



STARTUP ECOSYSTEM IN TARTU & ESTONIA

THE BEST **STARTUP** **NATION** IN THE WORLD

With 1.3 million people, Estonia is one of the most tech-savvy countries in the world. It's the #1 in the world with unicorns per capita (Unicorns are startups with valuation over 1 Billion \$), is leader in e-Governance infrastructure and has an education system that teaches every child to code.

ESTONIAN UNICORNS



7wise

Bolt

pipedriven

playtech
SOURCE OF SUCCESS

ZEGO

ID.me

STARTUP DEFINITION

A business entity belonging to a company registered in Estonia with the purpose to develop and launch a business model with **high global growth potential, innovative and replicable** that shall significantly contribute to the development of the Estonian business environment. Startup is up to 10 years old.

– by Estonian Aliens Act §62⁴

*STARTUP MINDSET

**YOU DON'T NEED
STARTUP EXPERIENCE
TO HAVE A MINDSET
THAT WILL WORK IN
ANY OTHER COMPANY**

THE WAY OF THINKING:

- ⚡ **Fast** is better than slow. Fast can learn from **experience** while slow can only theorize
- ⚡ You have a focus of **self-development**
- ⚡ You have a bias towards **action**: done well today is better than next week
- ⚡ **Team** is the most important – talent wins games, but **teamwork** wins championships
- ⚡ You live **smarter**, not harder
- ⚡ You don't make **assumptions** since they are the mother of all fuck-ups
- ⚡ You are **adaptable** and comfortable with making **decisions** and working in situations of **uncertainty**

STARTUP SECTOR STATISTICS

A dark grey silhouette of a rocket ship with a trail of exhaust.

1200+
STARTUPS

A dark grey silhouette of a person's head and shoulders.

6000+
NEW JOBS

A dark grey silhouette of a Euro coin.

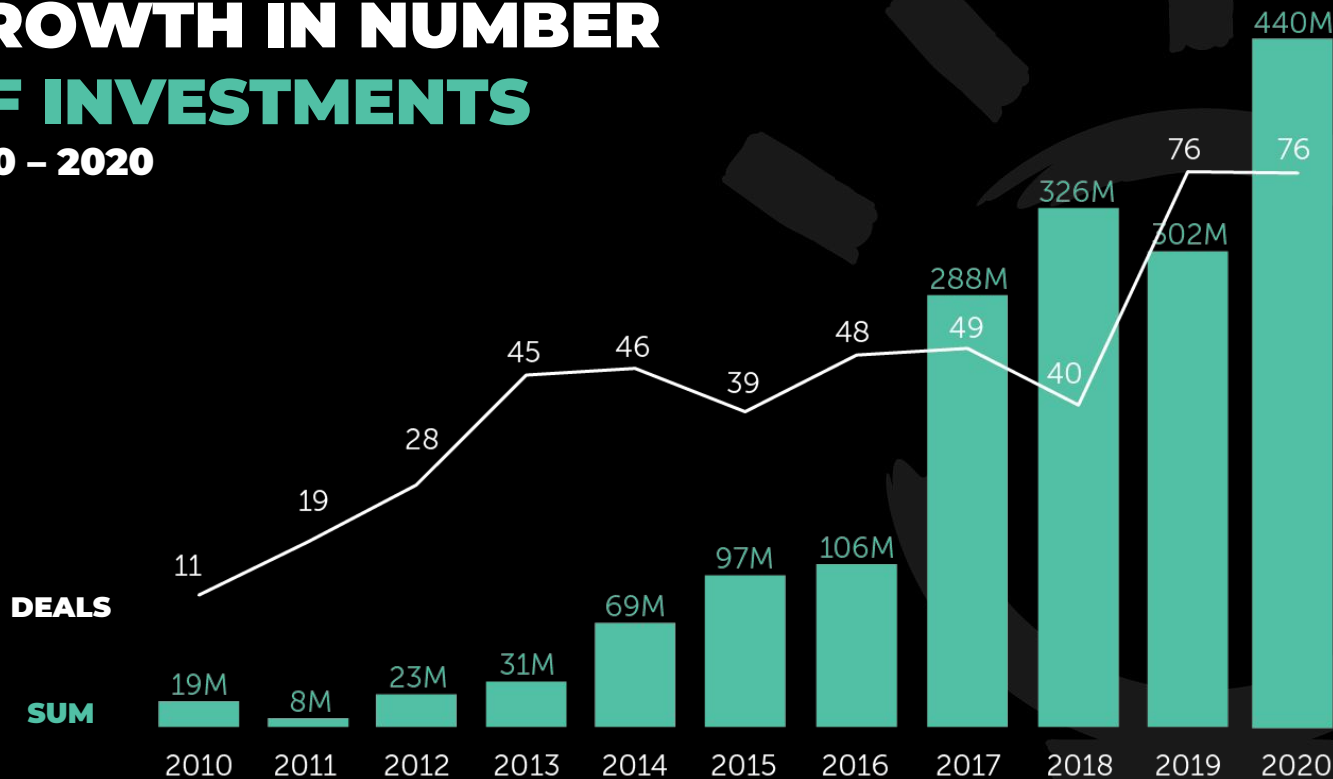
100M €
EMPLOYMENT
TAXES (YEARLY)

