

eXpression

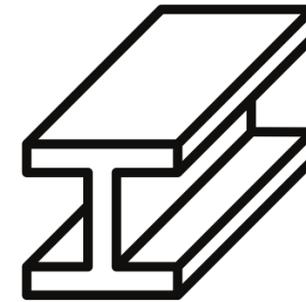
UMEÅ

Sweden's leading incubator for cultural and creative industries

eXpression
UMEÅ



**Mining
industry**



**Steel
industry**



**Transport
industry**



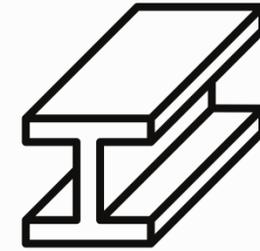
Food industry



**Creative
sector**

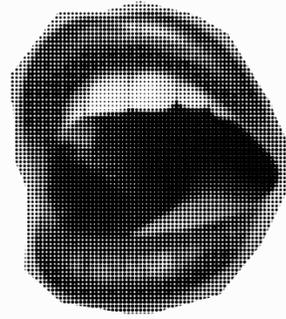


Creative Sector





Games



Ads & Com.



Film TV etc



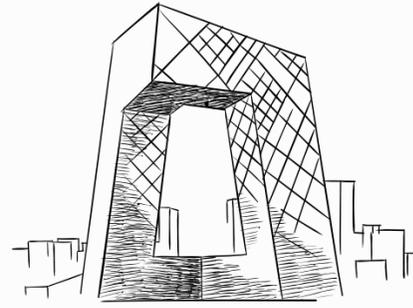
Design & Fashion



Music



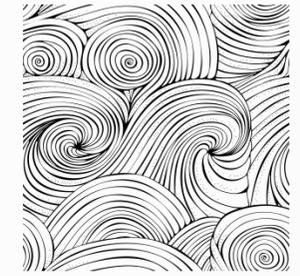
Litterature



Architecture



Libraries & Heritage



Visual Arts



Performing Arts



Radio & Podcasts



Crafts



Cultural Education



The Creative Sector in Sweden Today

- Turnover: ~EUR **55.9 billion**
- Employment: nearly **250,000 people**
- Number of **enterprises**: over **140,000**, of which:
 - 48,000 limited companies
 - 78,000 sole proprietorships
 - 18,000 associations, foundations, and partnerships



Why is it important?

- The industries shape Sweden's international image
- They contribute to **growth, innovation,** and **regional development**
- The government has designated the sector as a new base industry

Creative Sector in Umeå

- Facilitate meetings, collaborations, and **networking**
- Strengthen creators and entrepreneurs with tailored **business development**
- Provide access to relevant **tools, knowledge, and capital**
- Highlight the role of the creative industries in an innovative, attractive, and sustainable society
- **Collaboration** with other stakeholders is absolutely crucial

