

TECHBBQ's STARTUPS TO WATCH 2019

TECHBBQ **tech.eu**



INTRODUCTION

Dear readers,

Inside these pages you'll have the opportunity to learn more about the startups and founders taking part in TechBBQ this year. You will get to know the products and services they're offering, and their unique solutions to challenges across a variety of fields, from education, to maritime technology, impact tech and beyond. They're building solutions using IoT, robotics, blockchain and drones. More importantly, you'll discover, in their own words, what makes them tick, what motivates them, and what they've learned on their journeys thus far.

Tech.eu and TechBBQ wanted to create this startup report because behind each brand on an expo booth, there's a story. There's a story about a team, who's put in an incredible amount of work day in and day out to build something entirely new. And we think that story is worth knowing. Each of these stories is unique, but what they share as startup founders is an uncertain road ahead. While their path forward will not be easy, their motivation to build solutions for the future should be celebrated. This report gives some insight into those founders and those stories that are shaping the ecosystem in the Nordics.

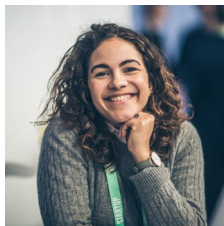
One of the key motivations behind TechBBQ is celebrate these stories, and also to recognize and support the struggle that these entrepreneurs go through everyday. TechBBQ further works to provide a platform to strengthen the Nordic tech ecosystem, and to encourage greater openness, inclusion and trust in entrepreneurship. Tech.eu is partnering with TechBBQ because of these shared values. As a non-profit from the very beginning, existing entirely to support the community which it serves, Tech.eu recognizes the value that TechBBQ offers to the local ecosystem. It is through events and gatherings like TechBBQ, where people come together and ideas are elevated, that startups can find the support they need to make the most impact.

We are delighted to share these stories from some of Scandinavia's most promising new startups, and hope you enjoy getting to know them.

Happy reading!



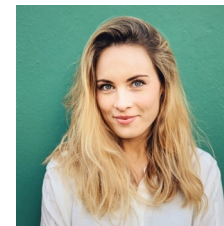
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TECHBBQ

TechBBQ was born in 2012 when a handful of Danish tech enthusiasts decided to have a small BBQ together. The startup community came together, and TechBBQ has now grown a strong grassroots movement by and for the community, and plays an important role in furthering the startup ecosystem. Since then, TechBBQ has worked to support and strengthen the Nordic ecosystem for entrepreneurship and innovation, based on the Nordic values of openness, inclusion, trust, and meeting each other at eye level.

TechBBQ is now Scandinavia's largest startup & innovation summit, which in 2019 will gather more than 7,000 Danish, Nordic and international tech entrepreneurs, investors, and innovators. TechBBQ takes place over 2 days in the historic heart of Copenhagen, promoting the creation of local and global networks to drive growth for startups and scaleups. With its finger on the pulse of Danish and Nordic innovation, TechBBQ is an ideal way to understand the ongoing growth of the tech and entrepreneurship ecosystems it showcases.





Tech.eu was founded in 2013 in response to a technology news landscape in Europe that was incredibly fragmented, as well as a startup and business news climate that tended to ignore Europe altogether. Tech.eu was built by founders and startup community leaders from across Europe's technology landscape, to create something for and by the community. It is this deep integration and connection with the tech community that drives our work today. Since its founding, Tech.eu has become Europe's premier technology industry information portal and market intelligence platform.

From the beginning, one of the key aims of Tech.eu has been to track all of the funding rounds and exits in Europe, to provide the most comprehensive and accurate record and analysis of the European technology scene. We do this by meticulously monitoring hundreds of sources, across multiple languages and regions. Beyond data and media outputs, Tech.eu is active in many areas across the European technology landscape, taking part in events, research and consultancy activities, to our weekly podcast.

Tech.eu: Data & Media Company

The premier source of European technology news, data, analysis and market intelligence.

Premier digital publication. Online magazine and weekly newsletter with premium subscription.

Data specialist on M&A, funding and exit activity in the European technology industry.

Media and event services

The graphic features a background image of a person's hands holding a smartphone. A white geometric shape, resembling a stylized 'e' or a bracket, is overlaid on the image. The text is arranged in a clean, modern layout with varying font weights and colors (white and red) against the dark background of the phone and hands.

TOP 10 NORDIC STARTUPS TO KEEP AN EYE ON

SELECTED BY TOP NORDIC VC's

Veo

Corti

Zliide

Good Monday

Inzpire.me

IQM

SideKickHealth

Likvido

Toitware

Pinmento

STARTUPS OVERVIEW

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cphnano

Aguardio

www.aguardio.com

Country: Denmark

When Founded: 2017

Founders: CEO Thomas Munch-Laursen and CFO Niels-Arne Mikkelsen

What problem does your startup solve?

Climate change and water shortage has become worldwide challenges, which needs to be addressed. Research shows, that in order to address water shortage efficiently change in human behavior is needed. Aguardio is a physical device designed to guide people in a more sustainable direction. Installed in the bathroom, Aguardio facilitates changes in shower behavior with the aim to reduce water and energy consumption.

What led you to start your company?

Climate change and water shortage has become worldwide challenges, which needs to be addressed. Research shows, that in order to address water shortage efficiently change in human behavior is needed. We have therefore developed Aguardio, a simple solution which helps people live more sustainable by changing their shower behaviour.

How is your company supported?

Capital raised as of July 2019 Total raised €1.39m €677k from private investors €253k in grants from funds €466k in loans.

IoT

Showcasing

What has been the most important learning on your startup journey, thus far?

How difficult it has been to raise capital and that it has taken significantly longer to onboard customers than initially assumed. Important conclusion on learning so far is to focus on customers/ countries where your solution represents a need to have and not nice to have.

What is next on the horizon for you?

Participation in Plug and Play Tech Center selection day for the 2019 Travel & Hospitality program end August in Silicon Valley. Medio September installing Aguardio at Doubletree by Hilton Lissabon and Arp-Hansen - Steel House in Copenhagen.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

One of the advantages of being a start-up in the Nordic countries is that it is incredibly easy to set up and run a business in the Nordics. One of the biggest challenges is access to venture capital.

Fynoti ApS

www.fynoti.dk

Country: Iceland When

Founded: 2017

Founders Names: Throstur Sveinsson, Per Valter

What problem does your startup solve?

Burglary is a huge problem around the globe, in Denmark alone there are over 30.000 of them every single year and yet only 20% of danish house holds have some form of security systems installed. Fynoti is the home alarm system, everybody can afford. On an average, our customers are paying 49 kr. per month, with no startup or installation cost. The only thing you need to use Fynoti is a smartphone and a Wi-Fi connection in your home.

What led you to start your company?

Interest in wireless technology and our certainty of being able to build a scalable product that could be affordable to the masses and by that help reduce burglary.

How is your company supported?

Business Angel Investment.



IoT

Showcasing

What has been the most important learning on your startup journey, thus far?

Get your product out there and start getting feedback asap. Don't be afraid to pivot.

What is next on the horizon for you?

Seed Round, which will help us gain traction in Denmark for the next 18 months and make us ready to enter new markets.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Denmark is a good country to run a startup company for many reasons, multiple startup gatherings, plenty of skilled entrepreneurs for sparring, it's a small country where people like to help each other. Tax deduction for development is highly appreciated for tech startup like ours. Now we will be start hiring in-house developers. I still haven't run into a challenge I can relate to being situated in Denmark, soon we will start hiring in-house developers and I have heard that it can be challenging to find available skilled developers, but we will see.

Mevia

www.mevia.se

Country: Sweden

When Founded: 2014

Founders Names: Jesper Hassel

What problem does your startup solve?

Half of all medicines are not taken the way they should be. This leads to more than 8% of all hospitalisations which leads to enormous suffering for the patient and high societal costs. Furthermore, the pharmaceutical industry loses up to 37% of their revenue due to patients not eating their pills as prescribed. Mevia solves this by helping patients take the right pill at the right time. This is done through a combination of hardware and cloud based software solutions that communicate with the patient, relative or carer in real-time.

What led you to start your company?

More than half of all medicines are not taken the way they should. This leads to enormous suffering for the patient and relatives, as well as having a negative impact on the cost of healthcare. Mevia was founded to be able to help patients get better, but at the same time minimize the cost on society.

How is your company supported?

Private investors, Business Angel Investment, Venture Capital Investment are supporting the company as well as customers and government grants

IoT

Pitching

What has been the most important learning on your startup journey, thus far?

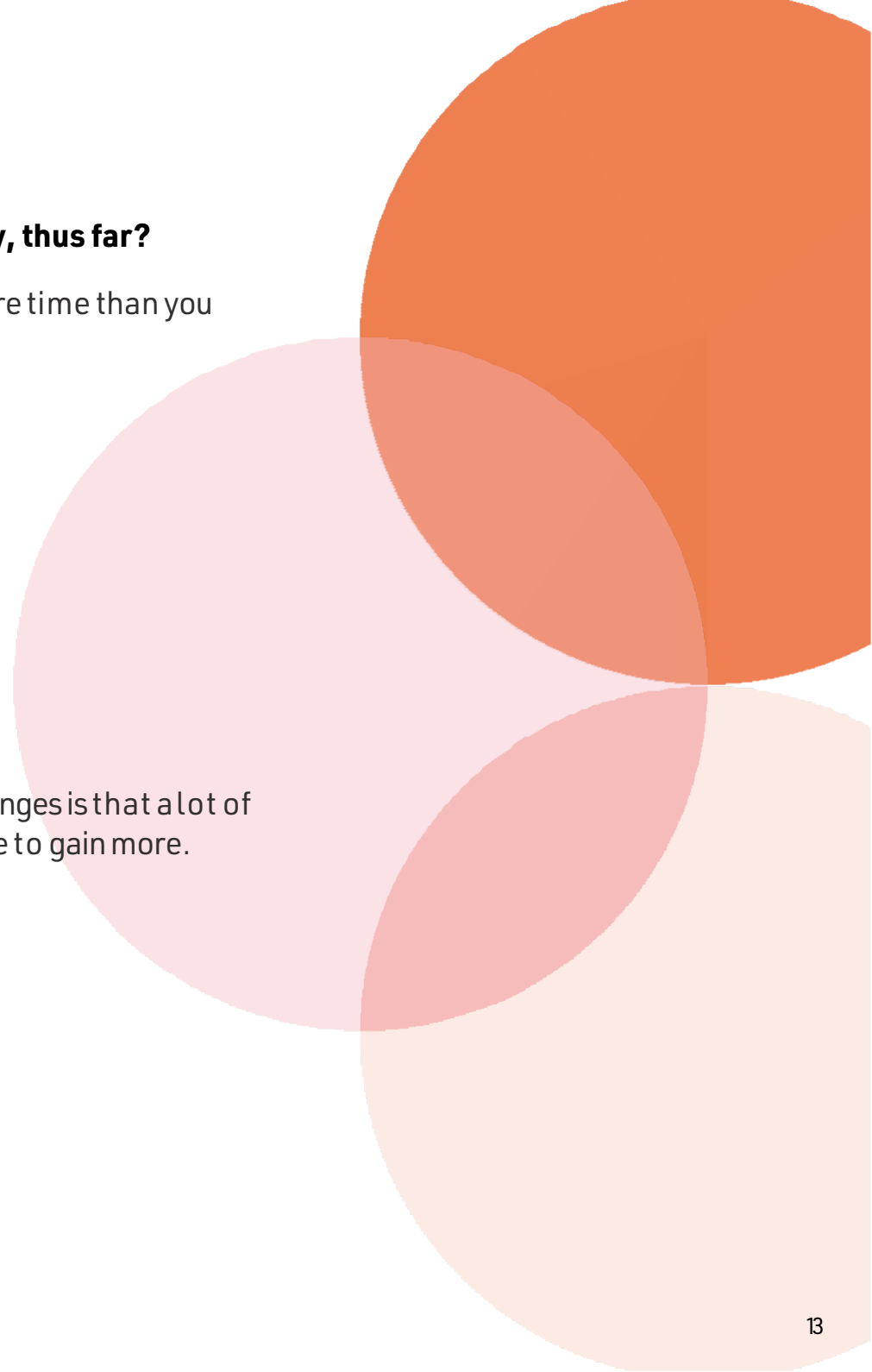
That we really can help patients get better and that everything takes more time than you would like it to.

What is next on the horizon for you?

Scaling with current and new customers

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Benefits are an open environment and a sound renume of the area. Challenges is that a lot of things are done in smaller scale. Sometimes I believe we need to risk more to gain more.



Paragit Solutions

www.paragit.com

Country: Denmark

When Founded: 2018

Founders Names: Filfil, Li, Wahib, Arvan

What problem does your startup solve?

The problem is that assessment of Parkinsons Disease, conducted by neurologists, is based on a subjective medical assessment. This only provides a momentary picture of the condition and affecting medicine dosage and treatment. Paragit Sleeve is a smart wearable that in combination with our software, utilizing machine learning, continuously monitors the patient at home and transmits data on movement and muscle activity. Telling how the medicine works on the patient.

What led you to start your company?

OIX lundbeck.

How is your company supported?

Bootstrapped and DTU investment.



IoT

Showcasing
Pitching

What has been the most important learning on your startup journey, thus far?

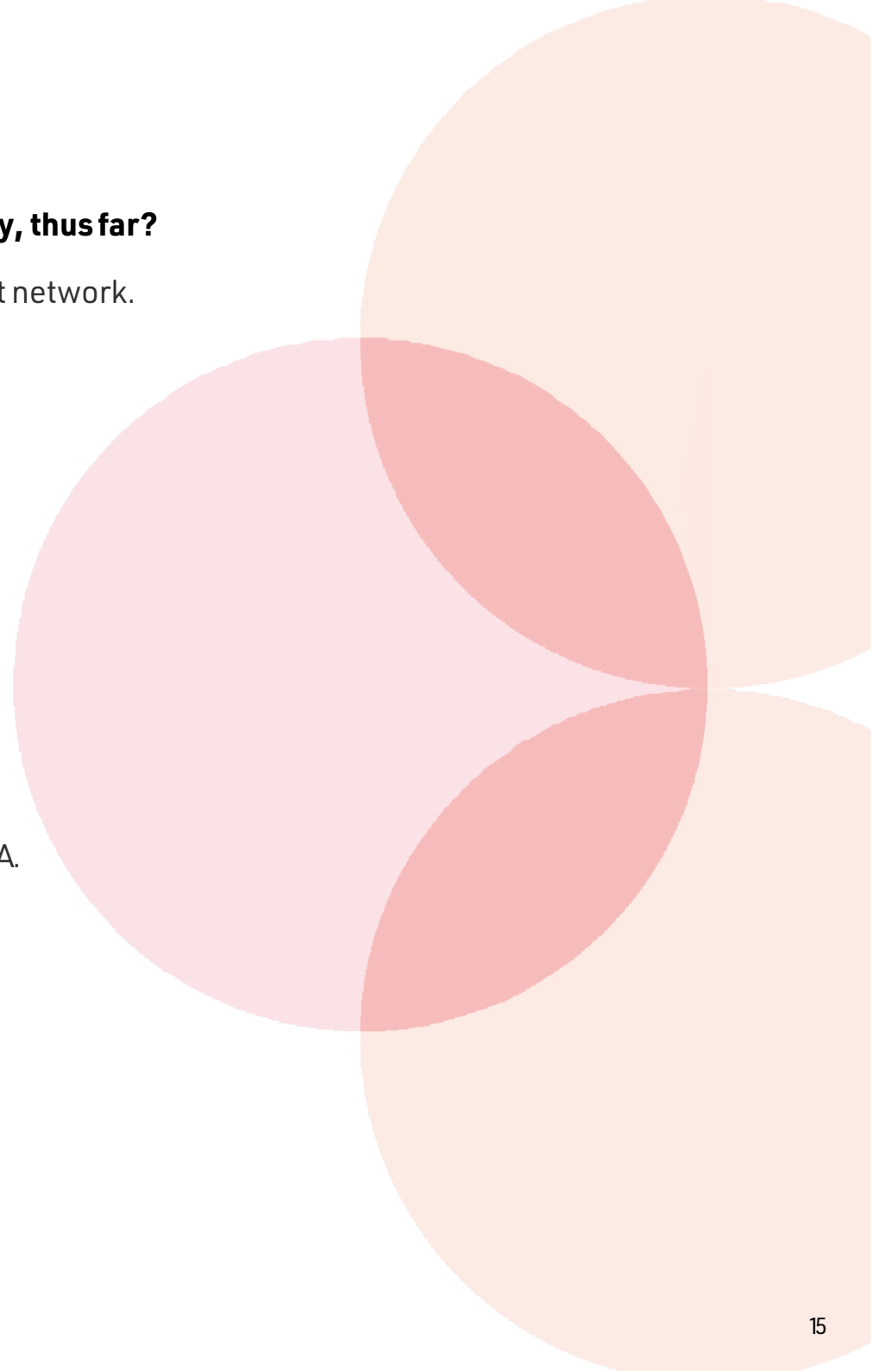
The amount of hard work needed, and the importance of having the right network.

What is next on the horizon for you?

Clinical trials and IP approval.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Low funding and low amount of networking events, compared to the USA.



RYSTA

www.rysta.de

Country: Germany

When Founded: 2016

Founders Names: Julia Gebert and Sven Eliasson

What problem does your startup solve?

Buildings and rooms are constantly threatened during their lifetime cycle by environmental factors and poor decision making on their utilization due to a lack of transparency of their status. RYSTA offers monitoring of climate parameters as-a-Service. The RYSTA multisensors measure room climate parameters (temperature, humidity, pressure, vibration, noise and brightness) and deliver the data through different FrontEnds to empower customers to make data-driven decisions improving sustainability.

What led you to start your company?

RYSTA is a spin-off from laboratory technology. The first early idea was to monitorize temperature and humidity in laboratory fridges. As time went on and the product became more robust, we focused in the monitoring of spaces within Real Estate, where well-being can be increased through our product.

How is your company supported?

After three and a half years, RYSTA has been backed up through accelerator fundings, bootstrapping, private investors and Business Angels from Germany and USA.



IoT

Showcasing

What has been the most important learning on your startup journey, thus far?

The customer should be involved from the start of the innovation process. Without their feedback all the time, money and efforts invested could result in waste.

What is next on the horizon for you?

In our horizon is continuous growth to be divided. On one side, for the moment we are operating from Berlin with traction in Germany, Switzerland and Denmark. Nonetheless, our Business Development roadmap in 2019 and 2020 includes other four European countries for several purposes.

On the other hand, there are two markets outside of Europe where RYSTA is discussing expansion in the sense of investment, subsidiary offices and/or licencing agreements. We are very excited about the future!"

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

As part of the first cohort of UrbanTech, RYSTA has an office in Denmark until February of 2020. An advantage of this are the insights to be gained over the Scandinavian Market. In Germany, Scandinavia is a region to follow for their forward thinking, their elegant solutions and their innovative societies. We feel extremely lucky to be in this privileged position. We would like this residence in Denmark to influence our Design and Company Culture. Until now there has not been more challenges aside from the language, but everyone speaks great English and even German!"

Vevios

www.vevios.io

Country: Sweden

When Founded: 2017

Founders Names: Hanne Pålsson

What problem does your startup solve?

Alarm users are exposed to risks alarms fail when they are in acute help need. Flaws of today's alarms provide a false security. Unsafe alarms do not always guarantee contact with Alarm Centers due to limited reach, has caused deaths. Limits mobility. Vevios' communication tech, ergonomics & design give safety. Infinite contact through bracelet cell phone. Latest cellular tech, in unique mini size. Feedback give calm. Ergonomics; patented Panic grip concealed button. Design; form encourage use.

What led you to start your company?

I wanted to develop a safer and better safety alarm for elderly than it currently was today. As I worked within the elderly care during my studies as an industrial designer.

How is your company supported?

Private Investor, Business Angels and Venture Capital Investments.



IoT

Pitching

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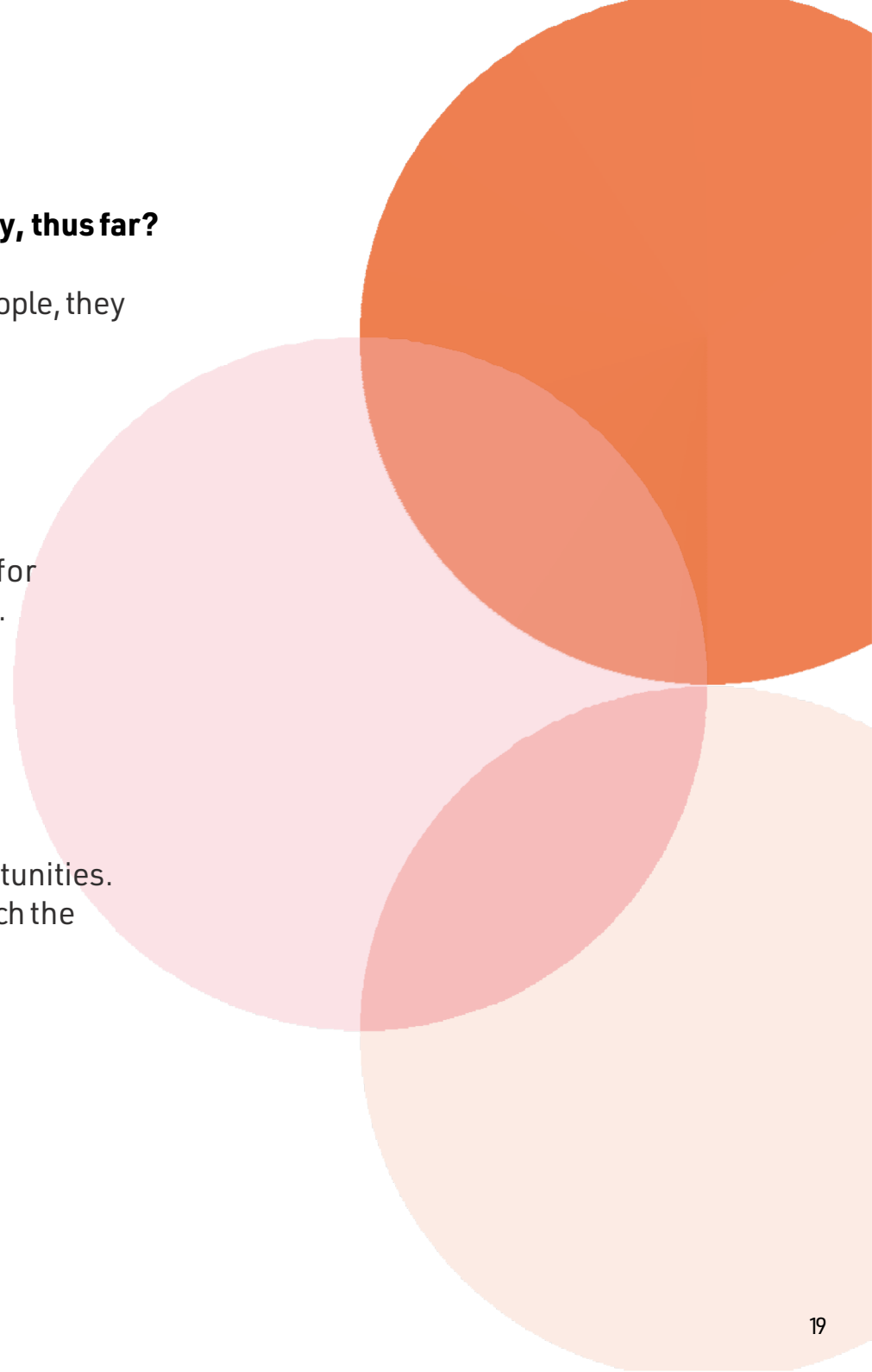
Take every opportunity you get to present your idea and to meet new people, they could help you on your startup journey.

What is next on the horizon for you?

New Seed investment in order to finish developing the final prototypes for testing and to be able to start produce Vevios and reach the market 2020.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

The main benefit is all the support you receive, event and meeting opportunities. The challenges in Sweden is the Health system and that is harder to reach the medtech field as a small startup company.



AlgoDx

www.algodx.com

Country: Sweden

When Founded: 2018

Founders Names: David Becedas, Joakim Söderberg, Inger Persson

What problem does your startup solve?

