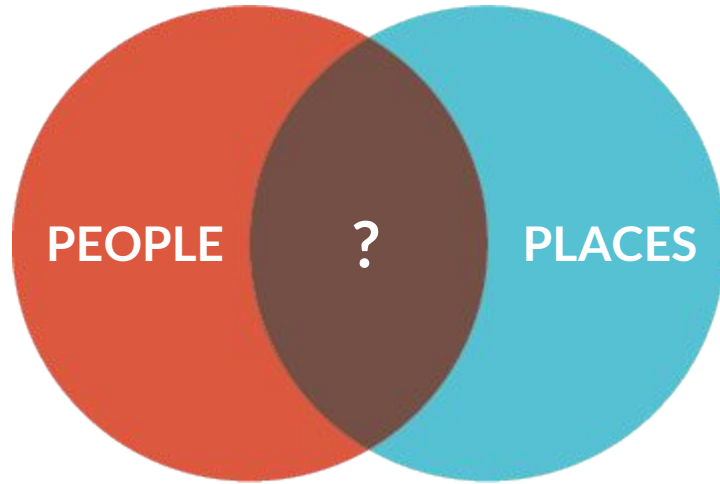
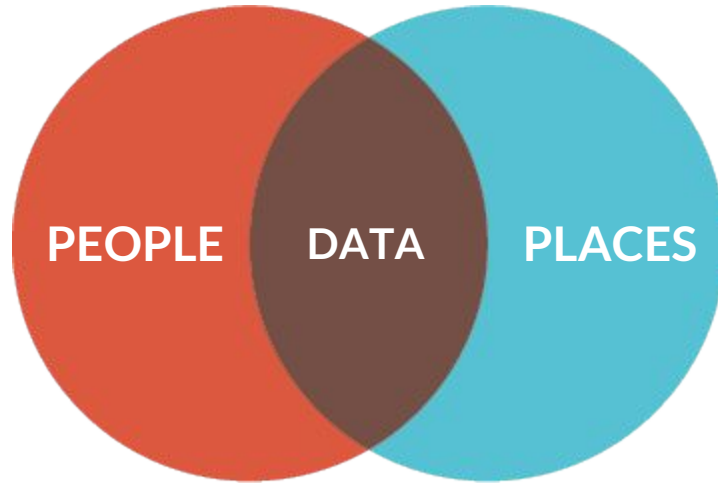


Where will people go?

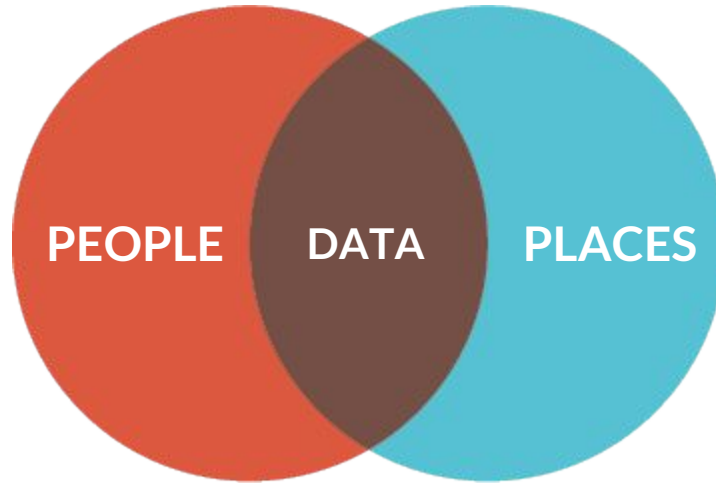
Kristjan Lepik
Topia, 17.09.2018





Where should I live
and work?

