State of Maritime Innovation Report





Market Report

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# Overview of Baltic Maritime Landscape

## Net reduction of 22% in DWT is expected in I A(S) vessels...

#### 3.759 438 ໌-22%ັ Coasters 227 293 2,937 449 142 770 -1.114In-betweens 671 541 Handies 2.022 1,626 20231 Retiring New 20301 A(S) fleet tonnage builds A(S) fleet

Source: AXS Dry, Competitor research

## ...despite known newbuilding programs



#### Bothnia Bay I A(S) dry bulk fleet, 2 500 – 40 000 DWT

'000 DWT, assumes ships retire at 25 years

## ESL, Wagenborg, Spliethoff & Navalis are investing in new capacity

#### Current fleet composition of key players **globally**



### Fleet active in Bothnia Bay 01/2023-02/2024

in # of vessels, from 1/2023 to 2/2024



Key news on new fleet investments from key players



• ESL launched a Green Coaster pool in 2022 with 12 energy-efficient plug-in hybrid vessels, emitting 50% less and offering 20% more capacity than the current fleet.



- Wagenborg launched EasyMax in 2017, a versatile open-top vessel with 14,200-tonne cargo capacity, 1A ice classification, high load capacity, and low fuel consumption.
- The fourth EasyMax is expected in 2024, and Wagenborg recently ordered the fifth, set for delivery by the end of 2025.

## 🔀 Spliethoff

- Spliethoff aims to renew three to four vessel series between 2025-2035 as part of its sustainability agenda. They received nine new vessels in 2022-2023
- In 2022, Spliethoff partnered with UPM for a long-term collaboration, acquiring 7 new LNG-powered 1A ice class vessels (Three 7,000 mt ro/lo vessels for Bore Ltd and four 5,800 dwt lo/lo coaster vessels for Wijnne Barends).
- In 2023, Spliethoff introduced two new DP2 multipurpose vessels of 12,500 mt deadweight with 1A ice classification.



• Navalis initiated a newbuilding program comprises a series of four 7,350dwt multipurpose vessels (GROOT 5200XL) designed for the forest product trade and for the special challenges in the Baltic Sea.

## Baltic maritime players increasingly invest in sustainable technologies



# Maritime Innovation Outlook



# Innovation Theme Deep-Dive – Clean Energy Transition

#### Clean Energy Transition

## Customer adoption of innovation based on industry's development.



Deep-Dive: Electrification

# ABB's Azipod propulsion system is 20% more efficient that traditional systems...

Advancements to watch **Kinetic Energy** Advanced Fuel Cells **Batteries** Storage Systems Store rotational energy Lithium-ion and solid-state Convert hydrogen or to provide backup batteries power electric and other fuels into power and improve fuel hybrid vessels, reducing electricity for cleaner efficiency in ships emissions maritime propulsion Concept illustration of the Azipod® propulsion svstem by ABB onboard a sustainable supervacht.

This electric drive propulsion system is proven to cut fuel consumption by up to 20 percent compared to traditional shaftline propulsion systems

Source: American Bureau of Shipping

## ...and can have edge over its competitors in this segment. Future Outlook: Electrification in Marine



#### Deep-Dive: Alternative Fuels

# Green hydrogen will play a significant role in maritime decarbonization, but...

Advancements to watch Offshore Hydrogen Hydrogen Green Hydrogen Production Hubs Bunking Renewable energy A network of hydrogen Process of refueling powers electrolysis to producers, consumers and vessels with hydrogen connected infrastructure for decarbonization create green hydrogen Hydrogen fuel cells can provide zero-emission energy for vessels, supporting propulsion, onboard systems, and carbon capture as technology advances.

