

# Oulu's strategic position – Metaverse strategy day

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# Late discussions on Metaverse developments

- From hype to actual content-aware discussions
- When is the concept mature?
- "Metaverse"
- Notes on Technology
- Applications, use cases, industries





# Big Tech Dreams

- MS, Meta, Google, Amazon, NVidia, Apple, ...
- Blinding lights of big tech companies – serve mainly/only their purposes
- Think small – concrete and realistic steps forward

# Region's strengths

- Oulu region's profile in general and in relation to metaverse
- Projects, Initiatives
- Research emphasis
- SME companies
- Northern and West-minded dimension – "the arctic"

# Something to tackle



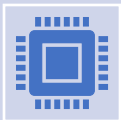
Technology transfer, from research to business?



Accelerator-incubator infrastructure?



Inbalance between research and business?



Oulu's ICT sector vs. other industries, local applications?



# Vision? (Steps towards the strategy..)

- Up here companies operating in all industries see it automatically important and natural to think, consider and develop their own business also in the context of evolved virtual platforms
- Oulu is the valley of test beds and a location where you can develop a verified and valid product or solution
- We have a well functioning accelerator-program that supports perfectly metaverse building blocks and enablers
- In Oulu we have several industry, service sector, logistics and health service businesses that have bravely adopted new arenas and forums for delivering service and being in interaction with their customers and stakeholders
- Oulu as a region is an active contributor on youth sub culture focusing on healthy, responsible and sustainable exchanges on evolved VR-platforms
- Pohde pilots 24/7-AI doctor in Oulussa in collaboration with local developer companies



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