FUNDING IS NOT THE STARTING POINT

Before “Where can we find money?”

What kind of company do we want to build?

The paths are not rankings — and they are not permanent identities.

Growth-oriented

- Scalable market
- Shared growth ambition
- External capital / strong evidence
- Company built for scaling

Sustainable business

- Controlled production
- Realistic cash flow
- Defined market
- Business continuity

Indie-led

- Creative and technical autonomy
- Small structure
- Focused audience
- Business boundaries that protect the work

Different goals. Different risks.
Different funding logics.
Different production demands.

Founders need to agree on success, ownership, commitment and risk.

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HUB OF THE FINNISH GAME INDUSTRY

XAMK
South-Eastern Finland University of Applied Sciences

CDG-Booster
Interreg
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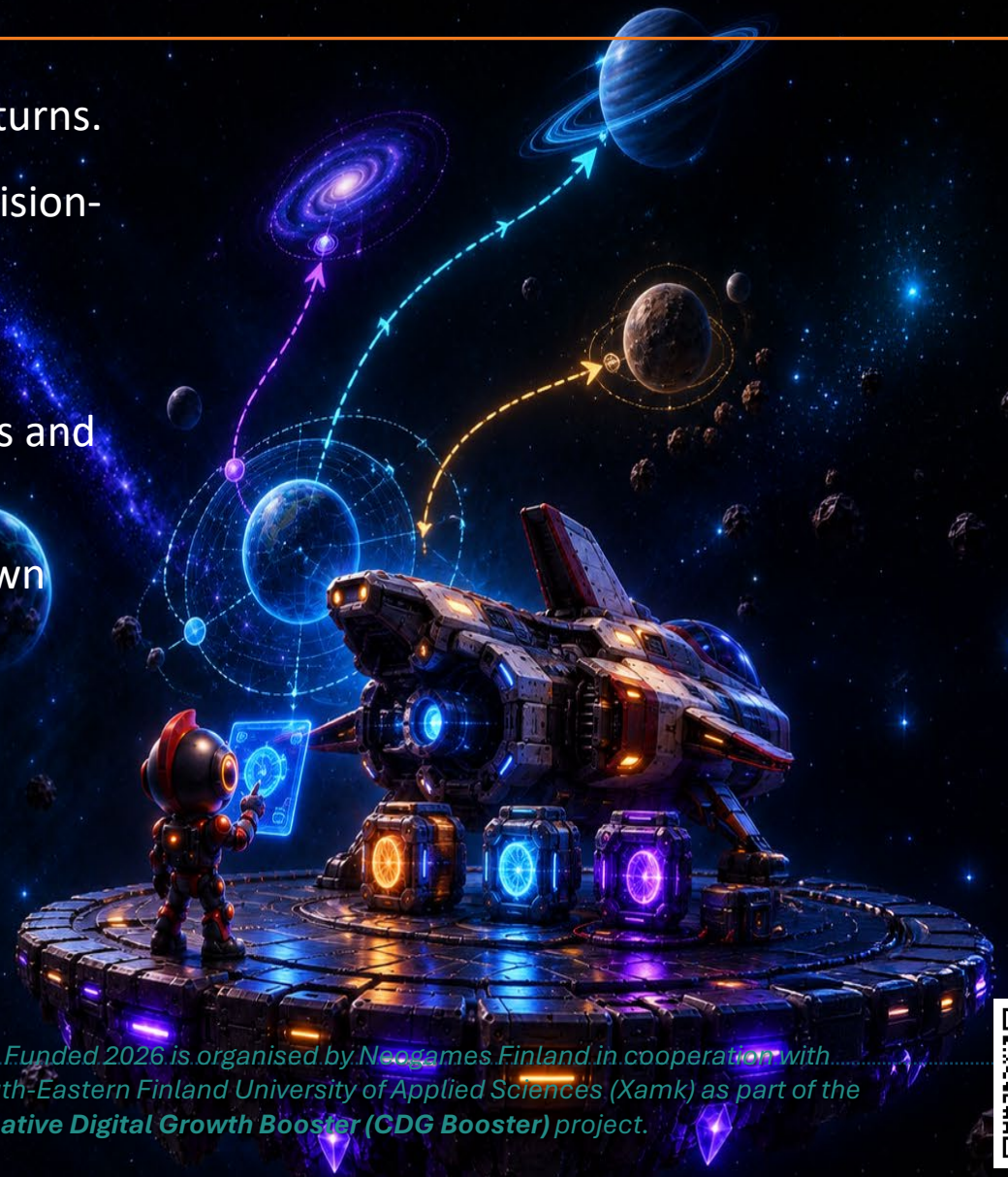
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FUNDING IS NOT JUST FUEL — IT CHANGES THE ROUTE

- **VC -** requires a credible route to significant growth and returns.
- **PUBLISHER FUNDING -** changes economics, rights and decision-making.
- **PUBLIC FUNDING -** Rules, eligible costs and co-financing
- **BOOTSTRAPPING -** protects ownership but limits resources and increases personal exposure.
- **WORK FOR HIRE -** Creates cash flow, but competes with own product development.

The funding path needs to fit the company you actually want to build.

- ***And the funding you choose changes what the company can realistically become.***



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2 STARTING POINTS FOR THE DECISIONS BEHIND FUNDING

Neogames has compiled resources to help founders and teams consider some of the key questions around company formation, business models, teams, markets, production scope and funding.

STARTING A GAME COMPANY IN FINLAND:
A Key questions for prospective founders and links to official information on establishing and operating a business in Finland.

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FINNISH GAME INDUSTRY ENTREPRENEURSHIP PATHS:
Neogames research on how early decisions can influence a company's growth, profitability and sustainability.
The report are currently available in Finnish only, but visualisation is in English.

AeL SÄÄTIÖ

👉

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