A dark grey silhouette of an explosion or starburst.

2B+ € IN
INVESTMENTS

GROWTH IN NUMBER OF INVESTMENTS

2010 – 2020



TOP6 SECTORS IN STARTUPS

BUSINESS SOFTWARE, SERVICES & HR

Startups: 210

ADTECH & CREATIVE TECH

Startups: 107

FINTECH

Startups: 156

HEALTHTECH & LIFE SCIENCES

Startups: 101

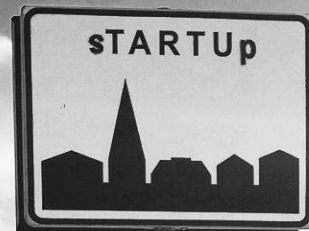
CLEANTECH

Startups: 53

CONSUMER PRODUCTS

Startups: 121

STARTUP ECOSYSTEM



COMMUNITY OF **STARTUP** MINDED PEOPLE

PUBLIC SECTOR ORGANISATIONS

City of Tartu
University of Tartu
Startup Estonia

SUPPORT ORGANISATIONS

Tartu Science Park
Tartu Biotechnology Park
Centre for Creative Industries
Business Advisory Services

STARTUPS & COMPANIES

Contriber
Swedbank
Fortumo
Playtech
Microsoft
Singleton
Ridango
...

FOUNDING MEMBERS OF COMMUNITY NON-PROFIT



TARTU SCIENCE PARK



UNIVERSITY OF TARTU

TARTU CENTRE
FOR CREATIVE
INDUSTRIES

Tartu Loomemajandus-
keskus



Tartu
ärinõuandla
MAAKONDLIK ARENDUSKESKUS

.Contriber



TARTU BIOTECHNOLOGY PARK
integrated expertise

TOP SECTORS IN TARTU

SCIENCE BASED STARTUPS

Tartu Science Park
University of Tartu

BUSINESS SOFTWARE & SAAS

sTARTUp Hub
SPARK Hub

BIOTECH, HEALTH & FOOD

Tartu Biotechnology Park

SMART MANUFACTURING

Tartu Business Advisory
Board

CREATIVE INDUSTRIES

Tartu Centre for Creative
Industries

GAME DEV

Tartu Science Park

INVOLVEMENT OF COMMUNITY

**MONTHLY BUSINESS
SAUNA** (on hold)

**QUARTERLY ROUND
TABLES**

**ANNUAL BUSINESS
FESTIVAL**

**WEEKLY EVENTS
AND MEETUPS**

**INCUBATION,
ACCELERATION &
MENTORS**

**YEARLY
COMMUNITY TRIPS**
(on hold)



BIRTH OF sTARTUp DAY

From a number of small local events to international flagship festival for startup mindset, innovation and entrepreneurship – it all began in a sauna.

