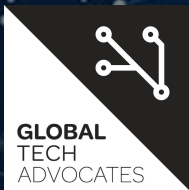




TNA Champions Overview

Stay connected. Keep scaling

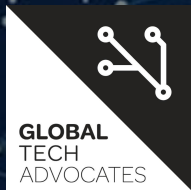




TODAY'S PROGRAMME

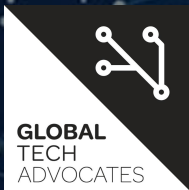
1. What is **TNA Champions** and key goal?
2. *Why this, why now?*
3. Who should join **TNA Champions**?
4. What do I get if I join **TNA Champions**?
5. When does **TNA Champions start**?
6. How do I join **TNA Champions** by when?
7. What TNA Alumni say?





1. What is **TNA Champions** and key goal?

- ❑ **TNA Champions** is Tech Nordic Advocates (TNAs) brand new Alumni programme
- ❑ The goal of **TNA Champions** is to keep your business and personal growth going on completion of one of TNA's international growth programmes
 - A new way to build on all the international expertise, network and opportunities you've already unlocked through any of TNA's programmes



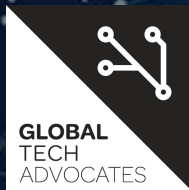
2. Why this, why now ?

- ❑ When our programmes end, lots of you – our Alumni – tell us you want to keep the momentum and your engagement with TNA, your peers and our local and international community going

- ❑ You ask us what comes after the programmes you have just completed?

- ❑ We have listened!

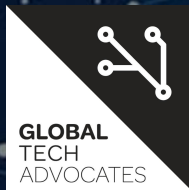
- ❑ So we're now launching *TNA Champions* to meet your needs



3. Who should join *TNA Champions*?

You should join **TNA Champions** if :

- you have participated in any of TNA's programmes, e.g.:
 - International female tech founder growth programmes
 - UK/U.S./Canada Market Access programme
 - TNA Invest
 - Diversity Venture Fund
 - London Tech Week programme
 - Trade Missions
 - Investor pitch events
 - Other TNA initiatives



4. What do I get if I join *TNA Champions*?

- i **Access to Northern Europe's largest tech startup ecosystem:** Stay connected with other TNA Alumni and our wider ecosystem across the Nordics and our *Global Tech Advocates* global footprint
- ii **1:1 mentoring, coaching** and on-demand access to global experts
- iii **Latest know-how through monthly masterclasses & workshops** with leading global experts and practical case studies on topics of your choice
- iv **Priority and reduced cost access to TNA international programmes:**
- v **Priority and zero cost tickets to TNA and GTA local, Nordic and international pitch and networking events,** VIP access to London Tech Week and more
- vi **Deals with partners**
- vii **Promotion, recognition and rewards**
- Viii **Dedicated support for TNA female founder Alumni**

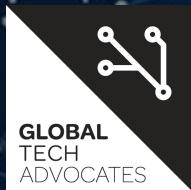
Details on next slides

London Stock Exchange
TECH NORDIC AD



i. Access to Northern Europe's largest tech startup ecosystem with a global footprint Stay connected with other TNA Alumni, founders and experts across the Nordics and our **Global Tech Advocates** global footprint



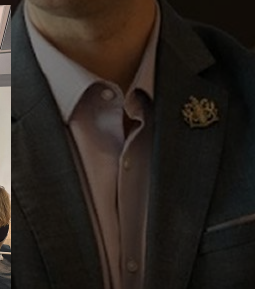
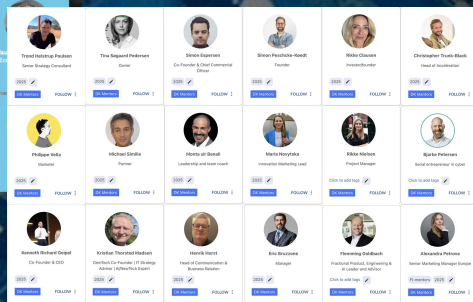


ii. 1:1 mentoring, coaching and on demand access to international experts:

Your own 1:1 mentor and access to our over 300 local and international mentors, coaches and Entrepreneurs- in-Residence (EIRs)

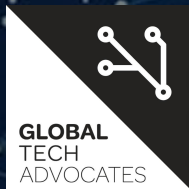


Our dedicated mentor matching platform will match you with the best mentor for your needs from our over 350 local and global mentors



iii. Latest know-how through monthly masterclasses & workshops with leading global experts and practical case studies on topics of your choice as well as alumni & peer sharing sessions in your space. (Mix of online pan-Nordic and physical in-country sessions)





iv. Priority and reduced cost access to TNA International Programmes

International female founder programme? UK/U.S./Canada/India Market Access? Nordic/Baltic/Global Launch Pads/London Tech Week? TNA Invest? Diversity Venture Fund? Investor pitch events? As a TNA Champion, you get priority access and a 25% reduction in our international programme fees



Expanding into the UK or raising capital there?

Our UK Market Access Programme is unrivalled and offers YOU everything you need to land and expand in the UK – from setup to landing your first clients and delivering commercial success.

Why TNA?

We originate in the UK. Our older sibling is Tech London Advocates, the driving force behind London's tech scene, now expanded to Tech UK Advocates, spanning 6 UK tech hubs and ecosystems. No one knows – or has better direct access to – London and the UK than us. We're also an official London Stock Exchange and UK Government Department for Business and Trade referral partner.

Market
Access
Programmes

Nordics As
**FEMALE TECH
FOUNDER**
Frontrunner



**GATEWAY
TO THE
NORDICS/
BALTICS**

**GLOBAL
LAUNCH
PAD**

**NORDIC/
BALTIC
LAUNCH
PAD**

DIVERSITY
VENTURE FUND

DVF

INVEST

**BEYOND
GENDER
DIVERSITY**



Expanding to the U.S?

Did you know Global tech Advocates have 8 U.S. hubs?



4.8/5

U.S. Market Access Program Avg. Score

Our U.S. Market Access program will give you the insights, support and connections you need to establish and grow your business in America. You don't just have to take our word for it – attendees rate our program 4.8 out of 5.



GLOBAL
TECH
ADVOCATES

v. Priority and zero cost tickets to TNA and GTA local, Nordic and international pitch and networking events, VIP access to London Tech Week and more



NORDIC DAY PANEL

SCALING NORDIC TECH ON THE GLOBAL STAGE

Jeanette Carlsson
CEO & Founder
Tech Nordic
Advocates

Peter Vesterbacka
Founder
FinEst Bay Area

Maja Magnusson
Co-founder and CEO
Care to
Translate

Maria Lindholm
Vice President
Wellstreet

Chris McGahan
Head of Western
Europe & Nordic
London Stock
Exchange



WEDO
WOMEN'S ENTREPRENEURSHIP DAY ORGANIZATION
NORDICSBALTICS

#JOIN WEDO...
**Women's Entrepreneurship Day
Summit & Pitch Competition**

Friday, 14 November 2025
13.30-17.00 + networking drinks

PAKHUS II, Dampfærgevej 4,
2100 Copenhagen Ø

Hosted by:
Tech Nordic Advocates
Nordea

Community partner:
DanBAN
Danish Business Angels

Female Founder
Programme partners:



BIG BANG LAUNCH:
**Global Launch Pad -
Gateway to Global Markets**

Thursday 23 October, 14:00-16:30 + networking drinks

Epicerter, Edward Storms Gate 2, 0166 Oslo

Logos: Tech Nordic Advocates, Global Tech Advocates, Epicerter, Oslo Innovation Week, London Stock Exchange, Capassa, British Embassy Oslo, Epicerter

DO YOU WANT TO PITCH AT
LONDON STOCK EXCHANGE?