Today, sepsis diagnosis of hospitalised patient is dependent on manual checks of vital parameters performed by nurses. Manual methods will most definitely be replaced by autonomous monitoring by machine learning algorithms, such as AlgoDx's algorithm EXPRESS that accurately predicts sepsis 3 hours before onset using only parameters that are routinely collected in Electronic Health Records.

What led you to start your company?

The medical community advocates a pressing need for improved diagnostic technologies that would enable the launch of therapeutic interventions before patients progress to more severe stages of disease. We believe that Machine Learning SaaS can be useful solutions to predict and prevent disease, and we started with intensive care where sepsis and acute injury remain major killers.

How is your company supported?

Bootstrapped with innovation grants. Seed round planned for Q4 2019.



AI

Pitching



What has been the most important learning on your startup journey, thus far?

Healthcare professionals are curious but sceptical to Artificial Intelligence. This is why, at AlgoDx, we use evidence-based approaches to clinically validate our SaaMD.

What is next on the horizon for you?

Planning to start a clinical validation trial for the sepsis prediction SaaMD in 2020.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

The Nordic region is covered by a publicly financed, comprehensive healthcare system. This has given us access to clinical datasets required for our research and proof-of-concept studies. In addition, access to the Nordics constitutes an excellent test bed for our clinical validation trials.

Ante

www.antetechnologies.com

Country: Denmark

When Founded: 2017

Founders names: Theis Rasmussen, Sebastian Axelsen, Christian Agerbeck, Christian Duffau-Rasmussen

What problem does your startup solve?

There are 3 primary sources of information for legal research for lawyers:

- Public databases, which are terribly organized. Ante is an aggregator and search engine for legal information. We've built an AI tool that can categorize and extract legal details from court documents and are using this to provide a 10x search engine for legal data.
- Commercial databases, which lack depth and usability.
- Physical documents and books, which take ages to search through.

What led you to start your company?

A need to breathe new life into the legal industry, a market that hasn't changed in decades.

How is your company supported?

Self-funded and a private investor. We are looking for seed funding for 2020 growth.



AI

Pitching



What has been the most important learning on your startup journey, thus far?

Listen to your users. If you are not the main recipient of your solution, find and listen to the ones that are, because they know the pain better than anyone.

What is next on the horizon for you?

Refining our AI, expanding into new legal segments in Denmark and growing our business to 500.000 DKKMRR.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Benefits: Language locality is a competitive advantage. Denmark has a great public benefits system, so you never really risk everything.

Challenges: Language locality can be a scaling obstacle. The Danish public system does not really favor high risk-taking behavior."

Go Dogo

www.go-dogo.com

Country: Denmark

When Founded: 2017

Founders Names: Hanne Jarmer

What problem does your startup solve?

The modern dog does not get the mental stimulation that it needs in order to stay healthy. Existing solutions either demand the dog owner's full attention and time or they are very expensive, such as personal trainers / doggie daycare. The Go Dogo solution is a gaming console for dogs that uses the home TV to give cues and feedback, computer vision to "see" the dog and dispenses treats as reward. It is automatic, adapts to each dog individually and gradually increases difficulty.

What led you to start your company?

Personal pain - needed a smart way to provide mental exercise for my dogs.

How is your company supported?

Private investors and PreSeedVentures.



AI

Pitching

What has been the most important learning on your startup journey, thus far?

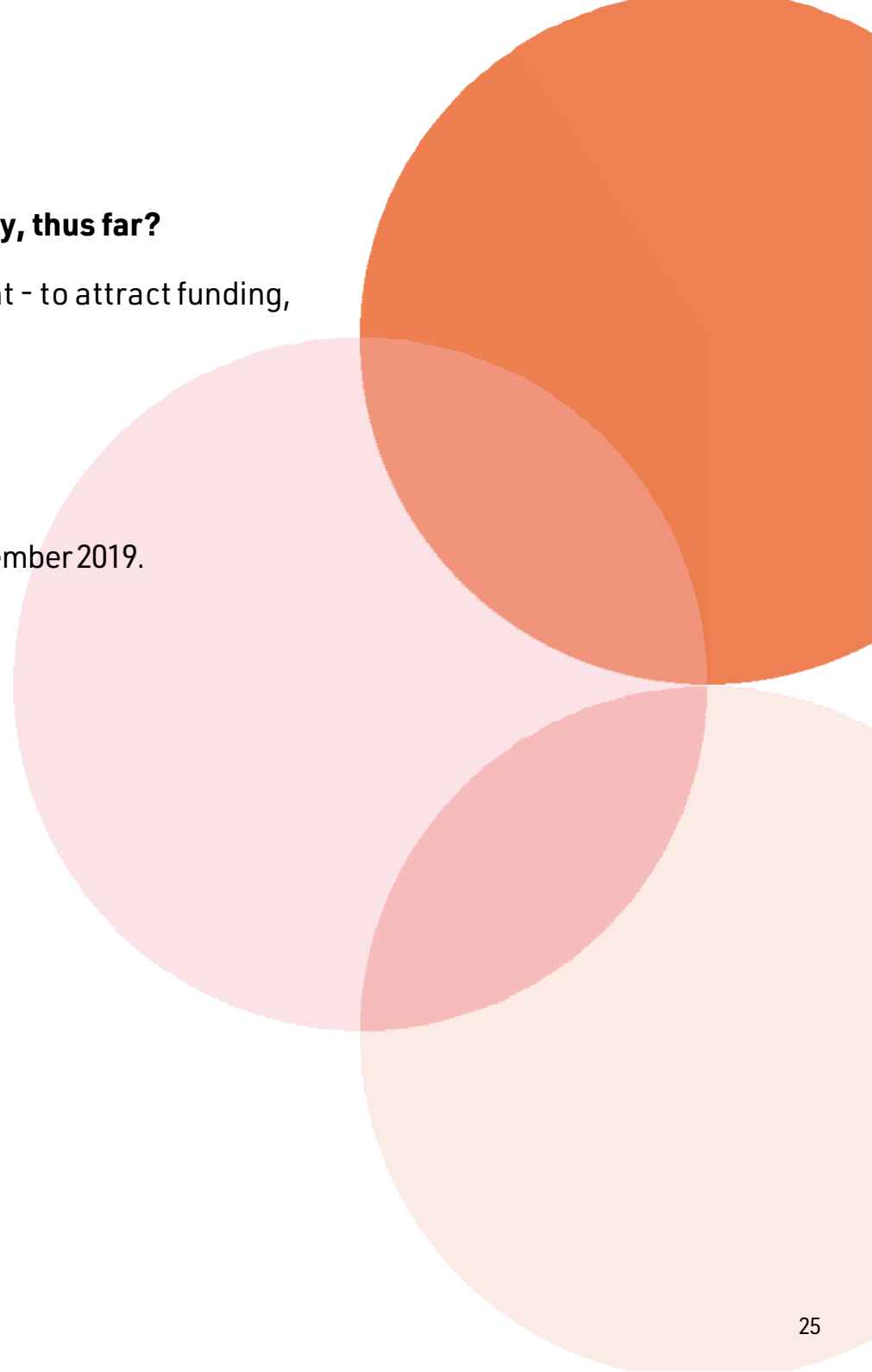
The most important learning is how important it is to tell the story right - to attract funding, talent and costumers.

What is next on the horizon for you?

Market validation - we will launch our product on kickstarter late September 2019.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Lots of talent at affordable costs - at least compared to Silicon Valley.



Klipworks

www.klipworks.com

Country: Denmark

When Founded: 2019

Founders Names: Asger Rasmussen

What problem does your startup solve?

Broadcasters want to engage the audience in their (tv) productions. Today, it is difficult to request specific content from specific users or in large scale. Users upload in different format and via different channels, this is time consuming for all. Klipworks deliver a video contribution platform that lets you request clips from your users. Our platform gives you all the user generated content in one place, ready to share. We automate the entire workflow and prepare the footage for broadcasting

What led you to start your company?

After many years as a tv-journalist in the media industry, I realized that there was no tool or software to engage the viewers with video. I wanted to put my training as a journalist on formula, and provide non-professionals with an opportunity to share their story-

How is your company supported?

We have three angels onboard today.



AI

Pitching

What has been the most important learning on your startup journey, thus far?

On side is the importance of defining and testing your market segment. We focused on the corporate sector, however they are slow adapters to video (the way we see video production at least). Also, I have learned alot about people mangement.

What is next on the horizon for you?

After our recent pivot (media focus instead of corporate focus) we are now onboarding the first paying clients. This will open the market in Denmark and the Nordics over the coming 12 months. With this initial traction, we are looking for next funding round in Q4 this year.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

The benfit is that there seems to be alot of exposure and focus on the startup scene. This attracts also alot of private investors, which is good. The main challenge is to attract the right hires, especially on tech, since the competition between the startups is so fierce.

Motioncatch

www.motioncatch.dk

Country: Denmark

When Founded: 2019

Founders Names: Mathias Hedegaard & Frederik Petri Svenningsen

What problem does your startup solve?

70% of industrial work in Denmark experiences daily discomfort in the body, which in addition to the consequences for the employees, cost the companies 17 billion DKK annually in production losses due to sick leave and reduced work capacity.

On average, industrial workers have a sickness absence of 4 days a year, due to consequences from the physical work environment, which costs the company DKK 36,160 annually. Studies have shown that 40% of the absence can be eliminated if the working environment is optimized. This is calculated with current traditional ergonomic solutions. Motioncatch ergonomic product is both faster and more accurate, and we expect to reduce sickness absence by the minimum of 40%. Therefore, we can save each company DKK 14,464 in sick leave annually.

What led you to start your company?

We discovered an increasing need to optimize the physical working environment due to the increasing retirement age and the demand for healthy and qualified employees. We thought we could alleviate this issue by combining two technologies we developed separately during our masters.

How is your company supported?

Motioncatch is a part of the incubator at Aalborg University and a part of the Nordic HealthTech Talents program issued by VentureCup Denmark.

A graphic consisting of three overlapping circles. The top-right circle is orange and contains the text 'AI Pitching'. The bottom-left circle is light pink. The bottom-right circle is light orange. The circles overlap in the center and at the intersections.

AI

Pitching



What has been the most important learning on your startup journey, thus far?

We learned that it is essential to talk to our customers. It is always better to go and ask the customer about what they are seeking to ensure that we are developing our product to fit their purpose.

What is next on the horizon for you?

Our next big step is user testing of our product at five collaborating companies in October.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

The main benefit is the regional startup-programs and the access to valuable knowledge from business and industry experts. The largest challenges for us, being a startup in the Nordics, are the GDPR regulations because we are filming at the companies we visit.

Onerva

www.onervahoiva.fi

Country: Finland

When Founded: 2016

Founders Names: Ville Niemijärvi, Lauri Lehtovaara

What problem does your startup solve?

What led you to start your company?

Both of co-founders grandmothers were (and still are) in homecare. The communication between nurses and family members was poor and we didn't know how our grandmothers were doing. We wanted to bring transparency to eldercare and at the same time, raise the quality of care.

How is your company supported?

We have private angel investor from Switzerland and we have got public EU-funding.



AI

Pitching

What has been the most important learning on your startup journey, thus far?

Developing new innovations in social and healthcare takes a lot of time. Not just building the actual product, it might be ready and solving real customer pain point. But to change the working culture and introduce new ways of working might take 3-5 years in a bit conservative business like healthcare. So startups need a big funding and innovate together with end users / paying customers, in order to get revenue streams running earlier.

What is next on the horizon for you?

Our seed fund is open and we are looking for 500 000€ seed funding to support scaling our current instant-messaging service and for R&D of our voice-operated virtual assistant.

Finding a corporate partner to collaborate in voice + AI is something that would benefit us also. We are currently working with big retail chain in Finland and have been talking with major bank. Bringing their services to elder customers via our voice+AI technology.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Collaboration with public social and healthcare sector is easy and we (startups) get and access to live environments and can co-develop solutions with for example care providers. Also the level of acceptance what comes to new technology is much higher in Nordics compared to for example Central Europe (Germany etc.).

Sanoste

www.sanoste.fi

Country: Finland

When Founded: 2015

Founders Names: Marianne Dannbom, Markku Talonen, Jouko Laurila, Mia Marttiini

What problem does your startup solve?

Physiotherapy for musculoskeletal (MSK) disorders (they are injuries that affect the movement typically in back, neck, shoulders, knees and hip) has hardly evolved in the last 50 years although it is one of the most expensive areas of healthcare sector. This applies to the global market that is estimated to be around 60 billion euros in a year. There are 230 million new cases of MSK disorders annually with high demand of physiotherapy. The physiotherapy market is typically very fragmented as the physiotherapy practices are small and local. The business is not scalable and it is very labor intensive. Therefore in many countries there is already now a great shortage of physiotherapists. On the other hand the end-users adhere poorly to the home exercise prescribed by the physiotherapist. Non-adherence has been shown to be as high as 80% in MSK disorders. Increased efficiency and digitalization is urgently needed for physiotherapy as aging population increases the demand.

Sanoste Digital Trainer offers machine learning based AI that analyzes the efficiency of physiotherapy treatment. Sanoste solution makes physiotherapy less dependent on human resources and therefore increases the efficiency with improved productivity as well as measureable and trackable quality. It also increases the scalability of physiotherapy.

What led you to start your company?

The need to develop physiotherapy.

How is your company supported?

Private investors.



AI

Pitching

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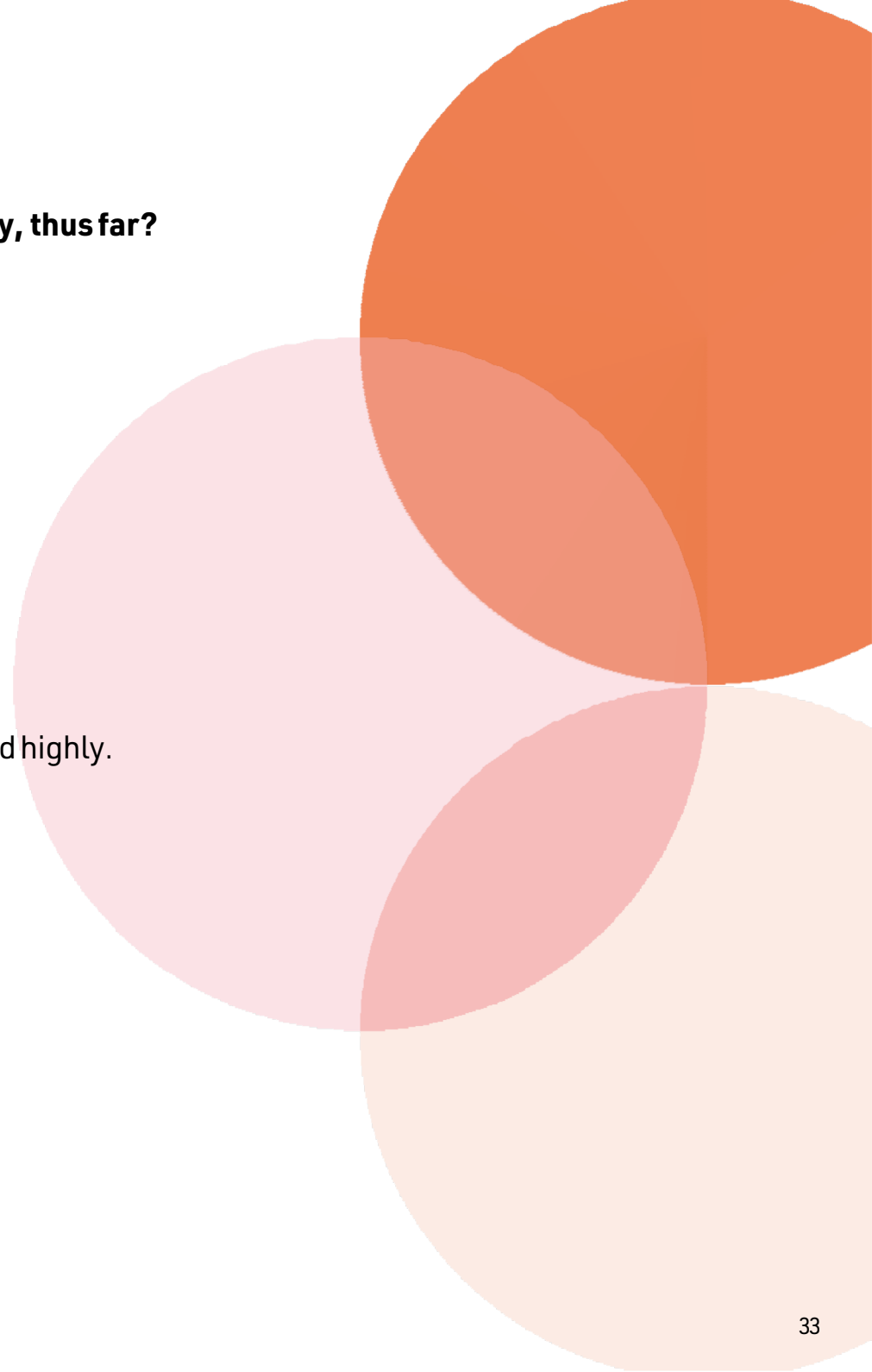
You have to believe in your idea and yourself.

What is next on the horizon for you?

We will launch the product late this year.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Good infrastructure, excellent education, the physiotherapists are valued highly.



ARblox

www.arblox.com

Country: Denmark

When Founded: 2018

Founders Names: Jeppe Kilberg Møller & Uffe Flarup

What problem does your startup solve?

Bringing meaning to AR games through social play and creation - a whole new way to play together. We bring players together in social AR games that are easy to pick up and use - and allows users to spend long time creating their own games, with the use of our technology directly on the smartphone. Made in an accessible technical platform that allows for swift production and release, to minimize production cost."

What led you to start your company?

We are motivated to use AR technology in new innovative ways - and to make these experience available to the consumer market.

How is your company supported?

We have bootstrapped since 2017, and received public funding in 2019 which leads us in to 2020, where we are looking for additional investment to scale production and business.

VR/AR

Showcasing



What has been the most important learning on your startup journey, thus far?

We learned how important a good partnership is, and that running a startup is your second marriage - lots of love, lots of sharing, lot of caring when raising a child/product together.

What is next on the horizon for you?

Our next horizon is to make our game productions more LEAN, to be able to release 1 new game per month. Also, to explore existing partnership further - including a publishing deal in China and the Western market.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

The benefits of being a startup in the Nordics is that we work with an open mindset: We are exploring new technology while making the design of our solution user-centered and decisions data-driven. To work this way makes it possible for us to adapt to the market swiftly, and to discuss our way to the best solutions in a team of experienced developers. This keeps us highly motivated, while being able to make solutions that users wants.

Hololink

www.hololink.io

Country: Denmark

When Founded: 2019

Founders Names: Lucas Nygaard, Dennis Christensen, Martin Vestergaard

What problem does your startup solve?

Augmented reality solutions are expensive to make, requires extensive knowledge about apps & coding, and is rarely experienced by end users, since they don't want to download additional apps or due to hardware incompatibility. We're building a drag 'n drop platform to create interactive augmented reality experiences and distribute them as websites, accessible with 85% of smartphones worldwide, without downloading anything.

What led you to start your company?

We've been working with augmented reality for several years while we've been waiting patiently for the tech to go mainstream. In 2019, we decided to take matters into our own hands by creating a platform that solves the biggest problems for AR to go mainstream, and offering it to innovative companies who are eager to implement AR as the world's 8th mass medium in their communications and day to day operations.

How is your company supported?

We bootstrapped for the first 6 months. In July we received an investment from Inno Booster and this fall we'll be raising a pre-seed round to turn our early adopters into paying customers.

VR/AR

Showcasing

Pitching

What has been the most important learning on your startup journey, thus far?

We continue to be amazed by the huge potential of augmented reality, to disrupt a number of sectors. Once we tell brands and companies that the technology is here, and easier to implement than ever, ideas start to fly around the room in a way we never imagined possible.

When we first started out, we thought we were gonna use our tech to build customized AR solutions, at scale. But after talking to more than 50 companies, we learned that there's almost too many possibilities with AR. These possibilities emerged only because our tech makes it affordable to build AR experiences, and accessible on any smartphone in only 3 clicks - without downloading anything. So we've recently pivoted into being a platform, for anyone to start exploring the possibilities of augmented reality.

What is next on the horizon for you?

We're currently working with a select group of partners for testing out our closed alpha. In the fall we'll be launching our beta at the world's biggest tech conference, Web Summit in Lisbon as well as a number of exciting projects within education, advertising and more.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

The education level is really high in the Nordics and we're in love with the relaxed culture, which makes it incredibly easy to reach out to people and create meaningful business together.

The Nordics consists of some of the most digitalized countries in the world, which makes it the perfect place to start the democratization of augmented reality. The main benefit is the easy access to soft money, talented employees and networking opportunities.

MeetinVR

www.meetinvr.net

Country: Denmark

When Founded: 2016

Founders Names: Cristian EmanuelAnton

What problem does your startup solve?

Organisations need a convenient solution to connect their global teams in an effortless manner. This means spending less time and money on travels, reducing the number of iterations and empowering their people with tools to maximise their productivity. MeetinVR combines the flexibility of online meetings with the interactivity of in-person meetings, enabling people to get together in customisable virtual workspaces where they can talk, interact, and feel as if they are sharing the same space.

What led you to start your company?

Our founder, Cristian, was inspired by the creative power of VR. He saw the possibilities brought about by immersive technologies and wanted to bring in a social dimension to virtual experiences. This way, we started with a collaborative environment that was intended for creative collaboration and then we narrowed down the product to what it has become today: virtual business meetings.

How is your company supported?

We have gotten our initial funds as a grant from DTU Skylab, almost a year ago in the amount of 75.000DKK, of which we still have trace amounts.

VR/AR

Showcasing

Pitching

What has been the most important learning on your startup journey, thus far?

We have seen a steep learning curve when it comes to interaction in a virtual environment. For example, we experimented with different prototypes so we could observe how important virtual embodiment, locomotion types, tools and interactions are to be able to extract value from virtual experiences.

What is next on the horizon for you?

The enterprise collaboration market is growing rapidly, and VR is improving in quality and reaching a more mature stage - more and more companies are ready to adopt it. We think VR will be the primary way people will work and connect in the future. At MeetinVR, we see the value of connecting virtual and physical spaces to optimise office space, boosting productivity and consolidating team identity for distributed teams. We have seen a progression from curiosity to adoption in enterprise VR and we look forward to VR becoming the norm in enterprise collaboration.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

The Nordics enjoy a tight-knit community with a highly educated pool of talents who is eager to jump into the startup ecosystem. Denmark has actually one of the world's highest rates of startup companies created per capita. Improvements could be seen if the public sector would have a more active role in supporting startups, particularly in the early stages.

MuX

www.decochon.com

Country: Denmark

When Founded: 2016

Founders Names: Eduardo Fouilloux

What problem does your startup solve?

Music has always been social, but with MuX, you can create and hear it at the same place in 3D. Our ambition is to build an economy based on the social: streaming and the exchange of MuX machines.

What led you to start your company?

MuX came from people who love stories, sound, graphics and computers. We started a studio to craft playful software in Viborg, home of the Animation Workshop, a great school and source of inspiration for MuX. Something became clear: Sound = Motion. MuX took this as a principle and used it to visualize what is happening to the sound via animation. It became the engine with modular blocks.

How is your company supported?

It's not yet supported, but we are in promising dialogues with different private Investors, start-up accelerators, Oculus and other like-minded institutions. Otherwise we support the company through collaborations with technical universities, sound schools and artists around the world.

VR/AR

Showcasing

What has been the most important learning on your startup journey, thus far?

The team is very important and in the tech world especially. It is important to have different views on the product from different angles, and this is why we structure the team as we do - it is about good chemistry, making sure we are staying innovative and keep expanding.

What is next on the horizon for you?

We are working on series called Powered by MuX, which is a custom-made series of instruments. The instruments will be released one by one the rest of the year, and in this way we keep feeding the MuX engine.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

I really like the flat structure and great possibilities of partnering up with different institutions. It's my opinion that this is well connected to the good amount of trust I got for people in the Nordic tech industry. Sometimes it takes some time to seal the right deals, but this means people do a thorough consideration, once again building the trust.

Lorenz Technology

www.lorenztechnology.com

Country: Denmark

When Founded: 2014

Founders Names: Lars Lorenzt, HelgeMunk

What problem does your startup solve?

