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| **Name** | **Website** | **Description** | **Something to think about?** |
| Bayern Munich | https://fcbayern.com/en | Professional Sports Team based in Munich, Germany | 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 :) |
| Elisa | https://elisa.fi/ | 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 :) |
| The Athletic | https://theathletic.com/ | The Athletic is a subscription-based sports website | Who are their biggest customers? What is their competition like? How can they keep innovating within this market/space? |
| 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? |
| 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? |
| LVMH | 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 :) |
| 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. |
| SAP | https://www.sap.com/index.html | SAP SE is a German multinational software corporation based in Walldorf, Baden-Württemberg, that develops enterprise software to manage business operations and customer relations. | How can they innovate upon their products and services? How can they redesign their business model? Tap into new markets? How can they remain relevant in the future? |
| Lindström | https://lindstromgroup.com/fi/ | Textile rental services (towels, mats, uniforms, etc.) | Take this one if you are up for a challenge! There's more than meets the eye to their solutions! |
| Maria01 | https://maria.io/ | Startup Campus based in Helsinki | They've got some big plans coming up - wanting to become the leading startup campus in Europe! |
| 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? |