



We are on a mission to **grow**
the businesses of tomorrow.

AVIDLY

Erik Mashkilleyson

Senior Strategist
Avidly

+15 vuotta alan kokemusta
Digital Experience Director
Brand Strategist
Service Designer
Creative Copywriter

Asiakkaina
Kestävät startupit / scaleupit
Kasvuyritykset
Teknologiayritykset



GRAND ONE



Huomisen
arvoista
markkinointia.

7
maata

500+
asiakasta

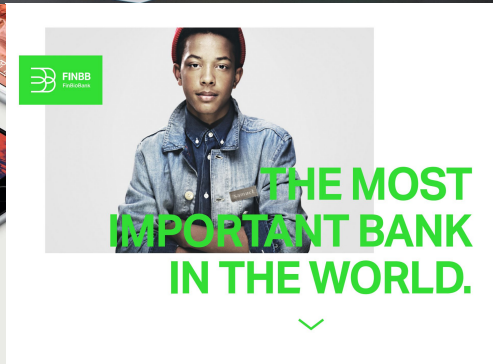
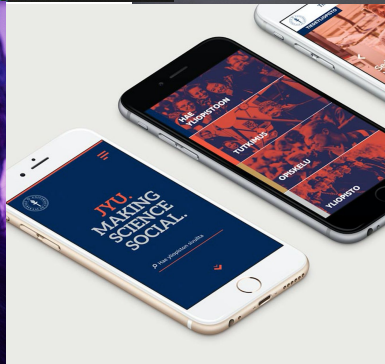
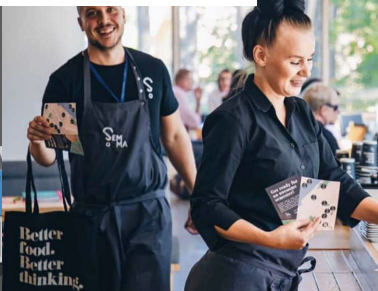
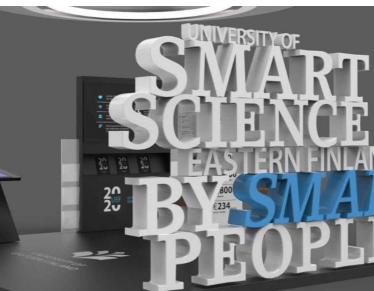
300+
asiantuntijaa

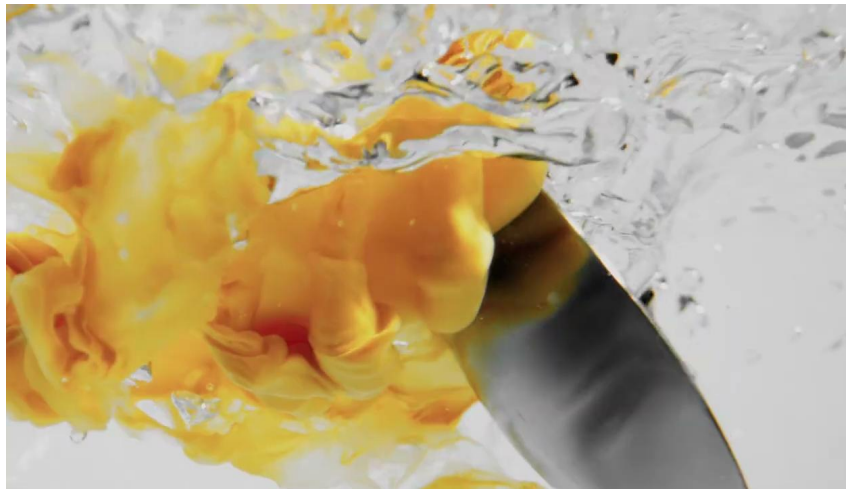


“It is our choices, that show what we truly are, far more than our abilities.”

