

SPORTSPOT

(Finland)



ENDURANCE Case study

Company details

Sportspot Oy is based in Finland and it is not yet active internationally. Sportspot was established in 2014. Sales in 2020 was 460 thousand euros. As remote work has become more common, leading a team spirit & community has become even more challenging. Well-being at work plays a very important role in coping at work.

Sportspot was founded by Juho Nenonen and Teemu Harinen. Juho is a Finnish basketball player. In his career, Nenonen, who won two Finnish championships, a total of nine Finnish Championship medals and one Finnish cup championship, played 45 youth national matches in his career and has also played for the Finnish men's national team. Teemu is an active sport enthusiast who has played ice hockey, football, bowling but nothing professionally.

The company basics and highlights

Sportspot's main business is creating online events for businesses such as "TYHY" days, arranging sport related speakers and creating sponsoring as a service. Their main mission is to develop unforgettable experiences.

The most important business right now is the online "Tyhy" events. Because of Covid-19 pandemic, working organizations are more separate and don't interact with each other. Sense of community is missing when we work from home but to create trust in organization it requires internal communication and doing things together. That is what Sportspot is offering to its customers - organizations.

Sportspot events inspire people and bring them together. Sportspot offers turnkey service to customer organization where the organization's employees usually create some videos for the entertainment and everything else is planned and created by Sportspot. Its B2B sales takes place inside Finland and usually the sales to certain customer does not happen many times in a row. The business is very sport related and usually the speakers or the activities during the events includes sports. For example last week Sportspot created the season closing ceremony for Kataja Basket juniors. The event included speeches, awards and a Kahoot quiz competition. Even the national team coach Henrik Dettman was in the event with a video.



Sportspot's business is very innovative. There are no similar service companies in Finland and Sportspot has excellent network of sport characters in Finland. Also the Covid-19 pandemic has increased online events last year.

Company started when Juho Nenonen was lecturing sport management in UEF and Teemu was a student in his class. Teemu came with an idea after one class and they tossed it around and developed it together for a while until decided to start their business. Teemu and Juho expanded the original idea with spatial data with the group, allowing the user to see where the sports were and with whom, wherever they went. With this idea, the duo started sparring at the Joensuu Science Park Business Incubator. At the same time, Teemu and Juho consider that others could benefit from sharing insights gained in sports - for example, in business, overcoming difficulties, group dynamics, motivation and team play, from which direct signs of equality can be drawn in the world of sports. Of course, the extremes of the sport as such could not be applied to ordinary people, but the similarities would be much to be realized when inspired and credibly presented by an athlete who has gone through a mill. Following this realization, there was a complete turnaround in Sportspot.

Note: This case study was accomplished using the available primary and secondary materials. It reflects the views of the authors, and it serves educational and research purpose. The authors do not endorse or recommend any particular companies, products, services or persons mentioned therein.