

nådigalundtan

LUNDAEKONOMERNA #127



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Editorial

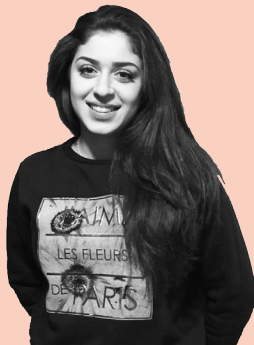
Growing up in a family where customer value has been of great importance, since both my parents have been running their own businesses for as long as I can remember, and my older brother being an entrepreneurial brainiac who studied at the Chalmers school Entrepreneurship. Whenever our family is gathered, the main discussions around the dinner table are always based on a new idea that one of us have.

It is a difficult thing in today's world to be, or should I say stay, creative and use your imagination. Society has dug its claws into our brains, explaining to us how we should live, think, and apprehend the world around us. We often laugh at people with new ideas, and think they are crazy for believing in changing something that is so incredibly certain to us. Just as the world laughed at Elon Musk or Steve Jobs, now who is laughing?

Some people think that creativity is something one is born with, and if you do not have it in you, then there is nothing to do about it. This is absolute bullcrap. Creative thinking is something you can train, all you have to do is to simply acknowledge the fact that anything is possible and be utterly certain that the evolution of our world is not absolute, but is in constant change and you have the power to be a part of that change by just believing.

The goal with this issue is to motivate the reader to creative thinking. My best advice is for you to brainstorm and write down ten different ideas everyday for a year, and by the end of that year you will have 3600 new ideas. By just doing this you are keeping your creative thinking up and running all the time, everyday, and you will start to notice solutions to problems you had no idea existed!

- semper ad meliora!



A stylized, handwritten signature in black ink.

Amez Arazu, Editor-in-Chief

The modern way to read newspapers



MyPaper founder, Sebastian Hoefinger, holding a presentation about his company in Gothenburg.

It is impossible to doubt the influence of newspapers over the centuries. It has been our go-to source of information since the Renaissance Europe (there is a slightly global disagreement on how old the art of printed paper really is, but I choose to go with this era), where handwritten newsletters were passed on between merchants, covering stories of ongoing wars and economic conditions. It is remarkably amazing how handwritten newsletters have transformed into the form of media we see today, sometimes called “the 4th power of society” and somewhat a “watchdog” of our world.

Up until about 20-something years ago, newspapers carried tremendously large revenues. Obviously, this was a result of people having no other choice than to pay for it in order to procure information about the world around them. Also, since the space is

finite on physical paper, the ad space is also a lot more expensive. However, when the internet blew up, and our glorious humanity realised that it was not just a fad, things came to be a lot more complicated for newspapers. In order to clench on to the market, they soon had to go online, which suddenly gave the reader an alternative choice to either pay for the physical paper, or to go online and read for free. Although, in the early 2000’s, the majority of people still bought the physical papers. Internet and technology were still new and no one over the age of 37 really understood the concept. However, younger generations started to care more and more for the new technology. And as the younger generations grew older, and technological evolution progressed in an amazing pace internet-based sources are now our go-to wellsprings of information.

How has this affected today’s newspapers?

Well, one can without doubt say that physical newspapers still carry some value, but, fewer and fewer people are willing to go buy themselves a newspaper when they can just use their mobile devices or laptops and get immediate access to worldwide news. Also, it is a lot cheaper for the consumer. However, free access isn’t really sustainable for a newspaper business, there has to be some kind of money generating process in order to keep the business running. Also, unlike physical paper, the internet consists of infinite space, which leads to ad spaces becoming significantly cheaper, and so companies prefer buying ad spaces online rather than paying twice the price for the same ad in the physical paper.

The silver bullet for most online-newspapers has been to limit the



accessibility to their articles, offering a certain amount for free and then free access for the reader through monthly subscriptions. However, the subscription processes are often overwhelming, asking you for your credit card number, home address, date of birth, gender, interests and so on. None of which are relevant. Basically, online newspapers have yet not understood the necessity of simplifying the subscription process.

It is without hesitation that I can say that most of us has skipped reading an article online due to the exasperating process of paywalls online in order to get access to it. Not only are we too lazy to subscribe to ten different online newspapers every time we see a new interesting article, but it would also be very expensive and holds a great risk with sharing your payment information on several websites. Why should we pay for a whole month when we only want to read that one article? What if I told you that there is a solution to this problem..

MyPaper is a start up based in Lund, created by Sebastian Hoefinger, former MsC student in entrepreneurship and innovation at LUSEM, and is today led by him and two other Lunda alumni. MyPaper is a riskfree and safe web service that offers you to pay for single articles with only one click on your web browser and saves you the trouble of sharing your personal information and payment information to several news sites. All you have to do is create a MyPaper

account and you are good to go!

As of right now MyPaper are on the hunt for angel investors, and the start up has participated in several fairs such as, Mediadagarna in Gothenburg, which is the biggest media fair in Sweden, Helsinki media honey pot, held by ArcticStartup, Öresund lift off, where start ups from all around Skåne and Copenhagen come together. They have also taken part in Dragons at the University, which is based on the TV-show "Dragons den" and was held by the Entrepreneurship Committee of Lundaekonomerna.

How does it work?

First off you will have to create a MyPaper account in order to be able to use the service. The good thing, as mentioned earlier, is that you only have to do this once, instead of doing it over and over again everytime you visit a new news site.

On your web browser there will be a MyPaper button to press whenever a paywall comes up, and you simply have to press the button in order to get access to the article you are interested in. You only pay for that single article. Your purchases will be saved, and by the end of the month you will be charged for it. The service offers you convenience and simplicity, and will also save you a lot of money.

What MyPaper offers, is where the future is headed, and is standing in

favour for both the consumer as well as the newspaper. The simplicity and convenience of the service, and increased availability of highly coveted articles, attracts more readers, which in turn leads to the newspapers generating more customers.

Keep your eyes open for the launch, which will be held sometime this year, and visit MyPaper's own website to learn more.

I truly believe in the idea of MyPaper and am looking forward to see what the future holds for this amazing start up.



Text: Amez Arazu

Photo: Disa Tarpe & MyPaper

This is Sparta(aaaa...)



According to the legend, the Spartan law was written by the great lawmaker Lycurgus. Plutarch mentions that Lycurgus wrote the laws in order to make the city state of Sparta invincible, and the Spartans fearless and law-abiding. It was a law-package with politico-military, economic and social reforms. Although many historians dispute that Lycurgus ever existed as a human being, in Sparta he was worshipped as a demigod.

