

Build Your Corporate University with



**Arctic Intel**

Leadership Development ©  
Arctic Intel Oy, Finland



**DISRUPT**



**DIFFERENTIATE**



**GLOBALIZE**

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## *Radical Change and Accelerated Growth*

Arctic Intel is a Finland based executive education and strategic consulting platform focused on enabling radical transformation, disruptive innovation, and accelerated organizational growth. Positioned at the intersection of academia and global industry practice, it delivers high impact leadership programs that equip executives to navigate turbulence, rethink business models, and build sustainable competitive advantage.

Operating from Rovaniemi in the Arctic region, Arctic Intel integrates experiential learning with Nordic leadership principles, resilience thinking, and global innovation practices. Its programs are designed as transformational journeys, moving leaders beyond incremental improvement toward bold, non-linear growth and strategic reinvention.

Arctic Intel was established as a realization of the vision of Jenni Meewella and John Meewella, to promote positive leadership, positive psychology, positive communication and human flourishing. They are both accomplished academics in social entrepreneurship, social sciences and positive psychology with deep expertise in civic innovation and organizational development.

### Vision

To be a global catalyst for transformative leadership and enterprise reinvention, enabling organizations to transcend conventional boundaries and achieve growth beyond imagination.

### Mission

To develop future ready leaders and organizations through disruptive thinking, human capital transformation, and globally oriented strategies delivered via executive education, strategic advisory, and immersive experiential learning.

### Core Values

#### Transformational Disruption

We challenge orthodoxies to unlock non-linear growth and redefine competitive landscapes.

#### Human Capital as Strategic Asset

We position people at the center of transformation, cultivating capability, resilience, and innovation.





## Core Founders of Arctic Intel:



**Jenni Meewella**  
*CEO*

Jenni Meewella, Founder and CEO of Arctic Intel, a highly accomplished academic and practitioner in human behaviour, social sciences, and positive psychology. She holds master's qualifications in Administration Sciences and Social Sciences, and is a Licensed Teacher, Social Worker, and Strength-based Coach. With over a decade of teaching and lecturing experience in Finland, alongside extensive work with diverse and neurodivergent communities, Jenni brings a deeply human-centric dimension to leadership and organizational transformation. Her work focuses on human flourishing, civic innovation, and strength-based development across individual, corporate, and community contexts.



**Prof. John Meewella**  
*COO/CAO*

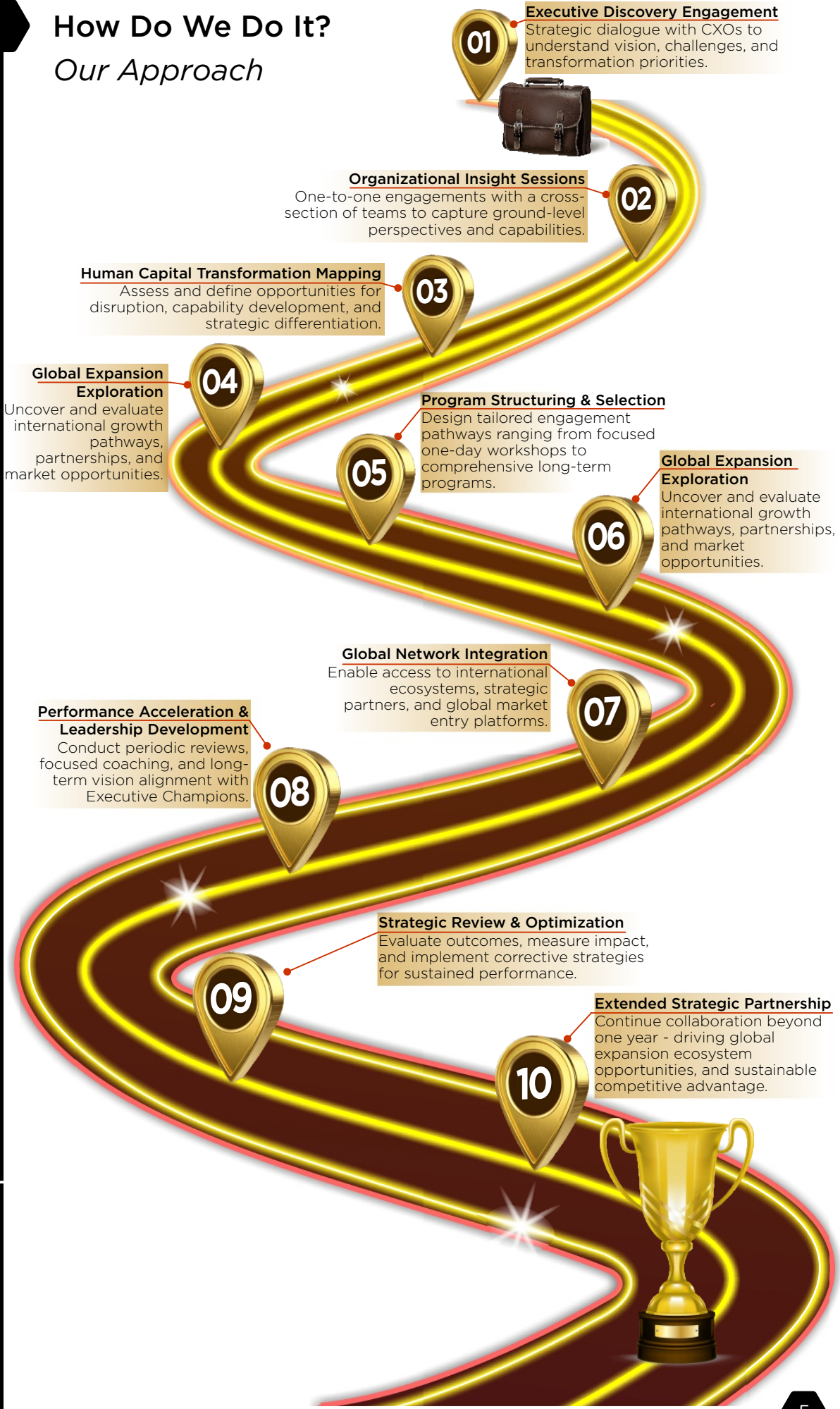
At the core of Arctic Intel is Prof. Dr. John Meewella, a globally recognized expert in disruptive innovation, born-global internationalization, and Quadruple Helix integration bridging academia, industry, governance, and community. With an extensive international career spanning Europe, Asia, the Middle East, and Africa, he combines deep academic rigor with practical executive experience across sectors including technology commercialization, sustainability, and entrepreneurship ecosystems.

