



Diversity as an Engine for Growth

yearbook

September 2017 - June 2018

theshortcut.org

manifesto

What we stand for

For you who are willing to **change**;

want to acquire new **skills**;

are looking to find your **place** in society;

want to reach your full **potential**;

want to add **value** to the community;

We lead you through a journey that empowers and

inspires new people to join the startup community.

We are the safety net where testing ideas (and failing)

is part of the development process.

We welcome and cherish **diversity as engine for growth**.

For you who are the change.

We welcome you to The Shortcut.

content

Flip those pages

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editorial

Foreword



What an amazing year it has been!

If 2016 was about proof-of-concept, 2017-2018 has been about setting up our community and growing it.

Since we opened The Shortcut Lab in September 2017, we have hosted hundreds of events and are continuously welcoming new talents and supporting various projects and job opportunities. One year is not a long time but for a lean organisation like ours, the evolution has been exponential.

To witness the engagement from the community members, realise their projects and develop their skills, makes us feel good when they move on. We consider this constant flow as a healthy sign of being a springboard for new adventures and continuous professional development.

A warm thank you to the team for their hard work and to everyone who has contributed to what The Shortcut is today. On the following pages you will read about our impact and what we have achieved over the past ten months.

Hope you enjoy the read.

Anne Badan
Co-founder & CEO



We consider this constant flow as a healthy sign of being a springboard for new adventures and continuous professional development.”

year in numbers

Our activities

THE SHORTCUT AS AN ORGANISATION



450k

FUNDS RAISED
(JANUARY - JUNE 2018)



60+

SPONSORS,
BENEFACTORS,
SUPPORTERS AND
PARTNER COMPANIES



55

THE SHORTCUT EXTENDED TEAM
(CONSISTING OF THE BOARD,
TEAM MEMBERS,
INTERNS AND STAFF)

THE SHORTCUT LAB



6,738

VISITS TO
THE LAB



261

EVENTS HOSTED



100+

NATIONALITIES
OF OUR
COMMUNITY
MEMBERS



100k+

PEOPLE OUTREACH
ONLINE AND
FACE TO FACE

SKILLS DEVELOPMENT PROGRAMMES



5,376

PARTICIPANTS
AT OUR EVENTS /
PROGRAMMES



100+

IDEAS PITCHED



44+

TEAMS
FORMED
AROUND
IDEAS



60

PRO BONO
CONTENT
PARTNERS

ECOSYSTEM OPPORTUNITIES



200+

VOLUNTEERING
OPPORTUNITIES
AT THE SHORTCUT



60+

VOLUNTEERING
OPPORTUNITIES WITH
OUR PARTNERS AND/OR
SISTER ORGANISATIONS



70%

OF TALENTS FOUND NEW
CAREER OPPORTUNITIES
(CATALYST PROGRAMME,
INTERNS, STAFF, VOLUNTEERS)



impact goals

Three levels of impact

Individual

We build opportunities for employment and mobility in the tech community.

We activate new entrepreneurs with a can-do attitude to build confidence and adopt a high-growth mindset.

We activate untapped potential and optimise under-utilised skills.

We enable people to find a sense of belonging and empowerment.

Business

We encourage new startups emerge and help companies find the talent they need.

We increase diversity in the tech community.

We contribute to the internationalisation of businesses.

We help integrate spouses and families of foreign talents and help get them employed in high-growth companies.

Society

We reverse integration failures.

We accelerate employment, bringing systemic economic benefits to Finland.

We test new models for societal impact.

We give back to Finnish society.

pillars

Our focuses

1. Inspire and empower

- Inspire people to take initiative
- Build community
- Develop networks
- Share ideas/experiences on entrepreneurship

Activities

- Inspirational talks
- Startup Mingle lunches
- Open meetings
- Bootcamps
- Community gatherings
- Hackathons
- Volunteering opportunities

2. Activate and build skills

- Improve or complement skills that are in high demand in startups
- Learn by doing

Activities

- School of Startups
- Certifications
- Immersion programme
- Coding courses
- Digital marketing, among others

3. Create employment opportunities

- Develop own ideas further
- Access to networks and startup needs

Activities

- Projects + traineeships
- Talent platform
- Employability trainings
- Access to accelerator opportunities
- Coaches and mentors
- Catalyst Programme



the lab

Our space

Located in Maria 01, home to a wide range of startup companies, The Shortcut Lab is an open collaborative space for the community to work, hang out in, meet, work, innovate and bring ideas to life.

