

WEBINAR: Funding options for startup and growth companies
STARTING: 10 am on Wednesday 4th of November



**BUSINESS
TAMPERE**

FUNDING OPTIONS FOR STARTUP AND GROWTH COMPANIES

4.11.2020 klo 10.00 – 11.00

- Welcome to the webinar!
- You can ask questions during the webinar via the chat function. The questions will be dealt with after presentations.
- The stream of the webinar can be watched simultaneously on Business Tampere's YouTube channel.
- Brella networking: You can see the participants on the People tab. To suggest a meeting, open the participant's profile and select the appropriate time -> Suggest Meeting
- You can manage your own availability on the Schedule tab. From the right Filter menu -> select Networking availability.

PROGRAM:

Opening words

Tapio Siik, Business Tampere

Introduction of funding advisory services provided by Business Tampere

- Funding clinics, Tapio Siik, Business Tampere
- Funding helpdesk, Tommi Pajala, Fimentum Oy

Funding options for startups and growth companies: What, where, when
Tommi Pajala, Fimentum Oy

Questions from the participants

Closing remarks

Tapio Siik, Business Tampere

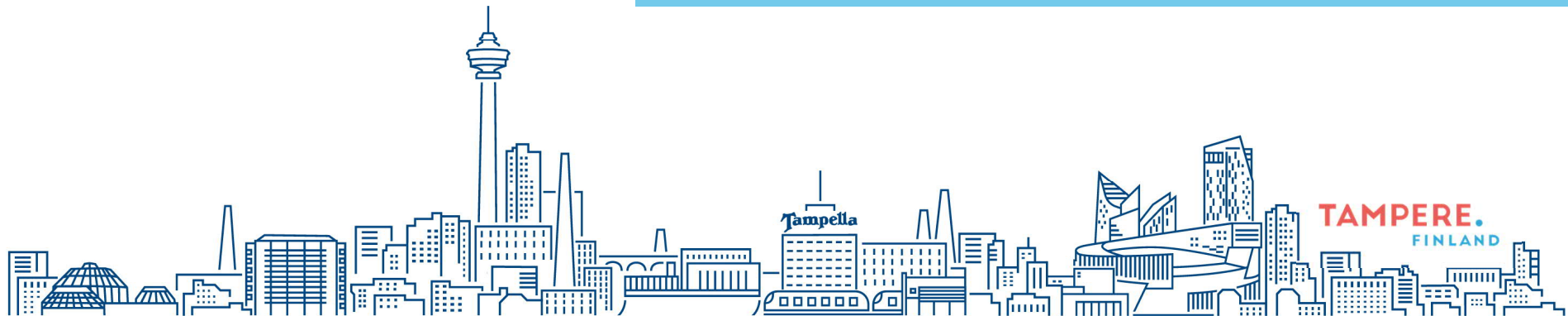
Networking hour



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Introduction of funding advisory services provided by Business Tampere



Funding Services Overview

Free 1,5h "Funding clinic"

- Situation analysis and recommendation for next steps

Funding planning (1/2 day)

- ❖ Funding Strategy
 - Public / private funding
- ❖ Funding round parameters

Actual Funding round (1/2 day)

- ❖ Investor mapping
- ❖ Marketing
- ❖ Introductions

Funding documentation (1/2 day)

- ❖ Elevator pitch
- ❖ 1 pager / data sheet
- ❖ Investor presentations

Presentation training (1/2 -1 day)

