

Aalto Startup Center presents

UNICORN FACTORY

A two-stage program for Korean
HealthTech Startups in Finland

***“Expand to Nordic & European markets and
develop your startup in the number one
innovation hotspot of Europe”***



Aalto University
Startup Center



Korean Startups

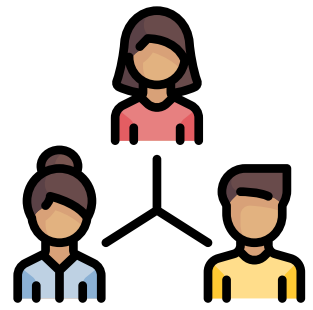
Finland works for us, now let it work for you.

Make Finland the launchpad of your Nordic and European expansion and start your next step right from the top of the world. We will help you all the way.



But why should you come to Finland?

Here's four whys.



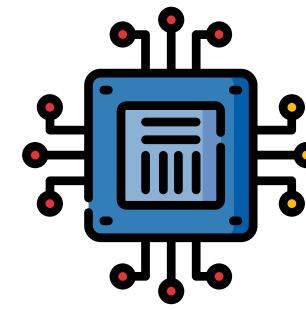
**#1 in healthcare
startups and R&D
professionals per capita**

(Business Finland, 2020)



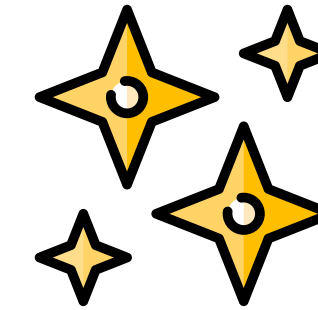
**#1 in delivering
cost-effective patient
outcomes**

(European Health Consumer
Index 2018)



**#1 in availability of
latest technologies**

(World Economic Forum
Global Competitiveness
Report 2017-2018)



**#1 the happiest country
in the world**

(World Happiness Report
2017 and 2018, UN
Sustainable Development
Solutions Network; Earth
institute)

Aalto University

Helsinki is home of Slush, the world's leading startup event.

Slush brings together every year more than 20,000 change-makers, including thousands of startups and investors. You might have heard of Slush, but did you know that the event was born in the Aalto Startup Ecosystem?

The Helsinki region is the number one hotspot for HealthTech startups.

It's a perfect launchpad to Nordic & European markets.

The European Union is a highly developed single-market area with 450 million people and a GDP (PPP) of over 20 trillion dollars. The health care expenditure relative to GDP in EU is around 10 %.

We're strong in digital health.

Finland ranks among the three strongest health technology economies in the world. Our approach to multidisciplinary problem solving enabled by our digital and mobile competency has established Finland as a pioneer in this field.



The Helsinki region offers an environment where HealthTech startups can thrive.

“Helsinki-Uusimaa, Finland, is the most innovative region in the European Union”

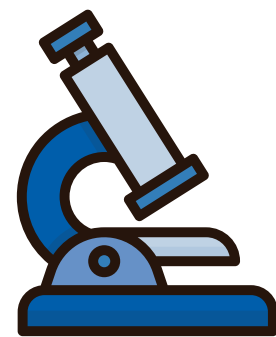
(2019 European innovation scoreboard)

“Finland is a model country for startup companies. The Finnish ecosystem is supportive of startup entrepreneurs”

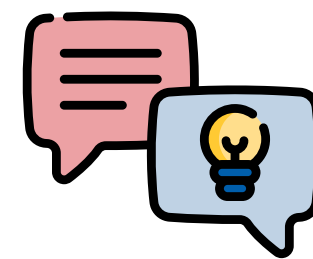
(2020 IQS Tech Fest, Barcelona)



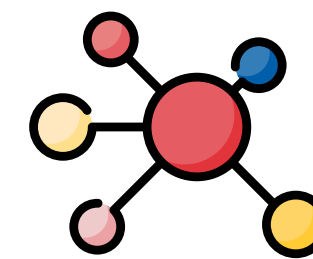
In addition,



Finland's world-class research and technology knowhow are pinnacle of our health sector and one reason why Finland has one of the most efficient healthcare systems in the world.



