



Tampere, 24.04.2020

## **Partnership Proposal for Preparation Work for Stream Startup Festival 2021:**

**- 2 phase preparatory project for the launch of the project during the year 2020 with collaboration with the City of Tampere**

### **1 Background information**

- Stream Startup Festival is the most impactful major startup event in Tampere Region developing Tampere startup ecosystem and supporting Tampere startup branding.
- Event has been held 2 times in 2018 and 2019. In 2019 event had 750 attendees: 324 startups, 75 investors (angel, VC, banks), 266 executives including key corporate innovators. Plus counted with over 100 volunteers involved.

It requires three implementations to launch a new event concept at full scale, and now it will be the 3<sup>rd</sup> time to establish it as the cornerstone of Tampere startup ecosystem.

- *Tackling the problem:* Tampere lacks a critical mass of local active serial entrepreneurs, venture capital and angel investors, and ecosystem development capital.
- *Solution:* Launched in 2018 and 2019, the most important startup event in Tampere (sponsored by City of Tampere, Tampere University, 6Aika / Business Tampere, TE Office / Kasvubuusti, and other private company sponsors. In 2019 event had 70+ partners ranging from sponsors, community media partnerships and supporting partners.)
- *Competitive Advantage:* Focusing on Early Stage Startups -> Positioning before Slush Helsinki, which provides for Later Stage + Stream has active connections with national & international communities
- Supported the construction of Tampere startup community and brand, and created more active contacts at national & international level. Stream creates collaboration between startup communities and event organizers in different countries, and provides direct international connections to startup entrepreneurs, investors, etc.



## 2 Goals

The main goal is to scale Stream Startup Festival event to consist of 1000 startup ecosystem attendees (most promising early-stage startups, key angel and VC investors, startup-minded researchers and students, and corporate innovators), and create the supporting events and structures:

### A) Cross-breeding between Startups, Investors and Other Companies

- Matchmaking crossovers between startup entrepreneurs, investors, research commercialists, new business experts and private service providers
- Global networks and business opportunities for startups
- Training and peer learning through panel discussion, keynote speeches and hands-on workshops
- Investor meetups and trainings
- Venturing tools for corporations

### B) Visibility of Startup Success Stories and Dusting (*"pölyttäminen"*) Startups with Investors

- Visibility of Tampere region startup success stories for partners and investors
- Dusting startups with investors and venture capital financing

### C) Helping to Improve the Startup Operating Environment in Tampere Region

- Creating Tampere Region into a supportive and open environment where startups are more likely to succeed and grow into growth companies
- Bringing best startup practices to Tampere, events are part of the entrepreneurial path to success: e.g. the training phase (Ship / Kotka), the validation phase (Stream / Tampere), the growth phase (Slush / Helsinki)



### 3 Development measures

According to the discussions with the Startup Alliance, the development of Stream Startup Festival will take place in the following development measures:

- It has been suggested that the event would be held in March-April 2021
  - One full year time to prepare 2020-> 2021 => no overlapping with other major events
  - One major startup event per year strategy taking effect in Tampere during 2021 (Startup World Cup Finland will be terminated from 2020 onward as an independent event due to lack of synergies)
- Increase of private financing of the event
  - Private partnerships will be sold to ensure financial continuity of the event
  - Introducing the new business theme from the perspective of private partners (corporations)
- Stream focuses nationally on early stage startups
  - Focusing on early stage startups creates an excellent opportunity to sell partnerships all over Finland and New Nordics
  - It also allows other cities, universities and publicly funded actors to be involved, e.g. Pori, Seinäjoki, etc.
- Emphasizing impact entrepreneurship and impact investing
  - An impact track will be built to promote the goals of Tampere region and the Tampere University
    - Provide opportunities for researchers and entrepreneurs to solve major problems
  - Collaboration with the local Tampere based FiilGood angel investment fund, Trenkeli and other key startup investors.
  - Closer integration of the Stream Startup Festival as part of other regional ecosystem activities
- Produces the most significant startup event of the year in Tampere region and making Tampere more desirable for startups to locate
  - Launching funding vehicle application processes for new funding in accordance with Business Tampere, Platform6, Business Finland, Tribe Tampere, etc., with the key ecosystem players

