



Analysis of web based Investment and Business Support Platforms in Finland and Russia



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Materials of the Bringing Together project are available
on the website <http://bringingtogether.ru/>

WEB BASED INVESTMENT AND BUSINESS SUPPORT PLATFORMS IN FINLAND AND RUSSIA

The aim of the analysis

The present analysis is made according to the Work Plan (WP1) of the cross border Project Bringing Together and has the following main tasks:

1. to collect information on existing web based investment and business collaboration platforms operating in Finland and Russia
2. to study their resources and experience (use)
3. to assess their services (functions) and target groups
4. to select best solutions for their integration into the Common Cross Border digital space created within Bringing Together Project.

General comments

A Platform economy is becoming a new normal in the world economy, replacing traditional, linear value-chain business models.

Numerous studies and regular reports relating to Platform economy were published especially since 2016, giving definitions, types and examples of on-line platforms, describing their principles and functions, for example:

- Parker, G.G., van Alstyne, M.W. and Choudary, S.P. (2016), Platform revolution. How networked markets are transforming the economy and how to make them work for you. W.W.Norton & Company, Inc., New York.
- Sundararajan, A. (2016), Sharing Economy: The End of Employment and the Rise of Crowd-Based Capitalism. Cambridge, MA: MIT Press.
- Täuscher, K. and Laudien, S.M. (2017). "Understanding platform business models: A mixed methods study of marketplaces", European Management Journal.
<https://www.sciencedirect.com/science/article/pii/S0263237317300853>.
- Geliskhanov I.Z., Yudina T.N., Babkin A.V. Digital platforms in economy: essence, models, development trends. // Scientific and technical journal of St.Petersburg State Politechnical University, Economic Sciences, Vol.11, No.6, 2018.

Most studies describe commercial business platforms, but this technology is also used in non-commercial projects, like European Circular Economy Stakeholder Platform (a joint initiative by the European Commission and the European Economic and Social Committee (<https://circulareconomy.europa.eu/platform>)).

The process of appearing new on-line platforms of different types has been triggered by the world corona epidemic with many off-line activities moving on-line.

As the process of creating on-line platforms is on the rise there is no exact, commonly accepted definition or classification of on-line platforms.

Different descriptions include sharing platforms, browsers, social media, trading platforms, investment platforms (including crowdfunding, crowdinvesting, crowdlending, accelerators, etc.), collaboration platforms (<https://www oulu.fi/6gflagship>), common data platforms, connectivity industry platforms (<https://kekoecosystem.com>, <https://combientfoundry.com>), matchmaking platforms, communication platforms, ecosystem or community platforms, subcontracting platforms, etc.

Sometimes the same or similar types of web-based resources are called platforms, services or portals.

Analytics consider portals as multi-page Internet sites with big databases, while it is suggested that the simplest way to describe an on-line platform is to think of it as an on-line matchmaker or ecosystem builder. In general on-line platforms are characterized by 2 main features:

- processing massive information
- on-line interaction and communication of the platform users.

Most on-line platforms are based in USA and China. As not all of their functions and services are suitable or can be adopted for the Finnish-Russian cross-border activities, the present analysis was based on the relevant selected on-line platforms operating in Finland and Russia.

Web based investment and business collaboration platforms in Finland

Apart from global digital platforms (like amazon, booking, etc.; browsers or social media) there are not many on-line business collaboration or matchmaking platforms operating or used in Finland.

According to SBA Fact Sheet 2019 for Finland (produced by the European Commission) Finnish SMEs have lagged behind in digitalization, including on-line trade and internationalization.

As state and public authorities put much efforts to entrepreneurial support (SBA Fact Sheet 2019) they operate special platforms. Two of them are represented in this study: **DealFlow Finland** (with Expert Search) and **My Enterprise Finland**.

In entrepreneurial support Finland has especially advanced in building start-up ecosystems. Business insurance company NimbleFin's (<https://www.nimblefins.co.uk>) on the basis of comparing the economic health, cost of doing business, business environment and labor force ranks Finland as the 9th best in the EU for startups.

