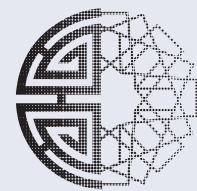


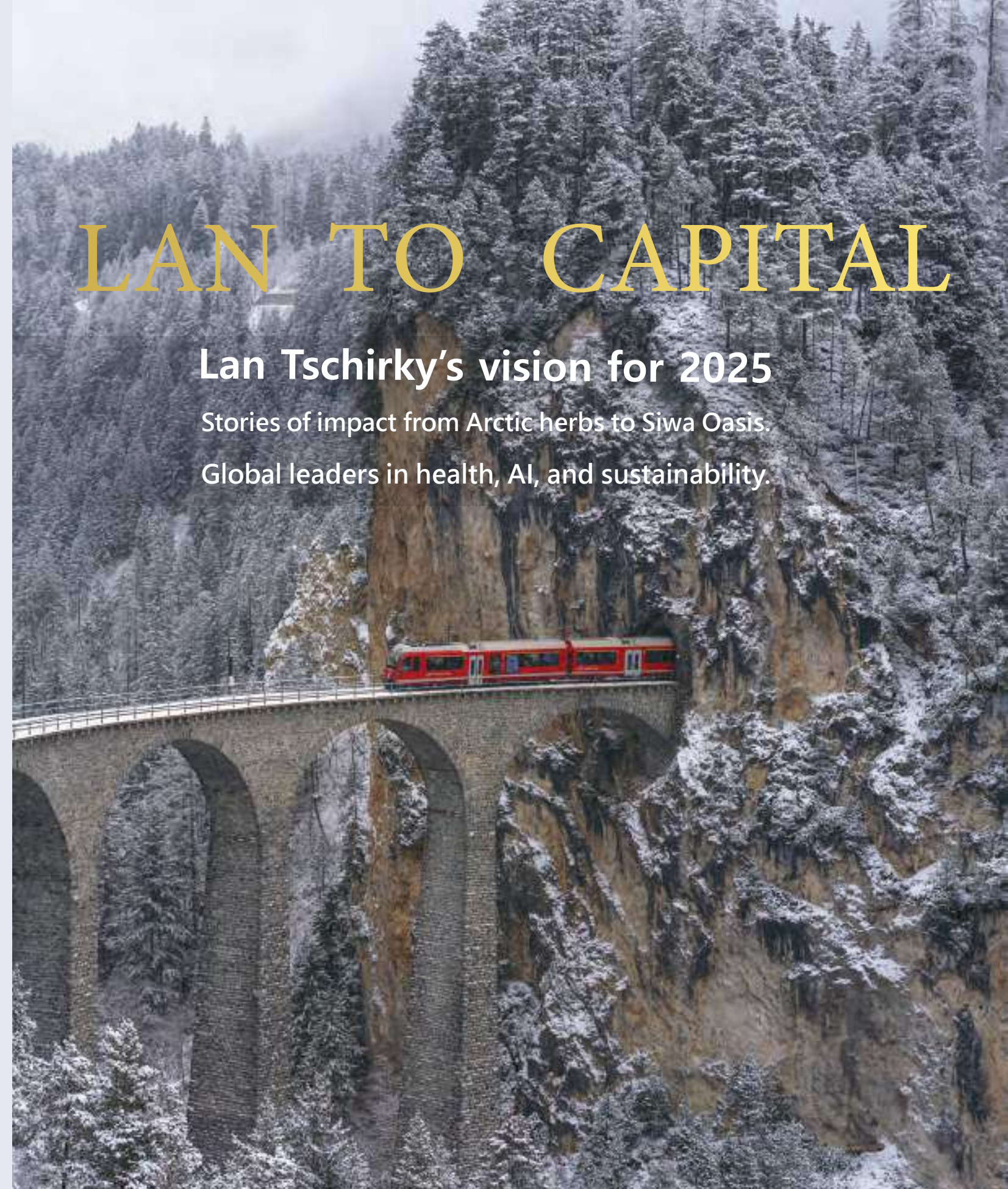


Lan Tschirky

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LAN TO CAPITAL



LAN TO CAPITAL

Lan Tschirky's vision for 2025

Stories of impact from Arctic herbs to Siwa Oasis.

Global leaders in health, AI, and sustainability.

2025

Innovating for a Sustainable Future

Davos Editions



Editorial

A Year of Progress and Possibility

Welcome to Lan to Capital Magazine 2025, a celebration of innovation, resilience, and the extraordinary power of collaboration. This year's issue showcases the remarkable achievements of Lan Tschirky and her diverse network of partners. Lan's work spans health, education, agriculture, and sustainability, guided by a commitment to advancing progress on a global scale

The past year was one of transformation and discovery. As Lan reflects in her personal account of 2024, it was a year defined by bold ventures and meaningful connections. Her journey took her from supporting Arabic-learning initiatives to forging partnerships in Indonesia that benefit millions of agricultural families. Along the way, she discovered roses that stay fresh for 12 days without water, brought revolutionary teas to Brazil, and championed products like "Mum7" that embody the spirit of simplicity and innovation. Her reflections set the tone for an issue that celebrates ingenuity in all its forms. This magazine takes readers across the globe to uncover stories of impact. In "The Perfect Shot," fine art photographer Artem Shestakov shares

how his breathtaking images spotlight the urgency of climate action, weaving art and advocacy to inspire change. Meanwhile, Charly Pharm's Dataeum is reshaping the way we think about data, bringing accuracy and accessibility to underserved regions, creating tools that empower local communities and drive sustainable growth. Closer to the Arctic Circle, Katja Misikangas introduces us to the resilient herbs of Lapland in "Arctic Warriors," combining centuries of traditional knowledge with cutting-edge science to create health products with global reach. In the field of education, Olga Rug-Fiedler's Clever

Forever Education shows how a simple app can bring transformative learning to children in underserved areas, helping close critical gaps in early childhood development. Health and sustainability remain core themes of this issue. In "Clobio and Freshlab," Ri Ki-Ho explores how science is unlocking solutions to extend food freshness and combat viruses, pushing boundaries in sustainability. For investors, Joonas Järvinen unveils the Kvarn X Investment SuperApp, a groundbreaking platform integrating traditional and decentralized finance to transform how Europeans approach global investments. And for those inspired by architectural innovation, Alex Zagrebelny reveals how the R.Evolution approach blends sustainability, luxury, and wellbeing to

redefine real estate development and promote holistic living. These stories underscore a vital truth: progress is born from connection—between people, ideas, and industries. Whether it's harnessing the metaverse to revolutionize defense systems or blending AI with cultural heritage to bridge continents, this year's contributors remind us that creativity knows no boundaries. At Lan to Capital Magazine 2025, we believe in the power of ideas to shape a brighter future. As you turn the pages, you'll find inspiration in the visionaries who are rethinking what's possible and creating solutions for the challenges ahead. Thank you for joining us on this journey of innovation, and welcome to an issue that celebrates the boundless potential of human ingenuity.



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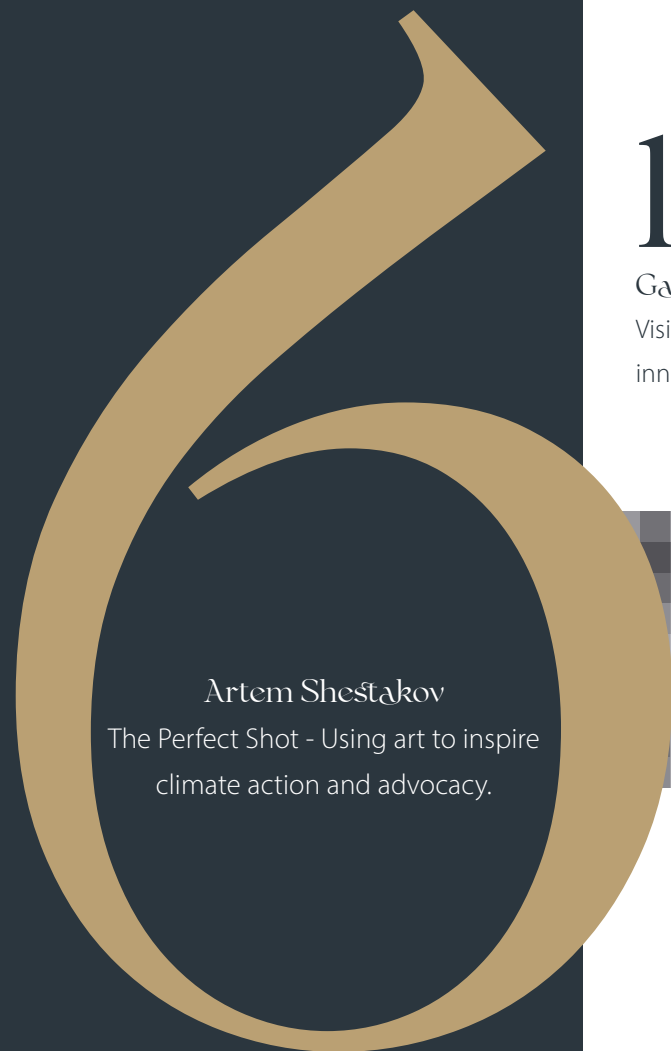


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Welcome Note by Lan Tschirky



Lan Tschirky is a businesswoman, entrepreneur, and creative force whose work spans health, technology, and sustainability. Known for her innovative approach to problem-solving and her deep commitment to social impact, Lan combines a visionary mindset with a hands-on approach to her many ventures. Whether she's leading groundbreaking health initiatives, collaborating with global partners, or experimenting as a passionate cook, Lan brings warmth, curiosity, and energy to everything she does.

This year, Lan welcomes readers to Lan to Capital magazine 2025, offering insights into the incredible achievements and projects of 2024. In the piece that follows, Lan takes us on a vivid journey through the year, recounting transformative moments and connections that shaped her work and her vision for the future.

2024 Reflections by Lan Tschirky

2024 was a very interesting year for me—full of travel, meeting amazing new people, and developing innovative products. The year started with the Lan Space event at the Zhof Hotel during the World Economic Forum. We gathered an incredible group of people: a Cardinal from the Vatican, the matriarch of an Amazonian tribe, successful businessmen from Singapore, and even the world's best horse dealer. It was a fascinating mix of perspectives, showcasing Lan's unique portfolio of investments.

In February, Lan Health became the main sponsor of ICPM, a prominent pharmaceutical exhibition and conference. Over three days, we saw outstanding presentations from Fresh Lab, Dr. Bo with his innovative probiotics, and other inspiring speakers. In March, I traveled to the Philippines for a conference and met a dear friend, who became a significant part of my journey this year.

