



Impact Report

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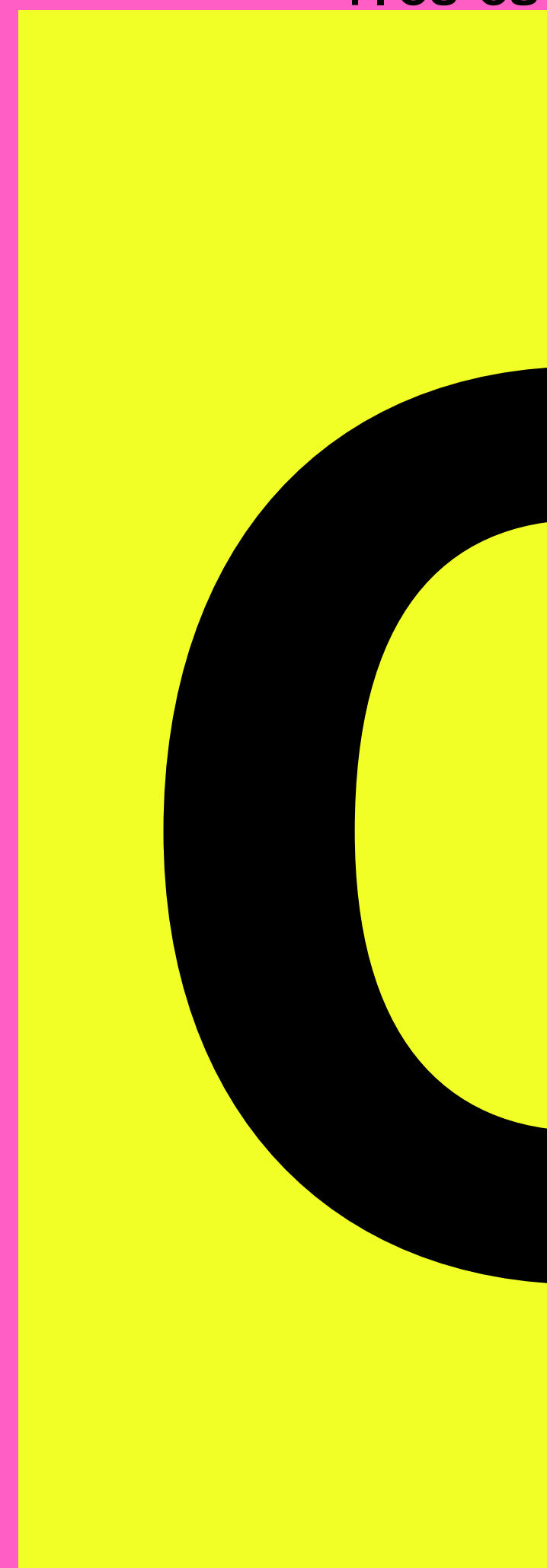
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01

One of Europe's
largest and most
vibrant startup
ecosystems



Introduction

maria 01



Another year has passed at Maria 01, and once again, our community has proven its strength, adaptability, and ambition. I'm proud to present the 2024 Impact Report—a reflection of the milestones achieved, challenges overcome, and the impact our startup ecosystem has had in the world around us over the past year.

Last year was not without difficulties. The startup ecosystem is not immune to the challenges of the world around us, and the prevailing economic climate forced many startups to make tough decisions. We saw companies lay off employees, some even shut down completely. But alongside these struggles, we also saw a wave of new entrepreneurial energy emerge.

A kind of “Nokia effect” has taken place—just as in past downturns, when talented professionals faced layoffs, many have decided to take the leap and start their own companies. Pre-seed funding has remained available, allowing early-stage founders to bring their ideas to life. We have felt this shift at Maria 01 as well,

where, despite the challenging market conditions, the number of new membership applications has remained high.

Looking ahead, we are more committed than ever to supporting founders. In the latter half of 2024, we built a new strategy to strengthen our role as the leading startup hub in the Nordics and Europe, ensuring that we are ready to take Maria 01—and the companies within it—to the next level in 2025. We will double down on ensuring that founders at Maria 01 have the best environment to build their companies. Our ambition is clear: to transform Maria 01 into a truly global startup ecosystem.

We are grateful to our founders, investors, partners, and supporters who continue to believe in the power of startups to drive change. Together, we are building something extraordinary.

Sarita Runeberg
CEO, Maria 01

The next wave of innovation is built on resilience

Team



Sarita Runeberg
Chief Executive Officer



Anni Anttonen
Chief Operating Officer



Niina Saaranen
Chief Financial Officer



Jani Ruohomaa
Service Manager



Marina Lange
Partner Account Manager



Milja Liljeström
Service Manager



Camilla Mikama
Marketing & Communications
Manager



Oskar Sasse
Business Development
Manager



Paramartha Narendradhipa
Head of Events & Production



Rolands Kazlauskas
Operations Manager



Sofia Vasileva
Marketing Coordinator



Tomi Kuusio
Head of Facilities



Violetta Korhonen
Community & Events Manager



Milo Mutka
Facilities Specialist



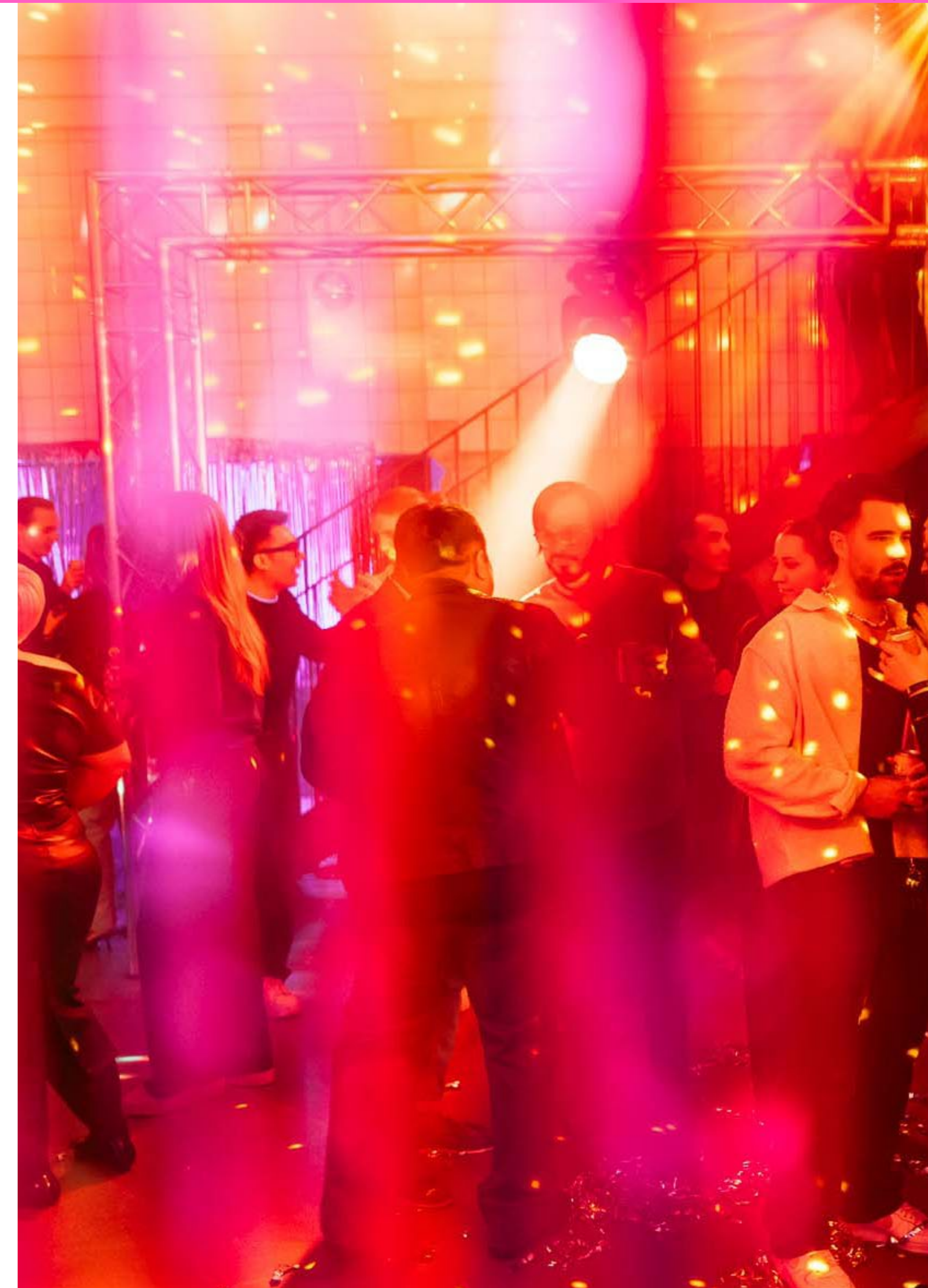
Henri Kuusla
Partner & Investor Account
Manager

Vision

Mission

Maria O1 is the leading startup ecosystem in Europe, recognised globally for nurturing high-impact startups and empowering Europe's most innovative startups across industries to drive global change.

