



Heidi Kakko

CEO/Fund Manager

ESTONIA - STARTUP WONDERLAND?

Presentation for Finance Estonia International Forum 6 June 2013

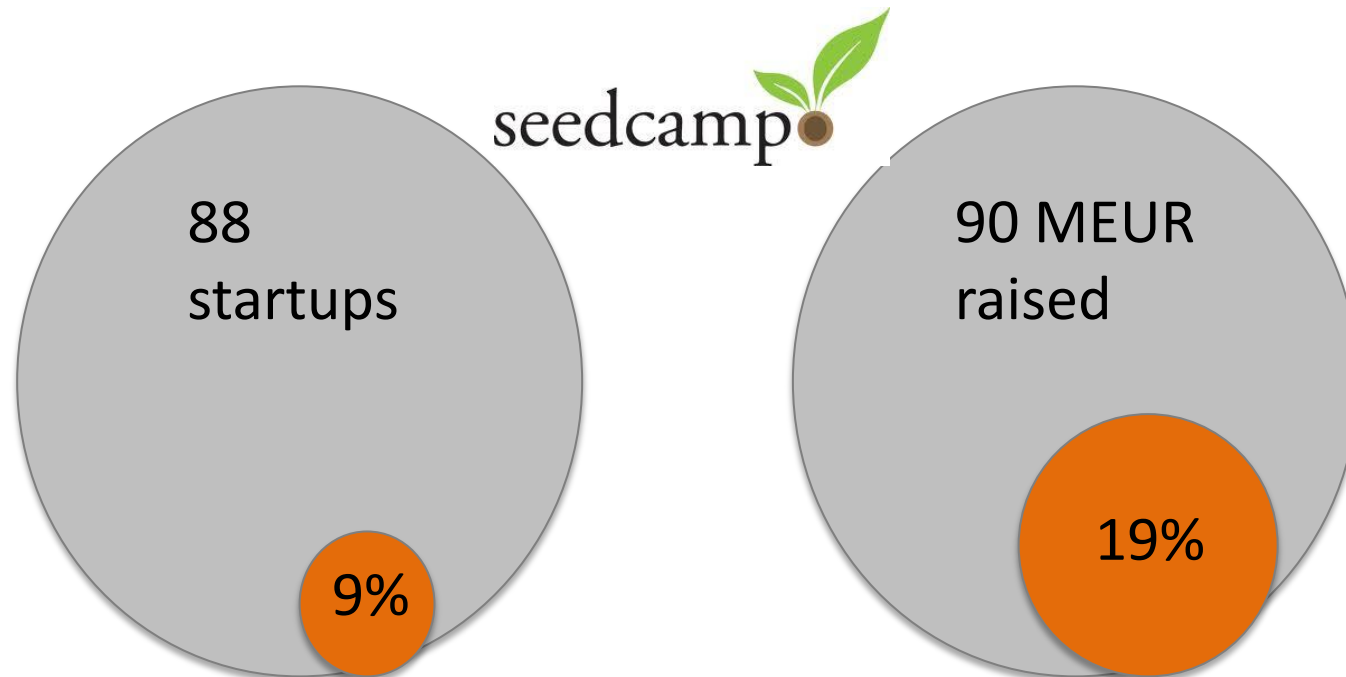
Phenomena of Estonia

- „One of the secrets of global seed investing is, I can tell you right now because of AngelList, **where the high quality companies tend to reside**. In Europe the majority of them are London or **Estonia**.”
- „If I see a company coming out of Estonia I am reasonably assured that it will be executed well. That is because there is a lot of Skype alumni in Estonia. **For its size, Estonia is generating more high quality startups than you would expect.**”

*Naval Ravikant,
Founder of AngelList*

Outstanding Estonian startups

Taavet Hinrikus / Dave McClure:
#estonianmafia



Source: Seedcamp business accelerator



[edit](#)

General Information

[edit](#)

Website	erply.com
Blog	erply.com/blog
Twitter	@erply
Category	Enterprise
Phone	(347) 767-5900
Email	info@erply.com
Employees	30
Founded	2009
Description	Point of Sale and Inventory software

Offices

[edit](#)

Development centre
Põõnmu mnt 278
Tallinn, 10642, EST

People

[edit](#)

[Kristian Hiiemaa](#)
Founder, CEO
[Kristjan Randma](#)

ERPLY

[edit](#)

ERPLY is a maker of software for commercial retail inventory and ecommerce that handles data across physical shops, online stores and offices and provides real-time dashboards with relevant data.

