



City of Helsinki
Economic and Planning Centre



ENTERPRISEHELSINKI[®]

Supporting entrepreneurs

Arto Manner, Business Advisor

EnterpriseHelsinki

EnterpriseHelsinki is a regional service centre for start-ups and acting entrepreneurs. We offer all counseling services needed for starting and operating the business.

- Info on becoming an entrepreneur
- Business Counseling for start-ups and new enterprises
- Entrepreneurship training
- Business incubation services
- Business service for immigrants
- Business counseling for growing enterprises



ENTERPRISEHELSINKI®



THE 2009 ecer
BANQUE POPULAIRE RANKING

EUROPEAN CITIES ENTREPRENEURSHIP RANKING

Helsinki is a good place for entrepreneurs

www.ecer.fr

Europe's most enterprise favorite city of the year 2009

• 37 major European cities.

The entrepreneurs were questioned on five themes:

- Accessibility and promotion of entrepreneurship
- Pre-creation support: startup advice, project diagnosis, etc.
- Post-creation support: advice, monitoring, etc.
- Funding: aid, subsidies, access to lending, etc.
- Environment: property, quality of life, etc.

1st in 2010 in Pre-creation support

Our business services for immigrants was one of the "best practice" nominated!

Research was done in 2008 by the European Commission to study the development of immigrant entrepreneurs

- The research studied over 32 different countries and 280 different actors

□ Information sessions

- For everybody who are planning to start their own business in Helsinki region and want to know more about entrepreneurship.
- Sessions in Finnish every second Tuesday in Employment office at 13.00.
- Sessions in EnterpriseHelsinki at 16.15
 - In Finnish 12 times
 - In English 10 times
 - In Russian 10 times
 - In Arabic and Swedish twice
 - For innovate ideas 6 times
- All sessions free of charge!
- Registration necessary, call **09 310 36360**

□ Business counselling

- Individual and confidential
- Valuating and developing of business plan and profitability calculations
- Business counselling in:
 - Financing
 - Selling & marketing
 - Premises
 - Choosing a business form
 - Authorities
 - Insurances, taxation, licenses and permits
 - Book-keeping
- Statements for employment office and Finnvera
- In Finnish, Swedish, English, German, Arabic, French, Estonian and Russian languages
- Free of charge

