



# SOLVED & USA

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@SanttuCT

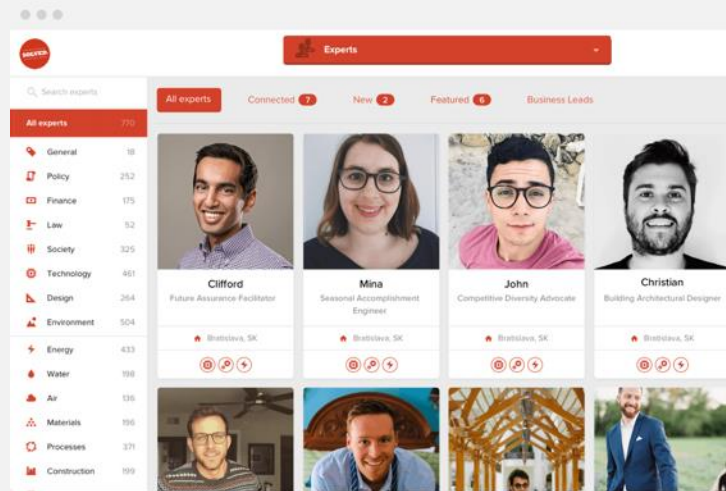
February 7<sup>th</sup> 2018

# SOLVED IS AN ON-DEMAND SUSTAINABILITY ADVISORY & DIGITAL CO-CREATION PLATFORM



**SOLVED.**

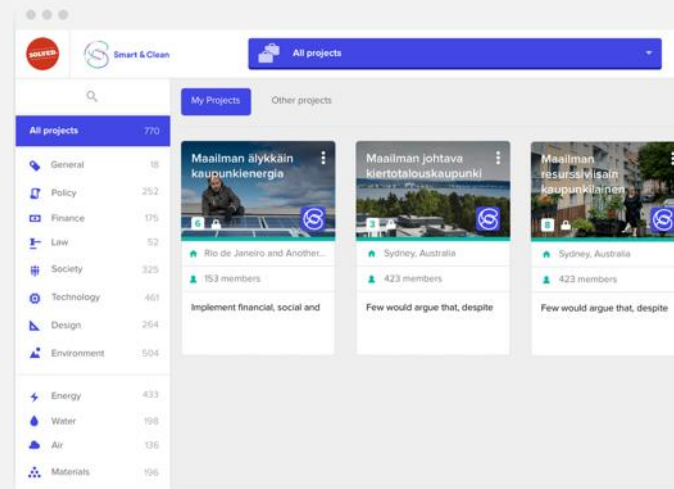
# SUSTAINABILITY EXPERTS YOU NEED. PLATFORM YOU WANT.



**Fast access** to right experts to collaborate with, **on demand**.

Expertise available across **multiple disciplines**

From **community 2500+ top experts** we will create your dream team!



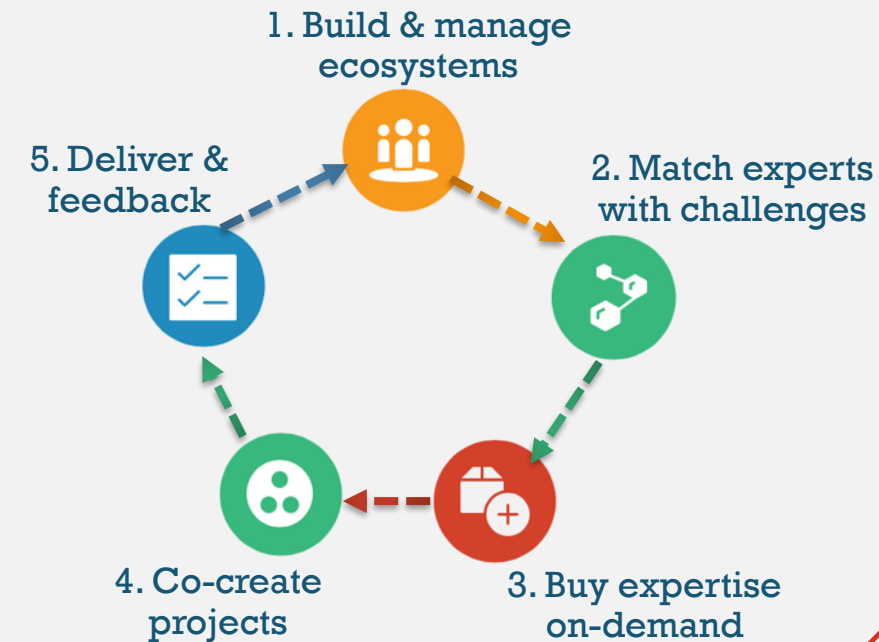
**Co-creation** and ecosystem management **platform**