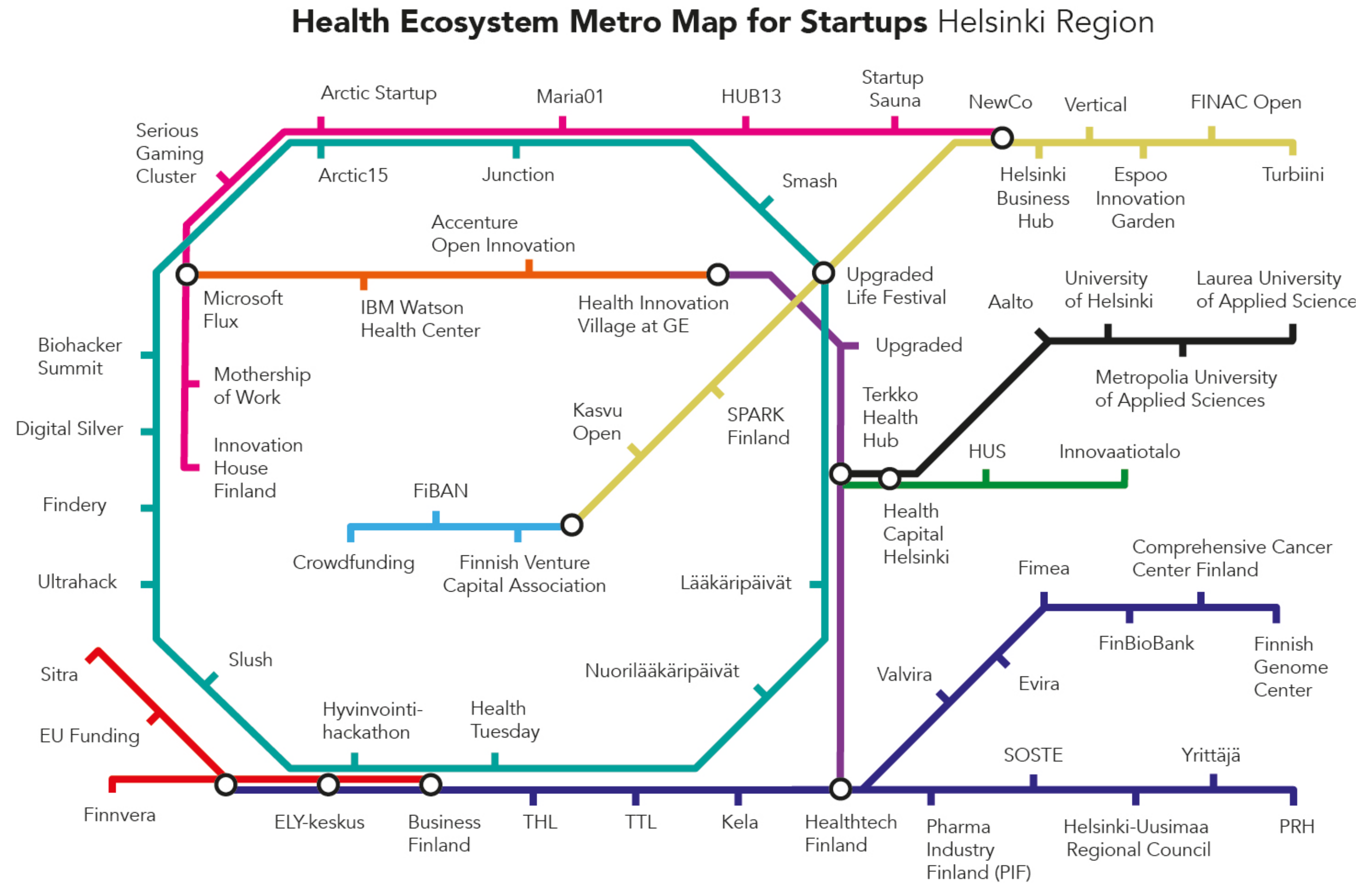
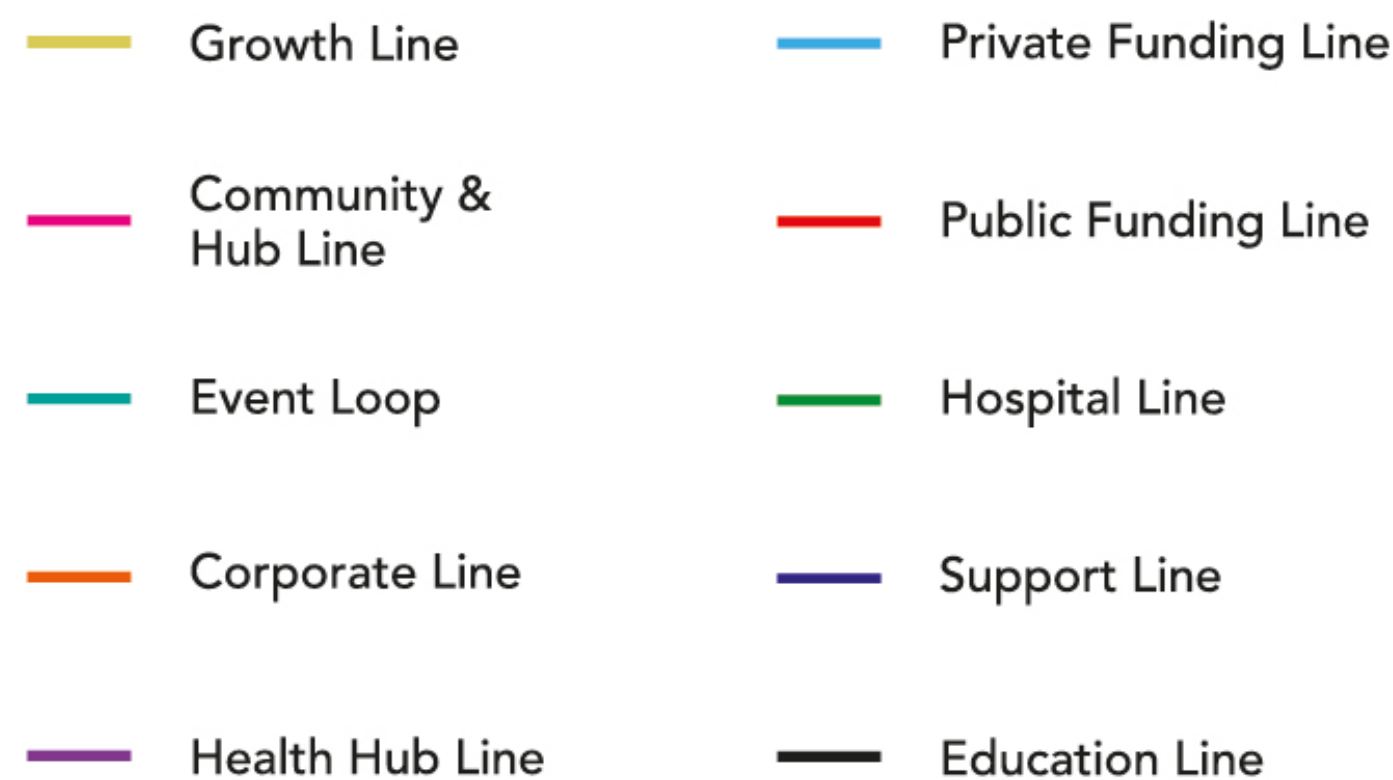
Finland offers population-based biobanks, innovation-friendly legislation, comprehensive health registers, and electronic medical records.