April began with a tennis tournament organized by Rolicmaster, where I met some wonderful Finnish people who later became good friends and business partners. Shortly after, I was invited by Dr. Roland Robert, a U.S. presidential candidate, to visit Kiev. Together, we explored ways to offer support to Ukraine and met with president Zelenskyy. One of the year's most exciting discoveries came during a trip to Colombia with Fresh Lab. We tested roses that stay fresh for up to 12 days without water, even in varying temperatures. It was an extraordinary innovation! From there, I traveled to Ecuador, where I saw and purchased some of the world's most beautiful roses.

In June, Dr. Chen, the creator of our extraordinary teas, and Ricky, the CEO of Fresh Lab, were recognized at the Mastermind Conference for their groundbreaking contributions. The teas have received global acclaim and are now being launched in Brazil and Indonesia, where Lan Health has recently established a presence. We are partnering with Indukush, which represents 60 million agricultural families, to bring our products to Indonesia.

We have also been focused on projects with a strong social impact. Dr. Mohammed developed a game for learning Arabic in a fun and engaging way. Olga Feder won a Bill & Melinda Gates Foundation award for her platform teaching children aged 4 to 7. Additionally, we supported Finland's best blueberry supplements and also exciting Metaverse projects.

Another highlight was the introduction of "Mum7," a versatile product with seven unique functions. Just before Christmas, we sponsored an incredible event to celebrate these successes.

This past year has been one of incredible growth and discovery, and I look forward to what's next. Thank you for joining me on this journey.

Lan Tschirky



Artem Shestakov

The Perfect Shot: Using Art to Ignite Action Against Climate Change By Artem Shestakov

In a world facing unprecedented environmental challenges, fine art photographer and filmmaker Artem Shestakov has dedicated his career to capturing the fragile beauty of nature while spotlighting the urgency of climate action. His latest project, *The Perfect Shot*, bridges art and advocacy, using breathtaking visuals to inspire change. Featured at COP28 and the UN General Assembly,



Shestakov's work underscores the transformative power of storytelling in addressing the climate crisis. Here, he reflects on his journey and the responsibility artists hold in shaping a more sustainable future. As an artist and environmental advocate, I have always believed that art has the power to inspire change. Through my journey as a fine art photographer and film producer, I have dedicated my work to capturing the beauty of our natural world, as well as the challenges it faces in the wake of climate change. My recent project, *The Perfect Shot*, embodies this mission, serving as a visual reminder of the urgency to protect our planet. Nature has always been my greatest muse. From the remote glaciers of Antarctica to the serene turquoise waters of the Bahamas, I've travelled the globe to document the fragile beauty of our ecosystems. Photography allows us to pause and reflect on the world around us—a world that is rapidly changing due to human impact. Every image I create is more than a piece of art; it is a call to action.



With *The Perfect Shot*, I aimed to go beyond still imagery by venturing into the realm of filmmaking. The film is a culmination of my experiences in the field, featuring untouched landscapes and the incredible biodiversity that thrives within them. Yet, it also sheds light on the devastating effects of climate change, including rising sea levels, deforestation, and species extinction.

Earlier this year, *The Perfect Shot* was screened at COP28, one of the most pivotal climate summits of our time. As world leaders, scientists, and activists gathered to discuss the future of our planet, the film served as a poignant reminder of what is at stake. During the screening, I had the privilege of speaking about the inspiration behind the project and the role of art in addressing environmental issues.

The feedback was overwhelmingly positive. Many attendees shared that the film's visuals struck an emotional chord, motivating them to think differently about their own actions and contributions to sustainability. It was a humbling experience to see how art could bridge the gap between science and emotion, fostering a deeper understanding of the climate crisis.

The momentum from COP28 continued as I was invited to attend the United Nations General Assembly in New York. Standing among global leaders, I emphasized the importance of integrating creative solutions into the fight against climate change. During my time at the assembly, I shared my perspective on how storytelling through photography and film can amplify critical messages, making complex environmental issues accessible to a wider audience.

As I reflect on these experiences, I am reminded of the responsibility that comes with being an artist. Every photograph, every film, and every frame has the potential to ignite action and inspire hope. But it doesn't end there.

Our planet is at a tipping point, and time is running out. I encourage everyone—whether you are a policymaker, a business leader, or simply someone who loves the outdoors—to take a stand for the environment. It starts with small steps: reducing waste, supporting renewable energy, and advocating for policies that prioritize sustainability.





Charly Pharm

Dataeum: Transforming Global Data Collection by Charly Pharm

Dataeum is a pioneering company dedicated to addressing one of the most pressing challenges of the digital age—accurate, real-world data collection. By focusing on underserved regions and underdeveloped countries, Dataeum bridges critical gaps in global data accessibility, providing valuable insights that drive development, innovation, and economic growth. At the heart of Dataeum's operations is

its commitment to combining cutting-edge technology with human-centered solutions. Through an innovative platform and a network of dedicated local collectors, the company ensures data is not only reliable but also reflective of real-world dynamics. This approach empowers communities, supports businesses, and fosters sustainable growth across the globe.

In this update, Charly Pharm, one of Dataeum's key leaders, outlines the company's recent achievements and vision for the future. From groundbreaking initiatives in Africa to strategic partnerships driving growth, Charly provides an insider's perspective on how Dataeum is reshaping the landscape of global data collection.

Over the past year, Dataeum has been at the forefront of real-world data collection, with a clear focus on underserved regions and Points of Interest (POI) in undeveloped countries. Our mission is to bridge the data gap in these areas, empowering local communities and businesses with actionable insights while contributing to global development.

Leveraging Cutting-Edge Technology for Seamless Data Collection

What sets Dataeum apart is our innovative integration of advanced technologies—artificial intelligence, deep learning, and augmented reality—into a user-friendly platform. This platform streamlines the process of data collection, verification, and updating, ensuring that our dedicated collectors can operate with maximum efficiency and

Major Milestone: Collection Campaign in Dakar, Senegal

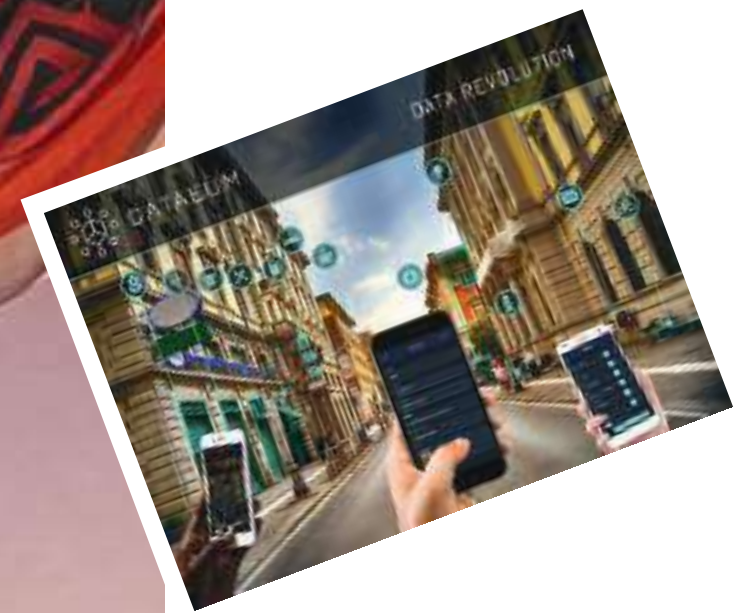
This year, we embarked on a significant collection campaign in Dakar, Senegal, as part of a groundbreaking partnership with a leading industry player. The goal: is to collect up to one million POI, a massive undertaking that underscores both the scale of our capabilities and the trust major organizations place in Dataeum. This partnership represents more than just a milestone in data collection. It's a cornerstone for our financial growth, with revenues projected to reach an estimated \$2 million in 2025. Moreover, the agreement includes annual renewability, ensuring a steady and sustainable revenue stream that allows us to plan confidently for future expansions.

minimal friction. These collectors, who are the backbone of our operations, play a critical role in maintaining the accuracy and reliability of the data we provide. Our commitment to technological excellence and user-centric design has established Dataeum as a highly reliable source in the industry. By simplifying data input processes and empowering our collectors, we've created a model that not only serves business needs but also fosters local engagement and economic opportunities in the regions where we operate.

Expanding Horizons in Africa

Beyond our operations in Senegal, this collaboration has paved the way for broader opportunities across Africa. Thanks to key contacts made during WEF 2024 and the Lan to Capital event, we've initiated promising discussions with stakeholders in Nigeria, Ivory Coast, Ghana, and Senegal. These connections have opened doors to potential partnerships and data sales that could further solidify our position in the market while amplifying our impact on the continent.

Additionally, we've engaged with investors who are eager to disrupt traditional models and contribute to the digital transformation of



their countries. These conversations have reinforced our belief that Dataeum's mission aligns with the aspirations of forward-thinking leaders and organizations in Africa.

A Vision for the Future

As we move into 2025, our main focus remains on delivering high-quality data solutions while expanding our footprint in underserved regions. Our dedication to leveraging technology, empowering local collectors, and fostering partnerships positions Dataeum not just as a leader in data collection but as a catalyst for development and innovation in the global market.

The journey so far has been one of growth, learning, and impact. With our achievements in 2024 setting a strong foundation, we're excited to continue this trajectory, unlocking new opportunities and driving meaningful change in the years to come.

Charly Pham

Sir Prof. Dr. Gabriele Pao-Pei Andreoli



TRANSCEND

AI & THE FUTURE OF HUMANITY

Gabriele Pao Pei Andreoli

Gabriele Pao-Pei Andreoli: Vision and Action

This January, Lan will present *Transcend: AI and the Future of Humanity*, the much-anticipated book by Gabriel GP Andreoli. As part of the launch, we take a closer look at the man behind the title—a prolific innovator, global advocate, and occasionally, a tireless jet-setter with a staggering 158 flights last year alone. But who is Gabriel Andreoli, and what drives his mission to connect ethics and innovation? Gabriel Andreoli has spent his career connecting the dots between ethics, technology, and humanity. Whether it's advocating for humanitarian causes, pioneering AI research, or

hosting global think tanks, his work is united by one belief: innovation must serve people, not just progress.

