

Yritysvoimala's Start-Up Plus 2.0 helps you start a business



Yritysvoimala's Start-Up Plus 2.0 service helps a customer in starting and developing a new company or business enterprise. The Start-Up Plus 2.0 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 2.0 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.



Startti Plus 2.0 is a free expert service provided to Uusimaa's TE Office customers who have received an entrepreneur's start-up grant. **The service provides coaching to improve the effectiveness of your sales and marketing skills and a written plan to develop your business.** In addition, according to your individual needs, you can get up to four further appointments to develop your sales and marketing skills.

The service is provided by the TE Office's contract partners, from which you can choose your preferred supplier. For more information on how to apply for the Startti Plus service, please email the Uusimaa TE office at starttiraha.uusimaa@te-toimisto.fi.

We will help you and your company to succeed!

As part of the service, an action plan for boosting sales is prepared and instructions are given on how to start implementing it.

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

Finally, a written action plan is compiled.

Additionally, a maximum of four follow-on advisory meetings can be agreed 1-6 months after the end of the basic service. At the follow-on meetings, more in-depth advice on action plan objectives is provided.

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 25 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 23 years' experience in cooperative activities and other joint ventures.



Laura Manner-Raappana

Business Consultant, tel. +358-40-590 7768

Bachelor in Business Administration, Business Consultant. Over 10 years' experience in developing small companies and new businesses. Fields of expertise within StarttiPlus include sales and marketing planning and implementing [sales negotiation, social media marketing] and financing. Former experience as a small business owner.



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 2.0 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 2.0

Hyvinkään Villatehdas Kankurinkatu 4-6, Hyvinkää, Finland
HAMK [Hämeen ammattikorkeakoulu] Kaartokatu 2, Riihimäki, Finland
Tel. +358-10-322 2500 [exchange]
facebook.com/yritysvoimala / www.yritysvoimala.fi