Finland hosts one of the largest startup ecosystems in the world.

Helsinki: the HealthTech capital.

Helsinki has an extensive HealthTech ecosystem supporting innovative startups. Aalto University and its Startup Center are an integral part of that ecosystem.



Okay, Finland is pretty cool.

**But what about Aalto University's
Startup Center?**



Well, Aalto Startup Center has plenty to offer!

Aalto University is the birthplace of Finnish Startup Ecosystem, thanks to its outstandingly entrepreneurial students.

Aalto University's startup knowhow is concentrated to Aalto Startup Center, university's own business accelerator.

Aalto University is the leading technology university in Finland with a strong focus on health technology.

Aalto Startup Center has over 20 years of experience. Selected among top 5 university accelerators in the world (UBI 2019). Outstanding track-record with one unicorn.





Here are some numbers.

From Ideas to Impact™

Unique model of commercialisation of Aalto-based research, combining thorough innovation development with extensive business generation.

Innovation Services manage commercialisation and technology transfer of the research.

Startup Center is a hybrid accelerator, running business generator program and serving both - Aalto-based and other startups.

Vibrant community with experienced mentors, full-time professional coaches and peer support.

Over 800 startups served, with an

80%

alumni company survival rate. Alumni company turnovers EUR 500 million.

One of the

TOP 5

university based business accelerators in the world (UBI 2019 benchmark report).

Number of technology transfers (2013-2018):

