

City of Tartu – sTARTUp minded city

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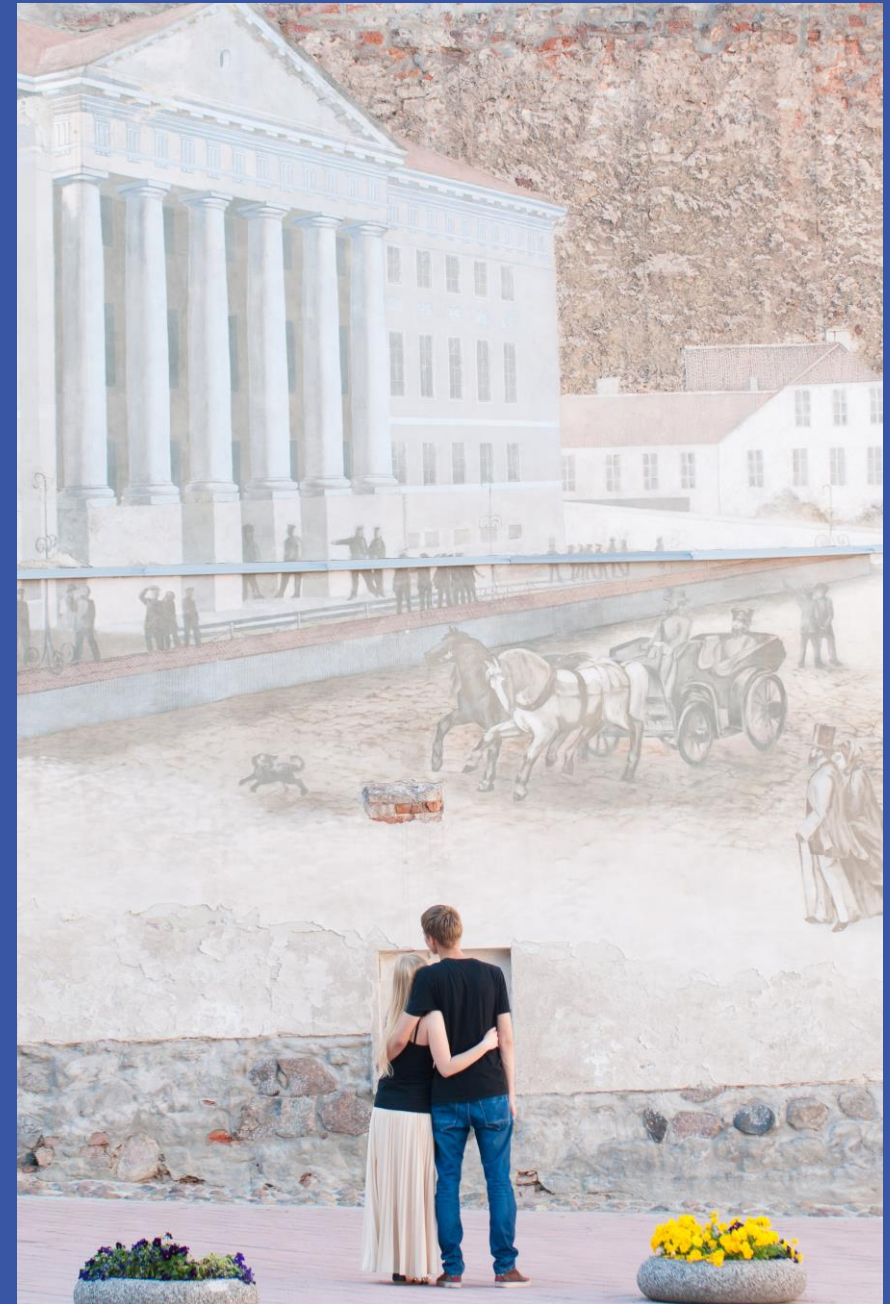
Three things you would never lose in Tartu

- Short distances – geographically and in human relations
- Green living environment
- Diverse cultural scene



Smart city since 1632

- University of Tartu founded in 1632
- ca 95 000 inhabitants
- 50% are under 40 years
- ca 15 000 students
- 60% of Estonian research potential
- Highest concentration of science-based companies
- From Science to Business
- Deep Tech Valley



Tartu is a city where ...

