



Aalto University
School of Business
Start-Up Center

*Business Accelerator
for front runners
- Aalto Start-Up Center!*

a great idea leads to a *success story*





”Aalto Start-Up Center business accelerator has helped me to find the right people and the right resources to expand to the international market. Aalto Start-Up Center is unique in promoting a great entrepreneurial spirit and a positive atmosphere!”

Markus Porvari, CEO, HyperIn Oy



Aalto Start-Up Center is a successful, fast-developing business accelerator within Aalto University. It provides growth companies with the essential initial momentum required for success and combines the know-how from the fields of business, technology and art. Aalto Start-Up Center has been an integral part of the Helsinki School of Business since 1997.



Clients of Aalto Start-Up Center are growth-minded entrepreneurs with an innovative business idea and a strong will to succeed.

Aalto Start-Up Center provides an excellent springboard to success for aspiring entrepreneurs by offering modern premises, high level business development and coaching as well as access to a wide network of business expertise.



”More than 30% of all Aalto Start-Up Center companies can be characterized as fast growers. This is approximately ten times more than their contemporaries!”

(Research study of over 400 accelerator companies 01/14)

Initial focus is on the planning and development of the company’s business model as well as securing proper funding. The next step is to formulate a sales strategy and fine tune selling techniques to deliver actual sales. We also draw on the expertise of the Aalto University School of Business’ marketing department in the process. The final step is to ensure the ongoing development of the company’s growth.

Our clients are knowledge and technology based companies as well as companies operating in the creative field: the Arabus business accelerator, which focuses on creative companies is also a part of Aalto Start-Up Center.

In Aalto Start-Up Center every company receives tailored development consulting according to its needs. The entrepreneur’s development plan is then devised and tracked with the help of the Aalto Start-Up Center.

Aalto Start-Up Center is based in Ruoholahti, Helsinki, which is the fastest-growing technology cluster in the Helsinki region. The companies that have already established their position in the area create an excellent network for new entrepreneurs.

”We received a great deal of ideas for successful entrepreneurship from Arabus. We can wholeheartedly recommend its services to new companies.”



Helene Auramo
CEO
Zipipop Oy

Services of Aalto Start-Up Center



"Futurice has grown from a feeble incubator start-up of four people into an international software house with over 100 employees. We worked in the former New Business Center from 2000 to 2002. The unique incubator offered us contacts with fast-growing companies and dynamic people. These contacts have been irreplaceable for a decade now.

It's been fun and encouraging to observe the success of other NBC-originated firms, many which we know very well. The services of the present Aalto Start-Up Center accelerator are much broader, but keeping the entrepreneurial community alive remains the cornerstone of all activity."



Mikko Viikari
 Director
 HR & SW Development
 Futurice Oy

Aalto Start-Up Center has three different phases for the entrepreneurs:

Becoming an entrepreneur ***– from idea to start up***

Aalto University's Small Business Center offers a large variety of training programs for wantpreneurs. These include "Become an entrepreneur", "Academic entrepreneur degree" and the popular "Young business today" -internet course. In addition, this service also provides access to various topical events and seminars to promote entrepreneurship.

Business acceleration services ***– making a growth company***

In the actual accelerator, entrepreneurs are assisted in improving their business processes, clarifying their action planning, sharpening their sales skills and developing ongoing, sustainable growth for their company.

Business Hub ***– services for alumni companies***

Here we offer accelerator-fostered companies the opportunity to continue to take part in accelerator activities after their official period of residence. Companies can benefit from various networking events, support and business advice to facilitate their ongoing success.



“It was very useful for Footbalance to be selected for the Arabus, in which professionals of various skills and experience helped us develop the Footbalance -concept for international markets. We were especially pleased with the brand management and marketing communications training that we received.

A well built foundation was crucial in enabling us to expand into over 300 stores in ten countries. I can whole-heartedly recommend the Arabus even for the most demanding entrepreneur!”

Erkki Hakkala, CTO & Chairman of the Board, Footbalance Oy

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Additional information:
start-upcenter.fi
including an application form.

Aalto Start-Up Center in Facebook:
facebook.com/AaltoStartUpCenter
and in Twitter: **twitter.com/startupc**

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A forerunner, changing the world

Aalto University brings together the very best of the technology, business and art worlds in a unique combination of Finnish assets. The new university is composed of Finland's most prestigious academic institutions: the Aalto Schools of Business, Technology and Arts and Design.

Aalto School of Business is the leading business school in Finland, situated in central Helsinki. With its 4000 students and over 500 researchers, professors and public servants, Aalto School of Business provides an innovative, active and international community.

The Small Business Center is a separate unit within Aalto School of Business. Our most important functions are conducting training, R&D and innovation -projects as well as managing our accelerator activities. Our operations have been active for over 30 years and we now have offices in Helsinki, Mikkeli, St Petersburg and Tallinn. Our collaboration with Aalto University means we can capitalise on the professional know-how working with a variety of successful corporations and organizations.