Concept illustration of a large vessel powered by fuel cells. ©ABB

Source: American Bureau of Shipping

# ...before wide adoption of it, investing in blue H2 is crucial. Future Outlook: Alternative Fuels in Marine



to cut GHG shipping

2050

emissions by 2030 and

Hydrogen potential promises zero-emission despite storage and transport challenges Investing in blue hydrogen is crucial for a zero-emission fuel until renewable energy scales

but zero-carbon alt. are

the real solution for

decarbonization



If not used as marine fuel, H2 will support the transition by enabling fuels like ammonia and green methane

Replacing carbon fuels will take decades, but H2 play key near-term roles in the energy transition

# Innovation Theme Deep-Dive – Digitalization

#### Digitalization

## Customer adoption of innovation based on industry's development.



Deep-Dive: Visualization Technologies

# OEMs must leverage advanced visualization technologies increasing...

Advancements to watch					
MR for	Digital Twin	Haptic			
Training	Metaverse	Applications			
Virtual ship replicas	Immersive digital space for	Touch-based tech for			
for realistic crew	maritime training and	interactive maritime			
training and safety	collaboration	simulations			

LOOKING INTO THE FUTURE

## ...efficiency, ensuring competitiveness in industry. <u>Future Outlook: Visualisation in Marine</u>



Deep-Dive: Artificial Intelligence

OEMs must provide transformational AI & ML solutions to stay competitive....

Advancements to watch					
AI based health Self aware and self Cognitive maintaining systems Computing					
Predicts vessel issues early, reducing downtime and costsAutonomously detect and fix issues for efficiencyEnhances decision- making with real- time data analysis					
downtime and costs time data analysis time data analysis Looking Into The Future A demonstration of sea machine's Al recognition and identification system that improves vessel safety and is critical for					

#### ...helping in safety, efficiency and automation. Future Outlook: AI & ML in Marine 000 6-00 Machine learning enables Al plays a key role in automation, predictive communication. maintenance, and operations, and decision-making maintenance. Al-driven analysis helps Al-powered vessels can detect issues early, optimize energy reducing downtime and efficiency and reduce repair costs. risks. Robots could take over AI enables real-time high-risk tasks, with fully monitoring for improved automated ships efficiency & reduced becoming a possibility. intervention.

Deep-Dive: Virtual Assets

# OEMs must be updated with swarm digital twin technology as the future...

Future Outlook: Swarm Digital Twins in Marine Advancements to watch Swarm Digital Self-Replicating **Digital Twins** Twins Digital twins will Advanced digital twins eventually evolve into will autonomously gather self-learning, data from sensors. Al-driven twins that auto-update Made up of hundreds of digital twins autonomous systems drones, and videos and generate new models from acting as a single, interconnected entity real-time maritime data optimizing fleet operations Digital twins will It will be capable of self-Asset Scale A Models enhance decision making. replication, multi-model simulations, and IoTgradually achieving selfdriven data exchange awareness INTEGRATION INTEGRATION Interconnected twins will ingle Physics Vessel-based twins will Models Single Physics function as a swarm. SYSTEM Models integrate with cargo, Data influencing each other to ports, logistics, and predict behavior and commercial operations optimize systems

Source: American Bureau of Shipping

...maritime industry will

benefit from this immensely.

# OEMs can potentially have a substantial ... market, if updated with smart autonomous.

...technologies, as building this ecosystem requires expertise. <u>Future Outlook: Autonomous Technologies</u>



How can ABB Marine maintain and strengthen the leadership position amidst intense innovation landscape?

## 3 key strategic initiatives that SprintlyWorks can help ABB Marine drive

**Competit**ive Establish a continuous intelligence framework to monitor competitor investments Intelligence & and emerging technologies across the Baltic and beyond. SprintlyWorks will enable ABB Marine to anticipate market shifts and proactively shape R&D and partnership strategy. Watch Redefine ABB Marine's offering around emerging customer priorities: Customerdecarbonization, digitalization, and operational efficiency. centric Value 2 SprintlyWorks will run deep voice-of-customer studies with key clients and Proposition prospects to fine-tune product positioning and craft differentiated value Reinvention propositions in a rapidly evolving tech landscape. Strategic Identify and prioritize high-growth geographies and vessel segments (e.g., ice-Market class multipurpose ships, green coasters) 3 SprintlyWorks will co-develop tailored entry strategies and partnership models **Expansion** for expanding ABB's footprint globally Playbooks

## **Tools & Enablers**



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# We helped ABB manage sales predictability by understanding customer loyalty & buying behaviour across geographies & product lines

#### ABOUT OUR CLIENT

 ABB leverages a distribution network to sell its products. Distributors place orders directly with ABB, which manages the logistics to ensure direct shipment of products from the factory to the customer.

