marıa 01

2019 REPORT N PAC



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CEO'S GREETINGS

In 3 years, Maria 01 has grown to be the leading startup campus in the Nordic region. From day one we have brought together and connected the most relevant ecosystem players and partners to provide the most thriving environment for startups to grow their business, corporates to advance their innovation culture and for VCs to find the hottest startups.

This year, we wanted to emphasize evaluating the impact of our community and all startup companies in-house. Together with The Upright Project, we have conducted a study that emphasizes the impact element from the perspective of the environment, health, society, and knowledge, that are presented in this report.

I hope this gives more insights and opens up a dialogue on how one can measure the impact of a company in addition to the traditional metrics.

The north-star for Maria 01 is to become the largest startup campus in Europe. Our future is filled with excitement and hope for a better society through tech-entrepreneurship. Some snapshots about the future are shared at the end of this report. But before that, it's time to look back at 2019 and mention its highlights.

Ville Simola CEO



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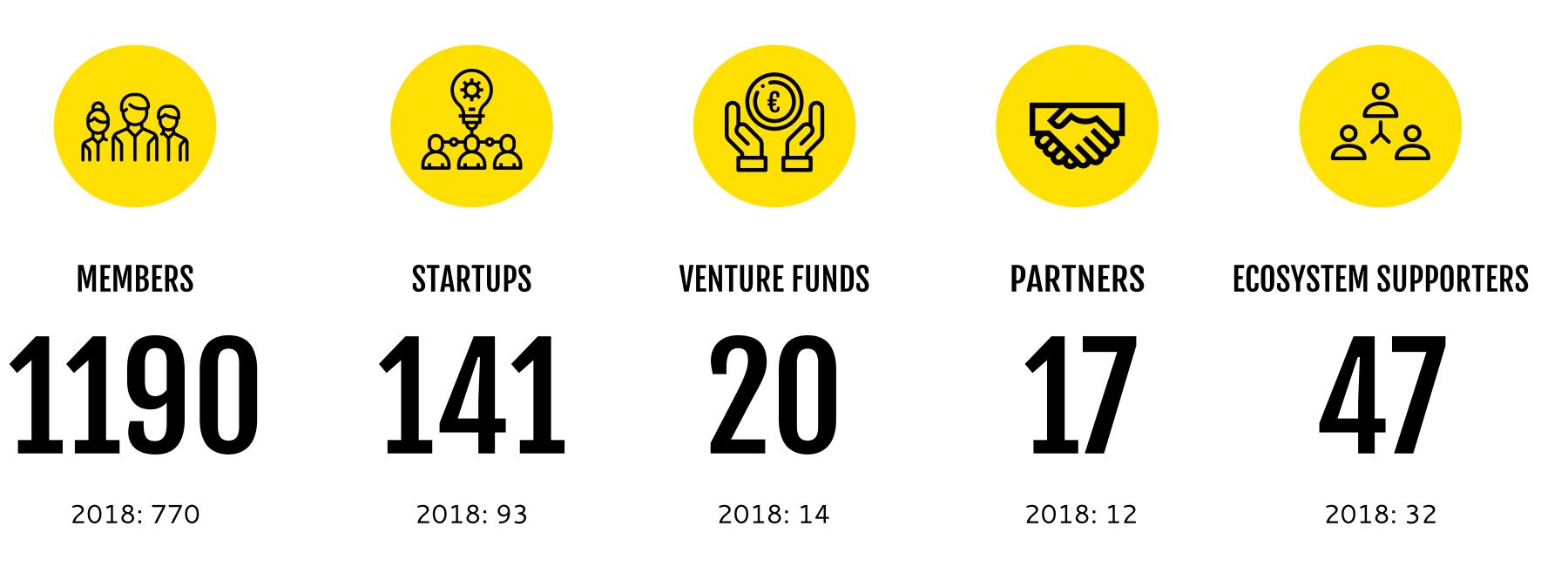
PARTNERS

FUTURE CAMPUS

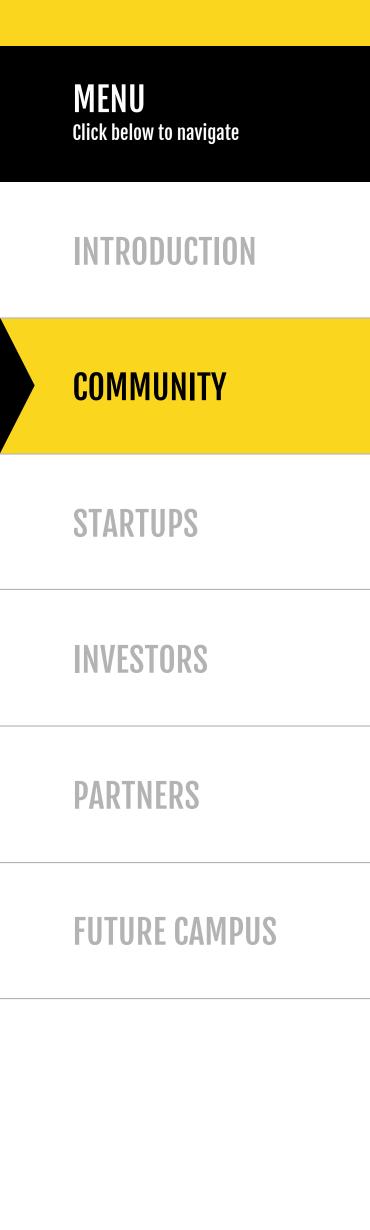
KEY NUMBERS OF OUR COMMUNITY

AN INCLUSIVE AND DIVERSE COMMUNITY THAT CONTINUES TO EXPAND

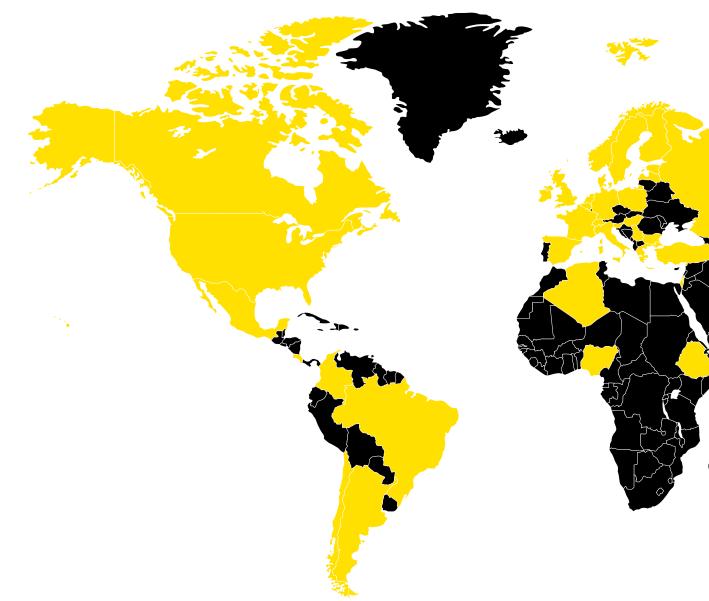
Our members are startups, venture funds, strategic & service partners, and ecosystem supporters.







KEY NUMBERS OF OUR COMMUNITY





1 202 STARTUP EVENTS & WORKSHOPS

100+ MENTIONS OF MARIA 01 AND ITS MEMBERS IN THE MEDIA

Forbes

	BARANCE SALANCE SALANC	ALGERIA ARGENTINA AUSTRALIA BANGLADESH BELGIUM BRAZIL BULGARIA CANADA CHILE CHINA COLOMBIA COSTA RICA GREECE DENMARK ENGLAND ESTONIA	ETHIOPIA FINLAND FRANCE GEORGIA GERMANY HUNGARY INDIA IRELAND ISRAEL ITALY JAPAN KAZAKHSTAN KOSOVO LATVIA MEXICO NETHERLANDS	NIGERIA NORWAY PERU POLAND RUSSIA SERBIA SLOVENIA SPAIN SWEDEN SWITZERLAND TURKEY UKRAINE UNITED STATES VIETNAM
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☆

14 534 BOOKED MEETINGS



1,1 MIL. ONLINE REACH

Bloomberg Talouselämä Helsingin sanomat



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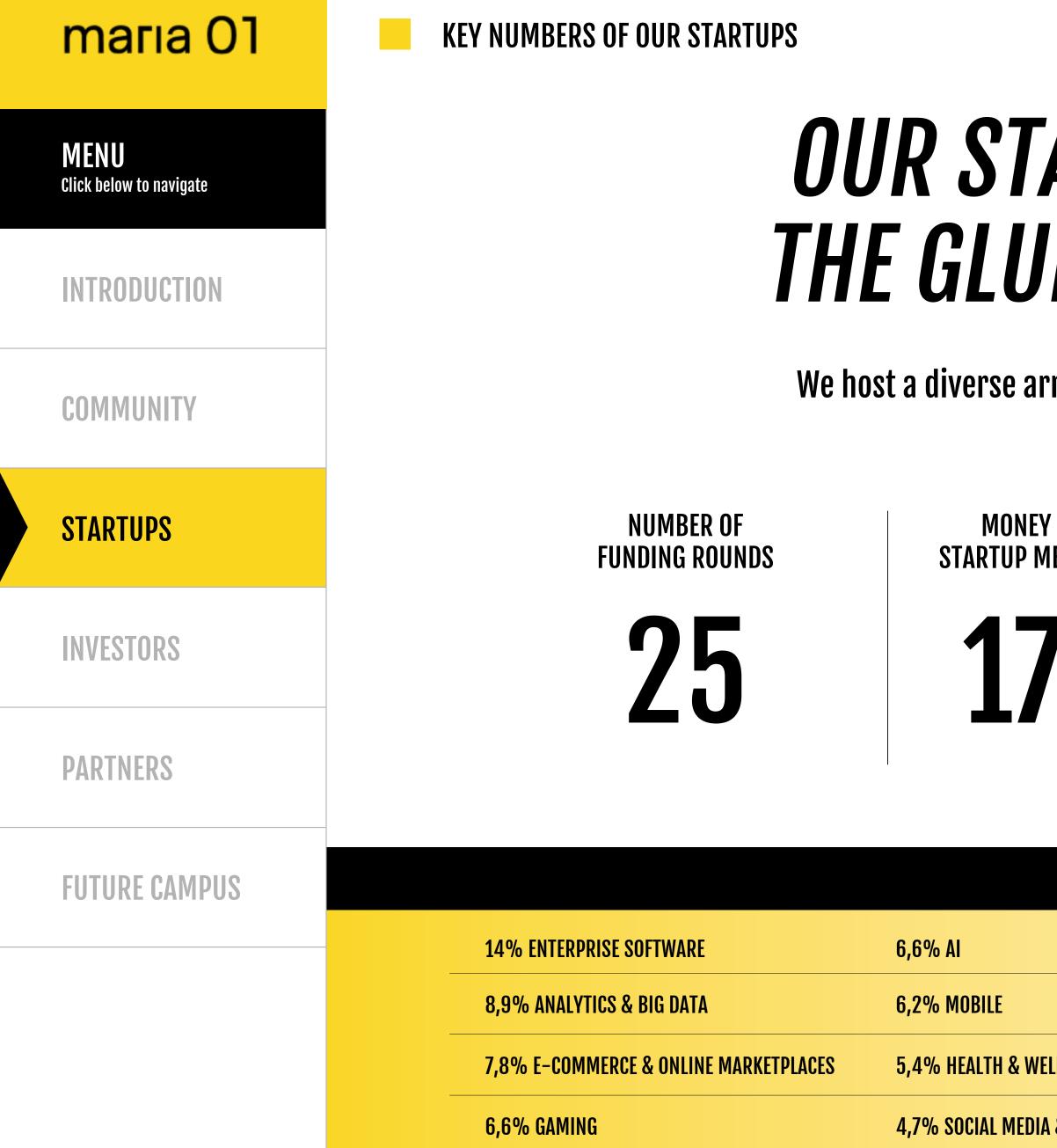
PARTNERS

