



Advancements & Business Opportunities in Tech Sector

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Mobile Wireless Connectivity – 5G/5GA/6G; R&D and ecosystem

- Oulu as one of the IVY league locations globally
- Enabling interconnected ecosystem
- Future visions – connectivity integrated everywhere; the role of AI
- Business perspectives for SMEs: go narrow, partner, contract and subcontract

Edge AI – the next IoT

- The IoT perspective of the future
- Megatrends, green transition, energy, privacy
- Latest technological developments
- Use cases
- Business – partner up, go narrow, bravely offer development resources for projects and even value chains



Microelectronics, RFIC and SoC – superb value added

- Oulu as a part of the Silicon Triangle Finland initiative
- Highest number of employees in both SoC design and RFIC product development in Finland
- Local versatile ecosystem to enable full stack, from design to small series assembly and production
- Business – contracting, if you are successful in recruiting the right team, it is possible to develop own components

IME technology – design and ecosystem

- New wave of electronics, new functionalities, new characteristics, new business
- Printocent – local cluster - Investments
- Advantages of printed intelligence: saves weight, special features, green transition, new excellent functionalities, incredible features
- Hardware focused efforts accompanied with larger partners, pilot projects and then scaling



Validation

“I thought it was a brilliant idea and my mother thought it was a super idea, but in reality the market was never there.” there”



Kill the idea with no fear

- "For every truly successful and solid idea you'll have 30 interesting but not viable ideas"





Brothers in Arms

“I’ve spent so much money in not hiring the best possible people”

So you have an idea?

- Product first, then business? In many cases a big no!
- Does your idea include the whole system? Probably a mistake there.
- Did you hear the sw project of your friend that costed 2000 euros and are you budgeting your initiative based on that? In reality it can be anything between 2000 and 100000 euros.

- Also.. Go for it!
- Failing is valuable! In many real life cases failures have generated business
- Entrepreneurial mindset liberates!

Business basics

- Plan your KPIs right from the start
- Bring the VC in at early phases (+utilize the public funding 100%)
- ...
- Pitch is everything
- Position your company (marketing)
- Pro Bono is good business!
- Use the existing tools, lean canvas/startuo methods, mentors etc. and come fierlessly to bugger us here at BusinessOulu!



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