

FUNDING OPTIONS FOR STARTUP AND GROWTH COMPANIES

30.6.2020 klo 9 – 10.00

- Welcome to the webinar!
- You can ask questions during the webinar via the chat function or by “raising your hand” in Zoom platform.
- The questions will be dealt with after presentations.
- To ensure good audibility, viewers' sound lines are muted.
- The stream of the webinar can be watched simultaneously on Business Tampere's YouTube channel.

PROGRAM:

Opening words

Tapio Siik, Business Tampere

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

Introduction of funding advisory services provided by Business Tampere

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

Questions from the participants

Closing remarks

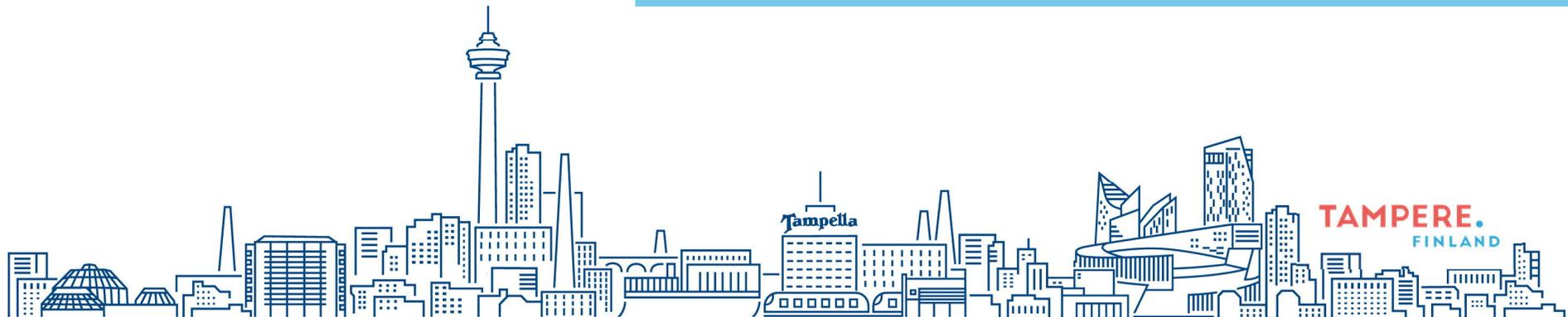
Tapio Siik, Business Tampere



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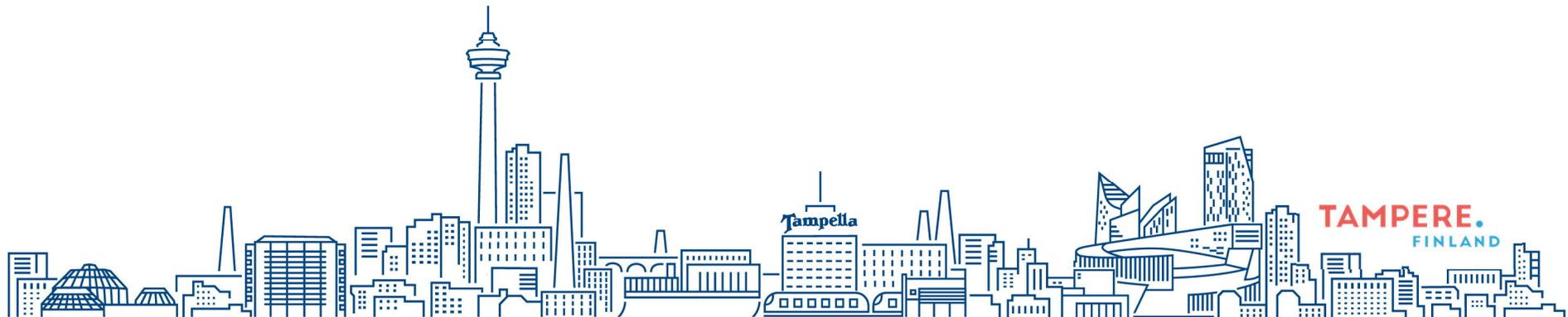


