

## MAGIC IN LAPLAND – IDEASPRINT 20-23.11.2018, OULU

Location: Oulu University, Linnanmaa campus

### IDEASPRINT – FROM CHALLENGES TO SOLUTIONS

IdeaSprint is a program designed by BusinessOulu (City of Oulu) to create new innovative solutions for real life business challenges **presented** by real life partner companies. Challenge company (case company) inform their service, product or business challenges. Then IdeaSprint participants try to solve these challenges by their own creative propositions. Here it's not about theory but you'll get to make things happen!

**EVERYONE IS WELCOME - IDEASPRINT IS FREE OF CRARGE!**

### MAGIC IN LAPLAND – COME TO MAKE BRAND NEW TV-CONCEPT EVEN MORE BETTER AND PRODUCTIVE

NTRNZ Media Ltd is innovative Oulu based media content company. NTRNZ has won the golden Venla prize ("Finnish TV-Oscars") at 2017 with its very famous Eränkävijät TV-series. At the moment company is producing totally new TV-series concept, the Magic In Lapland.

Magic in Lapland is new Finnish Lapland filmed and produced content product to international markets, especially for Asia market. TV-series has five chapters and it's going to deliver globally for different TV and VOD (video on demand) platforms. The series have global distribution agreement with Hong Kong based distribution company. Magic in Lapland's premiere will be at year 2019.

More information and trailers:

<http://www.ntrnz.com>

<http://www.magicinlapland.com>

<https://www.youtube.com/watch?v=98Pgpem5xBo>

**YOUR FUTURE JOB?**

BE THERE OR BE SQUARE – CHECK WHAT YOU WILL GET!

- See how to commercialize digital content for international markets
- By IdeaSprint You can get practical training or even job from NTRNZ
- If winning team's solution is enough competitive for concrete utilisation, pay NTRNZ some financial prize for the team
- You can benefit new experience for commercializing digital knowledge at Your own

- business field
- Personal and team coaching (after IdeaSprint) if Your solution is enough competitive

## CHALLENGE FROM MAGIC IN FINLAD

Content of challenge is to develop commercial services and products who are based on Magic in Lapland content product or other issues which are related to content basic idea (magic & Lapland). Also participants should concentrate and explain possibilities for digitalization for customer behaviour during buying and usage process. Think "out of the box". We appreciate as creative ideas as possible!

## PARTICAPANT SOLUTIONS FOR CHALLENGES

Solutions could related for example for following issues:

- Using Magic in Lapland for Finnish Lapland marketing at Asia market
- Concept for physical products which can buy by international web-shops
- Concept for e-services and media content which can buy by international web-shops
- Individual customer and tourist role as content producer at digital environment
- Brand co-operation with major international consumer brands
- Developing new or existing buying or sales process
- Developing new earning on business model for Magic in Lapland

## PROGRAM

Location: Oulu University, Linnanmaa Campus

- Tuesday, November 20, (9-15) Challenge introduction & Brainstorming
  - Room HU2015
- Wednesday, November 21, (10-14) Solution development
  - Room HU205
- Thursday, November 22, (10-14) Solution development
  - Room SÄ116
- Friday, November 23, (10-14) Pitching and competition
  - Room TS 133

## NOTE

- Detailed program and timetable will present later.
- IdeaSprint happens mostly in English, but sure, You can also speak Finnish, as well.
- All credit and employment benefits related questions should be directed to your personal study councilor or TE-office
- IdeaSprint event location we will inform you later, but IdeaSprint will happens at Oulu