Pirkko, 35
Pirkko, 35 Country singer in unknown band 8 year old son, Juhana, from a one-night-stand. Living together with Anteo, 27. Has complex about Anteo being 8 years younger. Has never said “I love you” to Anteo. Believes that a woman has to keep a man insecure to keep him keen and interested. Is convinced that Anteo believes that she think that he is a catch for her, just because of him being younger Juhana and Anteo are great together Thinks of the show as a kind of test---giving Anteo a chance to prove something to her
Anteo, 27
Anteo, 27 Unemployed graphical working unable to understand computers Living together with Pirkko, 35 and Juhana, her 8 year old son from a previous relationship Loves Pirkko, but doesn’t feel loved back to the same extent Sometimes, Anteo feels that the only one that loves him in this family of three is Juhana Is having a slight crush on his job advisor at the unemployment agency, but doesn’t understand that himself Doesn’t understand why Pirkko insists that they participate in this show, but will do it anyway---at least it will give Pirkko a chance to prove that she wants him
Ritva, 25
Ritva 25 year old dairy worker Partner with Erkki, 26 who “works with computers” Works the night-shift which means she meets Erkki less than she would like Grieves that they seldom get the have a proper meal together Was enrolled to the Upgrade! by a girlfriend who believes that she should get rid of Erkki for something better Is bugged by her mother who wants grandchildren Is happy with Erkki’s reluctance to have children
Erkki, 26
Erkki 26 year old computer telephone support Partner with Ritva Partner with Ritva, 25, who is a dairy worker on the nightshift. Recently quit his job, but haven’t worked up the courage to tell Ritva who needs economic stability. Dislikes that Ritva works the nightshift, they never go the bed or get up at the same time, except on the weekeds, and then she always has her period. Use to say that you can set time after their sex life. Was enrolled to the Upgrade! by friends as a joke. Wants to fall in love again, misses that feeling or the heart racing.
Päivi, 24
Päivi 24 year old conference hostess Living with Mauri, 26 year old stock broker  Good people skills, always smiling or laughing Finds it hard to be herself in front of others Feel stuck in once place in life---not where she wanted, but married and with a boring job Is plagued by guilt for being unfaithful to Mauri three years ago, but talking about it now would only be bad, and for her own sake Signed up with Mauri because it “seemed fun” Is looking forward to testing their relationship so see its real worth They have an agreement never to talk about what happened on the show afterwards.
Mauri, 26
Mauri 26 year old stock broker Living with Päivi, 26, conference hostess Loves the fact that Päivi isn’t as damn thin as most women nowadays. That would give him a complex. Signed up with Mauri because it “seemed fun” Is looking forward to testing their relationship so see its real worth A bit afraid of meeting the big love---it would complicate things and it would take another 3--4 years before having kids Thinks a lot about kids and that kids would give meaning to his life Would like to party less, drink less and perhaps swap some of his yuppie friends for more honest people, but doesn’t know how to go about it
Raija, 26
Raija, 26, Unemployed, not certain what to do with that Masters in Theory of Art. Stepsister of Mauri, 27, whose partner she pretends to be on the show. It was a long time she had sex with a real man. Has never been pregnant. "Not even accidentally," so she stresses her a bit. Thinks her system works, which doesn't mean she knows if her "system works." Thinks that friends and spare time is more important than job and career. Wants to avoid positions with a lot of stress and responsibility. Has very high and specific demands on what a man should be to be her boyfriend.
Mauno, 27
Mauno, 27  Applying with stepsister Raija, 26 Trying to sort out the mess of his bankrupt café (a dream project, it is important to be your own man) Needs money to pay off debt Wants to make his face known with respect to coming projects Used to model, knows that he is good-looking Stepbrother to Raija whose partner he pretends to be on the show Is worried that Raija will fuck around with “bad men” at the show Believes that all the other contestants are idiots which gives him the right to lie and cheat Is going to try to play EVERYONE