Within Security, Safety and Surveillance there are services that today lack quality, takes to much time and comes with to high a safety risk for the employees. With Lorenz Technology's drone software we optimize the processes on all parameters. With Lorenz Technology's software companies are able to gather relevant data using drones and do all planning and execution of drone flights in the same intuitive online based system! Due to the onboard Lorenz AI-Link[®] the drone can act intelligent.

What led you to start your company?

The vision that drones could bring value to the security industry.

How is your company supported?

MaritimeTech

Showcasing



What has been the most important learning on your startup journey, thus far?

The winning team, strong investor support, excellent ecosystem and "close to market product development" paves the way to success.

What is next on the horizon for you?

Scaling our business to fulfill our "born global" vision.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Lorenz Technology is blessed being part of a extremely strong ecosystem Odense Robotics providing value for both robotics and drone innovation AND attracting attention from potential customers and investors from all over the world.

Marine Performance Systems

www.marineperformancesystems.com

Country: The Netherlands

When Founded: 2018

Founders Names: Frode Lundsteen Hansen, Fulko Roos, Pieter Kapteijn

What problem does your startup solve?

Global shipping consumes 7% (400 Mt) of all transport fuels but causes 3%, 13% and 15% of global CO₂, SOX and NOX emissions. Technology transition is needed, but no single alone technology can deliver the efficiencies required. MPS has developed a concept that combines and integrates various proven, but also emerging performance enhancing technologies and big data into one seamless solution (MPS Solution), tailored to the configuration and operations of the specific ship.

What led you to start your company?

The Shipping Industry is forced to undergo a transition from heavy polluters to become clean shipping. In 2020, the industry has to reduce 85% of the sulphur in marine fuel, while in 2050 become zero-emission on newbuild. However, the existing fleet consists of 91,000 vessels. We have a patented technology that can be retrofitted to an existing ship, whereby it significantly reduces fuel consumption and lowers emissions.

How is your company supported?

The company has to date been self-funded by the founders.



What has been the most important learning on your startup journey, thus far?

The dynamics of an industry that by nature is conservative, but due to environmental pressures being forced to become innovative.

What is next on the horizon for you?

Our technology will be installed on the first vessel in March 2020, which will validate the registered laboratotydata.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

The headquarter is located in Rotterdam, the Netherlands, but has a sales office in Hellerup, Denmark.

MiWire

www.mewire.net

Country: Denmark

When Founded: 2016

Founders Names: David Fleischer

What problem does your startup solve?

Usage of satellites is very expensive. Increasing networking of ships and their equipment will require internet access to stay competitive. Seafarers suffer from bad connectivity. Recruitment potential increases with rising internet standards „on-board“. Best connection with data speed up to 300 Mbit/s. Using the existing mobile data network while close to shore. Multiple directional antenna bundle the capacity and improve user experience"

What led you to start your company?

A need for the solution.

How is your company supported?

Private investors, Business Angel Investment, Bootstrapped, Soft money.

MaritimeTech

Pitching

What has been the most important learning on your startup journey, thus far?

Most important learning is to listen and adapt.

What is next on the horizon for you?

Starting the development process of MiWire Sea.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Innovation and start-ups have become trendy, and private investors are welcoming new ideas, even though Nordic investors are unwilling to pay the price and more startups are choosing to look abroad



Upteko

www.upteko.com

Country: Denmark

When Founded: 2018

Founders Names: Mads Jørgensen

What problem does your startup solve?

We are creating a flexible drone system for large vessels. The system will be able to assist the crew in docking their vessels, perform search and rescue missions and many other tasks for the crew on board. A drone system that is installed on the vessel. This includes a drone that fly in offshore weather conditions, a charging station and software that enables the drone to automatically perform tasks.

What led you to start your company?

A desire to build awesome new drone technology for the maritime sector

How is your company supported?

Grants, investors and loans.

MaritimeTech

Showcasing

What has been the most important learning on your startup journey, thus far?

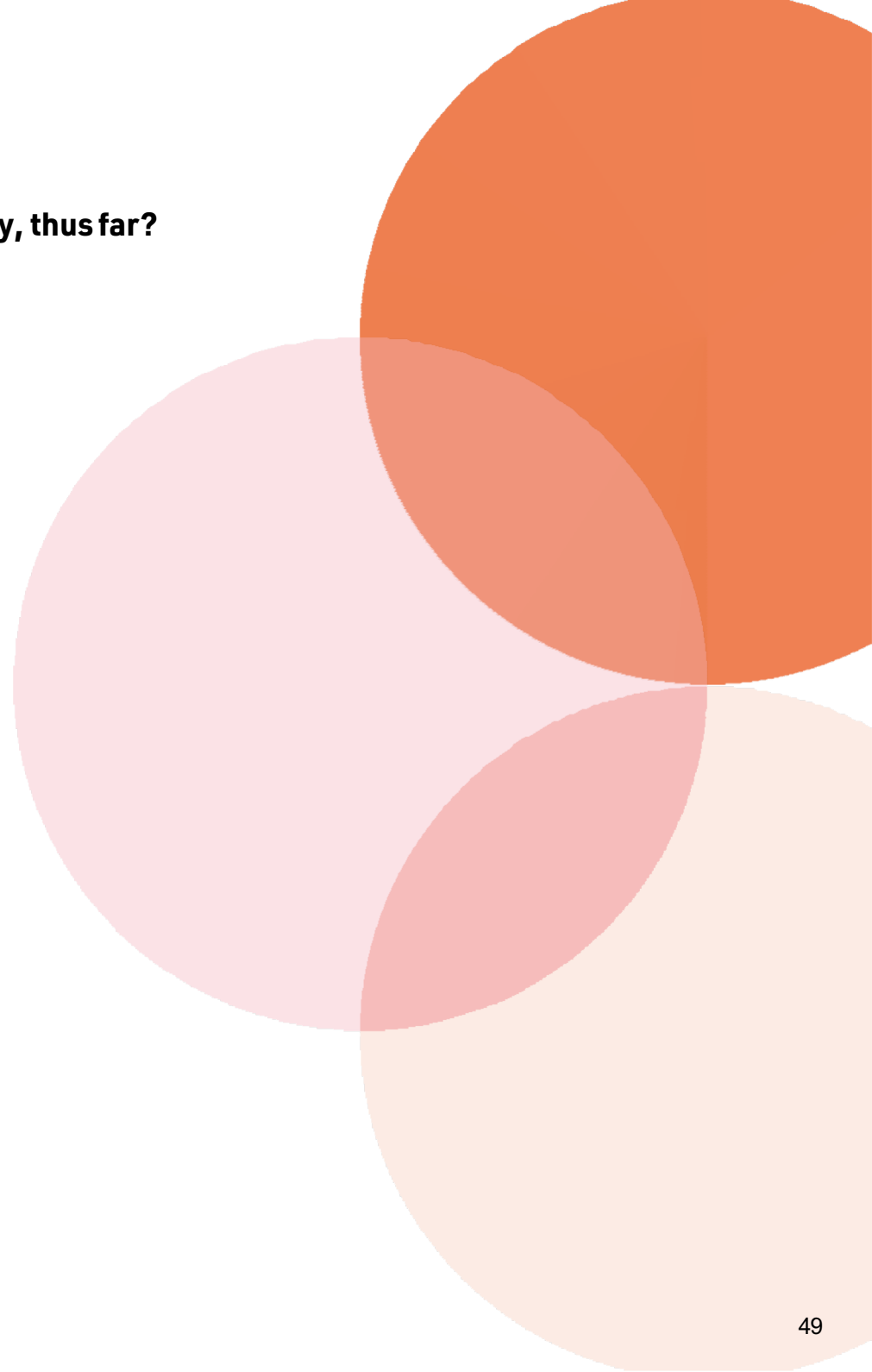
Your visibility equals your luck.

What is next on the horizon for you?

Scale up and sell products.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Denmark is definitely one of the best places to have a start-up. There is a ton of support to get here.



Drivestory

www.drivestory.dk

Country: Denmark

When Founded: 2018

Founders Names: Tommy Hansen, Jens Christian Nielsen

What problem does your startup solve?

The local history of an area is often overlooked. Small towns does not have enough money to promote themselves. We can promote the tiniest story via our app-based solution.

What led you to start your company?

A specific problem.

How is your company supported?

Support by TourismX (EUprogram).

TravelTech

Showcasing

What has been the most important learning on your startup journey, thus far?

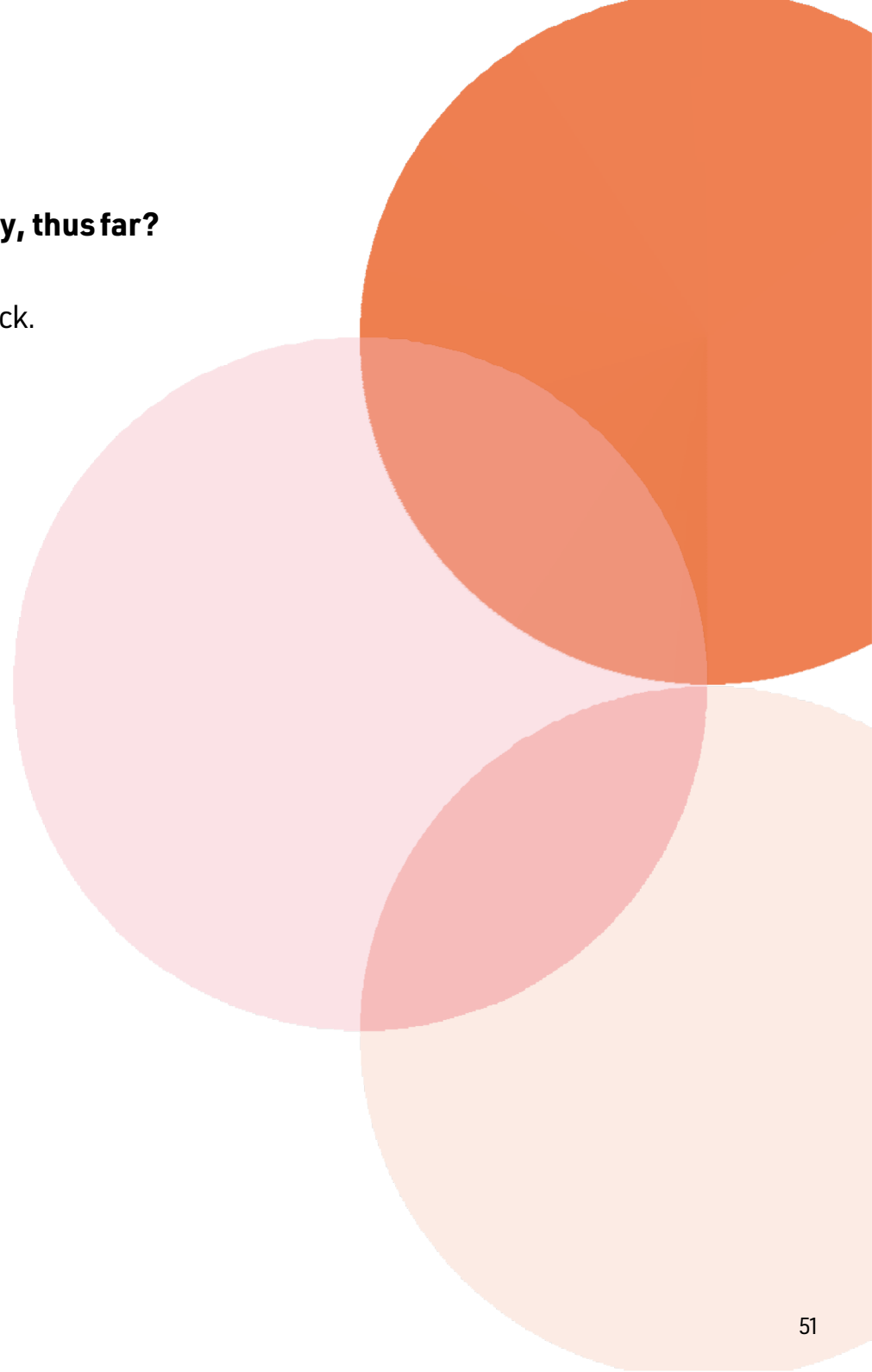
It is important to present the idea to many people in order to get feedback.

What is next on the horizon for you?

Further development and then hopefully funding.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Don't know.



LuggageHero

www.luggagehero.com

Country: Denmark

When Founded: 2016

Founders Names: Jannik Lawaetz

What problem does your startup solve?

As a traveler, you want to maximize your time for holiday or business. LuggageHero lets you quickly drop off baggage downtown in a local business and pick it up when convenient. We use retail shops like coffee shops, cafés, and even hotels.

What led you to start your company?

When traveling and using Airbnb, I saw a need for a place to store my luggage. As an Airbnb host in Copenhagen, my guests had the same need. That led to the idea of LuggageHero using existing businesses for luggage storage.

How is your company supported?

Venture Capital Investment.

TravelTech

Showcasing

What has been the most important learning on your startup journey, thus far?

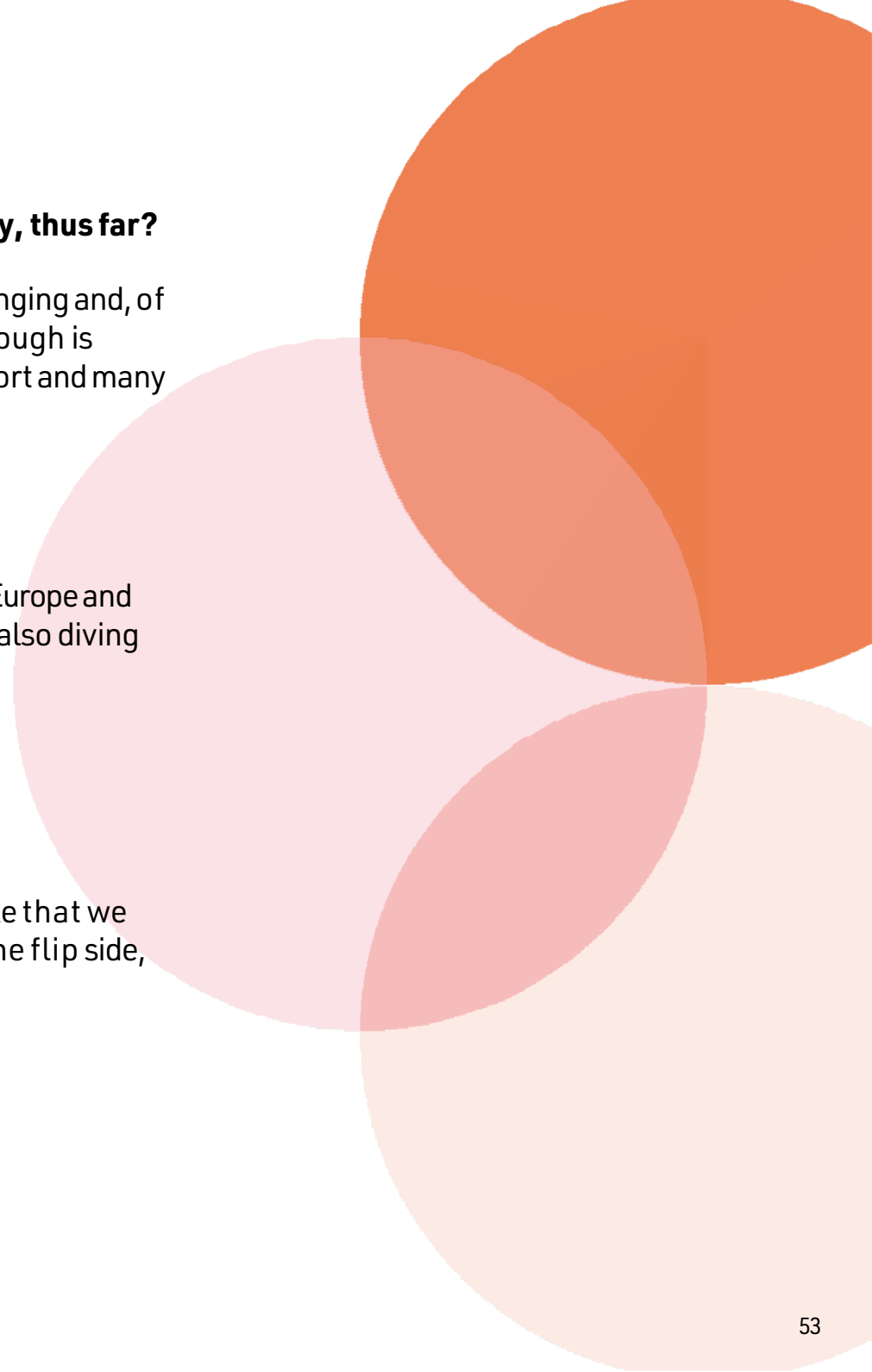
To create something is very rewarding, but actually executing it is challenging and, of course, crucial. You can talk about an idea all you want, but seeing it through is something that takes time, patience, funding, a good team, family support and many hours of hardwork.

What is next on the horizon for you?

LuggageHero is on an accelerated growth plan. We're adding 40 cities in Europe and North America this year and also recently acquired a competitor. We're also diving more into partnerships, which we see another crucial path to growth.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

The overall environment is supportive for startups, which helps a lot. I like that we have good social benefits in general -- that helps attract talent. But on the flip side, labor can be expensive, relatively speaking.



Mapery

www.maperyapp.com

Country: Denmark

When Founded: 2015

Founders Names: Oliver Lassen

What problem does your startup solve?

Being digital in a conservative world. The hotel should have a digital appearance, but not remove focus from guests and service, to coding and design, will be fatal and expensive. In a highly competitive industry all sales, ratings and guests matter. Within 14 days we launch a hote app on Appstore and Google Play, and we will handle everything. The app will focus on communication between hotel and guest and improve the hotel ratings, feedback, sales, service and optimize the time in thereception

What led you to start your company?

My parents has been running hotels my entire life, therefore I basically grew up in the hospitality industry and have been passionate about it ever since. At the age of 14 I began to wonder how hotels could prolong their service to guests distant from the hotel and improve the hotel experience as a whole.

How is your company supported?

Bootstrapped and investment from Wonderful Copenhagen, TourismX.

TravelTech

Showcasing



What has been the most important learning on your startup journey, thus far?

"Sell your product before you build it."

What is next on the horizon for you?

Launching the product and including IoT, AI and Big data to innovate the hospitality industry.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

I think the main benefit of building a start-up in the Nordics (Denmark) is the easy access to free counseling and advises from experts. The biggest challenge is how difficult and problematic it gets when dealing with banks e.g. opening a business account.

Travel Kollekt

www.travelkollekt.com

Country: Denmark

When Founded: 2017

Founders Names: Louise Brandstrup Zastrow

What problem does your startup solve?

Travel Kollekt meets a growing demand for travellers to have responsible, curated expert content giving them the power to create their own travel books. We bridge digital with analog, using reverse printing to create a tactile, aesthetic experience. Travel Kollekt is a personal planning and book editing tool, created to address the challenges of researching and planning for a trip. A simple, yet UX and design-driven way of structuring and engaging with travel content/inspiration.

What led you to start your company?

Travel Kollekt was born from a personal need. After a trip to Myanmar, Louise realized that the time invested in pre-trip research has a direct impact on the quality of later memories. That is, travel time may be short, but good planning helps create memories that will last forever. So why not to create a tool that assists organize the mess of the planning process and that helps celebrate the research instead?

How is your company supported?

Bootstrapped, pre-seed investment from International accelerator programme - Next Media Accelerator and EU funds through Danish Innovation programme, TourismX from Wonderful Copenhagen.

TravelTech

Showcasing

What has been the most important learning on your startup journey, thus far?

Watching travelers who sign up and interact with the platform and how they use the product. That gives it immense insights and learning into how we can develop to create value and impact for responsible and disperse tourism in the future.

What is next on the horizon for you?

We are working to develop a set of metrics for how/if our solution creates value for the traveler, to ensure that we not only measure the quantitative data from our platform, but also establish a framework for measuring impact and value of the experience that we want to create. We are looking for partners to help us scale meanwhile we have just launched our first content chapter on Copenhagen.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

+ // We're small and hierarchies are practically non-existing so it is easy to reach the people you want to collaborate with.

+ // Strong visual and aesthetic culture, makes it a big plus to talk about being a Danish, design driven company outside the Nordics.

- // Being a creative, lifestyle startup with a physical product makes it challenging to obtain funding and attention locally, found it easier to get attention outside of the country.

YOUANDX

www.youandx.com

Country: Denmark

When Founded: 2017

Founders Names: Maybritt Toft Bisp and Frederik Duckert

What problem does your startup solve?

The existing market for booking inspirational speakers lacks booking of specialists (not only celebs), transparency on price, calendar availability and added functionalities for high volume bookers (companies with many events) and speakers. A portal where you can find inspiration and inspirational speakers, and seamlessly interact and book with the speakers with full transparency on availability, price and more. Special features for high volume clients and products of shared services.

What led you to start your company?

We believe that there is a need to conveniently be able to find and book relevant knowledge experts and inspirational speakers for companies and organisations

How is your company supported?

We are funded by 9 private investors with equity and The Danish Growth Fund "Vækstfonden" has issued a growth loan.

TravelTech

Showcasing

What has been the most important learning on your startup journey, thus far?

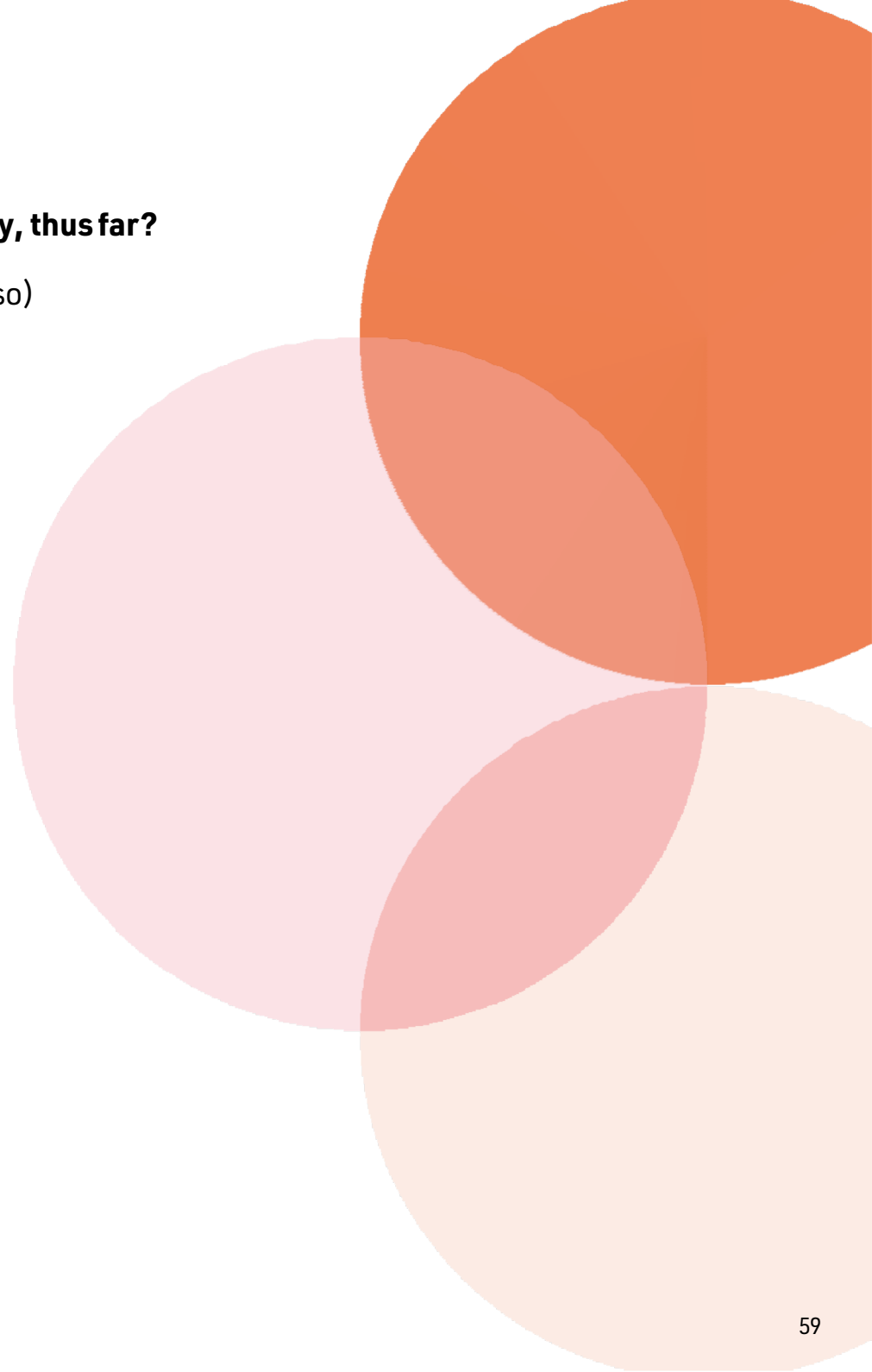
There is a need for convenience and transparency in this business area (also)
Networking and funding focus is crucial and needs to be constant
Build sustainable team with diverse profiles.

