

LATVIAN  
STARTUP  
REPORT'

22

## Message From Startin.LV

When I look back at 2022, I see darkness. I see the world waking up slowly from the pandemic. I see it directing its gaze towards the sun, seeking reassurance that the worst is over. And I see it being eviscerated by the devastating war, commenced at the very heart of Europe. Appalling. Brutal. Ugly. However. When I look back at 2022, I also see light. I see us all growing aware of the world we live in. I see us learning to make tough choices and to stand by them. And I see us becoming more empathetic towards each other. Attentive. Nurturing. Human.

” ***During the last three years, our startup ecosystem went through a forced reboot. And here we are - emerging as a community driven by strong founder-to-founder support culture.***

As a startup bubble which desires to grow, flourish, and give back. As a group of like-minded people who peel off the non-essential in business and in life. As people, who I trust to get rid of that “we can’t” mentality. One day. So, I wish us all to hold onto each other, dream big, and do what we do best: work hard. Let’s keep the grind going.

**Olga Barreto Goncalves**  
CEO, Latvian Startup Association "Startin.LV"



## Moments That Made Us Proud

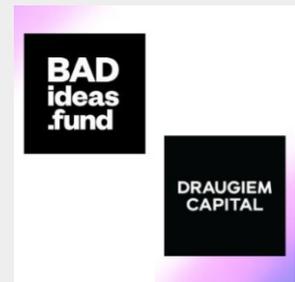


### Exit of the year: Nordigen

UK-based payments unicorn GoCardless acquired Nordigen – a Latvia-based open banking platform that provides free access to bank data and premium access to data products for analysis and insights. GoCardless shared that after the acquisition, they plan to integrate Nordigen’s open banking connectivity into their account-to-account network.

### Rise of the next-gen investors

2022 marked a new stage in the development of the local VC scene. The emergence of BADideas.fund and Draugiem Capital fund suggests that successful founders of such startups as Lokalise, Printify, Printful, Whimsical, among others, are ready and willing to give back and invest smart money into the new generation of Baltic founders.



### Crowd-friendly commercial law

CrowdedHero obtained the first EU-wide permit to provide crowdfunding services in Latvia, issued by the Financial and Capital Market Commission (FCMC). This was made possible thanks to approved amendments in the Commercial Law which unlocked opportunities for peer-to-peer investments, previously available for VC funds and professional investors only.

### Greener future with Cleantech for Baltics

Striving for cleantech innovation and sustainable technology acceleration in the region Cleantech for Baltics coalition was launched in Riga. Supported by the Breakthrough Energy Foundation and Cleantech for Europe, the alliance will focus on bringing more relevant data, funding and better policy-making for the cleantech sector to the Baltic region.





# Investment Outlook

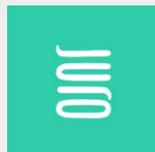
## Top 3 biggest deals in 2022



**Aerones**

**€ 39 mln**

Developer of robotized solutions for wind turbine inspection and maintenance. Since its foundation in 2015, the company has provided services in 19 countries.



**Juro**

**€ 20 mln**

Contract automation platform that allows executing and monitoring contracts from one unified workspace. Juro's clients include several internationally known brands such as Skyscanner.

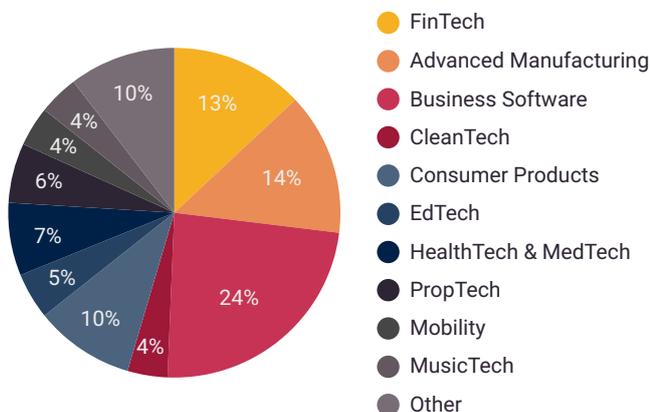


**Giraffe360**

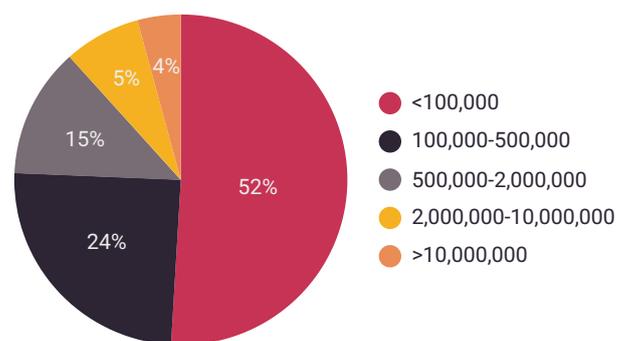
**€ 15 mln**

The essential 3-in-1 virtual tour camera for real estate agents. Giraffe360 creates HDR photography, virtual tours and floor plans with 98% accuracy.