A recipient of multiple international honors, including the prestigious China Government Friendship Award, Prof. Meewella brings a rare blend of global perspective, strategic foresight, and experiential insight. His work focuses on enabling organizations to build innovation-driven cultures, develop global growth strategies, and lead transformative change positioning Arctic Intel as a catalyst for future-ready leadership and enterprise reinvention.

He is also highly regarded for his ability to translate foundational theories into pragmatic corporate applications, enabling C-suite executives to develop grounded insights into business dynamics, market behavior, and the complexities of globalization. Together, Arctic Intel combines strategic transformation with human-centered leadership, positioning organizations to evolve and thrive in a rapidly changing global landscape.



# How Do We Do It? Our Approach



Program 1

## DISRUPT

**Disruptive Entrepreneurial Innovation**

**Transcending Human Capital (DEI101)**

*Rethinking business models, beyond improvement*

Program 2

## DIFFERENTIATE

**Authentic Strategic Differentiation**

**Radical Transformation Pathways (ASD201)**

*How to reinvent and transform*

Program 3

## GLOBALIZE

**Born Global Growth**

**Intrapreneurial Scaling Up (BGG301)**

*How to scale up and dominate markets*

Program 4

## CDI FINLAND

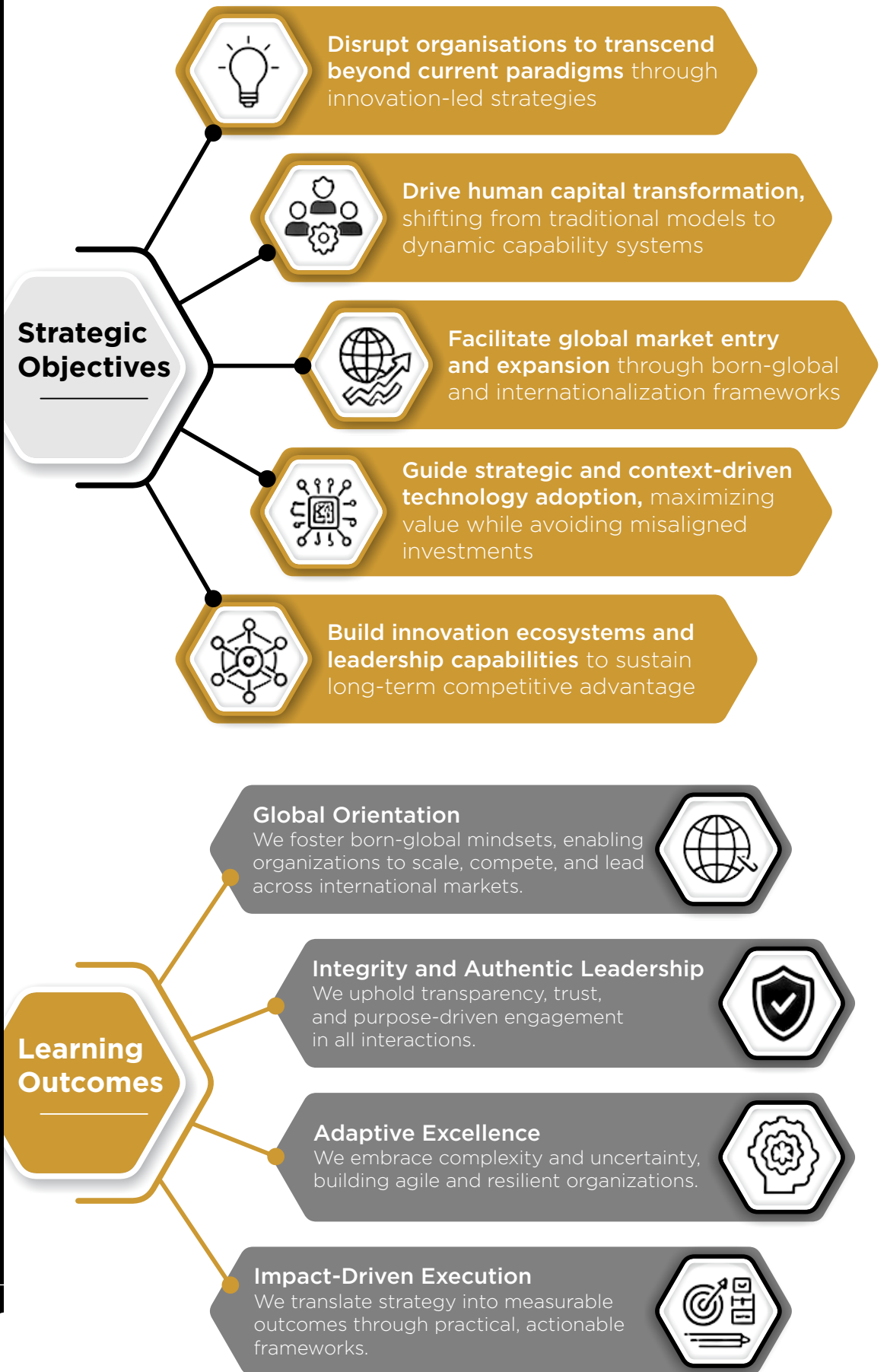
**Certified Disruptive Innovator (CDI)**

**Finland Experiential Leadership (CDI401)**

*Demystifying Nordic Leadership Secrets*



## Strategic Objectives and Learning Outcomes:





# Introductions to our Programs

Chinese word for turbulence/crisis is interpreted as combination of danger and opportunity. In this sense, leadership is about envisioning beyond victim-mentality. Disruptive Innovation is a term coined by Clayton Christensen of how smaller companies with limited resources are challenge established incumbents. Creative Destruction is a term coined by Joseph Schumpeter about how innovation is foundational in corporate growth. Entrepreneurship is considered the 4th pillar of economics, combining land, labour, capital by Kuratko & Hodgetts.

Disruption is the prerequisite for innovation, where those innovations, when executed through entrepreneurial spirit and globalisation can leap-forward for companies beyond traditional paradigms. Leaders as the Captains of such ventures need to role model such attitudes, behaviours and mindsets with entrepreneurial spirit. Organizations today operate in environments shaped by technological disruption, shifting competitive landscapes, and rapidly evolving regional economic opportunities. To remain relevant and competitive, leaders must not only respond to disruptions but also learn how to anticipate it, strategically differentiate their organizations, and build distinctive global digital capabilities.

