

JYVÄSKYLÄ GAME INDUSTRY SCENE

- AN OPPORTUNITY FOR GROWTH!



Tuomas Roininen
Expa Game Business Cooperative

JYVÄSKYLÄ GAME INDUSTRY HUB

EXPA



Training Partner
2025



COMMUNITY

RESEARCH

INNOVATION

TECHNOLOGIES

PRODUCTS

SERVICES

DESIGN

DEVELOPMENT

PRODUCTION

CENTRAL FINLAND'S DIGI & GAME INDUSTRY IS COMMUNITY DRIVEN!

Globally people are not “just” **playing more video games**, but also **watching more people play them** and **game technologies are breaking into other industries**. It's an industry ripe for content creators & growing heavily each year.



EXPA GAME BUSINESS COOPERATIVE PROMOTES THE GAME INDUSTRY IN CENTRAL FINLAND WITH CITY OF JYVÄSKYLÄ BY

- Supporting local digi & game start ups (since 2012)
- Helping companies move and expand to Jyväskylä area
- Providing expertise and consulting
- Developing digi & game education programs
- Creating and hosting events
- Building the digi & game industry ecosystem
- Enabling new co-operations
- Collaborations with Education (from upper secondary to a doctorate (PhD))
- Running and participating in development projects
- Offering dedicated co-working premises Digi & Game Center, 1000m2.
- **#XmasJKL - The Finnish Game Industry Business Seminar (est 2015)**



Peliosuuskunta Expa (Expa Game Business Co-operative) - IGDA Finland Jyväskylä Hub

is a co-operative game company that's established an open community for everyone interested in game industry, game business and game development. Our goal is to advance the game industry in Jyväskylä and Central Finland. Providing a network for the active game developer scene, connecting individual game developers and game companies, as well as bring together game industry workers, talents, students, researchers, lecturers, entrepreneurs...

Linktree:

<https://linktr.ee/peliosuuskuntaexpa>

Peliosuuskunta Expa is the operator of **Digi & Game Center** – The multiple times Awarded Co-Development Ecosystem in the Heart of Finland in Jyväskylä, Finland. Est 2020.

<https://www.digigamecenter.org>

The Central Finland Games Industry Report 2022:

<https://drive.google.com/file/d/13WnFzOk3wosSpwGBsU8nol1FdNdkBCB-/view>



JYVÄSKYLÄ GAME INDUSTRY HUB

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CENTER
DIGI &
GAME

igda
Jyväskylä

SHARING IS CARING - UNITING THE FINNISH GAME INDUSTRY



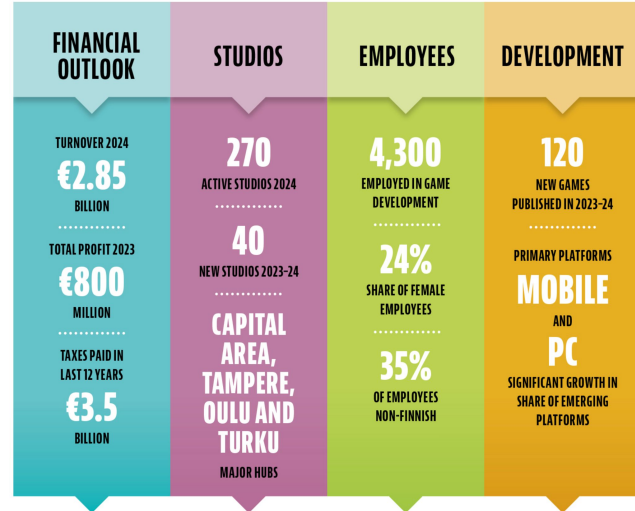
“ONE BIG FAMILY” - NO DOMESTIC MARKET

Neogames is a membership based, non-profit association for the game industry. Our mission is to coordinate and support the growth and development of the Finnish game industry and its ecosystem. Brings together all the players from different sectors of the game industry and promote their shared interests. <https://neogames.fi>

IGDA Finland is the local Finnish chapter of IGDA, the International Game Developers Association. IGDA is a non-profit professional society that is committed to advancing the careers and enhancing the lives of game developers by connecting members with their peers, promoting professional development, and advocating on issues that affect the developer community. In 2011 the Finnish Game Cluster (IGDA Finland, Neogames Finland and Suomen Pelinkehittäjät ry) received the Internationalization Award of the President of Finland. IGDA Finland has also been recognized as one of the most vibrant and fastest growing chapters by the IGDA when awarded with the IGDA MVP Award in 2007. IGDA Finland is not a labor union. <https://www.igda.fi>

Expa Game Business Cooperative the operator of Digi & Game Center is official IGDA Finland Jyväskylä Hub <https://expa.fi>

[THE FINNISH GAME INDUSTRY 2024 REPORT](#)



Careers in the Games industry

It is a mistaken belief that the games industry consists of nothing more than graphic designers and coders. Nothing could be further from the truth.

