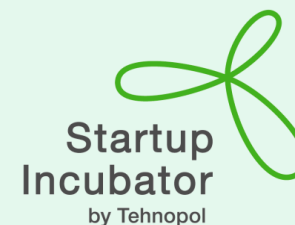


# March Live Q&A: Startup Growth and Funding Opportunities in Estonia

19 March 2025



REPUBLIC OF ESTONIA  
E-RESIDENCY



# Speakers



**Ülane Vilumets**

Head of Business  
Development at e-  
Residency



**Frank Sondors**

E-resident & Co-Founder of  
Salesforce



**Uve Poom**

Head of Operations at  
Tenity Nordics



**Anne-Liisa Elbrecht**

Head of Tehnopol Startup  
Incubator

# Agenda

**This webinar is about growing your tech startup in Estonia**

- 1. Estonian Startup Ecosystem** – the land of birch trees, bogs, sauna and startups
- 2. What are e-Residency and Startup Visa?** How to apply? What are the benefits? Who is it for?
- 3. Story of Salesforge** – from e-residents to Newcomer of the Year at Estonian Startup Awards 2025.
- 4. Meet the accelerators** – lets learn about the programs that Tenity and Tehnopol run.

# Housekeeping



**1**

Please post your questions to the Q&A section

**2**

Use the chat only for connecting with each other

**3**

We'll answer questions after every speaker



# Startups: our secret sauce

- 10 unicorns (\$1 bn value) and highest VC funding per capita in Europe
- Startup Visa, Scaleup Visa and Digital Nomad Visa
- Advantageous employee stock option tax break
- Flexible labour legislation
- Open and collaborative startup ecosystem
- Easily accessible by e-Residency



# Ecosystem

Over 160 organisations supporting the startup ecosystem

## Startup mindset

Discovering & understanding

## Pre-startup

Ideating & concepting

## Startup

Commitment & validation

## Scaleup

Scaling & establishing

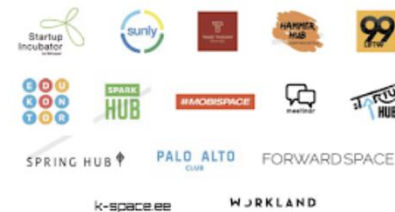
Mentoring & events



Incubators & accelerators



Co-working communities



Funding



# Why become an e-resident?

- Register your startup in the **investor-friendly** European jurisdiction **100% online**
- Run business **remotely with 24/7 secure access** to Estonian e-services
- Digitally sign documents to **highest eIDAS standards** (as strong as handwritten)
- Tap into the supportive and international **Estonian startup community**



# What is e-Residency?



## e-Residency IS...

- > A **Digital identity**
- > Access to Estonian e-services
- > Secure digital signature
- > A digital key to do business
- > A global community



## e-Residency IS NOT...

- > A travel document
- > Citizenship, Visa or Residence permit
- > Tax residency
- > Business bank account
- > Personal bank account



# E-Residency timeline



## 1. Apply online

Choose pickup location

Pay the €150 state fee



## 2. Wait for approval

Identity check

Card delivery



## 3. Pick up your card in person

Bring your photo ID

Give your fingerprints



## 4. Register a startup

State fee €265

Pick a service provider

3-8 weeks

# Startup Visa

both for founders and  
employees to relocate to  
Estonia



Is your startup eligible? In Estonia a startup:

- + is based on technology
- + is innovative
- + has a repeatable and scaleable business model
- + has fast global growth potential
- + has at least an MVP

# The Startup Committee



# What do they do?

- + 7 different organizations and their representatives
- + real professionals
- + the object is to evaluate received applications according to the Estonian Startup definition and their aptitude to Estonian Startup Ecosystem







“For any startup that appreciates streamlined administrative workflows as well as fast and transparent processes, Estonia offers a unique proposition for registering a company. The claim 'Delaware of Europe' is probably not exaggerated here.”

