

flowhaven

Licensing Suite

Flowhaven

Made with ❤️ by licensing professionals
to supercharge licensing partnerships

2016

Founded

+40

Employees

+16 Nationalities | 52% Female

+50

Years Combined
Licensing Experience



Office Locations

Helsinki Los Angeles London



The Founders



Kalle Törmä

CEO + Founder

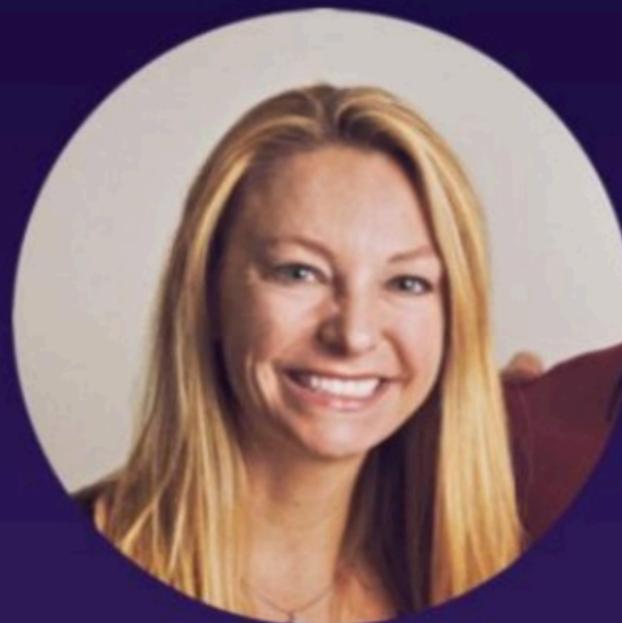
Creator of Rovio Entertainment's (Angry Birds) full licensing operations framework, 2012-2016



Timo Olkkola

CCO + Co-Founder

B2B sales wiz with proven track-record closing Fortune 500 deals and managing teams globally, ex-Neste sales lead



Jess Trinca

General Manager

Leadership experience spanning mobile game licensing (Fox, Rovio), integrated brand marketing (FremantleMedia), and general management



Leonid Zadorozhnykh

CTO

Full-Stack development wizard who leads 10+ person engineering team

Brand Licensing

The Industry by the Numbers

\$280B

Global Industry

Total retail sales of
licensed products*

\$15B

Royalties from licensed merchandise sales

300K

Licensing departments around the world

*Licensing International released its Annual Global Licensing Industry Survey 2019

300,000 licensing departments have a **problem** with information flow between partners

Decentralized information, fragmented views of business data, mass volumes of emails and spreadsheets, and other **inefficient, costly operational processes** continue to prevent teams from moving quickly to meet market demand



Flowhaven is the brainchild of licensing professionals who set out to create a **single licensing management solution**

LICENSING DEPARTMENTS		Microsoft Office	Cloud Storage	Other solutions	flowhaven	
LICENSING TEAMS						
Leadership	Strategy and Launch Planning					
Agreement Managers	Account Management					
Sales Executives	Agreement Management					
Designers	Content Distribution					
Product Developers	Product Development and Approvals					
Finance & Royalty Managers	Royalty Collection					

All licensing work with partners **done in one place**



Upcoming

Licensee



Start renewal negotiation



[Status check up reserved]

OPENED JANUARY 12

You sent an email to [Joe Walker](#)



[RE: Design Guide questions]



[RE: Adjustment for royalty rate]



Request adjustment of royalty rate

You had a task with [Joe Walker](#)



