

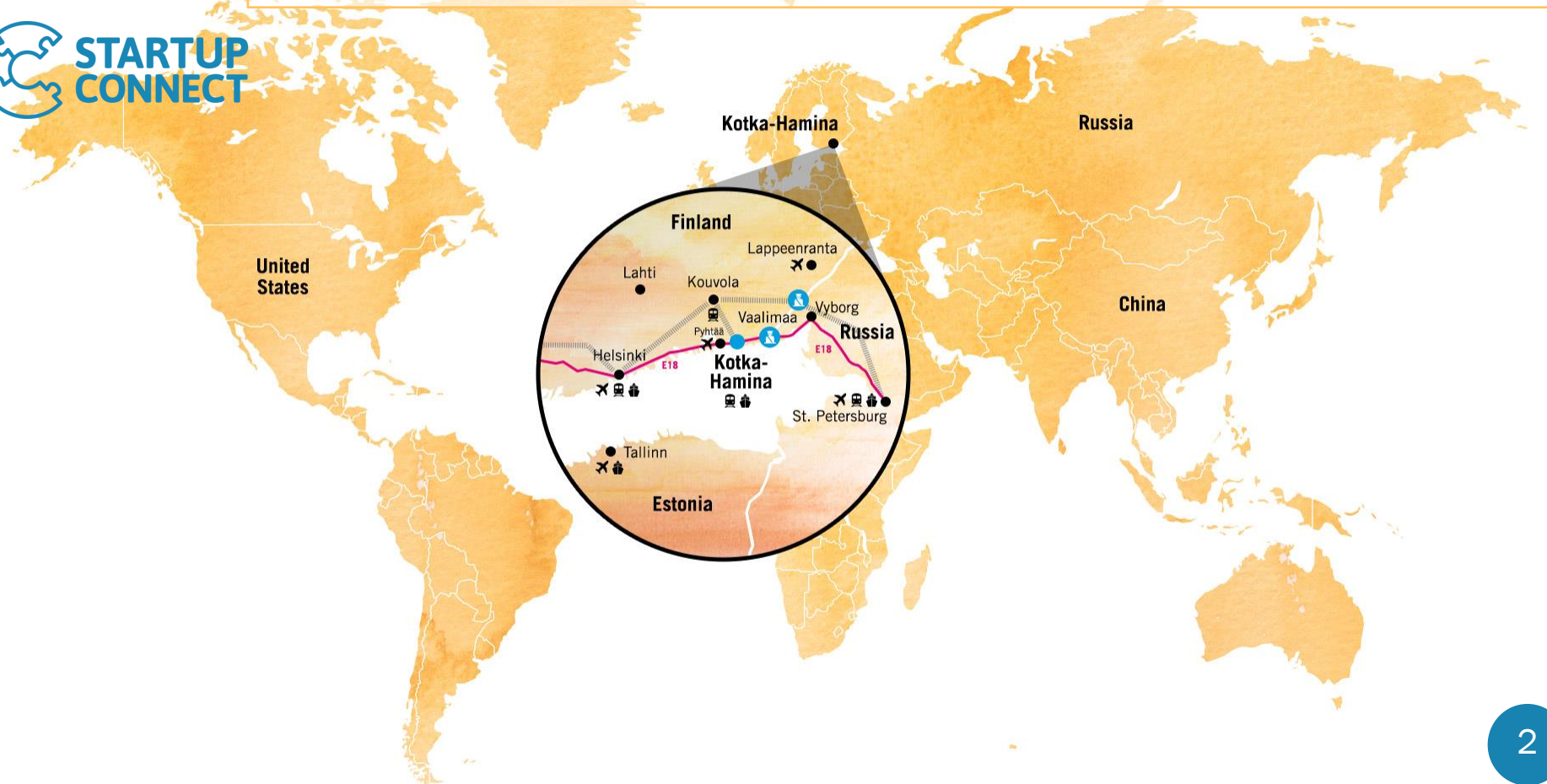


Startup Connect Business Club Rules and Principles of Work



CURSOR

Cursor Oy – Business Club Leader, located in Kotka, Finland



Partners



Cursor Oy (Lead partner) – **Business Club Leader**



XAMK (South-Eastern Finland University of Applied Sciences)



St. Petersburg Foundation for SME Development



ITMO University



GoTech Innovation



Implemented within the framework of the program "RUSSIA - SOUTH-EAST FINLAND PS 2014-2020" (CBC Program to support joint projects on the EU external borders with funding from the European Union, the Russian Federation, and the Republic of Finland)

The Goals of Startup Connect Business Club



Startup Connect Business Club was established in 2020 in order to develop business relations between **business angels, investors and technology entrepreneurs** in Russia, Finland and the EU.