FUTURE CAMPUS

2019 was a tremendous year for The Shortcut. Ending it with the Talent Heist at Slush was no small feat. We are excited to begin 2020 at Maria 01! Being here allows us to stay close to the community. We were designed to help and develop our services with them in mind.

Anne Badan Co-Founder & CEO at The Shortcut





OUR STARTUP MEMBERS ARE THE GLUE OF OUR OPERATIONS

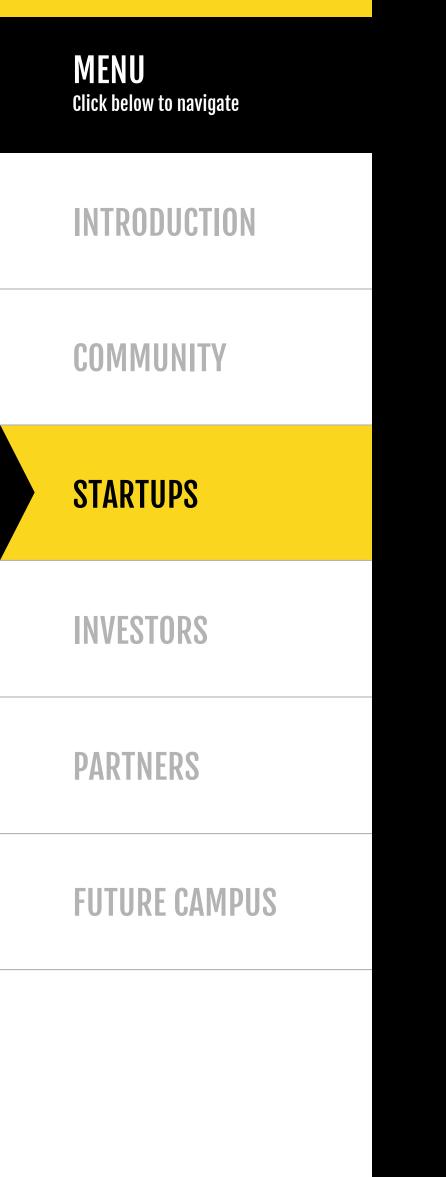
We host a diverse array of startup verticals and growth stages in our campus.

MONEY RAISED BY ALL
STARTUP MEMBER COMPANIESCOMPANIES
FOUNDED BY WOMENRECEIVED STARTUP
MEMBER APPLICATIONS172m€241333
(35% ACCEPTANCE RATE)

VERTICALS REPRESENTED AT MARIA 01

	4,7% MUSIC & ENTERNTAINMENT	3,1% FINANCIAL TECHNOLOGY	1,6% FOOD & NUTRITION
			1,0 /0 100D & NOTKITION
	3,9% EDUCATION	2,7% MATCHMAKING PLATFORM	
ELLBEING	3,9% COMMUNICATION & MEDIA	2,3% HR TECH	
A & MESSAGING	3,5% MED TECH & PHARMA	1,9% MANUFACTURING TECHNOLOGY	

<u>тагіа 01</u>



Maria 01 has played a crucial role in our journey from three people with laptops to 40+ people and tens of millions in revenue. Maria 01 has helped us to attract and maintain talent as well as to grow without having to worry about office arrangements. In Maria 01 you have everything you need to build the next big thing!

Kalle Salmi CEO & Founder at Kodit.io





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Together with The Upright Project, we embarked on the mission of finding out the real impact in the world (environment, health, society, knowledge) behind all the startups at Maria 01.

MARIA 01

The net impact profiles you are about to see are based on the products and services these companies create and sell.

The analysis was conducted with Upright's net impact model. The model utilizes scientific articles and machine learning to summarize how companies impact the environment, health of people, society and creation and distribution of knowledge.

THE UPRIGHT PROJECT

CLICK HERE TO LEARN MORE ABOU THEIR METHODOLOGY



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9 IMPACT REPORT 2019	ANN BUENNY

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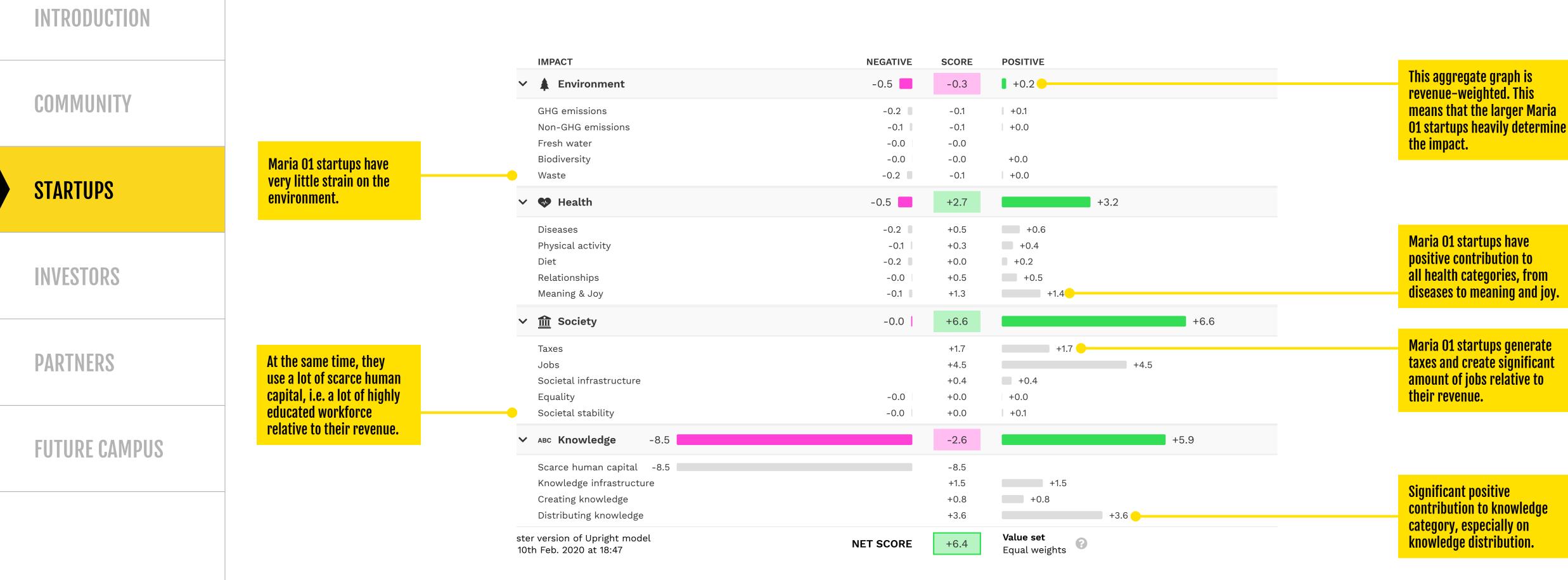
RRENT STATE

ghted results. I.e pre-revenue stage startups do not show and startups with the largest revenues drive the results.



MARIA 01 STARTUPS BALANCE POSITIVE CONTRIBUTION TO HEALTH, KNOWLEDGE, TAXES AND JOBS WITH THE USE OF SCARCE HUMAN CAPITAL.





Data provided by Upright Project

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COMPARING MARIA O1 STARTUPS AND NASDAQ HELSINKI REVEALS MARIA **01'S STARTUPS' STRENGTHS AND WEAKNESSES.**



Data provided by Upright Project

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EQUAL-WEIGHTS FUTURE SCENARIO

In this scenario, all startups have a revenue of 10 m€ and 100 employees. I.e. this graph takes into account the impact of startups that are currently in pre-revenue phase.



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MARIA 01 STARTUPS EQUAL WEIGHTS SCENARIO: THIS AGGREGATE GRAPH CAPTURES ALSO THE IMPACT OF PRE-REVENUE STARTUPS.

