



# NORTHBOUND STARTUPS

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

## Next level for investors!

We invite you to an investor workshop focused on a calculation method for pre-money valuation of early stage investments!

Have you invested in startups and want to learn how to calculate on you potential return on investment although the startup is pre-revenue? We introduce a straight forward method based on the Investment Readiness Process by Beels. Northbound Startups is a project that prepare investors to access exclusive and well prepared startup deal flow.

## The startups are ready

A structured investment readiness process for the startups

The Investment Readiness Process by Beels prepares the teams for investments and you as an investors will benefit from 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.

## Workshop & Demo Day

We invite you to one investor workshop and the Demo Day

1. Sign up for the free 3 hour investor workshop either on Wednesday, January 26<sup>th</sup> at 9.00-12.00 EET or on Thursday, February 10<sup>th</sup> at 9.00-12.00 EET.
2. Participate at the hybrid Demo Day on March where promising startups from Finland and Estonia pitch for investments.

## Online

All sessions below are offered online so you can take part from where ever you like.

## Collaborate

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

## Invest

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

## JAN

### INVESTOR WORKSHOP

3 h online focused on a pre-money valuation model for early stage investments.

## FEB

### INVESTOR WORKSHOP

3 h online focused on a pre-money valuation model for early stage investments

## MAR

### STARTUP DEMO DAY

Hybrid pitching event with startups from Finland and Estonia

# Investor Training Workshop

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## 1. Introduction and presentation

- Brief introduction of the trainer
- Presentation of the participants

## 2. To evaluate and balance risk

- Portfolio strategy and the investment process
- Examples of different investments based on maturity phase, industries, customer segments

## 3. Pre-money valuation models for early stage investments

- Different ways of valuing companies.
- The IRP investment design and return calculation model
- Presentation of IRP 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 at the workshop in <https://northboundstartups.com>.

## WHY AN INVESTORS' WORKSHOP?

- To introduce an alternative way on how to calculate pre-money valuations in early stage to predict potential return on investment
- To create relationships that can lead to close and structured collaboration