

{studs:2016}





Digaloo  
DIGITALTRYCK

# Thanks to...

## **All the companies**

for meeting us with such positive attitude

## **Resia**

who took us on our amazing journey

## **KTH & mainly Carl-Axel Engdahl**

for making this possible

## **Konglig Databeaktion**

for their assistance in organizational matters

## **Digaloo**

for helping out with all print related material

**... and finally a special thanks to all amazing people  
we met during the journey through the USA!**

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# Foreword

**This report presents** the successful project undertaken by students in the course Industrial Development and Entrepreneurship.

**This course is** the outcome of a student initiative, in year 2004. The students experienced some difficulties in their work, asked for support. The potential of the project was obvious, but I told them that I did not have the authority to give them the support they asked for but encouraged them to continue. The students then asked the president at KTH, Anders Flodström. He then asked me to create a course in which I would have the possibilities to give the support.

**The objective of** this course is to give the students an opportunity to train themselves in creating a venture including formulating an objective, financing, recruiting a team, motivating the team and to write a report. The project has to be substantial in time and efforts including an event or to study industries abroad as well as university education. The project has to be financed by support from companies to around 75% of total cost, the students have to sell services that the companies are willing to buy. In training of engineering students experiment and tests are an integrated part, this course gives training in management and entrepreneurship.

Carl-Axel Engdahl,  
**Associate professor, em**

# What is Studs?

**Studs** is an acronym for Studieresan (*translation: Study trip*) which is a part of a 15 credit course at KTH Royal Institute of Technology named Industrial Development and Entrepreneurship. The goals for this course include completing a large scale marketing project, where a large group of students receive the opportunity to meet tech companies both in Sweden and abroad. By setting up a platform where students and companies can interact with each other for future career opportunities, it gives the students an opportunity to experience different cultures in both professional and academic environments. A collaboration with Studs does not only include a set of networking events with different companies from the tech industry, but also broadened exposure through the project's channels in social media as well as the final report book documenting the course and the study trip. This is also a unique opportunity for companies to increase their brand awareness among computer science students at KTH since the report book will be distributed among these networks, including all collaborating companies as well.

The course officially runs during the spring term. However, due to the nature of the course, it requires attendance throughout the entire academic year. This course is an excellent way to widen your social circle and get in touch with interesting and relevant companies. You also get the rare opportunity to experience carrying out a bigger project.



## **Project Leaders & Economy**

Axel, Katja & Jenny (Economy)



## Sales

Aroshine, David, Happy, Per,  
Emilio, Alexander, Björn, Brian &  
Anna



## Communication & Art Direction

Rasmus, William, Victor (AD) &  
Joakim



## Event

Elin, Sebastian, Denise &  
Rebecca



## Documentation

page = 13;

Petriina, Emelie, Marcus & Dina



## Travel

Eric, Fredrik, Viktor & Johan

page = 14;

# Project Leaders

**Paramount to our** leadership philosophy has been trust and support. We believe good leadership comes from within in a group. If we are not part of the group, how can we claim to represent its best interests? In practice, this meant we became factotums, doing everything from attending sales meetings, to baking, to writing (this very text!), all in order to keep the complex machinery that is Studs running smoothly.

## Economy

**The Economy group** consists of one person. It is the group taking care of and keeping an overview of the economy in the project. During the project, the Economy group, together with the project leaders, puts together the budget for the project and updates it during the course of the project. The group is responsible for sending invoices, paying for expenses during the project and managing bookkeeping. During the trip the Economy group is the one, together with one of the project leaders, taking care of the payments, both with credit card and in cases where cash is needed. The work of the Economy group is continuous from the start to the end of the whole year of the project with the workload being lighter until the company events start in December.

## Sales

**Over the course** of a year, the Sales group has been in charge of contacting and collaborating with various companies in tech. Since October 2015, a team of nine people have worked hard in order to make the project as successful as possible. Your skills in business negotiation, persuasion, and understanding the targeted company are put to practice. Being part of the Sales group will give each individual the opportunity to learn as well as to continuously grow abilities that will be useful throughout life. Meeting the entire tech industry, preparing pitches, and presentations are just a few things that the Sales group experiences. All in all, if you want to have a social project role, get direct contact with the industry, and want to represent a cool project like Studs, sales is just right for you.

## Communication & Art Direction

**Working in the** Communications group involves web development, feature handling and planning. Throughout the year the group has focused on developing the new website studieresan.se for Studs. The goal was to make the website more informative both for students and for companies. Also, the group should help the other groups to show their work. For example, the Travel group wants to show their destinations and the Event group should communicate what we did on our company events.

## Event

**As soon as** a company has decided to participate in the Studs project, they are assigned a person of contact from the Event group. The contact person then performs the job of communicating all types of information between the Studs group and the company as well as meticulously planning the company event together with the company - constantly evaluating what each participant is interested in taking with them from each event and what each company wants to communicate. A majority of the events take place during the spring, and naturally the spring is therefore also the most intense period of work for the Event group. The Event group is a small team of four people. The perfect member of the Event group would be best described as responsible, open minded, organized and creative - not afraid of trying out new event concepts and being great at taking feedback from both fellow students as well as company representatives.

## Documentation

**One very big** part of the course Industrial Development and Entrepreneurship is to put together a report that documents everything the project group has done throughout the course. This task is assigned to the Documentation group. They write the report, take photos at events and throughout the trip, and make sure the report gets printed. They are also responsible for providing the Communication group with content for the Studs website as well as running the Instagram account. Most of the work is done in the spring, when a lot of company events take place, but there is also work to be done after the study trip, as the report also documents the trip itself and then has to be put together, printed, and distributed.

## Travel

**The members of** the Travel group are the ones responsible for planning the trip itself. They make sure that the project group gets the best experience possible while traveling abroad for 18 days. The process involves getting a good understanding of where the group wants to go, booking flights, accommodations, activities, company and university visits. During the autumn the Travel group mainly does research and queries about different locations.

By Christmas the flights are being booked with accommodations close to follow. During the entire spring the schedule is gradually filled with both developing and fun activities.

# Forming the Group

**Over the course** of this project, we have met with several former Studs members. Listening to their stories about their trip has been a motivating and inspiring experience. When we listened to these stories, it was easy to forget that they all started just like we did - 28 KTH students with different backgrounds. Some people knew each other beforehand but far from everyone did.

**Team building becomes** very important when 28 KTH students are selected to participate in a year-long project with a 3-week trip overseas. Most Studs members are from the same classes, 4th and 5th year Computer Science students, and most did not know each other well prior to this course. Thus, the project leaders, Axel and Katja, emphasized on having team building activities throughout the year.

**Traveling with random** people for three weeks can be challenging, so team building activities work as rehearsal for the actual trip. Fun after work activities have been a way to get to know each other better. It is easy to connect over "innocent" games like table tennis or pool or over dinner or small challenges like building the best mascot while in a mall.

**Studs members are** expected to carry out the whole project independently and team building helps with motivation and knowledge sharing. The Studs subgroups hold meetings and team building events as well to share experiences and work together.



09  
NOV

# Accenture

## Business, Professional & International

**Accenture welcomed us** to their office located in Kungsholmen, Stockholm. The office had a modern feeling to it with open space and a glass roof which, in combination with the bad weather, gave a cozy feeling to the event.

**After a number** of insightful and intriguing talks given by a number of different consultants with varying roles, it is safe to say that working at Accenture's Operations division comes with a range of new and exciting challenges. We also learned that projects at Accenture Operations cover both areas of IT security and infrastructure, providing a fine line between technology and the world of business.

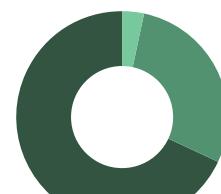
**Accenture made a** lasting impression on the Studs group with the fact that Accenture offers an opportunity for their employees to take on "pro bono" projects. This means that employees can choose between shorter projects to several month-long stays in developing countries, while still getting paid half of their current salary.

**One of the** harder things to do as a consulting company is to maintain a company culture. When your employees spend a lot of time in other offices, it can be hard to build a community where each employee feels connected to the brand. Accenture solves this by offering a lot of social events for the Accenturers. It is company tradition to work from the Accenture office on Fridays which allows for exchanging experience and knowledge while also maintaining a working relationship with Accenture colleagues. On top of this, they hold a monthly pub at their Stockholm office and there is a great variety of social activities to get involved with.

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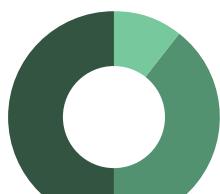
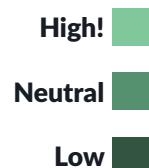
"Study subjects you are least likely to tackle in your work life. No course prepares you perfectly for work life, but you can always study more independently to strengthen your knowledge. So take the courses you wouldn't do on your own. Don't skip any math courses even if you could."

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Before the event

What is the likelihood that you would work at this company?



After the event



After the event

Do you feel qualified to work here?



02  
DEC

# TriOptima

## Competent, Cutting-edge & Charismatic

**TriOptima was founded** in 2000 in Stockholm, where the headquarters is currently located. During our visit to their main office in Stockholm, we got to listen to a number of captivating speakers, two of which were the CEO and CTO of the company. In the course of our visit, we learned that the primary focus of the company is to provide risk management services, mainly for the OTC (Over-the-counter) derivatives market. In other words, they help companies evaluate their OTC derivative portfolio, to resolve disputes. Because they help stabilize the market, they are, as they put it, "the good guys in finance".

