



Radiantum

WIRELESS PERFORMANCE MATTERS

Radiantum Export
Lessons learned and best practices
Jukka Sjöstedt
15.5.2025

ANTENNAS & RF

EMC/EMI

HARDWARE

SIMULATION & TESTING

RADIUM



DESIGN PARTNER
For challenging wireless devices



- Since 2015, Radium has served more than 300 customers with experience from over 500 wireless products
- We help our customers to develop wireless products with superior antenna solutions
- Based in Finland, over 80% of our revenue comes from international markets
- 3 offices, 3 labs, 30 employees with 3M€ revenue.
- Our mission:

“Bring optimal wireless performance to your device!”

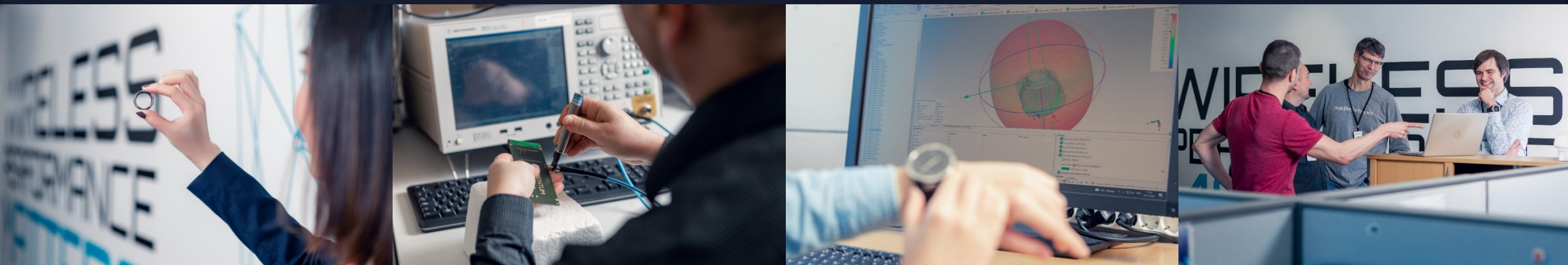
EMBEDDED HARDWARE ENGINEERING



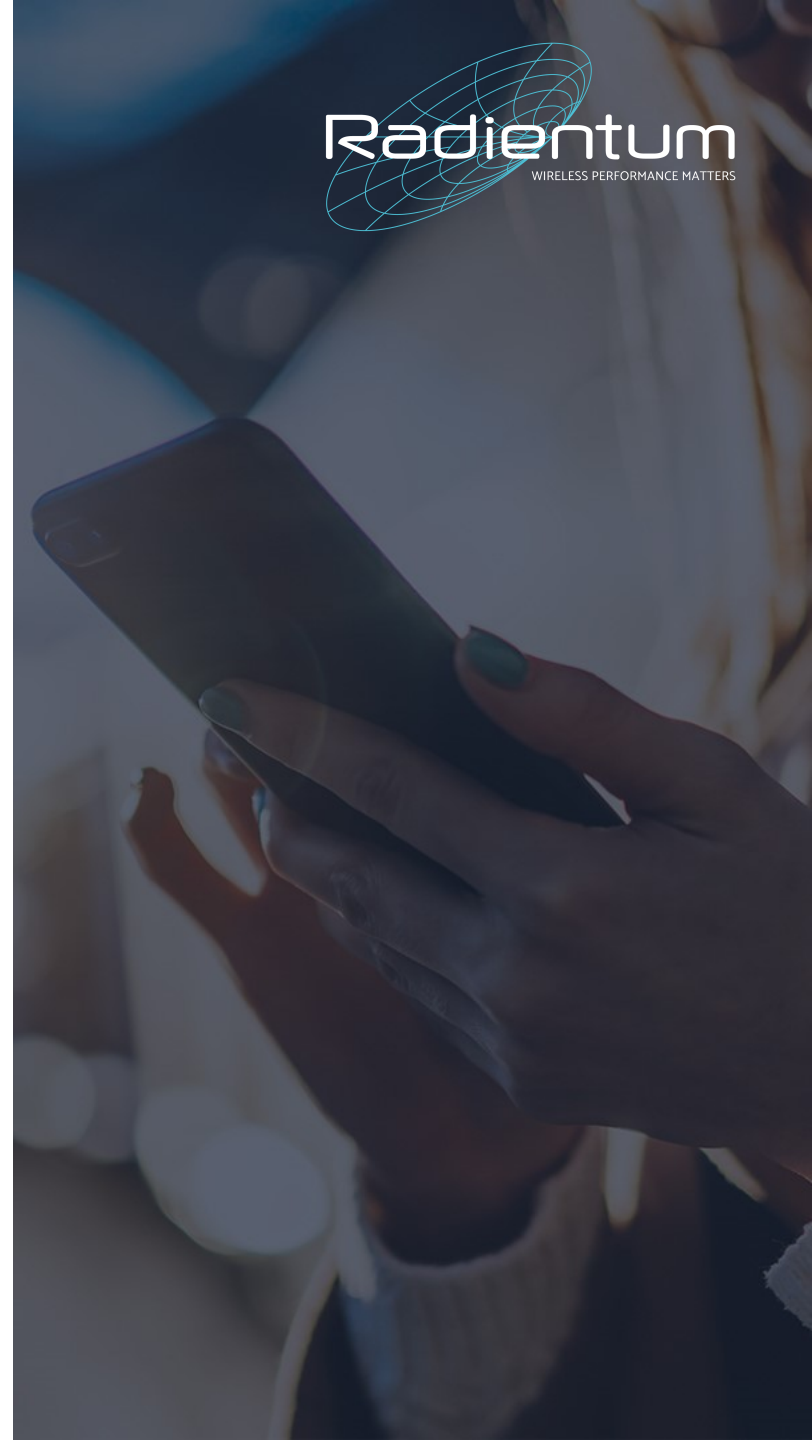
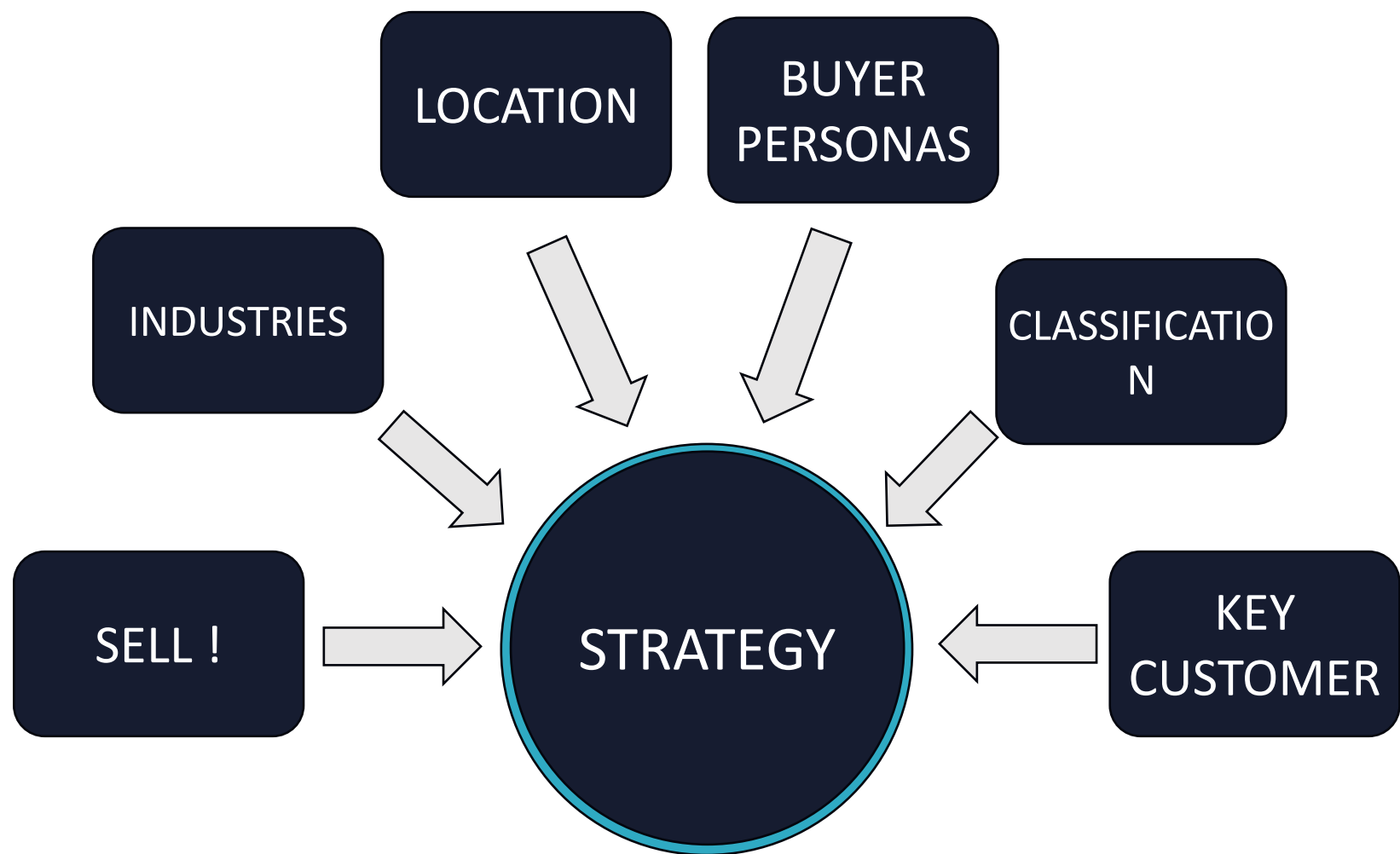
Design &
Integration

