

Central Baltic Programme

Growth and Scaling Through AI (GSAI)

Building Successful Scaleups in the Central Baltic Area April 1, 2025 – March 31, 2028





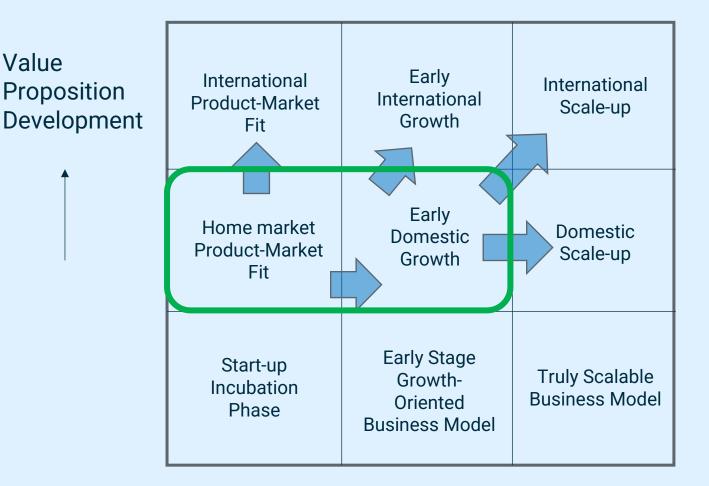




Start-up Growth and Scaling Progression

Value

- Start-ups if they are successful progress at different rates but through similar stages or pathways
- The growth and scaling progression for start-ups from smaller, export-oriented countries is often different from the progression of start-ups that have large domestic markets.



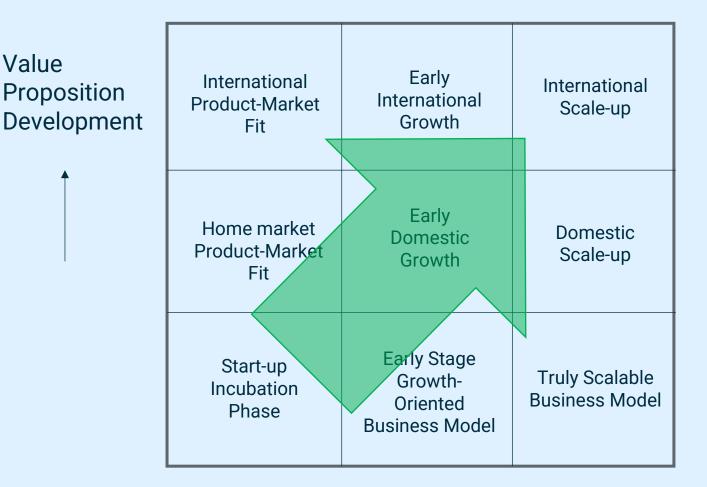
Business Model Development



The Expected Impact of Al

Value

- Start-ups if they are successful progress at different rates but through similar stages or pathways
- The growth and scaling progression for start-ups from smaller, export-oriented countries is often different from the progression of start-ups that have large domestic markets.
- LLMs, machine learning and possibly other technologies will rapidly drive the growth and scaling progression of some startups that embrace these.



Business Model Development



Participant Journey

1) Scaling Launchpad

Principles of growth and scaling with scalability self-assessment and identifying where to improve value proposition and business model for growth and scaling

2) Al Studio

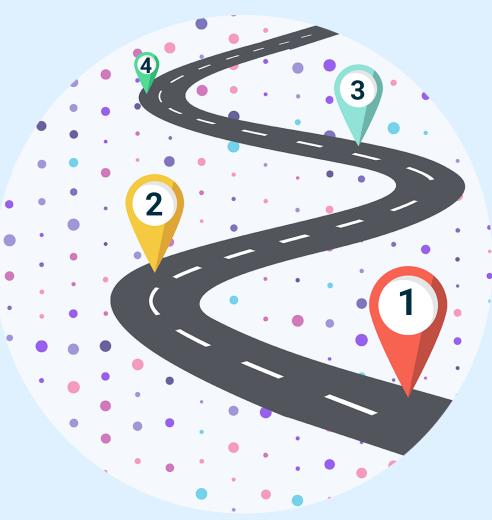
Introduction/review of advanced AI in practice covering: tools and techniques, performance gap analysis, data availability. This sprint also focuses on participants actual AI applications to improve value propositions and business models.

