



Feel the moment.
Hear Ropina.

FINAL CAMP 2026

ROPINA
INNOVATIONS

01 — THE START

Three years ago we were put in the same team.

We didn't know each other.

We had no idea what this would become.

Pretty soon you could hear a patter of rain.
Ropina.



02 — THE PEOPLE

What we share is entrepreneurship.

Otherwise we're pretty different.

One of us spots the business model first.
Another spots that the logo is three pixels off.

A third is already selling the idea to a client.

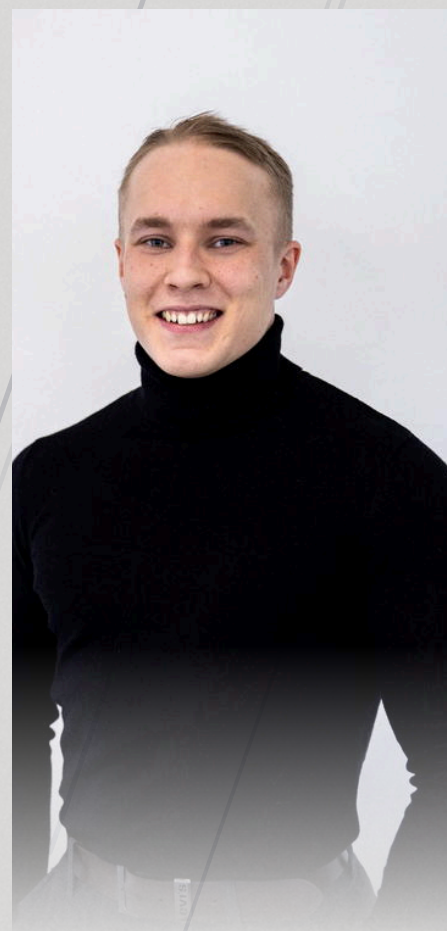
A fourth is filming it.

**And someone eventually asks:
"But why are we really doing this?"**



There are 21 of us.

03 — THE TEAM · 1 / 3



Joonas Komulainen

Founder and event lead at TREX AI. Builds the concept, pitches it, and cuts the video too when needed.



Frans Heikkilä

Founder and Event Lead at TREX AI — a strong team leader, a natural networker and an organiser of large moving parts.



Gren Soasepp

At home with customer experience and large projects — from webinars to café business to solar panels. His thesis digs into situational leadership.



Ada Varvio

Founder of Lavly and Ropina's Team Leader. An energetic performer with a background in HR, social media marketing and getting people excited.



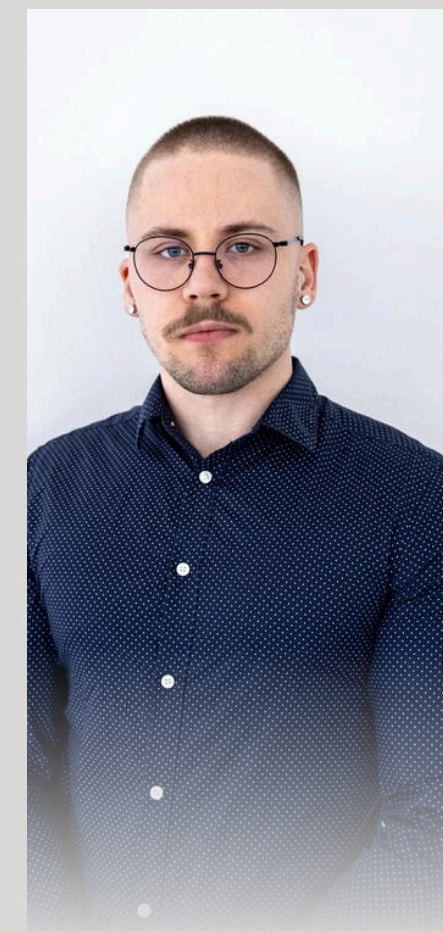
Polina Filatov

Founder of Lavly and a visual generalist — graphics, web and video, and every project's brand carried all the way to the finish.