Depending on the level of the platform and the kind title release, there could be up to 29 different categories of professionals that make up a successful title which sub-subdivides into more jobs in each category. Any investment in education and development in the games industry will potentially benefit all these career paths.

Here is a list of potential careers that can be sought in and around the game industry.

Game Programming

AI : Engine dev : gameplay designer : graphics : Networking : physics : tool : UI

Game design

Direction: Economy: Interaction: Level design: Narrative: Quest : Systems : UI :UX

Game Production

Executive: Live operation: Project Management: Prototyping: Publishing: Release-management: storyboarding: Studio management

Art

Concept, Environment, modelling, particle art, UI, VFX, technical art

Animation

Cinematics, Generalist, Motion capture,

Software and web

App, backend, full-stack, frontend, web designer, web developer

Management

Creative Director, Department, operations, Program, project, strategy

Marketing

Brand, Community, content, digital, E-commerce, influencer, public relations, product, user acquisition, social media.

Content

Cinematography, game structure, graphic design, motion graphics, postproduction, video editing

IT sector

Dev-ops, networking, security engineering, system administration, tech support

Audio

Composer, design, direction, engineering, programmer, QA, voice

Research

Academic, consumer, market, UX

Quality assurance

Analysis, Automation, Certification, compatibility, compliance, engineering, interrupt, lead, localisation, performance, platform, SDET, submission, testing

Commercial

Accountant management, Ad operations, Business development, B2B, B2C, game monetisation, partnerships, revenue strategist

Financial

Accounting, analysis, auditing, payroll, procurement, tax

Legal

Compliance, counsel, employment, licensing, merger, and acquisition.

HR

Compensation and benefits, diversity, employer branding, wellbeing, training, recruitment

Education

Prog development, Teaching.

Media

Editor, journalist, photographer, video

Data

Administration, Analysis, Engineering, science

Customer Service

Customer support, developer support, technical support

Administrative

Admin support, exec assistant, facilitate support, Front of house, Office

Competition

Admin, Analyst, coach, manager, trainer, nutritionist, player, psychologist, referee, talent scout

Broadcast

Camera, DOP, Supervisor, director, operator, assistant, floor manager, graphics, lighting, producer, scriptwriting, sound, streaming,

Event management

AV , audio, lighting, stage design, electrics, hospitality, licencing, logistics, player manager,

Talent

Agent, analyst, caster, content creator, host, interviewer, streamer.



EXPA

(EXPA GAME BUSINESS CO-OPERATIVE)

Peliosuuskunta Expa

(IGDA Finland Jyväskylä Hub)

Digi & Game Center

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<https://expa.fi>



JYVÄSKYLÄ GAME INDUSTRY HUB



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PELIOSUUSKUNTA EXPA

Private company, est. 2012, game industry promoter and representative of Jyväskylä, Central Finland. An open community for e.g. digi & game industry professionals, researchers, students, teachers, hobbyists, anyone who is interested.

Values: Passion, Cooperation, Transparency

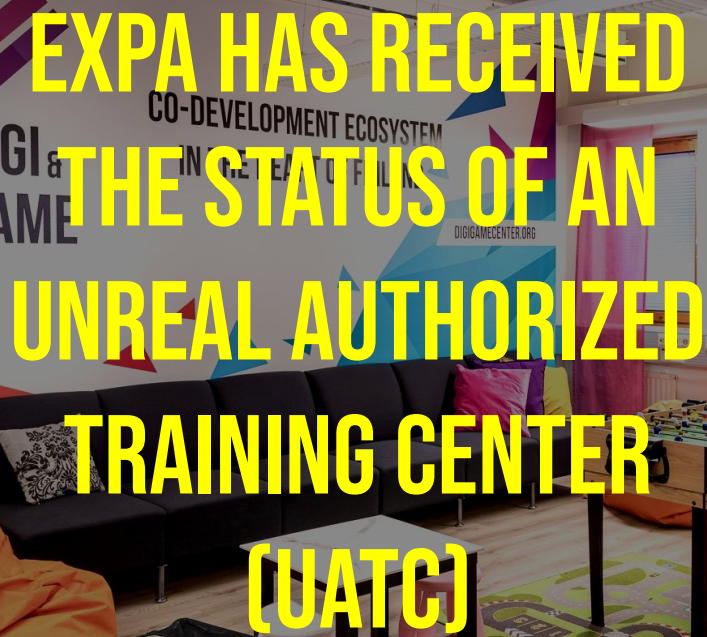
Over 140 members + honorary members: Mayor of the City of Jyväskylä & Tuomas Roininen (co-founder) Since the December 2013 Expa has been an official Local Hub of IGDA Finland branch as IGDA Finland Jyväskylä Hub.

