

Acme Corp — Organization & Team

Investor Due Diligence | People & Governance

Company Overview

Acme Corp is a mobile-first productivity software company serving small and mid-sized businesses (SMBs). The company focuses on enabling high-velocity teamwork through an integrated mobile workspace combining tasks, documents, asynchronous communication, and AI-assisted prioritization. Current headcount is 10 full-time employees, primarily based in Finland.

Leadership Team

- **Chief Executive Officer (CEO): Aino Laine** — Former senior product leader at Nokia with over 12 years of experience in mobile platforms and enterprise software. Holds an MBA and has prior experience scaling international product teams.
- **Chief Technology Officer (CTO): Mikko Virtanen** — Former lead engineer at Supercell with deep expertise in scalable backend systems, mobile architectures, and cloud infrastructure. Holds an MSc in Computer Science.
- **Head of Product: Sara Niemi** — Former Product Manager at Wolt, with experience in consumer-grade UX, growth experimentation, and mobile product delivery.

Engineering & Product Organization

- Senior iOS Engineer (1) — Responsible for iOS application architecture and performance.
- Senior Android Engineer (1) — Responsible for Android application architecture and platform integrations.
- Backend Engineer (1) — Owns core APIs, data services, and cloud infrastructure.
- Product and engineering teams operate in cross-functional sprints with shared ownership of delivery and quality.

Go-To-Market & Customer Operations

- Sales Lead (1) — Responsible for pipeline development, enterprise pilots, and expansion deals.
- Customer Success Manager (1) — Owns onboarding, retention, and account expansion.
- Marketing Manager (1) — Manages demand generation, content, and product marketing.

Hiring Plan (Next 6–9 Months)

- Add 1 Account Executive to support growing enterprise pipeline.
- Add 1 DevOps / Site Reliability Engineer to strengthen infrastructure resilience and security posture.
- Add 1 Data Analyst to support product analytics, customer insights, and AI feature development.

Retention, Culture & Governance

- Founder turnover: 0%.
- Average employee tenure: 1.4 years.
- Quarterly employee engagement survey score: 8.6 / 10.
- Company culture emphasizes autonomy, transparency, and sustainable work practices.