



# Global Access Program Finnish Executive Testimonials

2020

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## ADWATEC

HEIKKI MUSTONEN - MANAGING DIRECTOR ([heikki.mustonen@adwatec.com](mailto:heikki.mustonen@adwatec.com))

PAULI HALONEN - SALES MANAGER ([pauli.halonen@adwatec.com](mailto:pauli.halonen@adwatec.com))

Adwatec, which manufactures cooling solutions, needed a strategy for U.S. market entry with a complicated product. Managing Director Heikki Mustonen describes the result. "This project gave us insight on how to enter the U.S. market, plus a lot of information." Sales Manager Pauli Halonen explains one of the benefits of participating in GAP. "With the GAP team, we had locals interviewing local companies, which was a lot better and faster than sending a Fin."

## GRAINSENSE

RIKU NIEMELÄ - CEO ([riku.niemela@grainsense.com](mailto:riku.niemela@grainsense.com))

MICHAEL SZÜCS - CSO ([michael.szuecs@grainsense.com](mailto:michael.szuecs@grainsense.com))

MELVIN HUBER - SALES MANAGER ([melvin.huber@grainsense.com](mailto:melvin.huber@grainsense.com))

"We heard a lot of good things about GAP as an important tool in entering the U.S. market," says CEO Riku Niemelä of GrainSense, which manufactures a handheld device that measures grain quality. "The project has already impacted us in the short term, because the team was able to come up with an extensive lead in the marketplace," says CSO Michael Szücs. When Sales Manager Melvin Huber was asked how he would describe the GAP experience, he responds, "Super positive! This was a great group of students, who were super engaged and got up to speed quickly."

## KASKEIN MARJA

PEKKA KOIVISTO - CEO ([pekka.koivisto@kaskein.fi](mailto:pekka.koivisto@kaskein.fi))

TUOMAS KOSKINEN - SALES ([tuomas.koskinen@kaskein.fi](mailto:tuomas.koskinen@kaskein.fi))

CEO Pekka Koivisto, who has worked on projects with other universities, consultants, EU programs and state funded programs, says "By far the GAP team was the best and most professional." Tuomas Koskinen, who sells Kaskein Marja's natural and organic berries, adds, "The team had good strategies on where to go, which gives us a good chance to enter the U.S. market successfully."



## KYRO DISTILLERY

MIIKA LIPIAINEN - CEO ([miika@kyrodistillery.com](mailto:miika@kyrodistillery.com))

Already in the U.S. market, Kyro Distillery, which produces gin and whiskey, was interested in expanding the market. CEO Miika Lipiainen explains the benefits of participating in GAP. "There was absolutely no way that could have gotten this kind of market analysis and especially the interviews with prospective customers or in the value chain. We could never have done this ourselves."

## RAPAL

MAIJA PATJAS - HEAD OF INTERNATIONAL RELATIONS ([maija.patjas@rapal.fi](mailto:maija.patjas@rapal.fi))

"It was a great experience," says Maija Patjas, Head of International Relations at Rapal, a real estate management company. "I really enjoyed working with team; they were super bright and grasped everything." When asked if she would recommend other companies to GAP, she responds, "Absolutely! We had local people who were not perceived by the competition as competitors, so they had access to conversations that may not have happened otherwise. It was money well spent and more than worth it."

## SENSIRE

JP ASIKAINEN - CEO ([jp.asikainen@sensire.com](mailto:jp.asikainen@sensire.com))

JUSSI KOIVISTO - SENIOR ADVISOR ([jussi.koivisto@sensire.com](mailto:jussi.koivisto@sensire.com))

MIKKO HASSINEN - SALES DIRECTOR ([mikko.hassinen@sensire.com](mailto:mikko.hassinen@sensire.com))

"The GAP team did an excellent job, even though they had no background in our industry," says JP Asikainen, CEO of Sensire, which offers IoT enabled sensor hardware and cloud-enabled software for monitoring and managing temperature-controlled goods. "They had a challenging learning curve, but due to the team's excellent motivation and commitment, we ended up with truly insightful and relevant results," adds Senior Advisor Jussi Koivisto. "We were able to validate in real life what the students did," concludes Sales Director Mikko Hassinen. "Now we can trust real life because we have a study that validates our strategy."

## ZAPFLOW

MIKKO PIRINEN - CEO ([mikko@zapflow.com](mailto:mikko@zapflow.com))

"The value of the deliverable was significant," begins Mikko Pirinen, CEO of Zapflow, which offers software for private equity and corporate venture capital teams. "The deliverable provided valuable insights which would have been tough to buy at market terms." He cites the local understanding of the business culture and constraints as important factors. "Having the U.S. mindset is important when evaluating the local market," he says.



2019

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## ALTUM

BO MALMBERG - CHAIRMAN OF THE BOARD ([bo.malmberg@altumtechnologies.com](mailto:bo.malmberg@altumtechnologies.com))

MATIAS TAINELA - CEO ([matias.tainela@altumtechnologies.com](mailto:matias.tainela@altumtechnologies.com))

ESTEBAN SOTO - CEO AMERICAS & MARKETING DIRECTOR ([esteban.soto@altumtechnologies.com](mailto:esteban.soto@altumtechnologies.com))

"GAP was extremely good," begins Bo Malmberg, CMSO of Altum Technologies, which provides a software-guided power ultrasound device that removes fouling from industrial production processes without the need to stop the production. "The team did close to 150 interviews which included different companies and roles within companies." CEO Matias Tainela continues, "GAP provides a lot of valuable market knowledge for companies looking to expand to North America." CEO Americas & Marketing Director Esteban Soto discusses the faculty advisor. "The professional support given to the GAP team from the faculty advisor always helped to steer the research in the right direction."