**One very inviting** fact about TriOptima is that they are much needed in the corporate world as they are unique and therefore far from being taken out by (almost non-existing) competitors. The CEO of the company stressed that their success is greatly dependent on the technology used to provide their services. Their developers are one of their biggest assets and are highly valued in the workplace. When it comes to actual coding, no shortcuts are taken. The focus is on quality rather than quantity.

**As mentioned by** one employee and KTH alumni, TriOptima believes that "Good developers like to work with good developers." As a result, they seek to recruit good developers. As computer engineers graduate with no real background in finance, the company offers new employees a three week course in finance at their London office.

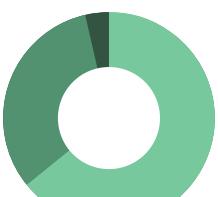
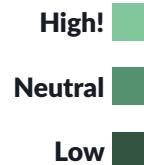
**A day in** the life of a TriOptima developer:

1. Arrive at the office sometime after 8 o'clock.
2. Eat breakfast to fuel the day.
3. Join your small (but highly efficient) team for an early meeting.
4. Continue with your own work.
5. Decide that you really would love to experience working at TriOptima's New York, Singapore or London offices.
6. Get your request approved and start packing!

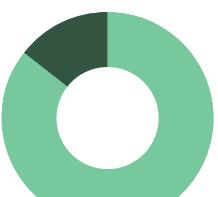


Before the event

What is the likelihood that you would work at this company?



After the event



After the event

Do you feel qualified to work here?



15  
DEC

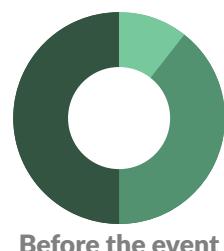
# Cygni

Favours personal development, Friendly & Competent

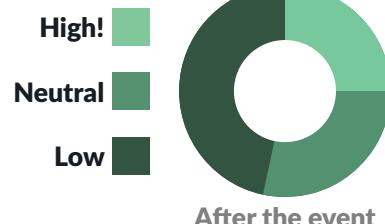
**Cygni**, a **75-person** IT consultancy, has an impressive reputation since it has been named Europe's best workplace twice in a row. They are specialized in agile system development with Java and .NET, but nowadays they hire other specialists as well. There are a number of opportunities for frontend developers and UX designers, too. Like many other IT consultancies, Cygni does not offer thesis positions or internships. Instead, they offer a two-year trainee program for graduates, which can be regarded as a full-time employment with extra focus on competence development.

**At the event**, the Studs group had the opportunity to pick the brains of several Cygni consultants in a "speed dating" session. While munching on delicious burgers from the nearby restaurant Vigårda, the Studs members split into smaller groups, all of which had one of the consultants for 15 minutes before rotating. Topics ranged from the importance of skills development to what the biggest difference between school and work life is.

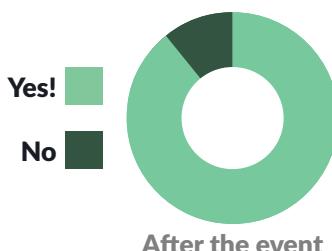
**The small but** cozy head office near Stureplan



What is the likelihood that you would work at this company?



What is the likelihood that you would work at this company?



Do you feel qualified to work here?



21  
JAN

# KnCMiner

## Cutting-edge, Innovative & Clever

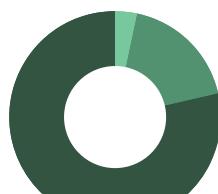
**KnCMiner was founded** as late as in 2013, which normally would make them a very young company. They are, however, one of the oldest companies in the field of Bitcoin mining. As a surprise at the event, all members of the Studs group were given their own CPU for Bitcoin mining. The CPUs are from the first generation that KnCMiner produced, but sadly, they are no longer efficient for Bitcoin mining, as their power consumption exceeds the value of the Bitcoins mined, which goes to show how fast the technology is advancing.

**Bitcoin is a** cryptocurrency built on blockchains. The CEO of KnCMiner, Sam Cole, walked us through the history of currency, going all the way from seashells to gold and to a possible future with Bitcoins. He highlighted how the technology behind Bitcoins, namely blockchains, could be used in countless contexts. For example there are fascinating opportunities in machine-to-machine payments, such as autonomous cars paying each other to get out of the way of each other. A driver that wants to get to a specific location as fast as possible allows his car to pay the other cars in front of him to get

out of the way. This allows car owners not in a haste to make some money with very little effort.

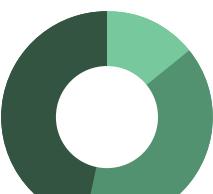
**The Studs group** was of course eager to explore the world of blockchains. KnCMiner offered us this opportunity by hosting a small competition where each team would come up with a use case for blockchains. The winning idea was the Curriculum Bitae (with B for Bitcoin), where blockchains would be used to verify and track a person's career. When a person receives their diploma from a university, a transaction between the university and the person would take place. Potential employers could then, thanks to the transparency of blockchains, check the transaction and see that the person, indeed, has received a diploma from the official Bitcoin wallet of that university.

**KnCMiner really showed** us how the idea of blockchains can be applied to so many more scenarios than just Bitcoins. While it might be a risky business to get into, it shows a lot of promise and we cannot wait to see more of what blockchains have to offer.



Before the event

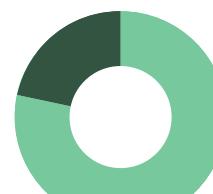
High!  
Neutral  
Low



After the event

What is the likelihood that you would work at this company?

Yes!  
No



After the event

Do you feel qualified to work here?



# Visma

## Business, Stable & International

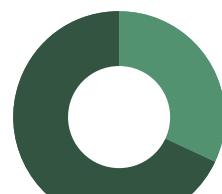
**Here we have** a company that has seen a lot of change and expanded to the point where it currently houses 7,000 employees all over Europe, with 100 offices and over 400,000 clients. Visma is primarily a consulting company that offers a range of services including software and business solutions.

**One of the** highlights of the event at Visma was the talk given by past hockey player and current CEO of one of Visma's subsidiaries, Peter Gerhardsson. He gave us a few pointers on successful leadership and ways to push forward in our careers, starting with the most important piece of advice: we all have the tools and skills to keep going, even at the toughest times in our careers, so never give up! Gerhardsson spoke of the importance of keeping up to date with technology.

He stressed the consequences of not focusing on the advancement of technology within a company and to what extent that could lead to situations similar to "The Last Kodak Moment". The term refers to the moment when Kodak went from being a giant to going almost completely bankrupt in a matter of years. Gerhardsson also

gave some very intriguing advice targeted towards those who plan to advance quickly in their careers: always find your successor. If you want to move on to doing something else, make sure to find someone that can replace you. Your boss will be more willing to help you advance in your career and will have no reason to stop you from moving on.

**One of the** main reasons employees at Visma love their work is that it is constantly changing, enabling them to acquire a broad skill set. Visma is steadily expanding their business by buying companies and putting their own spin on things in order to facilitate growth. One very interesting observation about Visma's overall annual growth is that they not only survived the dot-com bubble, but were not even slightly affected by it. They are smart with what they buy; they offer services that are going to be needed for a long time, such as payment systems and are therefore less likely to be affected by crises similar to the dot-com bubble.



Before the event

What is the likelihood that you would work at this company?



After the event



After the event

Do you feel qualified to work here?



04  
FEB

# Certezza

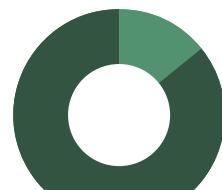
## Competent, Secure & Interesting

**What welcomed Studs** on this evening was a small and cozy computer security company named Certezza, located in Gamla Stan. While the company is relatively small, currently at 31 employees in total, their ambitions are great. Certezza takes big pride in being an independent consulting company; they only offer the products and solutions that they believe are best suited for the customer instead of going for something that could generate the highest revenue. They clearly display a strong interest in creating good solutions that last in the long run.

**Certezza takes on** security issues in both the private and public sector. They offer a wide range of services to those who wish to improve upon their security - which gets more and more important as the current trend suggests that more sensitive data will be stored in the cloud. It is not always an easy business though, as companies seldom want their shortcomings evaluated. Many companies avoid dealing with security issues as long as they can in hopes that no one notices. In some rare occasions, the employees themselves may take

a special interest in computer security and therefore try and secure some of the company's systems, one way or another. In 2015, out of all the penetration tests performed by Certezza, only one company passed. As it so turns out, it was due to a single employee's interest in computer security.

**Technical talks were** given throughout the evening at Certezza, with the aim of raising awareness about these computer security issues. Computer security is something that all programmers should keep in mind when coding. There are vulnerabilities everywhere and hopefully, the day we return to Certezza, the second time around it will be to write a master's thesis and not because of our irresponsible tendency to write unsafe code!



Before the event

What is the likelihood that you would work at this company?



After the event

High!  
Neutral  
Low



After the event

Do you feel qualified to work here?



page = 30;

09  
FEB

# Decerno

## Friendly, Honest & Experienced

**Decerno, once founded** in 1984 and nowadays a part of the Addnode Group, is a consulting company like many others, but with a clear goal: to be the best company in Sweden at what they do. With around 45 employees, Decerno is located in Kista, the heart of IT-Stockholm, where their daily work is to provide reliable systems for clients with high demands. The company serves clients in the public sector as well as private actors. It was made evident through Mats Dahl's (the CEO's) presentation that maintaining a good company culture is very important at Decerno. Even though Decerno is a consulting company, a majority of the consultants are seen working mostly from the office in Kista, which could be a huge contributing factor to the company's strong team spirit.

