

Helsinki Startup Ecosystem Report 2021



NewCo Helsinki

Helsinki

Benchmarking the ecosystem

Helsinki

Source: Dealroom.co

NewCo
Helsinki

dealroom.co

An ecosystem collective

With startup-centric policy initiatives, a vibrant founder scene and one of the most important tech conferences in the world, in the last ten years Helsinki has emerged as an internationally important tech hub, through the combined efforts of a diverse set of ecosystem stakeholders to boost economic growth.

Slush

Tech event attracting more than +20K attendees annually (pre-Covid)

Home to Maria 01

Startup campus in Europe with over 175 startup members in house

National AI Strategy

The first country in the EU to publish a AI policy

Funding Support

€153M capital applied to startups in 2018 through Business Finland*

Strong government support

Initiatives to attract international talent

“Collaboration is key”

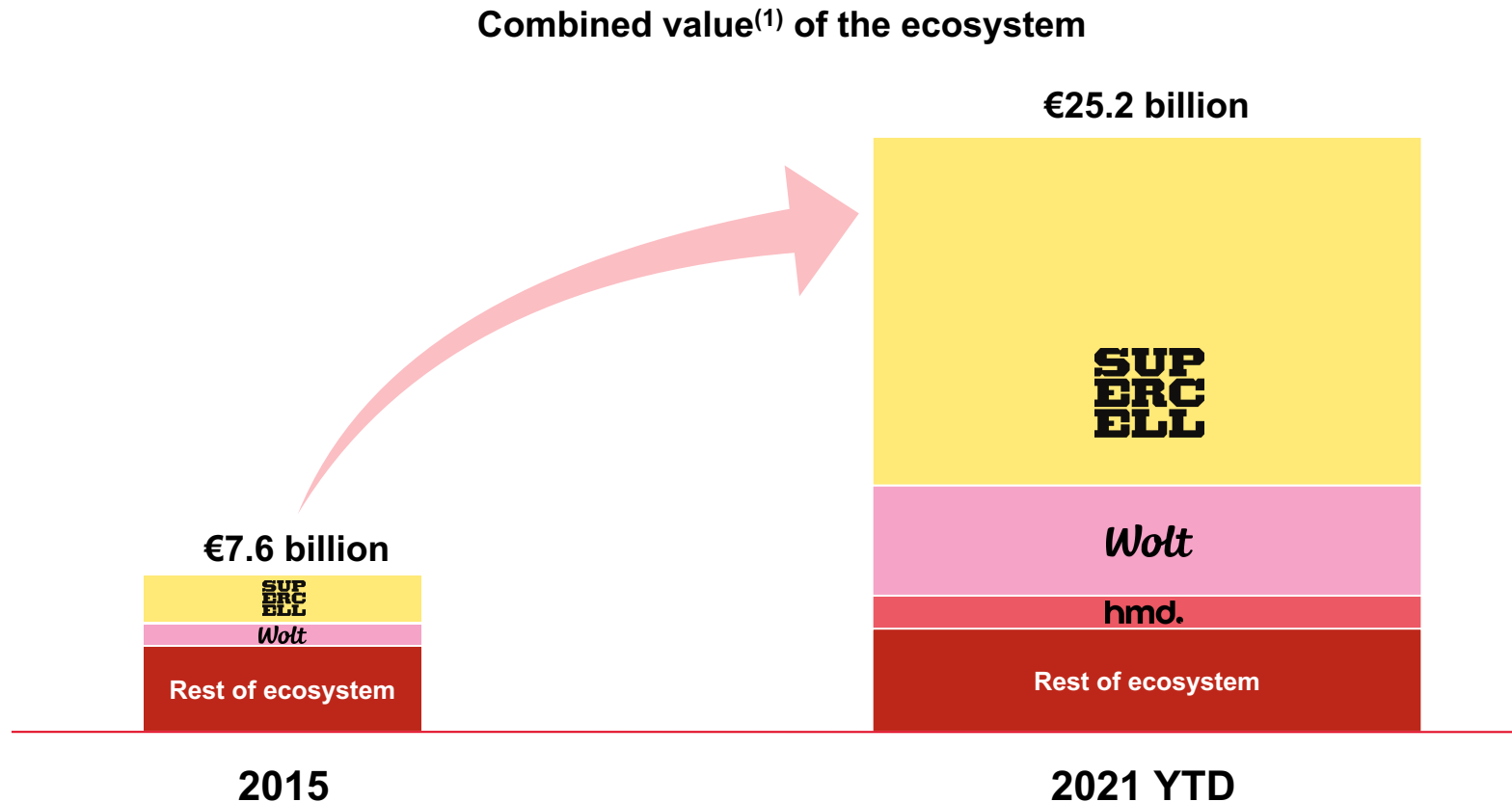
“Helsinki aims to be the most functional city in the world. Startups and scaleups play an important role in achieving this goal. We want to promote entrepreneurship and growth in every way possible. We are delighted how well the companies have dealt with Covid-19 pandemic. The Helsinki startup ecosystem has an unbelievable can-do attitude and nothing holds us back.”

Ms. Marja-Leena Rinkineva, Director of Economic Development at City of Helsinki.

“A strong sense of community is one of the cornerstones in the Helsinki startup ecosystem success. Even if we have been successful in attracting VC investment, there is an increasing need and demand for more. It is critical for Helsinki to attract foreign talent and startups in order to be successful. Collaboration is the key. We have a versatile and functional network of various actors that are crucial in creating a blossoming ecosystem for startups. It all depends on trust and commitment and the success stories highlight the togetherness.”

Mr. Tommo Koivusalo, Head of Unit at NewCo Helsinki

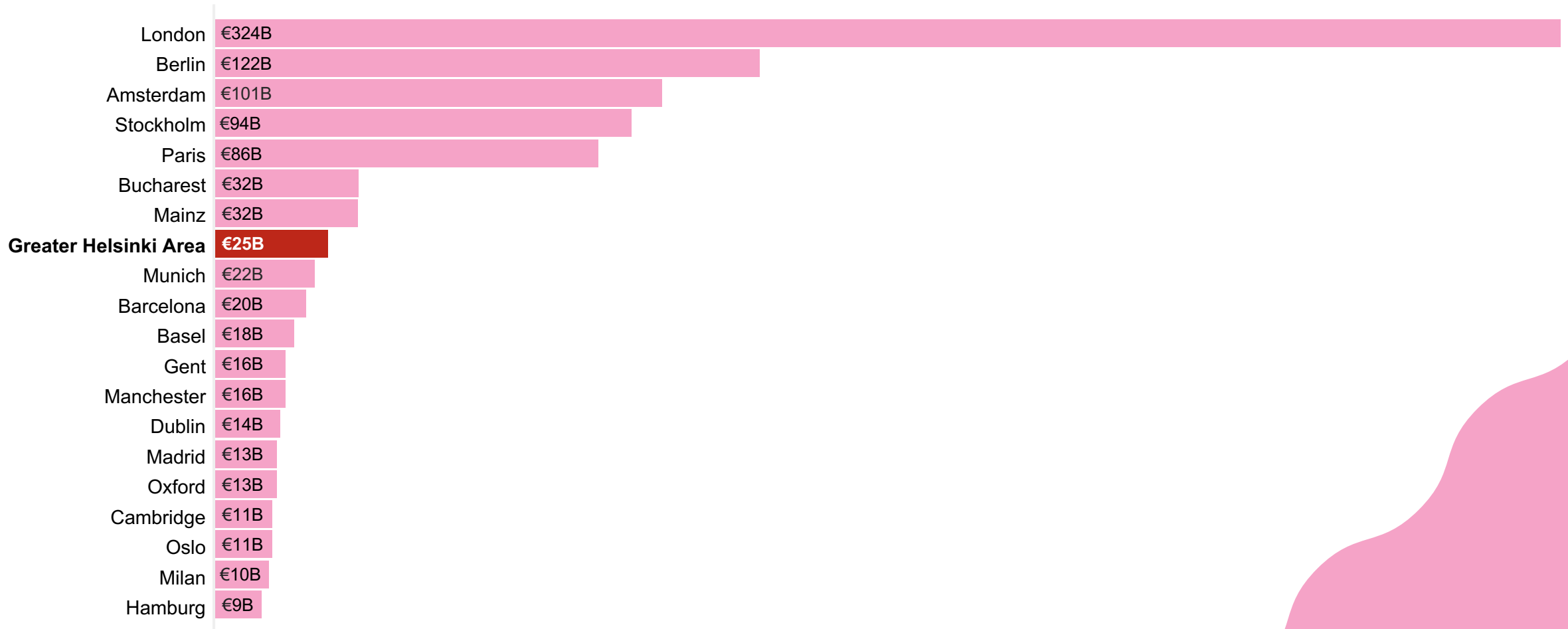
The Helsinki startup ecosystem has tripled in value since 2015. Helsinki-based startups are now worth a combined €25.2B



1. Sum of the valuations of all startups in the ecosystem founded after 2000. Using estimated valuations based on most recent VC rounds, public markets and publicly disclosed valuations as of **May 31st, 2021**.