When a boy was born, the city-state of Sparta gave him a piece of land, thus making him a full citizen of Sparta. The father had the right to raise him and teach him the basics until the age of 7. The boy would then be educated communally, centrally under state-controlled supervision. The boy would call a military training camp his home until he turned 30, and could after that sleep at his own house, with his wife and children.

The boys were trained hard, learning to speak wisely using only a few words, learning to eat just enough to survive, and training hard in order to become useful member of the phalanx. For the Spartan, fellow soldiers at the phalanx were his family. The phalanx unit stayed together until death. He would occasionally be a part of Spartan festivities, and chose his wife and had children, but his real family was his phalanx.

The Spartan boy, learned the basics, according to Plutarch, such as music and mathematics. Their principal training is a military one, often even crossing moral boundaries, such as learning how to steal without getting caught. The philosophy was that, in case of a war, a soldier might have to steal food in order to survive. The main key point here is that, when a boy was caught, he was not punished for his act of stealing, but for being caught! The

Spartan youth had their favorite "game" of stealing food or other possessions from servants (Greek: εἰλωτες, helotes).

A well-known story that proves the Spartan training and loyalty is this: Once, a 13 year old Spartan boy stole a fox from a village near his camp. Alas, a trainer, found him and asked him what he was doing off campus. The boy had seen the trainer and had hidden the fox beneath his cloth. As the boy said nothing, the trainer insisted. The fox, still alive, beneath the boy's cloth, started scratching him, in order to escape. While doing that, the boy continued to deny the stealing until the wounds suffered by the fox killed him.

Spartan women were the alpha women of the ancient Greek world, they wielded the most power, and in many ways had the most equality afforded to them by the state of Sparta. They were trained just as hard as the boys in both battle and many of the arts, to be strong and intelligent enough to produce powerful offspring. The Spartan woman was free, valued and respected by her society in contrast to the Greek woman.

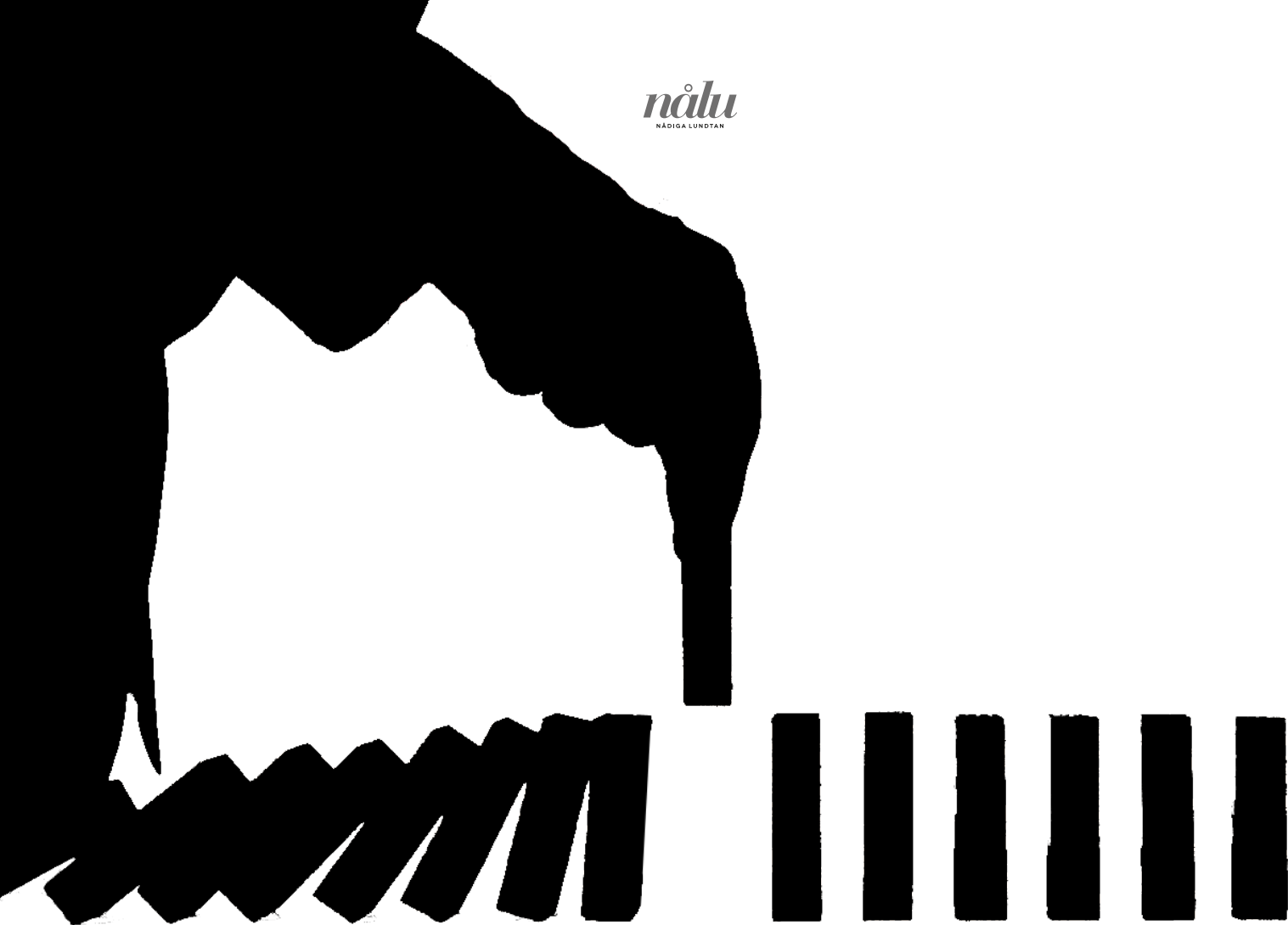
Everything the Spartans did had one objective: to raise the world's greatest army. This philosophy was apparent in the way they executed everything: their politics, raising children, the stories they told, the idols they worshipped, what they ate and even how they had sex. And they were successful. Other Greek states were in awe and copied everything Sparta did but with much less success. No one could deny that Spartans were one of the most impressively organized militaristic cultures in history. Their style of warfare, an eight-person-deep unwavering wall of shields and spears, broke nearly anyone who went up against them. Their intense training, starting at eight and officially lasting ten years – and unofficially never

stopping – made for an absolute discipline. Their part in the Battle of Thermopylae, 480 BC, is rightly acknowledged as one of the turning points of history.

