



NORTHBOUND STARTUPS

We ease the investors' access to early phase startup deal-flow in the Central Baltic area.

Time to fly together!

We invite you to a free investor program with the aim to make startups fly - and you with them!

Northbound Startups is a project that provides a path towards entrepreneurship and supports the already existing pre-seed stage startups in Finland, Estonia and Sweden to find their first customers and investors. Now we are looking for you who want to learn more on early stage investments, get to know other investors and get access to exclusive and well prepared startup deal flow.

The startups are ready

A structured investment readiness process with the most promising Central Baltic startups

The process will prepare the teams for investment in a model that can be used across the borders. Investors will benefit for this model and for the outcome of the process when evaluating the investment maturity of startups. With the aid of the model those teams and businesses will be investment and customer acquisition ready and well prepared to face syndicated investments.

Are you?

We invite you to participate in our program in 3 steps

1. Sign up for the 30 min seminar on 10, 14 or 17 of December where we introduce the program.
2. Decide whether or not to take part of one 4 hour investor training workshop during Jan-Feb. See brief curriculum on page 2
3. Participate at the Demo Day 3rd of March 2021 where promising startups in Finland, Estonia and Sweden pitches for investments.

Online

All sessions in this program is online so you can take part from where ever you like.

Collaborate

Get to know new investors from whom you can learn and and co-invest.

Invest

Be part of the opportunity to invest in attractive startups cross the Baltic Sea.

1. FREE INTRODUCTION

30 min online introduction to the project and the training workshop for investors.

2. FREE TRAINING WORKSHOP

4 h online on portfolio strategy, investment process, deal flow, valuations and DD.

3. STARTUP DEMO DAY

8 h online demo day where startups from Finland, Estonia and Sweden pitch.

Investor Training Workshop

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Online on January 27, February 10 and February 18 at 9.00–13.00 EET. Pick up the one which suits you best.

1. Introduction and presentation

- Brief introduction by the trainer
- Presentation of the participants
- Basic investment terminology

2. To invest in high risk / high potential and portfolio strategy

- Review of the "investment ladder" and types of venture capital
- Portfolio strategy

3. The investment process

- Review of a model that shows the phases of the investment process
- Discussion about three different types of investment objects
- How to find and evaluate potential investment objects?
- Examples of different investment objects based on maturity phase, industries, customer segments
- Object filtering and due diligence

4. Valuation models and investment

- Review of different ways of valuing companies.
- Investment design and return calculation
- Presentation of Beel's financing design tool

We are funded by Central Baltic Interreg and all the events above are free for registered participants. Sign up to reserve your seat in the 30 min free introduction seminar in <https://northboundstartups.com>.

WHY AN INVESTORS' WORKSHOP?

- To ensure uniform competence and common terminology regarding the investment process
- To create relationships that can lead to close and structured collaboration in connection with investments