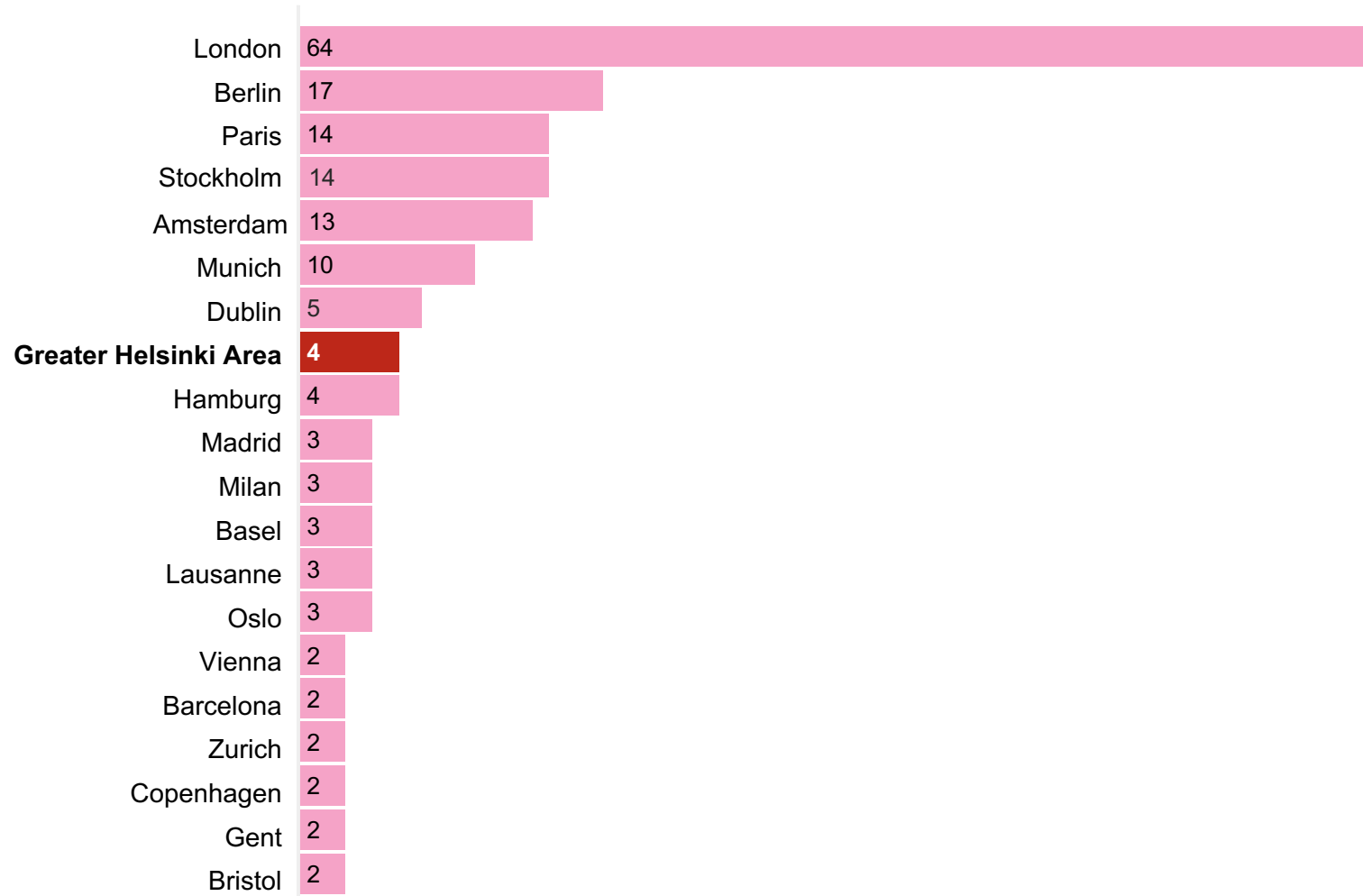
Source: Dealroom.co

Helsinki is the 8th most valuable startup hub in Europe, based on startups founded since 2000



Source: Dealroom.co

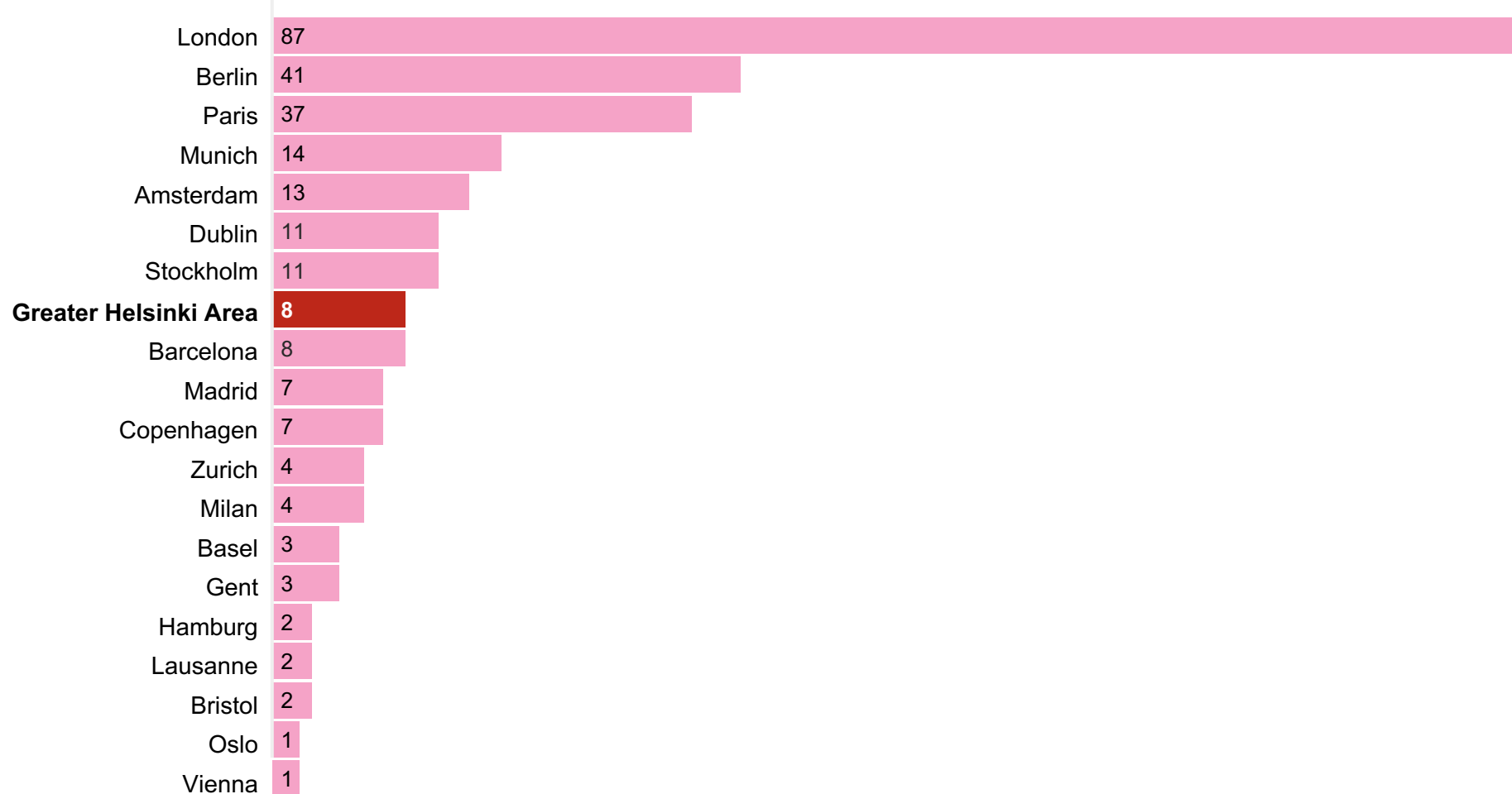
Helsinki also ranks 8th in Europe for number of unicorns created, with four billion dollar tech companies born in the city



Source: Dealroom.co

There are eight high-growth startups on the unicorn track in the Greater Helsinki Area, currently valued \$250M-\$1B

Future Unicorns (companies valued over €200 million but less than €800 million).



