





**SUOMI  
FINLAND**

# **AN EXCITING SCENE FOR STARTUPS**



**Finland has reinvented itself in just one short century. Our national character and Northern heritage have boosted us to the top of all kinds of country rankings. Our startup scene is one of the most vibrant in the world.**

By the 2010s, Finland had transformed into a lively startup hub with enthusiastic and bright, creative entrepreneurs full of self-confidence and humour. The number and quality of Finnish startups has risen in recent years, and so has the number of active startup communities, business accelerators and investors. Most startups in Finland are IT or gaming related, but companies developing physical end-products have also sprung up.



# THINGS GET GOING

The first startups in Finland appeared in the early 1990s. The so-called 'dot-com bubble' can be seen as the endpoint, in early 2000, of the first Finnish startup wave, but the scene began to recover a couple of years later. The rise of the grass root student movement, which is behind the Slush conference, began at the end of the first decade of the millennium. This period also saw a dramatic uplift in the scene in general. Finland now has hundreds of startups, working in a huge range of sectors.



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# FINLAND AS A STARTUP HUB



There are some key factors that make the Finnish startup scene special: it has a highly developed entrepreneurship culture; startups are highly supportive of each other; school in Finland is free of charge all the way up to and including higher education, which means lots of intelligent, well-educated people to hire; failure is OK in Finland – the welfare system will take care of you even if you fall hard; Finland has one of the leading startup conferences in Northern Europe, known as Slush; and the Government is really supportive of start-ups.

In recent years, the Finnish government has been investing more in developing the startup environment, by helping companies, promoting startups and encouraging universities to commercialise their ideas. For example Tekes, the Finnish Funding Agency for Technology and Innovation, has increased its funding for startups by 80% in the last five years. It is also co-funding the Vigo accelerator programme which, in addition to funding, offers startups mentoring and support in growing internationally.



# STARTUPS ARE GALVANISING FINLAND

Helsinki has been viewed as the startup centre of Northern Europe, particularly in November at the time of the Slush conference.

The importance of startups to Finland has been growing in recent years.

Besides sheer job creation and tax income, the biggest impact on Finnish economic life has been these companies' attitudes and new approach to entrepreneurship.



# WELL-KNOWN STARTUPS

Slush Conference is the leading startup conference in northern Europe. Conference attracts annually over 14 000 guests from over 80 different countries, 1400 startups and over 700 investors.

Supercell is a gaming company best known from its title Clash of Clans and Hayday.

Jolla develops mobile devices and its own independent mobile operating system Sailfish OS.

AppGyver (Software)

Enevo business is a waste management solution that uses wireless sensors to measure and forecast the fill-level of waste containers and generates smart collection plans using the most efficient schedules and routes.

Indoor Atlas (Cloud computing)

Rovio (Gaming)





**More on the startup community**

<http://www.slush.org>

<http://www.arcticstartup.com/>

<http://startup100.ne>