

Veeti's Q3 '25 report



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Forewords

Do small things matter?

It's too easy to stop doing good things, as their positive effects can be hard to notice in the moment, in most cases they don't have direct impact on the end result, and if external appreciation is missing- A grittier person keeps on doing good things longer, but after while even that person starts questioning the worthiness of doing them. Especially this applies to the small mundane things.

"Why put small effort into these small things when the results aren't even visible and nobody notices?"

Well, it's exactly those small thing that actually matter and dictates the results. Of course, the big picture has to be lined towards achieving your goals are, but the small things helps to create the right environment for doing the big thing and achieving your goals. As you give up once on some low effort thing, in the future it's always easier to give up once again, and then it happens again, and again, and now see what's left? Suddenly you lost your rhythm, and it becomes harder and harder to follow the big lines and your dreams slip from your reach. In most cases you keep on telling yourself the famous lie that "tomorrow I will get grip on myself", then tomorrow becomes next week, next week becomes next month, next month becomes next year and the loop keeps on going.

These small things can be going for a walk, smiling while strolling on street, dusting the shelves, waking up at certain time or writing a diary. By doing low effort tasks it's easy to create feeling of achievement in life, and these builds a solid growing medium for something beautiful, which some might even call a good life. Moreover, would you rather buy a house with bad foundations or with bad roofing? You might wanna logically buy a perfect house, however, at the times houses needs renovation works, and in these cases it would be much easier to update the roof than the foundations. Metaphor for roof in this context can be, for example, performance in sports or good headspace.

Yet it's also important lesson to learn how to overcome and/or fix the slips on small things. After missing a small thing, do you get back on the track, give up totally or does it eat you alive? Missing a small thing and getting back on track after one miss are also small things. But after these misses cumulate, they grow like a snowball.

So note to myself; Don't neglect the small wins, especially when they feel worthless, but are lined toward achieving what ever you are reaching.

P.S. I need to clarify that If the small things are actually worthless or affect your negatively, you should have stopped doing them already yesterday. It's imperative for you to be honest to yourself when analyzing which habits are beneficial, and which are not.

Legal disclaimer: This report is only intended to share my feelings, opinions etc. However, it will not include any political issues, as I value political neutrality. The report is done mainly in entertainment purposes. Nothing in this document is not meant to be anyway legally binding. If there is used notions like "the company" or other similar expressions referring to business activities, it is only meant as joke, since there is no business activities going on by the author (at least yet).

* Indicates that numbers are not accurate as the numbers after 8.9.2025 on these values are only estimates

Key figures Q3 '25

**In business life the comparison is usually done between different fiscal years quarters, however I will only report the comparison between two consecutive quarters.

Figure	Q3 '25	Q2 '25	Change -%	FY '25	Unit
Total calories	*260 000	220 500	18,8 %	701 400	kcal
Daily ave calories	*2 855	2 450	18,8 %	2 560	kcal
Total training sessions	65	58	12 %	180	sessions
Weight change	*13	-6,4	300 %	0	kg
Days sick	0	0	#DIV/0!	0	days
Daily ave mobile screen time	3	3	#DIV/0!	3	h
Energy drinks consumed	25	40	-37,50 %	80	pcs
Books read	4	7	-42 %	13	books
Conversations with strangers	3	3	0 %	10	times
Lies told	1	0	#DIV/0!	1	times
Stock portfolio	3,97 %	3,90 %	#N/A	8,03 %	Percent/ percentage point
Feel good -index	7,2	7,4	-2,70 %	7,3	grade



Key figures vs. target values Q3 '25

Figure	Q3 '25 actual	Q3 '25 targets	Difference	Unit
Total calories	*260 000	280 000	-7,1 %	kcal
Daily ave calories	*2 855	3 100	-7,1 %	kcal
Total training session	65	60	8,33 %	sessions
Weight change	+13	0	#DIV/0!	kg
Days sick	0	0	#DIV/0!	days
Daily ave mobile screen time	3	3	0,00 %	h
Energy drinks consumed	25	30	-16,7 %	pcs
Books read	4	1	400 %	books
Converstaions with strangers	3	5	-40 %	times
Lies told	1	0	#DIV/0!	times
Stock portfolio	4 %	5 %	-20 %	Percent
Feel good -index	7,2	7,5	-4 %	grade



CBO comments Q3 '25

Until the mid of September, the quarter was very rough, but everything was clear, and daily life was full of gratification.