LINDA VÕERAS

Karma.vc



# E-resident story: Salesforce

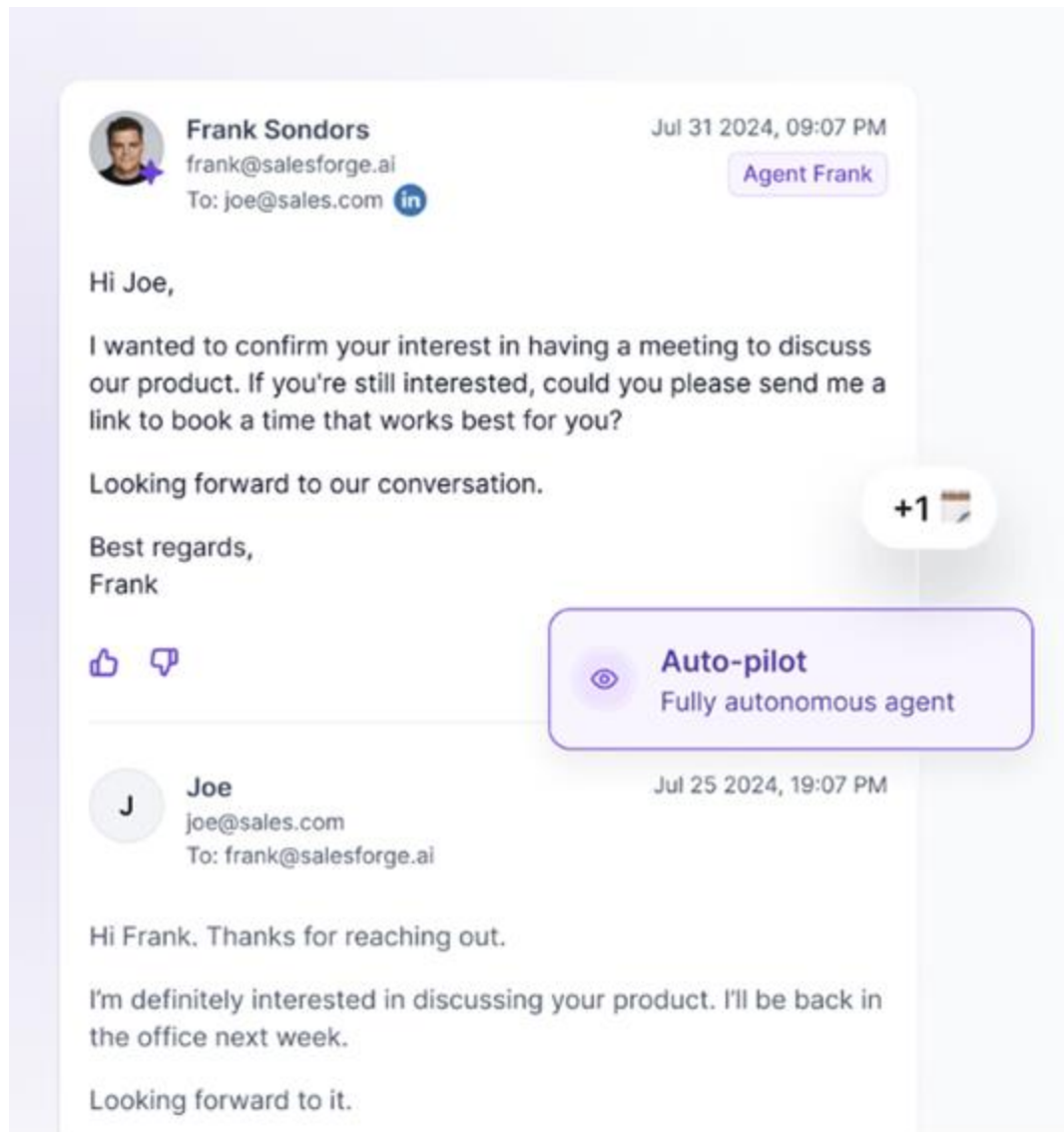
Frank Sondors

E-resident & co-founder of Salesforce

[www.salesforce.ai](http://www.salesforce.ai)



# Meet Agent Frank - Your AI SDR built by former VP Sales



**Agent Frank is a multilingual, autonomous SDR that:**

- Works 24/7
- Responds within 5 minutes, driving more leads
- Adapts to 9 tonalities, ensuring brand-consistent communication

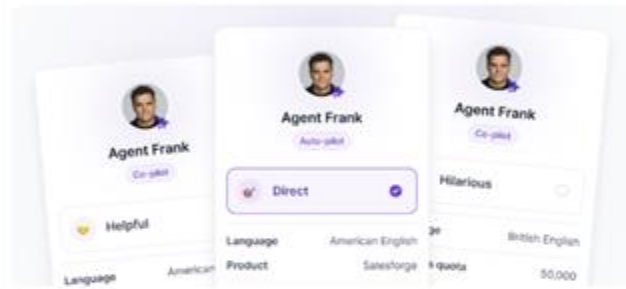
# Simple Integration, Powerful Results

## Onboard Agent Frank in 4 Easy Steps

Setting up your new AI Agent is quick and easy

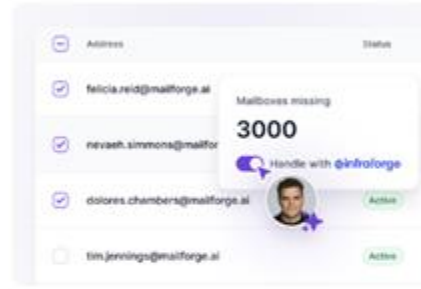
### 1 Customize & Onboard Your Agent

Specify Agent details and provide him with information about your products or services.