Business Club Goals:

- Creation of conditions for the formation of a **network of useful acquaintances and the assistance to venture investments**
- **Experience exchange** between entrepreneurs, investors, representatives of the business community
- **Advice to private investors** in the search of promising startups or business niches for investments in the border region of South-East Finland - Russia.

The Slogan of **Startup Connect** Business Club

Borderless opportunities
for your business

TARGET AUDIENCE

ENTREPRENEURS AND INVESTORS FROM RUSSIA AND FINLAND AND EU, INTERESTED IN BUSINESS ACTIVITY AND INVESTMENT IN THE BORDER REGION OF SOUTHEAST FINLAND - RUSSIA (ST. PETERSBURG):

80%

OWNERS/CO-OWNERS OF BUSINESS
FROM VARIOUS INDUSTRIES, NOVICE
INVESTORS

20%

PROFESSIONAL VENTURE INVESTORS,
BUSINESS ANGELS, FUND
REPRESENTATIVES

EARLY STAGE STARTUPS FROM FINLAND, OTHER EUROPEAN COUNTRIES,
AND RUSSIA

The Board of **Startup Connect** Business Club in 2020



Sergey Troshkov
Cursor Oy



Sabine Soursa
XAMK



Elena Gavrilova
ITMO University



Maxim Balanev
St. Petersburg Foundation for
SME Development

The Board is guided by the developed Rules and principles of the Business Club.

Objectives:

- admission and exclusion of members of the Business Club
- Business Club activities planning and information support
- Business Club events organization
- assistance to members of the Business Club in entrepreneurial activities
- development of cooperation between private investors and entrepreneurs

The composition and powers of the board may be expanded or changed by decision of the General meeting of club members.

The Members of **Startup Connect** Business Club

Individuals – active investors (business angels, partners and employees of venture capital funds) and entrepreneurs (founders of technology companies, business owners) from Russia, Finland, and the EU.

Participation cost: free.

Entry Terms:

- Members are admitted to the Club on the website <http://startupconnect.info> based on the basis of electronic application form
- Consent to the Code of Ethics and Principles and Rules of the Business Club

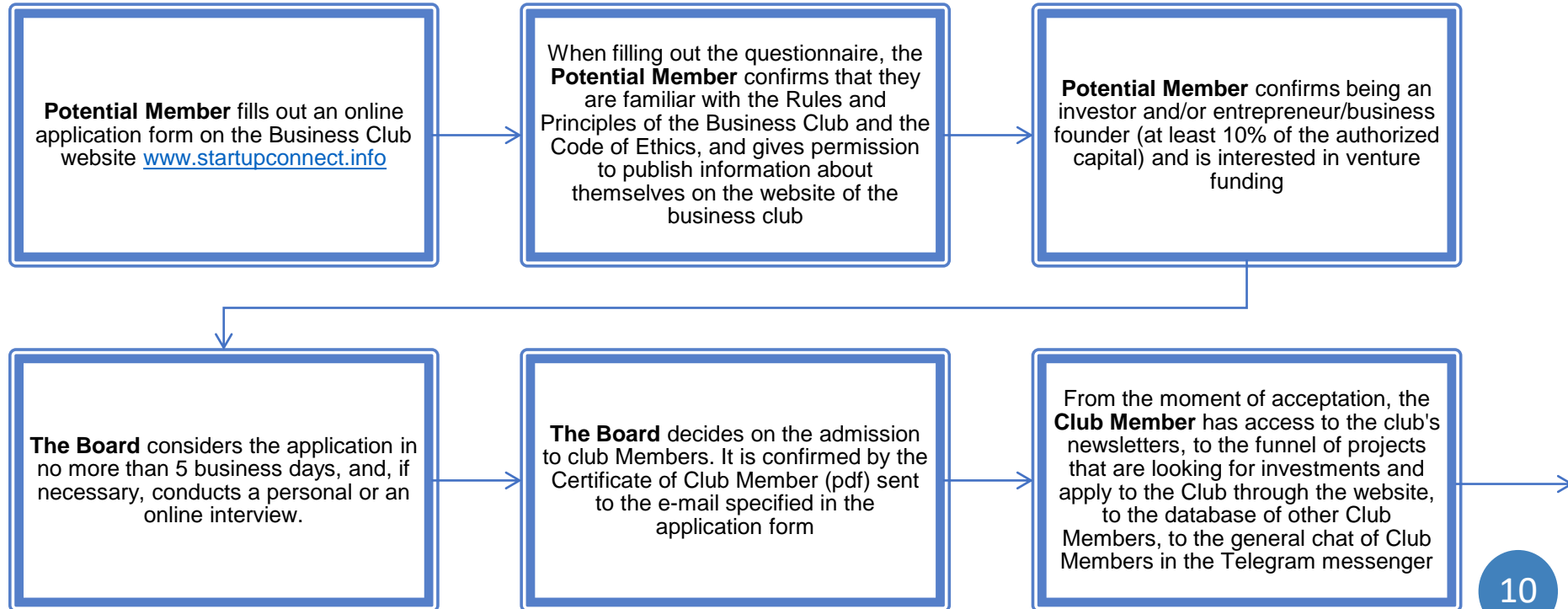
Duties:

- Do not disclose confidential information about the activities of the Club
- Do not commit any acts, aimed at causing harm to the Business Club
- Follow the Code of Ethics and Principles and Rules of the Business Club

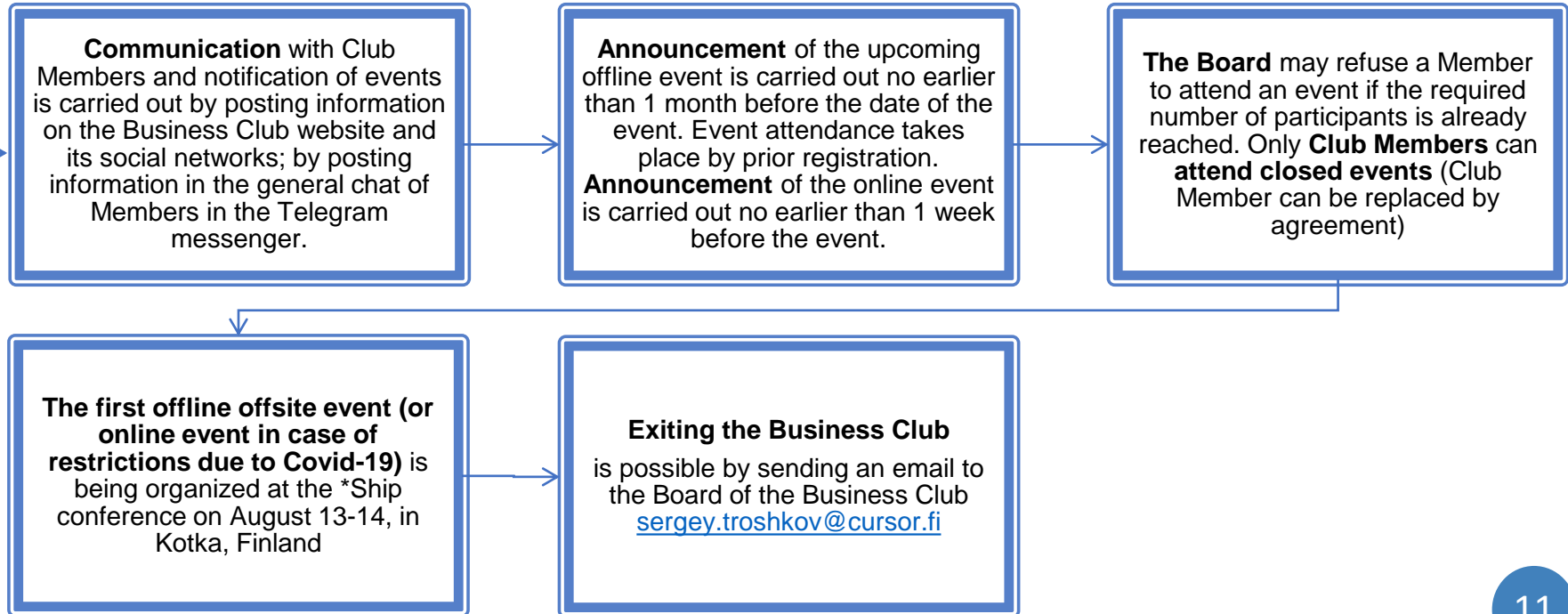
Opportunities for **Startup Connect** Business Club Members

- Free participation in the Business Club
- Open access to the database of Business Club Members
- Access to the knowledge base (investment documents, partners, coworking spaces, events, conferences)
- Special offers for services of the Business Club partners (**see further**)
- Access to the database of startups that apply for investment on the Business Club website www.startupconnect.info (**see further**)
- Opportunity to co-invest with other members of the Business Club
- PR support (coverage of the activities of Members on the website of the Business Club www.startupconnect.info and in official social networks of the Club)

