

FUNDING INSTRUMENTS FOR GLOBAL GROWTH

For startups, SME's and midcap
companies aiming to the export markets

10/2019



BUSINESS FINLAND FUNDING FOR DIFFERENT STAGES OF DEVELOPMENT

Examples of funding

INNOVATION VOUCHER Buy innovation expertise	EXPLORER PRODUCTS Funding to support companies' internationalization	TEMPO For companies aiming for international growth	INTO Innovation expertise in support of international growth	RESEARCH ORGANIZATIONS Commercialization of research findings and joint projects with companies	NIY (Under 5 y.o. fast growing start-ups) Scale globally. Develop the strategy, team, business model in a comprehensive manner.	R&D Develop a service, product, process, or a business model. Prove that your product works.
Grant 100%	Grant 50 %	Grant 75 %	Grant 50 %	Grant	Grant and loan gradually	Loan 50% / 70% Grant max. 50%

TEMPO

Accelerating the growth

- Test your business concept
- Get feedback from potential customers
- Explore demand in a new market
- Learn about the customer need
- Find partners
- Develop ways of working and organization

BUSINESS FINLAND FUNDING

75 % of the
overall costs of
the project

Business
Finland funding
is max
50 000 €

Grant
(de minimis)



TEMPO

- How to use:
 - Own employees
 - Learn to know the new market
 - Meet potential partners and customers
 - External experts
 - Market research
 - Looking for potential partners and customers
 - Open doors
 - Accelerator programs

EXPLORER

Explorer funding allows you to hire or acquire know-how for international market entry, to participate in a foreign trade fair with an SME group or to assemble a group of SMEs for joint export opportunities.

New Explorer family

For single companies	Description
Market Explorer	<ul style="list-style-type: none">• For purchasing expert services to support international growth (Market surveys, internationalization strategy, ...)• BF funding 5.000-10.000 eur (50%)
Talent Explorer	<ul style="list-style-type: none">• For hiring an internationalization expert• BF funding max. 20.000 eur (50%)

For groups of companies (min. 4)	Description
Group Explorer	<ul style="list-style-type: none">• For evaluating joint business opportunities in international markets• BF funding 10.000-20.000 eur (50%) / company (Large companies: 40%)
Exhibition Explorer	<ul style="list-style-type: none">• For joint international trade fair projects by SMEs• BF funding max. 30.000 eur / Trade fair / company (50%)

MARKET EXPLORER

Explore new export markets

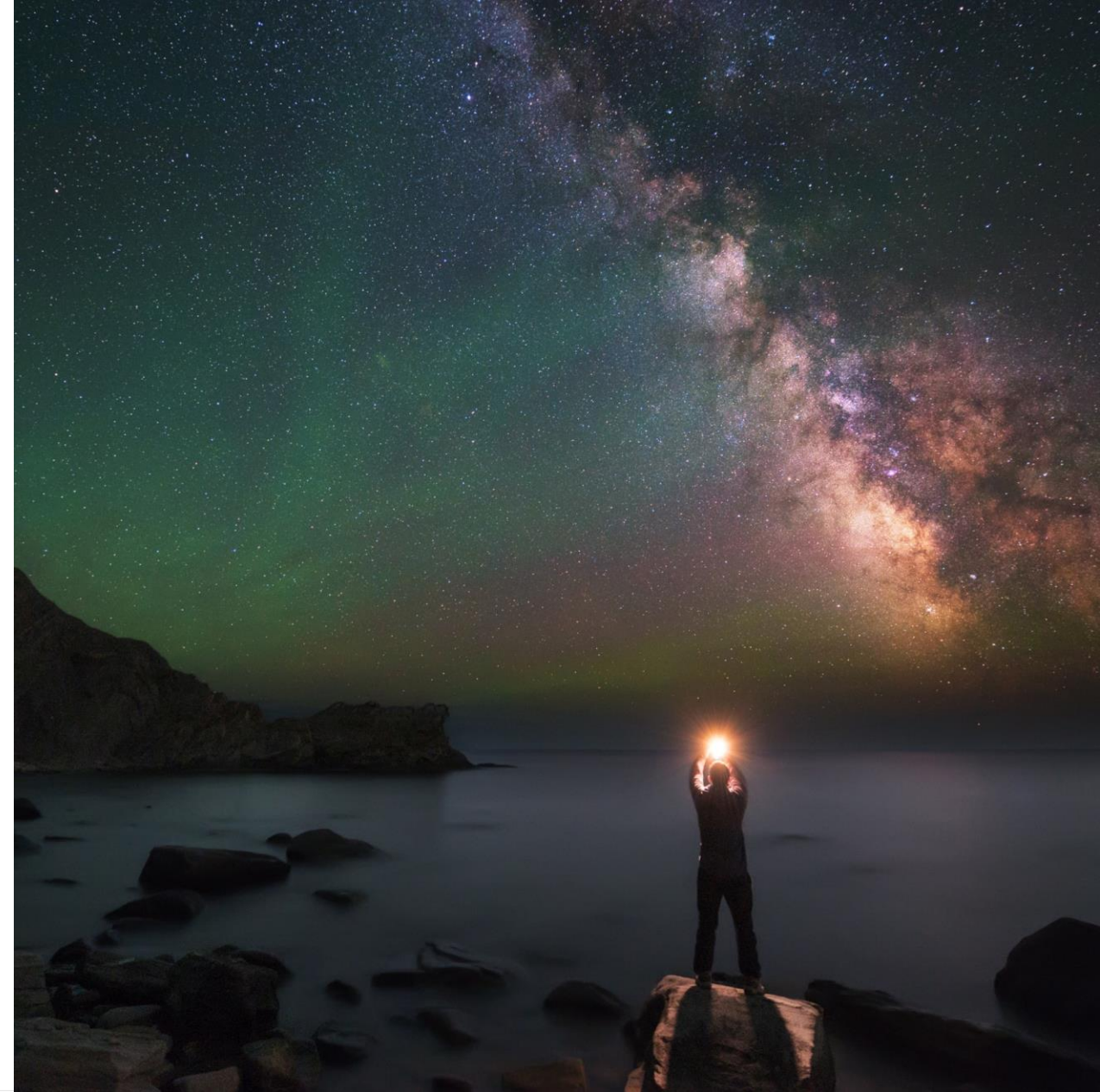
- Create an internationalization plan and strategy
- Perform a market survey
- Assess the competitive situation
- Draw up a list of retailers and distribution partners