The Greater Helsinki startup ecosystem is No.4 most attractive location among 100 emerging ecosystems worldwide, according to The Global Startup Ecosystem Report 2020 (<https://startupgenome.com/article/rankings-top-100-emerging>).

For the present study three on-line platforms supporting start-ups were selected: **Helsinki Dealroom**, **the HUB** and **Node by Slush**, the latter being launched from 1.09.2020.

Due to tougher conditions of traditional financing (banking) for SMEs and start-ups Finland since 2014 has seen growth of crowdfunding platforms, 15 of which are monitored by the Bank of Finland (www.suomenpankki.fi/en/Statistics/crowdfunding). From this type of investment platforms operating in Finland two were selected for the present survey: **Invesdor** and **FundedByMe**.

Nordea Trade Portal and Club was chosen as an internationalization support trade platform.

Among networking and event platforms 2 popular platforms were analysed; **Airmeet** (with the case of Startup Space Helsinki) and **Brella**.

Altogether 10 different on-line business support platforms were selected for the analysis. The results are represented in the following 2 tables.

Table 1. EXAMPLES OF BUSINESS AND INVESTMENT PLATFORMS OPERATING IN FINLAND

Platform	Owner / Operator	Type	Target Groups	Users
Dealflow Finland https://dealflow.fi (with https://expertsearch.businessfinland.fi)	Business Finland (innovation and funding agency)	Matchmaking platform to support internationalisation	Finnish growing start-ups and SMEs, global investors	>400 registered start-ups and SMEs
My Enterprise Finland https://oma.yrityssuomi.fi	Ministry of Economic Affairs and Employment / ELY Centres	On-line work place for starting or continuing business	Entrepreneurs, SMEs	Registered users, number is not clear
Helsinki Dealroom https://helsinki.dealroom.co	NewCo Helsinki (City of Helsinki business support service)/ Dealroom, Dutch private company	Start-up ecosystem platform and database	Start-ups, investors, accelerators, corporates	>1880 verified start-ups 411 investors 9 accelerators 245 corporates
Node by Slush www.slush.org/node-by-slush https://node.slush.org	Slush Oy, Helsinki / Powered by community platform builder Hivebrite, Paris	Curated communication platform for start-up ecosystems	Start-ups, investors, partners/peers, mentors	Registered users with monthly membership fees
THE HUB https://thehub.io	Danske Bank / Helsinki Accelerator Maria 01	Matching platform with job service for start-ups	Nordic startups, talents, investors (incl. accelerators)	>1200 Finnish start-ups >500 investors
Invesdor www.invesdor.com (cooperates with finnest.com)	Invesdor Group (Helsinki based private digital investment service company)	Nordic crowdfinancing platform	SMEs, start-ups, (Scandinavia, Germany, Austria) Global investors	>60 000 registered investors on 2 Invesdor platforms
FundedByMe https://fundedbyme.fi	FundedByMe (Stockholm) / Privanet Group (Finnish investment service group)	Scandinavian crowdfunding platform	Start-ups from 18 countries (EU +) Global investors	>250 000 registered members
Nordea Trade Portal and Club www.nordeatrade.com	Nordea Bank	Market portal for internationalisation with business networking service	Nordic companies expanding / going global	Nordea clients and partners >110 000 importers
Airmeet www.airmeet.com	Airmeet.inc Private company from India	Virtual event platform	Event hosts: companies and organisations	Startup Space Helsinki
Brella www.brella.io	Brella Oy Finnish private company	Virtual, physical and hybrid event and networking platform	Companies, individuals	Event and networking organisers