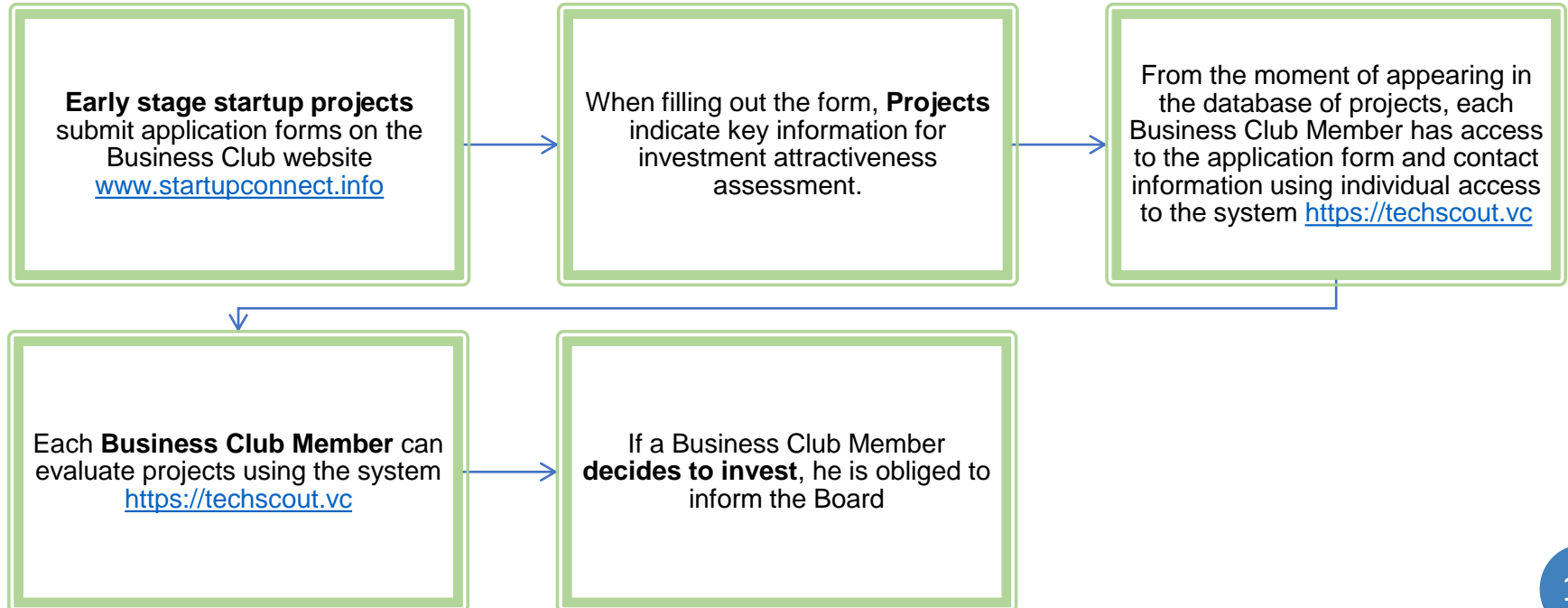
Startup Connect Business Club Functioning



Startup Connect Business Club Functioning in 2020 (continuation)