FAST TRACK TARTU

A framework of collaborations within incubation, acceleration and mentoring programs in Tartu, in order to limit duplicating activities inside the local ecosystem and be cost-efficient.

Currently joint-activities:

- > Gaming-Creative Industry startups
- > Science based startups

...

CREATING FOUNDERS

Strategic events for target groups of key competences of startup founders: business; technical, product, marketing.



STARTUP
DAY

STARTUP
DAY

STARTUP
DAY

WELCOME TO
STARTUP DAY 2020

STARTUP
DAY

BUSINESS FESTIVAL
s**TARTUP** DAY

FROM ZERO **TO HERO**



<https://www.youtube.com/watch?v=oPlvMv6jYz4&t=41s>

THE MOST **STARTUP-MINDED** BUSINESS FESTIVAL

Bringing together **4400** entrepreneurs, startups, investors and executives from all over the world. If you are looking for **startup-minded people** who love to celebrate entrepreneurship, it's the place to be.

sTARTUp Day is **bold, rebellious, get things done** festival rocketing from Zero to Hero already for the **fifth time**.

BY THE COMMUNITY, FOR THE COMMUNITY

sTARTUp Day is organised by the the **local business ecosystem** and it's not a secret that the initial idea of doing something BIG together started in a **hot sweaty sauna**. We like to claim that TARTU is the only city written in the word **startup** and therefore, we have the responsibility and higher blessing of organizing the best business event in the Baltics.

