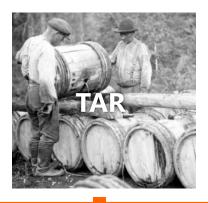


Juha Ala-Mursula

Executive Director BusinessOulu

Trip towards Resilient Society | Case: Oulu – recovery of Mobile phone business exit









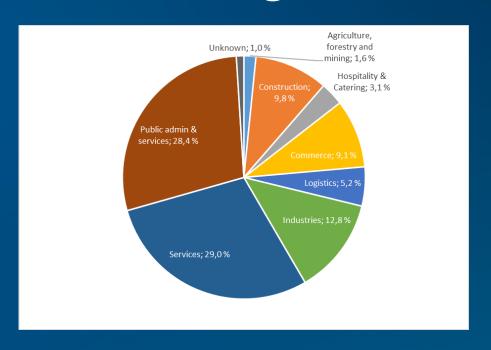


1600 1800 2000 TODAY

## Oulu, the forerunner of its time



# Structure of Industries in Oulu Sub-region



## MAIN ECONOMIC FIGURES 2017

- Total turnover 14,2 bn€ (+7,2 %)
- Export 2,9 bn€ (+10,1%) from which electronics industry 1,9 bn€
- High tech businesses with total 18 500 jobs
- ICT and nano 450 companies
- Wellness and Life Science 640 companies
- Green and Smart Industries
   1 500 companies





