Encompass
Wayne Johnson (CEO): waynej@encompasscorporation.com
Alex Ford (Marketing Manager): alexf@encompasscorporation.com

Encompass sells business-to-business, visualization analytics software that optimizes commercial information management. In response to why he would recommend the GAP to other companies, CEO Wayne Johnson says, “The program is good for companies looking to get an independent view of the market from experienced professionals.” Marketing Manager Alex Ford adds, “It is a cost-effective and worthwhile process to develop an understanding of the market.”
(www.encompasscorporation.com)

.id Consulting
Ivan Motley (Founder): ivan@id.com.au

Ivan Motely, the founder of .id Consulting, which builds demographic information products and provides consulting services, describes his GAP project. “It was an exciting experience and an incredible opportunity to learn about multiple markets within the United States.”
(http://home.id.com.au/)
**Fusion Sport**
Frank Downes (President): frank.downes@fusionsport.com
Markus Deutsch, PhD (Chief Scientific Officer): markus.deutsch@fusionsport.com

Fusion Sport offers a range of sports technology and software products which are designed and marketed to assess and optimize athlete performance, training and health. The company’s President, Frank Downes says, “The students worked really hard on the project.” Markus Deutsch, Fusion Sport’s Chief Scientific Officer continues, “The data and ideas will be of great value to us moving forward.”
(http://www.fusionsport.com/)

**Gazunti**
Kristy McCarthy (CEO): kristymccarthy@gazunti.com
Bradford Starkie, PhD (Chief Scientist): brad.starkie@gazunti.com

“We are in far better position to enter the U.S. market because of the market research,” says Gazunti CEO Kristy McCarthy about the second year’s project in which the company had participated. “The students interviewed people that we wouldn’t have been able to talk with.” Gazunti delivers AI-based knowledge access technology and solutions for the enterprise and consumers, providing answers to questions that users ask of big data sources. “This project was an efficient way to get market research,” adds Chief Scientist Dr. Bradford Starkie.
(http://gazunti.com/)

**Switch Automation**
Deb Noller (CEO): dnoller@switchautomation.com

“GAP is a brilliant program,” says Deb Noller, CEO of Switch Automation. “We had a fantastic team and the entire experience was extremely positive.” Switch Automation provides building automation and energy management solutions for commercial, industrial and residential properties.
(https://www.switchautomation.com/)
**Tactical Policing**
Travis Reddy (CTO): travis.reddy@tacticalpolicing.com

“GAP changed our strategy to enter the U.S.,” explains Travis Reddy, CTO of Tactical Policing, which creates products for law enforcement, fire-fighting and military related activities. Before GAP concluded he had already made changes. “Based on the interim report we received,” he continues, “we reengineered one of our products and launched two new products.”
(http://www.tacticalpolicing.com/)

**AOS**
Andrew Lucas (Founder): Andrew.lucas@aosgrp.com.au

Dr. Andrew Lucas, founder of AOS, a software company focused on providing decision-making capabilities for autonomous systems, describes the benefits of participating in GAP. “The program transforms a company’s future. Most companies think laterally, because they are too busy day-to-day to dream about their future, which GAP helps them do.”
(www.aosgrp.com)

**Australasian Medical Publishing Company**
Phil Chynoweth (Operations Manager): pchynoweth@ampco.com.au

“The primary research is up there with the best that you can get,” says Phil Chynoweth, Operations Manager of Australasian Medical Publishing Company, which publishes Australian clinical research, evidence based reviews and debates on the important issues affecting Australian health care. The GAP project was competitive market research of the U.S., Canada and Australia.
(www.ampco.com.au)

**CapturePlan**
Travis Reddy (CEO): treddy@captureplan.com.au

CapturePlan, which has developed and deployed store-mapping applications for the purpose of instore marketing, joined GAP to help them enter the U.S. market. “Before the project was completed,” says CEO Travis Reddy, “the GAP gave us entry into the U.S. We now have an anchor client.”
(www.captureplan.com.au)
ConnectiX Technologies
Gavin Evans (CEO): Gavin.evans@connectix.com.au

“The program is exceptional,” effuses Gavin Evans, CEO of ConnectiX Technologies, which uses a cloud-based data-hub that facilitates seamless workflow integration. “GAP is valuable and innovative,” he continues, pointing out one of the major benefits of the GAP participation. “The extensive primary research done by independent students gave us an opportunity to interact with the venture capital markets.” (www.connectix.com.au)

Keith Engineering
David Pinches (Managing Director): dpinches@pinches.com.au
Brendan Pinches: bpinches@pinches.com.au

“GAP was an enlightening experience that added international flavor to our company,” comments David Pinches, Managing Director of Keith Engineering, a company that specializes in the design, manufacturing, and installation of processing equipment for red and white meat rendering and byproducts. Brendan Pinches adds, “Working with the GAP students was an excellent experience, we got a great team.”
(www.keitheng.com.au)

Pacsoft USA
Andrew Darbyshire (CEO): ad@pacsoft.com

The GAP project for Pacsoft was a business plan for a new product. The company provides inventory management and point of sales solutions for retail businesses including lumber, hardware and chain stores. Before the program had been completed, the project already had impacted Pacsoft. “We already implemented a couple of recommendations,” says, CEO, Andrew Darbyshire, “including communication between offices and our trade show initiatives.”
(www.pacsoft.com)
Company Executive Testimonials—Brazil

2014

AXUR
Andre Palma (Commercial Sales VP): andre@axur.com

Axur, which offers cybersecurity services for fraud, online counterfeiting and internet crimes, joined GAP for the second time. Commercial Sales VP Andre Palma explains why. “The primary research interviews are very important for us, because they help us understand the U.S. market.” (www.axur.com)

Azion
Rafael Umann (CEO): Rafael@azion.com

“Great!” is how CEO Rafael Umann describes his GAP experience. “We received a very valuable and rich research plan that included interviews with experts and industry leaders.” Founded in 2011, Azion provides software-defined CDN solutions for education, e-commerce, entertainment and media companies. (www.azion.com)

ClearSale
Bernardo Lustosa (VP): bernardo.lustosa@clearsale.com.br
Alexandre Fonseca (Project Manager): alexander.fonseca@clearsale.com.br

“It was a great opportunity to refine our business plan for expansion into the US,” says Clearsale Vice President Bernardo Lustosa. ClearSale is a fraud risk management company that ensures the security of more than 75% of Brazil’s e-commerce transactions. Project Manager Alexandre Fonseca explains, “GAP allowed us to improve our knowledge of American culture.” (www.clearsale.com.br/us)

E-Core
Marcio Silveira (CEO): marcio.silveira@ecoreusa.com
Vinicius Pinheiro (VP of Business Development): vinicius.pinheiro@ecoreusa.com

E-Core is an IT firm specializing in Atlassian consulting services and application outsourcing solutions for medium and large organizations. CEO Marcio Silveira says, “With GAP we were able to make important decisions on our business strategy based on thorough and customized research work, helping us better position e-Core for success.” E-Core Vice President of Business Development Vinicius Pinheiro adds, “The students were both engaging and committed. They came from a variety of backgrounds and thus were able to present different views on the same topic.” (www.ecoreusa.com)
**Pro Solus**
Fernando Mizote (Director): mizote@prosolus.com
Alcides Daleffe Aires (Director): aires@prosolus.com

“We now have a starting point and are able to anticipate our business strategy one to two years in advance,” comments Pro Solus Director Fernando Mizote regarding the benefits of participating in GAP. Pro Solus offers GPS-guidance solutions and planter monitors for farmers and growers. “From an executive’s viewpoint, GAP was both cost-effective and time-effective,” adds Director Alcides Daleffe Aires.
(www.prosolus.com)

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**Tecverde**
Rogerio de Oliveira (Partner and Board Member): rogerio@tecverde.com.br

Tecverde, which manufactures eco-friendly pre-fabricated homes, participated in GAP to secure a beachhead in the U.S. Partner and Board Member Rogerio de Oliveira describes his GAP team. “They were very mature in a business sense and very efficient. They quickly learned the business and helped us understand the U.S. market.”
(www.tecverde.com.br)

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**Ahgora**
Ricardo Monteiro (Partner): ricardo@ahgora.com.br

