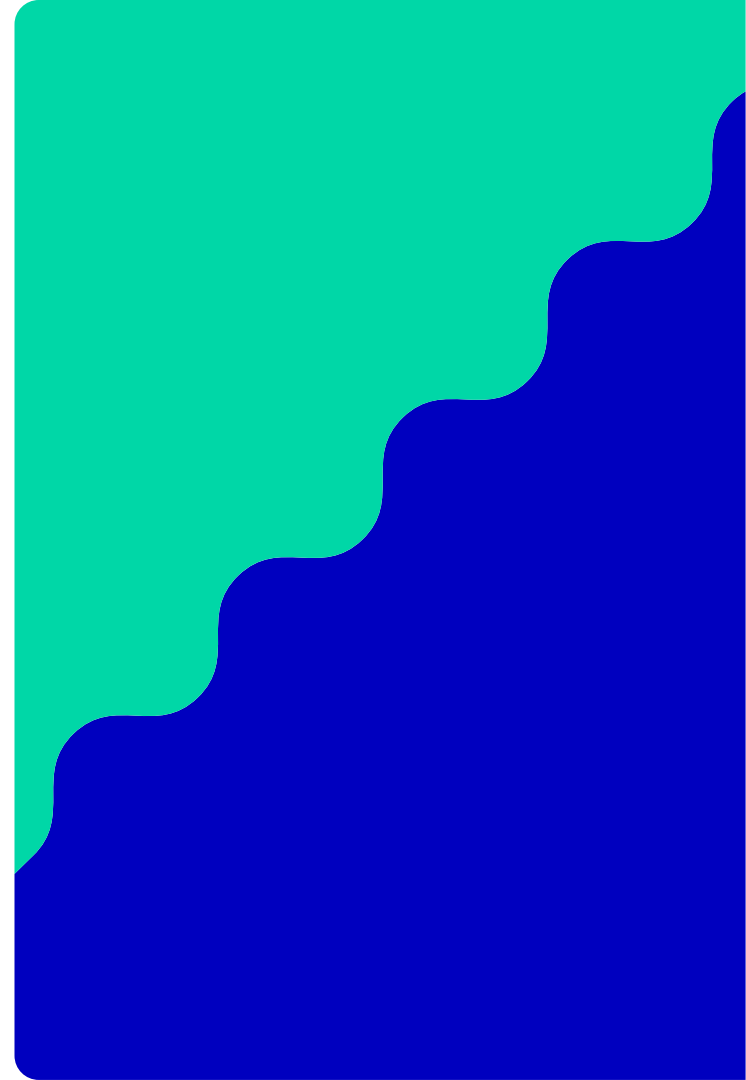




Helsinki startup ecosystem 2023

June 2023



Why this report?

This report builds on the first edition of [Helsinki's Startup Funding report published in 2021](#), with fresh data collected from 2K companies based in Greater Helsinki Area. The findings of this report aim to help measure the size of Helsinki's startup ecosystem in different fronts, from local value creation to employment. The report also places the city in contrast to regional and global ecosystems of similar sizes.

The analysis in this report cover a wide range of metrics to help readers navigate the city's startup ecosystem, including VC investment and value creation over time, where most jobs are created across the startup lifecycle, the ecosystem's biggest sectors and fastest growing niches and beyond.

A few words on our methodology.

This edition covers startup employment at 1.2K Helsinki-based startups, on the basis of data collected in March 2023. The majority of the data presented in this report is made available by [Business Helsinki on the Startup Map](#), which is powered by Dealroom in partnership with Business Helsinki.

This report focuses on companies currently headquartered in Helsinki, and reports on local jobs, i.e. jobs at local (homegrown) startups, based in the Greater Helsinki Area. Throughout the report, "startup" is used to commonly refer to all subtypes of eligible companies, including startups, scaleups and grownups. Foreign startups and tech companies with a presence in Helsinki, and startups founded in Helsinki but relocated elsewhere are not included.

Please refer the methodology section at the end of this report for more details on our approach.

“ **The report shows the resilience of the Greater Helsinki ecosystem regardless the current economic turbulence.** ”

We still have a vibrant and international startup scene that employs a great number of international talent.”

Paula Miettinen

Director, Business Services
Business Helsinki

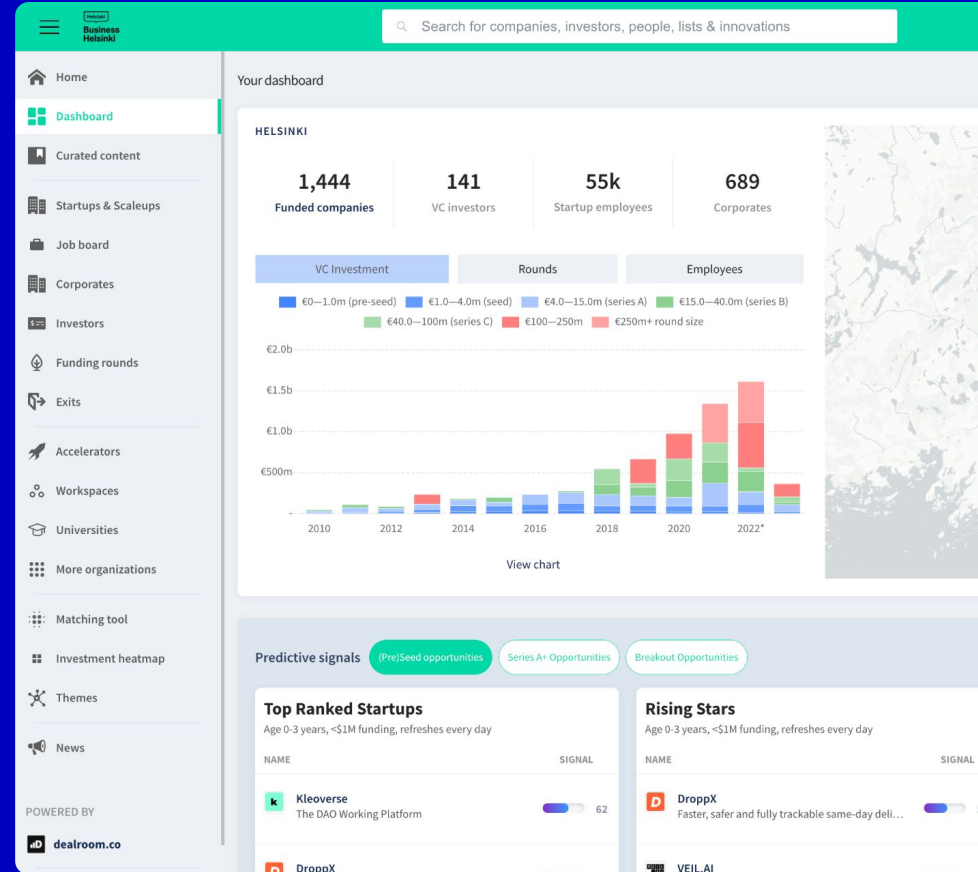


Visit helsinki.dealroom.co
to explore Helsinki's ecosystem in
greater depth.

Initiated by



Powered by



What you need to know.

In Helsinki, nearly 50% off all jobs are created by smaller companies.

Job creation is driven by smaller companies – those with less than 50 global employees. As of March 2023, 1K startups employed 47% of all employees in the ecosystem.

Helsinki startups attracted €204M in H1 2023 so far, with VC investment going back to 2017-18 levels.

However, when excluding megarounds, Helsinki shows more resilience than the Nordic average (-28% vs -33%), and ahead of other Nordic hubs.

3 in every 5 local jobs are created by companies founded since 2012.

The 800+ companies founded in Helsinki since 2012 employ 11.7K people, or 61% of Helsinki startup workforce.

Helsinki is a hotspot for deep tech and impact.

Helsinki deep tech startups raised 30% of all VC investment since 2022, and they make up 26% of all startup jobs in the city. While impact startups make up 14% of the workforce.

Key Figures.

19K

local jobs

Jobs in Helsinki created by 1.2K job-creating startups on helsinki.dealroom.co.

23K

jobs abroad created by Helsinki startups

Helsinki startups create another 23K jobs globally.

€204M

VC investment raised in H1 2023 YTD

Helsinki startups have raised €204M in 2023 so far.

30%

of VC investment since 2022 was raised by deep tech startups.

Deep tech startups also make up 26% of local jobs.

Table of contents.