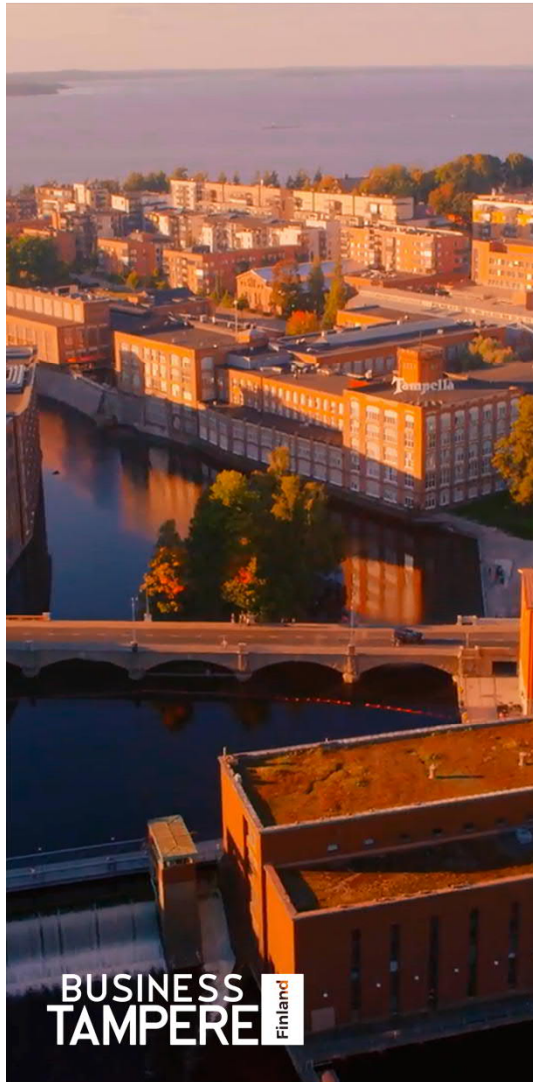
- ❖ With partners





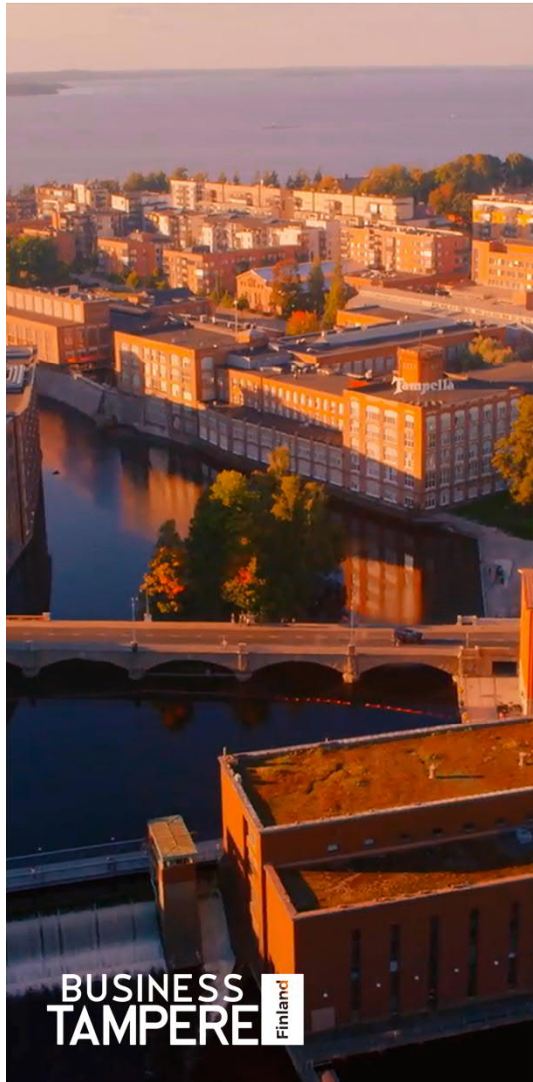
Funding Clinic

- Normally couple hour meeting
- Discussion about company status, specifically focusing on funding
- Booking at website
<https://bt-rahoitusneuvonta.youcanbook.me>
- Deliverable is proposal for next steps/actions



