

# Bringing Together Cross Border Project Finnish-Russian Digital Investment Space



CBC 2014-2020  
SOUTH-EAST FINLAND - RUSSIA

Funded by the European Union,  
the Russian Federation and  
the Republic of Finland.

# IPE LABORATORY

**Institutional Project Engineering Laboratory LLC**  
**St. Petersburg ([ipe-lab.com](http://ipe-lab.com))**

- **IPE LAB. is the first organization in Russia in the field of transformative investments (Impact investing)**
- **IPE LAB. products:**

## **BusinessChain**

- a platform for  
accelerating capital  
growth.

## **BeeHive**

- an online service  
platform for career and  
business development.

## **MakeEvents**

- a service for  
organizing successful  
events.

# **IPE Project Team**

**Dr. Mikhail Kosoy - Director of Methodology Department,  
IPE Laboratory programs**

**Diana Dubrova - Leading Methodologist, Head of the  
project**

**Mikhail Orlovskiy - Project Manager**



# Project Target Ecosystem



- Business development largely depends on the human potential developed through gamification and contests
- The Cross-border digital space is an Investment integrator - Doing Business Platform.





# Platform's case of the Day

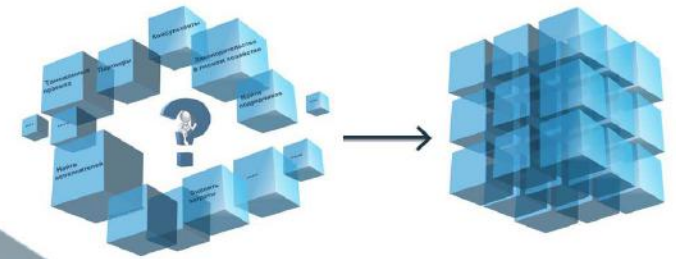
## Cross-border cooperation in forestry and timber processing:

- Any member of the ecosystem can be a client.  
Example: Timber industry
- Client has a problem.  
Example: Legislation changes in Russia
- Solution research through contest of projects.
- Contest attracts members of the business community

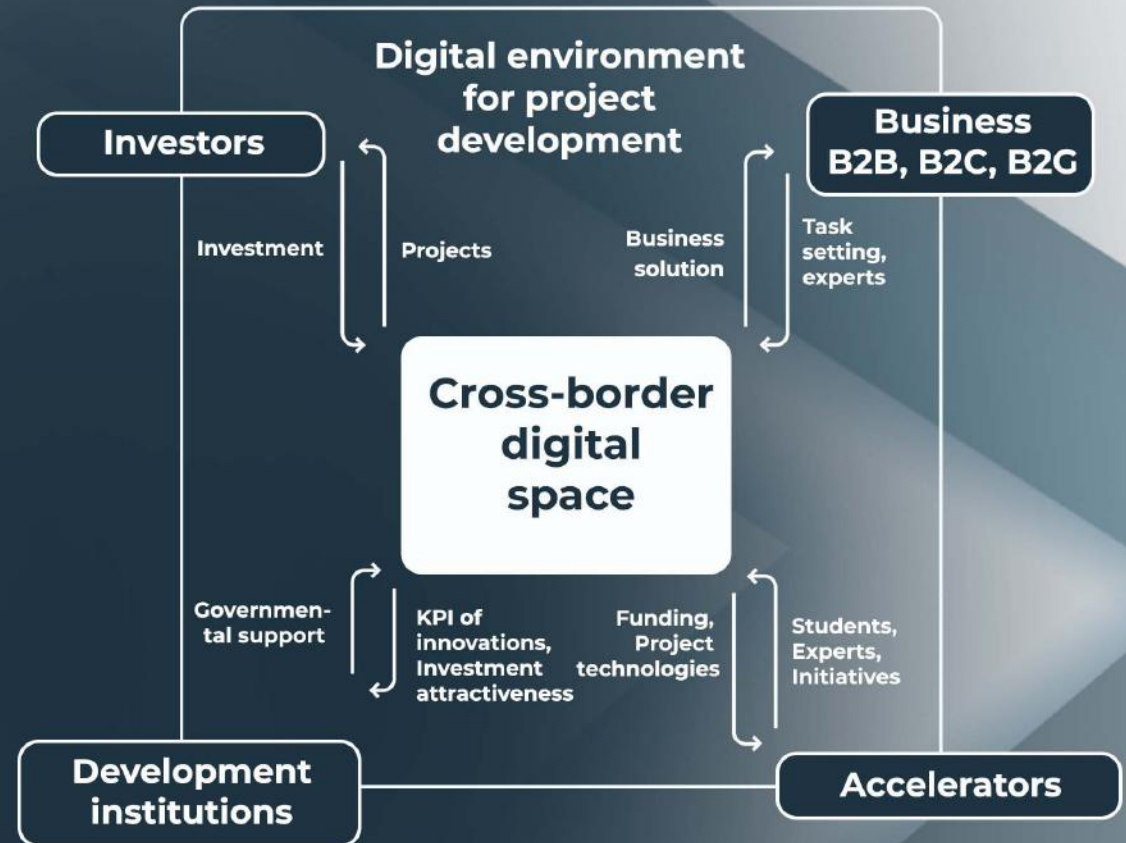
How can a company do that on a new territory  
in a foreign jurisdiction, fast and promptly?  
Answer: Digital integrator to cut through the edges.



