

ITS ESTONIA/ITS FINLAND ECOSYSTEM JOINT OFFERING CHALLENGE WORKSHOP

AGENDA

PRE-WORKSHOP WEBINAR

Date: 17 September 2025
Location: Microsoft Teams

IN-PERSON WORKSHOP

Date: 24-25 September 2025
Location: Rakett69, Valukoja 12, Ülemiste City, Tallinn, 11415

KEY WORKSHOP OBJECTIVES

Enablement: Enable Estonian and Finnish ecosystem companies to explore joint offerings, services, and products and then target clients together

Targeting: Target exports of Estonian and Finnish SMEs to priority United Kingdom, United States, and Gulf region markets

Framing: Strategically frame joint offerings between the two countries, both generically and in the context of priority sectors

Modeled relationship building: Leverage the workshop to build relationships with test clients

Inertia: Turn the workshop into an inflection point and a pipeline, where Estonian and Finnish SMEs regularly and jointly go-to-market

17 SEPTEMBER PRE-WORKSHOP WEBINAR

Activity	Duration	Activity Breakdown	
Welcome	15:00-15:05 5 minutes	→	Workshop team introductions
		→	Workshop objectives
		→	Workshop structure and organisation
"Get to Know You" Company Pitches	15:05-15:50 50 minutes	→	2-minute, rapid fire style company presentations
Final Workshop Preparation / Q&A	15:50-16:00 10 minutes	→	Final preparation details participants should prepare
		→	Question & Answer session

24 SEPTEMBER / WORKSHOP DAY 1 AGENDA: LEVEL SETTING AND JOINT VENTURE/OFFERING DESIGN

Activity	Duration	Activity Breakdown
Coffee and Meet & Greet	10:15-10:30 15 minutes	→ Participants arrive, get coffee and meet other participants
Welcome, Objectives, and Joint Offering Challenge Logistics	10:30-11:00 30 minutes	<ul style="list-style-type: none"> → Welcome remarks and introductions → Agenda, objectives and ground rules → Outcomes of the first workshop → Discussion on success measures, target markets and service offerings
Icebreaker Exercise: Get to Know Your Neighbour	11:00-11:15 15 minutes	→ Participants will be guided through a brief journey mapping exercise to explore their journey to Tallinn, examining challenges, potential improvements, and joyful moments of their experience
Joint Partnerships Design and Pathways	11:15-11:30 15 minutes	<ul style="list-style-type: none"> → Principles of partnership design → Basic tenets and approaches to service design → Pathways to develop rapid and lasting partnerships with customers
Joint Offering Challenge Presentations/ Pitches	11:30-12:30 60 minutes	<ul style="list-style-type: none"> → 10-minute presentations for each Joint Offering Challenge, including context, problems that need to be solved, partnership/procurement pathways and tips and tricks of building relationships with the client → Each presentation is followed by 5-7 minutes of Q&A from the audience
Lunch	12:30-13:30 60 minutes	
Joint Offering Challenge Final Matchmaking	13:30-14:00 30 minutes	<ul style="list-style-type: none"> → Introduce the initial joint ventures, including company names, Joint Offering Challenge application, and initial offering and value proposition → Allow for "11th hour" venture trades
Joint Offering Design [Breakout Sessions]	14:00-17:30 210 minutes	→ Joint Ventures disperse to ideation breakout rooms to develop their joint offering concept, UVP, branding, and GTM strategy

25 SEPTEMBER / WORKSHOP DAY 2 AGENDA: JOINT OFFERING CHALLENGE PITCHES

Day 2 will precede the Smart Mobility Conference – Smart Forward 2025.

Activity	Duration	Activity Breakdown
Welcome	9:00-9:05 5 minutes	→ Joint Offering Workshop objectives and Summary of Day 1 activities
Joint Offering Challenge Pitch Session	9:05-10:15 70 minutes	→ Five to six joint offering pitches (8 minutes each) for each Joint Offering Challenge → Q&A from Joint Offering Challenge representatives and a distinguished panel (3-4 minutes for each pitch)
Break	10:30-10:45 15 minutes	→ Joint Offering Challenge representatives evaluate and score the Joint Offering Challenges
Awards Ceremony	10:45-11:00 15 minutes	→ Presentation of evaluation results → Awards ceremony