

Name	Website	Description	Something to think about?
Kickstarter	https://www.kickstarter.com/	Global Crowdfunding Platform focusing on new, innovative, and creative ideas.	Competition, what kind of threats will this service be facing, what are some of its biggest assets or liabilities? Intellectual Property Rights? Legal Counsel?
Robinhood	https://robinhood.com/us/en/	Financial Services Provider offering users the ability to trade on multiple financial products and markets	Recent scandals and cases, what kind of legislations may be coming in place soon, how will they differentiate themselves? Are they the disruptors of a market? Take this one if you want a challenge :)
H&M	https://www.hm.com/	Global Fashion and Clothing Retail Company	Sustainability issues, new trends in the industry, innovation possibilities. What does their competition look like? New customers? New business models?
Blue Bottle Coffee	https://bluebottlecoffee.com/	Coffee Roaster and Retailer focusing on Single-origin beans	Third wave coffee - what's that? What's their business model like? Scalability and sustainability issues? Ownership issues?
Slush	https://www.slush.org/	Startup Event Organizer and Entrepreneurial Community	What are their offerings like? What are some of the risks to their business model? Are there any things that work in favor of their strategy?
Elisa	https://elisa.fi/asiakaspalvelu/aihe/english/	Telecommunications Company based in Finland	Who are their customers? What kind of products and services do they offer? How will new technological trends and innovations affect their business and value proposition? 5G and all that cool stuff? Take this one for a challenge :)
Portland Trail Blazers	https://www.nba.com/blazers/	NBA Professional Basketball Team based in Portland, Oregon.	Who are their customers? What is their business model like? What are some issues they have to consider? Impact of COVID on their business? Very unique business to analyze - take this one if you want a challenge :)
LVMH Moët Hennessy Louis Vuitton	https://www.lvmh.com/	Luxury goods and services including high-fashion products and alcoholic beverages	What's their clientele like? What's their business strategy? How do they remain relevant? What challenges will they face - do they belong in your ideal world :)
Bain & Company	https://www.bain.com/	Global Management Consulting Firm from Boston, Massachusetts.	What's their value proposition? How do they differentiate themselves - and what kind of challenges will they face in the future?
Caruna	https://www.caruna.fi/en	Electric Utility Company based in Finland	How can they become more sustainable? How do they innovate to stay relevant - how will the future trends in energy markets affect them? New product + service innovations?