



# AV-GROWTH



Interreg



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Central Baltic Programme

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AV-GROWTH

CROSS-BORDER SOLUTIONS  
TO SCALE-UP GROWTH





## What is AV Growth about?

AV Growth is a growth program for companies in audiovisual industry within Central Baltic region that offers a platform to take companies' business to the next level, and **for free!**

It's a three-year project focusing on international growth and scaling up AV companies in Finland, Sweden, Estonia and Latvia.

24 companies overall are selected to the project and their growth strategies and opportunities will be developed in the project with different kinds of workshops, mentoring and collaboration, new growth tools and cross-border productions. **The application for companies is open now. Apply here:**

The project is organized and run by Tampere University of Applied Sciences, Business Tampere/Film Tampere and YNFT - Yrkesnämnden för Film och TV, and funded by Interreg Europe.



## Who will benefit from the project?

**The preliminary target group is AV sector growth and startup companies\* from four countries:**

10 companies from Finland

10 from Sweden

2 from Estonia and

2 from Latvia.

**The secondary target group is AV sector enterprises: bigger and older companies working with smaller startups.** These are essential parts of the AV sector ecosystem and value creation.

**The other secondary target group is AV sector educators and students.** In addition to companies, AV-sector students from Finland and Sweden will be involved in the project's various stages to test a platform called 'Crew Call for Growth Companies' that will be developed during the project, and producing content to test a cross-border AV production model that will be created during the project.

*\*Companies from 0-7 years old, in some cases older companies can be considered if their participation is justified.*





**24 companies**

24 companies from audiovisual field including e.g. gaming, film, tv, video, VFX and XR from four Central Baltic countries will be chosen to scale up their growth internationally

**3 years**

The project lasts from fall 2024 to spring 2027 after which the chosen companies have gained concrete scaled-up growth

**6 workshops**

During the project the companies experience six high-end workshops in Finland, Sweden and as hybrid + other activities. See the schedule and comprehensive content of the workshops from the next slide

## Summary

### **Workshop 1: The components of growth - team, strategy, and goals**

**Fall 2024, location: Finland + hybrid**

The first workshop delves into the root of the whole project: what actually is scale-up growth, what components is it made of and how can a company truly build it.

### **Workshop 2: Content is the king – IPR as an investment target**

**Spring 2025, location: Sweden + hybrid**

This workshop focuses on intellectual property rights as an investment target. How can a company create valuable IPR and what kind of business can be done with it?

### **Workshop 3: Sustainable growth & and implementing digital solutions**

**Fall 2025, location: Finland + hybrid**

The third workshop is centered around sustainability. In business we often fail taking in consideration all aspects of ecological, social or financial matters, this workshop focused on seeing the big picture taking all of the in consideration.

### **Workshop 4: Matchmaking with the potential investors/financiers and growth companies**

**Spring 2026, location: Sweden + hybrid**

In the fourth workshop we collect feedback and learn from the financiers' portfolios. The companies present themselves and talk about the situation of their business at that moment.

### **Workshop 5: Pitch right and get to the negotiation table**

**Fall 2026, location: Finland or Sweden (TBC) + hybrid**

During the fifth workshop the companies get their product in sales condition, learn how to pitch it and transform the pitch to interest different types of buyers in rapidly changing markets.

### **Workshop 6: Close the deal**

**Spring 2027, location: Finland or Sweden (TBC) + hybrid**

In the last workshop, we finalize the sales process and go through various contract stages, licenses, copyrights, and sales negotiations with introductions from top professionals and tips from experts.

All the workshops will be held in Finland or Sweden, hybrid participation also being an option. The workshops are planned to be held during a suitable festival or other AV industry event that the participant may also attend and continue networking and doing business.



## What is cross-border approach and why is it needed?

*The Film and TV industry is undergoing significant changes due to streaming services and digitalization, which requires new business models and adapting to new technologies from companies. Companies need to expand foreign networks and strengthen skills in strategy, sales and financing.*

*Cross-border collaboration and resource sharing are essential for scaling growth in international AV productions, benefiting both startups and the AV ecosystem as a whole.*

*AV Growth is a unique and accessible opportunity for creative business to harness new growth tools, network with industry leaders and peers. This will create a future of well networked filmmakers and companies with all new possibilities and skills for the next era of audiovisual business.*

*Film Tampere is proud to set new standards for modern cross-border collaboration!*

- Fanny Heinonen, Program Director of Film Tampere



# The project partners



**Tampere University of Applied Sciences TAMK** is a multidisciplinary, international higher education institution located in the Tampere, Finland. TAMK has around 10,000 undergraduate students and around 600 staff members. The annual turnover of the non-profit organization is around 75M€. TAMK's AV sector education is organized in Mediapolis Campus. Mediapolis is a growing and developing centre and network of media companies and organizations. It has contacts with the media industry both in Finland and around the world. As many as 1,000–1,100 people work and study at the campus every day.



**Business Tampere - Film Tampere**, the economic development agency of the Tampere region, promotes investments and creates an attractive environment for sustainable business in the region. Film Tampere is a development program under Business Tampere, which works closely with local and non-local film and TV production companies to promote the city region and its ecosystem within the AV-production industry. Film Tampere works together and for the ecosystem companies and film universities to enrich and develop the ecosystem within the AV industry. Film Tampere is recognized as a strong national development company within the AV industry. In 2022, it facilitated the Growth Program for the AV-industry, financed by the Ministry of Culture and Education.



**Yrkesnämnden for Film och TV (YNFT)**, brings competencies and networks for the project's business accelerator activities, company contacts, and the education sector in Sweden. YNFT is a collaboration between industry partners and key players in the Swedish film and TV industry. YNFT works for sustainable skills supply by promoting vocational training, skills development and merit-based recruitment in our sector. All member organizations in YNFT contribute with resources, as well as personnel providing competence, time and a wide network of professionals working in activities planned and performed. YNFT member organizations include e.g. Film- och TV Producenterna, SVT and Film Stockholm. YNFT works nationally in Sweden, securing access to competence and building a skilled workforce, which gives major synergy benefits for collaboration.



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