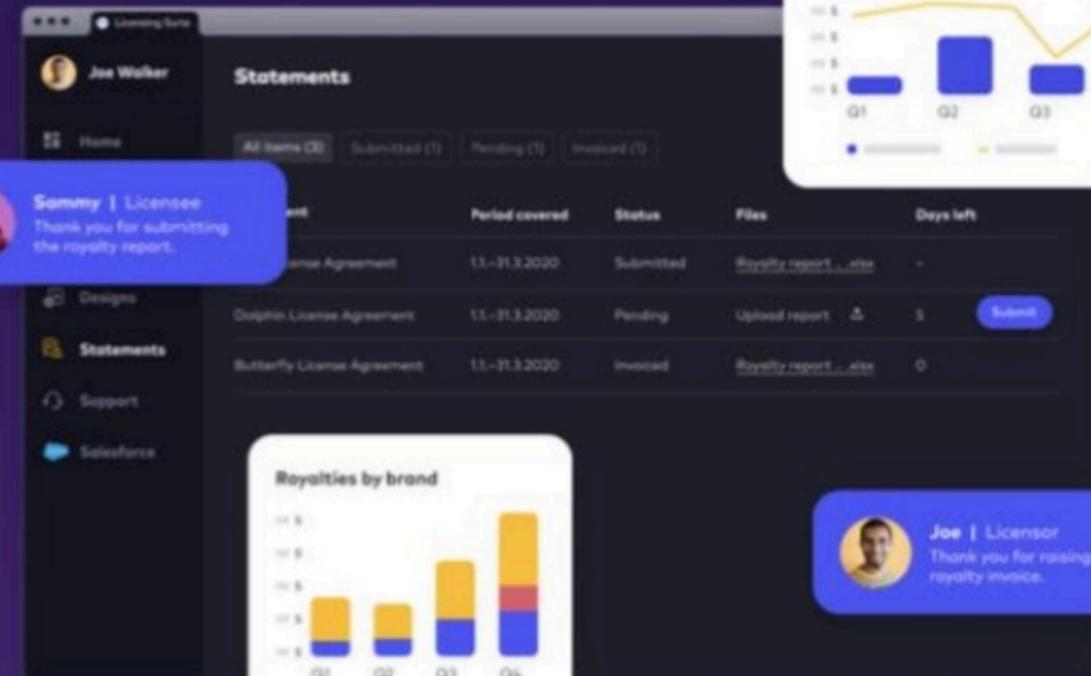
Conduct credit check for new partner

Account Management

Trigger or create tasks for yourself or assign them to colleagues or partners — all licensing communication is organized in one suite