- **350M millennials**

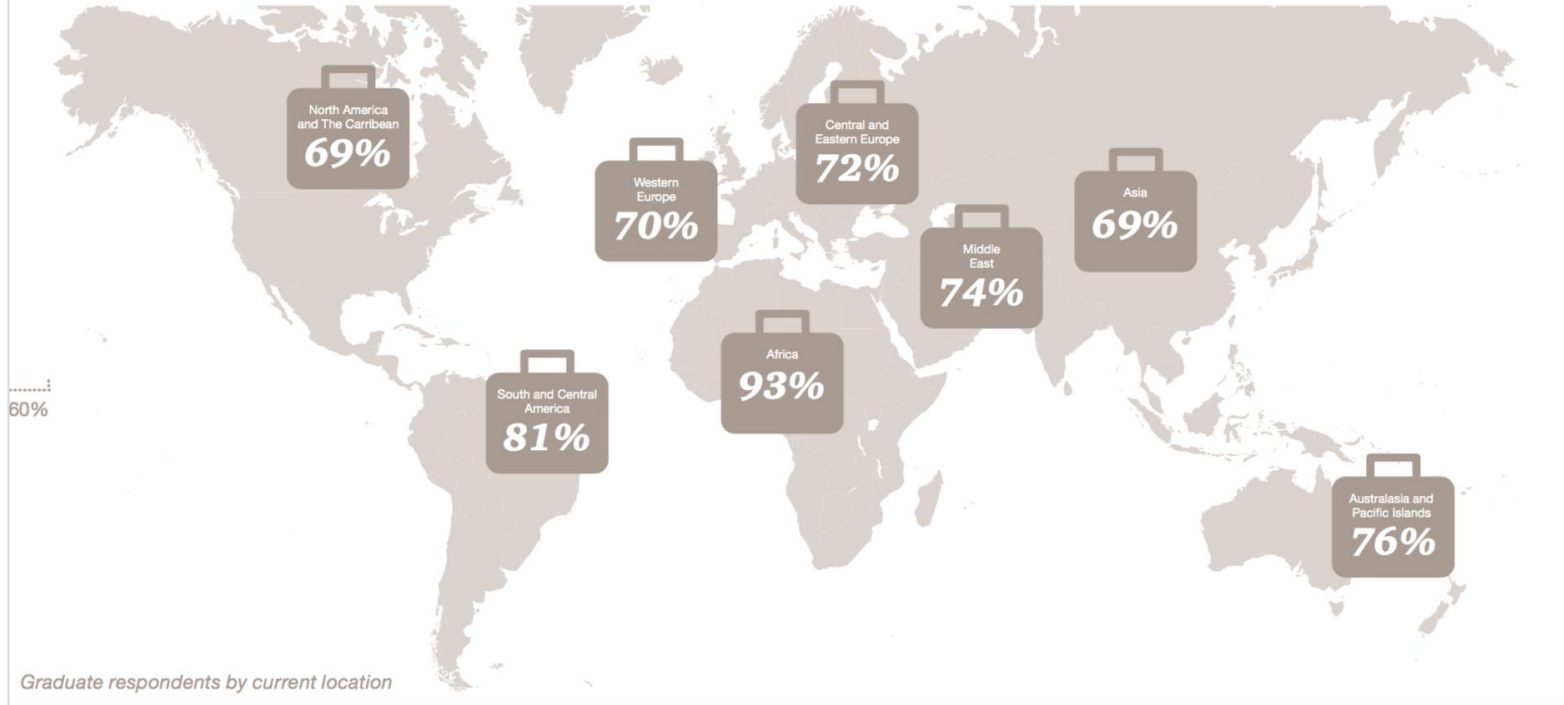


How can we get
people to move here?