Table 2. SERVICES/FUNCTIONS OF SELECTED PLATFORMS OPERATING IN FINLAND

Function / Service	Helsinki Dealroom	Dealflow Finland	THE HUB	Nordea Trade Portal	Node by Slush	Invesdor
Guest status	+	--	+	----	----	+
SME/Start-up (matchmaking) profile	+	+	+	—	+ personal and start-up	+
SME/Start-up browser	+	+	+	—	start-up	progress news
Project showroom	---	--	---	---	---	as start-up
Investor profile	+	+ (not visible)	+	—	not visible	not visible
Investor search	+	--	+	—	+	----
Expert/mentor profile	----	BF experts	—	—	not visible	----
Expert browser	----	BF experts	—	—	+	----
Accelerator profile	+	—	—	—	not visible	----
Accelerator search	+	—	—	—	+	----
University profile	+	—	—	—	—	----
Corporate profile	+	—	—	—	—	----
Partner / peer search	—	—	—	+	+	----
Automatic matchmaking	—	for investors	+	for e-trade	----	—
Direct contacts	Regist. users	for investors	Regist.users	Trade Club	messages	—
People directory and direct messages	—	—	—	+	+	—
Networking / collaboration at platform	—	—	—	Trade Club	+ networking	Investing fundraising
Event making at platform	---	---	---	—	training, mentoring	----
Event calendar	+	---	----	+	?	----
Training at platform	---	--	----	—	+	----
Newsletters/Newsroom	+	--	blog	+	—	+
On-line help tools	---	--	+	+	—	----
Industry specific data	+	--	---	+	+	----
Business guides	----	---	+	+	—	----

SPECIAL AND ADDITIONAL FUNCTIONS OF THE SELECTED PLATFORMS

Some of the selected platforms have specialized services (functions) that can be also useful in cross-border business collaboration especially in the new on-line reality.

The HUB

Apart from start-up job offers / search the HUB provides free reputable tools and links represented by specialised business platforms (templates, guides, calculations, advice):

- Board Deck, Pitch Deck, NDA and Contract Templates (Employment, Shareholder, Investment, etc.)
- Investor Matching Tool, Fundraising Guide, Nordic Guide to Finding an Angel Investment
- Welcome to Finland – An Onboarding Guide, Moving to Finland as a Startup Checklist
- Free Legal Hotline, SaaS Financial Plan, E-Signature Tool, Privacy Policy Check
- The Entrepreneur's Toolkit
- Nordic Startup Salary Survey

My Enterprise Finland

In addition to free business advice services this platform offers on-line business tools (assessment tests) for entrepreneurs 'self pre-work':

- Entrepreneur test for suitability to become an entrepreneur and to test a business idea
- Business plan with a section for the preparation of becoming international, and calculations
- Test on expanding operations abroad
- Business infrastructure analysis of the company's situation
- Development Path test to identify the areas for development in a work community
- Development assessment for a company

Market Opportunities by Team Finland

(marketopportunities.fi)

(Team Finland is a group of state and public economic support organisations, incl. Business Finland).

This information service offers business guides and news on market opportunities worldwide, including:

- Country outlook
- Business opportunity guide
- Sales lead.

Node by Slush

The platform focusing on start-up ecosystem direct communications provides special on-line tools like:

- Discussion forums
- Strong search filters and engines for direct matchmaking
- Forums and feeds
- Monthly keynote and fireside chats.

Brella, Airmeet

The two on-line event platforms offers virtual co-working spaces and events which get more and more popular even for big happenings, like festival The Shift.

Airmeet platform is used by Helsinki Business Hub (city of Helsinki) to organise **Start-up Space Helsinki**
<https://www.helsinkibusinesshub.fi/startupspace/>:

- 24/7 virtual co-working space and community
- Scheduled on-line consultations, training, events
- On-line advice
- Event organisation at the platform

Helsinki Dealroom

On-line data covers not only main participants of start-up ecosystem, but also partners, like co-working places database with profiles.

Nordea Trade Portal & Club

The platform provides information, tools and resources to grow business abroad, i.e. to explore new markets, find counterparts, organise shipments and set up business abroad:

- Browser of trade news, exporters, suppliers, marketplaces and tenders worldwide;
- Trade open base: shipment rules and standards, verification of counterparts (databases);
- Country guides with latest news and reports.
- Global directory of certified buyers and sellers.
- Matchmaking with targeted counterpart suggestions – Matching algorithm and community manager.

INTERVIEWS WITH FINNISH EXPERTS

On-line Workshop on 29.10.2020

Preliminary results of the analysis and its findings were discussed with Finnish business experts during a special video session on 29.10.2020.

