

Tämä loppuraportointilomake on tarkoitettu hankkeille, jotka ovat päättyneet.

Innovaatorahastosta rahoitettu hanke

Hankkeen hallinnoija (yritys/toimiala/tms.):
THE STARTUP SHORTCUT OY
Hankkeen nimi:
DIVERSITY AS AN ENGINE FOR GROWTH: How to accelerate the use of under-utilised expertise in Helsinki?
Lisätiedonantajan yhteystiedot:
Hankkeen kokonaisaikataulu ja raportointikausi (kk/vuosi –kk/vuosi):
JUNE 2018 – MAY 2019
Hankkeen johtoryhmän/Ohjausryhmän kokoonpano:
Project Management: A. B.
Steering Committee:
- E.N., Project Manager, Work in Finland, International House Helsinki, City of Helsinki
- T. K., ELY-Keskus, public tendering process
- N. D., human catalyst, Smartly.io, Former President Slush and board member of The Shortcut
- A. B., co-founder and CEO, The Shortcut

Hankkeen toteutuminen

Hankkeelle asetetut tavoitteet
Objectives set for the project
The project sought to establish financial independence & sustainability of The Shortcut by developing further fundraising and revenue models to support operations, therefore enabling our activities which contribute to new employments, new entrepreneurs and professional integration of international talent in Helsinki. More specifically:
1. Retain the international talent in the city by helping them find meaningful career paths and networks in Helsinki, hence avoiding brain drain. 2. Bring diversity to startups, helping accelerate growth, innovation and internationalization of startups. 3. Unleash the untapped potential of skilled international and other talents* who don't feel optimized but could be curious about the opportunities in technology-based entrepreneurship. Ultimately getting these people into jobs that match their skills.
*international students, spouses of expats, 1st and 2nd generation immigrants, unemployed under TE services, non-registered job seekers, etc.
Through the optimal allocation of human resources, The Shortcut contributes to a more economically and culturally flourishing society in a fast and sustainable way. Developing our training programs alongside service provider and fundraising models allow us to continue delivering the overarching objectives explained above.
Hankkeelle asetettujen tavoitteiden toteutuminen / Implementation of the project objectives
Missä määrin tavoitteet on saavutettu? Mitkä ovat hankkeessa suoritettut keskeisimmät toimenpiteet? Mitkä ovat merkittävimmät muutokset hankkeen toteuttamisessa verrattuna alkuperäiseen suunnitelmaan?
To what extent have the objectives been achieved? What are the most important measures taken in the project? What are the most significant changes to the implementation of the project compared to the original plan?

Through this project's activities, significant steps have been taken towards financial sustainability and building up revenue-generating services. **In 2018, 38% of income was generated from revenue. In 2019, more than half (60%) of income was generated from revenue.** We expect this trend to continue in 2020, with more than half of income generated through revenue.

During the project, The Shortcut has taken important measures to establish itself as a service provider to private companies and public entities by developing service packages around content partnerships, integration and community activities, immersion into the startup ecosystem and skill trainings. Programs were conducted in partnership with Microsoft, Google, Mozilla, OP Lab, Amazon Web Services, Business Finland, City of Helsinki, Aalto University, Swappie, A-Grid, TheHub.fi, Junction, Smartly.io, Nordic Makers, Maria 01, Aalto Ventures Program, Icebreaker VC, Vertical, and Truly Agency; in addition to 140 individual pro bono contributors in 2019 alone. Service provision for Koto-SIB continued, with 228 job seekers receiving training in the areas of Startup Immersion, Digitalization, Python for Data Analysis, UX & Service Design, entrepreneurship, project-based learning, etc.

(More detailed information in Attachment 1)

There have not been any notable changes to the original accepted or mid-term project plans. Project spending and deliverables have remained largely the same. Initially, the revenue model was planned to take 2-3 years to develop to its full potential. After one year of Innovaatorahasto support, **13 new programs have been piloted, of which 7 developed revenue models and have been successfully confirming monetization.**

Results of the programs themselves & contribution to developing Helsinki's knowledge and business base elaborated in question below.

