



KAATO

Arto Pussinen



HELPING COMPANIES TO SET UP QUICKLY AND EASILY IN FINLAND

KAATO is

- Non-profit organization with public funding – Neutral & Independent approach
- Network of ICT professionals – Global experience of real business & technology
- business community initiative, where experienced business leaders use personal business networks and expertise to support incoming companies

KAATO is made possible with the help of the key Finnish ICT hubs in Greater Helsinki, Oulu, Salo and Tampere, support from Finnish government, regional councils and the European Union.



KAATO FOCUS

Inbound

Business and
technology
development
driven projects
(Ref. Telrock)

M&A
Investments

Outbound

Match making of
Finnish and
foreign companies
→

Subcontracting,
M&A, inbound,
ecosystem boost

ThinkTank

Utilizing deep area
expertise to drive
national and local
ICT strategy;
business and
technology
competences,
industry focus areas,
partnerships,
research and
education

COMMUNITY

AS THE KEY ENABLER AND RESOURCE

CREATED A UNIQUE COMMUNITY OF ICT PROFESSIONALS WILLING & ABLE TO ATTRACT AND SUPPORT INCOMING COMPANIES

*~300 well-connected, influencers
in Finland and abroad*



Pirkka Palomäki 1st

Chief Strategy Officer at F-Secure Corporation, San Francisco Bay Area
Unfollow · See activity · Send message



Wilska Kari-Pekka 2nd

Independent Advisor, Dallas/Fort Worth Area
Follow Wilska · See activity · Send message · Connect



Antti Vasara 1st

EVP at Tieto, Finland
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Fred Bullock 1st

VP Global Corporate and Brand Marketing at Citrix, San Francisco Bay Area
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Pekka Koponen 1st

CEO, Spinverse Ltd., Finland
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Lenn Pryor 1st

Facebook Mobile Product Manager, San Francisco Bay Area
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Teemu Suila 1st

Chief Operating Officer at Rovio Entertainment Ltd., Finland
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Jouko Häyrynen 1st

Chairman, Founding Partner, Suntrica Ltd., Finland
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Groups

Apple Alumni

Apple Alumni
+ Join

Brandixit Community

Brandixit | The Next...
+ Join

CMO

CMO Executive Net...
+ Join

CMO ROUNDTABLE
by invitation only

CMO Roundtable - ...
+ Join

MARKETPRO

CMOJobs.net
+ Join

CBO
Branding Networks

Chief Branding Offi...
+ Join

CMO network

Chief Marketing Offi...
+ Join



Club ex-Apple
+ Join

dm.

Digital Marketing
+ Join

Forbes CMO Network

Forbes CMO Network
+ Join

HP Alumni

HP Alumni - Hewlett...
+ Join

HP Alumni

HPAlumniAssociati...
+ Join

KAATO Community

Kaato
Member

Marketing Communication

Marketing Commun...
+ Join

MobilityMinded

MobilityMinded
+ Join

NOKIA alumni

Nokia Alumni
+ Join



Nokia Marketing Al...
+ Join

PayPal

PayPal
+ Join

sales & marketing

Sales / Marketing E...
+ Join

THE LUXURY MARKETING COUNCIL

The Luxury Marketi...
+ Join

LANDED COMPANIES TO OULU UNTIL NOV 2014

Company	Origin	Target employees
Yota Devices	Russia	25 <i>(would 2x if flight Moscow-Oulu says COO)</i>
Telrock	UK	20 + <i>ecosystem, distribution platform to 2bln consumers, research co-operation</i>
Nordic Semiconductors	Norway	60 - 100
Kionix	US	10
Company X	China	50
Storvik AS	Norway	1
Nordea	Scandinavia	30
TOTAL		~230 <i>(40 break-even)</i>

Cases turned to projects to Oulu based companies total estimated deal value several million EUR

KAATO TULOKSET

BREAK-EVEN

Noin 40 pysyvää työpaikkaa maksaa vuodessa Kaato investoinnin takaisin, 1.3 M€

**JOS KAATO KATALYSOI 100 TYÖPAIKKAA
KAADON FISKAALISET VAIKUTUKSET
3.3 M€ VUOSITASOLLA**

Verokertymä:

Bruttoansio 50k€/henkilö/vuosi
Vero-% 30%
⇒ Verokertymä 1,5 M€/vuosi

Säästö työttömyysturvasta

Työttömyysturva 2.000€/henkilö/kk
Vero-% 25%, valtion osuus 66%
maksetusta työttömyysturvasta
⇒ 1M€/vuosi

Suora Kulutuskysynnän lisäys

Vuotuinen käytettävissä oleva lisätulo
3.5 M€
ALV tuotto 770 k€

In addition: The employment multiplier from ICT has been estimated to range between 1.4 and five new jobs (Katz, 2012, and Moretti, 2012).

**Kaato 2013 toteuma 230 työpaikkaa + alihankintavaikutus +
kerrannaisvaikutukset**

INTRODUCING A UNIQUE PUBLIC - PRIVATE FDI APPROACH



- IIF & KAATO co-operation is a unique and innovative approach, where the public FDI entity is drawing upon the support from the business community to attract foreign direct investment to Finland.
- KAATO works within IIF focusing on attracting foreign investment to Finland within ICT. KAATO office will leverage the KAATO community as a key resource for achieving its goals.

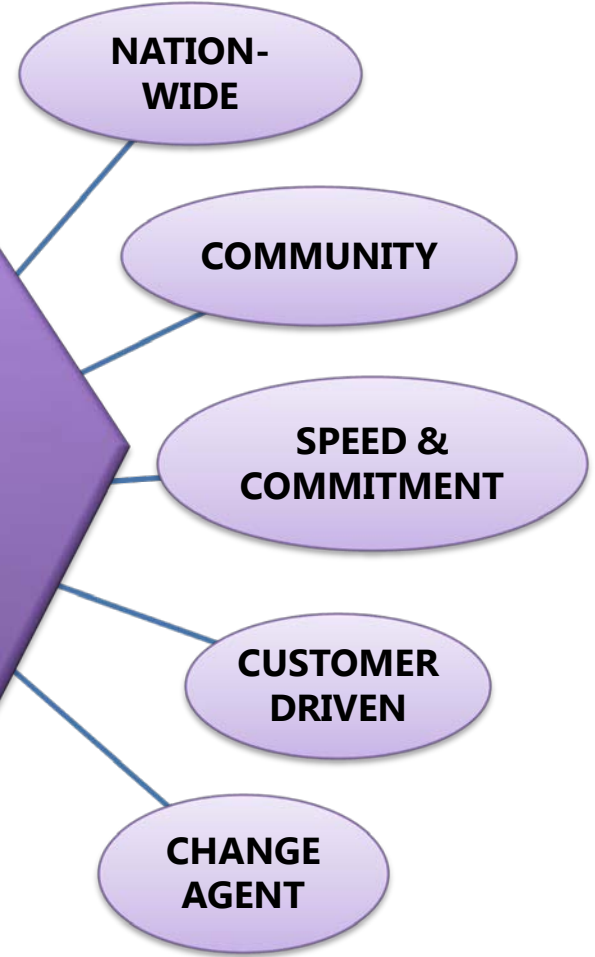


IIF ICT (KAATO) VISION, MISSION AND WAY-OF-WORKING

WoW:

VISION:
A stronger, renewed and more vibrant high tech business environment in Finland

MISSION:
ATTRACT AND DRIVE NEW INVESTMENT, NEW COMPANIES, NEW JOBS TO FINLAND
SUPPORT NEW BUSINESS, GROWTH AND RENEWAL IN FINLAND



 **KAATO**

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