



THE INTERNATIONAL TECHNOLOGY LAW ASSOCIATION

in collaboration with

ENTERPRISE ESTONIA



and

ARCTIC**STARTUP**

and



Announce the

Business Plan Pitch Contest

to be held in Conjunction with the Association's

Second Annual Tallinn Conference

May 25-26, 2009

Swissotel, Tallinn, Estonia

**Challenges and Opportunities for Nordic Technology
Companies In Turbulent Economic Times**

Interested in meeting high profile venture capitalists and expanding your business into Silicon Valley?

The International Technology Law Association, Enterprise Estonia, ArcticStartup, and Connect Estonia invite Baltic and Nordic technology startups to participate in a business plan pitch contest in Tallinn, Estonia on May 26th 2009.

How to apply:

Applications must be sent to events@arcticstartup.com latest by **May 6th 6:00pm EET**. Finalists will be announced on May 11th. Applications must be done by using the form attached to this invitation.

Prizes:



1. Grand Prize is **one full day of law consulting** time with **Fish & Richardson P.C.**, in their **Silicon Valley** office (valued at **\$6000**). The consultation can be used as the winner wishes, e.g., to incorporate a subsidiary for operations in Silicon Valley. The consultation can be in person, by Skype video or by Polycom video. Consultation with the Munich office of Fish & Richardson P.C. may also be included, subject to availability and requirements of the contest winner.



2. The **runner-up prize** is one full day of law consulting with Knobbe, Martens, Olson & Bear, LLP (valued at **\$3000**). The consultation can be in person (location negotiable), by Skype video or by Polycom video.

The winners will be responsible for costs advanced, governmental fees and taxes (if any). The award of the prize is subject to normal procedures for conflict of interest clearance of new clients of Fish & Richardson P.C. and Knobbe, Martens, Olson & Bear, LLP. In the event Fish & Richardson or Knobbe, Martens, Olson & Bear, LLP. is unable to proceed due to conflict of interest reasons the International Technology Law Association will endeavor to find a suitable substitute.

Jury:

- **Martin Hauge**, Managing Director, Creandum, Stockholm
- **Allan Martinson**, Managing Director, MTVP, Tallinn
- **Artturi Tarjanne**, Managing Director, Nexit Ventures, Helsinki
- **Rick Marshall**, Managing Director, Intelligent Capital, San Francisco
- **Sten Tamkivi** (Invited), Chief Evangelist, Skype, Tallinn
- **Ott Parna** (Invited), Managing Director, Estonian Development Fund, Tallinn
- **Richard Allan Horning**, Principal, Fish & Richardson P.C., Silicon Valley

Judging Criteria

The contestants will be judged equally based on presentation skills, opportunity definition, market size and attractiveness, the likely success of the firm, growth potential, differentiation and competitive advantage, financial viability and risk, and the management team structure. In short, the pitch should attract a potential venture capital investor.

Contest Rules:

The pitch contest will be held on May 26th 2009 at Swissotel, Tallinn, Estonia.

The following rules apply to all applicants:

1. The company must not be more than 6 years old. The size of the management team must be at least two persons. The business concept must have potential for international expansion.
2. The firm headquarters must be based in Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway, or Sweden.
3. Applicants must enter the contest by using the form provided.
4. The contest finalists will be selected by the organizers. Five (5) finalists will be selected.
5. The chosen finalists must be willing to travel to Estonia for the contest on their own expense in order to participate.
6. Each finalist will have maximum of 5 minutes to pitch their company to the jury. Screen projector may be used as visual aid. The presentation order of the finalists will be drawn.
7. The winner of the contest will be decided by the subjective evaluation of the named jury alone. The jury's decision shall be decisive.

The organizers reserve the right to update and modify the rules and contest details at any time without prior notice.

Training for the Contestants:

Connect Estonia will provide training to finalists from all Nordic and Baltic countries, in person in Tallinn, or online, based on agreement.

Luiga Mody Hääl Borenius (Tallinn) and Raidla Lejins & Norcous (Tallinn) have also agreed to provide one-half day coaching sessions to the 5 teams nominated to participate in the contest. Teams selected to participate whose offices are in Helsinki or one of the other Baltic Countries will be offered coaching opportunities in the local offices of the Borenius and Roschier affiliates in those countries. The International Technology Law Association will endeavor to place finalists from other regions with a law firm in their home country.

Finalists will be provided with details on the training opportunities.

Application to Participate

Applications must be no longer than two A4 pages at max.

<u>Name of Company:</u>	
<u>Country:</u>	
<u>Contact Details:</u>	
<u>Your Story – The Product / Service Idea and Business Model:</u>	
<u>Market Size for Your Product / Service:</u>	
<u>Description and Background of the Team:</u>	
<u>Growth and Financing Plan, Including Reference to Existing Investors:</u>	
<u>The Last Word: Why Should You be Picked to Pitch and Win:</u>	