



# Welcome to the Startup Incubator!



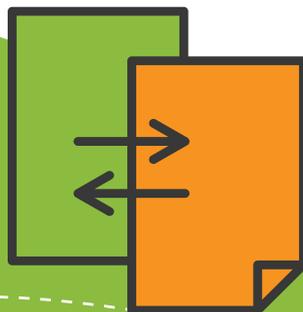
Congratulations – you’re the newest member of our startup community!



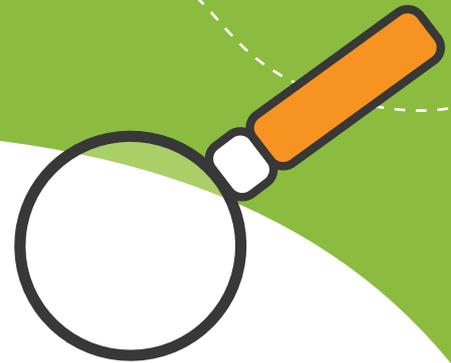
This survival guide to Tehnopol’s Startup Incubator program is designed so you can gain the maximum benefit from working with us. Please don’t hesitate to contact our team if you have any questions, comments or feedback.



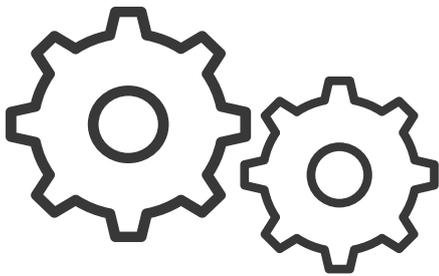
Enjoy the ride, and make the most of it!



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# Overview and goals of the program

The Startup Incubator program lasts for up to one year. During this time we expect the startup to generate sustainable revenue from local or export markets or to raise the seed-round investment from private angels or VC funds.

In order for you to achieve these goals, we've created the Startup Incubator program. It consists of four main components:



- ✦ **Key mentor** Each and every startup in the program is assigned a key mentor, who becomes their go-to person if they need assistance. The key mentor knows all about the challenges and problems facing the company, monitors its progress and manages communication with other external business coaches and mentors.

We have a wide set of business coaches who help you to become successful. The main competences of our mentors include: business modelling and market analyses, marketing, (international) sales, public relations and media management, investor readiness and investor relations, legal and IP matters, product development and design, UX and UI development, customer acquisition and conversion (growth) hacking; recruitment and personnel management, etc. If your company is running the growth stage where specific help is required, the key-mentor will involve the outside expertise.

## One-on-one mentoring ✦

- ✦ **Training and networking program** We provide a wide range of training courses, meet-ups and networking events at the Startup Incubator (around 50 a year). You'll receive constant updates about our events calendar by email. If something catches your eye, don't hesitate to sign up for it. All the events are free of charge for you and your team.

The Startup Incubator's located at Mäealuse 2/1, on the 2nd floor. You're guaranteed 24/7 access to the premises. You can use the co-working area, meeting rooms and kitchen, and free Wi-Fi and office equipment are available.

## Co-working space ✦



# Meeting the mentors



Mentorship is the most crucial part of the development program. In order to make the most out of the meetings with the mentors please prepare clear challenges that you are facing and where you need help from our pool of mentors. This helps to track the progress of the challenge and to measure the performance of the mentor. All the mentors working together with your team keep track on your progress as well and after each meeting a report will be saved in our task tracking system. If you want to see the topics covered by the mentors, just let me know and we can present the detailed report.

The meeting with the mentor normally lasts for one hour. If your company is going through some important development phase (legal issues, raising capital, launching the product etc.) we are there for you as long as required. It is always good to let us know if you require more assistance so we can plan our recourses.

To get the latest overview of the pool of mentors and their core competence please visit our website: [www.tehnopol.ee](http://www.tehnopol.ee).



# Trainings, meet-ups and networking events

There is a lot going on at Startup Incubator. All the information about the upcoming events is presented on our website, social media channels and screens you can find in our buildings. Please note that all the updates about our calendar will be sent to your e-mail each week. If you find something you like, just sign up! All the events are free for your team members.

The main types of events at Startup Incubator are:

## Coffee Mornings

Fun and educational events taking place almost every second Tuesday morning at 10 a.m. at Startup Incubator. We invite entrepreneurs, specialists and interesting people to share and talk about their experience. Free coffee, morning snacks and good energy for the day guaranteed!

## Networking Nights

Takes place at least four times per year. It is an event where you will find 100+ participants - entrepreneurs, engineers, investors, startup evangelists, students etc. It is best place for new contacts, great ideas and time worthy networking. Each time a new topic will be taken into focus.

## Expert panels

Twice a year an expert panel designed for our portfolio companies will take place at Startup Incubator. Expert panel is a good opportunity to pitch your business idea to field specific experts and investors in order to get good quality feedback and links to investments. We will help you to prepare your presentation and to get the best out of the panels.

## Alumni Club

Networking event for previous and current Startup Incubator clients with emphasis to help each other. Alumni clubs take place twice a year and the information will be sent to your e-mail directly.