**Besides the fact** that Decerno mainly hires people with a higher education such as engineers, it is also important for a potential employee at the company to be ethically aware. According to Mats Dahl, both ethical and moral aspects are important in all the work they take on and it is company policy to avoid working with anything

that involves the arms industry, money betting or the alcohol/tobacco industry. Another highly appreciated and encouraged characteristic in any Decerno employee is nerdiness! At the recurring DecAcademy once a month, the employees can listen to colleagues or other consultants talk about an interesting project or topic, or even have a dedicated Dota evening together!

**Throughout the evening** we got a good insight into what a future at Decerno could look like. Frida and Alexander, both former D-students as well as former Studs members, talked about their projects at Decerno and provided us with useful information about the hiring process and what kind of work a typical week at Decerno could include.

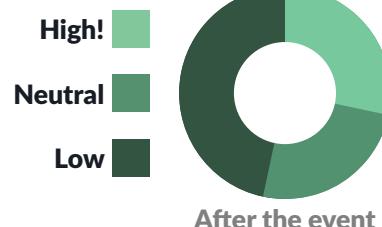
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"Working at Decerno should be fun!"

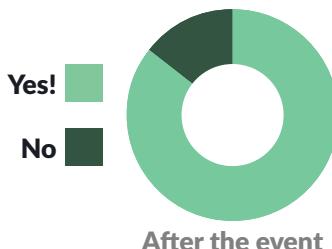
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What is the likelihood that you would work at this company?



After the event



After the event

Do you feel qualified to work here?



11  
FEB

# Scila

## International, Friendly & Young

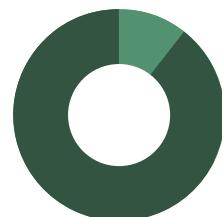
**Scila** is a 25 person company which builds financial instruments for market surveillance. Their main customers are stock exchanges around the world, like New York, Sydney and Frankfurt, who use Scila's software to detect suspicious trading patterns. Scila's office is located at Hötorget in Stockholm, but their closest customer is the stock exchange in London. Thus, business travel possibilities for Scila employees are plenty and exciting!

**Scila's Java based** monitoring system is licensed and adapted to each customer individually. Depending on the scope of the project, the most intense time in the development are the few months before the launch of the system for a new customer. After a launch, Scila provides platform maintenance and support.

**At the event**, while enjoying pizzas and beer, we were given the opportunity to explore Scila's demo system. The Scila software monitors trade and indicates suspicious events that could happen on the market. Thus, we put our Java skills in practice to create different

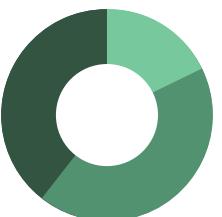
alarms for such events. We worked with events like trading and stock price manipulation by placing multiple orders that do not end up as transactions. While some continued to explore the system beyond the exercise, others decided to battle each other in ice hockey on Scila's PlayStation 4.

**The exponential growth** in algotrading has increased the need for monitoring systems like Scila's. Public regulators are issuing laws for compulsory monitoring and thus, Scila is growing. Merely a year ago, they had half of the employees they have today. Currently, Scila does not employ any frontend or UX experts, but they are open to the idea of hiring some in the future. The company hires mainly university graduates (engineers and economists) and offers master's thesis opportunities for the interested.



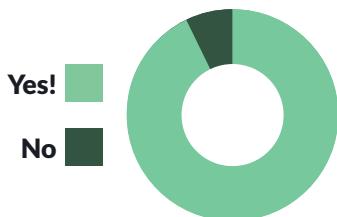
Before the event

High!  
Neutral  
Low



After the event

What is the likelihood that you would work at this company?



After the event

Do you feel qualified to work here?



15  
FEB

# SEB

Serious, Professional & Business

**SEB's IT department** employs around 1,300 individuals in Sweden and Lithuania. During the Studs event we got to meet with people from four areas of the department: automation, security, mobility and innovation.

**One of the** most interesting automation projects at the moment at SEB involves incorporating cognitive and virtual agents to internal systems. Virtual agents work in a system autonomously solving problems and they can be taught processes when they encounter problems they cannot solve. Cognitive agents, on the other hand, can teach themselves and determine emotions of human users.

**Security risks must** be handled carefully because in any banking system they can be fatal. SEB's IT department does not only focus on handling technical risks but also creates codes of conduct that minimize human error. However, a system can never be completely risk free as long as there is any human factor involved.

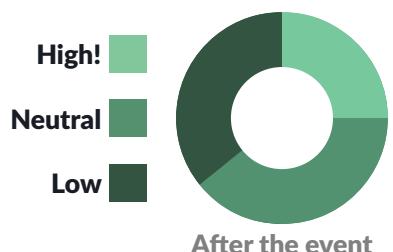
**Within banking, mobility** is the concept of being able to use any system on any device anywhere in the world. A few years ago Sweden was a leading country on this front and Swedish web services are still the best in the world, but has fallen behind in technological advancements in banking. SEB hopes to close this gap.

**SEB has its** own innovation lab, where developers work in six week sprints creating presentable MVPs from various ideas. The banking sector was one of the first ones to be digitized in the 70s and many of the systems built back then are still in use today. These are extremely complex systems. SEB is currently running approximately 1400 different applications! Therefore, even the slightest change could affect several other parts of the system.

**SEB offers a** program called the IT Young Professional program. It is targeted towards soon to be graduates and recently graduated computer scientists who are interested in the world of finance in combination with IT. It is a six-month opportunity that can lead to a full-time employment with good odds.



What is the likelihood that you would work at this company?



Do you feel qualified to work here?



page = 36;

16  
FEB

# TeamEngine

Friendly, Fun & Young

**TeamEngine could be** considered a small fish in a big pond of IT companies, but success of a company is not measured in size of their team. TeamEngine, with its 14 employees, develops professional collaboration tools for board members all over the world. The product is offered as a web, mobile and tablet application on multiple platforms for thousands of board members from large Swedish companies. The tool is making collaboration easy and secure wherever the board members might find themselves.

**The TeamEngine staff** mostly consists of former KTH students at different ages, many of whom studied Computer Science and a few were previous participants of Studs. It is evident that Anders Gröndahl, COO at TeamEngine and a former Computer Science student himself, is proud of the company and his colleagues.

**As for those** still in school, TeamEngine provides both summer internships and master's thesis projects in

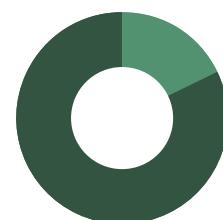
their cozy Vasastan office. The company culture is laid back and there is always a task or an idea waiting to be explored.

**As a TeamEngine employee**, one gets a full insight into the whole product development process. The competence within the company ranges from programming to marketing and sales and TeamEngine's main focus is to provide their customers with a user-friendly solution that guarantees security. It is important for board members that all documents in form of meeting minutes, financial reports and governance documents are secure, well-organized and up to date.

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"One of the best things about working at TeamEngine is to be surrounded by intelligent and kind people." - Anders Gröndahl, COO

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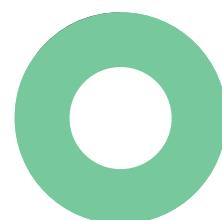
What is the likelihood that you would work at this company?



Before the event

After the event

What is the likelihood that you would work at this company?



After the event

Do you feel qualified to work here?



# Company Culture

**No longer is** a high salary enough to attract newly graduates in the field of Computer Science. Company culture is the concept spreading through the working market at the moment but it is a loosely defined one. What goes into the word and why is it important?

**Motivation is usually** split into two different groups: internal and external motivation. External motivation is different kinds of rewards you receive for your accomplishments, e.g. salary. For a long time, it was the only reward you would get. If you did good and performed over the expectations, you could get a bonus. Internal motivation, on the other hand, is what drives you. A person driven by internal motivation completes a task because they want to, not because they are paid to do so.

**While the possibility** for the company to increase internal motivation is limited, recent years have shown a broadening in terms of what actually goes into external motivation.

**Over the course** of the Studs project, we have visited 24 companies and they all have shown their unique company culture to the group. Specifically appreciated by the group has been when the company has a culture that encourages learning. Soon to be graduates understand that they are never fully learned and to find a work place where you are allowed to learn is of great importance during the first years in the industry.

**Social activities, such** as sports or just getting something to drink after work, is a vital part of the company's culture. As long as they do not become something you have to do every week - important to the Studs members is to have a balanced work life. Even though they want to work with something they love, it is also important to not end up at a place where you are expected to spend all your hours at the office.

26  
FEB

# EMG

Young, Friendly & Diverse

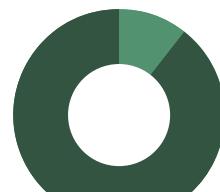
**Would it be** too bold of a statement to claim that education could solve most, if not all problems in the world? In the late 90s, a company named EMG started to emerge, bringing useful and unique tools for helping students find university level courses and programs that suit them. The founders of the company initially built these tools after realizing that they themselves needed help figuring out what they were going to study at university. They later on discovered that there was a need for these tools on the market and decided to expand to accommodate the needs. Today, EMG runs four well known websites in Sweden and have started to grow in the international market as well. Their goal, as they jokingly put it, is world domination. At the moment, they have around 3 million visitors each month and their numbers are growing.

**Besides the websites**, EMG also work on content management systems and customer relationship management systems, as well as various student recruitment systems. With so many things on their plate, they have needed to expand and currently have offices

in Stockholm, Norway, Denmark, and Germany. Employees are often encouraged to travel to the other offices and work from there from time to time to get to know the entire company. The Stockholm office includes EMG's French team and a group of around 17 individuals that constitute the entire tech team. The developers work in smaller teams of 4-5 people where most are full-stack developers.