Finnish experts

- Asko Jaakkola, Development and Internationalisation Coordinator in South-East Finland, Kouvola, ELY Centre (Centre for Economic Development)
- Aleksei Novitsky, CEO, Sabo Consulting Oy
- Sini Toivonen, CEO, Shift Business Festival, Turku
- Sergei Troshkov, Business Administration, City of Kotka

Questions offered for the experts' comments

1. Do you use or have ever used any online investment, trade, crowdfunding or business networking platforms in your work?
2. Can you give the examples of such platforms, especially those operated from Finland?
3. What on-line services or resources of such platforms can be / are of most interest to you?
4. What services/information/database of a Finnish-Russian cross-border investment platform can be useful to you?

Comments of the Finnish experts

A. Personal experience of using on-line platforms with examples

Experts are not actively using on-line business platforms. Specialised on-line platforms for organizing events, job search, start-up support are useful for concrete tasks. A specialised platform is better than a general one offering a wide range of functions. Some good examples are: Angelinvestment.com, techsout.vc/en.

B. Useful functions, most interesting services/resources for Finnish-Russian cross border platform

All experts stressed that matchmaking and networking is the main needed thing for economic activities.

1. The Platform should not offer any possible services and functions for target groups, but to organise economic interaction around real projects and to concentrate on practical things. There are specialized on-line platforms (like job search, real estate browser, etc.) which are used for particular business needs.
2. It is necessary to focus on services for direct communication and interaction among the target groups like direct contacts, matchmaking and networking. On-line events, real time discussions, sharing experience and expertise can be also very useful.
3. The Platform should differ from a website (web portal) that offers some search functions.
4. People and business are quite conservative and are not eager to use many new tool and platforms.
5. Finnish businesses might be interested in a platform for free home work preparation before entering the RF market (apart from expert support from different public agencies): links and browsers of relevant legal, business information, business partners, etc. Businessmen need to do homework before using consultants, they need legal info on RF, to make firms screening, business info useful (structured) for their homeworks.
6. The Platform can be effectively used for common activities with other cross-border projects (common events, information and data bases sharing, partner search, etc.).
7. The most useful functions can include Business browser – Direct matchmaking – Direct networking – Advertising.

Web based investment and business support platforms in Russia

The process of developing web-based platforms in Russia has been triggered by the corona epidemic restrictions. So far there is no well-established system of Russian federal or regional web based SME collaboration or support platforms. As on-line common platforms creation and operation need substantial resources public and state organisations and banks are main players and pioneers in this process.

RF Ministry of Economic Development has launched a prototype of the federal on-line SME platform **My Business** - <https://msp.economy.gov.ru>. The platform is planned to be ready by late 2021.

It will integrate the existing e-services of Minpromtorg, Ministry of Agriculture, Russian Export Centre, SME Corporation, Vnesheconombank and other big local banks to provide on-line tools and resources for SMEs, as well as video communication with business support organisations. The RF Economic Development Ministry is building SME ecosystem working in the format of 'one window'. My Business Platform is planned to be further scaled at the regional and municipal levels.

From federal business collaboration and support platforms **Bank of Partners**, **Business Navigator for SMEs** and **Platform NTI** (Leaders ID service, University 20.35) were considered.

At present there are no similar regional platforms for St.Petersburg or Leningrad Oblast. In mid March the city of St.Petersburg (Centre for Entrepreneurship Development and Support) launched **the First City Accelerator** <https://espb.pro>. It will provide free access to popular business niche platforms (HR, sales, accounting, design, etc.).

From regional web-based platforms the following 2 were selected: **Electronic Business Cooperation** (by the city of Cherepovets and Severstal) and **Innokam** (Kazan). They are positioned as subcontracting platforms. Another regional platform that can be mentioned is **United Digital Platform for Innovations and Entrepreneurship** (www.2innovations.ru) from Bashkortostan.

Big corporations and banks are working on their own platforms and on-line ecosystems using special corporate platform building technologies, for example Platform Innovation Kit represented in Russia by Rocketmind company (rocketmind.ru). Such tools and technologies also used for start-up ecosystems.