Katariina Kotamäki

Founder of Lavly. Scripting, performing and visual production, from the idea to the finished thing.



Tuomas Kivimäki

Short-form video and media production. Professional-level skill with AI tools and how to use them.

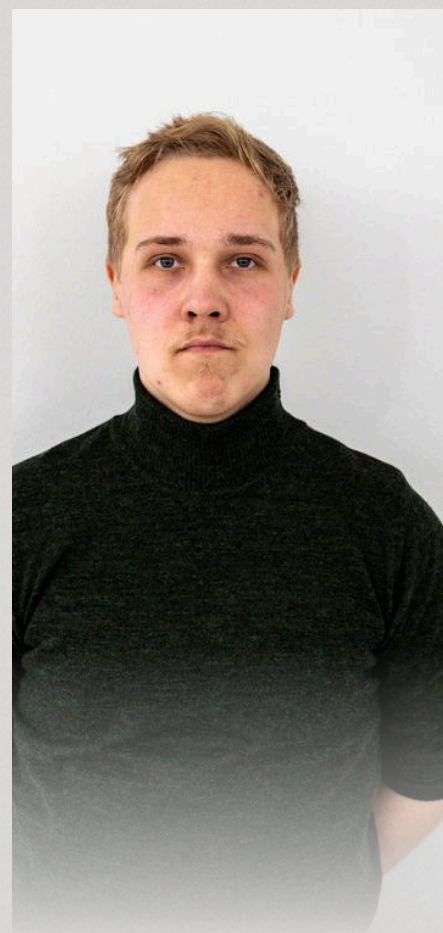
And we're pretty different.

03 — THE TEAM · 2 / 3



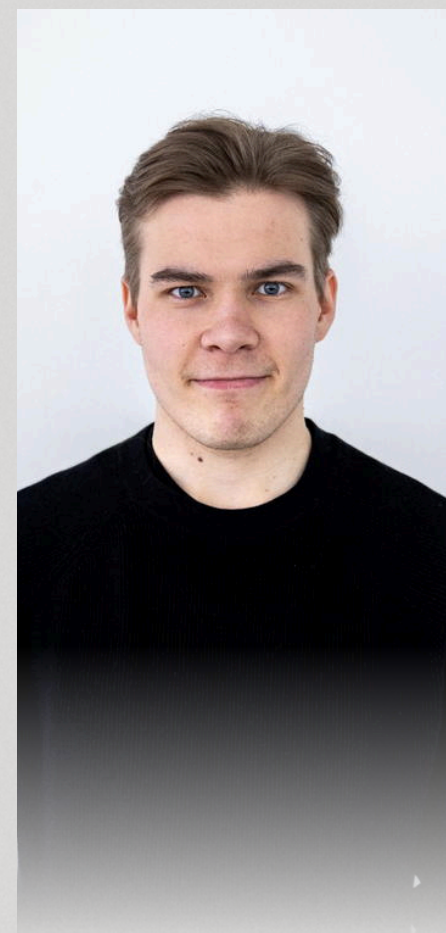
Niklas Simonen

A closer and a webinar producer who brings a professional coach's approach to creative thinking.



Miro Muhonen

Ropina's Business Leader. An inventive pathfinder, a builder of team spirit and a creative problem solver who dares to make the call.



Jeremias Seppänen "Pauke"

Finance and customer experience. Keeps the numbers honest without letting the client get lost along the way.



Akseli Harju

A master of the numbers and an all-rounder in technical production who keeps projects in hand and turns plans into practice.



Totti Hovila

International networks and spotting new openings. Knows what makes the right people stop. Strong instincts and the drive to put ideas into practice.



Elias Mustonen

Over nine years as a video and photography entrepreneur. Head of marketing at TREX, camera usually within reach.