What is next on the horizon for you?

Complete Initial Product Road Map allowing scalability
Onboard Live clients on PEP
Build integrations towards other booking
platforms (TourismX) International expansion

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

There is a general acceptance of new product and services.
It is possible to get into contact with relevant stakeholders.



CHAOS architects

www.chaosarchitects.com

Country: Finland

When Founded: 2017

Founders Names: Natalia Rincon, Jorge Urias

What problem does your startup solve?

As urbanization accelerates, the significance of city data becomes more relevant. The creation of forecasts through big data and crowd insights is crucial to solving problems such as housing, climate change, and transportation. We are the only Smart City platform powered by AI and crowd insights who offers cities, citizens, and businesses a platform where they can jointly innovate, interact, and design valuable data for a better living environment.

What led you to start your company?

CHAOS was founded by the group of practising architects who saw a big challenge in urban planning: the lack of citizen participation, and the amount of underused urban data. Since then, CHAOS started shaping to what it is now, an AI urban platform for crowd insights and urban forecasts.

How is your company supported?

Business Angel Investment.

UrbanTech

Showcasing

What has been the most important learning on your startup journey, thus far?

Firstly, It is very important to start testing your product early on. Listen to your market industry to develop your product in line with the current needs.

What is next on the horizon for you?

Next, CHAOS is planning to further strengthen its AI urban algorithms. Later this year, we will launch our new package called "CHAOS assets" that will bring data insights on Real Estate and asset management. We will also be further expanding into the Nordic market, and then the US.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

In our case, firstly, we are happy to be in the region that one is the leading one what comes to the access to open data. This is important for the most data companies, and especially the ones that are operating within Smart Cities and Urban Tech. Secondly, the Nordic ecosystem has a very strong and supportive innovation ecosystem that is booming with matchmaking, networking, and tech events of all kinds.

Smart Green Station

www.smartgreenstation.se

Country: Sweden

When Founded: 2019

Founders Names: Rodrigo Godoy

What problem does your startup solve?

Increased maintenance and operation cost for urban infrastructure, Lack of infrastructure for E-bikes. Modular stations, equipped with sensors, WiFi and other optional devices powered with solar panels. Stations can be easily assembled, modified or repaired.

What led you to start your company?

The idea of encouraging the use of clean energy for urban infrastructure and transport

How is your company supported?

Private investors and incubators.

UrbanTech

Showcasing



What has been the most important learning on your startup journey, thus far?

We have to install our first station with a real customer in order to break the dominant scepticism towards innovative ideas.

What is next on the horizon for you?

Defining more accurately our business model and realise a deal with a nordic customer.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Access to clean technology is more easy, advantages in the use of clean energy is well known and support for start ups is relatively easy to find. On the other hand, competition is more difficult and the concept is maybe not that innovative compared to other ideas.

Swapfiets

www.swapfiets.com

Country: The Netherlands

When Founded: 2014

Founders Names: Martijn Obers, Richard Burger, Dirk de Bruijn

What problem does your startup solve?

What led you to start your company?

Swapfiets started in a typical way. A group of friends come up with a good idea and just tried it out - an always working bike on a monthly subscription. It turned out to be a great concept. After a period of fixing up bikes ourselves, Swapfiets has now arrived at a point where we have designed our own bicycle and started expanding our service to a growing number of cities. The iconic blue front tire is placed on every bicycle. This way you can always tell which bicycles belong to Swapfiets and who is part of our family. Meanwhile, more and more people are finding out just how convenient Swapfiets is. Epic service, made easy.

How is your company supported?

UrbanTech

Showcasing

What has been the most important learning on your startup journey, thus far?

The concept was validated beforehand in the Netherlands, but an international growth strategy presented a lot of fresh hurdles! Although both the Netherlands and Denmark are renowned for their cycling cultures - these cultures are very different. This was something we learned early on in Denmark and sometimes the concept had to flex to meet unique demands. We learned that our customers were our best resource when dealing with this problem, and drew upon them for advice and ideas. Our customers have shaped Swapfiets Denmark as it has developed.

What is next on the horizon for you?

We've always had one goal - a blue wheel in every bike rack, everywhere. We're well on our way to 10,000 this year and will rocket past 20,000 next!

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

WasteHero

www.wastehero.io

Country: Denmark

When Founded: 2017

Founders Names: Hussam Mansour

What problem does your startup solve?

Private businesses and municipalities are not served properly by their waste collectors. Bins are emptied when they are only half full, or overflowing for which the owner pays a penalty. Even empty bins are “emptied” and the owner is invoiced. WasteHero brings dynamic pick-ups to private businesses and municipalities, so they only pay for emptying of full bins, saving up to 70% on their waste collection.

What led you to start your company?

One day we were sitting in the class room next to the window in an engineering class, watching the bin being emptied half full or empty continuously. This sparked the idea to optimize waste collection using IoT sensors mounted inside of the bin.

How is your company supported?

Our startup is supported by soft money funding and revenue.

UrbanTech

Showcasing

What has been the most important learning on your startup journey, thus far?

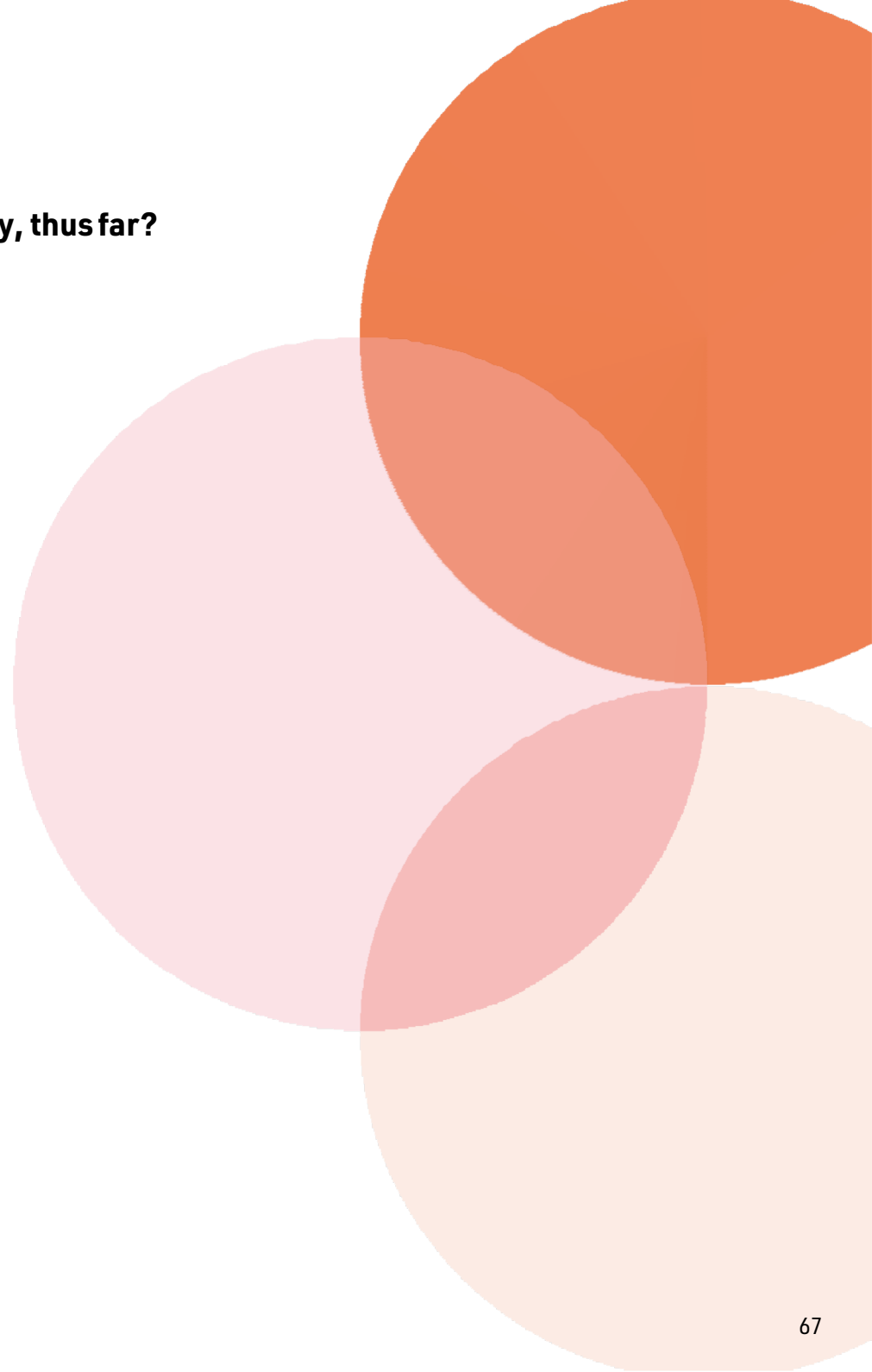
The importance of focus.

What is next on the horizon for you?

Next is to start making sales on our products.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Easy access to soft money, help/advice and resources to get started.
Harder to find resources to scale.



Clockwork Trader

www.clockworktrading.net

Country: Denmark

When Founded: 2018

Founders Names: Samy Tessier and Rasmus Koch Nielsen

What problem does your startup solve?

Problem:

1) Trading and investing are too complex and time-consuming to participate. 2) The traditional financial markets and the new digital market are separated to frustration among traders. 3) Most people see the crypto market as the Wild West.

Solution:

1) Simplified trading platform with user focused interface. 2) Users obtain full exposure to any financial asset in one platform. 3) Users will be secured with regulated crypto trading like traditional brokerages."

What led you to start your company?

Firstly, trading and investing are too complex and too time-consuming for most people to participate in even though that investing is a necessity to grow one's prosperity. Secondly, the traditional financial asset markets and the new digital asset market are separated forcing traders to split up funds between exchanges or to transfer funds between exchange, bank account and exchange to obtain exposure into both markets. Thirdly, substantial asset markets are still greatly illiquid, which makes it difficult for people to trade the asset ownership, e.g. unlisted company shares.

How is your company supported?

Private Investors, Business Angel Investment, Accelerator and Bootstrapped.



FinTech

Showcasing



What has been the most important learning on your startup journey, thus far?

Learning the importance of commercialization; that a great product and technology does not leverage a solid business single-handedly as well as thorough understanding for segment needs.

What is next on the horizon for you?

Closing our current funding round of which is 80% committed. Launching our Beta and having 500 users trading on our trading platform while we scale the platform for the hard launch in Q2 2020.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

The main benefit is clearly that there is this branding value of creating solid and safe products being from the Nordics. The main challenge is a less nurtured tech startup environment with limited and tedious access to capital, however, there is focus on this challenge and it seems like we are moving in the right direction.

Commoditrader

www.commoditrader.com

Country: Denmark

When Founded: 2018

Founders Names: Ida Boesen & Julie Koch Fahler

What problem does your startup solve?

Farmers are rather limited in their market insight and access, with monopoly like structures in the industry locally. This means very little price competitiveness, which affects their economy as these trades account for 70-90% of the yearly turnover. By creating an online marketplace that makes it possible to compare prices across many potential buyers and suppliers, when including logistics cost on the price, it suddenly becomes possible to receive relevant prices from many.

What led you to start your company?

Industry insights led us to the need for optimization of the trade patterns in the agricultural industry.

How is your company supported?

Private investors.



FinTech

Pitching

What has been the most important learning on your startup journey, thus far?

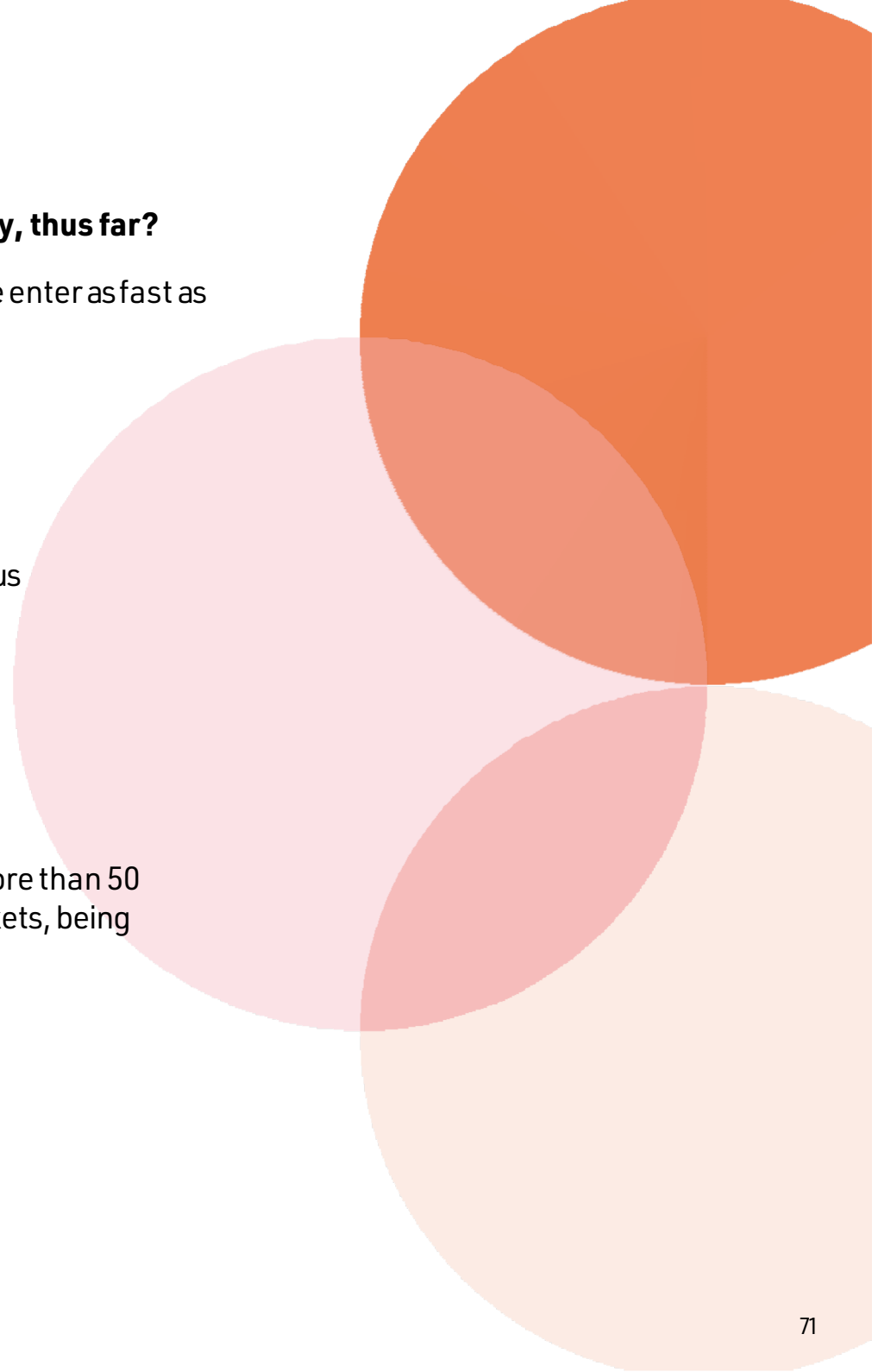
That we have to scale fast and really get under the skin of the markets we enter as fast as possible, as the value of this is un-comparable.

What is next on the horizon for you?

Launching in Poland and Ukraine + scaling the company in general. -Last week we launched in Romania, covered by 61 media channels, which sent us off in the best possible way, with lots of users joining the platform.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Denmark has been a front runner for development in the ag sector for more than 50 years, and this really gives us a great advantages when entering new markets, being that we are already well integrated in the Danish ag-industry.



ePeer

www.linkedin.com/company/epeer

Country: Poland

When Founded: 2018

Founders Names: Maciej Jarzab, Marcin Bierut

What problem does your startup solve?

Solving major problem of financial liquidity - lack of possibility to conduct safe, quick investment and borrowing of small amount of money. Matching investors and borrowers through our Artificial Intelligence system, encouraging young people to support each other as a basis of social economy. Revolutionising peer-to-peer lending transactions, creating web platform and mobile app.

What led you to start your company?

During my high school and at the university, most of my friends have been dealing with the cash flow problems. On the one hand, there is no possibility of a safe, quick and profitable investment. On the other hand, there is no possibility of a quick, easy, short-term, anonymous loan. That's why I have started ePeer - "financial tinder".

How is your company supported?

ePeer has started local cooperation with local and global partners to meet all the expectations of the users on the platform i.e.: 1) Google 2) Microsoft 3) Agorai 4) EY 5) Algolytics 6) Iconity 7) GeekForce 8) Billon.

FinTech

Pitching



What has been the most important learning on your startup journey, thus far?

The whole process of building an innovative start up is long and complicated. Every founder has to be open for the changes and new functionalities. There are no shortcuts when you develop your start up. Be patient and also brave to achieve all the goals.

What is next on the horizon for you?

We are conducting internal pilotage, 200 real transactions, last stage before Proof-of-concept (PoC) on the polish market in the IV quarter (1000 transactions until the end of the current year).

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

We are not located in the Nordics.

Grandhood

www.grandhood.dk

Country: Denmark

When Founded: 2017

Founders Names: Jon Lieberkind, Mathias Bredkjær & Jens Kam

What problem does your startup solve?

Pension is broken for small businesses. Today, small businesses are left with expensive, complicated and time consuming pension products. As a consequence many employees have chosen not to realize their savings potential. Grandhood will change this. Grandhood is a 100% digital B2B pension solution, which allows us to have low onboarding, administration and advisory costs and a more simple and direct customer acquisition strategy.

What led you to start your company?

The pension industry is broken. 350.000 employees in Denmark working in SMEs, do not have access to a fair pension savings plan. Therefore, we have developed a 100% digital and voluntary occupational pension plan for this underserved segment. We believe that access to a pension is not only for employees in larger companies.

How is your company supported?

Business Angels, VCs and InnoBooster.

FinTech

Showcasing

What has been the most important learning on your startup journey, thus far?

How important the team is for becoming succesful. Both in terms of getting investment and to grow your company and get customers. Investors would rather invest in a Bidea with an A team than theopposite.

What is next on the horizon for you?

Get a foothold in the Danish market, get a product-market-fit and then move on to other European markets.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Definitely the startup and FinTech ecosystems that we are building here. We are on a very good track globally in terms of making succesful, innovative and pioneering companies.

hiveonline

www.hivenetwork.online

Country: Denmark

When Founded: 2016

Founders Names: Sofie Blakstad, Matt Mims

What problem does your startup solve?

Small businesses make up half the world's economy but don't get access to capital and markets. Most SMEs don't work at PCs all day and the majority in developing economies don't have bank accounts, leaving them vulnerable to exploitation. We use a unique combination of blockchain, ML, contracts and behavioural reputation to provide agreement and financial management with fact-based, tailored trust profiles, over mobile. It works without access to wifi and in Africa, without banks.

What led you to start your company?

We've spent careers building and transforming banks, but banks don't help the businesses that need support the most - despite the fact micro- and small businesses form over half the world's economy. We saw an opportunity to change the way economies are balanced, by helping the smallest businesses get access to credit and markets they deserve.

Blockchain presents new opportunities to reach the most excluded people, who can't get access to the standard financial system, and we've found this is also a huge market opportunity so we're working with NGOs to help them build business communities in Africa.

How is your company supported?

Business Angel, Techstars, Bootstrapping and now customer revenue.

FinTech

Showcasing

What has been the most important learning on your startup journey, thus far?

Only hire people who align with our values. As a values driven organisation, we've found that those people who share our vision are the ones who can all contribute to building better product, and customer experiences. They also stick with us through the rough times!

What is next on the horizon for you?

Since our launch in Niger, we've been contacted by many NGOs who share the same problem, so we're working on syndicating our blockchain-based savings, lending and reputation platform for the millions of financially excluded entrepreneurs who can benefit from it.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Benefits: The Fintech Lab is a great community for a blockchain startup, and it's easy to get access to regulators, universities, governments etc.

Challenges: Raising money for a project based largely on African rollout seems to be nearly impossible, as investors don't understand the market or business model.

Caliber

www.groupcaliber.com

Country:: Denmark

When Founded: 2018

Founders Names: Shahar Silbershatz and Vladimir Verchinine

What problem does your startup solve?

Traditional brand & reputation monitoring only follows people who are vocal online or uses costly market research. Companies thus waste money on non-actionable insights that fail to inform the right decisions to build trust and reputation. Caliber surveys all audiences (not just vocal ones) and generates real-time perception data that is more representative and accurate. The data informs decisions and proves effectiveness, reducing research costs and increasing reputation & revenues.

What led you to start your company?

The dream to make businesses more trusted and trustworthy (and the realization that they lack tools to manage reputation effectively)

How is your company supported?

Bootstrapped.



Impact

Pitching

What has been the most important learning on your startup journey, thus far?

It's about people - not technology (what matters for success is not how good the technology is, but how well you understand the people who may use it and their needs - and how good the people in your team are at working with clients and users to help them achieve their goals).

What is next on the horizon for you?

International expansion, adding predictive analytics through machine learning, opening platform for 3rd party services, becoming the standard stakeholder data dashboard for Comms/Marketing departments within global enterprises

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Benefits: access to knowledge and talent, a business community that prioritizes trust-building and stakeholder relations (which our solution is focused on), ease of setting up a new company and doing business in general, transparency

Challenges: small size means less international talent, smaller investor community and lower visibility on world stage.

Cellugy

www.cellugy.com

Country: Denmark

When Founded: 2018

Founders Names: Deby, Parun and Isabel

What problem does your startup solve?

Flexible packaging has a vital role to play in containing and protecting food as it moves through the supply chain to the consumer. However, the excellent mechanical and barrier properties enabled through the use of multiple thin layers of different plastic materials, result in its main challenge: recyclability. This is a lot of waste that is not managed in a proper way, leading to big losses for the economy and the environment.

What led you to start your company?

To make a sustainable environment so that the next generation will be able to still experience the pureness of the world we are living in.

How is your company supported?

Apart from the founders themselves, Cellugy has been supported by various Institutions in Denmark. Our product, ecoFLEXY, research and development are supported by Climate KIC, InnoBooster and Future Food Innovation programs. Being part of Accelerace and Agro Food Park in Aarhus, Cellugy has gained quite intensive coaching on business development and access to network in food industry. We just were recently awarded with the H2020 SME phase 1 from EU to support us on market feasibility.



Impact

Pitching

What has been the most important learning on your startup journey, thus far?

