

Future Expert Launchpad

Oulu employment and growth services, autumn 2026. Information pack for participants.

Retail, services and tourism

WHAT FELP IS

Eight weeks of real development work on company challenges

Future Expert Launchpad is Demola's eight-week programme where you solve a company-validated challenge in a multidisciplinary team. You take part as an expert, not as a job seeker. In eight weeks you build skills, networks and evidence of your work that count directly in the labour market.

Your skills made visible

You get concrete evidence of your work and the words to describe your own expertise.

Topics come from companies

You solve a real company need, not a classroom exercise.

Contacts and a team

The work connects you to companies and to four other professionals.

8

weeks of development work on a company partner's challenge

5

people in a multidisciplinary team on average, backgrounds mixed

3

main events: kick-off 5 Oct, mid-event 26 Oct and finals 2 Dec

What Demola is

Demola is a Finnish company that has connected universities, companies and public organisations in innovation projects since 2008. More than 7,000 projects have been run in over 40 countries. In the spring 2026 round in Oulu, 69 participants worked in 15 teams.

HOW TO APPLY

A low threshold to apply, a clear path in

Who the programme is for

University-educated professional

You gain evidence of your work and contacts, not another course.

No prerequisites

Taking part requires no ready-made idea and no interest in entrepreneurship.

Finnish and English

The programme runs in both languages, so language is not a barrier.

How you apply

1. **Read through the project topics** in this pack and on the project list in the portal.
2. **Create a Demola profile** in the portal and apply yourself to the projects that interest you.
3. **Come to a short conversation** with Demola. You can also meet the Demola team at MegaMatchmaking at Tullisali on 23 Sept. Teams are formed from the applications as applicants come in.
4. **Start at the kick-off on 5 Oct** and work in your team for eight weeks until the finals on 2 Dec.

How the projects work in practice

A team of around five people, one company challenge.

A Demola facilitator guides the work throughout.

The outcome is a concept or prototype to take further with companies, as a new company or as a thesis.

A weekly rhythm: team meetings and interim tasks.

Work happens in Demola Hub, the digital workspace.

Expect a few hours a day on average.

Schedule, autumn 2026

The September dates belong to the application period. The actual project work runs 5 Oct - 2 Dec 2026.

APPLICATION PERIOD 1 SEPT
- 27 SEPT

PROJECT WORK 5 OCT - 2 DEC

23 Sept

MegaMatchmaking
at Tullisali

27 Sept

Applications
close

5 Oct

Kick-off, work begins

26 Oct

Mid-event

2 Dec

Finals

PROJECT TOPICS

Retail, services and tourism

These four topics were selected especially for this field. You can apply to any project of the autumn round, also outside this list.

The project topics have been shaped together with the Radical AI Deployment consortium (Wärtsilä, Valmet, Kempower, Danfoss, Bittium and the Pirkanmaa and Ostrobothnia wellbeing services counties).

AI That Understands What a Customer Actually Means

An experienced account manager can read a vague customer request and turn it into the right actions, but that skill sits with individuals and does not scale. The team prototypes an AI assistant that interprets an imprecise customer message using history and context, and turns it into concrete next steps.

Why this could fit you: you know what a vague customer request actually sounds like and what the customer expects from it.

<https://portal.demola.net/projects/3288?locationId=oulu>

Pocket Diagnostics

When equipment misbehaves, the customer has to choose between an expensive service visit and guesswork. The team builds a guided diagnostics assistant that helps the user solve simple faults safely and shows when to call a professional. The prototype is built for a familiar home appliance, which keeps the topic approachable.

Why this could fit you: in service work you can judge when clear instructions are enough for the customer and when a professional is needed.

<https://portal.demola.net/projects/3291?locationId=oulu>

Designing the Passenger Experience for Regional Electric Flight

Electric aviation means shorter routes, smaller aircraft and ground time dictated by charging. The team designs the passenger experience of a regional electric flight from booking to arrival: how expectations are set and how the charging wait becomes part of good service.

Why this could fit you: tourism and service design skills decide the entire passenger experience in this project.

<https://portal.demola.net/projects/3293?locationId=oulu>

Designing the Data-for-Value Conversation in Personal AI Agents

A personal AI agent becomes more useful the more data it can use, but few users understand what they are sharing and why. The team studies how users think and prototypes a consent and onboarding experience that presents the data-for-value trade honestly and clearly.

Why this could fit you: in retail and services you know how to explain a benefit to a customer honestly and understandably.

<https://portal.demola.net/projects/3285?locationId=oulu>

All other topics are open to you too

The full autumn project list is online. You can choose any topic, as long as it is genuinely meaningful and interesting to you.

<https://portal.demola.net/?locationId=oulu>

What you take away in eight weeks

Evidence of real work

A concrete project on a company partner's challenge for your portfolio: what you did, how, and what came out of it.

Certificate and 360 review

A certificate of participation plus feedback from your team and facilitator on how you worked.

Rights to your own results

You may use the project results in your portfolio and job search, and take them further with companies, as a new company or as a thesis.

Networks and contacts

You meet company partner representatives, facilitators and four other professionals in your team.

What the programme asks of you

A few hours a day on average, 5 Oct - 2 Dec.

Attendance at the kick-off 5 Oct, mid-event 26 Oct and finals 2 Dec.

Weekly work with your team.

Taking part does not affect earnings-related benefits.

How to apply

Applying, profile and all topics

<https://portal.demola.net/?locationId=oulu>

Applications close

27 Sept 2026

Come to MegaMatchmaking at Tullisali on 23 Sept. You can meet Demola representatives there and ask about the projects directly.

Who to contact

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