

Project Proposal: Contacts

1. Introduction

In the business world, the most common objectives for organizations across all industries are related to growth and profitability. Achieving sales targets secures these goals. However, sales require paying customers, which necessitates having software that provides companies' contact information to facilitate sales activities with potential clients. Naturally, there are already software companies specializing in contact information, but they differ significantly in terms of coverage and overall usability. Stricter legislation at both the EU and national levels imposes increasingly severe restrictions on what information can be collected and stored about individuals and companies. Therefore, a software solution is needed that offers comprehensive customer information, is user-friendly for everyone, and strictly complies with broad regulatory requirements. This software will be essential for all businesses engaged in sales, with the primary user groups being sales management and small entrepreneurs across various industries. While the scenarios described above are common in other industrialized countries as well, this project will focus solely on the Finnish market. The project is an **Aalto Start Up Venture** and all participants have the right to continue developing the application after May 2025 if they so wish.



2. Project goals

The primary goal of this software project is to create a truly intuitive and user-friendly interface that empowers users to effortlessly generate customized contact lists, meeting perfectly the dynamic needs of sales management and small entrepreneurs. Our dedication to exceptional software usability drives the development of a software that not only ensures a swift learning experience but also excels in rapid database searches and intelligent filtering - excluding recently contacted and existing customers from the new contact lists. Moreover, we are dedicated to implementing robust data storage functionalities that will adhere strictly to both EU and national regulations.

The scope of this software project is narrowly defined, with a specific focus on optimizing and securely executing data queries to an external API service. The goal is to ensure that no information security risks arise that could potentially harm any parties. To enhance security, the project will begin by creating our own proprietary data storage systems to evaluate how our user interface retrieves, filters, and secures new contact files.

3. Technologies

Figma. Javascript. React. PostgreSQL.

4. Requirements for the students

- No special skills desired or required from the students.
- Difficulty of the topic (domain, technologies): easy to moderate.

5. Legal Issues

Intellectual Property Rights (IPR):

- The client gets all IPRs to the results.
- Confidentiality: The client will share some confidential information with the students.

6. Client and client representative:

JTL is a Finnish research company advancing jurionomical research methodology at Aalto University, founded in 2007. JTL Oy plans to launch several software products in the summer of 2025 and aims to become a connection point for all researchers and students at Aalto who are interested in taking AR technologies to the next level. The core vision is that this new software will provide a more enjoyable user experience with future AR smart glasses compared to desktop usage. Product Owner Tom Railio is a doctoral student at Aalto University and will join the Scrum meetings to keep the backlog tickets up to date. He has participated in this course several times in different roles (Developer, Scrum Master, Product Owner, Course Coach) and can support the team in achieving its objectives without significant delays.

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Preselected Student Team Members: Marc Aquado for the role of Scrum Master.

7. Additional information

Feel free to ask for any additional details if needed.



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Aalto Startup Center is a powerhouse of innovation, proudly ranked among the top three university-based business accelerators in the world. With a remarkable 25-year legacy and an impressive 80% success rate, we have empowered hundreds of early-stage, tech, and research-driven startups to transform their visions into thriving, sustainable businesses.

Comprehensive ecosystem offers unparalleled matchmaking opportunities, peer support, world-class mentoring, and a vast investor network, all designed to foster breakthrough success. As a cornerstone of the Aalto innovation and entrepreneurship community, and with a robust alumni network of 900 companies, Aalto Startup Center is driving Finnish technological innovation to new heights, making a significant impact on the global stage. The Scrum events will often be held in negotiation rooms in the A-Grid building at Otakaari 5. In addition, student teams benefit from state-of-the-art facilities, including Fablab devices (<https://studios.aalto.fi/fi/fablab/>), and cutting-edge multimedia technologies in the new Marsio building. These resources are crucial for taking your projects from concept to reality.

Join us and be part of a legacy of success, innovation, and global impact. Last year's Quality Award winner, Project Visentools/epicMeets.io, was a research-to-business initiative, and this team collaborated in the Aalto Startup Center's A-Grid premises alongside other entrepreneurial spirits.

General information on the Aalto Startup Center: <https://startupcenter.aalto.fi/services/accelerator-program/>



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