Ahgora, an information technology company that provides time and attendance solutions to customers, participated in the GAP program because the company was interested in entering the Australian market. For Partner Ricardo Monteiro, the GAP program provided unique benefits. “Not only did the students understand our goals and our company, but they helped us identify issues in our company that we need to solve before we enter a new market,” he explains. “Because of their ‘feet on the ground,’ the students drew our focus to product features that should be improved.”
(http://www.ahgora.com.br/)

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**AXUR**
Fabrio Ramos (CEO): Fabio@axur.com

“I hope to be here next year with a project from our holding company,” says Fabio Ramos, the CEO of Axur, an information and cyber security company. He describes his participation in GAP as, “Incredible...now we understand our competitors.” When asked if he would recommend GAP to other companies, Mr. Ramos enthusiastically responds, “UCLA is one of the best schools and Anderson is a very recognizable name in Latin America.”
(http://www.axur.com/)
**Biodinamica**  
Eduardo Scarchetti (Overseas Trading Manager): gcex@biodinamica.com.br

“The GAP experience was incredible!” says Eduardo Scarchetti, Overseas Trading Manager for Biodinamica, a producer, manufacturer and exporter of dental supplies including finishing and polishing materials, cements and bonding material, whitening compounds and surgical materials. “The students were fantastic to work with and they really helped our company.”  
(http://www.biodinamica.com.br/)

**Bonyplus**  
Amaury Daguano (Marketing Director): amaury.daguano@bonyplus.com.br

“The entire GAP experience was amazing!” exclaims Amaury Daguano, Marketing Director of Bonyplus, a Brazilian beauty company that specializes in hair care and hair coloring products. “The entire UCLA team was very well prepared and the students took the project very seriously.”  
(http://www.beautycolor.com.br/)

**Chipus**  
Murilo Pilon Pessatti, MSc (CEO): murilo.pessatti@chipus-ip.com  
Paulo Augusto Dal Fabbro, PhD (CTO): pauloau@chipus-ip.com

“GAP provided us with a complete report including data and conclusions, at an affordable cost,” says Chipus’s CEO Murilo Pilon Pessatti. Chipus is a semiconductor IP and IC design services firm that specializes in providing customized analog IP design for various applications, specifically power management and low power radio frequency devices. Paulo Augusto Dal Fabbro, CTO of Chipus comments, “We were impressed by the organization of the program and the students’ dedication to the project.”  
(http://www.chipus-ip.com/)

**JExperts**  
Hans Bukow (Head of Strategy and Investor): hansbukow@gmail.com

JExperts is a Brazilian company specializing in developing software-as-a-service offerings on Web and Mobile platforms to perform enterprise management. JExperts’s Head of Strategy, Hans Bukow describes GAP. “It is a professional process to acquire research that is root level information needed to develop a solid go to market strategy.”  
(http://www.jexperts.com.br/)
**Oilfinder**  
Cintia Soares (Business Development): Cintia.soares@oilfinder.com.br

“Amazing,” is how Cintia Soares head of Business Development for OilFinder, which delivers remote sensing solutions to the offshore oil exploration and production industry. “We had high expectations when we entered the GAP Program in July,” she continues. “All of our expectations were met and exceeded. The team did a fantastic job and we’re very excited about the results.”

(http://oilfinder.com.br/?lang=en)

**WebRadar Software**  
Renato Rodrigues de Lyra (CFO): Renato.lyra@webradar.com

Renato Rodrigues de Lyra, CFO at WebRadar Software, describes the company’s project. “GAP was a very good and beneficial experience for us,” he says. “The students gathered a lot of detailed information by interviewing customers and competitors and they found extremely good and important points on how to better position our products and to approach new customers in the U.S. market.” WebRadar Software offers real-time data analytics solutions using cloud-based software which help its customers to drive improved business and operational decisions.

2012

**Mercado Eletronico**  
Eduardo Nader (CEO): Eduardo.Nader@me.com.br  
Carlos Viali (Company Executive): Carlos.Viali@me.com.br

Mercado Electronico is a Brazilian B2B company offering firms e-commerce and procurement solutions. The company’s executive, Carlos Viali, says, “The students made the difference in the project. They thoroughly understood the challenges and dug deep to find solutions.” He continues, “We had such a great experience with GAP, that we have already recommended the program to three other Brazilian companies.” CEO Eduardo Nader states “The business plan is very attractive and concise and the research truly consistent. I was amazed by the commitment and quality of this team. Even after finishing the program requirements, we are still receiving valuable inputs. Getting into the US market is a matter of time and is among the top priorities for 2013.”

(www.me.com.br)
Quanta Diagnóstico e Terapia
Joao Vitola (Caridiologist): joaovitola@quantamn.com.br

Quanta Diagnóstico e Terapia, a medical clinic which specializes in diagnostic services and treatments, was interested in fostering cooperation between the U.S. and Brazil in the medical research area and increase U.S. sponsored clinical trials in Brazil. Cardiologist Joao Vitola comments about his work with the GAP team. “They made a significant contribution,” he says. “They were hard working and they took the job very seriously. They did profound and deep research that brought us new and useful information.”
(www.quantanuclear.com.br)

Company Executive Testimonials—Estonia

2013

MobileNOW!
John Oglesby (President and Chief Executive Officer): john.oglesby@mobile-now.com

MobileNOW! President and CEO John Oglesby was so impressed with the GAP program that he’s already contacted two companies about participating next year. “It was a fantastic experience,” he enthuses. “We already implemented three of their four of their recommendations before the project was completed.” MobileNOW! is a digital parking transaction and management system enabling mobile phone payments. Mr. Oglesby was also impressed with the caliber of the judges, who evaluated the GAP team’s project presentation. “One of the judges was a rock star in the parking business,” continues Mr. Oglesby. “And the other two, who had extensive experience in the mobile and government industries, were prestigious and intelligent.”
(https://mobile-now.us/)

2012

Codeborne
Toomas Talts (CEO): toomas@codeborne.com
Anton Keks (CTO): anton@codeborne.com

Toomas Talts, CEO of Codeborne, a B2B software company that creates customized solutions for a variety of business sectors, including utilities, financial services, and telecommunications comments, “I love how our GAP team was very thorough and thought everything through.” Anton Keks, CTO, says of the GAP experience, “The process has helped us analyze new business perspectives and new market opportunities.”
(www.codeborne.com)
Reach-U
Ulo Sare (CEO): Ulo.sare@reach-u.com

Although located in Estonia, Reach-U discovered the benefits of GAP while visiting New Zealand where the company chairman met with a New Zealand company that had previously participated in GAP. Reach-U, which develops mobile software, Geographic Information Systems (GIS), mapping databases and cartography services, was interested in introducing a product to the Brazilian market. CEO Ulo Sare says that he learned a lot through the GAP process. “Now we are doing our own research based on the methodology used by the GAP team,” he says. “The project management was very good.”
(www.reach-u.com)

Company Executive Testimonials—Finland 2014

Cesim
Jason White (Senior VP): Jason.white@cesim.com
Zsuzsa Jakab (Senior Marketing Manager): zsuzsa.jakab@cesim.com

“The ideas generated were eye-opening,” comments Cesim Senior Vice President Jason White about the benefits of participating in GAP. Cesim provides online business management simulation products across a variety of functions including strategy, marketing, hospitality management, as well as corporate and executive training programs. He continues, “The students were diligent, empathetic and motivated.” Senior Marketing Manager Zsuzsa Jakab adds, “They were professional, smart and meticulous. They were excited to get going and, even without prior understanding of the industry, they were able to ask the right questions.”
(www.cesim.com)

Delfoi
Raimo Puro (CEO): raimo.puro@delfoi.com

“The project was very cost-effective,” says Raimo Puro, CEO of Delfoi, which helps companies in planning, executing and managing their manufacturing and delivery processes. “The report gave us a good base to evaluate our plan to enter the U.S. market.”
(www.delfoi.com)
Framery
Ossi Paija (CEO): ossi.paija@framery.fi

Asked if would recommend GAP to other companies, CEO Ossi Paija enthusiastically responds, “Definitely!” Framery is a Finnish office furniture company that specializes in modular sound-insulated phone booths and small conference rooms. “The cost benefit is great,” he continues. “The students did a lot of work and we received the results quickly – within four months.”
(www.framery.eu)

Galvatek
Tommi Rautiainen (Sales and Marketing Manager): tommi.rautiainen@galvatek.fi