**Employees at EMG** feel that they work for a great cause. They help people choose an education that suits them and aid schools in finding their students. Another very satisfying part of their job is being able to see results rapidly as they work. In addition to that, they are involved in each phase of the development life cycle which allows them to see a project through from start to finish.

**As it stands**, EMG are looking for passionate and fearless programmers that constantly strive to learn new things. They offer everything from internships and thesis work to full time employment.

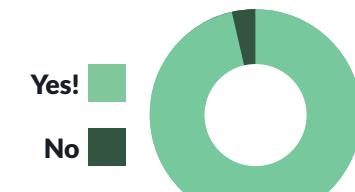


Before the event

What is the likelihood that you would work at this company?



After the event



After the event

Do you feel qualified to work here?



page = 42;

01  
MAR

# Startup Pub

*The excitement of doing your own thing!*

**The Studs group** shares an interest for startup life and invited four startups to KTH Campus to share their experiences. The selected startups were Detectify, Lingio, Kry, and Flic, who all got to make a short presentation and then do a speed dating session with the Studs group.

**One of the** reasons for the massive success of some startups is that they are small, work in an agile manner, and have something unique. We all know what Airbnb did for the hotel industry or Uber for the taxis. In similar fashion, Detectify is not trying to mimic security consultants, but to automate as much of their work as possible. They license software to provide continuous security reports for their customers, which is something the consultants cannot do.

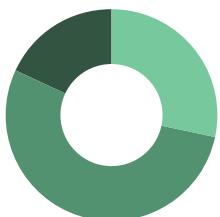
**While big companies** hire for a certain role, in startups you could be working with backend development one day and the next day you might be building a demo stage at a conference. One of Kry's programmers got to learn a lot about the medical sector when he one

day needed to work in their customer central line connecting doctors, patients, and pharmacies.

**Social entrepreneurship means** attempting to solve social problems with techniques from the world of business. It is refreshing to hear that there are entrepreneurs who are making a living out of it, like Lingio. Their platform helps individuals of all ages and backgrounds with learning new languages. They get their passion and drive from wanting to help refugees to quickly learn the language of the country they have fled to.

**So if you** are interested in working in a startup, just get in touch with them directly. Often they do not have resources to find people, but if you know how you want to contribute, there are plenty of opportunities! For example, Flic has a soft spot for master thesis students as their initial platform for their smart button was created by students doing their thesis work.

Positive!   
Neutral   
Not interested 



What is your attitude towards working in a startup?

High!   
No idea   
Low 



What are the chance of you starting your own?



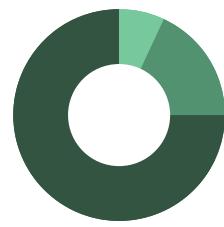
# Omegapoint

## Competent, Personal development & Fun

**Omegapoint employs 200** IT-consultants in secure system development around Sweden and in New York. Swedish academics founded the company in 2001. Thus, academic credentials at Omegapoint are highly valued and it is not uncommon to find employees with PhDs. Furthermore, employees are encouraged to give guest lectures at universities and speeches at different academic conferences. Also, life long learning is encouraged and supported by offering plenty of opportunities for competency development, especially for junior consultants.

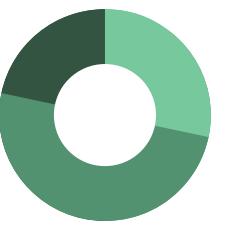
**Omegapoint's projects come** in varied lengths, from both the private and public sector and from various branches such as banking, automotive and retail. Both master's thesis opportunities and a junior trainee program for graduating students are offered at Omegapoint. The junior trainee program lasts for six months and includes continuous competency development, mentoring and taking on real life industry projects provided by Omegapoint.

**The biggest part** of the evening at Omegapoint was dedicated to a programming competition. Omegapoint employees provided an Othello game written in Java and instructed the Studs members to team up in groups of three to develop the logic behind their player bot's moves. If the logic was too slow or buggy, the player bot would make random moves. After about two hours of coding, it was time to run these players against each other to determine a winner. Several runs later, things started to get heated as team "Alpha Othello" was in the lead and eventually won the competition. They implemented the alpha-beta pruning algorithm that is based on the assumption that both player bots would try to maximize their own value. The algorithm calculated possible moves in a tree structure with a depth of 14.



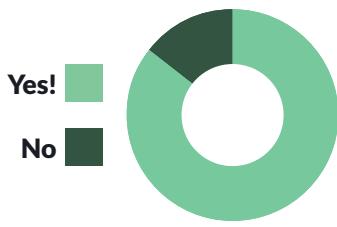
Before the event

High!  
Neutral  
Low



After the event

What is the likelihood that you would work at this company?



After the event

Do you feel qualified to work here?



05  
APR

# Digpro

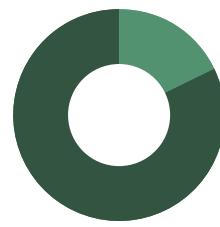
## Professional, Competent & Experienced

**DigPro** is a company that specializes in developing, operating and maintaining geographical information systems. These systems are massive and can be used for analyzing huge amounts of geographical data, such as electrical power lines. DigPro was founded in the 80's and has since then managed to establish themselves in Sweden. They work with large companies that supply everything from electricity to water, gas and heating. Their work is essential in many ways!

**So, what is** it like to work at DigPro? You get to meet and work with people of various academic backgrounds. Many employees at DigPro have studied either Computer Science, Electrical or Civil Engineering (not to be confused with the Swedish term *civilingenjör*, which is a totally different thing). The company has made itself well known among engineering students and their representatives are often seen at recruiting events hosted at KTH. The close contact with engineering students throughout their studies has enabled DigPro to stand out in a sea of companies. Their summer job positions are popular and often fill up quickly. The Digpro employees feel that

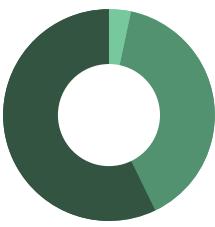
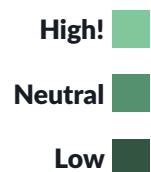
their work is meaningful and very useful to society, which is one of the reasons why they are so passionate about what they do.

**What about the** event? The talks were insightful, the demos intriguing, and the four competitions challenging! The first competition involved guessing names of countries with only a drawing of the outline of the country for reference. After that we competed at the poker station and the table tennis station. Finally, we were to guess the names of different programming languages and the number of lines of code in total written at DigPro, which as it turns out, goes all the way up to approximately 2 million lines.

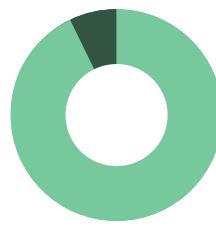


Before the event

What is the likelihood that you would work at this company?



After the event



After the event

Do you feel qualified to work here?



# T2 Data

## Friendly, Experienced & Competent

**One of the** first decisions a Computer Science student has to make when they enter the industry is "Do I want to work at a product or a consultancy company?", a question that can be hard to answer when you are fresh out of university. T2 Data can help you answer this question by offering a little bit of both.

**T2 Data**, located in Kista, started out as a consultancy company in 1990 but has since started to develop their own products. Their main product at the moment is the continuous delivery build tool MAIA. The goal is to streamline the whole build process (build, deploy, test, and release) in a single program. As a product company, T2 Data is relatively new on the market but the reception has been good so far and with an attitude that they do not want to make products for the sake of being a product company but rather to develop products they want to use, T2 Data has what it takes to solidify their role as a product company.

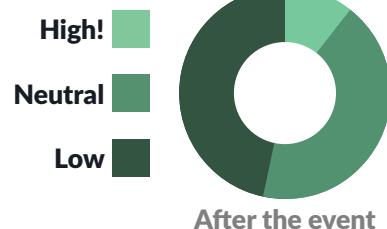
**Vice President Ronny Engelin** mentioned that employees at T2 Data are encouraged to keep up

with their health and fitness and it has become a part of their company culture. They enter a lot of physically demanding competitions and may take an hour break in the middle of the day to hit the gym. The company is currently standing at around 25 employees with the goal to grow naturally and let it take the time it takes.

**The event was** formed as a rotating schedule where the members of Studs got to listen to four different technical talks on topics where T2 Data specializes, such as embedded Linux, the previously mentioned MAIA, and Internet of Things.



What is the likelihood that you would work at this company?



Do you feel qualified to work here?



08  
APR

# Valtech

## Fun, Professional & Cool

**Valtech was first** founded 1993 in France. Since then, a number of offices have been opened around the world, including ones in New York, London and Sydney. They currently have four offices just in Sweden, with around 250 employees. The event hosted by Valtech this year was located at their cozy Stockholm office.

**Upon arrival, we** got a chance to mingle with the employees and learned that we were to participate in a lego competition later on in the evening. We were split into four teams and were to build a stable bridge using legos. The aim was to make the bridge as long as possible. The winning team got Valtech branded Urbanears headphones and the remaining teams were awarded with a round of applause.

**Valtech is a** company that focuses mainly on UX and design. They work with numerous platforms and technologies to deliver excellent products for their clients. They also like to get involved with digital strategy and often times do not need to market themselves to get customers.  
Their customers come to them!

**One of the** best things about Valtech is that it is a company that is both ethically and socially aware. As they are popular, they get to be picky about who to serve. Each employee gets a say in whether or not Valtech should get involved with a certain company or project. They get to vote in the following way:

1. "I don't want Valtech to work with this company",
2. "I don't want to work with this company",
3. "I don't mind working with this company".