Co-founder & Operator of multiple times awarded ecosystem and value network, co-working premises **Digi & Game Center** est. 2020 <https://www.digigamecenter.org>

Expa has official status of being **the Finland's first and the northernmost in the world Unreal Authorized Training Center** granted by **Epic Games** since 11/2024. **Reseller** since 11/2025

Peliosuuskunta Expa (Expa Game Business Co-operative) has its own **Expa Education Platform** for the industry to educate peers with free and paid MasterClass courses made by industry experts.

Linktree: <https://linktr.ee/peliosuuskuntaexpa> & [The Central Finland Games Industry Report 2022](#)



EXPA HAS RECEIVED THE STATUS OF AN UNREAL AUTHORIZED TRAINING CENTER (UATC)

WHAT DOES THIS MEAN?

- Access to **Epic's exclusive materials**
- Recurring **Unreal Engine (UE) courses**
- Tutorials and other supportive **online materials**
- Building an UE **talent community**
- Making a **new business & cooperation opportunities**
- Helping to **become an Unreal Authorized Instructor (UAI)**
- Making a **history as we speak, together!**



Training Partner
2025



WHAT EXPA AND DIGI & GAME CENTER, JYVÄSKYLÄ CAN DO?

Linktree Peliosuuskunta Expa:

<https://linktr.ee/peliosuuskuntaexpa>



Training Partner
2025



Here's a some list of key things what

Expa - The Ecosystem of Digi & Game Center can do:

1. **Game Industry related:** The primary industry for game development, gamification and esports.
2. **Film, Animations and Television:** for virtual production, real-time rendering, and post-production effects.
3. **Architecture:** architectural visualization, experience buildings, premises in a virtual environment.
4. **Automotive:** design visualization, virtual showrooms, and interactive marketing experiences. Simulations for training, design prototypes, and immersive visualization.
5. **Education:** to create educational tools, simulations, and interactive learning experiences, training environments, and education platform for custom courses.
6. **Advertising and Marketing:** to create interactive marketing campaigns, advertisements, and branded experiences like 360 photos / tours, but also traditional marketing
7. **Virtual & Augmented Reality:** the development of immersive VR and AR applications for various purposes like apps, games & videos
8. **Real Estate:** virtual property tours and interactive marketing solutions, 360 showcases.
Also rents premises at **Digi & Game Center**
9. **Event management / Broadcasting:** live events, sports broadcasts, and TV shows with enhance visual effects and graphics.
10. **Cyber security:** testing and pre handling cyber attacks

In overall all kinds of mentoring and consulting can be done.

Always good to ask can we provide something!

