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| **Name** | **Website** | **Description** | **Something to think about?** |
| Netflix | https://www.netflix.com/ | Online Media Services | A classic case but still offers a lot of room for exploration. |
| Oatly | https://www.oatly.com/fi/ | Manufacturer of Oat-based products | Check out why and how they've been making the news recently :) |
| Sharetribe | https://www.sharetribe.com/ | Online Marketplace Creator and Software Services | Check out their ownership model and ethos - might give some new perspectives. |
| Shopify | https://www.shopify.com/ | Services to simplify running an online store for merchants | Definitely a unique value proposition - makes it an interesting case. |
| Slush | https://www.slush.org/ | Startup Event Organizer and Entrepreneurial Community | What is their value? How can they keep innovating? What is their role within the startup ecosystem? |
| 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? |
| Tinder | https://tinder.com/ | Geo-social dating, networking application | Competition they face? Issues to consider? Ethical problems? |
| Philips | https://www.philips.fi/ | Philips is organized into three main divisions: Personal Health (formerly Philips Consumer Electronics and Philips Domestic Appliances and Personal Care), Connected Care, and Diagnosis & Treatment (formerly Philips Medical Systems). | How can they become more resilient and sustainable? Can they redesign their business models in a unique way? What are the biggest threats to their operations? |
| MaaS Global / WHIM | https://whimapp.com/ | Mobility as a Service Offering | Problems, changes to consider, future growth strategies? |
| 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? |