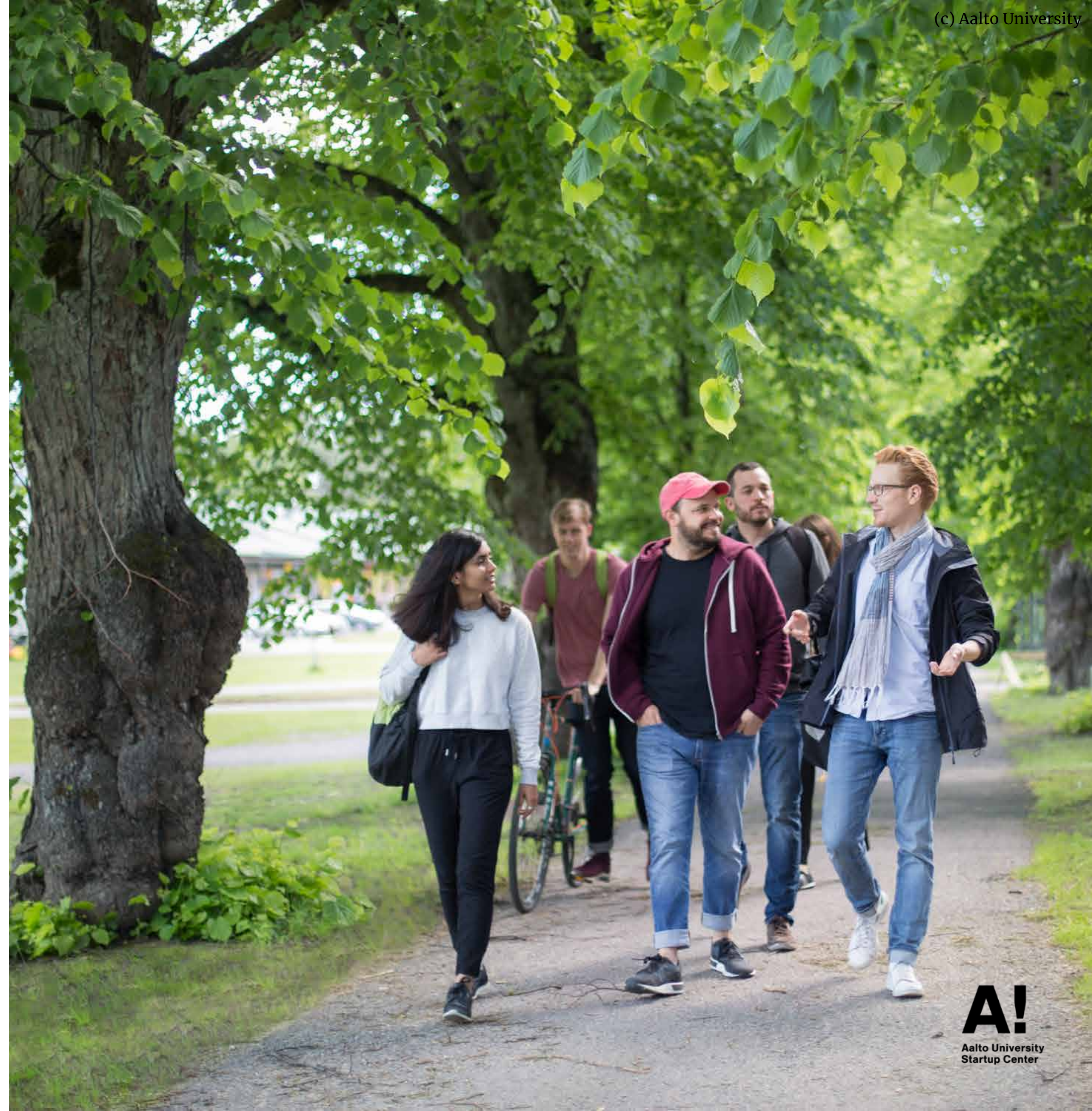
193

Number of invention disclosures (2013-2018): 875.

Aalto Startup Center offers **a two-stage program in Finland for Korean HealthTech startups.**

The aim of the program is to help you to establish your startup in the Nordic and European Union markets and develop it in the hottest innovation hub