Known for his ability to bring together seemingly unrelated worlds—scientists, spiritual leaders, policymakers—Andreoli's vision isn't about lofty ideals; it's about practical action. From using quantum tech to combat malaria to advocating for AI transparency, he's always asking: how can we make this better for everyone? While it's easy to focus on his meetings with world leaders

(yes, Pope Francis is on the list), Andreoli's real passion lies in collaboration. It's not just about big ideas; it's about making those ideas work for everyday people.

Transcend is Andreoli's guide to navigating the complex relationship between AI and humanity. It's part exploration, part warning: AI could revolutionize healthcare, tackle climate change, and enhance creativity—but only if it's guided by ethics. Andreoli writes with urgency but also hope, sharing insights on how AI can be a tool for equity, not division. The book challenges leaders, technologists, and citizens alike



to rethink progress in a way that prioritizes inclusion, accountability, and fairness.

At its core, *Transcend* is less about machines and more about people—it's a call to action to ensure that technological advancement serves the greater good. Andreoli isn't just a thinker—he's a doer. Take the World Changers Summit, for example. What started as an event at the Pontifical Academy of Science, in Vatican City has grown into a global platform tackling everything from digital equity to climate justice.



Under his leadership, the Summit has become a space where experts from AI, philosophy, science, and policy work together to create actionable strategies. It's classic Andreoli: bridging gaps, connecting people, and focusing on real-world impact.

"Technology should enhance humanity, not diminish it," he often says—a mantra that runs through everything he does.

Behind the whirlwind of flights, conferences, and big ideas is someone who's relentlessly curious. Colleagues describe him as approachable, someone who's just as enthusiastic about debating quantum computing as he is about sharing a meal during a layover.

Andreoli's work ethic is impressive, but it's his focus on the human side of innovation that stands out. He's not interested in tech for tech's sake—he's interested in how it can make life better.

In a world grappling with both the promises and risks of AI, Transcend feels essential. It's not just a book; it's a conversation about what kind of future we want to create and who we want to create it for.

By presenting Transcend, Lan invites us to join that conversation—and to imagine a future where ethics and innovation work hand in hand.



Mohamed Eltedawy

Mohamed Eltedawy - Teda 111



Exploring the Art of Cultural Connection: The Vision Behind TEDA 111

In an increasingly interconnected world, bridging cultural and business divides is both a challenge and an opportunity. At the forefront of this mission is Mohamed Eltedawy, founder of TEDA 111, whose work exemplifies the power of cultural understanding in driving meaningful international partnerships. Rooted in a deep appreciation for the rich tapestries of Western and Middle Eastern cultures, TEDA 111 is more than a business—it is a bridge, fostering connections that transcend borders through innovative cultural projects and business strategies. From curating immersive art exhibitions to pioneering educational initiatives, TEDA 111 seamlessly weaves cultural heritage into the fabric of international commerce. With a clear vision and unwavering dedication, Mohamed Eltedawy and his team are redefining what it means to integrate cultural authenticity with economic potential. Their story is one of collaboration, innovation, and a steadfast belief in the transformative

power of cultural exchange. Welcome to TEDA 111—a space where cultures meet, ideas flourish, and boundaries dissolve.

Can you elaborate on TEDA 111's mission to bridge Western and Middle Eastern markets through culture and business?

Our mission at TEDA 111 is to create a synergistic relationship between Western and Middle Eastern markets by leveraging cultural insights to facilitate business opportunities. We believe that understanding cultural nuances is essential for successful partnerships, and our goal is to foster dialogue and collaboration that enriches both economies.

How does TEDA 111 integrate cultural projects into international business strategies?

Cultural projects are at the heart of our strategy. We curate initiatives such as art exhibitions, culinary festivals, and educational exchanges, which not only celebrate cultural heritage but also serve as platforms for business networking. By embedding these projects within business strategies, we create authentic connections that lead to sustainable collaborations.

What challenges have you encountered in facilitating business between European and Middle Eastern companies, and how have you addressed them?

One significant challenge is navigating differing business practices and communication styles. To address this, we provide tailored training sessions and workshops that focus on cultural competence. Our team also acts as intermediaries, facilitating discussions to ensure that all parties feel understood and valued throughout the negotiation process.

How does your deep understanding of both Italian and Arab markets benefit your clients?

My dual understanding of the Italian and Arab markets allows me to identify unique opportunities and potential pitfalls for my clients. I can provide insights into consumer behavior, regulatory environments, and market trends in both regions, enabling our clients to make informed decisions and tailor their strategies effectively.

Can you share a project that exemplifies TEDA 111's approach and its impact on the involved parties?

One notable project was the "World Food Exhibition" in Dubai, organized in collaboration with Park Technology Innovation of Sharjah, UAE. This event showcased the rich tapestry of Middle Eastern art, music, and cuisine, attracting thousands of visitors. It fostered valuable collaborations between local Italian businesses and Middle Eastern artisans, celebrating cultural diversity and resulting in long-term partnerships that provided economic benefits for all involved. Our latest initiative focuses on language learning, starting with Arabic. We are developing a unique project that features a box containing all 111 Arabic letters in various positions, along with informative material about the Arabic language. This kit allows users to create a personalized model by selecting and assembling their names in Arabic. Additionally, they can print their creations anywhere, making it an engaging way to connect with the language and culture.



What qualities do you look for in Italian companies to determine their readiness for international markets?

We assess companies based on their willingness to adapt, openness to cultural learning, and existing capacity for international operations. A strong product or service offering, along with a clear vision for expansion, are also crucial indicators of readiness. Companies that are culturally aware and flexible tend to succeed in international markets.

How do you ensure that cultural projects not only unite regions historically but also generate economic value?

We design cultural projects with clear economic objectives in mind. By aligning cultural initiatives with market needs and opportunities, we ensure that they create lasting value. This involves collaboration with local businesses and stakeholders to maximize the benefits for all parties involved.

In what ways does TEDA 111 use cultural understanding to enhance business relationships between different regions?

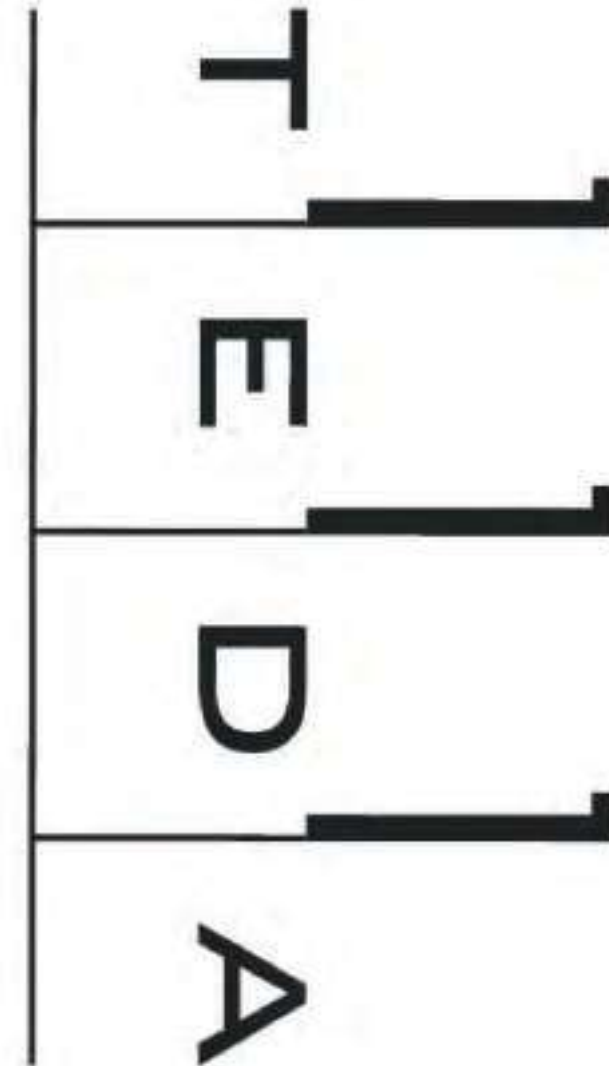
Cultural understanding allows us to tailor our approach to each client's needs. We emphasize the importance of respecting local customs and traditions in business dealings, which helps build trust and rapport. By facilitating cross-cultural dialogues, we ensure that all parties are aligned and that relationships are strengthened.

How does TEDA 111 leverage its entrepreneurial and institutional networks to support client internationalization?

We have cultivated a robust network of entrepreneurs, institutions, and governmental bodies across both regions. By tapping into these connections, we provide our clients with access to valuable resources, market insights, and potential partners. This network facilitates smoother entry into new markets and enhances the likelihood of success.

How does TEDA 111 stay ahead in providing innovative solutions for international business development?

We continuously monitor market trends and emerging cultural shifts. Our team engages in ongoing research and fosters partnerships with innovative thinkers in both regions. This proactive approach enables us to offer cutting-edge solutions that address our clients' evolving needs in a dynamic global marketplace.



How does TEDA 111 assist companies in navigating the complexities of globalization?

We provide strategic consulting services that demystify the globalization process. This includes market entry strategies, cultural training, and logistical support. By guiding our clients through the intricacies of international regulations and cultural expectations, we help them navigate challenges and seize opportunities.

What drives your passion for cultural and business integration, and how does this reflect in your work?

My passion stems from a belief in the power of cultural exchange to foster understanding and collaboration. This drives me to create initiatives that not only promote business growth but also celebrate our shared humanity. At TEDA 111, this philosophy is reflected in our commitment to enriching lives through meaningful connections.

What guidance would you offer to entrepreneurs aiming to expand their businesses internationally?

I advise entrepreneurs to invest time in understanding the cultures of the markets they wish to enter. Building relationships based on trust and mutual respect is crucial. Additionally, seeking local partnerships can provide invaluable insights and facilitate smoother entry into new markets.



Jeff Williams

Medesol Health: A New Vision for Global Healthcare by Dr. Jeff Williams

Medesol Health is reimagining what healthcare can look like in a world facing ever-growing challenges, from pandemics to climate-driven public health crises. At the core of their work is hypochlorous acid (HOCl), a remarkable molecule naturally produced by the human body to fight infection. By harnessing this power, Medesol is setting a new standard for safe, sustainable, and effective healthcare solutions.

CEO Dr. Jeff Williams dives deeper into the story of Medesol Health—its visionary mission, groundbreaking innovations, and what lies ahead for this pioneering company

When you think about nature's best-kept secrets, hypochlorous acid (HOCl) might not immediately spring to mind—but it should. This powerful antimicrobial compound, naturally produced by white blood cells to fight infections, has long been recognized for its potential

The challenge? Stability and large-scale production. Medesol Health has solved this puzzle, developing a pure, stable form of HOCl that's efficient, cost-effective, and scalable. This breakthrough has unlocked opportunities across healthcare, disinfection, and environmental hygiene, with solutions that are as safe as they are effective.