INTRODUCTION IMPACT COMMUNITY **Environment** $\mathbf{\vee}$ GHG emissions Non-GHG emissions Fresh water Biodiversity **STARTUPS** Waste -1.8 $\mathbf{\vee}$ 🐶 Health Diseases Physical activity **INVESTORS** Diet Relationships Meaning & Joy fill Society $\mathbf{\vee}$ PARTNERS Taxes Jobs Societal infrastructure Equality Societal stability **FUTURE CAMPUS** -3.6 ✓ ABC Knowledge -3.6 Scarce human capital Knowledge infrastructure Creating knowledge Distributing knowledge Master version of Upright model on 10th Feb. 2020 at 18:49

NEGATIVE	SCORE	POSITIVE	
-0.5	-0.3	+0.2	
-0.2	-0.1	+0.1	
-0.1	-0.1	+0.1	
-0.0	-0.0		
-0.0	-0.0	+0.0	
-0.1	-0.1	+0.0	
	+3.0	+4.8 -	
-0.2	+0.9	+1.1	
-0.4	+0.9	+1.2	
-0.2	-0.1	+0.1	
-0.1	+0.8	+1.0	
-0.9	+0.5	+1.4	
-0.6	+3.4	+3.9	
	+1.7	+1.7	
	+2.0	+2.0	
	+0.2	+0.2	
-0.0	-0.0	+0.0	
-0.5	-0.5	+0.0	
	+0.9	+4.5	
	-3.6		
	+1.1 +1.0	+1.1 +1.0	
	+1.0	+2.5	
	12.0		
NET SCORE	+7.0	Value set Equal weights	

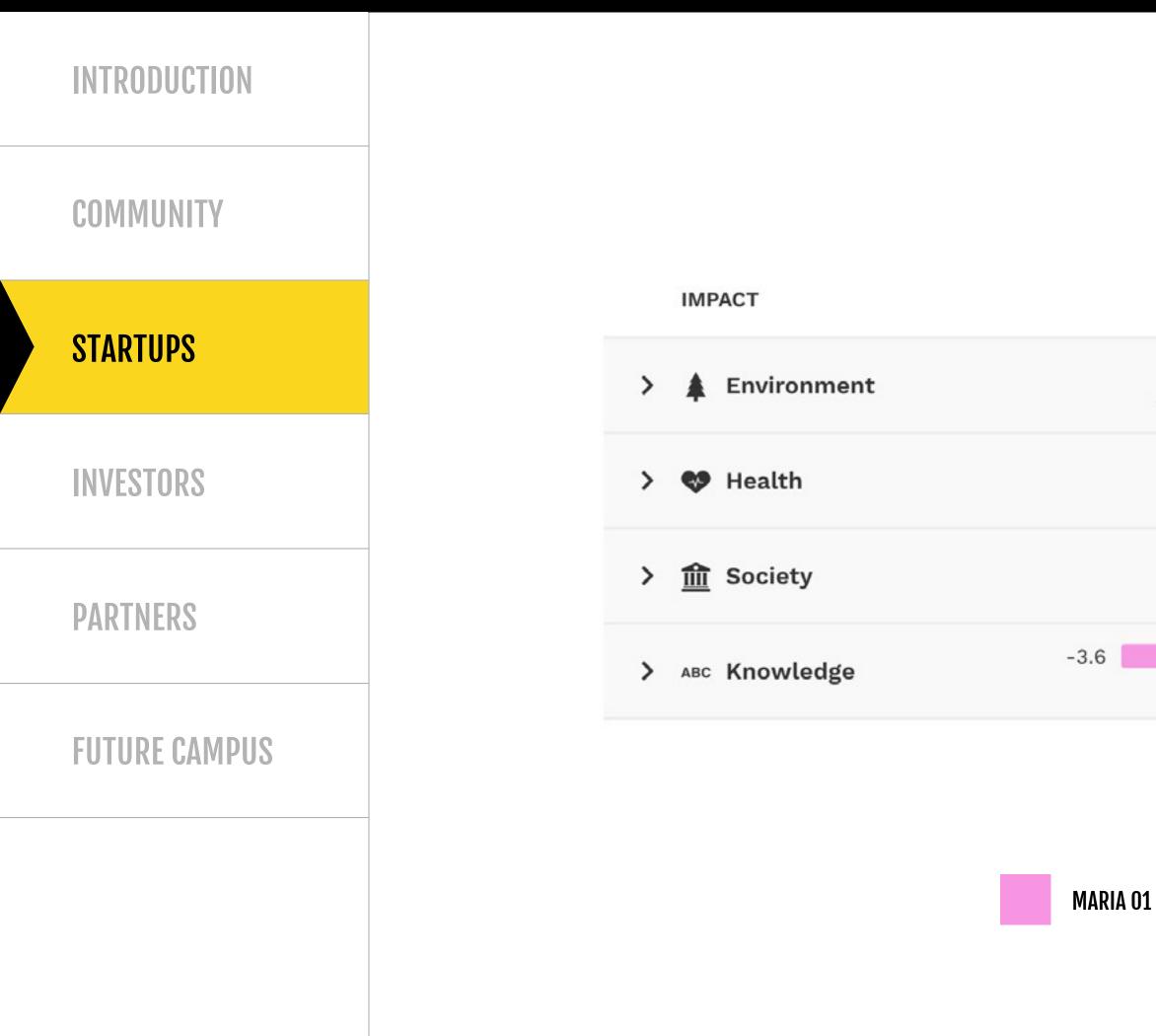
WHY THIS IS INTERESTING:

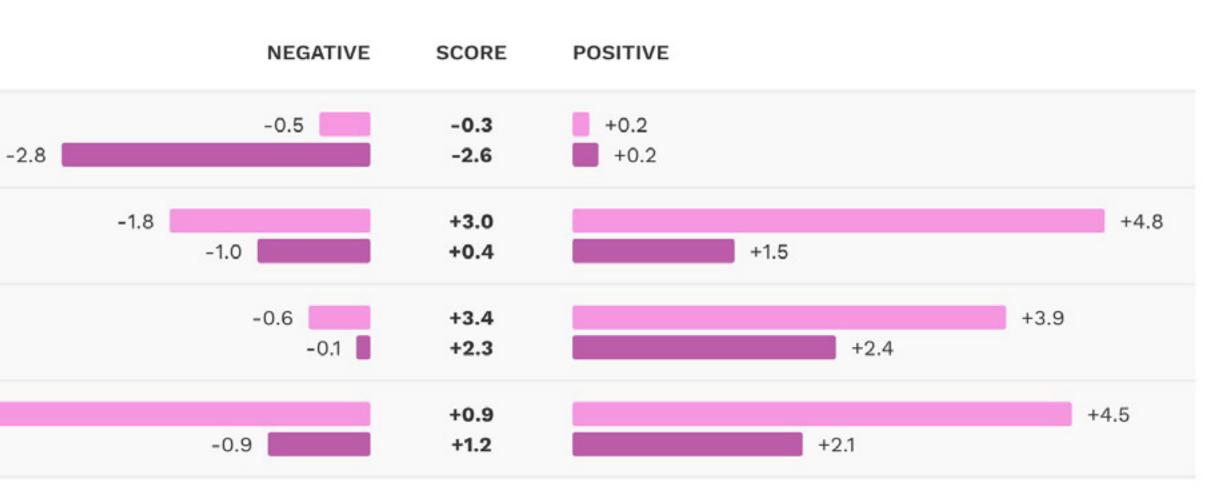
- It gives a more balanced picture, as the revenue differences do not skew the impact profile. The revenueweighted view doesn't take pre-revenue startups into account but this scenario does.
- When looking at startups, understanding future potentialis often more interesting than their current, very nascent, stage.
- Health dimension is highly positive across four different categories: there are startups solving the problems related to both physical and mental health.
- Many startups have products and services contributing to distributing knowledge.

Data provided by Upright Project

COMPARISON BETWEEN MARIA O1 STARTUPS EQUAL WEIGHTS FUTURE SCENARIO AND NASDAQ HELSINKI







NASDAQ HELSINKI, NET SCORE 1.30

MARIA O1 SCENARIO GROUP, NET SCORE 6.99

Data provided by Upright Project

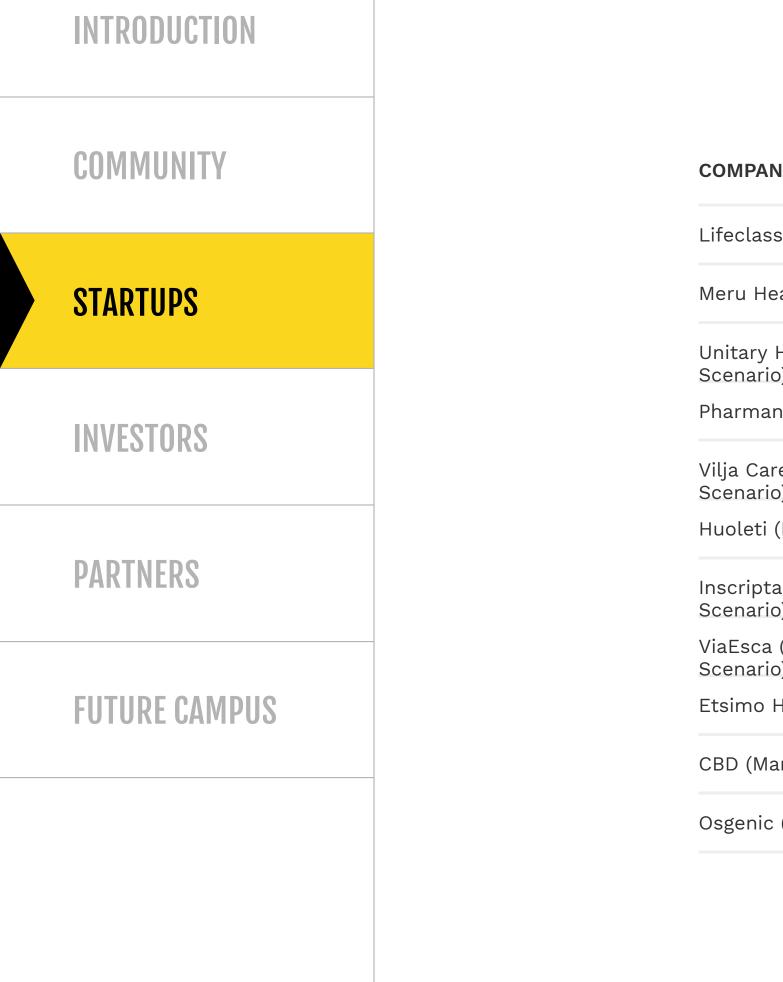


RILLDOWNS TO SPECIFIC IMPACT CATEGORIES

Drilldowns are shown from the equally weighted scenario companies, so the impacts of smaller startups are also visible. In revenue-weighted current state, larger companies would drive each impact category.