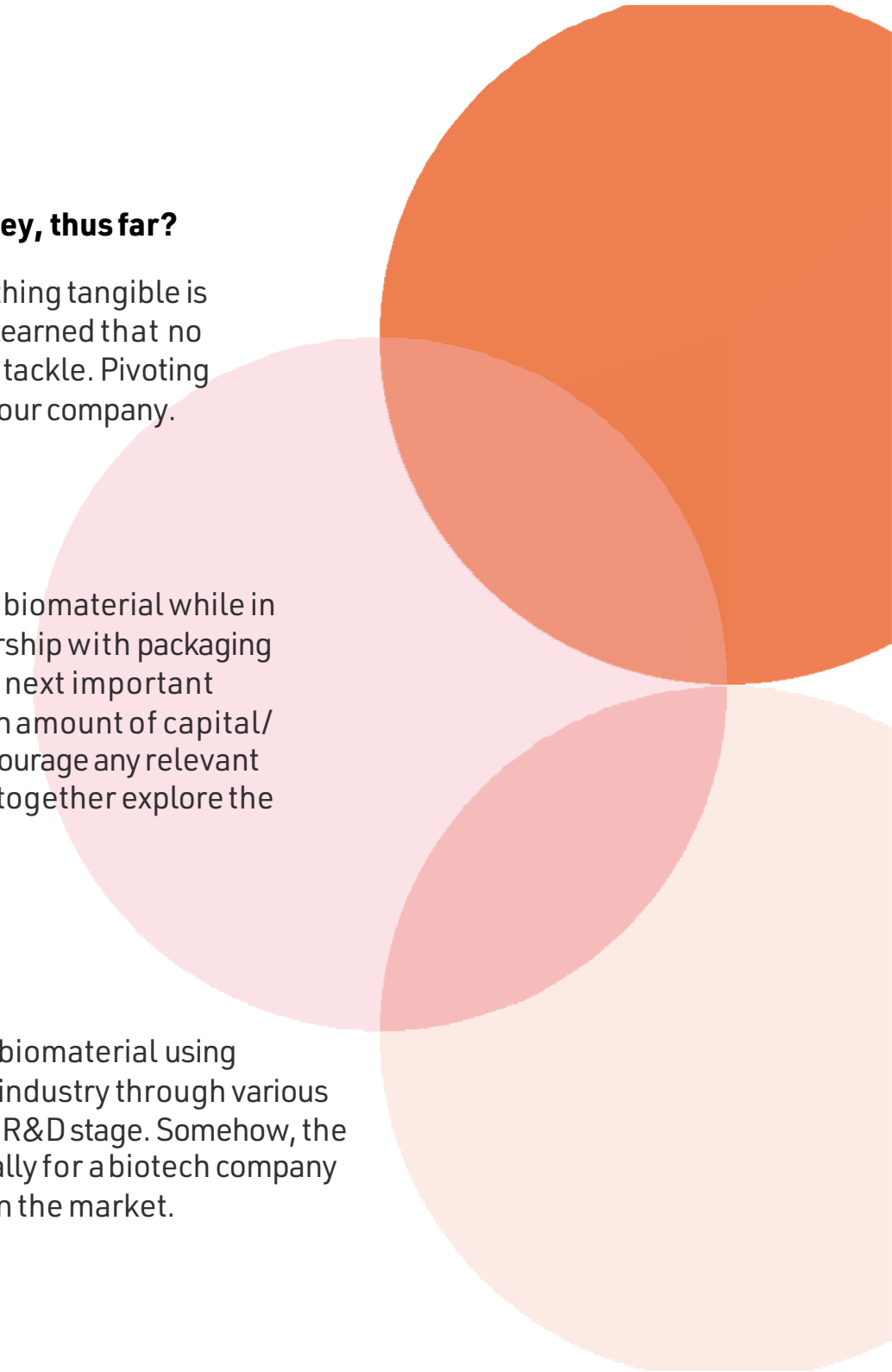
Being able to engage the right partners to develop your idea into something tangible is crucial to accelerate the company's development. On top of that, we learned that no solution is perfect enough to address the problem that we are going to tackle. Pivoting on potential solution is a turning point to determine the direction of your company.

What is next on the horizon for you?

We are currently planning to set up the the pilot production line of our biomaterial while in parallel secured the IP for our product, ecoFLEXY. Strengthening partnership with packaging providers, our potential customers and waste producers would be the next important milestones for Cellugy's development. We are surely going to require an amount of capital/ resources to be able to execute these plans, therefore we strongly encourage any relevant institutions/ parties or collaborators to get in touch with Cellugy and together explore the possibility to work on sustainable agenda.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

The environment in Denmark supports Cellugy as a pioneer in creating biomaterial using biowaste. Starting from how easy it is to create the company, access to industry through various network, and public fund available to support start-up that is still in R&D stage. Somehow, the chicken and egg problem still exists in funding, even for seed and specially for a biotech company that require quite some capital even way before the product available in the market.



'hoodHeroes

www.hoodheroes.co

Country: Denmark

When Founded: 2018

Founders Names: Frederik Rubens Mortensen (CEO) & Jonas Bruun Jacobsen (CTO)

What problem does your startup solve?

Brand sustainability is becoming a decisive criterion for consumers, employees & investors in everyday life. Currently however, the demanded info & options are hard to find, compare or trust let alone engage with & reward - to everyone's loss. The market needs a single hub to connect & empower the demand & supply for sustainability. HoodHeroes.co uses crowdsourcing and gamification to showcase, rate & co-create sustainable brands - so everybody can find and become everyday heroes.

What led you to start your company?

'hoodHeroes is born out of a fruitful cocktail of frustration and hope. A FRUSTRATION with marketing of today, and its wasted potential given the current mismatch between demand & supply for sustainability in the marketplace. And a HOPE that we can connect & empower citizens & companies to make the marketplace a force for GOOD, while making each other heroes of their 'hood. Ultimately, we ENVISION a day where "Sustainability is everybody's everyday business".

How is your company supported?

Bootstrapped 100% by the 2 co-founders.

Impact

Showcasing

What has been the most important learning on your startup journey, thus far?

- Learn, kill your darlings, pivot and move on FAST & PRIDE-FREE
- Getting started requires a leap of faith - others won't take the risk for you
- Simply "Build it and they shall come" is a myth - requires being pushy and moving the mountain to Muhammed in today's congested competition for attention."

What is next on the horizon for you?

- 1) A public launch (very soon! Based on successfully beta-testing and maturing our platform with partners).
- 2) Focus on organic growth of citizen users through increasing product-market fit.
- 3) Raise the first investment (pre) seed round of funding.

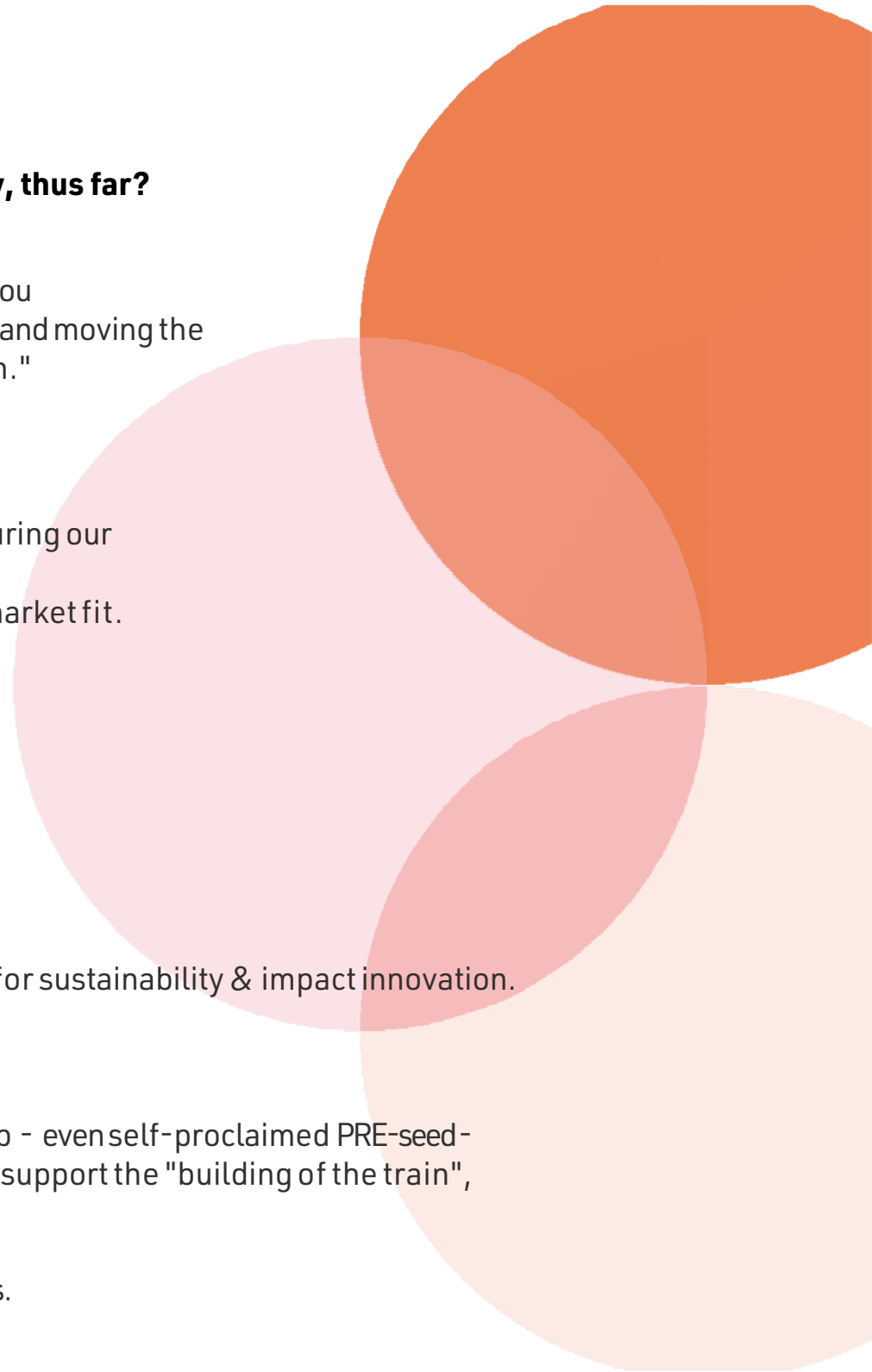
If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Benefits:

- 1) Interns are abundant and willing to work for free.
- 2) Incubators, accelerators & events are abundant and oftentimes free.
- 3) Denmark (and the Nordics) is the global leader and thus also a hotbed for sustainability & impact innovation.
- 4) Nordic startups are really helpful toward each other.

Challenges:

- 1) Low risk-willingness of the most critical actors inhibit initial start-up - even self-proclaimed PRE-seed-investors, -grants (public & private) and -competitions are unwilling to support the "building of the train", instead content to wait for "fueling the train when steaming ahead".
- 2) Heavy taxation of stocks.
- 3) High wages and insufficient supply of software development resources.



IPM

www.intpm.dk

Country: Denmark

When Founded: 2014

Founders Names: Jafar S. Noori

What problem does your startup solve?

Pesticides and nitrate are reaching an alarming level in the drinking water. The existing monitoring systems for these chemicals are complex and time consuming, and they cannot provide the full picture. A radically new system is needed. The IPM sensor system is on-site, at low costs and provides continuous data through the Cloud on the concentrations of pesticides and nitrate. With the data the waterwork can close contaminated water wells, mix the water or use cleaning facilities.

What led you to start your company?

During my master studies, I attended a course where the professor showed us statistics on how often drinking water is contaminated with chemicals like pesticides and nitrate. When I asked if there was any control, it appeared that the water was only measured few times a year at most – manually (!). Therefore, any pollution between the measurement points, slipped through to our drinking water taps. At that point, I decided to explore how to invent an automatized system that could provide continuous readings of the water quality and alert the waterworks in the event of contamination. Before I graduated, I had already developed a method for pollution recognition and founded IPM.

How is your company supported?

The company received soft funding through national and EU grants.

Impact

Showcasing

What has been the most important learning on your startup journey, thus far?

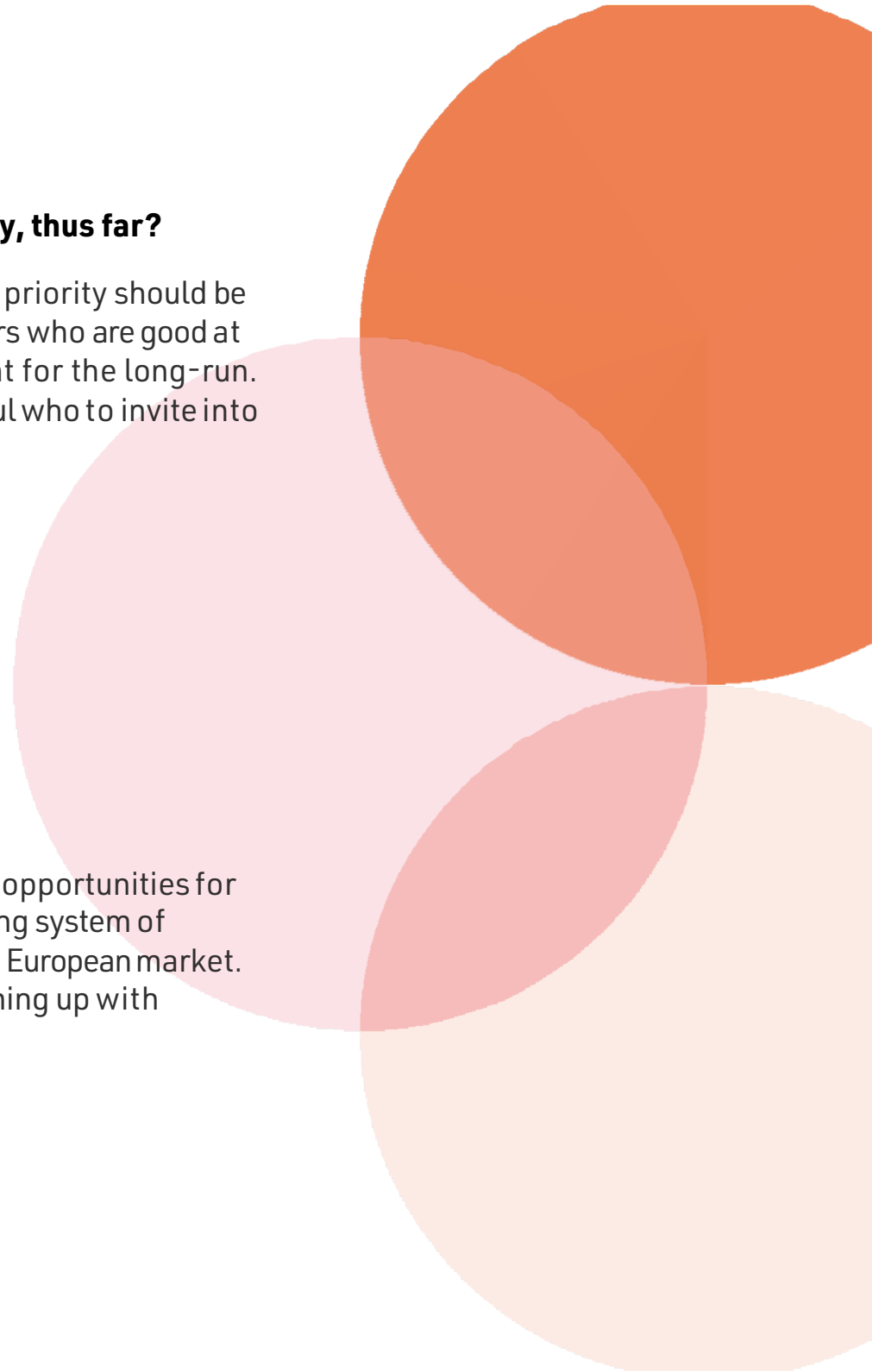
Many founders have funding as the first priority for the startup. I think priority should be given to the team before the funding. Having passionate team-members who are good at doing something completely different from you is extremely important for the long-run. And just as team-members are important, it is just as crucial to be careful who to invite into your journey – some might only be there for a free ride.

What is next on the horizon for you?

Sales, sales and sales. We want to initiate our sales and learn from the first customer feedback to further develop and enhance our product.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

The startup environment in the Nordics is very active. There are excellent opportunities for strong networking between peers and there is access to a good supporting system of mentors. The Nordics is a very respectable starting point for entering the European market. The challenges are to expand beyond Europe. We have solved this by teaming up with strong partnerships who have access to e.g. the American market.



MicroChange

www.microchange-tech.com

Country: Denmark

When Founded: 2019

Founders Names: Sarah Hammershøy, Søren Bragt, Maria Hedegaard, Isabella Feodora, Daniel Jensen

What problem does your startup solve?

The shipping industry is required by IMO to lower GHG emission by 50% by 2050 - we provide a possible solution to reach that goal. By filtering ballast water during shipment, we collect marine biomass for sustainable energy production and microplastics to prevent ocean pollution.

What led you to start your company?

A good idea, curiosity and willpower - The perspective of making an impact.

How is your company supported?

Funding during our research period, maybe private investors in the future.

Impact

Showcasing
Pitching

What has been the most important learning on your startup journey, thus far?

Don't be afraid to ask for help - use your network!

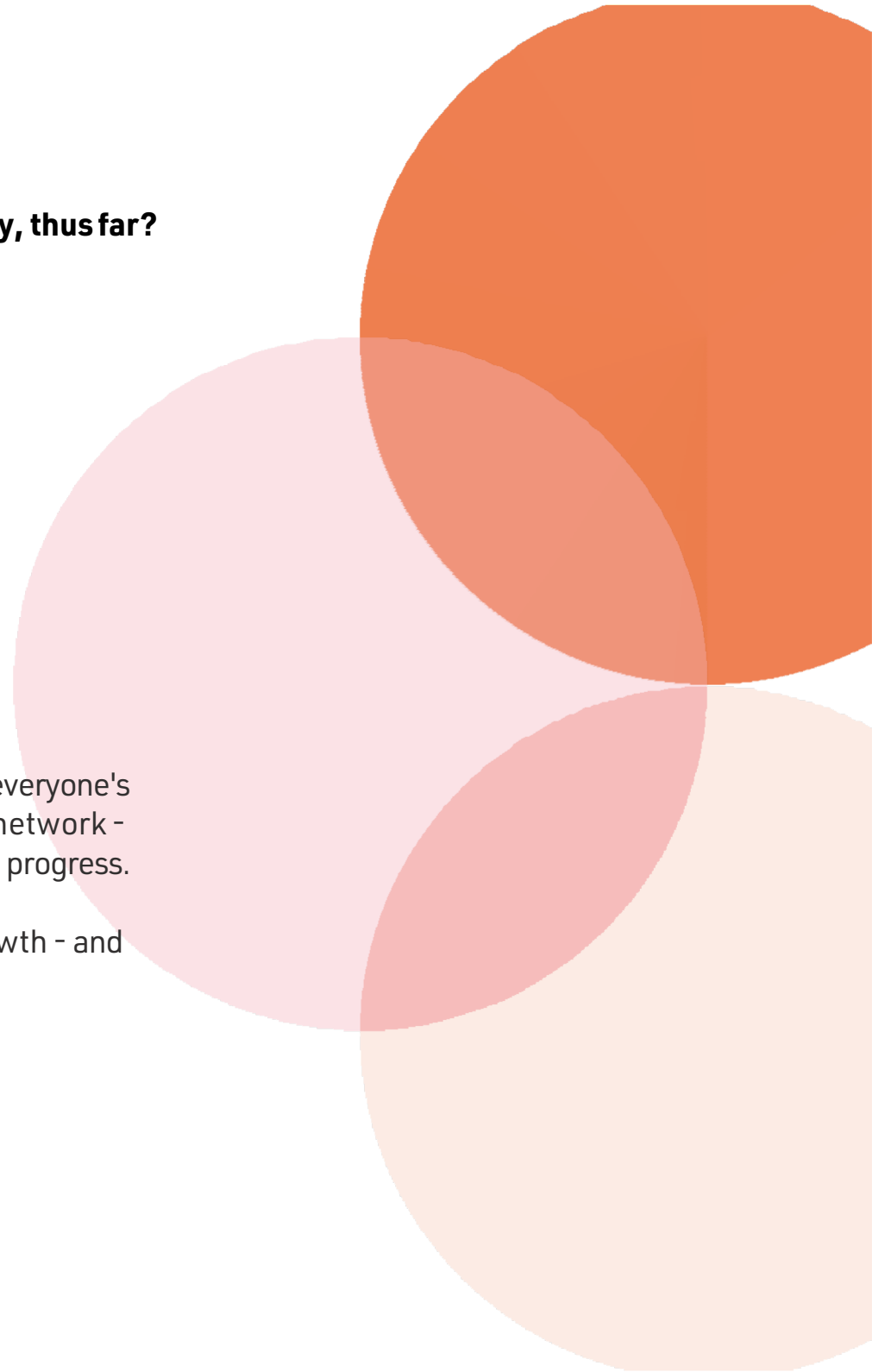
What is next on the horizon for you?

- The land based test-facility.
- Developing our test facility and analyzing the outcome.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

In the north, people and other businesses seem genuinely interested in everyone's success, and they don't hesitate to help. The challenge can be too large a network - it's a challenge to keep everyone updated and involved while also making progress.

In our own opinion, the benefit is the support for establishment and growth - and with this support comes great competition, which can be a challenge.



Plan A

www.plana.earth

Country: Germany

When Founded: 2018

Founders Names: Lubomila Jordanova

What problem does your startup solve?

Climate change. Heatwaves, floods, hurricanes, droughts, wildfires across the globe have obliterated scores of humans, animals and trees. Our data offers us great insights to help stem detrimental changes to our shared atmosphere and environment. Plan A works on making climate change fighting fact- and data-driven, facilitating financing for projects that directly address environmental issues across the planet. We are building a network of businesses and organisations for climateaction.

What led you to start your company?

Seeing the opportunity of a technology I had worked with to address the biggest challenge ahead of humanity

How is your company supported?



Impact

Pitching

What has been the most important learning on your startup journey, thus far?

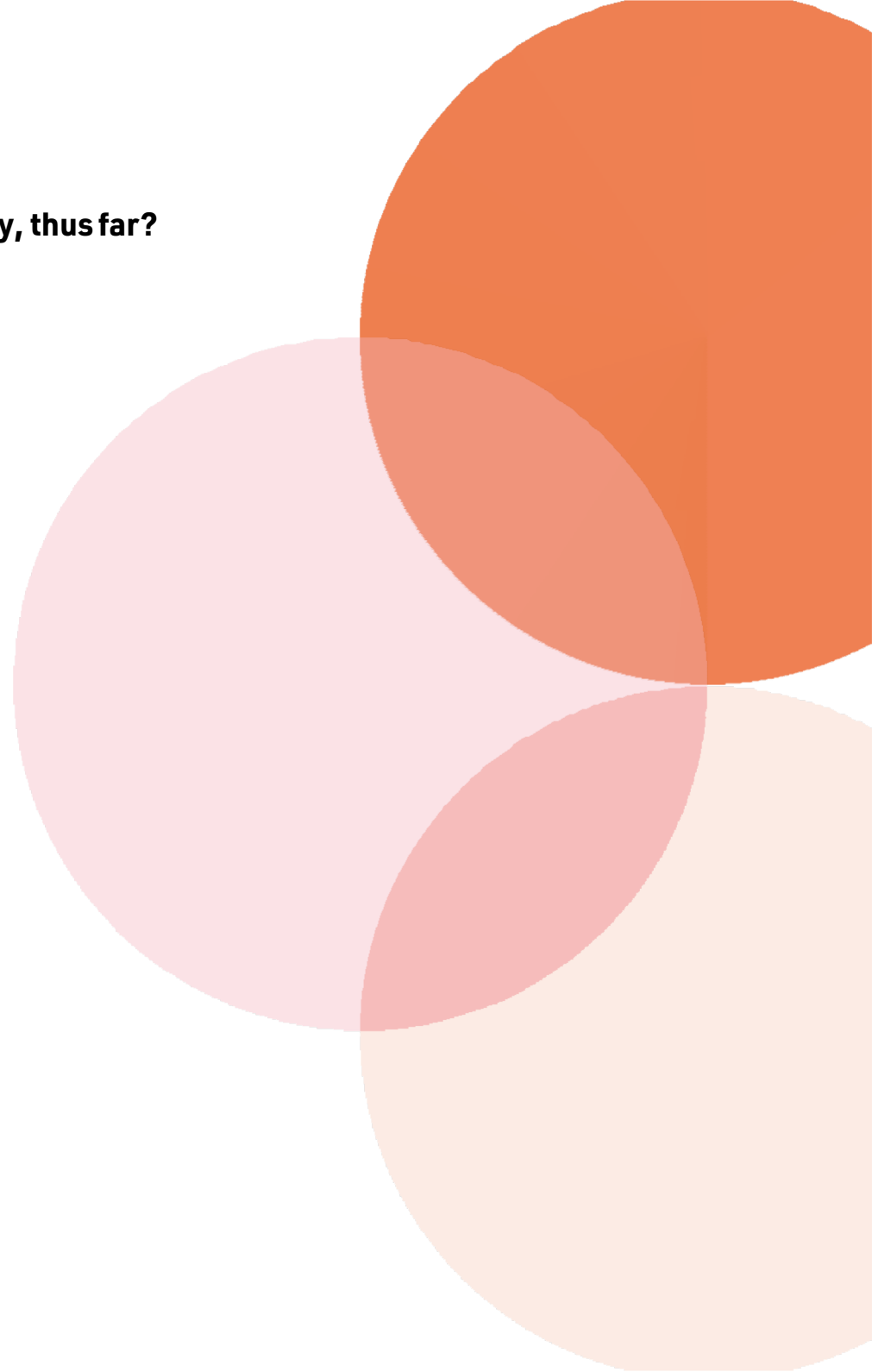
Ask for feedback - you will learn from each comment a lot.

