

mediate⁺
för världens bästa

**Public Procurement
Mediate Nordic**

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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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