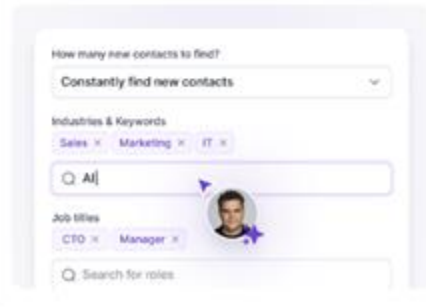
### 2 Connect Mailboxes

Use your existing mailboxes or click a button to handle the whole thing with Infracore.



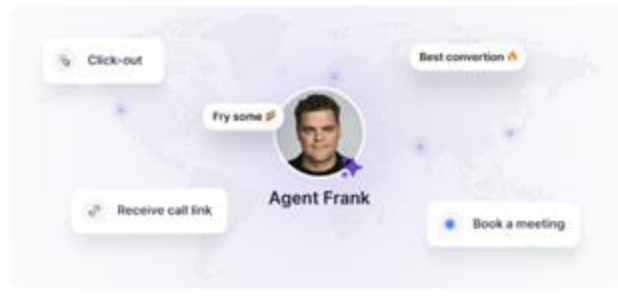
### 3 Set Up Contacts

Upload your own contacts and/or set up automated prospecting.



### 4 Set Up Goals & Get Going!

Let Agent Frank know what needs to be done and send him off to work!



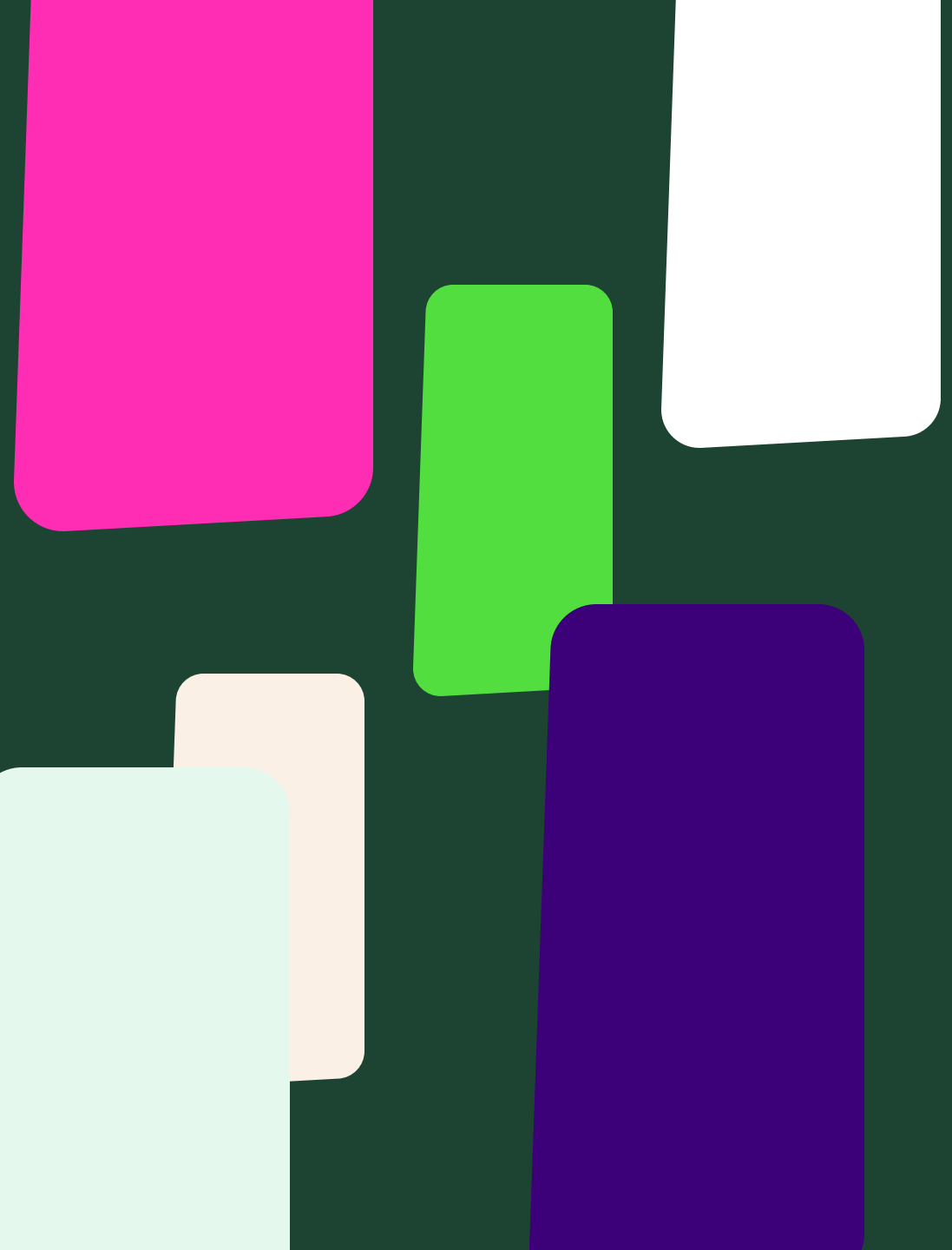
## With Agent Frank, it's as easy as:

1. Define your ideal customer profiles (ICPs)
2. Customize tone, messaging, and outreach goals
3. Start engaging leads with real-time monitoring
4. Integrate with your CRM to follow whole customer journey and see where human interactions are needed



# Q&A time

Post your questions to the Q&A tab only!



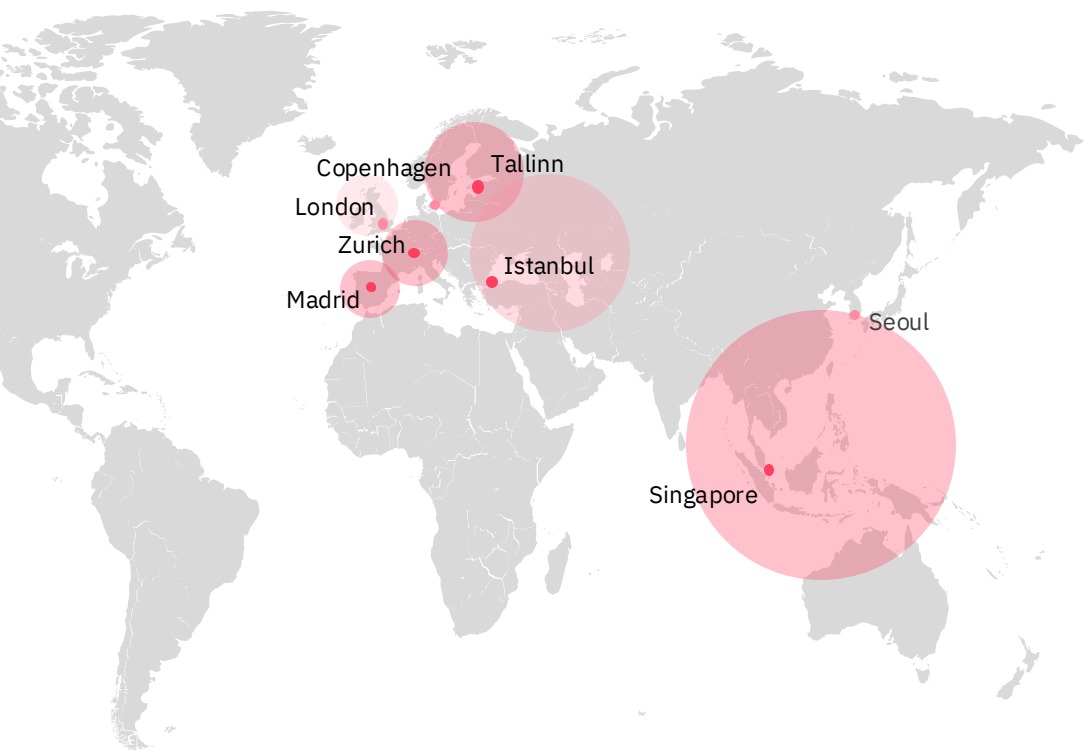
# Accelerator: Tenity Nordics

Uve Poom, Head of Operations at fintech accelerator  
Tenity Nordics

[www.tenity.com](http://www.tenity.com)



# We are a startup accelerator, corporate innovation provider, and early-stage investor creating the future of finance



Operating out of **6 physical hubs**, we connect the most promising startups with corporations. Furthermore, we operate and invest through our pre-seed Acceleration programs.