BUSINESS FINLAND FUNDING

50 % of the
project's overall
costs

BF funding
5 000 –
10 000 €

Purchased
services only



TALENT EXPLORER

Hire an internationalization expert!

- to help the company make progress in a new international market
- The expert has to have specific experience or expertise related to the company's potential new export market
- 6 to 12 months employment

BUSINESS FINLAND FUNDING

50%
Salary cost,
travel expenses

BF funding
10 000 –
20 000 €

Graduated
students



EXHIBITION EXPLORER

For joint international trade fair projects by SMEs

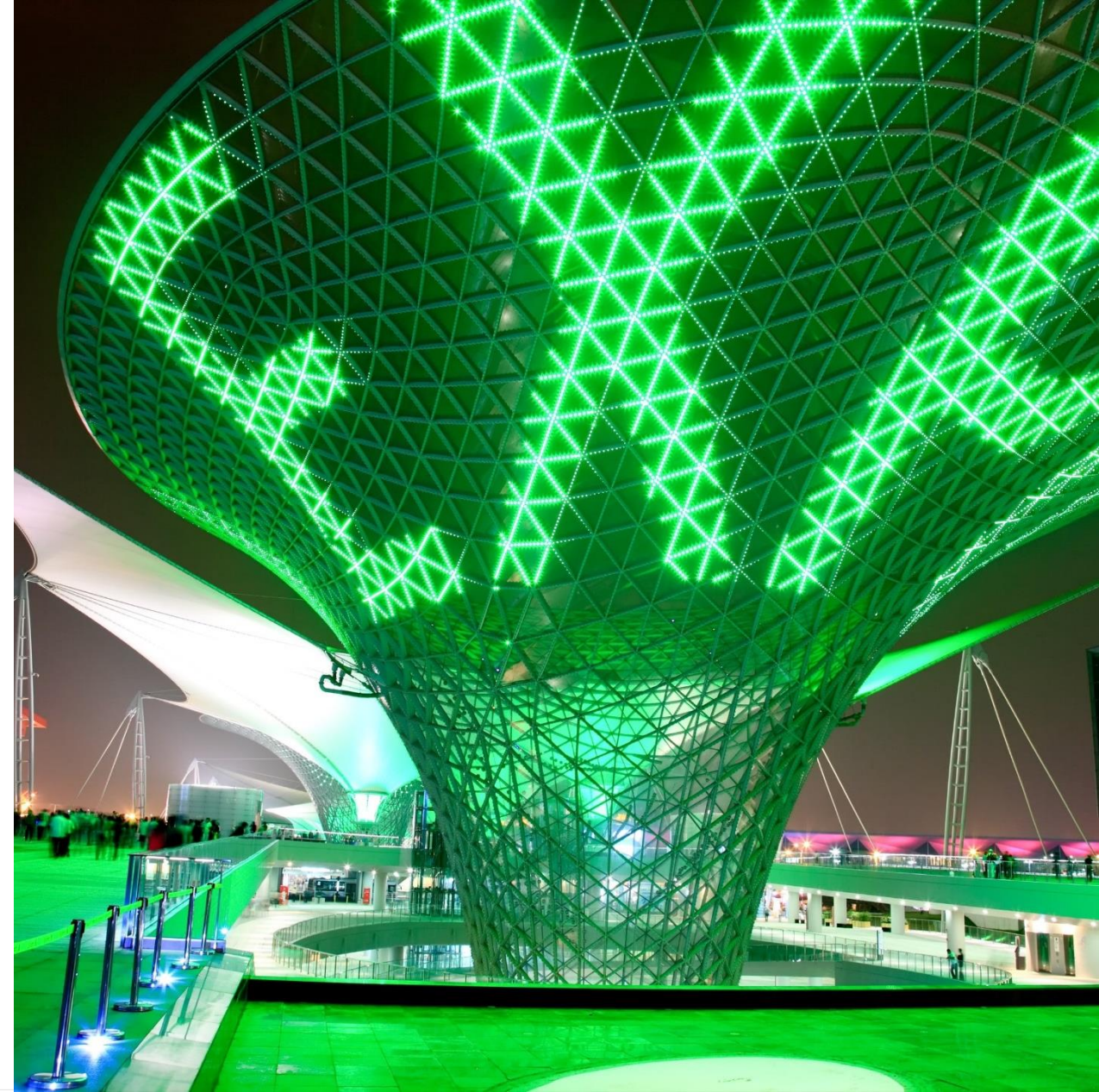
- Group of at least four SMEs
- For major b-to-b events
- Aims to promote the market entry of enterprises and new innovations