Most advanced and popular start-up matchmaking and investment platforms are operated by USA or EU companies. **Business-Angels RF**, **Crunchbase** and **Gust** were selected for the present analysis. From Russian start-up support platforms **RusBase Pipeline**, **Generations** and **Techout** were considered.

From investment platforms for SMEs Russian crowdinvestment platform **Town of Money** is included in this survey. As of late 2020 Bank of Russia Investment Platforms Register contained 20 legal entities. Bank of Finland since 2018 has annually monitored 15 crowdfunding platforms operating in Finland. The relevant legislation ('Law on Crowdfunding') was approved in both countries not so long ago: in 2016 in Finland and in 2019 in the RF.

Virtual networking platforms like Airmeet or Brella operating in Finland, are not yet so much popular or developed in Russia. However restrictions for offline activities (exhibitions and other events) produced a demand for event and virtual activity platforms. Some interesting examples of Russian event web-based platforms are **Webinar**, **Online Expo** and **VR Expo World**.

Altogether 15 on-line platforms and portals operating in Russia were selected for the analysis, including specialized (niche) on-line platform **Geointellect** and portal **Investment Projects RF**. The selected platforms and portals and their functions are described below, including in Tables 3 and 4.

Table 3. EXAMPLES OF BUSINESS AND INVESTMENT PLATFORMS OPERATING IN RUSSIA

Platform	Owner / Operator	Type	Target Groups	Users
Bank of Partners https://bankofpartners.com	Sberbank	Export and import matching platform	Products suppliers and buyers	>60 000 business partners 18 countries
Business-Angels RF https://angellist.angellist.ru	Investment fund Zunder Invest / OOO Meglans	Russian analogue of a popular global portal for investor search AngelList	Projects initiators seeking investments, Investors	RF and CIS innovators, start-ups and investors of different types
Business Navigator for SMEs https://smbn.ru https://new.smbn.ru (new version)	AO MSP Corporation (state SME Development Agency)	Portal of on-line services and data bases for SMEs	Starting or growing SMEs	>3 mln RF SMEs
Business Platform https://business-platform.ru	OOO Business Platforma, Kazan	RF commercial matching platform to search investments and investors, sell and buy businesses	Business projects initiators, investors	>8000 projects >270 investors
Crunchbase www.crunchbase.com	Crunchbase Inc., California (TechCrunch)	International browser of business info on companies, financing, industry leaders and news	Innovating companies, investors, market analysts, salespeople	>1 mln companies >180 th investors
Electronic Business Cooperation https://bk.agr-city.ru	City of Cherepovets / Severstal	Business collaboration and subcontracting platform	Suppliers/buyer, tender organisers, buyers	>500 companies
Generations https://generation-startup.ru	AO RVC (state Russian Venture Company)	Public Corporate accelerator and start-up scouting service	Corporates Start-ups Ecosystem partners	>16500 start-ups >250 universities, technoparks >100 mentors
Gust (former Angelsoft) https://gust.com	Angelsoft LLC, USA	guide and matching platform for start-ups, dealflow management for investors	International start-ups, accelerators, investors	>800 000 start-ups >85 000 angel investors from 192 countries
Innokam https://innokam.pro	Private company from Tatarstan	RF National subcontracting portal	Technology products suppliers/buyers	>880 000 suppliers
Investment Projects rf https://investprojects.info	OOO PKR (Professional Complex Solutions)	Information and analytics portal	State bodies Investors Suppliers Analysts	>47 000 projects in RF and EAEU >59 000 companies
RusBase Pipeline https://rb.ru/pipeline	OOO RusBase (supported by AO RVC)	RF matching platform for start-ups and investors	Start-ups Investors (incl. corporates)	>230 investors
Town of money (Gorod deneg) https://townmoney.ru	OOO Gorod deneg	Russian crowdlending platform	SMEs seeking loans Creditors	>55 000 loan seekers >7000 investors
Webinar https://webinar.ru	OOO Webinar Tehnologii	Event platform for on-line events from 5 to >10000 participants	Event organisers (training, marketing, etc.)	>6000 annual webinars