Riikka Nieppola

Sees the whole and holds a precise vision. Notices and raises the things that others might forget.

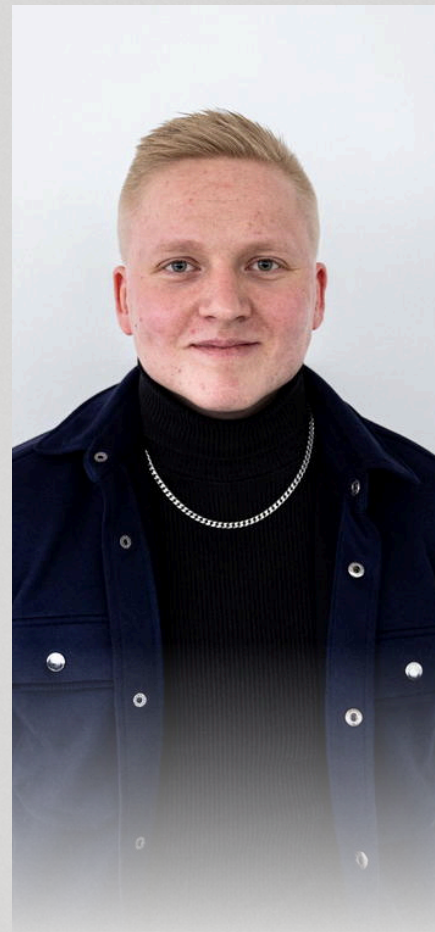
But we're after the same thing.

03 — THE TEAM · 3 / 3



Annika Riepula

Ideas turned into content, thinking for growing the business, and an eye for good customer experience.



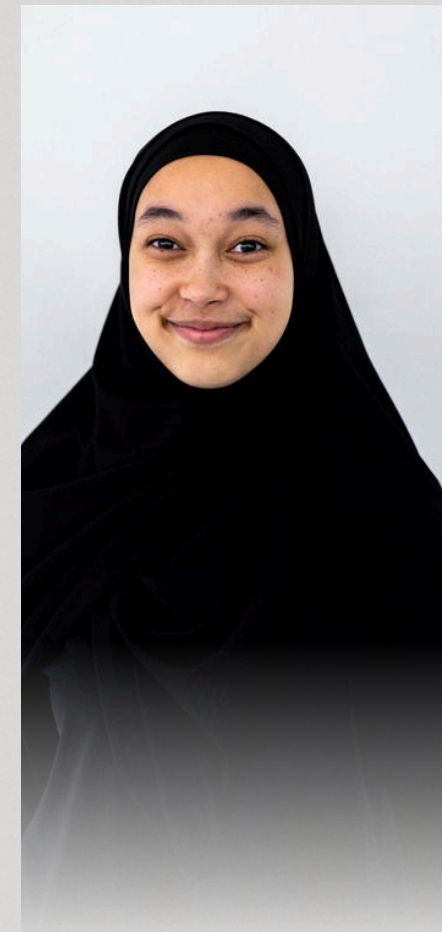
Sampo Sarkaniemi

TREX Awards. Commercial thinking and an entrepreneurial streak, from the idea to working it into reality.



