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## Winners of MindTrek Startup Launchpad

The first-ever Mindtrek Startup Launchpad competition was held 9.10.2008 at Mindtrek conference in Tampere, Finland. One did it Ltd. was one of the eight startup finalists pitching their idea to a group of experienced jury. The other finalists were Floobs, HammerKit, MahShelf, RunToShop, Star Wreck Studios, and TripSay.

The jury was headed by Sharon C. Ballard, the founding President/CEO of Enable Ventures Inc. Other members were Marc Davis, Social Media Guru and Chief Scientist, Yahoo!; Tapio Siik, Partner, Nokia Growth Partners; Pekka Pärnänen, Head of Finpro, Silicon Valley, and Henri Rantalainen, CEO, Business Development Advisor, Technopolis Ventures Professia.

Every contestant had 6 minutes to present the idea and company to the jury and after that anybody could make questions to the presenter. One did it CEO Antti Villanen had his turn on fourth place and told about One did it in a nutshell. The jury seemed interested and asked a lot about MIPS calculation and how One did it service differentiates from i.e. Yahoo! Green.

After couple of hours the jury had made their decision, and they commented briefly to all the contestants. The host was honored to announce the winners and he started to call out the winners. He said that the three contestants ended up a draw on the third place and he asked MacShelf, Hammerkit and One did it to come to front. After a little bit of confusion it cleared out that there wasn't going to be more winners, the first ever MindTrek Startup Launchpad winner couldn't be selected from there three and they all were winners.

For further information:

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The One did it service is a joint effort of One did it Ltd and D-Mat Ltd. The Finnish Association for Nature Conservation has provided the majority of the data used for the service. CSCP (The UNEP/ Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production) is collaborating with One did it. [www.onedidit.com](http://www.onedidit.com)