



CONNECT Denmark Regional Alliances

Global CONNECT

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Topics of the presentation

- Presenting CONNECT Denmark
- CONNECT Nordic regional initiative



CONNECT Denmark: the private sector instrument to create economical development

- Philosophy:
CONNECT Denmark is founded on the philosophy, that established business must assist and support the development of **new initiatives and innovative start-ups with the potential of growth** and job creation by sharing experiences.

By offering qualified counseling through the network, CONNECT Denmark is able to guide entrepreneurs in the right direction, straightening their priorities and sharpen their pitch.

The counseling is for free.

- Vision:
Successful innovation, entrepreneurship and growth will drive economical development in benefit of society.
- Mission:
To create and develop successful growth companies by establishing contact between entrepreneurs and the relevant financial, industry, advisory and technical competencies in the network.



CONNECT DENMARK in brief

Non-profit and independent network association

Financed through sponsorships and member fees

200 companies, 600 resources

120 sparring and counseling courses a year

175 events a year

Proof-of-business initiative with the National Growth Fund

Local representation in all 5 regions

Member of GLOBAL CONNECT

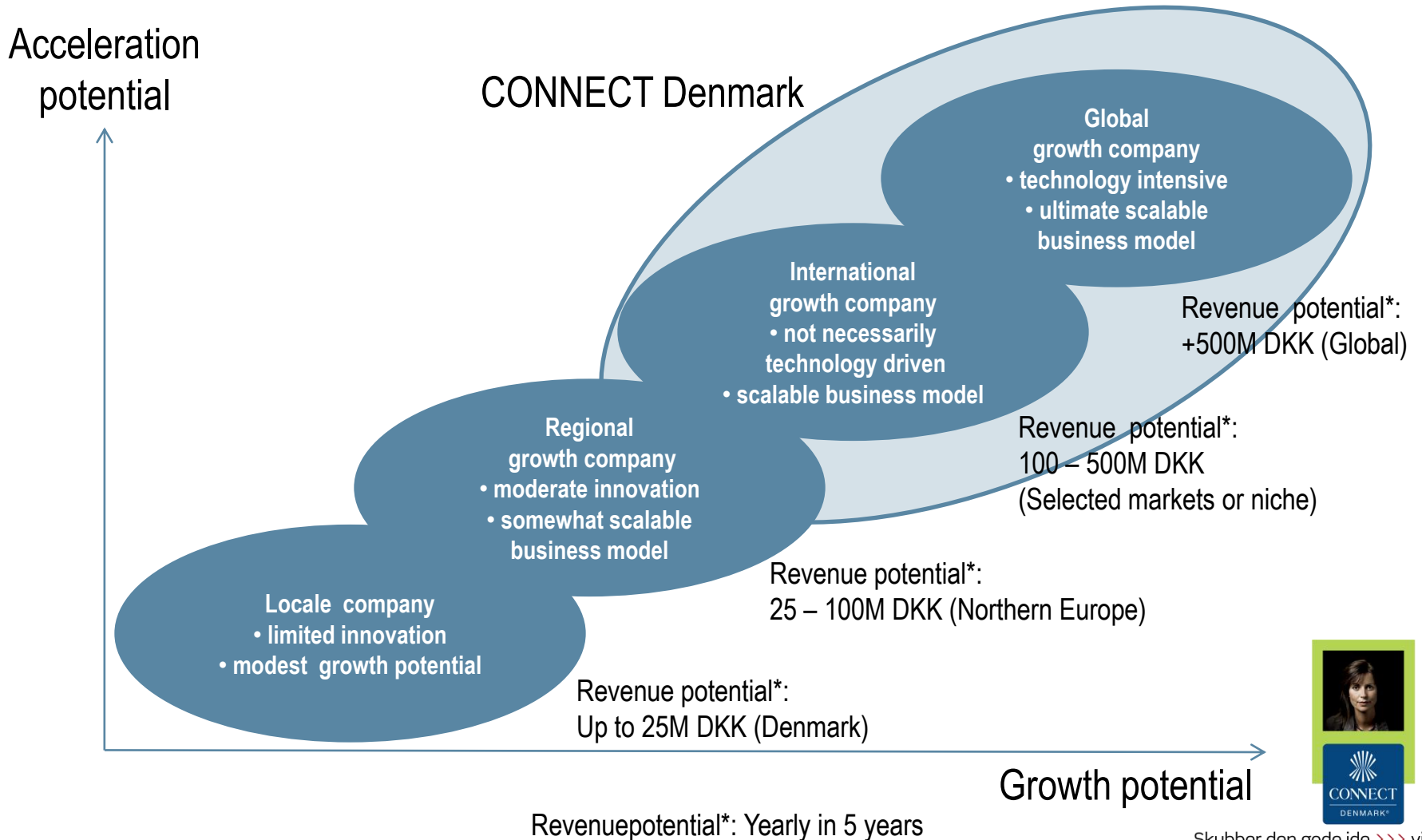


Sparring and counselling process

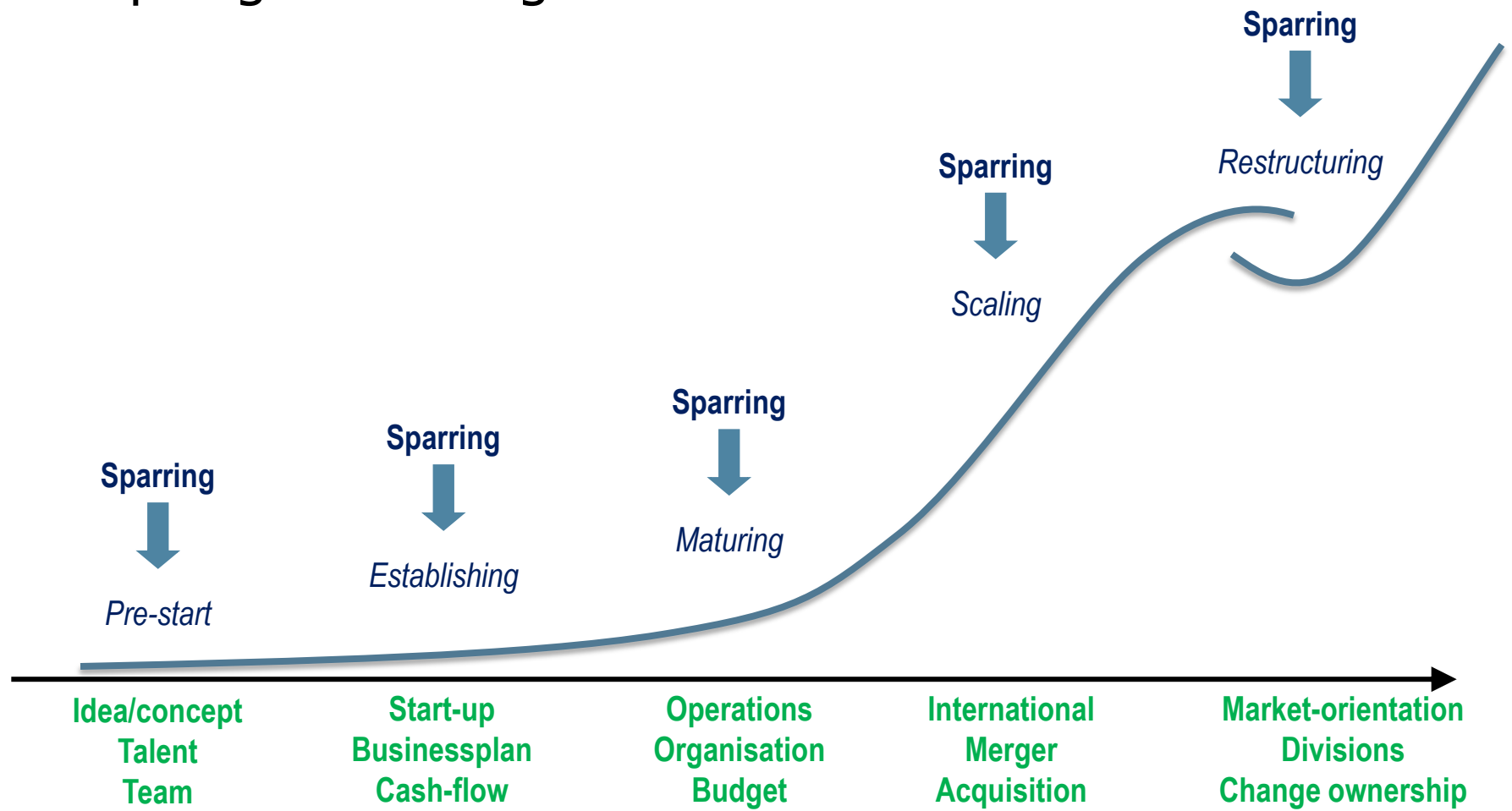
- 1. Screening:** the first contact with CONNECT Denmark – focus on idea, ambition, maturity, plans and need for assistance
- 2. Pre-Springboard:** dialogue based sparring in round-table session – focus on market, uniqueness, business concept and model
- 3. Evaluation:** Feedback and next steps (after each activity)
- 4. Springboard:** Training or exam based sparring in round-table session – focus on business plan & pitch, facing capital, customers, channel or competences
- 5. Board member search:** Competence scanning in network – focus on wanted results matching candidates to non-executive board, advisory board or mentoring