1. Helsinki in perspective

- A. Investment landscape
- B. Ecosystem value
- C. European and Global Benchmark

2. Startup Jobs in Helsinki

- C. Jobs creation, value and VC investment
- D. Jobs by Industry
- E. Job creation trends

3. Startups & the broader economy

- F. Skills distribution

Co-authors:



Carla Napoleão
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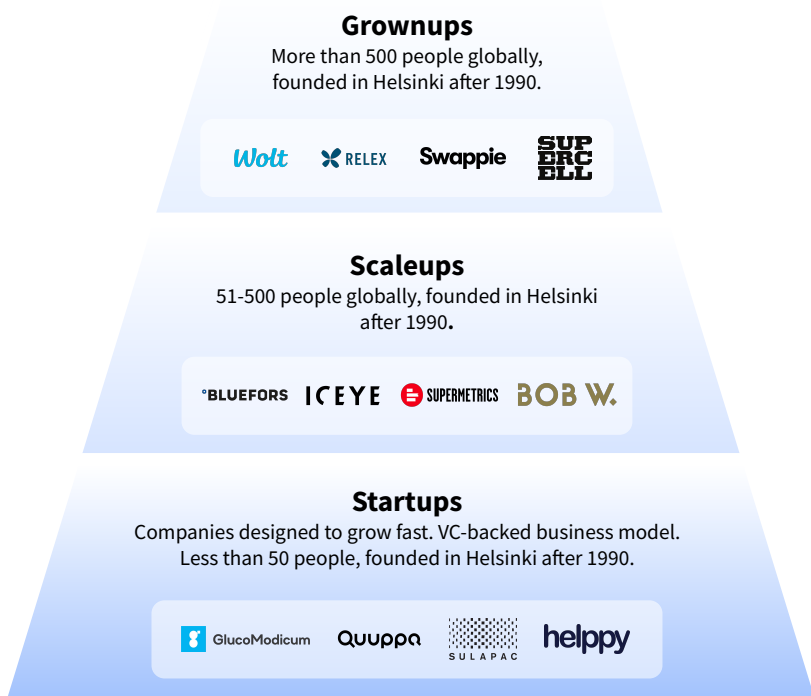


Lauri Määttä
Program Manager at
Business Helsinki



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at **Dealroom.co**

Companies in this report.



Useful terms to navigate this report

Startup

A company designed to grow fast. Generally, such companies are VC-investable businesses.

Unicorn

Rapidly scaling company (and tech enabled) that has reached a \$1 billion valuation.

Future unicorn

Fast-growing companies founded after 1990, valued between \$250M-\$1B, which raised at least one funding round since 2017 (see [Helsinki's future unicorns](#)).

Homegrown startup

Startups with current main center of business in Helsinki.

Local jobs

Jobs based in the company's own headquarters locations, e.g. jobs at Wolt in Helsinki.

Global jobs

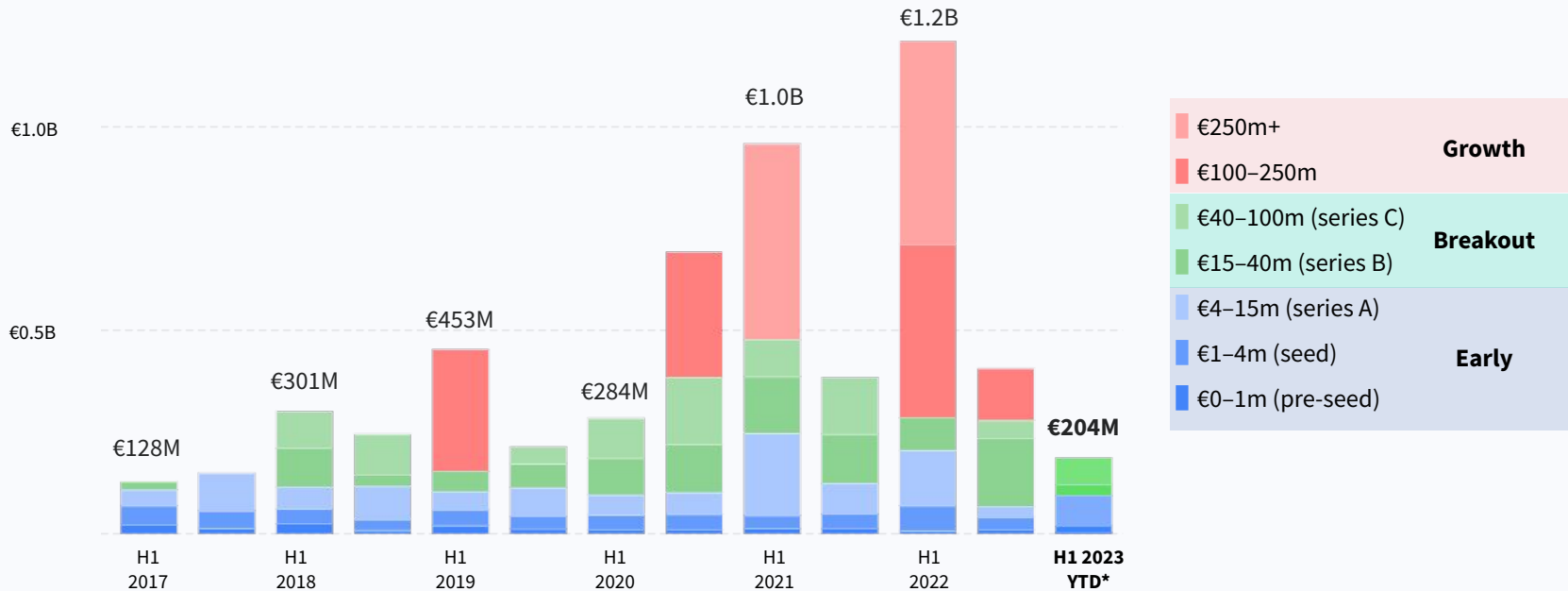
All jobs created by Helsinki-based startups globally, including jobs in headquarters and in the rest of Finland, e.g. ICEYE's global workforce.

Note: unless otherwise mentioned, "jobs" refer to local jobs throughout this report. More detailed information on the methodology and underlying data can be found in the dedicated section at the end of this report, and on [knowledge.dealroom.co](#).

1. Helsinki in perspective

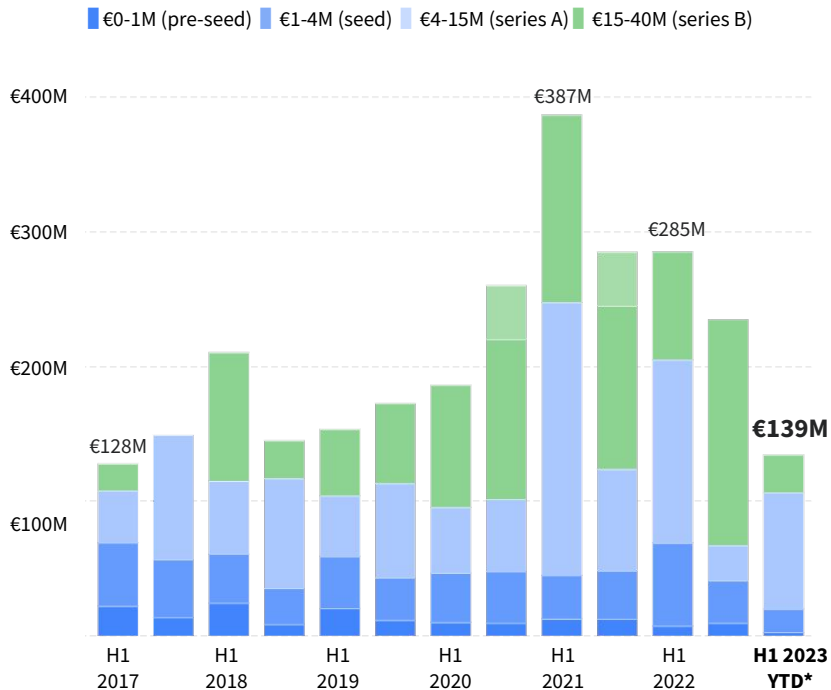
Helsinki HQd startups have raised €204M so far in 2023, with VC investment levels going back to 2017-18 levels.

VC investment in Helsinki startups » [view online](#)

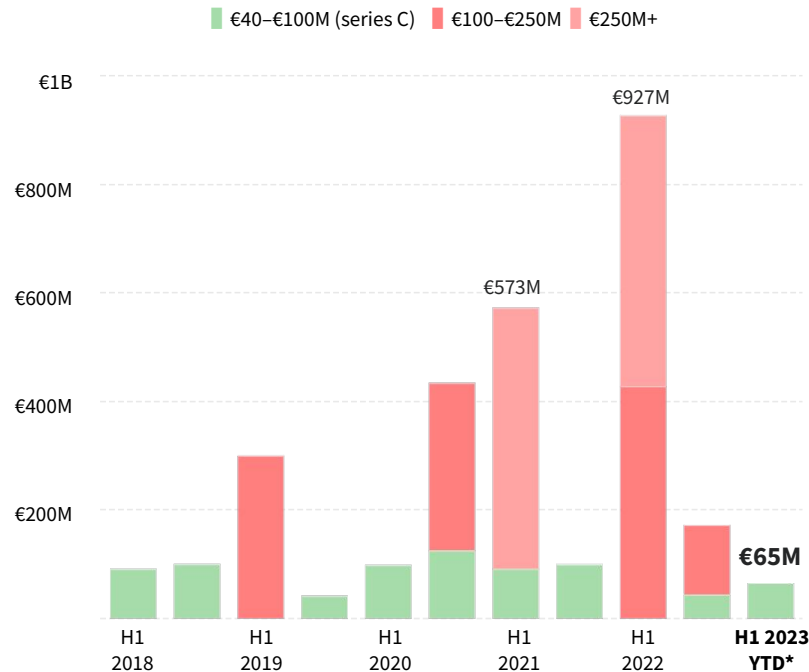


Early to mid-stage investment has declined 51% year to date, while late-stage investment and megarounds have become much scarcer, declining over 90% so far this year.