Table 4. SERVICES/FUNCTIONS OF SELECTED BUSINESS PLATFORMS OPERATING IN RUSSIA

Function / Service	Crunchbase	RusBase Pipeline	Business Angels RF	Bank of Partners	Gust
Guest status (no registration)	---	---	---	+/--	+/--
SME/Start-up matchmaking profile	company profile	projects	projects	company/offer profile	+ Gust profile
SME/Start-up browser	companies	projects	projects	---	+ in Gust Angel network
Project showroom	---	+	+	---	----
Project assessment	---	by experts	---	----	+ by experts
Project tracking (progress monitoring)	start-up tracking	+ tracking reports	---	----	---
Investor profile	+	+	+	----	+
Investor search	+	+	For registered projects	---	Investor search engine
Accelerator search	---	—	---	---	+
University profile	+	—	---	—	search
Partner / peer search	+	co-investors	---	+	---
Automatic matchmaking	+	+	Investor list	+	+
Direct contacts	e-mails	----	+	---	—
People directory and direct messages	---	—	—	---	e-mails
Networking at platform	---	+	via personal cabinet	+ closed chat	chats
Event making at platform	---	---	---	platform events	—
Training at platform	---	---	---	+	+ and mentoring
Newsletters/Newsroom	+	Invest Letter		+	—
On-line help tools	+	---	---	+	special Gust system
Industry specific data	+ analytics	In Invest Lt	---	Export/import analytics	—

SPECIAL AND ADDITIONAL FUNCTIONS OF THE SELECTED PLATFORMS

Business-Angels RF

- Project filling form with helper
- Automatic e-mailing via personal cabinet to matching investors
- E-subscription for new projects for investors

Business Partners

- On-line business missions to different countries and regions
- Export accelerator
- Counterparty check
- Marketplace browser
- Tender browser
- Business partner request or offer
- Bank of business partners

Business Navigator for SMEs

Target groups: business founders, entrepreneurs, SME CEOs / owners / employees, farmers.

Targets: to start business, to grow business, to get financing / facilities / other support, to increase sales, to solve legal / accounting / HR issues.

28 on-line free tools:

- Business plan
- Stop factors assessment to get credits / financing
- Credit limit calculator, loan search and application
- Business location selection map
- Business real estate browser, co-working, public and state low rate facilities search
- Tax calendar and Tax regime guide
- Franchising catalogue
- Business partner (counterpart) check
- State and public tender browser
- SME Register for corporate orders (subcontracting browser)
- Registration of companies and entrepreneurs, state e-services
- Farmers support and collaboration with retail chains

Business Platform

- On-line networking (forum) for users: case study, experience and news sharing

Crunchbase

The target is to become LinkedIn for business.

- Browser and matching with similar companies, entrepreneurs or industry leaders
- Browser of potential clients for B2B
- Browser of business events

Electronic Business Cooperation

- Suppliers offers
- Purchase requests/orders
- Public and company tenders
- Equipment outsourcing / rent / sale
- Company base (platform users)

Generations

- Start-up scouting
- Application to selected corporate accelerators

Geointellect

- Biggest data and tools on locations for geo marketing analytics (hot maps)

Gust

- Automated on-line tools for on-line 'accelerator'

Investment Projects rf

- Browser and monitoring of big investment projects in RF and EAEU
- Geography of investment projects, Investment rating of RF regions
- Analytical data and reports
- Investment projects initiators browser
- Tenders

Innokam

- Tender placement and automatic matching notification of relevant suppliers/producers
- Networking /communication at platform
- Showroom of goods and services (marketplace)
- Company alliances (partnerships)

Rusbase

- Investor functions: offers for co-investing, recommendations on projects for other investors (users)

Techout

- Automated start-up pipeline for start-up scouting and events

Town of money

- Rating of projects for investments (loans) in the project profile (A, BB+, etc.)

Webinar

- The Platform can be used on-line and as a box tool for companies, not for virtual events.

INTERVIEWS WITH RUSSIAN EXPERTS

On-line Workshop on 16.12.2020

Preliminary results of the analysis and its findings were discussed with Russian business experts during a video conference on 16.12.2020.