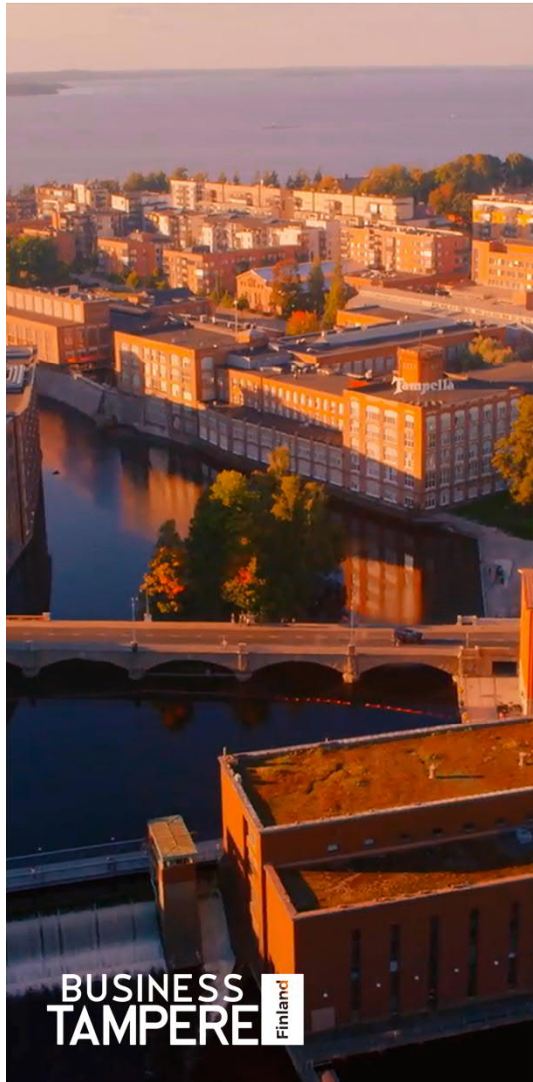
Funding Planning

- Couple hour meeting where the company is introduced to the following topics:
 - Different funding instruments available
 - Public / private
 - Basic information to start looking for the funding
 - Funding strategy basics
 - Full life cycle of the company
 - Funding vocabulary / terminology
 - Funding parameters
 - Term sheet
- After the meeting company understands the basics of funding planning and is better prepared to start discussions with investors / buy support services



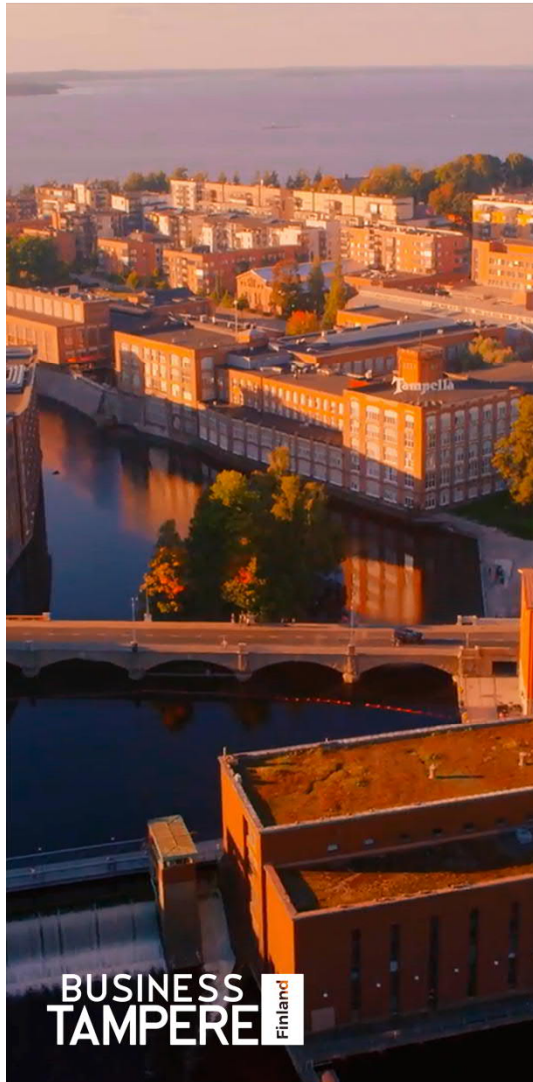
Funding Documentation

- Couple hour meeting where the company will receive templates/examples of the following documents:
 - Elevator pitch
 - 1-pager / data sheet
 - Investor presentation
 - Pitching event
 - Investor meeting
- In addition, discussions about the required "homework" which has to be done
- After the meeting the company has the basic tools and understanding to start preparing their own company documentation / buy support services