#### OUR CLIENT NEEDS



#### IDENTIFY CUSTOMER BUYING PATTERNS IN SPECIFIC SEASONS

- ABB typically changes its product prices as per the season and runs campaigns.
- Thus it seeks to understand patterns of customer buying behaviour and the order flow during these periods.

#### ANALYZE SALES DATA TO DETERMINE CUSTOMER LOYALTY

- ABB sought to optimize their marketing and sales strategy by analyzing historical sales data.
- Understand how loyalty of customers differs between each of the buying geographies, distributors, products, frequency of purchase through the year.

#### OUR APPROACH

Gather historical sales data to identify customers

Conducted customer loyalty analysis with client

Develop customer acquisition & retention strategy The team gathered historical sales data in selected regions to identify different customer segments. Prepared processes data on the 3-4yrs of data in the following area, behaviour based on: Geography, Distributor, Product line, time during year.

The team created a data analysis tool and conducted customer **loyalty** analysis in three parts; Loyalty to ABB, to distributors & to products. The buying pattern analysis was conducted for different customer segments and for all areas.

Analyzed each customer's buying decisions during each season with their volume purchase. We provided recommendations on implementing a customer loyalty scheme, replicating successful marketing practices, and improving sales predictability.

#### OUR DELIVERED VALUE



#### Sample analysis - 10-15 largest farmers who skipped one season



## Assessed the loyalty patterns with geographies, product lines, distributors.



## We helped ABB shift towards value-based pricing from cost-based identifying what do the customer value

#### ABOUT OUR CLIENT

- ABB aims to transition from cost-based to valuebased pricing for their product.
- Thus they sought to identify the value propositions that resonated with their customers and differentiated their products from the competition.

#### **OUR CLIENT NEEDS**



#### UNDERSTAND COMPETITIVE PORTFOLIO FOR MOTORS

- ABB sought to understand the value proposition communicated by their competition about their products to customers
- Additionally understand competition's manufacturing capabilities, financials,



ANALYZE CUSTOMERS NEEDS AND VALUE PROPOSITIONS

- Assess customer demands related to motors and their view on the value provided by Clients' and competition's product.
- Identify and rank the players in the market on their product offering & support services.

#### OUR APPROACH

**Conduct competition** 

research on Motors



Conducted competition benchmark on 7 companies. Listed competitors' profile for large motors, manufacturing capabilities, financials comparison, motor offerings, keyword analysis, competitive matrix, brand perception map.

Conducted customer interviews to analyze customer needs & painpoints, perceived SWOT of client, ranking of competitors on the basis of offering & sales support. Created value proposition keyword rating chart

We created a value proposition tool for the sales team based on the value identified from interviews and provided a report on competition product benchmark. This helped the sales team use specific value

## We helped ABB Marine understand how 'digital' is ABB Marine. compared to its competitors

page analysis

Conduct ABB

keyword analysis

Develop strategy to

improve digital

presence

Conduct

### ABOUT OUR CLIENT

- ABB Marine is a leading marine solutions provider, that aims to improve its digital perception compared to its competitors.
- It sought to conduct a keyword research on 'digital' associated for each product category with its product as well as the competitors product.

## **OUR CLIENT NEEDS**



#### UNDERSTAND COMPETITION'S PERCEPTION ON DIGITAL FRONT

- Analyse competition's website and social media content.
- Analyse selected product categories in both ABB Marine portfolio and the competitor's portfolio to understand digitally.

#### ANALYZE DIGITAL PRESENCE OF ABB Marine'S BUSINESS

- ABB Marine aims to understand how customers perceive ABB Marine's digital offerings crucial for image, sales, and revenue.
- Analyse the online content of brand and its product on various social media and traditional platforms.

### **OUR APPROACH**



interviews with key sales personnel of ABB Marine & Ports.

