

HOW TO CREATE INTERNATIONAL GROWTH FOR DESIGN SERVICES

March 2020 – Sept 2021

EESTI DISAINI KESKUS — ESTONIAN DESIGN CENTRE



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ABOUT THE CONCEPT 1 (2)

The programme is tailor-made for Estonian Design Agencies and Design Companies, that are hungry for international growth – **highly motivated to sharpen their specific offering, business model and overall attractiveness.**

For dynamic interaction, the group can include **max 7 companies.**

In order to maximize the benefit for the participating companies, they should involve **two persons.**



ABOUT THE CONCEPT 2 (2)

The programme will provide

- **inspiration and guidance for international growth** through hands-on experiences and learning points shared mainly by Nordic professionals
- **unique opportunities for new business leaps** through real-life interaction with potential clients, partners and investors
- **company-specific coaching** in order to support the best strategic choices and operative action points for successful international growth.



WHY?



Basically,
nobody needs
your product.

So,
your challenge
is to build a concept & brand that
* CREATES INTEREST & DESIRE *

ABOUT THE CONTENT 1 (5)

PART ONE

Inspiration & Information Sessions in Tallinn x 4 March – June 2020

Examples of Nordic design agencies / companies, that have created a substantial international growth.

How did they do it, what were the key elements for success?
What's in it for you??

Two Guest Speakers involved.

Information about the chosen focus markets:

- Finland / Helsinki
- Sweden / Stockholm OR Denmark / Copenhagen
- Germany / Berlin

Two Guest Speakers involved.

Information about funding alternatives – what it takes, and what it gives.

Public funding, if any?

Business Angels and what they expect.

Venture Capitalists – what could make them interested, and how could they support you?

Two Guest Speakers involved.

How to create a Winning Team.

The importance of company culture.

What kind of competence you should have in-house / in your network / outsourced / on consultant basis / on the board of directors?

Two Guest Speakers involved.

ABOUT THE CONTENT 2 (5)

PART TWO

Inspirational Benchmarking & Networking Tours

April – October 2020

- Helsinki
- Stockholm/Copenhagen
- Berlin

Two fully-booked days including meetings with

- design agencies sharing their 'success recipes'
- potential partners
- potential clients sharing their cooperation criteria



ABOUT THE CONTENT 3 (5)

PART THREE

Making Your International Growth Plan

June 2020 – March 2021

A 5-year perspective, including...

- branding / differentiation / value proposal – elevator speech
- target group
- mission – reason for existing
- business concept
- business targets
- team – key competences needed
- target markets
- marketing / pr
- financing (cost/income calculations)
- partners / cooperation / business model

Supported by company-specific coaching 4 x half days.



ABOUT THE CONTENT 4 (5)

PART FOUR

Grande Finale

April 2021

A unique opportunity for potential partnerships and investments!

A one-day pitching event with a highly professional 'jury' consisting of 4 to 6 potential investors and other business experts.

They are eager to hear **the Story Behind & the Unique Selling Proposition** of your agency, and to give constructive feedback and advise for your future success – and maybe also an offer for cooperation?



ABOUT THE CONTENT 5 (5)

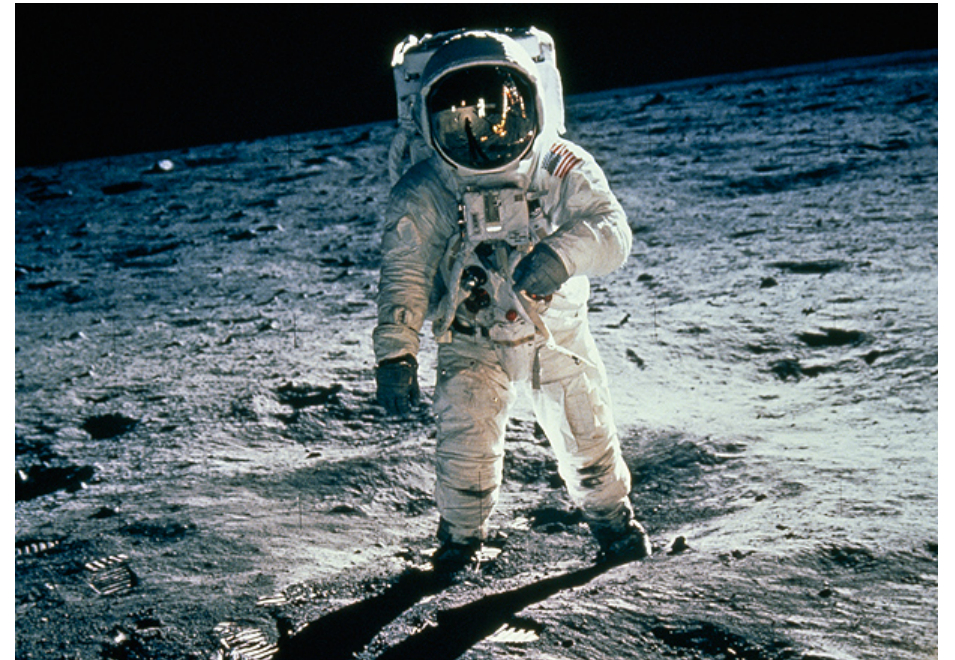
PART FIVE

Follow-up

Aug - Sept 2021

Half-a-day **agency-specific follow-up** workshop in August.

A final **get-together** in September – sharing learning points, positive energy and a warm farewell with each other 😊



THE WORLD IS FULL OF OPPORTUNITIES

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ABOUT THE COACHES

lifelong friends and occasional business partners

Sissi Silván

passionate business booster for international growth

based in Denmark & Finland

designer & facilitator of the programme



Antti Eklund

international top professional within design

based in USA & Finland

sparring partner for agency-specific coaching

Highlights / Sissi

Strategic Business Boosting

- Branding & conceptualization
- International growth
- Design, retail, b2c

Investor's Perspective

- Board professional
- Industrial Advisor
- Business Angel

Operative Races

- Business Finland / Scandinavia
- H&M
- Womana McCann
- Goldman International
- Mercuri International





reddot

Antti Eklund

Architect, Designer, Strategist, Brand Concept
Developer, Entrepreneur

TRANSFORMING IDEAS INTO OPPORTUNITIES



DESIGNPREIS
2009

NOMINEE



HONORARY MENTION



Selected references:

Professor, University of Art and Design

Helsinki

Design Solutions Pathfinder,
Innopropeller

Strategic Satellite, Hansdotter

Director of Design, SEK&Grey

VP of Brand, VEEN Premium Spring
Water, Founding Partner

VP of Design, Kaipaus Jewelry, Founding
Partner

Product Collections and Retail Design,
Marimekko

Product Design, Alessi