- **3500 cities**

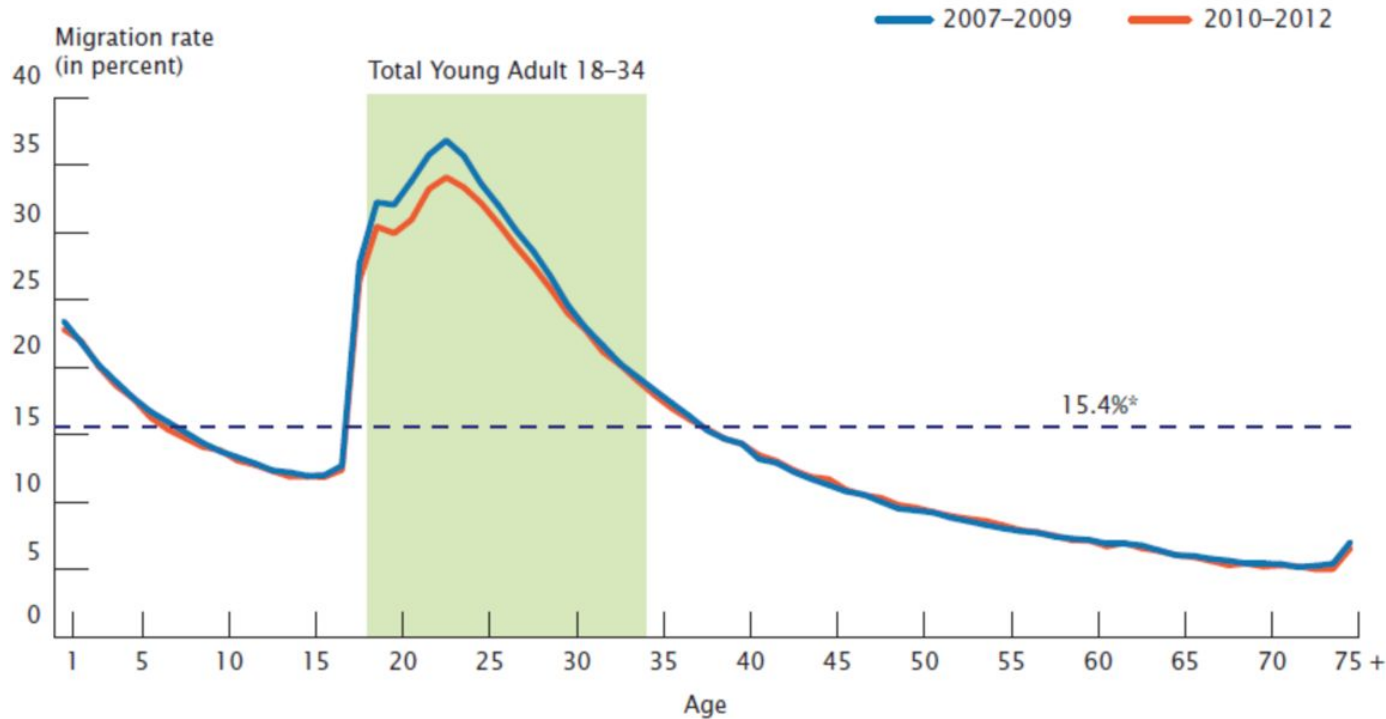
TALENT IS READY TO MOVE

I would like to work outside my home country in my career



MILLENNIALS ON THE MOVE

Figure 2.
Age-Specific Migration Rates, 2007–2009 and 2010–2012





BEST MATCHES BEST BUDGET ALL CITIES MY CITIES

PREFERENCES

RESET

PERSONAL DATA

HOUSING

LIVING COSTS

JOB MARKET

BUSINESS FREEDOM

CLIMATE

SAFETY

EDUCATION

POLLUTION

TAX

ADD CATEGORIES

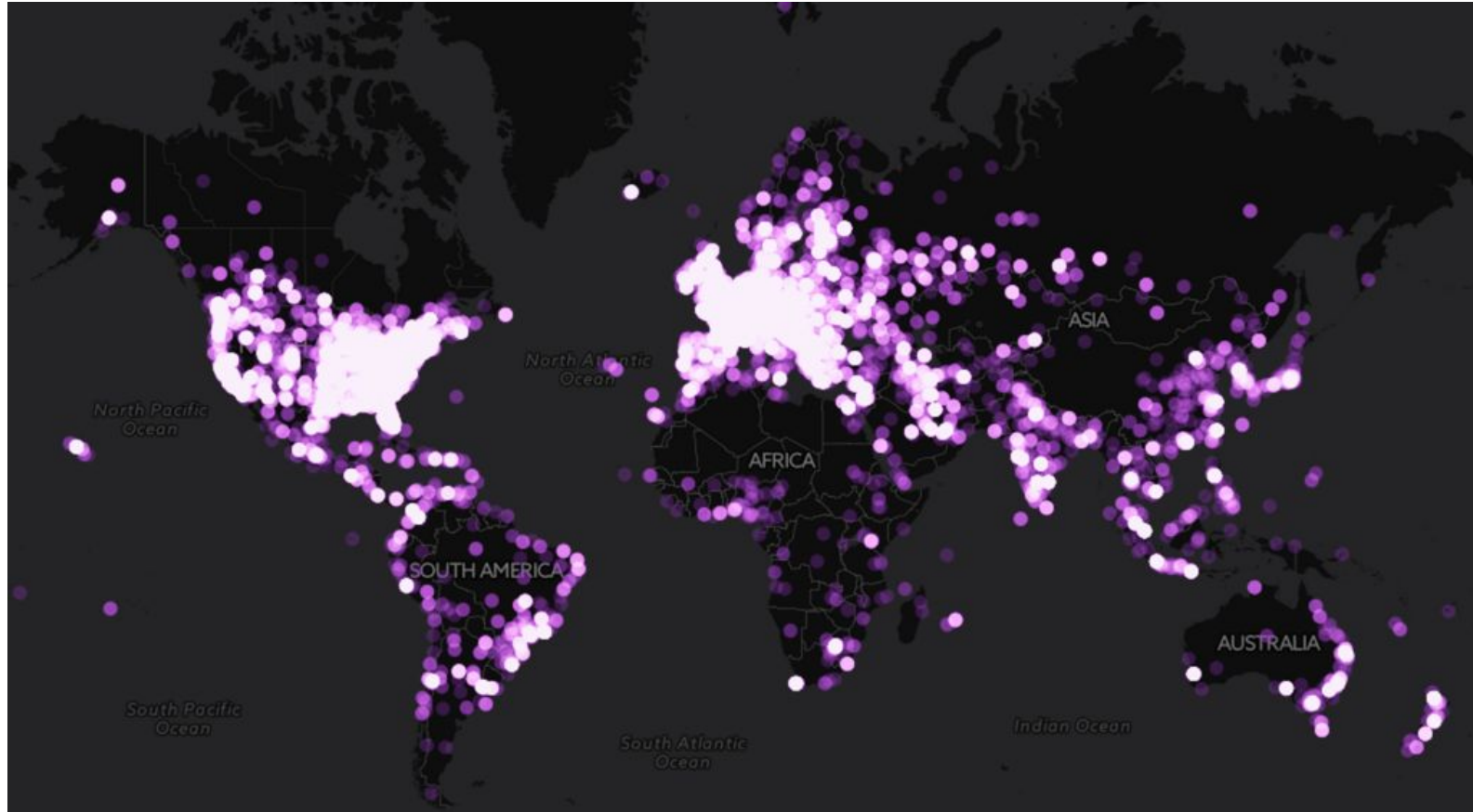
MAP VIEW

MATCH SCORE

BUDGET DIFFERENCE

	MATCH SCORE	BUDGET DIFFERENCE
TARTU		\$2,110
MONTREAL		\$5,455
TALLINN		\$0
BUDAPEST		-\$11,475
OTTAWA		\$10,170
TORONTO		\$8,377
CLUJ-NAPOCA		\$18,626
SANTIAGO		\$20,532

