

YritysVoimala's **Start-Up Plus** helps you start a business



YritysVoimala's Start-Up Plus service helps a customer in starting and developing a new company or business enterprise. The Start-Up Plus service is free of cost to the customer. The aim of the service is to accelerate the company's growth and ensure right from the start that the business succeeds.

YritysVoimala's Start-Up Plus service provides a solid framework for business success. All the business aspects are carefully and thoroughly analysed.

A customer enters the service after being granted start-up financing, whereupon either the customer or the TE Office contacts YritysVoimala. An appointment is made for the customer in less than two weeks from this initial contact. If the contact is made by phone, an initial review of the customer's needs can be made on the phone while making an appointment for a meeting.



Start-Up Plus is a free expert service arranged by the TE Office for start-up grant customers who have just started their own business. You'll be **coached to improve your skills in sales and marketing.**

As a part of the Start-Up Plus service, **an expert will help you develop a concrete sales plan** so that your business' chances to grow and succeed improve. The service is provided by a contract partner which you can choose.

For more information on applying for the Start-Up Plus service, please email the Uusimaa TE Office: starttiraha.uusimaa@te-toimisto.fi

We will help you and your company to succeed!

At the first meeting a preliminary action plan is prepared and instructions are given on how to start implementing it. A time is then agreed for the next follow-up meeting.

The new company's finances are analysed together with the customer, including overall profitability, possible financing needs and sources, and any grants that may be available.

In a meeting lasting about 1.5 hours, we address in more detail:

- charting available skills and needs for development
- service requirements
- actions for improving expertise

Actions, depending on customer's needs:

- defining customer target group
- charting prevailing competition
- outline of productising and/or services
- pricing
- selection of channels and methods for sales & marketing
- coaching in sales work: "elevator pitch", preparation, phone negotiation process, handling 'ifs' and 'buts', closing the deal
- social media channels and the best way to use them
- identifying suitable customer target groups and customers from registers, customers' contact details and call lists
- building up a network and guiding a customer to the network's expert services

Our service portfolio can also include:

- contracts and legal matters
- economic and financial issues
- mentoring and Yrityskummi business mentoring services
- recruitment and employer obligations
- possible requirements for further training

At the second meeting we review how the actions agreed at the first meeting were implemented and how effective they were. If necessary, based on this experience, changes and additions are made in the plan. The meetings are continued, as needed and resources permitting, until the objective has been achieved.

Finally, a written action plan is compiled.

Choose Yritysvoimala Oy as your Start-Up Plus partner

- > We specialise in working as partners for developing small businesses and new companies.
- > We will help you find solutions when your company is still short of money.
- > Our service is always free!



Erkki Taskinen
Managing Director, tel. +358-40-839 4056

Diploma in Business Information Technology and Executive MBA, Managing Director and Business Consultant specialised in best practices, customer acquisition, SME financing, and business planning & development, with over 23 years' experience.



Jukka Pötry
Business Consultant, tel. +358-50-559 4012

LL.M., Business Consultant, cooperative society entrepreneur. Specialised fields: business start-ups, small businesses' legal, employment and contractual aspects, over 21 years' experience in cooperative activities and other joint ventures.



Jussi Hietala
Business Consultant, tel. +358-40-547 4003

M. Sc. (Agriculture & Forestry), Business Consultant. Over 10 years' experience in developing small companies and new businesses. Fields of expertise include sales, marketing communications, financing, and building networks for cooperation. Hands-on experience as a small business owner. TMA consultant (turnaround management).



Riitta Juurikka-Immonen
Assistant, tel. +358-40-725 7625



We serve customers in Hyvinkää. We have over 20 years' experience in assisting new businesses as well as companies already operating in one of Finland's fastest-growing corporate clusters.

We offer the area's most comprehensive service:

- Three business consultants to serve you.
- Altogether 50 top experts in our network [attorneys, accountants, advertising agencies, etc.].
- An opportunity to network with other small business owners: over 40 events every year – plus the area's largest annual event for corporate networking: 'YritysTreffit'.
- You can talk to us in Finnish, Swedish or English.

The results speak for themselves:

- Over 800 meetings with different customers every year.
- Over 150 new companies a year.
- Over 80% of the companies established through us are still operating after 5 years.

[Order our newsletter here!](#)

How do I become a Start-Up Plus customer?

You receive an invitation and instructions from the TE Office

You choose us as your service provider

We contact you and make an appointment

Start-Up Plus

Hyvinkään Villatehdas Kankurinkatu 4-6, Hyvinkää, Finland
Matkakeskus Riihimäki Eteläinen Asemakatu 2a, Riihimäki, Finland
Tel. +358-10-322 2500 (exchange)
facebook.com/yritysvoimala / www.yritysvoimala.fi