TURKU REGION STARTUP STUDY 2025, 22ND OCTOBER 2025 (RESULTS)

INTRODUCTION

1) INTRODUCTION

2) DEFINITION OF A STARTUP COMPANY

3) STARTUP ECOSYSTEMS IN GENERAL

STARTUP STUDY REPORT 2025 – INTRODUCTION

- **Research and evaluation review of the current situation of the region's startup ecosystem**
  - Based on data acquisition (company responses and analysis based on them)
  - High response rate (full response set in the Turku region survey, n=65)
  - Provides follow-up information in relation to the data from 2023 and 2024
- **The key objectives of the study**
  - To determine the number of active startup companies in the Turku region
  - Show and analyze current information on the development, growth, funding, internationalization and operating environment of the active startup companies
  - Special attention will be paid to investigating the special features of the startup ecosystem in the Turku region in relation to other studied cities and regions

IMPLEMENTATION OF THE STUDY – APRIL-SEPTEMBER 2025

DEFINITION OF A STARTUP COMPANY

Definition used

- **1. Employability:** Employs 1-49 employees, and is either registered with the employer register or has a team of more than one person.
- **2. Company type:** Is a limited liability company and is privately owned. Subsidiaries of groups or companies owned by the state and municipalities are not taken into account.
- **3. Innovation and scalability:** Develops an innovative product or service with high business risk. Seeks a scalable and repeatable business model.
  - Companies that have started to develop a new, innovative and scalable business model instead of their previous, more established business model will also be considered.
- **4. Growth orientation:** Actively seeks internationalization and strong growth.
- **5. Financing potential:** The company has either received venture financing or is of interest to venture capitalists.
- **6. Company age:** 0-10 years. The actual startup age of the company takes into account complete changes in the business model, e.g. due to a change of ownership or generation.

STARTUP ECOSYSTEMS IN GENERAL

- **Ecosystems are networks of economic development strategies, business activities, and innovative initiatives that increase employment and urban vitality** (Robertson et al. 2020).
- In the startup ecosystem, **various stakeholders** establish organizations to build an infrastructure base to support and establish startups, promote the development of the national product, and increase jobs on a large scale (Zhavoronkova et al. 2020).
- Startup and innovation ecosystems require **interaction between universities, research institutes and businesses to support them**.

STUDY RESULTS

1) NUMBER OF ACTIVE STARTUPS

2) NUMBER OF NEW STARTUPS FOUNDED

3) AGE DISTRIBUTION OF ACTIVE STARTUPS

NUMBER OF ACTIVE STARTUP COMPANIES

Q2/2025

NUMBER OF ACTIVE IDENTIFIED STARTUP COMPANIES IN TURKU REGION (2025):

- 117 STARTUP COMPANIES
- SCALEUPS AND EXITS ARE NOT COUNTED
- THE NUMBER OF NEW STARTUPS IN FINLAND HAS DECREASED SINCE 2015 (SOURCE: BUSINESS FINLAND)

NUMBER OF NEW STARTUPS FOUNDED

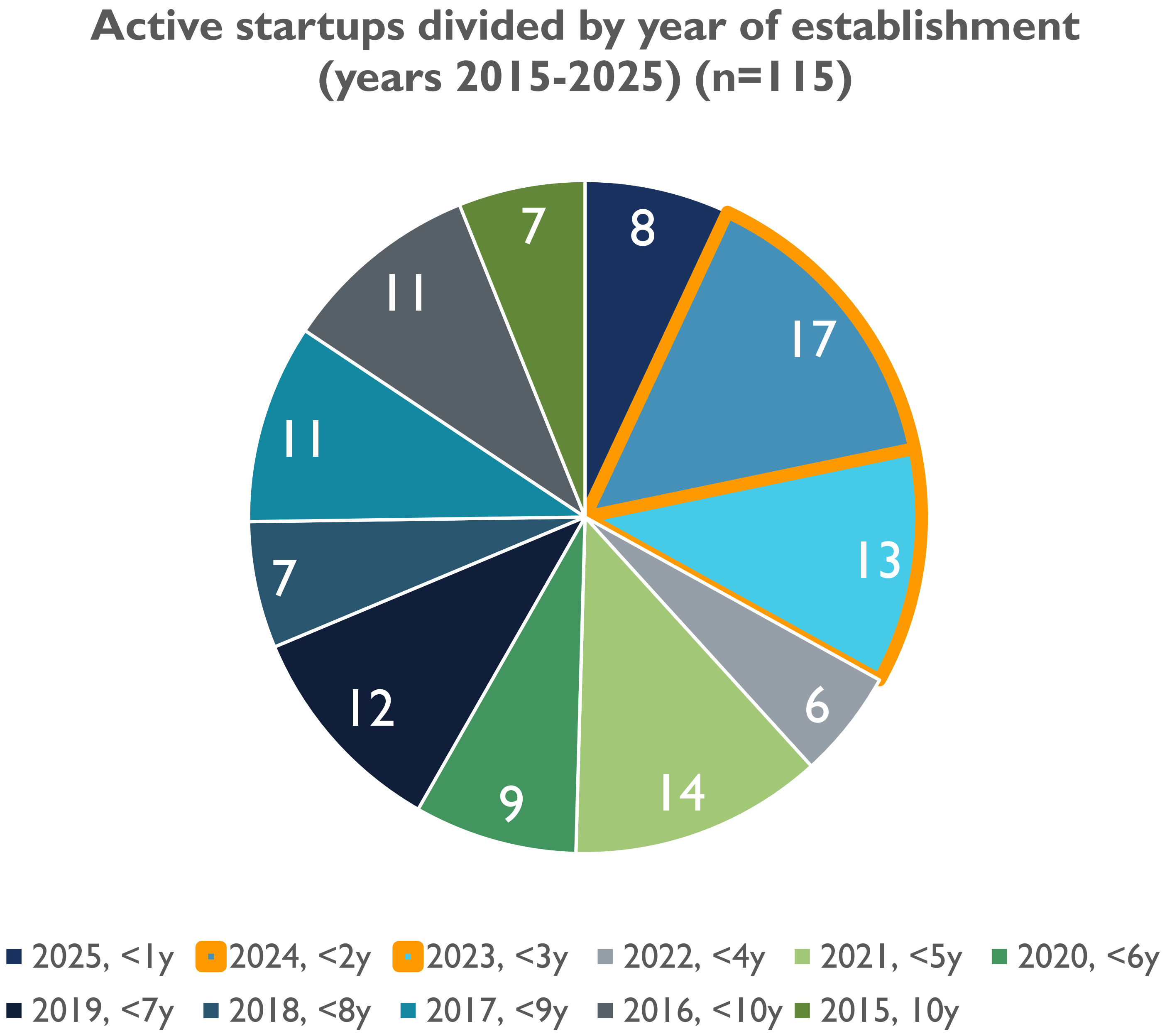
Q2/2025

NUMBER OF NEW STARTUPS FOUNDED IN THE TURKU REGION (2024 - 6/2025): AT LEAST 18

- COMPARATIVE PERIOD (2023 – 6/2024): 11 STARTUPS
- OF THE STARTUP COMPANIES THAT WERE ALREADY IN OPERATION, 4 COMPANIES CEASED BUSINESS OPERATIONS (BANKRUPTCY, LIQUIDATION, ETC.)

AGE DISTRIBUTION OF ACTIVE STARTUPS

- **Summary:**
  - The founding years of current active startups are distributed evenly
  - The number of births in 2024 will be at least 17.
  - Startups founded in 2025 may not be widely recognized until the following year.
- **Conclusion:**
  - The birth of new startups has been ~13-17 per year on average in the recent years.
- **Comparison:**
  - At the national level, the distribution of active new startups has been declining from the 2010s towards the 2020s.



STUDY RESULTS

BASIC INFORMATION

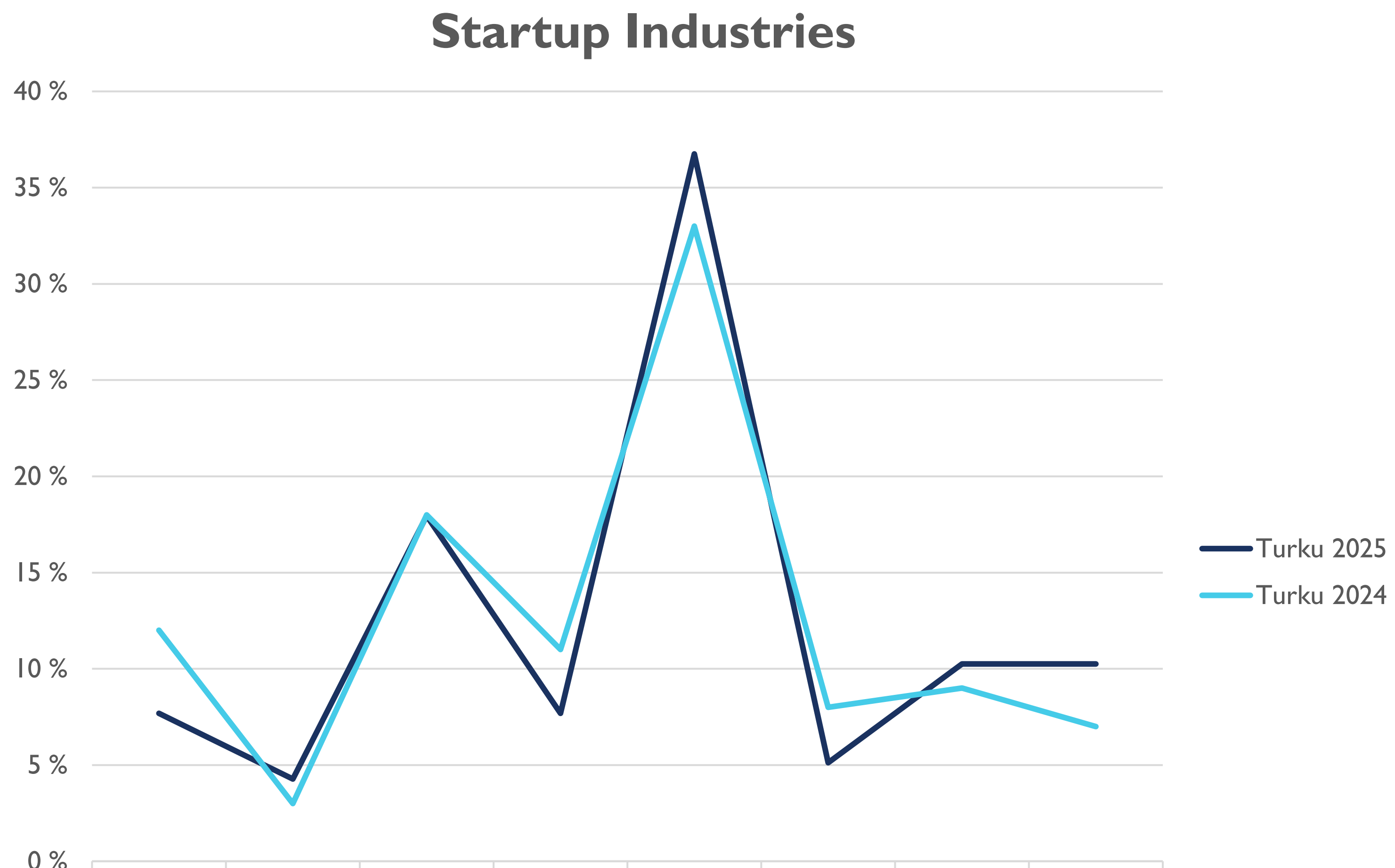
STARTUP INDUSTRIES – TURKU (Q4) (2025 *)

TOP industries/company distribution (2025) (n=117)

- Software and Business services: 37%
- Healthcare and MedTech: 18%
- IT Business, including hardware: 10%
- Cleantech, bio-economy and energy: 10%

Conclusions:

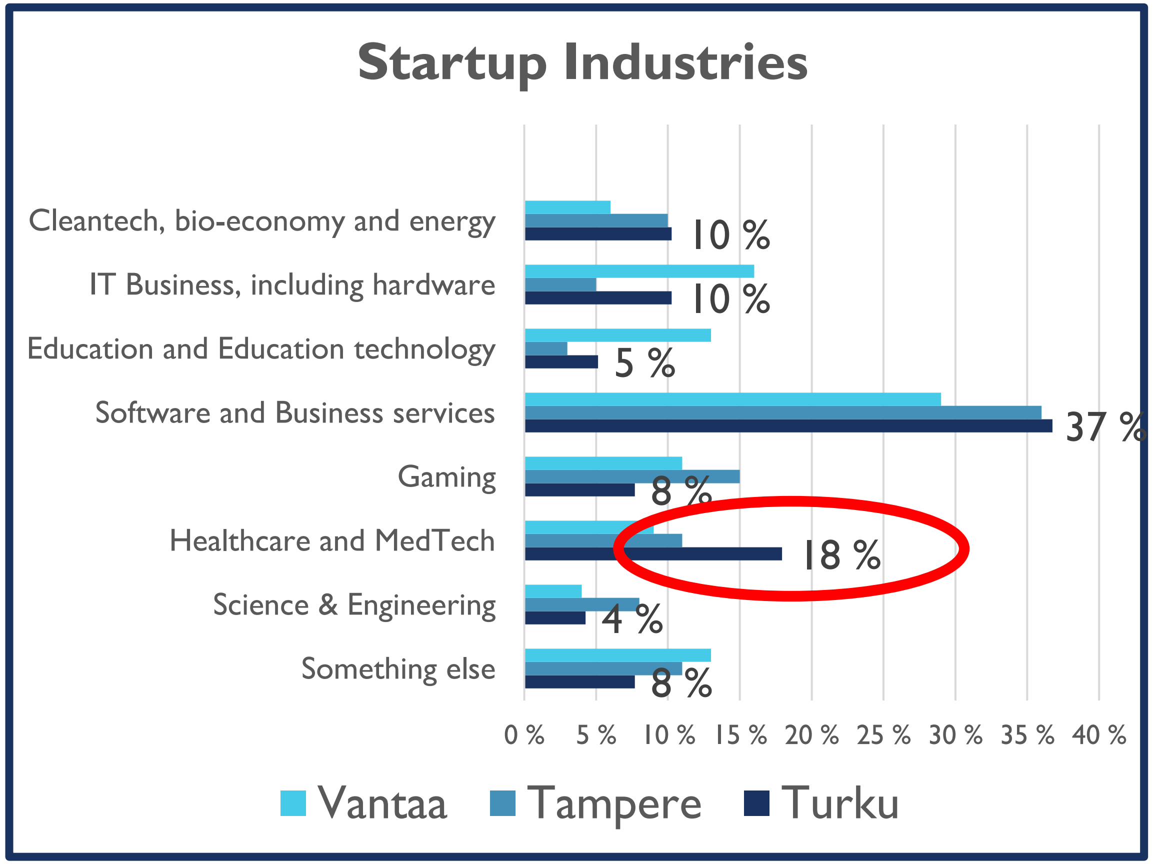
- Software & Healthcare (2024: 33%) and Healthcare / MedTech (2024: 18%) were also be the most diverse startup sectors in Turku in 2024.
- Statistically, there is no comparability to the 2023 report due to category changes.