Tommi Rautiainen, Sales and Marketing Manager of Galvatek, comments, “The fact that the students have already had a short career is a major benefit for the program.” Galvatek is a leading supplier of automated, high quality surface treatment and water treatment plants. “The students divided the responsibilities well; they were organized and hardworking,” he continues. “Given the knowledge they had before, they were able to find a wide range of good sources.”
(www.galvatek.fi)

Gemic
Sakari Tamminen (Partner): sakari@gemic.com

“It was very valuable to obtain advice from seasoned experts,” says Gemic Partner Sakari Tamminen about the business plan presentations. “I was able to have informal discussions with the judges regarding the broad range of ways to enter the market in an intelligent way.” Gemic is a human-centric strategy and innovation consultancy that applies methods from a social science perspective to help global companies understand the unique differences in customer behaviors.
(www.gemic.com)

Good Sign
Taija Engman (CEO): taija@goodsignsolutions.com
Franz Reuchlein (Vice President of U.S. Sales): franz@goodsignsolutions.com

“One of the major values of the project is the primary research,” comments CEO Taija Engman of Good Sign, which provides cloud based software to automate service management activities. Vice President of U.S. Sales Franz Reuchlein concurs adding, “We would have had to pay a lot more elsewhere for the market analysis; it was a very good value.”
(www.goodsignsolutions.com)
**Idean**  
Andreas Neumann (Head of Studio, Los Angeles): andreas@idean.com  
Deborah Shing (Operations Manager): deborah@idean.com

When asked about his experience working with students on the GAP project, Idean Head of Studio in Los Angeles, Andreas Neumann, responds, “They put their heart and soul into it! It was clear they were enjoying it and I was impressed with their attention to detail.” Idean is a design firm that specializes in concept, visual/graphic design and software development. Operations Manager Deborah Shing adds, “We often must make quick decisions on gut instinct. This project gives us confirmation of what we are already doing – we now have the research to back it up.”  
(www.idean.com)

**Magisso**  
Juhani Siren (CEO): juhani.siren@magisso.com  
Anssi Hurme (Director of Operations and Partner): anssi.hurme@magisso.com

Magisso is a design company specializing in homewares that is best known for its naturally cooling ceramic barware and serveware and the Magisso tea cup. CEO Juhani Siren, when asked about his experience with GAP, exclaims, “In one word – amazing! We had high expectations that were surpassed by the work of our multifaceted team, who had a broad range of experience in finance, marketing, logistics and operations.” He continues, “Participating in GAP was the perfect learning experience. It was a low-risk way to understand local business opportunities through one of the top business programs in the world.” Director of Operations and Partner Anssi Hurme discusses the networking opportunities that arose from the program, “We got what we came for and so much more.”  
(www.magisso.com)

**Merus Power**  
Kari Tuomala (Managing Director): kari.tuomala@meruspower.fi  
Aki Leinonen (Sales Manager): aki.leinonen@meruspower.fi

Managing Director Kari Tuomala describes one of the major benefits of GAP. “We were reminded about the importance of primary research - talking to clients and understanding what they need.” Founded in 2008, Merus Power helps improve the power grid’s ability to supply clean and stable power flow. Sales Manager Aki Leinonen adds, “The report gave us an overview of the U.S. market and the players.”  
(www.meruspower.fi)
MUSH
Magnus Pettersson (CEO): magnus.pettersson@mushbarf.com
Maria Slotte (Controller): maria.slotte@mushbarf.fi
Petri Tapio (Brand and Marketing Director): petri.tapio@mushbarf.fi

Oy Mush Ltd. is a family-owned raw dog food company. “I was amazed by the amount of work put in,” says MUSH CEO Magnus Pettersson about the GAP students’ primary research. “It allowed us to gain more in-depth knowledge of the U.S. markets,” adds Controller Maria Slotte. Brand and Marketing Director Petri Tapio explains, “The students were clearly interested, which made it easy to work with them.”
(www.snellman.fi)

Primoceler
Ville Hevonkorpi (Managing Director): ville.hevonkorpi@primoceler.com

Managing Director Ville Hevonkorpi of Primoceler Inc. comments, “I would recommend GAP for companies in need of understanding the U.S. market. UCLA is a neutral party that provides unbiased data.” Primoceler Inc. specializes in laser micro welding and transcribing of transparent materials.
(www.primoceler.com)

Relaxbirth
Jukka-Pekka Luostarinen (CEO): jpl@relaxbirth.com

CEO Jukka-Pekka Luostarinen of Relaxbirth says, “The benefit of GAP was getting an outside academic perspective to approaching the U.S. market – the students won’t tell you only what you want to hear.” Relaxbirth is a medical technology company pioneering a vertical posture support child-birthing system that is designed to give expecting mothers a more relaxing alternative to the typical birthing experience.
(www.relaxbirth.com)

RemoteA
Tuomas Harju (Director of Business Development): tuomas.harju@remotea.com

“The faculty did a particularly good job in providing us with a balanced mix of talents, ranging from healthcare to engineering to financials,” exclaims RemoteA Director of Business Development Tuomas Harju about the company’s second time participating in the GAP. RemoteA provides distance consultation services for healthcare providers in clinics and hospitals, and also develops medical devices and services for professional and consumer use. “We gained tools to develop and enhance our current products and services for any future endeavors.”
(www.remotea.com)
Simosol Oy
Jussi Rasinmaki (CEO): jussi.rasinmaki@iptim.com

Simosol Oy, an information technology and software solutions company focused on forestry and timberland management, entered GAP for cost-effective research to determine if the company should enter the U.S. Before the project was complete, the company made changes, which CEO Jussi Rasinmaki explains. “We revised our product offerings based on the early results of the team’s research.” (www.iptim.com)

SURMA
Kristian Tornivaara (Co-Founder & VP of Business Development): kto@survivability.fi

SURMA Co-Founder and Vice President of Business Development Kristian Tornivaara had an excellent experience working with GAP students for the second time. “The students were motivated and proactive, challenging us to get the information they needed to develop a market entry plan.” SURMA is a ship and offshore platform design and survivability process management company that enhances the survivability related features of vessel design by making survivability assessment an integral part of every phase of design. “We now have a better broad scope understanding of all of the stakeholders involved in the U.S. market.” (http://survivability.fi/)

VividWorks
Jorma Palo (COO and Partner): jorma.palo@vividworks.com

VividWorks offers online 3D visualization and sales management tools seamlessly integrated with augmented reality, which is a new way to buy and sell products, joined GAP for the second year. “The team found unexpected data related to e-commerce,” reports COO and Partner Jorma Palo. “GAP is a great way to get a deep analysis of the market and an extensive report.” (www.vividworks.com)

2013

Analyse2
Janne Anttila (Founder, CEO): Janne.anttila@analyse2.com

Interested in entering the U.S. market, CEO and Founder Janne Anttila describes the benefits of the GAP project. “The GAP team gave us a better view of the U.S. market,” he says. “The students were able to get info from potential clients that would not be possible for us.” Analyse2 provides a software solution that strategically analyzes product assortment and relevant consumer trends. (http://www.analyse2.com/)
Anders Inno
Tomi Alapaattikoski (CEO): tomi@anders.fi

Anders Inno is a Finnish information technology company that offers companies solutions and consultancy for e-business, e-commerce, web services and mobile solutions. “Through the GAP Program, our business model has developed much further than we could have accomplished on our own,” says CEO, Tomi Alapaattikoski. He continues, “The students are professionals in both business and market research, and provided great ideas for rebranding products to target the American market.”
(http://www.andersinno.fi/en/)

Creanord
Jari Pylvanen (Sales & Business Development Director): jari.pylvanen@creanord.com

“The GAP project provided fresh thoughts and a different point of view for our company,” says Jari Pylvanen, Sales & Business Development Director for Creanord, which specializes in assisting network service providers with software and hardware solutions that manages network traffic and reports on network performance management metrics.
(http://www.creanord.com/)

Goodmill Systems
Petteri Suomalainen (CEO): petteri.suomalainen@goodmillsystems.com
Juhani Lehtonen (Vice President of Sales and Marketing): juhani.lehtonen@goodmillsystems.com