It is fascinating to read about a community with such a clear and penetrating philosophy, that it is fully encompassed in every aspect of life. I struggle to find an aim like that in today's world, besides economic growth (says the Economics Major). What if we were inspired by the Spartan dedication to their vision of society, but set the goal of creating a community consisting of strong, happy people instead? What could a society not accomplish in terms prosperity, armed with such people? Now, one man beat me to this idea ca 2396 years ago and that man's name is Plato. A student of Socrates and the teacher of Aristotle, he wrote a book called "The Republic", in which he discusses this. Now, this might sound idealistic, perhaps even wimpish, but in a world where most people never reach their full potential, and the waste of human capital has become tangible in all forms of depression and suicide, an institution of a philosophy that allows the prioritisation of human fulfilment over all else might be worth a thought.



Text: Amel Salam
Photo: Roger Walton



Top 5 disruptive technologies of the future

The world we live in is in constant change, new technologies and innovations give us new possibilities and change the way we live. Disruptive innovations or technologies are those kinds of innovations that changes the way a whole industry works and disrupt the common way of doing things. A historical example is the telephone replacing the telegraph, and a more recent is streaming services such as Netflix and Spotify replacing CDs and DVDs.

Listen to this; it has been less than ten years since the first version of the iPhone was released, can you imagine a time without smartphones? A time without social media and instant access to the internet with all of its glory? Over the last 20 years with the breakthrough of internet, our way of living has certainly changed drastically. And what can we expect of future and present innovations and how are they going to change the way we live? Let us have a look at five possible game changers of new technology that will revolutionize the way we live and the world we live in.

1 3D printing

With the ability to print in three dimensions the production process will completely change; with a 3D printer every household will be able to print their own products. Production will be democratized, moving from big factories or workshops to individual households. And rather than buying physical products, e.g. a pair of sneakers, you will buy a blueprint of the product instructing the printer what to print. This will eliminate storage and transportation costs, and thus the environmental costs as well.

3 Automatized knowledge work

What happens when humans get outsmarted by computers and robots? We know that machines already have come to dominate much of the manufacturing industry, but it has not yet come to more skilled employment. However, in the future the demand for labor will look different than it does now. What happens with labor demand with computers that can handle much more information than humans and that can intellectually place it in a context? In the US, recent studies show that computers are more successful than lawyers in predicting court decisions. So, there are reasons to think one more time about future career decisions as Artificial intelligence is getting bigger.

5 Internet of things

As if the internet did not already dominate our lives today, it is expected to become even more present in our lives in the future. In fact, according to McKinsey Consulting, 99% of physical objects and devices today are disconnected from the “internet of things”. Clearly there is more potential to it. The concept refers to the connectivity between objects through the internet, collecting information and sharing it between objects and devices making them “smarter” and customized to the way we live. In the future, things as vehicles, watches, TVs, refrigerators, everything you can imagine, will be interconnected and collect and share information about you, your preferences and your habits. Sounds like a sci-fi movie? Well, it might be the case sooner than you think...

2 Energy storage

More efficient batteries pave ways for more energy storage and opportunities for renewable energy to be more influential. The use of renewable energy, is one of the main keys of fighting the climate crisis and with the ability to store energy, we separate the use and the generation of power. We can generate power from solar cells in the day and store it to use it in the night. Potentially this would create zero household net consumption of energy, and with the pioneering Tesla Powerwall, the progress has already started.

4 Blockchain & Bitcoin

Will the Bitcoin become the new dollar and be the dominating currency of the world? Maybe not, but the blockchain technique may very well disrupt the traditional banking industry. With the blockchain, all you need in order to transfer money is an internet connection and the transfer is immediate and safe. In addition to not having to wait days for transactions to be verified, the transaction cost is significantly lower, which is preferential in international transactions, especially in the case of remittances to developing countries where fees and uncertainty is high for traditional transactions. Financial institutions are eager to develop and implement the blockchain technology into their business operations.



Text: Axel Wijk Tegenrot
Photo: Andreas Nesic

–Where can I make a difference?

Fotograf: Håkan Målbäck

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Light hasn't made me more sympathetic



A lunch for the homeless in Lund organized by Light.

Last week, I missed my train home. It wasn't a disaster, the next train was coming in just an hour; but that was all the same an undesired hour on my hands that had to be frittered away somewhere. I decided to spend it in a small, picturesque café in downtown Lund where I ordered a caffè americano. I took seat on one of the wooden bar stools, brought the cup to the tip of my nose and let the gentle fragrance from the freshly brewn coffee bring me a subtle sense of pure and simple wellbeing. I rarely drink coffee nowadays, so the mere smell makes me nostalgic and brings back memories that have been accompanied by it. There, on the old wooden stool, I began sketching on this text. A text about some of the dearest memories that I will keep from my time in Lund. About my two years in our charity project Light, with loads and loads of meetings that have been accompanied by loads and loads of coffee.

Since August, I have been the project leader of Light. The year before that I was the Head of Marketing. When I became project leader, I had a very specific vision: I wanted every LundaEkonom to know what Light is and - if they want to - exactly how they can participate in our work. Some people say that charity isn't about marketing; I don't think they could be more wrong. I know the frustration of seeing injustice and not knowing how to fight it. So you stand there with your clenched fists, waiting for an opportunity to do good. All this wellmeaning, all those efforts waiting to be unleashed, are wasted if no one guides those decisive fists towards a meaningful cause. I'm not saying that Light necessarily have succeeded in guiding all our efforts towards a meaningful cause this year, but that has been our vision.

When I recruited my committee in August, I was primarily looking for

three things.

Fire.

Fire burning with the intensity of a thousand newborn baby stars, with a will to spread this heat through the entire studentunion. A glowing spark from a bonfire waiting to find a field of dry grass.

Passion.

Passion glowing, like the eyes of Michael Jackson when he tied the last strap on the dance shoes and felt the sole underneath slide along the thin wooden stage. A passion for humans.

Authenticity.

Authenticity, like the authentic pain in the eyes of an individual with too much empathy. Because empathy can be painful. Almost unbearable, sometimes. That's why some people choose to look away when they don't

know how to help, because it hurts to see suffering.

Because how could you, a person with a tad too much empathy, handle an 18 year old boy sitting in wet clothes at Clemenstorget, begging for your change? When you remember what you did when you were 18, and you can see in his eyes how much he's hurting? He tells you that his father got disabled in a car accident, and his mother is hospitalized in Romania with severe heart issues. It's for her he needs the money, he says. A dog

comes forward and sniffs his reached out hands, and the boy laughs. Then you see tears of happiness forming in the corner of his eyes.