**2015**

Founded as the innovation arm of the Swiss Stock Exchange

**58**

People from 14 nationalities with an average age of 37

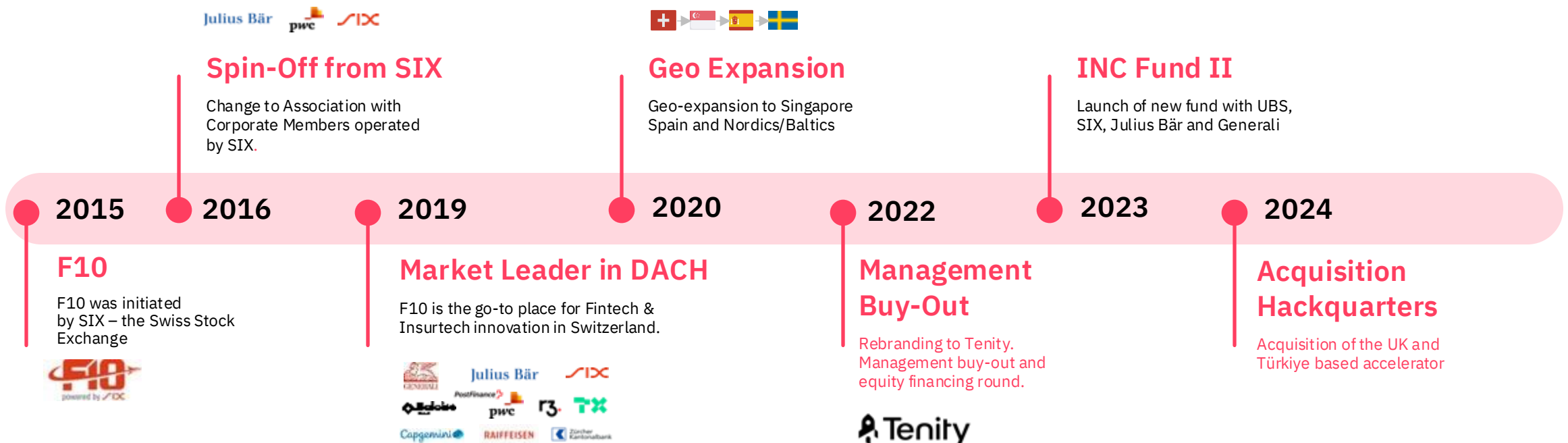
**65+**

Provided services in 15 countries, working with 65+ institutions

[View our Corporate Partners](#)

# Our History

Our story began back in 2015, when Tenity (formerly F10) was founded in the heart of the Swiss financial center Zurich under the roof of the Swiss Stock Exchange. Since then, we have grown into an independent market leader with a global team across six hubs in Europe and Asia.





# Our fintech-focused, global innovation network lets you access new ideas and technologies and learn how to leverage them

