

From Sawdust to Startups

What Happens When a Wood Artisan and a
Computer Nerd Start a Business?

A presentation by *Joona Kotilainen*,
co-founder of *Hiil Ltd.*

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Hiil





We're brothers from the same mother.
But with veeery different interests and skill sets.



Woodartist started building furniture and interiors from story worthy wood materials

30 chairs and a table for them from 2000 year old wood lifted from a swamp.

Sauna interiors for Supercell, made from roots of storm felled spruce trees.

Restaurant interior from a dismantled loggers cabin from the 1800s.



Experience of working with reclaimed and reused wood materials raised a question.

HiLL

What could be done with the construction site wood materials?



The Finnish construction and wood industries produce 1 500 000 m³ of waste wood every year*

The problem:


Most of it is burned and reduced to energy, releasing the carbon in the wood.



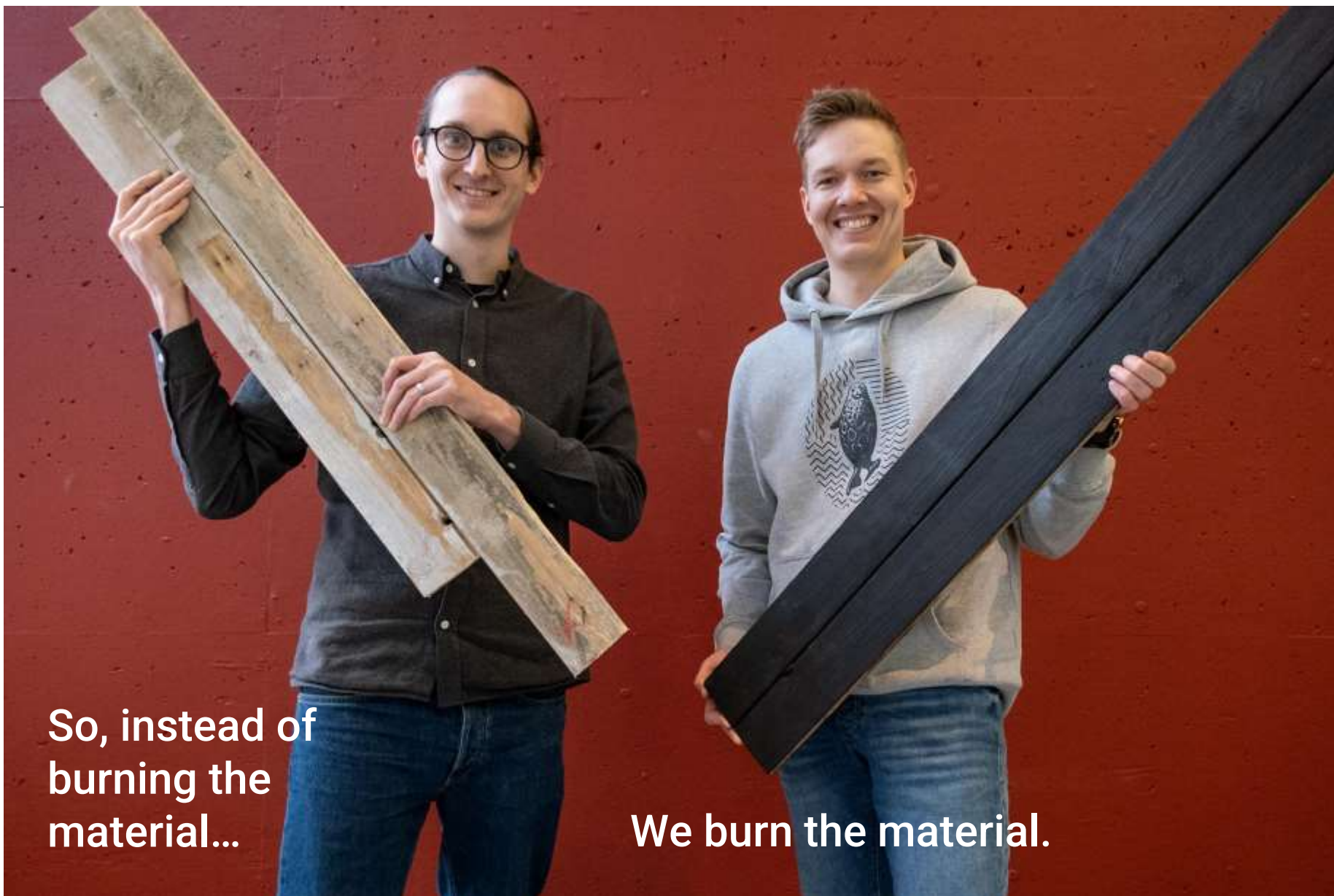
* A study by Gaia consulting, 2019. The problem is global!