But at the same time; the pure joy that you and the whole committee feel when this boy manages to get a job. As his English and Swedish grow better, and better, and you become friends. When you meet him in downtown Lund a year later and can't distinguish him from the rest of your friends; because he's got the same clothes as you. He tells you that he

now can afford an apartment that he shared together with a friend, and that he now works fulltime in a café. If you can bear the pain that comes with empathy, the rewards you get are invaluable. While working with charity you will see people struggling during the hardest times of their lives, but you will also see dandelions breaking through asphalt. And it's an amazing, heartwarming and deeply inspiring process to witness.

I found the passion, fire and authenticity that I was looking for. The same



The light committee

day (or maybe the day after, I have an awful habit of exaggerating) that our new committee was chosen, Emma Karlsson (our new Head of Marketing) called me with a little bit nervous, yet super excited, voice. I thought she would turn down the position, but that was not the case. She wanted to go to Lesbos. Not for a vacation, as a sane person would think. She wanted to go there together with a friend and help refugees who was suffering, in some horrible cases drowning, along the shores of the greek island. She asked me if we could do something with Light to sponsor clothes

and other supplies (preferable money) that she could use and hand out to be able to help as many as possible during the trip. Did I say yes? The Student Union was able to donate 18 collegial hoodies that were left over since last year, which were handed out. We weren't allowed to use Light or LundaEkonomerna's name to gather money, but honestly; we did. In more or less subtle ways. Because charity isn't about following rules. Charity is about following your heart. Emma was following her heart, and her incredible work at Lesbos wouldn't have been possible if she wouldn't have listened to every rule and

every authority-person who tried to advise her from going there. And for that, I admire her.

Our Head of Staff, Behnam Mahajezadeh Heidari, is one of the most authentic and at the same time passionate persons I've ever had the pleasure to cross paths with. Honestly, I fell flat for him the first time we spoke at the committee mingle in Ljusgården. He quit gymnasiet (swedish college) when he was 17 years old and was, to use his own words, "lost". Now, he's one of the top students of LUSEM, treasurer in the national department of Unga KRIS

(Young Criminals Return Into Society) and in Crossroads Lund (our former Rector magnificus Per Erikssons umbrella organization for charity workers in Lund), coach of the Swedish elite of young body builders, an excellent lecturer and - I'm proud to say - a part of Light. Behnam is calm, stable and in many ways a social genius. He knows how to talk to, literally, anyone, and not in a "I'll fake it 'til you like me"-kind of way. He's just the down-to-earth kind of guy who makes anyone feel safe and comfortable, at the same time as he has a natural authority in his way to be. And for that, I admire him.

Our Head of External Relations, Charlotte Breitz, came into the project a month or two late, when our former HoER suddenly left her position. I could talk for an hour about the importance of keeping Charlotte and Emma separated for not turning the whole context into a verbal pillow-fight, but I will focus on Charlotte. She is the kind of person that you want in any committee; warm, funny and gets the work done. On Valentine's Day, when we worked at three local restaurants (in exchange for 20% of their profits that day), there was a miss in the communication. One of the restaurants was expecting eight staffers, but Charlotte only had three - as that was the number that had been decided on our meeting with the restaurant a few weeks earlier. Charlotte was impossible to reach for the entire day, and I was worried she and the staffers were overwhelmed with work. Were they? Yes, they were. Did Charlotte manage the situation and make the day the most profitable day in Light's history? Yes, she did.

She is the kind of person who you at one hand can have a charming distance to and joke about anything with, but still has the perfect amount of seriousness when it matters. And for that, I admire her.

Together, we've broken a whole bunch of records for Light. It's easy, given how new the project is, but it's still important to be result-oriented as a charity organization. Our monthly charity dinners (the first monday every month, you can all volunteer!) has more guests now than ever before. We've also handed out more gifts (and necessities) than ever before, not least thanks to Vinterbalen. There, we received almost 200 (!) gifts that we went and personally handed out



Lights' lunch for the homeless

(wrapped up in beautiful present paper) the week before Christmas at an accommodation for refugee children outside Malmö. This wouldn't have been possible without Linnéa Noelli and her beautiful committee - thank you!

My two years in Light haven't made me more sympathetic, as one might think. Maybe even the other way around. There is no time for sympathy if you truly want to help someone. Actions are what counts; even the smallest action is better than the biggest thought. You can think about someone for your entire life, but without a blanket the person will still be cold.

In a few weeks, my post as a project leader for Light will be put up for you to apply for. Once again, I will sit in interviews, together with the board, and look for that fire, passion and authenticity that I found in Emma, Behnam and Charlotte. If you choose to apply, don't be afraid to act nervous or unprofessional. That won't be what we're looking for. We're looking for someone that can carry the project to new heights, that can develop it way further than I have been able to. We're looking for empathy, and for someone that can manage the pain that comes with it.

I would like to thank everyone who have made this journey so special for me; this and last years committee, all our staffers, Moroten & Piskan, AF-Borgen and Crossroads Lund. Without you, there would be no Light.

Not as I know it, at least.

Oh, how excellent - here comes the train.

Text & photo: Jonathan Lundberg

Do you want to get an overview of

SOCIAL Committees & Projects



The Social Committee



Light



Sexmästeriet



Vinterbalen



The Master Committee



The Novice Committee



Lund International
Week



Nådiga Lundtan

EDUCATION Committees & Projects



The Education
Committee



Case Academy



The Marketing Group



Öresund Linking
Minds



The Entrepreneurship
Committee



The IT Project



Quartermaster

of our student union? Here it is!

