



MR HUB – Mixed reality user benefit laboratory

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Professor

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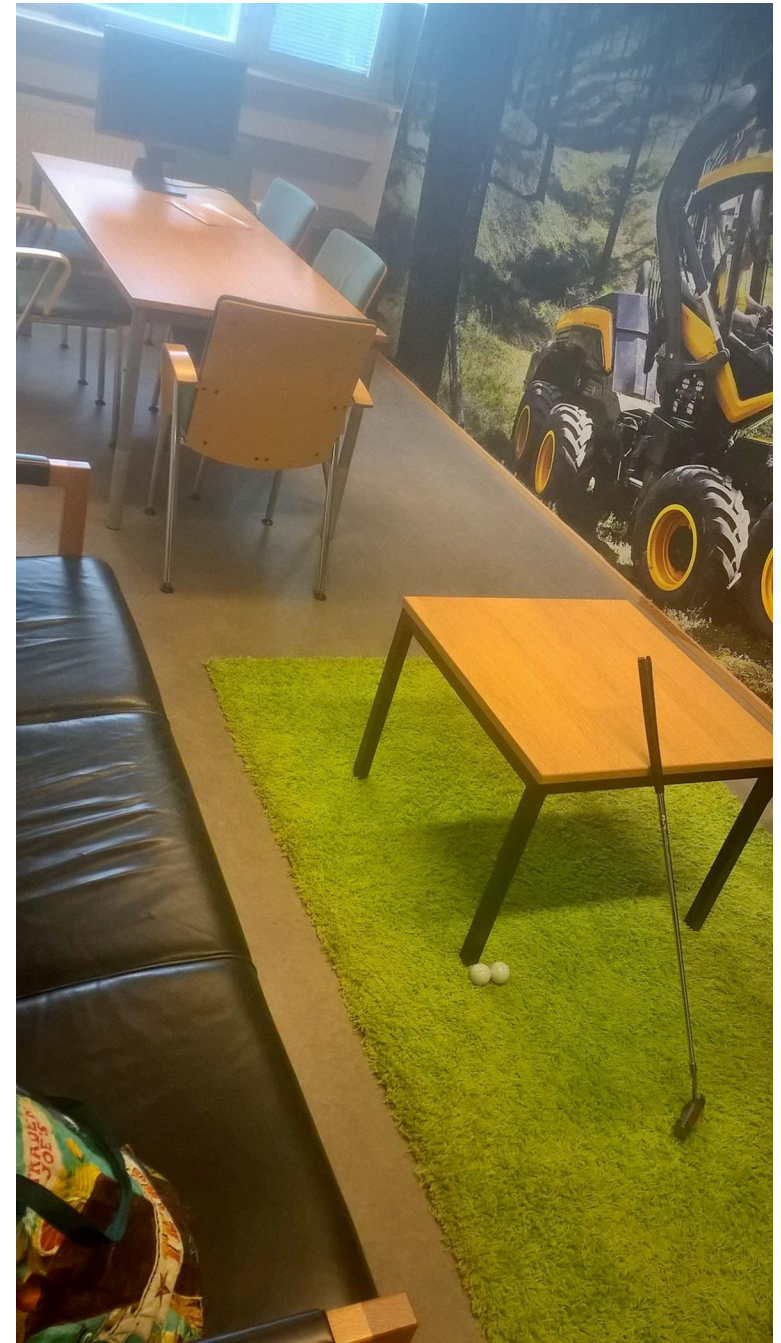
Adjunct Professor (part-time 20%)

Sales Management

Aalto University

Espoo, Finland

- London School of Economics, SSE, TKK, HSE, Aalto, Stanford, HY
- Founder, Aalto Ventures Program à HAVP?
- Pre-seed investor/founder, 15 spin-off/startup companies
- Board member: e.g. Mehiläinen, Solita, Kotipizza Group, Molok
- Advisor to the Futures Commission of the Finnish Parliament, Ministry for Work and Industry, Ministry for Communications, Ministry for Agriculture and Forestry