LARGEST CONTRIBUTORS TO TREATING AND PREVENTING DISEASES





COMPANY

Lifeclass (Maria01 Scenario)

Meru Health (Maria01 Scenario)

Unitary Healthcare (Maria01 Scenario)

Pharmanalysis (Maria01 Scenario)

Vilja Care (Maria01 Scenario)

Huoleti (Maria01 Scenario)

Inscripta (Maria01 Scenario)

ViaEsca (Maria01 Scenario)

Etsimo Healthcare (Maria01 Scenario)

CBD (Maria01 Scenario)

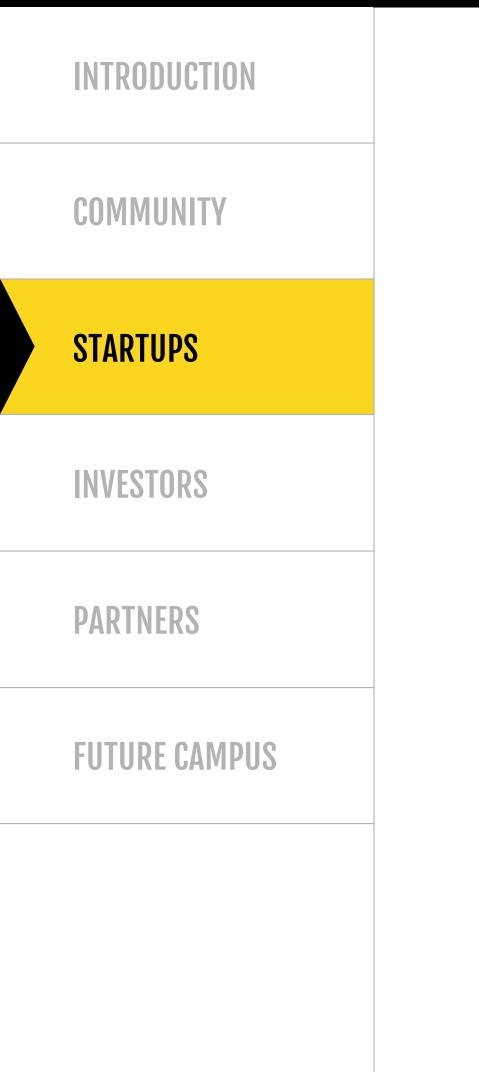
Osgenic (Maria01 Scenario)

CONTRIBUTION TO GROUP'S POSITIVE IMPACT ON DISEASES	RELATIVE POSITIVE COMPANY SCORE FOR DISEASES
13.87 %	20.61
9.74 %	14.47
9.50 %	14.12
8.33 %	12.38
8.03 %	11.93
6.53 %	9.70
6.50 %	9.66
6.35 %	9.43
5.47 %	8.12
3.36 %	4.99
3.33 %	4.95

Data provided by Upright Project

LARGEST CONTRIBUTORS TO POSITIVE RELATIONSHIPS IMPACT

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COMPANY

Huoleti (Maria01 Scenario)

Herdifier (Maria01 Scenario)

Freeed (Maria01 Scenario)

Brella (Maria01 Scenario)

Evasyst (Maria01 Scenario)

Urban Sports Club (Maria01 Scenario)

CloudBounce (Maria01 Scenario)

Fiksari (Maria01 Scenario)

Quicksave Interactive (Maria01 Scenario)

DieNo Games (Maria01 Scenario)

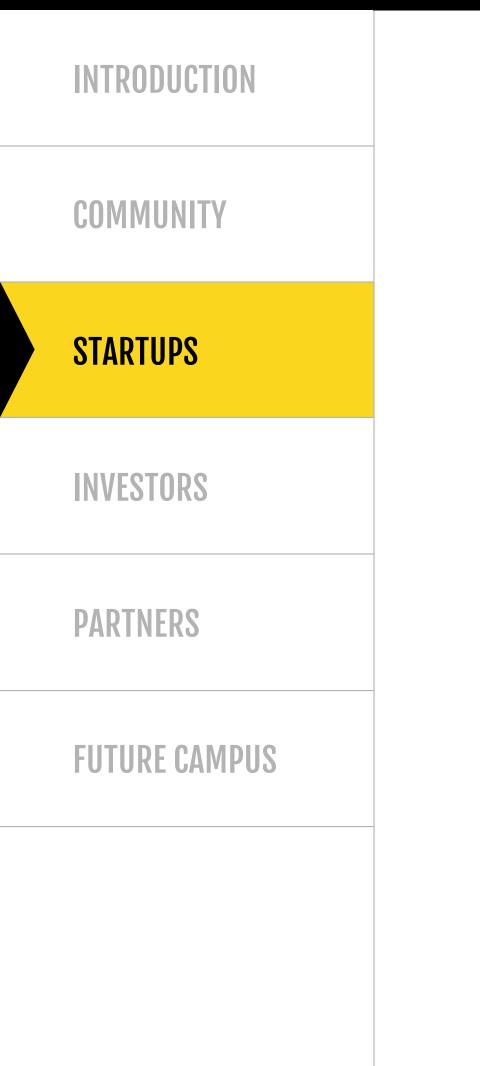
Return Entertainment (Maria01 Scenario)

Playsome (Maria01 Scenario)

RELATIVE POSITIVE COMPANY SCORE FOR RELATIONSHIPS	CONTRIBUTION TO GROUP'S POSITIVE IMPACT ON RELATIONSHIPS
26.09	19.57 %
20.29	15.22 %
13.56	10.17 %
8.32	6.24 %
7.39	5.55 %
5.02	3.77 %
4.49	3.37 %
4.35	3.26 %
4.24	3.18 %
4.10	3.07 %
2.89	2.17 %
2.85	2.14 %

LARGEST CONTRIBUTORS TO POSITIVE MEANING & JOY IMPACT

MENU Click below to navigate



COMPANY

Lifeclass (Maria01 Scenario)

Huoleti (Maria01 Scenario)

Urban Sports Club (Maria01 Scenario)

CloudBounce (Maria01 Scenario)

ViaEsca (Maria01 Scenario)

Meru Health (Maria01 Scenario)

Naava (Maria01 Scenario)

Fiksari (Maria01 Scenario)

Tribe.Red (Maria01 Scenario)

Quicksave Interactive (Maria01 Scenario)

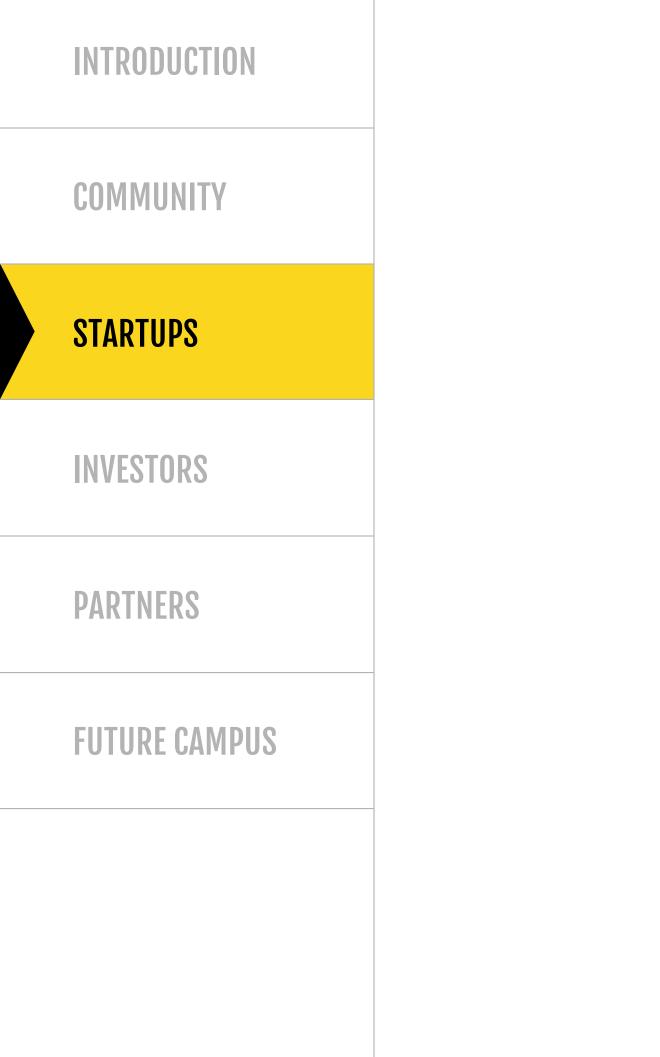
DieNo Games (Maria01 Scenario)

Return Entertainment (Maria01 Scenario)

RELATIVE POSITIVE COMPANY SCORE FOR MEANING & JOY	CONTRIBUTION TO GROUP'S POSITIVE IMPACT ON MEANING & JOY
22.11	11.99 %
17.79	9.65 %
16.75	9.08 %
11.94	6.47 %
11.48	6.23 %
11.45	6.21 %
7.58	4.11 %
6.25	3.39 %
5.29	2.87 %
4.42	2.40 %
4.41	2.39 %
4.05	2.20 %

LARGEST CONTRIBUTORS TO POSITIVE IMPACT ON KNOWLEDGE INFRASTRUCTURE

MENU Click below to navigate



COMPANY

PrivacyAnt (Maria01 Scenario)

Vorna ID (Maria01 Scenario)

Robonomist (Maria01 Scenario)

Meeshkan (Maria01 Scenario)

XMLdation (Maria01 Scenario)

Sensorfleet (Maria01 Scenario)

Linear Orbit (Maria01 Scenario)

Attractive (Maria01 Scenario)

Thinglink (Maria01 Scenario)

Intuition Machines (Maria01 Scenario)

Fibo.io (Maria01 Scenario)

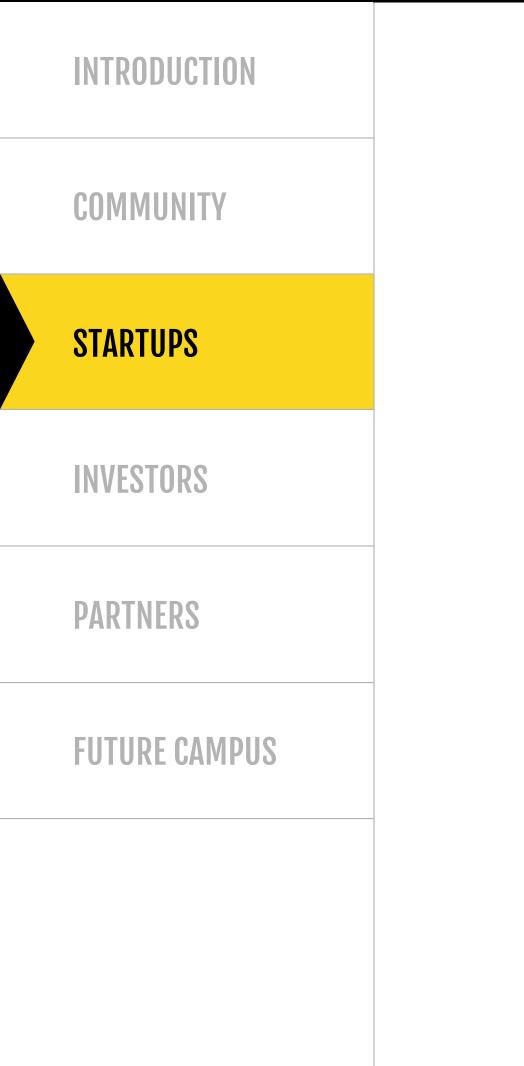
HEAT Ledger (Maria01 Scenario)