Source: Dealroom.co

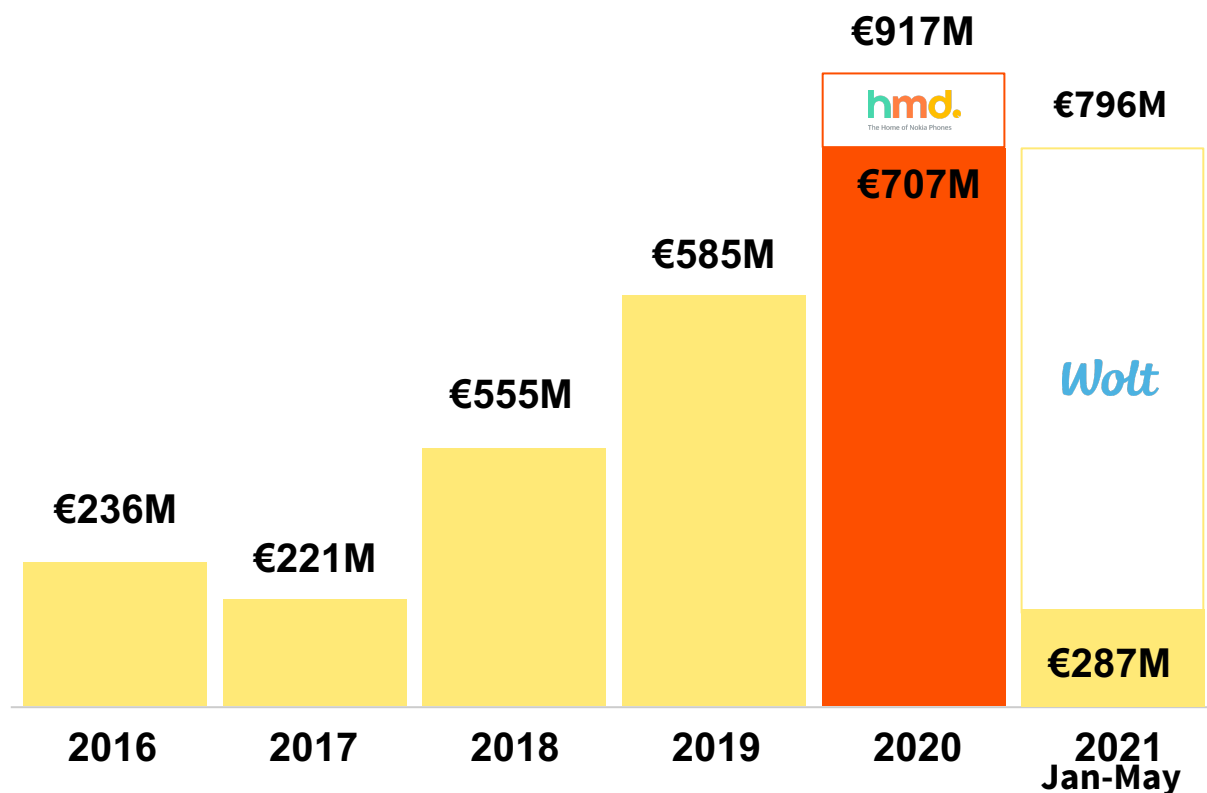
Venture capital landscape



Helsinki


VC investment in Helsinki is on track for another record in 2021

Combined venture capital investment into Helsinki



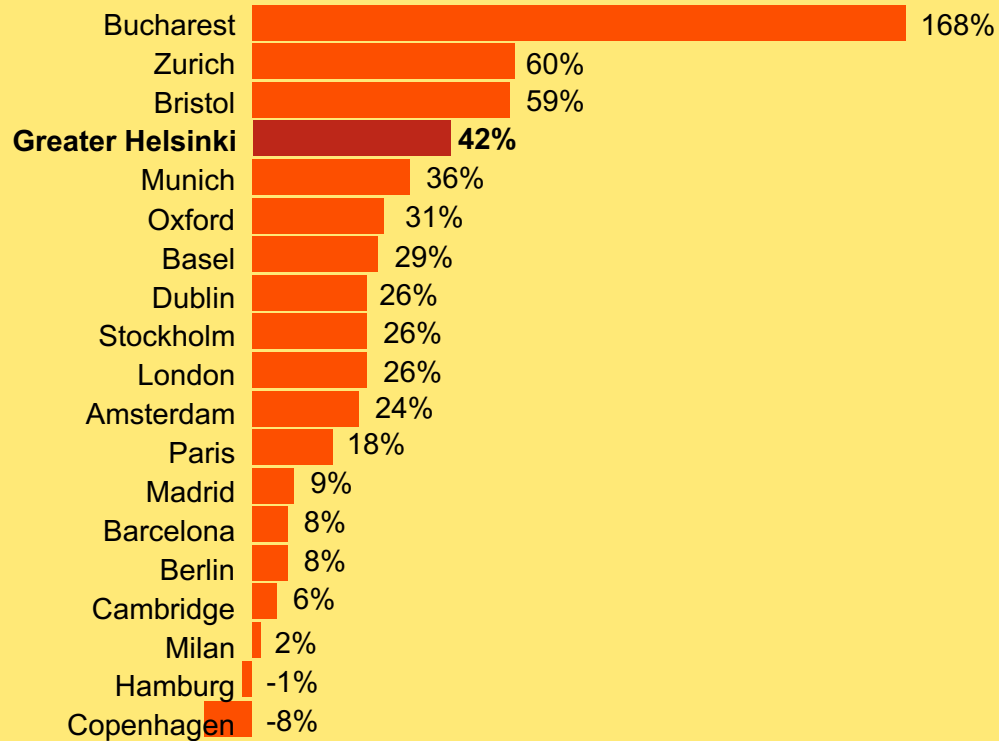
Source: Dealroom.co

Largest rounds in 2021

 €482M Late VC	 aiven €91M Series C	 €30M Early VC
 €25M Series B	 €19M Early VC	 €15M Series A
 zyfra €12M Late VC	Howspace €12M Series A	 €11M Series A
dispelix €10M Early VC	 €10M Early VC	Nightingale €9M Angel

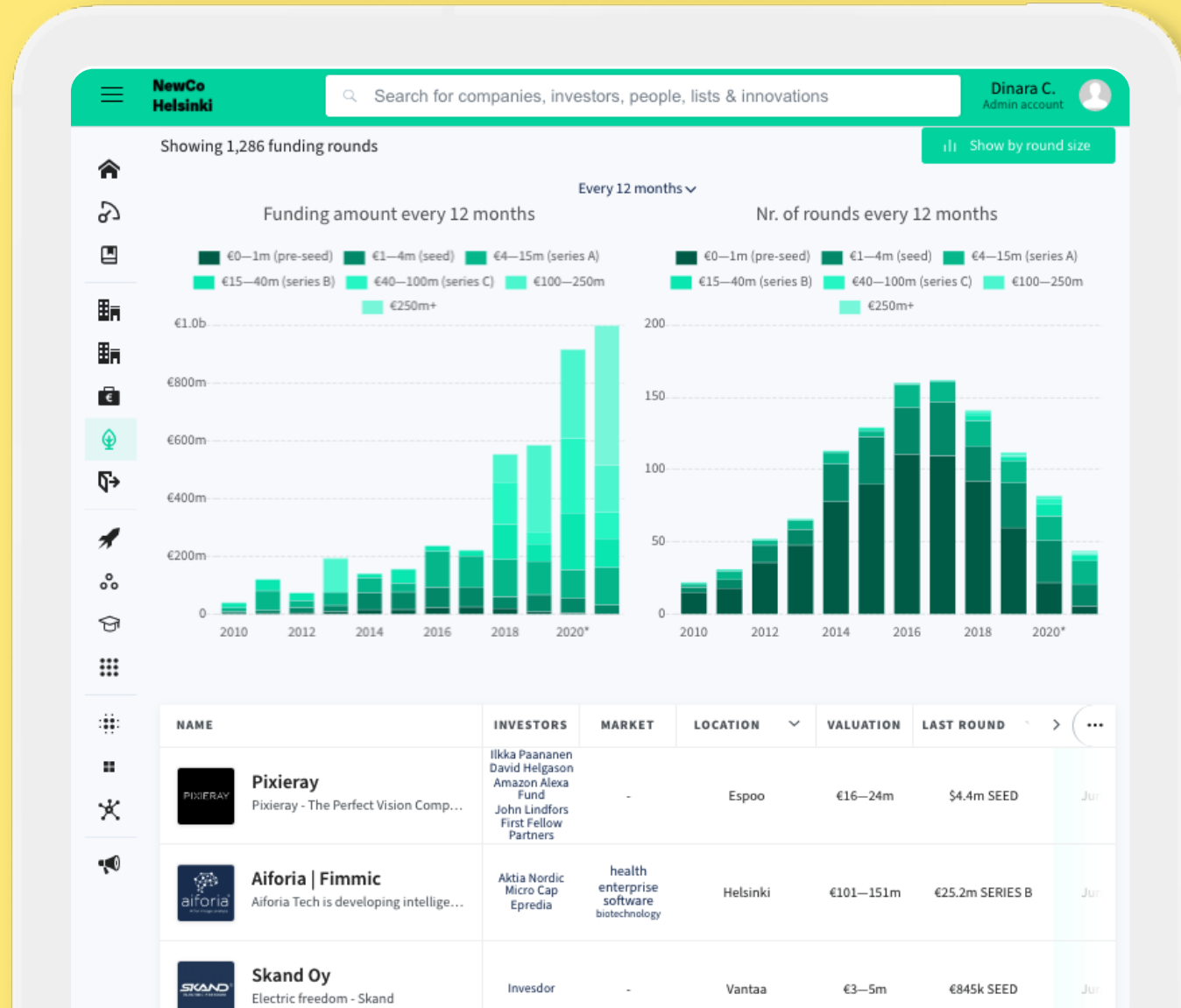
VC investment in Helsinki is growing faster than in London and Paris. It is the 4th fastest-growing European ecosystem for VC investment

