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| **Name** | **Website** | **Description** | **Something to think about?** |
| Fiskars | https://www.fiskars.com/fi-fi | Fiskars Group is a global lifestyle company with a unique portfolio of much-loved brands. | What can they innovate upon? What are their challenges? How can they keep all their different brands unified in some ways? Who are their customers? New markets? |
| WIRED | https://www.wired.com/ | Wired is a monthly American magazine, published in print and online editions, that focuses on how emerging technologies affect culture, the economy, and politics. | Their key selling points? Who are their target audiences? How are they staying relevant in today's world? How can they innovate upon their product and service offerings? |
| N26 | https://n26.com/en-eu | N26 is a German neobank headquartered in Berlin, Germany. | How have they innovated the financial services market? What are their key selling points, and who are their target customers? What kind of trends should they be worried or excited by? Take this one if you are up for a challenge! |
| Meta | https://about.fb.com/news/2021/10/facebook-company-is-now-meta/ | American technology conglomerate based in Menlo Park, California. | What are all their products and services? What trends should they be worried or happy about? How can they innovate upon their business model? Take this one if you're up for a challenge! |
| National Gallery | https://www.nationalgallery.org.uk/ | The National Gallery is an art museum in Trafalgar Square in the City of Westminster, in Central London. | Who are their biggest customers? How has COVID affected their business and operations? How have they managed to remain relevant over the last 2 centuries? Take this one if you're up for a challenge! |
| UBER | https://www.uber.com/fi/en/ | Mobility application with many services | Ethical issues? What is their value proposition? How can they become more inclusive and social? |
| GitHub | https://github.com/ | Development platform code sharing and software development | What makes them the defacto option? How are they able to stay relevant? What does their owner have to say about their model? |
| Sharetribe | https://www.sharetribe.com/ | Online Marketplace Creator and Software Services | Check out their ownership model and ethos - might give some new perspectives. |
| Sensible 4 | https://sensible4.fi/ | Software for all-weather autonomous vehicles | What is their competition like? What are the challenges they face? What makes their offering lucrative? |
| Wapice | https://www.wapice.com/ | Full-Service Software Company | Who are their key customers? Who are their partners? What are the company's limitations? How can they build better relationships with their stakeholders? |
| Oatly | https://www.oatly.com/fi/ | Manufacturer of Oat-based products | Who are their competitors? What is their value proposition? How can they keep innovating? What is their USP? |