9 May 2025 - 15.30-18.45 + networking drinks

Epicerter, Edward Storms gate 2, 0166 Oslo

DO YOU WANT TO PITCH AT
LONDON STOCK EXCHANGE?

14 May 2025 - 14.00-17.30 + networking drinks

British Embassy, Galdenvej 35, År 2200 Copenhagen, Denmark

DO YOU WANT TO PITCH AT
LONDON STOCK EXCHANGE?

18 May 2025 - 14.30-17.45 + networking drinks

KPMG Varsington 16, 1122 Stockholm

DO YOU WANT TO PITCH AT
LONDON STOCK EXCHANGE?

27 May 2025 - 14.30-17.30 + networking drinks

British Embassy, Tölgårn - Pöytäkatu 17, 00180 Helsinki, Finland



HELSINGIN SEUDUN
KAUPPAKAMARI

SLUSH Helsinki Business Helsinki

TECH NORDIC ADVOCATES

Vantaa Vanda

ESPOO ESBO

Going Global - Slush Side Event

Tuesday, 18 November 2025,
08:00-10:30 - Breakfast event

Helsinki Region Chamber of Commerce,
Kalevankatu 12, 00100 Helsinki

TECH NORDIC ADVOCATES

INCUBA

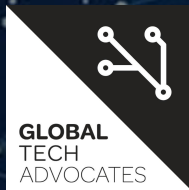
Startup & Growth Nordea

Danish Business Angels

EIFO

Exclusive Female Founder Pitch Event

Wednesday, 29 October 2025, 15:00-17:00
Incuba Katrinebjerg, Åbøgade 15, 8200 Aarhus N



vi. Deals and discounts with partners

Office space, AI/accounting/software tools, office hours, reduced fee partner services (legal, financial, technical), corporate deals, fundraising, tailored advice and more

Office space



Talent
Garden



epicenter
OSLO



maria 01

Office Hours

Legal - Magnusson (DK), Lexia (F), Berngaard Advokater (N), Sweden (various)

Business/Financial

Grant Thornton (DK, F), KPMG (S, N)

Banking: Nordea (pa-Nordic)



MAGNUSSON

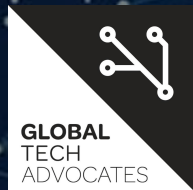


Grant Thornton

Nordea

LEXIA





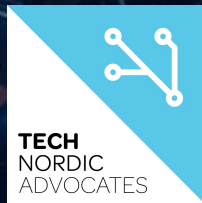
vi. Deals and discounts with partners

Office space, AI/accounting/software tools, office hours, reduced fee partner services (legal, financial, technical), corporate deals, fundraising, tailored advice and more

Corporate partner deals:



AWS Flagship startup program, providing founders teams with promotional credits, technical support, and business mentorship at every stage of your journey. TNA Champions Startups can apply for [AWS Activate Credits](#) to access eligible AWS services



Visa
Innovation Program
Europe
MEETUP
NORDICS & BALTICS

Visa Innovation and access to corporates and support services for TNA Champions fintechs

Fundraising:



Priority access to TNA Invest & Diversity Venture Fund *and investors*
You save 50% on the TNA Invest and Diversity Venture Fund joining fee – €500 instead of €1000 – and get priority access to 65 VCs + BAs



Fundraising, crowdfunding
and Web3 Services :



Global fundraising platform
helping founders to raise global
funding faster, powered by AI



Republic

Tech Nordic Advocates is proud
to partner with Republic

Reduced cost support for
access to EU Funding through
Paul Webber, EU Funding expert



vi. Deals and discounts with partners

Office space, AI/accounting/software tools, office hours, reduced fee partner services (legal, financial, technical), corporate deals, fundraising, tailored advice and more



Solvej Biddle, Serial Entrepreneur, London



Anya Zhuravkina, Award Winning Sales Coach, London



Pierrick Guinguené, CEO, Carlo Consulting (tech support)