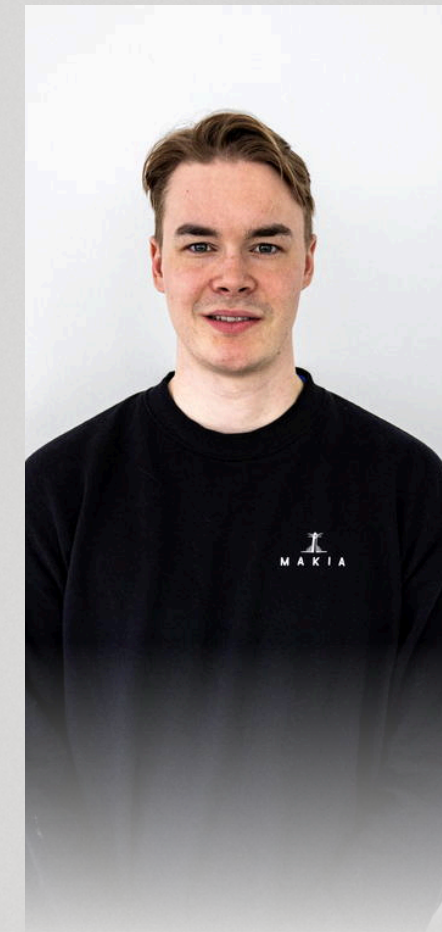
Ossi Mikkonen

An instinct for sales, creative research, and a knack for finding out-of-the-box answers.



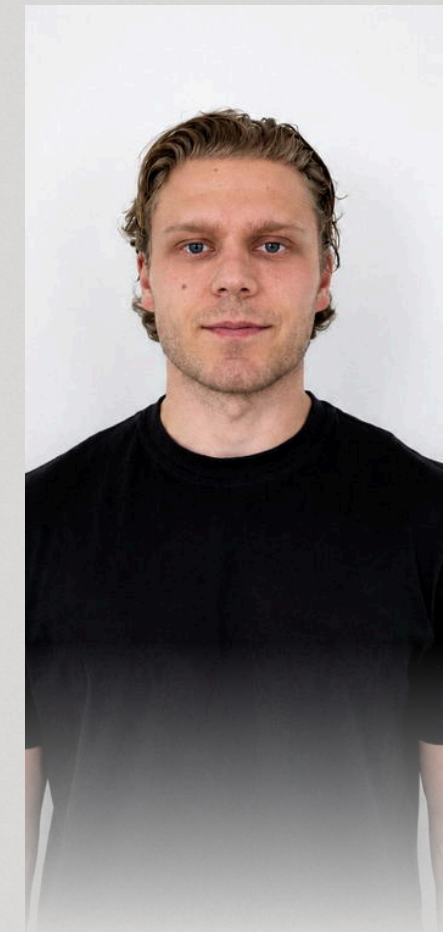
Leila Ali

Production lead at TREX. Experienced in building teams and partnerships. Reliable, precise and systematic; equally at ease presenting and facilitating events.



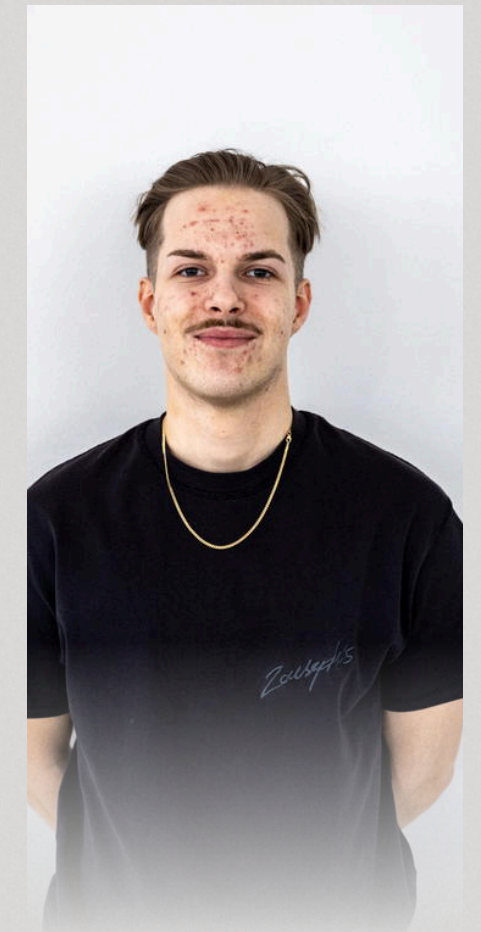
Jere Kaijanen

Bubble football entrepreneur who grew the business past €50,000 in revenue and runs a network of ten. Strengths: sales, hands-on leadership and growing a business.