## Startup Academy

Startup Academy is a yearly ongoing training program that is highly recommended to all the portfolio companies. Startup Academy gives you the basic skill to develop different elements of your company with a hands-on approach. We will take a day (or two) to focus on specific topics (e.g. sales and marketing, financial planning, pitching and presentation, IP and legal terms). In addition to preaching we really help you to draw the strategy according to your company needs and answer all the questions that are important to your company only.



# Co-working space at the Startup Incubator

Your team has 24/7 access to our open office at the Startup Incubator at Mäealuse 2/1 (2nd floor). You get one key-card per project, with additional cards costing €6 + VAT.

To get a card, contact Marten



marten.peiel@tehnopol.ee



+372 50 31 191



Be sure to mention 'access to the Startup Incubator', your project's name and your own name.

You can use:

## Open office desks

There are around 10 desks you can use all day long, provided you can find one that's free! This is the easiest way to start working straight away.

## Meeting rooms

There are six meeting rooms which can hold up to 80 people in total. If you need to have a meeting, book a suitable room on our website. Make sure you use the promotional code 'startup incubator' if use of the rooms is free of charge for you.

## Phone booths

There are five private phone booths you can use for private calls or simply for work, any time of day. Feel free to set up the most convenient working conditions for you in whichever booth you find empty.

## Kitchen area

There's a fully equipped kitchen at the Startup Incubator. There's only one rule – if you use it, you clean it. If you'd like to use the coffee machine, don't forget to bring coins.

## Printer

There's a B/W printer you can use, but we do ask that you supply your own paper (A4 or A3).

## Parking spaces

- In front of the building – for short-term use (30 min)
- Behind the building (free of charge)
- Garage (monthly fee) – contact building manager Maarika Maripuu at [maarika.maripuu@astlanda.ee](mailto:maarika.maripuu@astlanda.ee)

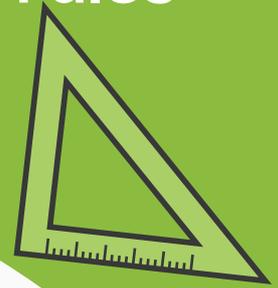
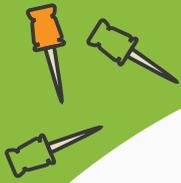
## Local services

On the Tehnopol campus you'll find all of the services you need, from somewhere to eat to somewhere to get your car repaired. Take a look at our website for more information [www.tehnopol.ee/kinnisvara-2/asukoha-ning-partnerite-teenused/?lang=en](http://www.tehnopol.ee/kinnisvara-2/asukoha-ning-partnerite-teenused/?lang=en)



Free WiFi is available in our co-working space – use the 'Startup Incubator Public' network. There's also an online printer you can use. You'll find instructions on the wall next to the printer.

# Startup Incubator co-working space rules



- If you open it, close it. (doors, windows)
- If you unlock it, lock it. (doors)
- If you break it, repair it. (whiteboard, projector)
- If you borrow it, return it. (HDMI cable, VGA adapter, speakers)
- If you move it, put it back. (TV, chairs, tables)
- If you turn it on, turn it off. (lamps, lights, projector, TV)
- If you use it, take care of it. (projector, furniture, TV, books)
- If you can't fix it, call Karin on +372 5680 0200.
- If you make a mess, clean it up. (kitchen, meeting rooms, open office area)
- If you need to speak loudly, use the Skype boxes (and only the Skype boxes).
- If you come by car, park behind the building (free of charge).
- If you don't know how to operate it, call Karin on +372 5680 0200.
- If you need help with your key-card, call Eedi on +372 5680 0218.
- If you smoke, do so downstairs in the smoking room or outside the building (never on the balcony).
- If you want to book a meeting room, make a note on the relevant room calendar.
- Meetings rooms can be booked for a maximum of 2 hours in a row.
- If it belongs to somebody else and you want to use it, ask Karin. (VGA adapter, TV, speakers)
- If you use our fridge, throw away and out-of-date food.

If you have any questions contact Karin



[karin@tehnopol.ee](mailto:karin@tehnopol.ee)



+372 5680 0200





Startup  
Incubator  
tehnopol.ee

## Use the logo

If you haven't already done that then please send us your company logo and a brief introduction of your company. We will present the information at Startup Incubator co-working space and our website.

Also, it is always cool to promote your membership at Startup Incubator. You can download the logo of Startup Incubator from our website and use that in your promotional materials, websites, social media channels etc. Please contact us if you need additional promotion materials of Startup Incubator.

## Join our networks



Subscribe weekly newsletter at [www.tehnopol.ee](http://www.tehnopol.ee)



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[facebook.com/groups/Startupinkubaator/](https://facebook.com/groups/Startupinkubaator/)



[twitter.com/tehnopol](https://twitter.com/tehnopol)



[youtube.com/user/TehnopolTV](https://youtube.com/user/TehnopolTV)



[instagram.com/tehnopol](https://instagram.com/tehnopol)



# Contacts- team and key-mentors

The best way to get around is to call, write a e-mail or Skype us. We are always ready to assist and help You.