	Something else	Science & Engineering	Healthcare and MedTech	Gaming	Software and Business services	Education and Education technology	Information Technology Business, including hardware	Cleantech, bio-economy and energy
Turku 2025	8 %	4 %	18 %	8 %	37 %	5 %	10 %	10 %
Turku 2024	12 %	3 %	18 %	11 %	33 %	8 %	9 %	7 %

(*) TOL classification does not work among startups. The division is based on FiBAN's data collection categorization, www.fiban.org/data

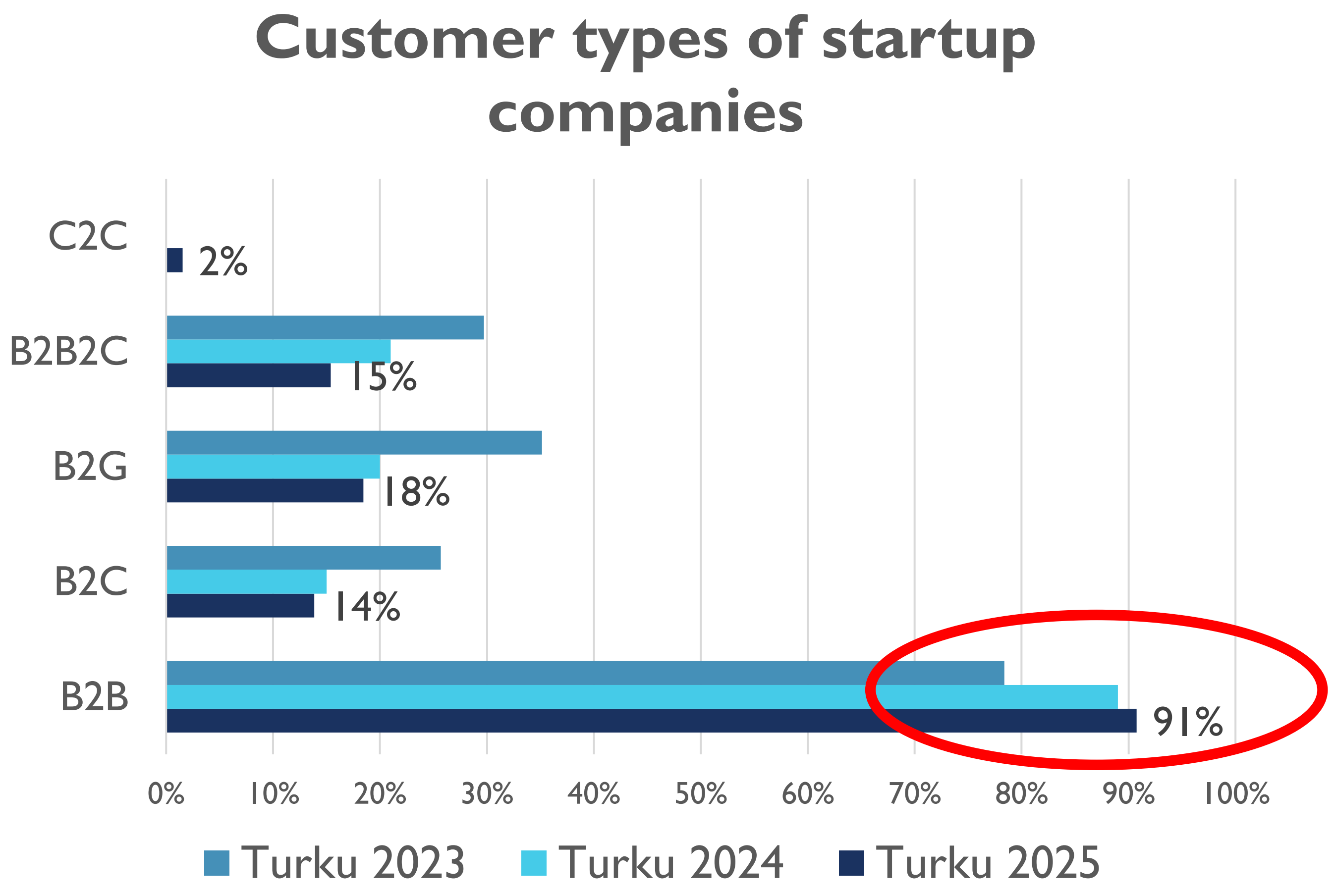
STARTUP INDUSTRIES – FINLAND (Q4) (2025 *)



- **Conclusions:** *(light turquoise: Vantaa, dark turquoise: Tampere, dark blue: Turku)*
  - The most numerous startup industries nationally are similar
  - Startups based on medical and health technology innovations are highlighted in Turku
  - In Turku, there is a fairly even distribution between different industries.

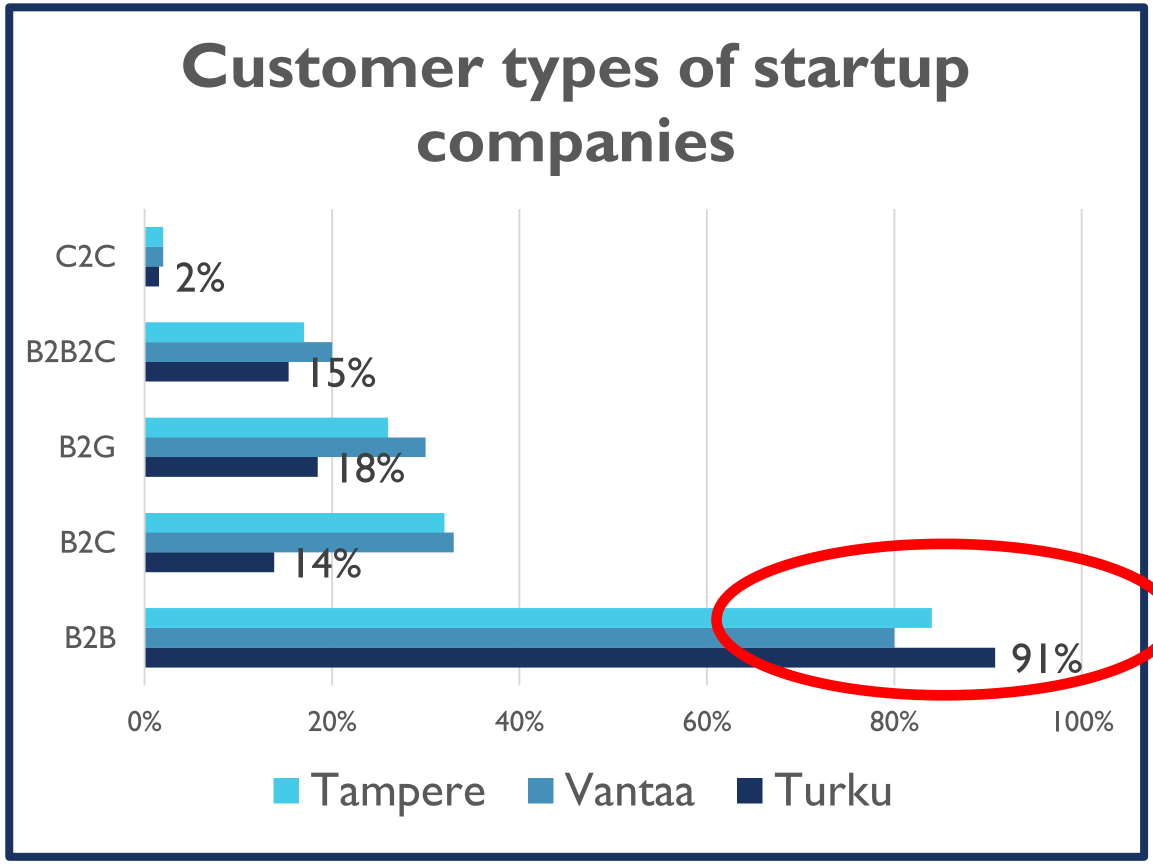
(*) TOL classification does not work among startups. The division is based on FiBAN's data collection categorization, www.fiban.org/data

STARTUP CUSTOMERS (Q9) – TURKU



- **Conclusions (n=65):** There have been changes in the customer relationships and market entry that companies pursue.
  - The B2B emphasis has increased in proportion and the B2C emphasis has decreased.
  - The B2G emphasis has also decreased significantly.

STARTUP CUSTOMERS (Q9) – FINLAND



Summary: The company could have chosen several options, each option is compared in relation to the group of companies (*turquoise: Tampere, dark turquoise: Vantaa, dark blue: Turku*)

- 91% B2B
- 14% B2C
- 18% B2G (Business to Government)
- 15% B2B2C
- 2% C2C (Customer-to-Customer)
- B2G companies are mainly in the education and health technology sectors, and there are also some software companies among them.
- **Conclusions:**
  - In terms of customer distribution, Turku startups are profiled with a very strong B2B emphasis.
  - Turku startups have a relatively lower emphasis on B2C relationships.

LOCATION OF STARTUP COMPANIES IN THE REGION (2025 *)

- **TURKU** 97
- **KAARINA** 7
- **LIETO** 2
- **NAANTALI** 2
- **PAIMIO** 3
- **PARAINEN** 1
- **RAISIO** 5

It should be noted that the rankings are constantly changing (n=117).

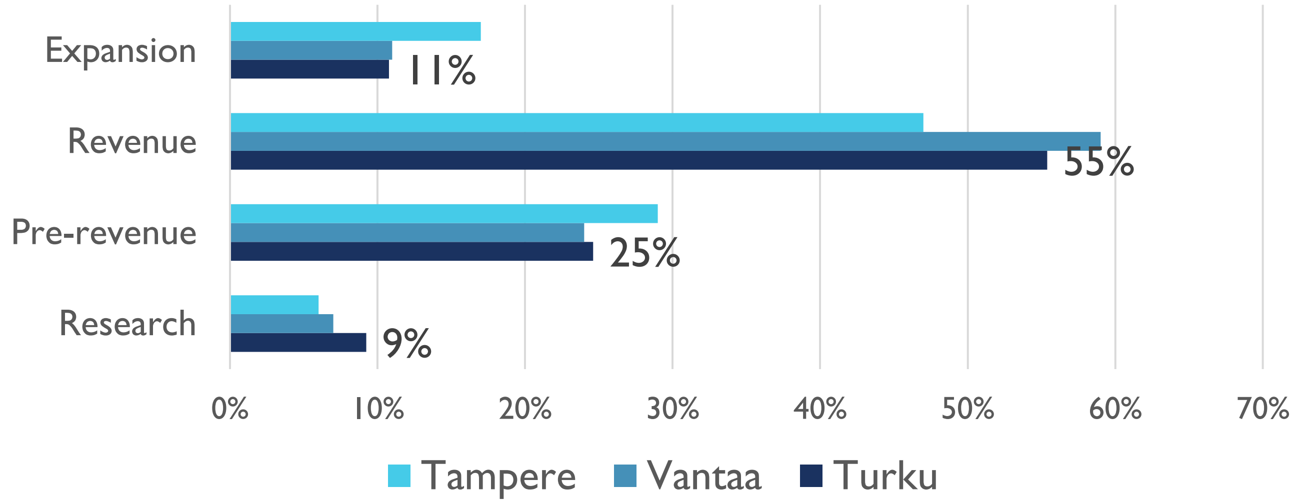
* Locations are assessed primarily based on the place of residence or postal address and secondarily based on the location and ecosystem linkage of the company's entrepreneurs/active founders.

STUDY RESULTS

BUSINESS, GROWTH AND FUNDING

BUSINESS STAGE OF STARTUPS (Q14) (*)

Business stages from research to expansion



	Research	Pre-revenue	Revenue	Expansion	
Turku 2023	7 %	12 %	56 %	23 %	
Turku 2024	6 %	13 %	61 %	21 %	
Turku 2025	8 %	23 %	51 %	10 %	

Turku 2023 Turku 2024 Turku 2025

Business stages of startup companies based on self-reporting: (*turquoise: Tampere, dark turquoise: Vantaa, dark blue: Turku*) (n=65)

- 9% research
- 25% pre-revenue
- **55% revenue**
- 11% in the expansion phase

Conclusion:

Turku has transformed closer to the same distribution as the comparison cities, and the relative share of pre-revenue stage companies has increased.