Arvo Karaksela

Gets technology, fires off ideas, and thinks with a commercial eye.



Antti Peltoniemi

The other founder of Kuplapallo. Marketing strategy, pitching and B2C sales; makes bold calls and puts ideas into practice fast.

04 — HOW WE WORK

**We have a habit of
stepping into boots
that are slightly too big.**

Then we learn fast. And do it properly.

HONESTY · OPENNESS · COURAGE · TRUST · AMBITION

First we solved other people’s problems.

The number after each one is the grade the client gave the assignment.

City of Tampere

5 / 5

The brief was a workshop. Underneath it was a bigger question: how do you get project managers to genuinely meet each other. The answer was a gamified team-building concept.

Pirkanmaan Yrittäjät

5 / 5

How do you make business succession interesting to a young person? We built the concept and the marketing and communications plan around real entrepreneur stories.

FineSports

CONCEPT PROPOSAL 5 / 5

A touring game event entering a new market on a small budget. Our proposal built the expansion around a streamable tournament format.

Siemasu

CONCEPT PROPOSAL 5 / 5

A Tampere micro-roastery wanted to reach Europe with no marketing budget. We proposed a coffee tour by camper van: tastings at trade fairs and events, one city at a time.

Tuoni Studios

5 / 5

How do you make murder mystery dinners more compelling? New concepts, new audiences, and new ways to market them.

Ikaalinen Travel Agency

4 / 5

A new kind of travel package for students: destination ideas, audience insight, and a marketing plan.