R&D Testing

Consulting &
Staffing

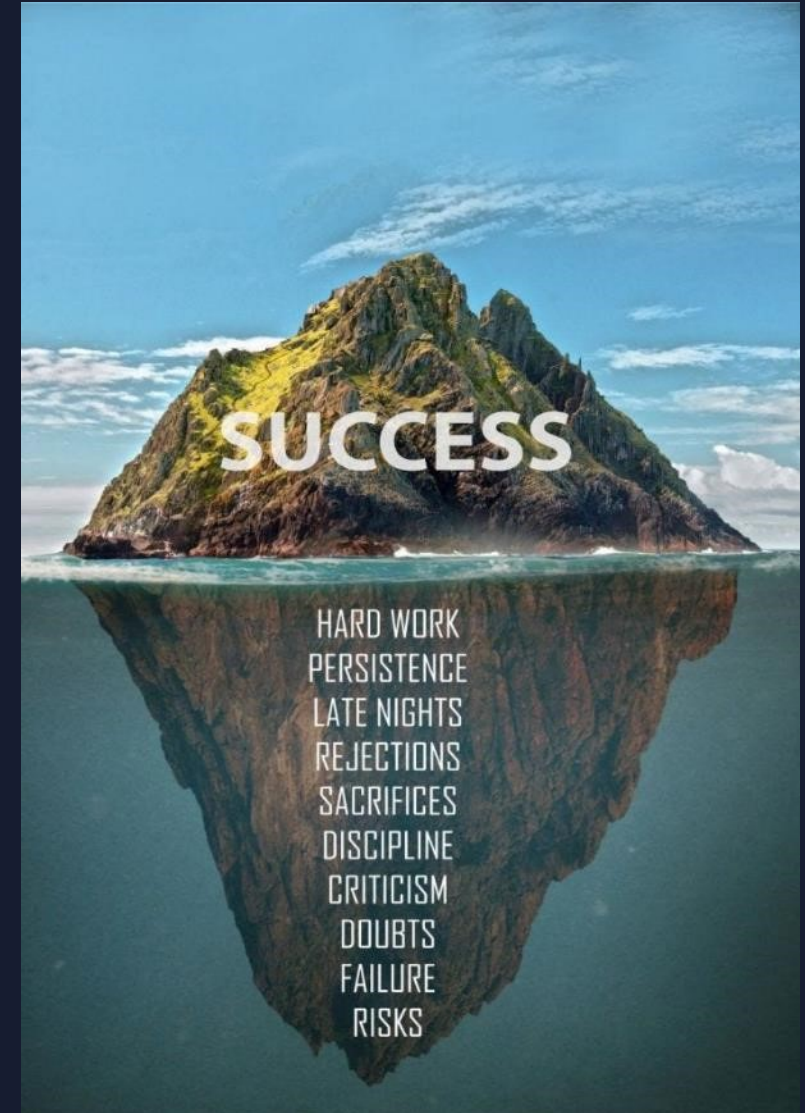


S&M STRATEGY DEVELOPMENT



WHAT WORKED?

- DACH focus
 - From 60k€ to 1M€ in 18 months
- Exhibitions
 - Visit many shows
 - Stand for selected exhibitions only
- Inbound material
 - Videos
 - Articles
 - interviews



WHAT FAILED?



- Local DACH Consulting service
 - 20k€/6 months
 - → 2 meetings
- Payment culture is totally different in export
- Credit loss management

TIPS FOR GROWTH

- Your own work and money 😊
- Funding
 - ELY
 - BF
- Consults from target market **with right contacts**
- Share content – Spent the money to earn the money
- Networking
 - With open mindset good things will happen

ESSENTIAL TOOLS

- CRM – Track your actions and communication
- Automation & AI – 10x your sales team
- Measure what works
 - PR Tool
 - Hit rate
 - Time spent /€



CONTACT

www.radiantum.com



HEADQUARTERS
Visiokatu 4
33720 Tampere
Finland



DESIGN OFFICE
Tekniikantie 14
02150 Espoo
Finland

Account Managers:



EMEA

Christine Nguyen

+358452118587

christine.ngueyn@radiantum.fi



NORDICS

Matti Uusimäki

+358505572223

matti.uusimaki@radiantum.fi



FRANCE & BENELUX

Tao Daniel

+358401912145

tao.daniel@radiantum.fi



AMERICAS

Mikko Parkkila

+358504801271

mikko.parkkila@radiantum.fi