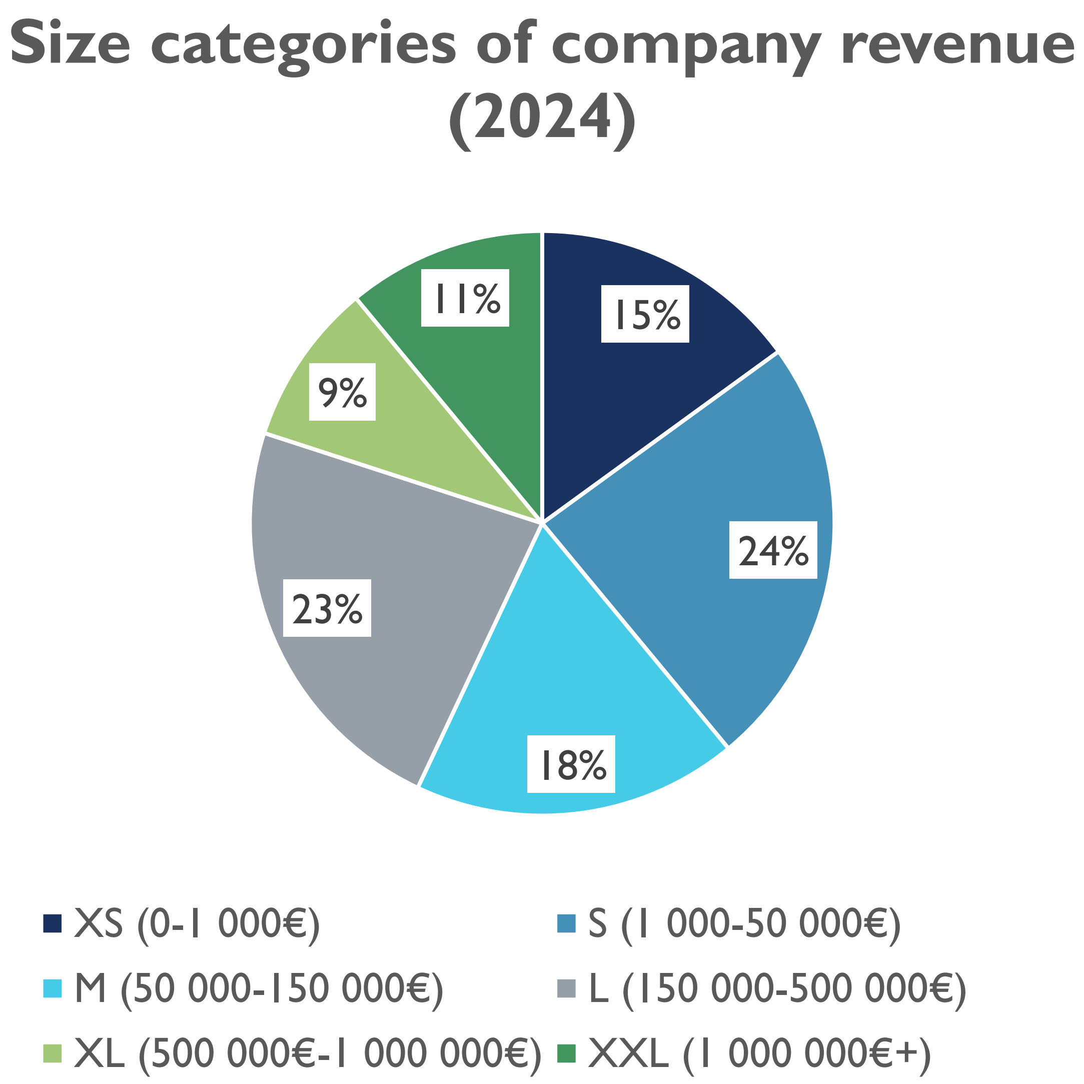
(*) Categorization made according to the division used by Business Finland

STARTUP COMPANY SIZE CATEGORIES - TURKU

Summary:

- The distributions have been made based on the financial statements for 2024.
- Approximately 15% of the companies are in the pre-revenue phase (e.g. turnover is still under 1 000€), 40% of the companies in the ecosystem have annual turnover of less than 50 000€ (n=106).

Comparison to 2024:
- XS size category -14% points
- S size category +10% points
- No significant change in L, XL and XXL size categories



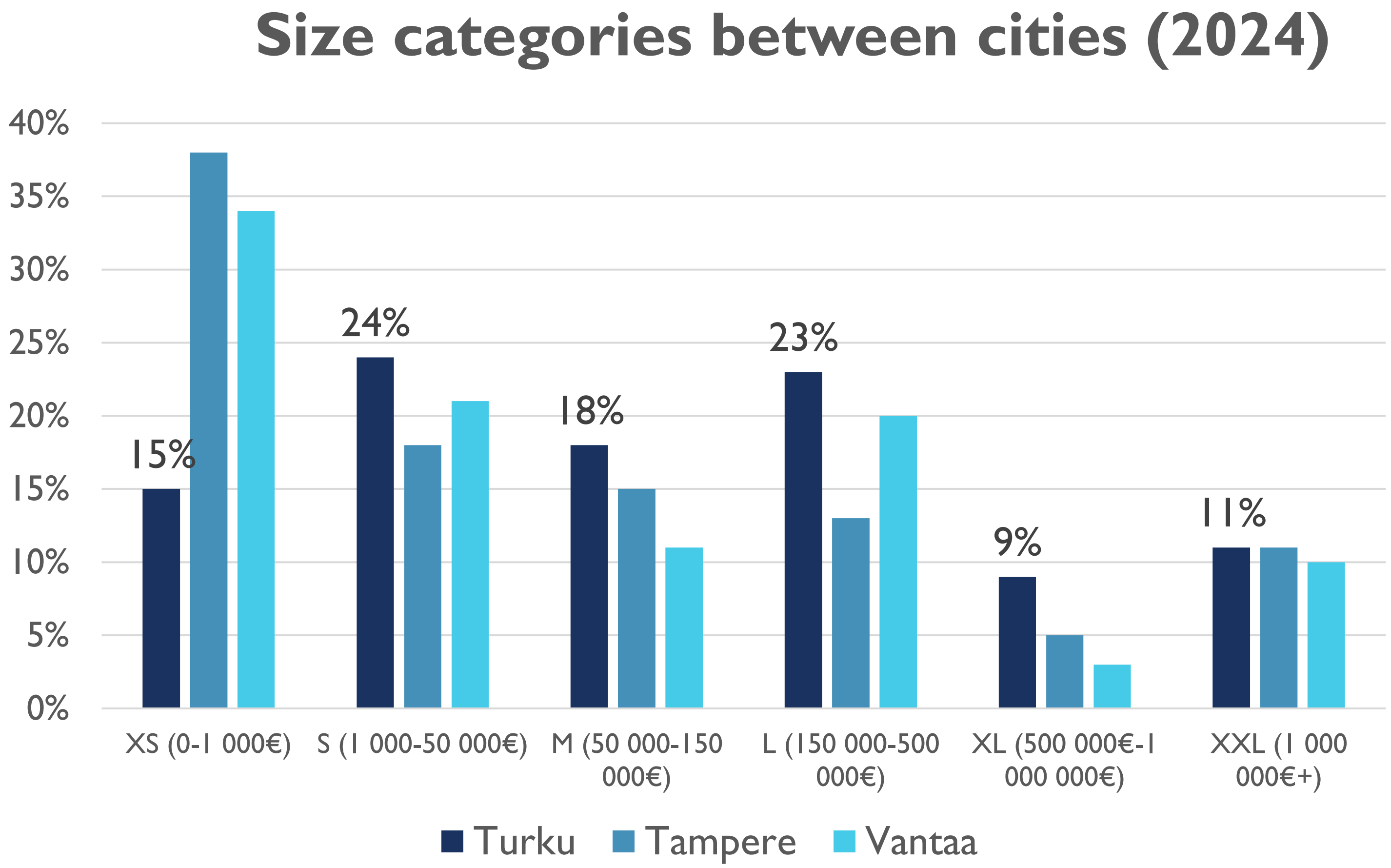
STARTUP COMPANY SIZE CATEGORIES - FINLAND

(turquoise: Vantaa, dark Tampere: Turku, dark blue: Turku)

Conclusions:

- Turku has the highest proportion of XL-sized startups

- XS and S sizes can vary greatly between cities from year to year



STARTUP REVENUE AND EMPLOYMENT

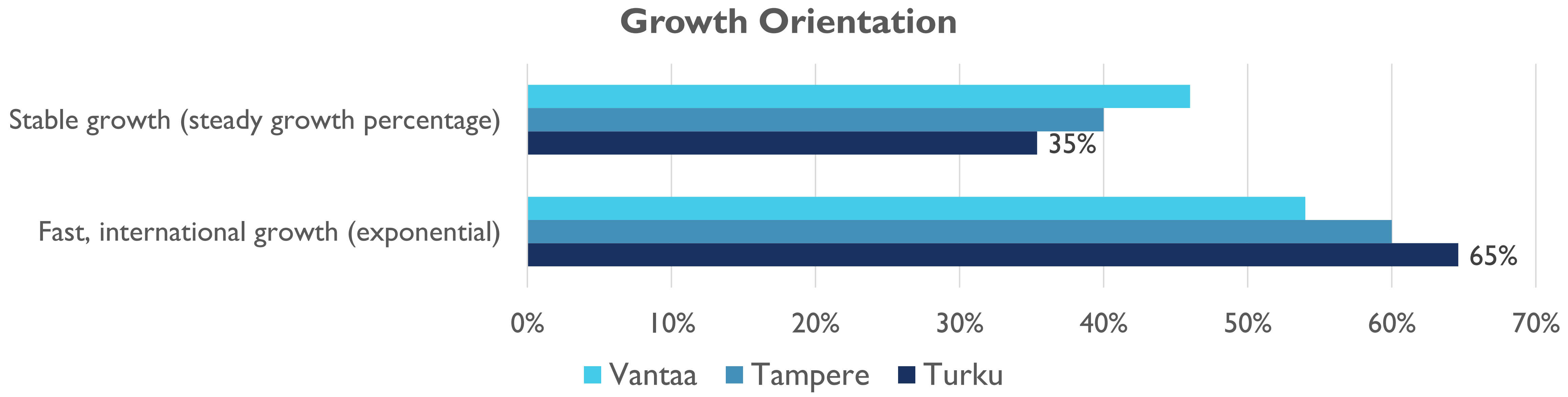
Startup revenue and employment (1/2025)

- Startup companies' revenue (n=117): 46 885 000 €
  - Revenue development in total the last 2 years time (of the same companies): +86,7%
- Employment in startup companies (n=117): 598 person-years (full-time equivalent)

Average startup (1/2025)

- Revenue / employee (all active startup companies): ~78 400 € / employee
- Median of startups (active startups with revenue): ~163 000 €
- Average of startups (active startups with revenue): ~578 800 €
  - 2 years ago of the same companies: 448 600 €

GROWTH-ORIENTED OR NOT? (Q10)



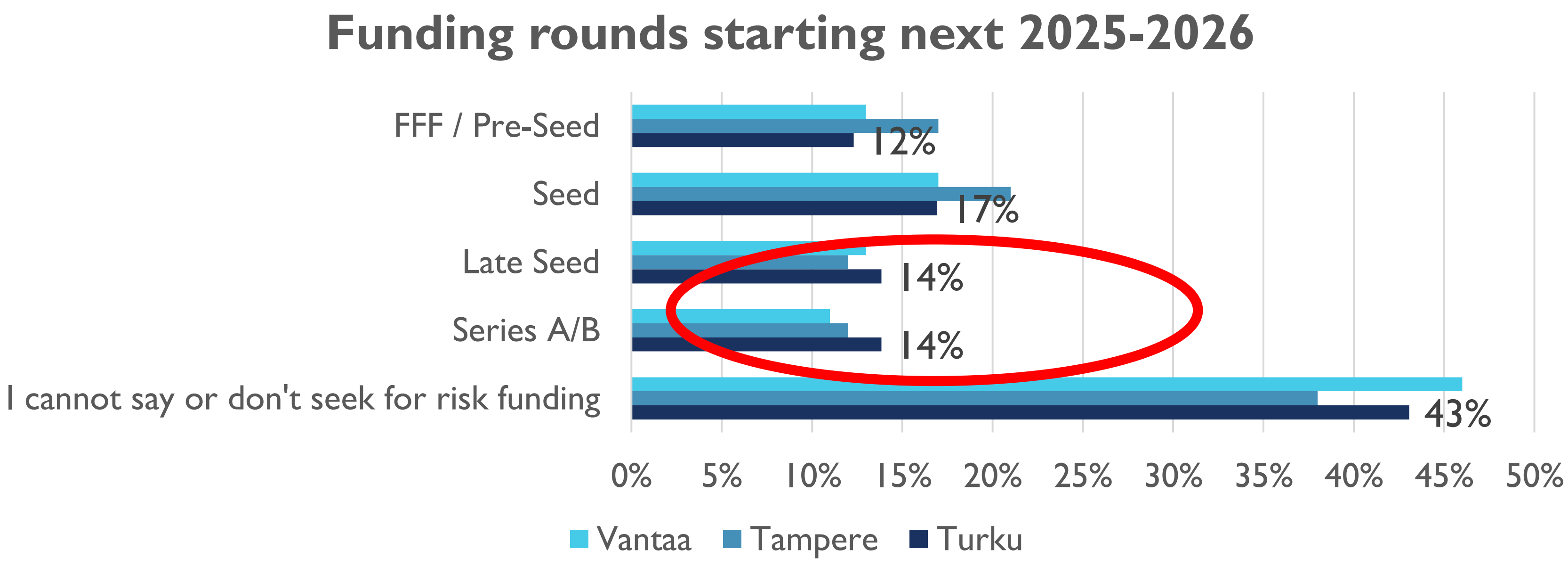
- **Summary:** About 65% seek rapid international growth, about 35% stable growth (or are forming new growth goals) (*turquoise: Vantaa, dark turquoise: Tampere, dark blue: Turku*) (n=65).
- **Conclusions:**
  - Rapid growth orientation increased by +13% points compared to 2024.
  - Companies without a growth target have been excluded from the survey's results set in accordance with the startup definition (less than 10% of all SMEs in Finland are strongly growth-oriented (!), source: Ministry of Employment and the Economy (2023))
  - The startup populations of different cities are comparable; in Turku, the growth orientation is strongly reflected in the responses.

