

Combining Business Practises and Cultural Productions

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Background

- Researcher's background
- Situation in Finland:
- Several international breakthroughs
- Repeated success not just one hit wonders
- Sulake Labs: (Habbo Hotel) 12th in growth
- Remedy Entertainment: Max Payne, 40M
- Matila & Röhr: 15 million activities pa

Previous research

- Jääskeläinen 2006
- Forss 2000
- Kallio et al. 2001
- Leikola & Leroux
- David Rae

Aims of this research

What has been the role of acquiring and mastering business skills in the recent export success of the Finnish cultural products?

Method

- Case analysis of Sulake and Remedy

Results

- Clear goals and focus
- Finding the right partners
- Marketing and sales capabilities
- Leadership

Clear goals and focus

- In general success is about goals
- Remedy wanted to be among the best gamedevelopers in the world
- Make one game well, not many games badly
- Sulake wanted to create an easy to use virtual world that could be used with browser
- "ZigZag strategy does not pay off."

Finding the right partners

- Sulake: We accepted the fact that we need people with the will and capabilities to sell.
- Managing partnerships has been a challenge: 170 partners in payments
- Our advisor knew what to look for in selecting a managing director

Marketing and sales capabilities

- We got people who brought in a little more aggressive sales style.
- Dont become a clone.
- If you have to tell you are like this other product but better, you have already lost.
- Build your brand with WOM and maintain it with advertising.

Leadership

- Success is built on the teams knowledge about the newest international trends.
- Motivated people are more like customers than workforce
- How much chaos should one accept?
- Use people's strengths and make them the best in the field