Your need-to-know contacts during the incubation program are:



## Martin Goroško

CEO of Startup Incubator  
Management of Startup Incubator, mentoring program, feedback on program.

 martin@tehnopol.ee  
 +372 56 800 228  
 martin\_gorosko



## Birgit Podelsky

Community Manager  
Training and networking events and event calendar

 birgit@tehnopol.ee  
 +372 53 790 399



## Maret Kivirand

Operations Associate  
Contracts and administrative matters

 maret.kivirand@tehnopol.ee  
 +372 56 800 233



## Karin Berens

Real Estate Specialist  
Real estate issues and open office issues

 karin.berens@tehnopol.ee  
 +372 56 800 200



## Katre Uusmaa

Head of Marketing and Communications  
Media relations and promotion

 katre@tehnopol.ee  
 +372 50 460 16



# Our key-mentors:



## Raido Pikkar

ICT, B2B  
Business modelling

 [raido.pikkar@tehnopol.ee](mailto:raido.pikkar@tehnopol.ee)  
 +372 5680 0208



## Toomas Türik

ICT, B2B  
Management and personnel

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 +372 5060 433



## Siim Lepisk

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## Erki Molder

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### Indrek Kelder

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 +372 5090 519



### Kairi Sülla

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 +372 5344 8048



### Ivar Siimar

Investor readiness

 ivar@wnb.ee  
 +372 5029 029



### Heidi Kakko

Investor readiness

 kakko.heidi@gmail.com  
 +372 5624 9959



### Indrek Jaaska

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 +372 5090 933



### Pirko Konsa

Investor readiness

 pirko.konsa@gmail.com  
 +372 5680 0211



# Startup Incubator Partners



UK Trade  
& Investment





# FAQ Find answers to frequently asked questions



## ✦ How can we apply for Startup Incubator?

We expect scalable and technology based business idea, motivated team and ambition to work with the best of the best. Our main focus areas are ICT, green and health technologies. Please apply to Startup Incubator via our homepage [www.tehnopol.ee](http://www.tehnopol.ee). Startup Incubator Manager will contact you as soon as possible.

To become a full member of Startup Incubator you have to start with submitting your business idea. Most certainly we would like to meet you in person to test and give initial feedback to your business idea. Don't forget that the excellent pitch is the ABC of success.

Next step brings your team in front of our expert panel (mentors and business coaches). Perform your best pitch and if the panel finds you worthy, you're in!

You can apply to Startup Incubator all year round.

## ✦ How long does incubation process last?

Incubation process usually lasts 6-18 months. It depends on the development process and on the achievements. The incubation process ends when you raise capital for your business, expand into foreign market or you have sustainable turnover.

If your company doesn't meet our expectations, you we have to end the contract.

## ✦ How does incubation work?

Your company gets one-on-one mentoring from specialists in their fields – a business model, raising funds, growth hacking, international sales, UX, legal and finances. You also get to take part in the Startup Academy, which is a series of practical training events given by leading figures in their areas of expertise from Estonia and abroad. Every month there are workshops, seminars, networking events and meetings with business angels. Incubation also gives you access to a contact network of business angels and investors, helps you find clients and partners abroad, provides support in terms of prototyping and offers useful co-working space for meetings.

## ✦ Do we have to be physically based at the Startup Incubator throughout the program?

Incubation's not linked to one specific location, but we still recommend that you make the most of the possibilities the incubator gives you – including taking part in events and meetings – because every opportunity to learn something, meet new people and benefit from mentoring is provided in your interests as a startup.

## ✦ What have been the incubator's biggest success stories so far?

Toggl, Defendec, LabToWellness, ModeSat, Inkspin, Cognuse, GateMe, Streamtainment Systems, LoQuiz and Thorgate. To name a few ;)

## ✦ How much does the incubator service cost?

€95/month





### ✂ Does using the service also give us the right to use the space?

All startups in the incubator have 24/7 access to our co-working rooms.

### ✂ What other services does the incubator include?

You can benefit from offers made by our partners (take a look at the list here), which can be valued at thousands of euros. Our aim is to help your company grow as much as possible for as little as possible.

### ✂ If we join the Startup Incubator, do we have to give up our day jobs?

Incubation represents an active way of growing your business – you need to take time to meet with your mentors and develop what it is you do. That said, we know that when you're starting out it's not always possible to find the outside resources to invest 100% of your time in your business. We're flexible, and we understand if you do give up your normal job and focus solely on your company after you get your first investment or raise some support. All we ask of companies in the incubator is that they're responsible, motivated and oriented towards results.

### What kind of events are organised for companies in the incubator?

There's the Coaching Day, coffee mornings, networking events, seminars, training and more.

### ✂ Can the Startup Incubator help with things like accounting and legal matters?

We have reliable partners who specialise in accounting and legal issues for technology companies that are just starting out. For example, as part of training events and coaching we can help you sort out any legal matters you might face (SHA, NDA, IP).