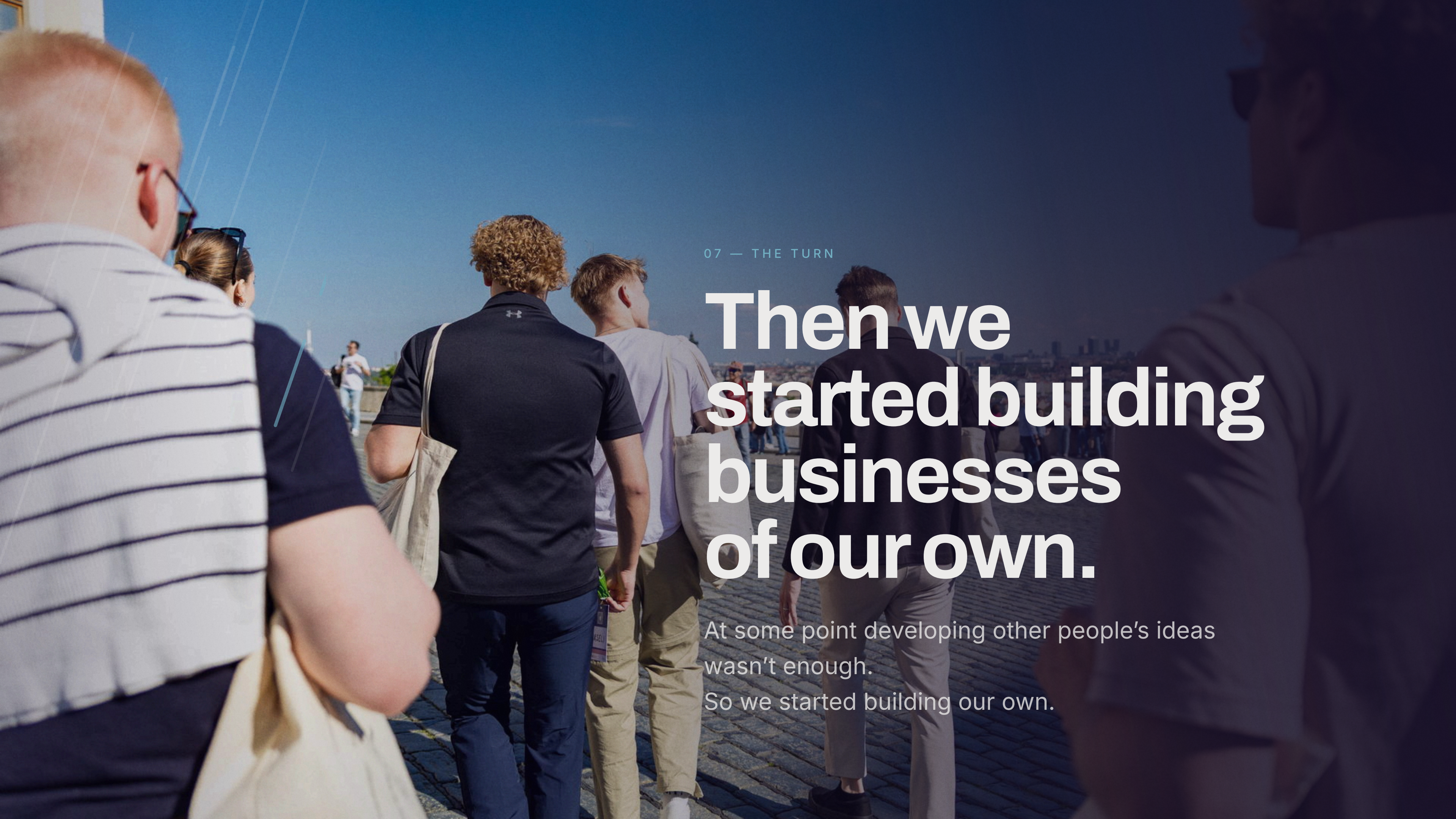


4.8 / 5

Average grade across our client work.

Not perfect every time.

But pretty close.

A group of people are walking away from the camera on a cobblestone path. In the foreground, a man with a shaved head and glasses is seen from the back, wearing a white and blue striped shirt. Next to him is a woman with sunglasses on her head. Further ahead, a man with curly hair in a dark blue polo shirt and another man in a light purple t-shirt and khaki pants are walking. To the right, a man in a dark jacket and light-colored pants is also walking. The background shows a clear blue sky and a distant cityscape. The overall mood is one of movement and progress.

07 — THE TURN

Then we started building businesses of our own.

At some point developing other people's ideas
wasn't enough.

So we started building our own.

Three companies of our own, actually running.



An AI event built for business decision-makers. Ropina runs the concept, sales, marketing, speakers, partners, content and production.

300+ business decision-makers attending

73 % of them senior leadership

200 tickets sold in three days

TREXAI.FI



A puppy yoga concept that grew out of Tampere into a nationwide service. Concept, brand, sales, marketing, partners and operational scaling.

500 000 € in revenue so far

6 cities across Finland

9 stories in national media

LAVLY.FI



Bubble football for events, team days and birthdays. A complete experience service, on our own pitch and on the road across the region.

160+ events a year

3 500+ participants a year

5.0 / 5 customer rating

KUPLAPALLO.FI

09 — LAVLY

Puppy yoga sounds cute.

Underneath it is a real business.

Brand. Sales. Marketing. Partners. Operations. Growth.

500 000 €

in revenue, Q3/2024 – Q3/2026



LAVLY × PRESS

YLE 2025

Eläinjooga tuo naurua ja laskee stressiä – ilmiö trendaa nyt Suomessa

AAMULEHTI 2026

Moron maistajakoira Kasper meni koirien jäätelökioskille

TAMPERELAINEN 2026

Kun neljä pörröpalloa saapuu saliin, keskittyminen katoaa

ILKKA-POHJALAINEN 2026

Kehonhuoltoa ja rapsuttelua – pentujooga yhdistää liikkeen ja pienet

KESKISUOMALAINEN 2025

Pentujoogassa koiranpissa ja kommellukset kuuluvat asiaan

KALEVA 2025

Suloiset corginpennut pistävät oululaisten joogaajien päät pyörälle

9 stories in total · lavly.fi

Then we decided to build an AI event for business decision-makers.