“There would have been impossible for us to do,” comments CEO Petteri Suomalainen about his company’s GAP project. Goodmill Systems makes multichannel router solutions that provide broadband connectivity for public safety vehicles such as police cars, ambulances and fire brigades where connectivity is critical. Juhani Lehtonen, Vice President of Sales and Marketing, explains why he would recommend the program to other companies. “It’s a cost efficient way to evaluate the U.S. market; we would have spent about $50,000 had we used consultants.”
(http://www.goodmillsystems.com/)

H2 Wellbeing
Jussi Raisanen (CEO): jussi@heiaheia.com

As a former army intelligence office, H2 Wellbeing CEO Jussi Raisanen viewed the GAP project as an intelligence report. “The team came to excellent conclusions that were very valuable and the report had excellent substance,” he begins. H2 Wellbeing provides fitness motivational and promotional products for businesses. “The project was well thought through - it was top notch,” he concludes.
(https://www.heiaheia.com/account)
In4mo
Kursat Inandik (CEO): Kursat.inandik@in4mo.com

“The major benefit of participating in the GAP project was having five talented people spending a lot of time and energy on a project at a very reasonable cost,” comments In4mo’s CEO, Kursat Inandik. In4mo offers a SaaS-based insurance claims management solution to improve the service and efficiency of insurance companies and service providers that specialize in property damage.
(http://www.in4mo.com/)

Merivaara
Pasi Kankaanpaa (CTO): pasi.kankaanpaa@merivaara.com

“We would have had to hire a consultant for a lot of money to get this info,” says CTO Pasi Kankaanpaa of Merivaara, which designs, manufactures and markets hospital furnishing and operating room equipment for healthcare providers. Interested in entering the U.S. market, Mr. Kankaanpaa goes on to describe the GAP team. “We had a really good team that collected really good data for us.”
(http://www.merivaara.com/)

M-Files
Miika Makitalo (CEO): miika.makitalo@m-files.com
Mika Javanainen (Director of Product Management): mika.javanainen@m-files.com

“The study the students did was splendid,” says Miika Makitalo, CEO of M-Files, a software and consulting services provider that helps businesses organize, manage and collaborate on all information assets. Mika Javanainen, Director of Product Management comments, “The students were easy to engage with and really professional.”
(http://www.m-files.com/en/)

Pocum
Vesa Tauriainen (CEO): vesa@netdispatcher.com

Pocum is a software as a service (SaaS) provider that enables companies to improve worker productivity and provide enhanced customer service. The company’s product, NetDispatcher, is a cloud-based, end-to-end mobile workforce management software suite that optimizes complex scheduling/dispatch processes. “Participating in GAP was an eye-opening experience,” says CEO Vesa Tauriainen. “The students saw opportunities that we might not have identified on our own.”
(http://www.pocum.com/en/home/)
**Prewise**
Timo Raaska (CEO): timo.raaska@prewise.fi
Vesa Heiskanen (Account Manager): vesa.heiskanen@prewise.fi

“The biggest benefit of GAP was the marketing information that we’ll use for entering the U.S.,” says CEO Timo Raaska of Prewise, a digital training and development company that provides online education products. Account Manager Vesa Heiskanen adds, “I was very impressed with the student teams, which was very professional and experienced. Working with GAP was a pleasure.”
(http://www.prewise.com/en/home-page)

**Rocsole**
Pasi Laakkonen, PhD (CTO): pasi.laakkonen@rocsole.com

For Rocsole CTO Pasi Laakkonen the day of the GAP presentation was an unexpected bonus to an excellent plan. “We found a potential investor at the presentation,” he exudes. Rocsole develops industrial process unit control solutions that use 3D imaging to model scaling inside process pipes and tanks across the petro-chemical, paper and pulp and food manufacturing industries. “The team found a big market for our products,” he continues. “One of the benefits of the project is that there is a lower risk to enter the market with the study that was done.”
(http://www.rocsole.com/)

**Serres**
Mika Hagberg (CEO): mika.hagberg@serresgroup.com

Serres is a family-owned, highly specialized plastics manufacturer focused on developing, manufacturing, and marketing innovative healthcare products. “The concept of GAP works really well, says CEO Mika Hagberg. The program was very well organized and the faculty is very committed.”
(http://www.serres.fi/)

**Teknovisio**
Juha Ruohonen (CEO): juha.ruohonen@visit.fi

Teknovisio offers hardware and software packages that allow retailers and shopping malls to collect and analyze data on their visitors, including the number of store visitors, sales conversion rates and average purchases. “We were surprised by the depth and diligence of the interviews conducted by our team,” says CEO Juha Ruohonen. “The students were very cooperative and took the work seriously.”
(http://www.visit.fi/)
BioMediTech
Hannu Hanhijarvi (Director): Hannu.hanhijarvi@biomeditech.fi

BioMediTech, whose research specialties include stem cells, biomaterials, cancer, immunology, biosensors, bioinformatics, biological physics, biomedical imaging and signaling, computational systems biology and biotechnology, joined GAP to determine market entry in the U.S. or Europe. Director Hannu Hanhijarvi describes his experience. “This experience has been excellent.” (www.biomeditech.fi)

Corrosion Control International
Sami Lahdensuo (Director): sami@corrosioncontrol.com

Sami Lahdensuo, Director of Corrosion Control International, a company involved in the design, production and installation of inshore and offshore subsea and splash zone corrosion control systems, comments on his GAP experience, “The program costs very little for what we gained.” He continues, “All of the students were hard working and very smart; they brought new ideas to the table and were eager to learn.” (www.corrosioncontrol.com)

Frosmo
Mikael Gummerus (Founder, CEO): Mikael.gummerus@frosmo.com

“GAP was a very interesting and exciting experience,” explains Mikael Gummerus, CEO and Founder of Frosmo, an Ad-Tech company involved in Online Marketing Automation through behavioral targeting. “The program has been done so many times, so there is a very effective process in place for companies and students to succeed.” (www.frosmo.com)

Mendor
Pekka Makela (VP): Pekka.makela@mendor.com

Pekka Makela, VP of Technology at Mendor, a company that develops, manufactures and markets glucose monitoring technology for diabetes patients says of the GAP students, “We had very good team collaboration.” He adds, “The students openly discussed new ideas and findings and produced quality work.” (www.mendor.com)
PowerKiss
Mats Wolontis (CEO): Mats.wolontis@powerkiss.com

Mats Wolontis, CEO of PowerKiss, a company that offers wireless charging solution for mobile phones, says “GAP challenged our initial thoughts about the best strategy for entering the U.S. market.” He adds, “The students understood the business and the real challenges that lie between the lines.” (www.powerkiss.com)

Rightware
Ville Ilves (COO): Ville.ilves@rightware.com

Ville Ilves, COO of Rightware, a software company that provides advanced user Interface solution for mobile, automotive and other embedded industries says, “GAP provides really great results.” He adds, “Working with the students was a very positive experience; they worked hard and created a strong business plan at a very reasonable cost.” (www.rightware.com)

Scoopshot
Niko Ruokosuo (CEO): Niko.ruokosuo@scoopshot.com

When asked why he decided to participate in GAP, Scoopshot CEO Niko Ruokosuo answers, “The timing was perfect, because we were looking at the U.S. market.” Scoopshot provides a fully integrated platform for crowd sourcing and managing the logistics of photographic and video content. Mr. Ruokosuo continues, “We were impressed with the quality of the work and the cost of the project.” (www.scoopshot.com)

Specim, Spectral Imaging Ltd.
Aappo Roos (President): Aappo.roos@specim.fi

Specim, which designs and manufactures hyperspectral spectrographs and imagers for industrial, research and security applications, joined GAP to define a business model for a target market. President Aappo Roos, who had “tons of options to consider,” credits the GAP team with “providing clarification and recommending which way we should proceed. They also helped us confirm our assumptions.” (www.specim.com)
**Surma**
Roope Kotiranta (CTO): rmk@survivability.fi
Kristian Tornivaara (CEO): kto@survivability.fi

GAP impacted Surma, which specializes in comprehensive naval combat survivability assessments before the project concluded. “Our internal strategy changed because the GAP team pointed out issues,” says Roope Kotiranta, Chief Technology Officer. CEO Kristian Tornivaara describes the five GAP students as, “dedicated and highly motivated with different backgrounds. The students got a lot of information on the market and found opportunities for us.”
(www.survivability.fi)