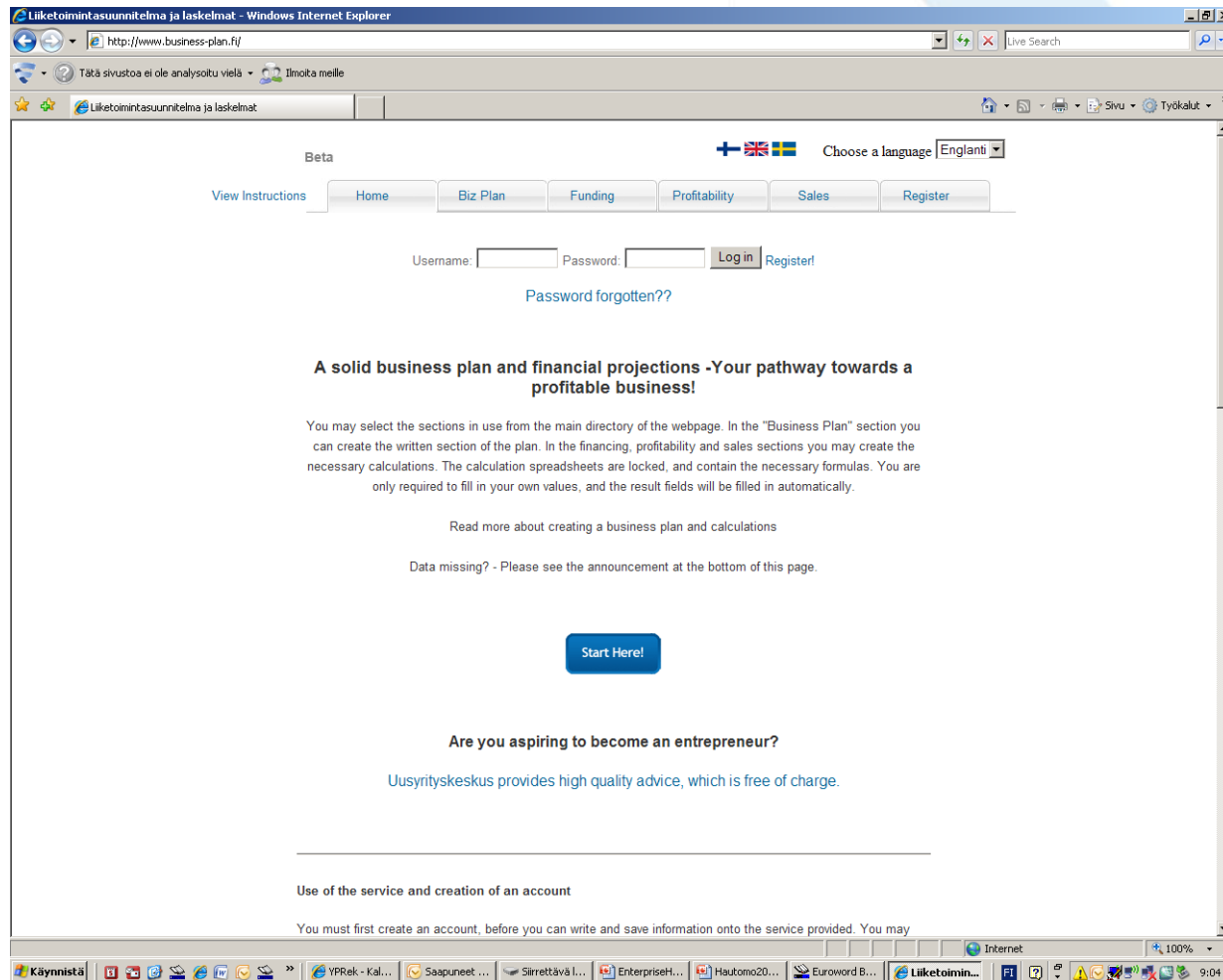
□ Business training

- Entrepreneurship courses for unemployed people
 - 7 weeks
 - 20 students
- Evening courses for entrepreneurs
 - Legislation
 - Book-keeping and economy
 - Risk management
 - Marketing and sales skills etc.

□ Business incubator

- For innovative businesses in service field and for immigrant entrepreneurs
- Located in Ilmala
- 18 furnished office rooms 9-35 m²
- Inexpensive fee incl. rental, cleaning, internet, business counselling and mentoring services
- Acceleration for growth
- Incubation period 2-3 years

14000 visitors monthly
1200 new business plans monthly



The screenshot shows a web browser window titled "Liiketoimintasuunnitelma ja laskelmat - Windows Internet Explorer". The address bar shows "http://www.business-plan.fi/". The page content includes a navigation menu with buttons for "Home", "Biz Plan", "Funding", "Profitability", "Sales", and "Register". Below the menu is a login section with fields for "Username:" and "Password:", a "Log in" button, and a "Register" link. A link for "Password forgotten??" is also present. The main text reads: "A solid business plan and financial projections -Your pathway towards a profitable business!". It explains that users can create the written section of the plan in the "Business Plan" section and use the financing, profitability, and sales sections for necessary calculations. A "Start Here!" button is prominently displayed. At the bottom, it asks "Are you aspiring to become an entrepreneur?" and states that "Uusyrityskeskus provides high quality advice, which is free of charge." The browser's taskbar at the bottom shows several open applications, including "Käynnistä", "YPRek - Kal...", "Saapuneet...", "Siirrettävä l...", "EnterpriseH...", "Hautomo20...", "Euroword B...", and "Liiketoimin...". The system clock shows "9:04".

Materials

- Guidebook for start-ups
 - updated annually
 - will be in 10 languages
 - Web-site
 - www.enterprise finland.fi
 - Check-list

Acceleration advice

- For companies with an interest and potential for high growth
- Startup acceleration: mapping, navigation and evaluation
- Shortcut to the accelerator network
- Elevator pitch weekly
- Any sector
- No costs

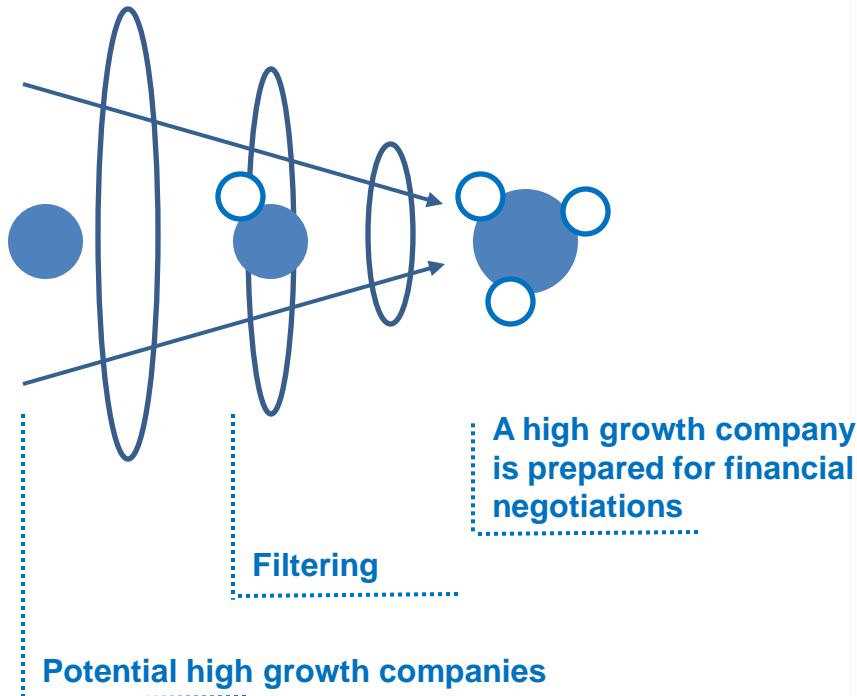
GROWTH PROCESS

1. Acceleration advisors

Independent,
no share of ownership

2. Accelerator network

Share of ownership through
stocks or options



The Startup Accelerator detects growth potential and evaluates the necessary procedures for future operation.