BUSINESS FINLAND FUNDING

Exhibition fee,
booth rent,
design, etc.

Max 30 000 €
per trade fair
for each
company

50 % funding



GROUP EXPLORER

The business group (min four SMEs) may use the funding for purchased services, including:

- assess joint business opportunities in export markets
- services by an external project manager
- organizing events in the target country
- services by consultants to support in the development of a joint business model or internationalization capabilities
- conducting market surveys and other research on the target country

BUSINESS FINLAND FUNDING

Project
duration one
year

BF funding
10 000 –
20 000 €
(50%)

Maximum for
whole group
100 000 €



**BUSINESS
FINLAND**

Thank You

Markus Kulmala
Senior Advisor, Growth companies



**BUSINESS
FINLAND**

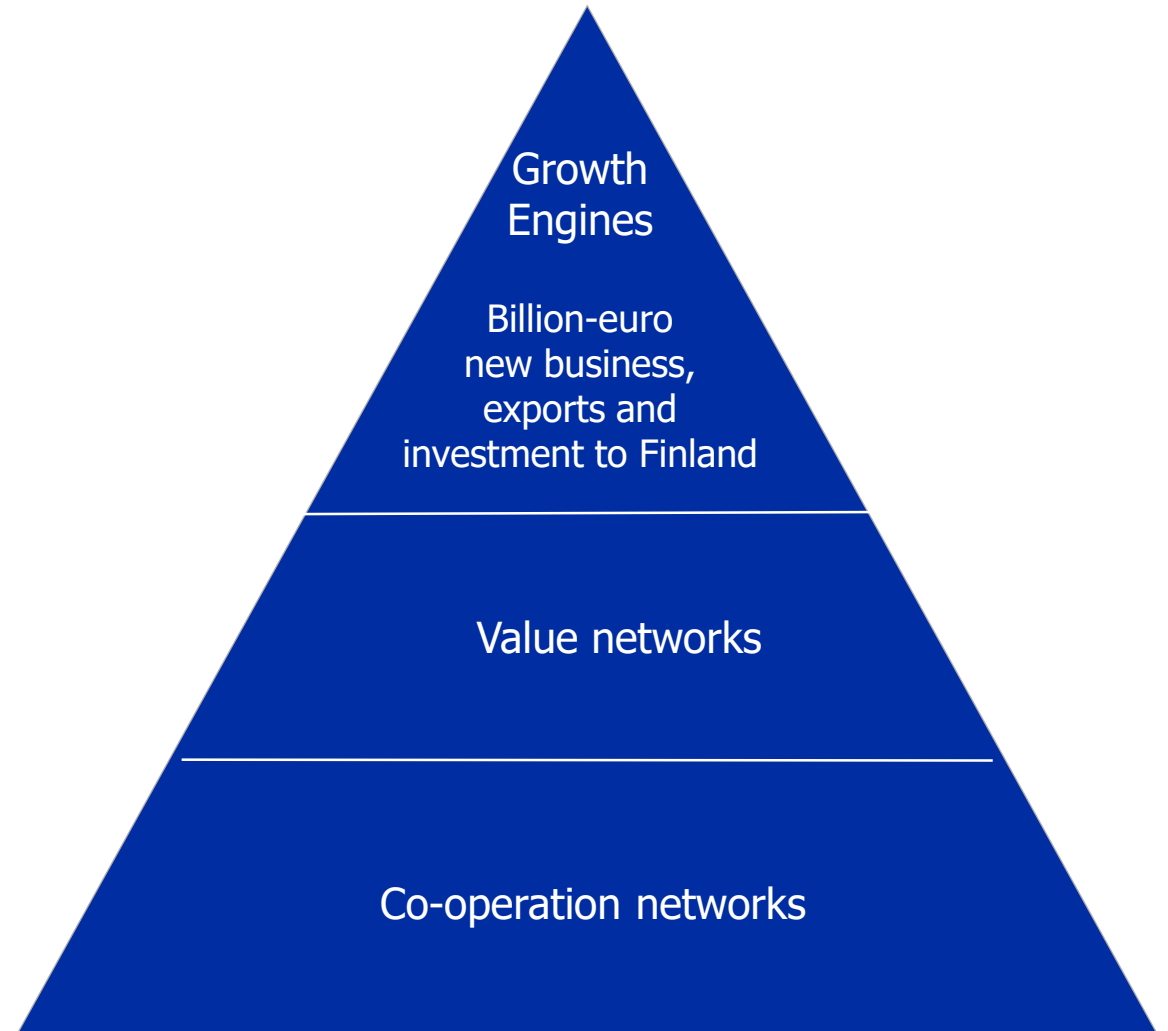
BF AS A PARTNER FOR LARGE COMPANIES AND STARTUPS & SMES

ECOSYSTEMS NEED DRIVERS



Business Finland aims for ecosystems strengthening, growth, internationalization and knowledge-building.

Large companies play an important role as drivers of ecosystems.