VC funding 2015-2020 CAGR



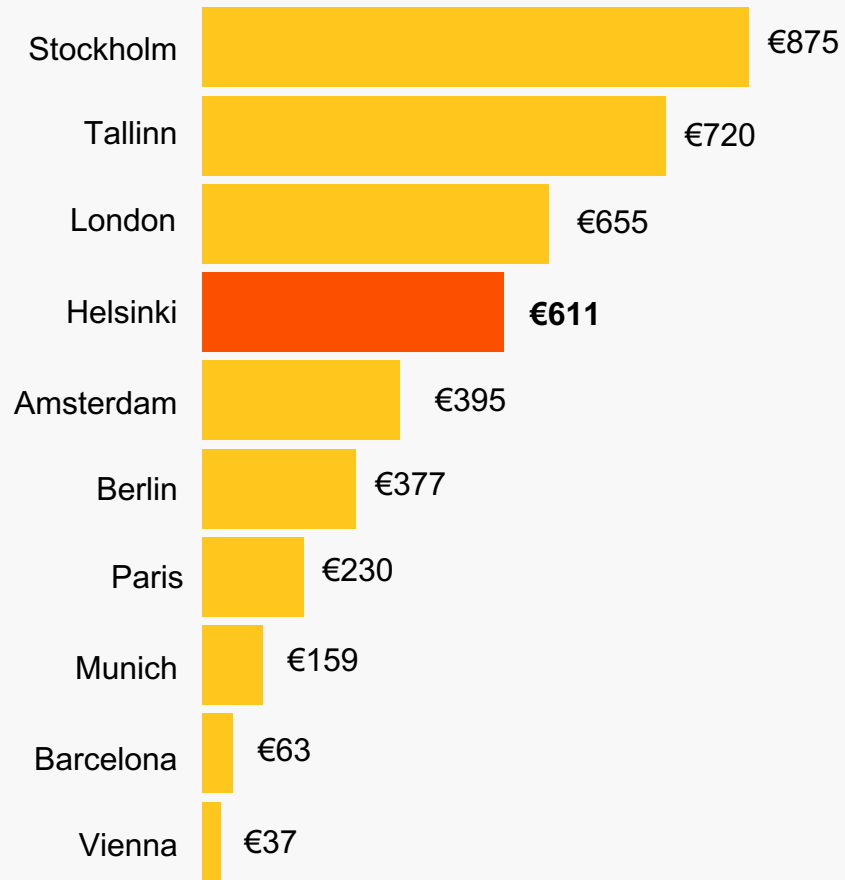
Analyze the data

Source: Dealroom.co



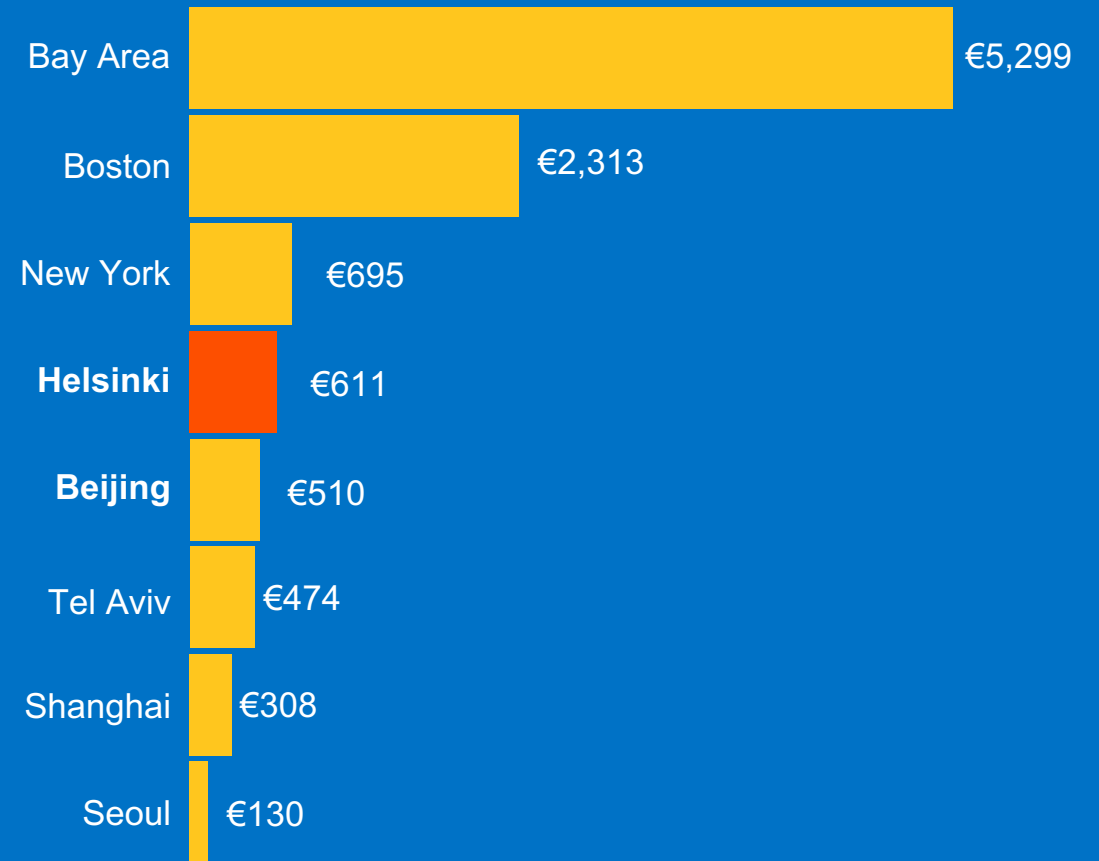
Helsinki competes with the top global tech hubs on VC investment per capita

