

## Startup Passion in Baltic Sea Region (STARPABS)



Programme Priority: P1 Competitive economy

Programme Specific Objective: 1.1. New Central Baltic knowledge intensive companies

Sub-programme: Central Baltic

Duration: 01.09.2015 - 31.08.2019

Total funding: 1.761.262 EUR

ERDF funding: 1.392.073 EUR ERDF

### Project Summary:

While it is widely acknowledged that an entrepreneurial career path is a viable avenue for employment in the times of economic restructuring, many Central Baltic regions have limited resources and knowhow to support the creation of cross-border companies. The project STARPABS aims at raising awareness and interest towards entrepreneurship among university students and helping them to build international teams around their business ideas. The project will also attract new entrepreneurial talent into the Central Baltic region as well as create a model for supporting creation of student-based international companies.

The project combines competences of higher education programmes, student populations and enterprise development agencies to encourage the best students to take up international entrepreneurship. This is done by organising e.g. Massive Open Online Courses (MOOC) of entrepreneurship, hackathons and business idea development workshops for students. The training process is based on proven business development models and tools including a business idea competition.

By the end of the project 10-15 new knowledge intensive cross-border companies and 5-6 cooperation agreements have been established. Additionally, wide idea of a student-based entrepreneurial ecosystem is disseminated and a competence and network model is created for supporting the creation and growth of knowledge-intensive cross-border companies in cooperation with universities, enterprise development agencies and private actors.

## Map of Partners

## Partners

Lead Partner

### **Cursor Oy,**

**Country:** FI

[www.cursor.fi](http://www.cursor.fi) [1]

**Partner budget:** 510.000 EUR

**Amount of ERDF funding:** 382.500 EUR ERDF

Project Partners

### **Tallinna Ülikool**

**Country:** EE

[www.tlu.ee](http://www.tlu.ee) [2]

**Partner budget:** 412.982 EUR

**Amount of ERDF funding:** 351.035 EUR ERDF

### **Kymenlaakson Ammattikorkeakoulu Oy**

**Country:** FI

[www.kyamk.fi](http://www.kyamk.fi) [3]

**Partner budget:** 540.000 EUR

**Amount of ERDF funding:** 405.000 EUR ERDF

### **Stockholm School of Economics in Riga**

**Country:** LV

[sseriga.edu](http://sseriga.edu) [4]

**Partner budget:** 298.280 EUR

**Amount of ERDF funding:** 253.538 EUR ERDF

## Results

## Expected results

## Achieved results

Project result in category - Joint student company

### **STARPABS - Creating start-up passion among university students**

The overall aim for the project “Start-up Passion in Baltic Sea Region” (STARPABS) was to raise interest towards entrepreneurship among university students, and help them to build internationally competitive teams. Three universities from the countries Finland, Estonia and Latvia participated.

The main objective was to create student-based knowledge intensive cross-border companies and cooperation agreements.

The project organized 18 events. In total about 800 participants were involved in the project activities. From initially 50-60 teams formed, 23 teams became operational, out of which 16 companies were registered, and 2 of them are joint cross-border companies. The established companies have prepared export and expansion plans for the next few years.

After the project had ended, some of the teams were currently working on the development of their business idea, and some of them were in the seed funding stage. Other teams were “on hold” until graduation and planned to continue afterwards.

Furthermore, the aim was to create a cross-border model to support start-ups in the Central Baltic region, and to enhance the attractiveness of CB region as a start-up platform for entrepreneurial talents. This was also achieved in the project. The training program “6-step to success” will continue in the form of our MOOC (“Massive Open Online Courses” consisting of hackathons and business idea development workshops for students), which can be used by new start-up teams after the end of the project.

Project page in database

[Startup Passion in Baltic Sea Region](#) [5]

At a glance

- 16 companies were created, of which 2 cross-border companies;
- 23 teams became operational out of initial 50-60 teams;
- In total ca 800 participants took part from 18 events organized by the project

Tags

[SME and entrepreneurship](#) [8]

## Project Visibility

### Social media links

[Twitter](#) [9]

## **Other media visibility**

[Baltikumi idufirmad pandi filmi sisse. Äripäeva raadio intervjuu projektijuht Olesja Rotariga.](#) [10]

[Päästa planeet läbi rohelise energiasüsteemi? ... käkitegu!](#) [11]

[В Эстонии сняли сериал о стартапах.](#) [12]

[Neveli Niit: «Start-up'i tehes langetad karme valikuid»](#) [13]

[Neveli Niit - tavalisest loomeinimesest inspireerivaks ettevõtjaks](#) [14]

[Главная идея проекта: экономить деньги и экономить время](#) [15]

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### Links

- [1] <http://www.cursor.fi>
- [2] <http://www.tlu.ee>
- [3] <http://www.kyamk.fi>
- [4] <https://seriga.edu>
- [5] <http://database.centralbaltic.eu/project/42>
- [6] <https://www.xamk.fi/en/research-and-development/starpabs-startup-passion-in-baltic-sea-region/>
- [7] <https://www.cursor.fi>
- [8] <http://database.centralbaltic.eu/tags/sme-and-entrepreneurship>
- [9] [https://twitter.com/startup\\_passion](https://twitter.com/startup_passion)
- [10] <https://www.aripaev.ee/saated/2019/07/30/baltikumidufirmadpandifilmi-sisse>
- [11] <https://www.tehnopol.ee/paasta-planeet-labi-rohelise-energiasusteemi-kakitegu/>
- [12] <https://www.dv.ee/novosti/2019/07/25/v-jestonii-snjali-serial-o-startapah>
- [13] <https://leht.postimees.ee/6872763/neveli-niit-start-up-i-tehes-langetad-karme-valikuid>
- [14] <https://online.le.ee/2020/01/22/neveli-niit-tavalisest-loomeinimesest-inspireerivaks-ettevotjaks/>
- [15] <https://www.dv.ee/novosti/2018/11/24/glavnaja-ideja-proekta-jekonomit-dengi-i-jekonomit-vremja>