

FUNDING OPTIONS FOR STARTUP
AND GROWTH COMPANIES
2.6.2021 klo 10.00 – 11.30

Introduction of funding advisory services provided by Business Tampere



Funding Services by Business Tampere

Funding Clinics and Sparring for Growth

More extensive information about funding and growth plans

Analysis of Funding Readiness

Analysis to understand the funding readiness and locating the development areas

Trainings, Webinars, Networking,...

Training and networking events with partners

Funding HelpDesk

Phone service for individual questions about applying funding

Funding Clinics and Growth Sparring

Reserve time for the clinic here: <https://bt-rahoitusneuvonta.youcanbook.me>

Mapping of team/company status & growth plans to develop follow-on actions.

Areas covered:

Growth Sparring

- Discussions about the growth targets

Funding Roadmap / Strategy

- Public / private funding instruments

Funding Documentation

- 1-pager, funding pitche(s),...

Execution of the Funding Round

- Investor profiling, funding round marketing, introductions to selected investors



Business Tampereen
Funding Services
Tapio Siik, Business Tampere

Growth Sparring

- Current status of the business
 - Challenges / problems hindering the growth
- Plans
 - What is the plan to develop business?
 - Internationalization
- Resources
 - Is the required resources (personell, funding,...) in place?

Objective is to make sure that the company has taken into account all relevant issues in their growth plans.

Funding Roadmap / Strategy

- Available funding instruments
 - Public / private
- Basic information needed for funding process
- Funding strategy basics
 - Funding roadmap for the full life cycle of the company
- Funding terminology
- Funding parameters
- Term sheet

Objective is to make sure that the company has sufficient information and understanding to create a funding plan, and is ready to start discussions with the investors / buy services related to raising funding.

Funding Documentation

- Elevator pitch
- 1-pager / data sheet
- Investor pitches / documentation
 - Public pitch
 - Investor meeting pitch / materials

Discussions about the required background work that is needed in addition to these documents.

Objective is to make sure that the company has sufficient understanding of the documents required in the funding process to start building the data room / buy services related to this.

Execution of the Funding Round

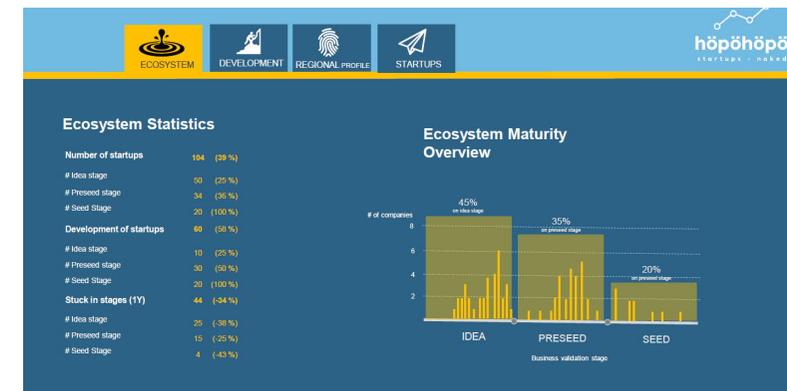
- Investor profile mapping
- Overview of available tools / databases
- Marketing of the funding round
- Introductions to investors, if there is a match in the networks

BT is not by any means involved in the actual funding meetings / discussions!

Objective is that the company has the basic understanding how to execute the funding round and capability to start the discussions with investors / buy services to facilitate them.

Analysis of Funding Readiness

- Based on questionnaire jointly developed with FiBAN & Arctic15
- Best fit for early stage startup companies
- Company get a report of their status
- Helps to pin point the development areas
- By repeating the test, it is possible to track the progress
- BT get ecosystem level aggregated information



Trainings, Webinars, Networking,...

Pitch training

- How to present your company to investors?
- What to take into account when presenting over remote connections?

Information about different funding instruments (BF, ELY, Finnvera, EU,...)

- Ecosystem funding
- EU funding instruments
- Startup funding

Networking

- International investors

Accelerator and growth programs

Pirkanmaan Kasvupolku

- <https://kasvuopen.fi/kasvupolut/pirkanmaan-kasvupolku-2/>

Euroscalers

- Support for going to European markets
- <https://www.euroscalers.com/>

Tampere Game Hub

- <https://www.tampere.games/>

Red Brick Accelerator

- <https://redbrick.fi/>

Business Tampere's helpdesk of financial services

- Assistance with questions related to planning or applying for funding.
- Confidential and free service for its users.
- For companies in the Tampere region that have plans for growth and internationalization.



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Where can I seek funding for growth and internationalisation?

What financial instruments are available and how to apply funding?

How to approach different funders?

Service details are changing in July 2021