

BUSINESS
FINLAND

RUNWAY TO US MARKET SPRING 2018

#1 HEAR EXPERIENCES AND GET EXCITED



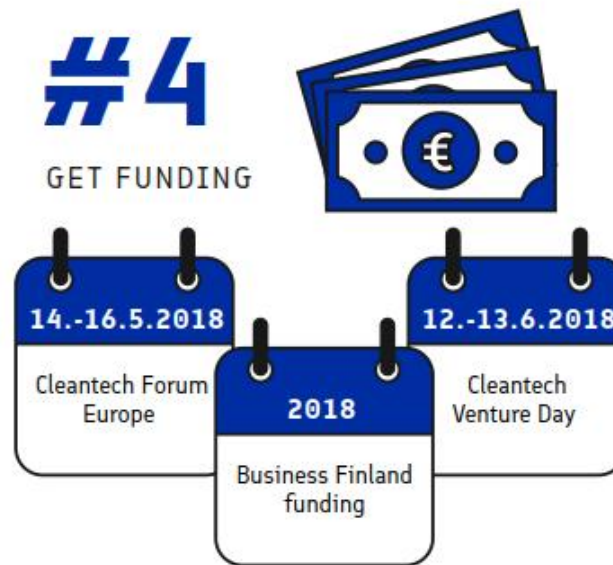
#2 ASSESS YOUR READINESS AND FUNDING FOR THE MARKET ENTRY



#3 PACK RELEVANT SKILLS



#4 GET FUNDING



#5 LAND TO US

LAND TO US

Utilise contacts & coaching
of Team Finland advisors
& Incubators in US



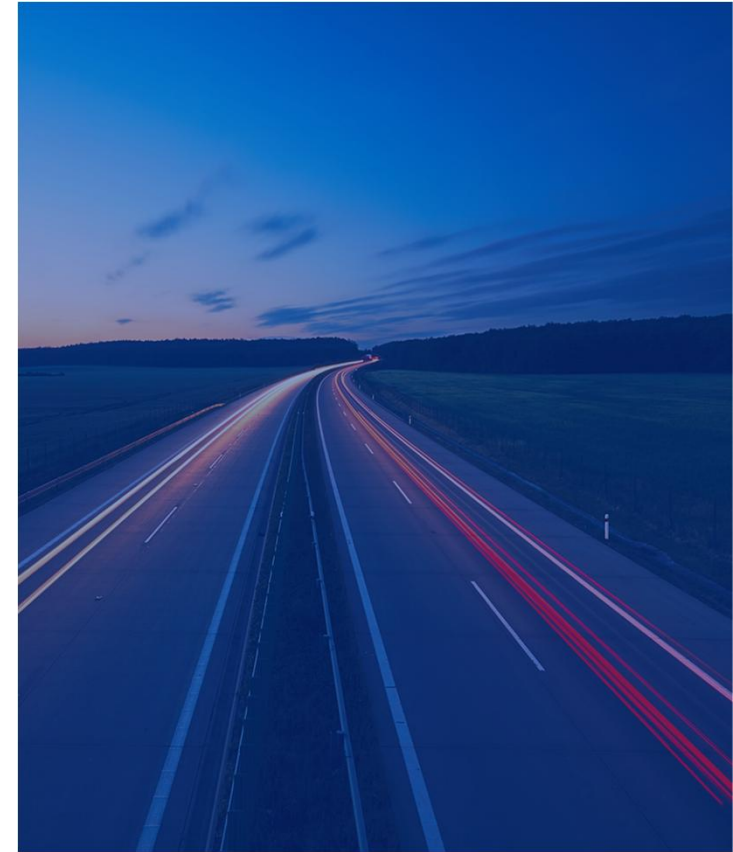
What are we offering?

Phase 1 (BootCamp & mentoring) in Finland

- **2 Mentoring Sessions (approx. 1 h online per session)** in April.
 - 1 Mentoring Session: Team Finland USA adviser (Aki Luukkainen or Veijo Komulainen)
 - 1 Mentoring Session: Kevin Randolph, NGIN / LACI
- **2-Day BootCamp** in Finland in 28th and 29th May 2018
- **2 Mentoring Sessions (approx. 1 h online per session)** in May, June or July
 - 1 Mentoring Session: Team Finland USA adviser (Aki Luukkainen or Veijo Komulainen)
 - 1 Mentoring Session: Kevin Randolph, NGIN / LACI

FREE of charge

Apply to Phase 1 by March 23rd to outi.suomi@businessfinland.fi
→ Notification of selection / non-selection by April 6th.



2-day BootCamp in Helsinki, contents

(small changes possible)

DAY 1 (28.5. at 11-20)

- Business culture in US and Team Finland USA services
- Business model, customer discovery and value creation
- BtoB and BtoC marketing
- Body Language
- Networking with food & drinks
- Find your value and tell your story

DAY 2 (29.5. at 8.30 - 16.30)

- Elevator pitches and feedback
- Cleantech incubators in USA & some large potential customer cases
- One pager
- How to avoid juridical risks in USA market
- Fire side Chat with US successful Finnish companies

Main trainers at BootCamp

- [Kevin Randolph](#), Vice President, [NGIN Network](#)/ [LACI](#), Los Angeles
- **Aki Luukkainen**, Senior Trade Commissioner, Formin, Los Angeles
- **Veijo Komulainen**, Senior Trade Commissioner, Formin, New York
- **Sari Laitinen**, US Legal Counsel, Finland





Go or No Go market access decision by company after

Phase 2: Market access options

- Incubation period in U.S.
- Utilizing Team Finland USA Network
 - We can help identify the best match for incubation, options being for example individual sales ramp-up programs, LACI, TINC program by Nordic Innovation House, Nordic Innovation House NYC
- Utilizing Company's own contacts and network

Some examples of 2018 Team Finland USA partnering incubators & accelerators



Costs for the company

Cost for Phase 1 in Helsinki

- Travel and accommodation in Helsinki
- 2 participants per company
- BootCamp, coaching & mentoring sessions participation fee: **FREE**

Cost for U.S. market access (Phase 2)

- Costs are covered by the company
- Incubation program fee varies from program to program (location, length, content): Estimate 8kEuros – 15kEuros – 50kEuros
- Business Finland funding possible through normal application process (e.g. KIITO or Team Finland EXPLORER funding service)

Additional training offered for all companies interested in US market (not part of the BootCamp Phase 1)

- NABC pitching training in April - May (dates tbc)
- Master Class –How to attract investors training (month and dates tbc)
- Getting Ready for U.S. Market 1.6.2018
- If not ready for bootcamp, this event provides general insights and companywise feedback concerning company's USA market fit and business development needs.
 - USA cleantech market overview and business culture
 - Knowledge concerning US incubators and other market access service providers available to assist Finnish companies
 - Finnish company pitchings
 - One-on-One coaching with the USA advisers
- More info soon here: <http://smartgreentapahtumat.fi/>

Application to BootCamp and more information:

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USA Market Info:

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