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| **Name** | **Website** | **Description** | **Something to think about?** |
| ABB | https://global.abb/group/en | Engineering Company based out of Switzerland focusing on power generation, electrical equipment, robotics, and automation. | How do they differentiate themselves from their competitors? What are some of the threats to their business? Who are their customers? Can they innovate their business model? |
| GE Healthcare | https://www.gehealthcare.com/ | Subsidiary of GE, focusing on the medical market - producing imaging, scanning, and diagnostic instruments, as well as other pharmaceutical offerings. | Who are their competitors? What are the biggest threats to their business? Can some of their operations be made more sustainable? |
| Barry-Callebaut | https://www.barry-callebaut.com/en-DK | One of the world's largest chocolate processors, based out of Belgium. | Ethics of their supply chain? How can they innovate their operations? What are the challenges they face? |
| Virta | https://www.virta.global/ | EV Charing Platform giving an accelerated and cost-effective channel to launch, operate, and grow an EV charging business. | What is their business model? Who are their customers? What is the value propsition? How have they manage to navigate themselves within this competitive market? Take this one if you are up for a challenge! |
| SpaceX | https://www.spacex.com/ | Aerospace Manufacturer & Transportation Services | What is their business value? How can they become a sustainable business? What is their competition like?Take this one if you are up for a challenge! |
| Rimac | https://www.rimac-automobili.com/ | Electric Car Manufacturer based out of Croatia, providing parts and components for other EV Manufacturers. | What is their value proposition? How are they different from their competition? What does the future hold for their industry? How can they cope with the mega-trends and issues surrouding us? Take this one if you are up for a challenge! |
| McDonald's | https://www.mcdonalds.com/fi/fi-fi.html | American Fast Food Company behind products such as the Big Mac, Fillet-o-Fish, and the Happy Meal. | Ethics in their business model? What is their value proposition? What parts of their models are traditional? What's innovative? How can they transform their business? |
| Etsy | https://www.etsy.com/ | E-commerce platform for handmade, vintage supplies | What makes them different from other marketplaces? What's the future like for Etsy? |
| 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! |
| Medium | https://medium.com/ | Online Blogging/Content Publishing Platform | The future of content publishing? Why do bloggers prefer Medium or why are readers paying for these articles? |