Investment under €40M in Helsinki startups » [view online](#)

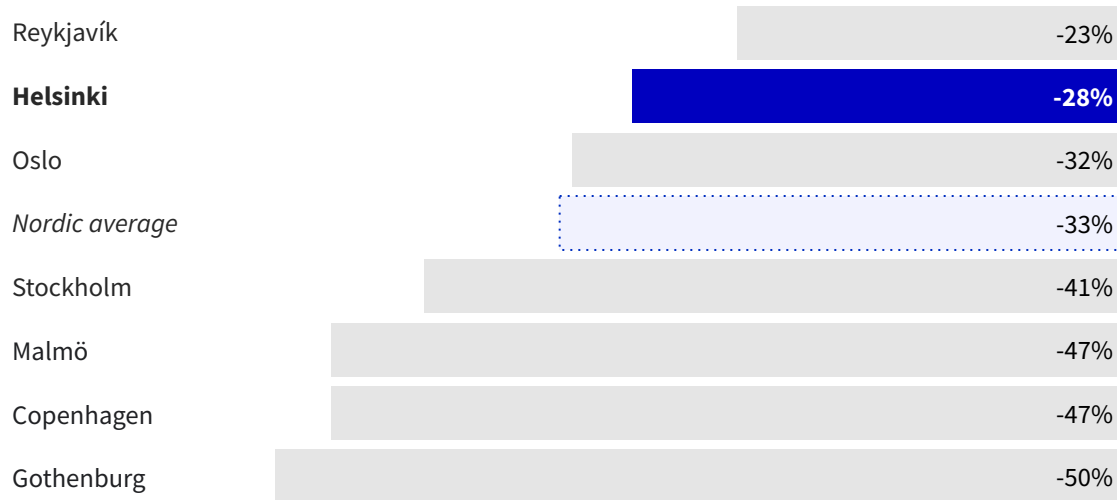


Investment above €40M in Helsinki startups » [view online](#)



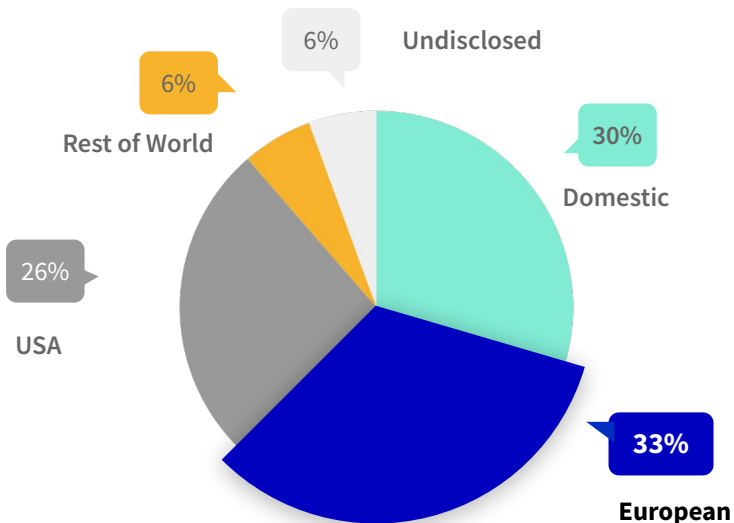
When excluding megarounds, Helsinki startup investment has shown more resilience than the Nordic average in the last year.

Growth in VC Investment excluding megarounds
H1 2023* vs H1 2022



While local investors contribute 30% of VC investment, cross-border European investors are the biggest contributors of VC investment in Helsinki.

VC Investment in Helsinki startups by location of investors, 2020-2023 YTD* » [view online](#)



Selected foreign investors active in 2020-23

European investors



US investors

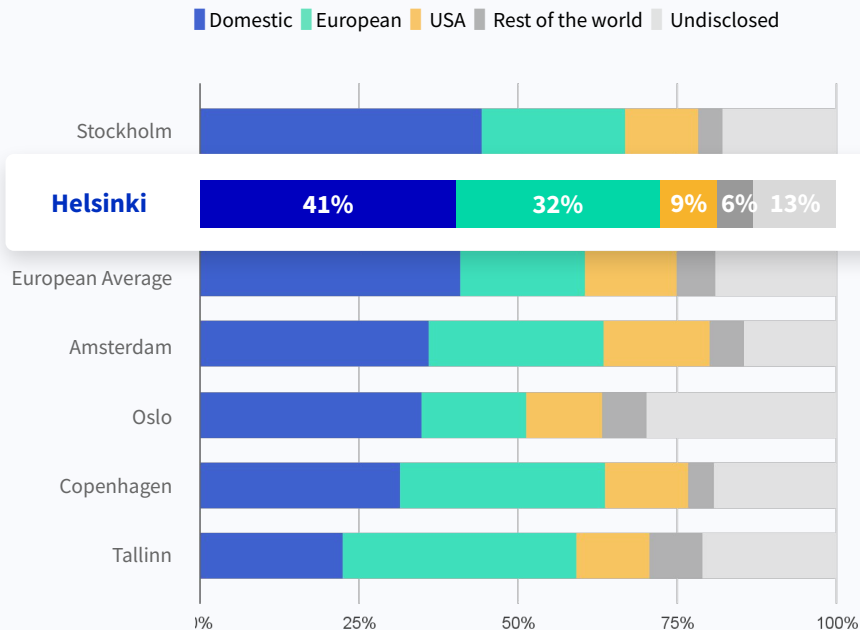


Rest of the world



In Helsinki, local investors maintain a significant role at early-stage.

Early to mid stage VC investment (€0-40M) in selected hubs
Investment by investor location, 2020-2023 YTD

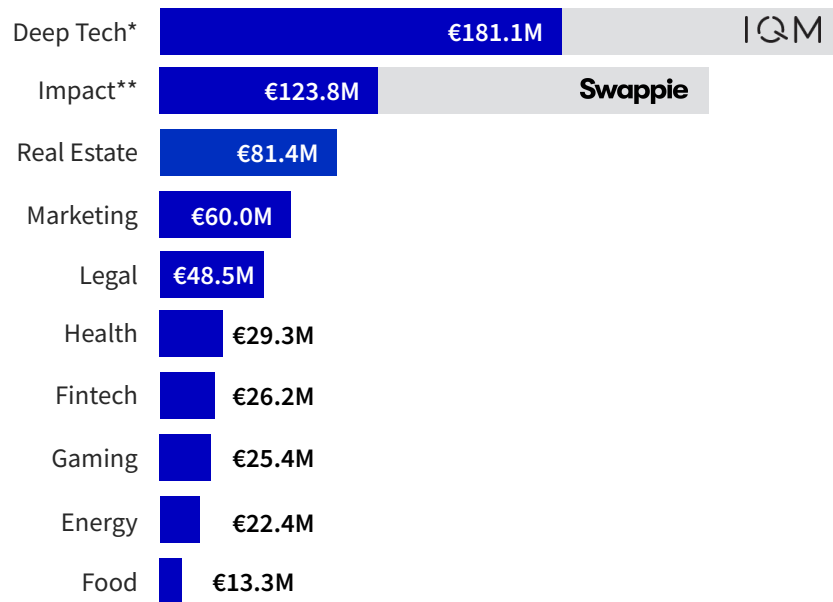


Top <€40M rounds with domestic investor participation since 2020 [» view online](#)

NAME	LAST ROUND	INVESTORS
Supermetrics Automation tools for web analytic...	€40.0m SERIES B	Highland Europe Institutional Venture Partners Ilkka Paananen OpenOcean Amit Agarwal
IQM Quantum Computers European leader in superconducti...	€39.0m SERIES A	Tencent Tesi Vito Ventures OpenOcean Santo Venture Capital
HoxHunt Offers enterprise grade AI that sim...	\$40.0m SERIES B	Level Equity Icebreaker VC
Varjo Developed bionic display technolo...	\$40.0m SERIES D	Atomico Lifeline Ventures Foxconn Tesi EQT Ventures
Aiven An information technology compa...	\$40.0m SERIES B	Earlybird Venture Capital Lifeline Ventures Institutional Venture Partners Olivier Pomet First Fellow Partners
Swappie A marketplace for buying and selli...	\$40.0m SERIES B	Inventure Lifeline Ventures Tesi Reaktor Ventures
Virta Provide leading-edge smart chargi...	€30.0m EARLY VC	Jolt Capital Tesi Vertex Growth Fund ENEOS Holdings
eBrands	€20.0m EARLY VC	Icebreaker VC Rettig Group

Deep Tech is the most funded segment in Helsinki, followed by Impact.

