



# Small Fishes in Small Ponds

Why We Must Internationalize  
Start-Up-VC Matchmaking Right  
Now... and how we can do it too

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# The Holy Grail: Born Global Gazelles

- They have a great idea and a fascinating story
- They have world class teams, skills and ambition
- They are customer driven 1<sup>st</sup>, tech driven 2<sup>nd</sup>
- They generate double-digit growth
- They target global markets from Day 1
- They are well funded by “smart money” investors

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# The Reality: Techno-babble Start-Ups

- They have a “great idea” but only propeller heads get it
- They have weak teams, poor business skills, few customers, thin networks and limited ambition
- They are tech driven 1<sup>st</sup>, customer driven ?
- They promise double-digit growth, but generate mainly a lot of R&D projects and costs
- They define their target markets and business models poorly
- They are under-funded by “smart money” investors and are often fearful and distrustful of them

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# Great Venture Capitalists: Capital +

- They have lots of money and are not afraid to use it
- They are specialists in specific sectors
- They have world-class relationships & networks
- They are great coaches and mentors
- They are 1<sup>st</sup> class business & governance experts
- They are ready to get down in the trenches with you

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# Small Town VC Paradox

- They have inadequate access to Big Bucks
- They are amateurs playing with small sums
- They can be business devils instead of angels
- They have no focus due to limited deal flow
- They are jack of all trades = master of none
- They have weak or non-existent non-domestic networks
- They have no time nor resources to get their hands dirty

# We Need a Market-Making Mechanism

- International VCs are seeking great cases
- There is no shortage of capital, only deal flow
- Gazelles should be able to shop around
- Gazelles need bargaining power
- Everybody needs transparency & visibility
- What we need is a Shoppers Channel for Gazelles & VCs

# My Dream: Born Global Shop.Com

- It must have enough deal flow to draw global VCs
- It needs high quality cases, with highly professional teams, great stories and even greater story tellers
- It needs enough VCs to draw the Gazelles
- It has to be totally transparent - no con artists or consultants
- It must be easy and efficient to screen, meet, do deals
- It must be virtual, physical & interactive
- It has to be a 2-way shopping street

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# What Do We Have

- Physical hubs in the main Finnish innovation centers, plus St. Petersburg & Tallinn
- Over 1200 client companies in our portfolio
- The best cases from all over Finland
- A growing pool of committed international VCs
- The best Nordic investor-start-up matchmaking events
- A first-class start-up fundraising team
- An unique Innovation Mill generating new businesses
- An excellent online matchmaking machinery

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# The Best Nordic Investor-Start-up Matchmaking

- MoneyTalks® events
  - Companies meet with investors
  - Monthly events since 2006, 38 events and counting...
  - 2600+ participants, 160+ different companies pitching, 50+ received VC & business angel funding...
  - 30+ VCs from 14 countries, and countless business angels...
  - In co-operation with Fortune 10 companies



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Viconsys – Process and quality vision system. Incubation

Canatu – Nanomaterials Incubation

Ironstar Helsinki – gaming company and platform

Eniram – Maritime vessel management

Supponor – Sport advertising company

Optomed – Medical digital imaging. BornGlobal, TeVe

Medeia Therapeutics – Emerging drug discovery company

Reachway – IT-Platform to support PEACH

BioSilta – Cell culture technologies

PlexPress – Gene Expression analysis platforms. Incubation

Iptune – Data service delivery. V7

Envault Corporation – Data protection and Online backup

Whitevector – Online backup

Stafix – High tech

Senseg – Tactile interface technology.

Viherio – GREENi golf services. Fundraising,

APL Systems –

Picodeon – ALD laser technologies.

Enfucell – Battery

Footbalance – Sports insoles. Incubation

Voyantic – RFID

7signal – Wireless quality advancement

Codenomicon –

Microtask – Networked redistribution. MoneyTalks, raising, VC. Raised 1.200

Aito – Customer experience management software. MoneyTalks, Incubation. Raised 1.750.000

Muxlim – Social network for muslims. MoneyTalks, Incubation. Raised 1.000

VA –

Whatamap – Inclusive mapping service. Incubation. MoneyTalks. Raised 500.000

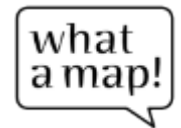
Comeks- Non-voice mobile communication. Incubation. Raised 400.000