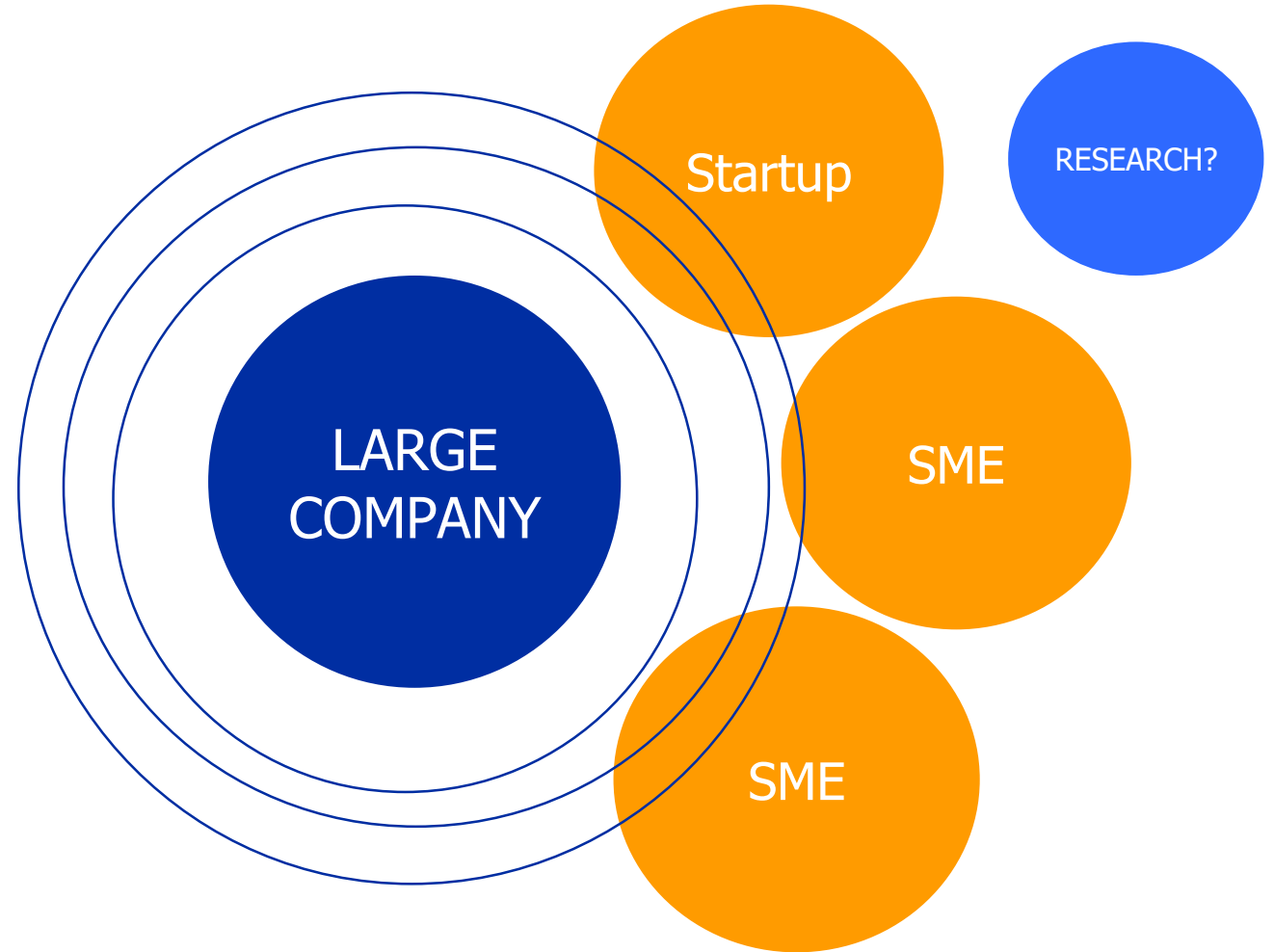


SUCCESS IS ACHIEVED TOGETHER

We provide funding for large companies that want to renew and develop their network.

A large company can get funding for its own networked project or as a joint action participant.

We finance challenging projects that have an impact on the **company's own competitive advantage**, as well as the development of SME knowledge and exports of SME's in the **company network**.



An aerial photograph of a city skyline, likely Shanghai, featuring a wide river with several large cargo ships and smaller boats. The sun is low on the horizon, creating a bright reflection on the water. The city skyline is visible in the background with numerous skyscrapers, including the Shanghai Tower. In the foreground, there are modern buildings, a green-roofed structure, and a yellow construction crane.

CO-INNOVATION FUNDING : FOR JOINT ACTIONS OF COMPANIES AND RESEARCH ORGANISATIONS

Co-Innovation funding

Funding for R&D projects by companies and research organisations, in which they *jointly* develop new knowledge and innovations for new business needs.

For whom?

- For research organisations and companies of all sizes for their joint actions
- Prioritises projects and ecosystems that support SME growth and internationalisation
- Companies can have various roles: either an own R&D project or participating in another organisation's project as a financier, a subcontractor or in any other way

For what purpose?

- Research organisations and companies jointly develop new knowledge and innovations for business needs
- The funding accelerates the use of research knowledge, boosts the creation of new Finnish export products and strengthens networks in ecosystems
- Funding is meant for actions that have either already finalised the Co-Creation phase or for those that are directly ready to start a joint action