– Albus Dumbledore, *Harry Potter and the Chamber of Secrets*

Avidlyn referenssejä kestävästä projekteista



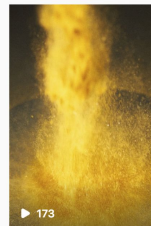
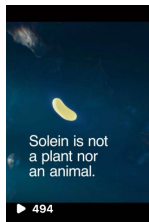


s•lein

Protein out of thin air.

Solein is a natural protein for every food imaginable. Born from air and electricity.

SEE OUR FOODS



s•lein

It's a protein that will never run out.

A food made of endless resources
will transform how humanity feeds
itself.

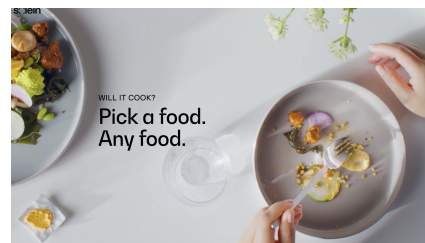
WHAT'S THE IMPACT?



WHAT IS SOLEIN?

The mother of all proteins.

Having existed longer than any of
our other foods, Solein is as
natural a protein as they come.





Kestävien innovaatioiden kaupallistaminen

AVIDIX



Konseptitalous

*Minkä päälle
rakennamme hypeä?*





**Regenerative
brands**

vs. Sustainable brands

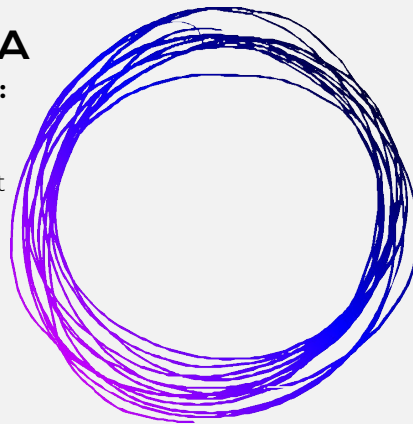


Miten luodaan uudistava brändi?

Miten suunnitella uusia systeemejä ja tarinoita maailmamme uudistamiseksi?

TIEDOSTAVA

- **Syvällinen kuuntelu:**
Ymmärrä yleisön, työntekijöiden ja sidosryhmien tarpeet ja pyrkimykset.
- **Itsetutkiskelu:**
Pohdi yrityksesi vaikutusta ihmisiin ja ympäristöön, sekä nykyisin että historiallisesti.



TOIMIVA

- **Dynaaminen sopeutuminen:**
Mukaudu muuttuviin normeihin ja ilmestyviin mahdollisuuksiin.
- **Innovatiivinen yhteistyö:**
Kuluttajien ja alan toimijoiden kanssa teollisuuden haasteiden ratkaisemiseksi ja paremman tulevaisuuden edistämiseksi.

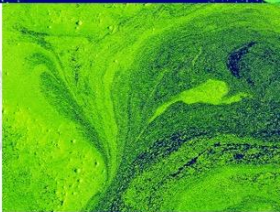
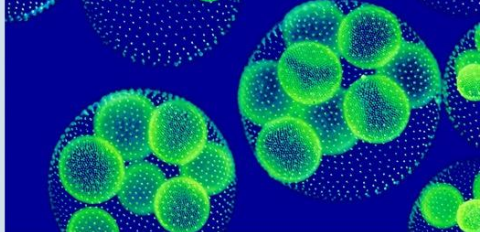
TÄYDENTÄVÄ

- **Arvon luominen:**
Yhdenmukaista liiketoimintastrategioita sosiaalisten ja ympäristötavoitteiden kanssa.
- **Positiivinen panos:**
Pyri antamaan enemmän kuin otat, luoden kestäväää arvoa sekä yritykselle että yhteiskunnalle.



Washing the Oceans

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870 posts 486 followers 112 following



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mar...



Origin by Ocean, Design and Brand

MAKING THE CHEMICAL INDUSTRY RUN ON ALGAE

The origin of the only life we know in the universe started in the ocean and still depends on it. In addition to the mounting levels of oil-based plastic garbage in the oceans, marine life is suffocating from eutrophied dead zones from runaway invasive algae growth that humanity has created. Origin by Ocean discovered a chemical process, where they can use marine algal overgrowth and transform it into ecological and healthy ingredients for everyday consumer products.