Maria O1 supports and accelerates the growth of early-stage companies by providing the startups with the best possible resources, connections, and a collaborative environment that empowers founders to grow, innovate and succeed.



We are



01

Community-Centric

We believe in the strength of community to foster a supportive, collaborative, and trust-based environment where startups, investors and partners come together to share knowledge, build relationships, and drive mutual success.

02

Founder-Focused

Helping founders succeed is one of our main priorities. We provide founders with resources, connections, and the right kind of environment needed to thrive and grow.

03

Impact-Driven

We are committed to delivering high-quality facilities, programs, and experiences that champion bold ideas and forward-thinking solutions that drive positive change within the world around us.

04

Globally Ambitious

Maria 01 is a launchpad for startups to reach new markets and exciting international opportunities around the world. We attract world-class founders, investors and partners to lead innovation across borders.

Maria 01 is one of Europe's leading startup ecosystems, providing a thriving environment for nearly 250 ambitious early-stage startups each year. Alongside visionary founders, the community brings together renowned investors and VCs, leading enterprises and key ecosystem players. Maria 01 is located in the old Maria Hospital in Helsinki, Finland. Maria 01 is owned by the Startup Foundation, the Helsinki Enterprise Agency, and the City of Helsinki.

During its eight-year history, Maria 01's member startups have raised over €1 billion in funding. Since 2016, Maria 01 has grown into one of Europe's leading startup communities, with its member and alumni companies securing approximately 40% of all early-stage (VC) investments raised by Finnish startups annually.



02

A community-centric, founder-focused ecosystem where startups, investors, and partners collaborate

Community

maria 01



Over the past year, we've focused on gathering feedback and understanding how we can better support startups. One of the most impactful outcomes of this was the launch of Builders' Breakfast — a new event series designed to create a space where experienced founders share honest, real-world stories. These aren't just success stories; they include the struggles, the lessons learned, and the moments of growth. We believe the best insights come from those who've been through it before, and Builders' Breakfast provides an invaluable opportunity for founders to learn from one another and make their own journeys a little easier.

Strengthening global connections and fostering collaboration was another major focus for us. We've worked hard to help startups connect with international delegations, making expansion into new markets more accessible. Slush was a significant milestone — for the first time, we had our own booth, featuring some of the incredible startups from our community. Our

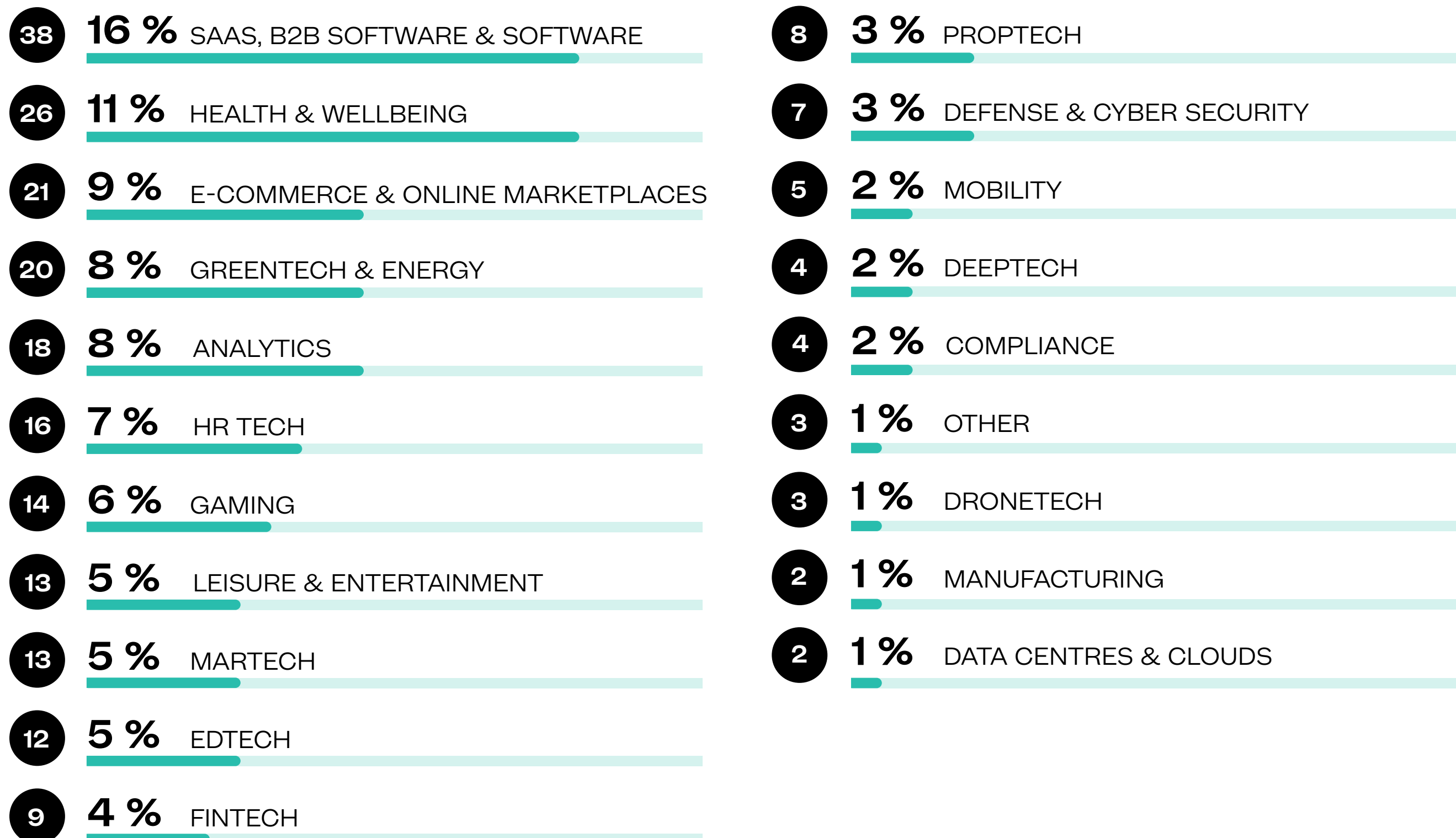
after-work events also grew into something far bigger, creating even more opportunities for founders to meet, collaborate, and build meaningful connections.

None of this would have been possible without the people who make this community what it is — the founders, investors, and partners who drive it forward with passion and dedication. You are the heartbeat of Maria O1. Thank you for being part of this journey, for sharing your insights, and for making Maria O1 the vibrant, thriving community it is today. This report reflects everything we've built together — and we can't wait to see what comes next.

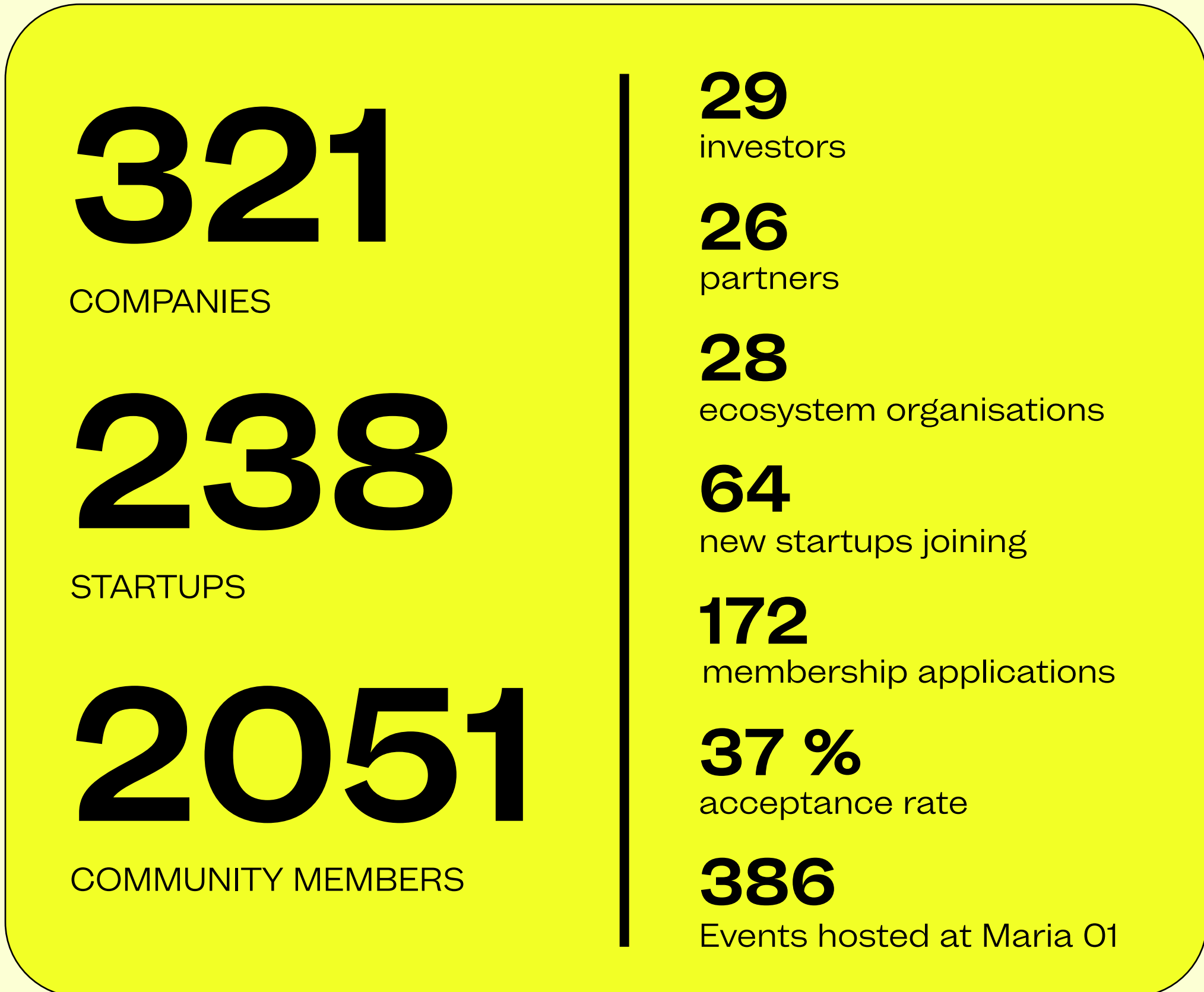
Violetta Korhonen,
Community & Events Manager
Maria O1.