350,000 global knowledge workers



It's also about neighborhood

Neighborhoods

BEST MATCH **RENT** COMMUTE CLOSER LOOK

Beaconsfield Office

Demo Group Boulevard

Chertsey Office

Demo Group Boulevard

Cobham Office

Demo Group Boulevard

Esher Office

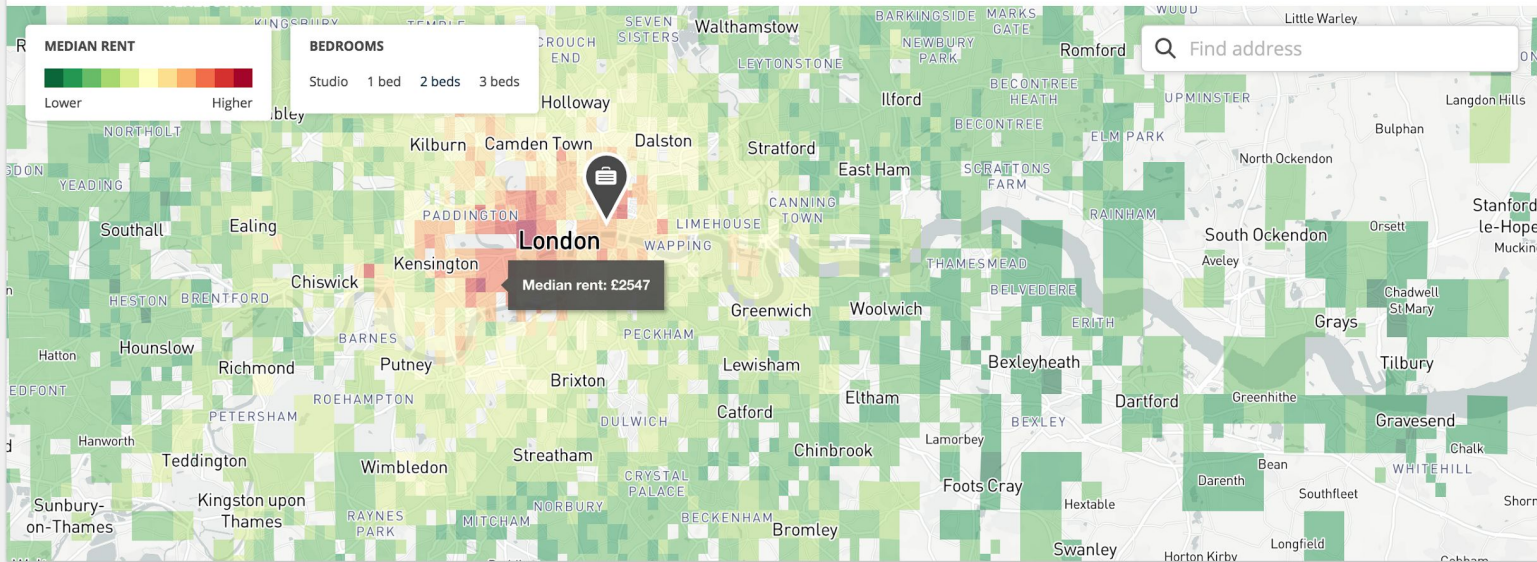
Demo Group Boulevard

Gerrards Cross Office

Demo Group Boulevard

London Office

St. Paul's Churchyard London EC4M 8AD

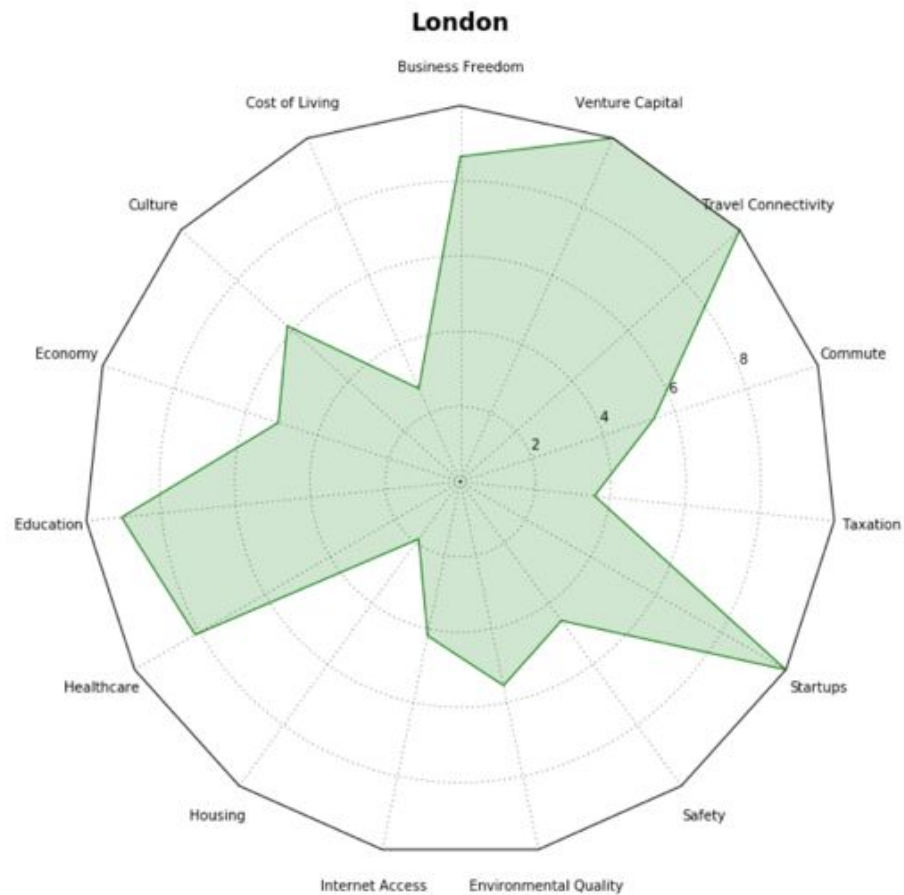
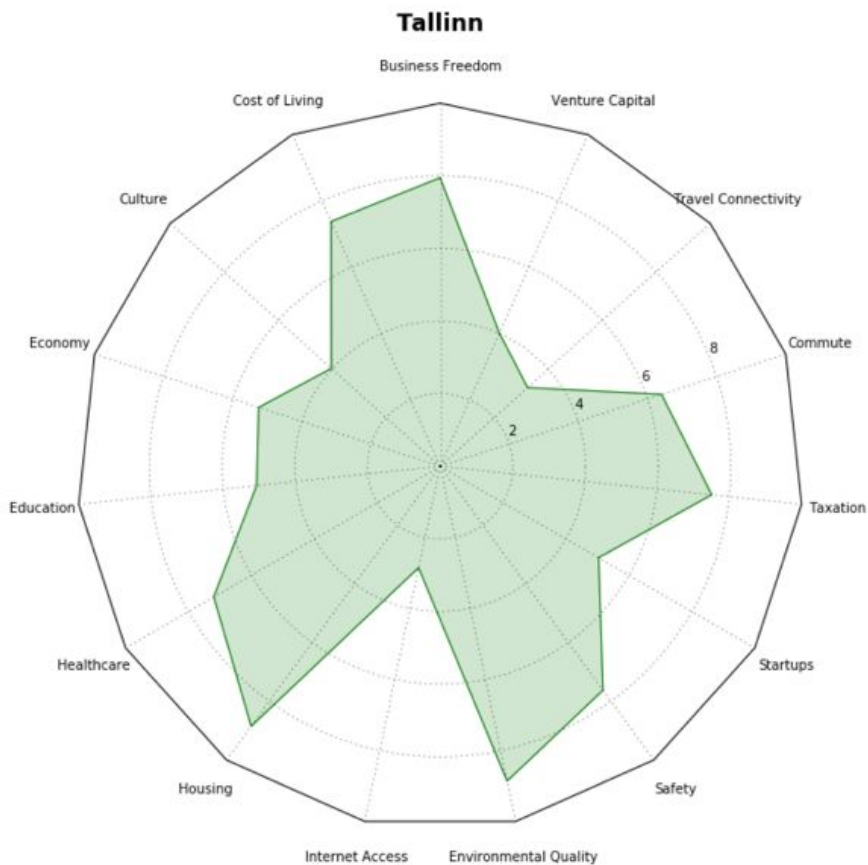