CAREER

Committees & Projects



The Corporate Relations Committee



Women In Lund Mentor Association



eee - Business, Economics and IT Career Fair



Samday



Lund European Business Tour



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Corporate Challenge

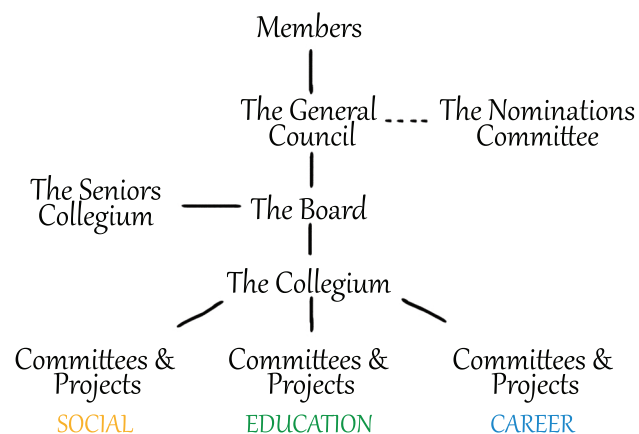


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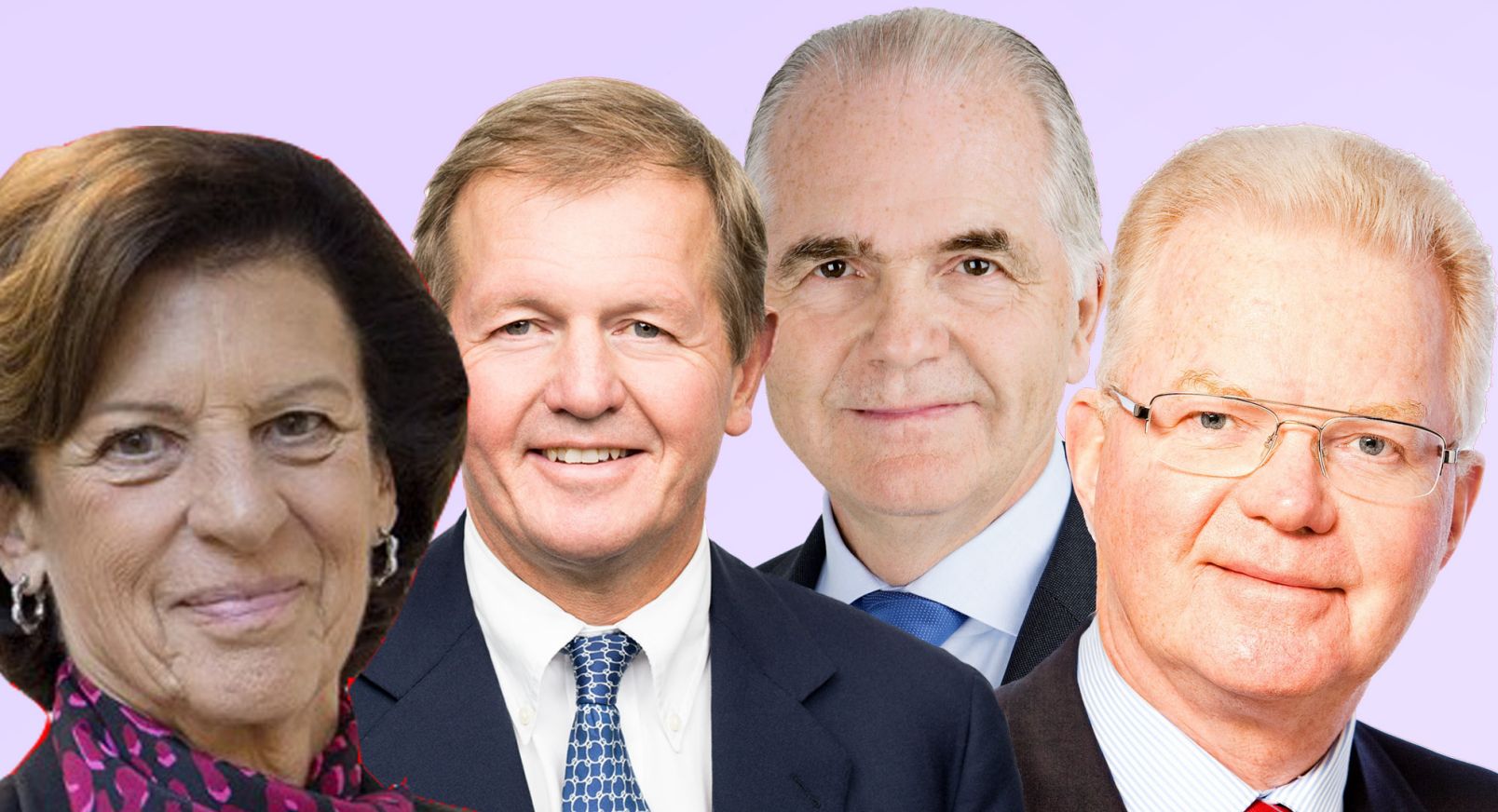
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The innovation powerhouse

"I think that the Swedish corporate might be a powerful catalyst for launching innovations"



Sweden is widely regarded as an innovations powerhouse. Even though Sweden is a small country, we have one of the world's highest patent growth rates, some of the highest spending on research and development in Europe, and one of the world's highest rates of trained engineers per capita. These, among other things, have been instrumental in Sweden's effort to bless the world with such innovations as the pace-maker and the three-point seatbelt. Looking ahead, Swedish business and government is now focusing its collective brain power on medicine and bioscience, technology, and climate.

But, what is it that fundamentally drives - or even enables - innovation? According to the annual report on national innovative capacity released by the Harvard Business Review, important factors include the number of engineers and scientists per capita, policies encouraging innovation, the extent of business clusters and the quality of linkages between the common innovation infrastructure, and a nation's industrial clusters. When it comes to innovation policy, Sweden fares rather poorly. On the other hand, we are second only to Japan in producing engineers and scientists. It is the two latter cases that, in Sweden, make for especially interesting cases. What is the extent of and relationship between innovation and industry clusters?

First off, it is worthwhile to note that among the companies, counted by Forbes as the twenty largest in Sweden in 2013, there was only one with a history of less than half a century, excluding mergers. In other words, the top-20 club in Sweden is basically a Jurassic menagerie. In addition, twelve of these twenty companies can be counted to the corporate empires controlled by the Wallenberg family and Svenska Handelsbanken, through Investor and Industrivärden respectively. Moving a bit further down the ladder, we also find industry titans such as Melker Schörling, Fredrik Lundberg and Gustav Douglas, as well as powerful groups including the Ax:son Johnson Group, the Stena

Group and the Stenbeck Group. Ostensibly, the Swedish corporate climate does not really seem compatible with the democratic and Jante-inundated social fabric of Sweden, or its sprawling innovations infrastructure.

However, rather than impeding the growth and emergence of new innovations, I think that the Swedish corporate might be a powerful catalyst for launching innovations. A country may have an abundance of innovations, but if it does not have the structural qualities to let the innovation grow into successful enterprises, it does not really matter. For example, VCR technology was originally developed in the United States, but it was companies in the Japanese consumer electronics cluster that managed to commercialize the innovation and take it to the global stage. In the same way, the major players in Swedish enterprise have massive resources and capabilities to finance, adopt and integrate new innovations. A new innovation emerging somewhere in the vast Wallenberg portfolio can potentially send ripples through industrial behemoths such as Atlas Copco, Ericsson and Electrolux.



Text: Oskar Stigland
Grapichs: Carl De Geer

Medical 3D Printing the *next* step

Humans are invincible, or so we would prefer to believe. Few of us entertain the idea that at some point we will age, develop a malignant tumour, or suffer life-changing injuries.

Health worries are for other people. The underlining dread that encompasses ill health is the idea that the vitality that seemed everlasting prior to ill health will not be returned in the same condition. Furthermore, we charge modern health professional and facilities with the task of putting us back together again.

