

PartnerUP! for the goals

2019

**UNops
first strategic
partner**

MVP development

Finding the first pilot users

- E.g. Aalto University, Espoo city
- Start-ups and corporations
- In the existing network

pilot launch trial begins

Developing the matchmaking tool

co-creation, trial monitoring

User-centered process

- Empathy towards the user
- Virtual teamwork
- Fast reaction to changes

Technology develops following the needs of the users

- Process can be replicated
- Process is the added value

commercial release

Succesfull pilots help them to engage with the vision

- UN partnership exchange
- SDGs In Action App
- ECOSOC partnership forum
- High Level Political Forum
- Partners engaged by the UN's existing channels

Towards 2030

Revenue stream

Freemium: subscription fee packages to access the digital market

Revenue sharing
Percentage of the business revenue for the first three profitable years of the partnership.

NOW
There are over 4000 cities in the World with over 100,000 inhabitants, but only 25 of them are striving towards the United Nation's Sustainable Development Goals!

90% of startups fail and 29% of them due to lack of money
At the same time, big companies are struggling to be innovative!

OUR SOLUTION
A global data ecosystem for stakeholder organisations to find the crucial strategic partners they need to accomplish their chosen SDGs in the most efficient way. PartnerUp is an AI driven tool that uses data to match the customer organisation with optimal partners.

A multistakeholder collaboration platform with a match-making function

The Team
Pauliina: Chief Business Developer
Lavinia: Creative Leadership
Rosa: Lead Product Development
Sofie: Financial and Accounting Officer