

**PayiQ**<sup>®</sup>

Seamless fare  
collection

for sustainable mobility



**THE COMPANY**



PayiQ supports companies and cities in their aim to become carbon neutral. PayiQ's cloud-based mobile fare collection platform provides commuter benefit management system for companies and an easy way to pay for public transport. At the same time, it tracks the CO2 footprint of various mobility choices. PayiQ offers a gamification tool which helps nudge users towards carbon neutral mobility and living. PayiQ's platform gathers valuable data on movement and public transport usage. This real-time data can be utilized to improve customer experience and meet evolving reporting needs of companies and cities.



**BUSINESS  
FINLAND**



**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 in Brief



PayiQ was established in 2013 in Turku where it still has its headquarters. For 10 years, the company has been building, installing, and running payment solutions for public transportation in several countries. PayiQ's mission is to transform the way we think about commuting and climate change.

PayiQ provides easy-to-use, safe, multimodal, and sustainable fare collection technology. Our technology, with sophisticated fraud

prevention algorithms at its core, is built to be extremely flexible regarding use cases and payment options, is easy to install and pleasant to use. Our fare collection solution also encourages people to reduce CO2 emissions. The GreenImpact solution effectively manages traffic emissions, curbs unnecessary driving, and promotes low-carbon mobility choices. PayiQ stands as a company progressively dedicated to mitigating the environmental footprint of transport.

# Board



**Esa Tervo**  
Chairman of the Board

Over 20 years' experience in international software business in private and public cooperation. CEO of Genestia Group Oy, Nexifon, Inc., Executive Vice President/CTO Probatu Oy/ Comptel Group, Development Director Bentley Systems.



**Robert Charpentier**  
Board Member

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

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

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.



**Janne Tiainen**  
Board Member

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

# Management Team



**ELENA LIPCHENKO**  
CEO

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.



**MIKKO HURSKAINEN**  
CTO

Mikko has over 20 years of experience in software and product development. He has held software development leadership positions in various companies including Nokia, Symbio, Suunto and several start ups



## 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 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:**

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