Erply offers:

1. Full-featured financials, CRM, POS, inventory, and ecommerce software - all in a single system
2. Real-time management across your entire business operation - shops, offices
3. On-demand infrastructure, that actually lowers maintenance and cuts license fees
4. Real-time dashboards for all your information need
5. Anywhere, anytime access to the information you need

Erply was selected as a winner of [Seedcamp 2009](#).

Recent Milestones

[edit](#)

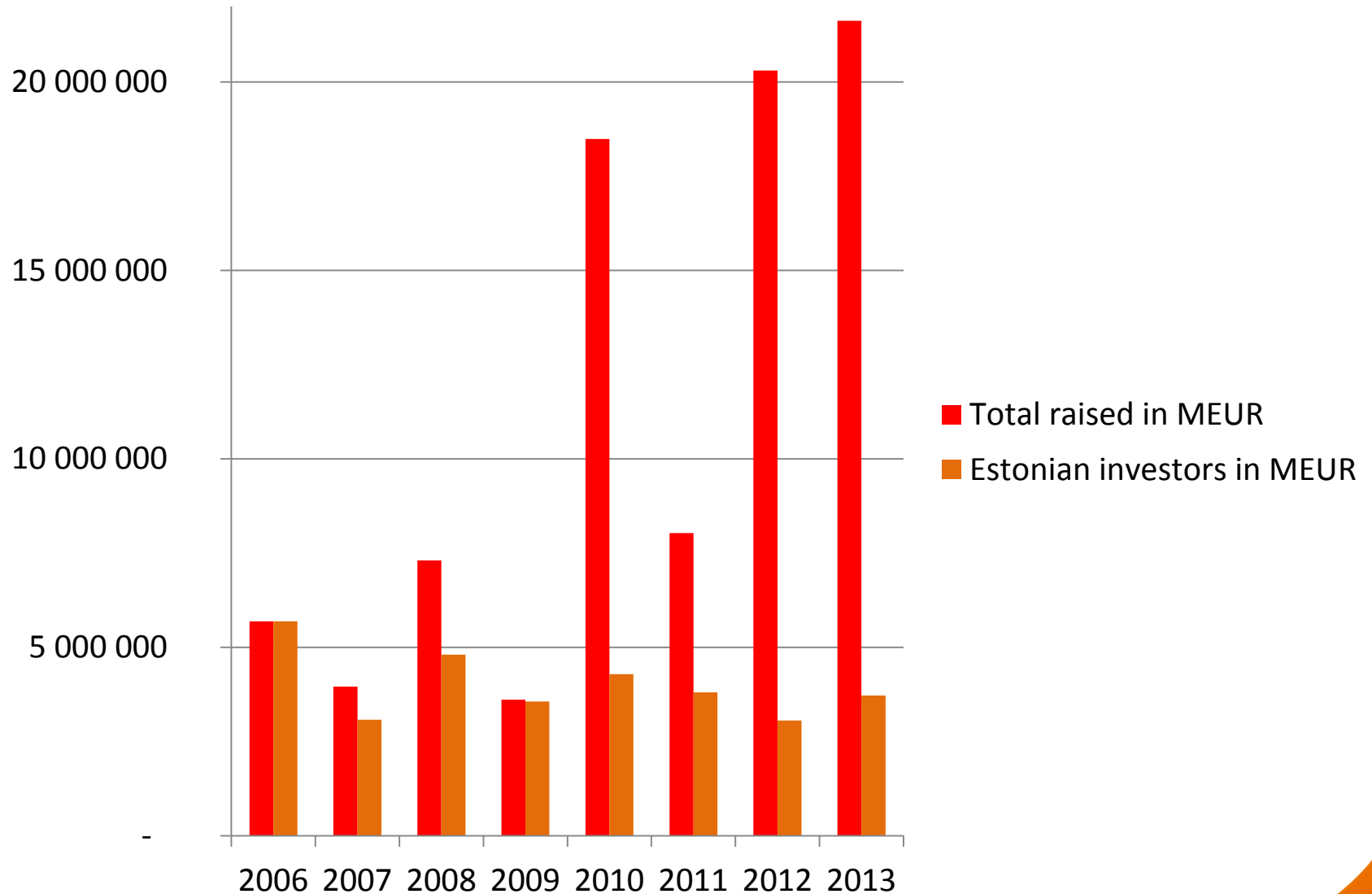
- [ERPLY](#) received \$2.15M in Series B funding. (5/24/13)
Posted 5/26/13 at 6:52pm via techcrunch.com
- [ERPLY](#) received \$2M in Venture Round funding. (3/22/10)
Posted 3/22/10 at 2:05pm via techcrunch.com
- [ERPLY](#) received \$73.4k (€50k) in Seed funding. (9/25/09)
Posted 9/30/09 at 10:41am via seedcamp.com
- [ERPLY](#) added [Kenny Van Zant](#) as Investor.
Posted 3/22/10 at 1:41pm
- [ERPLY](#) added [Zach Hildebrand](#) as Investor.

