



PRESS RELEASE

October 5, 2015

Contact: Tana@MarketVision.org

S.M.A.R.T Community Exchange presents: **Finnish Education Expertise Goes Global**

The success of international education collaboration was recently experienced at the [TransAtlantic Education Leadership Exchange \(TELE\) 2015 Summit in Atlanta HERE](#). Meet the [Speakers HERE](#), read the message from [Education Minister of Finland HERE](#), and learn about [TELE HERE](#).

Key questions from TELE 2015 participants in Atlanta were 1. How can STEM educators and students in Georgia connect with STEM educators and students in Finland? 2. How can Georgia students share their STEM projects with STEM students in Finland? 3. How can students in Georgia learn and benefit from Finnish education success? 4. How can Georgia educators visit Schools in Finland to learn more? 5. How to better align Finnish Education Exports with U.S. market demand? As a result, an online STEM Classroom was created to connect educators and students between Finland and Georgia, a trade mission from the state of Georgia to Finland is planned for 2016, and a partner marketing program for Finnish Education Exports to the U.S. was introduced.

The results of the initial TELE market research indicated that the strongest prospect for [Finnish Education Exports](#) to enter the U.S marketplace would be to offer services and products to schools and foundations. The proposed target market has a strong stakeholder loyalty due to their standing in the community. Working with private and public schools and non-profit organizations solves multiple problems related to U.S. market penetration for Finnish Education Exports.

As a response to the fast growing interest in Finnish education expertise in the U.S, TELE is hosting a meeting December 3-4, 2015 in Atlanta, to discuss how to better align Finnish Education Exports with U.S. market demand. The meeting engages Business, School, Government and Non-Government Agency, and Non-Profit Leaders. The meeting will focus on initial planning of a research program including market research, SWOT analysis and competitive analysis, project management and support to create a U.S. business development plan and a U.S. Market development program for Finnish Education Exports. See 'Annual Partner Marketing Program' below.

With the 2016 pilot program, Finnish companies have an extraordinary opportunity to engage in the U.S market, specifically in the State of Georgia. With Georgia having 2,200 Schools with 114,800 teachers and 1.6 million students, Finnish companies have a sound go-to-market opportunity. For further sales growth in the [U.S. Education Marketplace](#), there are several options within the U.S market.

If you consider participating in the 2016 Finnish Education Exports partner Marketing Program, please join us on December 3-4, 2015 in Atlanta! **REGISTER HERE: US \$97.00 PER PERSON** by November 15, 2015. Limited participation is available.

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AGENDA

S.M.A.R.T Community Exchange presents:
Finnish Education Expertise Goes Global
December 3-4, 2015, Atlanta, GA

REGISTER HERE: US \$97.00 PER PERSON

PRE-EVENT - due by November 15, 2015

Prior to your arrival in Atlanta, please provide a link to your company website and/or email your business plan to: Tana@MarketVision.org. We will review your website and/or business plan to learn about your business, customers, target market, products and services.

Day 1: One-on-One Meetings - THURSDAY, December 3, 2015

We will spend time learning about you and your Business, and discuss your business plan, marketing plan, and financials.

- **Marketing Plan:** We will discuss your marketing communication methods and tools and how to maximize your customer reach. The discussion covers pricing strategies, positioning, the difference between features and benefits, and different marketing strategies. The goal is to know how to outline your marketing strategy, test your marketing message, choose the right sales channels, and exercise your marketing strategy.
- **Financial projections:** We will discuss your financials - review sales and prices, financial risks and rewards, true start-up costs, ongoing operating expenses, setting benchmarks for tracking progress and the organization of all your financial information. We use a hands-on approach, use our financial model to forecast sales revenue and build solid pro-forma financial forecasts.
- **Funding sources and next steps:** We will discuss how to finance your business; sources of funds, accounting, credit, banking relations, ratio analysis, and monthly preparation and review of financial statements, how investors and bankers will assess the merits of your business plan and loan application - the tools necessary to decide whether or not you are ready to launch your business in the U.S.

Day 2: World Trade Center Atlanta - FRIDAY, December 4, 2015

Meet our Preferred Service Providers (PSP). These highly qualified individuals, companies, or organizations, have been assessed and selected by our leadership team. They are valuable experts and leaders providing business support, competitive intelligence, know-how, resources, and contacts. These include but are not limited to: potential business partners and customers, accountants, attorneys, financial advisors, investors, tax experts, marketing professionals, media experts, technical support, engineers, public officials, civic representatives, suppliers, retailers, R&D providers, and other advocates.

OPTIONAL - Day 3: December 5, 2015 - SATURDAY, December 5, 2015

You are invited to Finland's 98th Independence Day Celebration at Cherokee Country Club in Atlanta hosted by Finnish American Chamber of Commerce Southeast. Guest of Honor and Speaker Ambassador Jukka Pietikainen, Consul General of Finland in New York. **[EVENT INFO HERE](#)**

For more information contact: Tana@MarketVision.org or call (USA) 256-520-7544

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December 3-4, 2015, Atlanta, GA

We propose a three tier annual (12-months) Marketing Program for U.S. Rollout:

Phase 1: December 3-4, 2015

Representatives from enterprises and organizations attend meetings in Atlanta to discuss how to better align Finnish Education Exports with U.S. market demand: Initial planning of research program including market research, SWOT analysis and competitive analysis, project management and support to create a U.S. business development plan and a U.S. Market development program for Finnish Education Exports. Meet with U.S. partners that can provide the required marketing, funding, and soft-landing support. Evaluate the marketing program, and learn about next steps, import requirements, warehousing, distribution and fulfillment required, and more. **REGISTER HERE: US \$97.00 PER PERSON**

Phase 2: January 1, 2016 - May 31, 2016

- Select TELE marketing partners;
- Review USP and create surveys for each;
- Create a market research survey and plan live focus groups;
- Send the online survey to at least four target market groups of key decision makers for feedback;
- Give sample service/products/technology for evaluation to attendees at live event(s);
- Get follow up surveys for evaluation and compile reports of findings;
- Create a competitive analysis report of top competitors for price, function, distribution, user experience;
- Create proposal of potential ideas for the product and additional target markets.
- Representatives from partner companies attend online meetings to discuss the next stage of marketing research & publicity.

Phase 3: June 1, 2016 - December 31, 2016

- [Press Release](#) to introduce the marketing partner brands and their offers to U.S. media and consumers;
- Create and Post Social Media campaigns about offerings;
- Publish survey results;
- “Done For You” online classroom for 12 months in the EClassroomHub;
- Articles about companies in online TELE Magazine with international distribution;
- Links to company website from EClassroomHub;
- Introduction to potential Funding sources;
- Introductions to potential Joint Venture Partners;
- Introductions to potential Distribution Partners.

Additional

- [Ed-Tech Initiative 2015-18](#)
- [Adopt-a-Classroom](#)
- [Soft-landing Services in the U.S.](#)
- [Marketing Partner \(MP\)](#)
- [Trade Missions and Special Events](#)

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