Zokem – Next generation mobile analytics. Incubation. Raised 580.000€

**microtask**

**aito**

**muxlim**



**zokem**

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# Technopolis Ecosystem - Case Examples

viconsys  
*Focus on results*

CANATU

ironstarhelsinki

ENIRAM

supponor

OPTOMED

Medeia  
Therapeutics Ltd

reachway  
YOUR PARTNER TO REACH IT

BioSilta

PLEXPRESS

IPTUNE

ENVAULT  
CORPORATION

WHITEVECTOR

Stafix

Senseg

Viherio

APL | systems

Picodeon

Enfucell

CODENOMICON

Footbalance

XTRACT

voyantic

7SIGNAL  
WIRELESS BUSINESSGUARD

microtask

aito muxlim

VIRTUAL  
AIR GUITAR COMPANY

what a map!

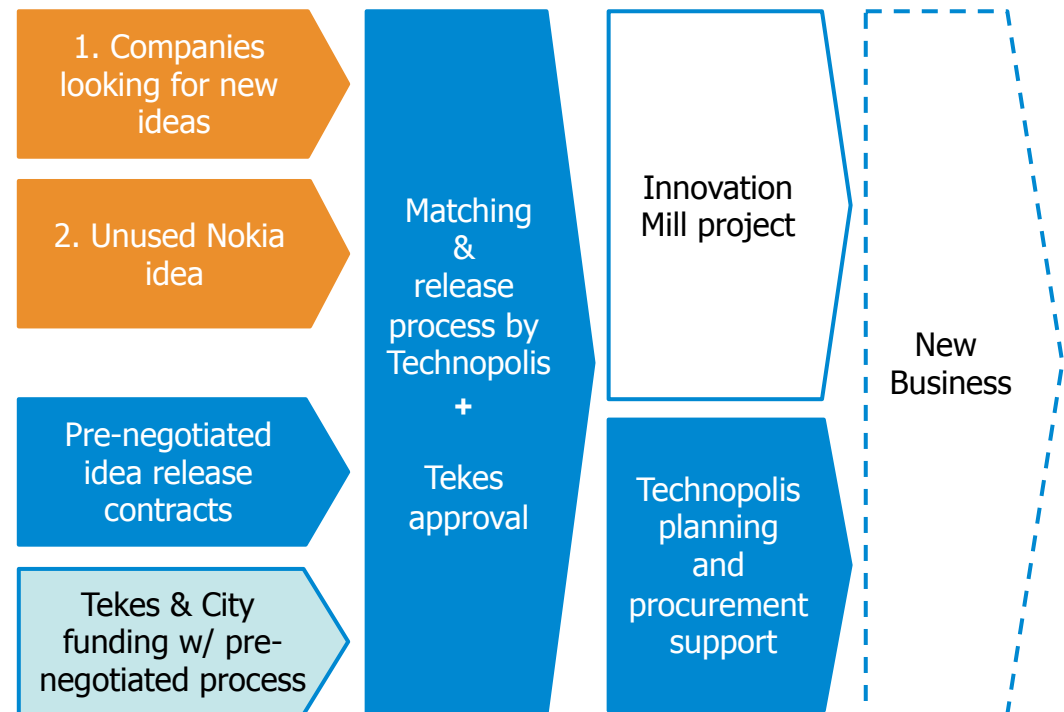
Comeks  
FUN VISUAL  
MESSAGING ON MOBILE

zokem

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# Innovation Mill to Drive New Business from Released Nokia Ideas

- Launched on May 6, 2009
- Over first year, we have:
  - **Screened** >2000 ideas
  - **Identified** >100 ideas to be matched with entrepreneurs and companies
  - **Met** >450 interested companies across Finland
  - **Catalyzed** 24 new development projects, 18 new companies and more than 150 new jobs
  - **5,2 M€** in VC and Angel financing raised



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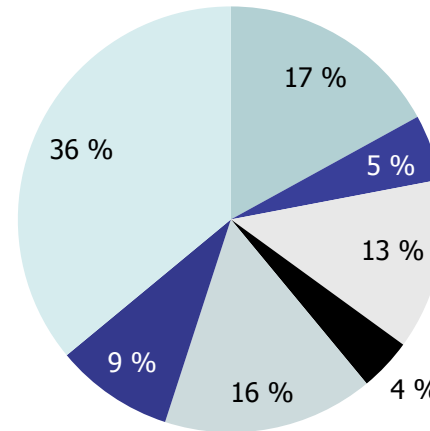
# Online Matchmaking Machinery

