

## **Invitation to Seed Forum Fundraising Education and Pitch Training seminar**

Seed Forum is a global market place for “growth companies” looking for financing and for financial investors looking for new business ideas and investment opportunities. Seed Forum’s activities include *Seed Forum Fundraising Education Process* and *Match-- Making Process* with Investors. *Fundraising Education Process* is organized in several levels – local, national and global. The main *objective* of Seed Forum is to facilitate obtaining initial (“seed”) *financing* or next stage -- *venture capital* for “growth companies” without any regional or national borders. Seed Forum is currently running *Investor Matchmaking Forums* in more than 25 countries Worldwide.

The Seed Forum Process includes 4 activities: nomination of suitable companies for *SF Education Process*, fundraising education and pitch training, selection of companies for presentation at investor forums and matchmaking forums for companies and investors.

### **Companies looking for financing are invited to apply for Seed Forum Process!**

*The only requirement* for the company is to fill in and submit to *Seed Forum Estonia Foundation* the *Standard Business Summary* in English (<http://seedforum.org/register/company>). **February 19th, 2016** all nominated companies will be invited to an one-day *Fundraising Education and Pitch Training seminar in Tallinn* which includes an intensive theoretical lecturing as well as individual coaching and drilling in public business concept presentation techniques. Lectures and individual training program are conducted by very experienced Seed Forum lecturers, coaches and expert professionals in English language. Theoretical lectures cover issues like:

- What are the benefits (and risks) of private financial investing and Venture Capital fundraising?
- How to find private financial investors and to present them your business project?
- What are the investors looking for in target companies and what are the major corporate Value drivers?
- How to plan and build the corporate financial development strategy?
- What the investment process consists of (the phases and documentation)?
- What should you be aware of when meeting/negotiating with potential financial investors?
- How to avoid selling company under-- priced?  
and numerous other important fundraising process concepts.

Fee for participation at the seminar in Tallinn February 19th, 2015 is **50 EUR per company**. Seminar is organised By *Seed Forum International Foundation* in close co-operation with *Estonian partner organizations*. All companies & presenters participating in the Seminar will be evaluated and out -selected to present in the Seed Forum Investor Forums. *Seed Forum Tallinn* investor conference will take place March 10th, 2016 in Swedbank bank building in Tallinn.

### **Seminar participant target group:**

**Innovative startups**, actively looking for initial funding as well as *well established conventional companies* in need for extra financing are invited. **Growing, export-- oriented companies seeking expansion** into new markets use *Seed Forum International* Investor forums for finding partners and entering new markets and partnerships.

For more detailed information **contact:**

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## Presenters and Couches at *Fundraising Education and Pitch Training seminar*



Steinar N. Korsmo – is the CEO and founder of Seed Forum International Foundation. Steinar Korsmo is actively developing organization as well as still personally conducting many of the Seed Forum Education Process activities as well as moderating Seed Forum investor conferences.

Steinar N. Korsmo has been leading Campus Kjeller business incubator in Norway in 2001 from where Seed Forum originates. Steinar N. Korsmo has since grown The Seed Forum concept from a local process in Norway to a global concept, and it is currently a global process including Education process and Investor Match-- -making conferences for investor ready companies from all over the World. In co-- -operation with numerous Norwegian and International organizations, private companies and National Governments emphasizing the need of a strong financial market place Seed Forum Process is currently a main tool and a model for regional development and the establishment of regional and national innovation systems in many other countries. Seed Forum is after 12 years of existence annually bringing a great amount of investor ready born global companies to pitch to investors in more than 30 countries locally, nationally and overseas. The process has created a tremendous activity and tremendous amount of investor leads for companies and investors.

Steinar N. Korsmo is a Norwegian and lives in Oslo. He has been an active member of Norwegian Liberal party as well as private investor in companies in Norway and Russia. Steinar N. Korsmo is an expressive and well recognized business lecturer and couch in Norway with probably one of the most extensive business coaching experience Worldwide annually conduction business lecturing and coaching in more than 20 countries.



Gints Vins – is Vice President of Seed Forum International and one of the Seed Forum international couches, responsible for Seed Forum activities in Central Eastern Europe.

Gints Vins has an extensive personal business career – from being serial entrepreneur, starting out several of his own companies, developing them, raising financing, selling, till leading one of the largest corporate investment funds in the Baltic region as well as sitting on the boards of large international financial institutions. During early 90-- -ies Gints Vins has been involved in private media market – initiated and participated in establishment of several major Latvian media outlets, including Latvian daily newspaper “Diena”, news agency “Baltic News Service” and English language newspaper “The Baltic Observer”. Co-- -founder of Baltic News Service A/S, currently the biggest Baltic wire service belonging to Finnish Alma Media Group. From 1997 Gints was General Manager and Director for the largest Baltic investment house and Fund Management company Hansa Investments Ltd. responsible for all Hansa Investments Latvian operations. For five years Gints Vins has also been representing Norwegian Government business development agency – Norwegian Trade Council in Latvia. Since 2001 Gints Vins works for his own investment company and is actively involved in M&A business as well as fundraising for his own companies and his clients.

Gints Vins has received business education from 2 universities in St. Petersburg, Russia as well as Heriot-- -Watt University in Edinburgh, UK. Gints Vins has been guest lecturer for Entrepreneurship in SSE Riga Business School, Latvian State University and Riga Technical University MBA Programme, he is one of the most expressive Seed Forum business couch with an extensive international business coaching experience.



Dr. Eythor Johannsson – is Chairman for Seed Forum Academy. Eythor Johannsson is a Professor of Entrepreneurship and lecturer in University of Copenhagen and an **author of most of the Seed Forum Education Process lecture courses.**

Eythor Johannsson was the first Seed Forum Partner outside Norway and started Seed Forum Iceland Foundation back in 2003. Eythor Johannsson established Seed Forum Iceland in-- -to the main Entrepreneurship promotion and Fundraising national event in Iceland. Seed Forum Iceland maintains a stunning 60% funding success rate for Icelandic companies selected to present at Seed Forum Reykjavik investor conferences. In autumn 2013 Seed Forum investor conference in Reykjavik was opened by the Minister for Trade and Industry of Iceland, Ms. Ragnheidur Elin Arnadottir and attended by the acting President of Iceland Dr. Ólafur Ragnar Grímsson.