



***It's just another Monday evening. For many, the most disliked working day has come to an end, but for a growing number of mobile enthusiasts, the week's most awaited event is just starting. In over 20 mobile hotspots around globe, MobileMonday puts on events every month that bring together industry influencers from amongst its roughly 25 thousand members to set trends, debate developments, foster cooperation and cross-boarder business development, and to profoundly network with peers locally and globally.***

The remarkable MoMo phenomenon began almost by accident in Helsinki, Finland during the chilly autumn of 2000. Vesa-Matti 'Vesku' Paananen, a well-known Finnish mobile visionary, invited more than fifty mobile innovators to an Irish pub for an informal get-together and perhaps a warming drink. The only suitable time? You guessed it, Monday evening. After meeting many new faces and discussing the latest in mobility, the group decided to continue meeting on the first Monday of each month – and MobileMonday was born. Tokyo and Silicon Valley were the first MobileMonday groups to be established outside Finland in the autumn of 2004. In 2006, the number of MoMo groups has swelled to over twenty and new groups are being launched all the time. March saw launches in Beijing and Hong Kong, April enjoys launches in Boston and Kuala Lumpur, while we have launches in Barcelona and Bangkok to look forward to in May. Jari Tammisto, a leader of the global MobileMonday concept, sees such a high level of interest that there could be 50 MoMo groups with 100 thousand members by 2007. And according to Tammisto, these 100 thousand people are only the tip of the iceberg if you count the people that participate in MobileMonday discussion groups, read news or contribute to blogs. “The MobileMonday concept is a kind of ‘open source forum’, a counter-force to other existing organizations,” explains Tammisto. “Most industry associations drive very important industry initiatives. But their challenge is how to interact those initiatives with the community beyond their member representatives. Individuals participating in our events and discussion groups do so because of their personal interest and not because it is their duty as a company representative. That is why the meetings are more informal, fun and also valuable on a personal level. Even after some 55 MoMo events in Helsinki, we still seem to get tens of new faces coming to each event.”

Commenting on the recent MobileMonday launch in Hong Kong, a participant had the following to say; “Attendance was great. MoMo reaches an amazingly large audience – from high-ranking government officials to R&D nerds. MoMo as platform offered a welcome discussion across industries in Hong Kong. Another astonishing success was media attendance – that ensured visibility beyond the event itself.

How this global success can be achieved and momentum sustained without a single employee on the MobileMonday payroll is quite remarkable. Even more remarkable is the dedication of the 100 or so volunteers who donate their time and energy toward organizing monthly meetings and toward developing local and global MoMo concepts. A key factor is that no money is transferred between the groups. Everyone involved has a genuine interest in donating personal resources toward a successful MobileMonday. In exchange, they expect intangible benefits like the personal value of the network they help create.

Regardless of the open source principles applied or the donated resources used in its organization, concrete business value is created at every single event. Innovators are exposed to partners, customers and venture capitalists; new training programs are developed; online Trend Polls make headline news, and even regulatory authorities keep a close ear on the views of the MobileMonday community.

“In the coming years, the MobileMonday movement may develop into an extremely influential industry force. But rather than shooting for that goal, we are all just

enjoying the energy our industry has regained.” Concludes Tammisto, “So much is happening again and all of us in the MoMo network are right in the middle of it. What could be more fun?”



About MobileMonday:

Initiated in Finland in 2000 by industry influencers like Vesku Paananen and Peter Vesterbacka, Mobile Monday is the most developed mobile industry-related community and event organizer. Its objectives are:

- Bringing together local, national and international actors working in the mobile industry
- Facilitating networking, cooperation, partnerships and business development
- Promoting innovation and sharing in the mobility sector from startups to large companies to research organizations.

It consists in:

- A regular event held on Mondays (once a month) in a relaxed and creative atmosphere
- An industry-focused and casual networking opportunity
- Organized around 2 to 4 presentations by local or foreign companies, startups, researchers, visionaries, investors...
- A community gathered around a website, providing connection with other chapters, presentation materials and members feedback

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