Construction site wood material problems:

- Concrete
- Sand
- Holes
- Nails
- Metal
- Bruises

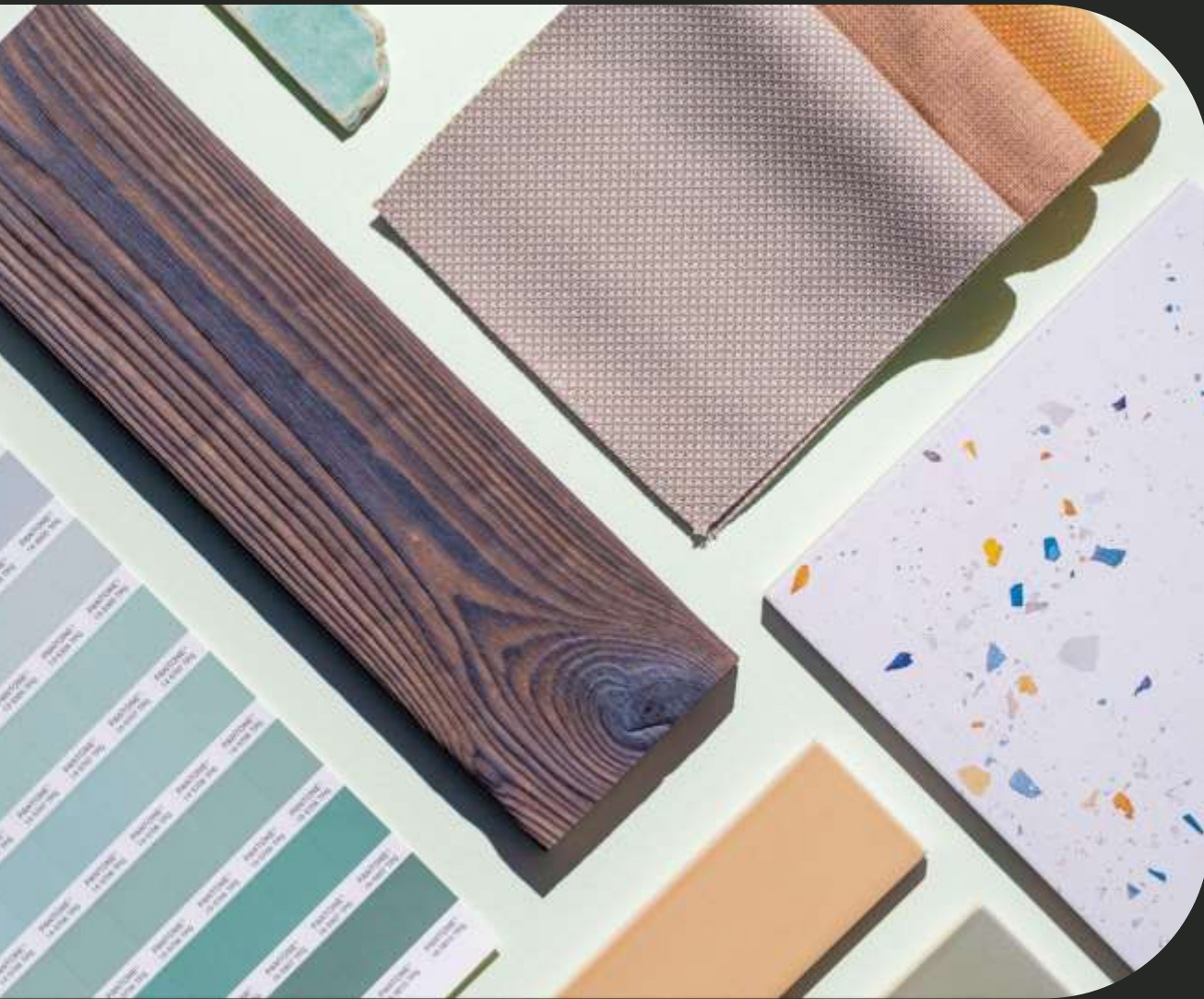
A man with glasses and a dark shirt is holding a large, weathered wooden plank diagonally across his body. The plank is heavily stained and discolored, showing signs of age and wear. The background is a solid red wall.

So, instead of
burning the
material...



So, instead of
burning the
material...

We burn the material.



CircuWood™ reduces waste and gives new life to wood that otherwise would not see use.

Forst industry takes **4 cubic meters** of biomass from the forest to create **1 cubic meter** of sawn material (boards, planks, panels etc.).

What if we could recycle most of the wood waste generated in the world and save it from incineration? How much forest could we preserve? And how much CO2 would be stored?

Would you like your wood charred, washed, brushed or stained?



Charred



Charred
Washed



Charred
Washed
Brushed



Charred
Washed
Brushed
Stained

Iki collection



Hiili
(Carbon)



Savu
(Smoke)



Kaarna
(Bark)

Hetki collection



Kelo
(snagwood)



Kuura
(Frost)



Noki
(Soot)



Sammal
(Moss)



Ruska
(Autumn glow)



Korppi
(Raven)



Where are we now?



THE STORY SO FAR

We think we've been quite fast to build the company.

- 2022/06 - Idea generated
- 2023/01 - Company established
- 2023/05 - First pilot projects
- 2023/09 - Production in demo facility started
- 2024/08 - Funding round (1,5 million €) to build a factory in Kontiolahti, Finland
- 2025/02 - Nationwide distribution agreement with K-Rauta (more than 120 stores)
- 2025/05 - Production in new factory starting soon, 12 people working in the business.

THE FUTURE

International business and technology sales?

Our near future aim is to find **international dealers**, potentially establish more factories and commercialize our own charring technology.

Do you have any recommendations or suggestions of markets we should enter or stakeholders we should contact?



Thank you! Follow our social media and send questions :)



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communications

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The logo for Hiil, featuring the word "Hiil" in a bold, black, sans-serif font. The letter "i" has two vertical dots, and the letter "l" has a vertical line through its center.

Website: hiil.fi

Social medias: [@hiilmaterials](https://twitter.com/hiilmaterials)

Interactive Panel Discussion

Panelists:

- David Sandquist, FutureLab & Partners AB
- Joonas Kotilainen, Hill Oy
- Katrin Jõgi, Prisma Peremarket AS
- Jonne Hirvonen, Carbonaide
- Mario Augusto Maia, Cogent Venture Partners