in Europe. Utilize the existing networks and services of Aalto University Startup Center.

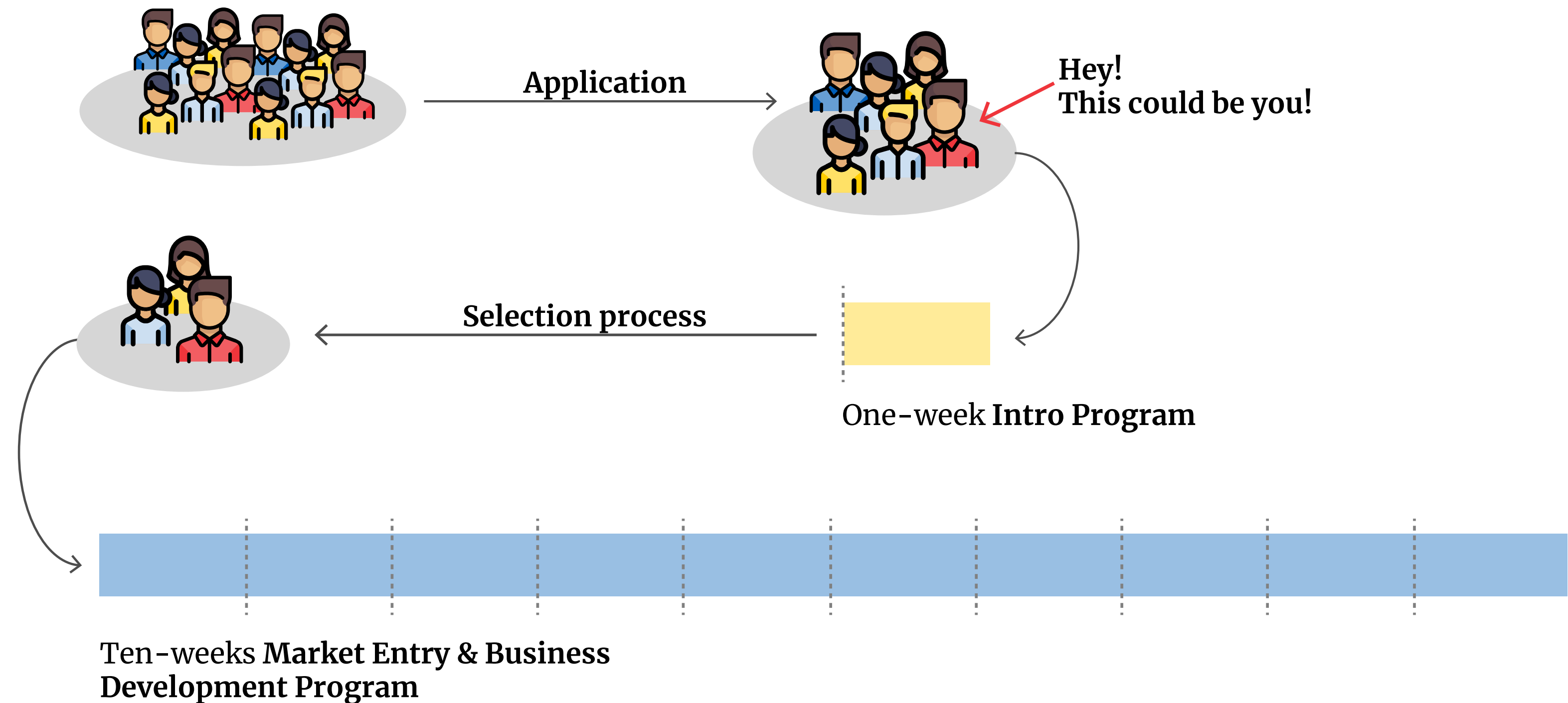
The unicorn factory is a program that consists of two separate programs in Finland: first, the introductory course for one week. Then, the selected best teams can join the 10-week business development program.