- 1st city to implement mobile parking (2000)
- 1st city in the world to build broadband network connecting to all schools and public buildings 100mbit (2000)
- Paperless government since (2003)
- 1st e-elections in the world (2005)
- 1st Fully electric taxi service (2012)



Innovation challenge: limited in-house human and financial resources

Tactics:

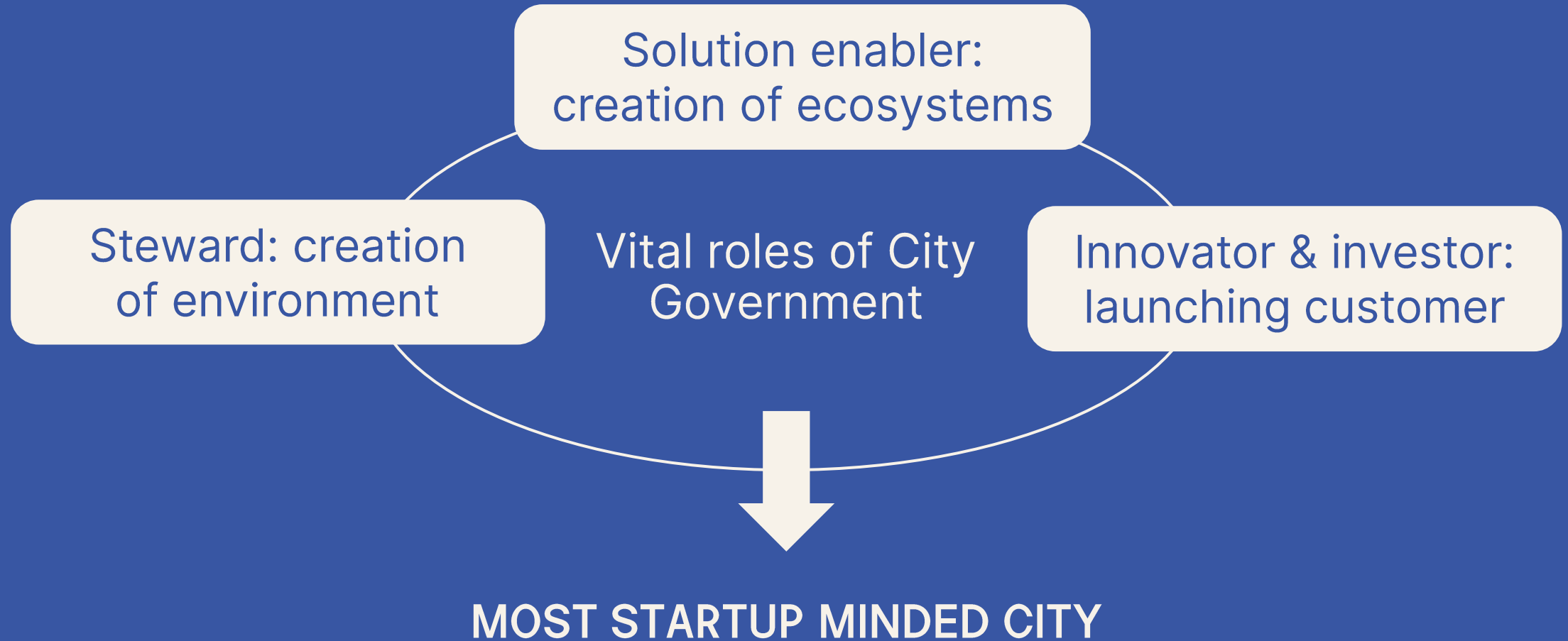
- Collaboration with private sector
- Collaboration with universities
- Collaboration with municipalities

Strategy:

- Co-creation and collaboration with other sectors
- **Tartu as open innovation platform**



Vital roles of City Government



Boosting innovation in key focus areas

- Aiming at providing companies with support for conducting knowledge-intensive product development
- Drone technologies - zeroEST
- Autonomous vehicles – Autonomous Driving Lab
- Hydrogen Valley
- Health Data – Precision Medicine, Estonian Biobank

Tartu Business Development Ecosystem



UniTartu Ventures OÜ



GAMING & FILM INCUBATOR
By TARTU SCIENCE PARK



TARTU SCIENCE PARK
25 years Home of Business



DIANA



Tartu Silicon Alley

„To build a unicorn, you have to move to Estonia, the land of unicorns“

Home for global technology companies:



There is always TARTU in sTARTUp!

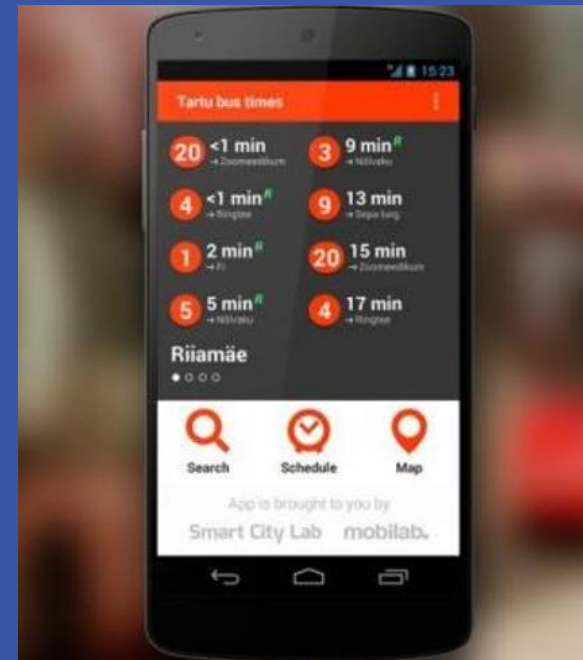
- 4000+ visitors from 60+ countries
- March 2023: AI, EdTech, FemTech, SexTech, HealthTech and Inspirational Founder Stories
- Focused on early stage startups: From Zero to Hero
- startupday.ee



