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**Contacts:**

Medigoo Oy Inc.

Mr. Mika Karilahti, Dr.Tech., Co-Founder and CEO, Medigoo Inc.

E-mail: [mika.karilahti@medigoo.com](mailto:mika.karilahti@medigoo.com) ,

Tel. +358 400 350189 (FI), and +44 745 227 1336 (UK), and +1 (917) 503-3941 (USA)

**Press kit available:**

[www.medigoo.com/press](http://www.medigoo.com/press)

## Medigoo.com Inc. is a Finalist for the 2015 Red Herring Top 100 Europe Award

**PRESS RELEASE, Apr 7<sup>th</sup>, 2015 - Helsinki, Finland:** *The start-up company Medigoo.com Inc. announced today it has been selected as a Finalist for Red Herring's Top 100 Europe award, a prestigious list honoring the year's most promising private technology ventures from the European business region.*



"This year was rewarding, beyond all expectations" said **Mr. Alex Vieux, publisher and CEO of Red Herring**. "There are many great companies producing really innovative and amazing products in Europe. We had a very difficult time narrowing the pool and selecting the finalists. **Medigoo Inc.** shows great promise and therefore deserves to be among the Finalists. Now we're faced with the difficult task of selecting the Top 100 winners of Red Herring Europe. We know that the 2015 crop will grow into some amazing companies that are sure to make an impact."



"We are highly enthusiastic about this opportunity to compete with the other best startups in Europe for the Red Herring Europe Top 100 award." says **Mr. Mika Karilahti, Co-Founder and CEO of Medigoo Inc.** "We have worked hard and produced results, like launching our health website with thousands of info pages for consumers, and opening our webstore with dozens of health analyses tests. Preparations for the Red Herring competition has helped us refine our strategy to address an even bigger market than we earlier thought would be possible. We are ready for the challenge."

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### **Medigoo.com Inc.**

The website [www.medigoo.com](http://www.medigoo.com) and the webstore at [www.medigoo.com/webstore](http://www.medigoo.com/webstore) are run by Medigoo Inc. founded in 2007 in Helsinki, Finland, to provide independent health and medical information to consumers with no cost, and sell home health analysis devices and kits. Website visitors can access the thousands of pages of health and medical information by typing in their text, e.g. symptoms or any search words. The user will then see the applicable health/medical articles in the most relevant sorting order. Articles are also linked with the useful home test kits and services such as disease specific tests, general tests, genetic risk and aptitude tests. Medigoo Inc. has received financial support from TEKES and ELY-Centre Uusimaa for the development activities.

### **Red Herring**

The Red Herring editorial team selected the most innovative companies from a pool of hundreds from across Europe. The nominees are evaluated on 20 main quantitative and qualitative criterion: they include disruptive impact, market footprint, proof of concept, financial performance, technology innovation, social value, quality of management, execution of strategy, and integration into their respective industries.

This unique assessment of potential is complemented by a review of the actual track record and standing of a company, which allows Red Herring to see past the “buzz” and make the list a valuable instrument for discovering and advocating the greatest business opportunities in the industry.

Finalists for the 2015 edition of the Red Herring 100 Europe award are selected based upon their technological innovation, management strength, market size, investor record, customer acquisition, and financial health. During the months leading up to the announcement, hundreds of companies in the telecommunications, security, Web 2.0, software, hardware, biotech, mobile and other industries completed their submissions to qualify for the award.

The Finalists are invited to present their winning strategies at the Red Herring Europe Forum in Amsterdam, April 13-15, 2015. The Top 100 winners will be announced at a special awards ceremony the evening of April 15 at the event.