

Public Procurement Mediate Nordic

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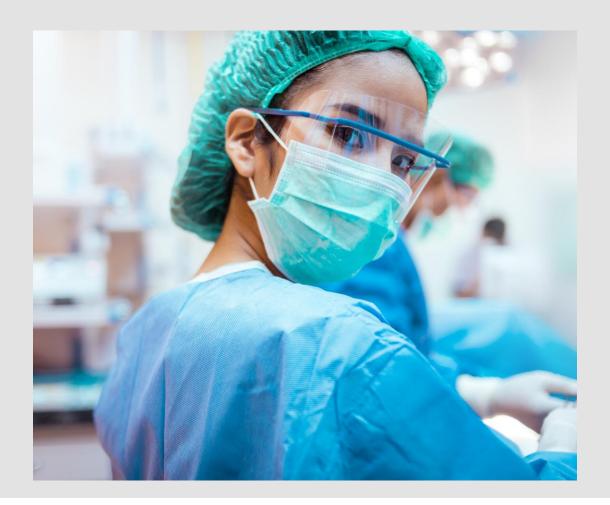
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Who we are & What we do



Quick facts

- Tailored staffing solutions within the Healthcare Industry
- Temporary, permanent, and contract staffing options
- Executive search and recruitment
- Annual turnover of 8,6 million Euro
- 90 % of our business come from public procurement





Pros and Cons of Public Procurement for Startups



The Pros

- **1. Revenue Stream**: Public procurement contracts can provide a stable and significant source of revenue for startups, helping them establish a consistent cash flow
- 2. Credibility: Winning government contracts can enhance a startup's credibility and reputation, making it more attractive to other potential clients and investors
- 3. Market Access: Government contracts can open new markets and industries that may have been difficult for startups to enter otherwise
- **4. Long-term Relationships**: Successful public procurement contracts can lead to long-term relationships with government agencies, potentially resulting in repeat business
- **5. Learning Opportunities**: Engaging in public procurement allows startups to learn about complex procurement processes and gain valuable experience for future endeavors



The Cons

- **1. Complexity**: Public procurement processes are often complex and time-consuming, which can be challenging for startups with limited resources and experience
- 2. Regulatory Burden: Government contracts come with strict regulations and compliance requirements that can be burdensome for startups
- 3. **Upfront Costs**: Startups may need to invest in compliance measures, certifications, and documentation to meet government procurement requirements
- **4. Resource Intensive**: Participating in public procurement can divert significant resources from other aspects of a startup's operation
- **5. Limited Innovation**: Public procurement may prioritize low-cost solutions over innovative and cutting-edge offerings, potentially limiting the startup's ability to showcase its unique value
- **6. Bureaucracy**: Dealing with government agencies often involves navigating bureaucratic hurdles, leading to potential delays and frustrations



Let's get real



How we do it at Mediate...

- Time Management: we always start too late
- High entry barriers: we struggle to meet requirements or compliance standards
- Complex paperwork and legal requirements: kills my spirit
- One tiny mistake and over night we lost 17% of our business

But...

- Practice makes perfect
- Just won one big contract



Conclusion



In conclusion

- Can offer valuable opportunities for startups
- It also presents challenges that require careful consideration and preparation
- Startups must weigh the potential benefits against the resource-intensive and regulatory burdens they may encounter when pursuing government contracts



Thank you!



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