



Researcher: *Boost your research-based ideas to the next level*

- Ø Do you want to increase your possibilities to get research funding?
- Ø Are you looking for new multidisciplinary ideas?
- Ø Do you want to develop your idea further with the scientists from different research areas?

Welcome to the Ideation Camp!

When: 5-6th October 2017 and 6-7th November 2017
To Whom: Post-docs, senior scientists and PhD students
Max. 30 participants will be selected.
Registration: To <http://bit.ly/2tI2KWf> at latest 15th September
More info: Innovation Manager Maarit Jokela
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Ideation camp

Aim:

Gather researchers from different research focus areas of Univ. Oulu together to think about

- New innovative research ideas which could be funded by e.g. Horizon 2020, Tekes, Academy of Finland...
- Develop research results to the next level
- Future innovations based on research





What will you get?

- Tools to do ideation and select ideas to be developed further
- Tools to evaluate the commercial potential of ideas
 - à New project proposals which have greater potential to be funded
 - à New innovations and business ideas



Working methods

- This is doing not theory! We will use fun and inspiring methods and try and test them with participants' ideas. This is very social, because many good ideas have been developed in cooperation with diverse groups of people.
- Working language will be English.

Content

- Workshop 1: 5th Oct at 9-16 and 6th Oct at 9-12
 - Anatomy of ideation and innovation. From idea to innovation. Tools for ideation, idea gathering and developing the ideas further. Idea Clinique for individual consultation and advising.
- Workshop 2: 6th Nov at 12-16 and 7th Nov at 9-16
 - Futureproof idea development and innovation. Foresight as a tool for developing ideas and the innovation process, as well as productization and potential commercialization. Idea Clinique for individual consultation and advising.



Interested? Apply!

- Max. 30 researchers from different research focus areas of Univ. Oulu will be selected
- Short application needed. We want know little more from your research work.
- File your application to <http://bit.ly/2tl2KWf> at latest 15th September



Arranged by

- Innovation Services
- Research Support Services
- Tellus Innovation Arena



Carried out by Great Minds Oy



Kirsi Kostia is a experienced business & strategic competence developer with Ph.D. in Business Administration. She has bright insight in strengthening the talent of key persons, especially in business foresight and innovation capability. She is an entrepreneur and the CEO of Great Minds Oy.



Niko Herlin is a passionate futurist and consultant. He is a founding partner at Great Minds Oy. As a futurist Niko helps companies and organizations to look ahead, to prepare for alternative futures and grasp the opportunities of change. In addition to consulting, Niko is a popular keynote speaker. He has given several presentations and talks at conferences and run workshops and other events worldwide. Niko has a Master's degree in Economics.

<http://www.greatminds.fi/>



Anna-Marja Hoffrén
(Strategic Scientific Consulting Finland Oy) is a widely experienced PhD scientist with lecturer qualification and business development education. Her experience has been gained over 25 years' of working in business development, innovation management, consulting, pharmaceutical research and in marketing and sales both in academic institutes and in industry.



More info

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