Hankehakemuksessa määritellyt hankkeen toteutuksen seurantamittarit ja niiden tulokset **KPIs defined in the project application and their current status**

Total participations in our events and trainings 2018: 1444
Total participations in our events and trainings 2019: 1963
Unique participants in our events and trainings 2018: 906
Unique participants in our events and trainings 2019: 1303
New participants in 2018: 886
New participants in 2019: 903

As of the end of the project, 125 job seekers found employment from our Internship & Catalyst Programs
As of the end of the project in addition to the above number, 111 people got new career opportunities by finding internships or beginning to work on a business idea
41 new entrepreneurs registered companies (14 from the EU Uudenmaanliitto project Multi-Encounters Growth Entrepreneurship MEGE project and 27 from The Shortcut separate event participants and community members)

(KPIs presented in detail in Attachment 1)

Miten hankkeessa on huomioitu kaupunginhallituksen elinkeinojaoston rahoituspäätöksessä ja sen perusteluissa mahdollisesti annettuja ehtoja ja/tai kehotuksia? **How has the project taken into account the suggestions or requests that may have been made in the previous financing decision by the City Council and its justifications?**

The Shortcut re-planned the original project proposal based on the suggestions made in several iterations. The initial broader project plan focused on opening the technology-driven community to people without access to local networks, suffering from unfavorable positions in the labour market or with diminished opportunities for work. The primary aim of the plan was to create more opportunities for people in the Helsinki area and lower the barriers to the technology startup community.

Keeping the aforementioned goals in mind, the final updated plan (dated 13.06.18 and approved by the City Council) was adjusted to emphasize the creation of self-sustaining revenue models, i.e marketable packages for training services. The updated plan provides a more detailed view of our programs and relevant partners and customers.

Pystyttekö osoittamaan, miten hankkeessa on onnistuttu kehittämään Helsingin osaamis- ja elinkeinoperustaa? (esim. hankkeesta saadun palautteen kautta)

Can you demonstrate how the project has succeeded in developing Helsinki's knowledge and business base? (e.g. through feedback from the project)

The Shortcut organizes informal education/hands-on training given by startup doers, where the participants learn practical skills and the entrepreneurial mindset that are needed in startups and technology-driven working environments. We enhance business ecosystems and innovation platforms by accelerating international talents and under-utilized work force into jobs and make sure international experts are encouraged to become entrepreneurs, so that companies benefit from networks of international experts and expertise in growth and internationalization. This includes organizing workshops related to technology, design, business and entrepreneurial skills acquisition.

To gather more qualitative data on how The Shortcut has impacted its users, we have conducted follow-up surveys with our training participants and community (team members & volunteers) in several rounds since April 2019. 103 respondents have rated how much effect The Shortcut's intervention had on various aspects as well as answered open-ended questions on ways The Shortcut has helped them most:

"Keeping me busy, overcoming stress, feeling that I'm not alone with my unemployment problems, teaching me new things about topics I already knew and forgot."

"After the winning in Digital Prototyping Weekend last October, I went to Junction. Our team won and now we are developing a super-duper amazing game for KONE."

"Practising development of my innovation during Digital Ideation Week."

"It was a great opportunity to share my vision and promote sustainable business approach to the audience of potential entrepreneurs and change-bringers"

"Learning new skills in a no pressure environment"

"Gives me inspiration, makes me more confident and motivated, helping me step by step getting out of my stress from unemployment"

"Get the feeling of belonging somewhere when I was really lost and getting respected for the work experience and the chance to work independently."

"In all areas, Skills growth, network growth, partnerships"

"It gave me a clearer understanding of what I want to do later in life. What area to work with. And I have also met some really great people of your events, and one good friend - which definitely helped to feel better in a new town."

"I was able to meet like-minded people, to hear experiences of other entrepreneurs and specialists, to get new knowledge"

"Upgrade the latest business trend/info"

"The Shortcut was the first place where I have pitched the idea in 2nd DPW, They have always supported my entrepreneurial activities."

"...helping all of us who had trouble fitting into the traditional work culture in Finland!"

"Help to introducing the startup in Helsinki that can be potential as workplace in the future."

"...the best organization and most equipped to help educated foreigners in Finland in getting the skills needed for the job market."

"...has also helped me to be confident to pursue my career."

"Help with continuous learning, provide community for information sharing and clubs to boost self-learning."

"My internship has given me a valuable learning experience, amazing friends, connections and great supportive community."

"...I have a clear idea of what I have to do and my self-esteem has improved a lot."

For further details in terms of quantitative data, please check section "KPIs defined in the project application and their current status" and find More detailed information in Attachment 1

Our project is directly contributing to the provision of knowledge and business based learning. At the same time, as a feedback loop effect, our organization constantly gains new insights on the needs and skills of international talents, as well as the recruiting needs and requirements of startups and high-growth companies, and develops programs based on this.

Miten hankkeen kohteena ollutta toimintaa jatketaan hankkeen päättymisen jälkeen ja/tai mitkä ovat hankkeen jatkotoimenpiteet?

