

Free acceleration of your startup to worldwide standards as part of an international team!



Why SumIT?

- has been assisting in creating projects **since 2012**
- more than **1,000 applications**
- more than **50 international experts and mentors**
- **international business network**
- more than **70 graduates**
- we provide effective help in attracting investments – our graduates have raised **over \$5 million** in investments on Demo Days
- we help set up a revenue stream – our graduates have already made **over \$3 million in revenue**
- ITMO University is among **Top-100 in QS World University Rankings**

About

SumIT+Innocamp is an innovative international educational and mentoring program based on the best practices in technological entrepreneurship for IT/MOBILE/INTERNET startups interested in entering the Russian and global markets, or those who want to acquire new knowledge in the field of entrepreneurship, design their own startup idea or join a startup team to get startup experience.

This program started in 2012 at the St. Petersburg State University of Information Technologies, Mechanics and Optics (ITMO University), which is one of Russia's leading higher education institutions providing training and research in advanced science, humanities, engineering and technology.

Key features

- The entire program is held in English
- Projects are carried out with the help of experienced mentors
- Workshops by professionals in IT, mobile, internet and business development fields
- Webinars and meetings with guest speakers and experts
- Each team is accompanied by a tracker, whose role is to provide help, support and feedback
- Final project pitching on Demo Day to potential investors and corporates

Event format

Online knowledge database along with webinars by guest speakers

Experienced trackers to provide help, support and feedback

Groupwork in teams of three to four people – the most effective environment for developing ideas and peer-to-peer motivation

Dynamic flow of ideas – providing inspiration

International community and networking – a productive ecosystem that allows you to gain new tips and tricks on business development and business contacts

Teambuilding – the secret weapon of every entrepreneur!

Topics covered

- B2C and B2B markets for IT/web/mobile in Russia
- Local customer development (with the help of Russian English-speaking volunteers)
- Fundraising in Russia, Russian VC market
- Local entrepreneurship support infrastructure
- Specifics of Russian business legislation
- Marketing communications & PR for IT startups
- Public speaking & presentation skills

Demo Day pitching session on August 28

- Demonstrate the results
- Acquire valuable contacts (experts, corporates, VCs)
- Raise investment for your project from business angels and VCs

Who can attend?

- Students with business ideas or a dream to develop IT startups
- Students who want to get experience in working as part of a startup team
- Startup leaders/entrepreneurs looking to acquire new contacts and test-drive their product or idea on the Russian market

Dates for 2020 August 17-28

Deadline for registration is August 1

Registration button

SumIT

Startup Connect

The project is funded by the European Union, the Russian Federation and the Republic of Finland in the framework of the South-East Finland-Russia CBC 2014-2020 program and executed by a consortium consisting of Cursor - Kotka-Hamina Regional Development Company (FIN)(Lead partner), ITMO University (RUS), XAMK - South-East Finland University of Applied Sciences (FIN), and St. Petersburg Foundation for Small and Medium-sized Enterprise Development (RUS).

Program

Mon 8/17

1. Introduction
2. Ideation&Team Building

Teams with specific ideas formed

Tue 8/18

1. Target Audience
2. Problem&Value Proposition

Target audience, problem&value proposition description

Wed 8/19

1. Market Estimation

Market volume estimated

Thu 8/20

1. Competitors

Competitors defined&analyzed

Fri 8/21

1. Customer Development
2. Customer Interview

Customer Development performed

Mon 8/24

1. Creating MVP

MVP designed, Product slide created

Thu 8/25

1. Landing Pages

Landing Page Created

Wed 8/26

1. Sources of Funding
2. Monetization Models
3. Business Models

Sources of Funding Defined. Monetization Model Chosen. Initial Business Model Created.

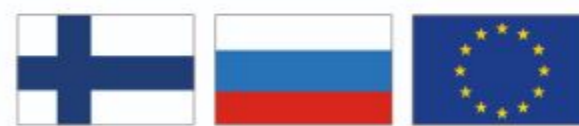
Thu 8/27

1. Final Pitch Decks Preparation
2. Pitch Training

Final Pitch Deck Created/Pitching Trained

Fri 8/28

DEMO DAY!
END OF THE PROGRAM.



CBC 2014-2020
SOUTH-EAST FINLAND - RUSSIA

