

**BUSINESS  
FINLAND**

# **Get funded: Business Finland services for game companies**

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# Basic requirements

- Company is in the prepayment registry (tax administration)
- Directing towards foreign markets
- Company form is limited liability (OY), co-operative (osuuskunta) or limited partnership (kommandiitti). Basically not an association or a trade name.
- No tax debt which doesn't have a payment plan with tax authorities
- More than one person in the company (except for the voucher)

# Innovation voucher

- 1. Innovation voucher
  - "We have an idea about making electric board games, but would need a prototype of our first product".
  - De Minimis –grant for purchasing services
  - 5000e grant (+200e VAT) + 1000e own investment = 6200e.
  - Can only be accessed before tempo funding
  - Once in a company lifetime grant
  - If the company fulfills the basic requirements, idea is something new and the purchase is within the vouchers requirements = kind of likely to get it.
  - Unless if... your company is less than three months old, your company is from Åland, you are trying to purchase the service from a company you own....

<https://www.businessfinland.fi/en/for-finnish-customers/services/funding/research-and-development/innovation-voucher>

# Tempo

- 2. Tempo
  - “We now have the eBoardGame prototype and would like to test it in a soft launch at the asian markets”
  - De minimis –grant for international market entry tests – or to “accelerate company internationalizations”.
  - Max. 50 000e grant with own funding of 16 667e = 66 667e project
  - Harder to get than the innovation voucher
    - Minimum of 2 full-time employees (second person can be multiple people creating one)
    - Minimum of 30 000e in own capital, SVOP or at least a LOI from an investor of an upcoming investment.
    - You have at least something that resembles a product, not just an idea on power point.
    - You know a bit about the market you are trying to enter.

<https://www.businessfinland.fi/en/for-finnish-customers/services/funding/tempo-funding>

# Tempo

- BF provides help with the application, I wouldn't use a consultant for a Tempo.
- Besides the basic requirements: Its a decision based system. You might not get it even if you full fill the requirements.
- The Tempo project cannot be just product development
  - Market research
  - Customer feedback
  - Piloting
  - Test marketing (but no marketing)
- Funding is based on word packages that the company does and we pay for and the success of the project is measured through 2-5 goals we create with you during the application process.
- Once in a lifetime for a company unless you do a total pivot.
- 3-12 month project, money can be used for wages, purchased services, incidental expenses related to wages and a small amount into other costs (plane tickets, devices etc. Not anything you would normally buy anyways like office cleaning and accountant costs) enen siivun muihin kuluihin (lentoliput yms. ei normaali toiminta esim. kirjanpitäjä)

# Research & Development loan

- "Our eBoardGame generated loads of interest and we got a small investment! Now we would like to create an AR-app that adds content into the physical board game and also acts as a content sales platform"
- Intended to fund a risky project that if successful really pushes the company forward
- There is no minimum / maximum amount for the loan.
- Company needs to have the capability to pay for 50% of the project costs. The government will take a risky investment with the other 50%.
- Can be granted multiple times, you can even have multiple running simultaneously.
- If the project fails and doesn't turn the product into a commercial success, there is a negotiation possibility to turn the loan into a grant. Our objective is not to bankrupt your company.

# Explorers

- Market Explorer:
  - 50% grant, 10 000 - 20 000e project.
  - Purchasing services to help with a new market entry.
  - Note: BF Global Network
- Talent Explorer
  - 50% grant, 20 000- 40 000e projekte
  - Hiring a foreign expert as an employee to help with the market entry.
- Exhibition Explorer
  - 50% grant, 1000-30 000e expo/company
  - Minimum of four companies take part in an expo, they need to apply for this grant together.
- Group Explorer
  - 50% grant, 2500-20 000e per company
  - Minimum of four companies do a market entry together.

# Young Innovative Companies (NIY)

## ■ 4. NIY

- "Our eBoardGame is now selling more than Monopoly and Carcassonne combined. Is there something else you could help us with?"
- Extremely large grant (500 000e) and loan (750 000e) which are given in steps.
- Really tight criteria for companies that are accepted (\*).
  - Varjo
  - Wolt
  - Supercell
  - Applifier
- Requirement: Company needs to be less than 5 years old.

\* "Tyypillinen NIY-rahoitukseen valittu yritys on keskimäärin 3,7-vuotias. Yrityksillä on keskimäärin 14 työntekijää, 550 000 € liikevaihtoa ja 920 000 € sijoituksia omaan pääomaan. Yritysten johdolla on vahvaa kansainvälistä osaamista ja valtaosalla yrityksistä on jo kansainvälistä liiketoimintaa."



# Summary and tips

- Use the project plan template in your applications.
- The funding is always decision based, but the “hard rules” need to be fulfilled.
- No money for sole traders or trade names.
- All of our funding is focused on international trade (exception TKI loans, but they are temporary)
- Be in contact with us before submitting your Tempo application.
- You cannot say wrong things to us, we try to help and support your company – not trying to invent ways to not fund you.
  
- Contact form: <https://yhteydenotto.team.finland.fi/contact>

# Entertainment Finland

Autamme suomalaisia peli-, musiikki- ja audiovisuaalisen alan kasvuyrityksiä kehittämään uutta kansainvälistä liiketoimintaa.

## Keille?

Suomalaisille kasvuhakuisille ja -kykyisille viihdeteollisuuden yrityksille, jotka:

- Tavoittelevat merkittävää kansainvälistä liikevaihtoa
- Kehittävät innovatiivisia sisältöjä ja palveluja globaaleille markkinoille
- Rakentavat kilpailuetunsa digitaalisille teknologioille

[www.businessfinland.fi/entertainmentfinland](http://www.businessfinland.fi/entertainmentfinland)



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