One innovation, 3D printing, has captivated medical fields like no other, with its possibilities for its applications in surgery, devices, and teaching.

What makes 3D printing so unique from traditional manufacturing?

As HBR's Drew Hendricks explains; *"Part of the reason 3D-printed solutions are often cost-effective is the technology: the process involves building solid, three-dimensional objects from a digital model, using additive processes in which successive layers of material are assembled on top of one another to build the desired object. This process means that items can be assembled directly from a digital model, increasing precision and removing room for error. Moreover, it is distinct from older manufacturing techniques, which usually rely on removal (by cutting, drilling, chopping, etc.) instead of addition. These waste and extraction costs add up; 3D printing gets around those issues."*



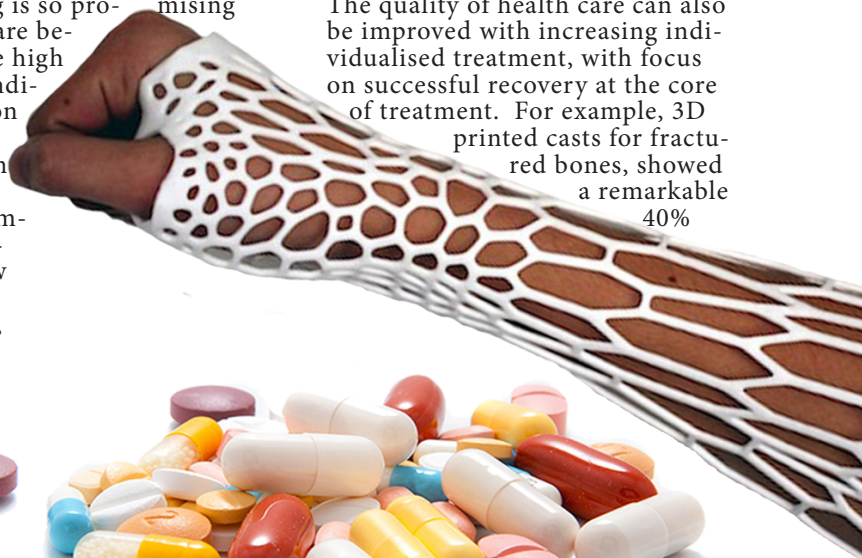
A 3d printed spine

Why is 3D printing so promising for healthcare?

3D printing is so promising for healthcare because of the high degree of individualisation that can be produced in developing a medical implant or designing new surgical procedures, without the need of trial and error that

would otherwise place the patient at risk.

The quality of health care can also be improved with increasing individualised treatment, with focus on successful recovery at the core of treatment. For example, 3D printed casts for fractured bones, showed a remarkable 40%





to 80% improvement in healing, compared to conventional fracture casts. Improvements in recovery would also prove cost-effective for healthcare systems across the world, with less follow up treatments and consultations, freeing up resources.

Compared to non-additive manufacturing, attempting to combine different materials in one uniform object, whilst ensuring properties such as lightweight, strength, and durability – all on a micro scale. 3D printers are able to combine a multitude of materials in the same structure through developing polymers and advanced compounds. As these polymers become specialised, so do the applications.

What changes in medical implants and devices can patients expect?

In treating conditions with complex circumstances or injuries, 3D printing has allowed patients to receive highly bespoke treatment. December last year saw a patient diagnosed with chordoma, a cancerous spinal tumour, fitted with titanium vertebrae. Previously such as cancer would have led to an ever-diminishing death, with removed vertebrae replaced with crude substitutions from the patient's rib bones. Using porous materials and accurate 3D scanning of the required vertebrae, Australian surgeons were able to implant after 15 hours of surgery. The patient enjoyed a remarkable

recovery, slowly regaining movement to limbs as well as eating and breathing – all of which would have been limited without highly specialised implants.

From treating highly complex cases, 3D printing also holds promise for everyday healthcare, with attention drawn to improving recovery of fractures and joint replacements, with particular emphasis on the durability that 3D printed joints have over conventional assembled joints. Replacement knee joints can be adapted to the bone density and physical activity of the patient in question. In dentistry, braces that once cost \$3,000 have been produced for \$60, as a do-it-yourself maverick Amos Dudley. With a basic understanding of

density and access to a 3D printer, the 23 year old was able to correct his teeth in the space of 16 weeks.

In combining the capabilities of artificial intelligence, devices ranging from bionic limbs to hearing aids, are becoming increasingly smarter, smaller and liberated. Almost all hearing aid manufacturers in the US have switched to 3D manufacturing, arguing that conventional manu-

facturing remains utterly uncompetitive; both in integrating minuscule technologies and the cost base.

How will future surgery be practised?

Although many see the wonders of 3D printing for the use of medical implants and devices, surgeons have seen the merits of constructing entire practise models from

real-life patients and conditions from 3D printing. One case was spinal surgery of an infant at Alder Hay Hospital in the UK, where surgeons were able to practise the complex procedure before attempting it on the patient. Alongside 3D printing and virtual reality, Dr. Redmond Burke of Miami's children hospital, was able to train for the rare liver operation for twin infants in January. Without having to rely on the assistance of



Dr. Redmond Burke and colleges showing 3d printed organs

limited world-class surgeons to instruct. This new form of surgical training could hold promise for healthcare systems across the world, with remote and inexperienced clinics able to construct accurately simulated procedures for native populations, without the costly expense of outside professionals.

What challenges does medical 3D printing face?

Medical 3D printing faces numerous challenges in reaching ordinary healthcare users; the first is the price of such machines, £600,000 through charity had to

be raised to purchase the machine used at Alder Hay Hospital. The second is the availability of highly specialist printers and materials, the patient who received the titanium vertebrae relied on the only titanium printer in Australia. As a result, the diffusion of 3D printers in healthcare will depend on the capabilities of machines as well as the enabling technologies presented in the polymers and materials used in manufacturing.

However, ageing demographics in the western world will shape the direction in which 3D printing will take, with an emphasise on joint replacements and recovery time. Treatment oriented around such demographics will progress

further than treatment for rarer conditions in obscure parts of the world.

Finally, as healthcare systems will look for medical advancement, the producers of 3D printers are engaged in its own struggle for platform supremacy and intellectual protection. This poses some ethical dilemmas for producers; to what extent will they be responsible for denying software or printers, for patients unable to access the most promising treatment, because such treatment would be prohibitively expensive.