**Founders learning
from each other is key**

Companies per industry



2024 in numbers



MARIA 01 MEDIA MENTIONS



PARTNER NETWORK MEMBERS

Strategic Partners

Service Providers

Partner Highlights

01

New Partners Joining the Maria 01 Community

We're excited to announce that Maria 01 has welcomed incredible new partners, including **Bamla, HubSpot, Kemira, Mellakka, R&R, Staria,** and **Strongest Group**, into our network! Their expertise and support will play a vital role in helping startups grow, innovate, and reach new heights. Together, we're strengthening the ecosystem and creating even more opportunities for founders to thrive.

02

Partner Support for Community Events

A huge thank you to **HubSpot** and **KPMG** for their incredible support in making Maria 01's major community events possible. Their commitment and contributions help us create meaningful experiences that bring founders, investors, and partners together — strengthening our ecosystem and fostering collaboration.

03

Industry Leaders at Maria 365 Pitching Day

We were honoured to have key experts from **Fortum, Microsoft, KPMG, Kemira** and **Google** join us as jurors at the Maria 365 Pitching Day. Their insights and thoughtful feedback on 40+ startup pitches were invaluable, helping founders refine their ideas and take their businesses to the next level.

























04

Other Industry Updates

San Francisco was chosen as the Nordics' best PR firm in the Martech Awards.

Danske Bank was selected to manage the Dansk Vækstkapital funds, a fund with 1.2 billion euros under management. Through the fund, Danske Bank will be able to support the Danish and Nordic VCs as an LP and active investor. According to Danske Bank, they continue to see a strong investment case in startups and growth companies in the Nordics.

INVESTOR NETWORK MEMBERS

01

Maki.vc raised its third fund of €100M to drive deep tech and brand-driven startups in the Nordics.

02

Play Ventures announced a \$140M Fund III to back early-stage gaming and consumer startups. This fund will focus on areas like mobile free-to-play, gaming infrastructure, AI-enhanced tools, and next-gen distribution channels.





























03

Voima Ventures closed €100M+ Fund III, focused on supporting early-stage science and deep tech startups across the Nordic and Baltic regions.

04

Gorilla Capital successfully raised their fund III and even exceeded the target by reaching €41M.

ECOSYSTEM ORGANISATIONS

03

Fueling Growth
Through Global
Collaboration

0

People

maria 01

Fueling Growth Through Global Collaboration

The Maria O1 community is a vibrant, diverse ecosystem, bringing together talent from almost 40 different nationalities. This international mix fosters a truly global mindset, driving innovation and collaboration across borders.

Notably, **36% of Maria O1 startups have at least one founder with an international background**, reflecting the ecosystem's strong appeal to global entrepreneurs. These startups are scaling rapidly—in 2024 alone, they secured nearly **60% of all funding raised by Maria O1 startups**. These figures include only companies that were active members during 2024.

International founders tend to be bold risk-takers, willing to make bigger leaps of faith in pursuit of success. Many are highly educated, bringing expertise, fresh perspectives, and a strong drive to innovate and launch businesses. This influx of talent and ideas is a tremendous asset for the entire continent's economic future.

In return, the Maria O1 community offers international founders invaluable opportunities to build local connections, integrate into the business landscape, and seamlessly navigate the Finnish and broader European markets. Through these networks, they gain access to essential resources, funding, partnerships, and support, setting the stage for long-term success.

A key driver of these startups' success is undeniably the global networks that international founders bring with them. Global connectivity is also at the heart of our new strategy. By attracting the most ambitious startups, investors, and corporate partners from around the world, we are building a thriving, internationally connected ecosystem—one that fosters collaboration and fuels growth for everyone involved.





Beyond Banking: How Nordea Connects Founders with International Investors

Nordea Startup & Growth has been a key partner for Finnish startups since 2013, providing comprehensive banking services tailored to the needs of scalable businesses. With a dedicated unit based at the Maria O1 campus, Nordea goes beyond financing—acting as a strategic sparring partner for founders on their growth journey.

Today, Nordea Startup & Growth serves over 2,500 startups and scaleups in Finland, with more than half of its startup customers securing a growth loan through Nordea. However, as startups and scaleups often require investors early on, finding the right match can be challenging. Recognising this, Nordea took action six years ago by introducing dedicated investor matchmaking support. At the heart of this initiative is the Deal Flow Manager, whose daily mission is to connect Nordic founders with investors worldwide.

To further strengthen these connections, Nordea, in collaboration with Maria O1, launched the *Investor Speed Dating* events five years ago. The first event

took place in person at the Maria O1 campus, but when the pandemic hit, the format shifted online. Nordea expanded the concept to the entire Nordics and continued independently. These online events have since become a highly effective way for startups and scaleups to meet investors from across the globe through structured one-on-one meetings.

Over the years, Nordea has facilitated more than 2,700 of these meetings, with over 850 Nordic startups participating. Nearly 90% secured investor meetings and many have successfully raised funding as a result. The Investor Speed Dating events continue to offer a powerful platform for founders seeking investment and strategic connections.

Teija Nousiainen
Deal Flow Manager
Nordea | Startup & Growth



Mainframe Industries: Uniting Creators Across Europe Through Collaboration and Support

The story of Mainframe Industries began with a bold idea: uniting Finnish and Icelandic game developers to create a groundbreaking and ambitious social sandbox MMO, Pax Dei. This vision took shape in Reykjavik, and by the spring of 2019, a team of 13 talented developers from Finland and Iceland came together to establish a company. Mainframe Industries Oy was founded in Finland, and Sólfar Studios ehf. was set up as its subsidiary in Iceland. In 2021, we expanded our presence by opening our Paris office, which serves as the home base for our brilliant Publishing team.

Our journey with Maria O1 began when we first searched for office space in Finland. While there were no suitable offices available at the time, the pandemic underscored the importance of flexible, team-centred, and online work methods. As we grew and attracted talent from across Europe — and even from Australia and India — our guiding principle became clear: “Work where you are the most productive.”

With this motto in mind, we’re now thrilled to have found a home at Maria O1. The exceptional workspace, networks, and services here allow us to stay focused, whether working from the office or remotely. Maria O1 goes beyond offering office space — it actively runs programs and takes initiatives that make life easier for startups and give us all a competitive

edge. In Iceland, our team is based at Gróska, Reykjavik’s vibrant hub of innovation and startups.

Finland provides a robust support system for startups through strong international networks, impactful VC funding, and organisations like Business Finland. The mindset in the Finnish game industry is especially collaborative — advice and support are readily shared, and every new studio and game launch is celebrated. We’ve had the privilege of helping other gaming companies in their search for investors. It’s been inspiring to see a similar spirit of collaboration and support among Icelandic game companies as well. The challenges we face only bring us closer together.

Pax Dei has been live in Early Access for eight months, bringing together players from around the globe in a rich and social gaming experience. As we work toward the game’s full 1.0 release later this year, we continue to add exciting new content with every update. Our vision for Pax Dei is long-term — we’re in this for decades to come, committed to delivering fun and innovation every step of the way.