What is next on the horizon for you?

Release of our platform for businesses.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

We are located in Germany.



Råhandel

www.raahandel.dk

Country: Denmark

When Founded: 2016

Founders Names: Solveig Felbo, Anders Hermann Jensen, Michael Mathiesen, Christian Coff

What problem does your startup solve?

The number of small food producers is booming these years due to high demand and easy starting up. There is no infrastructure for trading with them and especially chains have problems due to also having the risk of violating existing trade deals. We have a marketplace that gathers discovery, ordering, payment, delivery, and storytelling - a mix between eBay and a wholesaler. For chains, we tailor the platform, so they e.g. have control with what the branches can buy and the payment method.

What led you to start your company?

We want to create better conditions for small-scale food producers and a smarter food system.

How is your company supported?

Self-funded and Rockstart Agrofood (official from 12/9/2019. Please do not spread the information beforehand).



Impact

Pitching

What has been the most important learning on your startup journey, thus far?

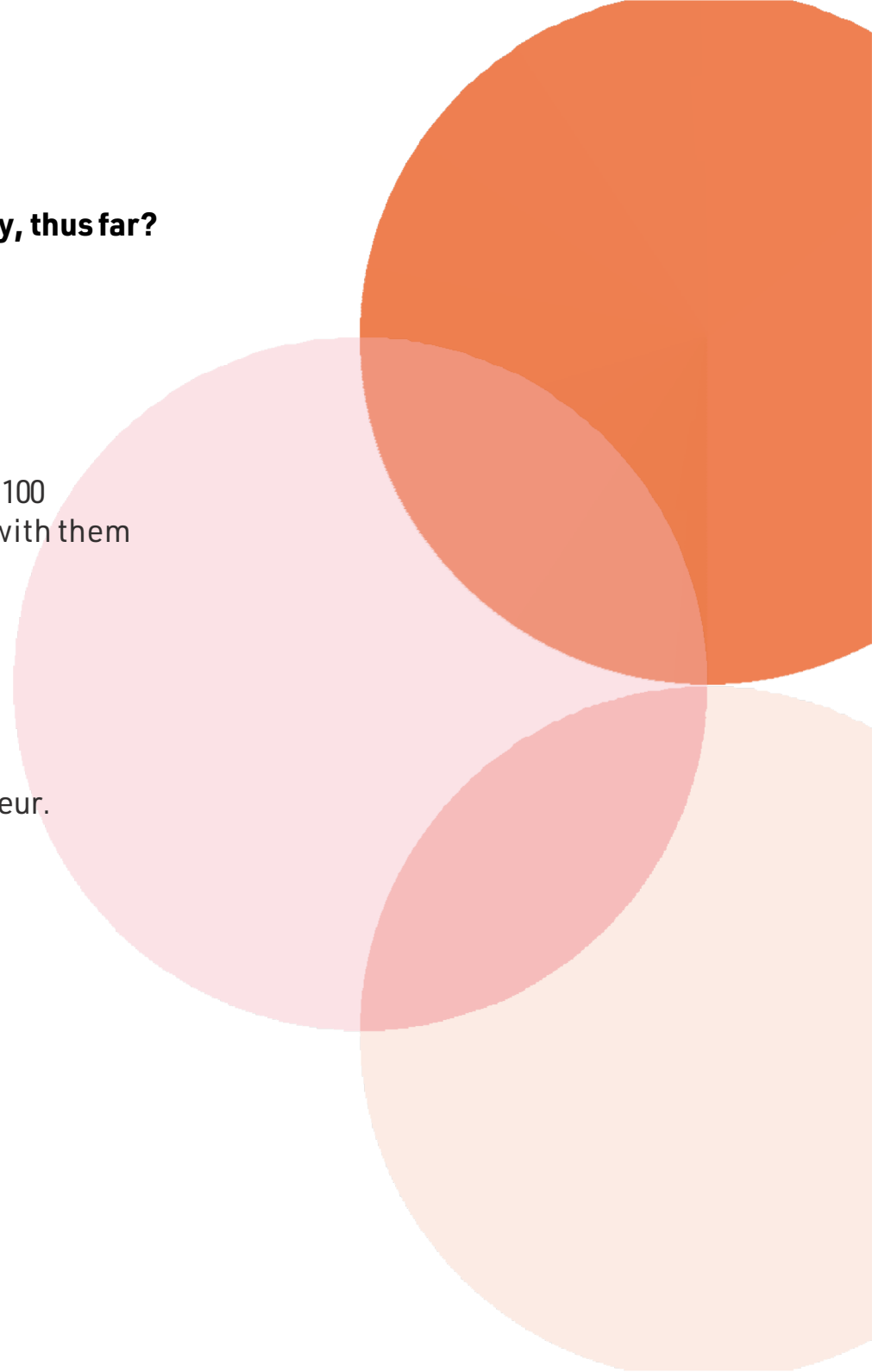
Customers first!!

What is next on the horizon for you?

We have made a big collaboration with Coop, a supermarket chain with 1100 supermarkets, who we are helping buying local goods. We will together with them spread out across Denmark.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Lots of support from ecosystem and a real hype about being an entrepreneur.



2030 Builders

www.2030.builders

Country: Denmark

When Founded: 2018

Founders Names: Mia & Gabriela Negru

What problem does your startup solve?

Adopting sustainable practices is a long and costly process for companies. Today, companies have to pay both innovation and sustainability consultancies and getting a forward draft of a solution can take up to 1 year. We are 10x faster and cheaper. Our software is a fast-track to sustainable innovation. We enable employees to play, learn and impact their company strategy and business by giving them the tools to build on their own a feasible and implementable solution with the SDGs

What led you to start your company?

We wanted to create a serious play for companies that need to work with the Sustainability Goals. We've combined our expertise, love for nature (as we grew up in a forest in Romania) with the danish way of having fun while working.)

How is your company supported?

Bootstrapped.



Impact

Showcasing

What has been the most important learning on your startup journey, thus far?

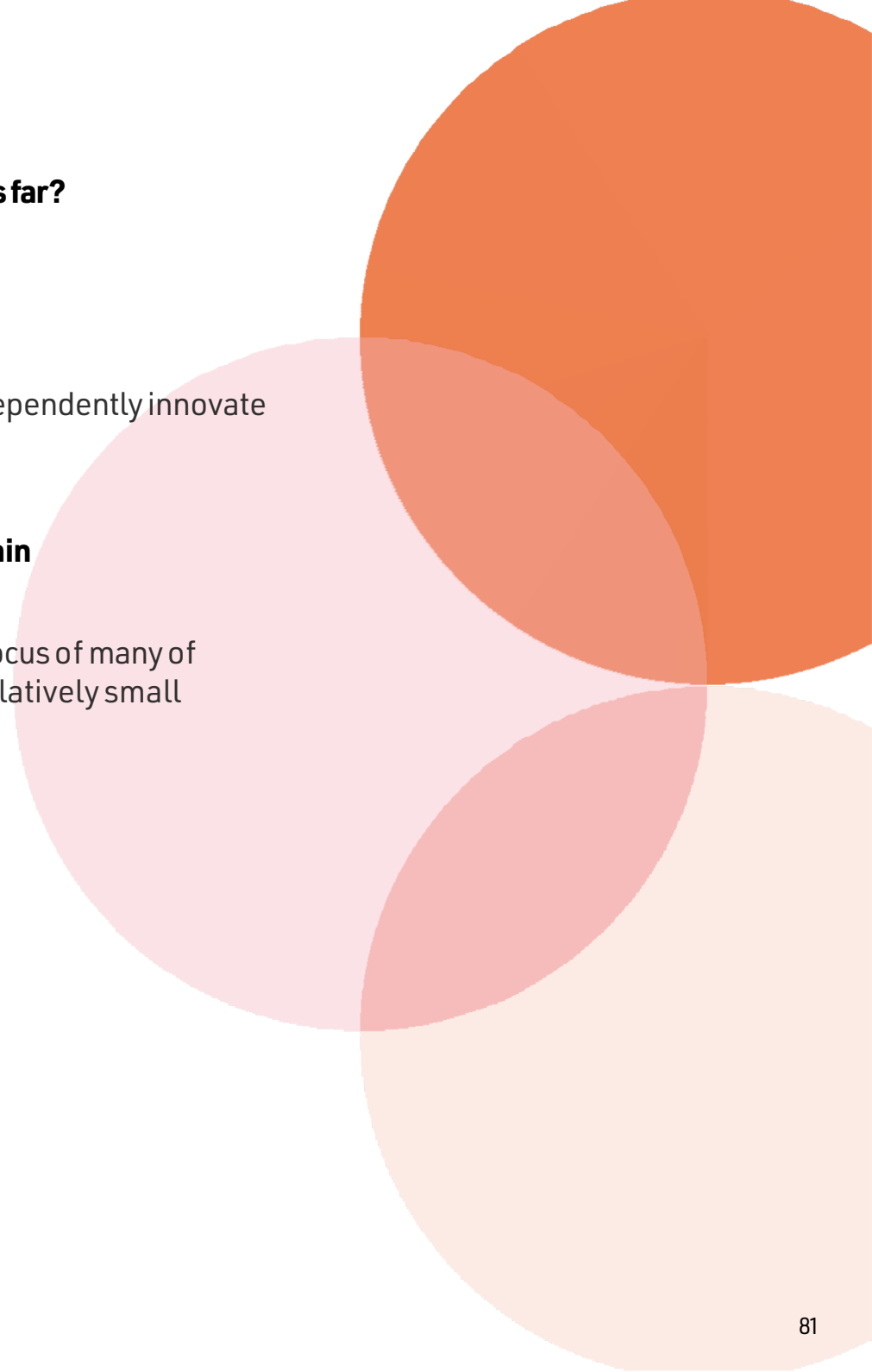
Human capital is the what can drive growth.

What is next on the horizon for you?

We will launch our SaaS MVP in September so to enable companies to independently innovate and impact with the SDGs

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

The supportive ecosystem is definitely a benefit, plus the sustainability focus of many of the companies and consumers. A challenge is the small market and the relatively small focus on investors to invest in impact companies.



EduMode

www.edumode.com

Country: Denmark

When Founded: 2016

Founders Names: Aske Sønderby Knudsen

What problem does your startup solve?

Kids, especially boys are disengaged. Learning isn't fun and active enough. And teachers don't know how to take proper advantage of the technology kids use. Lastly, today's learning games aren't both scalable and quality. As a start, we teach math through an AR powered multiplayer first person shooter. Math is your tool to execute your strategy and the teacher is in full control of the motivation created in this untraditional high paced collaborate learning experience.

What led you to start your company?

Saw the need for better educational games when I worked at a school. Students got "parked" at games without getting a fraction out of what they could have.

How is your company supported?

"Soft money". Public funds: Danish Ministry of Education (Udviklingspuljen, DKK 448K) + Innovation Fund Denmark (InnoFounder, DKK 215K) + Fund for Entrepreneurship - Young Enterprises (Microlegatet). As well as Microsoft Bizspark Plus.



EdTech

Showcasing

What has been the most important learning on your startup journey, thus far?

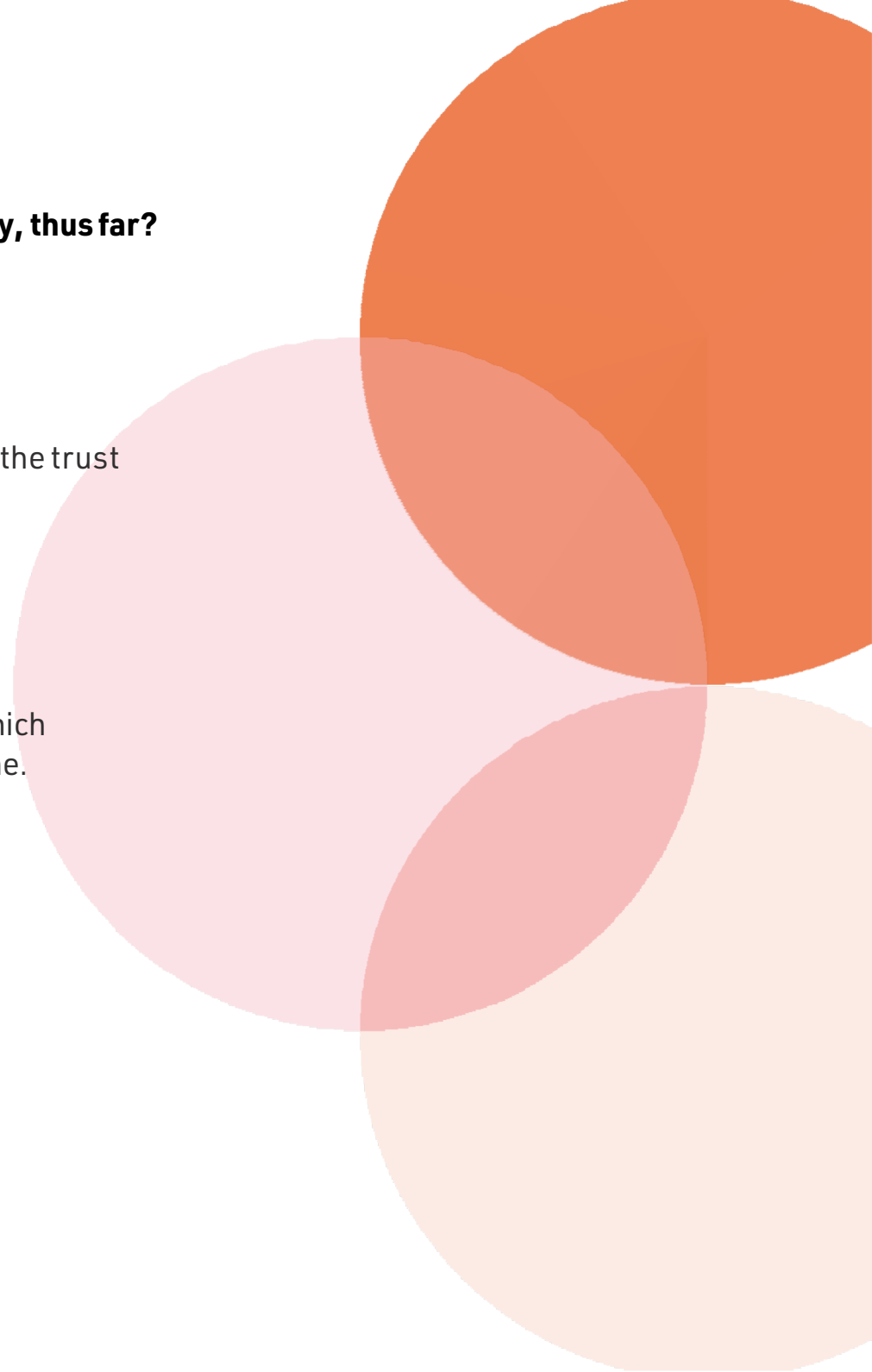
To narrow focus and prioritize.

What is next on the horizon for you?

Getting investment and test out three leap of faith assumptions, to win the trust of major educational publishers.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Great public support, both advice and financial. Great welfare system which allows you and your family to thrive and be safe, even with a small income.



FrontRead

www.frontread.com

Country: Denmark

When Founded: 2013

Founders Names: Merete Blaabjerg Riedel

What problem does your startup solve?

Students are reading less and less, and read in general too slowly. We are not trained to read fast and effectively, with the result that they have challenges overcoming the curriculum. They will also be challenged later in their worklife. The solution is that they implement fluent reading through this training programme, and we can improve the reading skills significantly, create motivation to read, and secure higher grades in reading as well as other subjects in the school.

What led you to start your company?

Working within the field of training adults for more than 25 years, we created a version for schools, which went live in 2015.

How is your company supported?

Private investors and the ITAI Foundation

A graphic consisting of three overlapping circles in shades of orange and red. The top circle is the largest and contains the text 'EdTech Showcasing'. The other two circles are smaller and overlap with it and each other.

EdTech

Showcasing

What has been the most important learning on your startup journey, thus far?

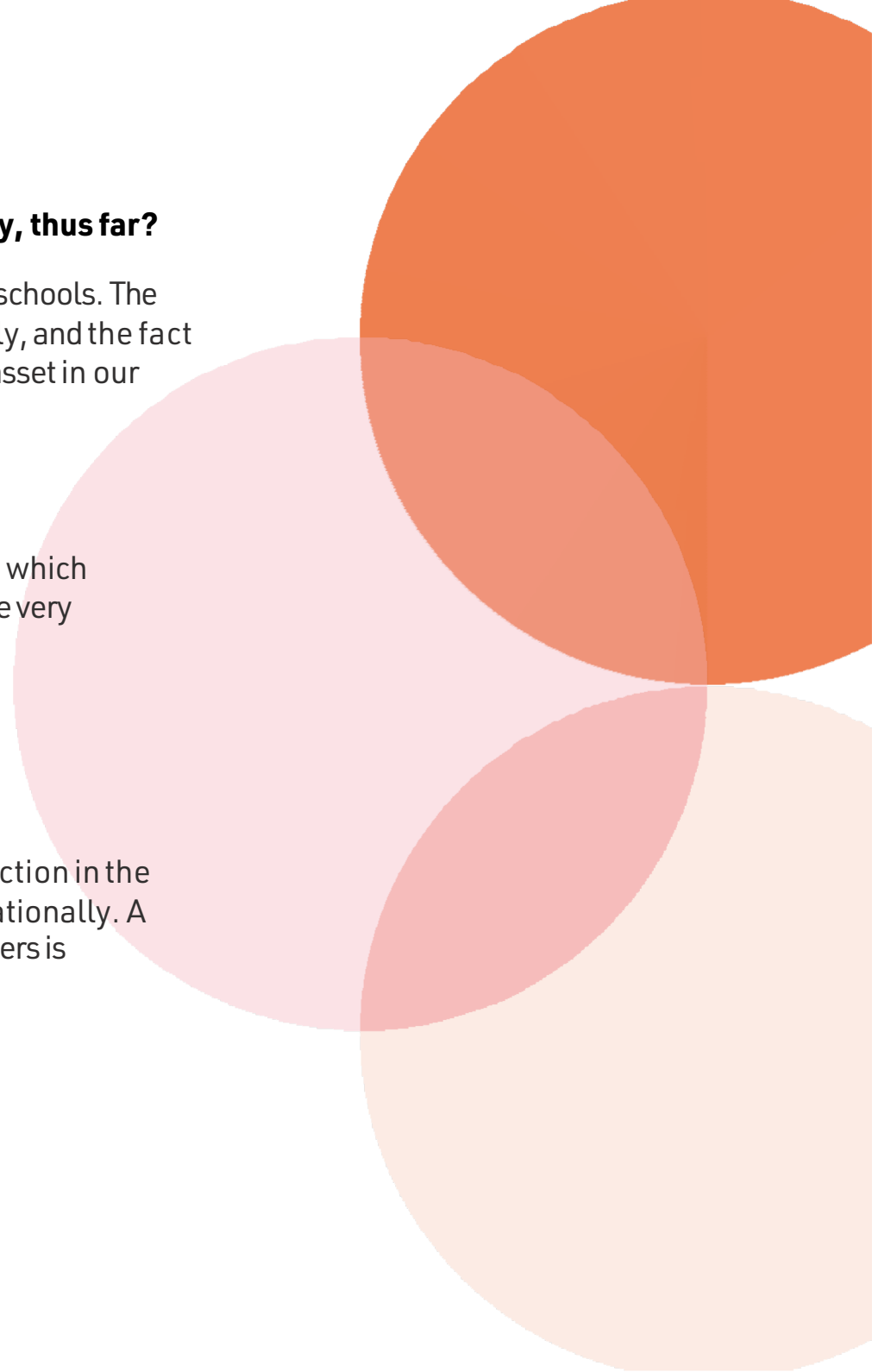
How important it is for FrontRead, that we in 2015 decided to focus on schools. The Danish educational sector is well recognized and admired internationally, and the fact that we have significant traction in the danish schools, will be a great asset in our internationalisation.

What is next on the horizon for you?

Expand internationally. We have fantastic growth potential in Germany, which is the first country to target. Next is Norway. The English version will be very important for us, as it can be deployed globally.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

A great benefit is that, because we are focusing on EdTech and we have traction in the educational sector, we have a natural acceptance of our solution internationally. A challenge is that markets are small, and decision making among the buyers is fragmented and consensusbased."



HeroSight

www.herosight.se

Country: Sweden

When Founded: 2019

Founders Names: Daniel Kindstrand, Daniel Huber, Joakim Andersson & Daniel Pejcinovski

What problem does your startup solve?

First responder professions need to deal with emergency care. As practical and drill training in the field is heavily dependent on resources including props, actors, a limited access to resources poses as a hinder to such training. HeroSight's software is based on Augmented Reality that and allows customers to conduct realistic emergency care training at any place and time with minimum preparation and resources.

What led you to start your company?

Previous experience from conflict journalism including participation in several trauma simulations combined with teachings from Lund University's Master in Entrepreneurship and innovation.

How is your company supported?

Our company is currently supported by soft money funding from Almi, LU Innovation, Venture Cup, Health Tech Nordic and further extensive non-financial support from the innovation system of Sweden including senior mentors.



EdTech

Showcasing
Pitching

What has been the most important learning on your startup journey, thus far?

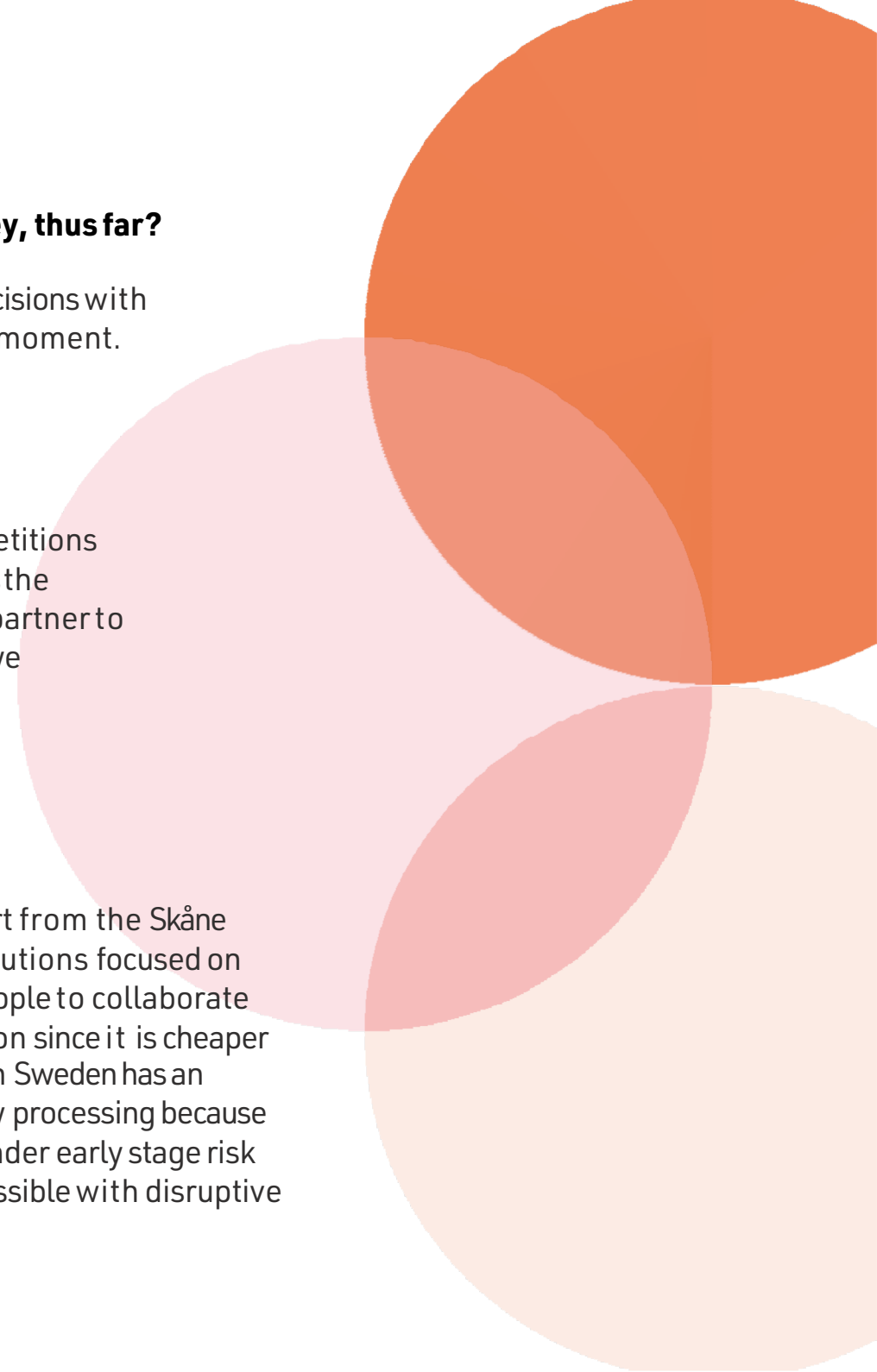
How to navigate in the waters of uncertainty. I have learned to make decisions with the resources at hand rather than to sit around and wait for the perfect moment.