JYVASKYLA GAME INDUSTRY HUB



Official
reseller



Expa Game Business Cooperative

HELPING YOU DELIVER SUCCESS



License **Partner**



UNREAL
ENGINE
Training

SPECIALIST
SERVICES

COMMUNITY

RESEARCH

INNOVATION

TECHNOLOGIES

PRODUCTS

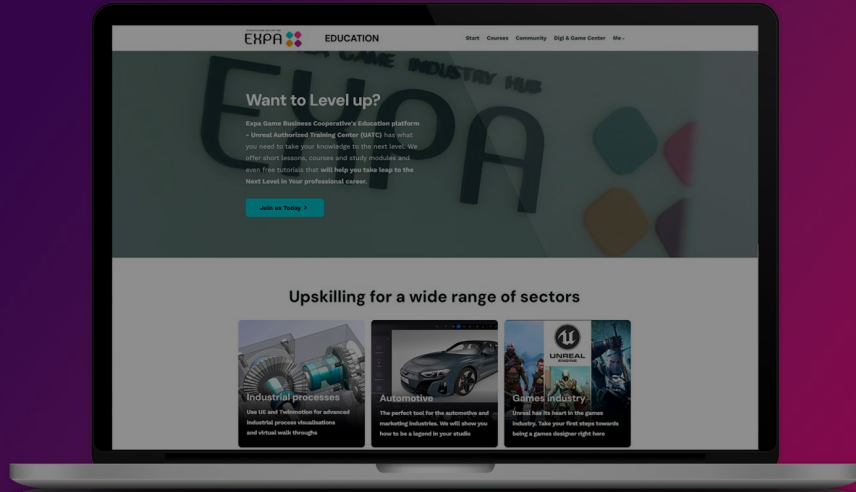
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EXPA GAME BUSINESS COOPERATIVE EDUCATION PLATFORM – NOW OPEN TO THE PUBLIC!



- Find courses done by professionals to boost your knowledge & careers, **Master Class waiting You!**
- Expa's Education platform is not just another online course platform; **it's a dynamic cooperative community where educators & entrepreneurs collaborate, innovate, and grow.**
- Offered various courses from time to time **free and paid versions**
- Courses provided in various topics in **Unreal** but indeed also **other related topics too!**

[HTTPS://EXPA.LEARNWORLDS.COM](https://expa.learnworlds.com)



WHY YOU SHOULD START TEACHING ONLINE COURSES WITH EXPA GAME BUSINESS COOPERATIVE EDUCATION PLATFORM

REVSHARE (12/88)

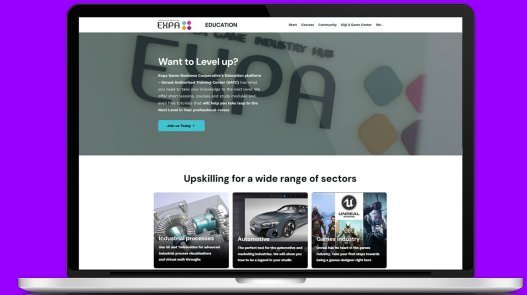
Unleash Your Teaching Potential

- **Flexible Course Creation:** Design courses tailored to your expertise, whether it's game design, business strategies, or educational development. The platform supports a variety of formats, including video lectures, interactive modules, and live sessions.
- **Global Reach:** With Expa's extensive network, your courses can reach a worldwide audience. Break the geographical barriers and connect with learners from diverse backgrounds, enhancing your influence and cultural exchange.
- **User-Friendly Interface:** Expa provides intuitive tools that make course creation and management seamless. Focus on delivering high-quality content while the platform handles the technical complexities.
- **Collaborative Environment:** Engage with a community of like-minded educators and industry experts. Share insights, co-create content, and participate in cooperative projects that enrich the learning experience.

Business Opportunities

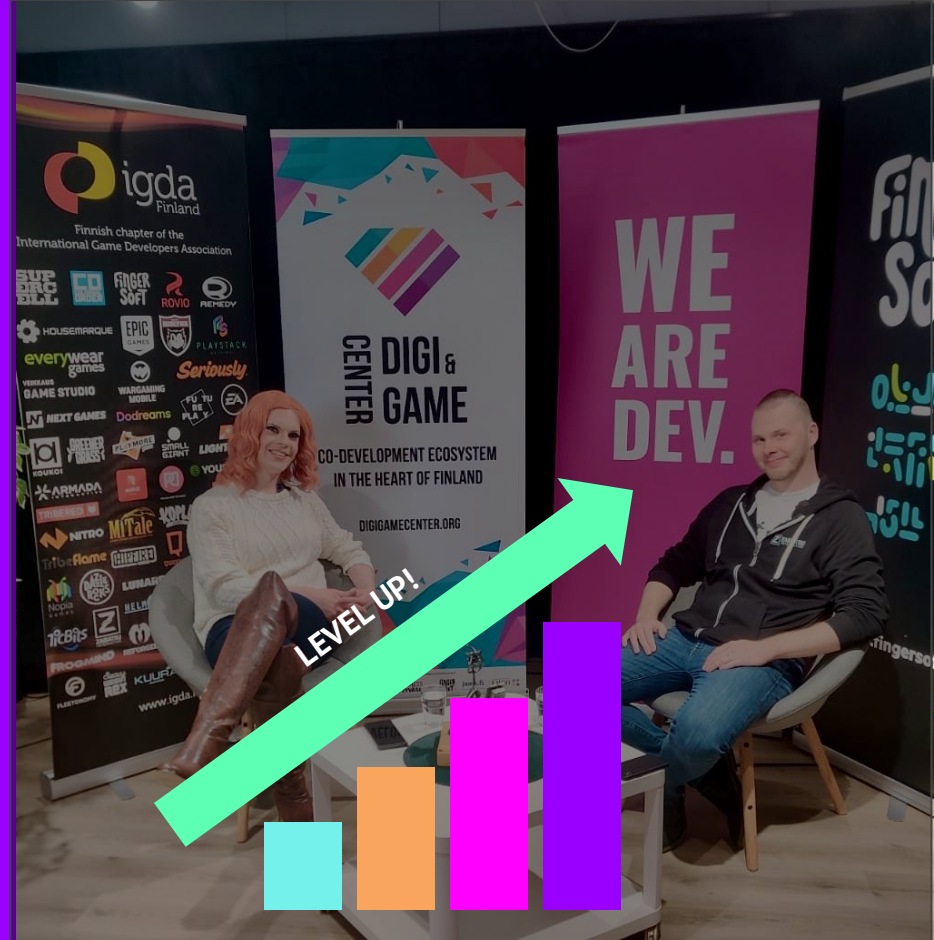
Our platform is **not just about teaching; it's about building a sustainable business.** Here's how you can turn your passion into profit:

- **Revenue Sharing Model (12/88):** Benefit from competitive revenue-sharing schemes that reward your efforts and success. The more engaging your course, the higher your earning potential
- **Brand Building:** Establish yourself as a thought leader in your niche. Expa's marketing tools and community exposure help you grow your personal brand effortlessly.
- **Partnership Opportunities:** Collaborate with other educators and businesses within the Expa and Digi & Game Center network. Joint ventures, affiliate programs, and cross-promotional activities open new revenue streams.
- **Scalability:** Unlike traditional classrooms, online courses on Expa can be scaled infinitely without additional costs. Teach once, earn continuously.



GOALS FOR JYVÄSKYLÄ, CENTRAL FINLAND GAME INDUSTRY 2025 -->

- in the region at least **1-2 international success companies**
- top quality game startup, esports and research activity
- **external investments**
- 400 jobs in the field (researchers, teachers, companies)
- Aiming for 50 M Euro per year
- **an attractive location for foreign establishment (soft landing)**
- annual promotional events for the gaming industry and esports



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SEED CITY FUND – PRE-PRE-SEED MICROFUND FOR GAME STARTUPS

Backing the world's next great game studios from day zero.

Microfund focused on ultra-early, high-potential teams across the full spectrum of games: mobile, PC/Steam, Consoles, tabletop, and interactive platforms.

Fund Snapshot

Item	Details
Fund Target	€1M total, €200K first close
Ticket Size	€10K–€30K per startup
Stage	Pre-pre-seed (idea to prototype) Games / Game Tech; mobile, PC/Steam, Consoles, tabletop, and interactive platforms
Focus	Ultra-lean, part-time partners
Structure	4-page pitch, 2-week decision
Evaluation	Expert pool of industry evaluators
Support	

Roadmap

Phase 1 – Setup & First Close
(Months 1–3)
Legal setup, first €200K raise,
launch brand, open pitch portal

Phase 2 – First Investments
(Months 4–9)
Invest in 10–15 studios, share early
wins, raise to €1M

Phase 3 – Expansion (Months
10–18)
Portfolio growth, follow-ons,
ecosystem partnerships

Phase 4 – Exit Prep (Months 18–36)
Seed/Series A hand-offs, early exits,
prepare next fund

Investor Exits

- Secondary sales during Seed / Series A rounds
- Acquisitions by platforms/publishers
- Optional revenue-share models for early ROI
- Priority access to next fund with carry discounts

Targets (Nordics)

- 50–100 startups backed over 3 years
- 3x+ fund return over 6–8 years
- Fast decisions and founder-first model
- Preferred access to top-tier publishing & VC networks

WHAT DOES THIS MEAN?