Russian experts

- Pavel Borovkov (consulting company Partners & Borovkov)
- Natalia Chereyskaya (Russian guild of real estate management companies and developers)
- Evgeny Gorin (The Union of Industrialists and Entrepreneurs of St. Petersburg)
- Boris Krylov (Ecology Partnership Association)
- Tatyana Loginova (Plastic processing plant named after Komsomolskaya Pravda)
- Olga Samovarova (Group of companies SPG)
- Olga Savchenko (entrepreneur)
- Yulia Vlasenkova (Russian export centre)

Questions offered for the experts' comments

The experts were asked to comment on Bringing Together platform concept and share their experience of using on-line investment and business service platforms.

Comments of the Russian experts

- ✓ The Platform services should be very user friendly and have simple and short language and clear navigation
- ✓ The Platform services should be developed and adjusted exactly to the needs and roles of the target groups
- ✓ It is not useful to include many services and info (data)
- ✓ The Platform users should have clear roles and activities on the platform, they cannot be allowed to use it altogether simultaneously
- ✓ The services should be very practical
- ✓ The Platform should be tested with some concrete project and participants
- ✓ Direct networking, communication and other networking activities are very important.

Best solutions for integration into the Common Cross Border digital space created within Bringing Together Project

Most selected and analysed platforms work like matching catalogues (browsers) or event organisers (crowdfunding session, start-up pipelines and events, buy / sell sessions, etc.). On-line tools, business guides and newsrooms (blogs) are included mostly as supplements or partner links, although some platforms offer well-developed tool kits (e.g. Gust, The Hub, Crunchbase, Bank of Partners).

From common (popular) services the following can be useful for Bringing Together Platform:

- Company (start-up) / business partner /expert / investor search (browser with matchmaking notification and e-subscription for the updates)
- Visibility profiles of registered users
- Visibility profiles of selected initiated projects
- Event calendar / notification / browser / application (registration)
- Direct communication at the platform without the operator,
- possibility to communicate via personal cabinet or social media
- Direct networking and collaboration at the platform
- Business news and links aggregator
- Showroom of goods and services (marketplace)
- Guest status for not registered users

Some notes regarding the above list are the following:

- Not all platform represent Start-ups as a separate category, in many cases they have the status of Companies;
- In some classifications Accelerators are included in Investors or Partners categories;
- Universities are rarely represented as a separate category of users, as well as Corporates. Business consultants and Mentors are distinguished at accelerator platforms;
- Platforms operating in Russia, especially local, have Showroom / Profiles of Projects, which in Finland corresponds to Showroom / Profiles of Start-ups (Companies).

From special (original) services offered by the analysed platforms the following services can be interesting:

- On-line co-working space on the platform
- On-line scheduled training and webinars on the platform
- Discussion forums and feeds (case study, experience / news sharing, thematic discussions)
- Application to selected corporate accelerators via the platform
- Matchmaking with targeted counterpart suggestions
- On-line business missions to different countries and regions
- Bank of business partners (apart from the platform users)
- Company alliances (partnerships)
- Rating of projects for investments in the project profile (AA, BB+, etc.)
- Investor functions: offers for co-investing, recommendations on projects for other investors (users)

The analysed portals (e.g. SME Business Navigator, My Enterprise Finland, Nordea Trade Portal and Club) are focused on special on-line tools for entrepreneur self-work. Special tool kit for start-ups on-line acceleration is offered by Gust platform.

Useful On-line Help Tools:

- Assessment tests by My Enterprise Finland (Entrepreneur test for suitability to become an entrepreneur and to test a business idea, Test on expanding operations abroad, Development assessment for a company, etc.)
- Partner tool kit by The Hub (Investor Matching Tool, Fundraising Guide, Free Legal Hotline, SaaS Financial Plan, E-Signature Tool, Privacy Policy Check, etc.)
- SME Business Navigator Tools (Business plan, Stop factors assessment to get financing, Business location selection map, Business real estate browser, co-working, public and state low rate facilities search, Tax calendar and Tax regime guide, Business partner check, State and public tender browser, SME Register for corporate orders, etc.)
- Gust On-Line Tools for on-line ‘acceleration’
- Hot maps and geo marketing tools by Geointellect
- Browser and monitoring of big investment projects in RF and EAEU by Investment Projects RF.