## Technopolis Online:

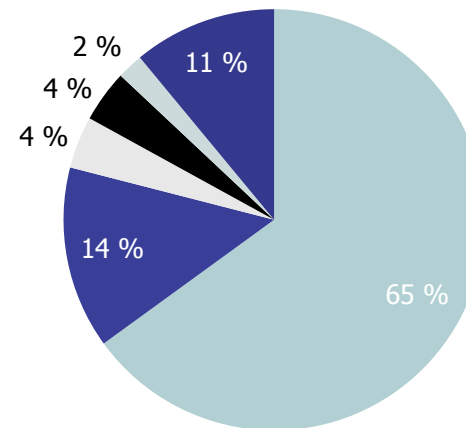
- Companies 1600+
- VCs 190+
- Angels 120+
- Funds 150+
- Rounds 500+
- People 2900+

### Companies developing on:

- iPhone 42
- Symbian 46
- Android 12
- RFID 41
- Web 2.0 64
- Games 84
- ePublishing 15



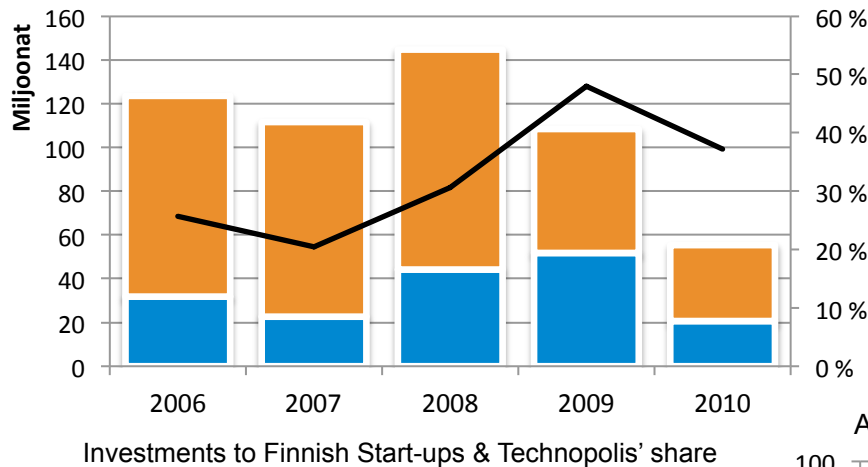
- ICT Mobile
- Industrial
- Cleantech
- Nanotech
- Health & Life Sciences
- ICT HW
- ICT SW



- HMA
- Oulu
- Kuopio
- Jyväskylä
- Lappeenranta
- Tampere

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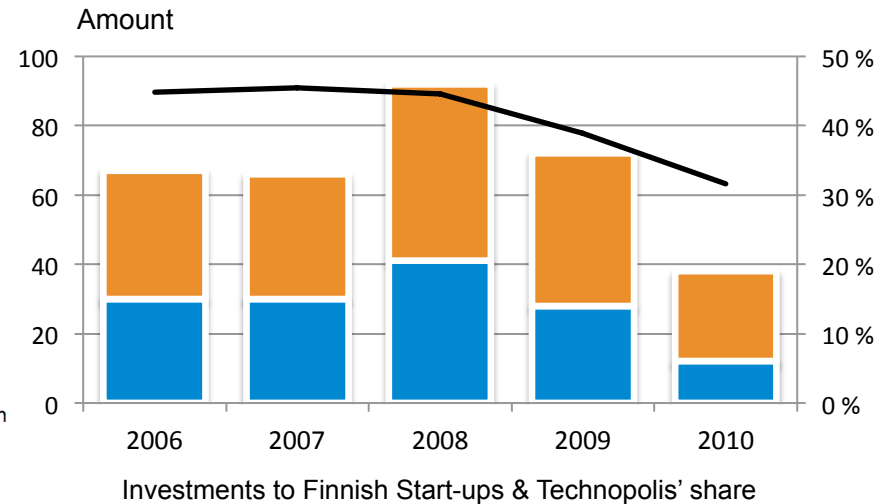
# Technopolis Engine Has Kept Humming Despite The Challenging Market Conditions