At the heart of Medesol Health's work lies a simple idea: innovation should make life better. Whether tackling infection control, wound healing, or environmental sterilization, their focus remains on people—and the planet.

Medesol Health's innovations extend far beyond today's products. They're shaping the future of healthcare in practical and meaningful ways. For example, their scar treatment gels and serums aim to minimize scarring while promoting tissue regeneration, providing both physical and emotional relief for patients recovering from surgery or injuries. Similarly, new burn care formulations promise faster healing and pain relief, setting a higher standard in emergency medicine.

In dermatology, Medesol Health is developing HOCl-based treatments for conditions like acne and eczema. These solutions target bacterial imbalances and inflammation, offering effective care without the harsh side effects of traditional treatments.

And they're even rethinking oral health. Their advanced periodontal care products are designed to reach deep into gum pockets, delivering targeted antimicrobial action where other solutions fall short. This precision not only treats gum disease but also protects the beneficial bacteria essential for a healthy mouth.

Medesol Health's ambitions don't stop there. In ocular care, they're working on non-toxic HOCl eye drops that prevent infections, soothe irritation, and improve post-surgical recovery—a welcome development for patients and healthcare providers alike.

NATURE IS THE BEST CHEMIST, AND BIOTECHNOLOGY IS AN EXTENSION OF NATURE'S OWN METHODS FOR SOLVING PROBLEMS.

Arnold Demain



But healthcare isn't just about therapies; it's also about preventing the spread of disease. Medesol Health's disinfection solutions are as gentle as they are powerful, offering peace of mind for hospitals, transportation hubs, and public spaces. Their innovative fogging systems, for instance, allow spaces to be disinfected thoroughly and reoccupied almost immediately—minimizing disruption while maximizing safety.

For underserved communities, Medesol Health's flagship product, MOM7, is a game-changer. This multi-use HOCl formula can sanitize produce, care for wounds, and maintain hygiene in resource-limited settings. Medesol Health is actively pursuing partnerships with governments and NGOs to scale MOM7's distribution, ensuring it reaches the people who need it most.

Sustainability is woven into every part of Medesol Health's mission. From green chemistry manufacturing practices to exploring biodegradable packaging, the company is committed to reducing environmental impact. Future product lines even include closed-loop systems that enable packaging reuse, tackling waste in regions with limited recycling infrastructure.

The company's collaborative ethos is key to its impact. Medesol Health partners with academic institutions, public health agencies, and private organizations to drive research and innovation. These collaborations have unlocked new applications for HOCl, from addressing chronic infections to exploring its potential in cancer treatment.

Looking ahead, Medesol Health is expanding its reach into emerging markets across East Asia, Latin America, and Africa. By working with local manufacturers and forging public-private partnerships, the company ensures its solutions remain affordable and accessible.



Medesol Health isn't just responding to today's challenges—it's creating tomorrow's solutions. From exploring next-generation compounds like N-chlorotaurine to addressing global health disparities, the company's mission is clear: to transform lives through science, collaboration, and sustainability. Medesol Health's work is an inspiring reminder that innovation doesn't have to come at the expense of people or the planet. With their pioneering approach, Medesol Health is proving that we can build a healthier, more equitable future—one breakthrough at a time.

Katja Misikangas

Harnessing the Power of Arctic Herbs: An Interview with Katja Misikangas



Katja Misikangas grew up surrounded by the natural beauty of Lapland and a rich family tradition of herbal healing. Drawing on generations of knowledge, she founded Arctic Warriors to bring the power of Arctic plants to a global audience. In this interview, Katja shares how her great-grandfather's legacy, her own curiosity, and modern science came together to create a business that celebrates the strength and uniqueness of Lappish herbs. With warmth and insight, she offers a glimpse into her world and the vision behind Arctic Warriors.

Your family has a rich history with Lappish herbs. Can you share some personal stories or memories that inspired you to create Arctic Warriors?

The knowledge of Arctic herbs runs in my family. My great-grandfather was a famous healer in our area, and people traveled from far away to visit him. My mother ran her own herb business before retiring, and she is still working on our farm even though she is over 70 years old. My knowledge of Lappish herbs has played a key role in creating Arctic Warriors. About 15 years ago, I noticed that all kinds of superfoods and products were being bought from abroad to Finland, with everyone very enthusiastic about them. Nobody talked about our own herbs and berries, and that made me think—and even a little angry—because I knew how good and effective they are. I decided I had to do something because the direction could be the other way around, and Finnish herbs could be exported abroad. That's how Arctic Warriors was born, and the name of the company came from the idea that Arctic herbs can kick southern superfoods' arse as they are much more effective—he he!

How did your great-grandfather's legacy as a healer influence your journey into the natural products industry?

I remember seeing people being healed since I was a little girl. As a child, I don't recall anyone specifically teaching me about herbs or healing, but it kind of came to me in my mother's milk. When I was about 10 years old, I made herbal baths for my horse because he had a wound on his leg. Afterward, I went to my mother and asked if I had done it right. She went to check my work, and it was as if it had been done straight out of a book. Of course, as I got older, I studied herbs and other things, but the most valuable knowledge comes from my family.

What made you decide to turn traditional knowledge about Arctic plants into a business?

One of my inspirations has been LUKE, the Natural Resources Institute Finland, which does a lot of good research on nature topics. LUKE's researchers have shared lots of information with me, and we have also conducted studies together. It is so inspiring that, in our time, science can prove much of the traditional knowledge to be true. I realized that I had both traditional knowledge and researched information at hand to do something wonderful.

One researcher specifically shared information with me about how Arctic plants have more effective components than southern plants. That made me realize that these unique products have research-based effectiveness.

Arctic Warriors emphasizes the strength and resilience of Arctic plants. How do these qualities translate into the benefits of your products?

Harsh, dark Arctic winters put the plants to the ultimate test. Only the strongest survive. When summer arrives, these Arctic Warrior plants get to work. Under the Midnight Sun, they photosynthesize 24 hours a day, becoming some of the most intense plants on the planet.

Can you tell us about the process of combining traditional knowledge with modern research?

First, we start with an assumption based on traditional knowledge. From there, we conduct research to find out what exactly causes the observed effects.

For example, if you have the flu or problems with your lungs, the traditional way to heal them was with spruce sprouts—the young, new tips of the spruce tree that grow every spring. Studies have shown that spruce sprouts are full of vitamin C, which we know is good for fighting the flu. They also contain resinous substances that research shows reduce inflammation.

Another very simple example is the common tradition in Finland of eating lingonberries with fatty food. Recent studies have shown that lingonberries prevent weight gain and the development of fatty liver.

What makes the herbs and berries grown in Lapland unique compared to those grown in other parts of the world?

Living conditions, harsh winters, and 24/7 sun in summer make the active ingredients stronger. Lapland is also scientifically proven to be the cleanest place on Earth. Finns have been the happiest people in the world for seven years in a row, based on a study conducted by Harvard. Our herbs and berries are of the highest quality, and the people harvesting them are the happiest people. I think there are many strong reasons to believe we are unique.

Your products are grown, harvested, and produced locally. What challenges and advantages does this approach bring?

Arctic Warriors has its own network of local harvesters who grow Roseroot (*Rhodiola Rosea*), Angelica (*Angelica archangelica*), and Nettle (*Urtica dioica*) for us. Spruce sprouts, other herbs, and berries are handpicked straight from nature. The products are made on our own farm, where we also cultivate Roseroot. If we grow so big that we deliver to all countries in the world, I think it won't be possible to source all raw materials from Finnish Lapland. Then we would need to expand the collection area to southern Finland or, for example, neighboring Swedish Lapland, but we can grow quite a lot before reaching that point.

Because our raw material production is close to us and we know every farmer who supplies materials, quality control is easier. We know exactly where our raw materials come from and how they are handled. We can also teach our farmers and collectors how to produce the best quality. Additionally, when everything is near us, we save significantly on transportation costs, which also benefits the environment.

Arctic Warriors relies on a network of local harvesters. How do you ensure sustainable practices in harvesting?

Our farmers are one of the most important parts of our company. If we don't get raw materials, we don't exist. Some herbs like Roseroot, Angelica, and Nettle are needed in such large quantities that it's impossible to collect them solely from the wild. That's why we cultivate these wild herbs in fields.

It is really important to us that farmers are fairly compensated for their work. If they can't make a living, they'll stop farming for us. That's why keeping them happy is our top priority. The cost of labor in Finland is high, but the benefits of local production outweigh it.

Traditional agriculture in Lapland is challenging due to the harsh growing conditions. Several farms have closed down because profitability is so low. Wild herbs like Roseroot and Angelica, however, are native Arctic plants and adapted to these conditions. The price farmers receive for these herbs is also much higher compared to, for example, hay intended for animals. My vision is that specialty crop cultivation could be the salvation of Lapland's agriculture.

Can you share some details about the research conducted with LUKE and how it has shaped your product line?

For example, when LUKE studied Angelica, it was found that the desired effective compounds (felandrins/fellandreeni) in *Angelica archangelica* are much higher, and the undesired compounds (pinene + limonene + carene) are much lower in Lapland compared to, for example, Hungary. That means when we are collecting or harvesting raw materials, we try to source them from as far north as possible.



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Where do you see Arctic Warriors in the next five years? Are there plans for new products or entering new markets?

I can't wait because we have such exciting years ahead! We have lots of new products in the pipeline, and I'm sure people are going to love them. We are also strongly targeting the US market, thanks to Lan Health.

As someone deeply connected to nature, what does a typical day look like for you in Lapland?

Well, unfortunately, my work nowadays includes lots of computer work. I try to compensate for that by being in the forest as much as possible. That's quite easy because I have two dogs, and they will destroy my house unless they get their daily walk in the forest. In the summertime, when the sun is shining all day long, I don't need much sleep, so it's easy to go for a walk even at night. In the wintertime, daylight lasts only a couple of hours, so most of the time, you have to go out when it's already dark. The most important thing is to get into the forest as often as possible!

What advice would you give to aspiring entrepreneurs who want to merge traditional knowledge with innovative business ideas?

I would say: believe in your own story! I've also been told that it would be easier to mix Lappish ingredients with already better-known superfoods, where they'd just be one small spice among others. Sure, that would have been an easier path, but why on earth would we do what so many others are already doing and just spice it up a little with our stories? Even in hard times, you have to remember your roots.