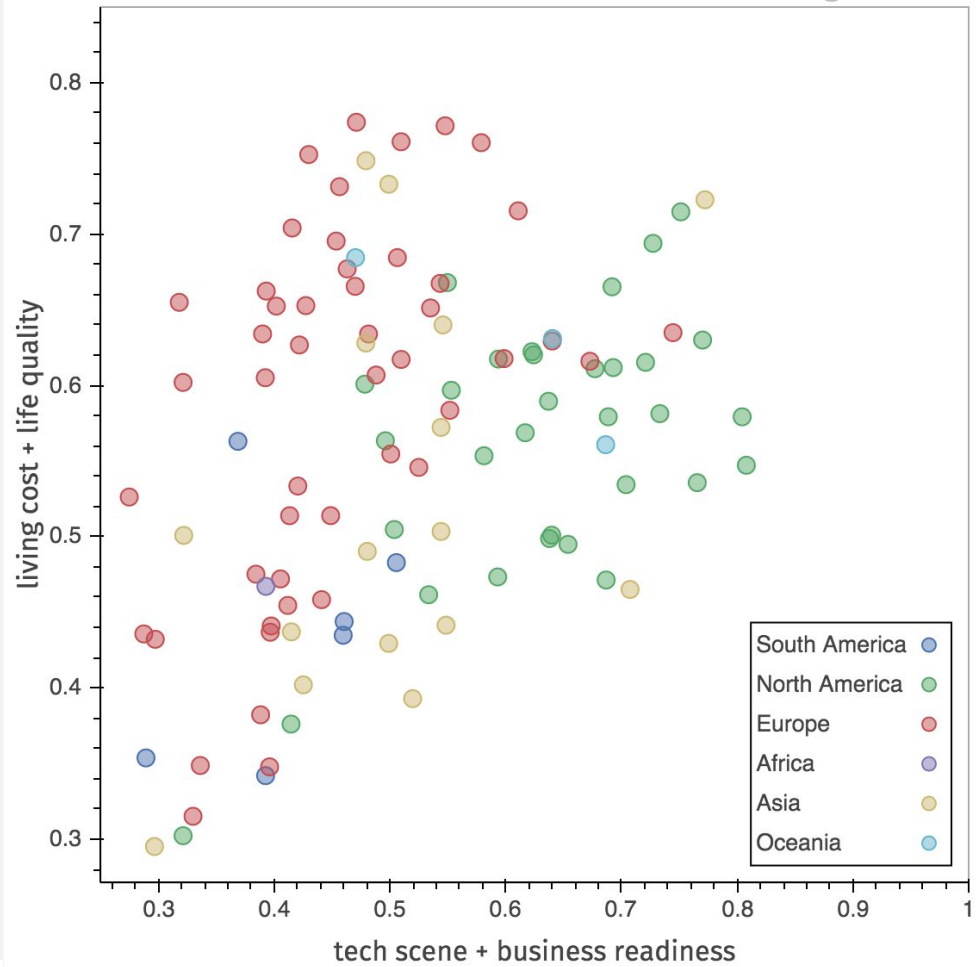
Focus?

