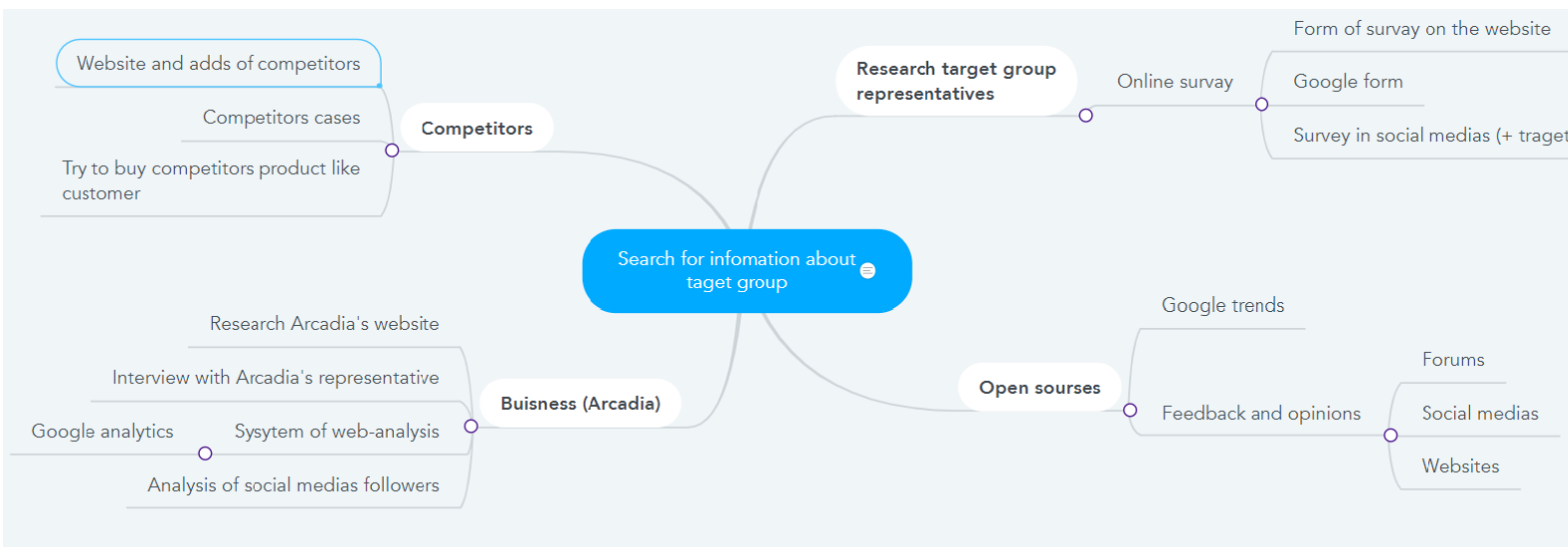


Handouts for Commissioners

1. We created the mind map showing what ways we was using to identify target group:



2. We made a competitor analysis for outreach channels

https://docs.google.com/spreadsheets/d/17hPKLwQzxKBJ_xIHOkL3NSYg4VMQtgnR/edit?usp=sharing&oid=115722534404597478362&rtpof=true&sd=true

3. Social Medias

Social media use

High rates of smartphone ownership and fast internet connections mean that Nordic citizens are active, engaged users of social media. Facebook is the predominant sharing and messaging platform in the region, although it's less popular with younger users.



Active social media users (2020),
%

Source: [Statista](#)

4. Blogging platforms and databases

 Blogging platform for IT companies:

- ite wiki - itewiki.fi
- Mashable - mashable.com
- Techcrunch - techcrunch.com
- Tech Republic - www.techrepublic.com
- TNW - thenextweb.com
- ZD Net - www.zdnet.com
- The Verge - www.theverge.com
- Wired - www.wired.com

 Databases of IT companies:

- [topwebdevelopmentcompanies](#)
- [appdevelopmentcompanies](#)
- [softwareworld](#)
- [itfirms](#)
- [topappfirms](#)
- [designrush](#)

5. Possible topics for Arcadia blog in 2022

- Artificial Intelligence and Machine Learning
- Robotic Process Automation (RPA)
- Edge Computing
- Quantum Computing
- Virtual Reality and Augmented Reality
- Blockchain
- Internet of Things (IoT)
- 5G
- Cyber Security

6. Exhibitions in Nordic countries

- Slush - Helsinki, Finland

The World leading start up event: Good after Arcadia makes a local company to Finland

- Other possible events on different industries in Finland: Nordic Travel Fair, Finnish medical convention, Meetingeventss (HR field fair)

- Hackcon

A Norwegian cyber security conference

Every year, within topics that are highly relevant, around 1200 - 1400 presentations and research are watched to pick the absolutely best speakers for HackCon. From all the presentations/research we go through, about one percent (12 each year) is picked and have the chance to speak at HackCon.

Events and exhibitions in Finland

Health care

The Finnish medical convention.

<https://laakaripaivat.fi/2021/in-english/>

Medicine fair in Turku. Turku is the capital of many Finnish health care, pharmaceutical and medical company.

<https://turunlaaketiedepaivat.fi/>

Farmasian päivät, Pharmacy fair.

<https://www.fok.fi/farmasian-paivat/etusivu.html>

Apteekkaripäivät. An event and exhibition for pharmacy owners.

<https://www.apteekkariliitto.fi/apteekkari-2022>

Travelling

Matkamessut, Nordic travel fair. The largest travel fair in Northern Europe. <https://matka.messukeskus.com/?lang=en>

Northern Finland Outdoor Life Fair. This event showcases products like business platform for professionals from this industry to deliberate upon the latest prevailing trends from the natural sector and participants have the scope of getting in touch with several prospective customers here as well etc. in the Sporting Goods, Toy & Games, Travel & Tourism, Business Services, Logistics & Transportation industries. <https://www.lapinmessut.fi/eng/>

7. New tools for communication with clients - Ernest AI



This extension helps sales people automatically find opportunities based on your past clients and industry.

How it works?

1. Add Ernest extension to Gmail to scan work emails.
2. Ernest uses Soleadify's data engine to find similar companies to ones you've written to before, as well as matching people from those companies.
3. After Ernest does that part of the process, it will read your past emails and identify the critical points in your messages like your product's value proposition, tone of voice, and CTAs you use.
4. Finally, Ernest will write new emails tailored to the profile of the contacts it finds and save them in your drafts to review every morning.

imernest.ai

8. Links

<https://platformax.com/how-i-failed-email-prospecting-finland-sweden/ä>

<https://www.linkedin.com/business/marketing/blog/content-marketing/7-reasons-why-linkedin-needs-to-be-part-of-your-content-strategy>

<https://www.vainu.com/blog/how-saas-companies-should-enter-nordic-market/>

<https://stptrans.com/entering-the-nordic-market/>

<https://www.vainu.com/blog/expand-your-business-to-sweden/>

<https://www.vainu.com/blog/market-entry-company-data/>

<https://www.svkk.fi/svkk/in-english/>

<https://kauppakamari.fi/en/about-us/>