

Icebreaker Portfolio: Profile Descriptions

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Sellforte

When it comes to promotional campaigns, no one does it better (and more often) than the retail industry. Optimizing these promotions, on the other hand, is often a difficult task.

At Sellforte, it's all about helping stores strengthen their sales process. The company's solution aims to improve optimization in retail promotion and campaigns. Their SaaS product supports the promotion planning process, and helps the retail industry make informed, fact-based decisions about their promotion and campaign selections.

It achieves this by combining advanced retail analytics and customer data. Sellforte's software can be used as a cloud-based software, integrated into other systems, or utilized with standalone projects.

Campaign optimization can have a massive effect on a retailer's margins, while ensuring that customers get the offers and promotions they want. The solution can also help grocery stores to reduce waste, and allows merchandising teams find the best price range for products. This is because retail analytics provide invaluable insights related to sales, inventory, and consumer buying habits, which are all crucial to running an efficient business and optimizing customer service.

Sellforte's analytics not only help to optimize marketing and promotional campaigns, but also to improve communication between suppliers and retailers. In the long run, it

will allow businesses to deliver additional sales in an efficient manner, and attract extra traffic to their stores.

Founded in 2017 by three college friends Juha Nuutinen, Mikko Ervasti, and Teppo Luukkonen, the Helsinki based startup was inspired by data science and software-based analytics tools, which use machine learning for understanding and delivering sales analytics for retailers.

The team has a combined background in engineering, software development, computational physics and research, and the guys were motivated by the need to turn huge sets of data into measurable business improvements, and rapidly implement them. They describe themselves as being “driven by curiosity to understand how things work.”

WhaleLend

WhaleLend is a VC-backed company dedicated to becoming a long-term, leading player in the cryptocurrency community. Their product is aimed towards individuals looking to earn passive income on their cryptocurrency assets, which may be sitting idle in their wallets. It is also perfect for investors looking to earn returns from the cryptocurrency market, who do not want to take the risks of directly buying cryptocurrencies.

How does it work? WhaleLend deploys your capital to cryptocurrency lending markets, which traders can borrow. Interest is then paid on the borrowed capital. It is an advantageous situation for WhaleLend users, as their capital is protected even if the cryptocurrency traders lose everything. Your investments through WhaleLend are known as “collateral” in financial trading, and remain safe, thanks to a mechanism known as “margin lending.”

WhaleLend aims to act as a service provider to all users, and doesn't function as a bank or investment fund. Interest on your cryptocurrency is paid daily, and in the same currency as your investments. So, if you invest in Bitcoin, you receive Bitcoin interest. So far, returns have been consistent, averaging at 15% for Bitfinex and 20% annually for Bitcoin.

Icebreaker have invested in the company along with Taaleri and Estlander & Partners. WhaleLend's core team currently consists of CEO Yichen, CTO Chris, and lead engineer

Phuc. They have backgrounds working with BCG and Morgan Stanley, and though they describe themselves as different people at different stages of life, they all live by the motto “Living means leaving traces.”

They aim to keep their methods simple, and are the first company and service to whom you can deposit your cryptocurrencies, earn daily interest, and withdraw funds at will. No matter how financially illiterate you think you may be, WhaleLend has you covered!

Selko

The field of engineering, especially complex projects involving nuclear power plants and marine vessels, depends heavily on the information gleaned from written specifications, documents, and text-based data.

However, when it comes to ploughing through hundreds of pages of technical text for relevant information and data, ambiguities can arise and much time is wasted. Not to mention how tedious and laborious this task can become, which may further drain resources.

COO Suvi Ellilä noticed this pain point in the engineering industry, and set out with CEO Tuomas Ritola to develop an SaaS platform optimised for technical specification analysis. Developed from research projects at the Helsinki University of Technology which started 10 years ago, the technology is now known under the brand name Selko. The MVP is currently being piloted with several major Finnish companies.

Selko examines text-based data and extracts the most relevant information that the user or professional may need to perform their work. The software combines AI, machine learning, and expertise in engineering fields such as oil and gas, energy, construction, and aerospace. It is capable of going through document data and arranging and classifying all of it, by means of intelligent technical specification classification and analysis.

The technology leaves no room for error, can be trained to automate your processes, match existing requirement models, and has the potential to significantly accelerate compliancy processes.

Users can also export Selko's findings in a more readable, storable format. Suvi explains that this sort of information should be stored in digital form, and not in people's heads. "Essentially, it means that smart people can spend their day actually solving problems instead of doing manual tasks."

A further attraction is Selko's ease of use. The software provides all the benefits of machine learning, with no need for AI infrastructure setup or technical knowledge.

MVision

With worldwide cancer cases currently numbering at 14 million per year, this statistic is expected to increase to 22 million by the next decade. 50% of all cancer cases are treated with radiotherapy.

Radiotherapy involves intense treatment planning, including organ contouring. This is when a clinician identifies the structures which need to be irradiated or protected during the tumor treatment. However, traditional contouring can be a very time-consuming process. MVision has taken on the challenge to simplify it, and are on a mission to automate manual tasks and drawings in radiotherapy with their state-of-the-art AI technology.

Using AI deep-learning based solutions, MVision is building a product which can carry out these contouring drawings automatically in seconds, instead of hours. Ultimately, this technology promises to reduce radiotherapy treatment planning by up to 40%.

Founder Mahmudal Hasan is confident in the potential of artificial intelligence in medical imagery, and has future plans to make the best clinical data available for developing countries. The notion of democratizing medical knowledge using new technologies is exciting and promising.

The company plans to direct the product towards prostate cancer, before moving to focus on cancer in other areas of the body. No matter what the trends in various cancers between developing and first-world countries, Hasan aims to provide the same level of treatment expertise to all patients.

This rests on a principle of "collective knowledge," which is possible once every hospital is connected to the cloud where MVision runs their artificial intelligence model. This

model is trained by information and learning data collected from Finland and other developed countries. “Nothing in this scale has been done before,” Hasan affirms.

Inscripta

Dictation and transcription activities are extremely necessary in the healthcare industry. Whether by using audio playback equipment to produce transcribed reports, or typing patient notes, traditional methods of recording and communicating important information have become tedious, inefficient, and cumbersome.

And it's not just medical transcriptionists who have to deal with this lengthy process. Medical professionals in Finland (including doctors and nurses) currently spend more than 50% of their working hours on compulsory administrative tasks. This is also the case in healthcare systems in North America and across Europe.

Enter Inscripta. A dictation and transcription service provider, Inscripta represents one of the first major investments in speech recognition and mobile applications which uses machine learning to drive better speech recognition. Their services are specialised towards the healthcare industry.

The product is available in app format, and prides itself on ease of use, quality of service, affordability, and confidentiality. There are no licence fees involved, and the service operates on a pay-per-use basis.

CEO Simo Sorsakivi comes from a background in cognitive science, and founded Inscripta in 2016. His time as a medical transcription provided him with a new perspective on how operational and data processing could be optimized and made more efficient by integrating new technology. The result is Inscripta's neural network powered speech recognition tool, which replaces the pen and paper required by dictation services.

The solution is simple at its core, but artificial intelligence is set to play a major role in speech recognition. Medical dictation is the perfect field to apply this evolving technology, as it promises to free healthcare staff's time so they can focus more on their patients.

The global speech and voice recognition market is expected to grow to \$9.97 billion by 2022. Inscripta aims to be at the center of leading automated voice-to-text solutions, which also promise to become language independent in the future.