No single best place in the world



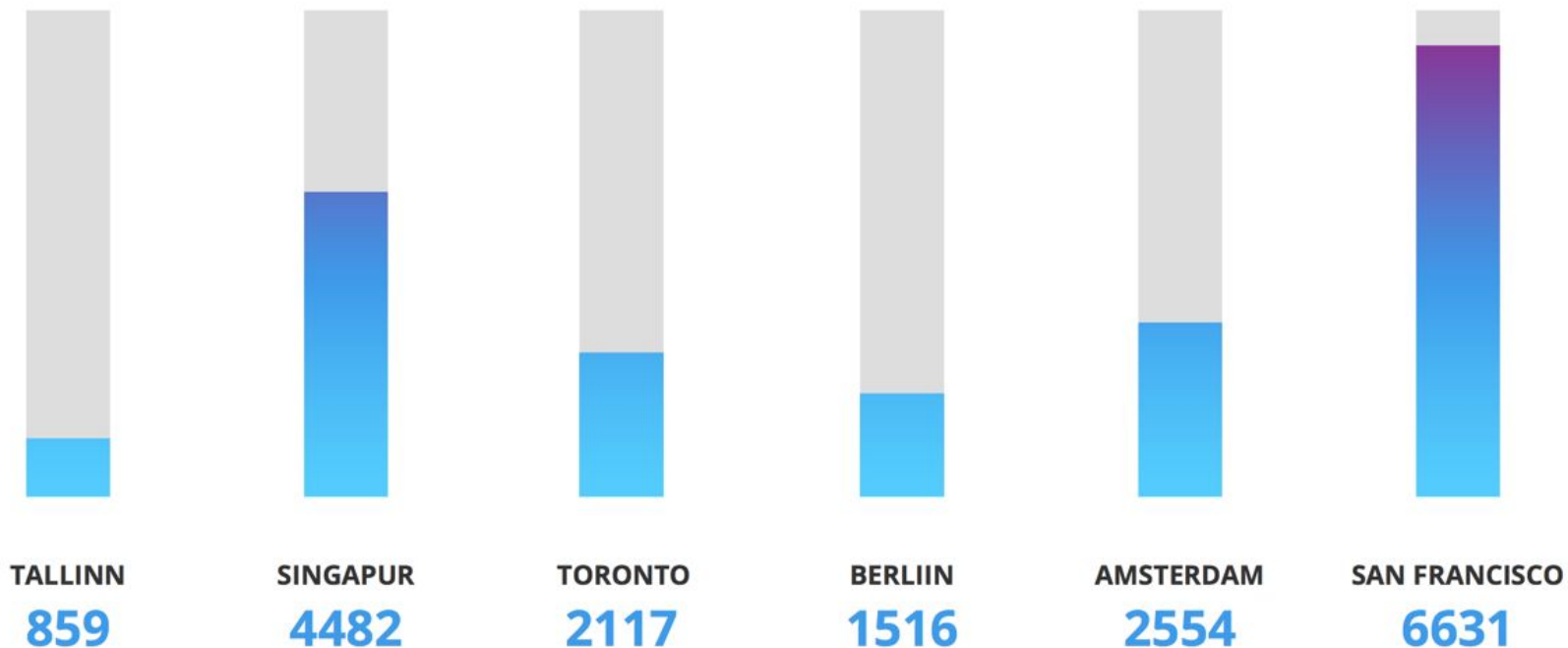
Tallinn or London? Strengths and weaknesses