Funding options for startups and growth
companies: What, where, when
Tommi Pajala, Fimentum Oy



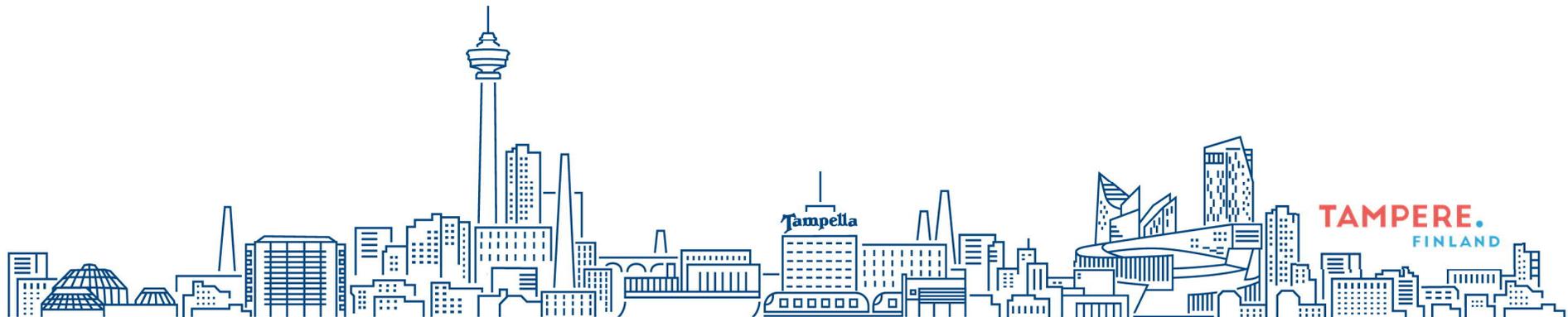
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Introduction of funding advisory services provided by Business Tampere



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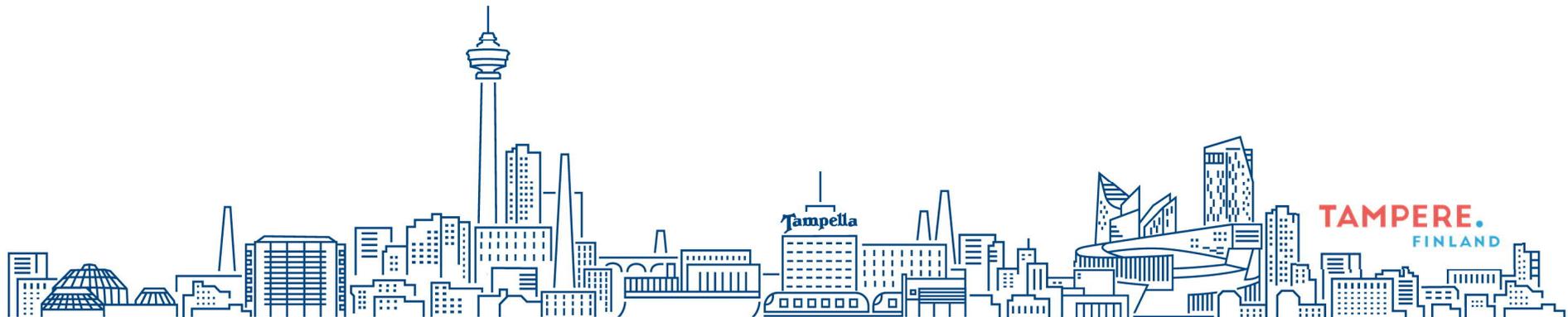
Funding helpdesk
Tommi Pajala, Fimentum Oy
050 543 0232, rahoitusneuvonta@fimentum.fi



