

**Interreg**



Co-funded by  
the European Union

Central Baltic Programme

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**CDG-Booster**

**CREATIVE  
DIGITAL  
GROWTH  
BOOSTER**

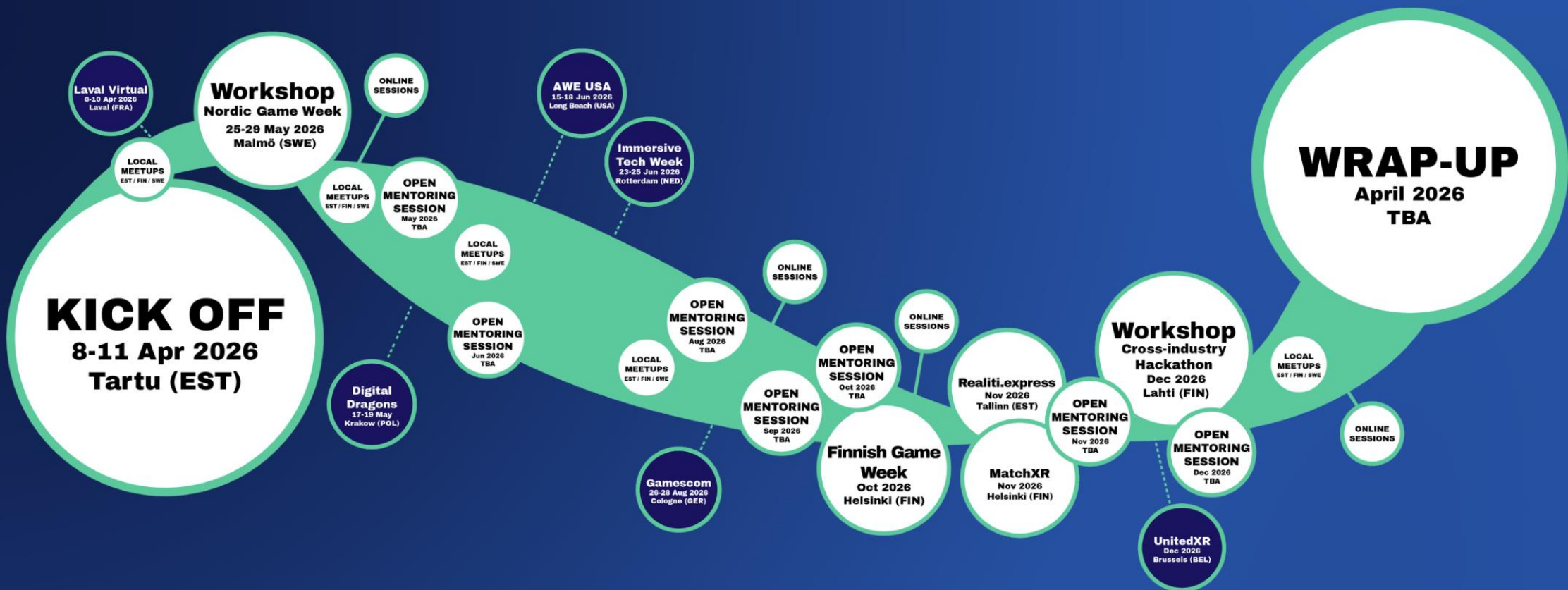
**Community is the new Capital**

# ABOUT

**The Creative Digital Growth Booster (CDG-Booster) bridges the gap between cutting-edge digital technologies, creatives and real-world applications in traditional industries.**

**Tailored for SMEs in Finland, Sweden and Estonia, initiative accelerates growth for companies harnessing the power of VR, AR, XR, metaverse and game technologies.**

**CDG-Booster offers a comprehensive ecosystem designed to support SMEs every step of the way.**



# IMPACT

- Active Peer2Peer support across the whole ecosystem
- Onsite events – networking space
- New friendships/partnerships
- Realization of potential and opportunities
- Long-term community
- Advice and support – just ask !!
- Build trust – create openness
- Leadership support



MENTOR

### Antti Villanen

Finland  
**Current Role:**  
CSO-Board Member and Co-Founder at NITRO GAMES  
Chairman of the Board - Arctic Brand Group