TARK TARTU
SMART CITY



UNIVERSITY
OF TARTU

Swedbank



TARTU BIOTECHNOLOGY PARK
integrated expertise



Tartu
ärinõuandla
MAAKONDLIK ARENDUSKESKUS



TARTU SCIENCE PARK

TARTU CENTRE
FOR CREATIVE
INDUSTRIES
Tartu loomemajandus-
keskus

.Contriber

sTARTUp DAY IS LOOKING FOR

STARTUPS

From **early stage** to **scaleups** who are seeking to level up their business

INVESTORS

Angel investors, VC funds who are looking for startups to invest in

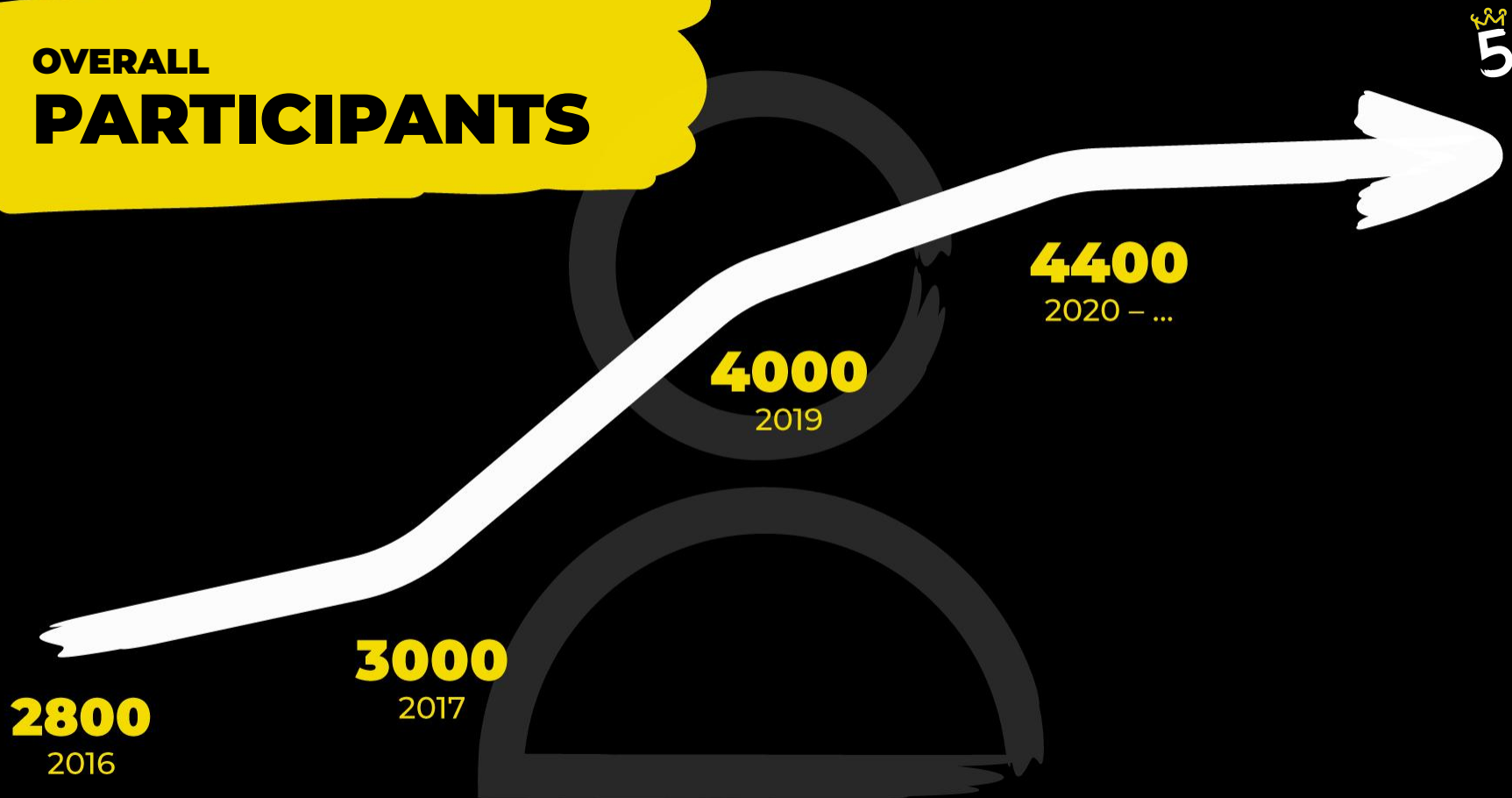
EXECUTIVES

Who have **authority** and **responsibility** to innovate with the help of startups, and have **startup mindset***