# STREAM STARTUP FESTIVAL

- A commercialization day with Tampere University will be implemented, and it will be linked to private venture capital investors (like Aalto Science Day)
- Increasing entrepreneurial inspiration and knowledge of students by activating the most potential student founded companies and most entrepreneurial students (like in Tartu, Estonia – benchmark sTARTUp Day)
  - 50,000 students in Tampere region provide huge potential for innovation and growth
- Extensive use of contacts in the ecosystem
  - Taking full advantage of Platform6, Health Hub, Yrittäjyysbuusti / Kasvubuusti, Trestart, and other communities and platforms
- Building a community of volunteers
  - Stream will create an active pool of volunteers that will become new active team and project leaders and responsible in the startup community
  - The best volunteers are trained and brought to the professional level
  - This is also the case at Slush, where many volunteers from years ago now play key roles in the startup ecosystem in Helsinki
- Ensure the flow and continuity of Stream Startup Festival event
  - Close cooperation with Tribe Tampere and Platform 6

## 4 Project Plan 2020

Stream will offer a preparatory project for the launch of the project during the year 2020.

### Phase 1

- **Schedule:** April-July 2020
- **Objectives:**

The actions consist of the following operations:

- Kickoff of the project
- Preparation of the Program, Marketing, Sales & Partnership & resourcing plans
- Setting up the steering group operations and the advisory board

# STREAM STARTUP FESTIVAL

- **Key Deliverables:**

- Strategic Planning, Vision and Concept 2021
- Financials, Operational Budgeting
- Detailed Venue plan with alternatives
- Program and Speaker Plan
- Marketing Plan
- Resourcing Strategy & Plan, inc. Mentoring & supporting the Core Team plans
- Sales & Partnerships Plan, including listing all partners and sponsors
- Risk Evaluation & Mitigations Plans for COVID-2019, including:
  - assessments done in remote event management platform solutions
  - preparedness plan for risk management for COVID-19 health and safety workplace guidelines.
- Steering group operations and the advisory board setup;
  - A steering group will be implemented to strengthen the prerequisites for the success of the event and to link Stream to the goals of the Startup Alliance by developing the culture of collaboration
  - The steering group meets once a month to provide guidance and oversee the implementation of the objectives. The steering group reports to the Startup Alliance and operates in the spirit of the Startup Alliance model
  - The Startup Alliance appoints two operational contacts persons who will liaison with Stream Startup Festival between steering group meetings
  - Implementing a group of advisers made up of successful startup entrepreneurs and advisors who want to give back to the Tampere Region ecosystem.
  - The advisory group will support and speak for Stream Startup Festival nationally and internationally, and improve the access to private partnerships.

- **Acceptance criteria:**

- **List of conditions:** Project Plan to be presented in August 2020 to the City of Tampere including the key deliverables above described.

# STREAM STARTUP FESTIVAL

## Phase 2

- **Schedule:** August-December 2020
- **Entry-criteria:** Deliverables of Phase 1 have been accepted the City of Tampere in August 2020.
- **Objective:** Implementation Phase
- **Deliverables:** To be defined in August 2020

## **5 Project Offer Price**

Total Price: 20 000 € + VAT 24 %

Two payments Phase:

Phase 1 - Planning: 10 000 € + VAT 24% (April 2020)

Phase 2 - Implementation: 10 000 € + VAT 24% (August 2020)

## **6 Contact Person:**



Alexandra Santos

CEO, Stream Startup Festival (Stream Events Oy - 2913068-5)

Phone number: 0408243635

Email: alexandra@streamfestival.org

Address: Pinninkatu 47 33100 Tampere