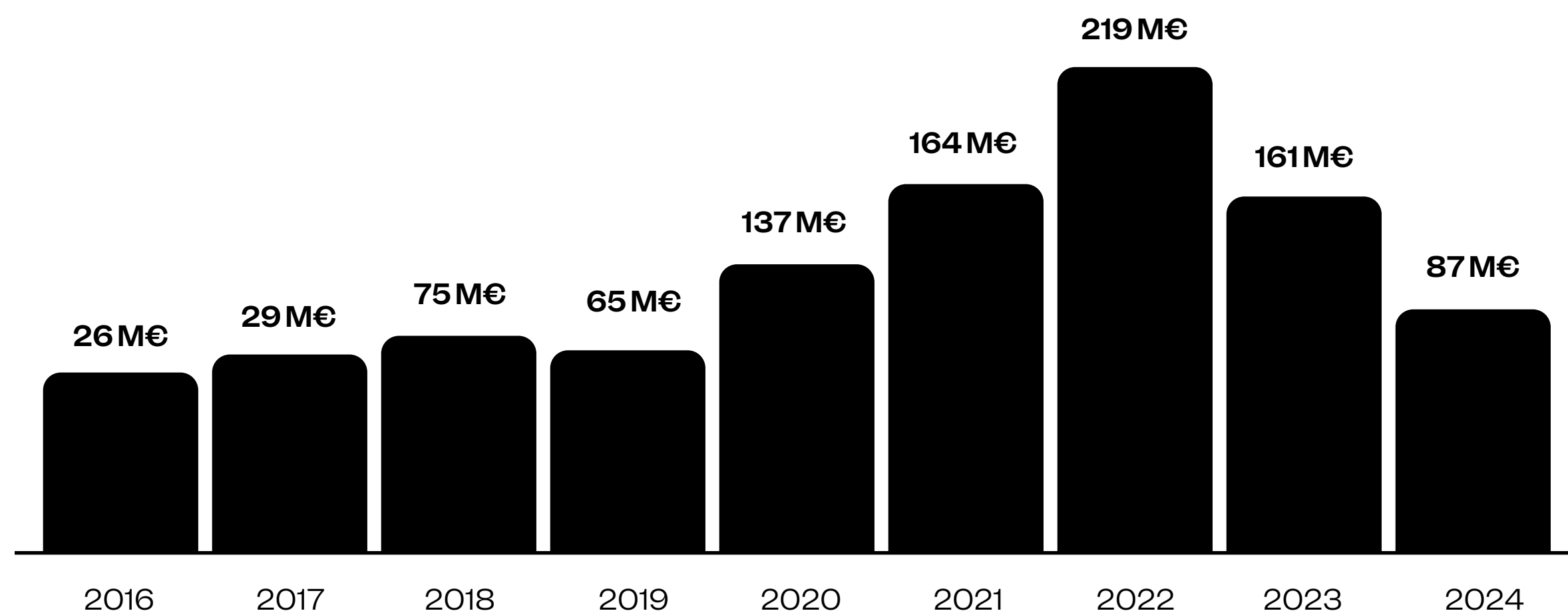
Ansu Lönnberg
Co-Founder & COO
Mainframe Industries

87M€

FUNDING RAISED BY ALL MARIA 01 STARTUPS IN 2024

37

N:O OF FUNDING ROUNDS IN 2024



1048M€

FUNDING RAISED BY ALL MARIA 01 STARTUPS ALL TIME*

*Funding raised prior to the company joining Maria 01 is included in the total funding raised but not in the individual years represented above.

531

N:O OF FUNDING ROUNDS ALL TIME

Funding data reflects only publicly available information, so actual funding figures may be higher than reported.

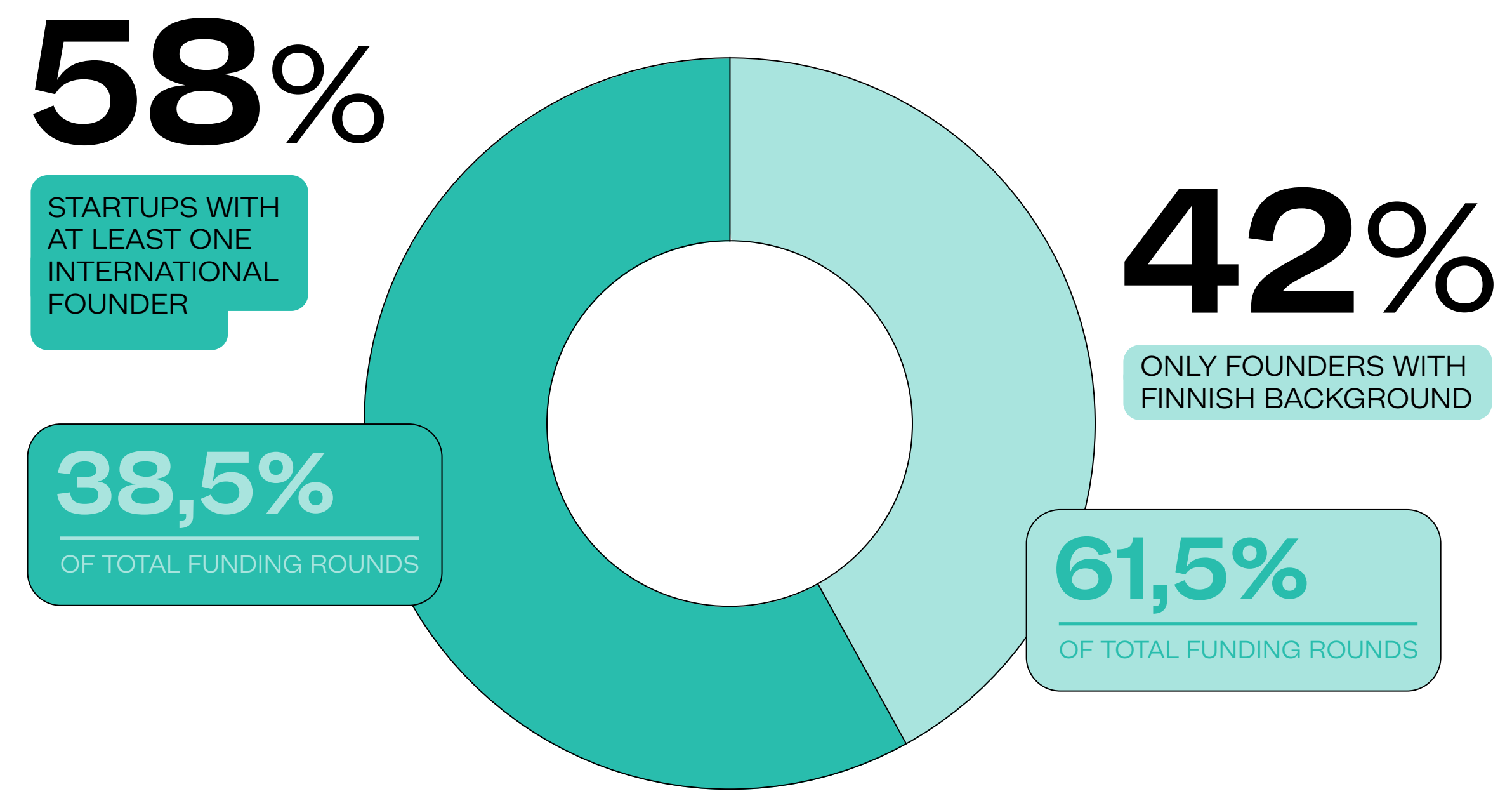
Top 5 biggest funding rounds of 2024

- 17M€ Swappie 6 ROUNDS - ALUMNI - GREENTECH & ENERGY
- 17M€ Bit Odd 2 ROUNDS - ALUMNI - GAMING
- 13M€ DataCrunch.io 3 ROUNDS - ACTIVE - DATA CENTRES & CLOUDS
- 5M€ Wamo Solutions OY 7 ROUNDS - ACTIVE - FINTECH
- 5M€ Collo 1 ROUND - ALUMNI - MANUFACTURING

Top 5 biggest funding rounds all time

- 1 SWAPPIE, 187,9M€ (ALUMNI, 6 ROUNDS) GREENTECH & ENERGY
- 2 AIMOTIVE, 67,6M€ (ALUMNI, 5 ROUNDS) MOBILITY
- 3 MERU HEALTH, 53,3M€ (ALUMNI, 10 ROUNDS) HEALTH & WELLBEING
- 4 LINEAR, 52,2M\$ (ACTIVE, 3 ROUNDS) SAAS / B2B SOFTWARE / SOFTWARE
- 5 QUENTIC, 42,3M€ (ALUMNI, 3 ROUNDS) COMPLIANCE

