



KASVUFOORUMI

Kasvustrategia-hanke – Strategy and Board Initiative (SBI)

Workshop 3

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Agenda

10:00 Matching results and status

Jyrki Kontio, SBI coordinator,
R&D-Ware Oy



10:20 Company and Advisor
presentations

11:45 Lunch and meetings

13:15 Showcase board

13:50 Next steps

Strategy and Board Initiative



Matching Process

- SBI recommendations
- direct contacts

Matching
workshops

Ad hoc
contacts at
meetings

- 3-6 Advisors for each company
- 2-3 companies for each Advisor

- Meet and pitch


- Be vocal about your needs and expertise
- Be proactive



Mutual
agreement to join
the Board

Advisory Board
Plan

Goals

1. Accelerate the growth and internationalization
 2. Deploy best practices
 3. Enhance the networks
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Matching Process

- Finding the right Board is primarily your task
 - Seek and review suitable candidates
- SBI proposes
 - 3 to 6 Advisors per company
 - 1 to 3 companies per Advisor
- You decide whether you join a Board or who you invite to the Board

Presentations

Companies

- Short summary
 - When founded
 - Turnover now
 - Growth targets in the next few years
 - **Customers, value proposition and offering**
- Main challenges
 - What will be on the Advisory Board agenda?

Advisors

- Background
 - Work experience
 - Board experience
- Contributions in general
 - What are your core competencies?
 - How do you think you can a company?
- Response to company challenges
 - Why are you interested in this company?
 - What is your specific contribution?

Next Steps

Companies

- Decide on the Board composition → invite members
- Recruit the chairperson
- Schedule the first meeting
- Consider the need for NDA

Advisors

- Seek and pitch for the Boards you want to join
- Accept or decline invitations
- Get to know the company and their offering

The Chairperson

- Plan the agenda with the CEO
 - Conduct the meeting
 - Summarize action points
 - Follow up on action points before next meeting
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