How do you stay focused and motivated while running a business rooted in such a personal and cultural legacy?

When I was about 17 years old, I went to study in southern Finland. It was only there that I realized I had knowledge and skills that others my age didn't. My family's heritage had been so mundane to me that I hadn't been able to see or appreciate it. That experience opened my eyes.

I think even today, it's very helpful to take a little distance now and then so that you can see things more clearly.

What's one Arctic herb or product you personally can't live without, and why?

Wow, it's so hard to pick just one, but if I have to choose, it would be Roseroot. I am an entrepreneurial mother trying to balance an intense business life and family life. Without Roseroot, I would never manage to be anywhere on time. Roseroot also helps keep my inner world in balance and improves my ability to handle stress. I would say it's one of the best things that grows in Lapland!





Kimmo Lönmark

ProVerse: Bridging the Gap Between Real and Virtual Worlds

The metaverse represents a dynamic digital world where virtual and physical realities converge. It's a space that goes far beyond gaming or social media, offering transformative applications across industries. By integrating real-world data with immersive technologies, the metaverse enables collaboration, simulation, and innovation on an unprecedented scale. Kimmo Lönmark, CEO of ProVerse, is at the helm of this cutting-edge movement, harnessing the metaverse to redefine industrial and defense operations. ProVerse focuses on creating tailored solutions that prioritize security, efficiency, and collaboration. In this interview, Kimmo shares how ProVerse is unlocking the potential of digital twins, fortifying cybersecurity, and shaping the future of industries through the metaverse. From advanced defense systems to sustainable industrial solutions, ProVerse is demonstrating the tangible impact of this revolutionary technology.

Can you explain what ProVerse does in simple terms?

At ProVerse, we bridge the gap between the digital and physical worlds, creating metaverse solutions that empower industries to work smarter, safer, and more efficiently. Our platform is designed to address the complex challenges of industrial and defense clients, enabling global collaboration, operational excellence, and innovation at scale.

How did ProVerse come to focus on the metaverse for industrial and defense clients?

We noticed that most companies developing metaverse solutions were more or less only interested in the social side and gamification of the metaverse rather than the industrial side, and we decided to seize the opportunity. Our conclusion was right, as many organizations operating in critical industries, like the defense sector or infrastructure, do not want to commit to the cloud-based platforms of technology giants but are looking for agile and closed systems. ProVerse was able to meet this need by being an independent European player.

What makes ProVerse's technology stand out from other metaverse platforms?

There are multiple aspects that make us different. But the core difference is that ProVerse is not built for B2C entertainment purposes but designed for industry first. This means support for custom controllers, easy integration with external systems, improved security, and support for private cloud and on-site deployments.

How do your solutions help companies improve collaboration and efficiency?

ProVerse's platform integrates real-world data into a dynamic digital environment, offering unmatched tools for collaboration, decision-making, and innovation. It creates real-time digital twins of physical assets and environments, enabling precise monitoring and optimization. By unifying insights from IoT, GIS, and other sensors, the platform provides a seamless real-time flow of actionable data tailored to users' needs.

Through immersive, multi-user environments, ProVerse supports simulations and remote operations, fostering global collaboration without boundaries. Its AI-driven analytics anticipate challenges, delivering predictive insights that empower proactive decision-making. With secure, scalable architecture, the platform allows users to control vehicles, robotics, and complex systems from anywhere, ensuring data integrity and low-latency performance in high-stakes operations.

Are there any plans to expand ProVerse beyond the industrial and defense sectors?

No, not at the moment. We are focusing on the industrial and defense sectors for a reason. Other players solve challenges in other areas.



What kinds of industries benefit the most from ProVerse's platform?

Several industries benefit from digital twins, including:

- Construction (design, monitoring, etc.)
- Manufacturing (lifecycle planning, facility maintenance)
- Energy (strategic project planning, maintenance inspections of wind farms and nuclear power plants)
- Automotive (digital models of vehicles)
- Healthcare (surgery, training)
- Transportation (training, route modeling)
- Defense (situational awareness, system integration)

Sustainability is important to many companies. How does ProVerse contribute to more sustainable operations?

Our digital products and virtual experiences in the metaverse are significantly less resource-intensive and more carbon-efficient than comparable ones in the real world.

Cybersecurity is critical for defense and industry. How do you ensure your platform is secure?

All data, both in transit and at rest, is encrypted and isolated in the ProVerse SaaS. We use industry best practices in all system implementations and configurations, which are continuously scanned for vulnerabilities. The private cloud and on-site deployments offer further options for hardening security, including the ability to switch to ciphers designed for the post-quantum era.

How does ProVerse help defense clients prepare for complex challenges?

D-Verse, ProVerse's specialized division, is redefining defense operations with advanced metaverse technology. D-Verse combines scenario simulations, robotic control systems, and real-time threat anticipation to enhance operational readiness and efficiency. Through immersive training environments and AI-driven analytics, D-Verse enables defense forces to tackle evolving challenges with precision and adaptability. Its capabilities extend across immersive training, complex logistics management, and remote operations, delivering unmatched situational awareness and operational flexibility. Secure, end-to-end encrypted communications ensure the highest levels of data integrity in mission-critical scenarios.

What inspired you to become CEO of ProVerse?

The huge opportunity the metaverse offers to all of us. There is no industry sector where we cannot find interesting opportunities to solve their current problems. I have never seen any other similar opportunity where even the sky is not the limit.

What has been the biggest challenge you've faced as CEO, and how did you overcome it?

The number of hours in a day is certainly the biggest challenge. Our company has so many opportunities, but time is limited. That's why we are diligently building our dream team that can make our goals and dreams come true.

What advice would you give to companies looking to adopt metaverse technology?

Think bigger! The metaverse is much more than virtual worlds experienced using a VR headset. The metaverse is a digital world state, which can be a simulation, a real-world replica, or a mix of the two. Relevant portions of that state can be presented to



users or operators through XR headsets, screens, audio, gauges, or any other human-understandable interface relevant to the user. So the main advice is to concentrate on the big picture and choose a platform that can help you achieve your vision.

What is one of the most exciting projects ProVerse has worked on recently?

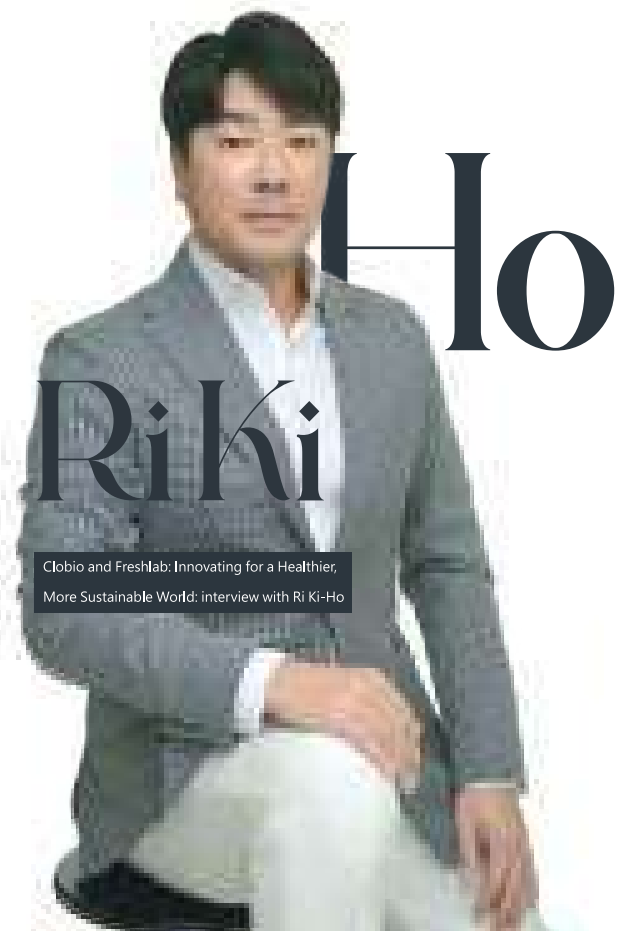
It is impossible to choose one. Even though it sounds like a cliché, the most exciting thing is that we are doing so many different kinds of extremely cool things at the moment. We create a situational awareness center and

remote control systems for defense forces, a virtual publishing platform for the arts, maritime training systems, and we are even involved in virtual operating rooms.

How do you see the metaverse evolving in the next few years?

After the first phase of virtual reality and digital twins, I believe the next phase will focus on augmented reality with smart glasses. We will see a natural digital layer over our everyday life through smart glasses. Sooner or later, smart glasses will replace mobile phones as the primary display. To achieve this, we need to ensure the metaverse and smart glasses are accessible, inclusive, and equitable for all.





Last year, we introduced you to Ri Ki-Ho, whose groundbreaking sterilization and health products earned global recognition during the pandemic. Alongside JinYoung Park, Ri Ki-Ho shared a story of resilience, ambition, and a relentless drive to push the boundaries of science and technology for the greater good. Now, Clobio's journey continues with even more ambitious strides.

In 2025, Clobio announced its collaboration with the Indonesian government to support President Prabowo Subianto's Free Nutritious Meal Program. This initiative aims to provide 83 million free meals daily to schoolchildren across Indonesia, a landmark effort to combat malnutrition and enhance public health. Clobio's role in this program highlights the company's commitment to health and sustainability, underscoring its dedication to creating impactful solutions on a global scale.

This milestone is just one part of Clobio's broader vision.

From lowering production costs to unlocking the potential of antiviral and freshness-preservation technologies, Clobio's efforts highlight a commitment to innovation that balances human health, environmental sustainability, and global accessibility.

What have been the most significant developments at Clobio and Freshlab over the past year?

To survive in the global market, I believe that the price and performance of the product are the most important. Over the past year, we have focused on lowering product prices and increasing performance, and we are ready to target the global market with good results.

How has the partnership with Lan Tschirky developed, and how has it contributed to the company's growth?

Lan's way of doing business is unique. There are two keywords that symbolize her: infinite trust and a positive mind that never gives up. In business, many unexpected problems arise, and each time, I overcame them with her trust and positivity. Through her, I learned very important values in business.

How has the newly developed antiviral product line been received in the market, and what impact has it had so far?

Antiviral products were very well received by the market. The market was surprised and amused by the technology that kills 99.9% of viruses with simple use. However, it did not enter the global market due to different licensing standards for antiviral products in various countries.

Have there been any new developments or significant achievements regarding Freshlab's innovative freshness-preservation technology?

