



Seed Forum as a concept

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Seed Forum International in a nut shell

- London based non profit organization
- originated from Seed Forum Norway
- Match Making Forum (concept) for early stage companies and investors
- 6 month cycle/ twice a year concept includes
 - 1) nomination (of companies),
 - 2) selection (jury),
 - 3) pitch training (2 days in London)
 - 4) match making events
- Pan-European concept focusing in Northern Europe;
 - primary focus in nominating the early stage companies from the Nordic countries,
 - secondary focus nominating the companies in Baltic Sea countries, even further from the Nordic Sea area



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Does Seed Forum work?

Seed Forum clients are looking for

1. last seed and/or early growth capital

Results in London so far:

€15 million invested August 2005 to a company presented in spring 2003,

€3 million invested spring 2004 to a company presented in autumn 2003

- process has resulted investments outside the concept

- investments decisions take time from 3 months to 2-3 years

Results in Moscow: first event last autumn; \$20 million leasing facility agreed

2. network building, contacts

3. quality improvement in presenting their business to investors

London

8 events so far; twice a year; in the first 5 events just Norwegian start ups 45 companies,

last three events including companies from Iceland and Russia,

last two events included first Swedish companies; last event included two Swedish and

one Finnish company (Neoxen Systems)

Evaluation made in 2004;

90% of the companies wish to join in some events again

97% of the companies wish to promote Seed Forum to other companies

Investors are coming again; investors proposing themselves to become nominators



Pitch training is the core

Pitch Training

- 1. Companies are asked to prepare a 30 second power pitch as well as 7 minutes presentation for investors**
 - **Who are you?**
 - **What are you doing? What is your business?**
 - **What is unique about you?**
 - **Who are your competitors?**
 - **How much capital you need and when will you pay it back?**
 - **What is the profit you expect to create for the capital invested?**
- 2. The presentations will be timed and video recorded**

immediate feed back from the coaches as for the content, business concept, exit strategies, capital need

video viewing for the presentation skills
- 3. Acid test with the coaches**

what is your exit strategy; what is the valuation method you are using, what are the valuation drivers in your business; budget for next 3-5 years, capital need tied to milestones for call in of money
- 4. Improved presentation**

The next morning new presentations including all the improvements from the actual presentations as well as the input from the “guru” presentations regarding valuation, core competence development, business value drivers, exit strategies and options, etc.

Aikatalu

- ilmoittautuminen viimeistään 2.2.2006
- valinta helmikuun alku
- “pitch training” 14 -15.3 Lontoossa
- koulutus ja yksi ”match making” tapahtuma 2260€
- Reykjavik 24.4
- Shanghai 4.5
- London 11.5
- Stockholm 18.5
- New York City 25.5
- Moscow 1.6
- Helsinki 6.6
- Tallinna 8.6



Toimenpiteet

- Kirjoita "executive summary" ja lähetä se nominaattorille ensi viikon aikana
- jyrki.harkki@finpro.fi tai pirjo.toivanen@finpro.fi

Executive Summary

- Give a clear, precise and understandable summary of your company business plan
- Describe your unique competitive advantages in relation to others
- Describe why your business concept will function
- Describe the business idea in a positive and realistic way
- Make it short – one page is perfect - possible to read in 5 minutes