Acceleration advice is done in the following stages :

1. Screening of potential high growth companies
2. A road map for necessary strategic objectives and resources
3. Identification of strategic acceleration partners
4. “High Growth Company Evaluation Statements” for potential partners and investors.
5. Future follow-up

Results in 2009 (2008)

- New clients 2978 (2379) , 899 immigrants (30%)
- 1700 (1400) clients in counselling, 590 immigrants (35%)
- Amount of counselling appointments 3060 (2300)
- Participants in information sessions 1485 (675)
- New entrepreneurs 1014 (829)
- New enterprises 838 (720)

Survival rate after 5 years from starting >80%

All figures in 2010 are higher

Elie



Päivi



Ruut



Hannele



Valto



Liisa



Arto



Seppo



Timo M



Sanna



Timo O



Veikko



Katariina



Gunnel



Toivo

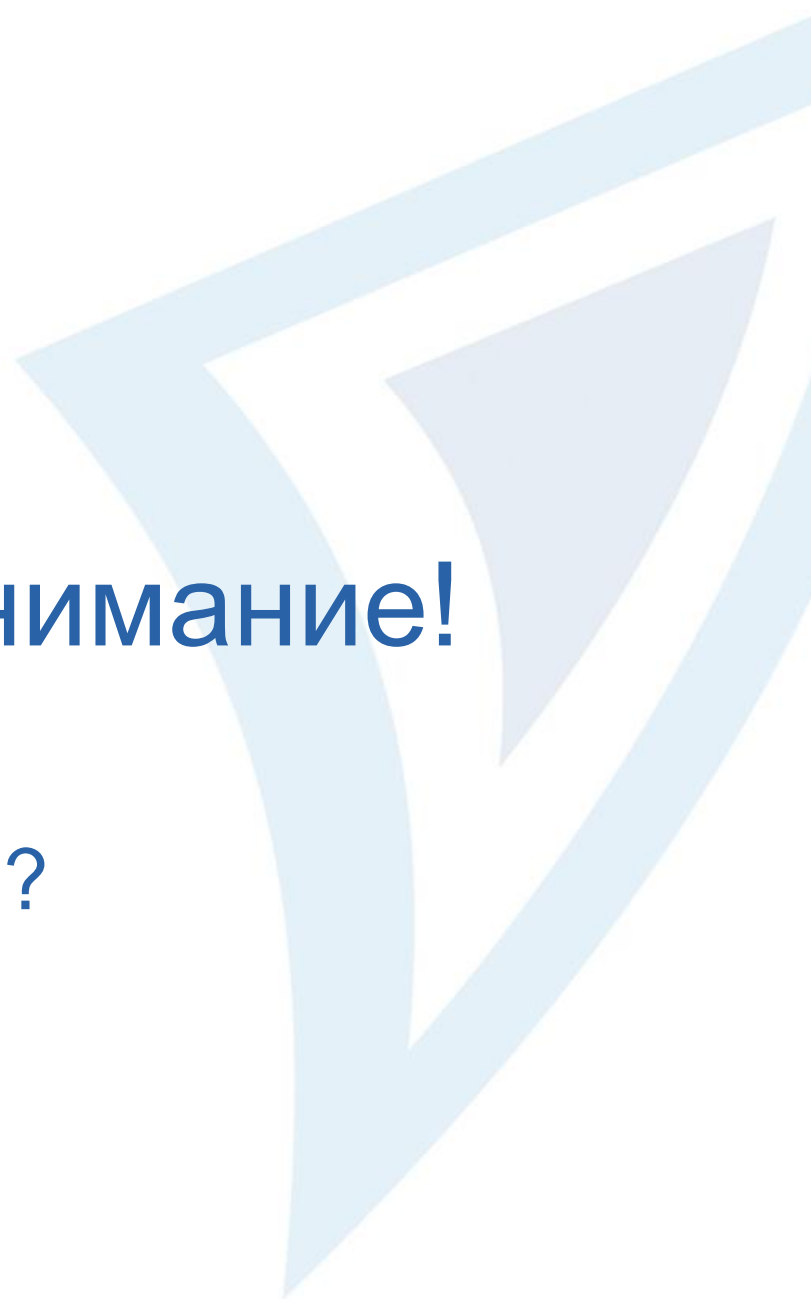


Dan



Спасибо за внимание!

Вопросы?





ENTERPRISE HELSINKI

Visiting address:

Kaisaniemenkatu 6 A, 6th floor

Mail address:

PL 37, 00099 City of Helsinki

Book business counseling:

Tel. +358 9 310 36360

Fax. +358 9 310 36369

E-mail: yrytyshelsinki@hel.fi

www.yrytyshelsinki.fi