Top industries by VC investment raised 2022-23*



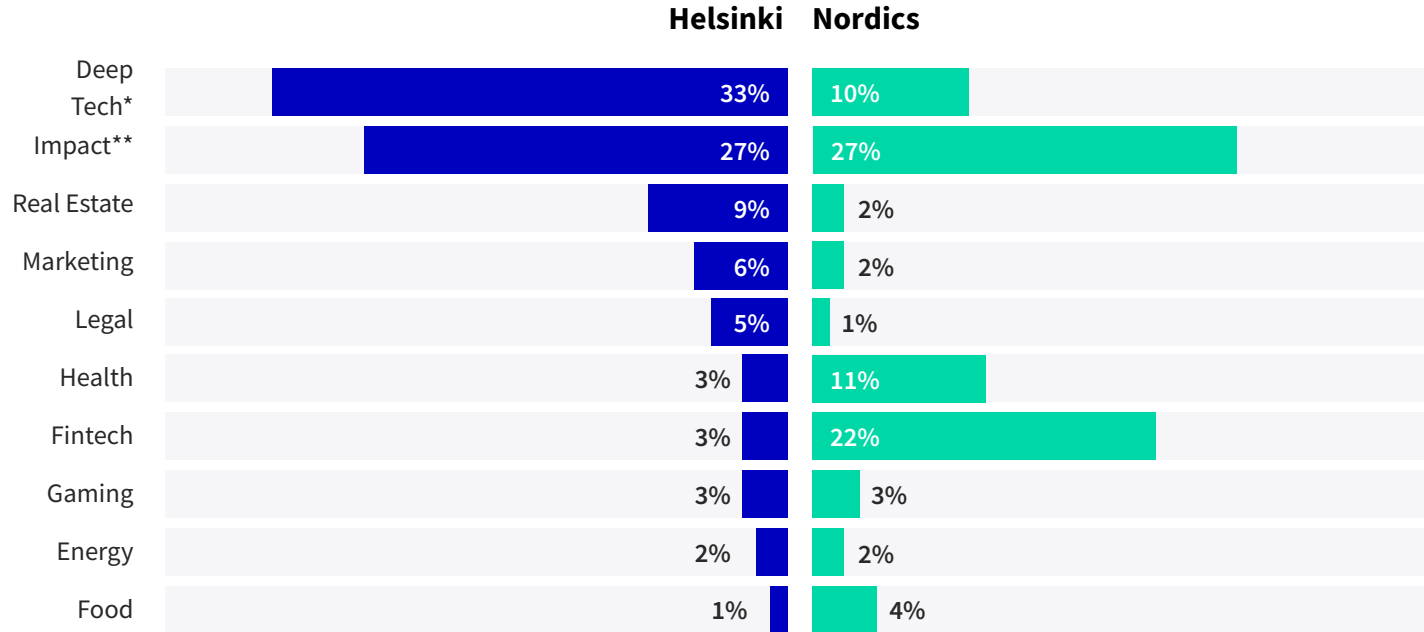
Funding rounds raised by Helsinki deep tech startups

[» view online](#)

NAME	INVESTORS	LAST ROUND	MARKET	LOCATION
IQM Quantum Computers European leader in superconducti...	OurCrowd Tencent Bayern Kapital Tesi Santo Venture Capital	€128m LATE VC	semiconductors	Espoo, Finlan
ICEYE ICEYE delivers unmatched persiste...	Molten Ventures (Formerly Draper Esprit) True Ventures Promus Ventures Seraphim Space British Business Bank	\$136m SERIES D	space	Espoo, Finlan
HoxHunt Offers enterprise grade AI that sim...	Level Equity Icebreaker VC	\$40.0m SERIES B	security enterprise software cloud & infrastructure	Helsinki, Finl
Varjo Developed bionic display technolo...	Atomico Lifeline Ventures Foxconn Tesi EQT Ventures	\$40.0m SERIES D	health education medical devices	Helsinki, Finl
Norsepower Reduces the environmental impac...	Tesi Mirrova OQGI Climate Investments The Finnish Climate Fund Nefco (Nordic Environment Finance Corporation)	€28.0m SERIES C	energy clean energy	Helsinki, Finl
Canatu Developer and manufacturer of tra...	Nordea Bank 3M New Ventures Ascend Capital Partners MINTH Group eFruit International	€18.0m LATE VC	health semiconductors medical devices	Helsinki, Finl
eniferBio The tried-and-tested PEKILO® biop...	Tesi Aqua-Spark Voima Ventures Nordic FoodTech VC Valio	€11.0m SERIES A	food innovative food agritech	Espoo, Finlan
IPRally Offers a web application. powered...	Endeit Capital Join Capital Spintop Ventures	€10.0m SERIES A	enterprise software	Helsinki, Finl

Helsinki Deep Tech startups have raised 30% (or \$309M) of all VC investment on 2022/23.

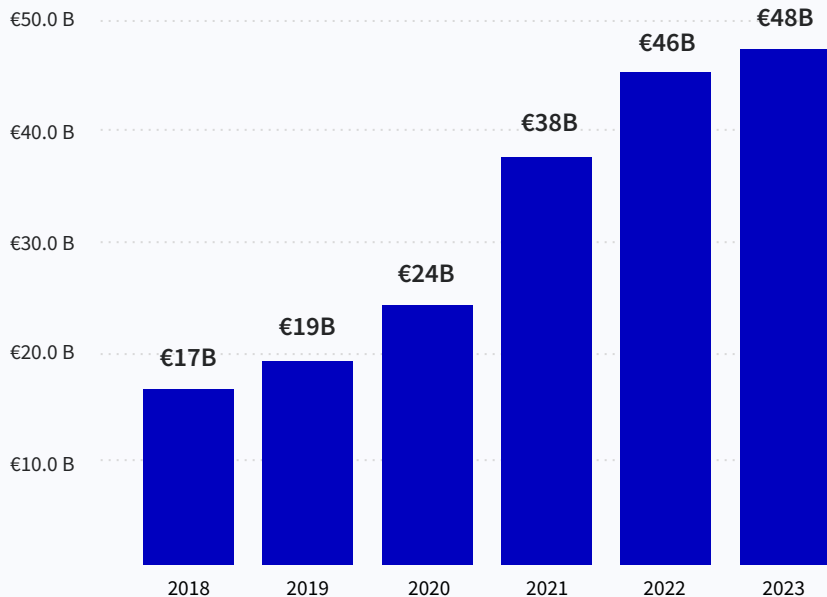
% of total VC investment by sector in 2022-23



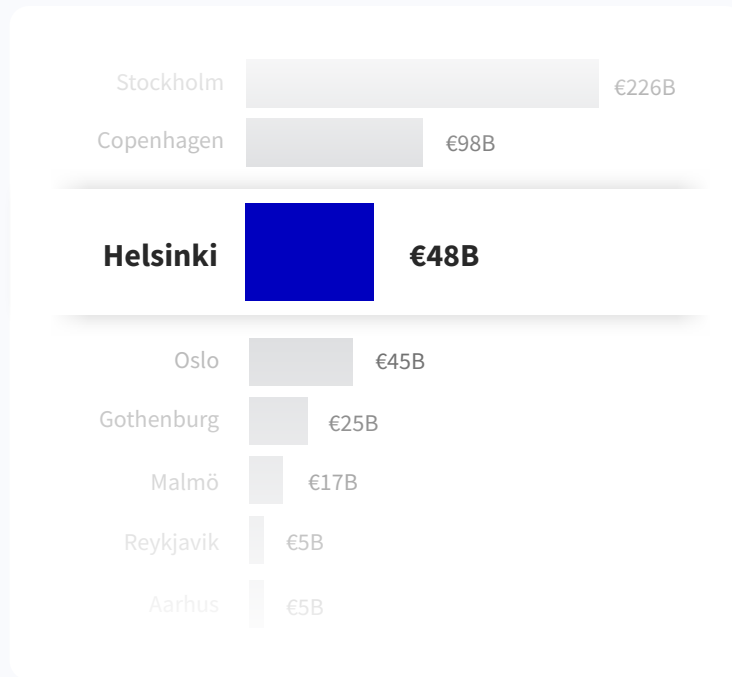
Helsinki startups are worth €48B, up 2.9x since 2018. Helsinki ranks third by value of Nordic ecosystems.

Combined enterprise value of founded/HQ Helsinki startups

[» view online](#)

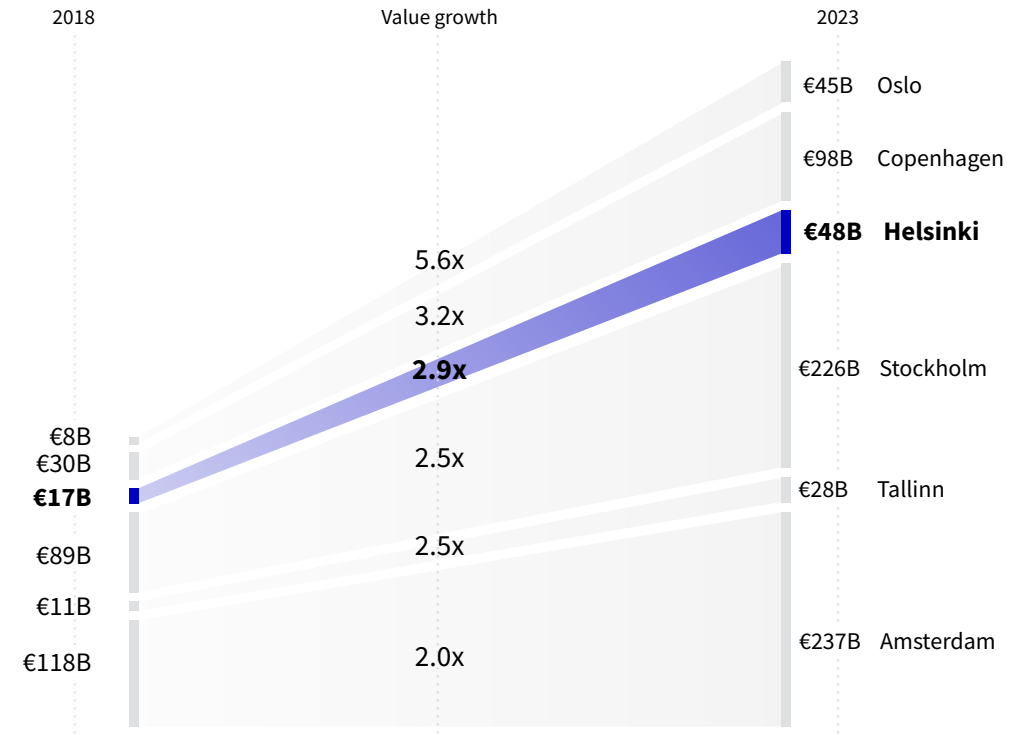


Combined enterprise value of selected Nordic ecosystems



Helsinki's ecosystem is growing faster than European benchmarks.