It was regrettable that it could only be used for specific product groups (expensive food) due to the high price. However, we succeeded in research and development to lower the price while maintaining the same effect. I believe this will lead to great success in entering the global market starting this year.

What was the biggest challenge you faced over the past year, and how did you overcome it?

The price of the product was the biggest problem. The high cost of raw materials made it impossible to lower the price, and when the price was high, marketability fell. As a result, we had to give up opportunities to enter the global market. After endless effort, research, and development, we eventually succeeded in lowering the price.

What is the vision for Clobio and Freshlab over the next five years, particularly in terms of innovation and market expansion?

Freshlab is not just a consumer product. It greatly contributes to the environment by extending the lifespan of food that would otherwise be discarded and can play a key role in addressing national food issues. We will continue to work hard to make Freshlab affordable and accessible to everyone worldwide.

How does Clobio balance its dual focus on health technology and environmental sustainability with its commercial goals?

Health and the environment are two key inspirations for the technologies and products we develop. We aim to contribute to making the world a better place. Since our products are created with good intentions to benefit the world, we don't focus excessively on achieving large financial gains.

Are there any new collaborations or partnerships that have helped Clobio and Freshlab expand into the global market?

We are discussing establishing a local corporation and factory with a large Finnish company. In collaboration with the Indonesian government, it will soon be used as an essential agricultural designated product. Additionally, we plan to supply the Dubai local market to make it available for general consumers to use at home.

Finally, what message would you like to share with Clobio and Freshlab's customers and stakeholders about your journey and future?

Food that is thrown away every day is food that someone somewhere cannot eat even if they want to. It also represents the tears of those who work hard to produce it under challenging conditions. We developed Freshlab with the belief that if we could extend the life of such food even by a few days, we could make a meaningful contribution to the world. We ask for your support and help on this journey, which started with good intentions.

Siwa Desert

Discovering Siwa A Forgotten Paradise

It may have been the most barren region in its surroundings when the desert around it was a vast paradise, and it may also have been the bottom of a salty, brackish sea, but today it is a paradise.

In the middle of the lifelessness of a vast desert...

A paradise that gives a beautiful green outlet, placed by the Creator to show us what life is like in a barren heart.

It is an oasis and a rest for the eyes when the travel journey ends from the nearest Egyptian city, Marsa Matrouh, on the Mediterranean coast in the northwest of Egypt. After 300 kilometers of seeing nothing but sand and a few warning signs indicating either an oil field or a military area, Siwa appears like a miracle





After a long wait, you see it as a paradise in the middle of golden sands. Yes, it is the green paradise with its lakes and multiple springs to the east and west, between sulfur springs and freshwater springs. Some heal the sick, while others water the crops and offspring. Not only that, but the overflow from these springs has formed multiple and distinctive lakes. At sunrise, the beauty of these lakes takes your breath away. Witnessing the sun rising over the water's surface from the shores of one of these lakes is an unforgettable experience. And as the sun rises, it gives light and splendor to the palm trees and olive trees, so that the castle of Aghurmi appears from among those gardens like an ancient fortress receiving

sunlight that turns it golden. Then, you see again the same view of arrival reversed: the green paradise surrounded by walls of golden sunlight. Yes, you are in the land of the golden sun—you are in Siwa.

A morning scene from the top of Mount Dakrouf reveals a miniature picture of Siwa Oasis, showing an area of lakes crossed by a road leading to the heart of the green paradise.

When it exists, life exists, and when it disappears, the signs of joyful life disappear with it. When the rains receded and a new era was formed, the features of the new world varied with its continents, and the climate of each continent shaped its basic characteristics. Egypt was destined to be located on the African continent, and not only that, but it was located in the northeast of the continent, in the middle of the great desert between the continents of Asia and Africa.



A barren desert extending from north to south and east to west, its hidden gardens disappeared when the waters receded in ancient times. But the Nile River revived it in ancient times and formed a fertile valley. With its annual flood, it became the source of a civilization that existed thousands of years ago. However, what the Nile River covered in green did not exceed 4% of the total area of Egypt. It left the deserts as its main feature, with the yellow color covering its plains and dry valleys. However, hidden gardens scattered across the landscape bring glimpses of life to this arid environment.

The Western Desert of Egypt occupies approximately 681,000 km², extending from the Nile Valley in the east to the Libyan border in the west, and from the Mediterranean Sea in the north to Egypt's southern border. It is divided into the northern section, which includes the coastal plain, the northern plateau, and the great depression area (which includes the Siwa Oasis, the Qattara Depression, Wadi El Natrun, and the Bahariya Oasis), and the southern section, which includes the Farafra, Kharga, and Dakhla oases, with Mount Uweinat in the far south.

A sunset view next to Ain Fatnas is one of the scenes that will definitely be imprinted in the memory. I am not a professional photographer, but the experience is worth the visit.

Every time I am asked to talk about Siwa, I explain how forgotten and protected it is, far away on the outskirts of the Egyptian desert. But if I start to tell the story, I don't really know where to begin.

A number of natural springs have burst forth with water since ancient times, forming a paradise full of life in the heart of the desert. "Write something about Siwa!"



No, I will show you some photos to give you a glimpse of what you might find if you visit the oasis, and I will add lengthy comments on some of the pictures. But don't forget, dear reader: Siwa is waiting for your visit to discover her beauty in person.

Views of ancient Shali Castle

Shali means "city" in the language of the people of Siwa.

Shali was the main center of residence for the people of the western Siwa Oasis.

Shali was built on a small mountain hill and remained inhabited until 1926.

Shali was built from a local material called khorshif, which is a mixture of sand and salt.

The presence of Siwa in the northern depression made the explosion of springs and natural wells easier, and thus Siwa has enjoyed the advantage of abundant groundwater since ancient times. The most famous of these natural wells is the spring called the Eye of Cleopatra VII, the famous Egyptian queen.

The oasis was the dream of every traveler. In one picture, men appear inside and around a tent set up on the outskirts of Siwa. In another, Qara Umm al-Saghir Castle is visible. This castle was inhabited until recently, before the residents moved to more modern houses.



To talk about Siwa in one article or even one book is simply not enough. I only mentioned these points to spark your desire to visit the oasis and enjoy an experience you won't find anywhere else.

Where can you find history? Siwa has archaeological sites that document great events, such as the visit of Alexander the Great and his installation as king of Egypt in the famous Oracle Temple atop Aghurmi Castle.

If I talk about life, Siwa has natural areas, from freshwater lakes used for agriculture to salty lakes unparalleled in the world, used for tourism and therapeutic purposes. Siwa has forests of palm trees, figs, sycamores, and olives, all grown with natural fertilizers only. Siwa is truly one of the last terrestrial paradises.

Siwa also has a number of connected oases, such as Sitra, Nawamis, Al-Arj, and Bahrain, where archaeological tombs have recently been discovered. The region also includes excavation sites, petrified forests, and the Great Sand Sea, where magnificent sand dunes dominate the scenery. A picture of Aghurmi Castle shows the Temple of the Oracle, where Alexander the Great was installed as king of Egypt. The temple was built by the Egyptian king Ahmose-Amasis of the 26th Dynasty.

The most important products of the oasis are dates and olives.

On the annual festival of the oasis, all the residents gather to celebrate for three days, declaring peace as their lasting principle.

Siwa awaits you—a timeless paradise filled with history, natural beauty, and the promise of a unique adventure.

Kvarn X Shaping the Future of European Investment

By Joonas Järvinen

In this issue, Joonas Järvinen, Founding Partner of Kvarn X, takes us on a journey through the future of finance. Kvarn X is pioneering a seamless integration of traditional and decentralized financial systems, offering a revolutionary Investment SuperApp to empower modern investors. With a focus on security, compliance, and tokenization, Joonas presents a compelling vision for the evolution of the European investment landscape.



Kvarn X: Building the EU's Leading Investment SuperApp

In an era defined by rapid financial innovation, Kvarn X stands at the forefront of a new financial ecosystem, seamlessly integrating cryptoasset services with modern investment solutions. As a future-proof European crypto and investment services business, Kvarn X sets the benchmark for security, compliance, and user-focused innovation, bridging the gap between traditional finance and decentralized finance (DeFi).

Redefining Crypto and Investment Services

Kvarn X offers more than just a trading platform; it represents the next evolution in digital finance for modern investors. The platform delivers a secure, compliant, and dynamic environment for every client segment, from individuals to institutions. With access to over 160 cryptoassets, aggregated order books ensuring the best execution in the EU, and MiCA compliance at its core, Kvarn X has established itself as a trusted hub for managing digital and traditional asset classes. The platform's cross-asset approach enables investors to easily diversify and manage a broad range of assets—from traditional investments to cryptoassets and an increasing number of on-chain assets—all within one seamless and modern interface.

Introducing the Kvarn X Investment SuperApp

At the heart of Kvarn X's strategy is the Investment SuperApp, designed to transform how Europeans approach modern investing, offering truly global and cross-asset access to all capital markets. This all-in-one platform simplifies access to crypto trading, portfolio management, and real-time investment insights. The cross-asset integration within the app allows for efficient management of both traditional financial products and cryptoassets, and increasingly, in the future, DeFi solutions.

Future-proof by design, Kvarn X integrates cutting-edge tools that empower users to thrive in an evolving financial landscape.

Tokenization: Shaping the Future of Investments

Looking toward the future, tokenization is set to play a transformative role in the evolution of digital finance. By enabling the representation of any digital or real-world assets—such as funds, equities, and commodities—as digital tokens on the blockchain, tokenization democratizes access to previously illiquid markets and ushers global trading and investment into the new era of digitalization. Kvarn X is poised to lead the charge in the tokenization of traditional assets, enabling users to invest in fractional ownership of real-world assets through its seamless and secure platform with native on-chain integrations. This innovation opens up new investment opportunities for both retail and institutional investors in the EU and globally, creating an entirely new dimension in investment and asset management.

Security and Regulation: The Cornerstones of Success

Operating under the strict oversight of Finland's Financial Supervisory Authority (FIN-FSA), Kvarn X adheres to the highest standards of security, transparency, and regulatory compliance. The platform's MiCA (Markets in Crypto-Assets) compliance, combined with its MiFID II license, ensures that all investor transactions meet the most robust regulatory frameworks in Europe. This provides a solid foundation of trust originating from Nordic standards and applied to the digital asset space.

Strategic Technology Partnerships

Kvarn X's commitment to innovation is further strengthened by strategic partnerships with industry leaders such as Fireblocks, Talos, and leading liquidity providers. These collaborations provide Kvarn X with cutting-edge security infrastructure and advanced financial technology and trading solutions, ensuring the platform's resilience, scalability, and continued leadership in the digital asset ecosystem.