Text: Thomas M. Rogerson
Photo: Redmond Burke & 3dprint.com



Photo: Peter Trägårdh, Viola Arrfors, Emma Karlsson

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Alumni- The life after Lund



Max Nilsson

Degree: MSc in Business with a focus on Organization and Change Management

Involvement in LE: Novice Committee, eee-days and the corporate challenge committee

Works at: BIC Nordic as a sales controller

In June this year, three years has passed since I stepped out from the beautiful building Universitetshuset with the sun streaming down my face as a freshly graduated Civilekonom. It is hard not to feel nostalgic when I think back on my four great years in Lund and at LUSEM, a great place to live, study and make connections that will last a lifetime. At the same time, I realize that the life after Lund actually have not been the way I imagined it to be when I graduated, and yes a life after Lund actually exists even though I understand that many of you cannot think of that right now, when you are in the middle of everything. I am very glad to get the opportunity to write this article and hopefully I can amuse and maybe inspire those of you reading this in between your classes, exams, projects and parties.

My name is Max Nilsson, and as I stated in the beginning, I graduated from four years of studies in June 2013. At first I got accepted to the three-year bachelor's program but during my first of many activities with LundaEkonomerna, the introduction week, I got the call from the department of business and economics, saying that I had been accepted to the four-year program called "Civilekonomprogrammet" instead. Nowadays I think the program has been replaced and I guess the best way to describe it is as a bachelor program plus a one-year master program. In the end I ended up with a MSc in Business with a focus on Organization and Change Management, after also completing an exchange semester in Ottawa. I am very satisfied with my education, where my focus when it came to picking which master's program to study solely was to study subjects

that seemed fun and interesting. I would also recommend everyone to apply for an exchange semester, truly a developing and fun experience which enlightened my time at the University. I could spend several pages talking about what you should think about during your studies and that it is important to be present and active in school together with getting good grades. But, I will not do that. In the end it all comes down to a few things for me. Studying in Lund gives you a great opportunity to develop as a person and professional. Few places give you the natural possibility to combine studies at a highly ranked University with work-life experience, extracurricular involvements such as LundaEkonomerna and having fun at the same time. Pushing your limits together with having fun and feeling good are things that should not be underestimated

when it comes to development and the ability to learn, as long as you are honest towards yourself when it comes to how you feel. I do not suggest that you should take on too much responsibility and tasks since work overload only will result in stressful feelings and worse results, but when you manage to test your limits by combining the studies with involvements within LundaEkonomerna, the different Student Nations or a part-time job, I believe you will see yourself developing and achieving better results.

During my first years in Lund I was not the most active student, I participated in some activities with LundaEkonomerna and Lunds Nation but did not really bother to apply for any role. Living a bit outside of Lund did not make this part easier, but still, if I could do it all over again I would definitely get involved a lot earlier since I have gained so much from the experiences with especially LundaEkonomerna. My involvements with LundaEkonomerna started with helping the Novice Committee with the introduction week in 2010, and being a Staffer during the eee-days both 2011 and 2012. After a while I became a part of the Corporate Challenge Committee in 2012, combined with being elected as Head of Social Affairs within the Board for 2012/2013. These last two years were amazing to me, I got to know so many talented and great people, had the opportunity to really push my limits and use the theoretical knowledge I had started to build up from the business studies. For me, the studies did not get really fun and interesting until I started to get involved with projects outside of the school, since you then can apply your theoretical knowledge into practice. This is by far the part that has been most useful to me in the life after Lund, because working is not like studying theoretical assumptions. By learning how to work in teams, how to interact socially with a lot of people and starting to become a bit more professional in your approach towards work. LundaEkonomerna gives you a great leap in to the work life that lies ahead of you. If there are other involvements that feel more tempting, such as the Student Nations or just working for some local company,

I believe that is great experience as well. As long as you try to step a bit outside your comfort zone and challenge yourself a bit, I think you have achieved a lot already. When you start to work for a company or organization in the future, I strongly believe that you will be thankful that you tested yourself during your studies because that is what you will be facing all the time at your workplace and in life, professional and social tests and challenges. If you never try and never push your limits, you will not grow and develop skills as a person and professional.

After graduating I have lived in both Stockholm and Gothenburg and I have covered four different positions and also a two-month period as unemployed. I first got the job as a Business Controller for H&M in Stockholm, one of the two jobs I applied for. A great possibility in a huge company and a position that many of you probably will apply for. The job was great, it was challenging, fun and social with a lot of interaction with different specialists and talented people in different departments. I performed well and within our Business Controller group of around 60 people I felt really appreciated with my social skills and during group discussions and educations I could really contribute with different perspectives on business and much energy. But then, all of a sudden, my boss was not pleased anymore and wanted more structure in my work. After only a few weeks of really trying to improve that part she told me I was not being given an extension and I had to leave a job and a workplace I really



Personal photo of Max Nilsson

liked and enjoyed. I was in chock and everyone I talked to felt the same way. I am confident I really performed well but my boss and I were simply very different people and our way of thinking did not seem to match. I immediately started to apply for similar jobs and aimed high for roles as a Business Controller or a consultant, but my luck and success seemed to have ran out. I got stuck in a negative circle where I passed through to the later stages of the applications, but had too little experience to get the job, and I of course needed the job to get the experience. I had to lower my expectations and in the end got the job as a consultant for Adecco, working for a company called Ramirent as a financial assistant in Gothenburg. After a successful run in that company, I now work as a Sales Controller for a company called BIC Nordic, a role where I am very involved in the business and get to drive projects myself and develop my analytical skills together with being responsible for our Sales part of the P&L (Profit and Loss). What I want to show with this story is that eve-



Everything does not end up the way you imagine and there is a lot of things affecting you in the workplace that you cannot really do anything about. You have political hierarchies, personal relationships where you will not get along with everyone and so forth. I think the most important part is to be honest to yourself, never give up or stop believing in yourself and try to have fun and feel good at your workplace. Then I think you will find your way to an organization and a role you find fulfilling and meaningful.

Many companies today seem to search for the same type of people and they all want high-performing students with great ambitions, social skills, prepared to work hard, able to learn quickly, being analytical, structured and flexible, everything at the same time. To me, I think a lot of companies has got stuck in a glorified idea of some kind of super person which is not what they really want and most of them use recruiting firms that seems to use the same template for their application and job descriptions. If I were you, I would not pay too much attention to the glorious texts some roles seem to refer to. If you want the job, apply for it and in the end you will have a good chance at being successful if you have a personality that suits with the company and if your gra-

des are good enough for the role you are applying for. If you do not get it, apply for something else, try out some smaller companies or more general roles in the beginning to get out and start learning about business and the work life. If you really want something, you can achieve it. You just have to try, have fun and never give up. When you have fun, it is amazing how much you can achieve and how much you can push yourself. But of course, sometimes you just have to dig in and do stuff that is not fun as well, but in the long term, not having fun and not feeling good will not work. One way to ensure that you always work with something you enjoy is of course starting your own company, something some of my old classmates has done. I know some guys that started a recruiting firm with focus on being odd and doing things your own way, really great idea and probably very fun, they call themselves Oddwork. I know some guys that converted their interest in extreme sports to a startup creating an innovative electric surfboard, that company is called Radinn, an impressive innovation and probably really fun to work with. I also know a girl that started her own fashion company and brand because of her great interest in business, fashion and inspiring women to be strong and powerful. Her name is

Victoria Chan, and she is a great entrepreneur and designer and really shows that everything is possible as long as you never give up, believe in yourself and strive to have fun when you are working. To me, these are all great examples of innovation in different categories and segments and I hope they all approve me mentioning them in this article!

