



IDEASPRINT

The **IdeaSprint** is a rapid ideation B2B initiative held in Oulu (Finland) allowing large companies to source new business ideas.



On one side, one large company present challenges and opportunities it would like to tackle with regards of **innovative customer experiences** (via new or improved products or services). On the other side, SMEs, startups and possibly teams of young talents compete developing solutions in form of **new product ideas along with a business plan**.

One IdeaSprint revolves around a **three-day schedule**, featuring briefing meetings, sparring sessions between companies, pitches and final awards. Outputs for the seeking company are **new products and service concepts**, including a business plan; the SMEs / startups developing the winning solutions are bound to become a new business partner of the seeker company.

IdeaSprint is hosted by Business Oulu, a Municipal enterprise owned by the City of Oulu. Full documentation is available to support your agency adopting this initiative. To know more about the IdeaSprint please contact **Business Oulu**: pirjo.koskiniemi@businessoulu.com
<https://www.businessoulu.com>

OULU | BusinessOulu