## FOCALSPEC

HARRI LEINONEN - CEO ([harri.leinonen@focalspec.com](mailto:harri.leinonen@focalspec.com))

Harri Leinonen, CEO of Focalspec, which creates high-precision, high-speed optical metrology sensors, tasked the GAP team with identifying new opportunities in North America. "It was a great team who was very dedicated and caught on very fast," he says. "As neutral students, the team had access to interviews that were very difficult for us to have."

## GASERA

ISMO KAUPPINEN - CEO ([ismo.kauppinen@gasera.fi](mailto:ismo.kauppinen@gasera.fi))

Gasera produces measurement products for personal and environmental safety from harmful gases and provides solutions for environmental awareness. "Through the GAP program, we were able to investigate a new market opportunity in the U.S. wood industry," says Gasera CEO Ismo Kauppinen. "We made time-saving decisions because of this research."

## GETJENNY

MIIKKA HAAVISTO - CO-FOUNDER, COO ([miiikka@getjenny.com](mailto:miiikka@getjenny.com))

RIKU SALMINEN - DIRECTOR PARTNERSHIPS ([riku@getjenny.com](mailto:riku@getjenny.com))

GetJenny is a chatbot company seeking to improve customer service through its AI chatbot offering. Miikka Haavisto, Co-founder and COO of GetJenny, says, "We had been considering U.S. entry, and without GAP, we could not have accessed market research so early on." Director of Partnerships Riku Salminen adds, "We felt lucky to have had such a proactive team with different backgrounds."



## K. HARTWALL

STEFAN LINDH - HEAD OF BUSINESS UNIT RETAIL ([stefan.lindh@k-hartwall.com](mailto:stefan.lindh@k-hartwall.com))

VILLE HINTSALA - BUSINESS DEVELOPMENT MANAGER ([ville.hintsala@k-hartwall.com](mailto:ville.hintsala@k-hartwall.com))

K. Hartwall, which provides material handling equipment, plans to enter the U.S. market. Head of Business Unit Retail Stefan Lindh says, "The GAP program allowed us to learn more about our target customer segments and confirm our market plan." Business Development Manager Ville Hintsala adds, "Through company interviews, the GAP team helped us make contact with prospective customers."

## MASTON

ILKKA PARVIAINEN - CEO ([ilkka.parviainen@maston.fi](mailto:ilkka.parviainen@maston.fi))

AULI PARVIAINEN - NORTH AMERICAN SALES ([auli.parviainen@maston.fi](mailto:auli.parviainen@maston.fi))

Asked if the GAP project has influenced their business to date, head of North American Sales Auli Parviainen describes the week prior to the GAP presentation as, "Amazing; it was staggeringly positive." GAP research has helped them in their meetings with prospective partners and customers in the paint industry. She continues, "The research helped us, because we used direct quotes from the report at the meetings." CEO Ilkka Parviainen adds, "One company was so impressed with the research results we discussed that they wanted the report."

## ORBIS

EERO ROSSI - CEO ([eero.rossi@orbissystems.eu](mailto:eero.rossi@orbissystems.eu))

TUUKKA JOUSMAKI - DIRECTOR OF SALES AND BUSINESS DEVELOPMENT ([Tuukka.jousmaki@orbissystems.eu](mailto:Tuukka.jousmaki@orbissystems.eu))

Orbis, which provides quality control measurement and test solutions and services for the telecommunication and electronics industries, participated in GAP because they were interested in expanding their customer base in the U.S. "The project was quite good," says CEO Eero Rossi. Tuukka Jousmaki, Director of Sales and Business Development, goes on to describe the team. "They were highly skilled, very committed and responsive."

## PICOSUN

MIKKO MATVEJEFF - REGIONAL SALES DIRECTOR ([mikko.matvejeff@picosun.com](mailto:mikko.matvejeff@picosun.com))

Mikko Matvejeff, Regional Sales Director at Picosun, which provides thin film coating technology, describes his GAP project to enter the U.S. market with a new product. "The project was highly successful, which helped us fine-tune our approach with a more efficient market entry."



2018

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## FIRA GROUP

RAINE HERMANS - CHIEF INNOVATION OFFICER ([raine.hermans@fira.fi](mailto:raine.hermans@fira.fi))

VILLE WIKSTROM - VICE PRESIDENT ([ville.wikstrom@fira.fi](mailto:ville.wikstrom@fira.fi))

When asked if he would recommend the GAP program, Raine Hermans, Chief Innovation Officer, says, "Definitely yes; I could compare the professionalism of the students to professional consultants, and the cost benefit ratio is excellent." Vice President Ville Wikstrom adds, "The GAP program is a great way to get brilliant people who are already local to dig into your company's problem." Fira Group is a customer-centric construction company whose focus is to create smart, modular solutions for the industry.

## GIOSG.COM

VILLE RISSANEN - CEO AND FOUNDER ([ville@giosg.com](mailto:ville@giosg.com))

JUSSI KARELO - COO ([jussi@giosg.com](mailto:jussi@giosg.com))

Giosg provides a software as a service-based customer engagement platform using an underlying algorithm powered by data analytics and artificial intelligence. CEO Ville Rissanen reflects on his experience working with the students, saying, "It was so nice to see young people so passionate and doing such thorough work." COO Jussi Karelo adds, "The GAP program was so beneficial particularly the level and depth of research conducted by the students."

