

STARTTIPLUS 3.0

ASSESSMENT SERVICE FOR ENTREPRENEURSHIP AND
BUSINESS PREREQUISITES: SALES AND MARKETING SKILLS

CHOOSE
STARTTIPLUS
PARTNERSHIP WITH
ARVOVERKKO OY

THE SERVICE PROVIDER PREPARES AND SUBMITS A DEVELOPMENT PLAN THAT INCLUDES RECOMMENDATIONS FOR DEVELOPING CUSTOMER ACQUISITION, SALES AND MARKETING, AND IDENTIFIES THE MEASURES REQUIRED FOR PROFITABLE GROWTH TO THE CUSTOMER.

ARVOVERKKO OY

STARTTI PLUS IS A FREE EXPERT SERVICE FOR ENTREPRENEURS WHO HAVE RECEIVED A START-UP GRANT. THE SERVICE PROVIDES SUPPORT FOR DEVELOPING YOUR BUSINESS, IMPROVING YOUR SALES AND MARKETING, AND INCLUDES A WRITTEN PLAN FOR THE NEXT STEPS. IF NEEDED, THE SERVICE ALSO INCLUDES UP TO FOUR ADDITIONAL MEETINGS TO FURTHER DEEPEN YOUR SKILLS.

THE SERVICE IS DELIVERED BY CERTIFIED EXPERTS – CHOOSE ARVOVERKKO WHEN YOU WANT CLEAR DIRECTION AND HANDS-ON SUPPORT FOR GROWING YOUR BUSINESS.

FOR MORE INFORMATION ABOUT THE STARTTIPLUS SERVICE, CONTACT KRISTIAN KARIMO AT ARVOVERKKO OY: KRISTIAN.KARIMO@ARVOVERKKO.FI.



KRISTIAN KARIMO

Kristian is an expert in change management who has worked as a business management consultant since 1997. His mission is to help people and organizations succeed.



ARVOVERKKO OY

Strategic support and change management expertise for entrepreneurs and companies aiming for profitable growth. Arvoverkko Oy serves entrepreneurs across Finland.



GOAL

To support the creation of the client company's success strategy and the achievement of performance and development goals.



APPROACH

Based on value-driven partnership and change management. We are committed to long-term work to achieve goals and act as a reliable partner and supporter.

WHAT?

A development service for assessing entrepreneurial readiness and the prerequisites for business operations.

FOR WHOM?

The goal of the service is to provide individuals who are starting out as entrepreneurs with the capabilities needed for building profitable and growing businesses.

The assessments and plans created during the service can also support decisions regarding start-up grants and their extensions for those who have begun their business operations while receiving unemployment benefits.

HOW AND WHY?

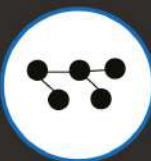
- Delivered through interactive collaboration between the expert and the entrepreneur
- Guaranteed quality: over 25 years of experience in business development, a certified expert, and a trusted network of supporting professionals
- For more information, contact Arvoverkko Oy:
kristian.karimo@arvoverkko.fi
- Certified to provide the following service:
 - Startti Plus 3.0

25V

With over 25 years of experience in business development, we help companies grow and succeed.

100%

We are fully committed to building trust and ensuring complete customer satisfaction.



Our strong, cross-functional network is made up of highly experienced specialists.

SERVICE CONTENT

The service provider assesses the client's entrepreneurial readiness, with a focus on sales and marketing skills. The assessment includes the following topics:

- Basic company information
- The company's target state: mission and vision for the next 3–5 years, guiding values, and critical success factors
- Financial goals, customer goals, internal goals, and HR-related objectives
- Market analysis, growth potential, and customer acquisition strategy
- Sales plans and sales projections
- Sales profitability and pricing
- Marketing plan
- Evaluation of the conditions and opportunities for profitable business growth, including:
 - Services/products
 - Customers, marketing, sales, and competitors
 - Information systems
 - Management and expertise
 - Network cooperation

The service provider prepares and delivers a development plan, including recommendations for improving customer acquisition, sales, and marketing, and outlines the necessary steps for achieving profitable growth.

The goal is that during the four optional follow-up sessions, concrete solutions are identified and supported in implementation. The client is guided to focus their resources on the right actions and execute them effectively.

When needed, we provide long-term support and connect the client with the best possible partners — both financially and operationally. We also assist with arranging public-private funding and applying for financial support from Business Finland, Finnvera, and ELY Centres.

CONTACT US

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