



# GSAI

GROWTH AND SCALING THROUGH AI

Apply here by May 15

2025–2028

# International Scale-Up Program for Startups

*A program accelerating startup growth in the Central Baltic region by developing AI-powered business models and products – targeting new EU markets, starting June 3, 2025!*

## ABOUT THE PROGRAM

### GSAI Program – Growth and Scaling Through AI (2025–2028)

The GSAI program is designed to help startups in the Central Baltic region scale their business through AI applications that enhance or expand their value proposition or business model – enabling growth in their first or next EU market(s).


**Over the course of 9 months**, starting June 3 (2025), 15 growth-ready startups up to 5 years old, from Sweden, Finland, and Estonia will receive hands-on support from world-leading experts in business development and AI – helping them maintain their competitive edge and accelerate their growth during this crucial stage of building a business.

**This is a joint initiative** by Movexum (Sweden), AI Sweden (Sweden), Yrityssalo (Finland) and Tehnopol (Estonia). GSAI is financed by Interreg Central Baltic, providing participants with a comprehensive support package at **no cost**.

### The program will help your startup:

- Stay ahead of competitors
- Transition from startup to scale-up – accelerate growth
- Integrate AI into your business model or product/service
- Expand to EU markets
- Build a strong international network
- Visit your targeted market

## PROGRAM CONTENT

JUN 3, 2025  ONLINE

### “AI 101” - An Introduction to AI

The program kicks off with “AI 101”, an online session designed to give you solid foundation in Artificial Intelligence. We will cover:

- Fundamentals of AI
- Overview of requirements
- Defining your AI challenge.

You'll gain essential AI knowledge and practical insights to start leveraging AI for business growth.

JUN 30–JUL 1, 2025  GÄVLE, SWEDEN

### Sprint 1 “Scaling Launchpad”

Start your scale-up journey by defining your AI challenge and identifying key business opportunities. The first sprint will focus on:

- The art and science of scaling
- Scalability diagnosis
- International scale-up strategy formulation – Business Model & Value Proposition
- Selecting your first (or next) international market

SEP 23–24, 2025  STOCKHOLM, SWEDEN

### Sprint 2 “AI Studio”

Begin implementing AI in your business. This sprint will focus on:

- Advanced AI performance gap analysis
- Data availability
- Business Model applications & Value Proposition applications of AI

OCT 22–23, 2025  TALLINN, ESTONIA

### Sprint 3 “Growth Essentials”

Target your market and go on a market discovery mission! Third sprint will focus on:

- Growth Hacking
- Sales
- Team & Team Productivity
- AI Progress report

FEB 3–4, 2026  SALO, FINLAND

### Sprint 4 “Growth Convergence”

Final sprint! It's time to scale – and pitch in front of investors! Wrap up your GSAI journey by consolidating your learnings and presenting your business to key stakeholders.

This final sprint will focus on:

- Market Discovery Learnings & AI Development
- Scale-up planning
- Pitch to investors







*Program offer:*

# Go on a Market Discovery Mission!

*Visit your targeted market with travel  
and accommodation fully covered*

**Apply here!**

## Contact GSAI

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## Q&A

### Who Can Apply?

Startups that meet the following criteria are eligible:

- Start-up is up to **5-7 years**
- Based in the **Central Baltic region** (Sweden\*, Finland, Estonia)
- Have achieved **initial product-market fit** in the home market
- Have a hypothesis for at least a **basic AI-augmented product or feature**
- **Board level commitment** to international expansion
- **Potential access to customer or application data**
- A **committed team/co-founders** onboard
- Open to **international investment opportunities**

### How Does the Application Work?

Apply by **May 15** by filling in [this form](#). We review all applications and get back to all applicants. A total of **15 startups** – 5 from each country (Sweden, Finland and Estonia) – will be able to participate in the first program batch.

### What Does It Cost?

**Nothing.** GSAI is financed by Interreg Central Baltic, providing participants with a comprehensive package at **no cost**.

### How Does the Program Work?

The program begins on June 3 with an online event, “AI 101 – An Introduction”. This is followed by four sprints, each designed to provide hands-on support and guidance.

**8 workshops** will be held across the Central Baltic region:

- Gävle, Sweden
- Stockholm, Sweden
- Tallinn, Estonia
- Salo Finland

Startups will receive tailored support from business coaches and AI experts during the workshops. Between Sprint 3 and 4, participants can join a Market Discovery Mission (travel and accommodation covered). The program also includes meetings with potential clients and investors.