Venture capital investment per capita in 2020



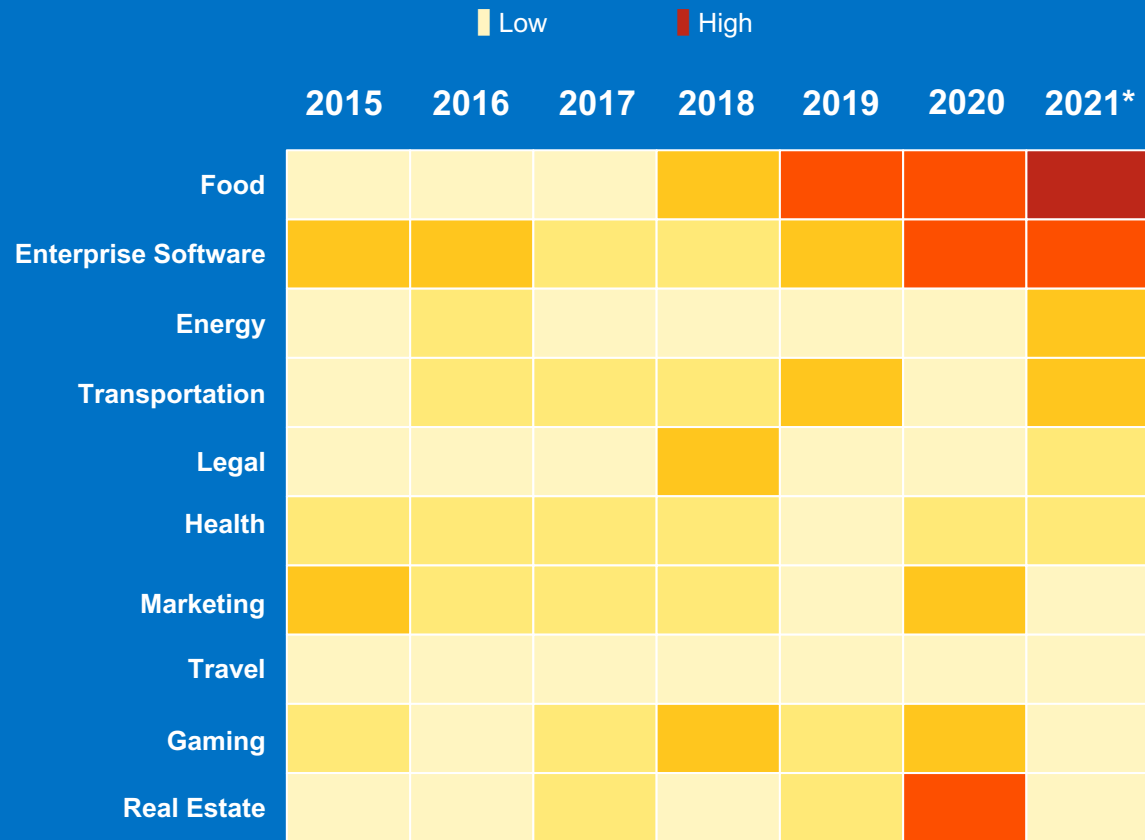
Source: Dealroom.co

Global comparison of VC investment per capita in 2020

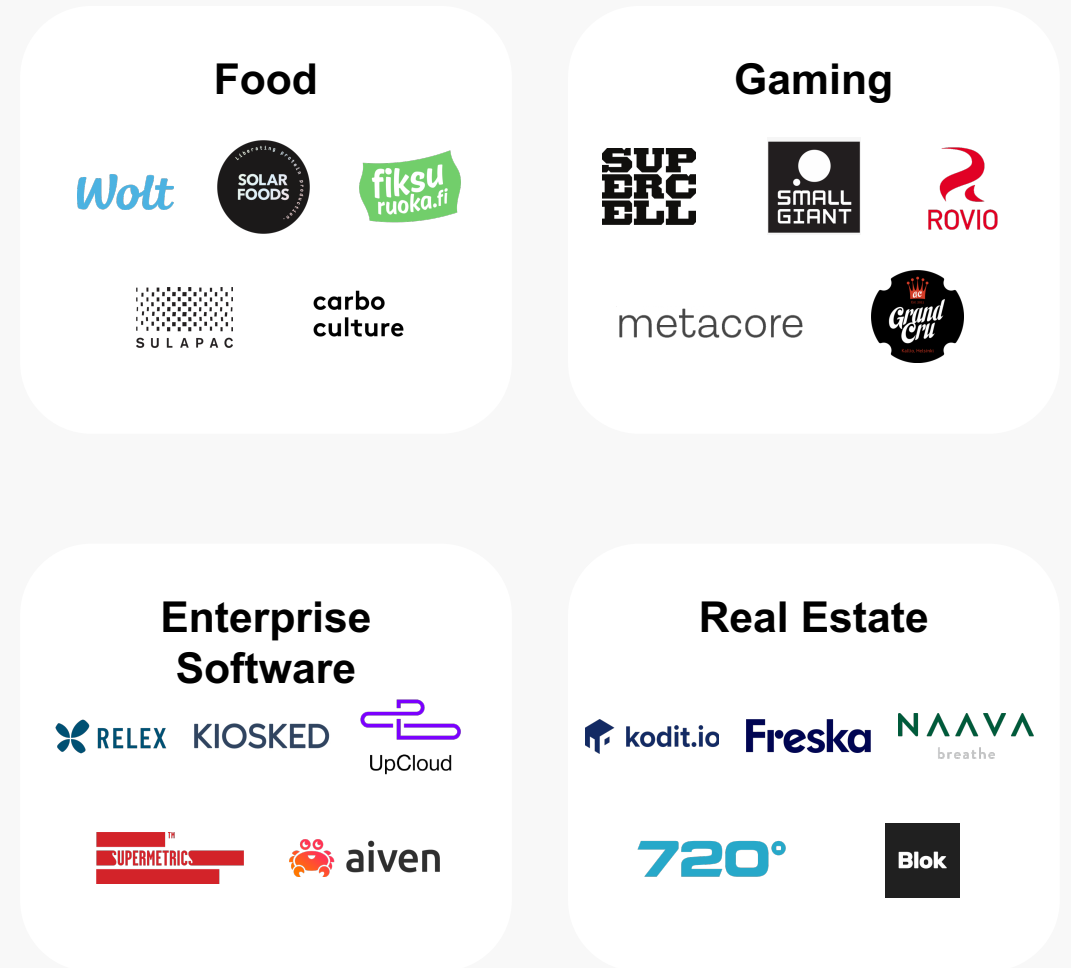


Food and Enterprise Software startups receive the most investment in Helsinki

Venture capital investment by industry



Most funded startups by industry



Source: Dealroom.co

Spot emerging categories and investment trends

INDUSTRIES

Food
Enterprise Software
Gaming
Health
Fintech
+25 more...

INCOME STREAMS

Subscription
Commission
Advertising
Selling own inventory

TECHNOLOGIES

Deep tech
AI & ML
3D printing
Blockchain
Hardware
IOT
+13 more...

SUB-INDUSTRIES

Banking
Business travel
Cloud & infra
Data protection
Fitness
+150 more...

BUSINESS MODELS

Manufacturing
SaaS
Marketplace &
eCommerce

SDGs

Quality education
Reduced inequalities
No poverty
+14 more...

