

Funding Flowchart for game startups in Finland

Suvi Kiviniemi

Before you start your race (or rather, your marathon) towards funding, please read this:

Nobody owes you funding – but nobody aims to deny you funding, either. The people at each funding organisation simply aim to do their job well. Each source of funding has its own goals and motivations. Try to understand them and develop your team and game accordingly, and you're more likely to get funded. And, listen, this is important – don't just try to make your pitch sound like you match their goals. You're only harming yourself if you do, denying yourself and your company the growth.

Every source of funding wants you to be successful - but their definitions of success vary. Find one that matches your definition of success, and go for it, full in. This way, when you develop your team and product to better match their requirements, you'll get closer to success even if you still fail to get the funding.

When you get denied funding – nearly everyone does at some point – don't get discouraged, and be sure to ask for feedback. Most appreciate it when you do. Listen and learn. Ability to listen and learn is one of the best, if not the best feature you can showcase. Discussing these things with other game entrepreneurs is also a good idea.

Most teams use several forms of funding during their first couple of years. Get to know your options at least superficially early on, and it will be easier for you to plan your road to success – whatever that means for you.

This flowchart is designed to help game companies in Finland understand the local funding scene, and plan their funding route. Rules, names and restrictions of specific tools may change – please refer to original sources, too. This flowchart was made in May 2021, and it is property of LGIN (Living Game Intelligence Network) & Metropolia UAS. Feel free to share!

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Author: Suvi Kiviniemi

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