# 25 000 UNIVERSITY LEVEL STUDENTS







## **Strong basic industry**











**FENNOVOIMA** 

**PAPER** 

CHEMISTRY

STAINLESS STEEL

**FORESTRY** 

STEEL

**ENERGY** 



#### **EXPLOSION of Wireless Talent in Oulu in 2015**

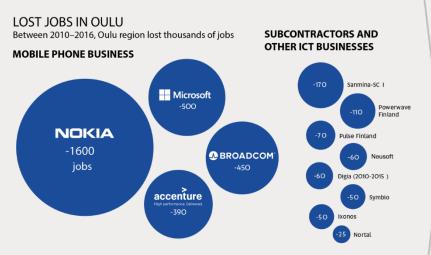


Business



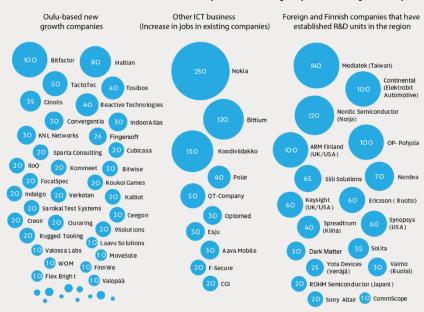
World R&D Hub for Wireless

#### The transformation of Oulu's ICT ecosystem



#### New jobs in Oulu

#### Since 2010, Oulu has seen the birth of thousands of new jobs both in existing companies and new growth companies



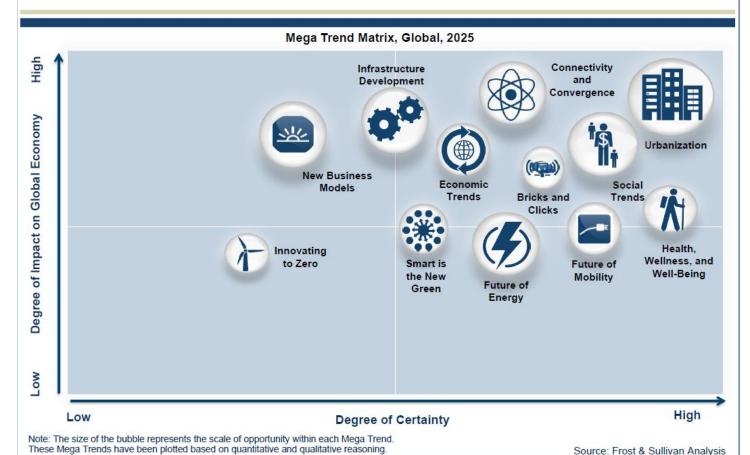
**Specialised Skills** 



**Broader Set of Skills** 

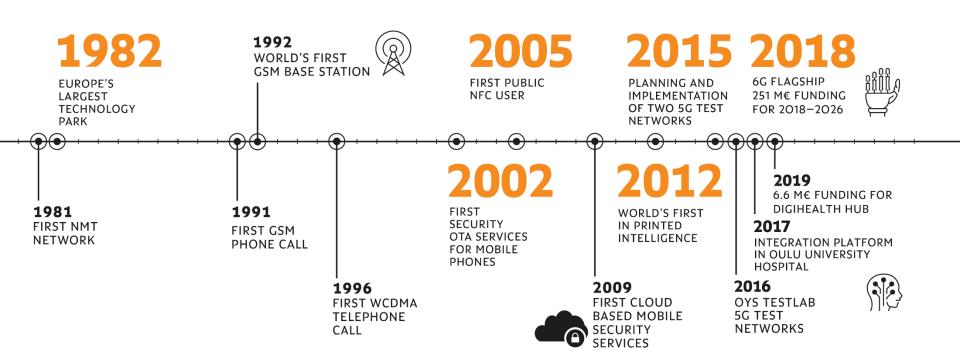
#### **The Mega Trend Matrix**

Understanding Implications of Key Mega Trends on Global Economy



FROST & SULLIVAN

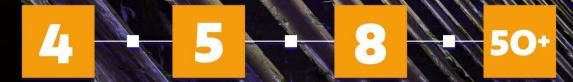
### ICT Trackrecord



## With Oulu Innovation Alliance you get

2,200 COMPANIES

3,800 RESEARCHERS



RESEARCH ORGANISATIONS & UNIVERSITIES FOCUS ECOSYSTEMS PARTNERS

TESTING AND PILOTING ENVIRONMENTS

**OULU, FINLAND** 

#### **Testing environments**

- Health labs
- 50
- Printocent
- etc.

**Business services for the companies** 

**Investor networks** national and international, FDI

#### **Events**

- Polar Bear Pitching,
- Industry Summit,
- Health Demo Date
- etc.

### Oulu Innovation Alliance (OIA) and different

**ecosystems** (SuperIoT, Analytics+, Gaming, AVR (Augmented and Virtual Reality), Water and Arctic Drone Lab)

To boost local

ecosystems

#### **International networks**

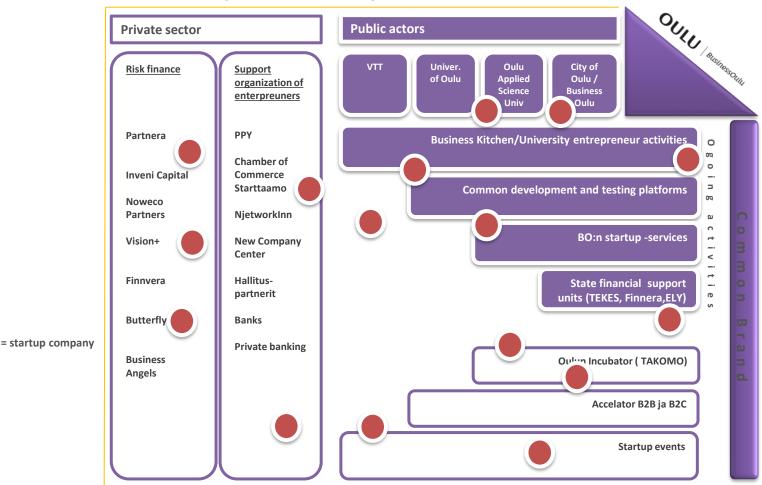
 Multinational companies, industrial clusters, excelerators, ecosystems, etc.

#### **Companies and Industries**

#### **Other parties**

- University of Oulu,
- University of Applied Sciences,
- Business Kitchen
- Oulu Student Enterprise society
- etc.C