What is next on the horizon for you?

After six months of fast prototype development and progress in competitions such as the Venture Cup, HeroSight is now moving forward with sales as the highest priority. The next step is launching a pilot project with a future partner to further develop our model to better suit customer needs. By doing so we postpone the need for external capital.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Being based in Malmö provides many benefits such as early stage support from the Skåne innovation system. The region has many technical universities and institutions focused on education towards the gaming market which has made it easy to find people to collaborate with. Malmö is at the same time definitely an excellent starting location since it is cheaper to live here compared to larger cities in Sweden and Denmark. Although Sweden has an extensive innovation system it sometimes comes with the price of slow processing because of bureaucracy. Large parts are governmentally funded which might hinder early stage risk taking where speed is needed to make international competitiveness possible with disruptive tech solutions.



LAHU

www.lahu.dk

Country: Denmark

When Founded: 2018

Founders Names: Alexandros Sapounidis, Svetlana Petrova, Aleksanda Novakov

What problem does your startup solve?

LAHU offers a system which will enhance the competency development of teachers using new technology and therefore create a dynamic and fun social learning environment for their pupils. LAHU provides an edutech solution which creates a playful learning environment for every student. It consists of a web platform and wearable devices which can be used for teaching any subject through cooperative games.

What led you to start your company?

Bring education on the next level.

How is your company supported?

EdTech

Showcasing



What has been the most important learning on your startup journey, thus far?

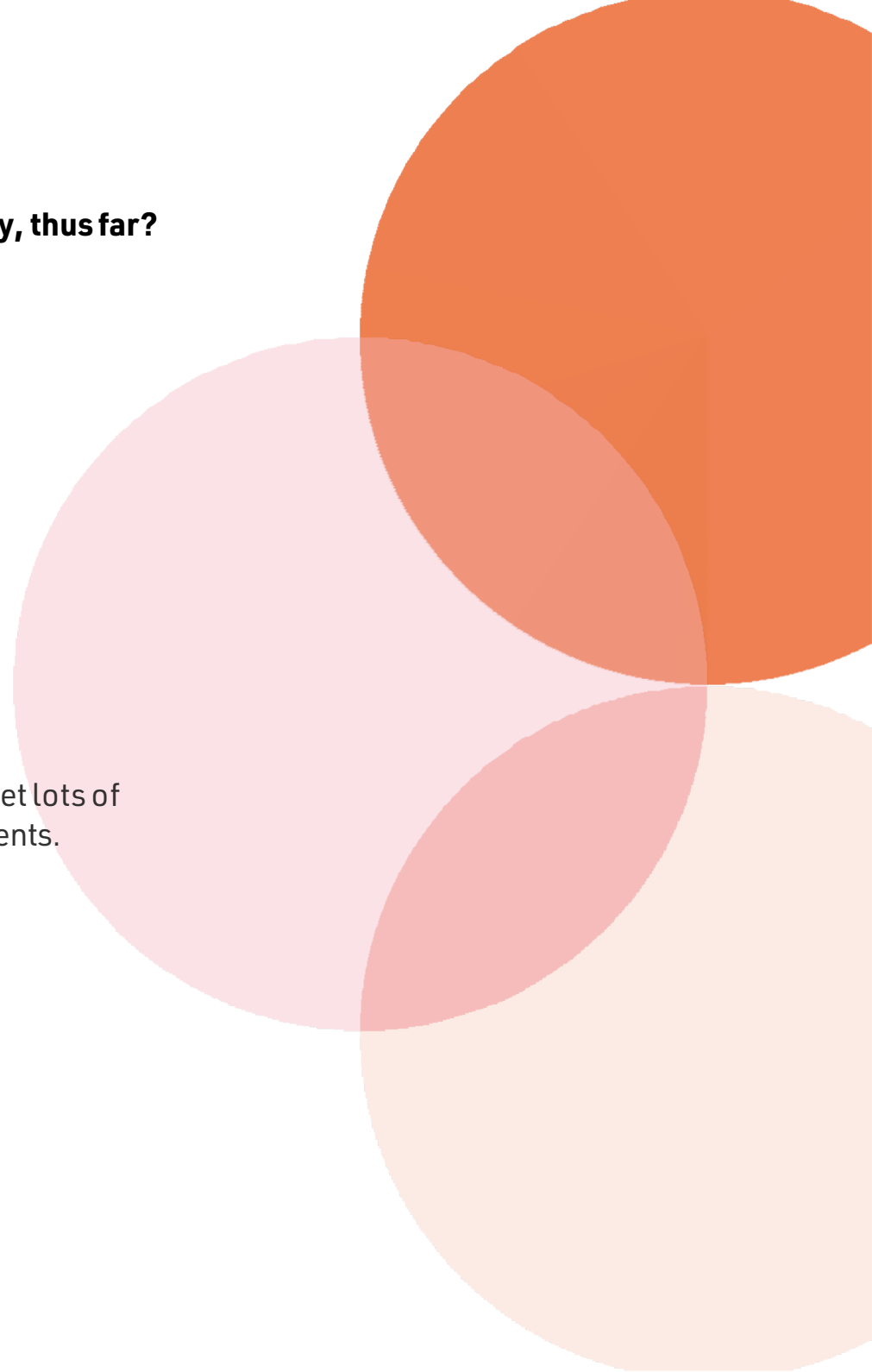
Set clear goals and follow them.

What is next on the horizon for you?

Finish our prototype.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

The start-up environment in the Nordics is very well developed, you can get lots of help starting, but on the other hand there is big competition for investments.



Memorix

www.memorix.dk

Country: Denmark

When Founded: 2018

Founders Names: Hermann Kudlich, Carsten BrinchLarsen

What problem does your startup solve?

Institutions around the world are failing to prepare learners for the complexity of the 21st century, and university students struggle with all the factual information they need to memorize. Memorix is a platform which inspire for content creation, learning and sharing. It will help anchor knowledge with proven and highly effective memo-techniques. It is engaging and easily accessible to allow everyone to create learning content.

What led you to start your company?

Outdated educational systems and needs for lifelong learning

How is your company supported?



EdTech

Showcasing
Pitching

What has been the most important learning on your startup journey, thus far?

Our mission inspired people to work with us for free. The shared passion and interest are constantly leading to amazing results at an unbelievable speed.

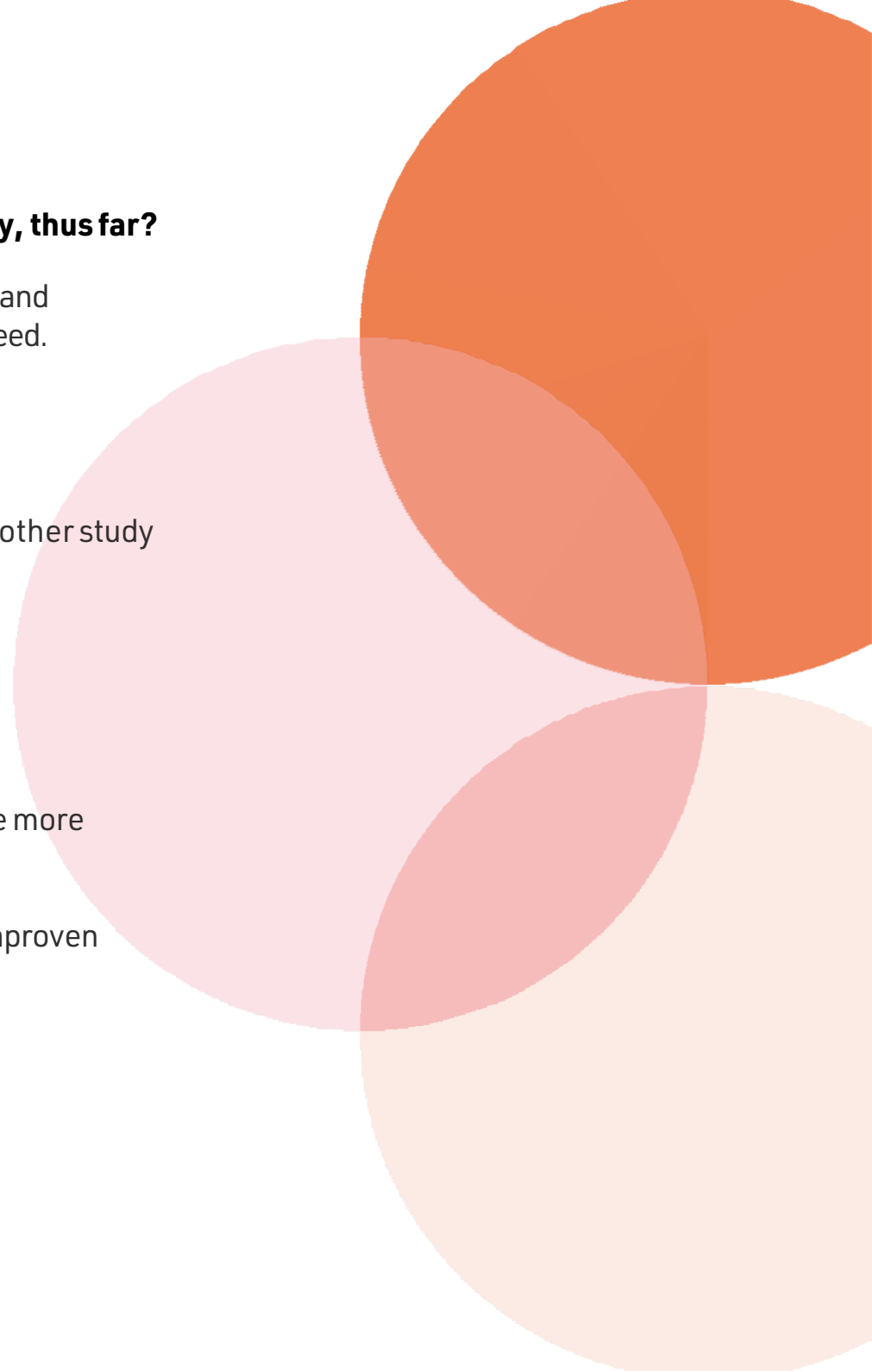
What is next on the horizon for you?

Scaling to all medical universities in the Nordics and then broadening to other study directions.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Main benefits are the open mind towards using new technologies and the more progressive educational systems.

Key challenges are a lower risk willingness and hesitation towards the unproven from investment side.



VitaSim

www.vitasim.dk

Country: Denmark

When Founded: 2018

Founders Names: Rune Overgaard Jensen, Eskild Andresen, Anders Winter

What problem does your startup solve?

Interest from institutions in using virtual reality for education and research is increasing exceptionally fast. However, it's expensive for them to pay consulting companies to create content and alternatively time consuming to build it themselves. Our platform allows educators & researchers to easily create virtual learning environments, lectures and hands-on demonstrations directly in VR. The "lessons" are available for students on different mediatypes and can be licensed to other institutions.

What led you to start your company?

Frustration with current educational tools and structure!

How is your company supported?

Bootstrapped through soft-funding, grants and goodwill ;)

A graphic consisting of three overlapping circles. The top-right circle is orange and contains the text 'EdTech Showcasing'. The middle-left circle is light pink. The bottom-right circle is light orange. The circles overlap in the center and at the intersections.

EdTech

Showcasing

What has been the most important learning on your startup journey, thus far?

We choose to make all our products evidence based from the beginning and perform research during each project. The findings from two research projects led us to pivot our startup!

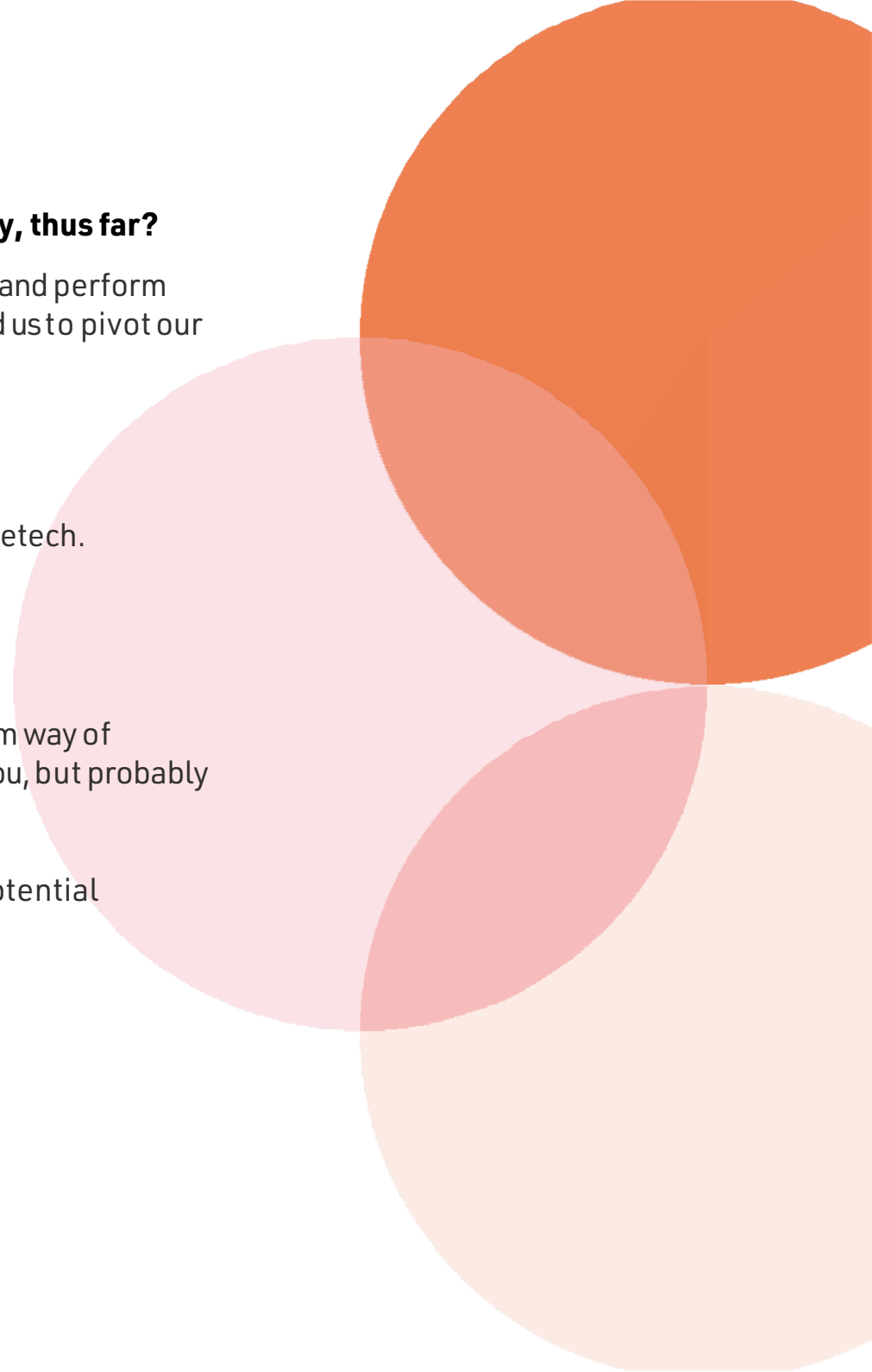
What is next on the horizon for you?

Setting up a collaboration with the Danish Knowledgecenter for Wellfaretech.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

People are open to collaborate - they are true to the "startup ecosystem way of business": If I help you I may not get something in return directly from you, but probably from someone else!

Challenges: Everything is small compared to i.e. USA - potential users, potential revenues, funding and grants.



eAgronom

www.eagronom.com

Country: Estonia

When Founded: 2016

Founders Names: Robin Saluoks, Stenver Jerkku

What problem does your startup solve?

Soils are disappearing because of bad farming practices. Best cereal farmers are 3x more efficient than the average. Re-sellers and middlemen earn a lot of money and have caused this situation. Farmers pay for our ERP to manage their farm. We get exclusive data about their business and build AI on top of it. Farmers buy all they need via our marketplace.

What led you to start your company?

Robin made a software for his father's farm. 3 years later more than 1% of EU grain land is managed via it - doubling each year.

How is your company supported?

Over 50 farmers have invested more than 1meuros into eAgronom
Angel investors who have founded Estonian most successful SaaS company - Pipedrive.
VCs who have invested into companies like Bolt (Taxify), Cleveron, Verif, etc.

GovTech

Showcasing

What has been the most important learning on your startup journey, thus far?

Environmentally friendly activities bring the biggest profits in farming. For example farmers who "harvest" CO2 from air and turn it into soil make in average way bigger profits than other farmers.

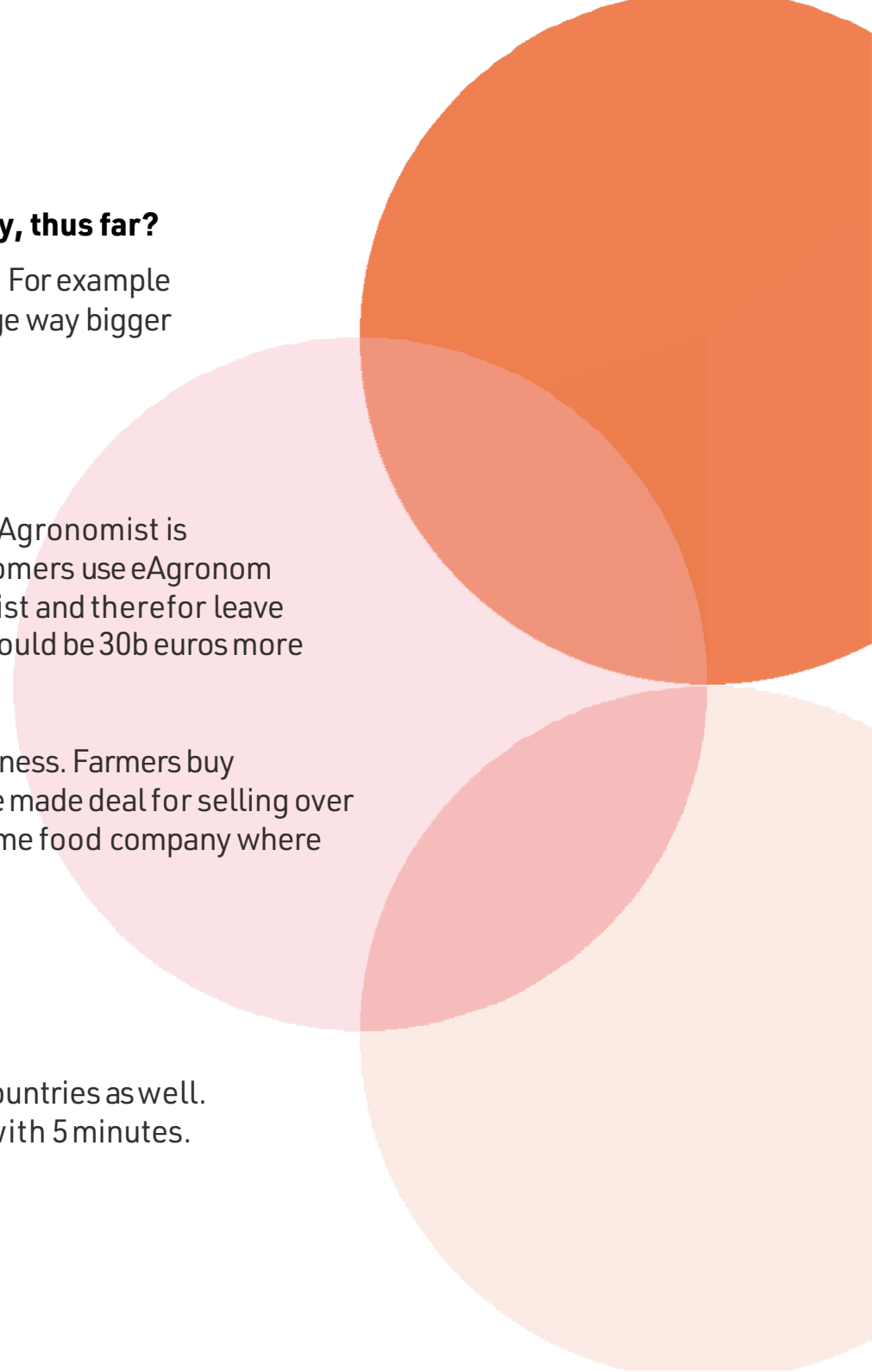
What is next on the horizon for you?

We started with AI Agronomist and eAgronom Marketplace services. AI Agronomist is independent data based agronomical advisory service. Most of our customers use eAgronom software to manage their farm. Some of these farmers use AI Agronomist and therefore leave some of the decision making to us. North-America and Europe farming could be 30b euros more efficient with data based decisions.

eAgronom Marketplace brings efficiency and transparency into agribusiness. Farmers buy products via re-sellers today, but we will give them alternative. We have made deal for selling over 300 used tractors via eAgronom. Next goal is to get agreement with some food company where we could directly sell grain that our farmers produce."

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Our HQ is in Estonia and we have established subsidiaries in many other countries as well. Estonia is only place we know, where it's possible to establish company with 5 minutes.



FoodDocs

www.fooddocs.com

Country: Estonia

When Founded: 2017

Founders Names: Katrin Liivat, Karin Repp

What problem does your startup solve?

Food safety system is mandatory for food dealing companies but process of staying on top of various food safety regulations and ensuring their compliance is cumbersome and bureaucratic. As a result, the companies struggle and do not have visibility. FoodDocs helps food businesses to create and manage compliant food safety plan really quickly and easily. Customer can always be sure that his and his suppliers food safety is compliant. Provides transparency through the value chain.

What led you to start your company?

I am a food technologist from TalTech University and I have 15 years experience in food industry. I have dealt with food safety as an employee and entrepreneur and seen that process of staying on top of various regulations and ensuring their compliance is cumbersome and bureaucratic. As a result, the companies struggle and do not have visibility. FoodDocs helps food businesses to ensure that food safety documents are always compliant with the law and meet all legal requirements.

How is your company supported?

Our startup has gained more than 80k grants and prizes and 300k investment by VCs and angels.

GovTech

Showcasing

What has been the most important learning on your startup journey, thus far?

