

BUSINESS UNUSUAL CONFERENCE FINNKINO PLAZA



PROGRAM

THEATRE 1

THEATRE 2

THEATRE 6

		08:00 - 10:00	Drone Business Breakfast		
10:00 - 10:45	FightBack, Pekka Hyysalo/Fightback	10:00 - 11:00	Can Culture Change Our City? – The Liverpool Experience: Where Did It All Go Right?, Neil Peterson/Liverpool Ecoc 2008	09:00 - 10:45	Printed Intelligence Stream
11:00 - 11:30	Tales from Robotics and Virtual Reality, Steven LaValle/University of Oulu	11:00 - 11:45	Panel discussion "ODD like Oulu = Original, Daring, Different" Panelists: Brent O Caiside/The Irish Festival of Oulu, Hanna Ikonen/Air Guitar World Championships, Mia Kemppaala/Polar Bear Pitching Moderator: Samu Forsblom/City of Oulu Director of Culture	10:45 - 11:15	Re-thinking Banking, Sampsa Laine/ Executive Vice President, Nordea
11:30 - 12:00	How to scale your business with the help of growth hacking, Marjo Piirto & Mika Ylilehto/Oura			11:15 - 11:30	Bringing the Digital Revolution to Circular Industries – Agriculture 4.0, Heinrich Wörthe
		12:00 - 12:30	Looking for the solutions to the world's biggest challenges – is Oulu the right place?, Ville Heikkinen/Partner, Butterfly Ventures	11:30 - 12:30	MATCHMAKING
12:30 - 13:00	Art Thinking: A method to create the improbable with certainty, Sylvain Bureau /Jean-Baptiste Say Institute at ESCP Europe	12:30 - 12:45	Machines complementing human intelligence, Karita Kasurinen/ Customer Success Manager, Irtis.ai		
		12:45 - 13:00	Think big or go home – A VC's perspective on the ingredients for success, Tommi Aijälä/ CEO & Co-Founder, Innovestor	12:30 - 14:00	Deep dive to growth hacking: live growth hacking session, Truly Agency
13:00 - 13:00	Media and the World – Where are you going?, Risto Kuulasmaa/Co-founder of Tubecon				
14:00 - 14:30	How to maximize the amount of funding that you get from Business Angels, Reidar Wasenius/Managing Director, FiBAN	14:00 - 15:00	Interactive workshop "Who waves the baton?", Jukka Perko & Avara	14:00 - 15:15	MATCHMAKING
14:30 - 15:15	Panel discussion "Funding in turbulence", moderated by Eero Kaikkonen/Movesole				
15:15 - 16:00	From the streets of Helsinki to Hollywood and all the way to NASDAQ, Mikko Setälä /Executive Vice President, Rovio				