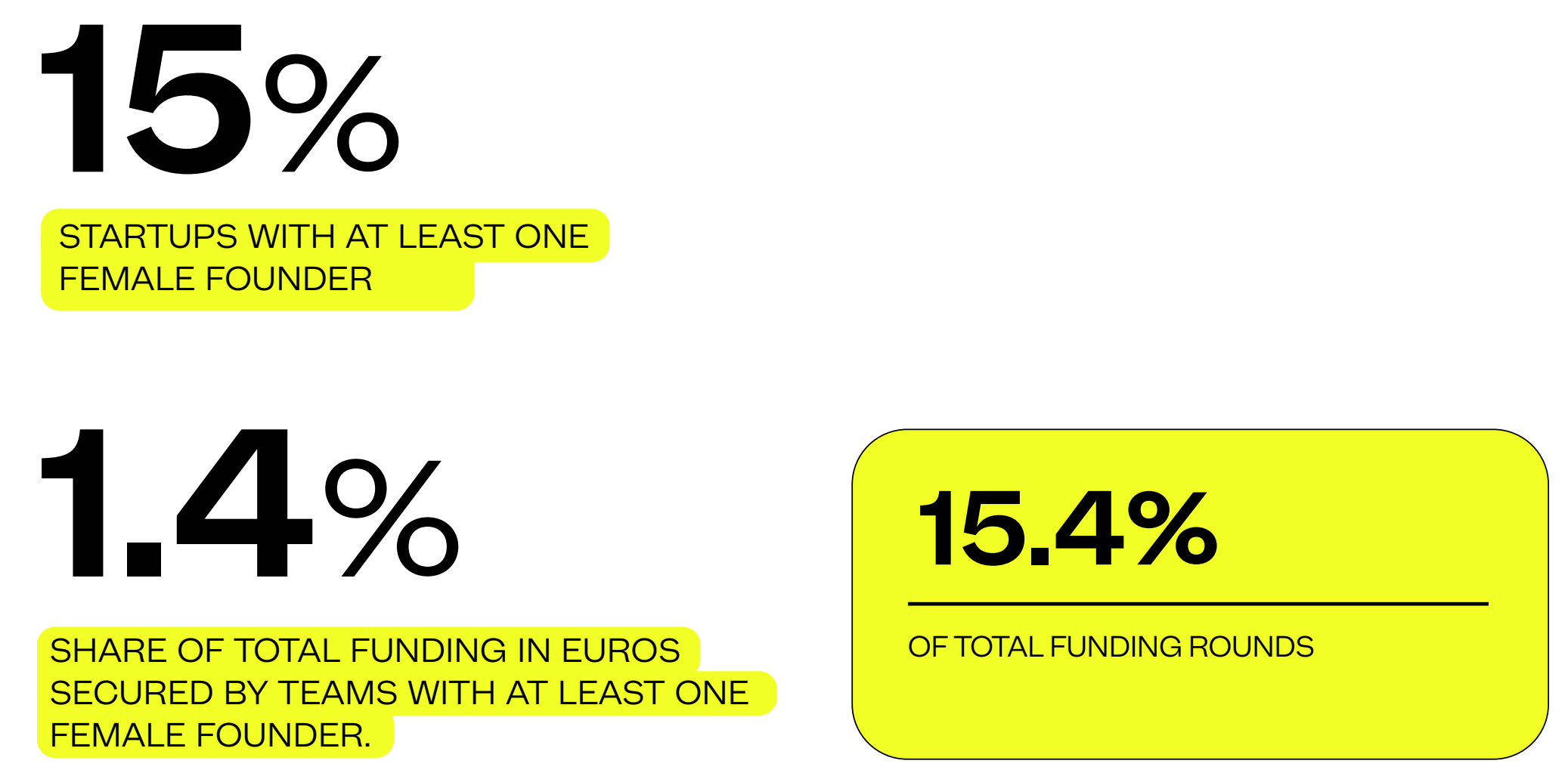
Funding Split Among Active Maria O1 Startups: International vs. Finnish Founders (in Euros)



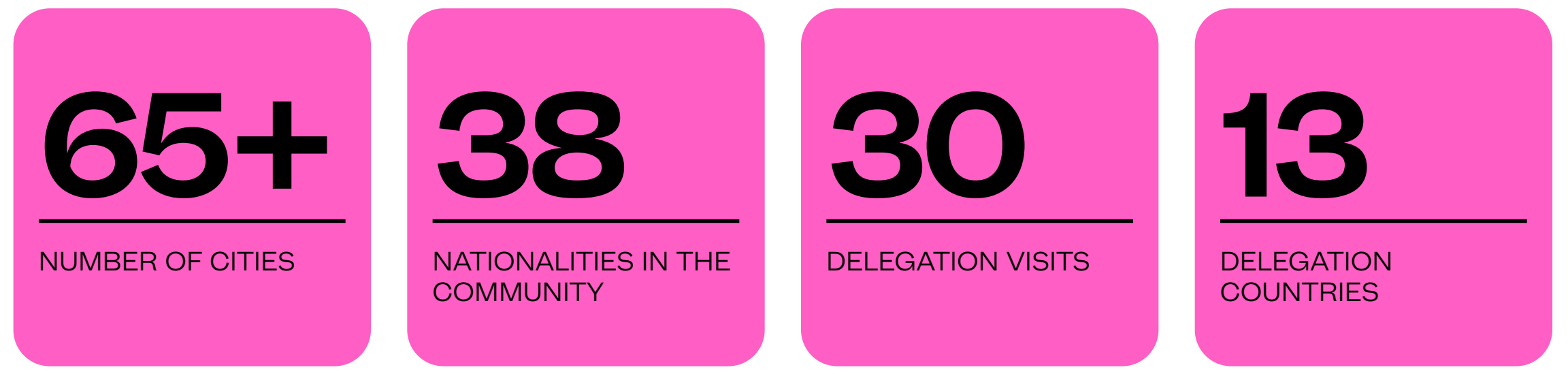
Number of Companies with International vs. Finnish Founders



Key Numbers on female founders



Maria O1 international connections



04

The most
ambitious and
high-growth
startups

Growth

maria 01

The Most Ambitious and High-Growth Startups

To stay competitive on the global stage, Europe urgently needs innovative, ambitious, and fast-growing startups—particularly in the field of AI. At Maria 01, the growth of AI-focused startups has been so remarkable that we made a bold decision: AI is no longer classified as an industry within our ecosystem. Instead, it has become an integral part of nearly every sector, seamlessly embedded into daily tasks, processes, and innovations.

Other rapidly expanding sectors within the Maria 01 ecosystem include Health & Wellbeing and Greentech & Energy, reflecting the growing demand for sustainable and life-enhancing innovations. Additionally, new industry segments have emerged, with Security & Defence and HR Tech gaining momentum as startups develop cutting-edge solutions to address global challenges in these fields.

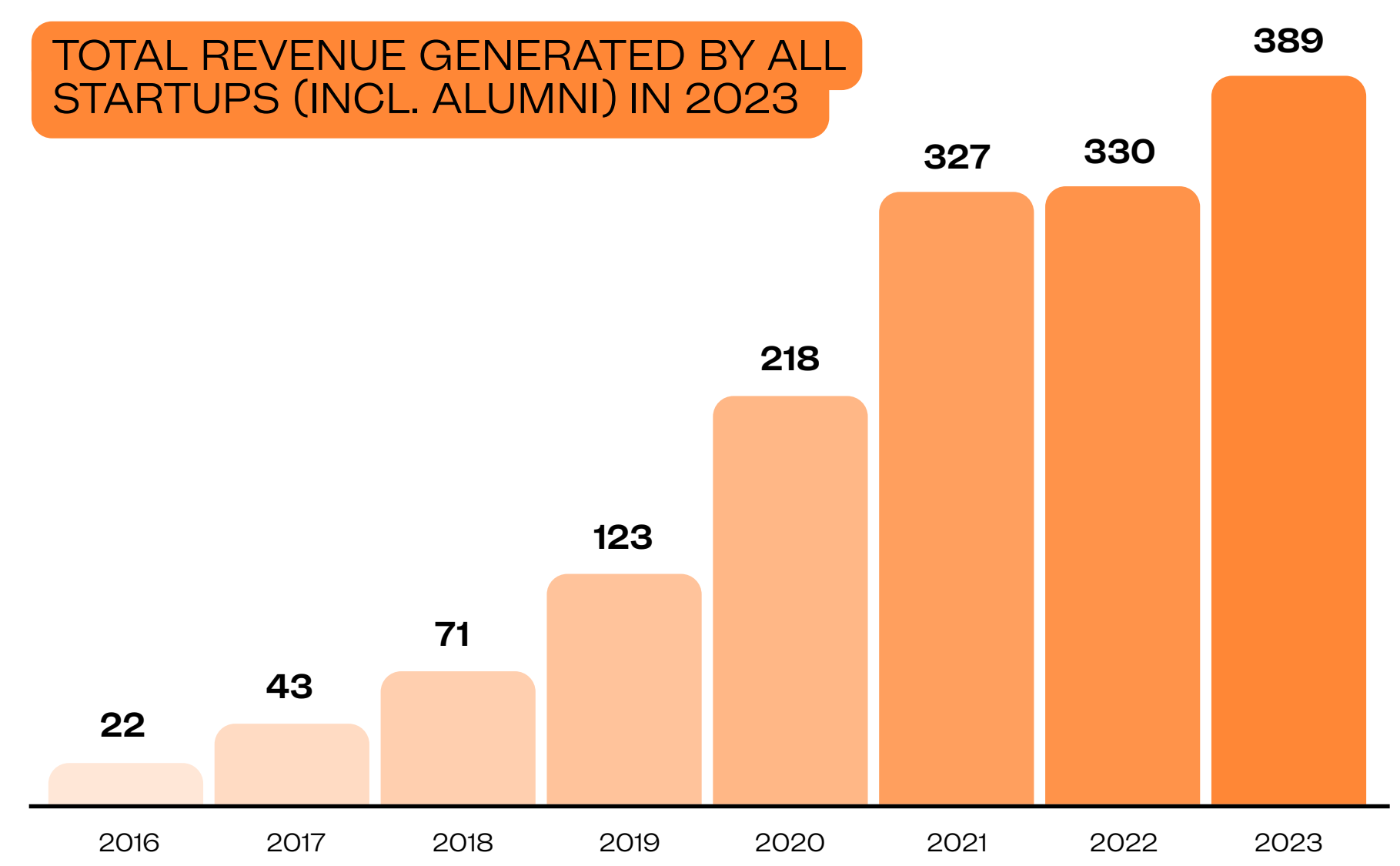
Maria 01 member companies saw an 18% increase in collective revenue from 2022 to 2023, based on the most recent available data—an impressive achievement, especially given that the number of companies grew only by 8% during the same period, while **the collective decrease in personnel was around 10%**. This demonstrates the resilience and efficiency of our startups, showcasing their ability to thrive and grow even in challenging times.



