Funding Flowchart for game startups in Finland

Before you start your marathon towards funding, please read this:

Nobody owes you funding – but nobody's goal is to deny you funding, either. The people at every funding organization simply try to do their job well. Each source of funding has its own goals and motivations. Try to understand them and develop your team, studio, plans, and game accordingly, and you're more likely to get funded. And, listen, this is important – don't just try to make your pitch sound like you match their goals. You're only harming yourself if you do, denying yourself and your studio the development that comes from actually doing the work.

Every source of funding wants you to be successful - but their definitions of success vary. Find one that matches your definition of success, and go for it, full in. This way, when you develop your team and product to better match their requirements, you'll get closer to success even if you still fail to get the funding.

When you get denied funding – nearly everyone does at some point – don't get discouraged, and be sure to ask for feedback. Most appreciate it when you do. Listen and learn. Ability to listen and learn is one of the best, if not the best feature you can showcase. Discussing these things with other (game) entrepreneurs is also a good idea.

Most teams use several forms of funding during their first years. Get to know your options at least superficially early on, and it will be easier for you to plan your road to success – whatever that means for you.

This flowchart is designed to help game studios in Finland understand the local funding scene, and plan their funding route. Rules, names and restrictions of specific tools may change – please refer to original sources. This flowchart was made in May 2021 and updated in February 2026 by Sori Kivinens, and it is property of LGIN (Living Game Intelligence Network) & Metropolia UAS. Feel free to share!
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One (less common) way of pooling angels is Equity Based Crowdfunding *See also: Crowdfunding branch*

Choose wisely – pick smart money. Can be angel or VC, depending on your situation.

Supercell Investments may be for you?

Complement with public funding. *See also: Business Finland branch*

Find an angel investor who shares your goals and values.
Or a wealthy person who you could turn into an angel.
"Pooling" several angels is common. *See also: Business Finland branch*

Don't want to

You can ask them. But be mindful, this is always a risk to your relationships. *See also: Business Finland branch*

Contact experienced gaming angels and get feedback. Learn and iterate.

Wealthy friends or family?

Do it.

Do you have a superstar team?

Proven, serious track record for this or a previous game?

Can you build some before funding?

Scalable product?

Go back to square one.

Check if you'd qualify for Startup Grant.

Bootstrap and build without funding. As an entrepreneur you will need to stretch, learn and take risks.

Avek Digidemo!

Getting started with a new studio! But, we need to eat.

Are you ambitious, driven, and aiming to grow?

Are you willing to put in months of work (yours or a hired professional) in marketing and PR?

Sure, give crowdfunding a shot! However, be very mindful – not all forms are available or legal in Finland.

Go back to square one.

Take a look at the KIDA Finland grant!

Looking to build a demo for a great new idea.

We want investors!

Will a fraction of them funding you take you to your minimum internal goal?

Work on it.

Publishers. Start finding out which ones work for you – depends on what you do & what you're looking for. Prepare to pitch dozens of times.

We're a fresh studio with a game in the works, and need some last-mile support.

SQUARE 1:

Get this game funded.

Build a following.

Do you have a very clear picture of your target audience, where to reach them, what they want and how to talk to them?

Project investments: Some investors and organisations specialize on this *See also: Business Finland branch*

Do you also want some marketing muscle and feedback on the product?

We have a (somewhat) proven project, and just want that funded.

We're curious about EU funding.

We were thinking crowdfunding.

Do you have a following already?

I'm a solo indie game artist, just let me do my thing!

Check cultural funds, maybe Suomen Kulttuurirahasto or Kone Foundation could work for you, and there are others too.

EU funding might not be for you – but new programs are launched regularly. Check egef.eu for an up-to-date list of potentially relevant calls.

Have you published before?

Business Finland sounds good!

We want to do it our way! OR None of the other branches worked out.

Got savings?

Invest your own money

Work elsewhere part-time (beware of burnout)

Do you have a strong focus on story?

Are you an oy (Ltd.) with at least one full time employee plus some part-timers, in VAT and prepayment registry, and with no tax debt (or with a payment plan)?

Go back to square one.

Are you good with bureaucracy?

Can you sell some of your team's time?

Do you have or can you find another job?

Creative Europe funding could be for you. Talk to Media Desk!

Aiming for international growth?

Can you become one?

Then do.

Think outside the box.

Alternative ways tend to be a lot of work with less clear paths. Talk to and learn from others, don't do all the mistakes yourself.

Do outsourced work for other companies on the side

Keep it as a hobby for now, learn things and build traction

Go back to square one.

Go back to square one.

Got angel investors, money in the company, or some own money you can invest?

Can you find any?

Go back to square one.

Figure out your strengths and use them.

Surprise me!

Have you had any EF funding for this company before?

Partner with someone and co-dev.

Check the continuous R&D funding call, and if there are currently any suitable fixed-term ones.

Check The Sprint.

Sell a project to someone who doesn't know they need one – think the holders of a cool IP, or how Lydia was a project for Alko, or demoing hardware properties with software

Is there reason for research & collaboration?

Look into Co-Creation, Co-Innovation, and other variations of R&D funding (these are often fixed-term)

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