NYC like ...Tallinn, Estonia

- „NY City is like Tallinn, Estonia – **fast, lean and very aggressive**. SF was too slow for us. Key points for us are: great labour law, low tax, easy to hire, and cheaper tickets ...”

Kris Hiimaa, Erply

Fundraising by Estonian startups

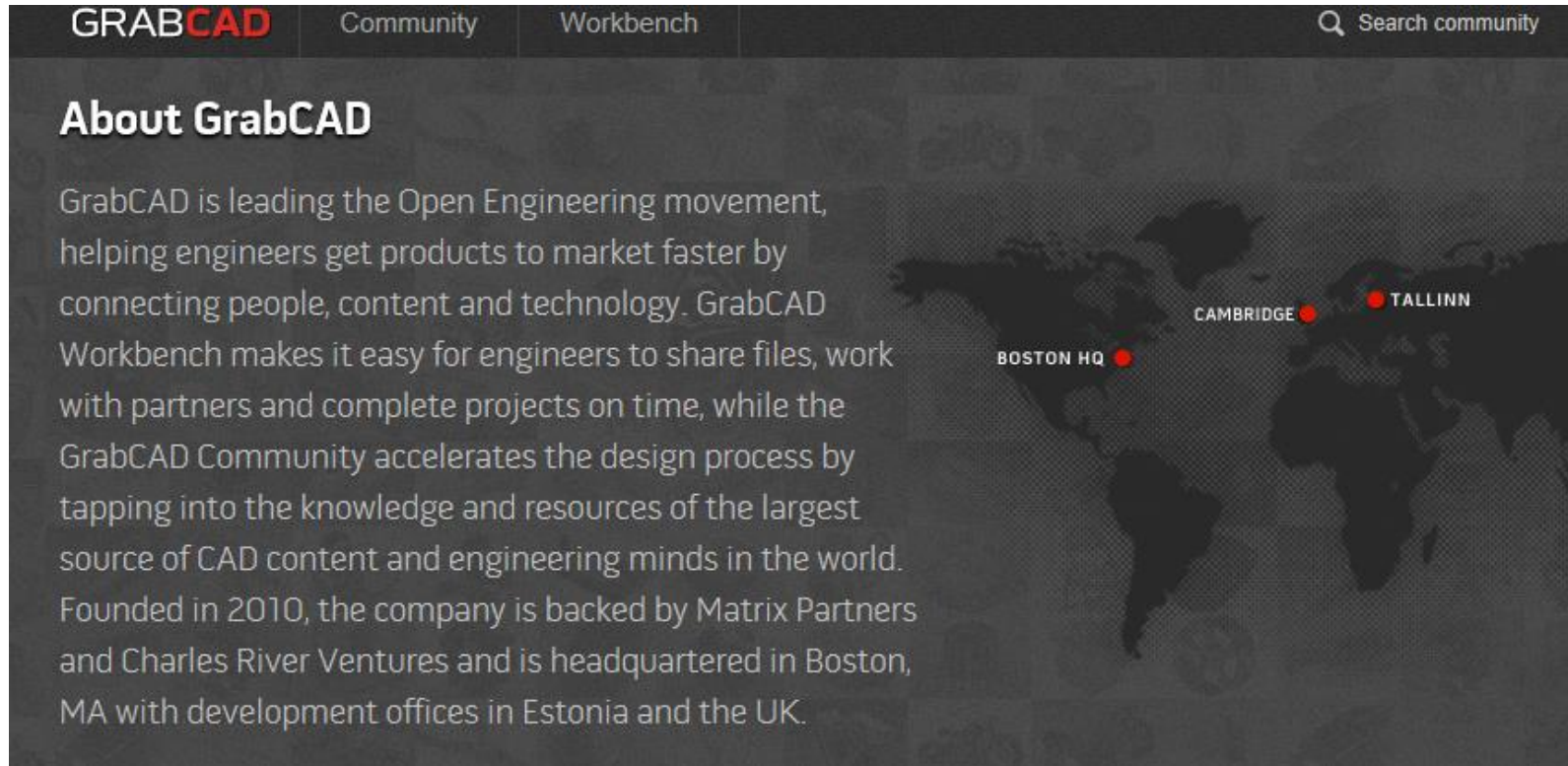


VCs in Estonian startups

- Redpoint Ventures, Index Ventures, Dave McClure's 500 Startups
- Valar Ventures, SV Angels, IA Ventures, Index Ventures, Seedcamp and TAG
- Conor Venture Partners, Fostergate Holdings Ltd, Entrepreneurs Fund
- Intel Capital, Greycroft Partners
- Charles River Ventures, Atlas Venture, NextView Ventures, Matrix Partners



Building the bridges



GRABCAD Community Workbench Search community

About GrabCAD

GrabCAD is leading the Open Engineering movement, helping engineers get products to market faster by connecting people, content and technology. GrabCAD Workbench makes it easy for engineers to share files, work with partners and complete projects on time, while the GrabCAD Community accelerates the design process by tapping into the knowledge and resources of the largest source of CAD content and engineering minds in the world. Founded in 2010, the company is backed by Matrix Partners and Charles River Ventures and is headquartered in Boston, MA with development offices in Estonia and the UK.

BOSTON HQ CAMBRIDGE TALLINN

Leadership team



Hardi Meybaum
CEO



Jon Stevenson
VP of Technology



Rob Stevens
VP of Sales & Marketing



Grant Thomas-Lepore
Product Manager

Why did it happen?

- **Skype** legacy, heritage, dream, role-model
- Starting up has proven and **made easy**
- People with the attitude – **I can do it!**
- Other alternatives of **becoming a millionaire** are limited
- Small market - **think big** from the start
- **Political leadership** - e-services, tax regime, public focus