Such a rich community calls for opportunities to have casual but meaningful encounters. Every week at The Shortcut, there are forums for sharing ideas, knowledge or a meal. This is facilitated by **community events** such as our **Open Meetings, Startup Mingle Lunches and Sharing Sessions** as well as during more informal gatherings like **The Weekly Challenge and community potlucks at The Shortcut Lab.**



Come visit us at Lapinlahdenkatu 16, 00180 Helsinki

Visits

6,846

Events held

261+

From its opening in September 2017 up until June 2018, The Lab was visited 6,846 times and hosted over 261 events. **Casual meetings have been the beginning of a friendship, the creation of a support network, the first contact with an investor or the start of a professional relationship.** You never know who you might meet!

community events

Beyond the Lab

The Shortcut community is rich and in constant evolution. We are part of Startup Foundation sr, making us part of the hottest startup community, a robust and diverse group of volunteers and pro-bono startup doers keep the engine running.

What makes The Shortcut unique is its community. Being a grassroots movement means things are created by and for the community. We listen to community needs and initiatives and we also encourage the curious to make them happen.



One example of a community initiative that came to fruition was **The Digital Marketing Club** which emerged from the eagerness of community members to learn more about specific marketing-related topics and resulted in six sessions covering a variety of specialist areas from the digital customer journey to marketing automation and analytics.



DMC in Numbers

Events

6

Participations

375

Unique Participants

115

Facebook Reach

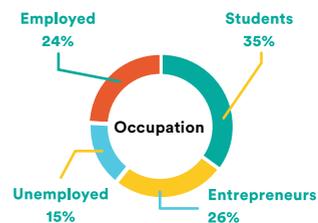
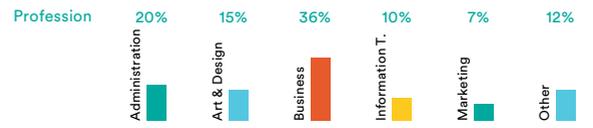
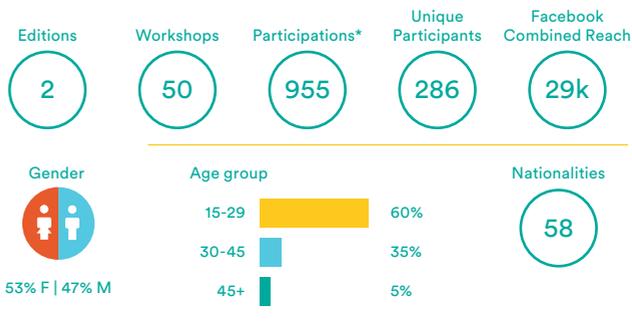
28k

The School of Startups is intended for people who wish to learn from experienced practitioners how to move their idea forward and/or sharpen up their skills in order to increase their chances of being recruited by high-growth companies.

The School of Startups (SoS) is a three week series of workshops given by startup doers focusing on three different tracks: Business, Design and Tech.



SoS in numbers



*During the three weeks

“School of Startups is a great place to find new team members, that’s where I found mine.”

- Sharbel Dahlan
SoS participant, Spring 2017

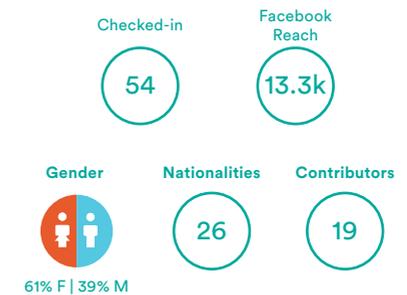
Idea Development Weekend (IDW) is a two-day event, where participants can come up with and/or develop their business idea together with other participants, form teams and pitch their final idea to jury members from the startup community. During the weekend, participants attend a series of workshops on practical topics ranging from business model development, pitching to how to take their idea to the next stage.



“This made me realise that I can develop my ideas with new people. Great event, I had the chance to pitch my idea to people who are competent in their field. This way, it’s quite helpful to learn what you don’t know.”

- Tulip Fernandes
IDW participant, Spring 2018

IDW in Numbers



The Digital Prototyping Weekend (DPW) is a two-day event held twice a year, where participants from all fields can take part and learn effective processes and techniques to create, prototype and test a digital product idea. The focus of the event is on the learning process and becoming familiar with the necessary tools to take their business idea forward rather than creating the perfect concept.