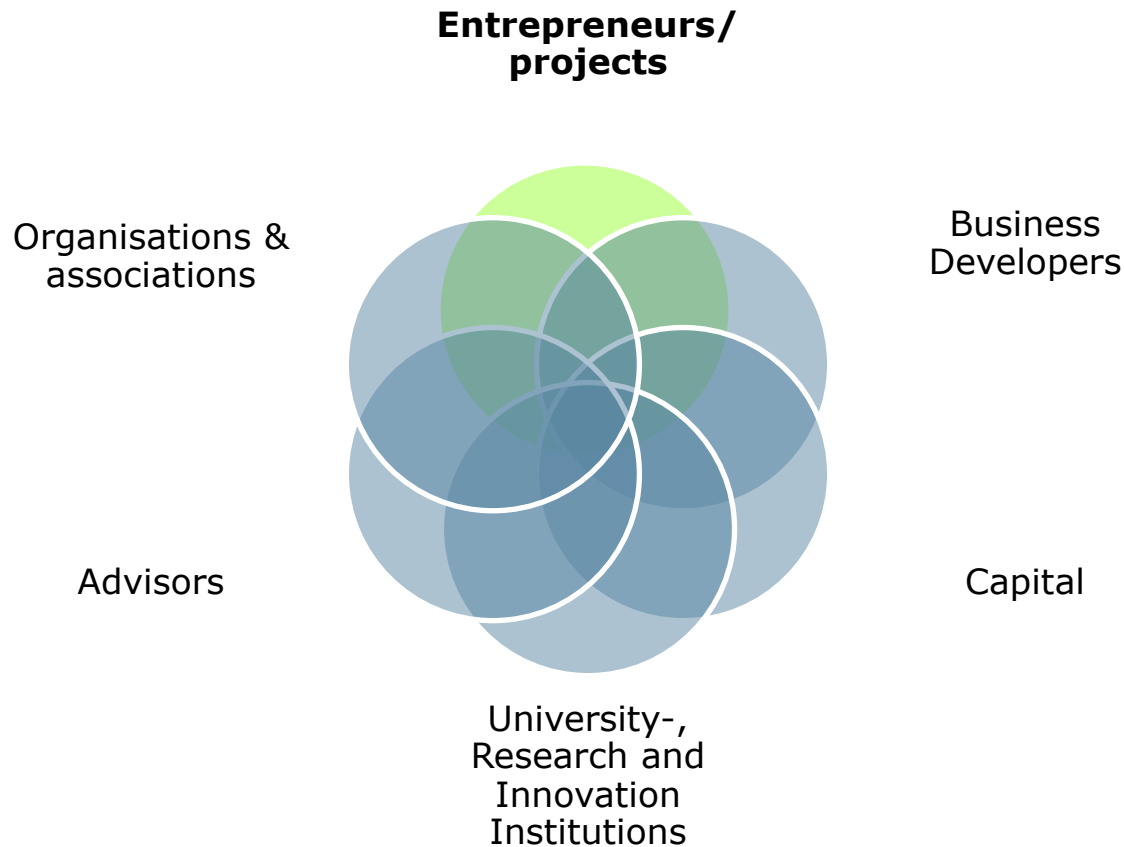
CONNECT Denmark market position



CONNECT Denmark is the Springboard to growth



CONNECT Denmark networking for innovation, entrepreneurship and growth



Private Funds Public Initiatives Sponsors



Results since 2000

- Evaluating 2.000+ projects, approx. 20% offered sparring and counseling courses
 - +470 Springboards
 - +60 Boardmember searches
- Growth, survival and capital:
 - Better growth rate than average, 100 interviews:
 - 35% of companies more than 5 employees and 12% more than 10 employees
 - Better survival than average
 - 85% of companies still active
 - Attracting capital
 - 41% of companies received capital after sparring, of which 54% more than once
- High satisfaction
 - 93% would like to participate in springboards again
 - 94% would recommend CONNECT Denmark to others



CONNECT Nordic – Baltic Sea

- CONNECT Sweden
- CONNECT Denmark
- CONNECT Norway
- CONNECT Finland
- CONNECT Estonia
- CONNECT Latvia

- Invited also:
 - CONNECT Poland
 - CONNECT Russia
 - CONNECT Northern Germany



CONNECT Nordic in History

- Founded in 2002 in order to stimulate and encourage:
 - The creation and development of knowledge-based start-ups through an increased co-operation between CONNECT networks, investors, the business community and universities in the Nordic and Baltic region
 - International investors to invest in knowledge-based start-ups and industry to establish strategic partnerships in the region.
- CONNECT Nordic
 - Springboard Best Practise
 - Starting Baltic countries
- Funds through
 - European Union
 - Baltic Sea Region INTERREG
 - Nordic Minister Council



CONNECT Nordic Future

- From best practise to closer cooperation
- Extending to more countries
- Group Forum
 - Joint industry oriented events: CONNECT Fashion, Nordic Venture Forum,
- Group Springboards
 - Extent invitations: use on-/offline panelists
 - Extent search for competences: mentors, advisory boards, non-executive board of directors
- Group Structure
 - Website: www.connectnordic.com
 - Share domain experts database
 - President in turns
 - Yearly conference



Thank you

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