We provided recommendations on key issues that hinder 'Digital' perception of ABB Marine Create brand precipitation maps on each companies' digital presence. Some solutions were provided considering improving SERP, social media performance.

### OUR DELIVERED VALUE

Saved 6 months time with this study





Conducted 11+ sales personnel interviews to optimize Marine Co's digital performance



## We helped EngineCo. conduct competitive benchmarking for its business segment

## ABOUT OUR CLIENT

- EngineCo. is a leading manufacturer of drivetrain technologies.
- They sought to maintain its market position and competitiveness, considering the growing trend of electrification, emissions regulations, and the demand for energy efficiency.

## OUR CLIENT NEEDS



#### BENCHMARK COMPETITION ON THEIR MARINE OFFERINGS

 EngineCo aims to benchmark the competitive landscape in its on-highway, off-highway, and marine business segments, understanding competitor positioning and product strategies.

CONDUCT SWOT ANALYSIS OF EACH COMPETITION'S ACTIVITY

- EngineCo. wanted to conduct deep dive competitive analysis, on product capability, competition manufacturing and financial performance & social media messaging.
- The benchmark criteria included market share, acquisitions, product pipeline, company profile, financials, social media presence.

### OUR APPROACH

Conduct competition benchmarking on selected companies

## Understand key

success factors of each business

Develop competitive strategy

 $\mathbf{\Sigma}$ 

Review **competitors' profiles, product information, M&A**, and social media presence. Review all segment competitors' financials, strategic highlights, geographic presence, product key features, applications and advantages.

Conduct **interviews with product and business leaders** to gather insights and success factors. Clarified key product features for each business segment internally with EngineCo. Analyzed the product attributes with product head experts.

We provided a competitive matrix. Built recommendations for each business segment, focusing on market leadership, technological advancements, and potential partnerships or acquisitions.

### OUR DELIVERED VALUE

Analyzed 14+ company in the competition benchmarking





		Dana TM	TM4: Social media presence						
			Ø	f	<b>y</b>	in	YouTube	G	oogle Trends
	Weakest			Dana TM4	7844	Dana 7M4	Dans TMM	Sawsh	Constant search
Portfolio Width		Greated		92910	6(2010	NA	12/2013		
Integration	BAE SYSTEM	Polevers		1.0K 0.0K likes	0.TK 0.8 twoets	7.4K 0.2M employees	1,5K 280FCI08Eviews	Popular searches	Too small sample
forque Density	æ	Activity		Few posts a	Monthly posts on events, canducts	Similar to Enveloped	Under 30 videos, monthe annulari		
Efficiency	1			products and people	and people, not as frequent as		presentations		
Power Density	@	Extra		Carterd in French and English	Affiliated pages indude Heating, Cooling, Power Bolutions etc.	Affiliated page: Dane Incorporated, Dane Industrial	No channels, playfistis indude TM4 products, Appleations, customer spotlight	Location	Mchigan, Tassa, Catifornia Canada, Konovo, Korea, Natherland

# We provide PulpCo. with a snapshot of the innovation landscape and an analytical tool for future updates

### ABOUT OUR CLIENT

- PulpCo. sought an external view on the innovation activities by its competitors relevant to its own products.
- PulpCo. wanted to compile information pertaining to the year with the possibility to update the study periodically.

## OUR CLIENT NEEDS



#### ANALYSIS TOOL AND DATA COLLECTION STRUCTURE

- The delivered tool will provide PulpCo. with a way of compiling information on innovation done by competing companies.
- List of innovations aiming to create textile fibres from plant- based materials.

## OVERVIEW ON CURRENT

- Innovations related to products and solutions that aim to replace the conventional use of plastic.
- Innovations that provide renewable and sustainable solutions for the construction and infrastructure industries.

#### OUR APPROACH



## Innovation

benchmarking of competing companies

Competition innovation ranking

Conducted interviews with steering team to align on the project scope, followed by research on the competitors. The team identified 68 innovations in total, grouped them by innovation themes and by product area.