#### Startup 2.0 ecosystem 2015→





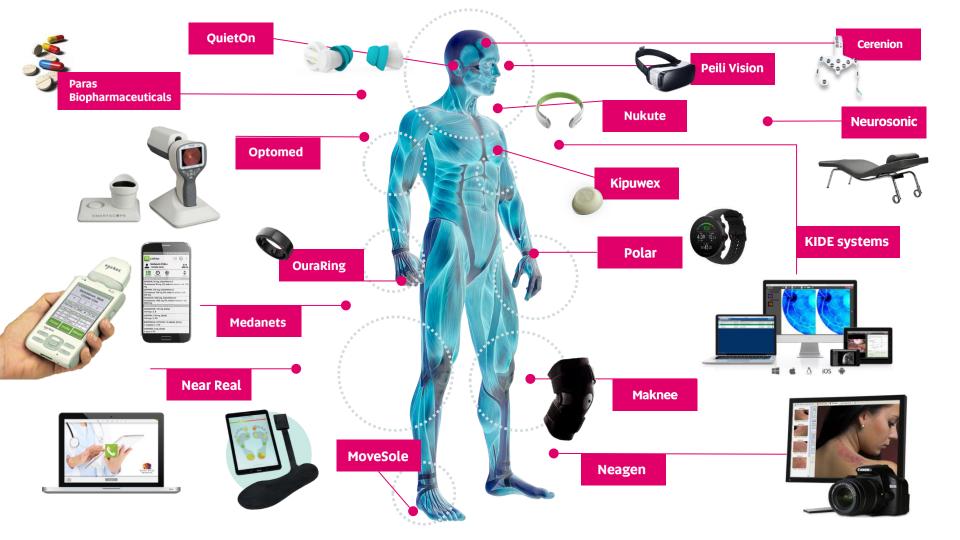
#### SUPER IOT BUILDING BLOCKS

Stack of technical building blocks with cumulative value to build differentiating SUPER IOT solutions.

**IIFFERENTIATORS** 

**NBALERS** 

	5 <b>G</b>	SUPER IOT	DATA AI	THEME	
	ULTRA-FAST EDGE	CONNECTED DEVICES	SMART OPERATION	CONCEPT	
	LOW-LATENCY REAL-TIME	INTEROPERABILITY SENSING BASED OPS	INSIGHT FROM DATA SITUATION CONTEXT	BENEFIT	
	RADIO	IOT	ANALYTICS	SPEARHEAD	
	SOFTWARE, SYSTEMS & SERVICES  FLEXIBIL				
PRIVACY, SECURITY & INTEROPERABILITY RELIABILITY					
N	MATERIALS,	ELECTRONICS	& SENSORS	DESIGN	







**BUSINESS MODEL GENERATION** 



STARTING A BUSINESS



COMPANY FINANCING (PUBLIC & PRIVATE)



**EXPORT, SALES AND FINNISH BUSINESS HUBS** 



SETTING UP IN OULU



INNOVATION AND NETWORKING SERVICES



COMPANY OWNERSHIP CHANGES



TAILORED BUSINESS COACHING



**EMPLOYER SERVICES** 



COMMUNICATION AND MEDIA SERVICES



**CONGRESS EXPERT SERVICES** 





#### **BusinessOulu-Internationalization services**

- Participating and organizing business delegations on exhibitions, conferences, seminars, B2B meetings, matchmaking events with the Companies
- Monitoring of the purchasing/tender plans and assisting in preparation of the offers and bids together with the Companies

- Identifying the partners for the companies
- Facilitate business, technical and other types of collaborations;
- Pre-market researches by request of companies
- Finnish Business Hub services (Sweden, Norway, German and Kazakhstan)





# Practical & Tailored Business Coaching Services

Competence Building – Skills Development – Industry Know-How Improvement – Entrepreneurial Mindset

#### TO ADVANCE AND IMPROVE:

- General business competence skills:
   sales & marketing, export operations,
   company financing, financial
   administration, corporate and contract
   law, product and service development,
   team building, organization
   development
- Industry Specific know-how skills
- Accelerator Programs



## **Funding Services for Companies**

- Facilitating in accessing private& public funding
- Support in fundraising
- Investment readiness analysis
- Access to VC Network & VC funds: Butterfly Ventures, Nordic Option, Partnera

- Access to Oulu Business Angel Network
- Pitching Events (e.g. Polar Bear Pitching and Oulu Investor Days)
- One-to-one meetings with Investors
- Electronic tools such as *Pitchbook*





