### 

Risto Lähdesmäki
CEO & Founder

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ceo & founder



## IDEAN IS THE DIGITAL STRATEGY AND EXPERIENCE DESIGN CONSULTANCY

We innovate digital Thick Skin Soft Reproducts that 4 define brands.

In 2016 alone we delivered over 400 projects.

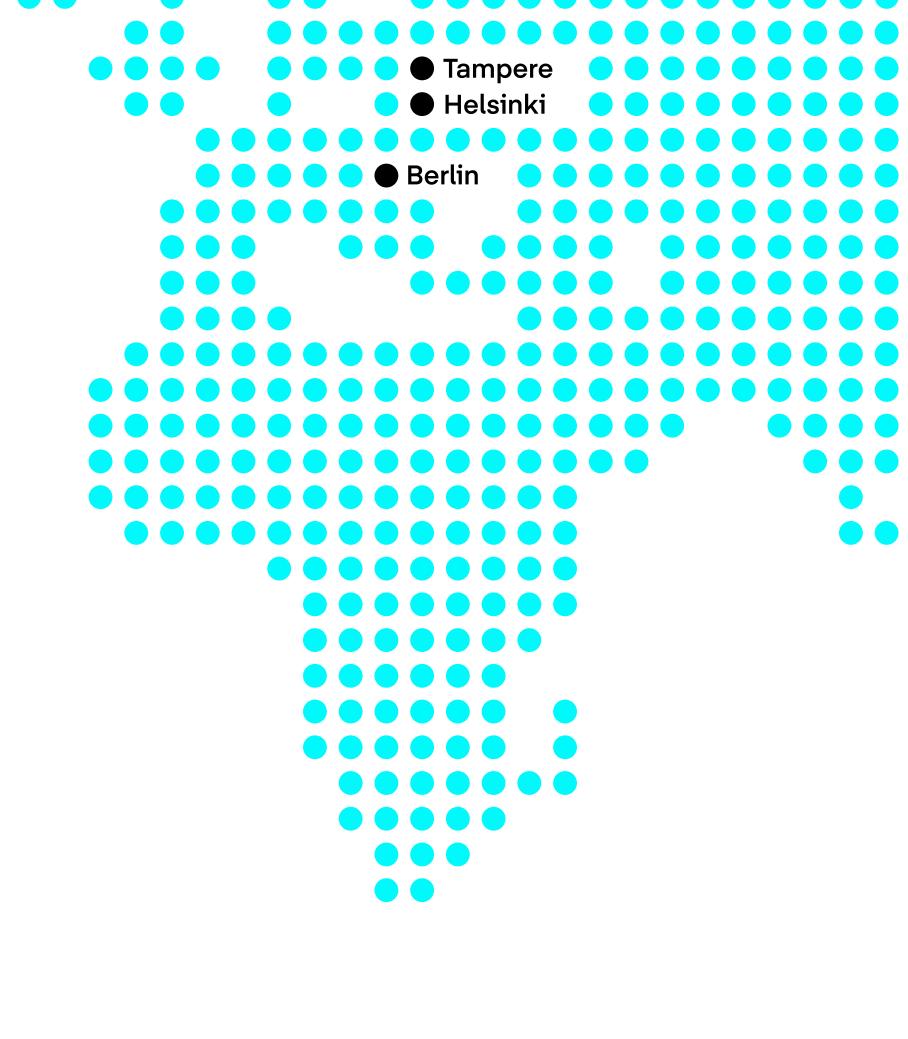
San Francisco 
Palo Alto 
NYC

Los Angeles 
Austin

Up to 60% year over year organic growth since 2013.

Close to 200 talents

Founded in 1999



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# Life Too Short For Crappy UX





## Weengage new conversations idean



### Future of Smart TV







"Reaching the one million mark in just three months is a significant achievement in the TV industry."

"It's now predicting it will sell 10 million by "the first half of 2015."



In Fact, we'd say it's the best smart TV UI we've ever used.

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### Future of Self Driving Car



## Bright future with Capgemini: Creative Connect

## Create global experience design leader by 2020

- Digital-native and human-centered
- Thought leadership in CX and UX
- World-class talent
- Global scale
- Strategic impact to clients

### 2020 VISION





### 20+ STUDIOS, 1000 TALENTS, GLOBAL CATEGORY LEADER



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#### 2017-2018

San Francisco

### FROM 8 to 15 STUDIOS

New York



North America — Establish leadership by accelerating investment in talent, thought leadership, and marketing to create global halo effect

**Nordics** — Maintain preeminence in the Nordics, leveraging deep local roots, talent, and network. Keep Scandinavian design heritage.

**GE, France and UK** — Accelerate growth and footprint by leveraging Capgemini's local leadership and existing (and deep) client footprint

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Bangalore



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Mercedes-Benz

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