Almost all portals and platforms offer individualized services by the portal/platform administrators, consultants and experts, which is not planned for Bringing Together platform but can be realized further if the Platform is integrated into SPCCI on-line space.

INFORMATION SOURCES

▪ **Analysed platforms and portals in Finland:**

Name of the platform/portal/internet service	Internet address
Airmeet	www.airmeet.com
Brella	www.brella.io
Dealflow Finland	https://dealflow.fi
Expert search by Business Finland	https://expertsearchbusinessfinland.fi
FundedbyMe	https://fundedbyme.fi
Helsinki Dealroom	https://helsinki.dealroom.co
Helsinki Startup Space	www.helsinkibusinesshub.fi/startupspace
Invesdor	www.invesdor.com
Market opportunities by Team Finland	marketopportunities.fi
My Enterprise Finland	https://oma.yrityssuomi.fi
Node by Slush	www.slush.org/node-by-slush
Nordea Trade Portal and Club	www.nordeatrade.com
The Hub	https://thehub.io

▪ **Analysed platforms and portals in Russia**

Name of the platform/portal/internet service	Internet address
Business-Angels RF	https://angellist.angellist.ru
Business Navigator for SMEs	https://smbn.ru https://new.smbn.ru
Bank of Partners	https://bankofpartners.com/ru
Business Platform	https://business-platform.ru
Crunchbase	www.crunchbase.com
Generations	https://generation-startup.ru
Geointellect	https://geointellect.com
Gorod deneg (Town of money)	https://townmoney.ru
Innokam	https://innokam.pro
Investment projects RF	https://investprojects.info
Rocketmind	https://rocketmind.ru
RusBase Pipeline	https://rb.ru/pipeline
Webinar	https://webinar.ru
Electronic Business Cooperation	https://bk.agr-city.ru
Techscout	https://techscout.vc/en
Gust (former Angelsoft)	https://gust.com/ru
United Digital Platform for Innovations and Entrepreneurship, Bashkortostan, RF	www.2innovations.ru
HSE Incubator (Higher School of Economy, RF)	https://hseinc.ru
International Exhibition Online Centre	https://online-expo.com
Virtual Technical Exhibition (Space)	https://vrexpo.world/

▪ **Other sources:**

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Crowdfunding platforms monitoring, Bank of Finland. www.suomenpankki.fi/en/Statistics/crowdfunding
<https://startupgenome.com/article/rankings-top-100-emerging>

<https://www.nimblefins.co.uk/business-insurance/best-countries-europe-startups-2020>

www.bearingpoint.com/en-fi/our-expertise/innovations/digital-platforms

Business Finland	www.businessfinland.fi/en
Team Finland	www.team-finland.fi/en
Centre for Entrepreneurship Development and Support, SPb	www.crpp.ru
First City Accelerator of St.Petersburg	https://espb.pro
Association of Russian Crowdfunding Platforms	https://rus-crowd.ru/platforms
National Technology Initiative, RF	https://nti2035.ru https://2035.dev
NTI 2035 University on-line platform	https://2035.university
Leader ID NTI event, co-working and community on-line service	https://leader-id.ru
Fund for IT Innovation Development, SPb (private)	https://gotechinnovation.com/ru
Platform NTI (Scientific and Technology Platform)	https://platform.nti.work
ITMO Accelerator	http://startup.ifmo.ru
Habr, Internet 'live journal' for IT community and analysts	https://habr.com/ru
Finnish Venture Capital Association research and statistics	https://paaomasijoittajat.fi/en/news/research
European Circular Economy Stakeholder Platform	https://circulareconomy.europa.eu/platform
6 Flagship (collaboration platform, University of Oulu)	https://www.oulu.fi/6gflagship
Keko (industry connectivity platform)	https://kekoecosystem.com ,
Combient Foundry (industry connectivity platform)	https://combientfoundry.com
F6S (growth company community on-line platform, UK)	www.f6s.com
My Business, SMEs on-line platform RF Ministry of Economic Development	https://msp.economy.gov.ru