## Achievements

250+

corporate / startup collaborations

\$120M+

assets under management

100+

corporate innovation programs

65+

corporate clients served

## Global Strategic Partners



## Investment & Collaboration Partners



## Innovation Partners



# Tenity alumni have attracted major funding rounds from top-tier VCs, across geographies and verticals

USD 80M

yokoy

SEQUOIA

VISIONARIES CLUB

Speedinvest

swisscom Ventures

LEFT LANE

SIX FINTECH VENTURES

USD 72M



KEYROCK

ripple

SIX FINTECH VENTURES

MGM MIDDLEGAME VENTURES

USD 37M

Doconomy

UBS

mastercard

SIX FINTECH VENTURES

MOTIVE VENTURES

USD 28M

toqio

SIX FINTECH VENTURES

Speedinvest

AlbionVC

SeayaVentures

USD 17M

STABLETON

TX ventures

eos vc

DEWB DIGITAL FINANCE INVESTOR

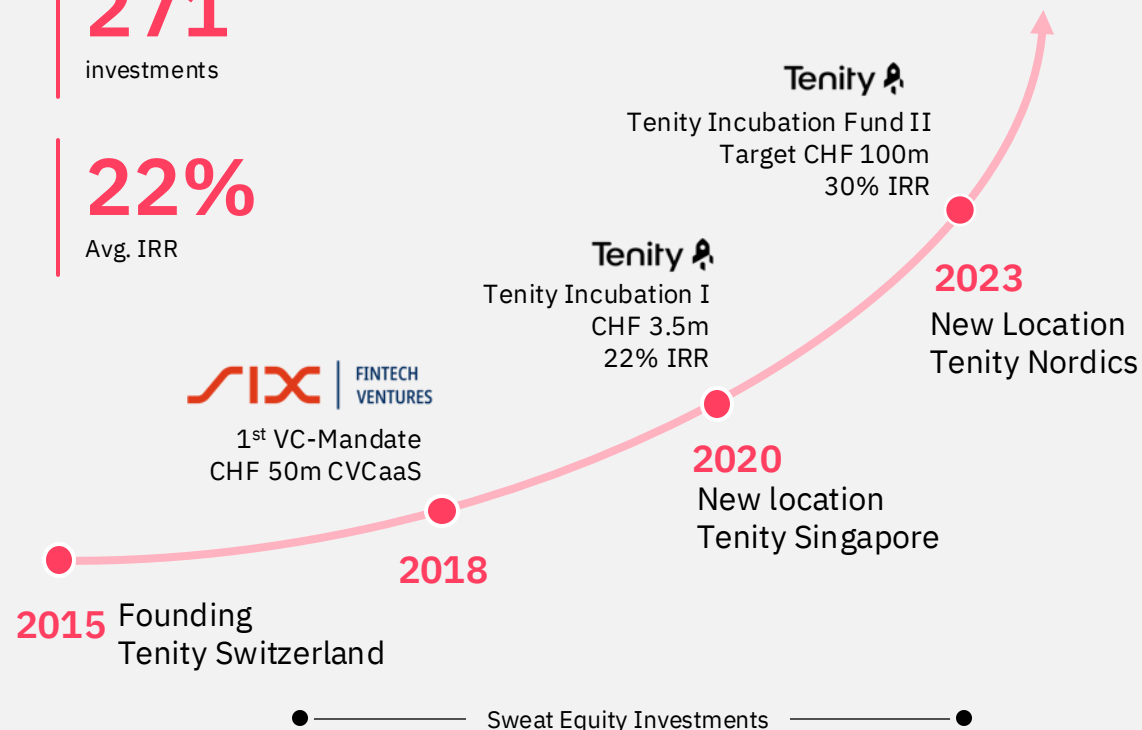
## Our investment journey

271

investments

22%

Avg. IRR





# New Nordic Challengers

## Fin/Tech Accelerator



Copenhagen  
Fintech

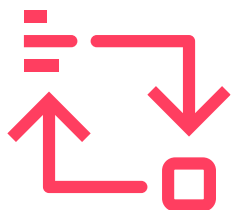


# Investing in early-stage startups



**INVESTING**  
€50 000 - 300 000

**FOCUSED ON FINANCIAL  
SERVICES**



**FINANCIAL INNOVATION  
ECOSYSTEM**

**GROWTH PROGRAM TO  
LEVERAGE THE NETWORK**



Applications always open: <https://www.tenity.com/programs/new-nordic-challengers>