**TWID**
Jari Kaitera (CEO): Jari.kaitera@twid.com
Jana Stewart (Brand Ambassador): jana@twid.com

TWID is in the business of social media, data analysis, and traditional customer relationship management. The company’s CEO, Jari Kaitera, comments, “We are very happy with the results from GAP and the progress our company has made in analyzing U.S. market potential.” Jana Stewart, TWID’s Brand Ambassador says of the GAP students, “They were very knowledgeable, helpful and interested in the project.”
(www.twid.com)

**Vianova Systems**
Heikki Halttula: Heikki.halttula@vianova.fi
Jani Myllymaa: Jani.myllymaa@vianova.fi

Vianova Systems Finland Ltd. provides software solutions to facilitate the design, construction, and maintenance of civil infrastructure. Heikki Halttula of Vianova Systems says, “The students provided our company with very detailed business results and we received even more information than we expected.” Jani Myllymaa adds, “GAP has added value to our business and our team introduced us to a very large, prospective client.”
(www.vianova.it)
**Visual Components**  
Juha.renfors@visualcomponents.com  
Patrik.buchlund@visualcomponents.com

“The GAP experience was inspiring and we were impressed by the student’s enthusiasm and hard work,” states Juha Renfors, CEO of Visual Components, a 3D simulation and visualization company. COO Patrik Buch Lund adds, “GAP confirmed that our initial thoughts about expansion were good, and the program also helped create new ideas for our company.”  
(www.visualcomponents.com)

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**Company Executive Testimonials—Ireland**  
2014

**Future Finance**  
Brian Norton (CEO): bnorton@fflc.eu

CEO Brian Norton participated in GAP as a student and was interested in identifying the next market for the startup company. Established in 2013, Future Finance offers educational loans to students in the U.K. and Germany. “We had a very positive experience,” he begins. “The administration does a very good job; this program is a well-oiled machine.”  
(www.financemyfuture.co.uk)

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**Company Executive Testimonials—Italy**  
2014

**Augeos**  
Claudio Ruffini (President): claudio.ruffini@augeos.it  
Carlo Cugusi (CEO): carlo.cugusi@augeos.it

“I was impressed with the organization of the GAP program and the methodology for doing the business plan,” comments President Claudio Ruffini. Augeos provides IT products and consulting services for financial institutions. CEO Carlo Cugusi comments on the students. “They were very well prepared and seemed to work day and night; the report is very complete and well done.”  
(www.augeos.it)
**CIP**
Paolo Maiorano (Managing Director): paolo.maiorano@cip-spa.it
Gianluca Lugli (Sales Manager): gianluca.lugli@cip-spa.it

When asked if he would recommend that other companies participate in GAP, Sales Manager Gianluca Lugli exclaims, “Absolutely!” Founded in 1963, CIP manufactures structural steel parts in the transportation, automotive and construction industries among others. Managing Director Paolo Maiorano adds, “GAP is a great opportunity to get a business plan for the U.S. market.”
(www.cip-spa.it)

**Errecinque**
Massimo Giachino (Sales Manager): giachino@errecinque.it

“The GAP students are like friends to us,” reveals Massimo Giachino, Sales Manager at Errecinque, which manufactures sender units and hoses for Urea systems on trucks applications. “We had a very professional team with a wide range of competencies.”
(www.errecinque.it)

**General Topics**
Gianfranco de Paoli Ambrosi (President): gdepaoli@general-topics.com

Founded in 1992, General Topics is a cosmetic/dermatological company that has developed over 200 products to treat medical conditions and reduce the effects of aging. Interested in entering the U.S. market, President Gianfranco de Paoli Ambrosi was impressed with the “intellectual exchange” with the students. “They were very clever.”
(www.general-topics.com)

**Mager**
Giorgio Mang (Managing Director): giorgio.mang@mager-ab.it
Maria Teresa Testa (Sales Assistant): mariateresa.testa@mager-ab.it

As the new Managing Director of Mager, Giorgio Mang was interested in a strategy to improve the company. “The students identified areas for improvement,” he says about specific departments that needed bolstering. Mager specializes in designing, developing and manufacturing aerostatic motion solutions for industrial applications. Sales Assistant Maria Teresa Testa adds, “GAP can help companies solve problems and find new opportunities.”
(www.mager-ab.it)
Pro S3
Daniele Camatti (CEO): info@pros3.it

“GAP gave us the ability to use untraditional channels to evaluate our U.S. based company,” says CEO Daniele Camatti of Pro S3 Ltd, which designs, manufactures and sells two products of the unmanned aerial systems family. “The students acquired a huge amount of data which in itself is the benefit.”
(www.pros3.it)

Reynaldi
Marco Piccolo (CEO): marco.piccolo@reynaldi.it
Elisa Pellegrino (Export Manager): elisa.pellegrino@reynaldi.it

“We were able to develop a clear image of our company,” exclaims Reynaldi CEO Marco Piccolo, who had the additional opportunity to learn English and hire two new English-speaking employees as a result of the GAP. “Through this rich experience, the GAP students not only developed a long-term market plan, but also helped us to further understand our company through interviews with our staff and clients.” Reynaldi is a family owned and operated all-natural cosmetics producer. Export Manager Elisa Pellegrino adds, “We were able to obtain in-depth analyses of our company and had a great time working with the students, who were both thorough and flexible.”
(www.reynaldi.it)

SPECIALINSERT
Cinzia Arduini (CEO): cinzia.arduini@specialinsert.it
Federico Sarti (Export Manager): federico.sarti@specialinsert.it

Cinzia Arduini, CEO of SPECIALINSERT, comments, “Through our participation in GAP we developed an understanding of the different mentality and approach we needed to take to succeed in the U.S. market.” SPECIALINSERT develops, manufactures and supplies mechanical fastening systems. Export Manager Federico Sarti explains additional benefits of the program. “We have already seen some preliminary effects from participating in GAP. We have started to work with customers and have improved sales in the U.S.”
(www.specialinsert.it)
**Svinando**
Riccardo Triolo (Director): hello@svinando.com  
Lorenzo Triolo (Purchasing Manager): acquisti@svinando.com

Svinando is an online wine club that specializes in Italian wines from smaller Italian wineries. Director Riccardo Triolo says, “Participating in GAP gave us the opportunity to sit back and review our strategy and processes for future expansion.” Lorenzo Triolo, Purchasing Manager, adds, “We had a great and very productive experience which allowed us to see our business under an entirely new perspective.”
(www.svinando.com)

**2013**

**AMET**
Andrea Argondizza (CEO): andrea.argondizza@amet.it  
Paolo Cavallo (Technical Director): paolo.cavallo@amet.it

“It was a very useful project,” says Andrea Argondizza, CEO of AMET, an engineering research and development firm focused on automotive testing. “We appreciated their methodical approach to penetrating new markets.” Technical Director Paolo Cavallo adds, “The students were very talented and very smart in understanding the main issue of the market.”
(http://www.amet.it/)

**Beta 80**
Francesco Frugiuele (Director of Marketing and International Development):  
Francesco.frugiuele@beta80group.it

“GAP is a great value program,” says Francesco Frugiuele, Director of Marketing & International Development for Beta 80 Group. “It has been worthy of all the energy spent.” Beta 80 Group, which is a system integrator in information and communications technology, has a software platform for 9-1-1 style PSAPs (Public Safety Answering Points). The company, which is also developing an innovative mobile travel platform to provide integrated travel planning, paper-less ticketing and electronic billing reporting, is the leader in the Italian market.
(http://www.beta80group.it/)
Drink Cup
Matteo Chiera di Vasco (CEO): m.chiera@drink-cup.it

Drink Cup, a producer and distributor of bottled water solutions, participated in GAP because they were interested in entering the U.S. market. CEO Matteo Chiera di Vasco describes his experience in working with the GAP team. “The students were wonderful,” he remarks. “They were very open and always available.” When asked if he would recommend the GAP to other companies, he exclaims, “Absolutely! This is an inexpensive way to enter the U.S. with a product that would have taken a lot of time and money had we gone to outside consultants.”
(http://www.drink-cup.it/)

FIUDI
Silvio Petitti (Sales Director): silvio.petitti@fiudi.com
Luigi Marchiaro (Export Sales Manager): luigi.marchiaro@fiudi.com

