

# GLOBALCLUSTERS

Dear Executive,  
An opportunity not to be missed.

The **Global Clusters** program, together with Tekes, is offering you world class high-tech-business professionals, including **MIT Entrepreneurship Center's Kenneth P. Morse and William K. Aulet from Boston and the Chasm Institute's Mark Cavender from Silicon Valley.**

The Global Clusters program concentrates on international marketing and on obtaining growth funding. The program provides management with concrete tools and best practices with which to **recognize your company's special competitive advantages, markets for profitable and sustainable growth, best financial strategies and the right team for success.**

The program is intended for those companies pursuing strong growth in international markets, particularly ICT, BioTech, Wellness and CleanTech companies looking for rapid growth.

The training consists of workshops, market and competitor analyses and company-specific private consulting. Whether your next market is in Asia, Europe or North America, the program can open up valuable networks for you.

## **Global Clusters – Developing Marketing and Funding Strategies for Growth**

– the program's activities in a nutshell:

### **Workshop I: Entrepreneurial Product Marketing, 2 days, October 16-17, Helsinki**

Lead by Ken Morse, Serial Entrepreneur & Managing Director & Bill Aulet, Serial Entrepreneur, MIT Entrepreneurship Center, Boston

### **Workshop II: Crossing the Commercialization Chasm, 2 ½ days, November, (second half), Helsinki**

Lead by Mark Cavender, Managing Director, Chasm Institute, Silicon Valley

### **Workshop III: Entrepreneurial Growth Financing, 2 days, February, (first week), Helsinki**

Lead by Ken Morse, Serial Entrepreneur & Managing Director & Bill Aulet, Serial Entrepreneur, MIT Entrepreneurship Center, Boston

### **Market Research & Competition Analysis**

Scope and resources to be defined after participating companies have been selected

### **Strategy Implementation Review, 2 days (16 hours On-line support) per company**

With tech sector experts lead by Brenda Fox, CEO, Global Connexus, Silicon Valley

**The fee for participation is only 4 900 € per enterprise (+ VAT 22 %).** The fee covers the participation of two executives. One of the participants must be either the managing director or CEO. The fee will be invoiced in four equal installments. The main financier of the Global Clusters program is Tekes.

Further information about the program, applying and online application can be found at the program's home page: [www.globalclustersprogram.fi](http://www.globalclustersprogram.fi). **It is advisable to apply promptly** as only 30 companies can be accepted. **The deadline for application is 21st August 2009.**

Partners cooperating in the program are Teknologiateollisuus ry (registered association) and Technopolis Ventures Oy (PLC); national know-how clusters, including HealthBio, CleanTech, JPT and Wellness; regional development companies, including Culminatum Oy (PLC), Jyväskylä Innovation Oy, Kuopio Innovation Oy, Oulu Innovation Oy, Oulu Wellness Instituutti (Institute), Teknologiakeskus (Technology centre) Hermia Oy and Turku Science Park Oy. The organizer of the program is Oulu Innovation.

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The Global Clusters programme offers you a unique and highly cost-effective way to get the top professionals of high-tech business to help you with your company's growth strategies.

Best regards,

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