



Bootcamp Riga in a nutshell



INNOVATUM

DEMOS
HELSINKI

A
Alexandersoninstitutet

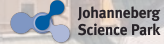
 smartup
accelerator

 Interreg
Baltic Sea Region

 EUROPEAN
REGIONAL
DEVELOPMENT
FUND
EUROPEAN UNION

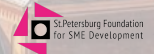
 ENTERPRISE FORUM
POLAND



 Johanneberg
Science Park

 LATVIJAS
UNIVERSITATE
UNIVERSITY OF LATVIA

 Technopol

 St. Petersburg Foundation
for SME Development



Objectives for the bootcamp

- Learn about the market opportunities in the seven BSR countries
- Choose a target market and get an accelerated understanding in your product - market fit for that specific market
- Learn about customer understanding, growth hacking, investment pitching and crowdfunding – to support you successful international market entry
- Get access to potential investor, customers, test-beds or other valuable networks or infrastructure in your chosen market through the partner's network
- Peer-to-peer learning from other smart-mobility related companies
- Develop a roadmap for market validation, that once completed will be your step-by-step guide to market introduction



Bootcamp - The Five Modules

1
Target markets
in the BSR

2
Customer
understanding

3
Growth
hacking

4
Investment
pitching &
crowdfunding

5
Roadmap for
market entry



Day 1 -10.9.2019

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8:30 Morning Coffee

9:00 Welcome
Overview of the bootcamp
Team's introduction

9:30 **Module 1:
BSR as a market for
consumer cleantech**

- Market overview
- Country Cards
- Speed-dating
- Choose your target market

12:00 Lunch

13:00 **Module 2:
Customer understanding**

14:30 Group picture outside

**14:45 Module 3:
Growth hacking**

16:30 End of Day 1

16:30 Free time

18:30 Drifta Halle
Drift trikes & Dinner

Day 2 - 11.9. & Day 3 12.9.

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8:30	Coffee
9:00	Reflection session of Day 1
9:30	Module 4: Investment pitching & crowdfunding
12:00	Lunch
13:00	Module 5: Roadmap for market entry Video interviews
14:30	Final presentations
15:30	Reflection Next steps
16:00	End of Day 2



Mentors at the bootcamp / Day 1

Pawel Bochniarz, MITEF



Main expertise

organizational transformation, innovation, strategy & change management

Dāvis Plotnieks, entrepreneur



Main expertise

Customer understanding, strategy & marketing

Mentors at the bootcamp / Day 2

Kristin Svärd, FundedByMe



Main expertise

Crowdfunding, global growth, marketing

Marta Matisone, LatBan



Main expertise

Angel investing, pitching to investors

Teams' introduction

Clean Motion (Sweden) is a technology company that have created a small electric vehicle for urban transportation of people and goods



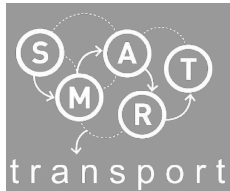
Perille (Finland) is a marketplace for transportation services and a platform for various mobility solutions. They combine several transport operators in one digital search.



Choppelectric (Estonia) is highly passionate in developing and creating handcrafted electrical bikes with awesome design and an unforgettable driving experience.



Smart Transport (Russia) is a company that develops an electric vehicle charging service. The company demonstrates benefits of electric vehicle usage.



Parkdroid (Latvia) is most affordable, advanced and compact Smart Parking Sensor developed by industry experts that comes in two models – surface and immersible.



ONO (Germany) is an e-mobility company that offers a whole new category of vehicle, a pedal assisted transporter (PAT), solving the courier, express, parcel and delivery markets' logistical and environmental problems within cities.



Broomee (Poland) is an Intelligent Transportation System dedicated to local governments in the SaaS model, which solve problems of excluded areas, and inefficient routes of public transport as well as a price gap between different modes of transport.



Photography & video interviews

We will be taking pictures during the bootcamp and all companies will be interviewed for video. Please tell the organisers, if you don't want to be in the photos/video.

Social Media:

#smartupaccelerator

#interreg #BalticSeaRegion

@smartupacc