STARTUP FUNDING ROUNDS (Q17) (*)

Startup companies' funding rounds based on self-reporting:
(turquoise:Vantaa, dark turquoise:Tampere, dark blue:Turku) (n=65)

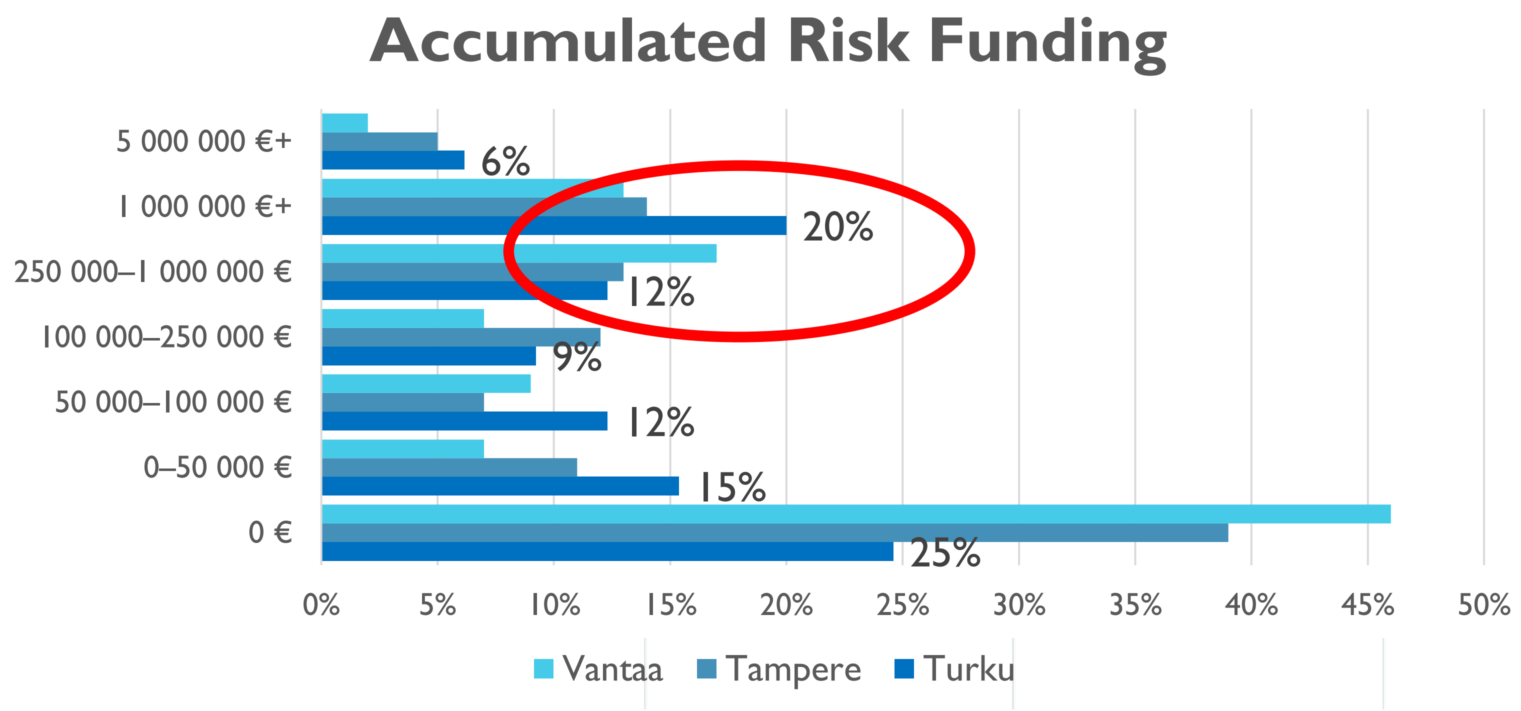
- 12% in Pre-Seed stage, 17% in Seed stage, 14% in Late Seed stage and 14% in Series A stage
- 43% of companies cannot say or are not currently seeking risk funding

Conclusion: Risk funding activity has increased (+9% points), especially increased demand for Series A/B funding rounds



(*) More information on the definition of funding rounds, especially the difference between Pre-Seed and Seed : https://www.brex.com/blog/pre-seed-vs-seed-funding-round-what-is-the-difference/

CUMULATIVE RISK FUNDING OF STARTUPS (Q18)



Conclusions:

The funding raised by startups over the years is now estimated to be well over 40 million €.

In a relative comparison, Turku is in a fairly similar situation to Tampere startups, and in some cases, companies that have raised capital funding of over a million euros are even more prevalent.

At least 18 startups have had a funding round open in 2025.

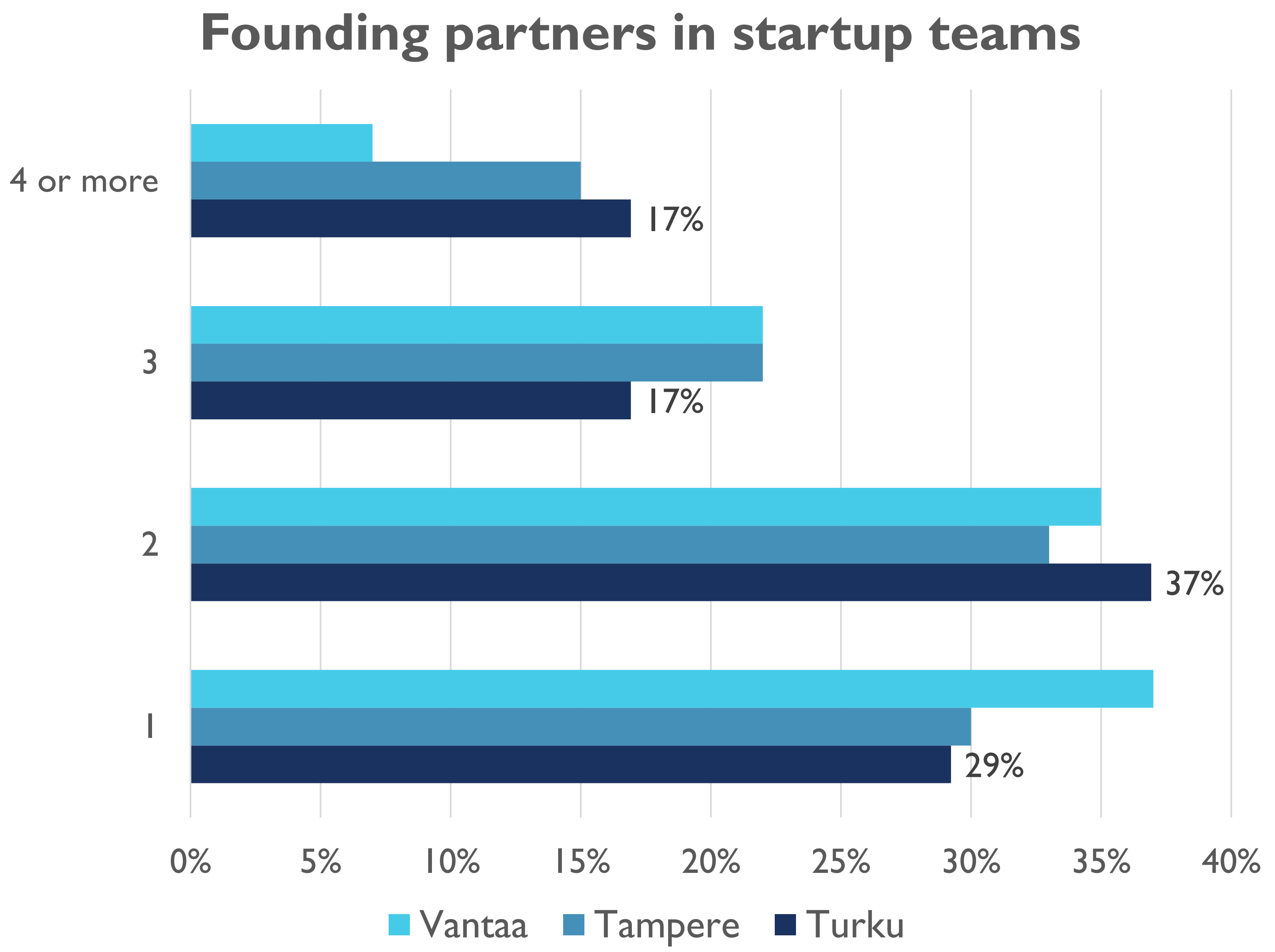
- **Summary:** (*turquoise: Vantaa, dark turquoise: Tampere, dark blue: Turku*) (n=65)
  - 25% of companies have not yet raised risk funding and 15% have started with 0-50 000€, a total of 40% have raised less than 50 000€ in risk funding.
  - 4 companies have agreed on over 5 million € in risk funding over the years.

STUDY RESULTS

BACKGROUND VARIABLES AND DEVELOPMENT POTENTIAL

FOUNDING PARTNERS (Q7) (N=65)

- **Summary:**
  - Turku is dominated by the number of two founding partners.
  - The ability of ecosystems to help build teams is particularly evident especially in young startup companies.
- **Conclusions:**
  - Solo entrepreneurship has increased over time.
  - The relationship between building larger teams and success is being studied in longer time series.



FOUNDERS / COMPANIES (Q2, Q3, Q8) (N=65)

The companies have been founded by at least one person who:
- has not founded a company before (new entrepreneur), 48% of companies (no change)
- has founded a company before (serial entrepreneur), 69% of companies (2024: 62%)

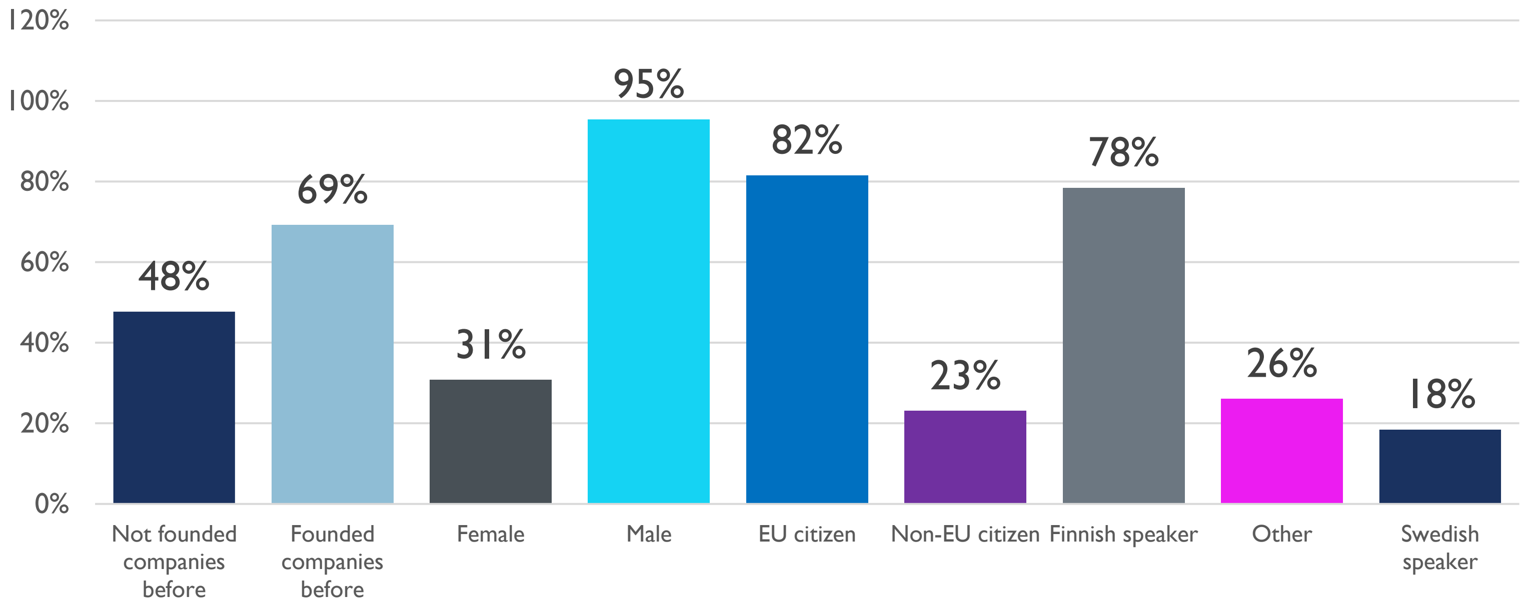
- female, 31% (24% in 2024)
- male, 95% (no change)

- non-EU citizens, 23% (7% in 2024)
- non-Finnish or non-Swedish speakers, 26% (10% in 2024)

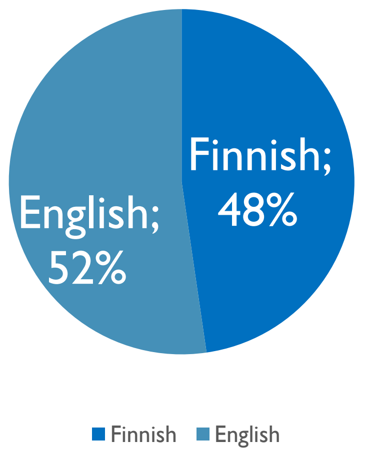
The company's background is:
- founded elsewhere in Finland, 5%
- originated from abroad, ~3+%

