

# scalable value of digital culture

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**CHANGE VENTURES**

BACKING AMBITIOUS BALTIC FOUNDERS

CREATIVE ECONOMY

\$1 TRILLION

10% GLOBAL GDP

Growing 2X v. Other Industries

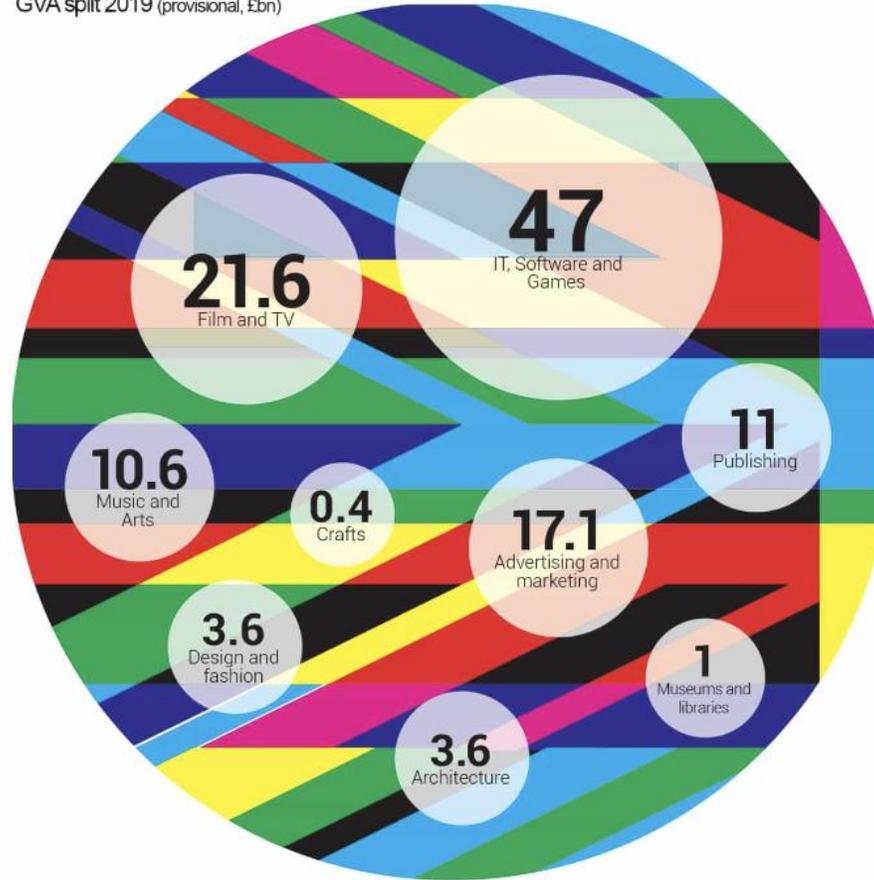


United Nations Conference  
on Trade and Development

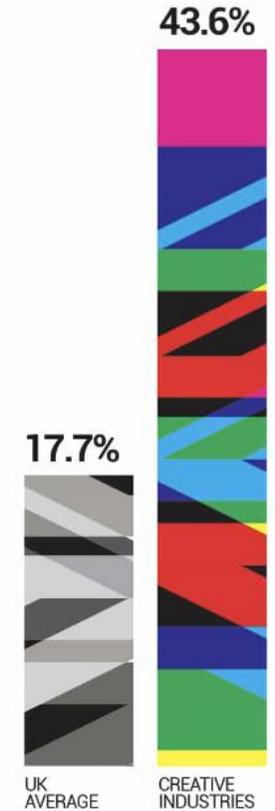
# UK EXAMPLE

# £115 Billion

GVA split 2019 (provisional, £bn)