Empowering a Digital Future in Europe

With Lan to Capital and other strategic investors, Kvarn X is poised to redefine investment opportunities, combining the best of traditional finance expertise with cutting-edge blockchain technology. This partnership ensures that Kvarn X will continue to lead in offering secure, regulated investment solutions while providing the flexibility and potential of decentralized finance.

Explore the future of finance at www.kvarnx.com and join the movement that's reshaping the future of investment, including the exciting new realm of tokenized assets.

Architecture For The Mind, Body, and Soul

Alex Zagrebelny, founder and CEO of R.Evolution, on how his real estate developments blend luxury, sustainability and total wellbeing



Alex Zagrebelny, founder and CEO of R.Evolution, a high-end boutique real estate developer with offices in Riga, Barcelona, and Dubai, is at the forefront of the real estate wellness sector. As a sub-section of the USD\$5.6 trillion global wellness economy, real estate wellness refers to developments that are proactively designed, built, and operated to support the holistic health of their residents, and it is growing at a fast rate- nonprofit Global Wellness Institute (GWI) reports its 18.1% annual growth rate, from \$225.2 billion in 2019 to \$438.2 billion in 2023.

Zagrebelny, however, foresaw this trend long before and spent nearly 25 years piecing together the details of his unique approach to real estate development. "We are a part of the evolution of real estate with a revolutionary view on it," he says. "The goal of my projects is to show that homes, offices, or spaces where you spend time can change your life. It is important for me that people know that we over-deliver in all our residential, office, or hospitality projects in the sense that we go beyond a beautiful architectural design and think deeply about how our buildings can change one's life. Ever since I learnt the ancient knowledge of yoga, Ayurveda, Vastu, and other related practices, I decided that all of them must be implemented in the development of real estate."

Alex's masterpiece in Dubai will be Eywa Tree of Life, a 19-floor tower located on the Dubai Water Canal in the Business Bay area of Dubai. Each of its 48 apartments have been designed to appeal to the senses and to promote wellbeing and longevity for its residents. He points out that its sustainability and wellbeing focus starts with his architectural inspiration for the building- the Banyan tree (Tree of Life) that symbolizes a constantly renewing and reviving ecosystem. He adds, "It also starts with building materials which, we believe, must contribute to improving your health, not doing the opposite. The problem is that today's cities have lost the connection with nature, and so the poor quality of air and water starts killing people overtime. Or energy inside the buildings is misbalanced. Those are the cases when people start feeling bad inside a building, or start getting ill, and they don't understand that it

is actually because of the environment where they live, sleep, work, etc. We check each material to ensure that it does not create any toxic radicals in the air. We also check the radiation, even in the concrete, because we know that stones from mountains can have high radiation which eventually creates poison inside a building. Then, we have special treatments to protect our buildings from mold and fungi that are poisonous, and so on."

Eywa collaborates with the best brands, best architects, and best consultants to create living experiences that uses the latest technologies and most energy efficient solutions to craft a living experience that has a minimum negative impact on the environment and people's health. All Zagrebelny's developments have received the highest distinction for sustainability, innovation and advancing human health and wellbeing- the certificates from the



Leadership in Energy and Environmental Design (LEED) green building program, administered by the International WELL Building Institute (IWBI), and the WELL Building Standard (WELL), developed by the U.S. Green Building Council. "To achieve this result, we had to think how our buildings could consume less energy from the Earth than other buildings," he says. "It leads to clients having to pay less, not too much, but still the overall positive impact on nature is huge. I'm happy that a lot of our clients have started to respect this. The idea is that the building itself is like the Mother, but the mother who is also a knowledgeable guardian, a guru. I believe that our task, as developers is to be responsible for the quality of our future residents."

The R.Evolution approach is further developed to unify all 6 human senses and 5 elements of nature. Alex's first-of-a-kind positive energy structure, consisting of 1,450 crystals, geodes and precious stones, is embedded within the building in strategic directions and at strategic locations in

order to be in complete alignment with the ancient Indian system of architecture Vaastu Shastra. "I first introduced crystals in a building where I lived with my family and tested it for five years. In 2019, I decided that the same system will be implemented in all my buildings," Zagrebelny says.

Eywa will also be an environment where the five elements of nature are celebrated and enhanced. The building will also have its own water system features- special filters and crystals rinse the supply of chemicals, additives and impurities, instead enriching it with beneficial substances and minerals, raising it to its ideal composition. "It's not only about filtration, because clean water is like a basic standard, but about ensuring that you get the quality of water that can heal you, so that even water in your home becomes your medicine," he explains



For the fire element, the building will have a permanently-lit open fire in the main hall and candle lights throughout its public spaces, while for the air element, it will be saturated with air thanks to its high ceilings, state-of-the-art air purification filters, and a specially-selected, custom-made aroma of natural essential oils. An array of installations throughout the building will highlight the stone and wood elements. Alex explains that combining five natural elements and six senses into one sacred integrity is aimed at creating a full-fledged sense of space to boost people's inner sensations and their ability to coherently experience every sense.



"In this way, I have created a holistic system, the Eywa Movement, that helps increase your longevity, your well-being," Alex says. "It's all very detailed, because for me, God is in the details. This is why I say that our team and I are not only real estate developers, but magicians and sages at the same time."

There are also other important features, such as the so-called Apartment No.1 which is a communal space for all residents that includes the Club House, Spa, Gym, show kitchen, dining spaces, private dining/conference rooms and library/ music zone. "We focus on the community because it indeed is people's medicine too," Zagrebelny explains. "Our other offering is a special service that we call a longevity concierge who is there to support you on your journey to health. We have a contract with the best Ayurvedic clinic in Dubai. If you want Panchakarma, we have a fully equipped room for that. You don't need to spend your time to

go to Kerala, but you can stay with your family, run your business, do your work, and still have time for Panchakarma."

Apart from Eywa Tree of Life, R.Evolution is currently focused on a few other projects across the UAE, as well as a special real estate development in the Maldives. "In the Maldives, we are working on a mix of hotel and residential properties, like a villa community with the hotel management and longevity and Ayurveda clinic," he says. "Above all, we have big plans for Dubai- I want to create the Eywa Villa community. I want to build office buildings. In the next phase, I want more people to live in my buildings, so I will create something more affordable."



In achieving these goals, Alex is supported by a team of 45 professionals. "We have a mix of people who have been with us for 15 or 17 years as well as people who have experience in the UAE local construction industry," he says. "I call my team real estate Jedis, because we are actually changing the world and the people's lives with our creations."

In addition, his projects in the UAE get the full support from the Riga office of R.Evolution, which is Zagrebelny's hometown and where he started his career in real estate. "I've been in real estate

development for 25 years during which 23 projects were delivered successfully," he says. "We built a lot in the center of Riga, Jurmala, which is for Riga what Santa Monica is for Los Angeles. In 2014, I started with our second office in Berlin, and in 2018, our third office in Barcelona. Our office in Barcelona is still active. In Berlin, we have finalized all our projects."

Some of the notable projects in Riga include Legend, super luxury residences in Jurmala; Hoft, a 5 story building, which is a historical monument from 1881, that was transformed into a 7-story modern courtyard building, or Philosophers Residences, a 2-tower residential complex dedicated to the 18th century German philosophers Johann Gottfried Herder and Johann Georg Hamann, who once lived and worked in a house located on the plot. In Barcelona, R.Evolution developed Eywa 22 Palms, a complete transformation of a 1967 building into a safe, environmentally

friendly, and modern business centre, and Eywa Bac De Roda, an energy-efficient office centre that is a blend of Catalan cultural values, innovative technologies, and revolutionary architectural solutions. Zagrebelny believes that architecture is an important component of a city's image, and from now on, his visionary work will help shape the future identity of Dubai. "I like that in Dubai everyone supports you, especially when they see that you want to create value for the city and its people, and that you will put Dubai on the world map of the most sustainable, wellbeing-oriented cities," Alex concludes.



Lan Health Herbal Teas Global

Expansion and Prestigious Recognition

Lan Health's Vietnamese herbal teas continue their extraordinary journey in 2025, expanding internationally to markets in Brazil and Indonesia and solidifying their place as a global symbol of wellness. This success reflects the vision and dedication of Dr. Lê Quốc Chân, the founder of Lan Health, whose work seamlessly blends centuries of Vietnamese traditional medicine with modern innovation. In 2024, Dr. Chan was honored with the prestigious Lifetime Achievement Award for Holistic Health and Herbal Medicine at the UAE's Mastermind Awards in Dubai. This accolade celebrates his groundbreaking contributions to Vietnamese herbal medicine and his commitment to making ancient remedies accessible to a global audience.

Lan explains, "We've conducted numerous tests in the UAE and Brazil, and people are amazed by the results. We're currently in the process of bringing these teas into hospitals there." This international recognition and rigorous testing underscore the efficacy of Lan Health's teas, which have become a trusted remedy for diverse health concerns



Lan Health's teas are more than just products; they are a culmination of centuries of Vietnamese herbal wisdom, passed down through generations, and enhanced by modern scientific research. Dr. Chan's teas began as a way to make traditional remedies convenient for the busy citizens of Hanoi, but their reputation for effectiveness quickly spread. These miraculous blends are rooted in Vietnam's lush flora, combining some of the world's highest-quality herbs with innovative brewing techniques to ensure their potency and taste as the following article explains.

Vietnamese Contemporary

Traditional Medicine

Dang Dinh Khanh is a typical resident of Hanoi, combining very modern and very traditional lifestyles together. He works remotely - from home - as a marketing consultant and has a wife and two sons. He lives however, in his extended family, with his parents, in the old-fashioned Vietnamese way, in the Ha Dong district, where many historic crumbling villas sit amongst brand new shopping malls and residential towers. It's this combination of thousands of years of tradition, alongside new technology and research, which possibly saved Dang Dinh Khanh's life. In 2020, when he was still a young man, just 27 years old, Khanh began to feel very sick. He describes how he was exhausted all the time but couldn't sleep at night and had very dark urine the colour of straw. He went to the University of Hanoi Hospital for tests which showed he had liver disease.

'I couldn't sleep, my body ached, my face was white but my eyes were yellow. I had blood fat and liver enzymes 5 - 10 times higher than other people,' he said.