CONTRIBUTION TO GROUP'S POSITIVE IMPACT ON KNOWLEDGE INFRASTRUCTURE	RELATIVE POSITIVE COMPANY SCORE FOR KNOWLEDGE INFRASTRUCTURE
12.74 %	18.06
10.93 %	15.50
7.59 %	10.77
7.58 %	10.76
7.58 %	10.76
7.57 %	10.74
7.52 %	10.67
7.50 %	10.64
7.24 %	10.27
5.51 %	7.82
5.10 %	7.23
4.64 %	6.58



LARGEST POSITIVE CONTRIBUTORS TO CREATING KNOWLEDGE

MENU Click below to navigate



COMPANY

Pointscene (Maria01 Scenario)

PrivacyAnt (Maria01 Scenario)

SleepCircle (Maria01 Scenario)

Pharmanalysis (Maria01 Scenario)

Work Ahead (Maria01 Scenario)

Lily.AI (Maria01 Scenario)

Vilja Care (Maria01 Scenario)

Etsimo Healthcare (Maria01 Scenario)

Priceff (Maria01 Scenario)

Unitary Healthcare (Maria01 Scenario)

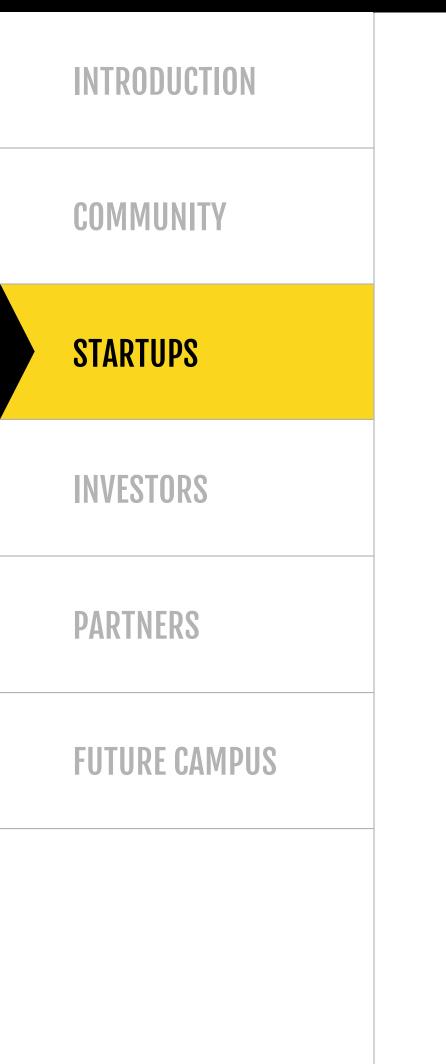
Vorna ID (Maria01 Scenario)

Arctic Security (Maria01 Scenario)

RELATIVE POSITIVE COMPANY SCORE FOR CREATING KNOWLEDGE	CONTRIBUTION TO GROUP'S POSITIVE IMPACT ON CREATING KNOWLEDGE
9.12	6.88 %
7.58	5.72 %
7.16	5.40 %
6.60	4.98 %
6.01	4.54 %
5.93	4.47 %
5.79	4.36 %
5.63	4.25 %
5.36	4.04 %
5.06	3.82 %
4.69	3.53 %
4.44	3.35 %

LARGEST POSITIVE CONTRIBUTORS TO DISTRIBUTING KNOWLEDGE

MENU Click below to navigate



COMPANY

Positiivinen CV (Maria01 Scenario)

Fiksari (Maria01 Scenario)

Sutori (Maria01 Scenario)

3DBear (Maria01 Scenario)

Tinyapp (Maria01 Scenario)

Huoleti (Maria01 Scenario)

Freeed (Maria01 Scenario)

Seppo (Maria01 Scenario)

Agilefant (Maria01 Scenario)

8-bit-sheep (Maria01 Scenario)

Silo.AI (Maria01 Scenario)

Valotalive (Maria01 Scenario)

RELATIVE POSITIVE COMPANY SCORE FOR DISTRIBUTING KNOWLEDGE	CONTRIBUTION TO GROUP'S POSITIVE IMPACT ON DISTRIBUTING KNOWLEDGE
15.63	4.67 %
15.58	4.65 %
10.94	3.27 %
10.44	3.12 %
9.50	2.84 %
9.10	2.72 %
8.62	2.57 %
7.96	2.38 %
7.70	2.30 %
7.62	2.28 %
7.59	2.27 %
7.40	2.21 %

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POSITIVE HIGHLIGHTS

The equally weighted scenario versions of the positive highlight companies are shown as they capture the future potential better.



POSITIVE LEARNING HAS A MAJOR POSITIVE CONTRIBUTION TO DISTRIBUTING KNOWLEDGE, BUT IT ALSO CONTRIBUTES TO HEALTH AND SOCIETY



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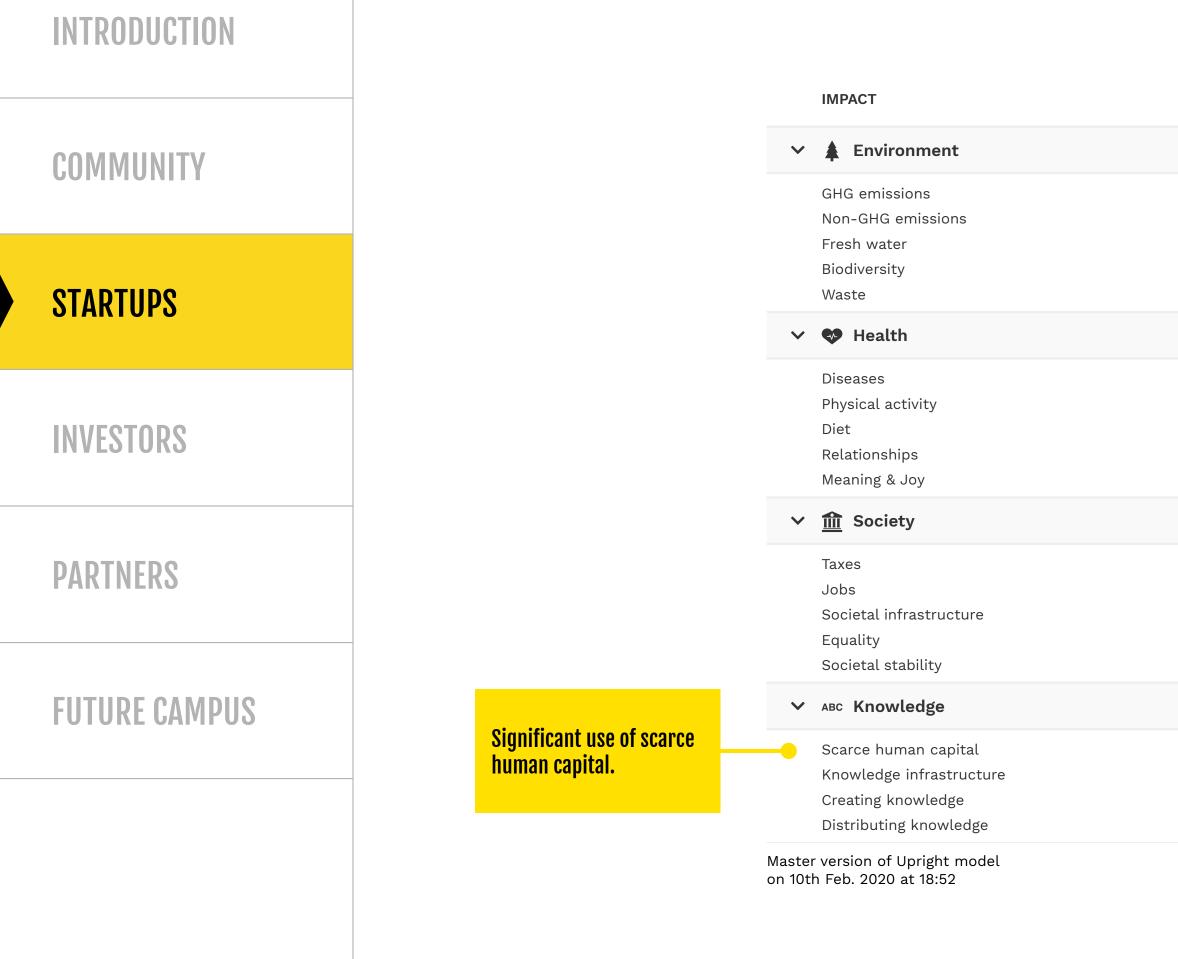
•	Environment
	GHG emissions
	Non-GHG emissions
	Fresh water
	Biodiversity
	Waste
~	👽 Health
	Diseases
	Physical activity
	Diet
	Relationships
	Meaning & Joy
~	fil Society
	Taxes
	Jobs
	Societal infrastructure
	Equality
~	Equality
~	Equality Societal stability
~	Equality Societal stability ABC Knowledge
~	Equality Societal stability ABC Knowledge Scarce human capital