- English as the main working language, 52% (42% in 2024)
- Finnish as the main working language, 48%

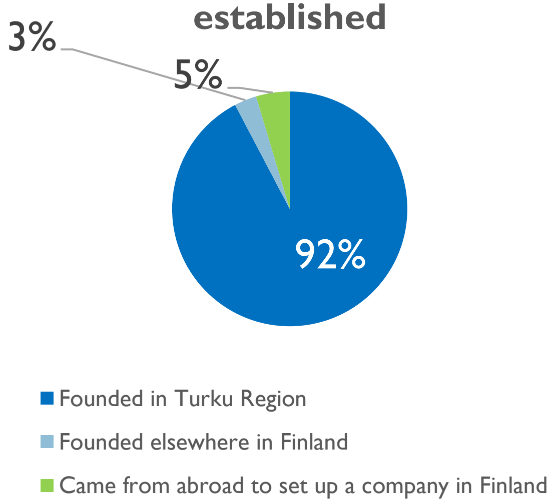
Company Founders at the time of establishment by company-level



Main working language



Where the company was established



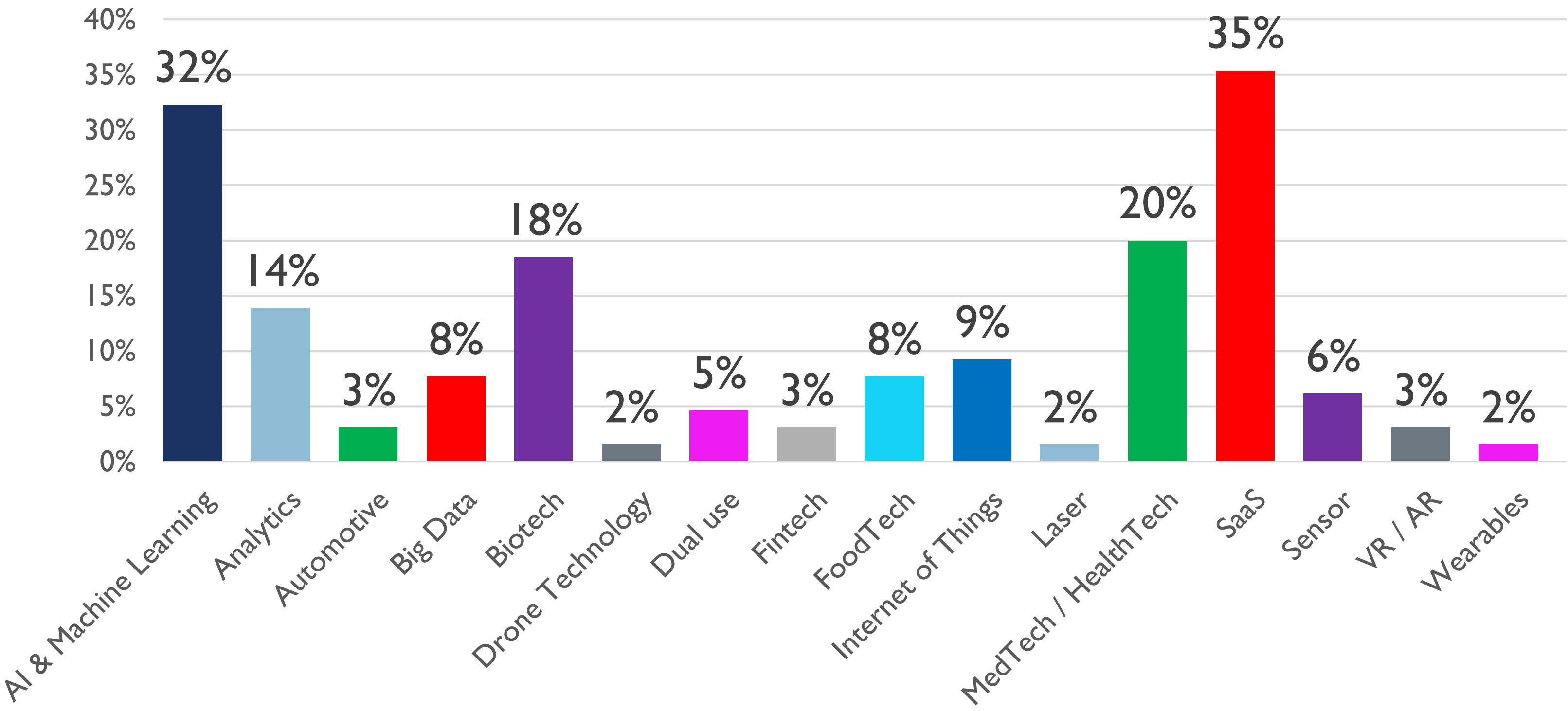
TECHNOLOGIES AND WEAK SIGNALS (Q5)

Technologies and silent signals describe the technological development and potential trends of startup companies.

Conclusions:

- SaaS, AI & Machine Learning, MedTech / HealthTech and BioTech are clearly thematically highlighted in Turku (n=65).
- AI & Machine Learning are on the rise.

Most commonly used technologies by startups



TOP 3 technologies (2024)

- 1) SaaS 35% (2024: 34%)
- 2) AI & Machine Learning 32% (2024: 28%)
- 3) MedTech / HealthTech 20%

Other significant/silent signals

- Biotech, Analytics, IoT, Big Data, FoodTech, Sensor, Dual Use
- Others contain an even distribution across different sub-areas (<=5%)

STUDY RESULTS

TARGET COUNTRIES FOR STARTUP COMPANIES

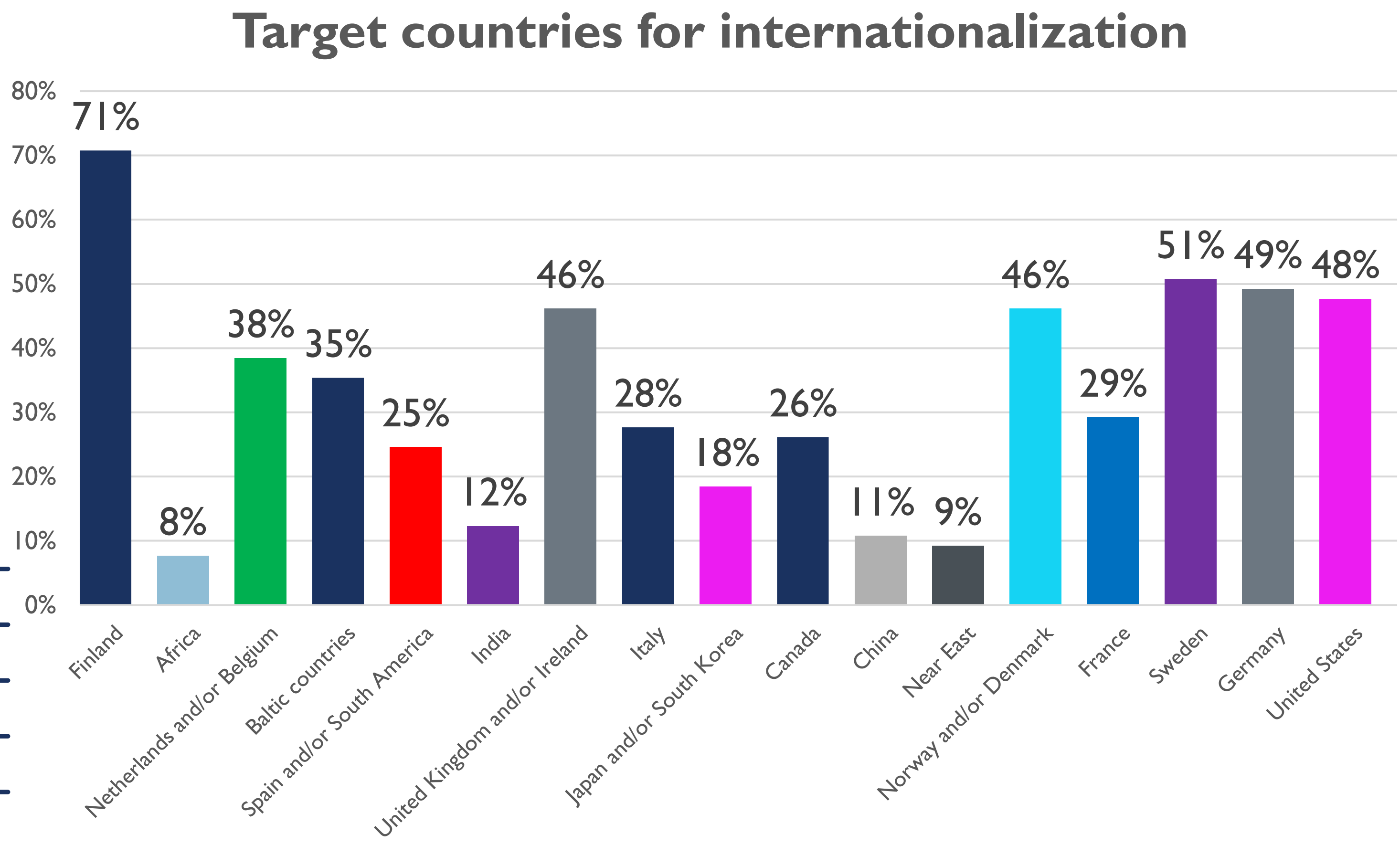
TARGET COUNTIES FOR INTERNATIONALIZATION (Q21)

The company could have chosen several target countries.

Conclusions:

- Sweden is a favorite destination in Turku, as in Tampere and Vantaa. The other most popular destination countries are the same in both Turku and Tampere (Germany, USA).
- The majority of startups, 71%, start in the domestic market. Some companies say that from the very beginning their business will be focused only on international markets (n=65).

TOP 5: Countries for internationalization (2025)
Sweden 51% (Tampere 57%, Vantaa 57%)
Germany 49% (Tampere 56%, Vantaa 43%)
USA 48% (Tampere 47%, Vantaa 33%)
Norway and/or Denmark 46% (Tampere 47%, Vantaa 48%)
UK and/or Ireland 46% (Tampere 44%, Vantaa 30%)



STUDY RESULTS

OPERATING ENVIRONMENT

REALIZED GROWTH OF STARTUP COMPANIES

Fastest growing industries (last year)

- Cleantech ~+69%
- IT business, incl. hardware ~+45%
- Scientific and technological innovations ~+28%
- Gaming ~+23%

Impact of technology choices

- Biotechnology emphasized, annual revenue growth of those choosing artificial intelligence +26 - +33% (average)

The impact of risk financing on growth

- Announced risk financing => annual revenue growth of 30-60% (average)
- No reported risk financing => annual revenue growth of 15% (average)

Conclusion: Investments in key technologies accelerate growth and risk financing also has a growth-accelerating effect.

Growth rate per year (2023-2024)		
Negative	33 %	
0...10 %	12 %	
10...20 %	13 %	
20...40 %	23 %	
40...100 %	8 %	
100 % ->	12 %	

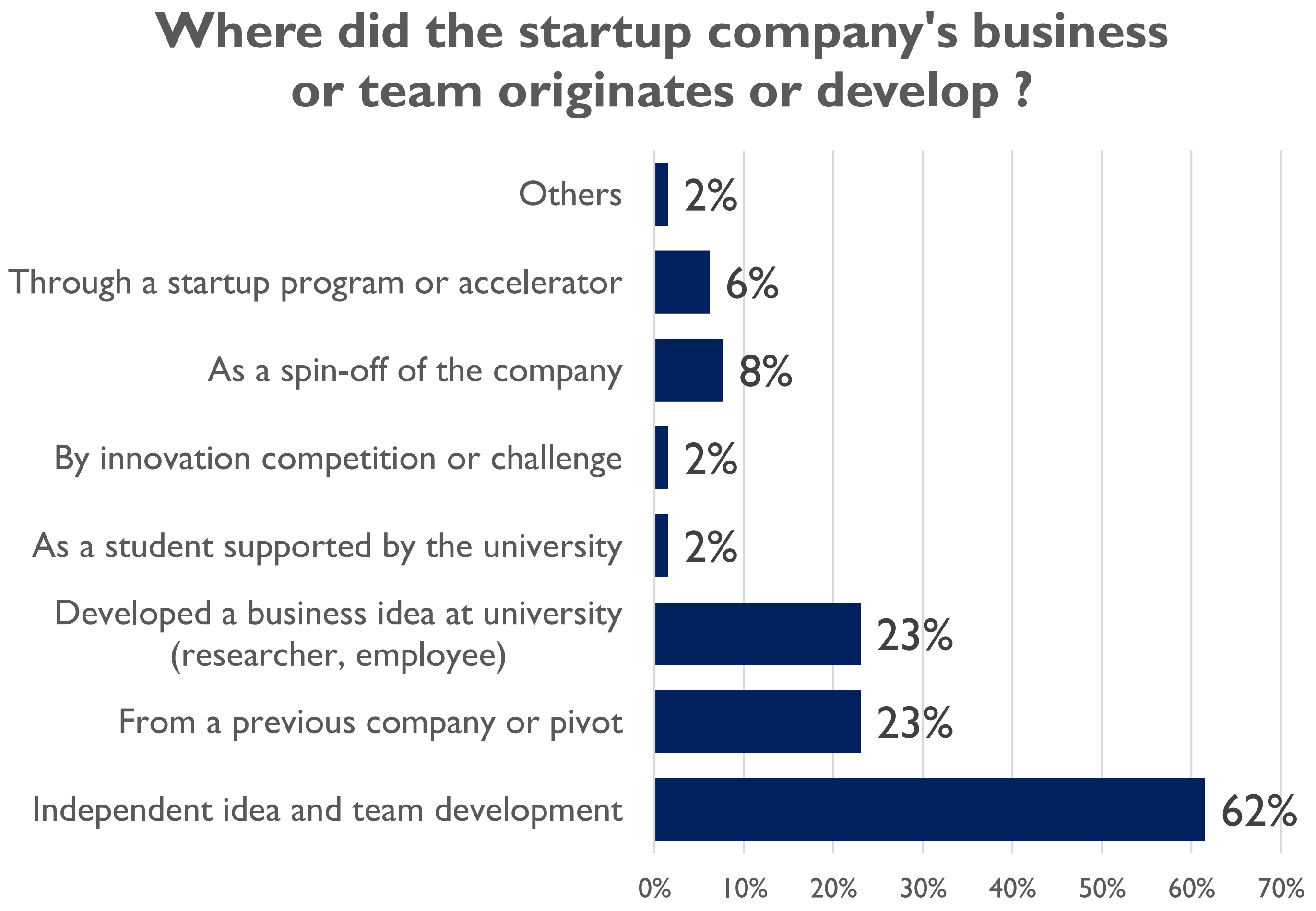
Conclusion: About 20% had more than +40% annual revenue growth, about a third had negative growth