## Key Concepts for Disruptive Entrepreneurial Growth



### Turbulence & Leadership Mindset

Chinese philosophy frames crisis as **danger + opportunity**. Leadership requires **moving beyond** a victim mindset to vision, foresight, and proactive transformation



### Disruptive Entrepreneurial Strategy

Disruption is not improvement—it is radical transformation:

- Build innovation ecosystems & labs
- Enable experimentation and new revenue streams
- Drive human capital transformation
- Operate effectively in uncertainty, digitalization, and globalization



### Differentiation & Value Creation

Sustainable growth comes from **unique value**, not price competition:

- Strong brand and purpose-driven positioning
- Customer-centric innovation
- Drive human capital transformation



### Foundations of Disruption & Growth

- Disruptive Innovation | Clayton Christensen: Challenging incumbents with limited resources
- Creative Destruction (Joseph Schumpeter): Innovation drives economic evolution
- Entrepreneurship (Donald F. Kuratko & Richard M. Hodgetts): Fourth pillar integrating land, labour, and capital



### Global & Digital Growth

Organizations must adopt a **born-global mindset**:

- Integrate markets, cultures, and capabilities
- Apply context-driven technology adoption (not trend chasing)
- Balance AI, digitalization, and human leadership

## Transcending Human Capital (DEI101)

*Rethinking business models, beyond improvement*

### Course Description:

Disruptive Entrepreneurial Strategy focuses on how senior executives and decision-makers strategize in the context of uncertainty, digital transformation, and globalization. It emphasizes building innovation engines, fostering disruptive labs, enabling experimentation, creating global partnerships, and generating new revenue streams. Human capital innovation shifts organizations from treating employees as expenses to recognizing them as strategic assets and long-term investments. This approach fosters resilience, creativity, and innovation, enabling organizations to move into new growth trajectories. Drawing on Joseph Schumpeter's Creative Destruction, Clayton Christensen's Disruptive Innovation, and the work of Donald F. Kuratko and Richard M. Hodgetts, Disruptive Differentiation highlights how entrepreneurial thinking evolves into corporate entrepreneurship and intrapreneurship across organizations. Build innovation ecosystems, experimentation platforms, and global partnerships. Treat human capital as a strategic asset to drive innovation and growth.