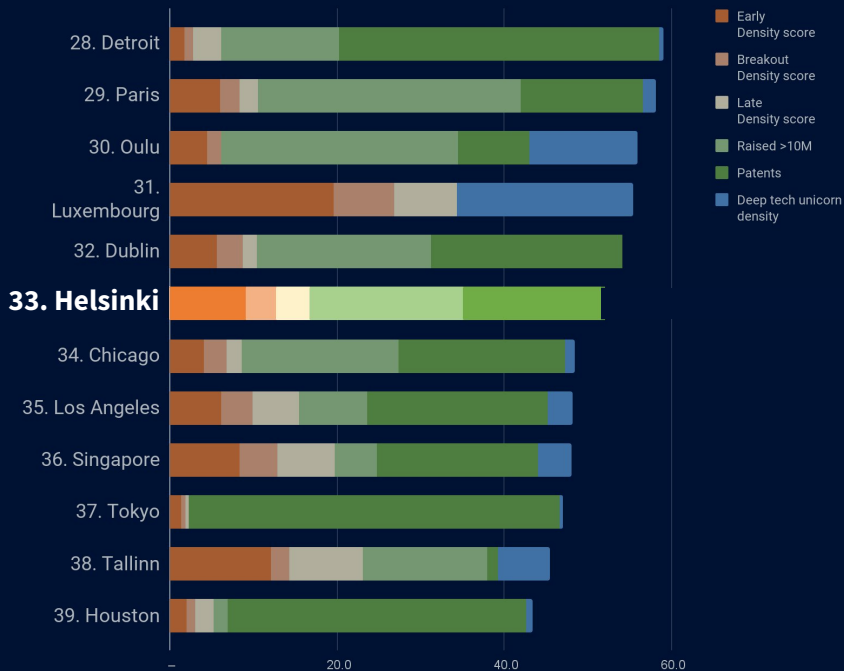
Ecosystem value of fastest growing European ecosystems Growth 2018-2023



Helsinki ranks 33th worldwide and 19th in EMEA among the top Science Hubs – an ecosystem with strong universities-to-startups linkage and high output per inhabitant.

Europe's Science Clusters ranking 2022

[» view online](#)



Per capita lens

Science Hubs

Through the Science Hubs lens, more emphasis is placed on deep tech, university talent and patents. Patent data combined with venture capital data paints a powerful picture of innovation.

Density is also an important factor for science hubs, especially in highly specialized clusters.

Science Hubs are integral to the development of novel and cutting-edge technology, like Deep Tech.

The Next Generation of Tech Ecosystems REPORT

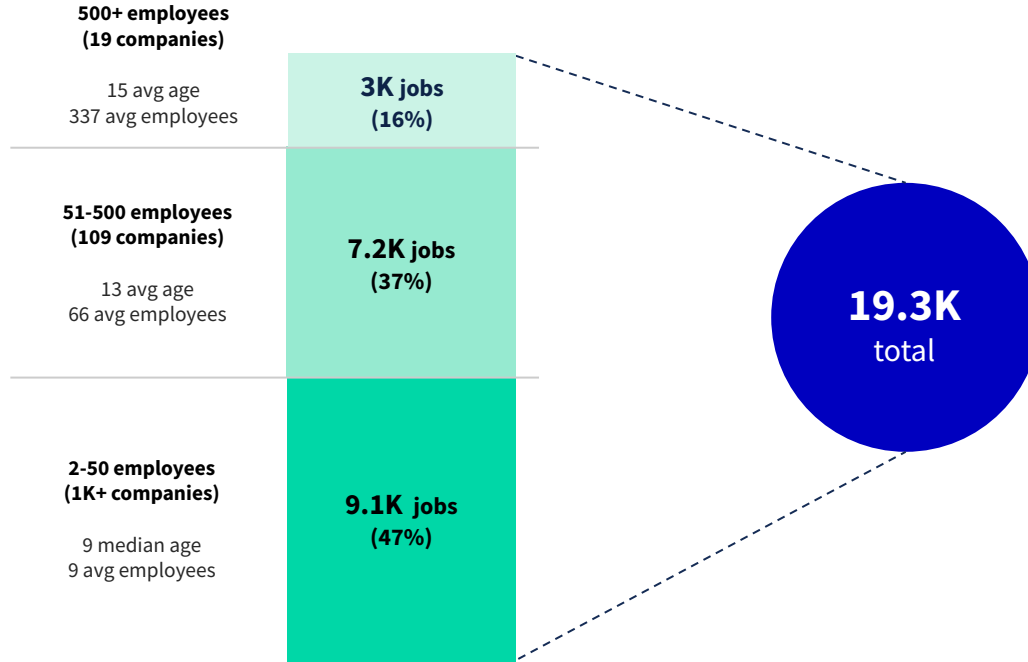
Full report



2. Startup Jobs in Helsinki

Jobs split by company size.

Jobs in Helsinki by company size



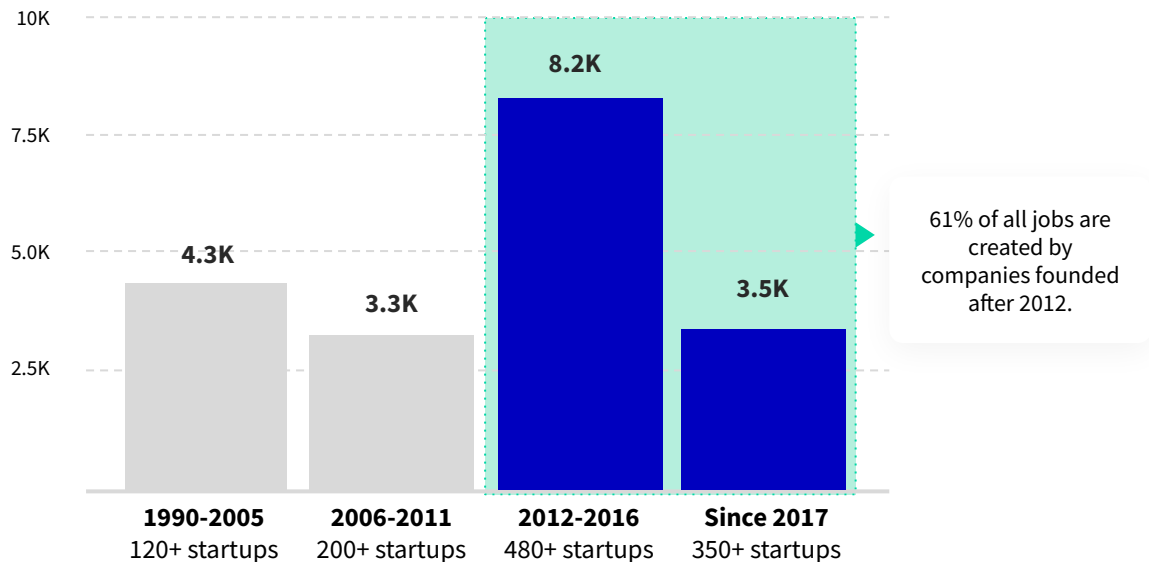
In Helsinki, **smaller companies**, those who employ less than 50 people, **account for nearly 50% of all jobs in the ecosystem.**

Although Helsinki's biggest success cases (grownups) drive enterprise value and investment raised, they account for only 16% of all jobs. The top 5 employers - Wolt, Relex Solutions, Swappie, Rovio and Supercell - are responsible for 2.5K jobs (or 13% of all workforce).

Looking at the broader picture, in Helsinki, 17 out of 20 jobs are created by companies with less than 500 global employees (startups and scaleups).

3 in every 5 local jobs are created by companies founded in the last ten years.

Jobs in HQ location by cohort



The youngest cohorts of companies contribute to over half of all startup jobs created in Helsinki.

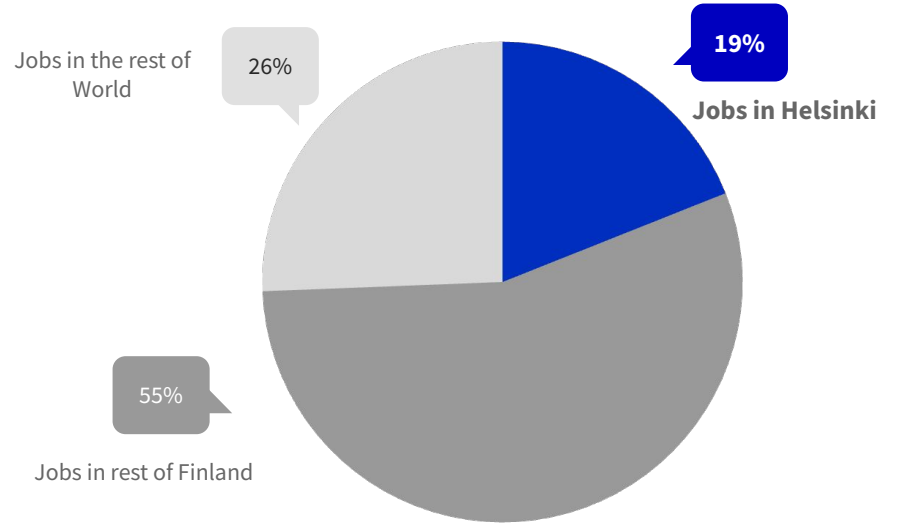
The **800+ companies** founded since 2012 employ 11.7K people (or 61% of all Helsinki's startup workforce). The 5 biggest employers (Wolt, Swappie, ICEYE and Smartly.io.) in this cohort provide only a fraction of the startup jobs, contributing for 15% of all local jobs provided by startups founded since 2012.

