GTA LaunchPad: Tech Türkiye Advocates (TTA)

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LaunchPad: Tech Türkiye Advocates (TTA) - Your Gateway to Growth in Türkiye

Welcome to Tech Türkiye Advocates (TTA), the Türkiye chapter of Global Tech Advocates (GTA)!

About Türkiye:

Straddling Europe and Asia, Türkiye offers a unique blend of cultures, a dynamic economy, and a strategic location. Known for its rich history, vibrant cities, and a booming tech scene, Türkiye is an ideal place to launch and grow your startup. Türkiye's strategic position provides access to the European, Middle Eastern, and Asian markets, making it a vital hub for international business.

About TTA:

Are you a tech entrepreneur or startup looking to expand your business to the vibrant tech hub of Türkiye? TTA is your one-stop shop for information, resources, and connections to help you navigate the exciting possibilities and ensure a smooth launch.

Here's what TTA offers:

- **Market Insights & Expertise:** Gain valuable insights into the Turkish tech ecosystem, including growth trends, market needs, and potential challenges. Our team of experienced professionals can help you analyze your business model and product-market fit for success in Türkiye.
- **Connection & Networking:** TTA connects you with a vibrant network of tech entrepreneurs, investors, mentors, and industry experts. Participate in our events, workshops, and networking sessions to build valuable relationships and access the support you need to thrive.
- **Launch & Growth Resources:** We provide comprehensive resources to guide your Turkish launch, including:
  - Information on legal and regulatory requirements for establishing a business in Türkiye.
  - Assistance with finding the right office space or co-working options.
  - Guidance on developing a winning go-to-market strategy tailored to the Turkish market.
- **Community & Support:** TTA fosters a supportive community where you can connect with like-minded individuals, share experiences, and access valuable mentorship. Our partners also have excellent networks to enhance your reach.

Why Choose TTA?

- **Local Expertise:** TTA leverages its advocates' deep knowledge and connections to provide tailored guidance specific to the Turkish market.
- **Proven Network:** We connect you to our partners and professionals who can support your growth and success.
- **Comprehensive Resources:** Access a wealth of information and resources to streamline your Turkish launch.
- **Community & Mentorship:** Find support and guidance from experienced entrepreneurs and industry experts.

Ready to Launch Your Tech Dream in Türkiye?

Join TTA today and unlock the full potential of your business in Türkiye!

Contact Us:

- Website: www.techturkiyeadvocates.org (not ready yet)
- Email: info@techturkiyeadvocates.org (not ready yet)

Points to consider before you Launch:

Research and Plan:

- Türkiye has a diverse economy. Research your target market and identify a niche where your business can excel. For more insights into the Turkish economy, visit Invest in Türkiye.

Visas and Legalities:

- For non-Turkish citizens, there are specific visa requirements. Explore resources from the Turkish government to ensure you're compliant. Learn more about the startup visa in Türkiye here.

Funding:

- Create a solid financial plan and explore funding options like business loans or investors. There are numerous investors and business angel networks in Türkiye. Some of them include:
    - 212 Ventures
    - Revo Capital
    - ScaleX Ventures
    - 500 Emerging Europe
    - Bogazici Ventures
    - BIC Angel Investments
    - Galata Business Angels
    - Startupfon

Getting Established: Business Setup:

- Register your business and open a bank account. Information on different options can be found at the Turkish Trade Registry Gazette.

Location:

- Istanbul is the financial hub of Türkiye, but there are many cities to consider. Flexible office spaces and co-working spaces are popular. Initiatives like YTU Yildiz Teknopark can help you get established.

Building Your Business: Networking:

- Türkiye has a strong business network culture. Attend industry events and connect with potential partners and clients. More information on business matching that connects Turkish and non-Turkish businesses can be found at TIM (Turkish Exporters Assembly).

Embrace Innovation:

- There are dynamic innovation hubs in Türkiye. In Istanbul, YTU Yildiz Teknopark is a significant innovation district.

Startup Ecosystem:

- Türkiye has a growing startup ecosystem with many accelerators and incubators. Research and attend events through platforms like LinkedIn, Eventbrite, and Meetup.

Analyse Target Market:

- Understand your target audience thoroughly to tailor your products/services effectively. You can find Turkish companies in the Turkish Business Registry.

Understand the Culture:

- Business etiquette in Türkiye is formal, but within the startup ecosystem, it is more relaxed. Adaptability and cultural awareness will be key to your success.

Events:

- Numerous events are happening in Türkiye. You can find many of them through Eventbrite and Meetup.

Additional Resources:

- **Invest.gov.tr:** The Turkish government website provides official information on business regulations, visas, and taxes here. **Insights from Recent Reports:**
- **Investment Trends:** In the first half of 2024, $587M were invested across 235 deals in seed, early, and later VC stages in Türkiye. The fintech sector saw significant growth, with major investments in companies like Colendi, Dgpays, Midas, and Sipay.
- **Pre-Seed Investments:** Türkiye became the second country in Europe with the highest number of pre-seed investments in the first half of 2024, largely due to the TÜBİTAK BiGG Fund.
- **Diversity:** 28% of investments in the first half of 2024 involved women entrepreneurs, the highest rate in the last five years.
- **Verticals:** Key verticals with the highest number of investments include Artificial Intelligence, Fintech, and Gaming. Spyke Games raised $50M, making it the second most invested game startup in Europe in the first half of 2024.
- **International Participation:** In the first half of 2024, 12 out of 235 investments had foreign investors. Notable foreign investors included EBRD, IFC, and Mubadala Investment Company.