Social media style collaboration

**Easy and fast customization options**

Top-notch technology with AI

## Process



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# CUSTOMERS



**CITIES** with ambitious sustainability targets: **5000+**



**BUSINESSES/INDUSTRIES** offering/in-demand of sustainable solutions: **10.000+**



**ORGANISATIONS** facilitating green growth: **1000+**



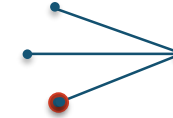
Smart & Clean



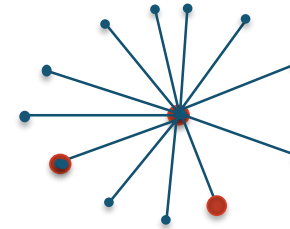
# SALES CHANNELS



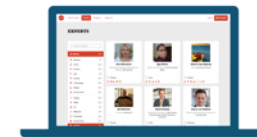
**Direct sales**



**Business leads**  
(40 globally)



**Network partners**  
- Distributors (direct sales)  
- Marketing partners



**Online sales**  
- Direct sales  
- Advisory sales inside communities

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# REVENUE MODEL

## SOLVED TOGETHER PLATFORM AS A SERVICE

- Coordinating multiple projects
- Social media style interactions
- Invite your team and other stakeholders
- Branded platform
- Access to 2500+ experts

€ 1.290

Month  
(custom  
platform)

€ 290

Month  
(platform  
access)

## SOLVED ADVISORY ON-DEMAND

- a team of experts tailored to your needs
- **Subscription model.** Ideal for continuous and reoccurring tasks & activities.  
**Start from:**

€ 1.900 month

- **One-off projects** Ideal for handling a particular individual challenge or project.  
**Start from:**

€ 9.900 project

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# SOLVED USA CASES



## Expert Panel for San Diego Water Authority, California, USA

Solved experts (USA, Europe) evaluated and made recommendations to choose right renewable energy and energy storage provider. Impact: **Making a right investment decision by choosing a provider with best pay back period.** Saving millions of dollars in a long run. Advisory on-demand pilot.



## Platform for Energy Web Foundation, Boulder, USA

Solved platform for EWF and its affiliates - up to **200 world largest utilities** – to **facilitate collaboration between energy companies, blockchain developers and start-ups.** Expertise can be purchased from Solved experts on-demand basis (on-going).

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# SOLVED USA CASES



## Platform and facilitation for C40 City Solutions, Seattle, USA

C40 City Solutions Platform, a large network that connects 90 of the world's greatest megacities committed to addressing climate change, is using Solved platform. First projects in **Seattle, USA** & Rio de Janeiro, Brasilia (on-going).



## Smart and Green Export Platform, Selected cities in US and Europe

Platform and facilitation: Identification of project opportunities to connect Finnish smart mobility and smart buildings solutions to early stage project opportunities in selected European and US cities. Case: **Smart Mobility - Clean Fuel Car-Share Options, City of Irvine.**

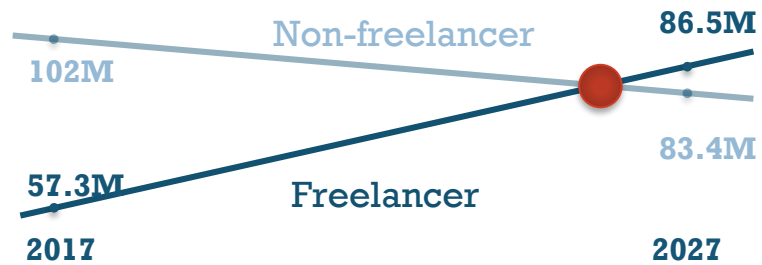
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**WHY USA?**

