



HOW TO GROW INTERNATIONAL CASE UNIKIE



UNIKIE IN BRIEF

We are a premium partner for **unique embedded software** and **automated marshalling solutions** that create value and success in the evolving digital landscape of tomorrow.

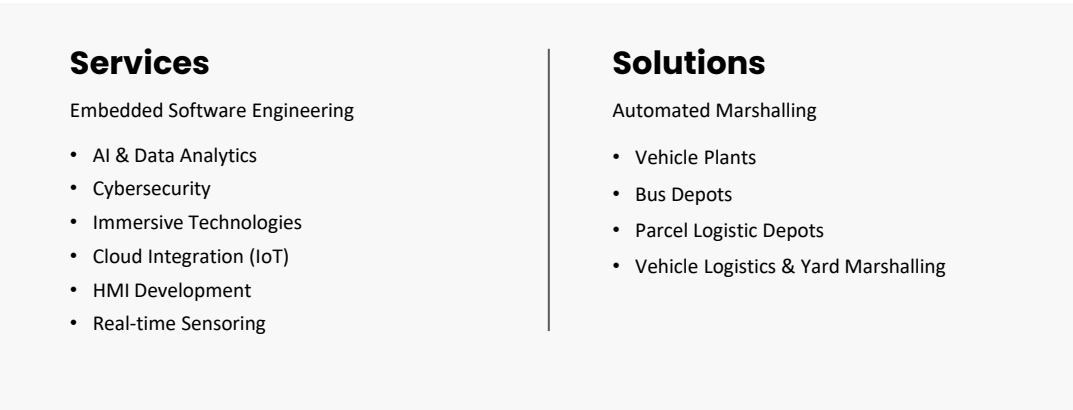
WORLDWIDE PRESENCE



KEY FIGURES



OFFERING





KEY COMPETENCES



CYBER & SECURE TECH



REAL-TIME SENSING



AI & DATA ANALYTICS



**IMMERSIVE
TECH**

Enabled already during the founding process

- Unikie Inc was established same week as Unikie OY – 2015
- Founders had mindset to be international from day 1
- Understanding the value of Finnish engineering & competitive advantage – no need to fight at red ocean in Finland but to go abroad



Building, trying, failing, fixing, trying, failing, fixing....

- We started to discuss with friendly customers – Germany, US, Sweden
- We utilised extensively Business Finland services during 1st years
- Had hypothesis what they might be willing to buy
- Summary after customer meeting -> fine tuning the story
- Step by step we were able to land 1st international deals
- If you dont think big – you get nothing – its all about story telling



Key success factors currently

- We understand our customer market & challenges – talk the same language
- We are listening, learning
- We are agile
- We can argue our value through our offering per target customer
- We work hard and long term – travelling like crazy – f2f meetings preferred
- We are humble





Thank you

Read more at www.unikie.com

Vesa Kiviranta

Chief Business Officer

+358 45 872 3421

Vesa.kiviranta@unikie.com