

Prodeko Alumni Newsletter 3/2026

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- 1. Greetings from the chairperson**
- 2. Upcoming events**
- 3. Diskonttaus**
- 4. Paikka Y 28.8.**
- 5. Prodeko 60 documentary film premiere 2.10.**
- 6. Save The Date: Sikajuhlat pre-party [Freshers 2016, 2006, 1996...]**
- 7. Summary of Spring meeting 2026**
- 8. Prodeko Manifesto**
- 9. aTalent update – Board member's greetings**
- 10. Greetings from the Guild**
- 11. Greetings from the Department**
- 12. Alumni data update**

Dear Alumni,

1. Greetings from the chairperson

It's time to get back to work after an amazing summer. We just discussed growth in Prodeko Seminar in May, and during the summer, we started to hear trickling news about the Finnish economy growing again. Not bad! Let's keep up the momentum!

Along with work, it's time to prepare for the celebration of the decade - Diskonttaus 60! It will take place in two festive locations, but we'll all meet each other at the afterparty. Mark the sign-up time of August 17 to your calendar, I hope to see you there!

Before Diskonttaus, we'll have Paikka Y - a traditional afterwork during the same week when new freshers start their studies. If you'd like to have a speech at the event on behalf of your company and sponsor the event, let us, Alumni board know (by e.g. e-mailing [alumni\[at\]prodeko.org](mailto:alumni[at]prodeko.org)), and we'll give you the opportunity!

Some other events to note for early fall: PorAlumniSail in September, Prodeko 60 documentary film premiere - see more info and sign-up below, and if you're a fresher from the first decade, you should have received the invitation. If not, contact our Alumni coordinator: [joonas.o.heinonen\[at\]aalto.fi](mailto:joonas.o.heinonen[at]aalto.fi).

Happy fall to everyone, and looking forward to see you!

2. Upcoming events

- **Diskonttaus - 9.10. Sign-up begins on 17.8!**
- **Paikka Y - 28.8.**
- **PorAlumniSail 5.–12.9.**
- **Event for 1966-1975 freshers 24.9.**
- **Prodeko 60 documentary film premiere 2.10.**
- **Pre party for the Pig Party 27.11. & Pig party - 27.11. - for Freshers from 2016, 2006, 1996, 1986 etc.**

3. Diskonttaus

Dear Alumni,

We warmly welcome you to Prodeko's 60th anniversary celebration, Diskonttaus, on Friday, 9 October 2026!

In honour of the anniversary, Diskonttaus will be celebrated across several venues. The celebration, hosted by the Guild and aimed at students and recent alumni, will begin at 2 p.m. with a cocktail event at the Museum of Technology (Viikintie 1, 00560 Helsinki), followed by transportation to the academic table party.

The evening celebration for more experienced alumni, hosted by the Prodeko Alumni Board, will begin at 5 p.m. with a cocktail event at Event House Bank (Unioninkatu 20, 00130 Helsinki), followed by an academic table party at the same venue. Feel free to coordinate with your friends when deciding which of the two celebrations to register for.

After both main celebrations, all guests will come together for a joint afterparty within walking distance from Event House Bank, with transportation arranged for guests arriving from the Guild-hosted celebration. On Saturday, 10 October, the anniversary weekend will continue with Sillis in Otaniemi.

Alumni registration opens on Monday, 17 August, at 12:00 via EasySignup:

<https://prodekonalumni.easysignup.com/2/>

If you'd like to purchase a VIP ticket, you can do so via Ilmokitke:

<https://ilmo.prodeko.org/event/2026-10-9-diskonttaus-60:-alumni-vip>

The alumni ticket costs 195€, plus EasySignup's 4,89€ service fee. The ticket includes the cocktail event, the academic table party and the afterparty. A ticket to Sillis can be purchased for 25€ as part of the same registration.

Avecs are also warmly welcome. You can purchase a ticket for your avec separately. Only one registration can be made at a time.

The dress code for the event is white tie or evening dress with academic honors.

If you have any questions, please contact the Diskonttaus ringmasters by email at vuosijuhlat[at]prodeko.org or on Telegram at [at]elinakarkkainen or [at]iirisleino. You can also contact the Alumni representatives in the organizing team through WhatsApp at [at]elinahapponen or via email at elina.happonen1[at]gmail.com.

A warm welcome to celebrate Prodeko's 60th anniversary with us!

4. Paikka Y 28.8.

Anniversary edition of the legendary paikka Y

Paikka Y is happening again after the summer at Bar Restaurant Marga, Sofia Helsinki on Friday, August 28th starting at 18:00.

Come and enjoy the great company of Prodeko alumni.
A glass of sparkling will be served as a welcome drink.

Time: Fri 28.8.2026 at 18:00 – 00:00

Place: Bar Ravintola Marga at Sofia Helsinki (Unioninkatu 27 C)

Please sign up by 24.8. on [ilmokilke](https://ilmokilke.fi).

5. Prodeko 60 documentary film premiere 2.10.

Registration for the Prodeko 60 documentary premiere is open again!

A rare chance to relive decades of Prodeko history: the good, the bad, and the beautiful. Nearly 50 interviews and six decades of archive footage, distilled into a 1.5-hour film. Come see your own history on screen!

