

Alumniletter 2/2024 and invitation to the annual meeting

- 1. Greetings from the president**
- 2. Upcoming events**
 - a. Wappu champagnes 1.5.**
 - b. Prodeko Seminar 17.5.**
 - c. Annual meeting 17.5.**
 - d. Teamspective excursion 30.5.**
 - e. Place Y 6.9.**
 - f. Leadership retreat (september / october)**
- 3. Past events**
- 4. Guild's update**
- 5. Student-alumni mentorship programme in the works**
- 6. aTalent update**
- 7. Information from the Doctoral Studies Discourse event**

1. Greetings from the president

Dear Prodeko Alumni,

I hope this message finds you well and thriving. As the days grow longer and brighter this spring, we have also seen Prodeko in the spotlight of the nation's top media, including Kauppalehti and Helsingin Sanomat. Also, a certain sign of the spring, we have heard that Wappu will be organized also this year, so Wappu champagne will be served at Ullis!

Prodeko Seminar (May 17th) is almost sold out, so if you want to join THE event of the Prodeko community, be sure to act fast – only a handful of tickets are left at this point. In connection to Prodeko Seminar, we will also organize the annual meeting in which, besides the regular agenda, the plan is to introduce investment policy – no gambling or cryptos, though, but some guidelines for alternatives to having all funds on a zero-interest account. Meeting invitation and agenda can be found in this newsletter.

Further, we are taking Alumni communications to a new level by introducing a WhatsApp community with sub-groups for various interests. This is somewhat experimental – if you want to be part of this experiment, join the chat via [this link!](#)

Warm regards,

Meiju Sundelin

2. Upcoming events

Wappu champagnes 1.5.

Welcome to celebrate Wappu with traditional Wappu champagne at the Prodeko's tent in Ullis on 1st of May! Come to enjoy champagne, relax, and enjoy the spring together with other alumni.

Prodeko Seminar 17.5.

The Prodeko community's biggest annual event, the Prodeko Seminar, is here again - this year with the theme "Humans In an AI world". The event brings together key players from many industries, entrepreneurship, research and education, as well as students, to discuss topical issues. The event is sponsored by Relex, August, Kemira, BCG, Brave Alliance and Logate.

If you want to join THE Alumni event this year, claim your ticket at <https://ilmo.prodeko.org/en/event/2024-5-17-prodekon-seminaari-2024>

Annual meeting 17.5.

Annual meeting will be organized in combination with the Prodeko Seminar on May 17th at 17:00. Meeting Agenda:

- 1) Opening of the meeting
- 2) Election of the meeting chairperson, secretary, two inspectors of the minutes and their personal deputies, and two vote counters.
- 3) Confirmation of the legality and quorum of the meeting
- 4) Approval of the agenda
- 5) Presentation of the financial statements, annual report, and auditors' statement
- 6) Decision on the approval of the financial statements and granting discharge from liability to the board and other responsible parties
- 7) Presentation of the proposed investment policy
- 8) Decision on the approval of the investment policy

Meeting materials (financial statements, annual report, auditors' statement and investment policy) will be posted to Alumni Facebook group latest 2 weeks before the meeting, and will be available upon request from Meiju (meiju@iki.fi).

Teamspective excursion 30.5.

Teamspective, a Prodeko Ventures portfolio company, invites Prodeko Alumni to an excursion on May 30th at 18:00 @Maria01

Teamspective is a modern engagement and organization design tool that helps companies boost organizational performance by helping notice and fix bottlenecks, identify challenges in collaboration, and support overburdened individuals.

Organization Network Analysis (ONA) is the next big thing in People Tech, and Teamspective is playing to win that game by combining a survey approach with utilizing passive data from e.g., Slack, calendar, and engagement tools.

Join us to learn more about People Tech and enjoy food and drinks with the Teamspective team!

Place Y 6.9.

Place Y is once again being organized next fall on 6.9. – stay tuned, more information closer to the event!

Leadership retreat (september / october)

Prodeko Alumni is planning to organize a "Puolipitkä" in Autumn – or a Leadership Retreat. Stay tuned for more information and practicalities!

3. Past events

Inven excursion on 29th of February

Prodeko alumni visited Inven's Helsinki on Thursday 29th of February. While entering Inven's Lönnrotinkatu premises, the alumni visitors could immediately sense the positive tech startup vibe that the office and Inven's growing team radiate. There's a ping-pong table in the centre of the office, Python scripts on laptop displays as well as snacks and an open bar by the kitchen.