## **Funding Services for Investors**

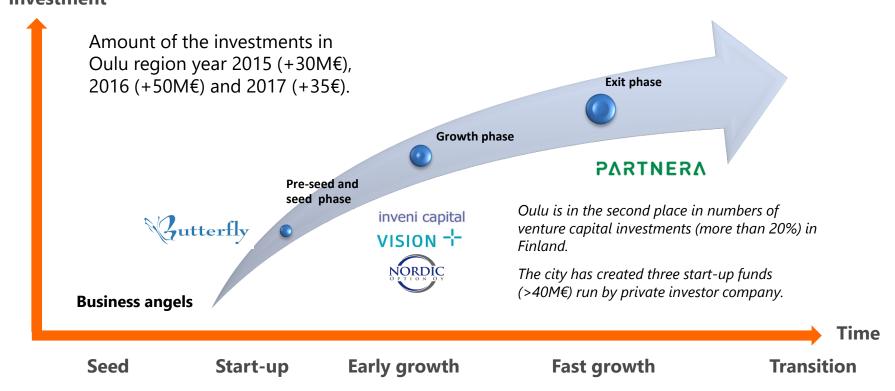
- Easy access point to the best high-tech companies
- Tailored one-to-one meetings with most potential startups
- Oulu Startup-Investor-Corporate Events e.g. Polar Bear Pitching and Oulu Investor Days

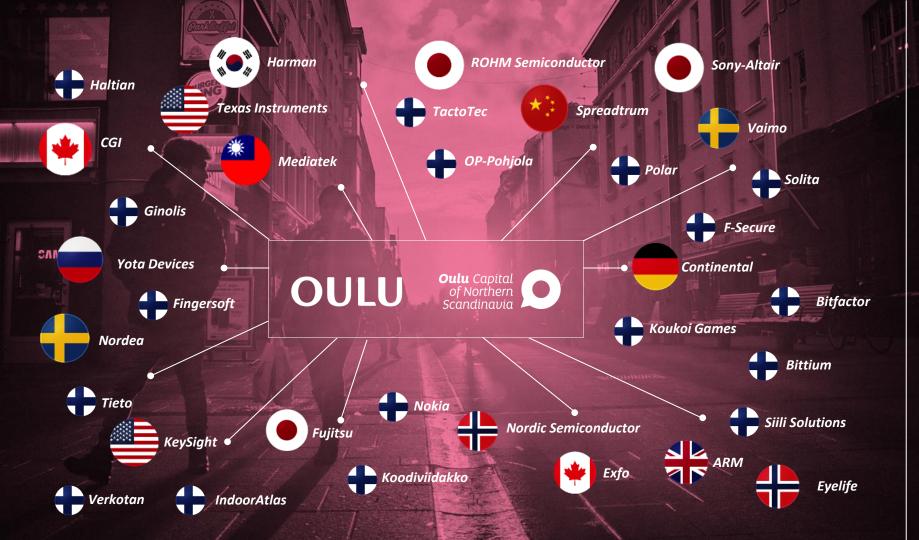
- Networking also between investors
- Active FIBAN Oulu Group (Finnish Business Angels Network) to expand your network & find possibilities for co-operation/syndicates





## Size of investment Active VC funds in Oulu





#### **Oulu Leads 5G Development**

**Over 500 companies** making wireless core products

**3-4B€** worth of exports per year

"I think Oulu is the world's best place, second to none, for radio access engineering"

Rajeev Suri, CEO, NOKIA

Outurinlands 5GLIVES HERE Cover

**3 billion people** use wireless technologies developed in Oulu

Maintain leadership via renewal

"Remarkable part of world's wireless communication is based on technology developed in Oulu" (translated)

Juha Sipilä, Prime Minister, Finland



#### WE HAVE INSPIRED HUNDREDS OF STORIES WORLDWIDE

## theguardian Mashable gettyimages BBC © REUTERS

THE TIMES



Newsweek Bloomberg # DONG-A ILBO Forbes







ARCTIC**STARTUP** 

**KALEVA Kauppalehti** 



































**Startups** 



















PR Newswire













## Conclusions

Success of Oulu is based on close co-operation between public actors (Universities, research units, City) and companies.

Constant dialog between actors on many levels of organisation.

Most of innovations and ideas are coming from bottom up.
Good ideas are boosted up by hackatons, accelators and coaching.

#### Public sectors key element is to

- companies to grow and to hire new employees
- availability of qualified personell to companies

Available testing environment, ecosystem help and co-operation mode reduces risks and shortening development time to market International networking, communication and marketing need to be in from day 1 of various activities.



## Welcome

## **FIND US**





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