



<b>Company</b>	Kiosked is an in-content discovery, sales and engagement platform that turns any online content into a storefront – a Web Wide Shop. With Kiosked, brands can enrich, activate and control their content while reaching and rewarding their fans everywhere. Kiosked has been selected as Europe’s best start-up and has recently won many major advertising and design awards.
<b>Vision</b>	Anything you see can be yours.
<b>Market &amp; Focus areas</b>	Online marketing and e-commerce are now part of our daily lives, growing annually in double digits, with in-content marketing being as a \$132 billion market opportunity. Global e-commerce has reached nearly a quarter of total consumer spending and Kiosked focuses on its three universal, interconnected, visual and highly engaging levers: entertainment, fashion and sports brands.
<b>Business Model</b>	Kiosked’s business model is very simple. Kiosked charge brands for interactions and transactions in a performance based way. We either charge a commission for directing a sale or a fixed fee for desired action. The money Kiosked receives, it shares with everyone who takes part in enabling an interaction or transaction i.e. the publisher, any rights holders and fans.
<b>Benefits</b>	Kiosked makes it fun and rewarding for fans to discover and share any online content (solving the “Got to have that!” problem), enable brands to turn any content into a marketplace and engage directly with fans everywhere, and for online publishers to monetize any impulse they generate.
<b>Offices</b>	Helsinki, St. Petersburg, London and soon New York
<b>Background &amp; Founders</b>	Kiosked was founded in 2010 by Micke Paqvalén, a serial entrepreneur who has founded many major software companies, such as HansaWorld, Telepo and HotSip, and Antti Pasila, who has long and broad experience from mobile and Internet marketing.

**Board of Directors** Kaj Hed (Chairman), Chairman & Owner of Rovio Entertainment  
Micke Paqvalén, Founder & CEO  
Antti Pasila, Founder & Head of Products  
Andreas Rosenlew, Founder and Chairman of Grow

**Funding** \$5.75million

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