## JUTEL

ANTTI NAYKKI - CEO ([antti.naykki@jutel.fi](mailto:antti.naykki@jutel.fi))

JYRKI STRANIUS - VP - RESEARCH & DEVELOPMENT ([jyrki.stranius@jutel.fi](mailto:jyrki.stranius@jutel.fi))

"Coming from a totally different market where the dynamics are different, the GAP program taught us how to be prepared for the U.S. market," says Antti Naykki, CEO of Jutel, a radio broadcast automation software company. When asked about the best part of the GAP program, VP-Research and Development Jyrki Stranius says, "We had some thoughts about our plans, but we know much better now because of the number and depth of the interviews conducted by the students. This research would have taken much longer to do on our own."

## NAAVA

KATI SUOMI - VP SALES PARTNERSHIPS ([kati@naava.io](mailto:kati@naava.io))

"We wanted to gain a deeper understanding of the U.S. market and ultimately receive validation for our business decision," says VP Sales Partnerships Kati Suomi of her company's GAP project goal. Naava creates cleaner air and healthier workplaces through a modular plant wall system backed by technology. "The results of our GAP project gives us a platform on which to make a more informed business decisions about our company's next steps."



## QREFORM

TIMO RAASKA – CEO & PARTNER ([timo.raaska@qreform.com](mailto:timo.raaska@qreform.com))

“This was our second time participating in GAP, and the experience was excellent once again,” states CEO and Partner Timo Raaska. Qreform is a software as a service company specializing in health safety, environment and quality management. “The value of what you get out of the GAP program is great compared to other methods that provide these sort of in-depth research results,” he adds.

## UNIKIE

JUSSI MANTYNEN – GENERAL MANAGER ([jussi.mantynen@unikie.com](mailto:jussi.mantynen@unikie.com))

“We were amazed by the quality of the research and the program,” says Jussi Mantynen, General Manager of Unieke, a software development which provides technology solutions focused on artificial intelligence, sensor fusion, self-driving vehicles, simulation and digital process analytics. “We would have never achieved 160 market research interviews of this quality on our own.”

## VISIT INTELLIGENCE

LAURI RUOHONEN – CEO ([lauri.ruohonen@visit.fi](mailto:lauri.ruohonen@visit.fi))

Visit Intelligence Oy (VI) is a technology company specializing in measuring visitor behavior within physical spaces, such as brick-and-mortar retail stores, shopping malls, museums and libraries. “GAP has given us a better understanding of the U.S. market, validating our prior hypotheses,” says CEO Lauri Ruohonen. “The team has been able to identify certain patterns and factors that have allowed us to improve our product.”

## WETEND TECHNOLOGIES

JUSSI MATULA – DIRECTOR OF OPERATIONS ([jussi.matula@wetend.com](mailto:jussi.matula@wetend.com))

“Our product is very technical, but the team did a great job of learning our product, its niche and the overall value proposition,” explains Jussi Matula, Director of Operations at Wetend Technologies Ltd., a manufacturing company that specializes in chemical additive mixing equipment for the pulp and paper industry.

2017

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## AURELIA TURBINES

MATTI MALKAMAKI – CEO ([matti.malkmaki@aureliaturbines.com](mailto:matti.malkmaki@aureliaturbines.com))

Aurelia Turbines is a small gas turbine manufacturer. “Because of GAP, we now have a clear roadmap into the U.S. market,” says CEO Mattie Malkamaki. “The approach from both the university and the team was very professional and enthusiastic.”



## AVAINTEC

PEKKA KUOSMANEN - CEO ([pekka.kuosmanen@avaintec.com](mailto:pekka.kuosmanen@avaintec.com))

EDDIE MA - COO ([eddie.ma@avaintec.com.cn](mailto:eddie.ma@avaintec.com.cn))

JIE GUO - BUSINESS DEVELOPMENT MANAGER ([jie.guo@avaintec.com](mailto:jie.guo@avaintec.com))

Eddie Ma was a GAP student in 2008, so he had high expectations when his company, Avaintec joined the GAP program in 2017 as a participant. "The quality of the GAP report surpassed my expectations," he says. Pekka Kuosmanen CEO of Avaintec, which offers digital signature and data management products says, "The team was easy to work with and we appreciated the professor's input." Business Development Manager Jie Guo adds, "The independent report will be valuable for us."

## CAJO TECHNOLOGIES

ISMO RANTALA - PRESIDENT ([ismo@cajotechnologies.com](mailto:ismo@cajotechnologies.com))

"The interviews were very concrete research that only the students have the time and access to do," said Ismo Rantala, President of Cajo Technologies, which specializes in laser-marketing solutions to produce multicolored and patterned marking on a wide range of materials. "The research gave us in-depth information on the market and allowed us to clarify our strategy and the customer statements we'll need to grow in the U.S. market."

## DRIVECO

JON UOTILA - VP BUSINESS OPERATIONS ([jon.uotila@driveco.fi](mailto:jon.uotila@driveco.fi))

Jon Uotila, VP of Business Operations, describes his experience working with the GAP students, stating, "We were very satisfied with our team's professionalism and their final report." Driveco is a telematics firm that specializes in manufacturing devices used for on-board diagnostics used for capturing vehicle performance data. "Communication was key, and the students kept us posted with regular phone calls and emails."