- Cases through our Innovation Ecosystem have remained competitive
- Despite the market conditions, our deal flow & VC engine hums well

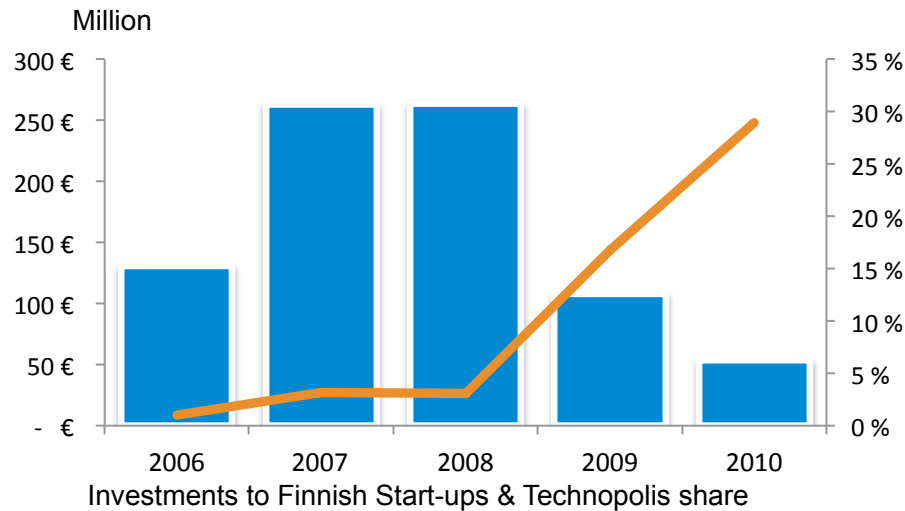
- Our clients are well positioned for the next bull market in PE and VC investments

■ Market  
■ Technopolis Ecosystem  
— Technopolis %



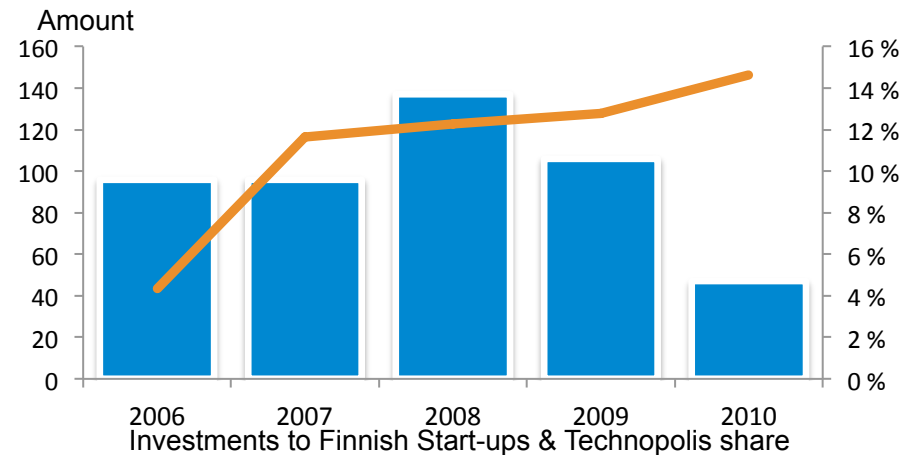
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# Technopolis Engine 'Outhums' the Market



- Cases through our Innovation Ecosystem have outperformed the market
- Despite the market conditions our deal flow & VC engine hums well

- Our clients are best positioned for the next bull market in PE and VC investments



■ Market  
— TP %

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# The Missing Pieces

- Lots more deal flow from new Technopolis markets starting with Estonia & Russia
- Keep on adding committed and active VCs
- Further improve the quality of cases, stories and story tellers
- Systematic and improved matchmaking mechanisms
  - Continuously updated online video pitches for all start-ups as well as VCs
  - Seamless integration with video conference “dates”, as well as with face-to-face private dates and MoneyTalks events
  - Stats: Ongoing KPI documentation & publication

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# From Small Fishes in Small Ponds...

- Technopolis is the leading ecosystem player and enabler
- Our deal flow engine hums well
- Our clients are best positioned for the next bull market in PE and VC investments
  
- Bringing in Estonian companies and players to Technopolis Innovation Ecosystem will give significant value to all parties

**...to Big Fishes  
in a Big Pond**



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