**For anyone interested** in working at Valtech, the company hosts many events and lunch seminars, where it is possible to get in touch with employees at Valtech. In addition, each year, a number of students or recent graduates are offered internship positions at Valtech. The internships are 6 months long and are concluded with a weeklong trip to Valtech's Paris office.



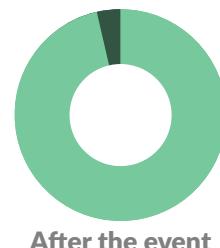
Before the event  
What is the likelihood that you would work at  
this company?

High!  
Neutral  
Low



After the event

Yes!  
No



After the event  
Do you feel qualified  
to work here?



page = 52;

# Budbee

## Young, Clever & Cool

**Budbee is a** startup company that launched in 2015 and has been growing rapidly ever since. They have come up with a way to calculate more precise ETA's (Estimated Time of Arrival) for package deliveries. Most delivery companies will usually inform their customers that they will deliver on a particular day instead of specifying a short time interval, as they usually have many customers to deliver to, making a more specific estimation a complex problem. With Budbee's solution, the delivery companies are able to tell their customers in advance about delivery time within an interval of two hours rather than a full day.

**The event with** Budbee was held at their office in Stockholm. Budbee is a perfect example of how creativity, patience and hard work play a huge role in success, and had many of us thinking about the importance of tech startups.

**After a series** of interesting presentations about the company, it was time for a competition! We were given a map of Stockholm where around 30 different locations were pinned. Our mission was to find the

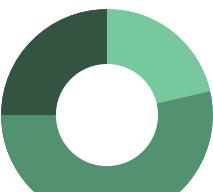
most optimal route, that is, to find the shortest path through these locations. It was a difficult task and we did not manage to beat Budbee's own computer agent, which was able to find the most optimal route in approximately 0.01s.

**As Budbee is** expanding at a high rate, they are looking for programmers, particularly Java programmers. They also accept thesis work for students in their final years and will provide students with a supervisor.



Before the event

High!  
Neutral  
Low



After the event

What is the likelihood that you would work at this company?



After the event

Do you feel qualified to work here?



13  
APR

# Ooyala

## Fun, Competent & International

**Have you ever** seen an ad while watching online video? The answer is most likely 'Yes' and the service that made the ad possible was most likely provided to you by Ooyala. The online video innovation company was founded as a startup in Silicon Valley, CA in 2007 and has since then been growing rapidly around the world. Offices can be found around the States, Asia, Australia and, of course, in Stockholm. Ooyala has expanded their cloud-based video platform service during their ten years of business and the remarkable amount of currently unique monthly viewers are over 200M.

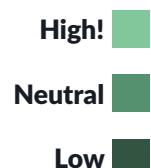
**So what does** an engineer at Ooyala do? Since Ooyala's mission is to deliver high-quality online video to their 500+ Customer worldwide, it is all about creating a video platform with high-performance and innovative solutions. One interesting area where the company has made great progress is how a media company customer can connect viewers with their interests.

**Ooyala gave us** an insight into their business and how far they have come in the world of digi-

tal TV. We got the opportunity to listen to some company history as well as their future innovations on their platform. The main event of the evening was of course the programming contest that Ooyala had prepared. Divided into teams where every team had the benefit of having one supporting team leader from Ooyala, we had a couple of hours to create the best and smartest Dice Wars bot that we possibly could. Besides programming tips and strategic counseling, the contest also gave us a great opportunity to pick the brains of Ooyala employees and ask all kinds of questions. The great event ended with a nerve wracking Dice Wars tournament where the winners eventually w crowned in the finals.

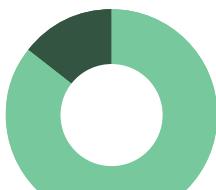
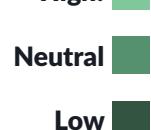


Before the event



After the event

What is the likelihood that you would work at this company?



After the event

Do you feel qualified to work here?



# Internationality

**Finding completely local** companies operating in IT is rather hard these days. Internationality has become the norm and is even a key factor for 50% of the Studs group when choosing a company to work for. Another 40% find it somewhat important. Even though companies cannot really differentiate themselves with internationality, there are multiple ways to be international - companies operating from just one location can be international too, if either their customers or employees come from elsewhere.

**Everyone knows the** upside of an international customer base - it makes the market size bigger. It may be harder to manage, but with the right planning it does not need to be a downside. International colleagues, on the other hand, add diversity that is useful for innovation and creativity, as they can often challenge the way things are done. The downside then is miscommunication and culture clashes. Almost everyone in the Studs group would prefer to work in an English speaking country if they had to work abroad. They feel that language barriers would hinder efficient work. For foreigners, on the other hand, it might be difficult to adjust to the flat hierarchy in Sweden, where a managerial position does not necessarily mean more power.

**US is the** dream work destination for most Studs members. It should be no surprise as the US is a leader in the tech industry and offers endless opportunities in software development and related fields. American worklife is often more hierarchical, but usually not shockingly different in the IT field, especially in start ups and gaming companies. The IT sector might pay you better in the US, but benefits such as healthcare,

social security and of course the amount of holidays is not the same compared to Sweden. The Swedes the Studs group met in the US said that they do not care about the holidays anymore. They thought their few weeks are enough (generally between 2 and 4 weeks).

**There are plenty** of opportunities to go abroad. For those still studying, easiest by far is to do an exchange. Getting a visa should not cause any problems, you often get a scholarship, the receiving school might help you to find accommodation and there is often an exchange student organization waiting to introduce you to the country and its culture. It is very easy to connect with other exchange students as they are also looking for friends and want to experience as much as possible.

**The other two** opportunities abroad for students are master's theses and internships. For master's theses you often need a Swedish supervisor at your university and another supervisor in the country of residence - you could be working with another university or someone from a company. SIDA also offers scholarships for people looking to do their master's thesis in third world countries. Internships are usually easier to get as full time positions abroad. Most countries offer special inexpensive visas for interns and it is a good way to get a feel of the company and country in a short period of time. Interning in Europe is as easy as interning in another city in Sweden. Most international companies operate in English, so once you get a job, you just move and the

only thing you need to do is to register to the new city - no visas, no setting up bank accounts etc. is necessary.

**After studies the** opportunities for working abroad continue. The easiest option is to find a job that includes business travel. Where you would go depends entirely on the company and on your job role. For business travel no visas are needed. The company pays for your travel, accommodation and offers even extra daily allowance for your expenses. Business travel can get tiring though as travel time is often not counted as work time and sleeping in the plane is not the most comfortable thing. Traveling to different time zones might mess up your schedule and it might be hard to keep up with exercise routines or other hobbies.

**Another option would** be to work for an international company in Sweden and ask them for opportunities in any of the other locations. Often you would continue with your Swedish work contract and might receive additional benefits such as the company paying for your rent or move or your kids school abroad. Once you move and receive your expatriate status, you notice how many others have done the same. These other expats provide an easily accessible social circle in your new location.

**All companies do** not offer such relocation deals. In those cases you need to sign a new local contract. This does not differ from the case

where you would just apply for a role in another country. The companies usually help you to relocate and get a visa, but you will enjoy the local benefits instead of the Swedish ones. This is for example how Spotify handles their Swedish employees moving to NY.

**For us in** the IT field there is one more exciting opportunity - distance work. You could be running your own business or negotiating a deal with your employer to work from distance for a certain period of time. All you need to have to work is your computer and a Wifi connection, so basically you can work from anywhere in the world. Most cities have coworking spaces you can join, if you start feeling lonely.

**Some people love** the new location and atmosphere or fall in love and stay longer than planned. Others return home when their contract ends or even earlier and still say that they gained so much experience that they would do it again. I have never heard of a person who would seriously regret trying it out. 75% of the Studs group has not yet lived abroad but over 80% is looking to change things in the next five years. We are blessed with so many opportunities to work abroad, it has never been this easy and it might not be as easy in the future, so go for it!

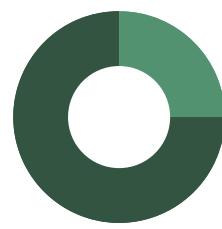
# Dewire

## Friendly, Experienced & Interesting

**Dewire, a consultancy** company with a majority of its employees in Sundsvall, has a small office with 10 employees in central Stockholm. They market themselves as a company that makes the mobile experience happen and even though the company might not be large in terms of number of employees, they certainly see the value in students and host several thesis projects every year. In addition to this, they offer internships and other job opportunities for students.

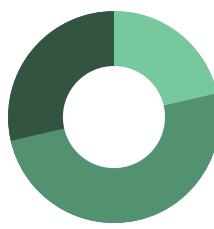
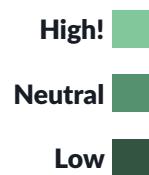
Once again, the members of Studs got an opportunity to prove that their years of education at KTH had not been for nothing. In Dewire's office on Drottninggatan, six different teams tried to create a functioning Android app for textual input in under two hours. However, there was a twist - the display was only to be used for showing information. That is, no use of touch input at all was allowed. The most challenging part of this exercise was quite frankly not the programming part. It was more challenging to actually get creative and think of ways to input information without touching the screen.

The winning team came up with a brilliant solution using the gyroscope in the phone to navigate a selector around a grid based alphabet. By keeping the phone parallel to the ground and then tilting it in some direction, the selector would move around over the grid. When the selector is moved to the desired letter, the user presses the volume down button to append the letter to the output string. They even finished in time to add functions such as switching to a dark theme for night time use or in other low light situations!