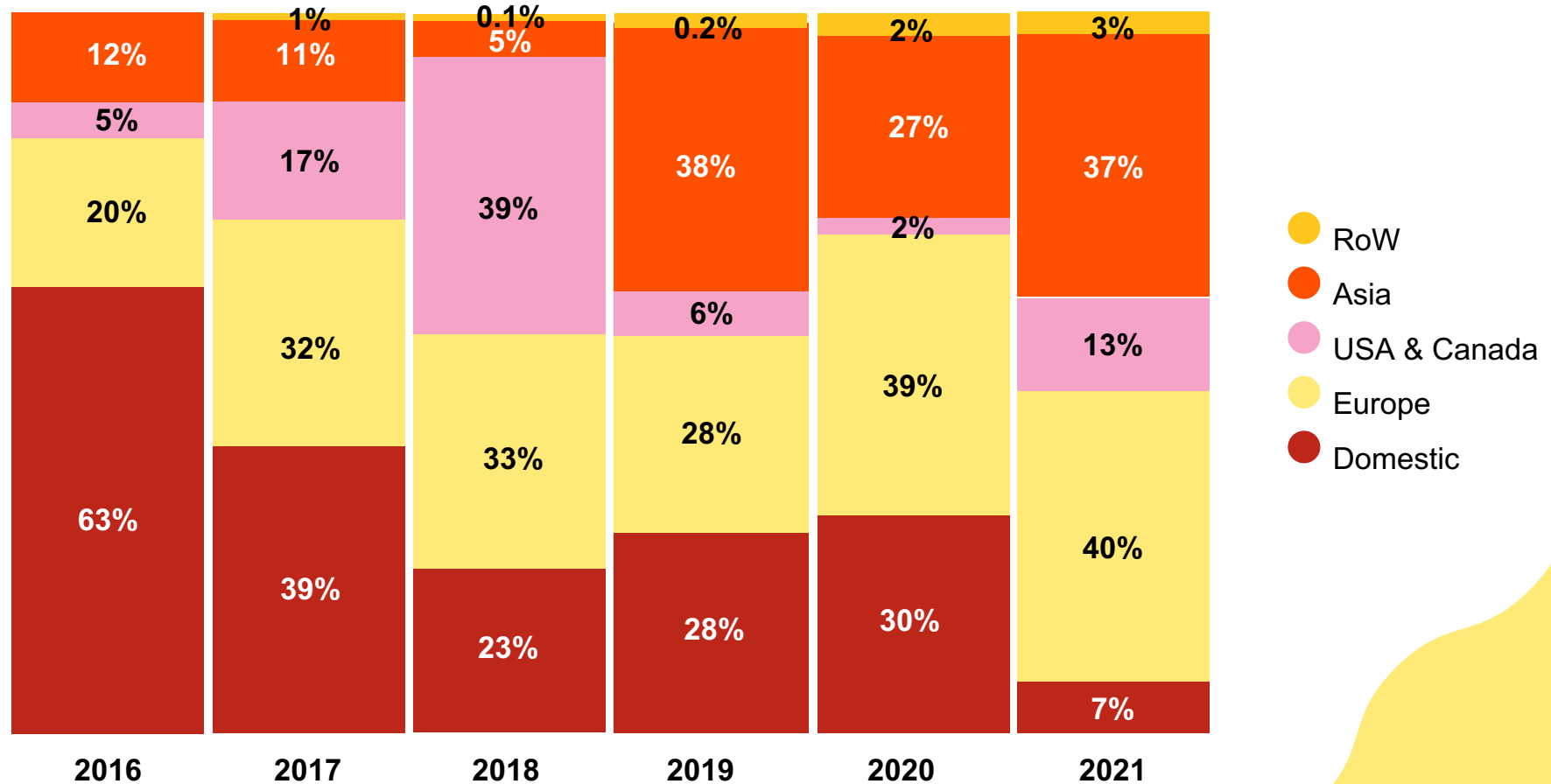
Source: Dealroom.co

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Greater Helsinki Area Region		Type to filter results						Clear all	Advanced filters
AMOUNT INVESTED Industries		2015	2016	2017	2018	2019	2020	2021	
Food		€3.7m	€11.9m	€6.3m	€36.4m	€137m	€126m	€498m	
Enterprise Software		€51.8m	€32.2m	€25.6m	€21.3m	€43.9m	€113m	€131m	
Energy		€4m	€13.3m	€9.7m	€4.2m	€10.8m	-	€35.6m	
Transportation		-	€18.3m	€31.4m	€125m	€52.5m	€1.5m	€30m	
Legal		€2.1m	€227k	€5.1m	€371k	€4.7m	€4.7m	€15.5m	
Health		€16.1m	€20.9m	€11.8m	€14.6m	€6.7m	€21.1m	€11.5m	
Gaming		€11.2m	€9.9m	€21m	€38.7m	€14.5m	€32.7m	€10.1m	
Marketing		€44.1m	€12.5m	€15.8m	€13.7m	€9.9m	€48.4m	€8.6m	
Travel		€852k	€2.1m	-	€2m	-	€4m	€6m	
Real Estate		€1m	-	€13.2m	€105m	€12.1m	€105m	€3.5m	
Education		€500k	€500k	€1.8m	€1.1m	€1.2m	€2.6m	€2.4m	
Jobs Recruitment		€1.8m	€4m	€850k	€4.6m	€205k	€2.6m	€2.2m	
Kids		-	€400k	€1.2m	€691k	€1m	€3.3m	€2m	
Fintech		€5.2m	€2.4m	€26.6m	€57.9m	€53.6m	€7.4m	€1.6m	
Security		€14.2m	-	€500k	€2.1m	€4.2m	-	-	
Wellness Beauty		€4m	€3.3m	€1.3m	€6.4m	€1.3m	-	-	
Music		€1.2m	-	€199k	€509k	€364k	€5m	-	

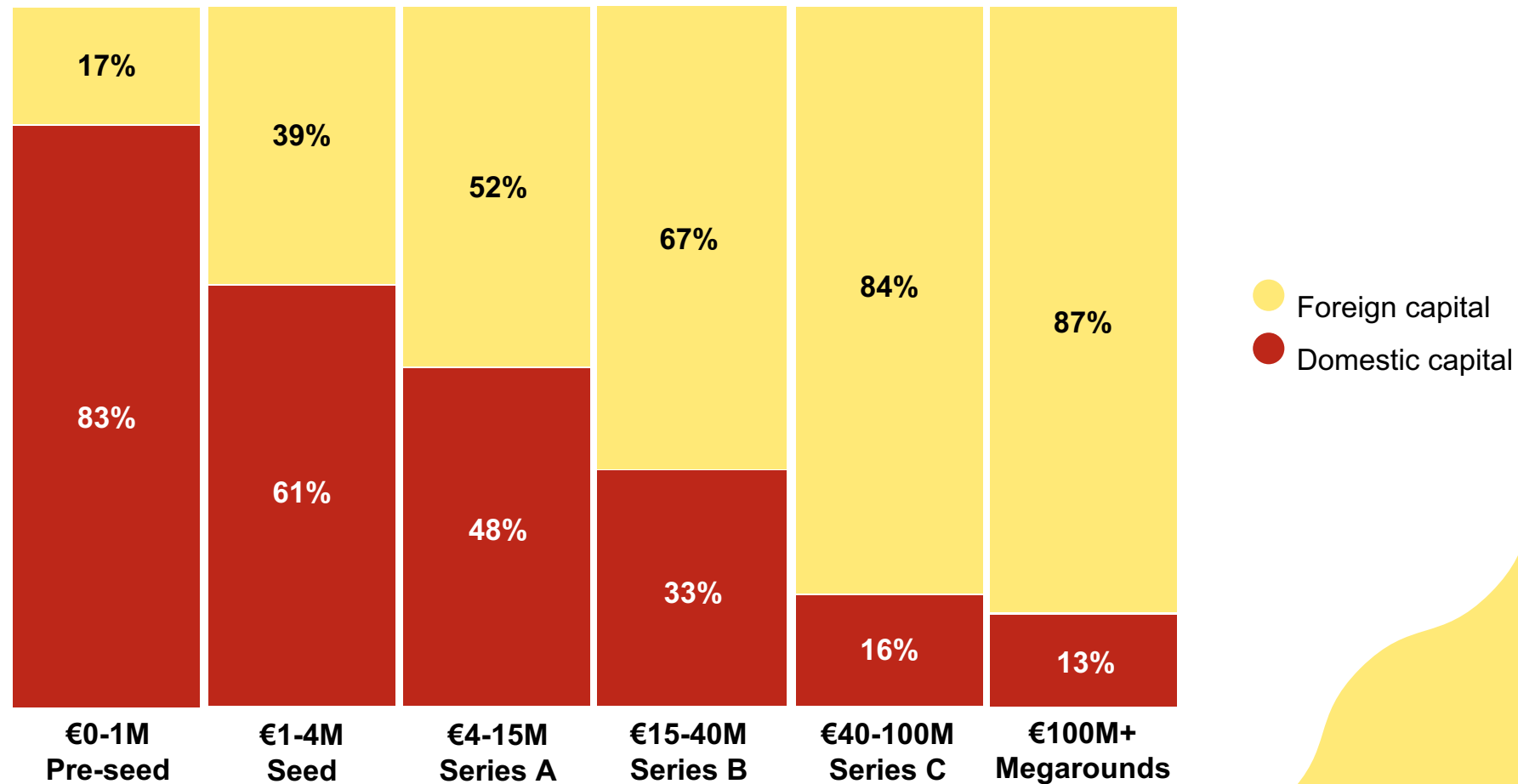
Finnish startups are attracting more and more foreign capital, a sign of a maturing ecosystem gaining international attention

Investment in Helsinki startups by source of capital (2016-2020)



Overseas investors are particularly important at late stage, while domestic VCs underpin the early-stage investment landscape

% of investment in Helsinki (2016-2020) by source and round size

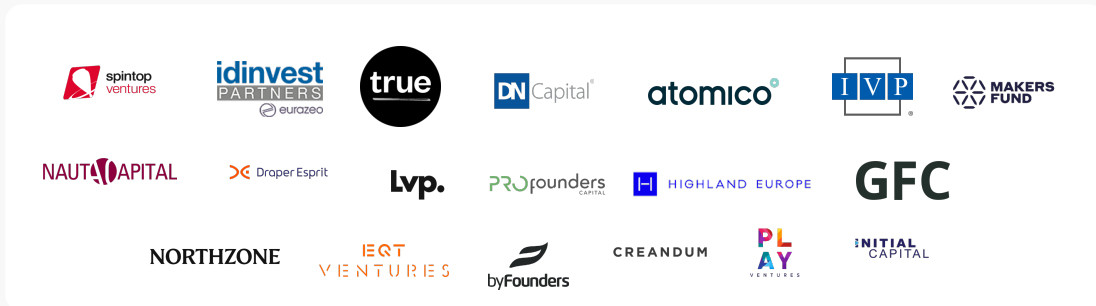


The Helsinki investor landscape is made up of local and international VCs, as well as corporate venture arms, Angels and government-backed initiatives

Local VCs ordered from seed to series B+ stage



Active foreign VCs ordered from seed to series B+ stage



Other Investor Types



VCs: submit your investment data



The screenshot shows the NewCo Helsinki investor database interface. At the top, there is a search bar and a user profile for Dinara C. Admin account. Below the search bar, there are filters for 'All Investors', 'Series A investors | Helsinki', 'Energy startup investors | Helsinki', and 'Corporate venture fund | Helsinki'. A sidebar on the left contains navigation icons. The main content area shows a list of 432 investors, with the following table visible:

NAME	PREFERRED ROUND	LOCATION	DEAL SIZE RANGE	PROMINENCE
Lifeline Ventures Co-creates companies in health, w...	SEED	Helsinki		36th
Verdane Capital Invest in companies with strong gr...	SEED	Oslo	15M - 100M	47th
Inventure Inventure is one of the most experi...	SEED	Helsinki	50K - 10M	88th
Spintop Ventures Investment firm founded and own...	SEED	Malmö	250K - 0K	103rd
NordicNinja VC NordicNinja A new venture fund a...	SERIES A	Helsinki		268th
NGP Capital NGP Capital is a global venture ca...	SERIES C	Palo Alto		289th
Business Finland Create new growth by helping com...	SEED	Helsinki	50K - 2.5M	362nd
OpenOcean Early-stage venture capital firm	SERIES A	Helsinki		413