Fiudi provides innovative solutions for milling, turning by developing and manufacturing advanced cutting materials. “The students provided us with honest, unbiased opinions and an opportunity to approach the idea of international expansion in a different way,” says Silvio Petitti, Sales Director for FIUDI. Export Sales Manager, Luigi Marchiaro, comments, “Without GAP, we would not have been able to gather nearly as much information in the given time in terms of total market value, benchmark products’ market value, competitors and opportunities.”
(http://www.fiudi.com/)

Info Solution
Giovanni De Salvo (Director): g.desalvo@infosolution.it

Info Solution is an information and communication technology company that designs and engineers equipment and systems for a variety of industries including aerospace, defense, telecommunications and healthcare. The company’s Director, Giovanni De Salvo says of the GAP program, “We really appreciated the faculty and the students were very smart, proactive and motivating to work with.”
(http://www.infosolutionsllc.com/)

Osai Automation Systems
Giuliano Gallizio (LASER Machineries Sales): g.gallizio@osai-as.it

Giuliano Gallizio from Osai Automation Systems comments, “GAP provided us with a concrete market study that we would not have been able to do by ourselves, and would have otherwise been very expensive.” Osai Automation Systems designs and builds innovative solutions for assembly and final testing of components.
(http://www.osai-as.it/)
Personal Factory
Francesco Vito Tassone (CEO): Francesco.tassone@isolmix.com

Personal Factory's primary product, Origami 5, is an individualized production plant, measuring six square meters for the manufacturing of dry mix mortars used by construction companies. The company’s goal is to enter the U.S. market. CEO Francesco Vito Tassone describes the benefits his company received for participating in GAP. “This was a large study at the right cost. The students interviewed people in different markets and developed a business plan, which included the cost of expanding in the U.S.”
(http://www.personalfactory.eu/)

Ravizza Packaging
Roberto Ravizza (CEO): robertor@ravizzapack.com
Paolo Cuizza (Sales Manager of Europe): cuizza@ravizzapack.com

“In the beginning,” relates Ravizza Packaging CEO Roberto Rivizza, “I expected that the GAP project would be slightly academic. However, I was surprised with the real work experience and the analytical approach to the project that the students had.” Ravizza Packaging provides packaging machinery and materials that give maximum flexibility in minimum floor space. Sales Manager Paolo Cuizza adds, “The GAP project was exciting and collaborative with students that had great experience in an international context.”
(http://www.ravizzapackaging.com/)

SAET
Elisa Minchiante (Business Development Coordinator): businessdev@saetgroup.com
Angelo Doni (R&D Engineer): a.doni@inovasrl.it

“We hope to participate again,” comments R&D Engineer Angelo Doni about their second time participating in the GAP program. SAET designs and manufactures induction heating machinery. “It was a great opportunity for our company to be part of GAP.” Marketing & Business head Elisa Minchiante adds, “The team did the primary and secondary research; it would not have been easy for us to get the interviews with companies.”
(http://www.saetsrl.com/)
**Sounday**  
Giuseppe Ravello – CEO (Giuseppe@soundaymusic.com)

“I was so happy with our team of students,” says Giuseppe Ravello, CEO of Sounday, a technology company that allows artists, sound engineers, recording studios and fans to not only create and manage content, but also to connect with fellow musicians and service providers through online social media. “They had a strong skill set and showed passion, excitement and commitment to the project.”

(http://www.soundaymusic.com/en)

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**2012**

**CTS Electronics**  
Nicolo Giorgetti (Marketing & Product Planning Manager): n.giorgetti@ctsgroup.it  
David Kidd (Global Business Development Manager): d.kidd@ctsgroup.it

For CTS, one of the world’s largest manufacturers of cash recycling and cash deposit devices for commercial banking and retail markets, the 2012 GAP project was the company’s second time around with GAP. “In 2010, we had a very positive experience,” relates Nicolo Giorgetti, Marketing & Product Planning Manager after the GAP presentation. “In fact, we are still in contact with them and two students came here to meet us today.” David Kidd, Global Business Development Manager explains why CTS is back again. “With all of the primary research, this is a very cost-effective way to understand a new market.”

(www.ctsgroup.it)

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**Dipro Medical Devices**  
Cristina Buemi (General Manager): Cristina.buemi@dipromed.eu

“GAP provides companies with great tools to grow their business,” states Cristina Buemi, General Manager of Dipro Medical Devices SRL, a company that specializes in the manufacturing of medical devices. Ms. Buemi adds, “The GAP students had a very open-minded mentality and working with our team was an excellent experience.”

(www.dipromed.eu)
Experientia
Pierpaolo Perotto (CEO): pierpaolo@experientia.com
Mark Vanderbeeken (Senior Partner): mark@experientia.com

Pierpaolo Perotto, CEO at Experientia says, “Among all the GAP steps, primary research is a very precious contribution, because it provides a lot of reliable insights.” Experientia is a user experience design consulting firm that helps companies conceive and innovate products or services with an emphasis on user research and people-centered design. “GAP provides us with a systematic approach to business questions and challenges,” continues Senior Partner Mark Vanderbeeken. “We were able to better approach questions on what we should do through the students’ anonymous primary research, which gave us a fresh opinion.”
(www.experientia.com)

Farmen ICD
Guido Bassignana: g.bassignana@farmenspa.com
Luca Binello: l.binello@farmenspa.com

Guido Bassignana of Farmen ICD, a family-owned Italian hair and skin care manufacturing company says, “The GAP experience was illuminating and the transparency was wonderful, because the students had no fears in their research and suggestions.” Luca Binello adds, “The students were willing and able to confirm which way is the potentially most effective way to enter the U.S. market with our products.”
(www.farmenspa.com)

Gascom Renew
Francesco Marangon (CEO): fmarangon@gascom.it
Francesco Berti (CTO): fberti@gascomrenew.it

When asked about the benefits of participating in GAP, Francesco Marangon, CEO of Gascom Renew, responds, “The primary research was the most valuable, because through their interviews, the students obtained information that gave us insights.” Gascom Renew, an engineering, procurement and construction company, is also an independent power producer dedicated to building, owning and managing renewable energy power systems. CTO Francesco Berti adds, “The team did a good job.”
(www.gascom.it)

GEODATA
Nicola Ruga: nru@geodata.it

“GAP is a great way for companies to understand their potential of entering the U.S. marketplace,” says Nicola Ruga from GEODATA, a geoengineering company that focuses on enhancing the value of the underground in order to meet modern requirements of sustainable development and transportation. He comments, “Working with the GAP students was a very positive experience.”
(www.geodata.it)
Moving Box
Mario Traverso: Mario.traverso@moving-box.it
Francesco Pirinoli: Francesco.pirinoli@moving-box.it

Mario Traverso of Moving Box is so impressed with GAP that he’s planning on participating next year with another company. Moving-Box’s product, Plug & Move, turns mechanical-assist compact shelves into fully-automated smart shelving systems. “I like GAP because of the format - we come to school and have time to study.” Francesco Pirinoli adds, “GAP helped us on how to approach the market.” (www.moving-box.it)

Netsystem (AKEnquire)
Marco Morfino: Marco.morfino@akenquire.com

“We changed our approach to entering the U.S. market, thanks to our GAP team’s work,” explains Marco Morfino of AKEnquire’s. The company’s technology focuses on analyzing unstructured data (from Twitter, web blogs, news sites, etc.) and categorizes it as positive, negative or neutral sentiment. Mr. Morfino continues, “We really appreciate the student’s hard work and great suggestions.” (www.netsystem.com)

Simpro
Mauro Gallo Rosso (Head of Business Development): Mauro.gallorosso@simpronet.com

Mauro Gallo Rosso, the Head of Business Development at Simpro, a company that provides the designing, manufacturing and turnkey installation of railway test benches says of GAP, “It is a very good experience for companies who are looking to shake up a market with a new project or product.” (www.simpro.it)

Tessitura Mabiel
Claudio Paganini (Director): c.paganini@mabiel.it
Luca Mingrone (Plant Director): l.mingrone@mabiel.it

Mabiel Director Claudio Paganini was impressed with the students. “They understood our technical product very fast.” Mabiel produces woven tape made of iron and synthetic fiber (wire carrier) for the automotive industry. Plant Director Luca Mingrone points out additional qualities of the students. “They were very professional and friendly; the main benefit of the project was the research.” (www.mabiel.it)
Valente
Luca Menoncello (Board Member): l.menoncello@valente.it