XMLDATION CONTRIBUTES TO KNOWLEDGE INFRASTRUCTURE AND DISTRIBUTING KNOWLEDGE

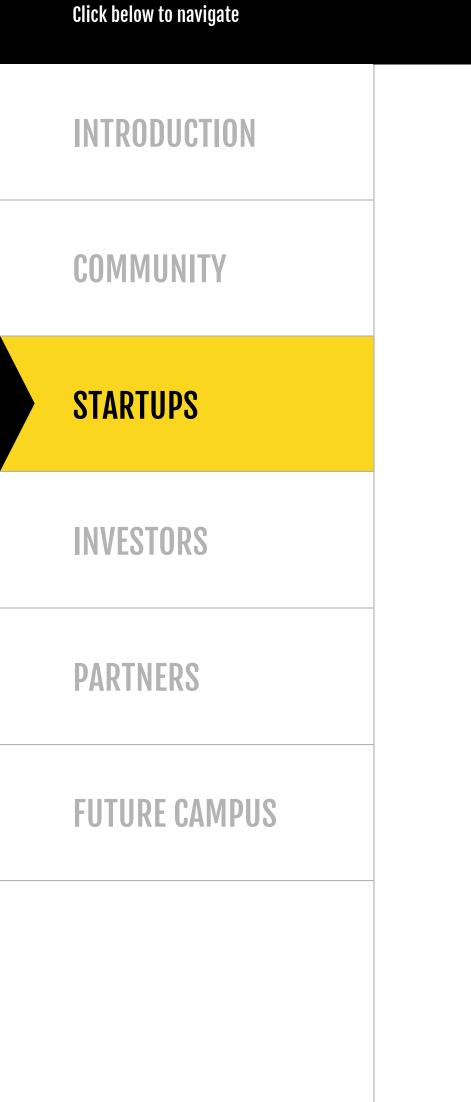




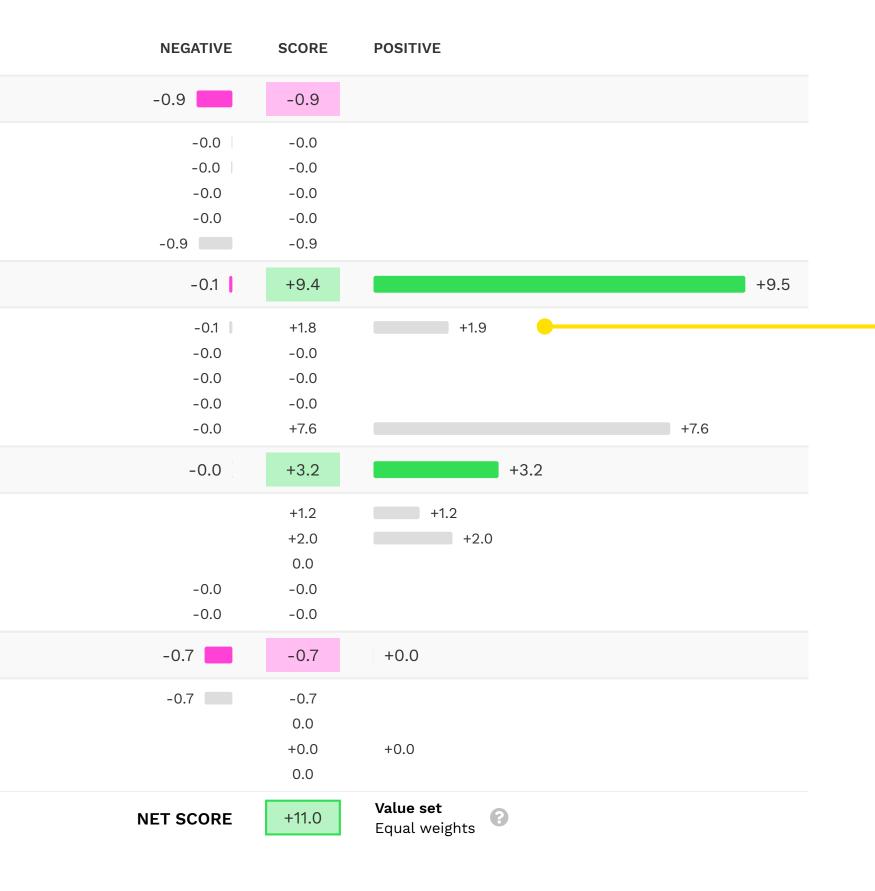
NEGATIVE	SCORE	POSITIVE			XMLdation creates payment
-0.7	-0.7	+0.0			technology testing tools, which have mostly knowledge
-0.5	-0.5	+0.0			impacts.
-0.2	-0.2	+0.0			
-0.0	-0.0				
-0.0	-0.0	+0.0			
-0.0	-0.0	+0.0			
-0.1	+0.4	+0.4			
-0.0	+0.0	+0.0			
-0.0	+0.1	+0.1			
-0.0	-0.0	+0.0			
-0.0	+0.1	+0.1			
-0.0	+0.1	+0.2			XMLdation contributes to both
-0.0	+4.1	+4.1	•		knowledge infrastructure and
	+2.0	+2.0			distributing knowledge.
	+2.0	+2.0			
	+0.0	+0.0			
-0.0	+0.0	+0.0			
-0.0	+0.0	+0.0			
-5.1	+13.5			+18.7	
-5.1	-5.1				
	+10.8		+10.8		
	+0.5	+0.5			
	+7.4		+7.4		
NET SCORE	+17.2	Value set Equal weights			

MENU

NAAVA CONTRIBUTES TO MEANING & JOY AND TREATING **AND PREVENTING DISEASES**



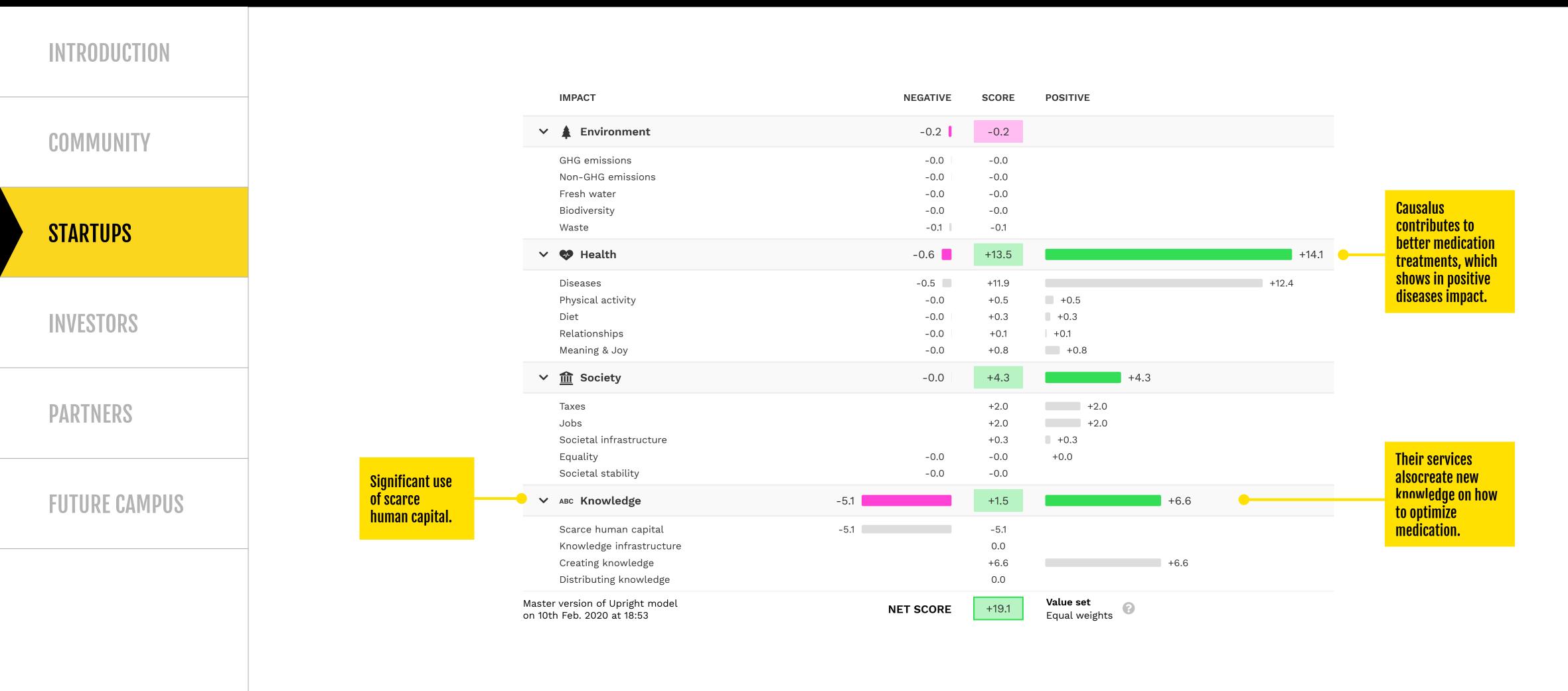
	ІМРАСТ
~	Environment
	GHG emissions
	Non-GHG emissions
	Fresh water
	Biodiversity
	Waste
~	😍 Health
	Diseases
	Physical activity
	Diet
	Relationships
	Meaning & Joy
~	<u>m</u> Society
	Taxes
	Jobs
	Societal infrastructure
	Equality
	Societal stability
~	ABC Knowledge
	Scarce human capital
	Knowledge infrastructure
	Creating knowledge
	Distributing knowledge
	r version of Upright model



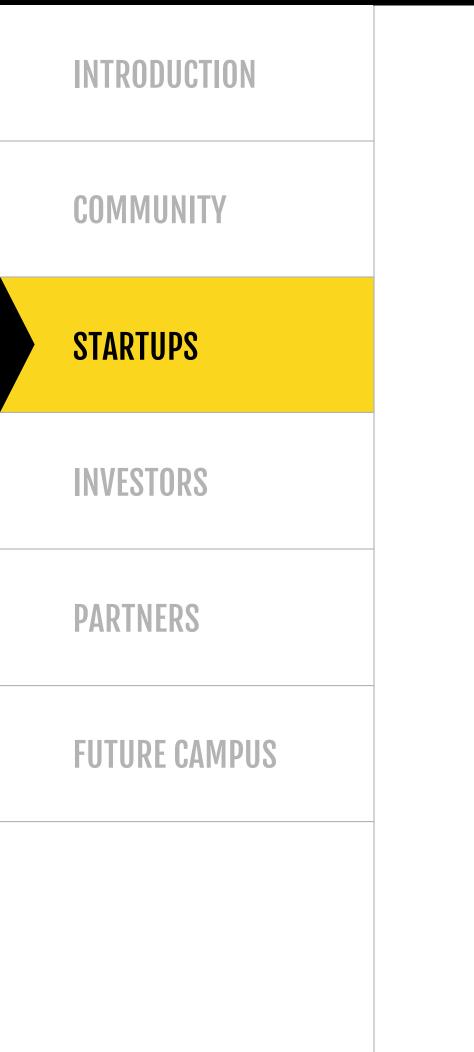
According to scientific articles, green walls (in offices etc.) contribute especially to the sense of meaning and joy, but they also contribute to treating and preventing diseases.