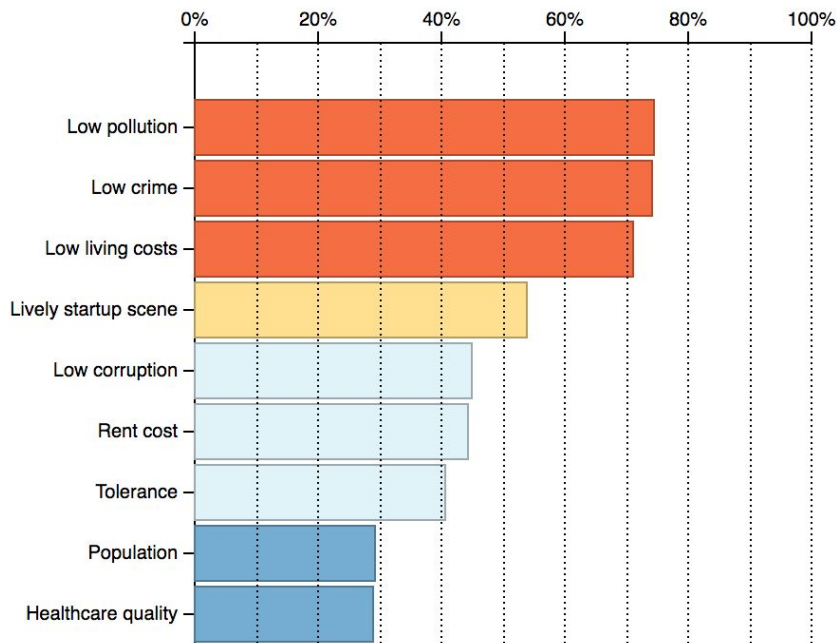
Life and work
balance

Compare with the right cities

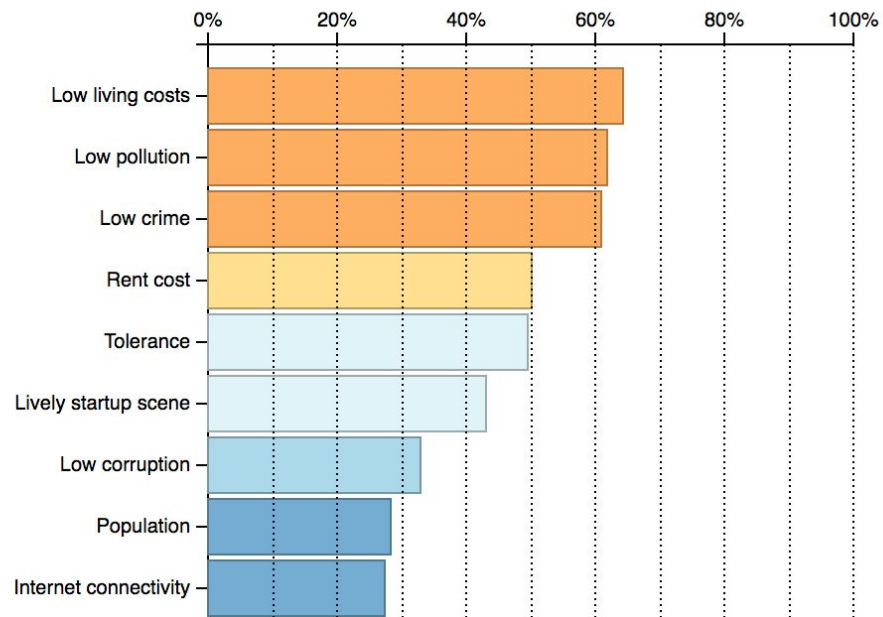


What are the most important things for talent in location?

Finland

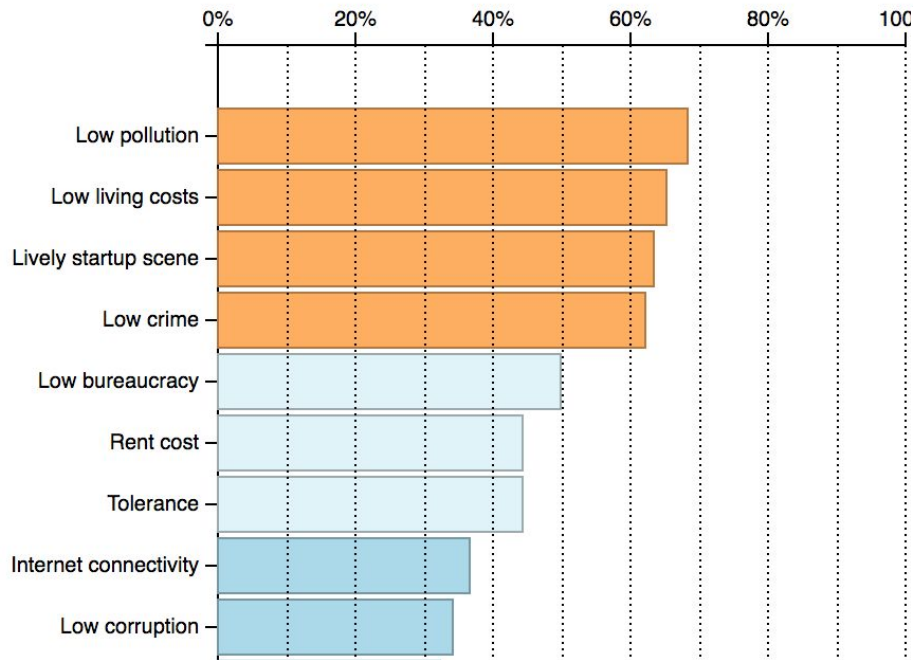


Spain

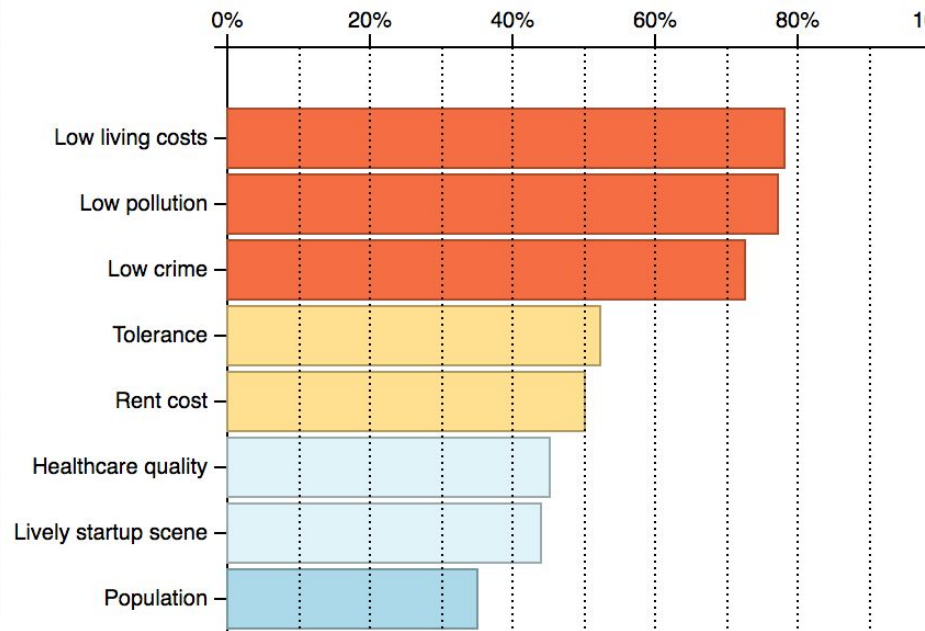


What are the most important things for talent in location?