### Contextual Application and Delivery:

The Executive Corporate Program with Prof. John Meewella brings together senior leaders, entrepreneurs, and decision-makers to explore strategic capabilities required to thrive in the global landscape. Drawing on international experience across Europe, Asia, and emerging markets, the program provides practical insights into disruptive innovation and international market expansion. Designed for C-level executives, founders, board members, and senior leadership teams The program explores how human capital can be leveraged to create sustainable competitive advantage through i

### Learning Outcomes:



**HR**

- Transform traditional human resources to dynamic human capital capabilities
- Prioritize external validations/excuses to internal skills transformation, ILC Internal Locus of Control



**TECH**

- Transition from mere technology adoption to human adaptive intelligence
- Adopt emerging technologies strategically, selectively, appropriately and timely



**INN**

- Create Innovation Ecosystems & Platforms: start with internal innovation engines
- Collaborate with Quadruple Helix External partners: Academia, Industry, Governance & Community



**ENT**

- Experiment with 'disruption labs' with scale-up intent: fail fast, cheap, frequently
- Shift from product-service based traditional modes to novel business models



**STR**

- Develop strategic capabilities to navigate disruption and uncertainty
- Action innovation-led transformative roadmaps towards sustainable growth



# Disruption & Innovation

*How to rethink and innovate*

## Leading Through Disruption:

*The Human Capital & Innovation Framework*

Led by Prof. John Meewella, this executive program guides senior leaders through the transition from traditional business models to agile, innovation-led organizations, moving from analyzing global market disruption to creating a customized, actionable Strategic Innovation Implementation Plan.



1

### Disruption as a strategic opportunity

Analyze global forces reshaping industries to identify growth opportunities in turbulent environments

2

### Human capital as a competitive advantage

Leverage human capital to foster innovation-driven cultures and solve complex organizational problems

#### Module 1 Understanding Disruption and Market Transformation

- Global forces reshaping industries
- Disruption as a strategic opportunity
- Leadership challenges in turbulent environments
- Economic foundations of creative destruction
- Industry transformation and lifecycle shifts

*Executive Exercise: Mind-map*  
Industry disruption mapping for participating organizations & aligning with critical capability gaps: 1p.

#### Module 2 Innovation and Human Capital

- Innovation theory and organizational competitiveness
- Developing innovation-driven cultures
- Leveraging human capital for creativity and problem-solving
- Shifting human capabilities towards future growth
- Team leadership in times of crisis and structural change
- Managing organizational resistance and building momentum

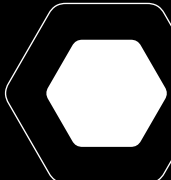
*Case Discussion: Dialogue*  
How global organizations build sustainable innovation ecosystems and successfully reinvent themselves.

### Organizational Implementation:

*Innovation Leadership Taskforce & Disruptive Opportunity Roadmap*

To ensure effective implementation, participating organizations may adopt the following disruptive framework:

- Establish a cross-functional leadership team responsible for implementing the disruptive innovation initiatives developed during the program.
- Identify two to three disruptive innovation opportunities within their organization.
- Develop a structured innovation and disruption roadmap.





# Authentic Strategic Differentiation

## Radical Transformation Pathways (ASD201)

*How to reinvent and transform*

DIFFERENTIATE

### Course Description:

Authentic Strategic Differentiation is about corporations positioning itself with a clearly defined, outstanding and authentic value proposition. It is about standing out from the crowd with a unique, authentic and distinguished set of values, with a deeply rooted meaning and purpose. In rapidly evolving markets, competitive advantage is no longer sustained through incremental improvements alone.

Organizations must continuously reinvent themselves by embracing creative destruction, strategic renewal, and entrepreneurial transformation. The ability to reconfigure resources, redeploy human capital, and reshape business models has become central to long-term success. This program focuses on how organizations can replace outdated capabilities, redesign strategic direction, and build new growth engines. It is about competing on value and uniqueness, instead of price alone taking a long term sustainable development view, designing customer-centric value propositions, building brands as strategic assets and developing core competencies.