 Fri 2 Oct 2026

 Doors 17:00 | Film starts by 17:30 | Ends approx. 19:30

If your quota is full — Second screening Doors 19:30 | Film starts 20:00 | Ends approx. 22:00

 Biorex Lasipalatsi, Mannerheimintie 22–24, Helsinki

 Alumni €20–30 (TBC) | Supporter ticket €200

 Plus-ones are included in your invite — register your avec(s) under your own quota. The

avec price matches the alumni price unless they're a student.

If your own quota is full, register anyway — you'll be signed up directly for the second screening.

👉 Register: <https://ilmo.prodeko.org/event/2026-10-2-prodeko-60-dokumenttielokuvan-ensi-ilta>

More info: [historiikki\[at\]prodeko.org](mailto:historiikki[at]prodeko.org)

See you at the movies, The Documentary Team — Vilho, Lotta, Jenni, Mikael, Iiro & Heini

6. Save The Date: Sikajuhlat pre-party [Freshers 2016, 2006, 1996...]

The traditional Sikajuhlat alumni pre-party will be held on Friday, November 27, 2026. The event is intended for anniversary-celebrating year classes, meaning those who started their studies 10, 20, 30, or more decades ago. This year, the invited freshman year classes are 2016, 2006, 1996, and so on.

Basic Information:

What: Sikajuhlat alumni pre-party

When: Friday, November 27, 2026

For whom: Only for year classes celebrating round years (freshmen of 2016, 2006, 1996...)

The official invitation and registration instructions will be sent by email later in the autumn. Mark the date in your calendar and pass the information on to your own year class.

7. Summary of Spring meeting 2026

Prodekon Alumni ry held its official Spring Meeting on 22 May at Hype Areena, in connection with the Prodeko Seminar. The 2025 financial statements were confirmed — the year closed with a modest surplus — and discharge from liability was granted to the 2025 board and other accountable parties. The meeting also decided to subscribe for 5,500 shares in Prodeko Ventures' ongoing share issue for a total of €8,800, doubling the capital being returned to the association and continuing our support for Prodeko-based entrepreneurship. Attendance was modest this time around — if you're curious about how the association is run or want to weigh in on decisions, do join us at the autumn meeting.

8. Prodeko Manifesto

Earlier this year, and during last year as well, the entire community - the DIEM Faculty, Prodeko Alumni, Prodeko Guild and Prodeko Advisory Board, united its forces to develop a

manifesto - a statement of where we want to be and how we want to contribute in this society and the world. The Manifesto was presented and discussed actively in Prodeko Seminar in May.

Read the Manifesto here: [Prodeko 60 Manifesto](#)

9. aTalent update – Board member's greetings

Since this spring, I've had the pleasure of representing Prodeko Alumni on aTalent's Board of Directors. As all of you hopefully recall, Prodeko Alumni is a part-owner of aTalent.

It's been inspiring to see the drive and expertise in the team up close. This year is proceeding according to targets. The new executive search offering complements the existing services nicely. Do keep aTalent in mind for your own recruitment needs.

CEO Niklas Huotari was featured in several media this summer, sharing aTalent's latest research. The theme was job-switching in today's uncertain economy. Find aTalent's research here: atalent.fi/fi/tutkimukset

A bit about myself: I'm a Prodeko alumni and served on Prodeko's board back in the day. I'm a senior consultant at Flovio and chair the board of Haveno. I've also previously served as CEO of a growth company similar in size to aTalent. I hope to support the board with that perspective. I also bring my customer experience and process expertise, built at Nokia, Skanska, and now Flovio.

I'm happy to hear your thoughts on aTalent, or to connect more generally.

Hanna-Kaisa Sävelkoski
Board member

10. Greetings from the Guild

Hope your summer has gone well! At least ours has. The guild has been vacationing through refreshing activities such as the Jukola Relay, The world cup of swamp football and padel tournament. As summer is quickly coming to an end it's time to start focusing on the upcoming fall. The Fuksi Headstart event was already last week and orientation week will follow soon after. Also looming in the future is the spectacle of this year, Diskonttaus 60! 🍷
Can't wait, it's going to be a busy autumn!

Happy rest of summer to all of you!

-Prodeko Board '26

11. Greetings from the Department

Greetings from the department, where we are now returning back to work from summer holidays. We earned some rest as we've been busy with research and teaching all year. I'm happy to tell that we've been again very successful in getting new research projects funded on the following topics: developing capabilities for scaling up companies, growth and leading (with) emotions, ecosystem leadership and data-driven transformation. Our expertise continues to be in high demand!

Soon the students will be back on campus. This autumn we will again welcome 60 TUTA fuksis who will start their studies. We are starting with a renewed curriculum, where we added new courses including Scaling with AI and sales and customer development, and we added a "technology entrepreneurship" major to the TUTA master's program. AI is a huge topic, and will be for some time. We're making sure students are well equipped for an AI first world, and we are also supporting the AI transformation in business and the public sector. If you have ideas for collaboration, be in touch!

12. Alumni data update

Hey alumni! Please update your contact information to [matrikkeli](#) – takes only a few minutes! Especially if you have founded or co-founded a company, please add the company to your work experience and tap on the "I am a founding member". This way Prodeko and the Department will be able to keep track of Prodeko founded companies. Thank you!