

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 enables easy and seamless payments for public transport for both corporate and end users. At the same time, it measures the CO2 footprint of various mobility choices and 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



**Robert Charpentier**  
Chairman of the Board

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.



**Mika Rytönen**  
Board Member

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.



**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.



**Jaakko Tapaninen**  
Board Member

Jaakko is a journalist and entrepreneur. He has background in media, as an editor and executive. Currently focusing on strategy work for mission-driven organizations in scaleup, foundation and city contexts.



**Esa Tervo**  
Board Member

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

# 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.



**Eetu Tuomala**  
CTO

Eetu has over 20 years of experience in software and product development in various roles. He has held leading software development positions and for the past few years he has specialized in the Mobility-as-a-Service industry.



**Maria Kivilohkare**  
CFO

Maria has extensive financial management experience. She started her career as an accountant and then moved on to more demanding financial management roles in various companies, including software segment. Maria is efficient and innovative financial and management processes improver.



**Joel Hakuli**  
Business Development Manager

Joel has extensive experience in business development, sales and marketing from various digital businesses. During his more than 20-year career, he has been involved in several companies driving growth and launching new products and services on the international market.

## 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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