### Contextual Application and Delivery:

Designed for C-level executives, founders, board members, and senior leadership teams, the sessions offer a platform for strategic reflection, peer dialogue, and forward-looking decision-making. Differentiation of Organisation through Corporate Growth requires radical transformation beyond comfort-zones. It is about shifting mindsets into new paradigms through non-linear pathways. Such is NOT an improvement, rather a total transformation of the rules of the game – metamorphism.

### Learning Outcomes:



**STR**

- Develop capabilities for strategic renewal and reinvention.
- Build Brand as a Strategic Asset
- Develop understanding of industry competitiveness and strategic positioning.
- Enable leaders to design strategies for scaling operations and market expansion.
- Differentiate through responsible business practices aligned with global standards (ESG, SDGs)



**CC**

- Develop Unique Capabilities (Core Competencies)
- Invest in skills, IP, and proprietary processes that competitors cannot easily replicate.
- Strengthen organizational capability to compete in complex markets.



**HR**

- Strengthen organizational ability to redeploy human capital toward new growth areas.



# Strategic Renewal & Transformation

How to reinvent and transform



3

### Creative destruction & strategic renewal

Apply the economics of creative destruction to reinvent business models and manage transformation



4

### The Executive Action Plan

Develop a structured roadmap identifying three strategic innovation opportunities tailored to your business

**Module 3**  
**Creative Disruption and Organizational Transformation**

- Rethinking traditional business models
- Strategic responses to disrupt competitors
- Leading transformation within established organizations
- Why successful organizations fail to adapt
- Signals of strategic decline
- Frameworks for renewal and reinvention
- Assessing organizational vulnerability and strategic rigidity

*Executive Reflection / Strategic Workshop: Idea-Generation Scientific-workshop*  
Identifying disruption opportunities within participants' industries:

**Module 4**  
**Creative Destruction and Strategic Renewal**

- The economics of creative destruction
- When organizations must reinvent themselves
- Managing transformation and resistance to change
- Strategic alignment with structure and culture
- Corporate governance mechanisms
- Leadership accountability in execution

*Group Assignment: Formal Task Force*  
1p Executive Summary Document & 3m Elevator Pitch Video.

### Organizational Implementation: Quarterly Strategic Review & Executive Action Plan

To ensure effective implementation, participating organizations may adopt the following strategic renewal framework:

- Evaluate progress against predefined innovation and transformation goals.
- Translate learning into practical organizational impact via review and plan.
- Define clear performance indicators and transformation milestones.



Even the best-led companies are vulnerable to unexpected changes in technology, consumer demand, and beyond. How do the most effective business leaders guide their companies to thrive through periods of drastic change and uncertainty?

Paired with effective leadership, smart, strategic decision-making is the key to thriving in times of volatility. In *Managing Turbulence*, you'll master a three-pronged approach to taking charge when confronted with uncertainty: strategy development, strategy execution, and leadership. Learn how to quickly adjust to new realities and find a new path toward long-term growth.

- Measure organizational readiness, resilience, and agility
- Analyze market turbulence and how it will impact your organization
- Apply value-based thinking to deepen competitive advantage
- Attract and retain the best talent with a diversity and inclusion approach
- Build a powerful coalition of high-performing individuals and teams
- Cultivate self-awareness and other traits of effective leaders
- Anticipate social, economic, and geopolitical shifts to future-proof your organization
- Find opportunity, strength, and purpose during challenging times





## Intrapreneurial Scaling Up (BGG301)

*How to scale and dominate markets*

### Course Description:

Born Global Growth is about worldwide mindset, behaviors, attitudes & application expanding one's scope to be born-global integrating people, cultures and markets in transcending boundaries. In today's interconnected economy, competitive advantage is increasingly defined by an organization's ability to scale beyond domestic markets, position itself strategically in global value chains, and sustain long-term growth. While innovation and transformation are critical, organizations must also develop the capability to execute at scale, compete globally, and institutionalize performance excellence. Technological advancements and digitalisation of industry is not new and not only about artificial intelligence or large language models e.g. first computers, 1999-2000 dot.com, industry 4.0 and so forth. Technology adoption needs to be context specific, appropriate, timely and in line with several other dimensions. Simply chasing technology nor digital pathways without an aligned born-global or born-again-global strategy is simply a waste of time and resources. Artificial Intelligence (AI), Artificial General Intelligence (AGI), Artificial Super Intelligence (ASI) are here to direct us towards the so called Singularity; yet, we must keep our 'feet on the ground' in managing the human aspects through the digitalised globalisation. In doing so, organisations must operate with corporate entrepreneurship/ intrapreneurial spirit in scaling up its operation from local to global. The end game is about striving towards Globally Connected & Locally Embedded dual goals.