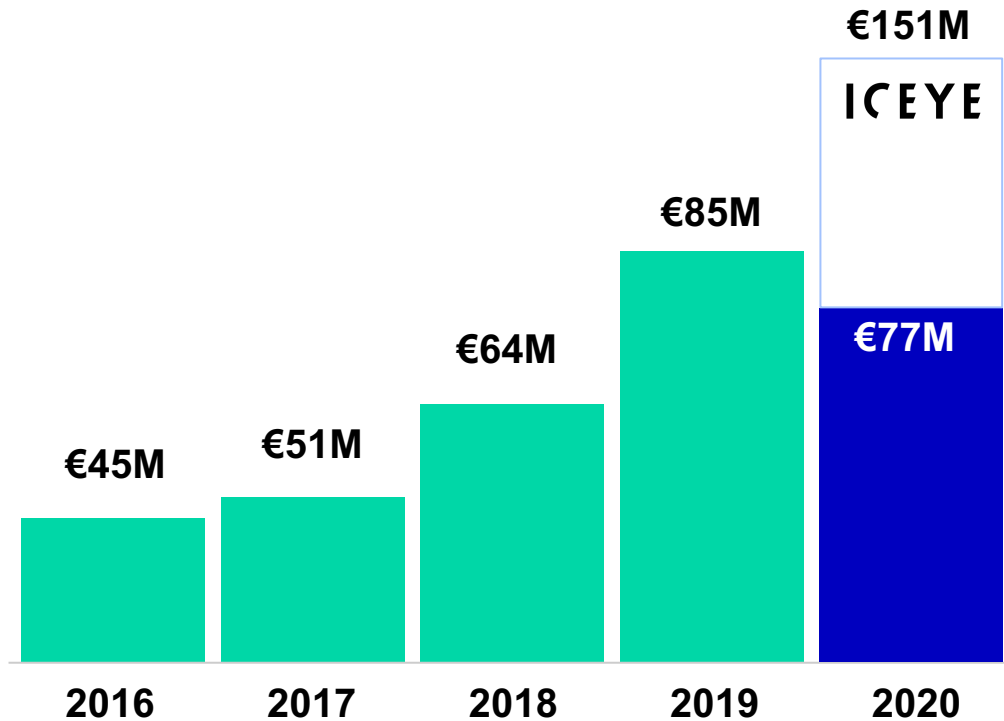
Trends & Growth signals

Helsinki










Helsinki-based impact startups are gaining investment momentum. Impact investment has more than tripled in five years

VC investment into Helsinki impact startups



Source: Dealroom.co

Largest impact rounds in 2020

ICEYE €74M Series C	Swappie €36M Series B	 €15M Series A
 €5M Late VC	 €4M Early VC	 €4M Seed
 €4M Seed	sofi FILTRATION €3M Late VC	 €2M Seed
KiDE SCIENCE €2M Seed	 SOLAR WATER SOLUTIONS €1M Seed	SCHOOL DAY €1M Seed

Finland is a very deep tech focused ecosystem, powered by top tier universities. 33% of Finnish startup investment goes to deep tech startups

	Deep Tech VC investment 2015–2020	Deep tech as % of VC invested (2015–2020)	Important Deep Tech clusters
UK	€18.4B	26%	Oxford-Culham-Harwell-Abingdon, Cambridge, Bristol, Dundee, Warwick, Southampton, Edinburgh, London*
Germany	€7.6B	24%	Berlin, TU Munich, Fraunhofer, KIT, RWTH Aachen University, Uni Mainz, Darmstadt University of Technology, Ulm, German Aerospace Center
France	€5.7B	23%	Paris, CEA (Atomic Energy Commission), Vision Institute, LNE-SYRTE, LP2N, Grenoble Institute of Technology, Inria, Sorbonne (incl. ISIR)
Sweden	€4.0B	38%	Lund, KTH Royal Institute of Technology, Luleå University of Technology, Uppsala, Karolinska Institute, Chalmers,
Switzerland	€3.1B	23%	ETH Zurich, Swiss Federal Institute of Technology Lausanne, EPFL, IDSIA, UZH
Netherlands	€1.6B	20%	Eindhoven/Brainport-ASML-NXP-Philips, Delft, Wageningen, TNO, University of Amsterdam, Twente
Finland	€1.6B	33%	Aalto, University of Helsinki, Oulu, VTT
Belgium	€1.0B	14%	Ghent, Leuven-Imec, Hasselt, Antwerp, UCLouvain, Vrije Universiteit Brussel
Ireland	€0.9B	26%	Limerick, Dublin
Spain	€0.8B	32%	Starlab, Polytechnic University of Catalonia (incl. ICFO)
Denmark	€0.7B	15%	Odense, University of Copenhagen, SDU
Norway	€0.7B	20%	NTNU
Italy	€0.5B	17%	University of Milan, Politecnico Milano
Austria	€0.3B	24%	Tu Wien, University of Applied Sciences Technikum Wien
Poland	€0.2B	24%	Warsaw University of Technology, Wrocław University of Science and Technology, Polish Center for Technology Development
Estonia	€0.2B	21%	University of Tartu

Deep Tech Spinouts

Aalto University

University of Helsinki

More than 10% of all Finland's tech jobs have been created by Helsinki-based startups

Startups are an important job growth engine, that across Europe have been shown to both be creating jobs at a faster rate than almost any other industry, and proved resilient during the pandemic, where other sectors stuttered.

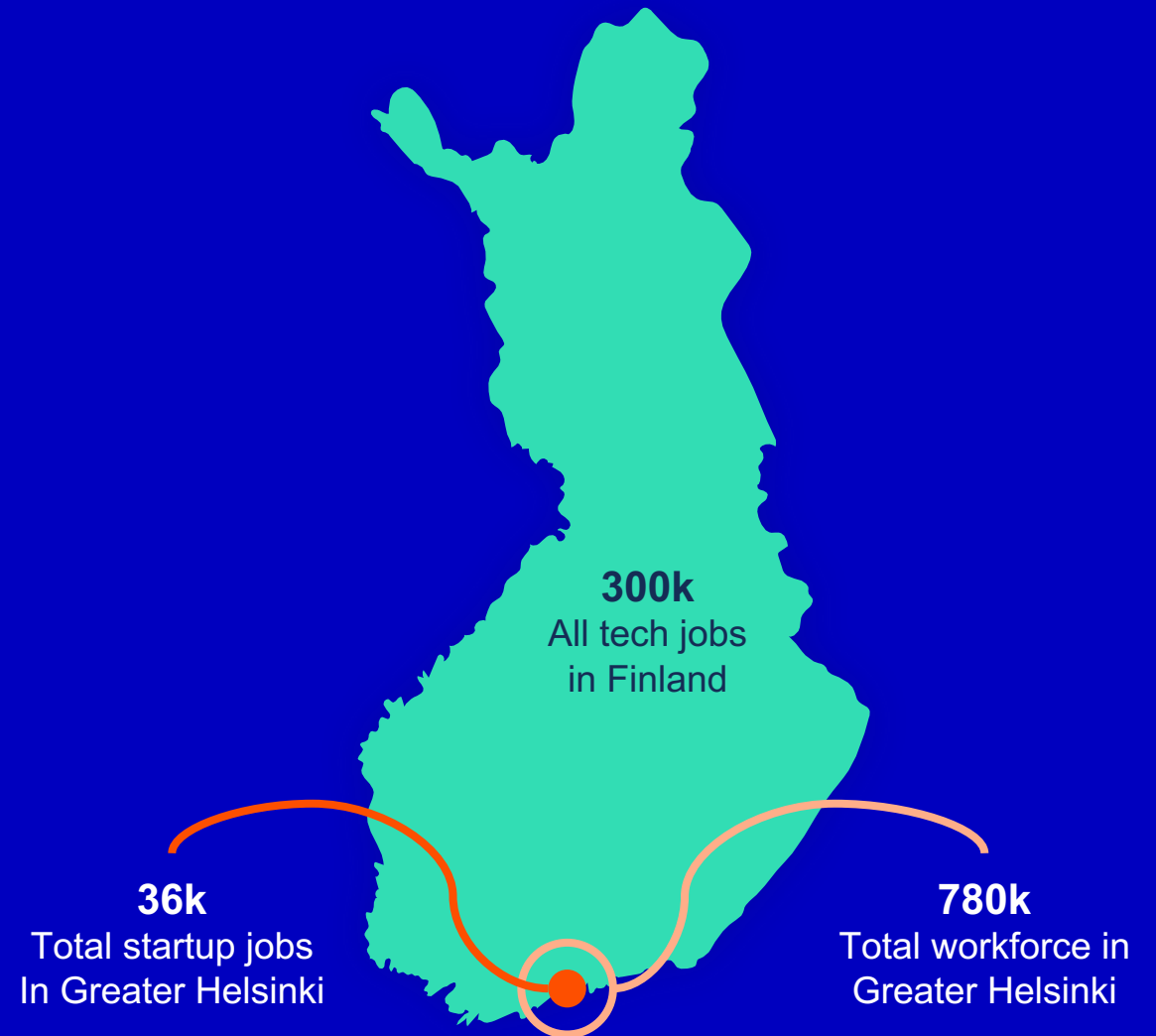
Of Helsinki's estimated 780K strong workforce⁽¹⁾, 5% are currently employed within the city's startup community, a high-growth and internationally attractive ecosystem.

