

Finnish artificial intelligence company Plain Complex raises 150 000 € from renowned angel investors

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Helsinki-based startup Plain Complex has raised 150 000 € on its first angel investment round to develop and commercialize its new fully automatic roster planning software for healthcare shift work. Using artificial intelligence makes it possible to plan full rosters of unprecedented quality in just minutes.



Photo: Plain Complex founders Tuomo Peltola (left), Sasu Liuhanen and Stefano Campadello pictured in Helsinki / Plain Complex

Plain Complex is a Finnish startup company founded in 2021, although the initial product development started already three years ago. As an anesthesiologist **Sasu Liuhanen** repeatedly witnessed the challenges of planning nurses' shifts (rostering) in his daily work; the process was slow, required a lot of manual work and the quality of the rosters left all too often a lot to desire. Bad rostering was a recurring theme in discussions with colleagues. To develop a solution to the problem, **Sasu Liuhanen**, an experienced anesthesiologist and software developer, **Tuomo Peltola**, a seasoned professional in healthtech sales and marketing and **Stefano Campadello**, a professional in business development and information technology founded a new company, Plain Complex. Now the company is commercializing its artificial intelligence-based roster planning software.

Artificial intelligence improves well-being at work and brings costs savings to healthcare

The chronic lack of resources and the employees' challenges in finding a proper work-life balance while doing demanding shift work have been long standing issues. The problems are not new, but the COVID-19 pandemic has made them worse and brought them into the awareness of the general public. Plain Complex was founded to solve these issues.

- One of the inherent challenges of shift work is the difficulty of combining work and personal life. A good roster needs to comply with all applicable laws, collective agreements, organizational requirements, criteria for ergonomic design, and the employees' personal wishes and preferences. Such a puzzle is often extremely difficult to solve and frequently it is the employees' wishes that need to give in. Artificial intelligence can change all this and solve the puzzle in a way that everyone wins. A plan that takes all the aforementioned aspects into account is ready in minutes, says **Sasu Liuhanen**, CEO and co-founder of the company.

An ongoing pilot in a large Finnish hospital has already proven that artificial intelligence can plan rosters where employees can combine shift work and personal life in a way that has not been possible before. Both employees and roster managers have been amazed by the quality of the rosters. Transforming the previously long and tedious planning process from days or even weeks into a few minutes opens up new and unseen opportunities.

Plain Complex raised 150 000 euros from Finnish angel investors

The first angel investment round of the company was completed with four renowned angel investors. **Ali Omar** (FiBAN business angel of the year 2019), **Reima Linnanvirta** (chair of the board, FiBAN), **Henry Nilert** (founder of IoBox, FiBAN angel investor) and **Pekka Ylitalo** (Dimerent) made a 150 000 € seed investment into the company.

- Roster planning affects a great number of nurses and their families. Hence, the quality of the rosters has an immense effect on employees' work-life balance and their well-being. Artificial intelligence is a true game-changer and enables finding optimal shifts for each employee, says **Ali Omar**.

- Well-being employees are the focus of Plain Complex, but at the same time, an organization can achieve significant cost savings brought by the uniform quality and fairness of the rosters. Using artificial intelligence is a true win-win, says FiBAN's chair of the board, **Reima Linnanvirta**.

Contact:

Sasu Liuhanen
CEO, Co-Founder
040-516 6467 / sasu.liuhanen@plaincomplex.com
plaincomplex.com / linkedin.com/company/plaincomplex