# The logic of the digital cross-border space.



- Services to support investment activities and project participants interaction.
- Access to corporate and entrepreneurial communities in the border area
- Access to development institutions
- Access to lists of investors and experts
- Integration of various accelerators, existing services and digital solutions on a single platform





# Tool for all ecosystem participants to compare projects UNIQUE

## Project contest

**Value of the solution:** Fastness, explanatory power, conveniency, comprehensibility, and cost-efficiency.

**Benefits:** Common language for all participants.

**Competition  
announcement**

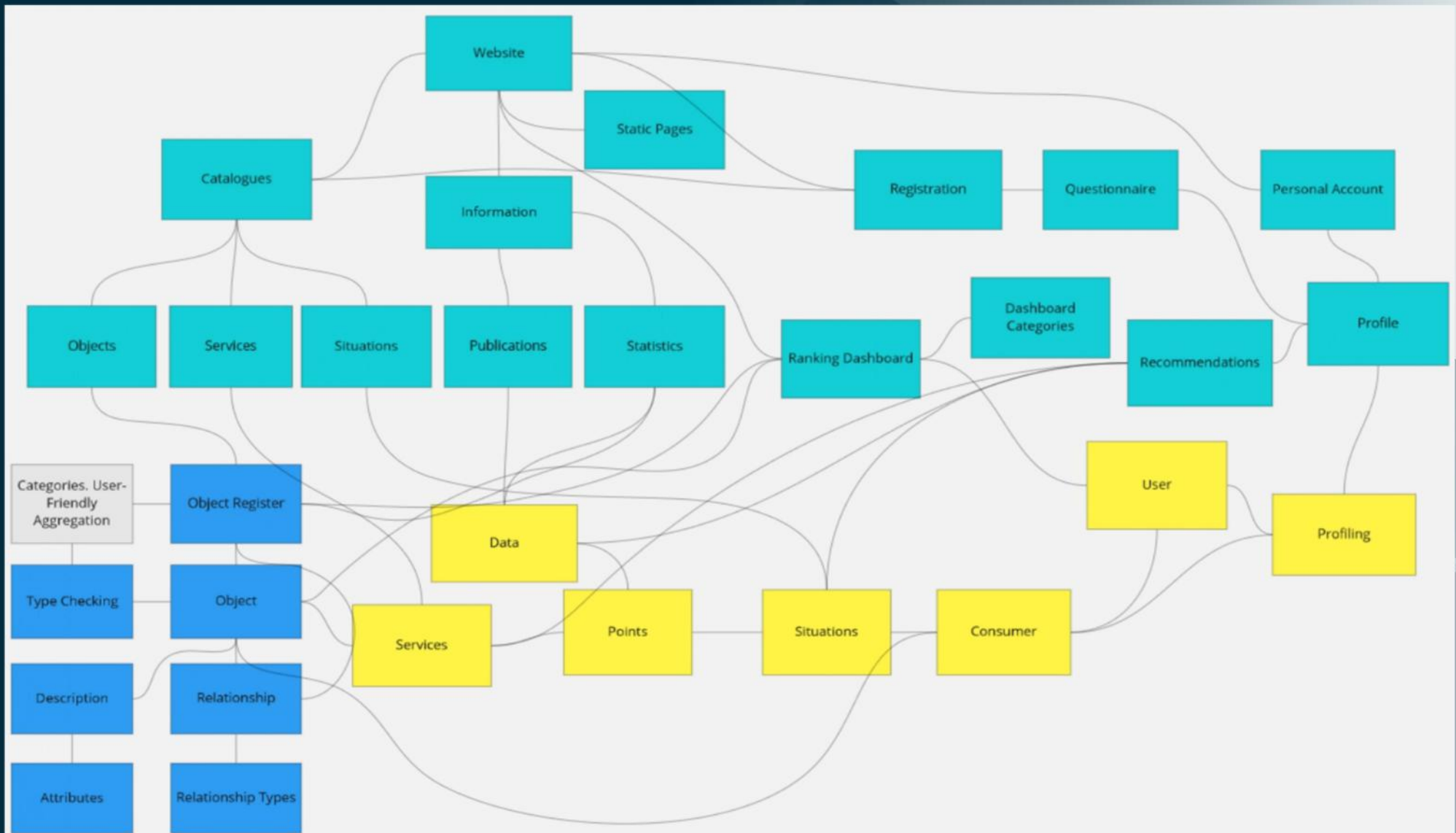
**All projects compete in a common coordinate system  
and the best (through rating) brought on the showcase**