Content Management

Automatic content sharing to rights holders based on agreement details



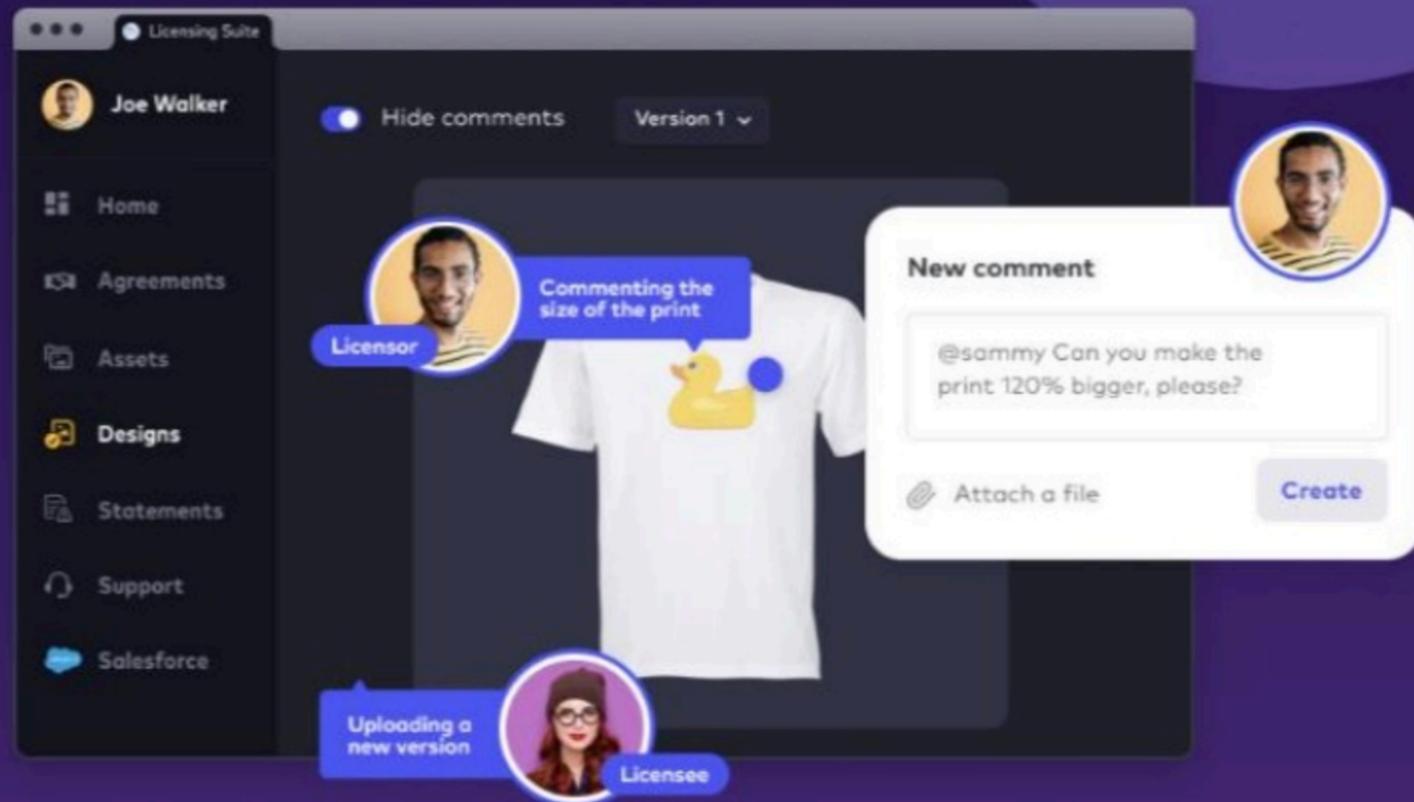
Sammy | Licensee
Thank you for submitting the royalty report.



Joe | Licensor
Thank you for raising the royalty invoice.

Design Approvals

Create, submit and approve product design concepts through a single workflow (vs. mass email exchanges)