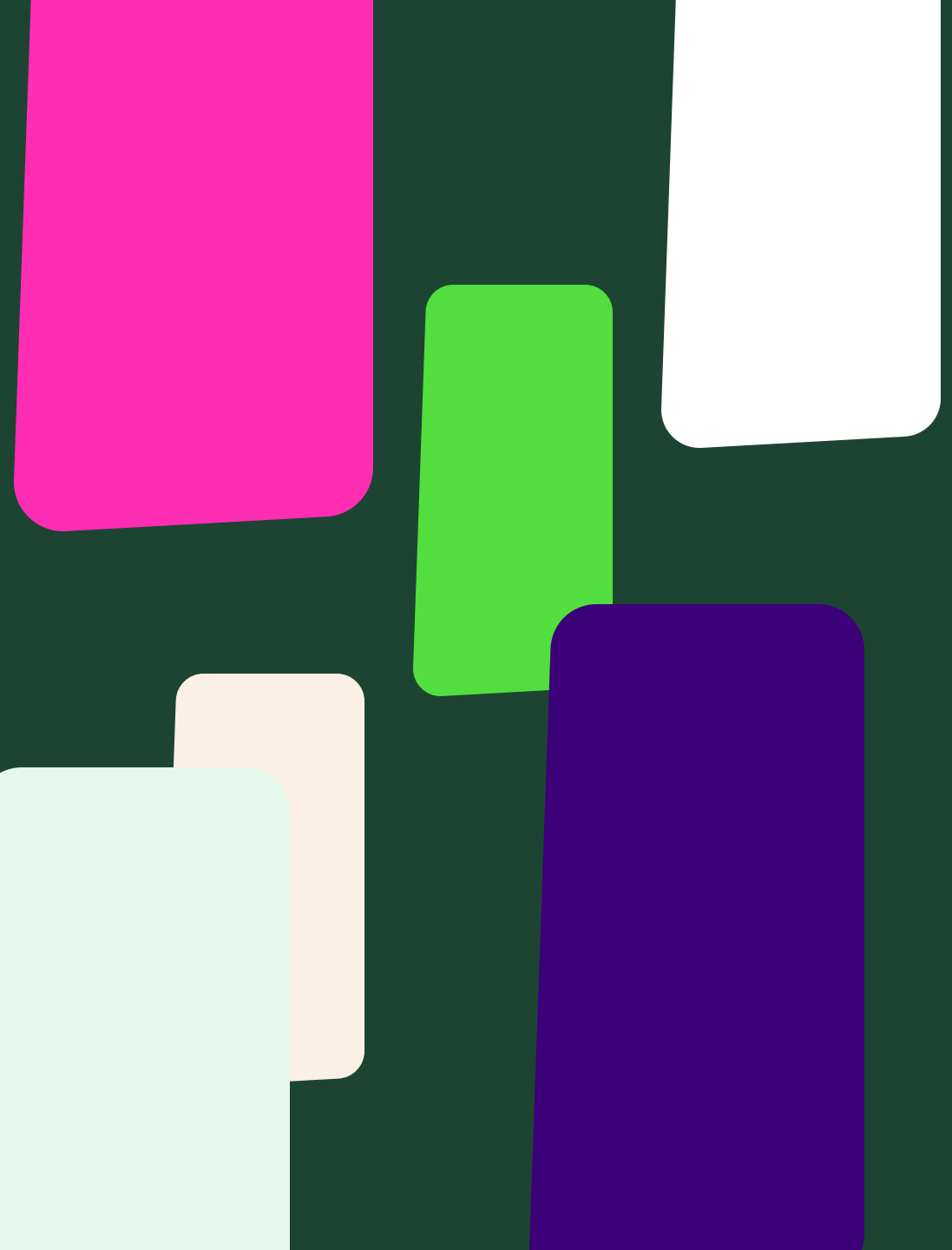


# Tenity's international **investor network** brings extensive investing and startup funding expertise



# Q&A time

Post your questions to the Q&A tab only!



# Accelerator: Tehnopol Startup Incubator

Anne-Liisa Elbrecht, Head of Tehnopol  
Startup Incubator

[www.startupincubator.ee](http://www.startupincubator.ee)





Startup  
Incubator  
by Tehnopol



Tehnopol Science and Business Park, **the largest science park in the Baltics**, drives cutting-edge technology entrepreneurship in Estonia, empowering startups and SMEs **to scale globally!**



# FOUNDERS



Founded in 2003 by:  
State Government  
City of Tallinn  
TalTech





### Business campus

55 000 m2 office space  
4 laboratories  
4 R&D centres  
On-site services and events

### Companies and people

4500+ people  
200+ companies  
10 000 students & researchers

### Services

Startup Incubator  
Growth & export for SMEs  
Innovation for corporates

### University

TalTech – leading technology university  
good partner and next door neighbour



  
**Startup  
Incubator**  
by Tehnopol



**STARTUP INCUBATOR**





# Tehnopol Startup Incubator

- 1000+ applications
- 100+ startups
- 170+ pool of experts
- 1300h+ mentoring
- 100+ events





**800+ ALUMNI  
STARTUPS**



**60% SUCCESS  
RATE**



**€40+ M OF  
INVESTMENTS**

# The perfect fit

- Are you the proud owner of a **tech startup**?
- Do you have a **passionate team**?
- Have you moved past the idea stage and into the **MVP or prototype phase**?
- Is your **company** registered in **Estonia**?
- If so, you're **exactly who we're looking for!**





# The programmes

- Technology-agnostic Accelerator
- Defence and Dual-Use: NATO DIANA Estonian Accelerator, Defence pre-accelerator
- Space-tech incubation program with European Space Agency (ESA)
- Film and Multimedia Accelerator
- AI Accelerator
- Cybersecurity Accelerator



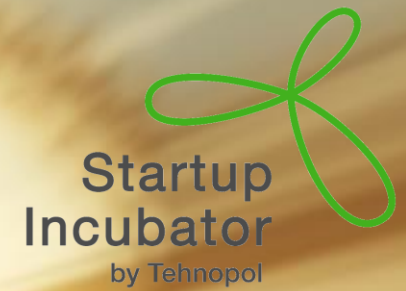
# HANDS-ON program

- Dedicated key mentor for each startup
- Access to the Expert Mentor Pool
- 6 + 6 month practical training program
- Interesting seminars and workshops
- Pitching sessions to local and international investors
- Modern co-working hub *hot desk*
- Supporting community, with valuable contacts and events
- 30 000+ euros worth of credit and offers from our partners





