Piceasoft Oy

- Started as Nokia Spin off in September 2012
- Currently 16 employees
Products

- **PiceaSwitch** - Software tool for switching device contents
- **PiceaHub** – media downloader from web services to connected devices/cloud and local computer
Mission Definition

• Go global
• Market problem to be solved must be global
  o Switching problem
  o Offline media use
• Verify global need via user testing in main markets in **day 1**
  o Use real users
• Fine tune your solution via global end user feedback

*We are Piceasoft.*
We will simplify your mobile life.
Go Global - Initiate

• Product must have proof of concept demo level

• Flexible product
  o White labelling
  o Localization
  o Architecture to enable customer modifications

• Right contacts is everything in B2B sales to get doors opened
  o Find right partners/agents
  o Participate fairs
  o Use ELY/Tekes funding services

• For pilots you must have high quality
  o Delivery within one day
  o Maintenance
  o Product Support
Go Global - Close

- Identify cultural differences, but mainly business is same everywhere
- Preparing is extremely important but even more important is to follow up.
  - Agree always next steps and steps after that
- Be flexible to realize opportunities available
### PiceaHub

- Forever feedback loop using your product to interface with your consumers
- Use software markets and marketing as Google ads

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#### NPS score

Average points = 4.1547 (NpsScore = 67.734412184674)

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Further information

• Homepage
  o http://www.piceasoft.com/

• Contact

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Thank You!

Piceasoft
Simplify Your Mobile Life