## FUTURICE

MATTI JYLHA - HEAD OF GLOBAL PROJECTS ([matti.jylha@futuraice.com](mailto:matti.jylha@futuraice.com))

Futuraice is a digital innovation consulting firm that guides companies through digital transformation by uncovering cutting edge strategies, modernizing existing technologies and creating new digital experiences. "We had a great, multidisciplinary team of people, who already understood the line of business and who challenged our point of view," says Matti Jylha, Head of Global Projects. "We wanted in-depth insight on U.S. market entry, and we are leaving with both the insight and a platform."

## JAMIX

MIKKO JAATINEN - CEO ([mikko.jaatinen@jamix.fi](mailto:mikko.jaatinen@jamix.fi))

"Now we have our approach planned for next year's launch into the U.S. market," says Mikko Jaatinen, CEO of Jamix, a kitchen software management company that specializes in kitchen operation logistics for restaurants, nursing homes, healthcare providers, social services, nurseries and schools. "We can confidently look forward thanks to the schedule and goals set by our work with the GAP Program."



## LEADFEEDER

CAROL LUONG – VICE PRESIDENT, AMERICAS ([carol.luong@leadfeeder.com](mailto:carol.luong@leadfeeder.com))

Leadfeeder is a platform that uncovers anonymous website visitors for business-to-business companies by revealing which companies have visited their website and how to contact decision makers within those companies. “It was a useful process to have our GAP team ask questions and make us take a step back and evaluate our basics as a company,” said Carol Luong, Vice President, Americas. “Our data is now more organized and thorough. We had our previous ideas confirmed and have new, innovative marketing ideas to implement.”

## KAIKU HEALTH

HENRI VIRTANEN – HEAD OF OPERATIONS ([henri.virtanen@kaikuhealth.com](mailto:henri.virtanen@kaikuhealth.com))

“We received an in-depth analysis of the potential market and recommendations that will serve as a great backbone for our company,” says Henri Virtanen, Head of Operations of Kaiku Health, a software company that provides a platform for physicians and nursing staff to schedule updates regarding a patient’s health during cancer, fertility and other health treatment and care.

## NUTROLIN

MIIKO GRIINAR, CHIEF SCIENTIST ([mikko@nutrolin.fi](mailto:mikko@nutrolin.fi))

ANNA-LIISA LUNDELL, CEO ([anna-liisa@nutrolin.fi](mailto:anna-liisa@nutrolin.fi))

“Our company now has the information we need to expand outside of Finland and Sweden,” says Mikko Griinar, Chief Scientist for Nutrolin, nutritional supplements for pets. “Outside of giving us an understanding of the U.S. market, the GAP program helped us look at business in our own country through new eyes,” says CEO Anna-Liisa Lundell.

## SILLI SOLUTIONS

V. LESKINEN – PRESIDENT ([V.leskinen@silli.com](mailto:V.leskinen@silli.com))

“The GAP is a really good way to get a lot of market research in a short amount of time,” says V. Leskinen, President of Silli Solutions, a software integrator and digital services partner. He goes on to describe the program. “The GAP program is very professional and well managed, and every step is thought out.”

## SARTORIUS

CATHY MALONEY – VP SALES & SERVICES ([cathy.maloney@sartorius.com](mailto:cathy.maloney@sartorius.com))

VENKAT RAO – MARKETING DIRECTOR ([venkat.rao@sartorius.com](mailto:venkat.rao@sartorius.com))

“We had a talented group of students, who were very knowledgeable, who had good organizational and follow-up skills,” says Cathy Maloney, VP Sales & Services at Sartorius, which designs, manufactures and markets liquid handling instruments for the transfer of small volumes of liquids in laboratories. Marketing Director Venkat Rao added, “The most valuable part of the project was the interviews with stakeholders and recommendations.”



2016

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## FORTUM

RAMI SYVARI - HEAD OF INTERNATIONAL SALES & BUSINESS DEVELOPMENT ([rami.syvari@fortum.com](mailto:rami.syvari@fortum.com))

MARKUS HOKFELT - VICE PRESIDENT - CHARGE & DRIVE ([markus.hokfelt@fortum.com](mailto:markus.hokfelt@fortum.com))

"No consulting company would have given us this extent of interviews and information," explains Markus Hokfelt, Vice-President - Charge & Drive for Fortum, an energy company with a focus on electric vehicle charging. "The students were highly professional, highly engaged and highly motivated," adds Head of International Sales & Business Development, Rami Syvari, about his experience working with GAP Students.

## INNOHOME

TOMI VIRTANEN - CEO ([tomi.virtanen@innohome.com](mailto:tomi.virtanen@innohome.com))

EERO VARTIAINEN - EXECUTIVE VP - NORTH AMERICA ([eero.vartiainen@innohome.com](mailto:eero.vartiainen@innohome.com))

InnoHome's GAP goal was to develop a market entry strategy for North America. "The students had expertise about the U.S. market from a local perspective, resulting in them knowing fantastic alternatives and supplying us with quality information," says CEO Tomi Virtanen. "The faculty has been fantastic," adds Executive VP - North America, Eero Vartiainen. "It was extremely beneficial to have the students add to the work we were already doing, increase our knowledge and provide their own ideas." InnoHome specializes in smart and innovative kitchen fire safety and prevention products.