Case: Origin by Ocean

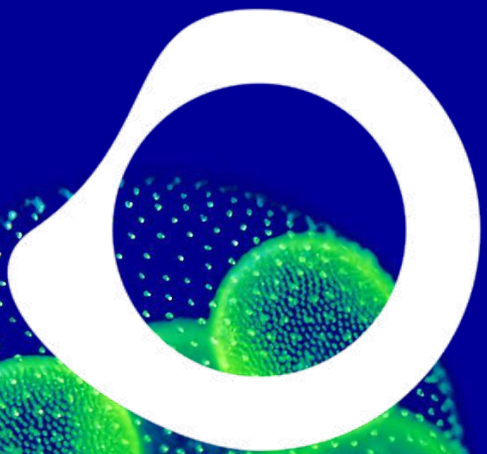
Mari Granström, CEO

AVIDEN



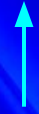
Miten aktivismilla päästään
teollisuuden arvoketjuun?

AVIDEX



ORIGIN^{BY}
OCEAN

SUSTAINABILITY



Compliance

Reason for controlling

Mindset

Reason for existing



REGENERATIVE BUSINESS

ESG
VS.
IMPACT

CORPORATION
VS.
STARTUP/SME

Vision

Reclaimed origins



Mission

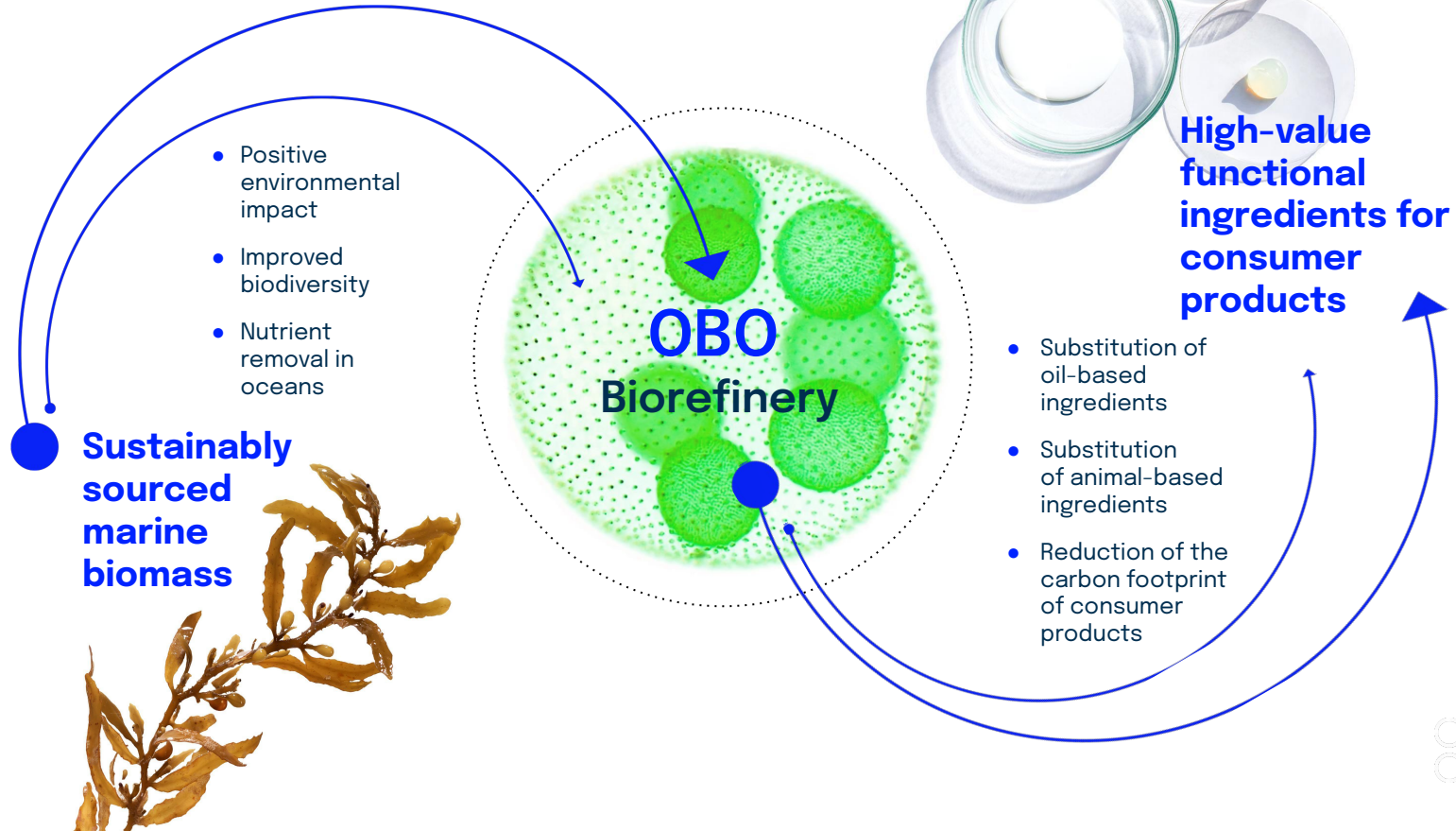
To make the
chemical industry
run on algae.