Still wondering about the timeline?

We got you covered.

The process starts with your application to the program. When you get selected you will move on to the introductory phase, one week that will allow you to get to know the ecosystem and find out whether your company can make it in the hottest HealthTech hotspot of the world. After the introductory week, a selection process will determine who will move on to the ten-weeks Market Entry & Business Development program aimed at establishing your company in the Nordic and European markets.



Unicorn Factory: Intro program

One-week program.

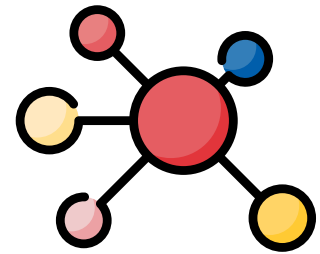
During the introductory one-week program, Korean HealthTech startups are introduced to the Helsinki-region innovation ecosystem.

An evaluation board will evaluate the startups and will select the best teams to participate in the 10-week program.

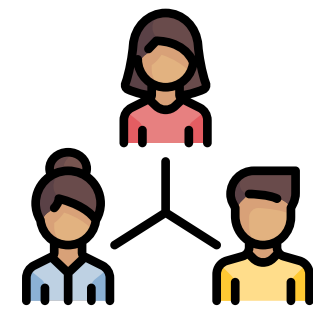


Unicorn Factory: Intro program

One-week program.



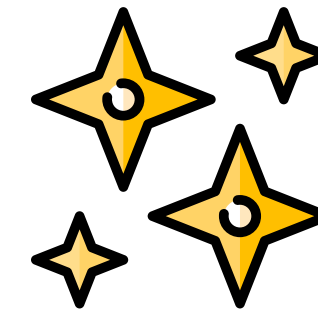
You will experience an introduction to the Finnish startup & HealthTech ecosystems.



The aim of the program is to showcase what the Finnish HealthTech ecosystem has to offer to your company – and for you to find out whether you would like to develop your business in Finland.



The one-week program consists of relevant business meetings, industry contacts, field trips, 1-1 meetings with the Aalto Startup Center advisors & an event organized to introduce you to the whole Finnish startup ecosystem.



Be at your best and get selected for the next stage of the program.

Let's work together!

Unicorn Factory: Market Entry & Business Development program.

Ten-weeks program.