## KAKSLAUTTANEN ARCTIC RESORT

ANNA HAKKARAINEN - HEAD OF GLOBAL MARKETING AND SALES NORTH AMERICA  
([anna.hakkarainen@kakslauttanen.fi](mailto:anna.hakkarainen@kakslauttanen.fi))

"As a small company, we would never had had a chance to do this kind of research ourselves," says Anna Hakkarainen, Head of Global Marketing and Sales in North America for Kakslauttanen Arctic Resort. Interested in attracting Californians to the resort located in the Lapland arctic, she continues. "The kickoff was very useful in helping us define our goals. The very good quality study provided us with recommendations and tools to move forward."

## KAMELEON

ERKKI-JUSSI WELLING - CEO ([erkki-jussi.welling@dh.fi](mailto:erkki-jussi.welling@dh.fi))

JARKKO OLLIKAINEN - OWNER & BOARD MEMBER ([jarkko.ollikainen@documenthouse.fi](mailto:jarkko.ollikainen@documenthouse.fi))

"The team was absolutely great," exclaims Erkki-Jussi Welling, CEO of Kameleon, a cloud-based information and content management system. "They put in a lot of effort during the interviews and even obtained feedback from Finnish customers, which gives us a new perspective on global markets." Owner and Board Member Jarkko Ollikainen adds, "We saw GAP as an interesting opportunity for primary research, and the team went above and beyond our expectations."



## NATURVENTION

AKI SOUDUNSAARI - CEO & FOUNDER ([aki@naturvention.com](mailto:aki@naturvention.com))

Naturvention focuses on promoting healthier breathing through creating clean indoor environments. CEO and Founder, Aki Soudunsaari, cites one of the main advantages of participating in GAP. "We received incredibly valuable, grassroots-level information and knowledge, which allowed us to gain confidence in ideas that we initially weren't completely sure about."

## NOCART

HEIKKI SUOKAS - KEY ACCOUNT MANAGER ([heikki.suokas@nocart.com](mailto:heikki.suokas@nocart.com))

"Now we know that it's not the right time for us to enter the U.S.," says Heikki Suokas, Key Account Manager at Nocart, an energy company delivering power solutions to locations where populations will experience an improved quality of life. "Six professionals did the market research and wrote a business plan that recommends that we continue our business in other market areas and keep following U.S. market trends for further prospects."

## PEMAMEK

PEKKA HEIKONEN - CHAIRMAN OF THE BOARD ([pekka.heikonen@pemamek.com](mailto:pekka.heikonen@pemamek.com))

When asked if he would participate in GAP again, Chairman of the Board Pekka Heikonen exclaims, "Absolutely!" Pemamek, which provides welding automation solutions, entered GAP to learn more about the potential U.S. market and to help companies in the U.S. become more competitive. "We obtained a very deep understanding of the American market," he says about the GAP report.

## SAFERA

SAMULI LINTONEN - R&D DIRECTOR ([samuli.lintonen@safera.fi](mailto:samuli.lintonen@safera.fi))

SAMPO RANTAKOKKO - PRODUCT MANAGER, CO-FOUNDER ([sampo.rantakokko@safera.fi](mailto:sampo.rantakokko@safera.fi))

Safera, which manufactures products to prevent cooking fires, joined GAP to determine whether it was feasible to enter the U.S. market. Product manager and co-founder Sampo Rantakokko points out the GPA benefits. "The project provided refreshing thinking from the students, as they conducted the research with academic rigor, for which we normally don't have the time." R&D Director Samuli Lintonen continues. "The students worked hard, interviewing over 150 people, many of whom were very important."

## SPATINEO

SAMPO SAVOLAINEN - MANAGING DIRECTOR ([sampo.savolainen@spatineo.com](mailto:sampo.savolainen@spatineo.com))

"Because of GAP, we have more information about the United States market and now know the best time to enter that market, so we don't waste our valuable resources," says Sampo Savolainen, Managing Director of Spatineo, a company that provides software that analyzes geographic information services usage. "We can now spend time honing our product for the U.S. market to ensure success."



## TESTLAB

ARTO KOISTINEN - CEO ([arto@testlab.fi](mailto:arto@testlab.fi))

JANNE TOLONEN - VICE PRESIDENT ([janne@testlab.fi](mailto:janne@testlab.fi))

"Because of this project, we are in talks to partner with a global player in the industry," says CEO Arto Koistinen. TestLab, an information and communications technology company, is interested in launching their product in the U.S. and Canada. He continues, "This report really strengthened our vision." Vice President Janne Tolonen adds, "We will start implementing the suggestions immediately."

2015

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## CONMIO

LOTTA LAUTSUO - PRESIDENT/COO ([lotta.lautsuo@conmio.com](mailto:lotta.lautsuo@conmio.com))

Conmio is a mobile services and software company that provides strategy, design, development and lifecycle management to build new digital products for media companies globally. After already establishing itself in the U.S., Conmio's goal was to obtain insight and validation for entry to the Latin American markets. "As a small company," explains President/COO Lotta Lautsuo, "we could never have done this amount of research by ourselves." He continues, "Our GAP team was extremely smart and enthusiastic."

## DIGITAL FOODIE

KALLE KOUTAJOKI - CEO/CO-FOUNDER ([kalle@foodie.fm](mailto:kalle@foodie.fm))

Digital Foodie is a software company that sells a fully personalized online shopping platform for grocery retailers. CEO and Co-Founder Kalle Koutajoki summarizes his experience with GAP in one word as, "Excellent!" He continues, "I was impressed with how structurally and analytically the program is run."