### Contextual Application and Delivery:

Designed for C-level executives, founders, board members, and senior leadership teams, the sessions offer a unique platform for strategic reflection, peer dialogue, and forward-looking decision-making. Through executive workshops, corporate consultations, and high-level roundtable discussions, participants will examine how organizations can develop resilient strategies, build innovation-driven cultures, and position themselves for sustainable growth in increasingly competitive global markets. This initiative provides Sri Lankan organizations with rare access to global strategic thinking and international business perspectives, enabling leaders to translate ideas into actionable strategies that shape the future of their enterprises.





### Learning Outcomes:



**GL**

- Position the organization as innovative, sustainable, and globally relevant (not just local).
- Embed Sustainability & ESG Leadership
- Provide frameworks for aligning strategy, execution, and performance outcomes.
- Gain the ability to identify when and how to reinvent their organizations
- Understand how to apply creative destruction for long-term competitiveness



**VP**

- Enable leaders to identify obsolete business models and declining value propositions.
- Design Customer-Centric Value Propositions
- Use data-driven insights to personalize offerings and create superior customer experiences.
- Explore how firms build sustainable competitive advantage at scale.



**BM**

- Develop strategies for strategic renewal and business model transformation
- Learn how to build and scale new growth engines within existing organizations
- Leave with a practical transformation blueprint for execution



**ENT**

- Build frameworks for sustained entrepreneurial transformation and resilience.

### Global Competitiveness & Scaling

*How to scale and dominate markets*



**5**

**Monitoring & KPI Framework**

Track progress through innovation leadership taskforces and quarterly strategic reviews of the new initiatives



**6**

**18-Month executive partnership**

Extend learning into long-term growth through periodic leadership dialogues and continuous capability assessments



**Module 5  
Entrepreneurship and  
Corporate Growth**

- Entrepreneurship theory in corporate settings
- Building entrepreneurial organizations
- Scaling new opportunities and entering new markets
- Building new business lines within existing organizations
- Corporate venture creation and innovation portfolios
- Senior leadership team overseeing renewal initiatives

*Individual Presentation: Change Champion Vision*

- Designing a new growth initiative aligned with market disruption Persuading, influencing, dynamic 'selling' of the USP, UVP & buy-in: 10s, 3m

**Module 6  
International Entrepreneurship and  
Born-Global Transcendence**

- International Entrepreneurial frameworks
- Identification of legacy business areas to be transformed or exited
- Definition of new growth opportunities and innovation pathways
- Allocation of human capital and resources for transformation
- Development of a transformation roadmap with milestones
- Born-global & Born-again global organizational preparedness
- Transforming 'locally embedded' towards 'globally connected'
- Global value chains and competitive positioning
- Establishment of performance metrics and execution roadmap

*Group Assignment: Formal Task Force*

- 1p Executive Summary Document & 3m Elevator Pitch Video.
- Business Model & Business Plan:
- Crafting 9 piece Business Model, 1p Executive Summary, 10+p Business Plan :10s and 3m Presentation
- Identifying unique competitive advantages within participant organizations

**Organizational Implementation:**

- Business Model, Business Plan & International Entrepreneurial Execution
- Organizations will develop a Strategic Innovation Implementation Plan tailored to their business context.

To ensure effective implementation, participating organizations may adopt the following international entrepreneurial growth framework:

- Key Performance Indicators (KPIs) Organizations track measurable indicators such as: Innovation pipeline development; New product or service initiatives; Market expansion opportunities; Organizational capability development.
- Long-Term Organizational Development- a Organizations interested in sustained transformation may extend the program into a 12-month Executive Innovation Partnership, which includes: Strategic advisory sessions with senior leadership; Periodic executive workshops and leadership dialogues; Organizational capability assessments; Continuous monitoring of transformation initiatives.
- The objective is to create a structured pathway for continuous improvement, innovation capability development, and long-term strategic growth



**Finland Experiential Leadership (CDI401)**

*Demystifying Nordic Leadership Secrets*

CDI FINLAND

**Course Description:**

Finland is by far the most successful nation on the planet earth. It has defiantly stood against all odds since World War II and risen as a disruptive, differentiated, and globalized force. Finns even have a word called SISU which resembles their defiance in tough times, persistence in the midst of adversity, perseverance beyond human conditions, and GRIT like behaviours. The term ‘when the going gets tough; the tough gets going’ really resembles Finland. Finland has been ranked Happiest Country in the world for 9th consecutive year in 2026. It boasts further 100+ rankings globally where Finland leads in so many areas such as: sustainability, innovation, entrepreneurship, education, healthcare, economy, quality of life, digitalisation, equity, women rights, children rights, nature, quality of water, clean air, trust in government, police, politicians and each other. This residential leadership development one-week program takes you through deeply experiential disruptive experience; immersing you into characteristics of Finnish leadership, international comparisons on values, social systems, working life models. Finnish/ Nordic leadership style typically include low hierarchies, openness, team-like approach, equality, drive for consensus, functionality and less-is-more attitude.

