

Interreg  Co-funded by
the European Union

Central Baltic Programme

ESCALTECH

Partners



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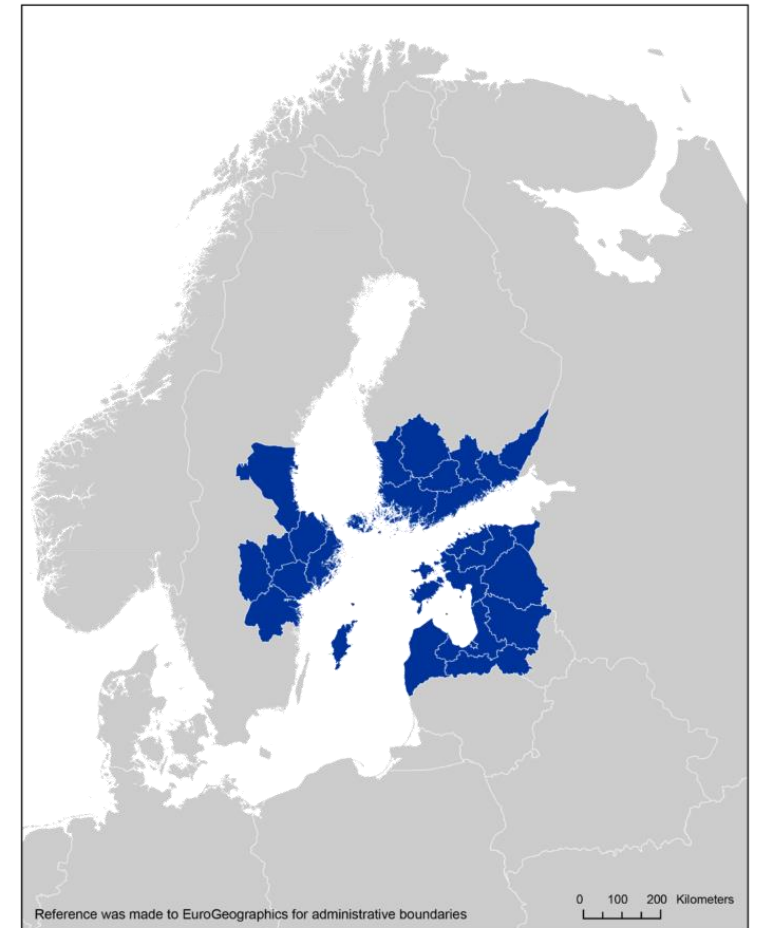


Scaling SMEs in the Central Baltic region

01

Introduction

- ESCALTECH is a Support Program which will last for three years as a modular program for **90 companies** across **three partner countries (Finland, Latvia and Estonia)**.
- Program consists of **training and coaching modules** with both generic topics, such as marketing and business model redesign, and tailor-made modules, such as specific competence or skills development. **Cross-border collaboration** will mean access to **networking and matchmaking** events in other partner countries.
- **Result indicator: At least 30 scaled up companies.** For the participating companies, the baseline will be set after their onboarding, and the achievements will be assessed in the end of the Program accordingly.



02

What is a scaleup?

- Raising investment
- Establishing presence outside of the home market(s)
- Developing a new business model to adapt to the market needs
- Developing a new product and/or service model
- Expanding the core team
- Merging with and/or acquiring another company
- Implementing an IPO (Initial Public Offering)

Target group:

- Information communications Technology
 - E-governance
 - Smart manufacturing
 - Smart mobility
- max. 5-7 yrs (Have at least one customer)

Countries:

- Latvia
- Estonia
- Finland

02

What are we planning?