Change in GVA 2010-2019\*\*

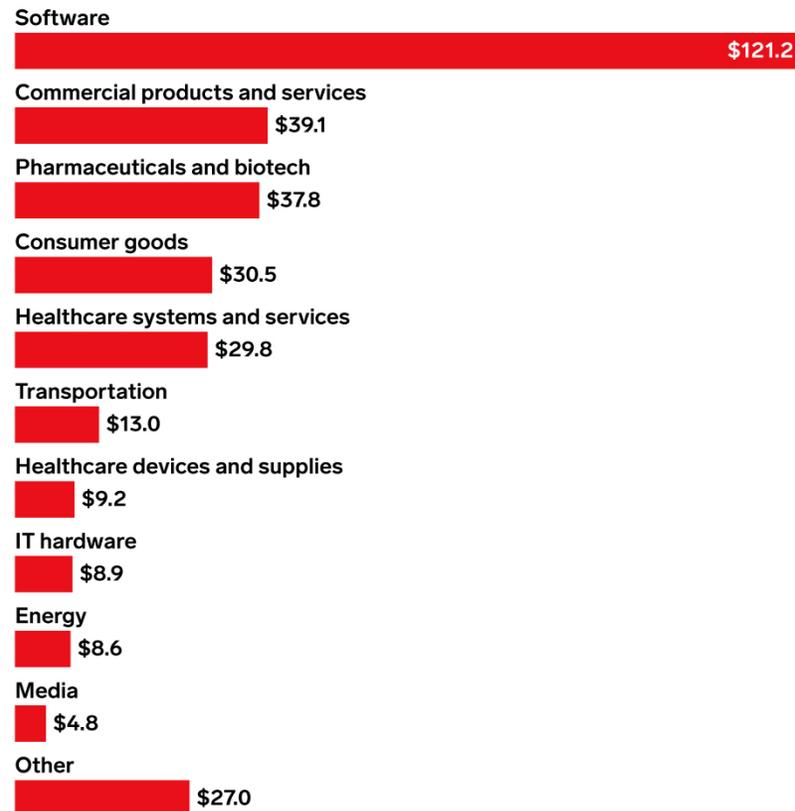


[www.thecreativeindustries.co.uk](http://www.thecreativeindustries.co.uk)

# MORE INVESTMENT THAN ANY OTHER SECTOR

## US Venture Capital Investment Value, by Industry, 2021

billions



Source: PitchBook and National Venture Capital Association (NVCA), "Q4 2021 PitchBook-NVCA Venture Monitor" sponsored by Insperity, Jan 19, 2022

# INVESTING IN HUMANS

Jobs

**2.1**

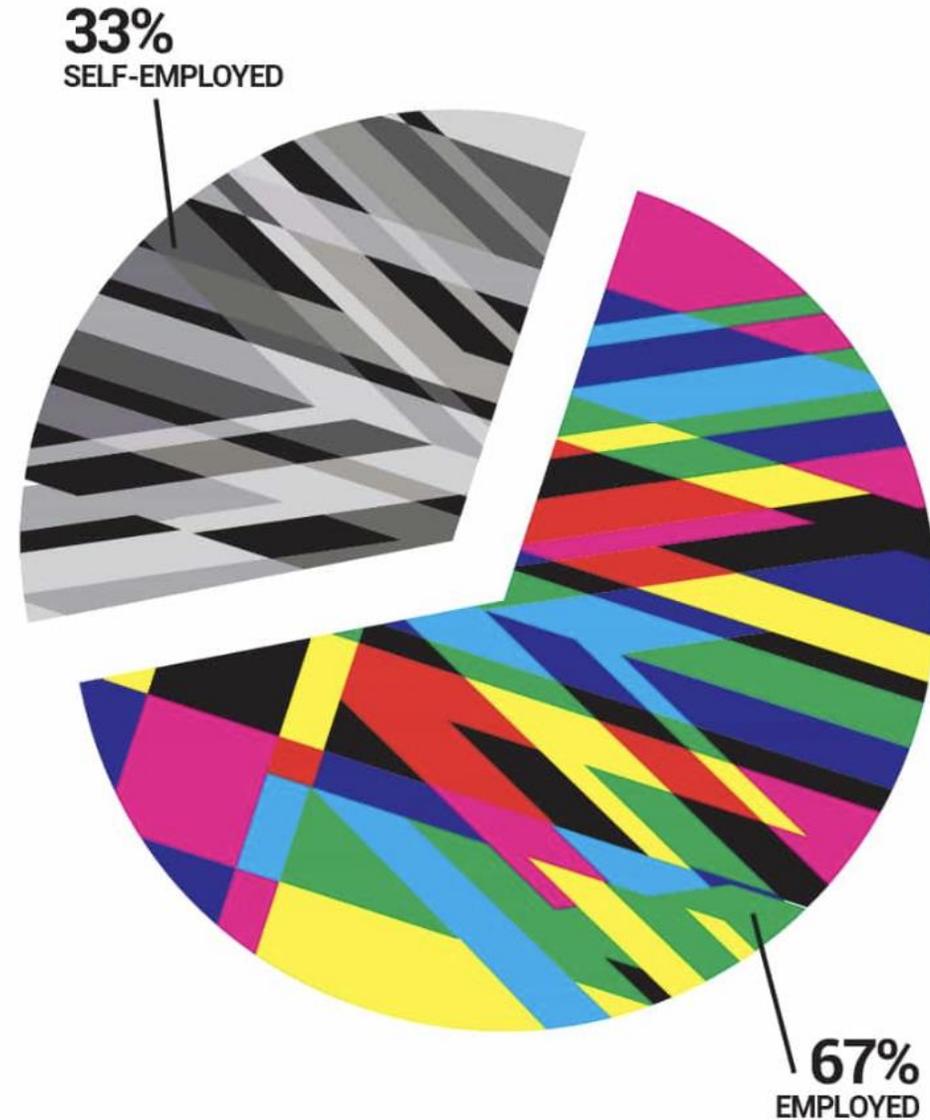
MILLION JOBS  
TOTAL

**61k**

NEW JOBS  
IN 2019

**2.7x**

JOBS GROWTH OF UK AVERAGE



# QUESTIONS ARE WELCOME

Yrjö Ojasaar

CHANGE **VENTURES**

BACKING AMBITIOUS BALTIC FOUNDERS



Nordic Council of Ministers'  
Office in Estonia



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Creative Europe Programme  
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creative  
digital  
transformation