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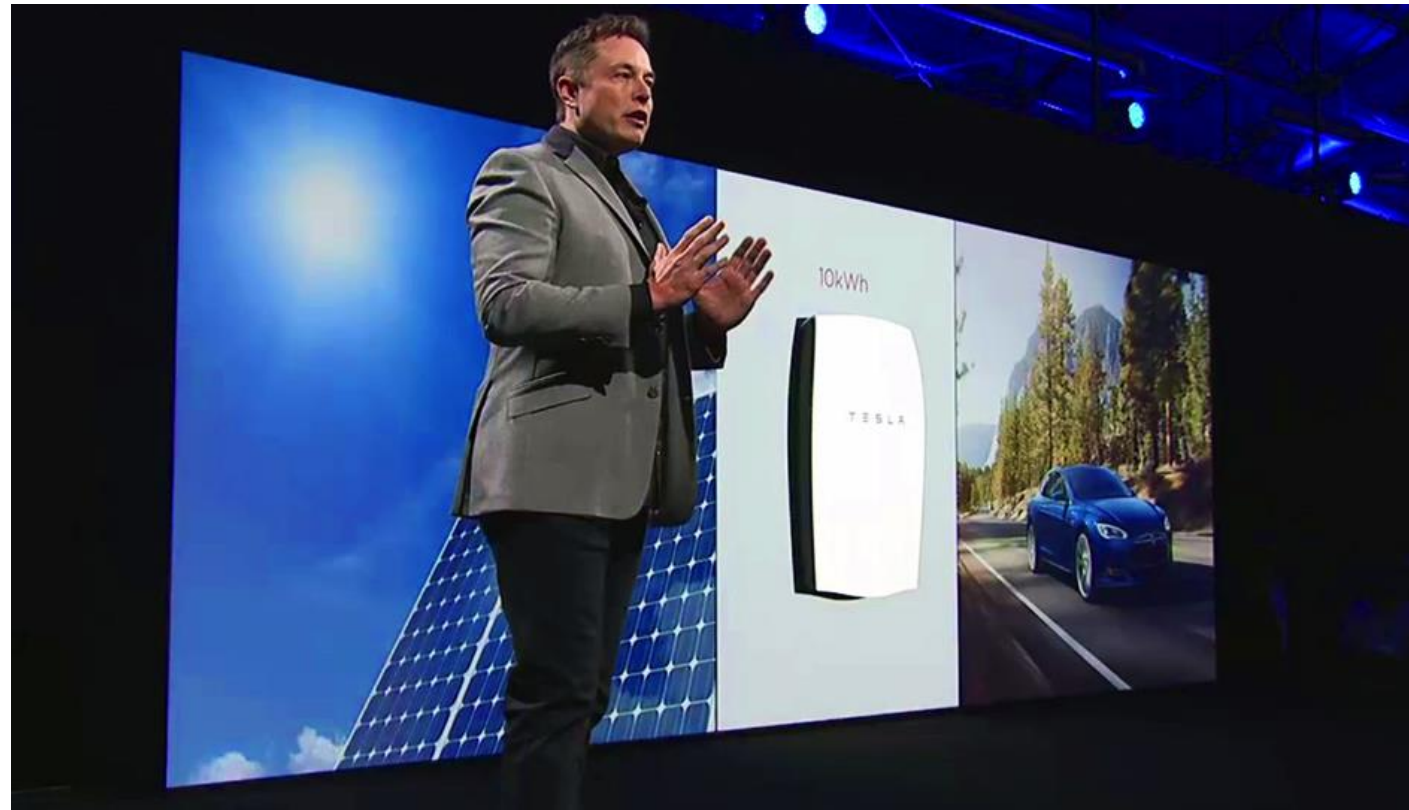


# FORERUNNER MARKET FOR PLATFORM ECONOMY AND GIG WORK



Freelancers are predicted to become the majority U.S. workforce within a decade.

## SUSTAINABILITY IS COOL AND BIG BUSINESS



# SOLVED USA TEAM

## Solved core team



## Advisors



**Dr. Sugath Warnakulasuriya**

Strategic Advisor, Former-CEO of 10EQS and Consultant at McKinsey & Company



**Taneli Tikka**

Serial entrepreneur and a startup activist

## Solved Business Leads and Experts in USA



**Kevin Randolph**  
LACI



**Gil Friend**  
Chief Sustainability Officer at City Palo Alto



**Andrew Eil**  
Principal and Founder at Andrew Eil, Consultant



**Ronald Newman**  
President at Newman Anouvair



**Salem Afeworki**  
Founder & Program Director at Value Sustainability



**Aaron Fyke**  
Partner, Rusheen Capital



**Andy Morris**  
Strategist at GOOD Worldwide



**Susan Shaheen** Co-Director, Transportation Sustainability Research Center and Adjunct Professor



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# SUCCESS FACTORS

## Top references



**Kelly Rogers**, Senior Management Analyst, Energy Program San Diego Water Authority

*“Based on the analysis and evaluation of the Solved experts, we were able to deepen our understating about the complexity of the proposed technologies and related business models, and in particular, their long-term implications. In addition to the highly skilled expert team, we were impressed with the Solved platform as it helped us communicate real time with all team members throughout the project”*



## Long term commitment and permanent presence

**Sales, Sales, Sales..**

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# MORE INFORMATION

## Website

[www.solved.fi](http://www.solved.fi)

## LinkedIn

[www.linkedin.com/company/solved](http://www.linkedin.com/company/solved)

## Twitter

[www.twitter.com/solvedtogether](http://www.twitter.com/solvedtogether)

## Facebook

[www.facebook.com/solvedtogether](http://www.facebook.com/solvedtogether)

## Customer need

Video

[www.vimeo.com/91262544](http://www.vimeo.com/91262544)

## Gamification

Video

[www.vimeo.com/93153648](http://www.vimeo.com/93153648)

## Crowd working

Video

[www.vimeo.com/91922827](http://www.vimeo.com/91922827)

## Expert opinion

Video

[www.vimeo.com/92591213](http://www.vimeo.com/92591213)

## Big Launch

Video

<http://vimeo.com/85521507>

## Summary

Video

<http://vimeo.com/84991926>

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