Photography: Samuli Pentti

389M€

TOTAL REVENUE GENERATED BY ALL STARTUPS (INCL. ALUMNI) IN 2023



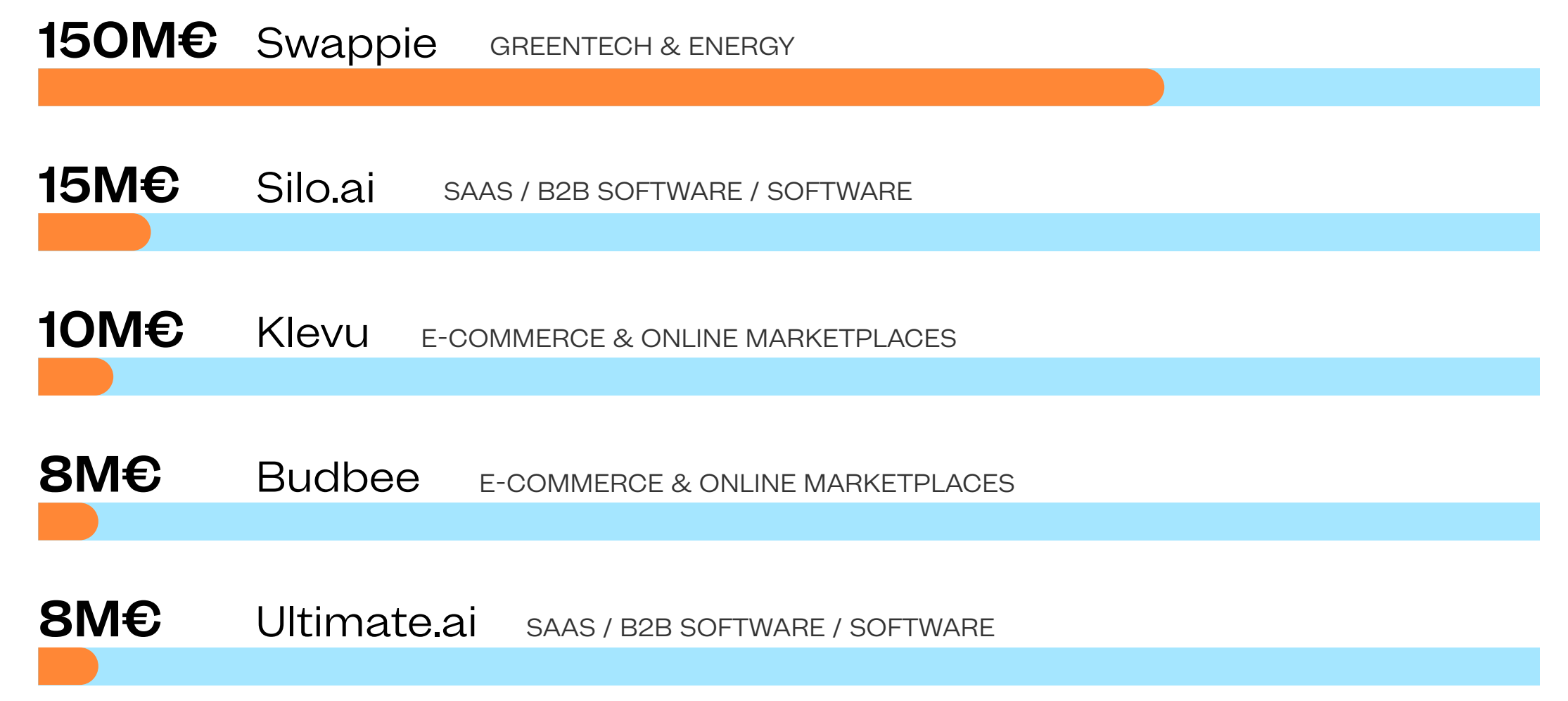
+18%
REVENUE GROWTH
2022-2023

21
ALL TIME ACQUIRED
STARTUPS (EXITS), INCL.
ALUMNI

1551M€

TOTAL REVENUE GENERATED BY ALL MARIA 01 STARTUPS 2013-2023

Total revenue generated by Maria 01 startups in 2023



Top 5 startups with highest revenue 2019-2023

- 1 SWAPPIE**, 508M € GREENTECH & ENERGY
- 2 SILO AI**, 49M € SAAS / B2B SOFTWARE / SOFTWARE
- 3 LIGHTHEART ENTERTAINMENT**, 49M € GAMING
- 4 KLEVU**, 34M € E-COMMERCE & ONLINE MARKETPLACES
- 5 VOI**, 29M € MOBILITY



Three Times More Grants to Fuel the Next Generation of Founders

Startup Foundation aims to have 100 startups with over €100M in revenues in Finland by 2050. Among friends, we call this goal 100x100. It's ambitious yet incredibly critical for the future of the Finnish economy.

Our focus is on the very early stages of entrepreneurship – we're here to help aspiring founders with grants, resources and support. According to our calculations, we need to found three times more startups in Finland each year to reach 100x100.

In light of this and to show our dedication to 100x100, we will give out three times more individual grants this year. These grants support individuals wishing to start their entrepreneurial journey and have become extremely popular since they were first introduced in 2023. At the same time, our work with funding new non-profit projects in the ecosystem, collaborating

closely with ES organisations around the country, and supporting aspiring female and non-binary founders continues.

The Startup Foundation was created by the ecosystem, for the ecosystem. However, we recognise that scalable solutions and an entrepreneurial mindset are critical for solving the world's biggest problems. Therefore, we consider our mission important for all, not just for those in the startup community.

Pia-Maria Nickström
CEO
Startup Foundation

01

Aircohol made it to the EU-Startups list of 10 promising startups you should keep an eye on in Finland in 2024.

02

Our Community Member **Karoliina Kauhanen**, Founder and Chief Marketing Officer of the **Commu** app, made it to the Forbes 30 Under 30 Europe 2024 Social Impact list.

03

SpinDrive secured a €2.5 million grant in funding from the European Innovation Council (EIC) Accelerator.

04

TE3 was chosen for the International Venture Academy 2024 Program organised by Hhub.

05

Supersight made it to the Top 20 of the Slush 100 Startup Competition.

06

StoryDrops was chosen to be part of the Techstars Tokyo 2024 Accelerator which also invested 120 000 dollars into the company.

07

EAS was selected for the Mastercard Lighthouse FINITIV 2024 Fall Program with 14 other top fintech innovators from the Nordics and Baltics.

08

Swarmia was recognised as one of The Hottest Startups in Helsinki 2024 by Wired.

09

DataCrunch, as well as our alumni **Aatos**, **Awake.ai**, and **IPRally**, made it to the top 50 in the Deloitte Technology Fast 50 Finland 2024 Winners list.

10

Silo AI, our alumni member, was acquired by AMD for \$665 million, making it the largest corporate acquisition of the past decade in the artificial intelligence space in Europe, according to the Financial Times.

11

Kelluu was selected for NATO's DIANA Programme from over 2600 applicants.

12

Narvi Payments was ranked the third fastest-growing Finnish fintech startup by Helsinki Fintech Farm. Narvi's revenue growth in 2023 was 1346%.

13

Ultimate.ai, which develops AI suitable for customer service automation, was sold to Zendesk, an American company focused on customer experience and service.



From a Shed to Revolutionizing Aerial Monitoring

Kelluu was created to change aerial monitoring forever. Our story began just as the commercial drone boom was taking off. Drones had, and still have, the same problem. They don't stay in the air for long. This made capturing data over large areas slow and expensive, and every flight required a pilot. Kelluu was born to solve this. A drone that could stay in the air continuously and operate autonomously.

Our first airship was built in a shed deep in the wilderness of Eastern Finland. From day one, Kelluu was designed for Arctic conditions. Snow, ice, wind, humidity, and extreme cold. The perfect testing ground for a product that would revolutionize aerial monitoring.

Once our airship was tested and ready, we started thinking bigger. What if the entire world could be digitized more accurately than ever before? Our airship could already operate autonomously for 12 hours, emission-free, and collected data under the clouds. It was also a platform that could be upgraded with the latest sensors and cameras. This led to a system where our world's biggest airship fleet, the world's most accurate environmental data, digital twins, and AI would enable a revolution.

A few years ago, Kelluu was just a passion project for a handful of believers. Today, it is a data company employing over 50 people. Different nationalities. Different perspectives. Different roles. Engineers, technicians, programmers,

salespeople, operators. All driven by a shared goal. To create lasting change. To make history. And to help build more sustainable and secure societies through accurate environmental data.

These visions are not something distant. We already deliver data to cities, the forest industry, energy companies, and the mining sector. We are also one of the few companies in the world selected for NATO's DIANA program to utilize and develop dual-use technology for ensuring defence and security.