STARTUPS' GROWTH PROSPECTS POSITIVE (Q11-Q13)

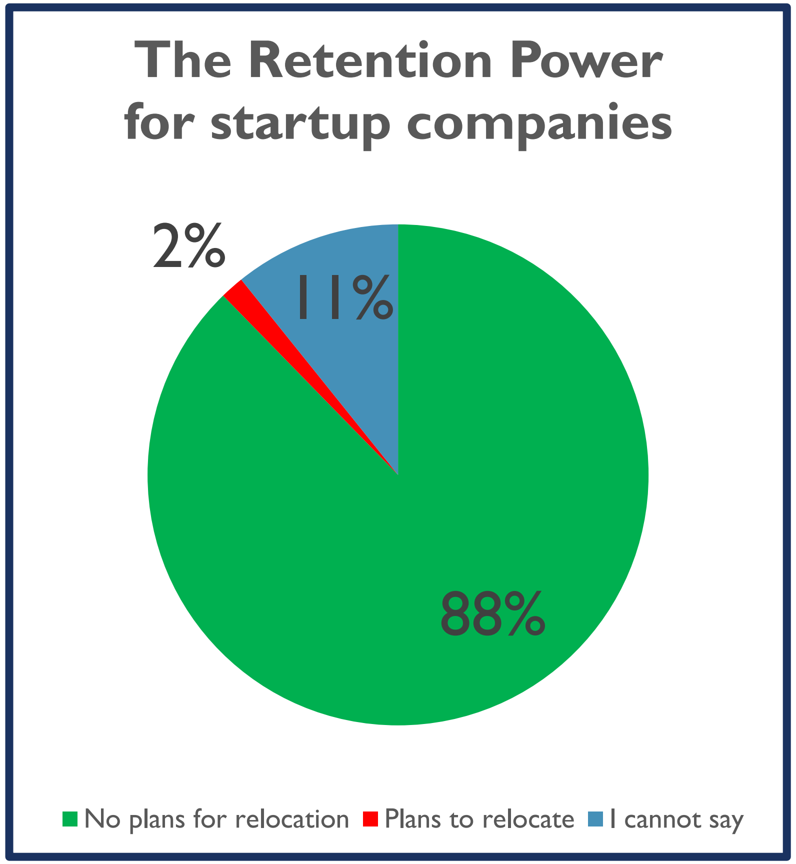
- Growth forecast, all sectors (2025 -> 2026): (n=65)
  - **Revenue forecast: +33,2% (33-37% range in the time series)**
    - *total about 6 950 000€ more revenue*
  - **Employment forecast: +19,5% (~20% level in the time series)**
    - *a total of approximately 80 new employees (respondents)*
- Significantly greater growth potential
  - Spinoff entrepreneurs (from companies)
- Slightly higher growth potential
  - Software business, scientific and technical innovations

WHERE DO THE COMPANIES COME FROM? (Q19)

- **Summary:**
  - Most companies are created through independent idea and team development (62%).
  - The role of research and employees in higher education institutions is the second most important (23%), (n=65).
- **Conclusions:**
  - Previous companies or pivots play a big role (23%)
  - In corporate spinoff companies, additional potential to get high-quality ideas and experts to do startup business (now ~8%)

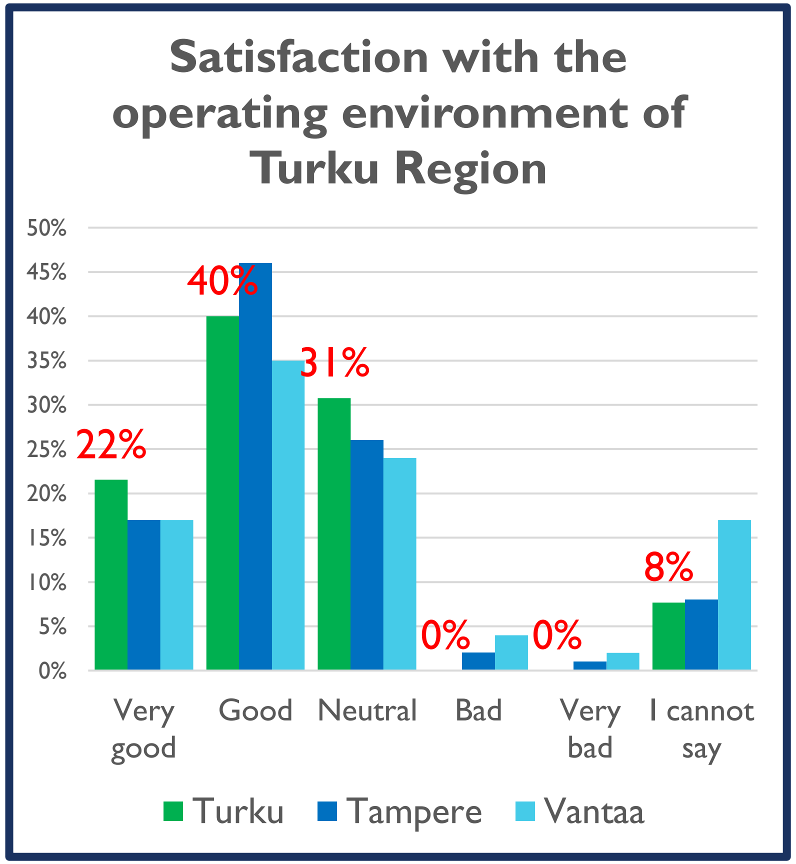


TURKU – THE REGION'S RETENTION POWER FROM THE PERSPECTIVE OF STARTUPS (Q24, Q25)



- **Summary:** (n=65)
  - 88% say they are not planning to move out (+11 percentage points)
  - 1 person says they are planning to move away
  - About 11% can't say
- **Conclusions:**
  - **Statistical comparison**: Retention power in Turku (88%); in Tampere (80%) and Oulu (61%)
  - **Realized**:
    - The region's retention power helps keep startup companies in the Turku region; the survey did not reveal any desire to move away.
    - Comparison to 2024: Uncertainty has decreased. In general, funding and growth opportunities are significant factors in regional positioning.

TURKU
– OPERATING ENVIRONMENT EVALUATION (Q23)



- **Background information:**
  - **Question:** "How do you evaluate the city of Turku as an operating environment for your startup?"
  - **Answer options:** Very good, good, neutral, bad, very bad, I don't know
- **Summary:** (n=65)
  - The operating environment for startups in Turku received good feedback: **22% gave it a very good rating and 40% a good rating.**
  - The assessment of the operating environment in the Turku region has clearly improved since the previous year.
  - In the city comparison, Turku had the highest proportion of very good responses, Tampere had the highest proportion of good responses, and Vantaa had the highest proportion of cannot say responses.
- **Conclusions:**
  - The average rating of Turku's operating environment is very positive
  - The NPS index can be set at 61 (+16 compared to 2024)

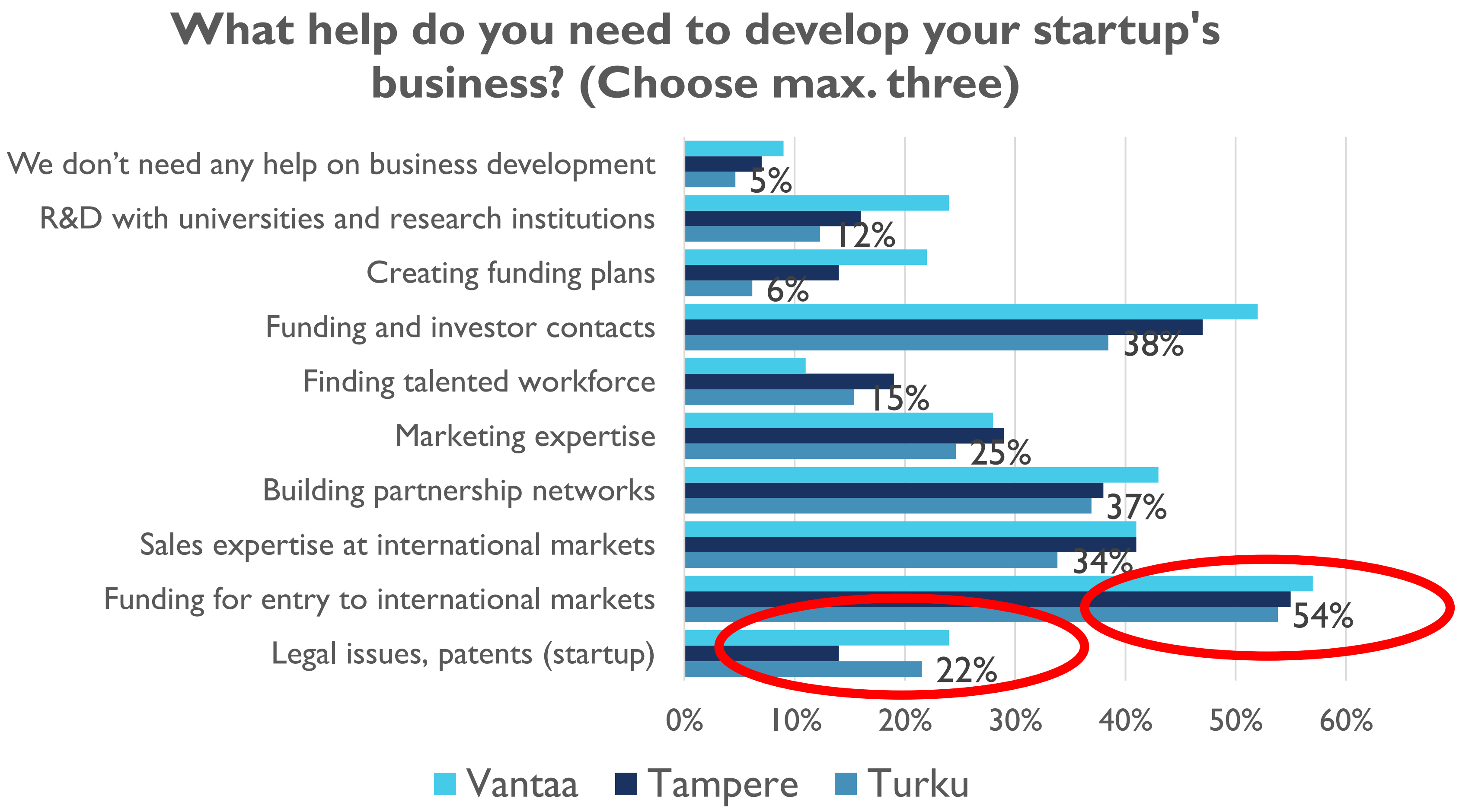
WHAT HELP AND SERVICES ARE NEEDED? (Q22)

Summary:

- The most help and services are needed for financing international market entry (54%) (2024: 55%) and for contacting financiers and investors (38%) (2024: 45%), (n=65).

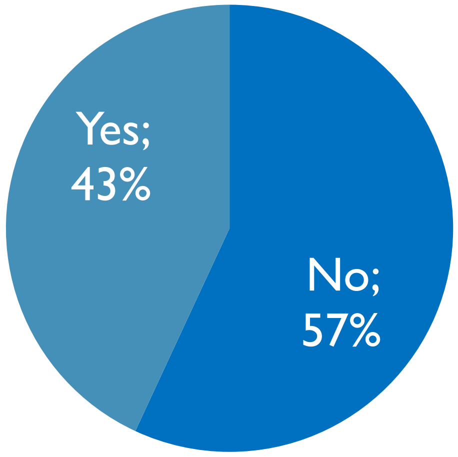
Conclusions:

- The needs for internationalization, financing, sales expertise, and building partner networks become more important as companies grow.
- Legal and patents are also important service needs.



STARTUP COMMUNITY (Q26)

Do you feel that you belong to the Turku Region's startup communities? (n=65)



- **Summary:**
  - 2023 responses: 44% yes, 56% no
  - 2024 responses: 42% yes, 58% no
  - **Conclusion:** There is no clear evidence yet whether there is a statistical connection between community belongingness and startup revenue growth.
- **The following definition of a community has been used (Uitti, 2023):**

  1) A community is a group of entrepreneurs who are in the same situation, who are like-minded or who have the same interests.

  2) The community has some common identity or goal.

  3) In a startup community, almost all people know each other in some way and everyone in the community gains value from the fact that spontaneous and organized meaningful gatherings can always provide and receive different kinds of help and psychological support.

