

# #EstonianMafia behind the scenes

The perspective of a designer



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**Estonian Startup**

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# #EstonianMafia

Started with ca 10 Post-Skype startups in 2007

€100M investment into startups (2015 est)

350+ startups with 2000+ employees

€50M tax revenue (2015 est)

Growing fast, bringing specialists from abroad

# Startups & academia

There are no startups without universities

Launching tech companies in other cities has failed

People and atmosphere not money and programs

Still, some support works: IT-houses, incubators

# Design & tech

When to apply design in e-product development?

Design is a multiplier – don't multiply zero

Garage48: bridge between designers & techies

Lack of specialists. Remote work & talent attraction



# Case studies

Short behind the scenes of some Estonian startups

VOOG

**Takk!**

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