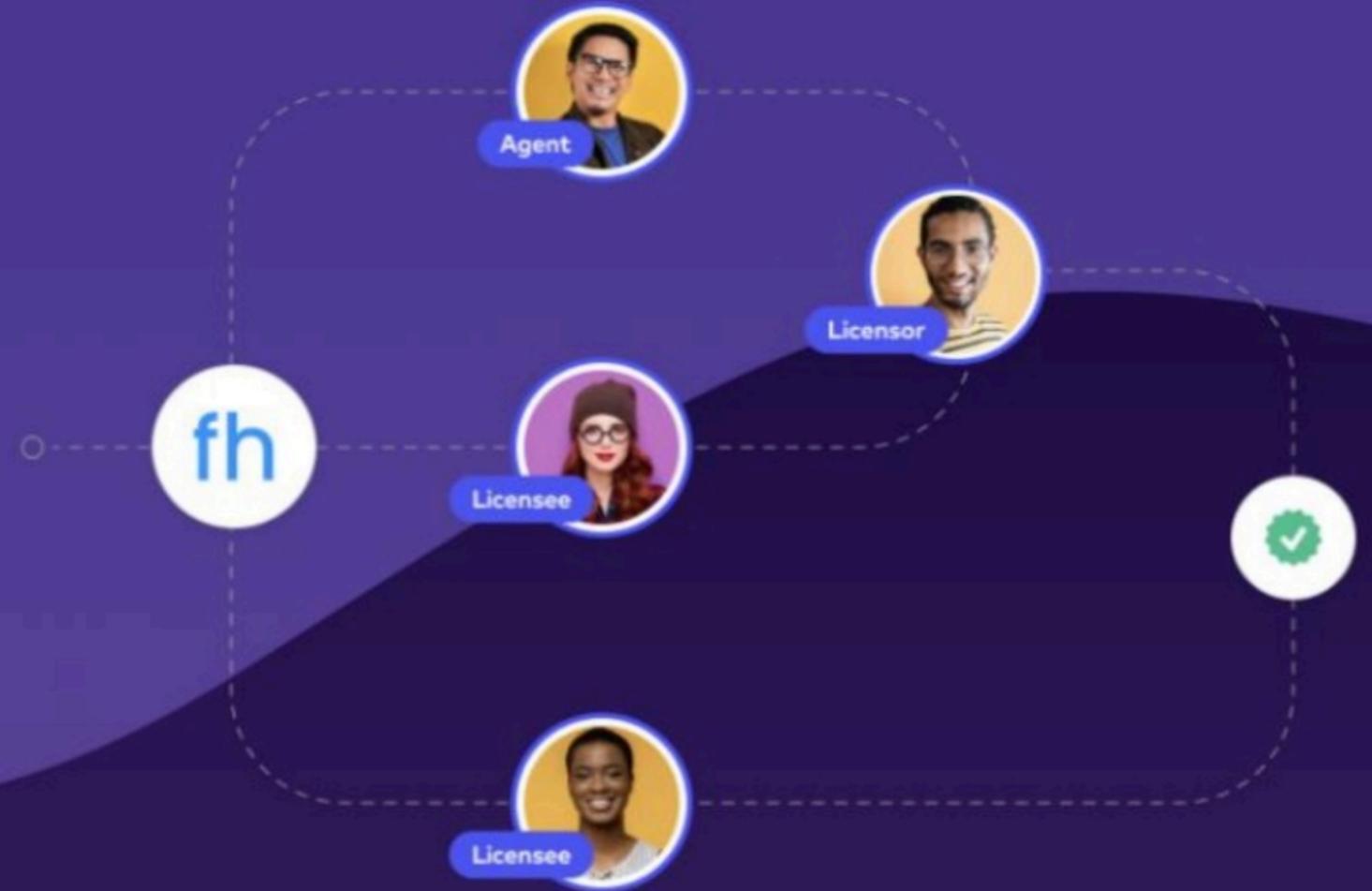


Royalties Reporting

Request, submit, receive, validate, calculate and raise invoices with a few clicks

Real-time Data

Use charts and other visual highlights to give status updates, spot issues, and keep work on track - never wonder about your team's progress, deadlines, sales cycles, etc.



End to End Journey

Flowhaven gives executives, creatives, and account managers the power to monitor the licensing journey from beginning to end, spot bottlenecks and celebrate triumphs

The world's top brands are fueled by Flowhaven



User Login Trend



Activity (Thousands)

Customers



Our Success to Date

Impact on Productivity

+84%

Matching customer needs

92%

Customer Happiness

88%

Ease of use

82%

Net Promoter Score

>90

Customer Success Story Video Links



TIMBUKTU LABS

”

[Flowhaven’s] ability to track all our licensing agreements and licensed products, create custom workflows that meet our stringent brand approval requirements, and generate robust reporting via its configurable dashboard are empowering us to take LAIKA’s brand licensing program to the next level.

Dave Burke

Chief Marketing Officer, LAIKA

LAIKA

”

With Flowhaven, my goal wasn't just to create a company. It was to create a catalyst for change that addressed the needs of the industry I love. From large corporations like Nintendo to nimble upstarts, brands of all sizes need a seamless way of managing their licensing businesses and a way to harness their data to lead confidently. We know we've met that goal when we see our customers' relationships strengthen, their products get to market faster, and most importantly, smiles on the faces of the people who receive their products.

Kalle Törmä

CEO at Flowhaven