## ENEGIA

MIKKO VALTONEN - VICE PRESIDENT, INTERNATIONAL OPERATIONS ([mikko.valtonen@enegia.com](mailto:mikko.valtonen@enegia.com))

MIKKO ASKOLIN - DIRECTOR, OPERATIONS ([mikko.askolin@enegia.com](mailto:mikko.askolin@enegia.com))

When asked if he would recommend GAP, Director of Operations Mikko Askolin enthusiastically responds, "Definitely! GAP is a good way to survey the market." Enegia is an energy management firm offering market and efficiency solutions, including procurement, metering and analysis, green trading, balancing and reporting. Vice President of International Operations Mikko Valtonen adds, "The GAP team understood the complexity of the market across various states."



## HALTIAN

HANNU UUSITALO - VICE PRESIDENT ([hannu.uusitalo@haltian.com](mailto:hannu.uusitalo@haltian.com))

When asked if he would recommend GAP to other companies, Hannu Uusitalo, Vice President of Haltian, which provides advanced research and development capabilities in ultra low-power connected devices, mechanics, hardware and embedded software, responds, "Definitely! No company has time to conduct this kind of research by themselves. The program gives you peace of mind that someone is doing thorough and thoughtful research; it's not a gut feeling, it's true knowledge."

## ICEBRIDGE

JARMO AUREKOSKI - CEO ([jarmo.aurekoski@icebridge.aero](mailto:jarmo.aurekoski@icebridge.aero))

PEKKA LEVÄNEN - COO ([pekka.levanen@icebridge.eu](mailto:pekka.levanen@icebridge.eu))

Pekka Levänen, COO of Icebridge, which designs, manufactures and sells non-electric cooling solutions, describes the market research. "We received very valuable market research containing 170 interviews, which will help us make a decision about entering the U.S." CEO Jarmo Aurekoski adds, "We could not have done this extensive research from Finland."

## MIDAXO

ARI SALONEN - PRESIDENT ([ari.salonen@midaxo.com](mailto:ari.salonen@midaxo.com))

KALLE KILPI - CO-FOUNDER ([kalle.kilpi@midaxo.com](mailto:kalle.kilpi@midaxo.com))

"I can't speak highly enough about the advisor, professors and team members," exclaims Ari Salonen, President of Midaxo, a company that has developed a cloud-based software platform for managing the M&A transaction lifecycle from deal identification through integration. "They exceeded my expectations and took our cause as their own. They put their Midaxo shoes on, but were still able to be objective and neutral. In addition, the students were a diverse and well-rounded group, whose expertise included engineering, marketing and finance." Co-Founder Kalle Kilpi adds, "The team was able to obtain a broad set of interviews and was able to ask clients questions from a neutral perspective."

## OPTOFIDELITY

PERTTI AIMONEN - CEO/CO-FOUNDER ([pertti.aimonen@optofidelity.com](mailto:pertti.aimonen@optofidelity.com))

ILMO LOUNASMAA - VICE PRESIDENT, TEST AUTOMATION ([ilmo.lounasmaa@optofidelity.com](mailto:ilmo.lounasmaa@optofidelity.com))

As a result of the GAP project CEO/Co-Founder Pertti Aimonen explains, "Our plan is much better now; we are focused in thinking about our future." OptoFidelity provides non-intrusive test automation solutions for touch panels and screens. Vice President of Test Automation Ilmo Lounasmaa was impressed with the program. "GAP is a very interesting network of people - students and faculty, and a well organized program."



## ROCKWAY

NIKLAS LINDHOLM - CEO ([niklas.lindholm@rockwayworld.com](mailto:niklas.lindholm@rockwayworld.com))

TOBIAS ANDERSIN - CMO ([tobias.andersin@rockwayworld.com](mailto:tobias.andersin@rockwayworld.com))

Rockway is a subscription based online provider of instructional music tutorials. When asked about his experience working with students on the GAP project, CEO Niklas Lindholm speaks highly about his student team. "From the get-go, we created a good relationship with the students and established a formal structure for communication with weekly Skype meetings," he says. CMO Tobias Andersin adds, "We love them! We instantly hit it off and began talking business. We had 20 official sessions with the students in addition to the written plan and many informal discussions as well."

## TEMET

PERTTI WOITSCH - MEMBER, BOARD OF DIRECTORS ([pertti.woitsch@temet.com](mailto:pertti.woitsch@temet.com))

JUHA MANNINEN - MARKETING MANAGER ([juha.manninen@temet.com](mailto:juha.manninen@temet.com))

"The high quality of the students was impressive," says Pertti Woitsch, a member of the Board of Directors at Temet, which provides blast protection and special ventilation technology in civil defense and military facilities. "The students profoundly understood our complicated business in the first meeting that we had with them," continues Marketing Manager Juha Manninen. "It was as though they had worked in the company."

## VALLILA INTERIOR

INKERI MENTZONI - DIRECTOR, BUSINESS DEVELOPMENT ([inkeri.mentzoni@vallilainterior.fi](mailto:inkeri.mentzoni@vallilainterior.fi))

"The professional judges at the final presentation added a lot of value," comments Inkeri Mentzoni, Director of Business Development of Vallila Interior, a family owned business that designs textiles and interior accessories. She explains why she would recommend GAP to others. "Companies that have a clear goal of what they are trying to accomplish can receive very tangible results from GAP."