The team created an Excel-tool for all innovations and ranked each innovation by their assumed Technology & Commercial Readiness level, as well as by the extent of the innovation impact, i.e. incremental or disruptive.

The team benchmarked competitors against each other by their innovation activities and analyzed the data to draw conclusions and recommendations for PulpCo in product direction, innovation and capability development.

### OUR DELIVERED VALUE

Identified 68 innovations, grouped into 6 themes benchmarked against each other



An Excel-tool providing a comprehensive overview, allowing for future updates



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# We helped Airline Co. understand customers preferences for buying & paying premium for ancillary sustainable offerings

## ABOUT OUR CLIENT

- Airline Co. sought to establish itself as sustainable air freight provider.
- Since sustainability actions require higher investment. Therefore it was important for AirlineCo. to identify if customers are willing to pay premium for sustainable solutions.

## OUR CLIENT NEEDS



#### IDENTIFY GREEN SOLUTIONS THAT AIR CO. CAN OFFER

• Airline Co. sought to offer it green solution to three industry customers that currently utilize Airline Co.'s cargo services.



#### UNDERSTAND CUSTOMER PREFERENCE IN SUSTAINABILITY

 Airline Co. wanted to understand customers willingness to spend more on sustainable solutions, demand to buy ancillary products such as – offsets to reduce footprint, requirements for a sustainable supplier, e.g. from service, reporting, price point of view.

#### OUR APPROACH



#### Conduct customer preference study, risk & opportunity

Develop market entry strategy for green solutions

The team **conducted competitive analysis to identify ancillary products available in the market**. Conducted market research on customers' sustainability report and their goals for reducing carbon emissions. Identify their sustainability investment plans.

The team conducted customer interviews with 3 industries. Identified factors influencing customers willingness to spend/ select a sustainable supplier, end-customers & consignees, preference for sustainability in their logistics.

We provided **recommendations on end-customers and shippers point of view on** sustainable offerings, Insights into requirements for ease of decision making e.g. reporting, services & if they are willing to pay premium etc.

### OUR DELIVERED VALUE

5.1 Sustainable Ancillary Products: Sustainable Aviation Fuel

Analyzed **3 industries preferences** namely, Pharmaceuticals, electronics, fisheries



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_		- Kuetne + Nagel hus a Net Zero Carbon - Programme where they provide bio-hast and

## We helped FilterCo identify the market size and growth potential of industrial (solidliquid) filters in key regions & industries

### ABOUT OUR CLIENT

FilterCo - an international industrial machinery company focusing on providing technology and services for mining, aggregates, and oil and gas, recycling, pulp and paper and other process industries. Their 80-90% sales comes from Mining filters while remaining from Industrial filters.

## OUR CLIENT NEEDS

## COMPETITOR DEEP-DIVE AND VALUE PROPOSITION

- FilterCo sought insight into key competitors' positioning in the industrial liquid filter market
- Seeking value propositions to initiate the development of FilterCo's industrial filter sales growth strategy

## MARKET SIZE AND GROWTH

 FilterCo sought insights into the market size and growth potential for its key products across key regions (EUE, NCA, APA) and industries (Chemical, Food & Beverage, Pharmaceutical, Hydrometallurgy/EV battery)

### OUR APPROACH

Market research



Utilized market research reports and available data on industrial filters and focus industries to capture current market trends, demand drivers, and industry dynamics. Analyzed reports, publications, and databases to grasp market size and growth

Thoroughly analyze 21 industrial filter market competitors, including their business performance, products, and competitive advantages. Evaluate their strengths against FilterCo and identify competitive edges

Conducted ~30 interviews with 15 FilterCo sales personnel to gain deeper insights. Analyzed global market findings alongside FilterCo data points to identify gaps. Developed a value proposition for FilterCo based on the analysis

Market size and growth potential of key products in selected regions and industries and market reports



## We helped ShippingCo review the key bay market and understand what areas to target growth efforts

### ABOUT OUR CLIENT

ShippingCo, a leader in the dry bulk cargo sector, aimed to strengthen its market position in a fragmented industry. Facing challenges in identifying growth opportunities and needing competitor insights, ShippingCo enlisted SprintlyWorks for a comprehensive analysis to guide strategic investments and expansion.

