



Nordic Startup Community Leaders

Partnership Manifesto

Seventeen Nordic startup organizations have been working actively on a Nordic level for the past few years.

Built on the experience and insights from our previous joint initiatives, such as #NordicMade, and the expanding network of community builders involved, we feel there is an important opportunity in front of us to further strengthen our partnership efforts by creating a channel for strategic cooperation and decision making.

#NordicMade is a community-based movement, established in 2015, for branding, marketing and outreach, to promote both regional and international awareness of Nordic tech, startups and innovation.

Our collective work has not only brought together startup community builders, but also involved diverse groups in our ecosystem such as startups, investors, media, incubators, accelerators, industry experts, established companies, as well as extensive international networks. Joint marketing efforts of storytelling and data driven information under the #NordicMade umbrella has put the Nordic tech and startup scene into the spotlight and raised attention among international investors and media.

Internationally, there are various Nordic initiatives and projects being worked on with very similar goals and prospected outcomes, without being connected. A structured mechanism will enable us to look at our joint efforts over a longer period of time instead of only one activity at a time.

By signing this manifesto, we aim to further strengthen the cohesion between the Nordic startup communities and enhance understanding of the local ecosystem. Furthermore, we aim to mobilize international awareness of the Nordic tech and startup community by coordinating our efforts through strategic partnership, where we make collective decisions about our international outreach, key marketing messages, and by tangible KPIs.

Mission statement:

We commit to promote the Nordic tech ecosystem in a joint and collaborative effort.

We agree to make strategic and collective decisions about:

- International presence
- Key marketing messages
- Tangible measurements of success

Founding Partners of #NordicMade commit to:

- Formalizing a #NordicMade organization.
- Exploring opportunities for fundraising for a #NordicMade organization.
- Establish a #NordicMade committee consisting of representatives from every Nordic countries.
- To maintain transparency in all aspects of operation.
- Create an open and inclusive community platform.

We strongly believe that a strategic partnership between the Nordic startup communities will bring value to the entire ecosystem and help facilitate:

- better access to funding for startups
- market expansion through stronger networks
- integration of best practices through knowledge-sharing
- community building across borders
- richer, more vibrant startup ecosystem
- attracting international talent to the region

To confirm our determination and long term commitment to the matter, we, the Nordic startup community builders, agree to carry out this mission.

Copenhagen, February 22nd 2017