## VINCIT

VILLE HOYTU - VICE PRESIDENT, BUSINESS DEVELOPMENT ([ville.houttu@vincit.com](mailto:ville.houttu@vincit.com))

For Vincit, an outsource software development company that offers software development, user experience and user design services, GAP has already paid-off. Vice President of Business Development Ville Houttu explains. "We've already closed a deal, because we've been in the U.S. due to the program, which has linked us to many people."



## YEPZON

JUHA "JOHN" KIESI - CEO ([john.kiesi@yepzon.com](mailto:john.kiesi@yepzon.com))

OTTO LINNA - CEO ([otto.linna@yepzon.com](mailto:otto.linna@yepzon.com))

ANTTI HALONEN - BOARD MEMBER ([antti.halonen@valor.fi](mailto:antti.halonen@valor.fi))

John Kiesi, CEO of Yepzon, which produces a personal GPS locating device describes the company's three goals for participating in GAP. "We are already established in the U.S., so this project focused on establishing our customer groups, our price point and our distribution channel." CEO Otto Linna adds that a major benefit of GAP is, "the volume of 150 interviews the students obtained, which are a good database of customer comments and raw material." Board Member Antti Halonen emphasizes the students' enthusiasm for the project. "They were keen to improve both our business model and product."

## 2014

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## CESIM

JASON WHITE - SENIOR VICE PRESIDENT ([jason.white@cesim.com](mailto:jason.white@cesim.com))

ZSUZSA JAKAB - SENIOR MARKETING MANAGER ([zsuzsa.jakab@cesim.com](mailto:zsuzsa.jakab@cesim.com))

"The ideas generated were eye-opening," comments Cesim Senior Vice President Jason White about the benefits of participating in GAP. Cesim provides online business management simulation products across a variety of functions including strategy, marketing, hospitality management, as well as corporate and executive training programs. He continues, "The students were diligent, empathetic and motivated." Senior Marketing Manager Zsuzsa Jakab adds, "They were professional, smart and meticulous. They were excited to get going and, even without prior understanding of the industry, they were able to ask the right questions."

## DELFOI

RAIMO PURO - CEO ([raimo.puro@delfoi.com](mailto:raimo.puro@delfoi.com))

"The project was very cost-effective," says Raimo Puro, CEO of Delfoi, which helps companies in planning, executing and managing their manufacturing and delivery processes. "The report gave us a good base to evaluate our plan to enter the U.S. market."

## FRAMERY

OSSI PAIJA - CEO ([ossi.paija@framery.fi](mailto:ossi.paija@framery.fi))

Asked if would recommend GAP to other companies, CEO Ossi Paija enthusiastically responds, "Definitely!" Framery is a Finnish office furniture company that specializes in modular sound-insulated phone booths and small conference rooms. "The cost benefit is great," he continues. "The students did a lot of work and we received the results quickly - within four months."



## GALVATEK

TOMMI RAUTIAINEN - SALES AND MARKETING MANAGER ([tommi.rautiainen@galvatek.fi](mailto:tommi.rautiainen@galvatek.fi))

Tommi Rautiainen, Sales and Marketing Manager of Galvatek, comments, "The fact that the students have already had a short career is a major benefit for the program." Galvatek is a leading supplier of automated, high quality surface treatment and water treatment plants. "The students divided the responsibilities well; they were organized and hardworking," he continues. "Given the knowledge they had before, they were able to find a wide range of good sources."

## GEMIC

SAKARI TAMMINEN - PARTNER ([sakari@gemic.com](mailto:sakari@gemic.com))

"It was very valuable to obtain advice from seasoned experts," says Gemic Partner Sakari Tamminen about the business plan presentations. "I was able to have informal discussions with the judges regarding the broad range of ways to enter the market in an intelligent way." Gemic is a human-centric strategy and innovation consultancy that applies methods from a social science perspective to help global companies understand the unique differences in customer behaviors.

## GOOD SIGN

TAIJA ENGMAN - CEO ([taija@goodsignsolutions.com](mailto:taija@goodsignsolutions.com))

FRANZ REUCHLEIN - VICE PRESIDENT OF U.S. SALES ([franz@goodsignsolutions.com](mailto:franz@goodsignsolutions.com))

"One of the major values of the project is the primary research," comments CEO Taija Engman of Good Sign, which provides cloud based software to automate service management activities. Vice President of U.S. Sales Franz Reuchlein concurs adding, "We would have had to pay a lot more elsewhere for the market analysis; it was a very good value."

## IDEAN

ANDREAS NEUMANN - HEAD OF STUDIO, LOS ANGELES ([andreas@idean.com](mailto:andreas@idean.com))

DEBORAH SHING - OPERATIONS MANAGER ([deborah@idean.com](mailto:deborah@idean.com))

When asked about his experience working with students on the GAP project, Idean Head of Studio in Los Angeles, Andreas Neumann, responds, "They put their heart and soul into it! It was clear they were enjoying it and I was impressed with their attention to detail." Idean is a design firm that specializes in concept, visual/graphic design and software development. Operations Manager Deborah Shing adds, "We often must make quick decisions on gut instinct. This project gives us confirmation of what we are already doing - we now have the research to back it up."