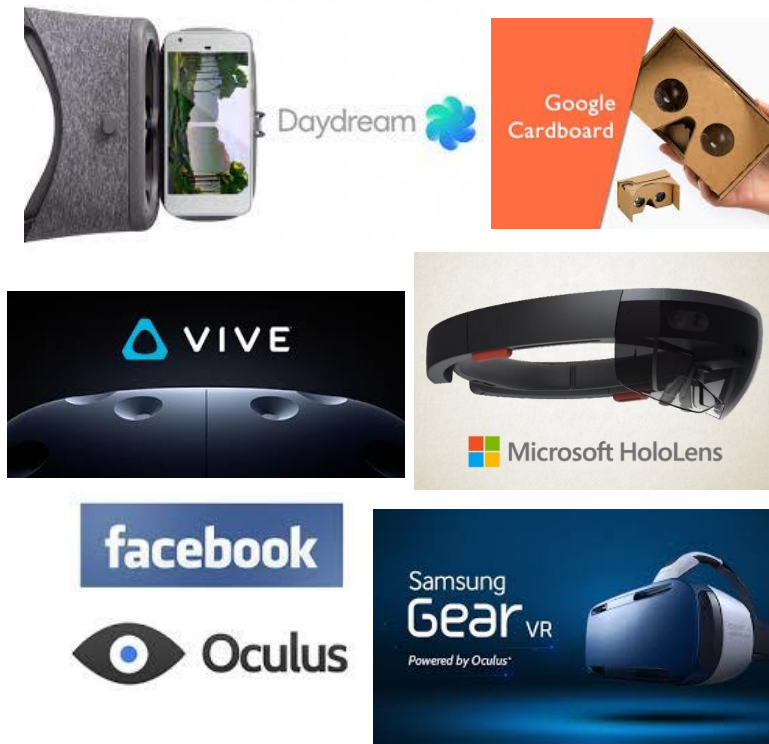


Some philosophical points

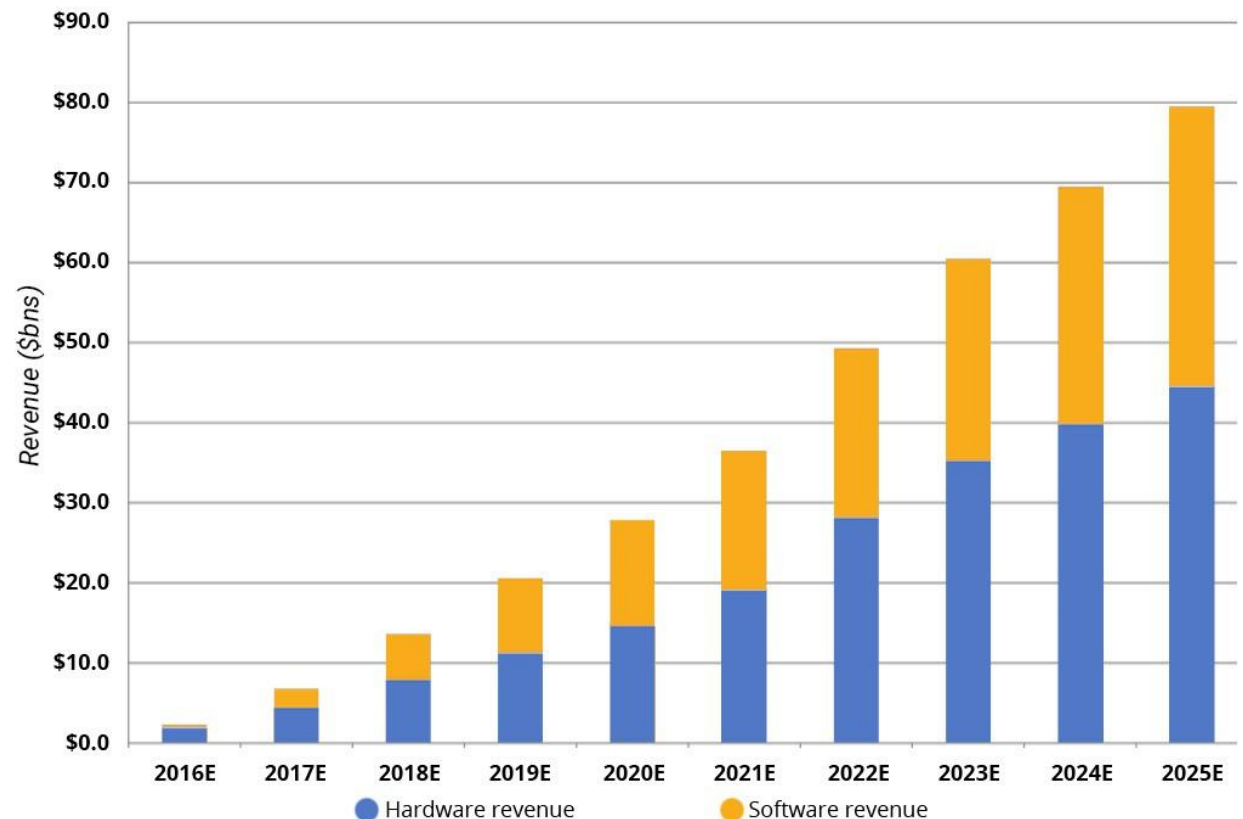
- +Cutting edge – future-oriented, global, transformative
- +Seeking knowledge of facts and benefits
- +Skills are important

