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| **Name** | **Website** | **Description** | **Something to think about?** |
| Coinbase | https://www.coinbase.com/ | American company that operates a cryptocurrency exchange platform. | Who are their customers? What is their business model like? What external factors should they be worried or concerned about? What does the future hold for their industry and business? Take this one for a unique 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 :) |
| 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? |
| Kemira | https://www.kemira.com/ | Global chemicals company serving customers in water intensive industries. | Threats to their business? What are some ways in which they can be/are being more sustainable? How can they innovate upon their business model? |
| Mercedes-Benz | https://www.mercedes-benz.com/en/ | Mercedes-Benz is known for producing luxury vehicles and commercial vehicles. | Trends they have to keep aware of? How can they tap into new markets and new customer bases? How has the rise of Electric Vehicles changed their operations? |
| CERN | https://home.cern/ | European research organization that operates the largest particle physics laboratory in the world | What is their business model? What are their "products" or "services"? Who are their key customers, stakeholders? Take this one if you are up for a challenge! |
| Soundcloud | https://soundcloud.com/ | Online audio distribution & music sharing platform | A different example than the typical one of Spotify - check out their impact on the industry as a whole. |
| SpaceX | https://www.spacex.com/ | Aerospace Manufacturer and Transportation Services | Take this one if you are up for a challenge! Who are their customers? What’s their value proposition? Or is it just a hype-train? |
| SUPERCELL | https://supercell.com/en/ | Mobile Game Company, Created: Clash of Clans | One of the highest taxpayers in Finland - check out their products + offerings, ownership, and also how they got their name ;) |
| Udemy | https://www.udemy.com/ | Massive Open Online Course Provider | The future of education or yet another MOOC provider? What is their value proposition, and how are they different from the others? |
| Wolt | https://wolt.com/en | Food Delivery Platform | Love them, or hate them - it's pretty hard to ignore them in Finland at least :) Why not try your hand at analyzing them more in depth? |