Winning Language



GLOBAL
TECH
ADVOCATES

vi. Deals and discounts with partners

Office space, AI/accounting/software tools, office hours, reduced fee partner services (legal, financial, technical), corporate deals, fundraising, tailored advice and more



Coldplay Music Of The Spheres World Tour

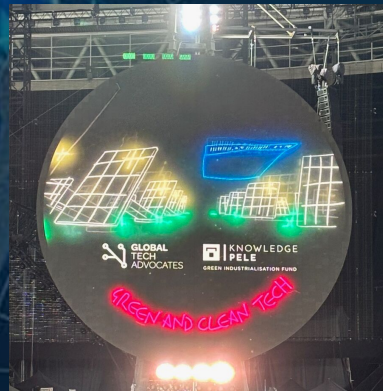
GTA Associated Organisation

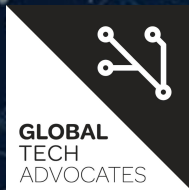
GTA Global Stars is our latest initiative as an associated organisation of **Coldplay's Music Of The Spheres World Tour**.

Check out the details [HERE](#)

Self-nominate or nominate someone else [HERE](#)

- ☐ Nominations close 30 November 2025
- ☐ Nominee Profiles published 10 December 2025





vii. Promotion, Recognition and Awards

Your achievements celebrated and promoted across TNAs and GTAs multiple channels

Tech Nordic Advocates
9,500 followers
2w • 🌐

🇳🇴 🇸🇪 Congratulations to **Synne Sauar** and the team at **Litech** as they enter a global partnership with **Medclair AB**, a leading Swedish cleantech company pioneering nitrous oxide destruction technology. ...more

Synne Sauar • 1st
CEO and CO-Founder of Litech - Hazard waste detection - Made Easy / Forbes 3...
2w • 🌐

A full circle collaboration 🔄

Proud to share that **Litech** has entered a global partnership with **Medclair** ...more



Tech Nordic Advocates
9,500 followers
2w • 🌐

🌟 Congratulations to our alumna, programme supporter and friend, **Hatla Færch Johnsen**, CEO and Co-Founder of **uQualio** for making this esteemed list - so well deserved.

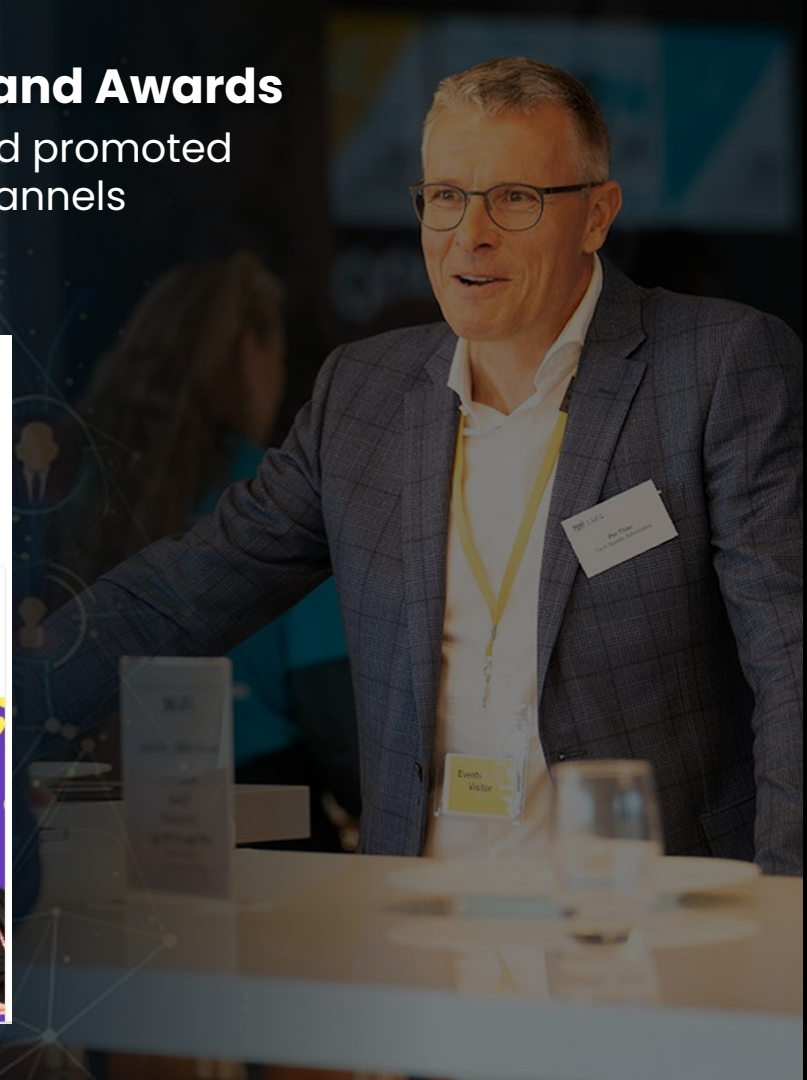
This recognition highlights not only the progress of her own journey but also the growing strength of female-led innovation in education technology. Read more below...