“We got very lucky with our GAP team and advisors,” says Luca Menoncello, a member of the Board of Directors at Valente, an engineering and manufacturing company operating in the fields of crane rail and fastening systems, as well as tunneling and mining equipment. He adds, “The students produced a very high level of work and by the end of the project, we had moved to more of a friendship relationship.” (www.valente.it)

XENIALAB
Diego Gosmar: Diego.gosmar@xenialab.it
Giuseppe Innamorato: Giuseppe.innamorato@xenialab.it

When asked about the benefits of participating in GAP, Diego Gosmar of Xenialab responds, “Now we have an understanding of our go-to-market strategy with a structure and a plan.” Xenialab, whose flagship product xCALLY is a turnkey customer care suite for inbound, outbound and blended call centers, is interested in the product’s introduction in the U.S. Giuseppe Innamorato will recommend the GAP program to other companies because of the “international experience, which provides an opportunity for growth.” (www.xenialab.com)

Company Executive Testimonials—New Zealand
2014

Auckland Rugby Academy
Ant Strachan (General Manager): ant.strachan@aucklandrugby.co.nz
Ross Halpin (Commercial General Manager): ross.halpin@aucklandrugby.co.nz

When asked why he would recommend the GAP to other companies, Commercial General Manager Ross Halpin responds, “GAP is a fast track mechanism to understand the U.S. market.” General Manager Ant Strachan adds, “The quantity and quality of the research would be hard to replicate.” The Auckland Rugby Academy offers courses for players, coaches and teams, as well as consulting services. (www.aucklandrugbyacademy.co.nz)
Compac Sorting
Dave Welch (Pacific Northwest Market Manager): dave.welch@compacsort.com
Nigel Beach (R&D Manager): nigel.beach@compacsort.com

“The GAP students can have engaging discussions with people who have been in the potato market for 20 years through the knowledge they gained in a matter of a few months,” comments Dave Welch, Pacific Northwest Market Manager at Compac Sorting, which offers sorting and packing solutions to the global produce industry. R&D Manager Nigel Beach adds, “We received a large amount of information and research about our market.”
(www.compacsort.com)

Curious Film
Matt Noonan (Executive Producer): noonan@curiousfilm.com

Asked if he would recommend that other companies participate in GAP, Executive Producer Matt Noonan responds, “The GAP project offers tremendous value for insights that aren’t available elsewhere.” Curious Film is a full-service film and television production company with post-production and distribution capabilities founded in 1999.
(www.curiousfilm.com)

Imarda
Selwyn Pellett (CEO): selwyn.pellett@imarda.com

Founded in 2007, Imarda is a fleet management company. CEO Selwyn Pellett explains why he would recommend GAP to other companies. “The project forces the company to understand the business through the eyes of a novice, to see the company from a different perspective and to explain the company’s challenges.”
(www.imarda.com)

PowerShield
Len Thomas (CEO and Managing Director): len@powershield.com

When asked how participation in the GAP has affected his company, Len Thomas, CEO and Managing Director of PowerShield, says, “We have now elevated our thoughts on market size and market opportunities.” PowerShield is a battery monitoring company that provides tools for monitoring and managing stand-by battery banks. “The program exceeded my expectations - we have gained new ideas and approaches to exploring the U.S. market.”
(www.powershield.com)
**RedSeed**  
Anya Anderson (Managing Director): anya@redseed.me

“GAP provided valuable information and really hit the mark from a business perspective,” says Managing Director Anya Anderson. RedSeed offers a cloud-based training platform for multi-site retailers. “It was truly a unique experience to work with people who are hugely invested in getting an outcome for you.”  
(www.redseed.me)

**Stackflo**  
John Baker (Managing Director): john.baker@stackflo.com

Stackflo provides automation robots and systems for the dairy and beverage industries. “The students uncovered a market segment that we were unaware of,” says Managing Director John Baker about the advantages of participating in GAP. “Now, that segment is our premier target. The students opened doors that we couldn’t get into.”  
(www.stackflo.com)

**Visionslive**  
Andreiko Kerdemelidis (Director): andreiko@visionslive.com

“Well worth the money,” is how Director Andreiko Kerdemelidis describes the GAP project. Visionslive.com is an online qualitative research platform that allows researchers to run focus groups, interviews, mini-communities and bulletin boards on demand. “The students did a huge amount of research and we received a lot of primary research data that has already proved very useful to the business.”  
(http://www.visionslive.com)

2013

**Drikolor**  
Rachel Lacy (CEO): rachel@drikolor.com

“Based on the research done by our GAP team, Drikolor beat out 400 other companies from 39 different countries to win the Invest Hong Kong competition!” exclaims Drikolor CEO Rachel Lacy. Drikolor developed a breakthrough technology that produces dry, easily-dispersible, polychromatic and granulated color. She adds, “The entire experience was fantastic, and we definitely want to participate again next year.”  
(http://www.drikolor.com/)
HotRot Organic Solutions
Bruce Foulds (Executive Chairman): fouls@hotrotsolutions.com

“We received immense benefits from interacting with the students, faculty and connecting with local companies,” says Bruce Foulds, Executive Chairman of HotRot, a designer and manufacturer of organic waste disposal systems. “The FEMBA students have commercial experience and the maturity to take on the GAP project.”
(http://www.hotrotsolutions.com/)

KernMobile
Kerry Connors (CEO): kerry.connors@kernmobile.com

KernMobile is an enterprise software company that provides mobile field works management solutions for managing field assets and capturing data. The company’s CEO, Kerry Connors says, “The GAP experience was thought provoking and helped us reevaluate some of our perceptions about international expansion.”
(http://www.kernmobile.com/)

ReserveGroup
Roland Leemans (CEO): roland.leemans@alignmentgroup.biz

ReserveGroup CEO Roland Leemans was impressed with the primary and secondary research provided by the GAP team. “They did a lot of in-depth interviews with business consultants, potential customers and competitors,” he says. “As a result, we decided to change our product to adapt to new markets and our support structure, which had weaknesses.” ReserveGroup provides strategy consulting, marketing services and technology solutions for the tourism industry.
(http://www.reservegroup.com/)

Reveal Limited
David Corrick (Managing Director): david.corrick@revealinternational.com

“Fantastic,” is what Managing Director David Corrick answers when asked how he would describe his GAP experience. “There is a huge value in the extensive primary research and this was a wonderful opportunity to get in-depth knowledge about a market.” Reveal Limited provides data and insights around customer engagement and optimal store layout. When asked if he would recommend the GAP program to other companies, Mr. Corrick responds, “Absolutely! This is an incredibly cost-effective program.”
(http://www.reveal.co.nz/)
Bluelab
Greg Jarvis (CEO): greg@getbluelab.com
Chris Winslade (VP): chris@getbluelab.com
Phil Ramsey (Product Development Manager): phil@getbluelab.com

The executives at Bluelab, which produces, manufactures and sells water testing & metering equipment for hydroponic growers, were impressed with the GAP team. “They are great people, who are very intelligent and who used a very pragmatic approach to our goal, which was to find an adjacent market to our existing one,” says CEO Greg Jarvis. VP of Sales and Marketing Chris Winslade adds, “They were very professional and dedicated and they educated us on how to analyze a new market.” Phil Ramsey, Product Development Manager, concurs. “The project was very enlightening and the students were very responsive.”
(www.getbluelab.com)

Fisher & Paykel Appliances
Laurence Mawhinney (President): Laurence.mawhinney@fisherpaykel.com
Craig Reid (Chief Sales and Marketing Officer): Craig.reid@fisherpaykel.com

Laurence Mawhinney, President of North America at Fisher and Paykel Appliances, describes the GAP team as “impressive, specifically their speed in understanding our business.” F&P manufactures major home appliances, such as dishwashers, refrigerators, wall ovens, cooktops and ranges, washing machines, dryers, and outdoor kitchen solutions. Chief Sales and Marketing Officer Craig Reid, explains why he was impressed. “The students did a deep dive for our project. They put a lot of time and effort into the project, which we were not able to do.”
(www.fisherpaykel.com)

