

# Alumniletter 3/2024

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## 1. Greetings from the President

Hello Prodeko Alumni,

I hope you're all enjoying the summer! As we bask in the warmth and energy of this season, I wanted to touch base and share some exciting updates.

It was great to see many of you at the Prodeko Seminar in May! This annual event truly shows Prodeko spirit and collaboration across the guild, alumni, and the department. We've also got some fantastic excursions lined up and other events like Paikka Y, Puolipitkä, and the Alumni Campfire in the event calendar for the second half of the year. These gatherings are great opportunities to reconnect, share experiences, and have some fun.

Thank you for your active participation and enthusiasm. Let's make the rest of this year memorable with learning, growth, and strong connections.

Warm regards,  
Meiju Sundelin  
President, Prodeko Alumni

## 2. Past Events

### Prodeko Seminar

THE annual event of the Prodeko Community, Prodeko Seminar, was once again arranged on May 17th with the theme "Humans in an AI world". Over 300 participants from Prodeko,

Alumni, and Department gathered together to hear insightful presentations and panel discussions, network, and have fun with the community members. A big thank you to the seminar team and all speakers, sponsors, and participants who made the event possible!

### **Teamspective Excursion - 30.5.**

#### *Participant's Comment:*

Alumni had the honor of participating in Teamspective's first organized excursion. The organizing entity's representation from Prodeko Alumni was excellent. Teamspective offers HR analytics tools like pulse and 360 surveys, but stands out by also conducting Organizational Network Analysis (ONA). Combining all these, they provide comprehensive data-driven HR consulting. The excursion was highly interesting, focusing more on network analysis, and we participants got to test our network interpretation skills through a fun game. The event concluded with casual chats and catching up. Thank you, Teamspective! 5/5 would organize again 😎

#### *Excursion Host's Comment:*

The excursion was great fun.

### **Annual Prodeko Ventures Meeting**

The AGM of Prodeko Ventures was held on June 13, 2024. During 2023, Prodeko Ventures invested in three new Prodeko-based companies (Tyyni, Opeton, Komu Homes) and continued financing two existing portfolio companies (Inven, Teamspective). In early 2024, three new investments were made (Calectra, Rotomate, Cadentia). Additionally, Lumoa was sold to Netigate with a ~20% return on the original investment.

In total, Prodeko Ventures has now made 43 investments, with 33 active, 4 exited, and 7 written off.

## **3. Upcoming Events**

### **Alumni Campfire 24.-25.8.2024**

Welcome to a mini hiking and campfire trip to Repovesi national park in late August. The plan is to hike a total of ~26km during Saturday and Sunday, and spend the night in nature. Repovesi is a beautiful national park located near Kouvola, approximately 2.5 hours driving distance from the capital area. Enroll in Ilmokitke latest by August 4th. The details and practicalities will be agreed together with the participants.

### **Regatta**

The legendary Alumni Regatta is possibly coming this year in September, so stay tuned! 🕶️

### **Place Y - 6.9.**

The Paikka Y event will be held again after summer in Teatteri VIP on Friday, September 6th from 6 pm onwards! Save this date and come to enjoy the good company of your fellow Prodeko Alumni and of course the champagne! The event will be sponsored by the leading management consulting firm McKinsey & Company 🕶️

### **Prodeko Leadership Summit (Alumni Puolipitkä) - 29.11.**

The long-awaited Alumni Puolipitkä will finally happen this year! We'll gather a busful (~30) of Prodeko alumni for a full-day tour in Varsinais-Suomi/Turku. There will be three or four company visits, both industrial and service-oriented. Hotel booking instructions will be provided to support the optional evening and late-night program. Put the date 29.11. in your calendar! Enrollment starts in early September. See Prodeko Alumni Social Media channels for updates.

## **4. Greetings from the Guild**

Spring went by fast for the guild and we got to enjoy the amazingly diverse Wappu weather: Our Candyland-themed Wappusitsit were accompanied by a nice layer of snow outside yet the spring sun came in full force just in time for Ullis.

After Wappu, the guild room quieted down as the students went outside to collect kilometers by walking, running, swimming, and cycling in a fierce competition against Athene, FK, and IK. In the end, we got to second place after 120 Prodekoians participated and some ran marathons, biked through Europe, or swam days on end.

During early June, Prodekoians got to hike in snowy northern Norway and celebrate graduation. Next up is the PitkäXQ which will be heading out to Southern Africa, Kenya, and Tanzania in August.

## **5. aTalent Update**

Hello all Prodeko alumni and our company's owners!

aTalent's situation is gradually improving compared to previous letters. We've faced significant staff reductions and an exceptionally weak market. Now, our cost-saving measures are effective, we've continued aggressive sales efforts, and the market is showing signs of recovery. By the end of spring, we opened about 50 client assignments per month, with our EBIT0 threshold around 35-40 openings. This has turned our business back to profitability, with forecasts suggesting even excellent EBIT months ahead, strengthening our cash flow. The biggest factor in this improvement is our cost savings, as the recruitment market is still not experiencing boom years, as everyone monitoring the Finnish market surely sees. During peak months, aTalent has handled over 80 assignments.

## **6. Prodeko fund**

The Prodeko Fund for Industrial Engineering and Management supports activities that promote the Prodeko values, that support and strengthen the collaboration within our community, and that help improve the quality and impact of IEM education and research. Visit [bit.ly/42p4Smo](https://bit.ly/42p4Smo) to make your donation directly online. There you will also find more information about the fund. Donations of all sizes are welcome! Let's make it happen!

## **7. Prodeko 58th anniversary**

Dear Prodeko Alumni,

It is our pleasure and honor to invite you to celebrate Prodeko's 58th Annual Ball, Diskonttaus 58! Please make sure to reserve a spot in your calendar for Friday and Saturday, 11th-12th October 2024. Registration for Prodeko Alumni members will open on Sunday, 8th September 2024, and more information on registration will be sent out closer to the date. A warm welcome!

Have a pleasant summer and see you in the fall!

Best regards,

Jenna Liinamaa & Jaakko Rouste

Ringmasters of Diskonttaus 2024

[vuosijuhlat@prodeko.org](mailto:vuosijuhlat@prodeko.org)

## **8. Option to arrange events**

We invite those interested in contributing to our Prodeko community to help organize events. Our active alumni network benefits from the efforts of members who bring us together for learning, networking, and enjoyment. If you have any ideas for an event feel free to contact Meiju Sundelin [etunimi\[at\]iki.fi](mailto:etunimi[at]iki.fi)

