

01 / THE STORY

Towards longer trails.

Oscar Vatanen | entrepreneur and ultrarunner

Ultra Osku

I am a Finnish entrepreneur developing into a long-distance ultrarunner. I document training, races and everyday life as they happen, including the progress, difficult days and new attempts.

My background

I have been an entrepreneur for nine years. My sporting background includes 12 years of football in my youth, later playing in the Finnish lower divisions, and strength training. Ultrarunning has become my main focus, taking me towards distances that once felt far beyond reach.

Why follow the journey

I am not an elite athlete yet. I want to show what sustained progress actually takes and how an everyday athlete can work towards ambitious personal goals. Unfinished races and changes of plan are part of that story too.

From Finland towards the world's long-distance trails.

02 / PROGRESS AND AMBITION

The work so far. The goals ahead.

Completed milestones and future ambitions

FINISHED / NUTS Ylläs-Pallas 2026

I completed the 100-kilometre race in summer 2026 in approximately 23 hours and 20 minutes. It is an important completed milestone in my ultrarunning journey.

ATTEMPTED / Pogostan Ultra 2026

My first 100-mile attempt ended in a DNF at around 96 kilometres in August. That experience provides a concrete starting point for preparing for the next attempt.

2027 / Pogosta 200 miles

My main goal for 2027 is the Pogosta 200-mile race. I am building the endurance, race experience and practical skills needed for a challenge of this length.

2028 / Spartathlon

My goal for 2028 is Spartathlon. Preparation includes meeting the race entry requirements and building the capacity needed for this long-distance ultra.

2029 / UTMB races

My goal for 2029 is to take part in UTMB races. I will choose the specific events and distances based on my progress and eligibility. These are goals; entries are not yet confirmed.

The goals set the direction. The training shows the progress.

03 / PARTNERSHIPS

Become part of the journey.

Products, content and ongoing collaboration

How we can work together

Product partnerships: equipment or nutrition used in training, with honest feedback.
Content partnerships: an agreed photography or video project built around a partner's needs. Ongoing partnerships: involvement in training, race projects and recurring content.

Content production is in place

I have a content production and filming team. We can document everyday training, equipment use, race preparation and lessons from each event. Deliverables, schedules, compensation and usage rights are agreed for each partnership.

Building an audience from the start

Ultra Osku's Instagram is at an early stage. The initial value for partners comes from produced content, real product use and a developing story. Actual results from partnership posts will be reported as agreed.

Let's discuss a practical starting point

I am looking for partners whose products and work fit the everyday reality of ultrarunning. We can begin with a focused trial or a broader project, with clear value for both sides.

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