### OUR CLIENT NEEDS

#### POTENTIAL GROWTH OPPORTUNITIES

ShippingCo aimed to expand in the Nordic region by identifying underutilized ports. They planned to invest in specialized vessels to enhance their market position.



## IN-DEPTH OVERVIEW OF CURRENT MARKET

- ShippingCo sought to understand the details of their main competitors in the key bay market, and the total market volumes
- Additionally, the ShippingCo wanted to map capacity outlook in relevant ship categories.

### OUR APPROACH



Analysis

Deep Dive

After outlining key competitors, SprintlyWorks researched ShippingCo core activities, fleet composition by category, their broader strategy, as well as financial & environmental performance.

We mapped out trades happening in the key bay market that compare to those of ShippingCo, and analyzed them by cargo type, volume, fleet allocation and customers, to determine available trades.

Through extended research, we provided further analysis into areas that ShippingCo expressed interest in a key geography industry trade within the key industries and regions.

## OUR DELIVERED VALUE

Analysis of expected market developments, with an estimation of trade volume becoming available



In-depth competitor profiles, detailing their organization, strategy, fleet and carried volumes



# We helped EnergyCo. understand end customers' willingness to shift towards a more sustainable products – Lignin-based Asphalt

#### ABOUT OUR CLIENT

- Energy Co. wanted to understand the use-cases and strategic fit of their new sustainable product which can potentially replace current product Bitumen.
- The company wanted to conduct market study and customer purchase analysis for their new sustainable products.

### OUR CLIENT NEEDS



#### INDUSTRY VIEW ON SUSTAINABILITY IN ASPHALT

 Understand market size for sustainable product in Asphalt. Market size & view on motivations behind a potential use of Lignin-based Asphalt and regulatory landscape.



#### UNDERSTAND CUSTOMER REQUIREMENTS FOR ADOPTION

- Understand customer motivations and needs for the product, barriers to entry in the market, pricing dynamics
- Understand challenges, conditions required to transition to Lignin-based Asphalt.

#### OUR APPROACH



Select focus markets and set targets

 $\bigcirc$ 

Constructed recommendations on market entry considerations, for Energy Co. in the three markets. Conducted pricing, market size and trends analysis. Identified pilot testing with 8 potential customer companies for the new product

### OUR DELIVERED VALUE

Gathered 1000+ customers leads for the new product

#### statutes and submer via organization. The provide of the production of Ligani hased Asphalt this public and commercial organization. The production of Ligani hased Asphalt The productin of Ligani hased



Identified 8+ partners for the pilot testing of the new product

Interviewed organisation	a listed the primary condition	fore around technical and price factors		
Client can focus on meeting the following high priority conditions		Bitumen contributes 25% is the highest contributor Data taken from Matrix Carter Ent project. In emailore, Acoust 40% of programmers in Des	of carbon emission in an exi in the production and use of order. Four transport status account for 275 size an constructor obtain and 6% transport of	ample road project, which f Asphalt , and construction sadder 17%, of Sender's GH and
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		Trucks Accounts for 12% of Islail annualisms	Ascenand recycling rules.	
Source: Primary interviews			and emission calculation	>
		Crushing plant Accounts for 10% of some annualizes	Reduction of Australia by 35% and control retribution by accurat 52%	Recycling tals of Aughtat increased by 10%

# About SprintlyWorks

## About

# **SprintlyWorks**<sup>©</sup>

SPRINTS-AS-A-SERVICE Answer Big Questions & Deliver Sustainable Impacts



- Established in 2018
- Headquartered in Helsinki
- Headcount: 15
- 100+ projects delivered

We advise top	management ac	t across industr		
Industrials	Metals & Mining	Chemicals		
Healthcare	Oil & Gas	Automotive		
Consumer Goods	Pulp & Paper	Utilities		

on most pressing & complex problems i		
Manufacturing	Corporate Finance & Strategy	
Supply Chain	People & Organisation	
AI & Technology	Business Development	
Operations	Sustainability	



NPS

89%

Customers appreciate our impact



- " The work of the team was important in increasing the level of awareness and urgency on the selected subject internally. Director. ABB
- *Kemira Fast, intense "Sprint Manner*" way of working showed well its power.
   *Senior Vice President, Kemira*



<sup>44</sup> I have completed 23 years in the industry and I'm not that easily impressed but I must say astonished by the result you have here.
 Director Strategic Innovation, Toyota - Material Handling

Recognition & Awards



ies...