“Meeting everyone, connecting and building friendships was amazing and also getting a clear structure and framework for how to develop ideas in the future was really helpful.”

- Lily Chan
DPW participant, Summer 2018
Entrepreneur, next SoS coach,
2017 workshop giver

DPW in Numbers



training courses

Knowledge boost

At The Shortcut, we understand that the world is changing fast

We believe in efficient, hands-on learning, continuously updating our skills, pivoting, and adapting. In today's market, the need to diversify your skills is greater than ever.

We offer a variety of training sessions and courses in the areas of business, design, and tech, aimed at increasing employability, enabling you to learn new skills, experimenting with your potential and connecting with other learning communities.

Skills by Doers

All the training content that The Shortcut provides is free for participants and given by startup doers, supporters and partners. Companies partner with us because they believe in our mission, they want to diversify the workforce in their own companies and in Helsinki, and/or they just see the process of disseminating valuable and relevant information as a meaningful way to give back to the startup community to build the new generation of doers.



The 'Get Google Certified' programme supported my training and facilitated my way into getting certified in various Google tools. It was very useful to get acquainted with Academy for Ads. As a person who works with communication and digital marketing, knowing about this tools goes beyond being certified. I am happy that we got to explore them guided by experts and through illustrative examples."

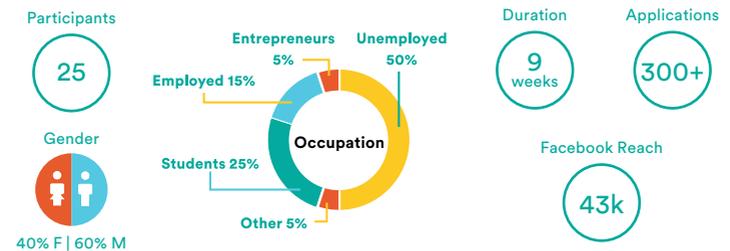
- Yesmith Sánchez
Community Outreach and Communications Lead,
The Shortcut

Python Course >

from zero to hero
in 2 months

In collaboration with Holvi, The Shortcut organised a programme for complete beginners in Python that transformed the participants from newbies to champions in just two months.

Python is one of the most straightforward and popular programming languages and its versatility is what makes it a good choice for beginners. Learning a dynamic coding language like Python is a great foundation for growth in a career. Although limited to 20 places, the programme was so popular that we received more than 310 applications.



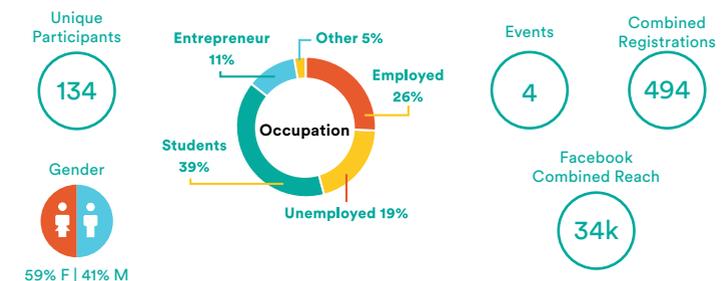
Get Google Certified



'Get Google Certified' was a free series of courses organised by The Shortcut in partnership with Google and was targeted at anyone interested in validating their digital skills.

The participants got the opportunity to become certified in **AdWords Fundamentals, AdWords Mobile and Google Analytics**. Being certified in highly utilised digital tools has a positive impact on how individuals are perceived by potential employers.

We kick-started the programme with a general overview of digital tools and their scope. We then had a period of self-study and building learning communities before receiving three guided sessions on different Google tools. The guided sessions were provided by certified Google trainers.





The Catalyst (Talent) Programme is for unemployed jobseekers who wish to work for a high growth company or create their own startup business. Through the programme they can acquire specific skills needed in startups, extend their network and have a platform to showcase their competencies to the startup community.

The Catalyst Programme consists of 4 parts:

- 1. Immersion programme** into the startup mindset + career hacking (3 weeks)
- 2. Hands-on project** with The Shortcut (1 week)
- 3. Intensive training** on a specific skill - peer and self-learning (1 week)
- 4. Traineeship in a startup or entrepreneurial project** (2.5 months)



Everything here is going great, I have had the best working colleagues (at Maria 01) that I have ever had in Finland and enjoying my job very much. I must thank The Shortcut for this as I would never have heard about this open position if I had not joined your Catalyst Programme."