The evening begins with a presentation from Niilo Pirttijärvi who is one of the two co-founders and co-CEOs of Inven. Alumni learned that Inven is a company data searching software that utilizes AI to find relevant companies with superior accuracy and speed. Inven typically helps M&A professionals and consultants to find potential acquisition targets, competitors or comparable companies for their clients.

During the presentation, Niilo explained: "With Inven, you can save time and find firms that you might otherwise miss. By using our AI, you can easily find relevant companies just by searching with a single example company. Our advanced search combines millions of data points. Whether you are looking for competitors, add-on targets, or platform companies, it finds you the most relevant companies based on what they actually do."

The night continued with a demonstration of how much faster Inven is versus a “basic corporate finance guy” screening and searching firms typically with Google – the demonstration showed the drastic difference both in terms of speed and relevancy of the found companies.

After the Q&A session, the night included mingling among the Inven team members and Prodeko alumni members. It seemed that everyone truly enjoyed the evening and therefore on behalf of the Prodeko alumni, we would like to give a big thank you to the entire Inven team for organizing this super informative and nice excursion!

4. Guild's update

Wappu is coming fast once again and the atmosphere at the guild room is getting more and more excited. Apart from wappuplannings, during the last month the students have had the opportunity to join some extra sport tryouts such as Brazilian jujutsu and ballet provided by PoRa in addition to the 55th annual ball last weekend. "Failure night" was also brought successfully back to life on Monday 8.4. with 5 alumni speakers and around 20 students - the plan is to make this now happen at least once a year for students of all ages. In addition, Prodeko Fund decided to fund one scholarship for a student to go on Esa Saarinen's Pafos seminar which received a lot of excitement and gratitude from freshers to Nth year students!

As a not-so-happy trend, the upcoming summer and the current economic situation has proven to be difficult for a lot of students as the amount of summer jobs has decreased significantly from previous years. But, at the same time, it has been amazing to see the Prodeko-community in action as the department and NK have shown interest in trying to figure out ways to help.

- Iiro, president of Prodeko 2024

5. Student-alumni mentorship programme in the works!

Greetings from Frans, the Minister of Studies at Prodeko! We are currently working on getting the student-alumni mentorship programme back in business after a hiatus of a few years. The project is still in early stages, but we're trying to get some mentor-mentee pairs established hopefully already for the upcoming Autumn season. Being a mentor gives you a great opportunity for giving back to the Prodeko community and networking with up-and-coming young professionals! If you're at all interested in functioning as a mentor for an interested student, feel free to fill in the short survey here: <https://forms.gle/84ZPv6rG6kfdHBod6> For any questions or thoughts, you can contact me at opintovastaava@prodeko.org and also [CC mentorintimanageri@prodeko.org](mailto:CCmentorintimanageri@prodeko.org). Thanks in advance!

6. aTalent update

aTalent has had a historically challenging year in 2023 and the market still appears weak.

As we mentioned in our previous newsletter, the year 2023 started off very strong, and we were ahead of our targets in both growth and EBIT in the first half. However, the market showed clear signs of dark clouds in the fall, and the opening of new assignments was sluggish. The downturn proved to be even stronger than all forecasts and eventually led to the biggest loss in aTalent's history (approximately €338k), despite significant staff reductions at the end of H1 and adjustments during H1. Thanks to the strong start of the year, the business volume was the second largest ever (revenue cleaned of pass-through wages from temporary employment was €4.4M). Throughout H2, the market demand was as weak as during the first months of the pandemic: companies generally recruited very cautiously.

Unfortunately, this weak pace has also continued throughout the beginning of 2024. We have further reduced staff to match the market situation and have finally managed to turn the company profitable on a monthly basis. We currently have about 45 employees. The year will certainly not be splendid, but according to economists, there are small signs of market recovery by the fall. For a company like ours, with costs largely fixed in personnel expenses, even small improvements in the number of assignments have a very strong impact on the EBIT level.

aTalent is also working to update their strategy, and the owners have been asked to contribute. If you feel like joining this effort, please contact Meiju, Riku, or Aaro.

7. Information from the Doctoral Studies Discourse event

Last week on the 11th of April Prodeko arranged a Doctoral Studies Discourse event where Jaakko Autio, a planning officer of the SCI doctoral programme introduced the doctoral programme together with two doctoral students answering questions from their experience. A video recording of the event is now uploaded on the Prodeko website for those who couldn't attend. The recording is unfortunately only in Finnish (some parts are in English), but a slide set is also attached. The link is here: <https://prodeko.org/fi/opinnot/tohtoriopinnoista/>