During this time the company had clear goals and tasks to execute, but after the mid of September everything got chaotic. Not to say that the market environment or the internal processes are in chaos now, but as we have had clear goals for the company for little over 2,5 years, and suddenly the clear daily tasks and goals are missing, the company lost quite much feeling of meaning.

During end of September the company's board of directors sat down and started to draft new mission for the company. After these meetings, they came up with a 9 month plan of "no projects" –mission. The vision for this mission is to give the company a time to take a breath, not living in asceticism, and trying to find a balance in its existing.

Eventhough, this plan is probably well needed and will give the company a good springboard for its future endeavors, the company's personnel is still in execution mode and not executing clear daily tasks and not trying to achieve anything has been extremely hard. This makes the daily operations at the moment feel worthless and the company is really struggling.

The company's whole personnel kept a "vacation" during September, but that was a total fuck up and all the personnel came back from the vacation more tired before leaving on vacation, as they were on full execution mode also during the holiday without even a reason for executing, so the feeling of achievement was also taken out from the function, so that was just waste of effort. A solid vacation for personnel is needed during the Q4 of 2025.

Currently, I have no clear plan on how to balance the company, but I have started to find ways to implement corrective actions into our daily operations.

Whatever happens, We keep balancing!

– Chief Brain Officer

Open mic

Feeling like a Mickey in a distress at sea, but the sea is calm and the storm is in my head.

Currently the biggest problem is that nothing actually excites me. That is sad, because most probably at the time I should be living my best years, everything is fine, and currently I should see the life full of possibilities.

I would love to find the curiosity into life and get the sparkle back

into my eyes. I will. Just give me a little time to get to know new daily routines.

This will also be the last quarter report to include numeric calories and weight training sessions, as not paying attention to calories or training amounts is part of the “No projects” –plan.

“Comparison kills joy”

Outlooks

I believe that balance can only be achieved by finding different imbalanced positions and by learning of them.

Q4 '25 will probably be imbalanced and no big expectations are loaded for the quarter. However, most probably the net gearing ratio will become horrible looking during the quarter. It will be crucial for the company's survival to learn to live with debt and remember to still invest in development and not to only focus on lowering the net gearing ratio, otherwise the mission towards balanced life can be forgotten.

Target values for the Q4 '25 are presented in Appendix A.

Thanks for reading and remember to find the beauty of autumn and winter!

Appendix A, Target values for Q4 '25

* Values related to fitness project are not tracked anymore in Q4, as the project has been finished during the Q3.

For the project these values were imperative, but in my case, these values would hinder the current mission to live balanced life.

Figure	Q4 '25 targets	Unit
Total calories	#NA	kl
Daily ave calories	#NA	kcal
Total training session	#NA	sessions
Weight change	#NA	kg
Days sick	0	days
Daily ave mobile screen time	3	h
Energy drinks consumed	40	pcs
Books read	5	books
Converstaions with strangers	5	times
Lies told	0	times
Stock portfolio	5	Percent
Feel good -index	7,5	grade

Appendix B, Arts/entertainment etc.

Here is collected some art works and entertainment that I have appreciated during the quarter

- Music

- Joyner Lucas ft. Chris Brown - Finally
 - Finally.
- Raekwon – 1 life
 - You really have only one life.
- Rob Bailey & The Hustle Standard - REKT
 - This became my stairmaster anthem

- Movies & Series

- - The Kings move (Netflix)
- - Erikoisjoukot (Ruutu)

- Podcasts

- Sijoituskästi - Meidän tulot, noloin nauhoitus
 - Great success story about doing something
 - with your friend and believing in your mission