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Funding clinics

Tapio Siik, 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

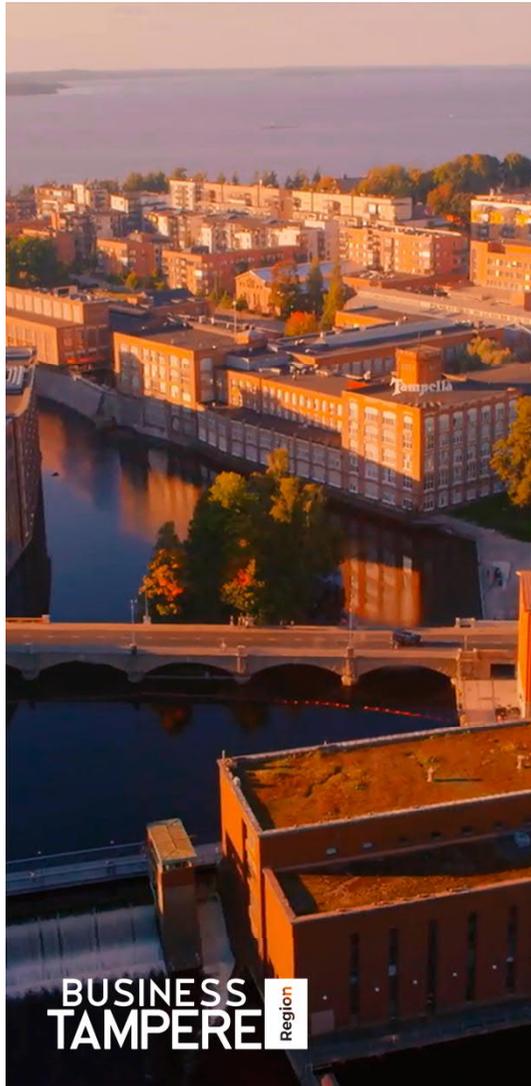
Presentation training (1/2 -1 day)