- Rodrigo Ribeiro
Former Catalyst Programme candidate
found employment at Maria 01

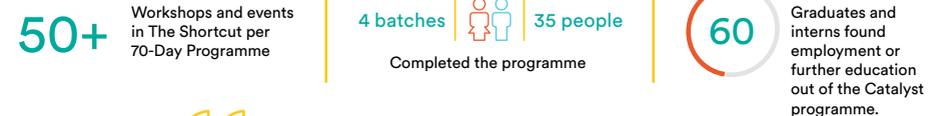
A list of regular courses featured on our Catalyst Programme:

- Google Certifications
- Digital Marketing
- Event coordination
- Project management
- Building a Chatbot
- Agile Scrum
- Basics of Coding
- Python
- Video editing
- Content Creation
- Video CV
- Coaching
- Design Basics
- Adobe Photoshop
- Adobe Illustrator

List of skills we focus on:



Demographics



You can truly reinvent yourself, if you find yourself in a rut and if you feel that what you've been doing before isn't working anymore, if you're tired of your old job or fed up of not getting a job (both were true for me) and if you're proactive enough, you really have full range of what you put your mind to. You can influence the community and the community can influence you, you can share your ideas and receive and give feedback. You can make your ideas expand and grow with the support of others, I think that's exciting. If this is the kind of thing you want, this is the right place."

- Joh Orengo
Catalyst Programme, Autumn 2017



partners

People who've got our backs



I am inspired by the mission and vision that The Shortcut team has. I believe that it is important not only for companies like Supercell but also for a country like Finland to march towards the vision of turning Helsinki into a global hub of talent and an inclusive place that welcomes people from all over the world."



Ilkka Paananen
CEO Supercell



I engaged with The Shortcut a couple of years ago by attending their first edition of the Idea Development Weekend. I come from Iraq, a country where the business culture is very different from Finland. It was eye-opening for me to get through the weekend to get a good understanding of the basics of startup culture. Two years later, I felt that I was ready to give back. After all, Finnish society gave me the chance to live in Finland coming from a war torn country. The best way for me was to help others be more productive members of society. From engaging with my company, Holvi, and running the Python course, I got the satisfaction that I am doing something for the greater good."



Mohammed Salman
Financial Infrastructure
Engineer at Holvi



In addition to promoting entrepreneurship, The Shortcut's values elevate our society by inspiring a new proactive and positive approach to the in-flow, assimilation, empowerment and appreciation of people from diverse backgrounds. Avance is privileged to partner with the organisation and its dynamic leadership and we stand ready to back them now and in the future."



Ilkka Perheentupa
Partner, Avance Attorneys at Law

the team

The soul of The Shortcut

The Shortcut team reflects on the diversity of its community. More than 55 people are behind the industrious work that it takes to keep the engine running. We applaud our talented, inspiring and passionate professionals always eager to develop, change and leave their mark on the Finnish startup scene.



the future

2019 will be about scaling up!



What will The Shortcut focus on next year?

We will continue grow our operations in order to accelerate as many people as possible into employment and foster in them an entrepreneurial mindset required by tech growth companies. We see ourselves as a crucial contributor to the integration of untapped potential in the labour market.

Tech startup companies are growing and recruiting all the time. In order to go international, they need talent from a diversity of backgrounds and a varied range of skill sets. The Shortcut will make sure to equip more people with the hands-on and tangible skills that are needed to work for these companies or for the individuals to create their own.

We will do so by:

- Strengthening **existing content and proven concepts**, such as our Catalyst Programme and the School of Startups.
- **Offering new content and short training programmes**, based on what the startups and the community's needs dictate, while at the same time, accelerating people's professional development path.
- **Packaging programmes and services** that will help us become **self-sustainable**.

We look forward to another year of growing our global vision, making our relationships with our partners stronger and ultimately helping more people integrate through tech and entrepreneurship.

A big thanks to all of you who:
trusted, taught, helped,
challenged and inspired us,
grew, learned,
worked, volunteered,
stayed, danced,
partied and laughed with us...
from The Shortcut with ♥

Thank you to our sponsors and partners

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The Shortcut is a non-profit organisation owned by Startup Foundation sr.

Startup Foundation is a non-profit organisation that supports innovative entrepreneurship and the community behind it.



In association with



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