Hall of Fame #estonianmafia

Annual revenue \$1M+ and/or funding \$500K+



CLICK ^{AND} GROW



GRABCAD

guardtime 

Fits.me
Virtual Fitting Room



NOW!
INNOVATIONS

MARINEXPLORE

MODESAT
communications

pipedrive



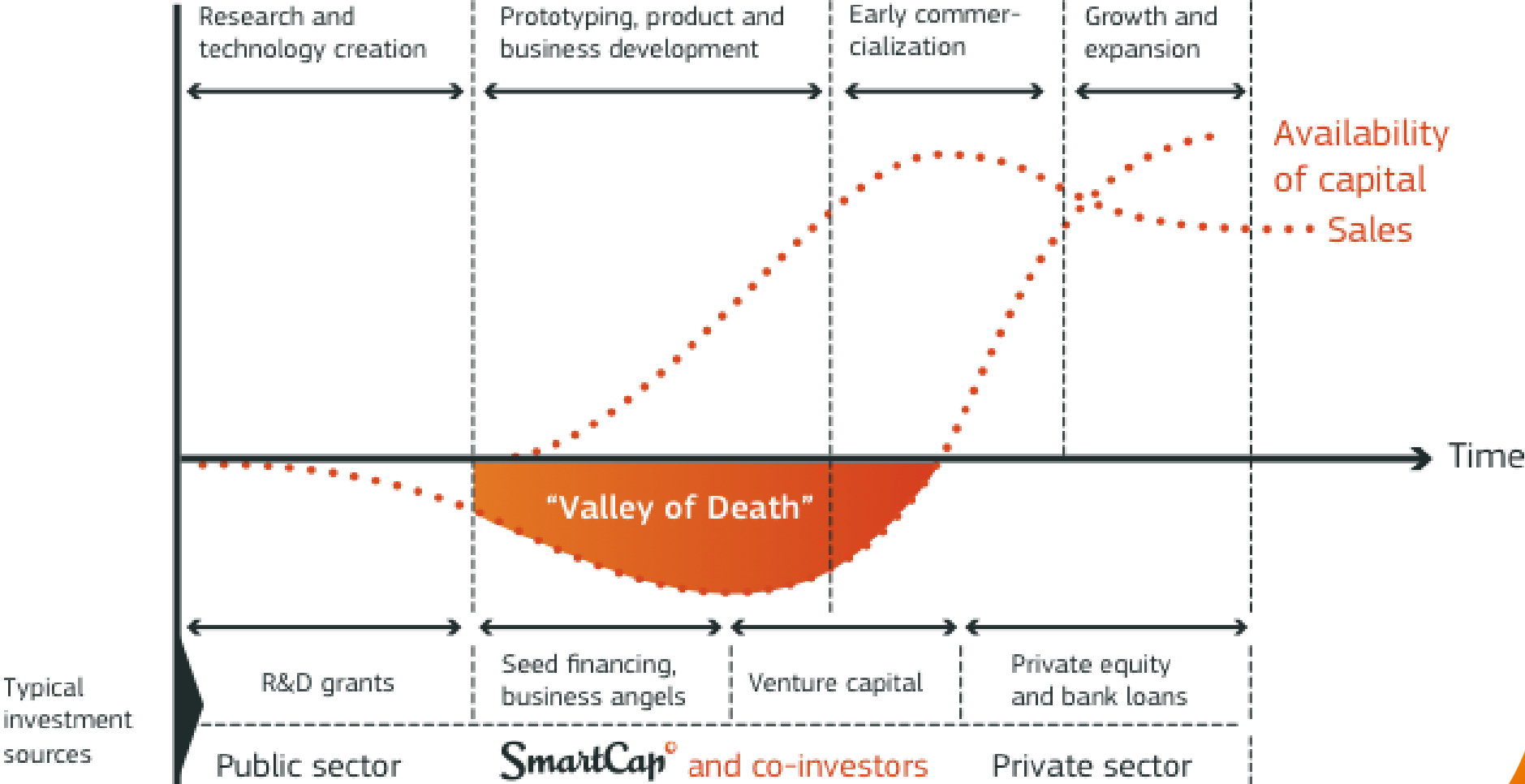
SMART  AD
THE ADDRESSISING COMPANY



zerply

Source: Garage48HUB

Sources of capital in phases



What does Estonia need for startups?

- Local supply of capital in early stages
- Technology transfer - skills and financing
- Entrepreneurs (in residence)
- International staffing for C-level
- Network and contacts
- **Strategy for MNC focus ?**

Smart specialisation



1. IT application (horizontal) in different industries
 - Automatisation and robotics
 - Cyber defence
 - Software development

2. Health technologies and services
 - Biotechnology
 - E-medicine

3. Resource effectiveness
 - Materials
 - Smart housing (energy and IT)
 - Health supporting food (tech)



Questions?

Heidi Kakko: +372 5624 9959

heidi.kakko@smartcap.ee skype: heidikakko