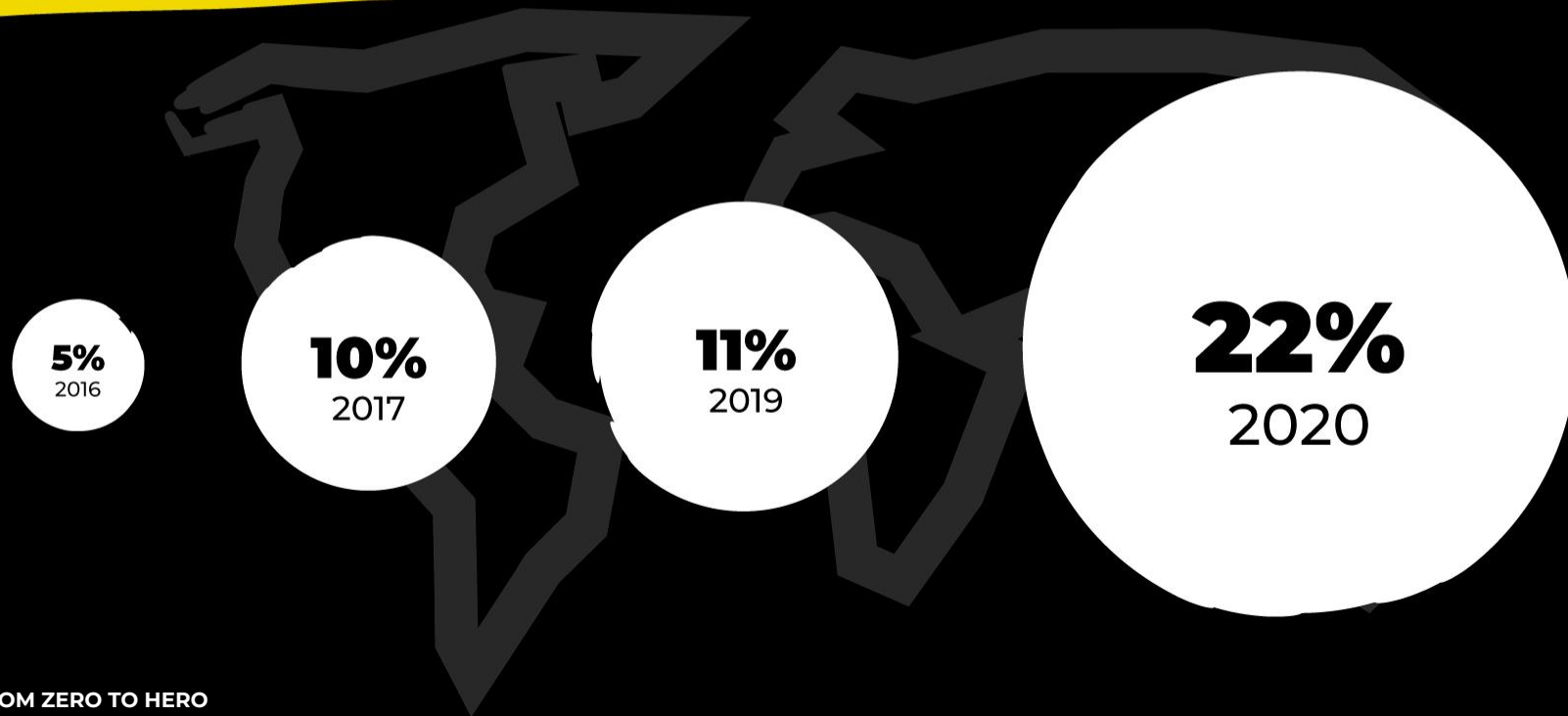
VISITORS

Who have **startup mindset***

OVERALL PARTICIPANTS



% OF INTERNATIONAL PARTICIPANTS



PREVIOUS STATISTICS

5

4400

PARTICIPANTS

60

COUNTRIES

150

SPEAKERS

350

STARTUPS

120

PITCHES

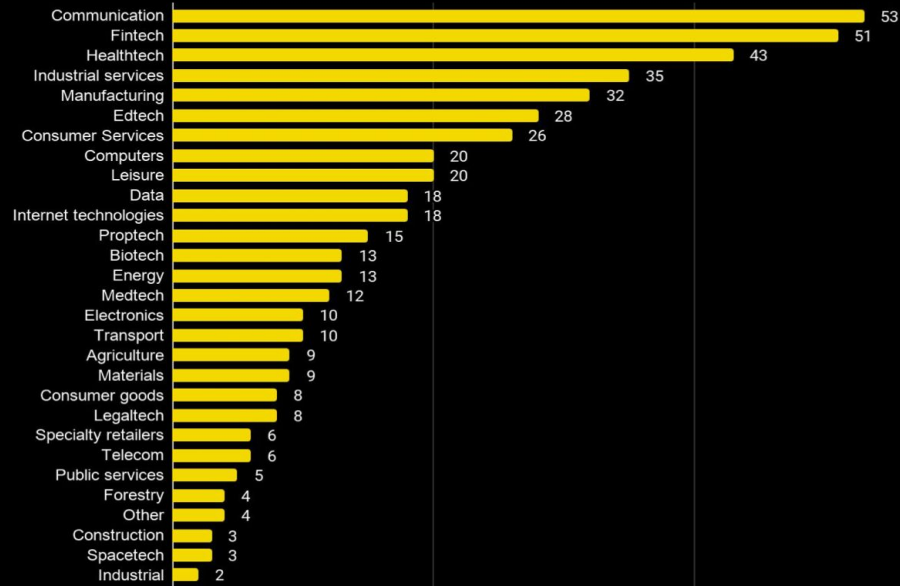
160

**ANGEL INVESTORS
& ACCELERATORS**

85

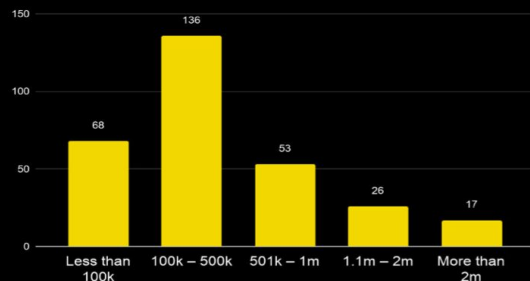
**COMPANIES
EXHIBITING**

Represented Industries*



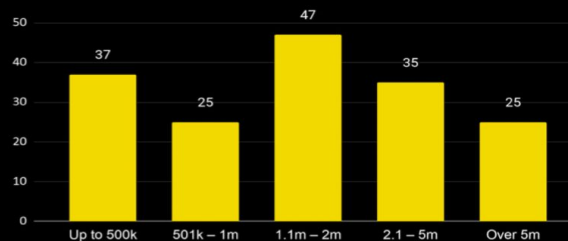
* one startup may qualify for up to 3 categories

Capital seeking*

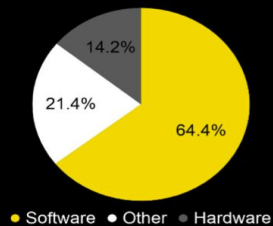


74.4% of attending startups were seeking capital.

Pre-money valuation

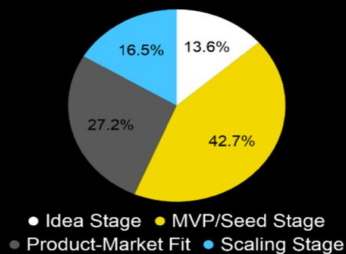


Broad category*



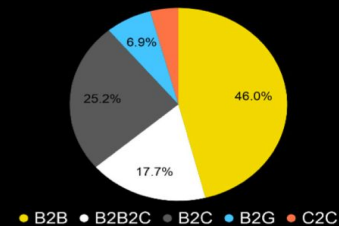
● Software ● Other ● Hardware

Stage



● Idea Stage ● MVP/Seed Stage
● Product-Market Fit ● Scaling Stage

Customer focus*



● B2B ● B2B2C ● B2C ● B2G ● C2C

* one startup may qualify for up to 3 categories

**PROGRAM WILL
FOCUS ON**



