

STARTUP
DAY

STARTUP
DAY

WELCOME TO
STARTUP DAY 2021

24-26 AUGUST 2022

WELCOME TO TARTU



startupday.ee



@startupdayfest



@startupdayfest

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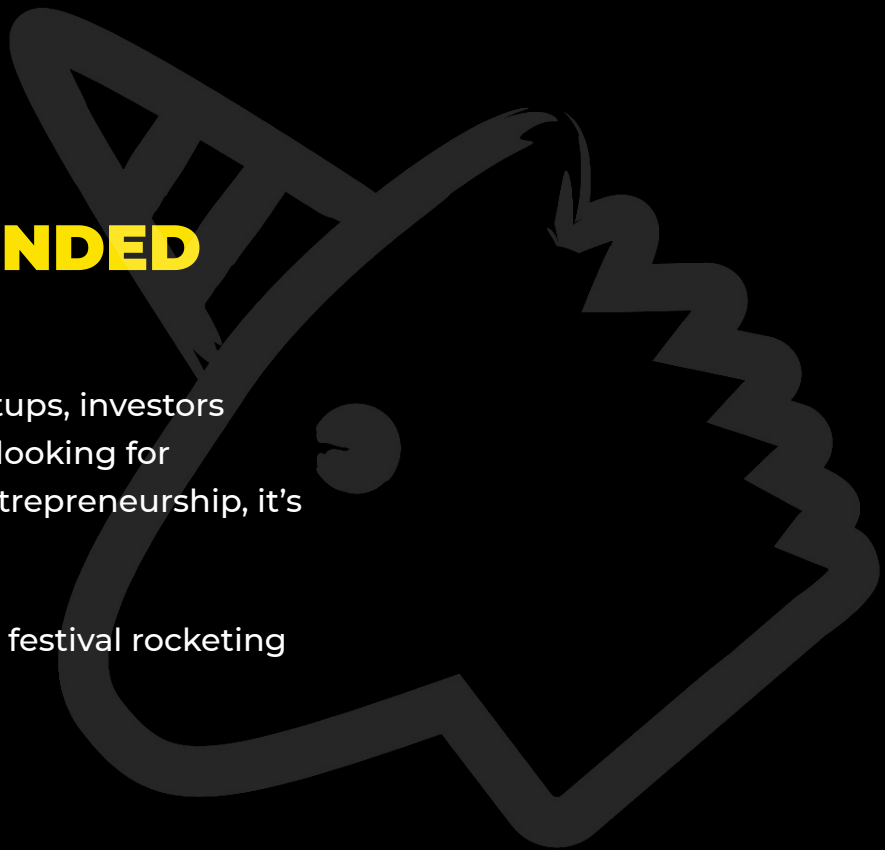
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THE MOST **STARTUP-MINDED** BUSINESS FESTIVAL

Bringing together **over 3000** 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 **sixth 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.

FROM ZERO TO HERO

YOU ROCK!

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 loovemajandus-
keskus

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ESTONIAN STARTUPS

- ⚡ Estonia is #1 in Europe (and probably in the world) in unicorns per capita*
- ⚡ There are **7 Estonian unicorns** and several startups close to becoming a 1\$B+ company
- ⚡ **Bolt** is the #15 fastest growing company in EU