I hope you everyone who is reading this will have a great time in Lund, with involvements in the activities that you find encouraging, fun and a bit challenging. Take the opportunity to learn, develop and connect with people that will continue to be your network for a long time. Way too many people around the business world get stuck in positions, roles and companies with negative traits and boring tasks, if we together can strive to turn that around, the future looks promising. If the company you want to work in does not exist yet, create it yourself and dare to follow your dreams and ambitions. If your workplace is filled with people that are feeling good and having fun, I believe you will achieve great development, good results and a positive company culture that will attract even more talent and skilled people.



Lagspelare med talang för siffror och analys? Audit for a Day

Malmö 27 april

Är du bra på att jobba i team och har lätt för att smälta in i nya miljöer? Vill du lära känna olika branscher och utvecklas snabbt i din karriär? Har du dessutom sinne för siffror och analys? Ta chansen att se hur det är att arbeta som revisor på Deloitte. Under Audit for a Day får du besöka vår revisionsavdelning, träffa några av oss som jobbar här och öva riskidentifiering i ett verklighetsbaserat case.

Ansök senast 3 april

Läs mer och ansök på www.deloitte.se/audit4day. Vi vill att du som söker tar examen 2017/18. Har du frågor är du välkommen att kontakta oss på student@deloitte.se.

Deloitte.

Swedens accomdation problem



Inspector's page Thomas Kalling Inspector

All estimations indicate that Sweden is about to embark on a journey of sustained periods of investments in residential housing. Sweden is about to become a state of 10 million inhabitants by 2017, and continues to grow; the number of 20-24 year olds is increasing. But while the investment in construction has been hovering around 3-3.5 per cent of GDP for the last 20 years, 2014 indicated a sharp interruption, with investments equaling well above 4 per cent. Swedish authorities estimate the need for new residences to approximately 600,000 from now until 2025, which might seem modest in light of for instance the so-called "miljonprogrammet" (a million new residences) 50 years ago, when

we built more than 100,000 apartments a year. But, given that we have been producing around 20-30,000 residences a year the last decade, we can double that in the next decade.

This is probably all good for Sweden. But there are certain challenges connected, such as, among other things, the importance of not just raising houses but *sustainable* houses, and dwellings that are socially sustainable (we don't want to repeat the mistakes of "miljonprogrammet"). So please welcome back the architect. If we want more sustainable residences, the architecture industry has a big job to do.

The way architects deal with this is something that we have looked into in one of the research groups I am in. And it is quite clear that there is plenty to do. The transition to sustainable construction is driven more or less entirely by market forces and whether

Swedish authorities estimate the need for new residences to approximately 600,000 from now until 2025..."

change is a threat or an opportunity, depends on the business model of the firm in question. Architects need to work out whether they are artists or engineers. They need to be able to calculate. They also need to consider acting more low-cost than differentiative if they want to sell sustainable yet expensive solutions. They

need to develop their competence-base and they need to educate their customers. Despite these strategic challenges there are already several examples of successful firms.

In general, however, this is currently a slow process, and the irony is that the inertia is not so much down to resistant architect artists but a market that is unable, unwilling or uneducated to make decisions about sustainable construction. One may assume that given the exaggerated buzz of sustainability, there would be a propensity among clients to choose the sustainable and be prepared to pay a premium for it. But this goes for only a small segment of the market. Estate tycoons see limited returns in the short run, and municipal housing firms face political resistance as it will impact on other services or on tax levels. In both cases the root problem is the unwillingness of the tenants – you and I – to pay rent premiums for sustainability. So, if we're going to double our production of residences, any politician involved must address this issue with force, and any plan must be accompanied by an idea of how to make residents willing and able to pay.

Photo: Jennifer Annvik



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Presidents' column



President
Felicia Jönsson

Is it not amazing how innovative students can be? Every day I meet engaged members of LundaEkonomerna that have found a new way to do something and by that solve a problem. It does not matter how complex the problem is, they will always solve it by bringing up a new idea or affect the process that we already have and make it better. Every time I get astonished.

This Friday, I was in the audience at Dragons at the University, an event arranged by the Entrepreneurship Committee. Six different teams got five minutes to pitch an idea to four dragons. The ideas were great! They had come up with everything from an app that solved the problem with lost coat check tickets, to a new way to read articles that you have to subscribe to. This also got me very astonished.

But, there is one more way that the students show their innovated skills that never fail to surprise me. I even get surprised by my myself. The innovation that is going on every day in favour of finding more important and urgent things to do than to study for an exam that makes you nervous. You could even find a way to get cleaning your apartment to be fun. There are no limits.

Whether you are being innovative by solving problems, by getting new ideas to pitch or by procrastinate during you studies, I am sure you could benefit from this in the future because it is always good to be innovative. Nothing is impossible and there is always a better way!



Vice president
Linn Rönnlöf

I talked to the Editor-in-Chief and asked what the theme of the chronicle was. She told me that this number of Nådiga Lundtan is inspired by the word innovation. I needed some inspiration, and the obvious thing to do in that situation was to Google the word innovation. According to Wikipedia, innovation comes from the Latin word *innovare* which means *renew*. This is a word that fits great into my reality right now as I am about to be renewed, or in other word I am about to get a successor.

Today is the day before the general council, where the new Board will be elected and the current Board will be renewed. It feels like it was yesterday I sat in the green room and waited for my turn to convince the general council why I should become the next Vice President of LundaEkonomerna. I was very nervous and asked myself several times why I did that to myself.

Today I am glad I put myself in that situation and I can not understand why I doubted my candidacy for a second. During my time within the board I have learned extremely much about myself. To go back to the theme of this issue, innovation/renewal is a word that definitely needs to be in the back of your head as The Union always want to be one step ahead.

If the thought of applying for a position where you get the opportunity to develop as a person ever crossed your mind. Do not let it stay as a thought, let the thought become a reality!

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