2021

SPEAKERS



PEKKA HYYSALO

CEO
FightBack



ANDREI HERASIMCHUK

Principal Product Designer
Booking.com



MELISSA SASSI

Global Head
IBM Hyper Protect Accelerator



MARI JOLLER

Founder & CEO
Snackable



ANTTI NIITYVIITA

Testing Guru & CEO
Prove Expertise



JOHANN URB

Coach
Be Supergood



ILONA BAUMANE-VITOLINA

External Consultant at Amrop



PETER PAXX

Award-Winning Magician and
Entrepreneur

STARTUP DAY IS OFFERING



STARTUP DAY IS OFFERING



FROM ZERO TO HERO

DEMO AREA



SPEED DATING

YOUTH AREA



STARTUP DAY IS OFFERING



FROM ZERO TO HERO

SIDE-EVENTS



SEMINARS

PITCHING



sTARTUP DAY 2021

- ⚡ After sTARTUP Day 2020 we have changed the concept for many times (due to Covid)
- ⚡ We have changed the location and dates, **sTARTUP Day 2021 in August 25-27** (usually in the end of January)
- ⚡ First hybrid event
- ⚡ COVID-19 safety measures
- ⚡ A lot of uncertainty





SEE YOU AT
sTARTUp DAY 2021

25-27 AUGUST

www.startupday.ee