How will the project activities continue after the end of the project and/or what are the follow-up points of the project?

Packaging & standardization of monetizable training/activities, participating in various tender proposals, and the continued building of revenue models and trainings & activities are naturally ongoing. High quality program services have been demonstrated that are already contributing to our revenue models. The focus is on service provision, public tenders, and private sector services in addition to grants and EU projects.

Now that The Shortcut's services have been developed through the support of this project, we hope that the City can also benefit from them for servicing growing companies' and job seekers' needs.

Please see Attachment 1

Kuvaus hankkeen toteutuksesta vaiheittain

Otsikoi ja kuvaa hankkeessa toteutetut toimenpiteet vaiheittain Name and describe the project by phase	Vaiheen tuotokset Phase outputs	Vaiheen ajoitus (kk/v) Timing
<i>Please explain the main points here</i> Phase I: Brainstorming and building new concepts for training programs, based on users' feedback and needs.	Mapping of the relevant partners for service provision with both public and private partners & discussions initiated Content development - activities and trainings conceptualized and tested with companies: Get Google Certified (with Google) A. Adwords Fundamentals B. Adwords Mobile C. Google Analytics Python from Zero to Hero Coding (with Holvi)	06/2018
Phase II: 1. Conceptualization of new activities & continued development of those that show traction based on users' feedback and needs	Summer Code Camp Girls' Coding Club (weekly))	07-08/2018
Phase II continued: 1. Initiate collaborations & packaging and standardizing trainings/activities	Meetings and discussions	09-11/2018

Phase III: 1. Continued conceptualization of new activities & improving those that showed traction	Girls' Coding Weekend Hackathon New weekly coding clubs: JavaScript ReactJS Python Digital Marketing Club Global Impact Accelerator with Slush	09-12/2018
Phase III continued: 1. Standardize proven training programs	Idea Development Week(end) 2 Editions: Spring & Fall Digital Prototyping Week(end) (part of MEGE project) 2 Editions: Spring & Fall Catalyst Program (Koto-SIB) School of Startups 2018	09/2018-03/2019
Phase III continued: 1. Focusing more on the packaging & standardization of our sellable training/activities towards revenue models	Integration Success Services - Research, needs mapping, discussions with companies Community & Social Events	01/2019-ongoing
Phase III continued: 1. Start participating in various tender proposals to become a service provider to public entities	Tender participation Proposals submitted Talent Heist at Slush in partnership with Business Finland, City of Helsinki, thehub.fi, and 10-20 companies in shortage of talent	02/2019-ongoing
Phase IV: 1. Revenue Models	Standardization of the business model: Established 1-2 revenue-generating services Participated in tenders and smaller proposals Continue building portfolio of service offerings & references Explore new funding opportunities to allow further scaling of operations	03/2019-ongoing
Phase IV continued: 1. Trainings & Activities	Standardization of the training & activities that have proven to be successful/most impactful and open them to bigger audiences Trainings in partnerships with companies: Microsoft Azure Cloud Computing Fundamentals	03/2019-ongoing

	Data Science (with Mozilla, Kodit.io, Silo.ai, Selko.io) School of Startups 2019 (with OP Lab, AWS, Maria 01, Aalto Ventures Program, Icebreaker VC, Vertical Accelerator, and Truly Agency) Docker (with Eficode) Amazon Serverless Workshop (with Amazon Web Services) Continuation of service provision to Koto-SIB with focus on serving more customers and improving employment probabilities	
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Please see Attachment 1 for more details

Hankkeen rahoitus- ja kustannukset

☒ Arvonlisävero ei jää hakijan lopulliseksi kustannukseksi. Kustannukset on ilmoitettu verottomina

☐ Arvonlisävero jää hakijan lopulliseksi kustannukseksi. Ilmoitettaviin kustannuksiin sisältyy arvonlisävero

	2019 (euroa)	2018 (euroa)	2017 (euroa)	2016 (euroa)
Innovaatorahastosta myönnetty rahoitus	38 000	100 000	-	-
Rahastosta käytetty määräraha	38 000	100 000		
Innovaatorahastolle palautettava/palautettu summa	0	0		
Muualta saatu rahoitus	0	0		
Tulot	306 484 (as of 7.10.19)	325 335		
Oma rahoitus	74 071	84 320		