**Scoreboard; Showcase**

**Winner Determination** —

# Investment platform Architecture





**Investors, both Business Angels and venture investors, will reduce their costs through the unified project evaluation system.**

## **Project validation for investors**

### **Product**

- basic product and technologies
- market assessment
- expenditures

### **Team**

- team completeness
- industry knowledge
- experience in startups

### **Market**

- structure
- size and potential
- competitive strategy

### **Drivers of growth**

- strategy of advantages
- sales growth history and factors

- Vital factors to increase the chances for success and to reduce investors' risks
- Assessment of investments required
- Rated entities of projects and team's completeness
- Scoring model with more than 100 evaluation criteria for each factor.



**Accelerators - present their training program for startups on the portal, modified into a single coordinate system for all participants.**

**Uniform integrated environment to elaborate and carry out acceleration tracks on the platform.**



Корпоративный акселератор Фарм  
Инновации

🏢 Биотехнологии +6

📍 Новосибирская область, РОССИЯ

🌐 <https://pharm-inn.co...>

Реализуемые программы: 0

Проекты в акселерации:

Участвуют: 0 | Завершили: 0



Идет прием заявок

Проектный конкурс на создание  
акселератора

🏢 Инвестиции и управление активами

📍 РОССИЯ

Реализуемые программы: 2

Проекты в акселерации:

Участвуют: 24 | Завершили: 2



Идет прием заявок

Корпоративный акселератор  
Лаборатории ИПИ

🏢 Биотехнологии +8

📍 Центральный федеральный округ, РОС...

🌐 <http://www.ipe-lab.co...>

Реализуемые программы: 5

Проекты в акселерации:

Участвуют: 66 | Завершили: 4



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# Project (investment and non-profit)

**The project is a solution of somebody's problem aimed at creation at a product/achieving commercial / non-commercial goal.**

## Options for holding projects competitions Becoming a client

### Projects Contests Program

-  **Date: No final term**
-  **Submission of applications: Constant Recruitment**

**2 options for the program:**

Track - how to become a client	For whom
Preliminary selection of projects for the showcase	Selection of projects for participation in specialized acceleration programs, for transferring projects to accelerators - partners
Conducting of projects contests commissioned by enterprises and corporations	Conducting contests for projects ordered by corporations, universities, other accelerators in the framework of development programs and for technology transfer





Values: Projects progress;  
Team efficiency;  
Economic indicators, etc.

