



## SOLUTION JOURNEY



The **Solution Journey** is a business ideation initiative held in Oulu (Finland) involving companies and end users in the co-creation of new product and service concepts. In the Solution Journey a large company (seeker) source new business and product ideas from **competing SMEs**.

The initiative occurs through **two phases**: a first phase – typically enduring three days and involving around 15 SMEs – entails the ideation and presentation of **early product concepts**. A second phase (normally one month) is reserved to only five selected SMEs who **further co-develop concepts with end users**. This phase is supported by expert user researchers. Finally, the seeker company select the best solutions and SMEs bound to become business partners.

Solution Journey is organized 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 Solution Journey please contact Business Oulu: [pirjo.koskiniemi@businessoulu.com](mailto:pirjo.koskiniemi@businessoulu.com)  
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