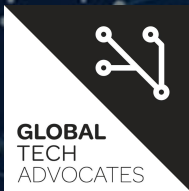
#FemaleFounders #EdTech #WomeninTech #NordicMade

European Edtech Alliance
9,717 followers
3w • 🌐

🔥 Corporate learning is one of the hottest spaces in EdTech right now.

Workday's recent \$1.1 billion acquisition of **Sana**, the Swedish corporate ...more





5. When does TNA champions start?

Next

- ❑ **TNA Champions** launches at an online pan-Nordic event **11 December 2025** where the 2026 **TNA Champions** programme will be presented (pan-Nordic and country programmes). We swing into action early January 2026

Why join?

- ❑ You'll become part of a powerful Nordic, Baltic & global network, get ongoing peer support, fresh contacts, expert *know-how*, and direct access to clients and funding opportunities – all to help you scale with confidence.



GLOBAL
TECH
ADVOCATES



6. How do I join *TNA Champions* and by when?

Join *TNA Champions* HERE by
1 December 2025



What's the cost?

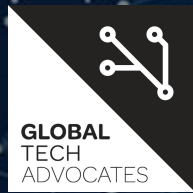
- ❑ Membership is €695/year
- ❑ Extra team members from the same company get 25% off.

Can I earn referral fees?

- ❑ Yes. Bring in new members and you'll earn a one-time 10% referral fee of your referral's first annual TNA Champions membership fee



TECH
NORDIC
ADVOCATES



viii. Dedicated Support for TNA Female Founder Alumni

- ❑ Ongoing access to Northern Europe's largest female tech founder community
- ❑ Peer-to-peer support
- ❑ Link to TNA's international female tech founder community
- ❑ Zero cost AI course through TNA's Ambassadorship of the global Women's Entrepreneurship Day (WEDO) org
- ❑ Access to capital focused on investing in female founders through our Diversity Venture Fund



Supporting the Growth of
**WOMEN
IN TECH**
STARTUPS & SCALEUPS



DIVERSITY
VENTURE FUND
DVF



PAKHUS II, Dampfærgevej 4,
2100 Copenhagen Ø





7. What our Alumni Say?

"Business is about using the given opportunities. TNA held a competition for the top tech companies in the Nordics to take part in a pitching event at London Stock Exchange. Virtual Dawn was one of the winners and got to London - and we also were given a VIP ticket to London Tech Week as a bonus. This bonus was well used as from there we managed to get our first investor for Virtual Dawn. Now we are revolutionising app creation for the XR and AI field. Join our journey!"



