

MARKKU Oksman (M.A)

I always felt enthusiasm for creative materials and the admiration of insightful structures in aerodynamics, specially in Gliding.

Since my studies in Aalto, I have been fascinated by product and service development to meet the actual needs of consumers, preferably with a new and surprising perspective.

Last years I have found my interest in business design, which elements I also used as basis for all work done as entrepreneur in a company KleenU Oy.



KleenU

Health is in your hands

200x^{*}

less water use.

* In comparison to good quality water-soap-paper-dry wash.

Safe Natural

2015

Slush visit

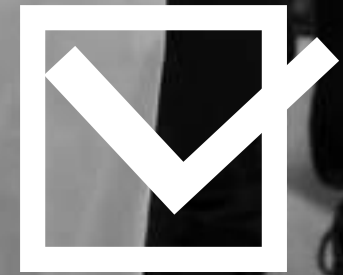
To learn how to stand out

2016

With **Turku AMK** students:

- **User acceptance test**
- **Laboratory tests**
- **Business Academy**
- **Clinical tests**

**Tested against
EN 1500**



2016

Contacts to several companies in Finland and abroad to learn how interesting our innovation was.

→ **Had to be in sales first!**

→ 1st patent application

2016

Slush participation

To stand out with our innovation

**→ KleenU was picked by German
giant Beiersdorf AG.**

2017

2nd and 3rd Patent Applications

4 months joint project in Hamburg

Co-creation consumer workshop in
Berlin

Turku AMK hack project for autofeeder

2017

BDF offered exclusivity contract to patents.

All the process of finalizing paperwork and first payment to arrive took 5-6 months.

2017

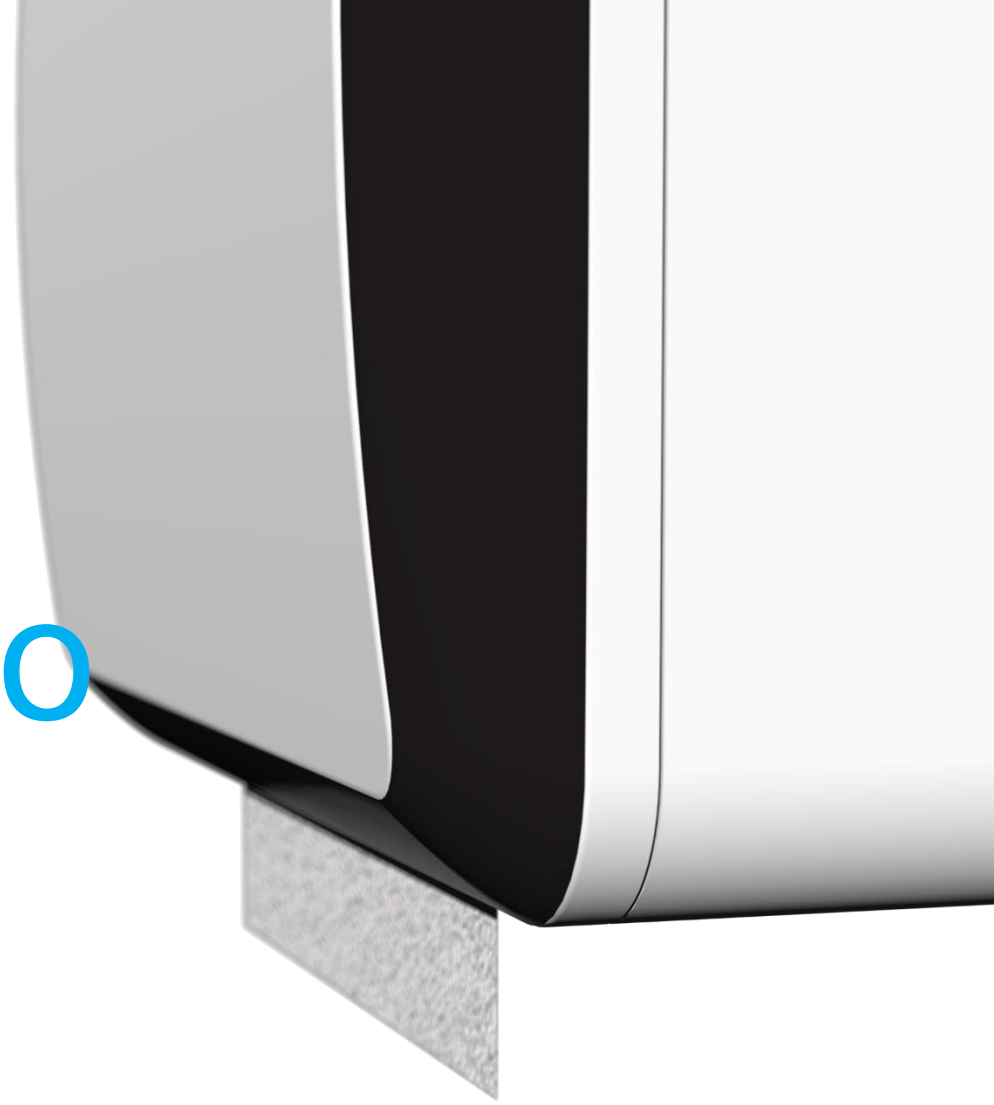
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2017

Now we are
planning actions to
make The Hack a
real product.





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