



**BOARDIO -
WE FIND ADVISORS AND BOARD MEMBERS FOR
COMPANIES**

April, 2021

Tuomo Virkkunen

tuomo@boardio.com, +358 40 750 3943

CONNECTING COMPANIES WITH ADVISORS WILLING TO HELP AND WITH RELEVANT BACKGROUND

CASE EXAMPLE

ADVISOR (US)

Advisor with good network in retail industry

START-UP (FI)

How to get access to retail distribution channels in the US?

BOARDIO

advisors and board members

ADVISOR -> INVESTOR
AND BOARD MEMBER

WHY USE ADVISORS

1. FLEXIBLE WAY TO GET THE SKILLS YOU LACK

Flexibility on tasks, duration, compensation

2. EXPERTISE AND NETWORK AT YOUR DISPOSAL RIGHT FROM THE START

No time for training etc.

3. BOOST ON STARTUP CREDIBILITY

Industry experts and known names helps on fund raising, partner search etc.

4. DIRECT IMPACT ON STARTUP SUCCESS

“Startups that have helpful mentors, track metrics effectively, and learn from startup thought leaders raise **7x more money** and have **3.5x better user growth**.” *

https://s3.amazonaws.com/startupcompass-public/StartupGenomeReport1_Why_Startups_Succeed_v2.pdf

ADVISORS ARE TYPICALLY USED FOR

1. PROVIDE INDUSTRY/MARKET KNOWLEDGE
2. PROVIDE ADVICE ON A SPECIFIC ISSUE
E.g. search for funding, productisation, new market entry, social media.
3. OPEN DOORS, CREATE CONNECTIONS
4. GENERIC SPARRING PARTNER

SOME EXAMPLES OF ONGOING SEARCHES ON BOARDIO

We are looking for

Company already has some hotels and airports as customers, but to strengthen that business they are now **looking for advisors to open doors to potential customers (and partners)** in those industries. Candidates should have solid experience and wide network on either industry. Key markets of interest are US, Europe and Asia.

We are looking for

Investment group that will be acquiring and consolidating target companies in the healthcare industry is **looking for retired high performance individuals with proven track record of business acquisitions.**

We are looking for

We are looking for advisors with the capability for investing. We are interested in advisors who understand the value of creating impact. We are fascinated about the idea of building an abundant company, that creates value for all of its stake holders.

In addition, we would like to **find advisors, who are able to support us with building the company culture** and values for a team of diversity of cultures, as well as remote working.

We are looking for

Startup with a solution that facilitates the creation of hourly work in operational positions within the gastronomic and hospitality industry is **looking for smart capital with experience in HR Outsourcing** for Medium or Large companies.

We are looking for

We need **help to improve our customers' attraction to our mentoring services** as well as for our app. We deliver great value to our customers but we are having a hard time bringing more leaders and companies in as great qualified potential customers.

We also need some advisor on habit-changing tools, someone who has some experience at creating tools that drive people into new behaviours, willingly. That's actually a great challenge of ours.

We are looking for

We are looking a new, independent member to join our Board. We are particularly interested in **entrepreneurs with the experience of growing and exiting their companies.** Life sciences background is a plus but not required. We value a proactive, hands-on approach both in and outside the Board room. Our communication language is English, and we will consider candidates from outside of Finland.

BEST PRACTICES ON USING ADVISORS

1. UNDERSTAND YOUR TEAM'S SKILL GAPS

What's the goal of your business in the next few years? What are the skills your team needs but does not yet have to reach this goal? Pay also attention to diversity!

2. SEARCH WIDE FOR ADVISORS

An easy way is to ask people you know to become your advisors but it's unlikely they are the best ones. Instead, search wide and make the whole world know what you are looking for. Pay more attention to the advisor's **interest** in your business, less on past job experience.

3. START WITH A TRIAL PERIOD

Start with a "trial period" of 1-3 months so that you and the advisor get to know each other before committing on a longer term relationship. The trial period should be pro bono i.e. no compensation.

4. GET ADVISOR'S SKIN IN THE GAME

Make sure the advisor has skin in the game. Don't pay cash but rather use equity compensation. Even better if you get the advisor to invest in your business and become your board member.