**Course Context:**

Arctic Intel Oy, Rovaniemi, Finland is located inside the northernmost Arctic Circle/ Lapland known for the world’s most extreme climate and living conditions. Winter conditions can be -40 Celsius with blistering snow storms where residents fight life and death conditions on a daily basis. Summer conditions means 24 Hour sunlight for almost 3 months continuously. Rovaniemi with a tiny 65,000 population hosts around one million global tourists per year. Rovaniemi has achieved this by utilising: a very disruptive regional development strategy; highly differentiated and focused product and service value chain; and actively investing and promoting a unique inwards and outwards globalization strategy. The residential leadership development is organized in the heart of these settings; to test out your leadership in unfamiliar, complex and extraordinary geographies. Training combines both theory and practice integration, visits to experiential activities such as ice swimming, snow hiking, nature trails, sauna, aurora hunting, reindeer rides, husky dog rides, ice breakers, berry-mushroom picking in swamps, canoeing, fishing, fat-biking and a ranger of other outdoor and indoor activities. Key takeaways include: leadership simulation case studies, immersion learning from best practices in Finland, and exploring bilateral partnerships. This is a life changing, mind boggling, transcendent experience that will shift your total focus, attitude and appreciation which will then take you back home to apply the learnings.

**Learning Outcomes:**

 <p><b>DISRUPT</b></p>	<ul style="list-style-type: none"> <li>• Understand how Finland disrupted its roots from nothing in Post WWII to world class nation</li> <li>• Experience Rovaniemi Tourism and Education Tourism disruption in action</li> </ul>
 <p><b>DIFFERENTIATE</b></p>	<ul style="list-style-type: none"> <li>• Explore how Finland has focused on a differentiation that aligns with its resources</li> <li>• Discuss how Rovaniemi has reinvented and transformed itself as a brand</li> </ul>
 <p><b>GLOBALIZE</b></p>	<ul style="list-style-type: none"> <li>• Articulate how Finland is leading the world in so many rankings &amp; nation-building</li> <li>• Experience how Rovaniemi globalizes its products and services as a tiny village digitally</li> </ul>



## Field Visits / Case Studies:

- Rovaniemi Disruptive-Differentiated-Globalized Ecosystem
- Santa Claus Village & Global Tourism In Action
- Arctikum Historical and Science Museum
- Posio Pentik International Branding & Museum
- Finland as a nation-building benchmark globally

## Program Duration/Schedule:

Day 1: Arrival in Rovaniemi & Arctikum History-Science Museum

Day 2: Korouma Frozen Waterfall & Adventure Hike

Day 3: Santa Claus Village & Rovaniemi City

Day 4: Riisitunturi National Park & Posio Pentik Museum

Day 5: Strategic Wrap-Up, Certification, & Graduation

Day 6: Shopping & Departure from Rovaniemi

## Program Modules:

### Module 1 – Understanding Disruption and Market Transformation

- Rovaniemi as a travel and tourism disrupter and regional transformation
- Finland as a global force in harnessing strategic opportunities during turbulent environments

#### *Executive Exercise: Mind-map*

Rovaniemi and Finland Industry disruption mapping: 1p.

### Module 2 – Innovation and Human Capital

- Rovaniemi winter-summer human capital development, in- out-sourcing & demand-supply alignment
- Finland as an innovation-driven culture building momentum through human capabilities

#### *Case Discussion: Dialogue*

How Rovaniemi & Finland build sustainable innovation ecosystems and successfully reinvent themselves: 1p.

### Module 3 – Creative Disruption and Organizational Transformation

- Rovaniemi comparison with other Finland cities: differentiation, branding, positioning
- Rovaniemi Ecosystem: Growth directives, new business development, investment portfolios

#### *Executive Reflection / Strategic Workshop: Idea-Generation Scientific-workshop*

Identifying challenges and opportunities for Rovaniemi/Finland next decade: 1p.



#### Module 4 - Creative Destruction and Strategic Renewal

- Rovaniemi economics, cash flow, yearly revenue % and regional policy
- How Rovaniemi 'economics of creative destruction' play out in reality compared to other cities

*Group Assignment: Formal Task Force*

1p Executive Summary Document & 3m Elevator Pitch Video.

#### Module 5 - Entrepreneurship and Corporate Growth

- Rovaniemi Entrepreneurial Ecosystem & Investment Appetite
- Rovaniemi: Building new business lines within existing organizations

*Individual Presentation: Change Champion Vision*

Designing new growth initiative for Rovaniemi/Finland with Sri Lanka partnerships

Persuading, influencing, dynamic 'selling' of the USP, UVP & buy-in: 10s, 3m.

#### Module 6 - International Entrepreneurship and Born-Global Transcendence

- Rovaniemi: Development of a transformation roadmap with milestones
- Rovaniemi: Transforming 'locally embedded' towards 'globally connected'

*Business Model & Business Plan: Crafting 9 piece Model, 1p Executive Summary, 10+p Plan*

Crafting 9 piece Business Model, 1p Executive Summary, 10+p Business Plan :10s and 3m Presentation

Identifying mutual synergy among Rovaniemi/Finland and Sri Lanka Quadruple Helix partnership scope.