The university doctor treating Khanh put him on a one-month course of medicine. Unfortunately, this had almost no effect on his liver and his blood fat and enzymes stayed dangerously high. He was given another month of treatment but once again, this had almost no effect on his liver. It was then that a friend of Danh introduced him to the Vietnamese Traditional Medicine practitioner Dr. Quoc Chan. From a family of Vietnamese herbalists that go back three generations, Dr. Chan learnt his trade from his grandfather and had begun treating patients whilst still a child. When Khanh arrived at the doctor's door, Chan was in his

sixties, and had been studying and practising traditional medicine for decades, particularly renowned for treating liver and heart problems. He had at that time recently created an innovative line of teas which made the traditional practise of brewing herbs on the stove for hours and hours more convenient for busy Hanoi citizens like Khanh. It was one of these teas that he gave to his new patient.

'It was such a relief to meet the doctor. His face, his eyes, they are unusual, kind. He listened to me, he talked to me. I told him my symptoms and he prescribed me a tea to take twice a day for two months. After I had finished the course, I went back to the hospital for tests. My test results, that had been up to 10 times higher than average, were now completely back to normal. I was so happy and relieved,' said Khanh.

Herbal teas curing liver disease like this may sound improbable to most people, but Professor Ayo Walhberg from Copenhagen university, who spent years studying Vietnamese Traditional Medicine, is less surprised. Whilst he does not believe in miracle cures, he saw for himself the power of herbal medicine in Vietnam and the innovative way practitioners in the country have developed their trade over the last decades, creating modern

remedies which can have enormously positive effects on patients. For Walhberg, Vietnamese Traditional Medicine is a powerful alternative to the far more famous Traditional Chinese Medicine. This is partly due to the way in which the revolutionary leader and first president of the democratic state of Vietnam, Ho Chi Minh, supported the practise.

'I think a very important difference between Vietnamese Traditional Medicine and TCM, for example, is the relationship between traditional and Western medicine in each country. In China the relationship is tense, and the divide between the two systems is clear. Chairman Mao summed up this attitude when he said that there was

new medicine - Western medicine - and old traditional medicine. New medicine was better, he said, but when we don't have new medicine we use old medicine.

In Vietnam, the two systems of medicine support one another to a far greater extent. Ho Chi Minh had members of his family that practised traditional herbal medicine and there are many stories of rebels fighting in the jungle and not being reliant on Western medicine but herbs and plants. So, if you look at the rhetoric of Ho Chi Minh and people around him, they always emphasised a combination

of Western medicine and traditional medicine. This history is important. Vietnamese Traditional Medicine gained political clout and legitimization from its association with Ho Chi Minh and this is very very important in tracing how herbal medicine in Vietnam arrived in the strong place it is today.'

Walhberg believes ongoing political support for herbalists has meant that the Vietnamese population today are far more at ease moving between two different systems of medicine than in many other countries and, perhaps more importantly, has allowed traditional herbal medicine to innovate and develop alongside high-tech pharmaceutical research to create an almost unique medical ecosystem. Walhberg cites particularly the example of Heantos, a renowned UN-backed addiction treatment developed in collaboration between the director of the national institute of chemistry, Tran Van Sung, and herbalist

Tran Khuong Dan.

'That collaboration said a lot about the positive equality between Vietnamese herbal medicine and biomedicine because the two men met as equals, the chemist listening to the herbalist, wanting to know why there was a particular blend of 13 herbs, boiled in the kitchen in a certain order. Then he explained that they would need to make the remedy into a capsule instead of a drink because it would have longer shelflife. When a herbal brew is turned into a capsule I don't see that as a colonisation of traditional herbal medicine I see that as a collaboration. It was trying to integrate aspects of them both. The herbalist did not feel he was being made to transport his herbal brew into a pill, he wanted to because he wanted to help as many people as possible. The foundations for research into Vietnamese medicine are completely different compared to many

other countries and very strong. I definitely think that the equality has meant a much more powerful traditional medicine.'

A further reason that Professor Walhberg cites for the power of traditional medicine in Vietnam, compared to other Asian countries, is the very high quality of the herbs and plants in the country.

'One of the questions that people sometimes ask about Vietnamese



traditional medicine is that isn't it just Chinese medicine? The adamant answer is no. The herbs and plants that are being sourced locally might be inspired by Chinese medicine but through the years they have been adapted to suit the abundant lush flora of tropical Vietnam where everything grows so well.

A further argument for the difference between Chinese and Vietnamese plants is the quality. In China, traditional medicine is produced on a massive industrial scale and there are scandals, counterfeits and all kinds of stories of bad quality products. The Vietnamese decided quite rightly that they could profit by doing things differently and claim that their plants are better quality and more organically nourished, and when they export it is always bio-ecological quality.'

Dr. Chan's teas perhaps feel like a strange miracle cure for liver patient Khanh and other devoted patients of the beloved Hanoi herbalist. These teas are however a product and culmination of centuries of herbal knowledge, combined with some of the highest quality plants in the world and a societal willingness to support, innovate and combine Western and traditional medicine.

For centuries, herbal remedies were boiled for many hours on a stove-top. Busy modern Hanoi locals don't often have the time or space to continue this practise however, which is why Dr. Chan started experimenting with easy-to-make teas. These teas began simply for families and friends. The first was a general supplement to health, almost like a vitamin, but with far more powerful effects.

'Everyone told me they were feeling much better,' said Doctor Chan, 'that their immune system was stronger and they generally felt much healthier. So I created another one, to help with sleep. Again, the people I gave this tea too said it was amazing, the difference it made to their sleep. Over the last five years I have created 12 different teas, for weight loss, for beauty and youth, for blood pressure, for headaches, for bone health and other complaints.'

Doctor Chan now has a steady stream of patients coming to him for his renowned herbal teas. For Vietnamese writer Dang Than, a very old friend of the doctor, there is an second important aspect to Doctor Chan's teas which have made them so incredibly popular in Hanoi today.

They not only cure illness but actually taste very good indeed.

'Doctor Chan first opened his traditional Vietnamese pharmacy forty years ago and since then has devoted himself to creating innovative new remedies based on traditional remedies. He has an inpatient clinic here and local people come to him first. People from this district sometimes come here daily. Many of my friends come here and keep coming again and again. He creates remedies for ageing and beauty but he also has been known to help cardio and liver patients as well as those with problems in the brain. His teas are exceptional in two aspects, they are not only highly effective but they are very importantly, delicious to drink.'

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Olga Rug Fiedler

How Lan Tschirky's Investment in Clever Forever Education Empowers Young Learners Worldwide

Empowering Kids Through Playful Learning

In today's fast-paced world, early childhood education is crucial, yet access remains limited for many. Clever Forever Education (CFE), with its innovative app CatnClever, is bridging this gap through technology. With the backing of visionary investor Lan Tschirky, CFE is empowering young learners globally.

Young children are naturally curious – they love to play, explore, and take on challenges. Whether it's learning languages, math, problem-solving, music, or social skills, every child grows in their unique way. But some may need extra support, and the earlier we recognize this, the better we can help.

In many parts of the world, access to early education is limited. However, with more children gaining access to digital devices, there's an opportunity to turn screen time into valuable learning experiences. Instead of passive entertainment, kids deserve fun, engaging, and educational content that nurtures their potential. Clever Forever Education (CFE) is bridging this gap with its innovative app, CatnClever – and now, with the support of Lan Tschirky, this important mission is reaching new heights.

Innovative Early Learning for All

CFE is gaining recognition in global digital education for its innovative approach to early childhood learning. The company's mission is to close educational gaps and empower young learners worldwide.

Founded in 2021 and based in St. Gallen, Switzerland, this EdTech Social Impact startup aims to provide high-quality digital preschool education to children everywhere, regardless of their socio-economic background or location. By equipping children with essential skills for school and life, CFE helps break down educational barriers and empowers disadvantaged children to reach their full potential.

CatnClever, designed for children aged 3-6, blends technology with engaging stories to make learning fun and accessible. By combining AI-powered serious games with interactive content, CatnClever gives children a head start in school and life.

Lan Tschirky's Role

A key figure in CFE's journey is Lan Tschirky, a prominent investor who is strongly engaged in supporting the well-being of school children in Southeast Asia and worldwide. As a philanthropist, she exemplifies how extraordinary individuals can make a significant impact on society. Her involvement with CFE demonstrates that when visionaries like Lan Tschirky dedicate themselves to children's welfare, the connection between economic potential and social influence becomes a powerful investment in our children's future, and consequently, in a better world.

Statistics highlight the critical need for such initiatives: between 50% and 80% of children globally do not have access to preschool education, and in low-income countries, up to 10-12 children often share a single school book. Research shows that 75% of popular educational apps for preschoolers lack quality, exposing children to hours of screen time with little educational value. This underscores the urgent demand for engaging, high-quality digital tools for preschoolers, especially with increasing digital device ownership worldwide.



Impact So Far: Reaching Underserved Communities

The Impact and Vision

The app's impact is profound, particularly in underserved communities and areas in humanitarian crises. This model not only bridges educational gaps but also aligns with the United Nations Sustainable Development Goals, promoting equity in education.

CatnClever has already reached 170,000 users worldwide, with 30% from underserved communities, including refugees from Syria, Iran, Iraq, and Ukraine. These children often face educational disadvantages but now have access to quality education tailored to their needs.



Recognition and Awards

CFE's dedication to educational equity has earned international acclaim, highlighted by its \$300,000 award in the "2024 Tools Competition," hosted by the Bill & Melinda Gates Foundation.

The company also received the Global Impact Award 2023 from the Swiss Chamber of Commerce in the Netherlands and the Hundred Global Collection Award for both 2024 and 2025, recognizing the 100 most impactful innovations in education. Additionally, CFE was a finalist in the EdTechX Impact Awards 2024.

Future Expansion

CFE is scaling its impact by developing localized content for underserved regions. This ensures educational materials are culturally relevant and engaging, enhancing the learning experience for diverse communities. Having started in English- and German-speaking Europe, CFE now plans to launch CatnClever in Spanish-speaking South America, French-speaking Africa, and English-speaking Asia.

Innovative Approaches for Growth

To achieve this, CFE is leveraging Generative AI tools to adapt content culturally and linguistically. By using AI alongside human reviewers, CFE ensures high-quality translations, visuals, and music, allowing CatnClever to scale while maintaining its standards.

Conclusion

With strategic support from visionary investors like Lan Tschirky – passionately dedicated to enhancing the lives of school children globally – Clever Forever Education is well-positioned to make a lasting impact on early childhood education. By combining technological innovation with social responsibility, CFE is bridging educational divides and empowering the next generation of learners worldwide.