The remaining 900 Finnish companies employ nearly one fifth of their workforce in Helsinki.

Explore **job-creating Finnish startups** on the live Dealroom app

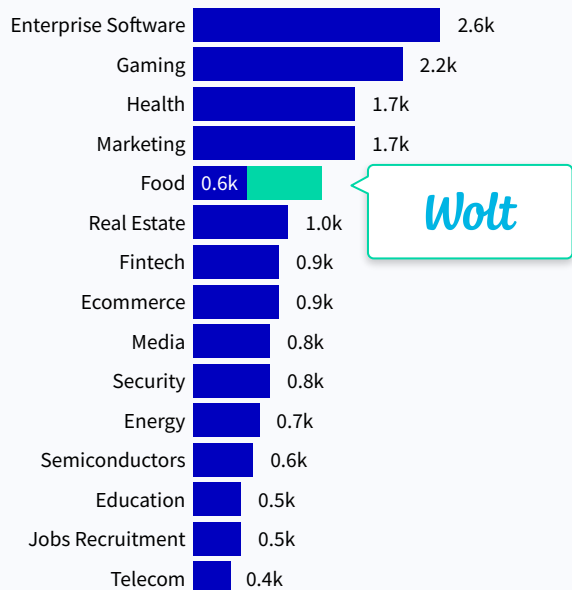
» [Explore more](#)

Geographical distribution of jobs at Finnish startups, excluding Helsinki HQ startups

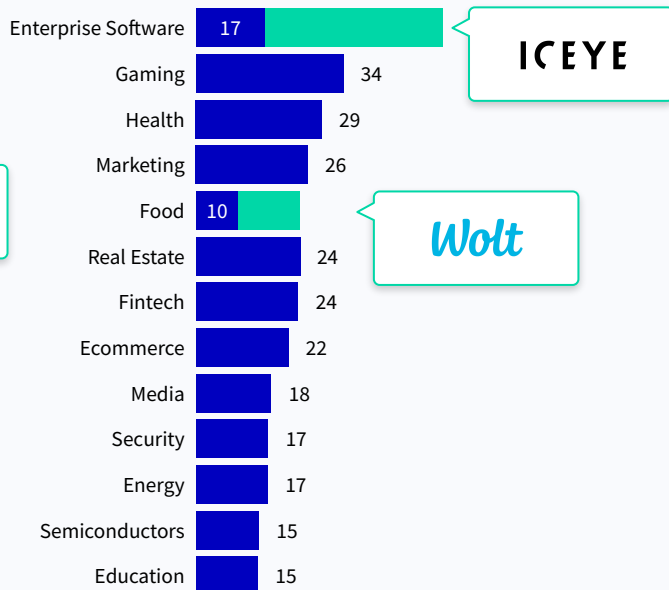


Enterprise Software startups provide the most jobs while Space have the largest teams on average.

Top sector by local jobs, 2023



Average team size (local), 2023



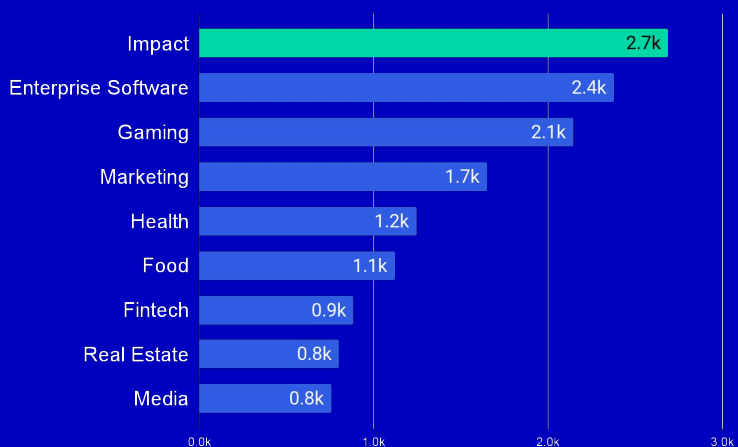
In Helsinki, the top 5 industries by number of startup jobs (Enterprise Software, Gaming, Health, Marketing and Food) comprise nearly 50% of all local jobs (8.7K jobs). Meanwhile, Space and Semiconductors have the largest teams on average, well-thanks to Bluefors and ICEYE, respectively.

Moreover, Space, Food and Robotics are amongst the most concentrated industries, with the top employer generating over 50% of all jobs within the industry. In Space, ICEYE comprises 77% of the total of jobs created by Space startups.

Impact startups provide 2.7K or 14% of all startup jobs.

160+ impact startups create 2.7K local jobs in Helsinki. Responsible Consumption and Production (#12), Industry Innovation and Infrastructure (#9) and Climate Action (#13) are the top SDGs by number of startup jobs.

Startup jobs by industry, 2023*



Largest Helsinki impact startup employers

Company	Impact topic	Helsinki-based employees in 2023**
Swappie	Consumer electronics	300+
ICEYE	Space Manufacturing	200+
VIRTA	Electric Mobility	120+
SILO_{AI}	Business software	100+
HELTTI	Healthcare	60+
Nightingale Health	Preventive care	60+
One Click LCA	Sustainable building	40+
Kaiku HEALTH	Healthcare	30+

Helsinki deep tech startups make up 26% of startups jobs in the city.

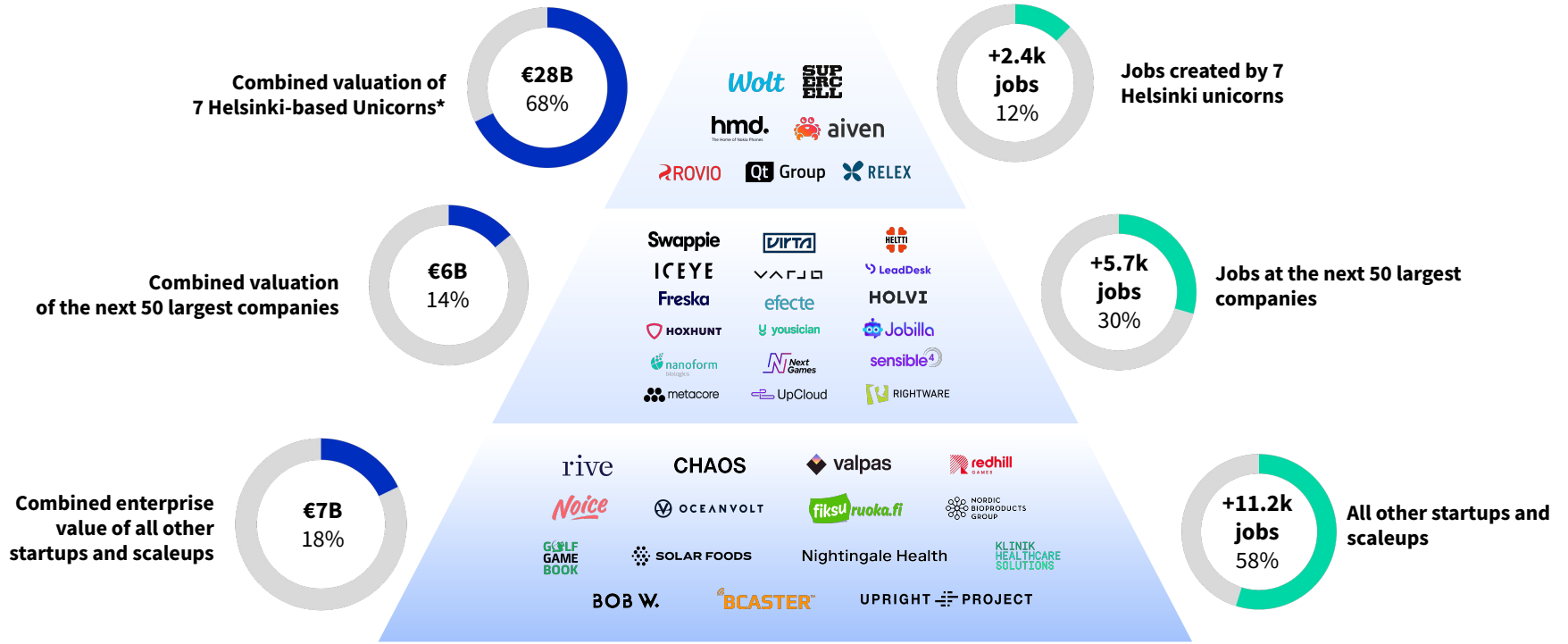
1 in every 4 startup employees in Helsinki work at a deep tech startup



Selected Helsinki deep tech startups

Company	Description	Helsinki-based employees in 2023**
BLUEFORS	Quantum computing	250+
ICEYE	Space manufacturing	230+
Blueprint Genetics	Genetic testing and diagnostics services	150+