## MAGISSO

JUHANI SIREN - CEO ([juhani.siren@magisso.com](mailto:juhani.siren@magisso.com))

ANSSI HURME - DIRECTOR OF OPERATIONS AND PARTNER ([anssi.hurme@magisso.com](mailto:anssi.hurme@magisso.com))

Magisso is a design company specializing in homewares that is best known for its naturally cooling ceramic barware and serveware and the Magisso teacup. CEO Juhani Siren, when asked about his experience with GAP, exclaims, "In one word - amazing! We had high expectations that were surpassed by the work of our multifaceted team, who had a broad range of experience in finance, marketing, logistics and operations." He continues, "Participating in GAP was the perfect learning experience. It was a low-risk way to understand local business opportunities through one of the top business programs in the world." Director of Operations and Partner Anssi Hurme discusses the networking opportunities that arose from the program, "We got what we came for and so much more."

## MERUS POWER

KARI TUOMALA - MANAGING DIRECTOR ([kari.tuomala@meruspower.fi](mailto:kari.tuomala@meruspower.fi))

AKI LEINONEN - SALES MANAGER ([aki.leinonen@meruspower.fi](mailto:aki.leinonen@meruspower.fi))

Managing Director Kari Tuomala describes one of the major benefits of GAP. "We were reminded about the importance of primary research - talking to clients and understanding what they need." Founded in 2008, Merus Power helps improve the power grid's ability to supply clean and stable power flow. Sales Manager Aki Leinonen adds, "The report gave us an overview of the U.S. market and the players."

## MUSH

MAGNUS PETTERSSON - CEO ([magnus.pettersson@mushbarf.fi](mailto:magnus.pettersson@mushbarf.fi))

MARIA SLOTTE - CONTROLLER ([maria.slotte@mushbarf.fi](mailto:maria.slotte@mushbarf.fi))

PETRI TAPIO - BRAND AND MARKETING DIRECTOR ([petri.tapio@mushbarf.fi](mailto:petri.tapio@mushbarf.fi))

Oy Mush Ltd. is a family-owned raw dog food company. "I was amazed by the amount of work put in," says MUSH CEO Magnus Pettersson about the GAP students' primary research. "It allowed us to gain more in-depth knowledge of the U.S. markets," adds Controller Maria Slotte. Brand and Marketing Director Petri Tapio explains, "The students were clearly interested, which made it easy to work with them."

## PRIMOCELER

VILLE HEVONKORPI - MANAGING DIRECTOR ([ville.hevonkorpi@primoceler.com](mailto:ville.hevonkorpi@primoceler.com))

Managing Director Ville Hevonkorpi of Primoceler Inc. comments, "I would recommend GAP for companies in need of understanding the U.S. market. UCLA is a neutral party that provides unbiased data." Primoceler Inc. specializes in laser micro welding and transcribing of transparent materials.



## RELAXBIRTH

JUKKA-PEKKA LUOSTARINEN - CEO ([jpl@relaxbirth.com](mailto:jpl@relaxbirth.com))

CEO Jukka-Pekka Luostarinen of Relaxbirth says, "The benefit of GAP was getting an outside academic perspective to approaching the U.S. market - the students won't tell you only what you want to hear." Relaxbirth is a medical technology company pioneering a vertical posture support child-birthing system that is designed to give expecting mothers a more relaxing alternative to the typical birthing experience.

## REMOTEA

TUOMAS HARJU - DIRECTOR OF BUSINESS DEVELOPMENT ([tuomas.harju@remotea.com](mailto:tuomas.harju@remotea.com))

"The faculty did a particularly good job in providing us with a balanced mix of talents, ranging from healthcare to engineering to financials," exclaims RemoteA Director of Business Development Tuomas Harju about the company's second time participating in the GAP. RemoteA provides distance consultation services for healthcare providers in clinics and hospitals, and also develops medical devices and services for professional and consumer use. "We gained tools to develop and enhance our current products and services for any future endeavors."

## SIMOSOL OY

JUSSI RASINMAKI - CEO ([jussi.rasinmaki@iptim.com](mailto:jussi.rasinmaki@iptim.com))

Simosol Oy, an information technology and software solutions company focused on forestry and timberland management, entered GAP for cost-effective research to determine if the company should enter the U.S. Before the project was complete, the company made changes, which CEO Jussi Rasinmaki explains. "We revised our product offerings based on the early results of the team's research."

## SURMA

KRISTIAN TORNIVAARA - CO-FOUNDER AND VICE PRESIDENT OF BUSINESS DEVELOPMENT ([kto@survivability.fi](mailto:kto@survivability.fi))

SURMA Co-Founder and Vice President of Business Development Kristian Tornivaara had an excellent experience working with GAP students for the second time. "The students were motivated and proactive, challenging us to get the information they needed to develop a market entry plan." SURMA is a ship and offshore platform design and survivability process management company that enhances the survivability related features of vessel design by making survivability assessment an integral part of every phase of design. "We now have a better broad scope understanding of all of the stakeholders involved in the U.S. market."

## VIVIDWORKS

JORMA PALO - COO AND PARTNER ([jorma.palo@vividworks.com](mailto:jorma.palo@vividworks.com))

VividWorks offers online 3D visualization and sales management tools seamlessly integrated with augmented reality, which is a new way to buy and sell products, joined GAP for the second year. "The team found unexpected data related to e-commerce," reports COO and Partner Jorma Palo. "GAP is a great way to get a deep analysis of the market and an extensive report."