3) Growth Essentials

Providing insight and knowledge in growth hacking, sales, team and leadership to address scalability challenges.

4) Growth Convergence

Addresses market discovery learnings, integrating the new value proposition or business model into growth planning, and pitching to investors for feedback.





Addressing Scale-up Preparation & Internationalisation Alone

SPRINT 1

- Understanding key factors for success for scaleup/growth companies
- Self diagnosis Growth/Scaleup challenges for Baltic/Nordic companies
- Workshop: Value Proposition & Business Model

> Market Discovery Phase 1&2

SPRINT 3

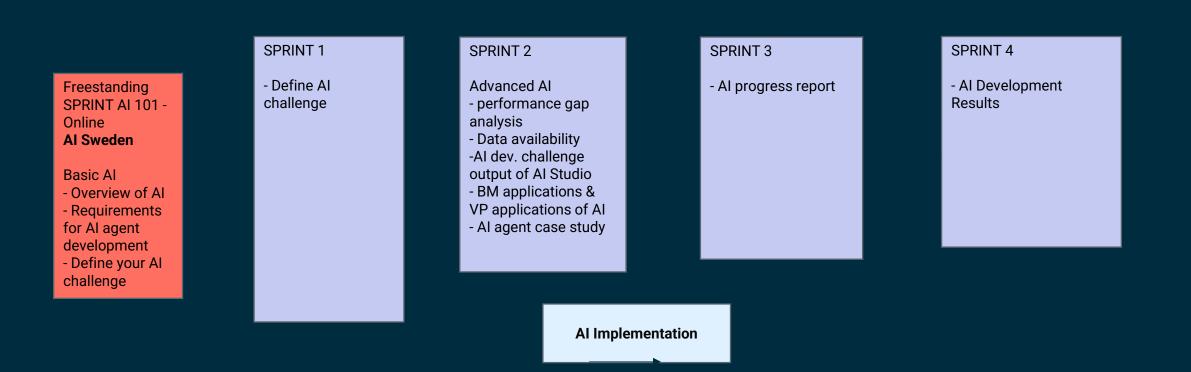
- Team & team productivity
- Sales
- Growth hacking

SPRINT 4

- Market Discovery Learnings
- Scale-up plannning
- Pitch to investors

Market Discovery Mission

Addressing Al-augmentation Alone



Project Intervention Logic - GSAI

	Scaling Launchpad	Al Studi	0		Growth Essentials	Growth Convergence
Freestanding SPRINT AI 101 - Online AI Sweden Basic AI - Overview of AI - Requirements for AI agent development - Define your AI challenge	SPRINT 1 - Gävle Movexum - Understanding key factors for success for scaleup/growth companies - Self diagnosis Growth/Scaleup challenges for Baltic/Nordic companies - Workshop: Value Proposition &	AIS Adv - pe ana - Da -AI out - BM VP	SPRINT 2 - Stockholm Al Sweden Advanced AI - performance gap analysis - Data availability -AI dev. challenge output of AI Studio - BM applications & VP applications of AI - AI agent case study		SPRINT 3- Tallinn Tehnopol - Team & team productivity - Sales - Growth hacking - Al progress report	SPRINT 4 - Salo Movexum & Business Salo - Market Discovery Learnings & Al Development - Scale-up plannning - Pitch to investors
	Business Model Define AI challenge		Al Implemen	tation	Market Discovery Mission	
Market Discovery Phase 1		ry	Market Discove 2	ry Phase		