5 modules

1. Introduction to the program
2. Sales & Marketing
3. Product management & innovation
4. International markets, exports
5. People
6. Financial management and fundraising

Target group:

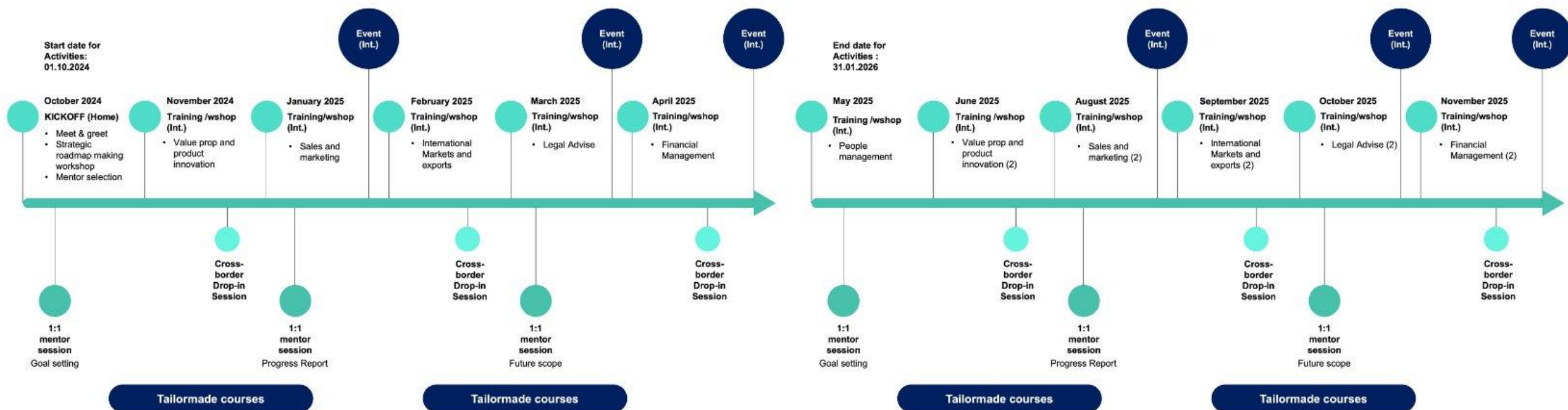
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2025* Oct 2024 Dec 2025

ESCALTECH



*Subject to change

03

What does this mean for SMEs?

- We offer trainings and workshops across 5 modules for all ESCALTECH participants in Finland, Latvia and Estonia
- In addition, the companies have a chance to benefit from mentors and tailormade courses
- The support received is 80% covered by the project, which means selected participants get substantial support, and some of the activities we offer are even free.
- In return, we expect active participation! We reserve the right to give the spot to another company if a company does not actively participate in the program.
- **Publicly available financial and growth figures** will be monitored from the beginning to the end of the program (2027)

Selection for the second batch (starting October 2024) is now open - fill in the application [here](#) by 20.9.2024.

04 What we have done so far?



Thinking about the potential markets and plotting them between value and doability was useful.



Doing the value proposition exercises and hearing other startups talk about them once again was very useful!



The timing and the content of this session is great and I love Jani's presentation and his story telling skills!



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ESCALTECH

Project Partners



Scale up support

Cross-border opportunities and collaboration

Trainings, workshops, mentoring and coaching on the topics that matter to you.

Apply now!

Selection on rolling basis.

Industry leading Mentors and Facilitators



- TME Challenge
- Small-talk training, Estonia
- Kick-off for companies (roadmaps)
- Let the numbers talk! Slush side event, Finland
- Go to market training, online
- Tartu sTARTUp Day, Estonia
- IP training for IT companies, hybrid event Estonia
- Latitude59, Estonia
- Market assessment training, hybrid event Latvia
- Arctic15 incl. Pricing model workshop
- Startup Tampere Showcase

07 Ready to scale up?

Submit your application today:

- [Apply here \(Finland\)](#)
- [Apply here \(Latvia\)](#)
- [Apply here \(Estonia\)](#)

Stay up to date regarding the program by following us on [LinkedIn](#)

For more information on the project and latest events visit our official [website](#)

Contacts



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