



## PROGRAMME

**Date:** 8 September 2015

**Venue:** cinema Artis, Tallinn, Estonia

**Language:** English

Moderated by **Villu Arak**: Consultant, Creative Writer and a Cofounder of Funderbeam.com, a platform for startup data intelligence

12.00 *Registration, sandwiches and coffee*

### Panel I: Starting from zero. I've got the idea!

From dad to crowdfunding: funding options and their caveats (savings, family, angels, grants, crowds, incubators)

- 12.30
- *What Separates Good Money from Bad?* Yrjö Ojasaar, Entrepreneur, Startup Wise Guys Estonia  
Netherlands
  - *Values of Culture & Creativity.* Joost Heinsius, Entrepreneur, Values of Culture&Creativity Discussion

### Panel II: Getting real. From idea to business

Beyond cash: what do angels want (and get)? What to ask for besides cash?

- 13.30
- *What Do Angels Want?* Heidi Kakko, CEO, EstBAN Estonia
  - *How does the mind of an investor work, how does it find potential businesses to invest in?* Andy Johnston, Investor, MOOR Capital Sweden
- Discussion

14.30 *Smoothie break*

### Panel III: So you think you can grow? Getting over the obstacles!

How to scale your business: bigger investors and bigger ambitions (accelerator programmes, large-scale thinking without losing sight of the details).

- 14.45
- *What Does It Take to Grow from a Small-scale Business to a Bigger One?* Finland  
Estonia  
Mika Ahokas, CEO, Dream Broker
  - *Investing into Creative Industries Startups - Balancing Opportunities with Challenges.* Rene Tõnnisson, Co-founder and Member of Executive Board, Buildit Accelerator Discussion

