

KNOWLEDGE GIFT TITLE:
The Knowledge Apple Tree

COUNTRY(IES) / REGION:
Romania/ CEE

LEAD ORGANISATION:
HUMAN FINANCE

CHALLENGE / PROBLEM

Poor connection between the early stage startups and the available capital.



MAJOR ASSUMPTIONS MADE

Having access to digital and practical finance & business tools, the entrepreneurs should be better prepared for managing their startups while the communication bridge between them and the investors could be built quicker.

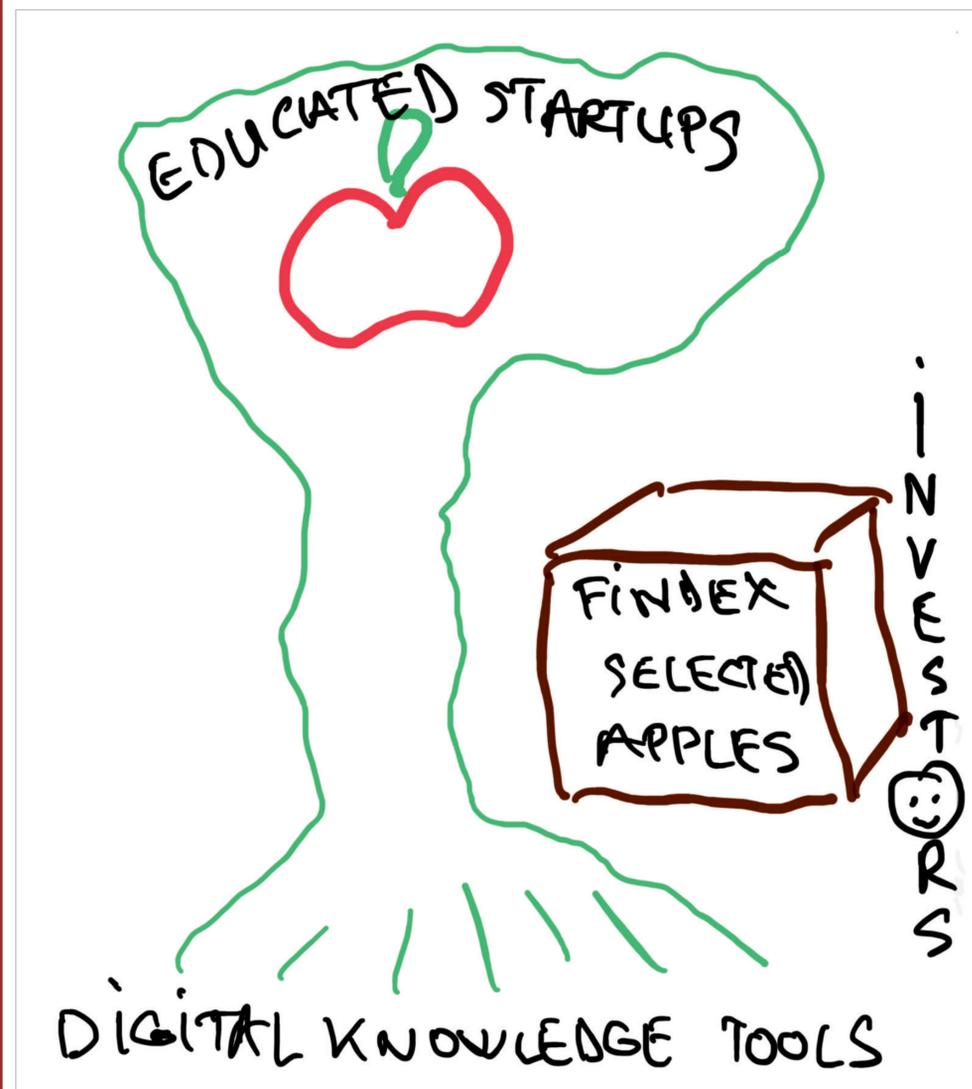


SOLUTION OFFERED

HUMAN FINANCE wants to democratise the finance & business education and support the access to digital "mass" knowledge tools for the innovative and ethical entrepreneurs. We want to help as well on the investors side, by filtering the startups with regard to their investment readiness and entrepreneurs reliability and matching them with the appropriate funding providers.



ILLUSTRATION / VISUAL



OUTPUTS CREATED

Humanfinance.ro was launched this year in May (still in beta testing, only in Romanian for the next several months) and it is a platform powered by digital & practical tools - eg: Funding Structure, Financial Planning, Financial Evaluation, Cash-Flow Forecast, Ratio Analysis, Cost Management, MVP, Test Your Idea, Valuation, etc. while FINDEX is an aggregate rating. The more tools the entrepreneur is using and the most accurate his planning is against its future business reality, the better the startup FINDEX will be.



INDICATORS / SCALE / IMPACT

1. Investment readiness <-> FINDEX
2. Better access to knowledge and funding for the innovative startups, it could be easily scaled and exported once it will be successful on the Romanian market.
3. Develop the entrepreneurial and innovative ecosystem.



PARTNERS

The whole innovative startups ecosystem: entrepreneurs, incubators, accelerators, business angels, VC-s, education institutions, other knowledge platforms, banks.



KEY RECOMMENDATIONS / UNIVERSAL PRINCIPLE

Better knowledge -> better startups -> better access to funding -> better ecosystem -> more innovation.

Digital knowledge tools -> improve the access of the entrepreneurs to business education and the appeal of the finance "black box" to them.



REPLICATION POTENTIAL / SUSTAINABILITY

Once we will reach the critical mass in Romania and the added value for the entrepreneurs and investors will be proven, the digital platform and tools could be easily exported to other ecosystems. Even more, our platform could consolidate others business tools and to become the one-stop shop business platform for the early stage innovative startups.



TOPICAL FOCUS



MSME segmentation & entrepreneur-centred approaches



Interplay between financial & non-financial services



MSME support in digital era



Entrepreneurial ecosystems & local advisory service providers



New trends in MSME development



Green



Gender



Fragility