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CURIOSUM
EXPRESSION UMEÅ



MAKERSPACE 1 & 2

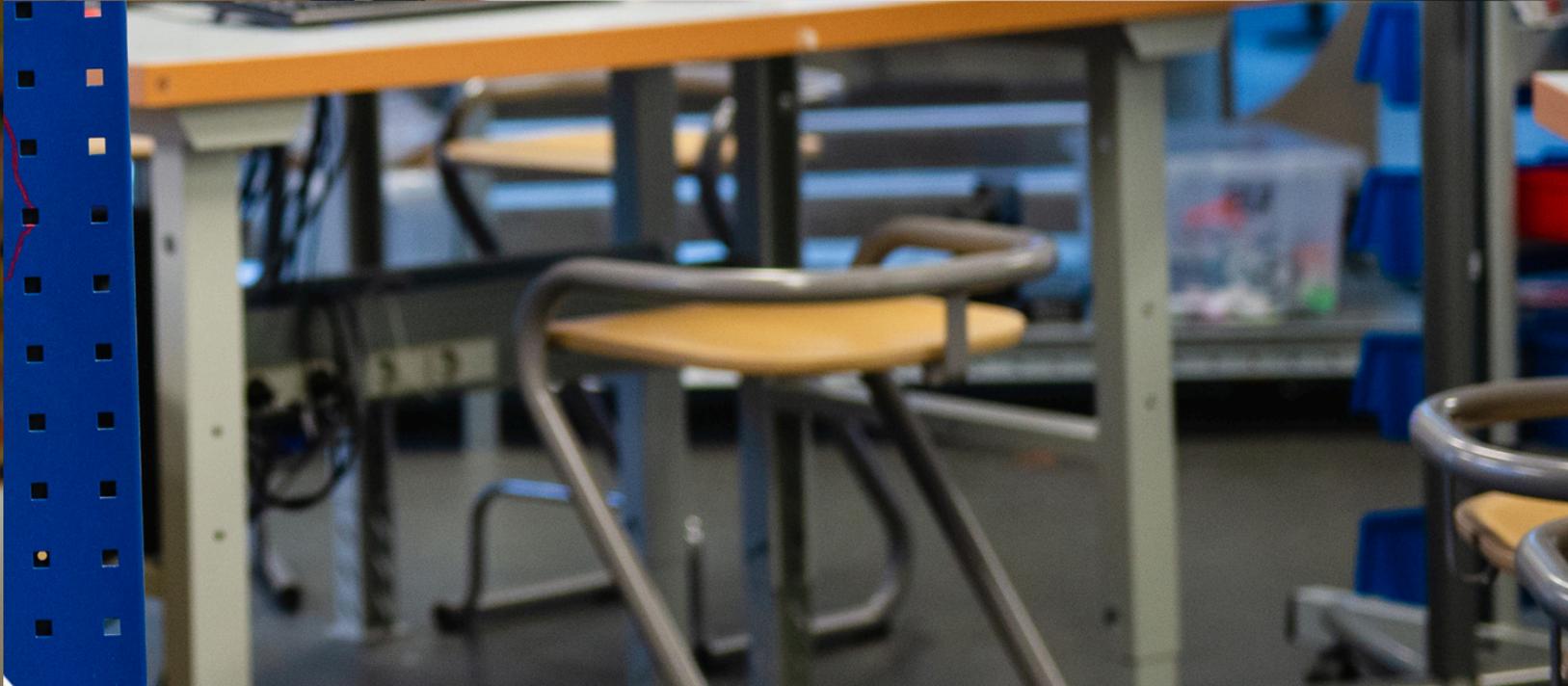
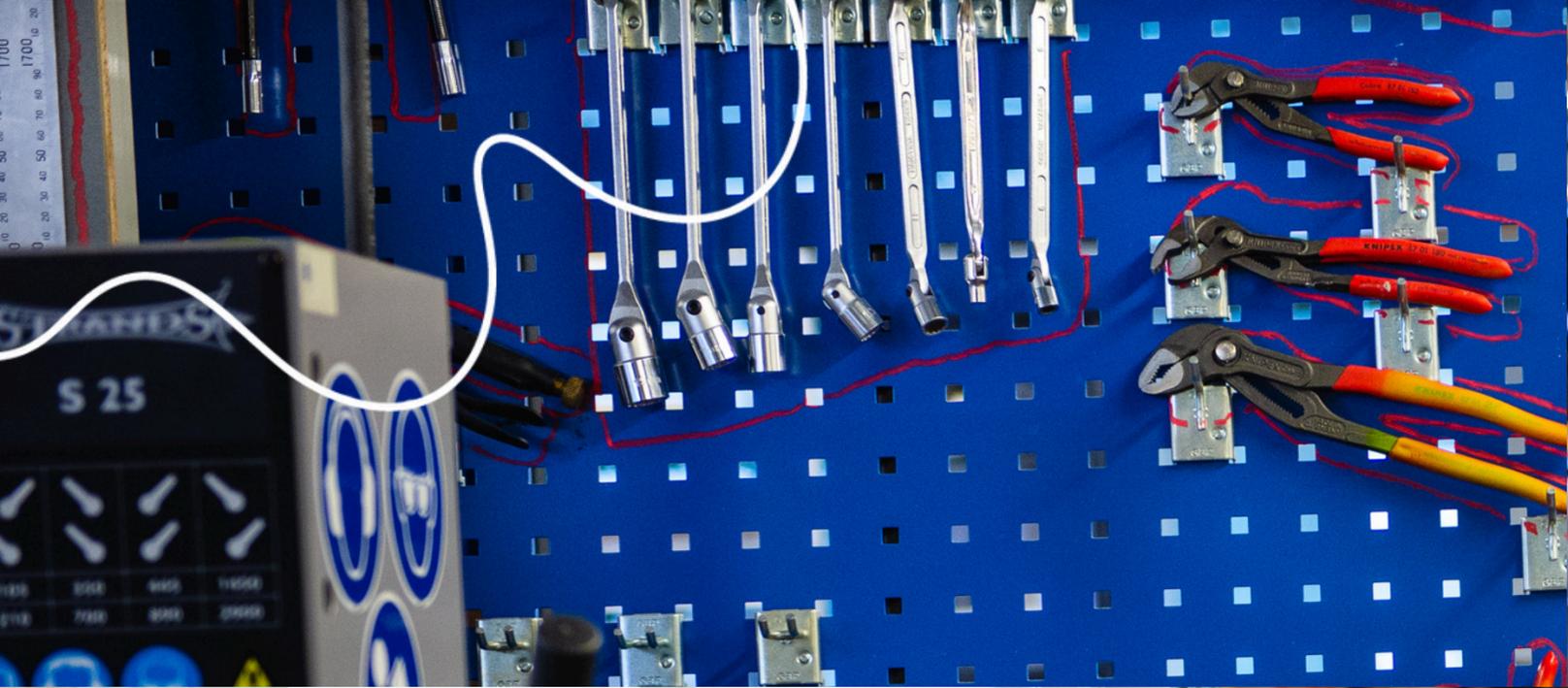


