

APPLY TO **KASVUPOLKU PROGRAM** - **SPARRING IMPROVES YOUR BUSINESS!**

Kasvupolku® sparring programs are for companies with a genuine desire to grow and develop their business. You get valuable contacts and meet inspiring experts who challenge you to look out of the box. Sparring topics vary from sales to management and digital development - always by the company's needs.

SPARRING FOR COMPANIES IN FOOD INDUSTRY

"*Elintarvikealan Kasvupolku*" is a sparring program for beverage and food industry manufacturers. You will meet experts who have know-how for the food commercialization in every phase. **The program is free of charge. Note! Kasvupolku is organized in Finnish.**

- Are you looking for different options to finance your growth?
- **Does your product have international potential?** Or does your company already operate internationally and you want to expand your market area?
- Do you need help with branding or improving your marketing plan?
- Do you want new ideas for package design or launching a new product family?

SCHEDULE

- Application period 14.2.-21.3.2023
- Meet & Greet DIGITAL 11.5. at 9-11
- 1st sparring day DIGITAL 8.6. at 9-16
- 2nd sparring day LIVE TBA

YOU GET

- 6-7 expert meetings targeted to company's needs
- Learning together about different themes with peers
- Tips for developing your pitch
- Inspiration and attitude to developing business
- Contacts and co-operation opportunities to support your growth

YOU NEED

- Business ID & desire to develop your business
- Fill in the Growth Company Analysis (application)
- Work digitally and participate in digital and live events
- Participation requires a maximum of 5 working days between February and September 2023.

HOW TO APPLY?

Fill in your contact information [here](#) and select Kasvupolku you want to apply to. You will receive instructions and a link to the application to your email.

Convince the jury that makes the company selections by filling the application (Growth Company Analysis) carefully. Describe the company's operations and plans accurately - we can't know your potential if you don't describe it to us!

Company selections for the program are made based on applications. The Kasvupolku jury will select a maximum of 15 companies for the sparring. All applicants will be contacted after selections. The jury evaluates the companies with four general criteria: market potential, ability to grow, team and references.

CASE: LIPASU OY



"They want us to succeed. New thoughts, new contacts, a new research project..."

Annika Ikonen and **Francesca Åström** from Lipasu Oy (company behind the Friidu ice cream) are inspired by the positive conversations, outside perspectives and experts' genuine desire to help. [Lipasu Oy](#) produces dairy-free ice creams for "conscious hedonists."

MORE INFO ABOUT **KASVU OPEN**

Our vision is to help every Finnish company who wants to grow to reach even their craziest dreams. Our services include sparring programs for entrepreneurs and business events open to everyone. Our operations are made possible by our partners and experts who do volunteer work.

Kasvu Open team is happy to help you with every question you may have!



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