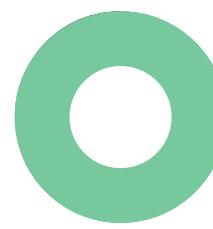


Before the event

What is the likelihood that you would work at this company?



After the event



After the event

Do you feel qualified to work here?



page = 60;

# Cinnober

## Professional, Competent & Business

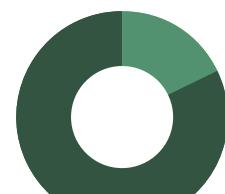
**Cinnober** is a company that specializes in financial technology. They provide technology to clearing houses among others. Cinnober was founded in 1998 in Stockholm and now, they employ about 230 people. They also have an office in Umeå and are internationally recognized. As their technology is used in the financial world, it is crucial that it works as expected and is of top-quality. They have managed to build technologies that have impressed many actors and that has provided the company with a strong financial base to stand on.

**Of course, they** are constantly on the lookout for the absolute best programmers and want people who understand the importance of writing good and bug free code. The main focus for programmers is writing good code rather than a lot of it. In other words, at Cinnober, they value quality over quantity.

**Cinnober offers** a one-year trainee position for new employees, where you get to learn about how Cinnober operates. At Cinnober Academy, you also get to develop your financial expertise in addition to

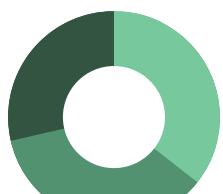
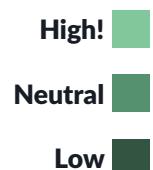
learning more about the technologies used at Cinnober.

**One very intriguing** aspect of working at Cinnober is the level of freedom that employees feel they have in the workplace. They love their workplace because they feel that they are able to influence it in so many ways. One such example is a project started recently by a group of employees, for helping refugees find work as programmers. The project came about because a few employees felt passionately about helping the refugees that have travelled to Sweden to get jobs and at the same time, it is a way for the company to leverage talent from all over the world.



Before the event

What is the likelihood that you would work at this company?



After the event



After the event

Do you feel qualified to work here?



26  
APR

# Fatshark

Friendly, Young & Fun

As a tech geek and a gamer, visiting a real game studio could be considered to be a life long dream. On April 26th, this dream became true for the Studs group as we were invited to Fatshark, an indie game developer situated in Södermalm in Stockholm. The company became a reality in 2008 as they started a collaboration with another Swedish game studio, Grin. As Grin shut down their business in 2009, Fatshark continued to create their own successful games. The company has released a bunch of high-profile games since then - both self-published titles and as a subcontractor. Their games are available on PCs and current gen consoles such as Playstation and Xbox.

**Creating good games** calls for a skilled team with a wide range of competence and knowledge. Around 50 developers are currently working at the game studio today, and among them are programmers for gameplay, AI and graphics. In addition to that, Fatshark also employs art directors, QAs and level designers.

The game studio is also known for their close

relationship with the high-end Bitsquid engine, a subsidiary to Fatshark founded by employees from both Fatshark and Grin. Games like Krater, War of the Vikings and War of the Roses are developed using this engine. In 2014, Bitsquid was acquired by Autodesk and Fatshark's latest game, the triple-A FPS title Vermintide, is the first one developed in the Autodesk Stingray engine.

**During the event**, Fatshark gave us the opportunity to meet different developers and hear about their background and everyday tasks at work. We also got to experience some interactive real time programming in Lua, one of the commonly used languages at the office besides C++. As we all had hoped for, the night ended with us trying out the new 'Warhammer: End Times - Vermintide'.

---

## Independent video games, or indie games

"the process of creating video games without significant financial support of a video game publisher or other outside source"

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Before the event

What is the likelihood that you would work at this company?

High!  
Neutral  
Low



After the event

What is the likelihood that you would work at this company?

High!  
Neutral  
Low

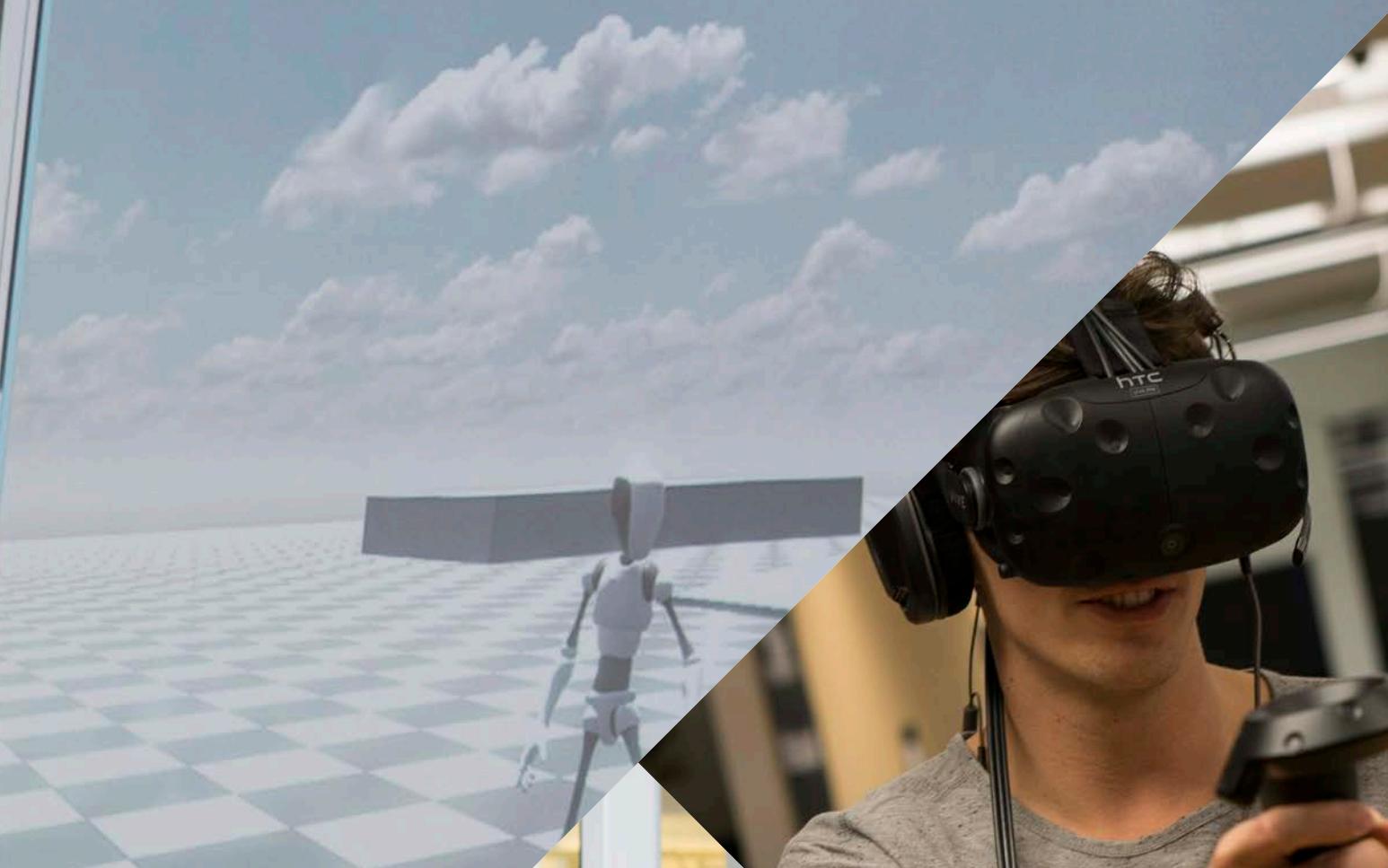


After the event

Do you feel qualified to work here?

Yes!  
No

```
class(PlayerLocomotionSystem):  
    SYSTEM = "locomotion_system"  
    def __init__(self, world, unit):  
        self.world = world  
        self.unit = unit  
        self.dt = 0.01  
        self.t = 0.0  
  
    def update(dt, t):
```



17  
MAY

# Gears of Leo

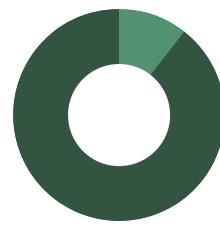
Young, Fun & Friendly

**Gears of Leo** is the name of the tech company that hosted the Studs group on May 17th. Being the technology backbone of the casino company Leo Vegas, Gears of Leo offers a career within a field that is constantly changing and has a lot of challenges in common with other fields. For example, the systems built by Gears of Leo handle a significant amount of money which could be compared to the high demands a banking system faces. The focus at Gears of Leo is on the actual technology they get to work on. As their business is flourishing, they get to be more picky about the technology they use and have enough time to explore new and exciting ways to handle their systems. It allows them to work on state-of-the-art technology than can be applied in many other areas besides their own.

**Although Gears of Leo** is still a relatively young company, founded in 2011, it is growing at a rapid pace. Their office is located at Sveavägen, which at the moment spans several floors.

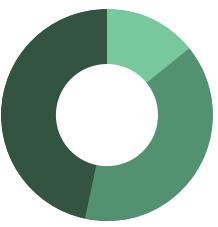
**When Studs visited** Gears of Leo, the company had prepared a series of fun challenges. One was to act as a human browser, which meant that the group had to draw a web page from the source code of a page - it proved to be harder than you might think! We suspect that Gears of Leo might have obfuscated the code to make it harder for the group!