CAUSALUS CONTRIBUTES THE MOST TO TREATING AND PREVENTING DISEASES AND TO CREATING KNOWLEDGE





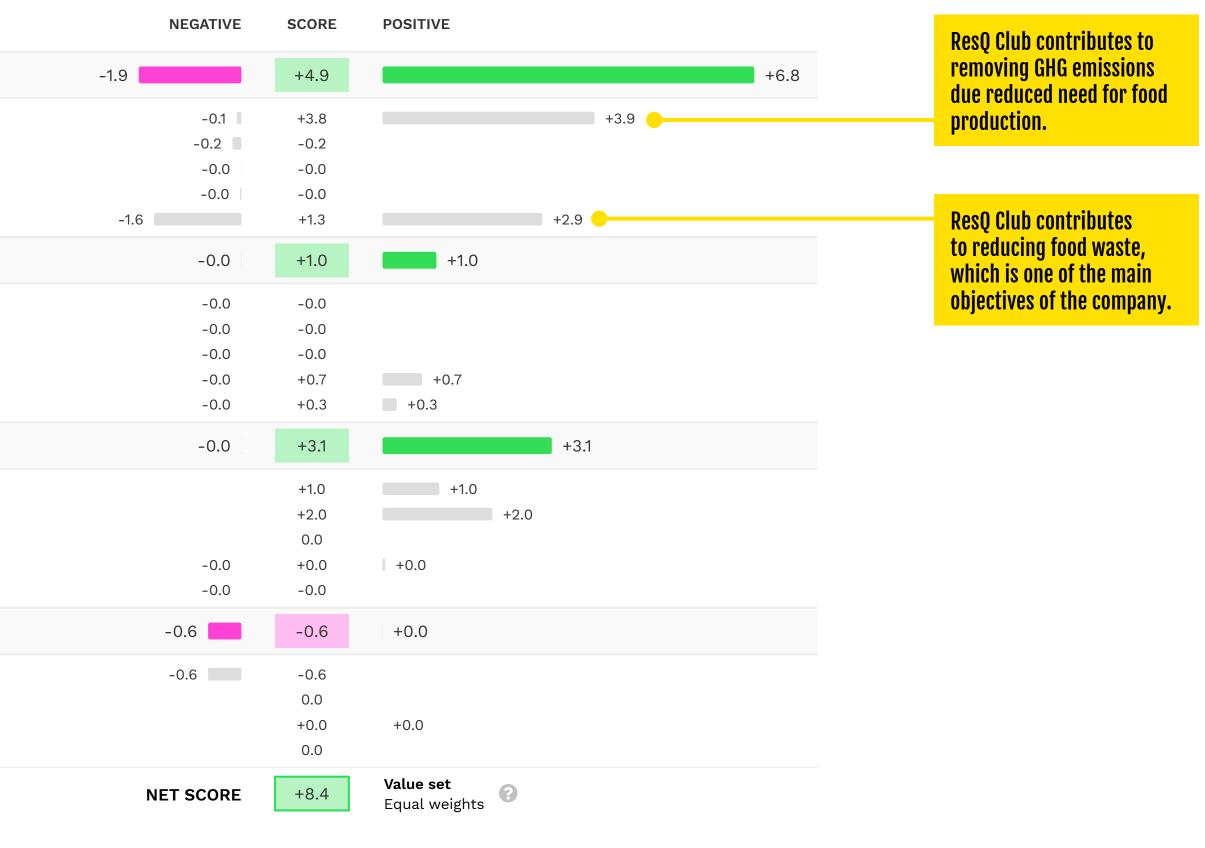
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RESQ CLUB REDUCES FOOD WASTE, LEADING TO POSITIVE IMPACT ON BOTH GHG EMISSIONS AND WASTE

IMPACT

•	Environment
	GHG emissions
	Non-GHG emissions
	Fresh water
	Biodiversity
	Waste
~	😍 Health
	Diseases
	Physical activity
	Diet
	Relationships
	Meaning & Joy
~	<u>ÎÎÎ</u> Society
	Taxes
	Taxes Jobs
	Jobs
	Jobs Societal infrastructure
~	Jobs Societal infrastructure Equality
~	Jobs Societal infrastructure Equality Societal stability
~	Jobs Societal infrastructure Equality Societal stability ABC Knowledge
~	Jobs Societal infrastructure Equality Societal stability ABC Knowledge Scarce human capital





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INVESTORS

WE LOVE CO-LOCATING OUR INVESTORS TO WALK AMONGST OUR FOUNDERS

Our campus hosts the great majority of all Finnish venture capital funds. Furthermore, we work closely with some of the leading foreign venture capital funds and investor networks in Europe.





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TOP FUNDING ROUNDS FROM MEMBER VCS

NORDICNINJA 29.5M€ MaaS Global*



SUPERHERO CAPITAL 3.1M€ Leadfeeder*

MAKI VC 10M€ Enfuce

INVENTURE 5M€ Swappie

ICEBREAKER VC 4.75M€ Flowhaven*

VOIMA VENTURES 750K€ MVision

WAVE VENTURES 50K€ Boksi

* Participating Round



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Europe's largest and most active **Business Angel Network Fiban** found its HQ at Maria 01.

The Nordics' first deep tech VC *Voima Ventures was launched.*

INVESTOR HIGHLIGHTS

The first Japanese VC fund NordicNinja was established in Finland.

JSKARI SAADEMI

First VC to support the games industry Play Ventures was launched.



<u>marıa 01</u>

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Maria 01 is a place where some of the most incredible ideas come to life: this year, we contributed to this by making a number of new investments in future-proof companies ranging from quantum computing to consumer products. We're anxious to see what another year as part of this thriving campus has in store for us!

Pauliina Martikainen Investment Director at Maki VC





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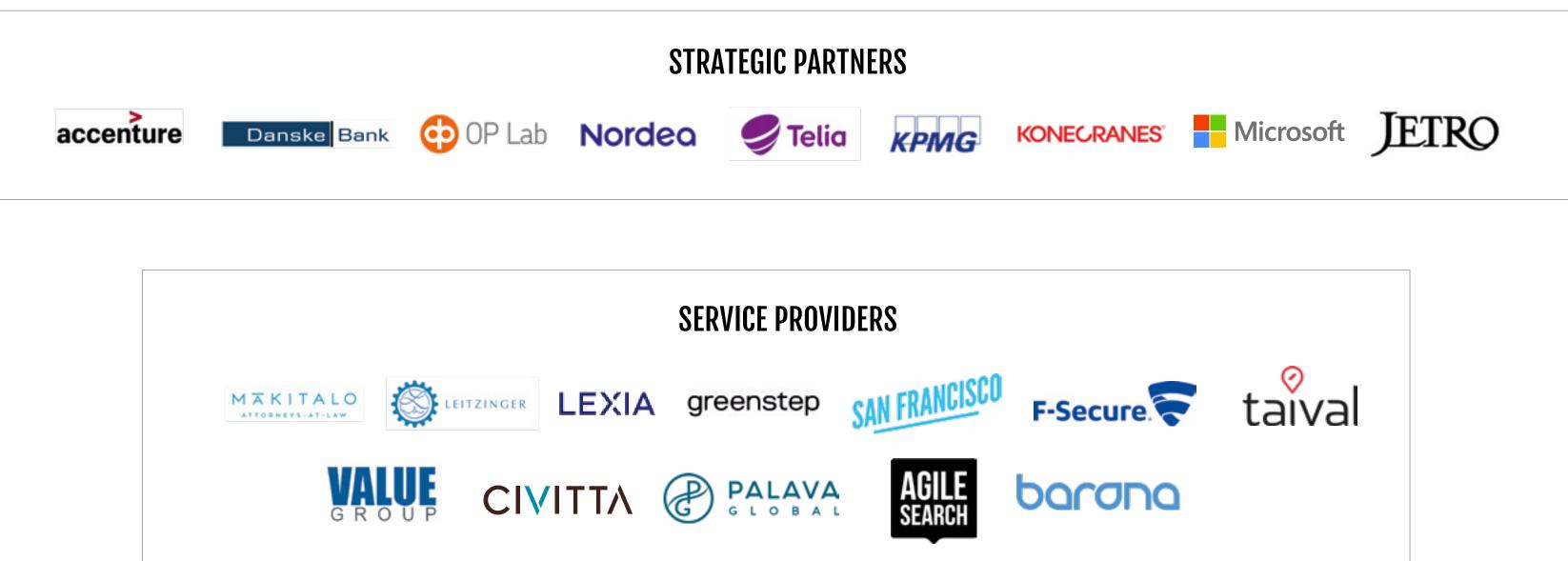
STARTUPS

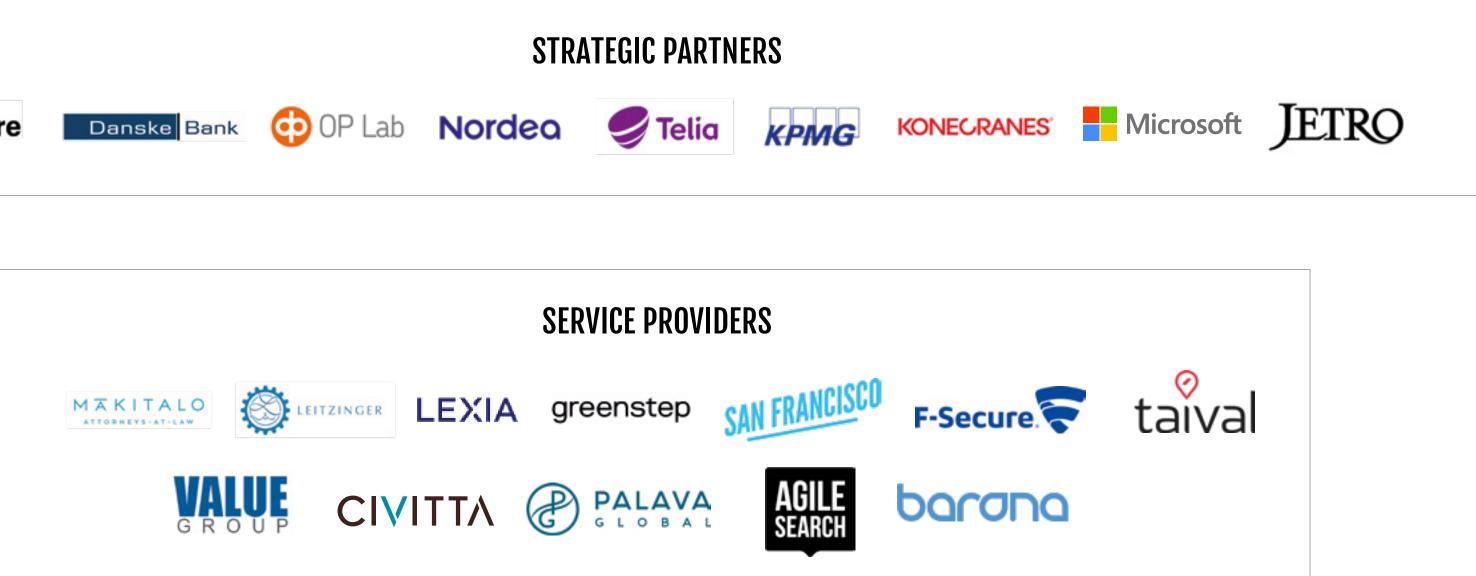
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WE ESTABLISH LONG-TERM RELATIONSHIPS WITH SELECTED INDUSTRY-LEADING **ENTERPRISES AND SERVICE PROVIDERS**





Together with our partners we drive forward the next generation of tech entrepreneurs to develop new technologies and transform industries.

