

mosahybrid – First year statistics



Party! It's now November 8, 2018 and exactly 1 year when we registered mosahybrid to trade register (Finnish Patent and Register Office).

The idea of having a company together raised in the rocky roads of our pilgrim to Santiago de Compostela. And it took couple months to get mosahybrid established in trade register. Actually, one of the first learnings were that there are a lot of bureaucracy in starting new companies – in some sense life was much easier in corporations where there are many specialists to enable you to focus on your core tasks.



I went through our projects and here comes some interesting statistics.

14 Customers

All in all, we have had 14 customers. Ten are our direct customers (we have a contract with them) and 4 are indirect (there is somebody between in selling our services).

12 countries

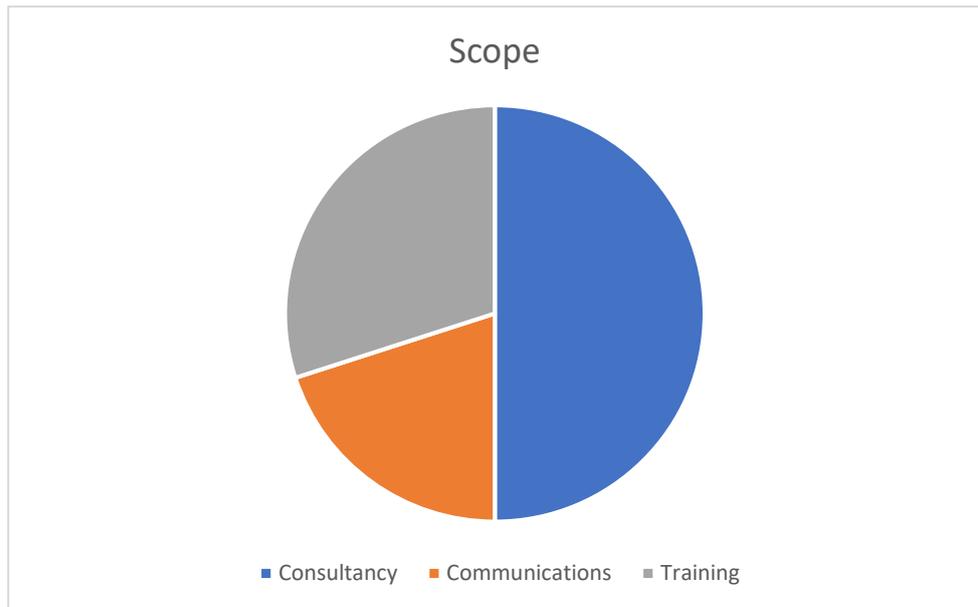
One big surprise was how global this kind of business (or our expertise) is. We have had operations in 12 countries. From Australia to US. Mainly in Europe, though.

4 business models

There are several ways we are doing business. The most common is time and material but we have also others like fixed pricing and provision-based pricing. We do also something pro bono – just charging the minimum costs.

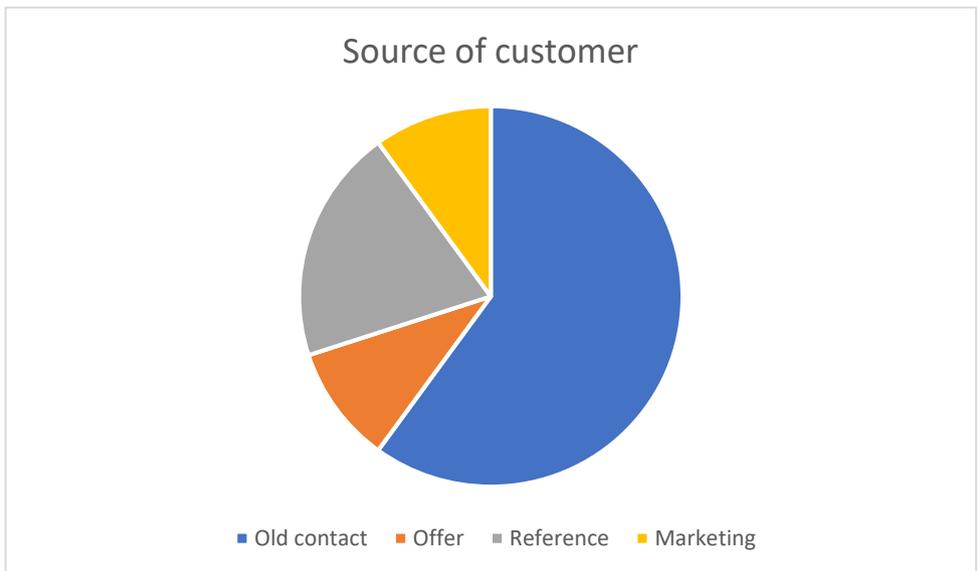
Scope of work

The main part of the work, 50 % of the customer cases, is consultancy – this is even bigger if we look at the effort. Other part is communication services and training.



Source of work

The old contacts are by far the biggest source of the customer base. But there is also good increase with customers that have got references from others using mosahybrid services.



So, overall, very encouraging start for mosahybrid. Exciting and fascinating customers, different opportunities for learning new things and very international operations. And – luckily – the roads for mosahybrid have not been as rocky as in Santiago de Compostela.