**TOGETHER WE ARE
STRONGER!**

**COOPERATION
COUNTS**



LINKS

Peliosuuskunta Expa (Expa Game Business Cooperative)

<https://expa.fi>

Digi & Game Center

<https://www.digigamecenter.org>

City of Jyväskylä Business Development Services

<https://elinkeinopalvelut.jyvaskyla.fi/en/>

Yritystehdas

<https://www.yritystehdas.fi>

K-S Yritysidea

<https://yritysidea.fi/becoming-entrepreneur-jyvaskyla>

Jamk University of Applied Sciences

<https://www.jamk.fi/en/Apply-to-Jamk/bachelors-degree/study-game-production-and-become-a-bba-in-our-degree-programme-in>

University of Jyväskylä

<https://www.jyu.fi>

Jyväskylä Educational Consortium Gradia

<https://www.gradia.fi>

Humak University of Applied Sciences

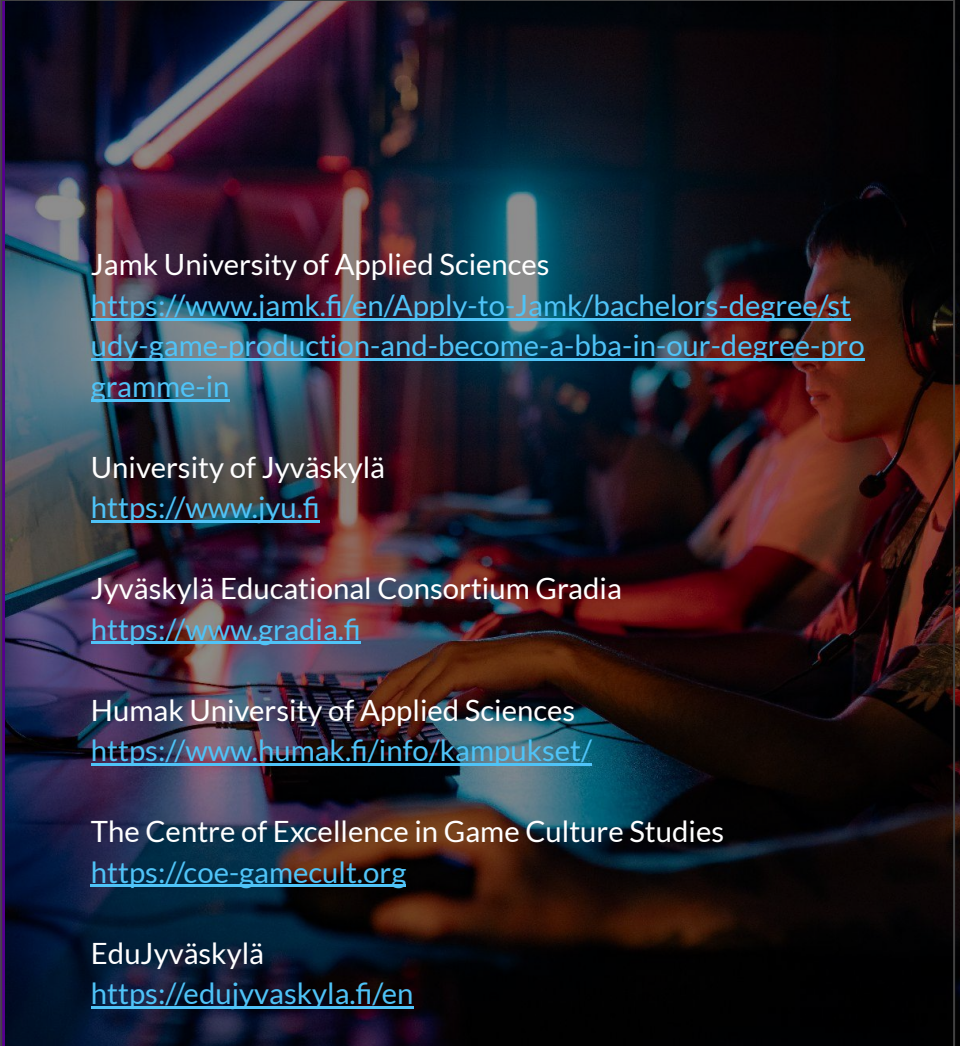
<https://www.humak.fi/info/kampukset/>

The Centre of Excellence in Game Culture Studies

<https://coe-gamecult.org>

EduJyväskylä

<https://edujyvaskyla.fi/en>





PELIOSUUSKUNTA EXPA

[EXPA GAME BUSINESS COOPERATIVE]

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Linktree Peliosuuskunta Expa:



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JYVÄSKYLÄ GAME INDUSTRY HUB