* as of September 2021

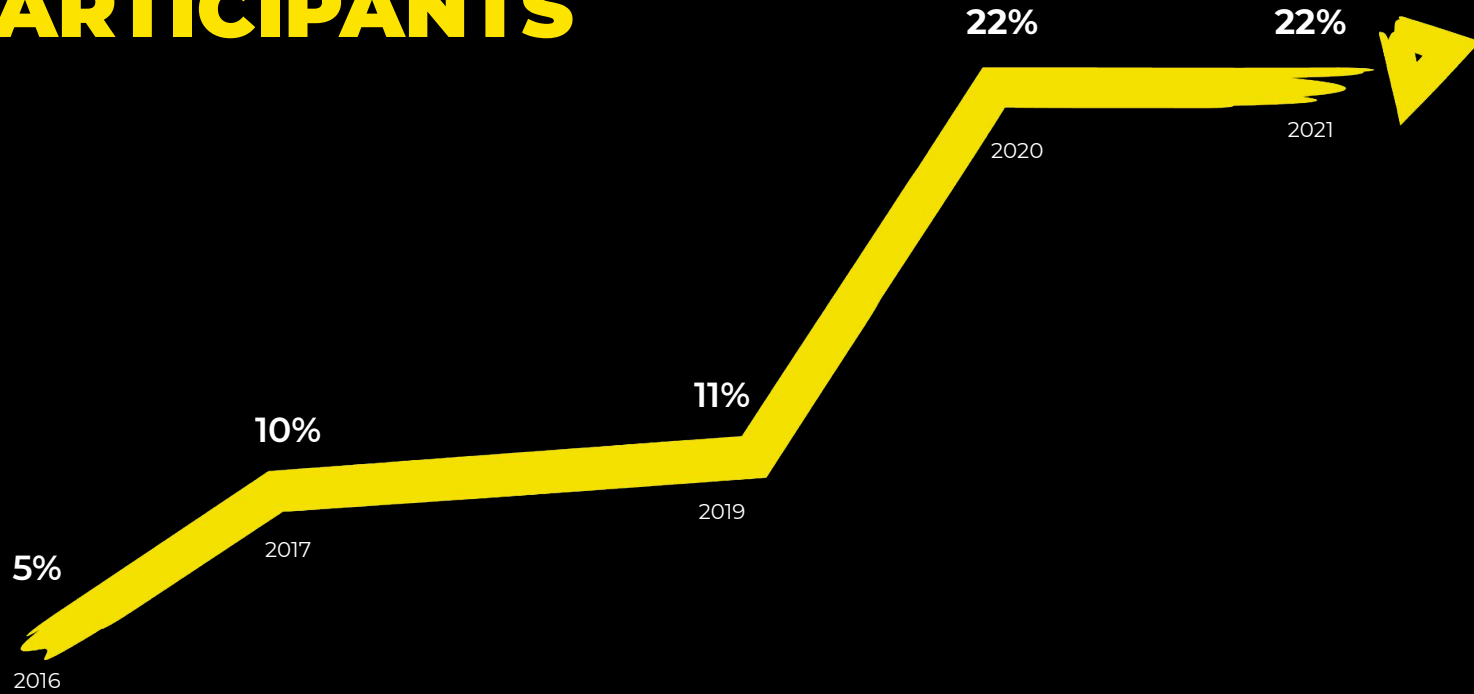


THE sTARTUp CITY

- ⚡ Tartu is the only city in the world which is in the word “**startup**”
- ⚡ The Smart City of Tartu is the **second largest** city in Estonia
- ⚡ Population of **100 000** people
- ⚡ Best known for the **University of Tartu**, founded in **1632** and amongst **1%** the world's best universities



% OF INTERNATIONAL PARTICIPANTS



FROM ZERO TO HERO

2021

STATISTICS

3100

PARTICIPANTS

67

COUNTRIES

163

SPEAKERS

330

STARTUPS

91

PITCHES

160

INVESTORS

50

**COMPANIES
EXHIBITING**

FROM ZERO TO HERO

sTARTUp DAY 2022

PROGRAM

SIDE- EVENTS

August 24

- ⚡ Executive Program
- ⚡ Investor Day
- ⚡ Networking Parties
- ⚡ ...and so much more

EMBRACING INNOVATION

August 25

- ⚡ Science to Business
- ⚡ Practical Startup Skills
- ⚡ Pitching Competitions
- ⚡ sTARTUp Night

EMPOWERING ENTREPRENEURSHIP

August 26

- ⚡ Inspirational Keynotes
- ⚡ Entrepreneurial Impact
- ⚡ Mental Health
- ⚡ Self-Development

**PROGRAMS WILL
FOCUS ON**



Mobility



Energy



**Smart
City**



**Game
Development**



**Mental
Health**



Psychology



**Entertainment
Industry**



**Startup
Founder
Stories**



**Food
Tech**



**...and much
more**

sTARTUp DAY 2022

SPEAKERS



KRISLI MELESK

1st Estonian woman to
conquer Mount Everest



ARTUR SCHABACK

Co-Founder and COO at
Paxful



ERIC EDMEADES

Founder at
WildFit



LAURA HOF

Instructor of Wim Hof
Method



SHILEI ZHANG

Chief Commercial Officer at
Solar Foods



PATRICK FLESNER

Partner at **Lead X Capital
Partners**

FROM ZERO TO HERO

sTARTUp DAY IS LOOKING FOR

STARTUPS



From **early stage** to **scaleup** 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 a **startup mindset***

VISITORS



Who have a **startup mindset***

*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 DAY IS **OFFERING**

ATMOSPHERE

Boosting your career in an inspiring environment which enables you to get new contacts, knowledge and experiences to thrive forward.

STAGE PROGRAM

Covering a wide range of topics with the help of international speakers to learn from one another. Keynotes, panels, fireside chats - you name it.



ATMOSPHERE

STAGE PROGRAM

WELCOME TO
STARTUP DAY 2021

TOOMAS ASSE
Rector, University of Jyväskylä

#startupdayfest

STARLIGHT STAGE

STARTUP DAY IS **OFFERING**

SEMINARS

Numerous practical seminars held in small groups focus on specific topics and everyone present has the opportunity to share ideas, best practices or get answers to their questions.

SIDE-EVENTS

Exclusive side-events for investors, executives & startups, and fun networking events in a more relaxed environment for visitors.



SEMINARS



**ONLY A MAGICIAN
CAN BRING A MORE
MEANINGFUL LIFE**

SIDE-EVENTS

STARTUP DAY IS OFFERING

DEMO AREA

Showing what you got and finding new employees, startups, innovative tech companies, startup support organizations, incubators - whatever you are looking for, we've got you covered!

