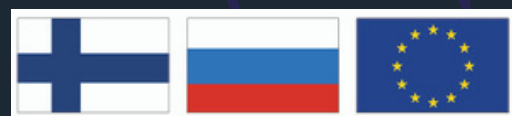




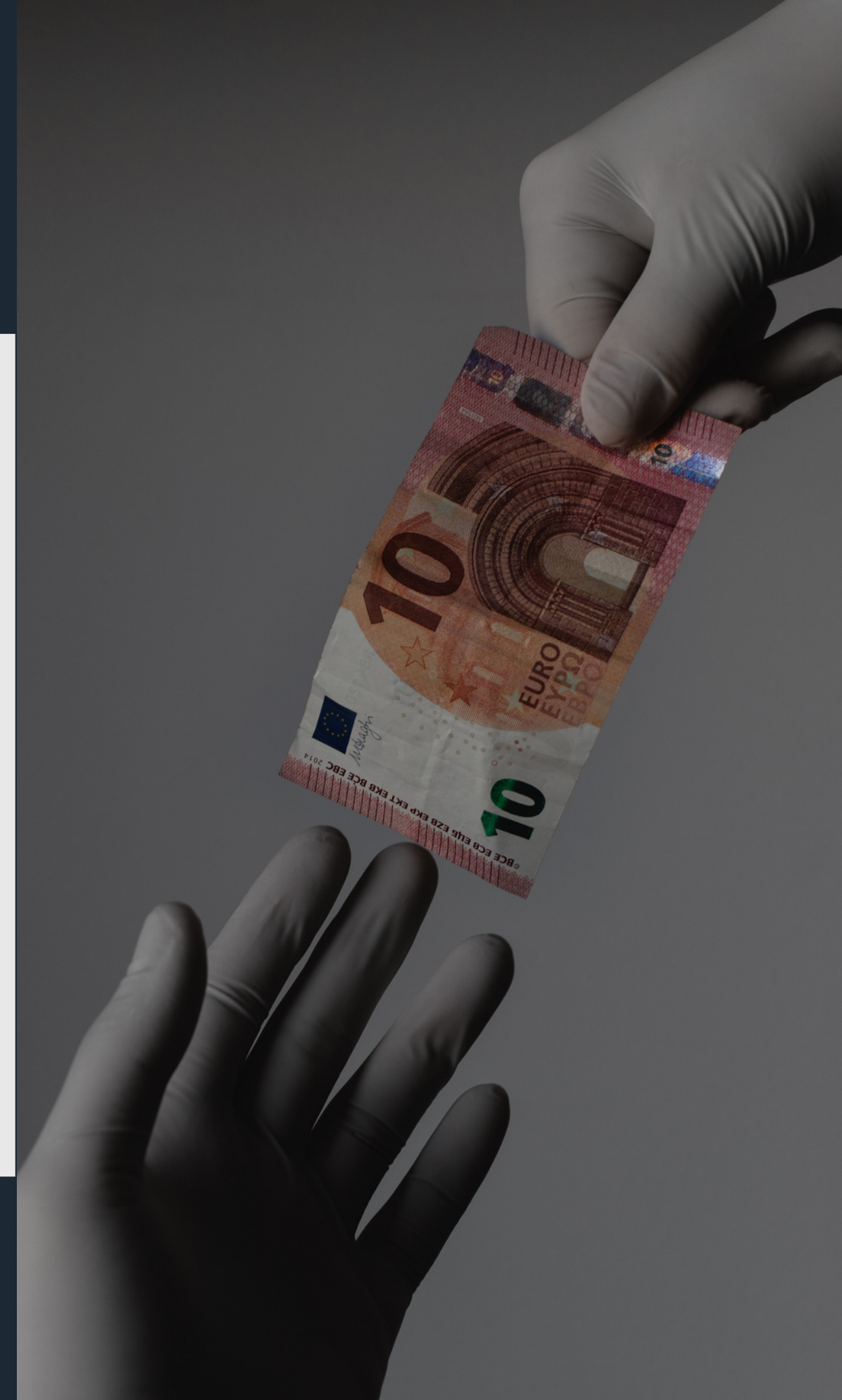
March 11 & 25

# NEW BUSINESS MODELS AND FUNDING

## How to raise funding for culture and tourism projects



CBC 2014 - 2020  
SOUTH-EAST FINLAND -RUSSIA



## Module 4 New Business Models and Funding

New business models and ways of doing business emerge in response to the COVID-19 restrictions and digital disruption. The main question that culture and tourism services producers face is how to get funding to finance those initiatives? How to make the new revenue models work? Module 4 of the EDUCRO training programme is dedicated to these issues. During the series of short seminars and workshops, we will look into various funding tools, such as public funding and crowdfunding, and will learn about licencing as a new business model. Our experts will help you to formulate your project ideas and develop a funding path during 1-on-1 mentoring sessions. At T-time Talks we encourage you to share and exchange your own experiences on fundraising, monetizing digital services and get the most of networking.

[Register to the Module 4 events](#)

## Agenda

- March 11**, 9 – 11:30 Helsinki time (10 – 12:30 Moscow time)  
9:00 – 10:00 Webinar: Experiences of Crowdfunding (Tomi Virtanen, Doerz)  
10:00 – 11:00 Webinar: Public funding for creative industries (Leena Janhila, Humak)  
11:00 – 11:30 Workshop: **Funding path** (Leena Janhila, Humak)
- March 25**, 9 – 11:30 Helsinki time (10 – 12:30 Moscow time)  
9:00 – 10:00 Webinar: **New business models: Licensing** (Heikki Laaninen, Ferly)  
10:00 – 11:30 Workshop: **Logical Framework** (Taina Vuorela, LAB)
- March 30**, 17 – 18 Helsinki & Moscow time  
EDUCRO **T-time Talk**: free networking and discussions in a relaxed atmosphere
- Individual time**  
1-on-1 mentoring for **personal funding path** (Leena Janhila, Humak)  
1-on-1 mentoring for **project planning** (Taina Vuorela, LAB)



Tomi M. Virtanen,  
Founder of Doerz

Tomi will speak about crowdfunding in general and share his experiences regarding the 5 crowdfunding campaigns he has personally done for Doerz, a sharing economy platform for city culture, locals and their hobbies & skills.



Leena Janhila, Specialist,  
Entrepreneurship & Business  
at Humak Creve Incubator

Leena has strong expertise in customer experience, customer needs, creative business, strategy, marketing, service development and coaching growing culture and creative companies. She will introduce public funding (project grants) available for CCI and tourism sectors, including for projects with international partners.



Heikki Laaninen,  
Ferly Co.

Heikki is a branding and licensing expert with a strong international background, specializing in the creative industries. He has worked at Rovio Entertainment as a licensing manager. He will talk mostly about licensing in the context of creative industries answering the following questions: What is licensing? Why should anyone be interested in licensing? Licensing process, agencies and how to work with them.



Taina Vuorela, Lecturer,  
LAB University of Applied  
Sciences

Taina Vuorela is an expert in design thinking, service design, and business development with over 10 years of experience in international project management. Taina will introduce the LogFrame - a tool that will help to create winning project funding applications.