AIGC: Academic, Industry, Governance, Community





# International Resource Panel



**Mr. Parakrama Munaweera** - Sri Lanka / UAE  
*COO, Arctic Intel Asia*

Mr. Munaweera, who holds three master's degrees in technology, Business, and Digital Transformation, is the Chief Operating Officer of Arctic Intel Asia. He brings over three decades of expertise in technology integration, digital transformation, project management, and transformative digital technologies. He also brings proven expertise in building high impact professional networks and creating meaningful opportunities for youth development and advancement



**Prof Dr Kimmo Alajoutsijärvi**, - Norway / USA  
*Agdar University Norway & Harvard University, USA*

Professor (Management): School of Business and Law, University of Agder. Researcher: competition in the higher education sector, management ideologies, status games of business schools, Visiting Scholar: SCANCOR at the Weatherhead Center (fall 2025), Harvard University, USA <https://www.wcfia.harvard.edu/people/kimmo-alajoutsijarvi>



**Prof Dr Kevin Lau** - Hong Kong / China  
*REGH2 Global Energy & Investment Group*

Kevin Lau is an accomplished international executive, academic, and investor with extensive experience spanning Europe, Asia, and Africa. He currently serves as Chairman of REGH2 Energy Group Limited in Hong Kong and Deputy Director at Nanjing University's Institute of Cultural & Natural Heritage



**Captain Lars Lindberg** - Portugal & Spain  
*Chairman Of The Board, CircuitodoSol*

Motion and innovation are a running theme throughout the life of Lars GV Lindberg. During his long and diverse career Lars has been CEO and Chairman of several start-ups in Sweden, France, UAE, Spain and Portugal, including AVTECH Sweden AB that was listed at Nasdaq Firth North in Stockholm 2012.



**Prof Dr Kwaku Atuahene Gima** - Ghana / West Africa  
*Nobel University, Ghana*

Founder, President, & Distinguished Professor of Innovation, Strategy & Marketing at NiBS University in Accra, Ghana ([www.nibs.edu.gh](http://www.nibs.edu.gh)) / 2025 Academy of Management, Distinguished Scholar - Technology & Innovation Management (TIM) Division / Former Associate Editor - Journal of Product Innovation Management (JPIM) / Listed among the world's top 2% of scientists by Stanford University Study.



**Mr Mikko Perälä** - Finland / Spain  
*Serial Social Impact Entrepreneur  
CEO / The Principal Gamer*

Mikko Perälä is a seasoned entrepreneur with over 20 years' experience leading global tech ventures across education, gaming, sports, and real estate. He has launched and scaled startups in 10+ countries, employing over 2,000 people. Currently, he leads School of Gaming, specializing in innovative game-based learning solutions.

<https://www.sog.gg/staff/mikko-perala>



**Dr Jasem Almarri** - United Arab Emirates / Qatar  
*Institutional Entrepreneur*

Social Entrepreneurship in Practice the Multifaceted Nature of the Practice Social Entrepreneurship and the role of the State within Islamic Context

Dr Jasem Almarri is a citizen of United Arab Emirates with extensive experience in government affairs.



**Mrs Julia Baly** - USA & Liberia  
*Academic Entrepreneur*

Julia specializes in empowering educators and transforming school communities with nearly 30 years of expertise in the field of education. She is an accomplished Educational Consultant and Teacher Retention Coach, with a mission to drive academic excellence, foster teacher development, and cultivate thriving, inclusive learning environments.

<https://www.juliabaly.com/>



**Mr Kalana Meewella** - Sri Lanka / Australia  
*Sales Guru*

CIO Chief Innovation Officer, Meewella Holdings, Sri Lanka, Australia, Japan  
Kalana Meewella is a recognised for his strong sales, communication, disciplined work ethic and commitment to delivering outstanding results for his clients

<https://www.meewellaholdings.com/about-us>



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## Highlights of Arctic Intel Global Footprint



*John Meewella Sales Army featuring:  
serial impact entrepreneur  
Mikko Perala, Oulu Finland*



*Meeting Prime Minister of UK  
Tony Blair, 2013*



*Meeting Prime Minister of Finland  
Juha Sipilä, 2024*





Meeting Prime Minister of Finland  
Matti Vanhanen, 2017



2019 China Government Friendship Award  
(= Presidential medal of honour USA)  
2020 Honorary Labor Medal  
2017-2018 Jinling Friendship Award



Meeting Chinese Ambassador  
to Sweden Gui Congyou 2019



Ghana Nobel University 2025



Meeting Chinese Ambassador  
to Finland 2025 Wang Tongqing

