



**PANOS  
HUB TAMO**

**KIPINÄ**



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Hub Panostamo's

# KIPINÄ PROGRAM



PANOSTAMO  
HUB

KIPINÄ

## WHO IS IT FOR

Are you a startup founder looking to grow your business, secure funding, and connect with the right people? The Kipinä program helps startups move forward by providing support, guidance, and connections.

This is a program for founders and teams who want to grow their business faster with the help of experts, mentors, and a strong startup community.

## HOW IT WORKS

The Kipinä program offers training across various business areas, along with workshops and mentorship, to help teams build strong foundations and accelerate their business growth.

Startups also learn how to prepare for investors, improve financial eligibility, and build partnerships for future growth. The program also includes ongoing support for well-being and resilience, helping founders stay motivated.



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 [HUBPANOSTAMO.FI/KIPINA](https://hubpanostamo.fi/kipina)



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## TOPICS COVERED

- Business model & product-market fit
- Financial planning & cash flow management
- Product & service development
- IPR & legal matters
- Sales, marketing & customer acquisition
- Scaling & strategic partnerships
- Financial eligibility & investor readiness
- Operations & team management
- Governance & investor relations

## OBJECTIVES

### DRIVING GROWTH

Strengthen and grow your startup faster with the right support, clear strategies, and strong connections.

### IMPROVING FUNDABILITY

Improve your business's financial stability, eligibility for funding, and overall investor appeal.

### NETWORKING

Build valuable connections with investors, mentors, potential business partners and other founders to open new opportunities and grow your business.



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## PROGRAM BREAKDOWN

A 6-month program, running from April to October (with a break in July), offering mentorship, guidance, a flexible training path, and a supportive community of like-minded individuals.

## IDEAL FOR

- Early-stage startups
- Growth-stage startups aiming to scale
- Pre-founders and pre-startups

## WHAT TO EXPECT

The program gives startups the support, guidance, and connections they need to grow their business. Founders get help refining their strategy, finding customers, and preparing for funding - with hands-on help from experts.

The program is flexible and allows each startup to focus on what matters most, ensuring they gain useful skills and valuable connections.

### GET IN TOUCH



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## SCHEDULE AND TOPICS (CHANGES POSSIBLE)

The exact dates for each session are not yet set and will be decided based on availability and needs.

April–June sessions are mandatory to cover key foundations for all participants.

August–October sessions are optional so participants can choose what's most useful for them.

### APRIL: KICK-OFF, BUSINESS MODEL DEVELOPMENT & PRODUCT-MARKET FIT (MANDATORY)

- Kick-off event with program introduction & networking
- Business model & product-market fit (Understanding customers, refining the business model, and validating the market)

### MAY: FINANCIALS, SALES & MARKETING (MANDATORY)

- Financial planning & cash flow management (Managing cash flow, financial forecasting, and funding strategy)
- Sales, marketing & customer acquisition (Building a customer base, refining sales and marketing strategies)

### JUNE: OPERATIONS, PRODUCT DEVELOPMENT & SERVICE DESIGN (MANDATORY)

- Operations (Methodology, team roles, project management, company culture, production)
- Product & service development (Iterating products, improving service models, technical validation)

### JULY - SUMMER BREAK (NO SESSIONS DURING THE BREAK)

### AUGUST: SCALING & EXPANSION (SELECTIVE)

- Scaling, expansion & strategic partnerships (Growth strategies, entering new markets, forming key partnerships)

### SEPTEMBER: GOVERNANCE, IPR & LEGISLATION (SELECTIVE)

- Governance, investor relations & board structuring (Board management, investor reporting, legal aspects)
- IPR & legal considerations (Intellectual property rights, trademarks, licensing, contracts, and regulatory compliance)

### OCTOBER: INVESTOR READINESS, PITCHING PRACTICE, DEMO EVENT (SELECTIVE)

- Financial eligibility & investor readiness (Understanding investment options, creating a strong pitch, and preparing for funding)
- Investor meetings, pitch deck refinement, and demo event 