Because why do a small project when you can
do one that's slightly too big?

Here we are selling it to the people who ought to be in the
room.

29 Oct

2026, Tuulensuun
Palatsi, Tampere

4 + 2

keynotes and panels,
plus the AI Awards

350

seats, one hall and
dinner



Watch TREX AI

vimeo.com/1159659195

[Open video →](#)



11 — PRAGUE

The best memories aren't in a spreadsheet. They're here.



Ropina Goes Prague

Aftermovie · youtu.be/TZlh-JPAJPs

[Open video →](#)



Now comes our last trip together.

At the end of this year the group graduates.
After that we won't be in the same room in the same way.

So we don't just want a trip. We want a memory.

In practice.

Two weeks in November and December. The first week is professional programme, the second is time off together. The destination is still open — Europe is the starting point.

**20 Nov
–18 Dec**

2026 · TWO WEEKS

18–21

PEOPLE JOINING

1–5

DAYS IS ENOUGH FOR A PROJECT

So what are we actually looking for?

It could be:

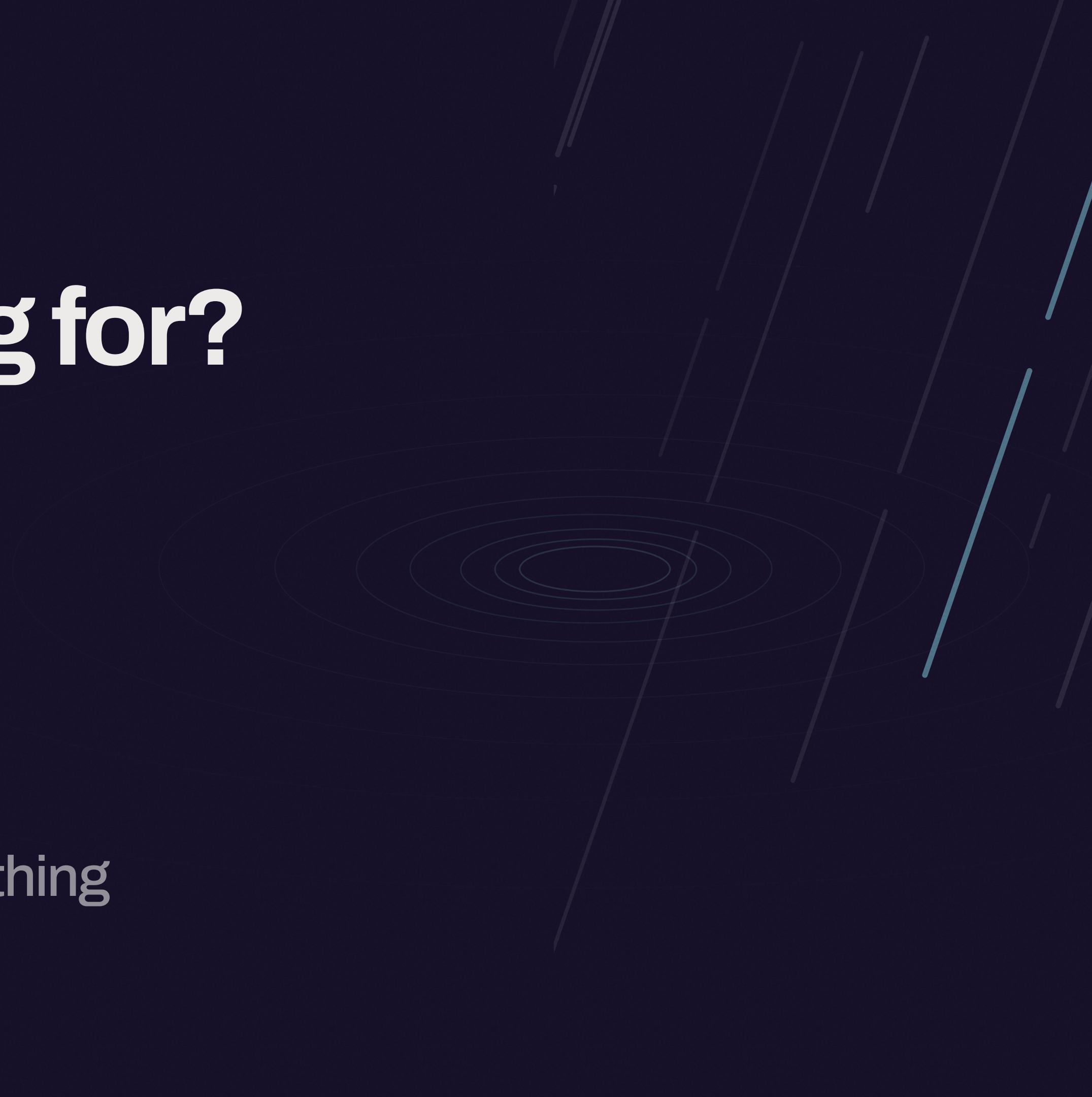
a company.

