

June 28, 2012

**Microsoft and Nokia to Invest Up to 18 Million Euros in Mobile Application Development Program at Aalto University**

*Mobile developers to benefit from funding, training, support and business opportunities as Microsoft and Nokia launch the AppCampus program at Aalto University.*

**HELSINKI, Finland — June 28, 2012** — To drive innovation and business opportunities in Finland's mobile ecosystem and beyond, Microsoft Corp. and Nokia will each invest up to 9 million euros into a newly established mobile application development program at Aalto University during the next three years. The AppCampus program has been set up to foster the creation of innovative mobile applications for the Windows Phone ecosystem, and in addition, Nokia platforms, including Symbian and Series 40, to create a new generation of self-sustaining mobile startups.

Kicking off in May 2012, the Finland-based program will be led and managed by Aalto University, which has a growing reputation as a hotbed of new startup companies. AppCampus is intended to attract thousands of application proposals from students and entrepreneurs from all over the world. Aalto University will make a significant contribution to the project by providing premises, coaching services, and access to both academic and business networks for budding app developers.

Within the AppCampus program, mobile entrepreneurs can benefit from comprehensive support, training in mobile technology, design and usability, and funding to create innovative new mobile apps and services. Windows Phone Marketplace and Nokia Store offer local and global business opportunities to program participants via distribution to consumers around the world.

Mentored by veterans in the mobile industry, program participants will be given insights and business coaching to help them commercialize their ideas while retaining the full intellectual property rights for their innovations.

"The ICT industry and knowledge base in Finland is one of the most competitive in the world, particularly in the mobile technology field," said Jyrki Katainen, Finnish prime minister, at

the launch event for the AppCampus program in Helsinki. "Finland is an early-adopter market, and the significance of national education and technology innovation is deeply rooted in our culture. As a result, there is a growing appetite for entrepreneurship among the younger generation at Aalto University and beyond. The partnership between Microsoft and Nokia is a critical investment in this growing ecosystem and represents an exciting opportunity and access to global markets for our local startup community."

"AppCampus offers an unprecedented opportunity for entrepreneurs to put their ideas into practice and create world-class mobile products," said Ari Rahkonen, General Manager of Microsoft Oy. "We want to turn a new leaf in the mobile industry and foster Finland's role as a center of excellence for mobile technology. Such investment into early-stage concepts has rarely been seen in this sector, and this demonstrates how highly both Nokia and Microsoft value Finnish mobile expertise."

"We are proud to announce this new program, which will enable new and existing developers to create next-generation mobile apps and unique user experiences," said Kai Öistämö, executive vice president, Nokia Corp. "The partnership will allow developers to ideate and monetize business opportunities globally, via both Windows Phone Marketplace and Nokia Store."

"An essential part of Aalto University's mission is to strengthen Finland's competitiveness," said Tuula Teeri, president of Aalto University. "We are pleased to host this initiative, which concretely boosts utilization of new knowledge and skills in creation of new entrepreneurial ventures."

"Through our technology transfer and Aalto Venture Garage activities, the Aalto University community has been able to help catalyze the creation and growth of more than 30 companies during the past two years, with a number of them having mobile applications," said Will Cardwell, head of the Aalto University Center for Entrepreneurship, which will be charged with managing the program. "The people and ideas we work with hail from all corners of the world, and our

partnership with Microsoft and Nokia will further strengthen our global network. This program will provide a unique opportunity to turn application ideas into real business with the support of world-class partners and coaches.”

“Within our student community, we have a strong mission to boost entrepreneurship and to create more startups,” said Teemu Tapanila, a board member of the Aalto Entrepreneurship Society and leader of the Windows Phone Aalto community. “We warmly welcome the opportunities and networks brought by this cooperation.”

### **On the AppCampus program**

Mobile entrepreneurs can apply for grants within the AppCampus program beginning in May 2012. More information can be found at <http://appcampus.fi/>

### **About Nokia**

Nokia is a global leader in mobile communications whose products have become an integral part of the lives of people around the world. Every day, more than 1.3 billion people use their Nokia to capture and share experiences, access information, find their way or simply to speak to one another. Nokia’s technological and design innovations have made its brand one of the most recognized in the world. For more information, visit <http://www.nokia.com/about-nokia>.

### **About the Aalto University Center for Entrepreneurship**

The Aalto Center for Entrepreneurship (ACE) at Aalto University, Finland, offers innovation, commercialization, and start-up services for Aalto University researchers, students and other stakeholders. In addition, we facilitate innovation and growth entrepreneurship by co-creating research and education of these areas across all the Aalto schools. ACE partially funds and participates in the award-winning Aalto Venture Garage and Startup Sauna open source seed accelerator.

### **About Microsoft**

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realise their full potential.

**About Microsoft EMEA (Europe, Middle East and Africa)**

Microsoft has operated in EMEA since 1982. In the region Microsoft employs more than 16,000 people in over 64 subsidiaries, delivering products and services in more than 139 countries and territories.

This material is for informational purposes only. Microsoft Corp disclaims all warranties and conditions with regard to use of the material for other purposes. Microsoft Corp shall not, at any time, be liable for any special, direct, indirect or consequential damages, whether in an action of contract, negligence or other action arising out of or in connection with the use or performance of the material. Nothing herein should be construed as constituting any kind of warranty.

**For more information:**

Charlie Meredith-Hardy, Weber Shandwick, +44 20 7067 0647, [cmeredith-hardy@webershandwick.com](mailto:cmeredith-hardy@webershandwick.com)

Nokia Communications, +358 7180 34900, [press.services@nokia.com](mailto:press.services@nokia.com)

Pekka Sivonen, Head, AppCampus, +358 503577732, [pekka@appcampus.fi](mailto:pekka@appcampus.fi)  
Aalto University Communications, +358 50 321 7034, [viestinta@aalto.fi](mailto:viestinta@aalto.fi)

*Note to editors:* For more information, news and perspectives from Microsoft, please visit the Microsoft News Center at <http://www.microsoft.com/news>. Web links, telephone numbers and titles were correct at time of publication, but may have changed. For additional assistance, journalists and analysts may contact Microsoft's Rapid Response Team or other appropriate contacts listed at <http://www.microsoft.com/news/contactpr.mspx>.