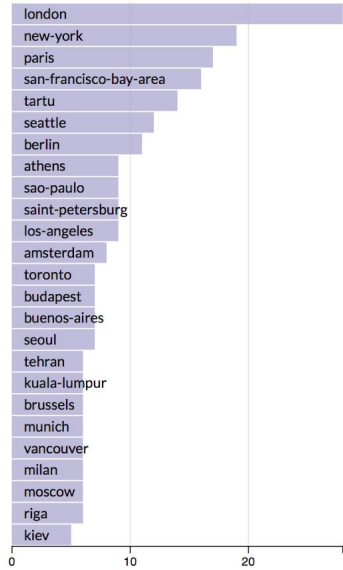
Founders



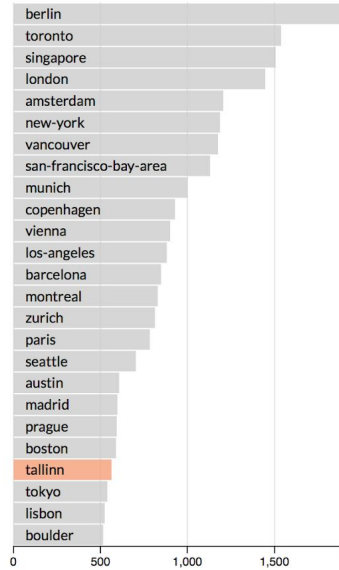
Nurses



Current city



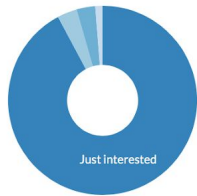
Followed city [reset](#)



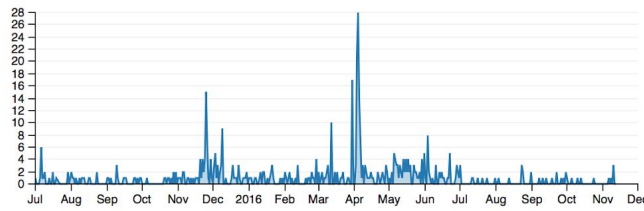
Follower jobs



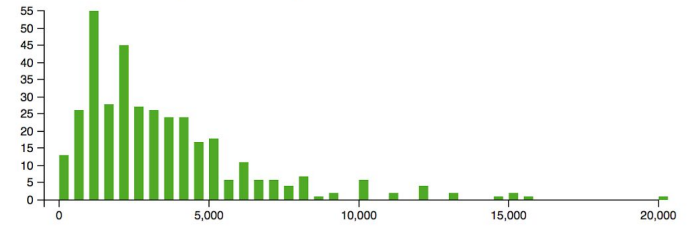
Types of follows



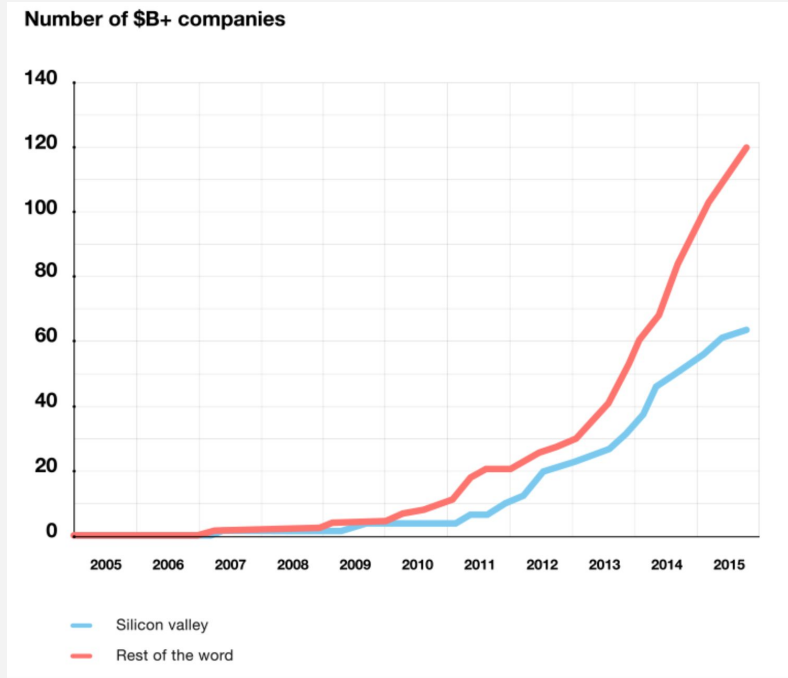
Follower signup date



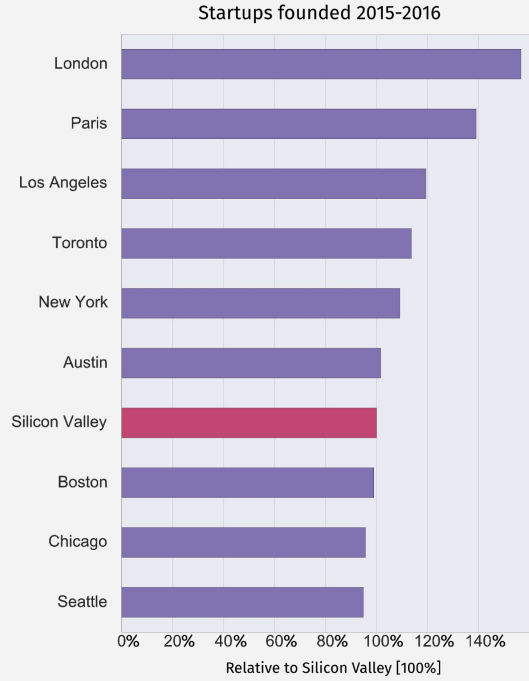
Follower salaries (USD/month)



Silicon Valley is fantastic, but...



Source: [Atomico](#)



Source: [Angellist](#), [Teleport](#)