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PARTNER HIGHLIGHTS

Maria 01 kick-started the first Internal **Transformation Program with Konecranes.**

Maria 01 hosted the global Microsoft for Startups offsite during Slush week.

154 advisory hours for member startups were provided together with our service partner network.



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Maria O1 has been our platform to establish startup collaboration operations. We have made real progress over the past two and a half years. The 2019 definite highlight was the Maria O1 Internal Transformation Program. The program has opened up a channel for us to connect with the entrepreneurs and pragmatic venture capital professionals at a scale.

The program gives us a unique path to transform our development projects to a more customer and business-centric focus. We can see how individuals grow week after week.

Jussi Eskelinen Startup Coordinator at Konecranes





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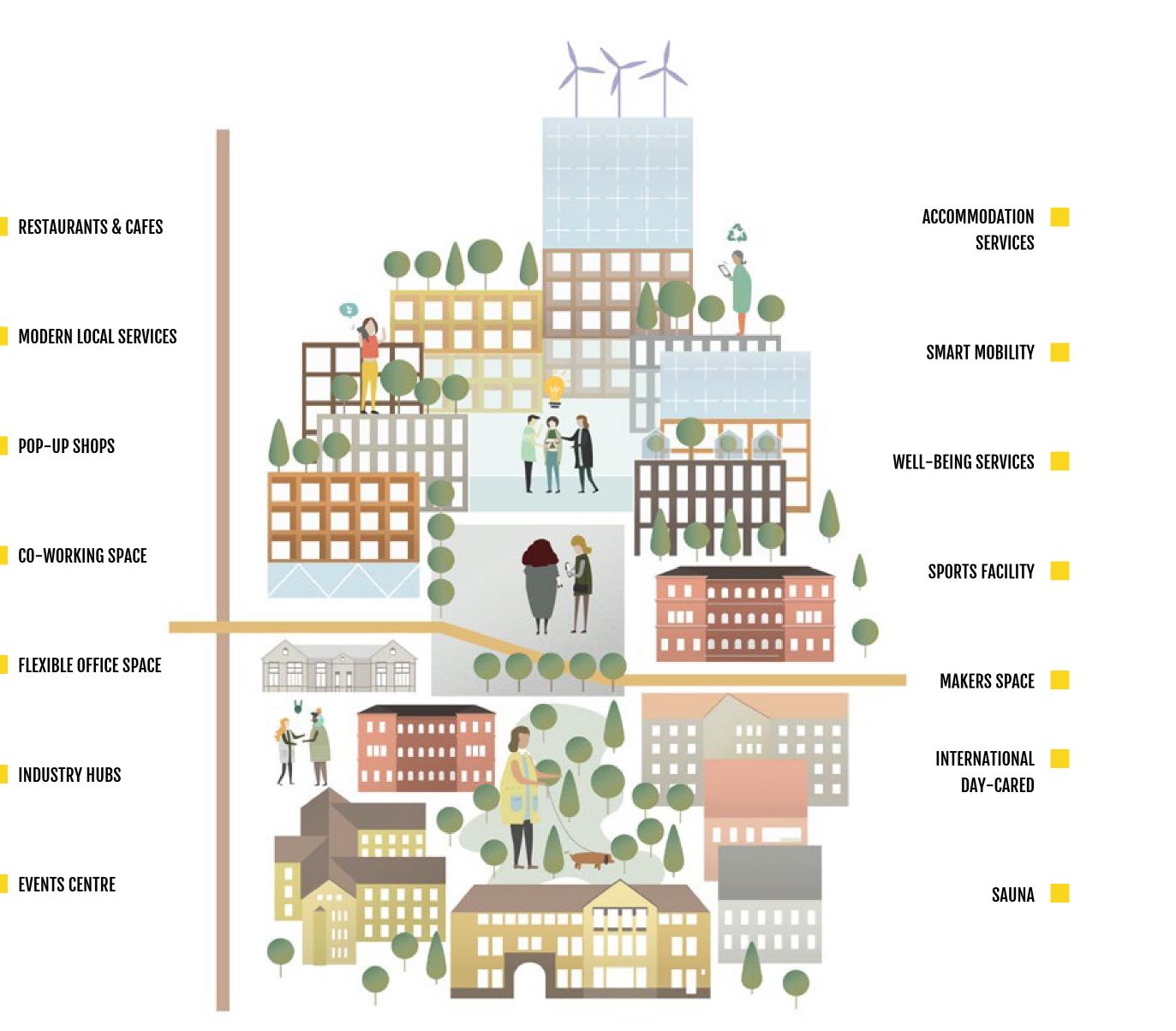
FUTURE CAMPUS

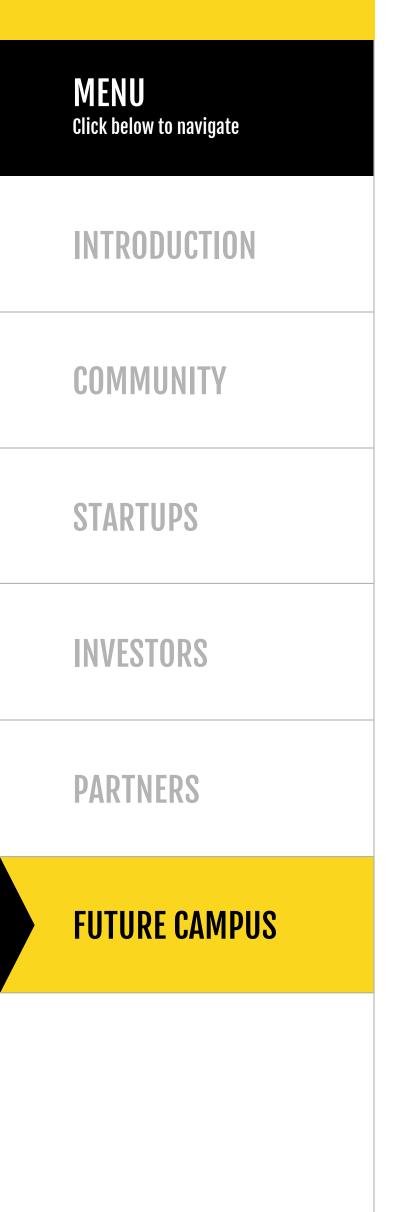
A CAMPUS WHERE TECH STARTUPS, GROWTH COMPANIES, MAJOR CORPORATIONS AND INVESTORS WILL GROW TOGETHER

The future campus is developed by YIT. The starting point of the area's development is that world-changing solutions are created through encounters, cooperation and high-speed experimentation.

At Maria 01, world-changing players will find premises that support their operations, an effective community and services for the various stages of the growth lifecycle, from idea generation to the start phase and the subsequent international expansion of a highgrowth company.



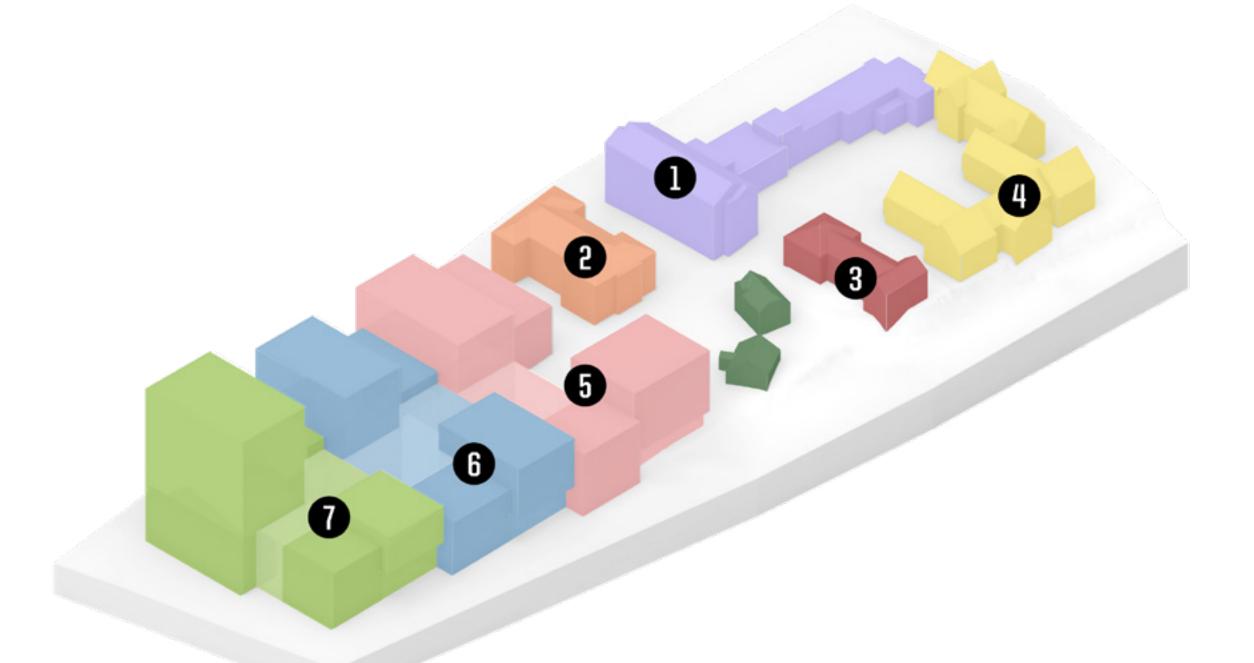




70 000 M² CAMPUS FOR THE TECH COMMUNITY

HERE'S HOW MARIA 01 IS GROWING:





650+ COMPANIES *4 000+ MEMBERS*



marıa 01

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OUR CONSORTIUM - JOIN US!

INTRODUCTION

COMMUNITY

STARTUPS

INVESTORS

PARTNERS

FUTURE CAMPUS

IMPLEMENTERS









SITOWISE



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