Start-up Funding

Sampo Games
Jyri Partanen, Founder

Intro Jyri Partanen

- Founder and CEO of Sampo Games
- 20 years in games industry
- Lead roles in Sulake, Rovio, Redlynx, remote control, Games Factory and Sampo Games
- Specialities
  - Creating new companies
  - Strategy, production, economies, industry networks
  - Financing solutions
- Learnings: acquire knowledge, build a network, start a company, get funded!
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Gaming Industry Funding – 2025 Outlook

Market Status:

- Venture funding up **35% QoQ** in early 2025 (Konvoy), but **still 40% below** 2021 peaks.
- **VC focus:** Fewer deals, bigger checks for proven teams (AI, UGC, infra preferred).
- **Angel funding:** Selective but critical; Finnish angels funding fewer, larger rounds (FiBAN).
- **Public funding (Finland):** Business Finland R&D grants increase in 2025 (+€9M for creative industries).

My 2025 Forecast:

- Gradual venture recovery, **selective investments, whilst keeping an eye on political landscape**.
- **More M&A deals**, especially for mid-size studios and tech companies.
- Public funding (especially in Finland) crucial to bridge private sector gaps.

Survival = Diversified funding + early runway extension.

Sources: Konvoy, PitchBook, Drake Star, FiBAN, Newzoo, Neogames Finland

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Public funding options - PLENTY!

- Business Finland Tempo-grant, R&D-grant / loan, YIC (60k, 100k-2M)
- AVEK Concept or Digidemo grants(5k, 20k)
- Kone, Kordelin, etc. foundations grants (800 different ones)
- Finnvera guarantee or loan (5-80k)
- Suomen kulttuurirahasto grant (about 100-300k)
- Creative Europe grant (10-200k)
- ELY-center grant (20-100k)

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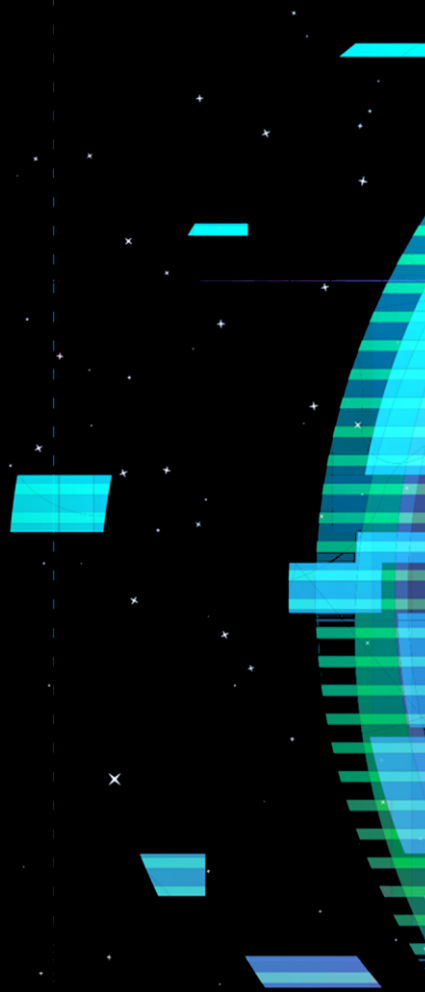
Potential public funding sources

SOURCE	2025	2026	2027	2028	2029
Revenue		5 000 €	50 000 €	200 000 €	500 000 €
DigiDemo	20 000 €	5 000 €			
Finnish Cultural Fund	15 000 €				
ELY-Center	20 000 €				
BF: Tempo	60 000 €				
BF: R&D loan		150 000 €	200 000 €	250 000 €	
Angel investors		50 000 €	100 000 €		
Creative Europe			100 000 €		
VC investors			50 000 €	500 000 €	
BF: Young Innovative Companies				250 000 €	750 000 €
TOTAL	**115 000 €**	**210 000 €**	**500 000 €**	**950 000 €**	**1 250 000 €**

What affects your chances of getting funding?

- The team
- The board and advisory board
- Company vision
- Game vision and understanding of the market
- Focus on metrics
- Financial state of the company
- Plan for growth



Conclusions - Start-up Funding

- Build the basis: a fundable company is a well built and executed company
- Set the right direction: the company board steers the company with a strategy
- Allow agility to flourish: CEO runs the company based on the strategy
- Focus on cash: get funding earlier than when you have only 2 months runway left
- Seek various funding opportunities: public funding, angels, VCs, outsourcing

- Get in touch! 30min free sessions, just get in touch:
  - jyri@sampogames.com, 040 560 4023 or social media