Kitomba
Alan Crooks (Marketing Manager): alan@kitomba.com

“The GAP project affected our thinking on how to approach a challenge,” says Alan Crooks, Marketing Manager at Kitomba, which develops, sells and supports a complete spa and salon management software package. “The GAP students reviewed the markets and, as a result, we changed our product specs to adapt to the market.”
(www.kitomba.com)
Reveal Limited
David Corrick (Managing Director): David.corrick@revealinternational.com

“We’re coming back next year with a second project for another market,” confides David Corrick, Managing Director of Reveal, which specializes in IT solutions and business performance optimization for retailers. “The program is fantastic. One of the most amazing aspects is the professionalism of the students. They are high caliber with good work experience and they were able to very quickly learn about our business.”
(www.reveal.co.nz)

Saito Labels
Gavin Hodder (Founding Director): gavin@saito.co.nz

“The GAP experience provides an intelligent and independent insight into a company’s business model,” explains Gavin Hodder, Founding Director of Saito Labels LTD, a company that offers label supplies and printing equipment. He adds, “The program helped our company with clarity of direction and the students were a lot of fun to work with.”
(www.saitogroup.com)

StarNow
Cameron Mehlhopt (Chief Executive): cameron@starnow.com
Jessica Manins (General Manager): jess@starnow.com

“Receiving outside perspective from our team was the most beneficial part of GAP,” says Cameron Mehlhopt, Chief Executive of StarNow, an auditions and jobs website for actors and extras, models, dancers, photographers, crew, stylists and musicians throughout the world. General Manager, Jessica Manins adds, “GAP is a unique experience that provides results, and we had fun and made great connections in the process.”
(www.starnow.com)
Company Executive Testimonials—Russia

2012

**Optogan Group**
Alexey Kovsh: alexey.kovsh@optogan.com

For the first year, GAP welcomed a company from Russia. Optogan offers a wide range of energy efficient and environmentally friendly solid state lighting solutions, such as light-emitting diodes (LED) and luminaires. “We had a very good experience with GAP,” says Alexey Kovsh. “Everyone from our company, who was involved with GAP, really appreciated the quality of the work that was done by the students.”
(www.optogan.com)

Company Executive Testimonials—Sweden

2014

**CodeMill**
Rickard Lonneborg (CEO): rickard@codemill.se
Andreas Danielsson (Sales Manager): andreas.danielsson@codemill.se

CodeMill, an IT consultancy firm founded in 2007, decided to participate in GAP to expand and diversify their business by looking into a product strategy in addition to their existing consultancy offering. “This project was a great value for the money,” says Sales Manager Andreas Danielsson. “As a small company, we could have never investigated the market the way the GAP team did.” CEO Rickard Lonneborg was impressed with the students. “They were professionals who had experience relevant to our company.”
(www.codemill.se)

**Conscriptor**
Henric Carlsson (Founder and CEO): henric.carlsson@conscriptor.se
Tim Hansen (Board Member and Investor): tim.hansen@conscriptor.se

Conscriptor is a healthcare documentation solutions provider that digitalizes a physician’s dictation and puts it into structured text. “The students provided primary research that would have taken me one year to produce,” says Founder and CEO Henric Carlsson when explaining the advantages of GAP from an executive’s perspective. Conscriptor Board Member and Investor Tim Hansen explains, “The timing and strategy were a perfect match for our needs.”
(www.conscriptor.se)
**IQF Frost**  
Rasmus Larsson (CEO): rasmus.larsson@iqf.se

IQF Frost, a global supplier of individually quick frozen freezers, entered GAP to identify expansion opportunities. CEO Rasmus Larsson describes his GAP team. “The students were professional with good work experience; they were serious and committed – bringing another dimension to the market analysis.”  
(www.iqf.se)

**SenionLab**  
Christian Lundquist (CEO): christian.lundquist@senionlab.com  
Jonas Callmer (Product Director): jonas.callmer@senionlab.com

Founded in 2010 to provide positioning and location information inside buildings, SenionLab has developed an indoor mobile navigation and mapping solution. When asked about his experience in working with students on the GAP project, CEO Christian Lundquist says, “They were wonderful; a good mix of students from a variety of backgrounds and competencies.” Product Director Jonas Callmer adds, “The students were hardworking, understanding and willing to learn. It was interesting to see their processes, such as the kinds of materials for which they were searching. Through observation, we learned something ourselves.”  
(www.senionlab.com)

**Company Executive Testimonials—United States**

**2014**

**ALBA Enterprises**  
John Dineen (President): john.dineen@albaent.com  
Antonio de Longhi (Chief Technology Officer): Antonio.delonghi@albaent.com

“This project would have cost us half a million dollars to replicate,” states John Dineen, President of ALBA Enterprises, which imports and distributes Italian injection plastic molding machines, parts and systems to the U.S. Chief Technology Officer Antonio de Longhi adds, “The team discovered a new field that we’ll focus on for potential growth.”
(www.albaent.com)
2013

**King’s Hawaiian**
Mark Taira (CEO): mark@kingshawaiian.com
John Linehan (EVP Business Strategy & Development): john@kingshawaiian.com

King’s Hawaiian’s GAP goal was to develop key components of a plan enter the Brazilian market with their line of Hawaiian products. “The GAP project produced significant value and was a great use of our time,” says CEO Mark Taira. EVP of Business Strategy & Development John Linehan adds, “We had excellent interaction with the students, who were talented and terrific people. It’s an awesome program and we are glad to have been able to participate.”
(http://www.kingshawaiian.com/)

**Zebra Technologies**
David Coons (VP of Advanced Markets & Technologies): dcoons@zebra.com
Ram Ramaprasad (Director of Product Management): Rramaprasad@zebra.com
Kerri Baker (Senior Director of Product Technologies): kbaker@zebra.com

When asked what he thought about the GAP program, David Coons, VP of Advanced Markets & Technologies responds, “It was a joy, we had a great time.” Zebra, a billion dollar international company participated in GAP to find out if there were opportunities to sell their products and services in the U.S. retail health market. “It was fascinating to see how the GAP team attacked the problem,” continues Kerri Baker, Senior Director of Product Technologies. Director of Product Management Ram Ramaprasad describes an ancillary benefit of participating in GAP. “The way the GAP team approached the problem opens a larger opportunity where the results of the project could have a bigger impact in the future.”

2012

**Advanced Steel Recovery**
John Spruce (President): jspruce@advancedsteel.com

John Spruce, President of FASTek Division of Advanced Steel Recovery, an international recycling company that purchases, processes, and sells ferrous scrap metal says of the GAP students, “We had a very positive relationship with our GAP team.” He adds, “It was extremely valuable to have a team of Anderson MBA students examine our company’s business model and get insight into different perspectives.”
(www.advancedsteel.com)
**Aleratec**
Perry Solomon (President, CEO): psolomon@aleratec.com
Haol Yao (Director of Product Marketing and Development): hyao@aleratec.com

“The GAP students were very perceptive, asked good questions and were energetic and enthusiastic in their research,” recalls Perry Solomon, President and CEO of Aleratec, a company that creates professional-grade duplicators for hard disk drives, USB flash drives, flash memory and optical discs (BD/DVD/CD), as well as optical disc printers, blank media, disc shredders, disc repair and related accessories. The Director of Product Marketing and Development Haol Yao comments, “GAP is a great way for companies to receive a tremendous amount of information without extending their resources too far.” (www.aleratec.com)

**Ardica Technologies**
Dick Martin: dmartin@ardica.com
Daniel Braithwaite: daniel@ardica.com

Dick Martin of Ardica Technologies, Inc., a company focused on creating a compact, clean, high density fuel source for commercial and military markets, says about his GAP team, “Working with the students was a very enjoyable experience; they took our guidance and came back with results.” Daniel Braithwaite continues, “We were impressed with the quality of research and the depth of study by our GAP team.”
(www.ardica.com)

**ThelioPulse**
Winn Hong: Winn.hong@usc.edu

When asked why ThelioPulse has returned to the GAP program for the third time, Winn Hong responds, “It’s the quality of the students and the way the program is structured.” ThelioPulse manufactures a bio-electric device, which is a platform technology that currently treats warts and can eventually treat a variety of other skin conditions. Mr. Hong goes on to describe on the program’s benefits. “The day of all the GAP presentations is a good networking event to meet companies, as well as judges, venture capitalists and other people in the industry.”
(www.ami.usc.edu)