**Investments raised by sector**  
(2013-2022)



**Investments by round size, €**  
(2013-2022)



*This year, with massive stock market price falls and macro-economic headwinds, has no doubt been a hard reset for many founders and investors, one that I have been awaiting for a couple of years. As investors struggle to understand what prices are now reasonable for investment, the pace has slowed dramatically. Many founder teams have also extended their runway to avoid having to raise capital. All the same, we still see great companies raise rounds, including two Latvian robotics success stories, Giraffe360 and Aerones.*

**Andris K. Berzins, Change Ventures, Board Member at Startin.LV**

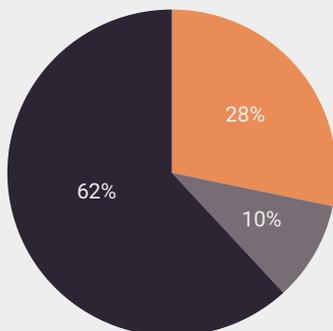
# Shareholders Statistics

## Distribution of female shareholders among Latvian startups



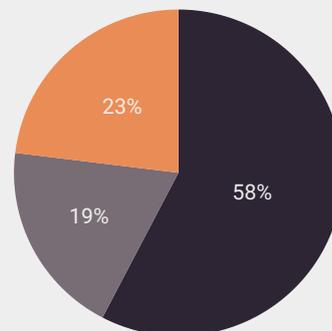
- 23% startups with AT LEAST ONE FEMALE shareholder
- 7% startups with FEMALE-ONLY shareholders

### Type of shareholders



- Legal entity shareholders
- Female shareholders
- Male shareholders

### Startups with Latvian vs foreign shareholders



- Mixed nationality shareholders
- Foreign shareholders only
- Latvia shareholders only

For further analysis of how (and whether) startup age matters, we divided our startup sample into three categories based on the year when a company was registered.

Year founded	Startup age	Number of startups	Average number of shareholders	Average age of shareholders at the moment
2020-2021	1-2 years	132	2.7	36.7
2017-2019	3-5 years	129	3.2	39.6
2012-2016	6-10 years	64	3.0	41.0

## Financial Data



*For startups, the buildup to great returns can take anywhere between 4-6 years. And you never know how it's going to look like - just 2-3 startups can bring in 10 times the initial investment in the whole sector. Investing in startups is a long-term investment. We might be a relatively small sector now, but there is tremendous potential and the numbers are starting to show it. This is the best time to put the startup sector on the list of priorities on the highest levels.*

**Agnese Veckalne, Longgenesis, Chairwoman of the Board at Startin.LV**

**€ 43,6 mln**

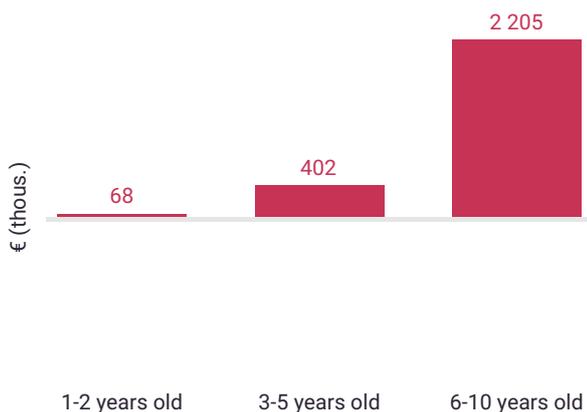
Total startup payments to state budget in 2021

### Total payments to state budget by startup age group (2021)

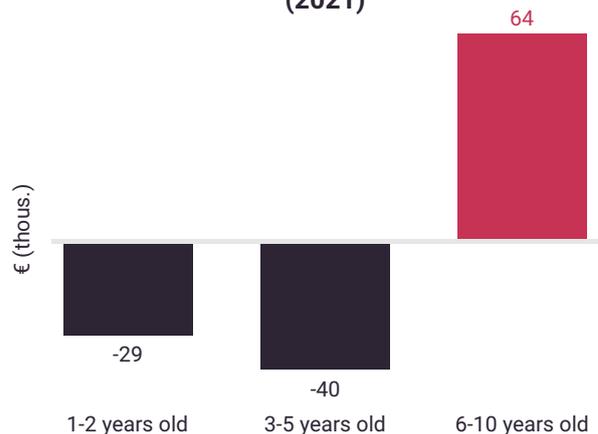
In the age group 6-10 years, payments by Mintos, Printify and Printful are highlighted in different colours due to their significant share.