Fast and bold growth requires connections and a community of forward-thinking people. For Kelluu, Maria O1 is a gateway to the world, the starting and ending point of many international journeys. It has proven to be the perfect place to meet global partners and media. Whether it is an event, a client meeting, or focused work, Maria O1 provides an environment where crazy big ideas don't sound crazy. They sound achievable.

Jiri Jormakka
Co-Founder & Head of Sales
Kelluu

05

High-impact
startups solving
global challenges

Planet

maria 01

High-impact Startups Solving Global Challenges

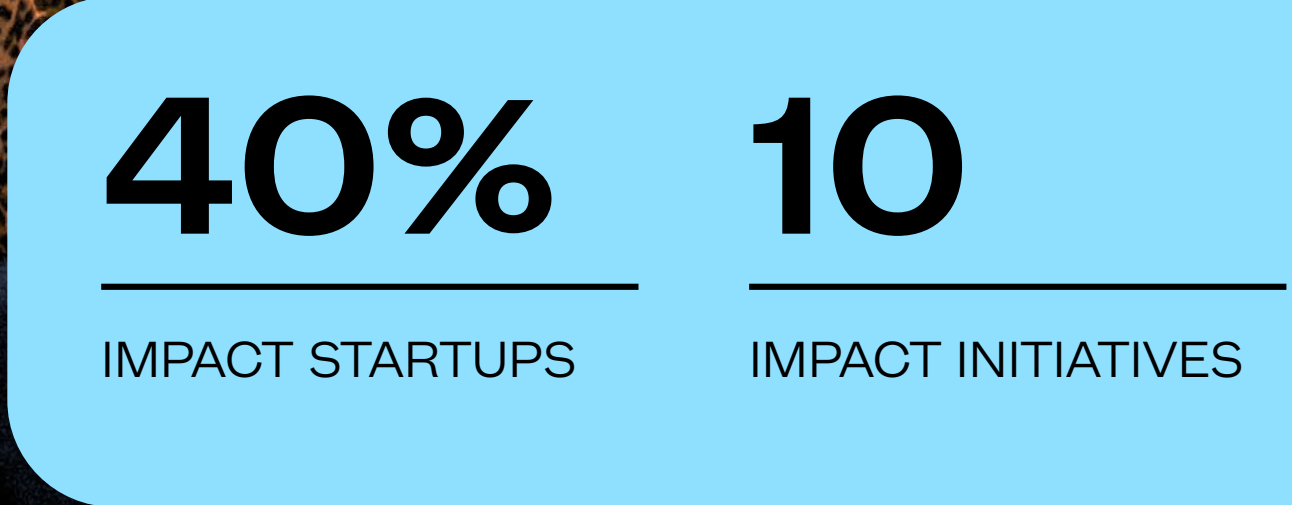
For the first time, we set out to measure the number of impact-driven startups within the Maria O1 community—focusing on companies that were active members in 2024. The results were impressive: **40% of our startups** focus on addressing global challenges, while the remaining startups drive meaningful change within their respective industries. This figure includes startups in Greentech & Energy, Health & Wellbeing, and Education—sectors that play a crucial role in solving global challenges. Additionally, we recognised mission-driven companies from other industries, acknowledging that impactful innovation isn't confined to specific fields but is defined by the ambition to drive positive change.

Maria O1 is committed to driving sustainable development and serving as a testbed for environmental innovations. Last year, we launched **ten impact initiatives**, spanning areas such as climate action, health, DEI, and social impact. Our efforts included promoting female and LGBTQ+ entrepreneurship through dedicated events, installing EV chargers to support clean energy, and championing recycling initiatives. We also facilitated a test project with inQs, a Japanese company

developing window elements that harness energy from light. **Supporting female entrepreneurship** remains a top priority, especially in light of the persistently low share of funding allocated to female founders.

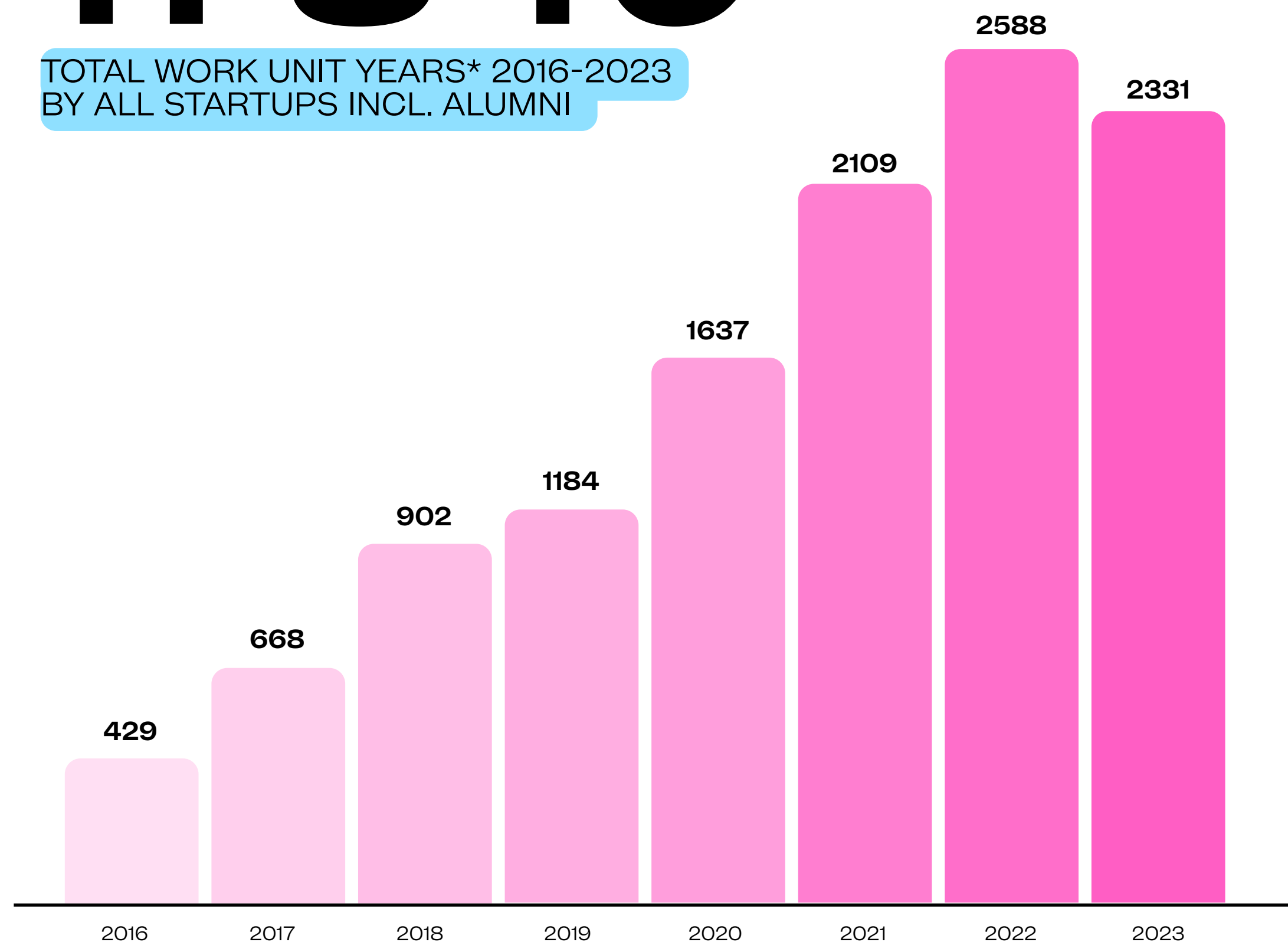
To foster future consciousness and strengthen the resilience of our community and the broader ecosystem, we launched the *Maria O1 Rocketeers podcast*. Focused on future scenarios, AI, and other emerging technologies, the podcast brings together some of the brightest minds in the ecosystem.

Maria O1 was honoured as the **National Winner of the Blaze Inclusion Awards 2024 in the Synergist category**, recognising our efforts to create a positive change-driven space that activates measurable social impact. Additionally, we were awarded **Best Co-working Space at the Nordic Startup Awards**, further solidifying our role as a leading hub for innovation and collaboration in the startup ecosystem.



