



# SOFOKUS GROUP

Market leaders aren't born. Let's co-create.

# SOFOKUS OFFERING

Co-creating unfair competitive advantage for ambitious organizations



Invest in growth-oriented early stage start-ups leveraging digital heart solutions.



Discover, Imagine, Deliver and Evolve winning digital business concepts and solutions.



The next level of business digitalization product.



# DIGITAL SERVICES



We are on a mission to create  
unfair competitive advantage

20

Years of experience

40

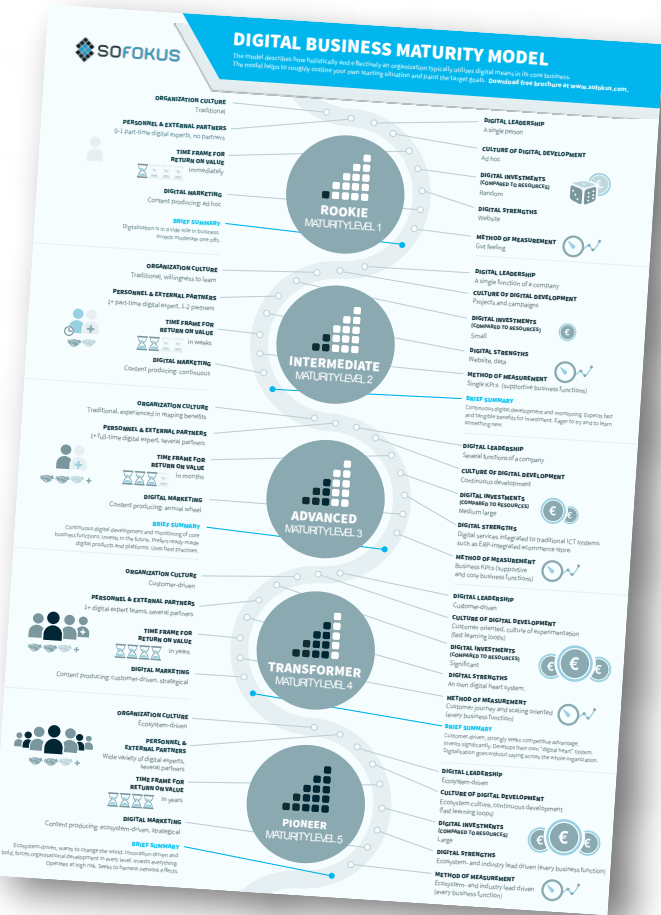
Professionals

100%

Satisfaction Guarantee



# METHODOLOGY FOR DIGITAL-AIDED GROWTH



# Co-creating **FROM SCRATCH**



 Kauppahalli24.fi

CHANGING THE WAY  
WE SHOP GROCERIES

**1040%**  
revenue growth



 **LIVETO**

DISRUPTING  
EVENT SALES

**>5M€ ARR**  
for event organizers



 Room Today

LAST MINUTE  
ROOM BOOKING

**EXIT**  
to Fonecta



# INVESTMENT PROGRAMS





Let's take a change. Together.

**4**

exits

**20+**

startups co-founded

**15M€**

combined turnover

**150+**

jobs created





# VENTURE SERVICES

Leveraging the digital business building from the beginning

**P U S H**

Sweat and capital equity for co-founding challenger startups

**DIGITAL HEART  
CAPITAL**

Venture Capital program for early-stage digital heart startups

 **co —  
ventures**

Co-creation of Startup-as-a-Service for corporations.



meetingpackage.com



NopeaRide



# We believe helping others

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1. Discussion and sparring for promising teams and companies
2. Pre-investment discussion on how we can help (time + money)
3. Agreed advising roles with the companies
4. 100% sweat equity based model

# Goals of Advising

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1. Help to provide external view as a partner – 100% trust on difficult issues.
2. Connections
  1. Connections to start up-ecosystems and strong community engagement.
  2. Sofokus Ventures –companies can access to Sofokus pool of knowledge and talent.
3. Roadmad ahead
4. Motivation and team pulse –people make startup to tick.

# CONTACT US



## **OTTO SUNNARI**

SALES DIRECTOR  
DIGITAL SERVICES

15+ years in digital business concepting and sales, worked with 100+ customers within platforms, ecommerce, telecom and digital solutions.



## **ERKKI KALLIO**

COO  
DIGITAL SERVICES

Head of Sofokus Digital Services division. Specialties include project management methodologies, digital business concepting and team leadership.



## **TOMI PYRHÖNEN**

PRODUCT DIRECTOR  
UNIQUOTE

10+ years in digital business concepting and development, user experience and sales. Entrepreneur and digital experience evangelist.



## **TURO NUMMINEN**

INVESTMENT DIRECTOR  
VENTURES

Turo is an entrepreneur, investor and educator, active partner in multiple startups and has been investing in startups & real-estate since 2001.



## **TEEMU MALINEN**

FOUNDER & CEO  
GROUP

Co-founded 20+ digital business companies that employ 150+ people, with 15+ million turnover, some are listed amongst the fastest growing companies in Finland and in Europe.