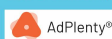
Antti Martikainen,
CEO & Founder,
Virtual Dawn



"Thank you for your support Jeanette Carlsson, and for the Tech Nordic Advocates programme for introducing me to relevant stakeholders, market visits and for creating the foundation for us to scale to this new exciting market."



SUSAN POULSEN,
CEO & Founder, AdPlenty



"The Finland Launchpad research and report from Tech Nordic Advocates were excellent and highly actionable. The structure and insights provided were so valuable that we plan to use the same layout as a template for future market entries. By following the recommendations, we've already secured a meeting with the insurance company if in Finland."



Fredrik Lindell,
Co-founder, Elementric



"Amazing list of hot Nordic startups taking their first steps into the US market. So honored to be on the list with Audicin"



Laura Avonius,
Founder & CEO, Audicin



"I'm beyond excited to welcome Peter Vesterbaek, Co-founder of Slush, ex CMO of Rovio (Angry Birds), founder of FinEst Bay Area and many more global tech brands as our latest Global TNA Ambassador for Finland. I can't think of many people who know more about building global tech companies and brands than Peter who has already been inspiring and sharing know-how with our tech founders in many different ways"



Jeanette Carlsson,
Founder and CEO

"Young people are the future. Let's invest in the future. Super happy to be a TNA Ambassador and be part of enabling the success of others"

Peter Vesterbaek,
Co-founder of Slush, ex CMO of Rovio (Angry Birds), Founder of FinEst Bay Area



"To have Tech Nordic Advocates with Jeanette Carlsson supporting Norwegian companies going global is exciting. They have for several years been part of Diggecard's journey introducing us to conferences, speaker opportunities and their network across Europe."



OLAV BALANDIN,
CEO & Co-Founder,
Diggecard



"Greetings from New York: Sprout Dynamics is one of 28 Nordic tech companies and a proud member of Tech Nordic Advocates U.S. Trade Mission in NY. This country is one of our most desired markets for sprouts as superfood because 35% of the category growth comes exclusively from the USA! Hunting for new business opportunities is always exciting!"



Iryna Gavrylova de Garcia,
Founder, Sprout Dynamics



"I want to thank the Tech Nordic Advocates for their dedication both to founders in the Nordics as well as marginalized minorities, women and other founders from diverse backgrounds. We do indeed appreciate all these efforts by the TNA team, that align their work with honorable values, and in exposing their network to those that may lack one. It instills in me a faith that the tech landscape can indeed be a home to people of all walks of life."



We landed 4 paying customers, one within an hour of our pitch. Best event ever"

Adam Sam,
Founder, Monok.com



"I've taken part in other programmes before, but Tech Nordic Advocates' Mentoring Program is in a league of its own. With an eMBA and years of international experience, I still find the sessions highly relevant and enriching"



Marianne Andersen,
Founder & CEO, High5Girls



"The last 3 days CreditStretcher.com has been attending The London Tech week. We have been showcasing at the main event TechXLR8 and pitching at Startup Elevate and Best of Nordic & Baltic startups with Tech Nordic Advocates. A great opportunity to show how we help SME's get financing and credit in a faster and easier way at CreditStretcher."



Thanks for the opportunity Jeanette Carlsson!"

Jacob Pedersen
CEO & Co-Founder, CreditStretcher





THANK YOU. SEE YOU ON *TNA CHAMPIONS*.
ANY QUESTIONS. *GET IN TOUCH*



Jeanette Carlsson

Founder & CEO

jeanette@technordicadvocates.org



Louise Junge

Denmark Lead

louise@technordicadvocates.org



Becky Wightman

Norway lead

becky@technordicadvocates.org



Barry O'Brien

Sweden Lead

barry@technordicadvocates.org



Angeliki Papagiannopoulou

Ecosystem & Programme Manager, Finland

angeliki@technordicadvocates.org



www.technordicadvocates.org



tech-nordic-advocates



TechNordicAdv



technordicadvocates



technordicadvocates