Database of Startup Connect Business Club startup projects



REGULAR ACTIVITIES FOR CLUB MEMBERS

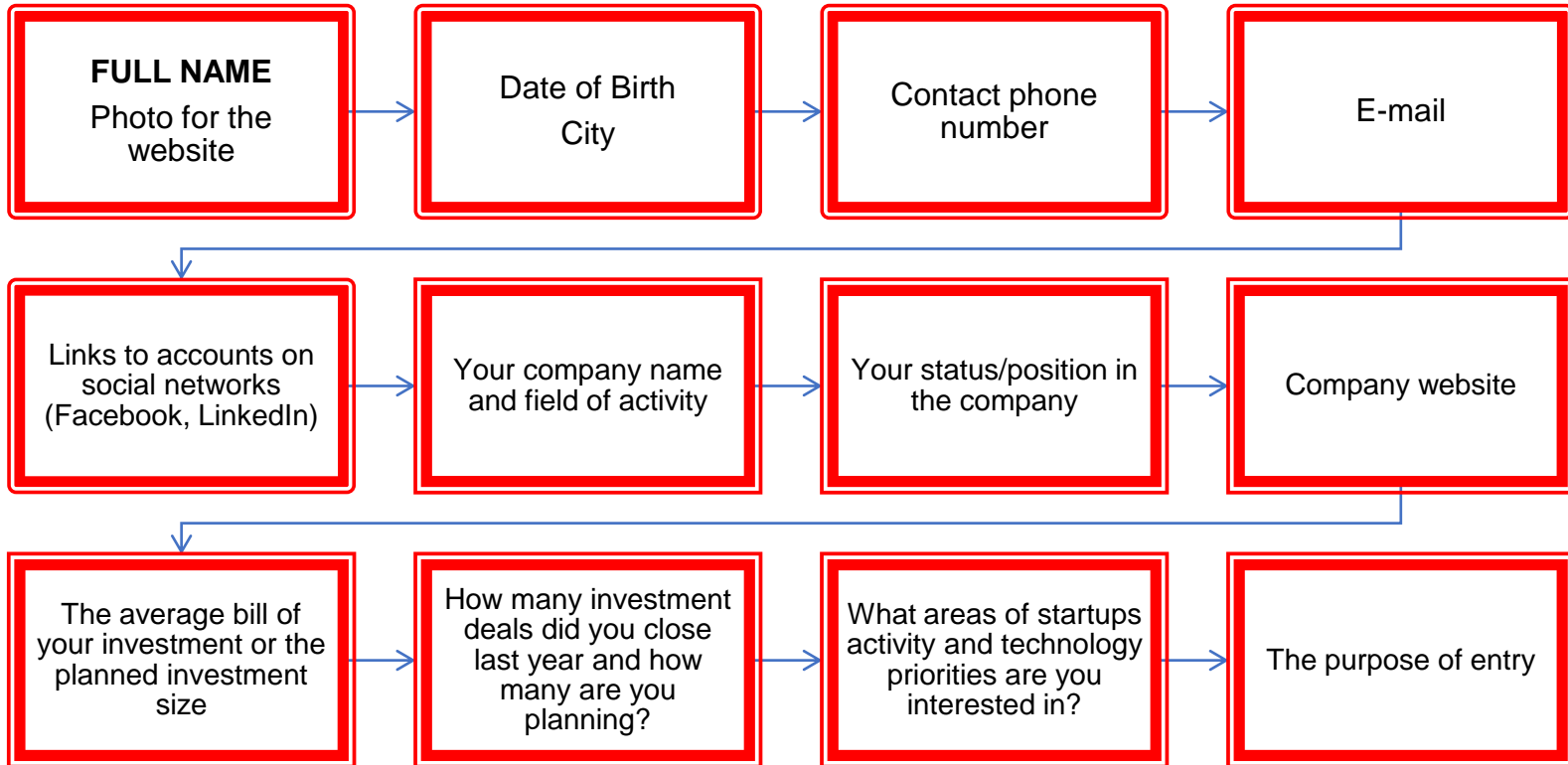
- Business Breakfast
- Webinar
- Expert Workshop
- Lectures from partners
- Other activity formats

Offsite event:

is organized at the *Ship conference on August 13-14, in Kotka, Finland (assuming no restrictions due to Covid-19)



Application Form for the Entry into Startup Connect



Startup Connect Business Club Code of Ethics

Business Club Members are encouraged to act in accordance with the following Code of Ethics:

1. Act openly, honestly and fairly, avoid unfair competition, respect and comply with the country's laws, as well as the business customs of the business community.
2. Improve professional skills.
3. Not to commit actions that could damage the image and reputation of the Business club.
4. Avoid conflicts of interest and report such cases to the management of the Business club.
5. Not to use the opportunities of the Business Club for other purposes (advertising, sale of your services, personnel search, etc.).
6. Understand that any investment is your own decision, taken at your own risk.
7. Not to attract funds from unverified or doubtful sources.
8. Interact with business partners within the framework of signed contracts and reached agreements.
9. Deal only with legal business in accordance with the laws.
10. Maintain confidentiality of the information received at their disposal.

Potential Partners of Startup Connect Business Club

EU and Russian companies providing the following services:

- Services for the development of business plans and training services aimed at developing skills in the field of business planning;
- Management consulting, productivity improvement, lean manufacturing;
- Services of customs declarants, brokers and carriers;
- Preparation and organization of negotiations;
- Services for business trips and business travel organization;
- Assistance with participation in exhibitions, seminars, symposiums;
- Services of marketing and training companies;
- Recruitment and hiring services;
- Services for training, retraining and skills upgrading;
- Services in the field of protection of intellectual property rights (IPR), as well as in the field of the functioning of the European patent system.

AT YOUR SERVICE

- DON'T HESITATE TO CONTACT:



Sergey Troshkov

Manager, FDI Russia,
+358 40 190 2561

sergey.troshkov@cursor.fi