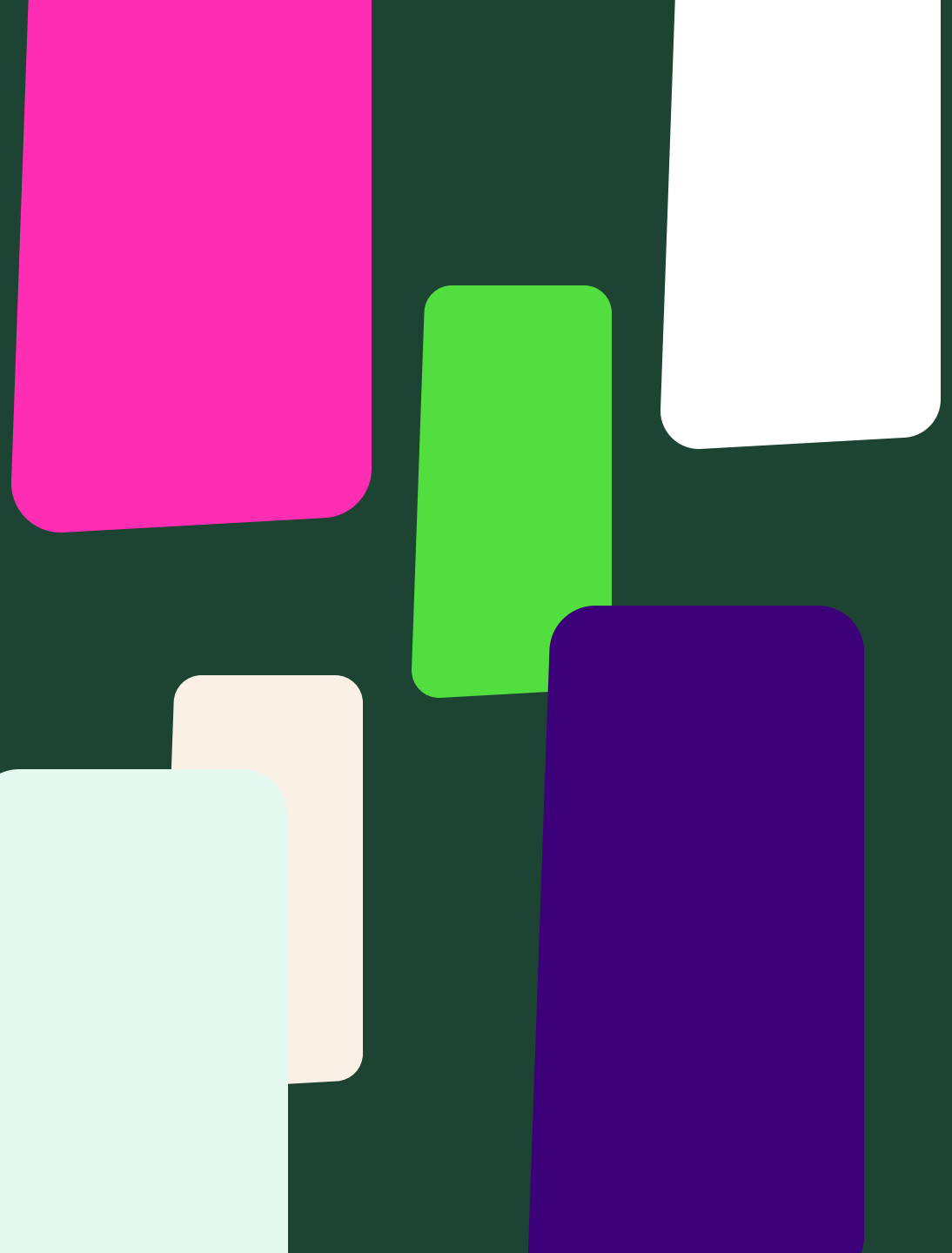
# Thank you!



# Ready to take the ride!

# Q&A time

Post your questions to the Q&A tab only!



# e-Residency Funding Portal

- > 66 entrepreneurship programs (grants, accelerators, funds, etc)
- > The most comprehensive English collection of growth opportunities in Estonia
- > E-residents are welcome to all of them

66 results

**Opportunity**  
all

[Clear selection](#)

☐ Incubators, accelerators

☒ Investing, funding

☐ Clusters, support organizations

☐ Grants, loans

☐ Competitions, events

**Target maturity**  
all

[Clear selection](#)

☐ Startups

☐ Pre-startups

**Location**  
all

[Clear selection](#)

☐ Estonia

☐ Remote

☐ Worldwide

☐ Baltics


☐ Finland

☐ Sweden


☐ Spain

☐ Portugal


**Accelerate Estonia: accelerator with one-of-a-kind collaboration between the public and the private sector**  
Applications on a rolling basis




**Ajujaht: accelerator programme and TV competition**  
Applications open in February 2024 and the program takes place from May to November 2024




**BaltCap: the largest private equity investor in the Baltic states**  
Investing in startups




**Beamline: accelerator for cleantech startups**  
Applications currently opened, next batch starts in second half of 2024




**Chamber of Commerce: the most influential network of entrepreneurs**  
Their mission is to promote strong and friendly business environment in Estonia.




**Change Ventures: pre-seed investments for tech startups**  
Investing in pre-seed round



**Cleantech Estonia: cluster for early-stage cleantech startups**  
Open to mentoring and support.



**Cocoon: startup founders' 1-year de-acceleration program**



<https://www.e-resident.gov.ee/funding-your-business/>







# Thank you!



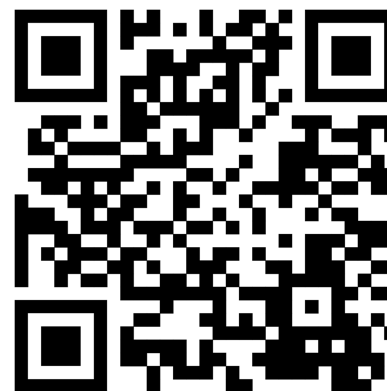
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Complete our survey!

[e-resident.gov.ee](https://e-resident.gov.ee)



Join our pre-Latitude59 Startup  
Ecosystem Study Trip on May 21







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