YOUTH AREA

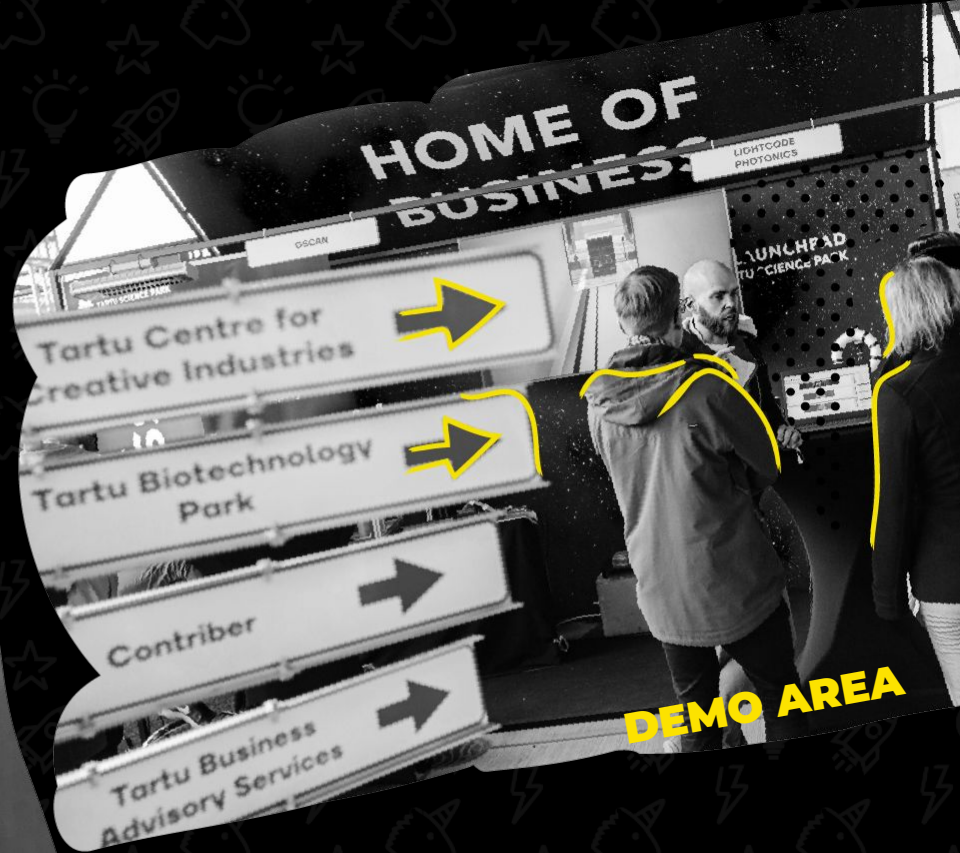
Growing future founders, the builders of tomorrow! Inspiring youngsters to get into entrepreneurship and giving them their first look into the real business world.

SPEED DATING

With limited time you can see a bunch of startups and investors see if there is a mutual match.



SPEED DATING



DEMO AREA



YOUTH AREA

STARTUP DAY IS **OFFERING**

EXECUTIVE PROGRAM

An exclusive executives meetup to share experiences, learn from each other, and create meaningful contacts. Structured in a way you'd feel both elevated by and busy with new ideas while leaving enough room for networking.

EARLY MATCH- MAKING ACCESS

Access our matchmaking app 2 weeks earlier than most people. A good opportunity to get a head start and request meetings with the hottest startups before others discover them.



EXECUTIVE PROGRAM



EARLY MATCHMAKING ACCESS

sTARTUp DAY IS OFFERING

VIP LOUNGE

Escape to your own lounge where you can kick back and relax, get some work done or prep for the next meeting while enjoying refreshing drinks and tasty snacks.

VIP RECEPTION

Celebrate the beginning of sTARTUp Day in style! The VIP reception brings together speakers, investors & executives for an unforgettable night full on entertainment.



sTARTUp Day is one of the most inspiring expos that I've been part of. To both speak at and also to be part of as an attendee.

PETER PAXX

I like the variety of things that are going on here at sTARTUp Day. I find it interesting - it is like a huge mental download of facts.

CHRIS TURNER

sTARTUp Day is like a delicate mixture of traditions and culture.

ANTTI NIITTYVIITA



IDEAS FOR

SEINÄJOKI DELEGATION

- ⚡ **Seinäjoki community group**
- ⚡ **Tailor-made delegation program**
- ⚡ **Side-event (Finnish Embassy Reception + ...)**
- ⚡ **Demo area**
- ⚡ **Seminars**
- ⚡ **Matchmaking**
- ⚡ **Speed Dating**



FROM ZERO TO HERO



YOU ROCK!

STARTUP DAY 2021 TEAM

QUESTIONS?

 startupday.ee

  @startupdayfest



YOU ROCK!

STARTUP DAY 2021 TEAM

KIITOS!

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