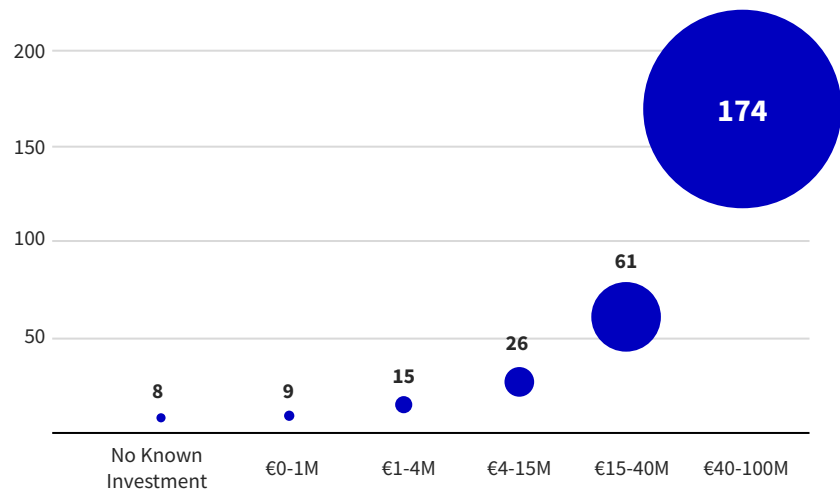
The top 50 startup by valuation represent 82% of Helsinki startup value, but only 42% of the jobs. The vast majority of jobs are generated by the remaining 1.1K startups and scaleups.



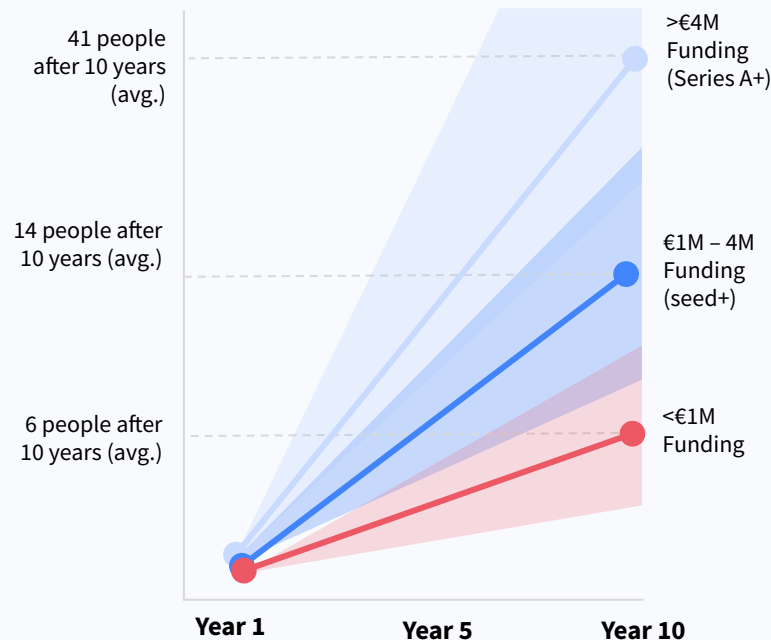
VC funding fuels job creation.

There's a positive correlation between startups and venture capital. On average, startups receiving seed funding scale twice as fast as those that didn't. Series A+ startups grow three times faster than startups that received seed funding..

Average team size (local employees) by VC-funding stage, 2023



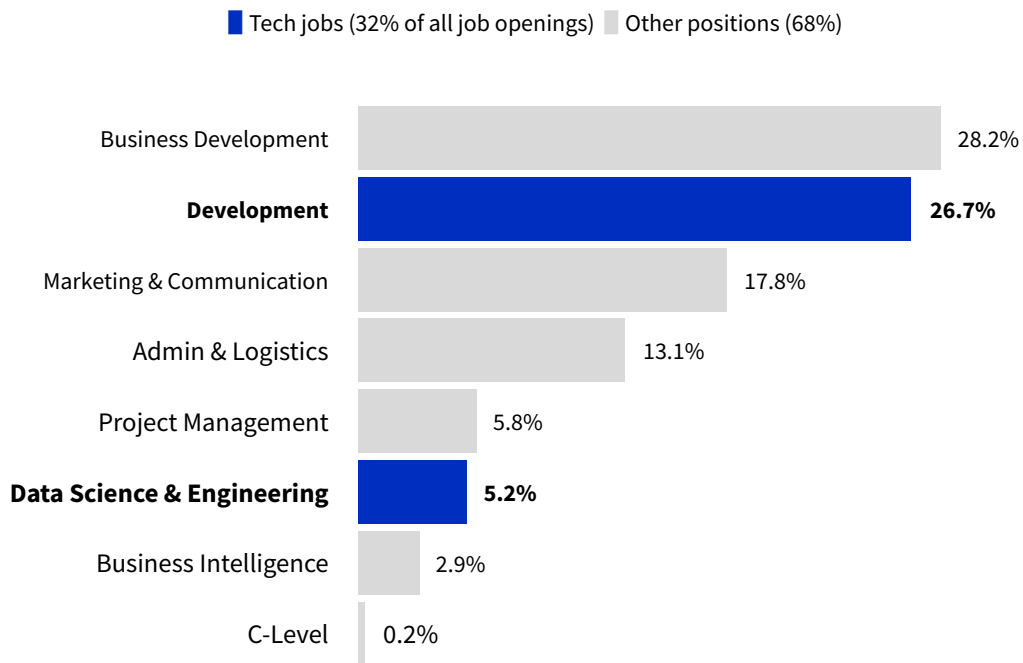
VC-backed or not:
very different growth trajectories



3. Startups & the broader economy

Most job vacancies at Helsinki's startups are for non-tech jobs.

% of vacancies by position type,
Jan-Dec 2022
excluding internships



Over 1,000 jobs at Helsinki startups listed.

Detailed search possibilities.

For instance:
“Jobs at VC-backed impact startups at Series A stage”

» Search jobs

The screenshot shows a job search interface for Helsinki startups. The top navigation bar includes a search bar with the text "Search for companies, investors, people, lists & innovat...", a user profile for "John Smith" with an "ADMIN ACCOUNT" label, and a "Business Helsinki" logo. A vertical sidebar on the left contains various navigation icons. The main content area displays a grid of job listings for six different companies: Wolt, Videoly, Instagrid, Vaimo, Relex Solutions, and AlphaSense. Each listing includes the company logo, the name of the job, the hiring status, location, and posting date. Below the job details, there are small line graphs representing employee growth and funding/valuation information. At the bottom of each listing is a link to "View on website (via PredictLeads)".

Company	Job Title	Location	Posted	Funding	Valuation
Wolt	Grocery Associate - Ramat Hasharon	Helsinki	29 May 2023	€747M	€7.4B
Videoly	Sales Development Representative Sales - Toronto - Hybrid Remote	Toronto	28 May 2023	€8.1M	€24-36M
Instagrid	Marketing Manager (f/m/d)	Ludwigsburg	28 May 2023	€38.5M	€116-174M
Vaimo	Customer Journey Analyst Hybrid Remote	Stockholms Kommun	28 May 2023	-	-
Relex Solutions	Team Lead for DevOps	Helsinki	28 May 2023	-	-
AlphaSense	Software Engineer Platform	Pune	28 May 2023	-	-

4. Methodology

Companies in this report.

DUIERS

IONCELL

VIKING THEORIES

WHEELSTRÖM

Kaiku HEALTH
 hypehype
 treamer
 PIXIERAY
 carbo culture
 LIGHTHEART SLIGHTLY MAGICAL
 popit
 RESQ CLUB
 ALBIO

REMEDY
 BLUEFORS
 ICEEYE
 SUPERMETRICS
 VAFJO
 IQM
 nanoform
 rev:eye

Wolt
 SUPERCILL
 ROVIO
 Swappie
 hmd.
 Qt Group
 RELEX

NOKIA
 KONE
 WÄRTSILÄ

Nascent startups

Projects or products which are not (yet) job-creating and/or incorporated, and/or in stealth.

Startups

Companies designed to grow fast. VC-backed business model. Between 2 and 50 people, Founded in Helsinki after 1990.