COWORKING & COACHING



UMEÅ UNIVERSITET
INNOVATIONSKONTOR









What we offer

**24/7
access**

**Your own
coach**

Clean desk

Makerspace

Workshops

**Expert
support**

**Templates
and tools**

Networking

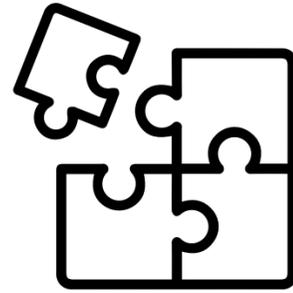
**Community
events**

Tailored support:



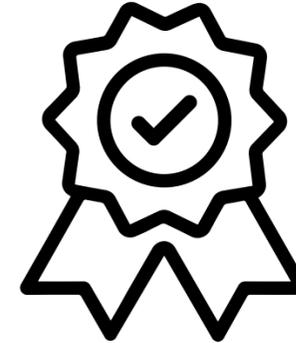
Idea & concept

- Support in clarifying and developing the business idea
- Basic market analysis
- Assistance in identifying necessary resources
- Guidance on the potential of the business idea



Verification

- Market research and testing
- Validation of the business model
- Support in finding early customers or partners
- Feedback and adjustments to the idea based on insights



Establishment

- Business development and networking
- Support with financing and legal matters
- Assistance in building the business and customer base
- Go-to-market strategy



Expansion

- Strategies for scaling up the business
- Support in finding investments and new markets
- Building internal structures for growth (e.g., team)
- Developing new business models and processes

Collaboration with the innovation office (UMU)

Focus areas of the incubator

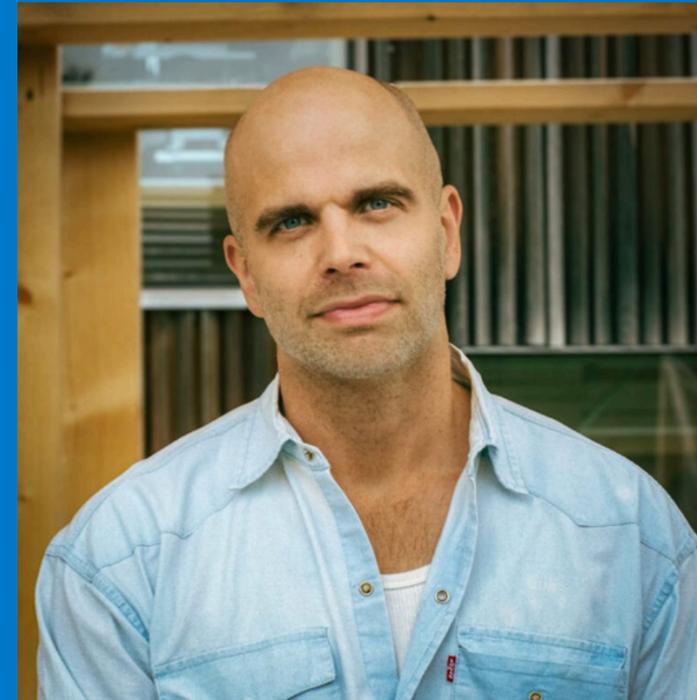
Teamet



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Communications &
Marketing Manager

Emil Häggglund

Managing Director

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