36K local jobs have been created by Helsinki's startups, which continue to attract investment to fund scaling teams.

1. 1.5m people in the metro area, 30% outside working age (<15 & >64), 74% employment rate. Approx 780k total jobs in the Helsinki metro area ([source](#)). Finland counts approx 300k tech jobs ([source](#)).

Source: Dealroom.co

Startup jobs in Helsinki



Helsinki founding teams are slightly more gender diverse than the Nordic benchmark

Helsinki

20%
Min 1 female founder

80%
All male founders

Nordics benchmark (excl Helsinki)

15%
Min 1 female founder

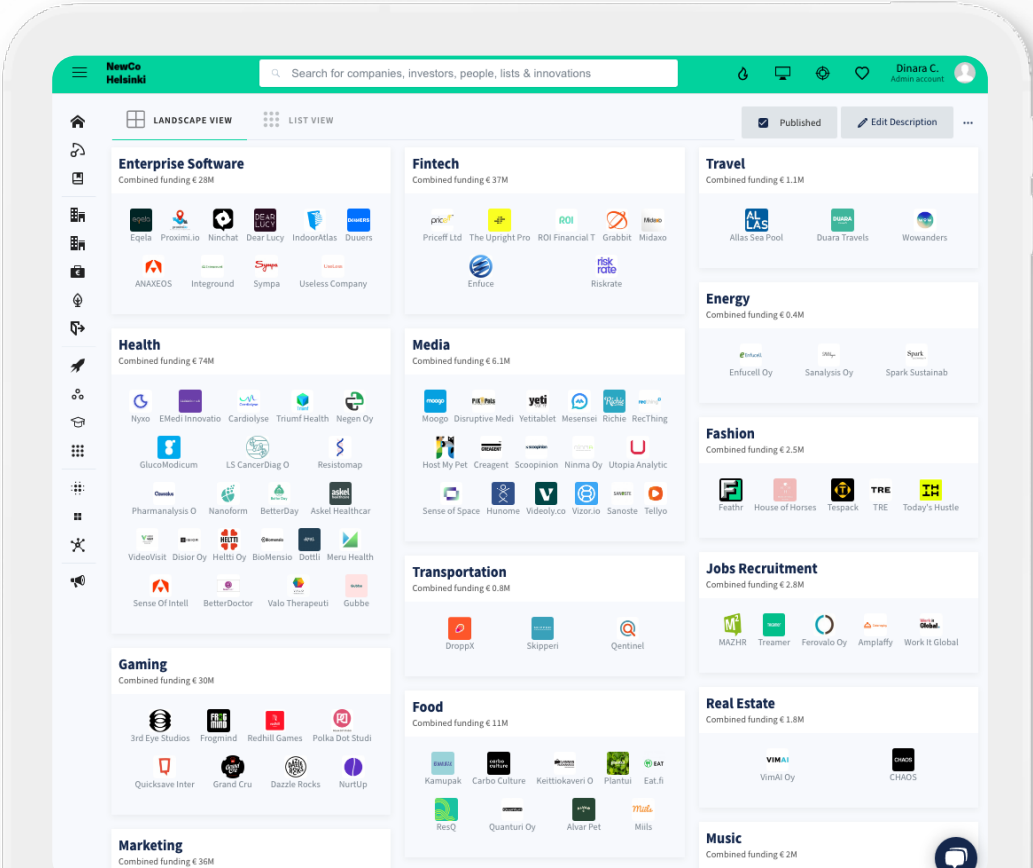
85%
All male founders

1. Startups founded since 2010 with €0.2M of funding or more, not acquired for both groups

Source: Dealroom.co

Helsinki female-founded startups landscape

Discover the startups



Employee ownership is key for reinforcing the entrepreneurial flywheel

Startups are in a global arms race for tech talent. Ensuring the right employee ownership structures is not only crucial for near-term competition in talent acquisition, but also the long-term health of a tech ecosystem. Startups are founded and funded through the recycled talent and capital of rewarded employees, building critical momentum.

Index Ventures' Not Optional ranking compares stock option schemes across 20 European and four international countries.

Stock option "friendliness" is assessed on six criteria, including tax timing, rates and strike price treatment.

In much of Europe there remains significant potential for improvement.



Taken from
www.notoptional.eu

	Total Score	Plan scope	Strike price	Bureaucracy	Employee tax timing	Employee tax rate	Employer taxation
Latvia	30	5	5	5	5	5	5
Estonia	30	5	5	5	5	5	5
Lithuania	30	5	5	5	5	5	5
Israel	27	5	4	5	5	4	4
Canada	27	5	4	5	5	4	4
France	26	5	4	5	5	3	4
UK	25	3	5	3	4	5	5
Portugal	24	3	3	5	5	4	4
US	24	4	4	5	4	3	4
Poland	23	4	3	3	5	4	4
Italy	22	3	3	3	5	4	4
Sweden	21	2	3	3	5	4	4
Ireland	20	2	3	4	4	3	4
Australia	16	1	4	1	4	3	3
Denmark	15	1	2	3	3	2	4
Netherlands	15	1	3	3	3	2	3
Switzerland	14	1	3	3	3	1	3
Norway	14	2	3	3	3	2	1
Czechia	14	1	4	2	5	1	1
Finland	13	1	2	3	3	2	2
Austria	13	1	2	3	4	2	1
Spain	11	1	2	2	4	1	1
Germany	10	1	1	2	3	1	2
Belgium	10	1	2	1	1	1	4

Source: Index Ventures' Not optional ranking. More info on <https://www.notoptional.eu/>

Put your startup on the map



Let the best VCs find you



Attract top talent



Contribute to an open dataset

Claim your profile!

NewCo Helsinki Search for companies, investors, people, lists & innovations Dinara C. Admin account

All Companies > Wolt Save

Wolt ✓ Edit

A technology company that makes it incredibly easy to discover and get great food delivered

Helsinki Finland (HQ)
https://wolt.com/ Twitter Facebook LinkedIn Apple Google Play CB

Deals in the last 12 months undisclosed

B2C **marketplace & ecommerce** **commission** **food**

food logistics & delivery **mobile app**

verified unicorns and \$1b exits

eCommerce & marketplaces **Food Delivery Marketplace** **Aalto University**

Helsinki

OVERVIEW SIMILAR COMPANIES INVESTMENTS (1) ANALYTICS TEAM (14) NOTES JOBS (186)

INNOVATIONS (0)

COMPANY INFORMATION

Launch date 2014
Employees 2,103 people
Ownership angel, venture capital
Firm valuation €1.9–2.9b (Dealroom.co estimates Jan 2021.)

	EUR	2016	2017	2018	2019	2020	2021E	2022E
Revenues		4m	10m	30m	90m	-	-	-
% growth		1233 %	150 %	200 %	200 %	-	-	-
EBITDA		-	-	(12.4m)	-	-	-	-
% EBITDA margin		-	-	(41 %)	-	-	-	-

ANALYTICS Employees Web visits

Line chart showing growth from Mar 2019 to Jan 2021.

	CURRENT	GROWTH RANK
Web users	6M monthly visits	66,991st (top half)
App users	3M app installs	3,462nd (top 10%)

Methodology & definitions

Startups, scaleups, grownups and tech

A startup is a company designed to grow fast. Generally, such companies are VC-investable businesses. Sometimes they can become very big (e.g. \$1B+ valuation).

When startups are successful, they develop into scaleups (>50 people), grownups (>500 people) and result in big companies, like Wolt or Supercell.

In this report, the term “tech ecosystem” refers to startups, scaleups grownups from different vintages/cohorts. Only companies founded after 2000 are included in this report.

Venture capital investment

Investment numbers refer to rounds such as seed, series A, B, C, late stage, and growth equity rounds

Venture capital investment figures exclude debt or other non-equity funding, lending capital, grants and ICOs

Buyouts, M&A, secondary rounds, and IPOs are treated as exits: excluded from funding data

Investment rounds are sourced from public disclosures including press releases, news, filings and verified user-submitted information

Valuation

The combined valuation of the tech ecosystem is based on their market cap or latest transaction value. Market share price taken on June 1st, 2021.

Transaction value is realised from exit or implied unrealised valuation from the latest VC round, which is either announced or estimated by Dealroom based on benchmarks.

For Dealroom’s Unicorn Club we include tech companies founded since 1990, that are current valued at over \$1B. We exclude companies that passed \$1B as a subsidiary, but we include companies that may now be worth less than \$1B, but exited at \$1B+. More information on the methodology can be found [here](#).

Future unicorns are companies valued over €200 million but less than €800 million.

Data source

Dealroom’s proprietary database and software aggregate data from multiple sources: harvesting public information, user-generated data verified by Dealroom, data engineering. All data is verified and curated manually.

Most underlying data from the report is available online via <https://helsinki.dealroom.co/>

Greater Helsinki Area includes Helsinki, Espoo, Kauniainen and Vantaa.

For more info please visit dealroom.co or contact support@dealroom.co

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