Featured on World Economic Forum for being a trailblazer in Future of Work



One of The Top 8% Achievers in 2024 ranked by Kauppalehti – Finland's largest economic publication

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# We have 50+ country research experience, with sector knowledge in Chemical, Industrial Equipment, Paper & Pulp to name a few

- Deep geographic coverage, we have conducted market interviews in 50+ countries namely.
  - Americas US, Canada
  - Asia India, UAE
  - EMEA Finland, Sweden, UK, Germany
- This help customers in building comprehensive knowledge of their business worldwide with strategic decision-making.



## **Our Notable Customers:**



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## Our team We hand-pick the best team to work with you!



#### **Rahul Abhisek**

- Background: MSc **Business and Design** from Aalto University, Finland
- Notable references: **Bill & Melinda Gates** Foundation, Kemira, ABB, GE, Stora Enso, UPM

BILL& MELINDA GATES foundation

#### Background: MBA from IMD

**Tuomas Marttila** 

Previous experience: Bain & Company and private equity across multiple industries. with a focus on industrial goods and services and energy.

## BAIN & COMPANY (4)



Senior Consultant

#### **Quy Pham**

- Background: MSc. in Finance & CEMS from Aalto University
- Previous experience: Lead and delivered 15+ projects across multiple industries, like Energy, Pulp & Paper, Consumer Goods

#### **E.ON Inhouse Consulting**





#### Alexander Nordlund

Consultant

- Background: MSc. in • Finance from Hanken School of Economics.
- Previous experience: Lead & delivered 10+ projects across a variety of sectors, like Maritime, Industrial Equipment and Food & Beverage

## Arkwright

#### Associate Team – To be selected



#### **Best-matching Profiles Per Project Requirements**

- Manage projects, including planning, organizing, developing deliverables, and ensure project compliance
- Conduct interviews to gather information .
- Analyze data to identify patterns and trends that can . be used to improve business
- Prepare reports, summarize findings and make recommendations based on data analysis



## We high-caliber talent working on the sprints!

#### Available associates for 2025



Alumni

## Lead time to kick off 2 weeks from project confirmation

Dedicated talent acquisition team...





**Kristina Talailo Head of Operations** 

 Established recruitment practices with a **2x faster** performance than an • Achieved zeroindustry average. Spearheaded on HR practices in Konecranes based in Randstad, Google, regions.

Mriganko D. Human Resource

• Recruited 250+ business analysts for 85+ client's projects student-replacement performance across all company wide practise SprintlyWorks projects. Prior experience: APAC, EMEA and NA Goldman Sachs, Bain

... SprintlyWorks ensures to have the best project team to co-create value for the project

Duration: 3	2 weeks
1. Confirm project 2. Shortlist students	3. Pitch case team
<ul> <li>Scout potential candidates in target universities with relevant background suited for the project.</li> <li>Provide assignments to student with a short case study relevant to the project.</li> <li>Shortlist 3-5 best matching candidates for the project</li> </ul>	<ul> <li>Based on your preference 3-5 shortlisted CVs will be shared with you.</li> <li>Upon confirmation of the team from your end, we will begin to onboard the team to kick-off the project.</li> </ul>

# **SprintlyWorks**<sup>©</sup>

## Your Extended Capability Arm for Strategy & Analytics Results in 8 weeks with Fixed Budget

Same project internally would have been taken 4-6 months calendar time when running it beside all the other tasks

# Let's be in touch!

Rahul Abhisek Partner/ CEO

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StrategyCo.Global

## **Sprintly Works**