- ❖ With partners



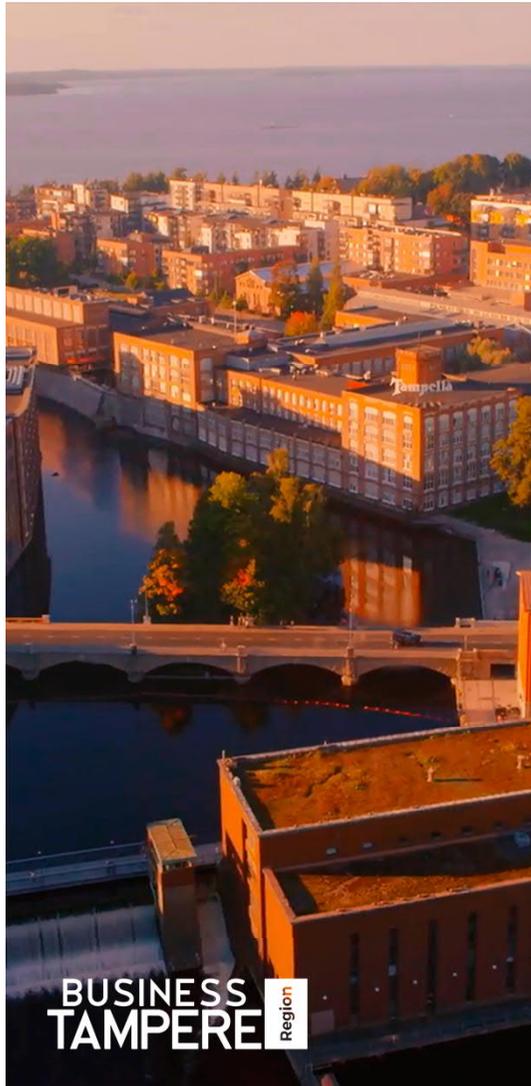
Funding Clinic

- Free 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



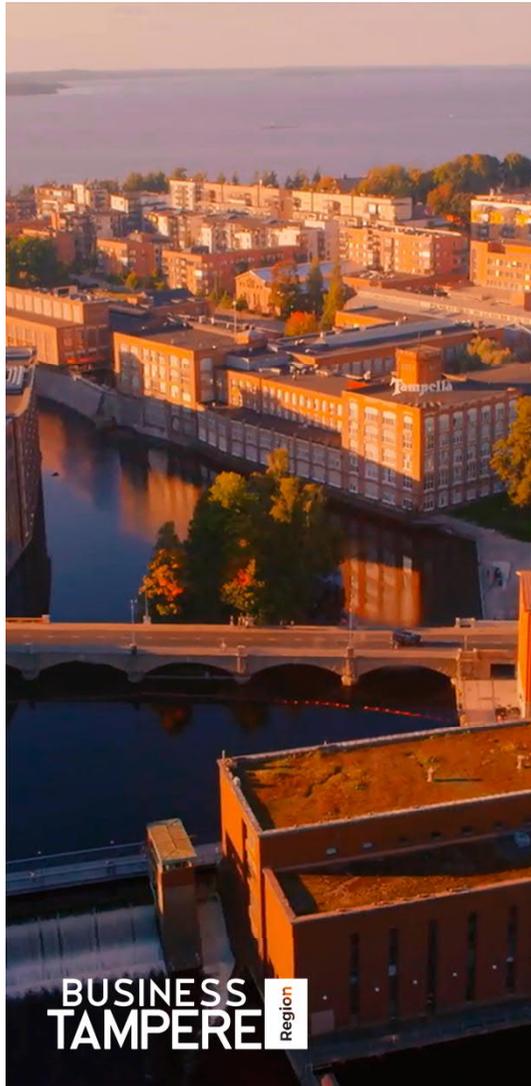
Funding Planning

- 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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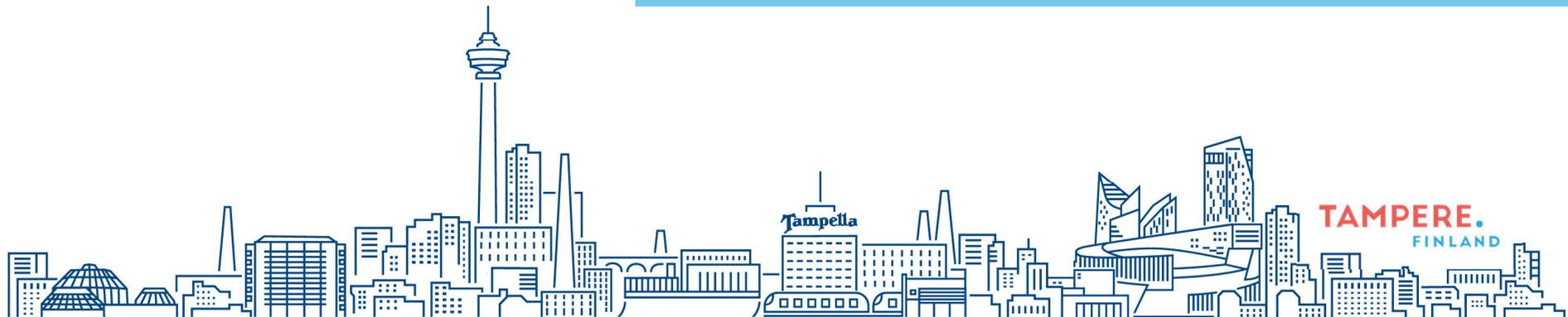
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Closing remarks
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KIITOS! THANK YOU!

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

Save the date! On September 2nd at 10 am we will organize a webinar with the theme "Current topics in corporate finance" together with Business Finland, ELY and Finnvera.

Follow the calendar tapahtumatyriytyksille.fi and our announcements.

Sunny summer time!



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