Co-creative PPP

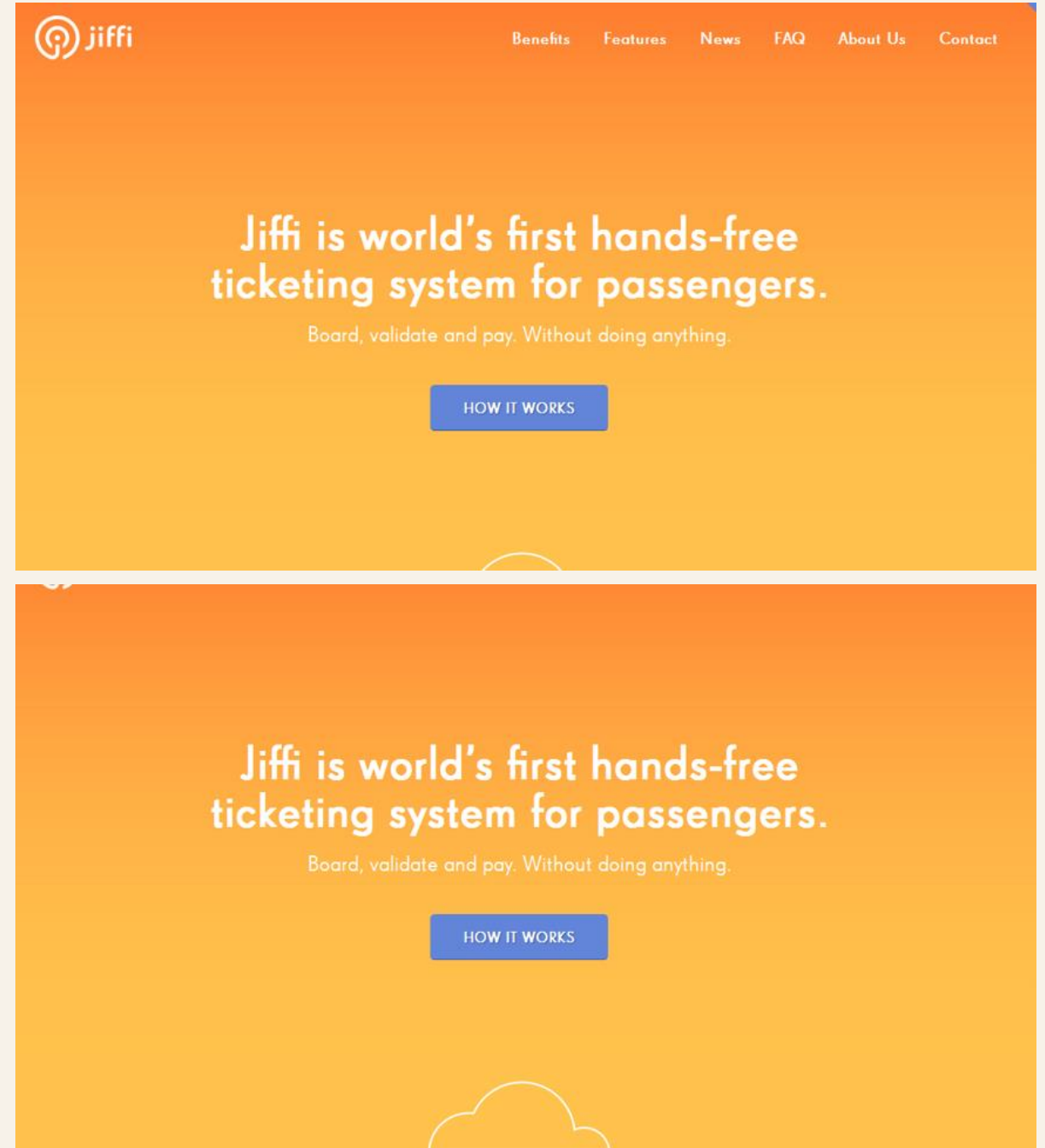
- Real-time public transportation data
- Autonomous Vehicles Testing
- Energy projects
- Climate neutral aviation

Full support to test new business models



Failures are OK!

- Uses secure Bluetooth Low Energy (BLE) beacons & micro-location technology to detect, when smartphone-equipped passengers enter and exit the public transit vehicle.
- More than 2500 users tested the solution!



If Tartu was a person....

„A young, energetic, proud and optimistic person, who is actively and passionately chasing better answers to societal challenges, always open to experiment with new types of collaborations and unorthodox methods.“

These are perfect qualities for a entrepreneur.

Only Estonian city in the European Union climate neutral & smart cities 2030 mission



Thank you and
see you in Tartu!

TARTU

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