WHAT IS NEEDED FROM STARTUP COMMUNITIES? (Q27)

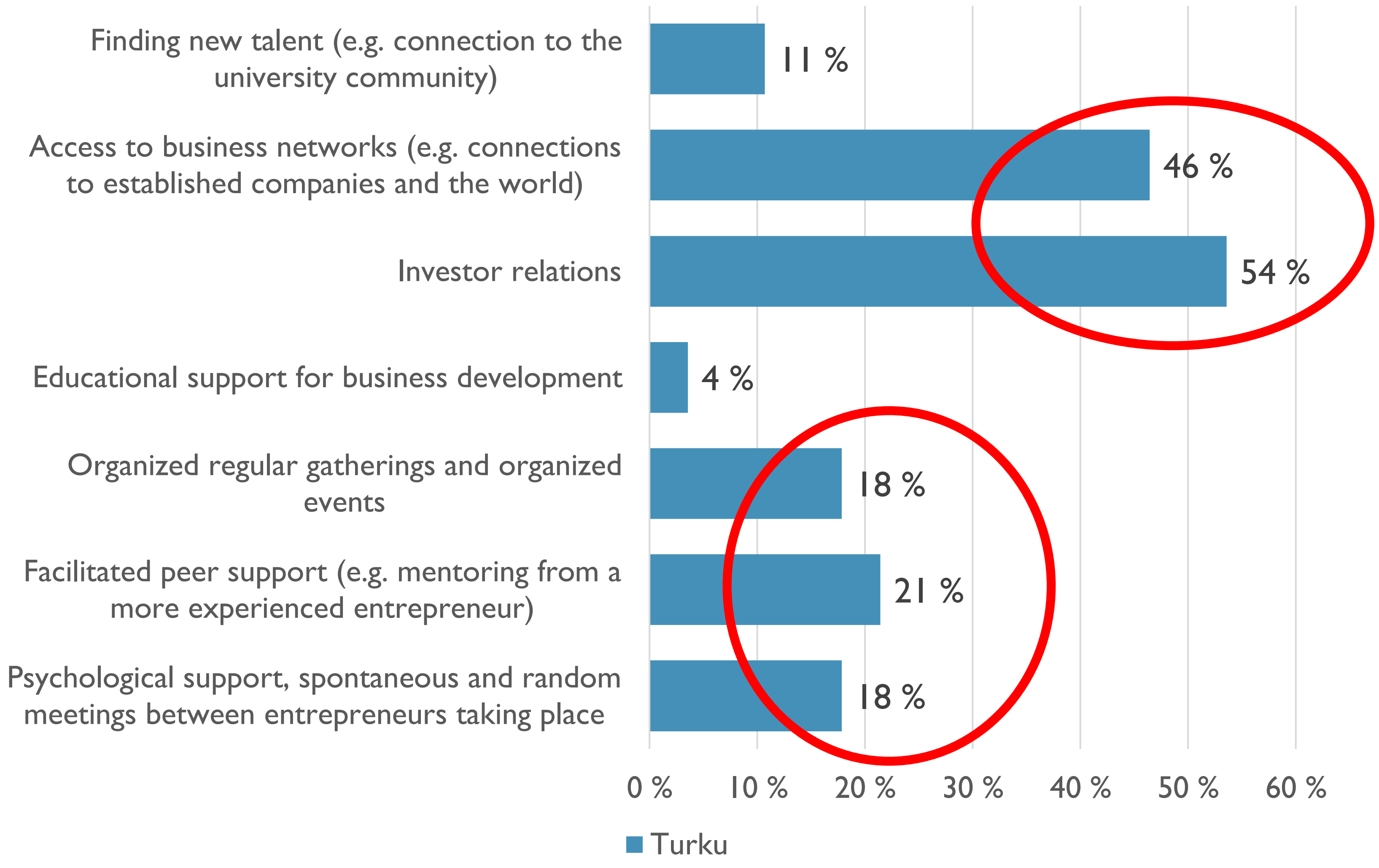
Summary:

- The most important needs of startup communities are access to business networks (46%) and investor connections (54%), (n=65).

Conclusions:

- The need for investor connections has become even more pronounced (43% in 2024)
- Gatherings, peer support and psychological support are also important for startup companies

If you feel that you belong to Turku's startup communities, what do you need from the communities? (choose the 2 most important)



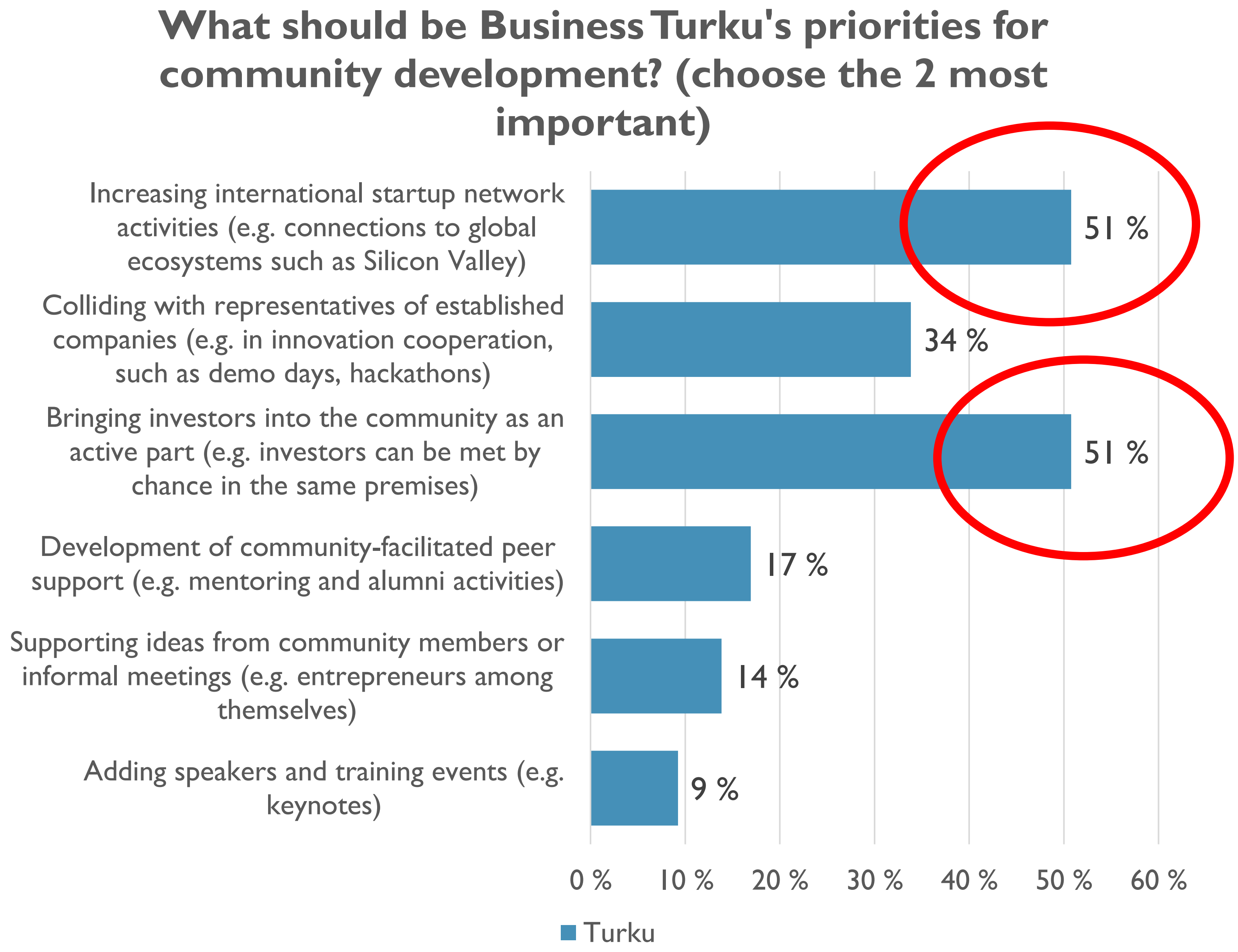
WHAT IS NEEDED FROM THE BUSINESS TURKU TO DEVELOP STARTUP COMMUNITY? (Q28)

Summary:

- Most needed is to bring investors as an active part of the community (51%) (54% in 2024) and to increase international startup networking activities (51%) (49% in 2024) (n=65).

Conclusions:

- Same top 2 choices in 2024 and 2025
- Meeting representatives of established companies is also considered important, 34% (28% in 2024)



THANK YOU!

ADDITIONAL INFORMATION:

TOMMI UITTI

TOMMI.UITTI@TUNI.FI

APPENDIX 1: LIST OF NAMES OF ACTIVE STARTUP COMPANIES

150 Beanies Oy/Indium
3Pulse Oy
Aavagen Oy
Adesante Oy/SurgeryVision
Aeroease Oy
Aeronos Oy
Ai2Ai Oy
Airfly.fi Oy/Arlens
Aistila Oy
Aivan Innovations Oy/Zefort
Algorithmiq Oy
Ambian Oy
Ambrocio Oy
Ameria Oy
Anison Therapeutics Oy
Anvil Synthetics Oy
Aurlide Oy
Awake.AI Oy
Bevir Oy
Bioname Oy
Blocky Innovations Oy
BoxBot Oy
Brighthouse Intelligence Oy
Brinter AM Technologies Oy
Carna eHealth Oy
CH-Bioforce Oy
Comptek Solutions Oy
CTRL Reality Oy
CutoSense Oy
Cyphr App Oy
Eduten Oy
Egoiq Oy
Eiger Oy/Equilibrium Group Oy
Finnish Global Education Solutions Oy
FixSun Solar Finland Oy
Fleethub Oy
Formed Oy
FoulFighter Oy
Four Ferries Oy/eMathStudio
Genomill Health Oy
Grapho Group Oy
Groke Technologies Oy
Helheim Labs Oy
Hoito Medical Oy
Hydrohex Oy
Hypercell Oy
InnoTools Oy
Jellou Oy
Jim Punchzee Oy
JT Testing Oy

APPENDIX 1: LIST OF NAMES OF ACTIVE STARTUP COMPANIES

Kilpi Corporation Oy
Kradient Intelligence Oy/MarshallAI
LocalBiorefinery Oy
LogiSystems Oy
Loikka Care Oy/Aavu
Manic Nova Games Oy
Marine Charging Point Ab Oy
Mestamaster Oy
Meta-Cells Oy
Metagon Oy/Deletask
MIORG Oy
MiTale Oy
Montinutra Oy/Boreal Bioproducts
MT-Force Oy
My Own Company Oy Ab
My Water Drink Tracker Oy
myTrueSound Oy
NestAI Oy
Nexamass Oy
NGS Finland Oy
Nuron Technologies AB
Ocean Eye Oy
OliOil Oy
Olo Health Oy
Oneiros Therapies Oy Ltd

Oy Lokala AB
Pal-Jon Oy
Plasmax Lab Oy
Potion8 Oy
Precordior Oy
Preloved Coffee Oy Ltd
Puppeteers Oy
Pure Luminescence Technologies Oy
Q Power Oy
Rahoo Oy
ReBio Technologies Oy
Rester Oy
Reverlast Oy
Scannano Oy
Seldio Oy/Resimator Oy
Shri Services Oy
Sinapsia Group Finland Oy/TeachersPro
Sisusemi Oy
Skanio Oy
Skovbo Games Ab
SKYA Oy
Sleepy Sentry Oy
Slum Boy Oy/Kokit
Sofitum Oy
Stillalive studios finland Oy

APPENDIX 1: LIST OF NAMES OF ACTIVE STARTUP COMPANIES

Storico Oy/TakeToPlus
Supermind Oy
Thestra Oy
Tidy Technologies Oy/Causalytics/Appy
Trivore Oy
Uniogen Oy
Up Fuel Cells Oy
Valohai Oy
Vauhtisammakko Oy
versalements Oy
Vesikko Games Oy
Videobot Oy
Vinka Oy
Volframi Oy Ltd
Wallasvaara Engage Oy
Wattery Oy
XoomPoint Oy

APPENDIX 2: QUESTIONS

- **1) Mikä on startup-yrityksenne nimi? / What is the name of your startup company?**
- **2) Mikä on yrityksen pääasiallinen työkieli?** (Valitse paras vaihtoehto) **/ What is the primary working language of your company?** (Choose the best option)
  - Suomi
  - English
- **3) Missä yritys on perustettu?** (Valitse paras vaihtoehto) **/ Where has the company been established?** (Choose the best option)
  - Perustettu Turun seudulla / Founded in Turku Region
  - Perustettu muualla Suomessa / Founded elsewhere in Finland
  - Tullut ulkomailta perustamaan yrityksen Suomeen / Came from abroad to set up a company in Finland

APPENDIX 2: QUESTIONS

- **4) Mikä on startup-yrityksenne tärkein toimiala?** (Valitse paras vaihtoehto) **/ What is your most important industry for your startup?** (Choose the best option)
  - Cleantech, biotalous ja energia / Cleantech, bio-economy and energy
  - Elämystalous, ml. media ja viihde / Experience economy, including media and entertainment
  - IT-liiketoiminta, ml. hardware / Information Technology Business, including hardware
  - Ohjelmisto- ja yrityspalvelut / Software and Business services
  - Koulutus ja koulutusteknologia / Education and Education technology
  - Kuluttajatuotteet ja vähittäiskauppa / Consumer Goods and Retail
  - Logistiikka ja kuljetus / Logistics and Transport
  - Meriteollisuus / Maritime Industry
  - Peliala / Gaming
  - Terveydenhuolto ja terveysteknologia / Healthcare and MedTech
  - Tieteelliset ja tekniset innovaatiot / Science & Engineering
  - Valmistus ja teolliset teknologiat / Manufacturing and Industrial Technology
  - Muu, mikä? / Something else, what?

