



**Payiq<sup>®</sup>**  
**THE COMPANY**



PayiQ develops cloud-based intelligent mobile ticketing, payment and validation solutions for smart cities, transport operators and event organizers around the globe utilizing Microsoft Azure technology. Our solutions provide endusers a seamless way to travel from door-to-door and a freedom to combine various means of transport and services under one transaction using their mobile phones.

[payiq.net/company](http://payiq.net/company)



**We help public and private service providers streamline their mobility services**, increase their services' attractiveness, safety and security in using them, and lower the cost of fair collection while increasing customer satisfaction.

The open ecosystem enables end-users to **freely choose from a wide range of payment methods**. They can combine different services, such as those provided by route planning services, shared car and bike operators or event organizers.

PayiQ collaborates with **Business Finland** and is a member of **Microsoft CityNext program** in developing solutions for smart cities.

## PayiQ in Brief

Smart future needs smart ticketing. The world's population is moving into cities, and mobility and access are keys to functioning metropolitan areas. Smart traffic functions only if also ticketing is smart. In the ever-digitizing world live events keep growing in size and in significance to everyone involved. To stay in the game, both the transport sector and event organizers must serve contemporary clients in modern ways: through mobile, seamlessly and immediately. PayiQ's mission is to enable this with its easy to use, safe, cloud based multi-module ticketing technology.

Our technology, with a sophisticated fraud prevention algorithm at its core, is built to be extremely flexible regarding use cases and payment options, is easy to install and pleasant to use. The technology is built to scale to enable our vision: to become the number one mobile ticketing solutions provider in the world.

Today PayiQ's technology is used in practically all major Finnish cities. To become an active player in the estimated 10,000 billion Euro global mobility market PayiQ established an office and found new team members in Stockholm.

# The Board of Directors



**Mikko Suonenlahti**  
Chairman of the Board

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Over 35 years' experience in international startups in various positions from investor to CEO. At present serves on the boards of venture capital backed businesses and funds in Amsterdam, Helsinki, London and Tallinn with sales of over € 100 M and over 1,000 employees.



**Robert Charpentier**  
Board Member

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Investment Banker with 30+ years' experience of sourcing, executing and closing a number of debt/equity deals. Board experience from six different countries and in the past several years, as an investor/board member advising smaller (mainly Fintech) companies through the initial phases enabling a full-scale launch.



**Claes de Geer**  
Board Member

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Claes De Geer is an experienced entrepreneur and business angel investor with a demonstrated history of working in the IT, Telecom and Financial services industries. He has a background from Ericsson in various leading positions of IT and Internet Security Company Parallel Systems.



**Tuomo Parjanen**  
Board Member,  
Executive Consultant

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Top executive positions over 25 years at US based software company Bentley Systems. He founded Opti Incon, which was successfully sold to Bentley Systems in 1995. Since that he has had several international executive roles.



**Markku Soini**  
Board Member

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Co-founder of PayiQ and one of the key shareholders.



**Janne Tiainen**  
Board Member

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Janne has extensive experience in business development and project management. Managed a variety of business operations in the service and ICT industry.



# Management Team



**Pirkka Lankinen**  
CEO

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Pirkka has over 20 years' experience in product development and customer project deliveries in international markets at Bentley Systems Inc.



**Elena Lipchenko**  
VP of Business  
Development

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Elena has over 15 years' experience in sales and business development. Previously she held leading positions in Finnish export and trade consulting firm and airline companies.



**Mika Rytönen**  
CPO

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Mika has over 20 years' experience in international software business in private and public sector co-operation. Previously he held executive positions with Nokia, HERE and MaaS Global.



**Jyrki Sundman**  
CFO

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Jyrki has over 20 years' experience in financial administration in SME companies, public sector, and in asset management. Previously he held expert and executive positions with Financial Supervision Authority, Nordea, Biovian, R&M Ship Technologies Finland, and the city of Turku.

## Funding

Soon after the company was started, in 2014 it was approved to the funding programs of Business Finland, state run development agency for startups and SMEs in Finland. The program comprises of funding and advisory for developing innovations and international growth. After successful completion of the first 2 development projects, in 2017 PayiQ was selected to the 3-year Young Innovative Companies funding program to scale up the business and to enter new markets. This has enabled the company to establish an office in Stockholm.

We believe that the future is in mobile ticketing, and for further international expansion we will be looking to raise new funding during the next years.





**Contact us to learn about how our solution  
can benefit your service:**

E-mail: [sales@payiq.net](mailto:sales@payiq.net)

Phone: +358 10 419 2220

Pirkka Lankinen, CEO

[pirkka.lankinen@payiq.net](mailto:pirkka.lankinen@payiq.net)