Hankkeen kulut viimeiseltä hankevuodelta	Kokonaiskustannukset 2018 (euroa)	Innovaatorahaston osuus 2018 (euroa) 54.25%
Palkkakulut,	140 262	76092
joista palkan sivukuluja	25 236	13691
Matkakulut	1 233	669
Ostopalvelut,	26 829	14555
joista asiantuntijapalveluita	15 470	8392
Hankinnat/investoinnit,	8 153	4423
joista koneiden ja laitteiden hankintamenoja	8 153	4423
Toimisto- ja vuokratkustannukset	0	0
Muut menot	7 845	4256
Yhteensä	184 320	100 000

Hankkeen kulut viimeiseltä hankevuodelta	Kokonaiskustannukset 2019 (euroa)	Innovaatorahaston osuus 2019 (euroa) 33.91%
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Palkkakulut,	89 913	30489
joista palkan sivukuluja	15 660	5310
Matkakulut	674	229
Ostopalvelut,	13 398	4543
joista asiantuntijapalveluita	7 371	2500
Hankinnat/investoinnit,	4 557	1545
joista koneiden ja laitteiden hankintamenoja	4 557	1545
Toimisto- ja vuokratkustannukset	0	0
Muut menot	3 529	1197
Yhteensä	112 071	38 000

Hankkeen menot ja tulot

1. Palkkakustannukset (mukaan lukien työnantajamaksut)

Tehtävä	Koko-/osa- aikainen	Hen kilöt yökk	Sivukul ujen %	2019 kokonais- ...joista kulut osuus	IR	2018 kokonais- kulut	...joista IR osuus	Yhteensä
<i>For more detailed information see Attachment 1</i>								
Yhteensä				89913	30489	140262	76092	230174

Kustannusten perustelut

2. Ostopalvelut ja muut hankinnat

Menot eritellään seuraavien menoluokkien mukaisesti ja jokaisen menon kohdalla ilmoitetaan menon tositenumero hankkeen kirjanpidossa:

1. Ulkopuoliset palvelut (toimenpiteen tarkoitus ja toimittajan nimi)
2. Investoinnit/tarvikkeet ja tavarat/koneet ja laitteet (hankinnan tarkoitus ja toimittajan nimi)

Kustannus	2018	2019
<i>For more detailed information see Attachment 1</i>		
Yhteensä	34781.42	17956
- joista innovaatorahaston osuus	18868.92	6088.88

Kustannusten perustelut

3. Matkakustannukset (matkan tarkoitus, matkustajan nimi ja matka-aika sekä menon tositenumero hankkeen kirjanpidossa)

Kustannus	2018	2019
6301 Tickets & Taxi: 6, 8, 92, 102, 103, 106, 109, 112, 39, 22, 27, 32, 37. Transportation, Taxis.	1233.10	674.06
Yhteensä	1233.10	674.06

- joista innovaatorahaston osuus	668.96	228.57
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Kustannusten perustelut

4. Toimisto- ja vuokratkustannukset (kustannuksen tarkoitus ja kohde sekä menon tositenumero hankkeen kirjanpidossa)

Kustannus	2018	2019
-	-	-
-	-	-
Yhteensä	-	-
- joista innovaatorahaston osuus	-	-

Kustannusten perustelut

5. Muut kustannukset (kustannuksen tarkoitus/kohde ja toimittaja sekä menon tositenumero hankkeen kirjanpidossa)

Kustannus	2018	2019
<i>For more detailed information see Attachment 1</i>		
Yhteensä	8043.86	3528.5
- joista innovaatorahaston osuus	4363.79	1196.51

Kustannusten perustelut

Hankkeen kustannukset yhteensä

Palkat, ostopalvelut ja muut hankinnat, matkat, tilat- ja vuokrat, ja muut kustannukset yhteensä	2018		2019		Yhteensä
	kokonais- kulut	...joista IR osuus	kokonais- kulut	...joista IR osuus	
	184320	100000	112071	38000	296391

Tulot (toteutuneet tulot ja tulon lähde)

Tulot	2018	2019 so far	Yhteensä
Innovaatorahasto	100000	38000	138000
Other Income	225335	268484	493819
Yhteensä	325335	306484	631819

Liitteet

1. **Kaupunkiorganisaation ulkopuolisen hanketoteuttajan raporttiin liitetään kaupungin lausunto hankkeen toteutumisesta**

Lausunnossa pitää käydä ilmi miten hanke on toteutunut, hankkeen tuloksellisuus ja vaikuttavuus suhteessa saatuun avustukseen sekä miten tuloksia aiotaan hyödyntää ja sisällyttää kaupungin toimintaan.

2. **Hankkeen ohjausryhmän pöytäkirjanote, jossa väliraportti hyväksytty.**
3. **Hankkeen kirjanpidon ote.**
4. **Attachment 1:** Information not to be made publicly available.