Mixed reality revolution

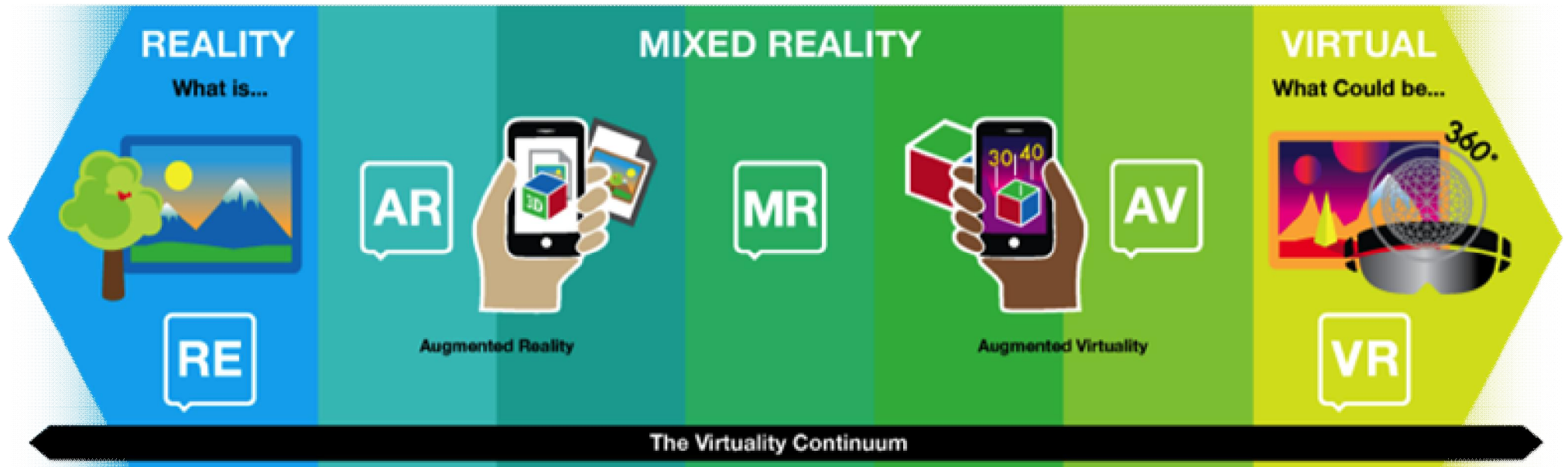
- MR technologies are expected to disturb the existing markets like PC and smartphone did when they were introduced to the markets (Goldman Sachs 2016)



VR AND AR MARKET FORECAST ACCORDING TO GOLDMAN SACHS



Don't go tech first



MR HUB – customer benefit first



CASE: DIGILOIKKA



CASE: PONSSE



CASE: METSÄ GROUP

...remove trees to earn money...

Raha: 1029 €



CASE: TECH GROWTH COMPANIES

Industrial VR Solutions With True Added Value

[Read more... >](#)



WOW + A-HAH: $1+1 > 2$, $1+0,5 < 1$

CURATION > Qtech

**FOCAL BENEFIT DRIVERS:
enchantment, dialog elicitation,
stimuli, focusing & priming,
reciprocity and value-in-use**

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