**Other challenges included** disarming a bomb (only a digital one though, luckily!) and code golfing, which is the concept of reducing the amount of code as far as possible - without losing functionality. The result is seldom usable for production as it might be very hard to read and understand the code but it is definitely a fun challenge!



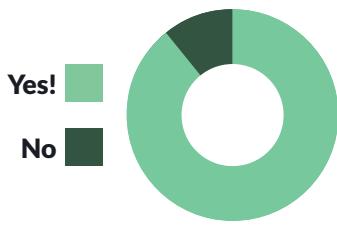
Before the event

High!  
Neutral  
Low



After the event

What is the likelihood that you would work at this company?



After the event

Do you feel qualified to work here?



19  
MAY

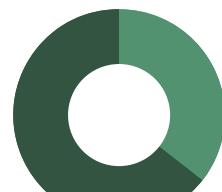
# Storytel

## Charismatic, Cool & Young

The Swedish audio- and ebook company named Storytel was for many years a distant dream of Jonas Tellander's, the CEO and founder of Storytel. The company was founded year 2005 but did not have the name Storytel until 2007. Now, almost 10 years later, the company offers most Swedish books to its customers through its own app. Their app is available for iPhones and Android phones and is subscription based. Subscribers get access to all their books for a fixed price per month and they not only offer Swedish books but also have a huge collection of books written in English. Various genres of books are available as well. Everything from bestsellers to old classics and children's books can be found through their app.

The office we visited is located very close to KTH campus at Valhalla. They also have a second office in Lund where some of their developers work. In the Stockholm office, approximately 70 people work where about 10 of those are developers. They also have their own recording studios for recording audio for their books.

This event was the final company event we had in Stockholm and we were lucky enough to spend it with an engaging group of people. The sun was out, the barbecue was on and the presentations were inspirational. We got to listen to the CEO Jonas Tellander talk about the road taken for Storytel to become what it is today. In addition to that, the lead architect Daniel Bodner delved deep into the technical side of things and spoke about platforms and their use of microservices.



Before the event

High!   
Neutral   
Low



After the event

What is the likelihood that you would work at this company?



After the event

Do you feel qualified to work here?



# Reunion

**The last event** hosted in Stockholm was a pub at KTH whereby all partners of Studs were invited. It was an opportunity for the members of Studs to once again connect with all the interesting companies and have a second chance to exchange business cards and talk about work possibilities or perhaps brainstorm ideas for the master's thesis.

**It was also** an excellent time for the travel group of Studs to present the plans for the study trip. They spoke about the places Studs would visit and why. The experienced travelers of the different companies chimed in with tips and suggestions to improve the study trip which was greatly appreciated by the Studs members.

**All in all**, it was a great finish to a long series of company events and it really showed why Studs is so important for the members as it gives an uncomparable insight into the Swedish industry and an amazing opportunity to get a foot in the door of the tech industry.



01  
JUL

# Palantir

Professional, International & Competent

**Palantir's event was** the last company event for the Studs group and the only one hosted outside of Sweden. Palantir welcomed Studs into their campus in Palo Alto where they are a well integrated part of the city. It has always been important for them to not be the big company that steps on the toes of the local community.

**For Palantir**, big data is so much more than a buzzword. They care about data and wants to help companies all around the world to make sense of their own data. It is not until we start to use the data in a meaningful and positive way that it is worth something.

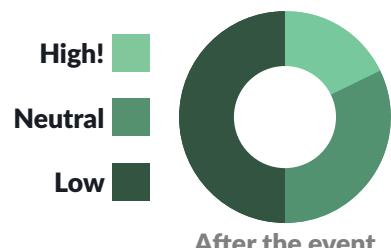
**An employee told** the Studs group about a recent project in the United Kingdom where they managed to aggregate data from multiple different databases to help social security to localize and help vulnerable families. The social security workers can now access all the data in one place rather than having to run around to different agencies to find information. This is just one example of how making sense of big data could benefit society.

**With a lot** of data comes a lot of responsibility. Palantir is a company with enough economical stability to be able to turn down jobs that are not in line with their company values. An example given was how Palantir turned down a tobacco company that wanted to reach a younger audience.

**Even though Palantir** has their headquarters in Palo Alto, they have offices all around the world and are currently looking to expand their Stockholm office.



What is the likelihood that you would work at this company?



Do you feel qualified to work here?



Rf

RUTHERFORDIUM

Ta

TANTALUM

Db

DUBNIUM

Ce

PRASEODYMIUM

NEODYMIUM

Pt

Pt

PLATINUM

Os

OSMIUM

Ir

IRIDIUM

Re

RHENIUM

Technetium

MOLYBDENUM

IRON

NICKEL

COPPER

SILVER



# NEW YORK

14 June - 19 June





# New York

**The Big Apple** attracts millions of people every year, and this year, 28 of those were us! The first city that we stepped foot in was New York. Being one of the largest cities in the world in terms of population, population density and land area, there are many cultures represented here. Having said that, it is evident that people are very proud to say that they are American and are very inclusive when it comes to this. Two days in this city are enough to make you feel integrated and a part of the society which is very strange yet satisfying in many ways. It is therefore an excellent place to open up a business as you get ethnic diversity and the ability to attract people from all over the world to come and work with you.

**We spent a few days** in New York exploring the city and all it has to give. Among many things, we visited Chinatown and watched the New York Mets play a game of baseball at Citi Field. We noticed that baseball was a huge part of the American traditions. Almost none of us knew the rules of the game but eventually, we all caught up.

**Finally, we had** the opportunity to visit Spotify's office in New York, a chance that could not be missed!





# Spotify

**The Studs group** visited Spotify's NY office near Union Square downtown Manhattan on a sunny day in June. As Spotify is one of the biggest and most desirable employers of computer scientists from KTH, the Studs group was interested in learning how Spotify's New York office differs from the one in Sweden.

**The creatively decorated** open office features a rooftop terrace overlooking Empire State Building and hosts hundreds of people. The Swedish employees are hired "locally", meaning that they have American work contracts. Besides fewer holidays and shorter notice periods the work life is not too different from Sweden. According to our Swedish hosts the culture has become more American as the office has grown but still features similar flat organisational structure as Spotify has in Sweden.

**As a visitor** it is great to notice how proud everyone is of the product. Steve Jobs' saying that you should build products that you want to use yourself is definitely true at Spotify. A handful of Studs members were instantly intrigued by the possibility of one day working in NYC at Spotify. A good thing to know if you aspire to do that and are Swedish is that you need to work for Spotify Sweden for a year before you can get the visa to come over.



# BOSTON

19 June - 20 June







# MIT

**Boston, home to 667 000 Americans, can boast with not only one world class university but two: Harvard University and Massachusetts Institute of Technology (MIT). The universities both offer world class engineering education and during Studs' visit in Boston, we got a tour of the MIT campus from a current PhD student in Computer Science!**

**MIT** is a recurring top five finisher in different university rankings. When asked about famous researchers currently at MIT, our tour guide showed us the office space of the inventor of the World Wide Web, Tim Berners-Lee.

We also learned about the so called “hacks” performed at MIT. “Hacks” can be described as practical jokes and they are often very impressive. For example, a group of students managed to place a police car at the top of the MIT dome (which is located at the top of the main entrance). The police struggled to get it down so the next time this hack was performed, the hackers were kind enough to leave instructions on how to disassemble the car!

While “hacks” do not occur at KTH to the same degree, it is still clear that the culture among engineering students is a special one. KTH students would surely feel at home in this atmosphere!

Another reason for a KTH student at MIT to feel at home is the housing prices. In the US, it is more common to live on campus but it does not come cheap as a dorm room costs about \$1,000 per month.

To visit one of the most legendary engineering schools in the world was definitely inspiring to the members of the Studs group. Going into the industry is not the only choice for a Computer Science graduate as a career in academia could be just as rewarding. If any Studs member decides to pursue a PhD, rest assured that they will do their best to spend at least one semester at MIT!



# SEATTLE

20 June - 25 June





# Seattle

**Seattle**, located in the most northwestern corner of United States is a seaport city surrounded by acres and acres of wilderness - water, mountains and evergreen forests. Seattle is well known for its iconic landmark Space Needle, great seafood and a bunch of grand tech companies.

After leaving behind the busy streets of New York City and Boston, experiencing the outdoors sounded refreshing. Washington, the evergreen state, offers endless hikes and other outdoor adventures, so the Studs group headed to summit the Rattlesnake Ledge and try out river rafting in the biggest non-dammed river in the US, Skykomish River.

Out of the cities Studs visited, Seattle is the one that reminded the group the most of Europe. The climate is similar to that of Sweden, the possibility to access outdoors is the same and the size of the city does not feel intimidating. Tech companies like Microsoft, Amazon and of course, Valve, offer plenty of opportunities for aspiring Computer Science students looking to relocate.





# Valve

**Valve, a company** most known for their game platform Steam but also for their games (e.g. DotA 2, Counter-Strike, Half-Life, etc.), is located in Bellevue, Seattle. Its view on company hierarchy feels a little bit unorthodox in USA – as it has none. There are no titles at Valve and thus, no hierarchy. When a project is launched, a team is put together from all over the company.

**Even though** a complete absence of hierarchy might not be something we see in Swedish companies, the Studs team definitely recognized the trend of having a very flat hierarchy. It feels like something that goes through the whole computer science industry – engineers rarely want a strong hierarchy.

**Most Valve projects** come from the simple question “Would it not be cool if we ...?”. As long as you can motivate why the idea adds value to Valve, the company is very open to letting you launch new projects.