11 849

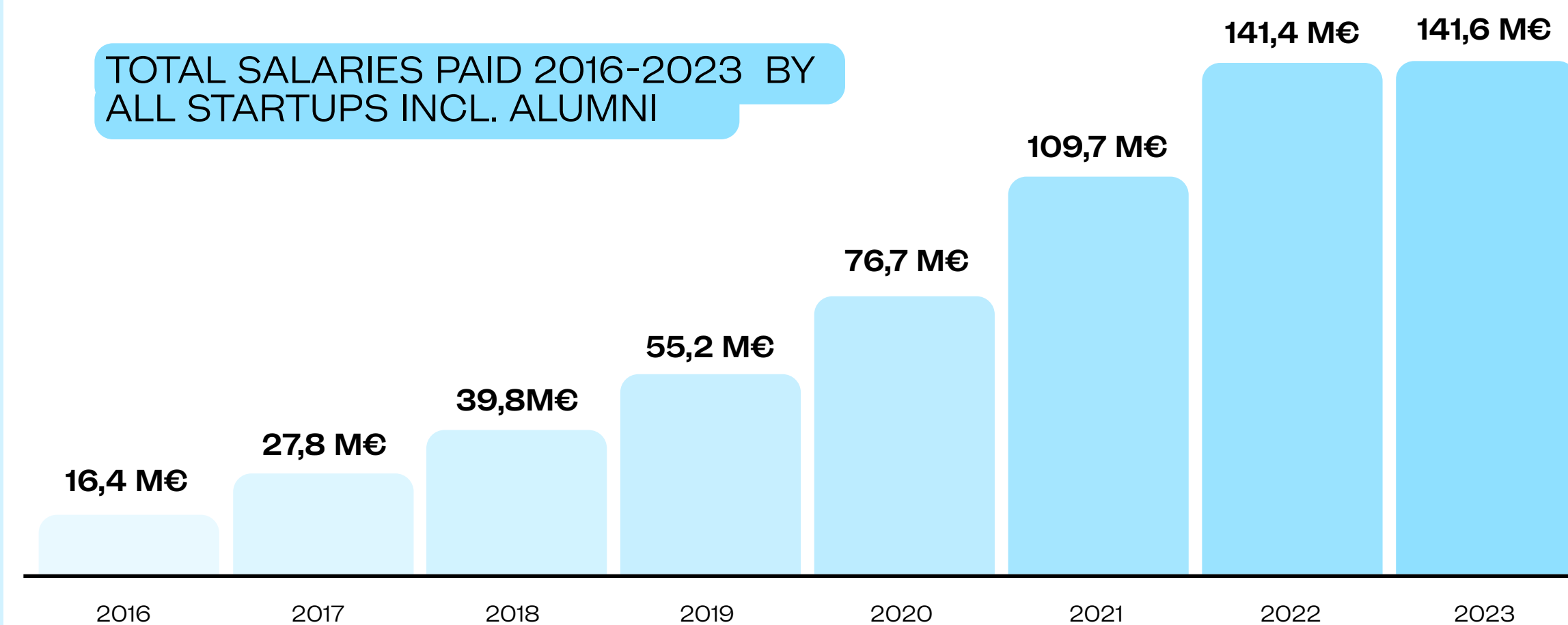
TOTAL WORK UNIT YEARS* 2016-2023 BY ALL STARTUPS INCL. ALUMNI



*Work unit year is the equivalent of the work performed by a full-time person over the course of a year.

609 M€

TOTAL SALARIES PAID 2016-2023 BY ALL STARTUPS INCL. ALUMNI



47%

STARTUPS THAT INCREASED PERSONNEL IN 2023



Backing the Future: Investing in High-Impact Startups from Maria 01

Maria 01 has been the launchpad for many Finnish startups, and we continue to call it our home - both as residents and as part of the thriving startup community. It serves as a cluster for new connections, where fresh ideas, startups, investors, and key players in the ecosystem come together.

At Maki.vc, we've leveraged this platform to back pre-seed and seed-stage startups driving the future of sustainable innovation. Our latest and third fund being Article 8 reflects this commitment, focusing on scientific advancements, intellectual property, and a deep understanding of customer needs in industries shaping the next decade. From the fund's first investments, we're already backing founders who are fostering the next wave of transformative industries - some of them based at Maria 01.

Maria 01 remains a key hub for innovation and investment in the Nordic startup ecosystem, a region we believe has the perfect ingredients for high-impact breakthroughs, supported by advanced deep tech expertise and R&D, and a strong public investment environment. With the upcoming expansion, we believe the Maria 01 community will further accelerate its position in this role - and we're excited to be at the centre of it.

Mona Saurén
Investment Manager
Maki.vc



Transforming Healthcare with AI: AIATELLA's Mission to Detect Disease Early

AIATELLA is on a mission to save lives by automating manual tasks in medical imaging analysis. Through preventive screening, we can detect early signs of these diseases and enable intervention before conditions become life-threatening. Our ultimate goal is to shift healthcare from reactive treatment to proactive prevention. In pursuit of this vision, we are preparing to scan the entire population of a nation—though we can't reveal its name just yet.

While many of AIATELLA's key connections and pilots are currently in the UK, we are also launching pilots with multiple hospitals in the United States. In Finland, we collaborate with Pihlajalinna.

Working with the NHS and in clinical research in the UK, I saw firsthand how radiologists face an overwhelming volume of medical images with limited tools to meet demand—often leading to delayed diagnoses. In Helsinki, I met Onni Eriksson, now AIATELLA's CTO and my co-founder, whose technical expertise complemented my medical background. We quickly realised that, together, we had the potential to make a profound impact on millions of lives.

We founded AIATELLA over two years ago and joined Maria O1 a year later. Since then, our company has grown significantly, securing new investors and receiving funding

from Business Finland, another key player in the Maria O1 ecosystem.

The networking opportunities at Maria O1 have been invaluable—not just formal events but also chance encounters that happen organically on campus. Two of our employees joined us after we met them at Maria O1's recruitment events. The team at Maria O1 has also been instrumental in helping us build international connections. Thanks to a recommendation from CEO Sarita Runeberg, I had the opportunity to speak at a deep tech conference in Barcelona, which led to establishing a network in Spain. That experience perfectly illustrates how Maria O1 helps startups expand their reach. Being part of this ecosystem has truly put us on the map.

During Slush, we had the opportunity to showcase our work at the Maria O1 booth, where I personally scanned 200 people over two days. The impact was immediate—six individuals were identified with significant, potentially life-threatening conditions which can now hopefully be prevented. This is exactly why we do what we do.

Jack Parker
Co-founder and CEO
AIATELLA

06

We ran the data, did the math — and somehow kept the coffee intake reasonable.

Methodology

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Project lead

Camilla Mikama

Content writers & contributors

Camilla Mikama, Sarita Runeberg, Violetta Korhonen, Pia-Maria Nickström, Teija Nousiainen, Mona Saurén, Tuomas Kinnunen, Ansu Lönnberg

Layout & Design

Bamla Design Agency / Annika Leppäaho

Data Gathering

Tuukka Koivisto, Camilla Mikama

DATA COLLECTION

All data in this report corresponds to publicly available data and data sourced by our project team and partners. The main data sources were Maria O1 ERP (OfficeRnD), Maria O1 CRM (HubSpot), aggregated data from public data sources (company websites, Finder), Statistics Finland (Tilastokeskus) and startup data platforms (Crunchbase, Dealroom).

NOTE

Funding:

All Maria O1 startups include our alumni members. Funding raised by startups that are members of Maria O1 but headquartered outside of Finland has been excluded from these figures. All-time funding and funding rounds refer to the total amount of funding accumulated throughout the entire history of the company. Funding data reflects only publicly available information, so actual funding figures may be higher than reported.

Revenue & Employee count:

Figures for 2024 are not yet available at the time of creating the report.

Community

STARTUPS

Export from Maria O1 ERP of startups that were members of Maria O1 during 2024.

MEMBERS

Export from Maria O1 ERP of members who were employed by Maria O1 organisations during 2024.

VCS AND INVESTORS

Export from Maria O1 CRM of VC members and Investor Network members during 2024.

PARTNERS

Export from Maria O1 CRM of Strategic Partners and Service Providers who were members during 2024.

ECOSYSTEM ORGANISATIONS

Export from Maria O1 CRM of the number of ecosystem organisations during 2024.

COMPANIES

Startups, VCs and Investors, Partners and Ecosystem organisations during 2024.

NATIONALITIES ON CAMPUS

Members' poll February 2025.

INDUSTRIES

Main industry either reported or defined by Maria O1 team.

EVENTS

Export of Maria O1 ERP of the events hosted at Maria O1 Campus in 2024.

DELEGATION VISITS AND COUNTRIES

Export from Maria O1 ERP of international delegation visits to Maria O1 in 2024.

MEDIA MENTIONS

Export of Maria O1's media hits via Meltwater media tracking tool.

Startups

TOTAL FUNDING RAISED, THE TOTAL NUMBER OF FUNDING ROUNDS, AND THE TOP 5 BIGGEST ROUNDS, BY ALL STARTUP MEMBERS ALL-TIME

Export from Crunchbase on total funding accumulated throughout the entire history of the startups, alumni included.

TOTAL REVENUE GENERATED BY STARTUPS 2013-2023

Export from Statistics Finland on all Maria O1 startups with Finnish VAT register number, alumni included.

TOP 5 STARTUPS WITH THE HIGHEST REVENUE IN 2023 AND DURING THE LAST FIVE YEARS (2019-2023)

Export from Finder, alumni included.

TOTAL WORK UNIT YEARS AND PAID OUT SALARIES 2013-2023

Export from Statistics Finland on all Maria O1 startups with Finnish VAT register number, alumni included. Work unit year is the equivalent of the work performed by a full-time person over the course of a year.

TOTAL NUMBER OF ACQUIRED MARIA O1 STARTUPS ALL TIME

Export from Crunchbase, number of acquisitions throughout the entire history of the startups, alumni included.

TOTAL NUMBER OF STARTUPS DURING 2024

Export from Maria O1 ERP of active startups in the beginning of 2024, and new startups joined during the rest of the year.

ACCEPTANCE RATE 2024

Accepted startup members / the total amount of applications received in 2024



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Impact Report 2024