APPENDIX 2: QUESTIONS

- **5) Mitkä avainsanat kuvastavat parhaiten teknologiaa tai palvelua johon startup-yrityksenne on erikoistunut?** (Voit valita useita) **/ Which keywords best reflect the technology or service your startup specializes in?** (You could choose multiple choices)
  - AI & Machine Learning
  - Analytics
  - Audio
  - Automotive
  - Big Data
  - Biotech
  - Blockchain
  - Cybersecurity
  - Drone Technology
  - Dual-use Tech (defense-related)
  - FinTech
  - FoodTech
  - Internet of Things
  - Laser
  - MedTech / HealthTech
  - SaaS
  - Semiconductors
  - Sensor
  - VR / AR
  - Wearables
  - Muu, mikä? / Something else, what?

APPENDIX 2: QUESTIONS

- **6) Minkä pääongelman startup-yrityksenne pyrkii ratkaisemaan? / What is the main problem your startup is trying to solve?**
- **7) Kuinka monta päätoimista perustajaosakasta startup-yrityksessänne on mukana? / How many full-time founder shareholders your startup has?**
  - 1
  - 2
  - 3
  - 4 tai enemmän / or more
- **8) Tarkastelemme joitakin yrityksen perustajien historiaan ja demografiaan liittyviä taustamuuttujia. Mitkä seuraavista muuttujista olivat voimassa yrityksen perustamishetkellä?** (Voit valita useita jos on useita perustajia) **/ We look at some background variables related to the history and demographics of the founders of the company. Which of the following variables were in effect at the time the company was founded?** (You could choose several if there are several founders)
  - Ei perustanut yrityksiä aiemmin / Not founded companies before
  - Perustanut yrityksiä aiemmin / Founded companies before
  - Nainen / Female
  - Mies / Male
  - Ei-binäärinen / Non-binary
  - EU-kansalainen / EU citizen
  - Ei-EU -kansalainen / Non-EU citizen
  - Suomenkielinen / Finnish speaker
  - Ruotsinkielinen / Swedish speaker
  - Ei-suomen- tai ruotsinkielinen / Non-Finnish or Non-Swedish speaker

APPENDIX 2: QUESTIONS

- **9) Mitkä ovat startup-yrityksenne pääasialliset asiakkaat?** (Voit valita useita) **/ What are the main customers of your startup company?** (You could choose multiple choices)
  - B2B (Business to Business)
  - B2C (Business to Consumer)
  - B2G (Business to Government)
  - C2C (Consumer to Consumer)
  - B2B2C (Business to Business to Consumer)
- **10) Onko startup-yrityksenne kasvuhakuinen? / Is your startup company growth-oriented?**
  - Nopea kansainvälinen kasvu (eksponentiaalinen) / Fast, international growth (exponential)
  - Vakaa kasvu (tasainen kasvuprosentti) / Stable growth (steady growth percentage)
  - Ei kasvutavoitetta / Not aiming for growth

APPENDIX 2: QUESTIONS

- **11) Mikä on startup-yrityksenne arvio liikevaihdosta vuoden 2024 loppuun mennessä (tilikausi)? / What is the estimated revenue of your startup company by the end of 2024 (financial period)?**

- **12) Mikä oli startup-yrityksenne työntekijöiden määrä 1.1.2024?** (Kokopäiväinen vastaavuus: kaksi 50 % osa-aikaista työntekijää vastaa yhtä kokoaikaista työntekijää, ml. kokopäiväiset perustajaosakkaat) **/ What was the number of employees of your startup company 1st of January 2024?** (Full-Time Equivalents: two 50% part-time employees together equal one full-time employee equivalent, including full-time founder shareholders)

- **13) Mikä on arvio startup-yrityksenne työntekijöiden määrästä vuoden 2024 loppuun mennessä?** (ml. päätoimiset perustajaosakkaat) **/ What is your startup company's estimated number of employees by the end of 2024?** (including full-time founder shareholders)

APPENDIX 2: QUESTIONS

- **14) Mikä on startup-yrityksenne liiketoimintavaihe?** (Business Finlandin mukaan) **/ What is the business maturity stage of your startup?** (according to Business Finland)
  - Research (tutkimus- tai käynnistysvaihe)
  - Pre-revenue (liiketoimintamallin validointi, ml. maksuttomia pilottiasiakkaita)
  - Revenue (liikevaihdon kasvu maksavien asiakkaiden avulla)
  - Expansion (skaalautuva ja kansainvälinen kasvu)
  - Pre-IPO (viimeinen kasvuvaihe ennen listautumista)
  - Buyout (yrityskauppa)

APPENDIX 2: QUESTIONS

- **15) Onko startup-yrityksellänne ollut avoin rahoituskierros käynnissä tänä vuonna? / Has your startup had an open funding round this year?**
  - **16) Jos rahoituskierros on päättynyt, mikä oli rahoituskierroksen koko? / If the funding round has closed, how much was the funding round?**
- **17) Minkä rahoituskierroksen vaiheen startup-yrityksenne on aloittamassa seuraavaksi vuonna 2024-2025? / Which funding round stage is your startup starting next in 2024-2025?** (Tarkista Pre-Seed ja Seed -ero: https://www.brex.com/blog/pre-seed-vs-seed-funding-round-what-is-the-difference/)
  - FFF / Pre-Seed
  - Seed
  - Late Seed
  - Series A
  - Series B/C/D
  - En tiedä tai en halua vastata / I cannot say or I'd rather not say

APPENDIX 2: QUESTIONS

- **18) Paljonko startup-yrityksenne on saanut riskirahoitusta tähän mennessä koko elinkaaren aikana? / How much risk funding has your startup received so far during its life cycle?**
  - 0 €
  - 0–50 000 €
  - 50 000–100 000 €
  - 100 000–250 000 €
  - 250 000–1 000 000 €
  - 1 000 000 €+
  - 5 000 000 €+

APPENDIX 2: QUESTIONS

- **19) Mistä startup-yrityksen liiketoiminta tai tiimi on lähtöisin tai kehittynyt? / Where did the startup company's business or team originate or develop?**
  - Itsenäinen idean ja tiimin kehitys / Independent idea and team development
  - Kehittänyt korkeakoulussa liikeidean tai saanut sieltä merkittävää tukea tutkimukseen, kaupallistamiseen, rahoitukseen tai aineettoman pääoman hallintaan (tutkija, työntekijä) / Developed a business idea at university or received significant support from it for research, commercialization, financing, or management of intangible capital (researcher, employee)
  - Opiskelijana korkeakoulun tukemana / As a student supported by the university
  - Uusyrityskeskuksen kautta / By Enterprise Agency
  - Innovaatiokilpailun tai -haasteen kautta / By innovation competition or challenge
  - Yrityksen spin-offina / As a spin-off of the company
  - Muut / Others
- **20) Oletko osallistunut fyysisen hubin, co-working -tilan tai startup-esihautomon, -hautomon tai -kiihdyttämön toimintaan? Jos kyllä niin vastaatko mihin? Jos ei niin voit jättää tyhjän vastauksen**

APPENDIX 2: QUESTIONS

- **21) Millä markkina-alueilla startup-yrityksellänne on tavoite saada lisää asiakkuuksia? / In which market areas does your startup aim to gain more customers?**
  - Suomi
  - Afrikka // Africa
  - Alankomaat ja/tai Belgia // Netherlands and/or Belgium
  - Baltian maat // Baltic countries
  - Espanja ja/tai Etelä-Amerikka // Spain and/or South America
  - Intia // India
  - Italia // Italy
  - Iso-Britannia ja/tai Irlanti // Great Britain and/or Ireland
  - Japani ja/tai Etelä-Korea // Japan and/or South Korea
  - Kanada // Canada
  - Kiina // China
  - Lähi-itä // Near East
  - Norja ja/tai Tanska // Norway and/or Denmark
  - Ranska // France
  - Ruotsi // Sweden
  - Saksa // Germany
  - Yhdysvallat // United States
  - Joku muu, mikä? // Other, which one?

APPENDIX 2: QUESTIONS

- **22) Mitä apua tarvitsette startup-yrityksenne liiketoiminnan kehittämiseen?** (Valitse enintään kolme tärkeintä) **/ What help do you need to develop your startups's business?** (Choose max. three most important options)
  - Juridiikka, patentit (startup) / Legal issues, patents (startup)
  - Kansainvälisen markkinoillemenon rahoitus / Funding for entry to international markets
  - Kansainvälinen myyntiosaaminen / Sales expertise at international markets
  - Kumppaniverkostojen rakentaminen / Building partnership networks
  - Liiketoimintaosaaminen / Business expertise
  - Markkinointiosaaminen / Marketing expertise
  - Osaavan työvoiman löytäminen / Finding talented workforce
  - Rahoittajien ja sijoittajien kontaktointi / Funding and investor contacts
  - Rahoitussuunnitelmien tekeminen / Creating funding plans
  - Tuotekehitys korkeakoulujen tai tutkimuslaitosten kanssa / R&D with universities and research institutions
  - Emme tarvitse apua liiketoiminnan kehittämiseen / We don't need any help on business development

APPENDIX 2: QUESTIONS

- **23) Miten arvioitte Turun kaupunkia startup-yrityksenne toimintaympäristönä? / How do you evaluate the city of Turku as an operating environment for your startup?**
  - Erittäin hyvä / Very good
  - Hyvä / Good
  - Neutraali / Neutral
  - Huono / Bad
  - Erittäin huono / Very bad
  - En osaa sanoa / I cannot say
- **24) Suunnitteleeko startup-yrityksenne muuttoa pois Turun seudulta seuraavan 12 kk aikana? / Is your startup planning to move out of the Turku Region in the next 12 months?**
  - **25) Jos suunnittelette muuttoa pois Turusta, miksi? / If you are planning to move out from Turku, why?**
- **26) Koetko kuuluvasi Turun seudun startup-yhteisöihin? (Määritelmä: Yhteisö on ryhmä yrittäjiä, jotka ovat samassa tilanteessa, jotka ovat samanhenkisiä tai joilla on samoja intressejä. Yhteisöllä on jokin yhteinen identiteetti tai tavoite. Startup-yhteisössä lähes kaikki ihmiset tuntevat jollakin tavalla toisensa ja jokainen yhteisöön kuuluva saa arvoa siitä, että spontaanien ja järjestettyjen merkityksellisten kokoontumisten avulla voi aina saada ja antaa erilaista apua ja psykologista tukea.) / Do you feel that you belong to the Turku Region's startup communities?**
  - Kyllä / Yes
  - Ei / No

APPENDIX 2: QUESTIONS

- **27) Jos koet kuuluvasi Turun startup-yhteisöihin, mitä tarvitset yhteisöistä? (valitse 2 tärkeintä) / If you feel that you belong to Turku's startup communities, what do you need from the communities? (choose the 2 most important)**
  - Psykologinen tuki, spontaanit ja satunnaiset kohtaamiset yrittäjien kesken / Psychological support, spontaneous and random meetings between entrepreneurs taking place
  - Fasilitoitu vertaistuki (esim. mentorointi kokeneemmalta yrittäjältä) / Facilitated peer support (e.g. mentoring from a more experienced entrepreneur)
  - Järjestetyt säännölliset kokoontumiset ja järjestetyt tapahtumat / Organized regular gatherings and organized events
  - Koulutuksellinen tuki liiketoiminnan kehitykseen / Educational support for business development
  - Sijoittajayhteydet / Investor relations
  - Pääsy liiketoimintaverkostoihin (esim. esim. yhteydet vakiintuneisiin yrityksiin ja maailmalle) / Access to business networks (e.g. connections to established companies and the world)
  - Uusien osaajien löytäminen (esim. kytkös korkeakouluyhteisöön) / Finding new talent (e.g. connection to the university community)

APPENDIX 2: QUESTIONS

- **28) Mitkä tulisivat olla Business Turun prioriteetit yhteisöllisyyden kehittämiseksi? (valitse 2 tärkeintä) / What should be Business Turku's priorities for community development? (choose the 2 most important)**
  - Puhuja- ja koulutustapahtumien lisääminen (esim. keynotet) / Adding speakers and training events (e.g. keynotes)
  - Yhteisön jäseniltä lähtevien ideoiden tai vapaamuotoisten tapaamisten tukeminen (esim. yrittäjät keskenään) / Supporting ideas from community members or informal meetings (e.g. entrepreneurs among themselves)
  - Yhteisön fasilitoidun vertaistuen kehittäminen (esim. mentorointi- ja alumnitoiminta) / Development of community-facilitated peer support (e.g. mentoring and alumni activities)
  - Sijoittajien tuominen mukaan aktiiviseksi osaksi yhteisöön (esim. sijoittajia voidaan tavata sattumalta samoissa tiloissa) / Bringing investors into the community as an active part (e.g. investors can be met by chance in the same premises)
  - Vakiintuneiden yritysten edustajien kanssa törmäyttäminen (esim. innovaatioyhteistyössä, kuten demodayt, hackathonit) / Colliding with representatives of established companies (e.g. in innovation cooperation, such as demo days, hackathons)
  - Kansainvälisen startup-verkostotoiminnan kasvattaminen (esim. yhteydet globaaleihin ekosysteemeihin kuten Piilaaksoon) / Increasing international startup network activities (e.g. connections to global ecosystems such as Silicon Valley)
- **29) Mikä yksittäinen asia parantaisi parhaiten Turun kehitystä startup-kaupunkina? / What single action would best improve Turku's development as a startup city?**
- **30) Jäikö jotain sanomatta tai onko jotain, josta haluaisit vielä kertoa? / Is there anything left unsaid or is there anything else you would like to tell us about?**