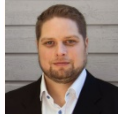
Use FAST agreement <https://fi.co/fast>

BOARDIO IS A GLOBAL SERVICE CONNECTING COMPANIES WITH ADVISORS AND BOARD MEMBERS

- Pool of > **3100** advisors from over 60 countries
 - Individuals with expertise and willingness to share it as advisors, board members etc. role
- Different types of organisations use Boardio to find expertise
 - Startups, SMEs, research projects etc.
- AI based recommendation engine finds top 1% advisors for the company
- Once a good advisor has been found, organisation and advisor agree details (like compensation, advisor's role) themselves
- Both advisor and organisation can use Boardio free features or upgrade to premium packages (both self service and turn key solution for companies)

BOARDIO IS AN OPTIMAL SOLUTION FOR THE POST COVID-19 WORLD WHERE COMPANIES AND INDIVIDUALS ARE MORE USED TO ONLINE SERVICES AND LOCATION IS LESS OF AN ISSUE

SUCCESS CASES



We got several good advisor candidates from Boardio. So many that it is necessary to reserve plenty of time to meet with the most suitable ones. wanted to expand our network in Finland.

Mikaeli Langinvainio - CEO, Inforglobe Oy



Serendipity in action - that's Boardio! We found our CFO through Boardio, so for us, Boardio was a huge success!

I warmly recommend Boardio to companies seeking talents to upgrade their team. Easy and feasible way to meet people who are already matched to your specific needs.

Virpi Muhonen, PHD - CEO, Askel Healthcare



While two out of three founders in our company are from South Korea, we wanted to expand our network in Finland.

Forethink team was looking for external board members through Boardio. Searching for advisors and starting communication with them was convenient and quick. Forethink team found two new board members within 3 months. They are now contributing to Forethink's growth in a crucial role.

Dr. Donghoon "Alf" Bae - CEO, Forethink Oy



Boardio started to search for an advisor to help us on the challenges of growth. We had a high level of standards and required, among other things, managerial experience in our industry. The first applicants were good but not yet sufficient for our needs. Boardio continued to search until they found a really good candidate with whom we are now working with.

I can highly recommend Boardio to any company that needs honest and experienced external views to support business growth.

Antti Halonen - Business Director, Max Siivouspalvelut Oy



Aalto University seeks for advisors in its projects aiming into start-ups. We have received excellent candidates through Boardio and continue its use in the future.

I would absolutely recommend Boardio also to others. As an electronic tool it is a good complement for the innovation and entrepreneurial ecosystem.

Panu Kuosmanen - Senior Innovation Advisor, Aalto University



Boardio is a quick and easy way to match with potential advisors for your specific needs. A lot better than using a general social platform like LinkedIn as in Boardio you know that the other people on the platform are open for advisor positions

I would recommend Boardio for any startup company that knows where they need help. It is the fastest way that I know to get introduced to potential advisors outside of your own networks.

Juho Isola - Co-founder, CEO at TAVIQ Ltd.



We have established a relationship with a new advisor through Boardio that could potentially be our partner in Finland. This advisor shares our vision and has more experience than us, we see that this can go well.

I think Boardio is a good way to seek advisors who complement skills you want to grow your business and expertise.

Anders Nordkvist - CEO, Asteria



We started to look for individual advisors from Boardio, but while we got so many contacts we decided to set up an advisory board. At the moment our advisory board has five members, four of which we met through Boardio.

I would recommend Boardio to any startup that wants to expand their expertise and networks.

Turo Lähteenmäki - Founder, Sweetsbot



BOARDIO FOR ECOSYSTEM ACTORS



| ACCELERATOR | GOVERNMENT ENTITY | UNIVERSITY |
|---|--|--|
| <ul style="list-style-type: none">• Tool to find advisors for startups participating in the accelerator• More longer term advisors than accelerator's own mentors (+ more global base) | <ul style="list-style-type: none">• Tool for startups within the ecosystem (= within a limited region) | <ul style="list-style-type: none">• Uses Boardio to find advisors for research projects with commercial potential• Typically advisors with business background to work on business model, productization etc.• In many cases advisor has become spin-off CEO |

Boardio is an efficient global tool to find advisors willing to help startups and thus increases the likelihood of success of individual startups and the ecosystem as a whole.

EXAMPLE OF ONE ECOSYSTEM ACTOR USING BOARDIO

How to improve
customer
acquisition?



NGO supporting Brazilian
companies to grow and
enter global markets



ADVISORS from
several countries
contacted
UNIMBLE

SERVICE ALTERNATIVES FOR ECOSYSTEM PARTICIPANTS

FREE PILOT

- Company Silver premium package for 2 companies
- Webinar or 1to1 calls with companies on advisors and how to use Boardio
- Further support over email or calls

SILVER

- Tailored price depending on estimated volumes (can be montly fee, per annum etc)
- Company Silver available for companies within the ecosystem
- Training and support agreed separately

FREE

- Ecosystem participant pays nothing but companies using Boardio pay directly to Boardio
- 50% discount vouchers for companies on Company Silver
- Standard support available