# Scoreboard

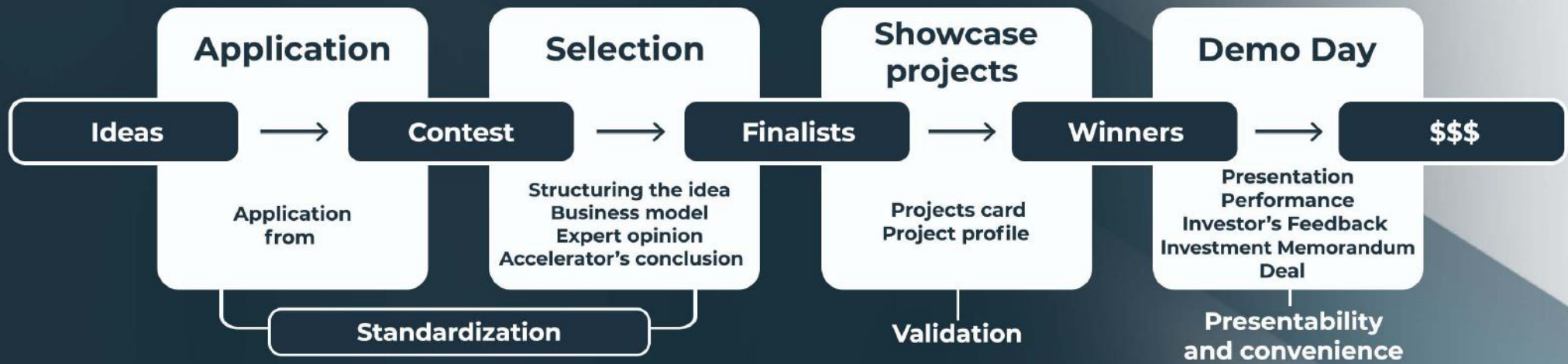
Project	Followers	Accelerator readiness	Timer until the end of the qualifying round (days)
<b>1. Reality show "Digital Entrepreneur"</b> initiator: industry:  Accelerator: IPI-Lab Market size: 1,000,000,000 RUR	<div><div></div></div>	<div><div></div></div> 50%	<div><div></div></div> 2
<b>2. «make events»</b> initiator: industry:  Accelerator: Market size:	<div><div></div></div> 1200 from 1000	<div><div></div></div> Admitted to the SHOW! !	<div><div></div></div> In time!
<b>3. beehive</b> initiator: industry:  Accelerator: Market size:	<div><div></div></div> 1500 from 1000	<div><div></div></div> 65%	<div><div></div></div> 2

## Showcase projects

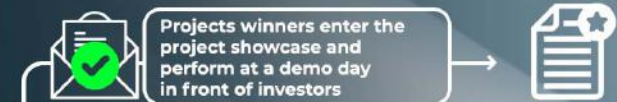
	OTC	IPO	ПОРТФЕЛЬ СТРАТЕГИЙ
<b>Project stage</b>	SEED A	SEED A	SEED A
<b>Description</b>	Онлайн аренды частного жилья по всему миру	Современное рабочее пространство больших компаний	Стратегии торговли на криптовалютных биржах
<b>Project efficiency</b>	Прогноз дохода 150% годовых Мин. сумма 25 000 \$  Заявки до 1 августа 00:00 Дата финиша пока неизвестна	Прогноз дохода 60% годовых Мин. сумма 5 000 \$  Дата старта пока неизвестна Дата финиша пока неизвестна	Прогноз дохода 1000% годовых Мин. сумма 5 000 \$  Ближайший старт 1 марта Срок от 1 месяца
<b>Min investment amount per stage</b>			
<b>Project start date</b>			

# Tool for investment projects and non profit projects evaluation and selection

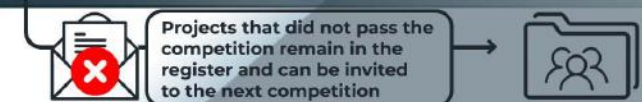
## Project contest Roadmap



## Project competition track



Application for contest participants	Project competition track					
	1st stage of selection	2nd stage of selection	Stage 3 selection	The final	Demo Day	
<b>Pre-selection of projects</b> - Application - Application form Mentor's Conclusion	<b>Structuring an idea</b> - Project profile - Collaboration with experts and mentors Industry expert Experts' and Mentor's Conclusions	<b>Assessment of the market potential of the project</b> - Project profile - Work with experts and a mentor Financial Expert Experts' and Mentor's Conclusions	<b>Business model</b> - Osterwalder's canvas - Scoring - Hypothesis Industry expert Technology expert Experts' and Mentor's Conclusions	<b>Conclusion of the mentor / accelerator</b> - Scoring - Publishing on a showcase - Admission to the demo day Conclusion Accelerator	<b>Demo day preparation</b> - Scoring - Presentation - Pitch - Feedback from experts PR expert Tracker Conclusion	<b>Demo - day for meetings with BA</b> - Scoring - Presentation - Pitch session - Feedback from BA Lawyer BA deal





# **The advantages of holding a projects competition On the platform**

## **Main advantages:**

- **High-quality competitions on any scale and complexity;**
- **Transparency of the project dynamics at all stages, from submitting an application to determining the finalists;**
- **Convenient system for processing data on projects, experts, contractors allowing rapid organization of repeated tenders;**
- **Convenience in establishing relationships with partners, experts, investors**