How does it work?

- The goal is an ambitious Co-Innovation joint action
 - The joint action can include multiple research organisations or teams
 - The joint action **must include at least one research organization and three companies**, of which at least two have applied for funding for their R&D projects from Business Finland.
 - Priority is given to high-quality projects and ecosystems supporting the growth and internationalisation of SMEs
- Company funding is granted in accordance with the regular funding options or levels offered to companies
 - Normal business project evaluation criteria
 - The company must have sufficient resources and self-financing to carry out the project
- Maximum duration for the research project is 2 years
- Continuous application time; if necessary, there will be theme calls or submission deadlines

Criteria for the funding

- Proved relevance and demand (problem-solution fit)
- The credibility of the joint action
 - Are the parties to a joint action right to achieve results
 - Is the work distributed in such a way that it makes sense in terms of the results
 - Is the company's investment reasonable in relation to the results to be achieved and the exploitation paths
 - How does the joint action affect the development of SMEs and midcap businesses?
- The novelty value and competitive advantage of the solution model, market potential, societal influence as well as the joint action's international collaboration

How to apply for Co-Innovation funding?



- Contact Business Finland advisors
- Prepare to present the consortium and the project plan before applying
- Companies and research organizations send each their own application

Thank You

Aki Parviainen

Senior Advisor, Large companies & Research Organisations