<https://www.nitrogames.com/>  
<https://arcticbluebeverages.com>

#### Areas of Expertise

- Investment strategies
- Growth Plans and Roadmaps
- Scale-up plans and strategy
- Investment in great teams
- Business Development

#### How I Can Help You

- Investor presentation and preparation
- Investor pitching and preparation
- Funding strategy
- Approaching investors and developing negotiation skills (For investors)
- Closing the deal and getting the funding

#### I'm Passionate About

- Networking
- Gaming
- Fishing and boating
- Good Food and Craft alcohol drinks

#### About Me

A serial entrepreneur with more than 25 years of experience. Founded multiple companies, including co-founding.

Coming from fast scaling gaming and internet companies, I have done four exits, so far, and two IPOs (Nitro and Arctic Brand Group)



MENTOR

### Lars Håhus

Malmö, Sweden  
**Current Role:**  
CEO Llama Lane  
[llamalane.se](http://llamalane.se)

**Affiliations:**  
Independent

#### Areas of Expertise

- Indie → AA
- PC/Console/Mobile
- Funding
- Studio Profitability
- Business Strategy 2026

#### How I Can Help You

- Release a game
- Attract investments / publishers
- Assess studio and suggest where to improve

#### I'm Passionate About

- Ninja turtles
- Painting
- Kickass games

#### About Me

An artist turned studio manager with 18 years of opening, staffing and running game studios in Sweden.

Ex-Indie (Shortfuse games)  
Ex-Paradox Studio head  
Ex-NetEase advisor  
Ex-Llama keeper



MENTOR

### Aleksander Tõnnisson

Estonia  
**Current Role:**  
Founding Partner @ .Contribr Ventures,  
**Affiliations:**  
Founding partner at Buildit Hardware Accelerator and Seed Fund  
EstBAN board member  
Co-Founder of MedTech  
mentor and life coach

#### Areas of Expertise

- Investment & fundraising (Business Angels & VCs)
- Sales
- Presentation Skills & Pitch Decks
- Hardware & Manufacturing
- Leadership & relationships

#### How I Can Help You

- Vision & strategy
- Finding and aligning individual purpose and avoid burnout
- Growing from a manager to a leader
- Managing team relationships
- Structured and systematic sales
- Raise funding
- Make awesome presentations

#### I'm Passionate About

- Networking
- Gaming
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#### About Me

Aleksander is a co-founder, investor, and mentor who has backed 100+ startups.

His personal vision is to support founders and future leaders in discovering their purpose and translating it into their company's direction.



# Mentor and Advisor POOL

Specific selected (handpicked) mentors and advisor with an experience in the industry with 15+ years

Specific selected knowledge according to the needs/demands of targeted audience

1-0-1 highly confidentially mentor sessions

### Booster Program BATCH 1

22 companies accepted  
27 applications  
Business Field: XR/VR, AI, Game,  
Game Tech, Creative Industry

### Booster Program BATCH 2

25 companies accepted  
30+ applications  
Experience and Growth level increased  
Business Field: XR/VR, Media, Game, Game Tech

### CDG-Booster on LinkedIn

249+ followers  
Suitable for targeted audience

LinkedIn

## CDG-BOOSTER IN NUMBERS

### Achievements/RESULTS

8+ DEALS

- Investment
- Partnership
- Publishing deals

### CDG Booster events

10+ CDG Meetups  
5+ CDG Online sessions  
5+ CDG workshops  
785+ messages/communication on DISCORD  
250 Participants on the GAME TRACK event  
15+ Trade show participation

### Platform Members (Discord)

123+ members and growing  
Members: Estonia, Sweden, and Finland  
**BALTIC and NORDIC Game Ecosystem**

- Tools and technology developed in gaming have spread into other industries
- It's less about following a perfect 5-year plan and more about noticing, adjusting and improving, while the game and tech is active

Lesson learned and  
it continuous

**In this world, funding and support from communities, e.g., players, fans, small supporters, and online followers, can sometimes offer a more flexible option than traditional investors, especially when paired with the use of easily available, inexpensive technologies.**

**The opportunity exists, especially in  
community-driven models,  
but it takes courage to leave the safety  
of old ways and learn to work with  
these new cycles.**