We select the best teams from the intro program to spend 10 intensive weeks in the hottest HealthTech startup hotspot of the world.

The program is all about preparing you to access to the Nordic and European markets.

- 01 Competitive landscape analysis
- 02 Regulation & Approval
- 03 Productization to increase customer value
- 04 Business Plan
- 05 Market Entry Preparation
- 06 Slush (leading startup event)
- 07 Funding and Finance
- 08 Growth Hacking
- 09 Mentors, Experts & Team Building
- 10 Operational efficiency: process development

Weekly schedule: Market Entry & Business Development program.

Day 1: Topic Lecture / Weekly assignment

Day 2: Workshop Day /Visit

Day 3: Consultation Day

Day 4: Consultation Day

Day 5: Weekly Wrap up & Co-learning

The 10-weeks program is built of weekly modules focusing on chosen key topic areas. There is also time dedicated to startups' own business development, activities and 1-1 consultations with the advisors. Evenings are free for startups to embrace the vibrant startup ecosystem of the Helsinki region.



A!

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Unicorn Factory consists of three levels:

Ecosystem, independent participation together with Finnish startups.

General program, together with other Korean startups

One to one coaching by Aalto Startup Center Business Advisors

At the very first week when you arrive in Finland, we shall introduce you to the Finnish startup & HealthTech ecosystems, in which you can take part while staying here. There are numerous events throughout the year, to which you are encouraged to participate and form contacts within the industry.

The ten-weeks general program consists of relevant content aimed at helping the selected Korean startups to establish themselves in Finland. The program activities are during the day, while ecosystem activities are usually in the evenings. We use plenty of external experts to provide relevant keynotes, workshops, field trips, etc. for you.

In addition to the general program, you will be receiving one-to-one coaching from Aalto Startup Center's Business Advisors. To make most out of the coaching and Aalto Startup Center's services you will be asked to provide your key objectives for the project at the selection stage – this way we can start matchmaking before you arrive in Finland.

Benefits and motivations *for joining the program.*

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You will have access to:

- A pool of mentors & investors, who are industry and business related experts.
- Support from top notch business advisors on site.
- The supportive and vibrant community of Aalto University.
- An opportunity to establish yourself in the Finnish and Northern European market by utilizing existing health and life science network we are strongly involved in.
- The Helsinki region health and life science open and supportive innovation ecosystem.
- Relevant business partners provided by Aalto Startup Center.
- Aalto and Helsinki region research infrastructure.
- General Aalto Startup Center Accelerator services.



Apply now!

Start your journey to
become the new Aalto
Startup Center based
Unicorn!

A!

Aalto University
Startup Center

Useful links



Aalto University

<http://health.aalto.fi/en/>

<https://startupcenter.aalto.fi/>

<https://innovation.aalto.fi>

Public Funding Agencies

<https://www.businessfinland.fi/en/>

Collaboration

<https://www.healthcapitalhelsinki.fi/en/>

Health related companies

<https://www.ge.com/fi/company/health-innovation-village>

<https://www.ibm.com/fi-en>

<https://healthtech.teknologiateollisuus.fi/english>

Health related players in startup environment

<https://sparkfinland.fi/>

<http://biodesignfinland.fi/>

<https://terkko.fi/>

<https://www.upgraded.fi/>

Testbeds

<https://www.hustestbed.fi/en/home>

<https://www.hel.fi/sote/units-en/units-alphabetically/kalasa-tama-centre>

<https://forumvirium.fi/en/kalasatamawellbeing/>

Public health authorities

THL Finnish institute for health and welfare (<https://thl.fi/en/web/thlfi-en>)

Artificial intelligence & Data

<https://fcai.fi/>

<https://thl.fi/en/web/thlfi-en>

<https://mydata.org/finland/>

Regulations:

Regulatory support and certification services (MDS Finland, Clinius, Eurofins).

Various patent attorney and legal offices skilled in Finnish, European, international law.

The program is preliminary. We reserve the right to make any changes to the program at any time.