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**v2c forum 2009**

building business from venture-to-capital

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university of jyväskylä

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## MARTTI SYRJÄ

Keynote Speaker: JYU Talks Opening Ceremony  
Case: Operaatio Maa

**Martti Syrjä** was born in 1959 in Tampere. He is the son of Kirsi Kunnas and Jaakko Syrjä, two accomplished Finnish authors and brother of Mikko Syrjä, with whom he writes songs for the Finnish band Eppu Normaali.

Martti is co-founder and singer of Eppu Normaali, a popular rock band in Finland founded in 1976.

Aside from his extensive music career, Martti has performed as an actor in several feature films and TV productions.

In 2008, Martti went to Ivovo in Madagascar as team leader, together with Erja Häkkinen as part of Nelonen's *Operaatio Maa* TV documentary about climate change and its impact around the world.