### Average turnover (2021)



### Average profit (2021)



## State Programs for Startups

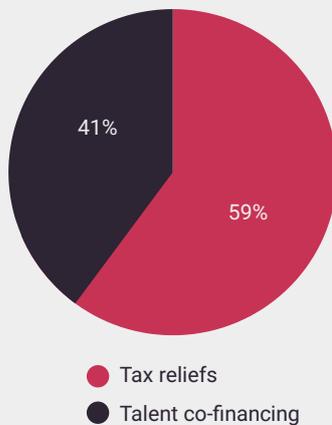
**Approved Startup Law support  
(2017-2022)**



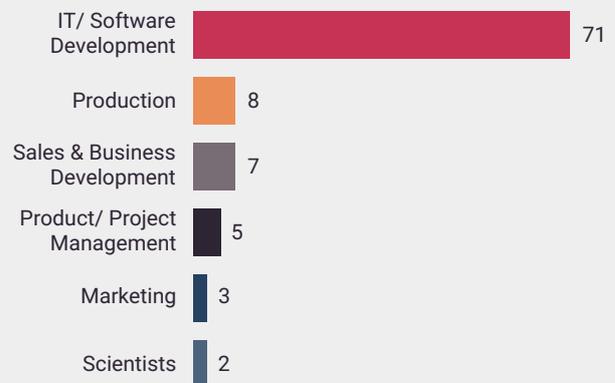
**72**

startups approved  
for the Startup  
Law support  
since 2017

**Approved support by type  
(2017-2022)**



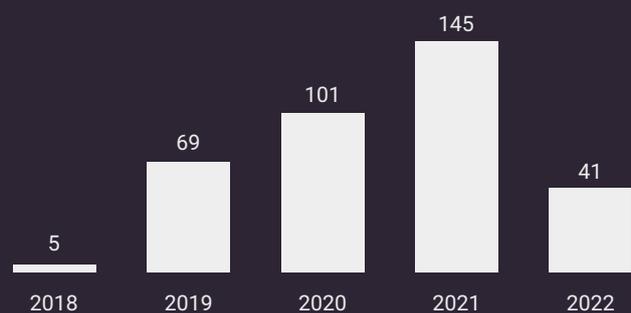
**Startup employees receiving  
talent co-financing, by role  
(2017-2022)**



**361**

foreign startup  
founders received  
Startup Visa to  
launch their busines  
in Latvia (2018-2022)

**Startup visas issued to foreign founders  
(2018-2022)**



## 10 Startups To Watch

Being part of Startin.LV, we are privileged to witness the development of some game-changing solutions from the early days. Here, we list 10 promising Startin.LV startup members, who achieved some significant milestones in 2022 – from winning global awards to participation in international pilot projects, attracting investments and gaining love from their first customers. We are excited to watch them grow and evolve. Do you want to get to know them? Let's go!



### Copy Monkey

Platform generates content for ecommerce based on AI or machine learning technology platform.



### LANDE

Crowdfunding platform that helps farms obtain capital using machinery, land, or future harvest as collateral.



### LongGenesis

Intuitive toolkit for data discovery and patient-centric engagement, with focus on privacy and ethics.



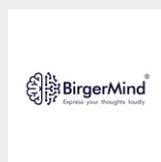
### Fermentful

Fermented plant-based drinks to support your mental and physical wellbeing.



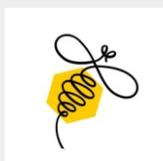
### abilio

Online tool to support individual business, offering company-as-a-service.



### BirgerMind

Non-invasive Brain-Computer Interface (BCI) enabling fully paralyzed patients to communicate independently.



### BeeSage

Data-driven beekeeping for productivity and sustainability.



### PrintOnPack

Online marketplace to find the most suitable flexible packaging provider.



### Huntli

All-in-one solution that helps fight financial fraud and stay up to date with day-to-day compliance.



### Aimy

Personal AI assistant who ensures optimal staffing using artificial intelligence.

## Methodology

- The core sample in the analysis consists of 356 startups with known legal name. Individual data sets slightly vary based on data availability (for example - whether the annual report for 2021 has been submitted, which would not be the case for startups incorporated in 2022). The data is obtained for Latvian-registered companies only and does not include information on any foreign subsidiaries/parent companies.
- The data on Investments (page 5) is gathered and validated by Startin.LV from public sources such as official press releases and media publications. Investment figures exclude debt or other non-equity funding, lending capital, grants and ICOs.
- Data about Employees' roles applied for Startup Law (page 8) has been collected only for those startups that have submitted at least one payment request. The employee's employment agreement is one of the substantiating documents for the payment request.
- Data sources: Investment and Development Agency of Latvia, Lursoft, Office of Citizenship and Migration Affairs, Register of Enterprises, State Revenue Service.

**We thank our partners and friends for their continued support in our effort to contribute to the Latvian Startup Report 2022.**

**We are especially grateful to the Latvian Investment and Development Agency (LIAA) for providing data on startup visa and startup support programs.**

Join our thriving community to stay informed about the buzz in the Latvian startup ecosystem!

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