Scaleups

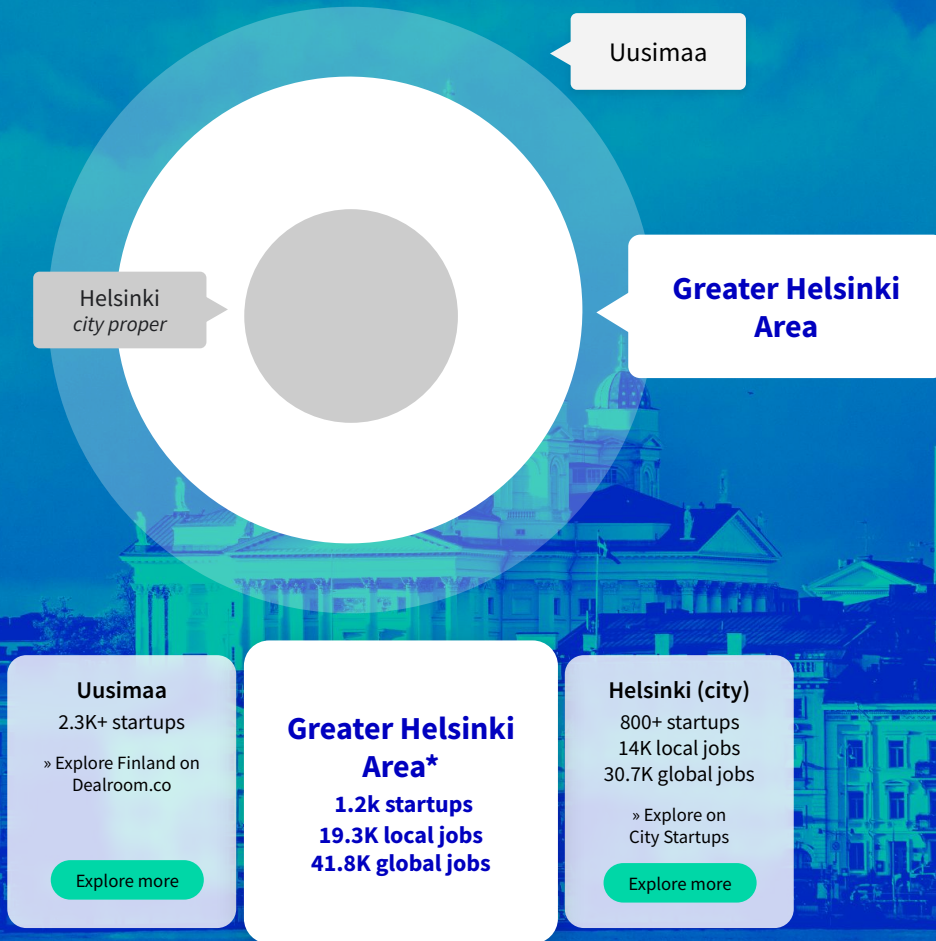
Former startup. 51-500 people globally, founded in Helsinki after 1990.

Grownups

Former scaleup. More than 500 people globally. Founded in Helsinki after 1990.

Mature companies

Large (tech) companies which are not startups.



Uusimaa

Helsinki
city proper

Greater Helsinki
Area

Uusimaa

2.3K+ startups

» Explore Finland on Dealroom.co

Explore more

Greater Helsinki Area*

1.2k startups
19.3K local jobs
41.8K global jobs

Helsinki (city)

800+ startups
14K local jobs
30.7K global jobs

» Explore on City Startups

Explore more

We aggregated startups from Helsinki & its surroundings to provide the full picture of the local tech ecosystem.

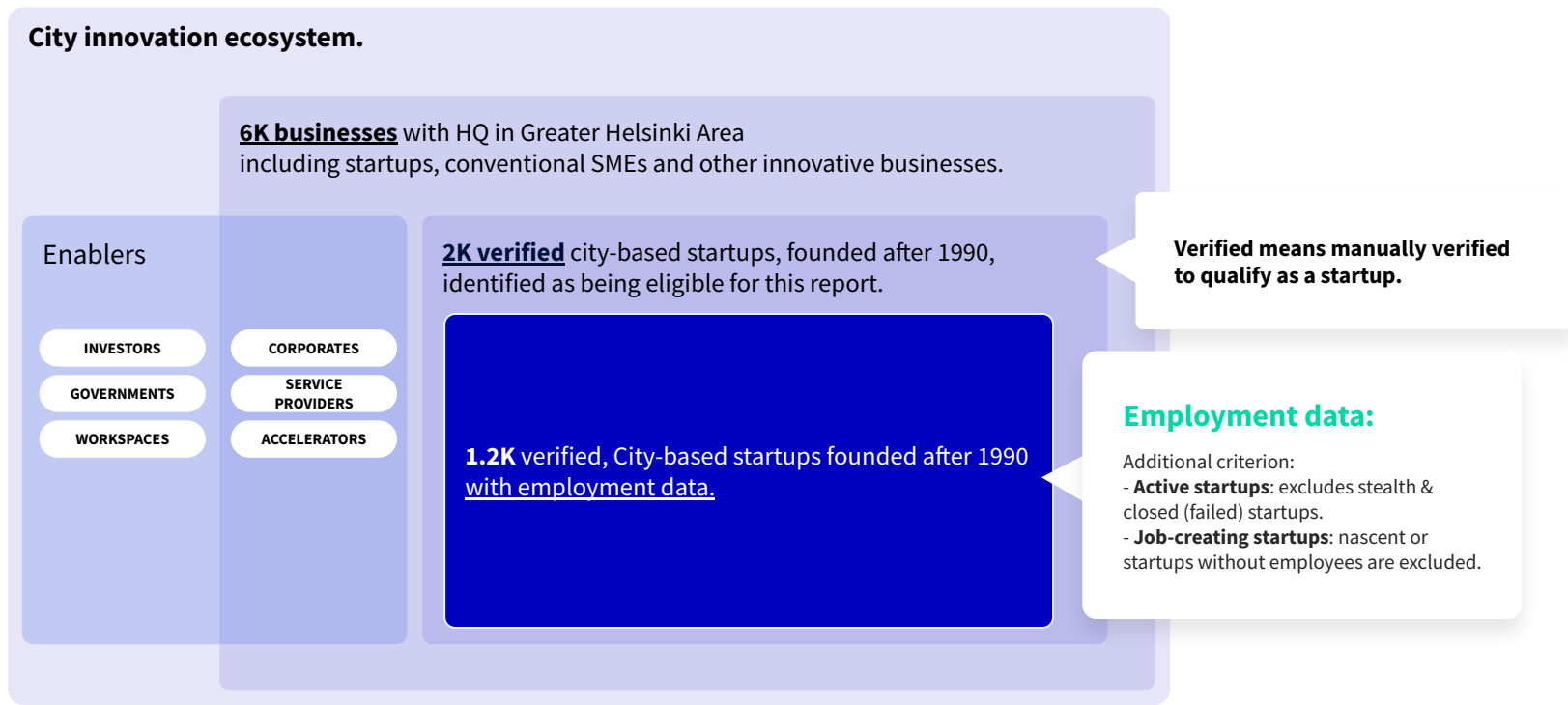
The Greater Helsinki Area (Helsingin seutu) is used as the default geographical scope of this report. It includes the City of Helsinki and its surroundings. This area is comprehensively mapped on the Helsinki Startup Database, which is powered by Dealroom.

In addition, the Metro area includes startups based out of some of Uusimaa's most innovative hubs, which are within the immediate vicinity of Helsinki such as Espoo and Vantaa and therefore considered as part of the broader innovation ecosystem of the city.

In doing so, the report truly depicts the size of Helsinki's startup and innovation ecosystem.

It also allows a fair comparison between Helsinki and leading ecosystems, from Stockholm to Amsterdam, to Melbourne.

How did we arrived to this dataset.



Methodology & definitions.

What is a startup?

“A startup is a company designed to grow fast” wrote [Paul Graham](#), the legendary startup builder, investor and co-founder of Y Combinator. At Dealroom, we’ve found this the most useful explanation of the term startup.

What is a startup?
By Dealroom.co

What about tech?

Indeed, most startups are tech enabled. But so are lots of companies. Many traditional companies work more deeply on technology than the majority of startups. The real common denominator is not tech, but the intention to scale very rapidly.

This report considers all startups founded since 1990.

We often get asked why we include older cohorts. The purpose of a startup is to grow fast and to become very big. This is what makes startups relevant to the economy. Getting big often takes two decades (although sometimes shorter). Not including these companies – or late-stage startups – would narrow the scope of this report in a way that would defeat its purpose.

One of the strongest indicators of the maturity of a startup ecosystem is seen through its ability to recycle talent, generating a **flywheel effect**. Thus, this reports includes companies such as Infineon Technologies, which in the context of employment are relevant and play an important role in being a breeding ground for new entrepreneurial talent.

Startup jobs?

“jobs” and “employees” are used interchangeably. Number of local jobs represents the total number of employees at homegrown startups in Helsinki. Global jobs are jobs created by Helsinki-based startups globally, including jobs in headquarters and in the rest of Finland.

The report excludes data about companies founded in Helsinki, which since their inception moved abroad.

Job numbers are sourced from publicly available data, incl. company statements and professional social media. Wll jobs at startups are counted, not just tech jobs (i.e. mechanics, receptionists, helpdesk, ...). However, gig workers (e.g. riders, babysitters, ...) are generally not counted. Jobs at companies not covered in the report are not counted.

Methodology & definitions.

Venture Capital, Investors

Investment numbers refer to rounds such as Seed, Series A, B, C, ... late stage, and growth equity rounds. VC investment figures exclude debt or other non-equity funding, lending capital, grants and ICOs. Investment rounds are sourced from public disclosures including press releases, news, filings and verified, user-submitted information.

Glossary & Definitions

Sectors & Industries

Industry classification follows Dealroom's proprietary taxonomy, which was built specifically for startups. A given startup may belong to up to two industries.

Valuation

The combined valuation of the tech ecosystem is based on their market cap or latest transaction value. Transaction value is realized from exit or implied unrealised valuation from the latest VC round, which is either announced or estimated by Dealroom based on benchmarks.

Underlying Data

Dealroom's proprietary database and software aggregate data from multiple sources: harvesting public information, user-submitted data verified by Dealroom, data engineering. All data is verified and curated with an extensive manual process.

The data on which this report builds is available on app.dealroom.co.
For more info please visit dealroom.co or contact support@dealroom.co.

