to it by inviting all those interested.”

JUHA ALA-MURSULA
Director, BusinessOulu





FACES OF THE ECOSYSTEM

Helena Poukkanen is a true representative of the Oulu entrepreneurship ecosystem. The ecosystem is known for being collaborative and interactive, and that culture and co-creative mindset is something Helena has been integral in building.

Back in 2011 when BusinessOulu was established, Helena was hired to boost entrepreneurship in the area, with a specific focus on enhancing entrepreneurship education within different levels of the education system. This was due to the fact that at the time, the level of entrepreneurship in Oulu was not as high as compared to some cities in Finland, and something needed to be done about it.

As a means of getting the process started, Helena assembled a network for entrepreneurship education, where representatives of all education levels, teacher training, business, organizations elevating entrepreneurship, communities and projects were invited to ideate the development of entrepreneurship education in Oulu. The network has been up and running ever since 2011, and the co-creation within the network has produced great results in their goal of recognizing and strengthening the entrepreneurship education path. The network has since been awarded for their entrepreneurship

education efforts. The strengthening of network cooperation in the Oulu ecosystem has also made its impact at the regional level in the joint strategy and action program for entrepreneurship education, which the network took part in forming.

Working collaboratively and interactively are central to Helena's working approach. This style of bringing people and organizations together has had a part in enabling the continuous development of entrepreneurial projects such as Kesäyrittäjä, which gives young adults the opportunity to learn about entrepreneurship by actually trying it for a summer. Helena has been personally rewarded for her efforts in the ecosystem - she received the title of "Entrepreneurship Education Developer" in 2016 as recognition for the success of local network cooperation, and had a block named after her in the Yrityskylä -learning environment for sixth graders, which is now called the "Poukkanen block".

From here on out, Helena will continue her work as the community coordinator of BusinessAsema, creating new opportunities for citizens, organizations and networks to collaborate and showcase their activities, and no doubt making amazing things happen while doing so.

HELENA POUKKANEN

BusinessAsema community coordinator & entrepreneurship education pathfinder

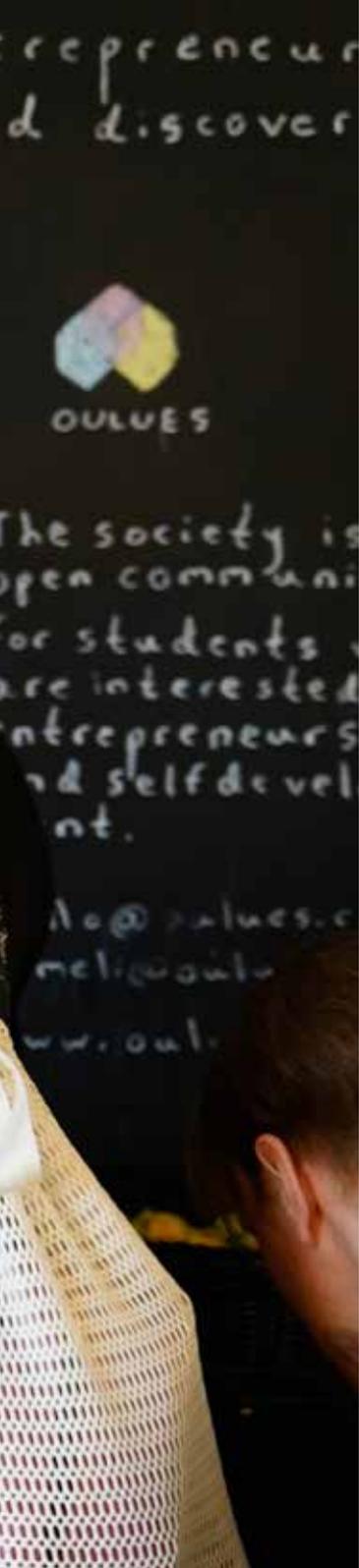


nessKitchen is the Oulu Universities' entrepreneurship and co-working space to... action an...
siness and in life.

THE WRAP-UP

– WHAT IS GOING ON IN OULU?





An all-time record in the amount of established companies, a multiplied number of participants in over one hundred events organized during 2017. No wonder we have been asked the question in the headline – and we have been asked that many, many times.

In the past couple of years, Oulu has re-created itself. The new Oulu is an attractive startup hub, without a doubt a unique Arctic innovation center and a suitably strange environment to do things differently. The agile commercialization ecosystem of Oulu Innovation Alliance consists of a huge number of enthusiastic people pushing entrepreneurship and business development forward to ever-higher goals.

Our friends and colleagues in Finland and elsewhere have given us feedback regarding our progress. And indeed, the feedback has been encouraging. For instance, the Nordic Council of Ministers presented our ecosystem as a case study in their Arctic Business Analysis and a research team from MIT approached us with an overwhelming interest to dig deeper into our rather exceptional platform for business creation.

So, a lot of things are happening in Oulu.

The typical follow-up question is much more difficult for us to answer: why are these things happening in Oulu?

Let me do my best to answer that question. Firstly, we had to do something when local production patterns took a massive hit due to the rapid decline of the mobile phone industry in Finland and especially in Oulu. We understood that here in Oulu we have to save ourselves and we have to do it together. This leads to a second explanation: co-operation. We work together, we talk together and we have fun together, while remaining open to any new talent to join us. Our ecosystem is not a club nor a secret society. Moreover, as this publication shows, top-level management supports our work.

Finally, it should be pointed out that among the innovative, bright-minded individuals in our ecosystem working together for the better future, one factor is common: in our ecosystem we have stopped trying and started DOING!



SAMI NIEMELÄ

*Network Director
Oulu Innovation Alliance / Agile Commercialization*



OULU INNOVATION ALLIANCE AGILE COMMERCIALIZATION



OULU



TECHNOPOLIS



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