a challenge.

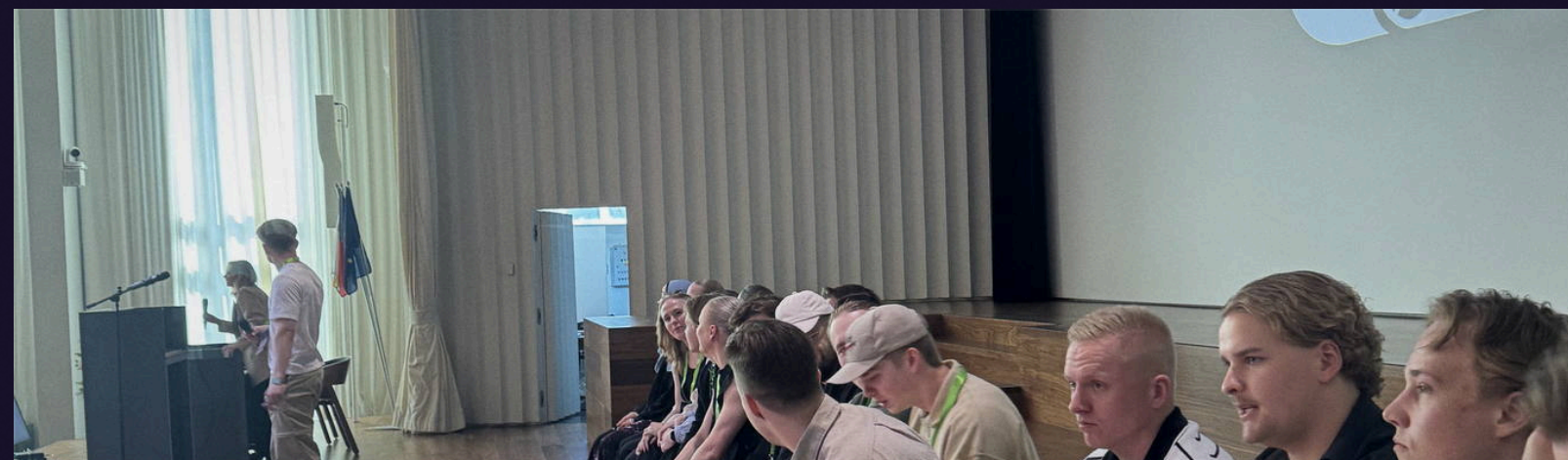
an event.

a project.

or a meeting that leaves something
behind for you too.



We can come and film.



To represent you at an event



To build a campaign



To facilitate a workshop



To develop a new concept



To research a market

Or sometimes just to listen to people we'd have a lot to learn from.

FINAL CAMP 2026 · 20 NOV – 18 DEC

Would you have a good reason for us to come?

ROPINA
INNOVATIONS

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