A glass flask containing a vibrant green liquid, likely an algae culture. The flask has handwritten text on it: "No. 13" and "Chlorella". The background is a soft, out-of-focus green.



OUR REGENERATIVE BUSINESS

Commercially viable, scalable & sustainable biomass processing



Conceptual
economy feeds
market economy

When does the
conceptual
economy turn into
market economy?

What's the role of
good old market
share?

Value proposition
and long-term
business plan



“The next decades will see the greatest industrial transformation of our times – maybe of any times. And those who develop and manufacture the technology that will be the foundation of tomorrow’s economy will have **the greatest competitive edge.**”

President of the European Commission [Ursula von der Leyen](#) in Davos 2023





“It is not the strongest of the species that survive,
nor the most intelligent, but the one most responsive
to change.”

Charles Darwin





Millä työkaluilla valmistaudutaan status quon hajoamiseen?

Ulkopuoliset muutosvoimat vaikuttavat yrityksiin enemmän ja nopeammin kuin koskaan aikaisemmin.

AWIDEX



**Työkalupakki
ennakointiin ja innovointiin**

Maailman kehityksen hahmottaminen

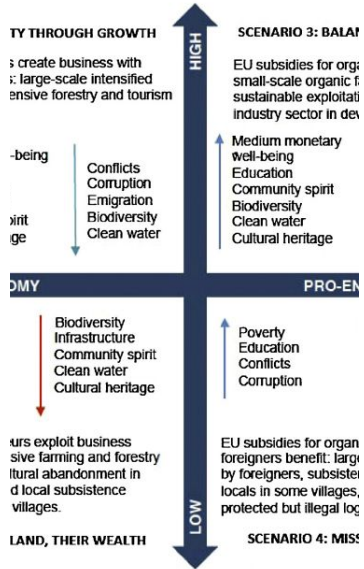
1

A brain dump of worries and wants



2

Mapping possible futures



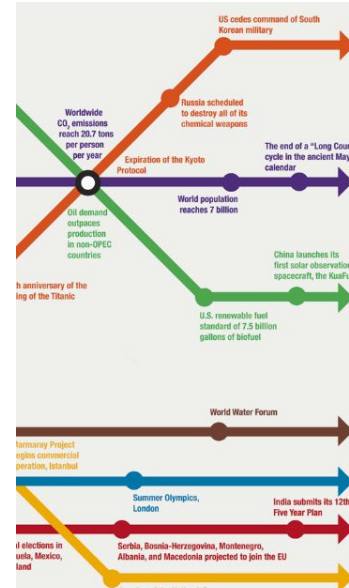
3

Pre-evaluating the impacts



4

Scenario implementation plan



5

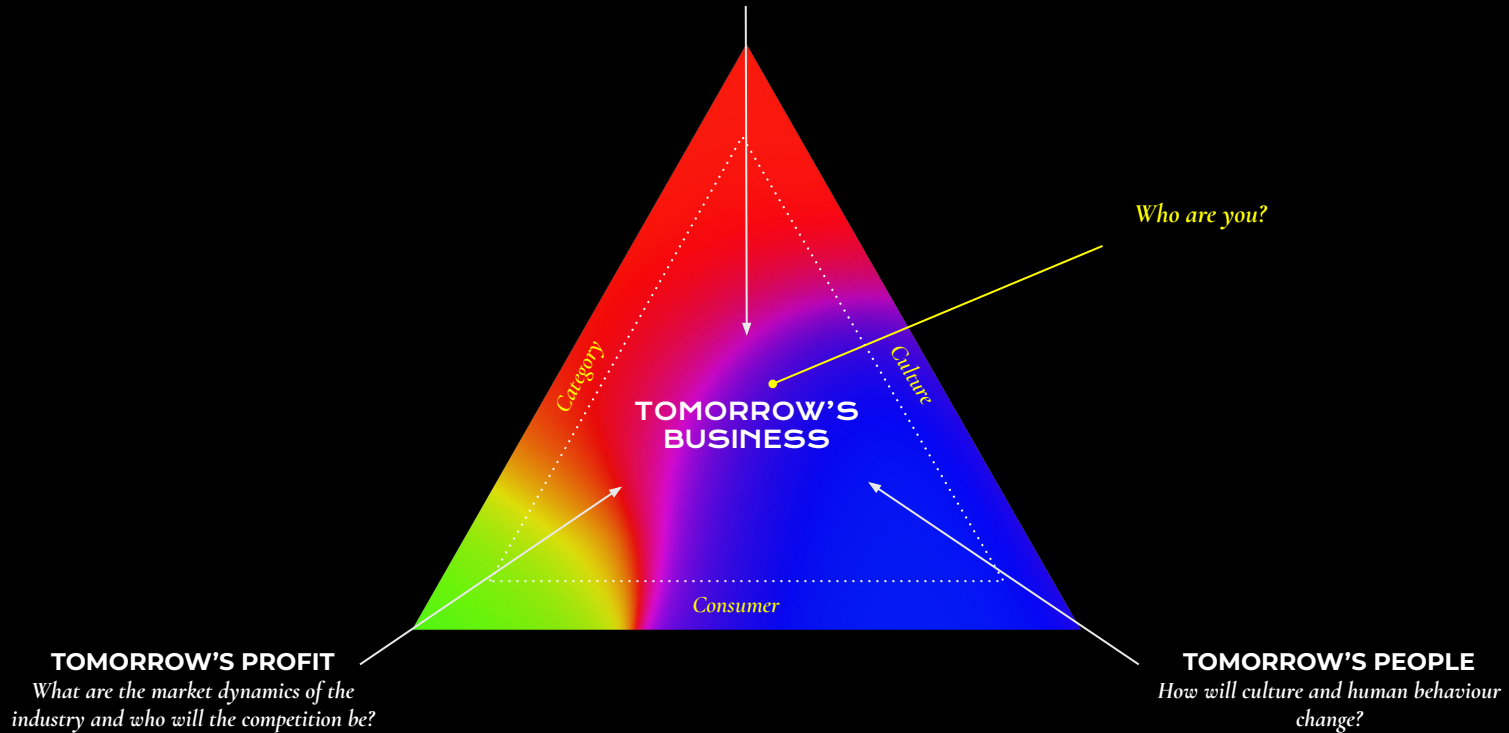
Roadmap and execution



Tulevaisuuteen katsovaa brändinrakennusta

TOMORROW'S PLANET

*What are the disrupting political,
ecological and socioeconomic trends?*





Kysymyksiä

ja toivottavasti vastauksia.



[Erik Mashkilleyson, Avidly](#)

[Mari Granström, Origin by Ocean](#)