Actual Funding Round

- Couple hour meeting where the actual funding round “logistics” is discussed
- Discussion about the suitable investor profiles
 - Introduction to available tools / databases
- Marketing of the funding round
- Introductions if available and there is a match
- BT is by no means involved with actual funding discussions!
- After the meeting the company has the basic knowledge how the funding rounds are executed, and are better prepared to start discussions with the investors / buy support services



Presentation Training

- Half day to a full day training focusing mainly on presentation techniques
- Will be done together with available partners
- Will be synchronized with other regional startup events and accelerator programs
- After the training company is better prepared to present themselves to the investors

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Tapio Siik, Senior Business Advisor, startups
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More information & booking:
<https://business tampere.com/fi/yritykset/yrityksen-rahoitus/rahoitusneuvonnan-helpdesk-ja-rahoitusklinikat/>



Business Tampere's helpdesk of financial services

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



Contact:
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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?



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Funding options for startups and growth
companies: What, where, when
Tommi Pajala, Fimentum Oy



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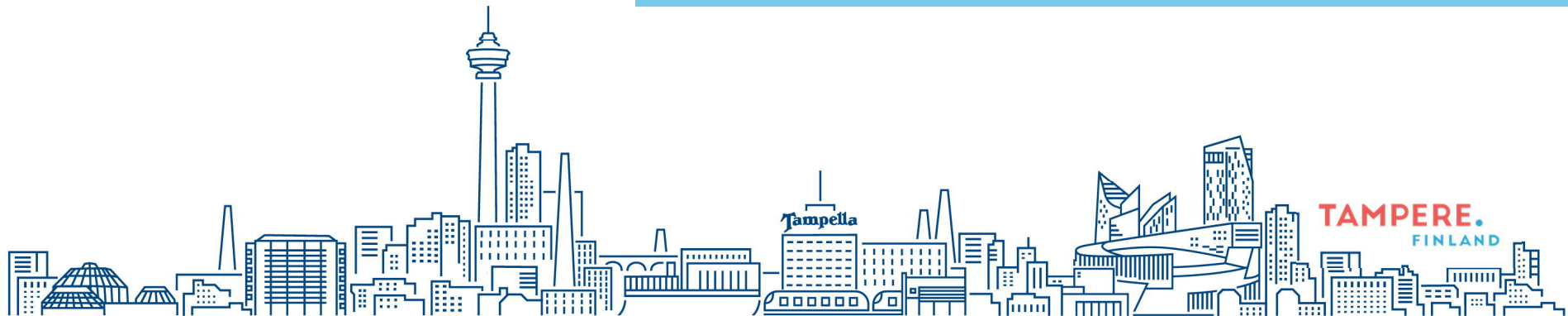
Questions from the participants



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Closing remarks
Tapio Siik, Business Tampere



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**KIITOS! THANK YOU!
NOW NETWORKING!**

The recording of the webinar can be viewed on
Business Tampere's YouTube channel.

Next webinars:

- 5.11. klo 9 Kasvua kestävästä liiketoiminnasta
- 11.11. klo 9 Kuinka rakennetaan hyvä pitchaus?
- 2.12. klo 10 EU-rahoituksen mahdollisuudet yrityksille

Follow the calendar tapahtumatyriyksille.fi and our
announcements.



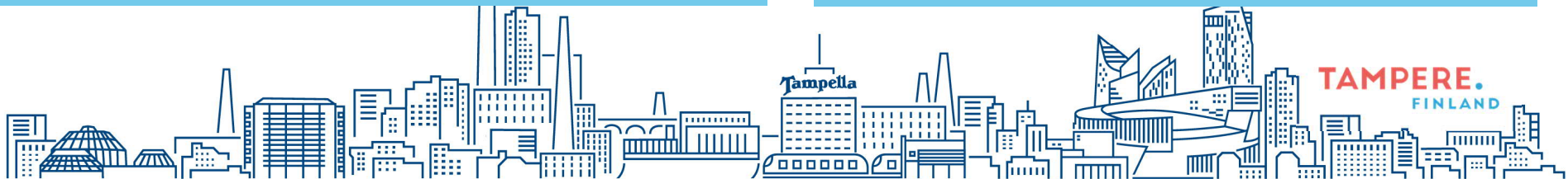
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Funding clinics
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