**The game industry** can be a hectic one and is known for having tough “crunch weeks” (weeks prior to release where you work long hours). Valve tackles this in a different way. Simply put, they release when they are done. Rarely do they have hard deadlines. Instead they push the deadline further down the line if they do not think they are going to make it. The balance of work life is important to Valve.

**Studs visited Valve** on June 21st and we were given a tour of their office. There were a lot of figurines from their games, walls were filled with impressive concept art, and the wall with all the fan mail shows that they really do care about their fans.







# SAN FRANCISCO

25 June - 2 July

# San Francisco

**San Francisco**, located on the Pacific coast in northern California, is a popular destination due to its cultural history and diverse neighbourhoods. The city, also known as 'The City by the Bay', is often associated with Fisherman's Wharf - the touristy waterfront area, Haight-Ashbury - the origin of hippie counterculture and, of course, the Golden Gate Bridge and the notorious Alcatraz prison. The city has a long history of being LGBT-friendly and was also home to the first lesbian-rights organization in the United States. Today, San Francisco hosts one of the largest and oldest Pride parades, an event that have been held continuously since the beginning of the 70s, and something that the Studs group definitely had to check out during the stay.

**But maybe most** importantly, the city is home to the largest tech hub in the world, something that makes it quite logical that San Francisco is a recurring destination in the Studs project. For several years, the different iterations of Studs have visited San Francisco, and it's not hard to understand why. Where else in the world can you find thousands of startups as well as headquarters of companies like Google, Facebook, Adobe, eBay, YouTube and Twitter? In addition to that, San Francisco has the second-highest percentage of residents with a college degree where over 44% of the adults have a bachelor's or higher degree.

**Besides high-tech innovation**, rolling hills and the vibrant city life, the Bay Area also offers nature and wildlife. During our stay, the Studs group took the opportunity to experience the beautiful Muir Woods National Monument, an old growth coastal redwood forest, part of the Golden Gate National Recreation Area.





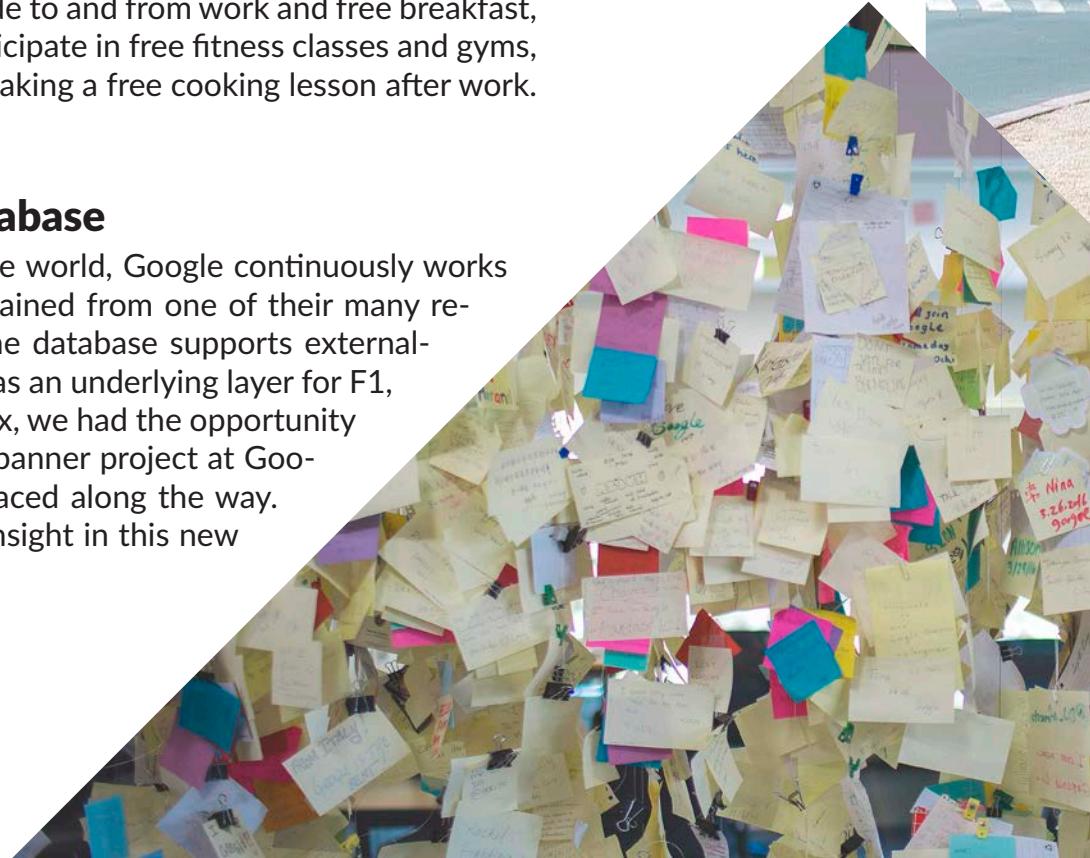
# Google

If someone would mention Silicon Valley, the first thought in your head would probably be Google, right? Located in Mountain View together with some of the largest technology companies in the world is Googleplex - the headquarter of Google. Besides the current 20 offices in the U.S, the company is located in over 40 different countries. Here, in a grand campus with over 290,000 m<sup>2</sup> of space, Google employs thousands of engineers. The success story that started out as a simple search engine in the late 90s is now a world-leading company with cutting-edge technology such as virtual reality and self-driving cars. They also provide a wide range of productivity tools such as Gmail, Drive, Docs, Calendar, Hangouts etc., used by billions of people around the world.

Among many things that make Google famous is the great amount of perks that the employees can benefit from. Even though the Swedish tech industry is somewhat heading in this direction when it comes to free breakfast/overtime dinner and recurring "Google Fridays" - the 80/20 rule where you could spend 20% of your working time on a passion project, the Google way of perks will win in all categories. Working in Mountain View, you get a free bus ride to and from work and free breakfast, lunch, dinner and snacks during the day. You could also participate in free fitness classes and gyms, enjoy a free haircut, dry cleaning of your clothes as well as taking a free cooking lesson after work. Hey, you can also bring your dog to work, how cool is that?

## Spanner: Google's Globally-Distributed Database

As one of the largest and most innovative companies in the world, Google continuously works with exciting technology and new ideas. One product, obtained from one of their many research areas, is the NewSQL database named Spanner. The database supports externally-consistent distributed transactions and is currently used as an underlying layer for F1, Google's distributed database. During our visit at Googleplex, we had the opportunity to listen to a presentation given by a developer from the Spanner project at Google, about the technology and challenges that they have faced along the way. As databases are a central part of Computer Science, the insight in this new technology was truly inspiring to us.





# Cloudera

**Cloudera** is a modern tech company located in Palo Alto, among other huge corporations and start-ups. The company was founded year 2008 and today, they employ around 1,200 people. They help companies with analysing and managing their data. They have their own open-source Apache Hadoop distribution that they continuously develop in order to meet the needs of customers and the developer communities. This software is used for dealing with data storage and allows for greater concurrency and processing power which is very important when handling huge chunks of data. They also seek to help business customers use their software and provide continuous service and support.

**Cloudera works with** all sorts of industries. One day, you might find yourself speaking to a group of doctors and researchers trying to find the cure for some disease, and the next day, you are communicating with companies that want help with figuring out what their customers are most interested in buying. Cloudera's technologies can be applied in healthcare, retail, manufacturing and many more industries. They are also popular in the tech industry. Technology companies use the Apache Hadoop platform as well.

**The company offers** students internship positions around the world and is constantly looking for great talent and enthusiastic people. Their engineers mostly work on developing Cloudera's Apache Hadoop distribution.

### Meet a Product Manager

- Engineering & design
- Market research & positioning
- Sales
- Problem solving!!
- Leadership
- Communication

cloudera Confidential - Internal Use Only

# What we learned

**This year, Studs** was run by 28 computer science students at KTH. Our trip and course has now come to an end and a lot has been learned throughout the past few months. Studs has provided us with a better understanding of the job market and has given us an insight into what it is like to work in the field of computer science. It has widened our social networks as we have met with companies who are our potential employers, many of which gave seminars about the companies themselves, emerging technologies, what to remember when getting your first job and much more.

**The project ends** with a study trip and this year, we decided to fly out across the Atlantic Ocean, all the way to the United States. We got to see New York, Boston, Seattle and San Francisco and be engulfed by the American culture. It was especially interesting and inspiring to see Silicon Valley as it reminds us all of what is achievable, if you show determination and try hard enough.

**Let's conclude with** some statistics: We managed to arrange 24 events with 26 companies in Stockholm and one in Palo Alto. In addition to that, we visited four companies and one university in the US. Finally, we documented everything we did throughout the course with 130 photos, 100 pages, and 14075 words.

# Afterword

**It has been** just over a year since our first real meeting to discuss our hopes and desires for this project. At that point it was all about having fun and learning more about potential future employers, capped off with a trip of some sort. Now – a year later – the project is coming to a close, and we've done all that and much more.

**We have visited** fantastic companies and had the honor to meet all of their cool employees. We have traveled across the sea to learn about a different culture where the “you can do it”-attitude splashed over us all. Hopefully it lasts for a while.

**What we know** will last is every person in this project group. The work and heart they have poured into this. All the laughs over the course of this year and the tears when it was over. If you're reading this you probably played a part in the project somehow, and we would like to extend our gratitude from the bottom of our hearts for that. There is probably no other course at KTH that offers such broad, real and hands-on experiences.

**Studs has expanded** our horizons and given us more than we could have ever imagined, and we're humbled and grateful to have been a part of it. Thank you.

Katja Röös and Axel Samuelsson,  
**Project Leaders**