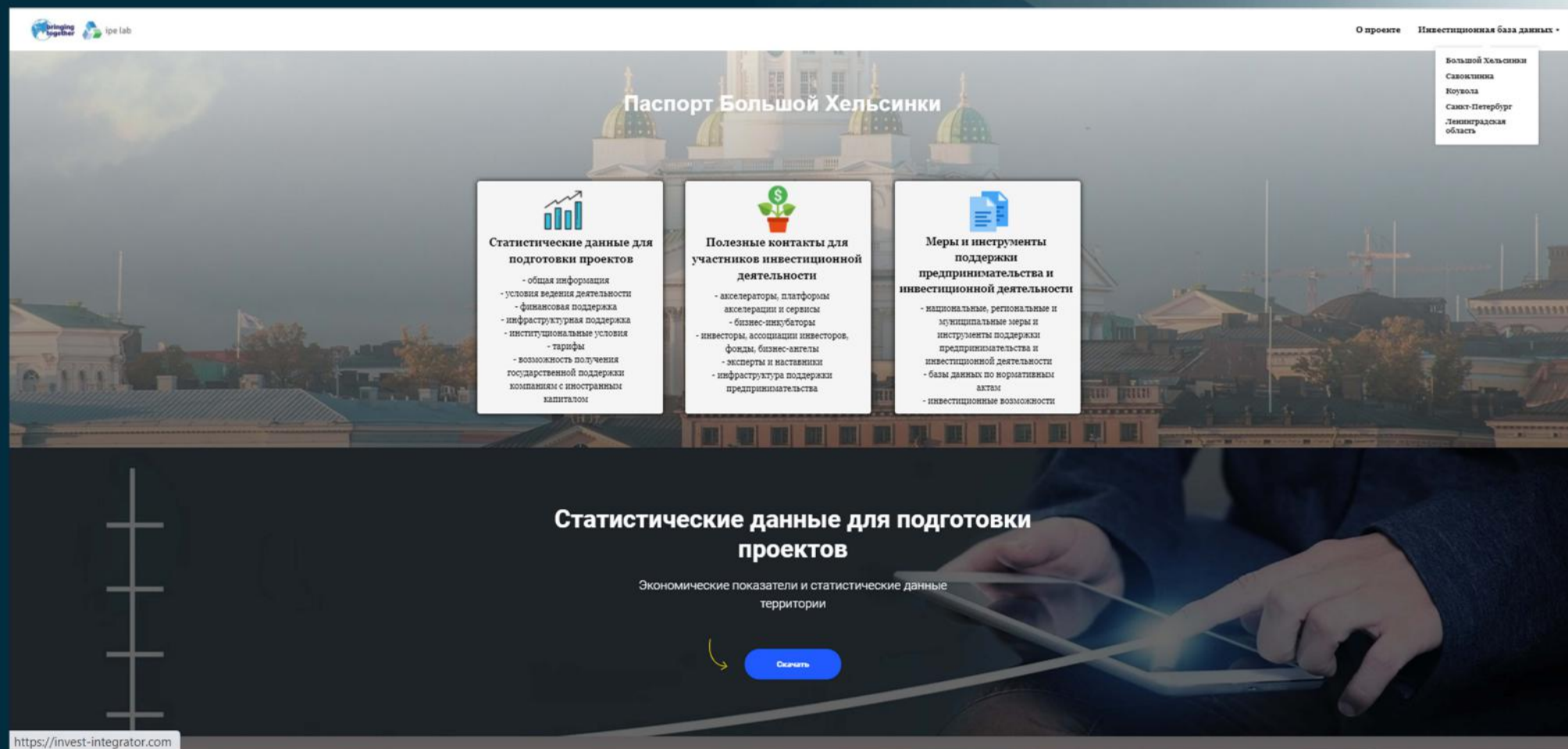
## **Additional effects:**

- **Bringing together many people and resources in one space**
- **Presentation of the most promising projects in the public space on the showcase to attract partners, experts, investors**
- **Implication of external resources in the project work  
(Experts, decision makers, Mentors, Coaches)**





# Prototype: Investment base (verion 1.0)



<https://invest-integrator.com/>



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# **We need your advice!**

**What problems, functions, features should be added to make our project more valuable for you?**

**Whom you might recommend that we would apply to in order to start our platform operating?**

**Whom might you recommend to invite at the next WS?**

**Thank you for your attention!**