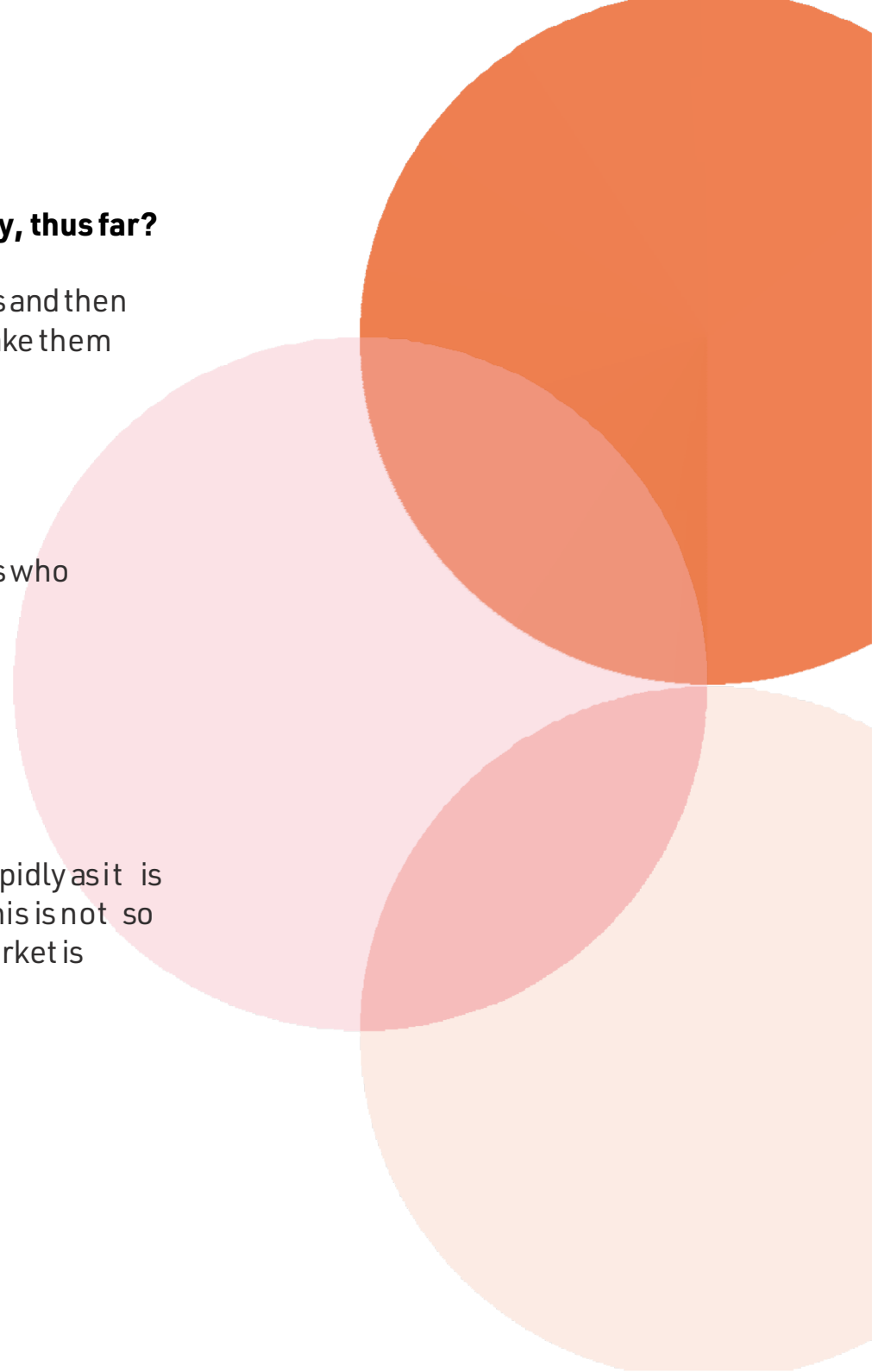
Listen to your customers! Do not develop a product in cellar for 2-3 years and then go to your customer. Make as many customer interviews as possible, make them pay in front and then start to develop :)

What is next on the horizon for you?

To be food safety standard tool for the whole world. All food businesses who want to start sales or export, use FoodDocs program to manage their compliance documents.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

As Estonia is such a small country, it is very hard to grow your business rapidly as it is needed. The only way is to go right away to other bigger countries, but this is not so cheap anymore. At the same time, to validate your product, Estonian market is perfect.



OriginalMyBlockchain

www.originalmy.com

Country: Estonia

When Founded: 2018

Founders Names: Edilson Osorio Junior

What problem does your startup solve?

Authenticating identities, signatures and digital content, we provide the next generation of worldwide trust for e-governance, saving time and fighting against the bureaucracy, paperwork and fraud. We created a global alternative for authenticating people, issuing a decentralized Blockchain ID. People can now manage own assets, like home, car or certs, can e-voting globally, sign documents, auth on platforms without passwords or filling forms.

What led you to start your company?

The bad bureaucracy and electronic frauds are a hassle to be tackled. They take money and people's time, and the solution is a reliable and trustful e-Governance.

How is your company supported?

Private investors.



GovTech

Pitching

What has been the most important learning on your startup journey, thus far?

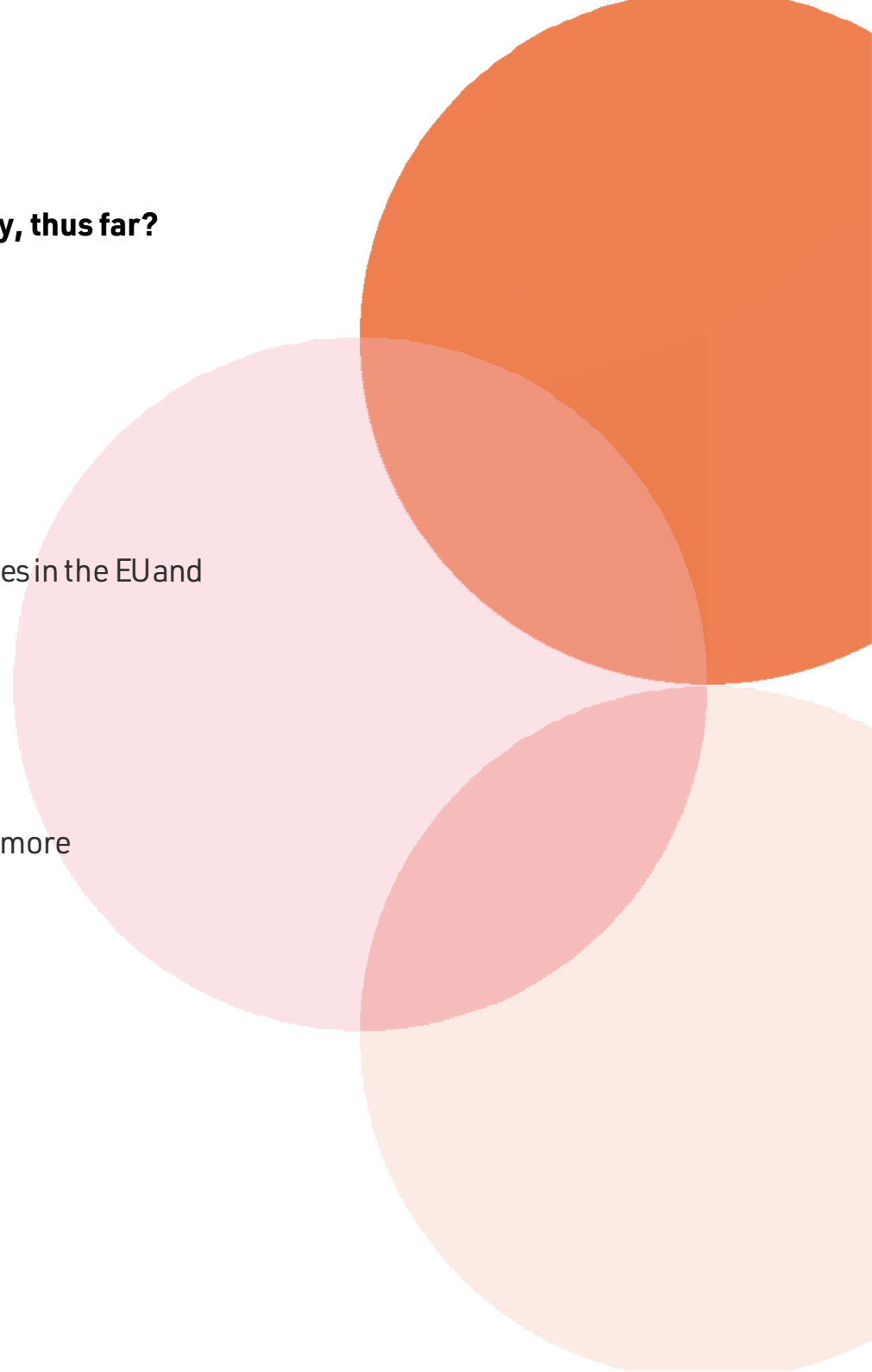
- Social impact sometimes takes time and it is important to be resilient.
- Establish good partnerships, that kind that will boost you.
- Good team culture is game changing.

What is next on the horizon for you?

Having the BlockchainID being widely used for solving e-Governance issues in the EU and making a digital transformation for people.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Sometimes the investing ecosystem is early stage and it drive us to spend more efforts to find the correct investor.



Anyware Solutions

www.anyware.solutions

Country: Denmark

When Founded: 2015

Founders Names: Morten Bremild and Jan H. Christiansen

What problem does your startup solve?

Anyware solves the need of Insurance, Energy and Telecom providers to create new digital revenue streams with Value Added Services and the use of Customer Analytics based on the award-winning Anyware Smart Adaptor as the key 'Data Collector'. We offer a unique end-to-end Customer Engagement Platform for B2B2C partners based on the world's smallest and smartest IoT device for seamless installation in the lamp, which collects IoT data and enables Smart Living-as-a-Service for the homeowner.

What led you to start your company?

Smart Home and IoT solutions today are designed for the few early adopters in the market (which accounts for only 16% of people), and we wanted to democratize the digitalization of our lives and homes by simplifying the whole Smart Living experience for everyone

How is your company supported?

We are today backed by Business Angels and have also received innovation grants for a total of EUR1.8M

CleanTech

Showcasing
Pitching

What has been the most important learning on your startup journey, thus far?

That being a tech startup without brand recognition makes it harder than expected to get attention and win business from both professional partners and private consumers (and we expected it to be extremely hard, take extremely long, but that it was based on a rational decision-making process, after all, which it is not)

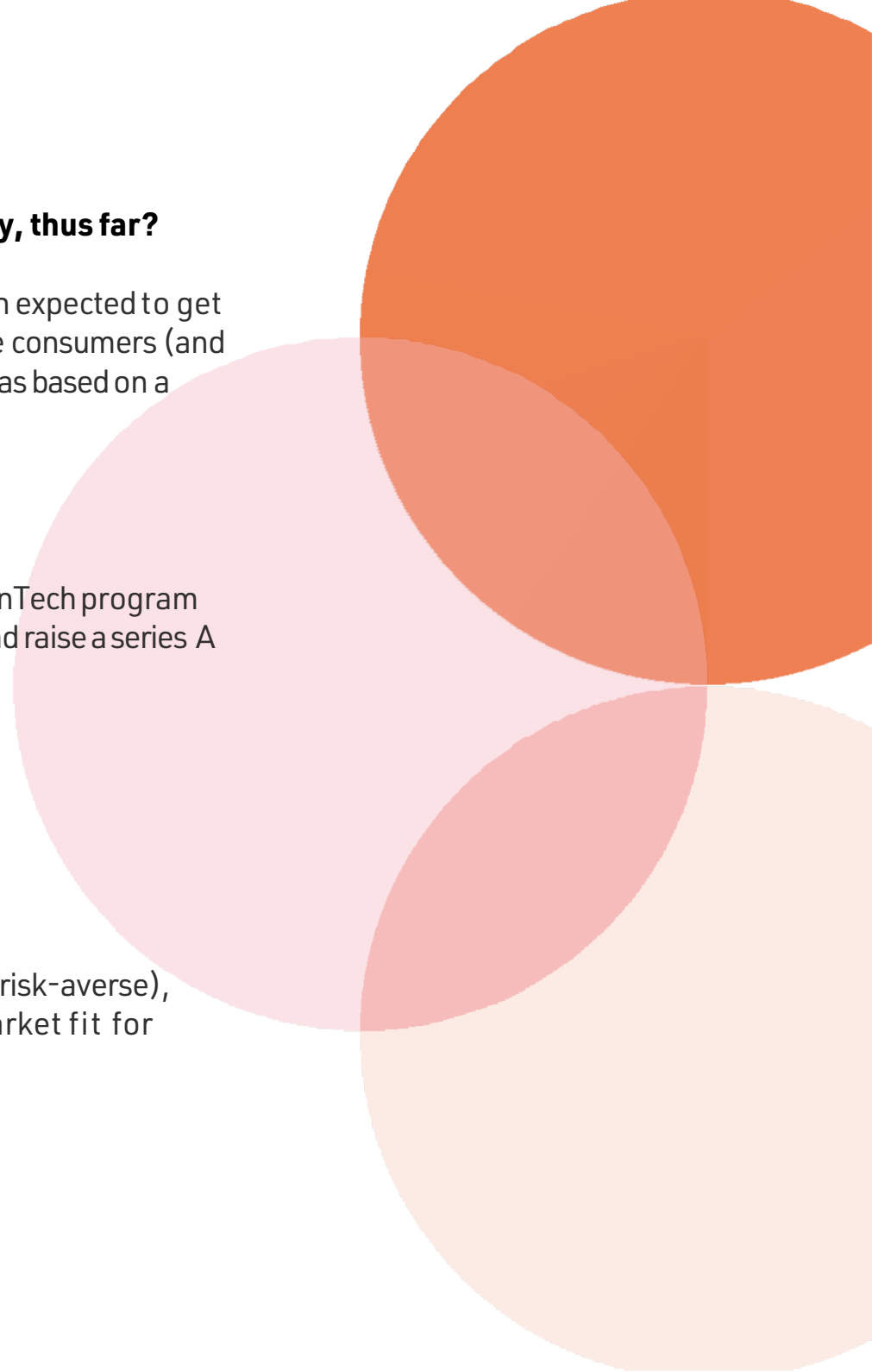
What is next on the horizon for you?

We are finalizing some important deals, while we participate in the UrbanTech program and secure a bridge financing by 2019; horizon-wise, we aim to go to US and raise a series A funding round there

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Main benefit: Access to soft capital/grants

Main challenge: General corporate and investor sentiment on risk (being risk-averse), and, even for early-stage investors, requirements of proven product/market fit for scalability before investment (always either too early or too late)"



CLIMAID

www.climaid.dk

Country: Denmark

When Founded: 2017

Founders Names: Søren Andersen, Kenneth Jakobsen

What problem does your startup solve?

Employees in openplan offices have no data on the indoor climate, so they control this by their perception of it. This means either it is not controlled or/and that some people are dissatisfied. Both "solutions" leads to a poor indoor climate. Our software product, CLIMAID Insight, is an analysis tool that collects data on the indoor climate and turns it to health, well being and good economy.

What led you to start your company?

A phd study at DTU Civil Engineering.

How is your company supported?

Bootstrapped and public capital from Innobooster.

CleanTech

Showcasing

What has been the most important learning on your startup journey, thus far?

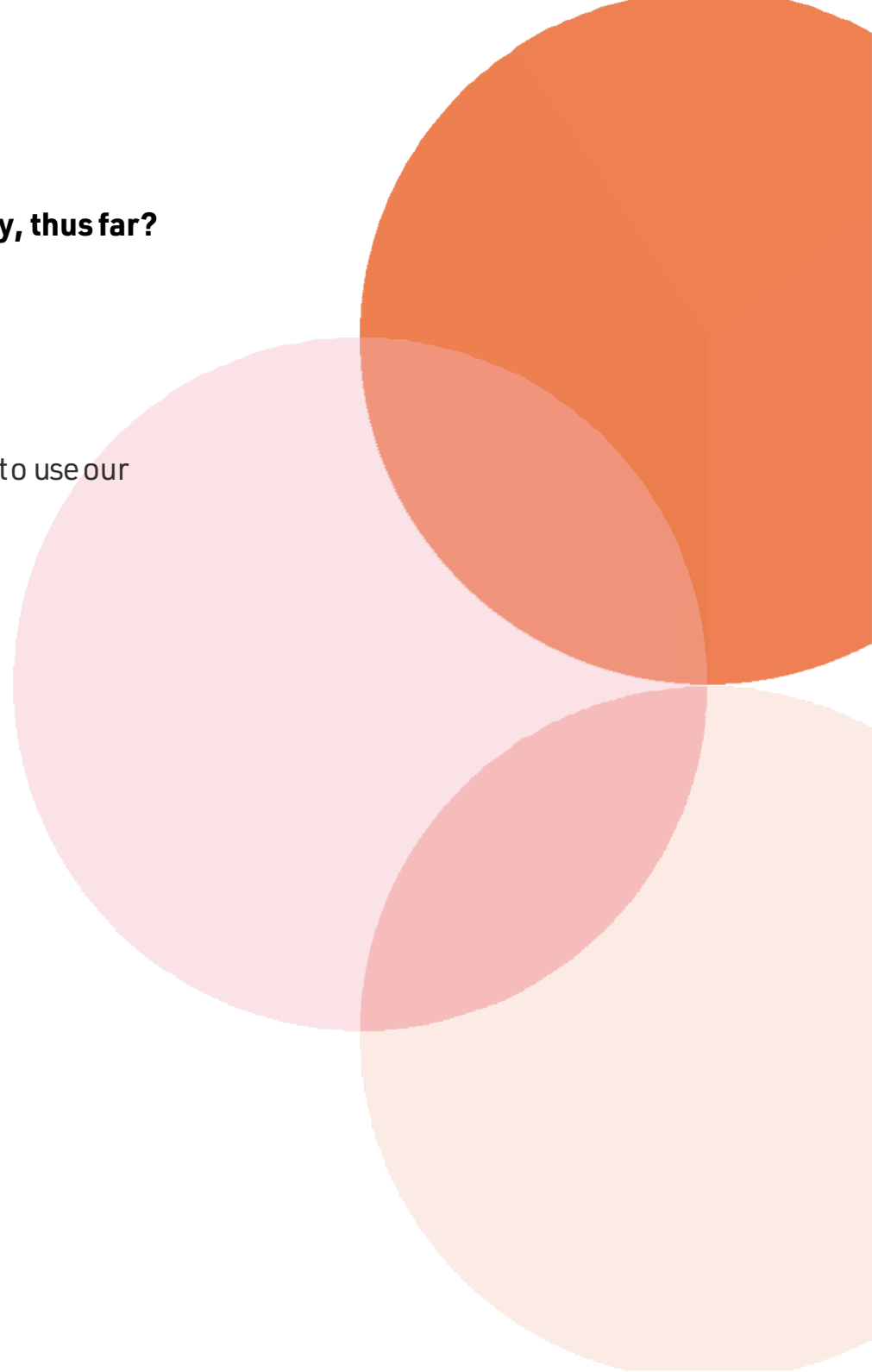
The balance between selling and developing the product.

What is next on the horizon for you?

A collaboration with DTU Compute and getting 8 Danish municipalities to use our platform.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

The community is really eager to help each other.



Flow Loop

www.flow-loop.com

Country: Demark

When Founded: 2016

Founders Names: Simon Kolff and Troels Grene

What problem does your startup solve?

Reducing water and energy consumption from showers while improving comfort.

What led you to start your company?

As a spin off from master thesis in sustainable product design. In the thesis the idea was to reuse the water from the shower to flush the toilet, but then we realized that all the energy to heat the water was lost. So why not reuse it instantly in the shower so app 70% water and energy can be saved.

How is your company supported?

Business angel investment, soft funding.

CleanTech

Showcasing

What has been the most important learning on your startup journey, thus far?

That everything that has not been thought out will go wrong, but that almost anything can be done, it just takes time and requires fiery souls. It takes a lot of hard work to develop a physical product from scratch but now we have a functioning prototype and are gaining a lot of encouraging interest.

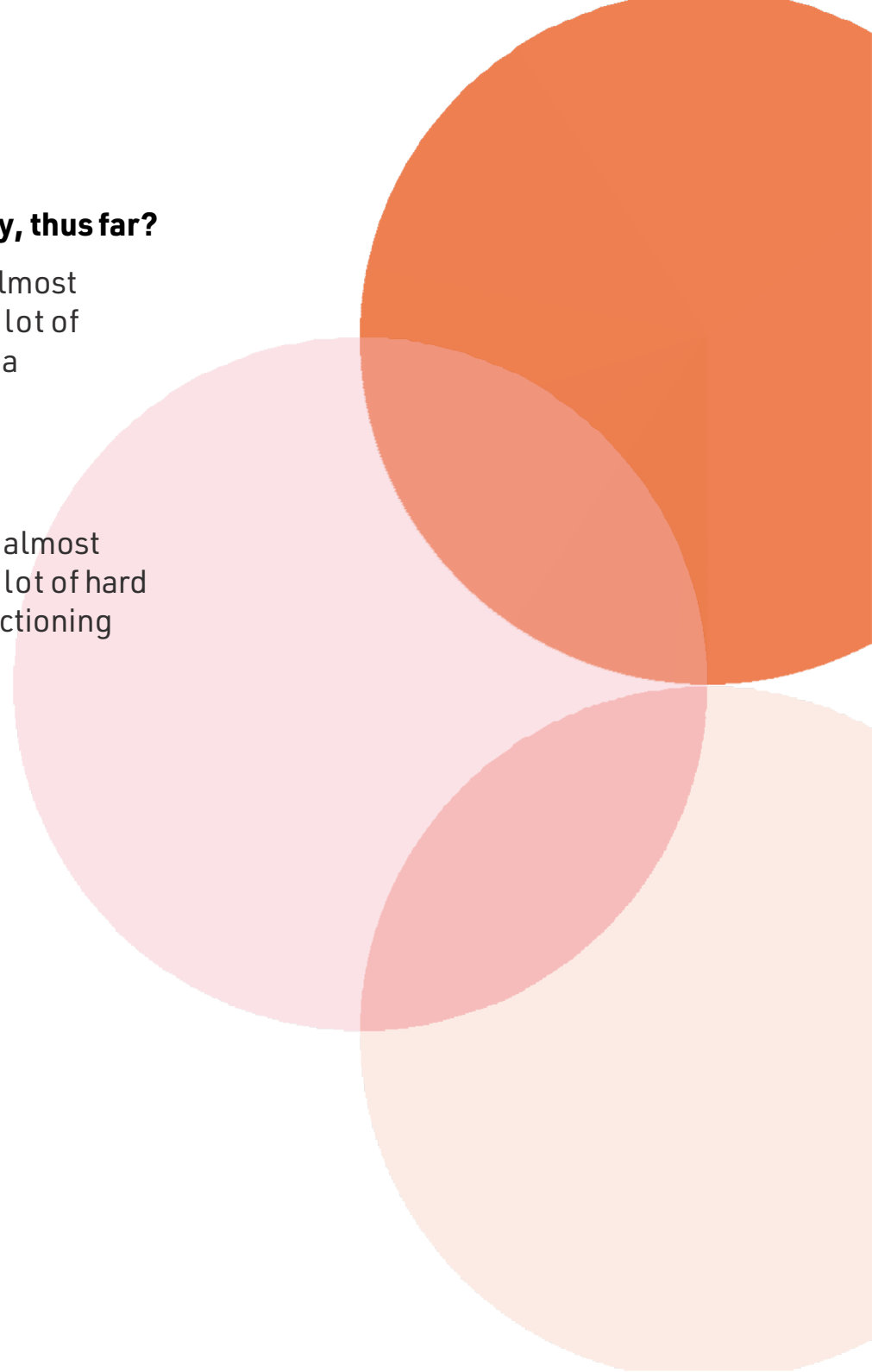
What is next on the horizon for you?

That everything that has not been thought out will go wrong, but that almost anything can be done, it just takes time and requires fiery souls. It takes a lot of hard work to develop a physical product from scratch but now we have a functioning prototype and are gaining a lot of encouraging interest.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Main benefit: Great startup environment, focus on sustainability.

Main challenges: Cost are high.



NoBriner

www.nobriner.org

Country: Denmark

When Founded: 2018

Founders Names: Barney Vajda, Anne Sofie Larsen

What problem does your startup solve?

Desalination has always been plagued its' waste disposal difficulty. Namely, brine hasn't just been killing the local environment, but also has been raising salinity levels of surrounding seawater, thus making future desalination less effective. We make sure to put an end to the continuous harmful discharge of the desalination plants. Doing so, will also enable communities in arid regions to develop their own desalination projects where NoBriner will make sure nothing will damage their lands

What led you to start your company?

We are a spin-off company from the DTU course Hardtech Entrepreneurship. We worked on the project as part of the course and decided to launch the company as we believe it will change the way we harvest water from saline sources.

How is your company supported?

We are a spin-off company from the DTU course Hardtech Entrepreneurship. We worked on the project as part of the course and decided to launch the company as we believe it will change the way we harvest water from saline sources.

CleanTech

Showcasing

What has been the most important learning on your startup journey, thus far?

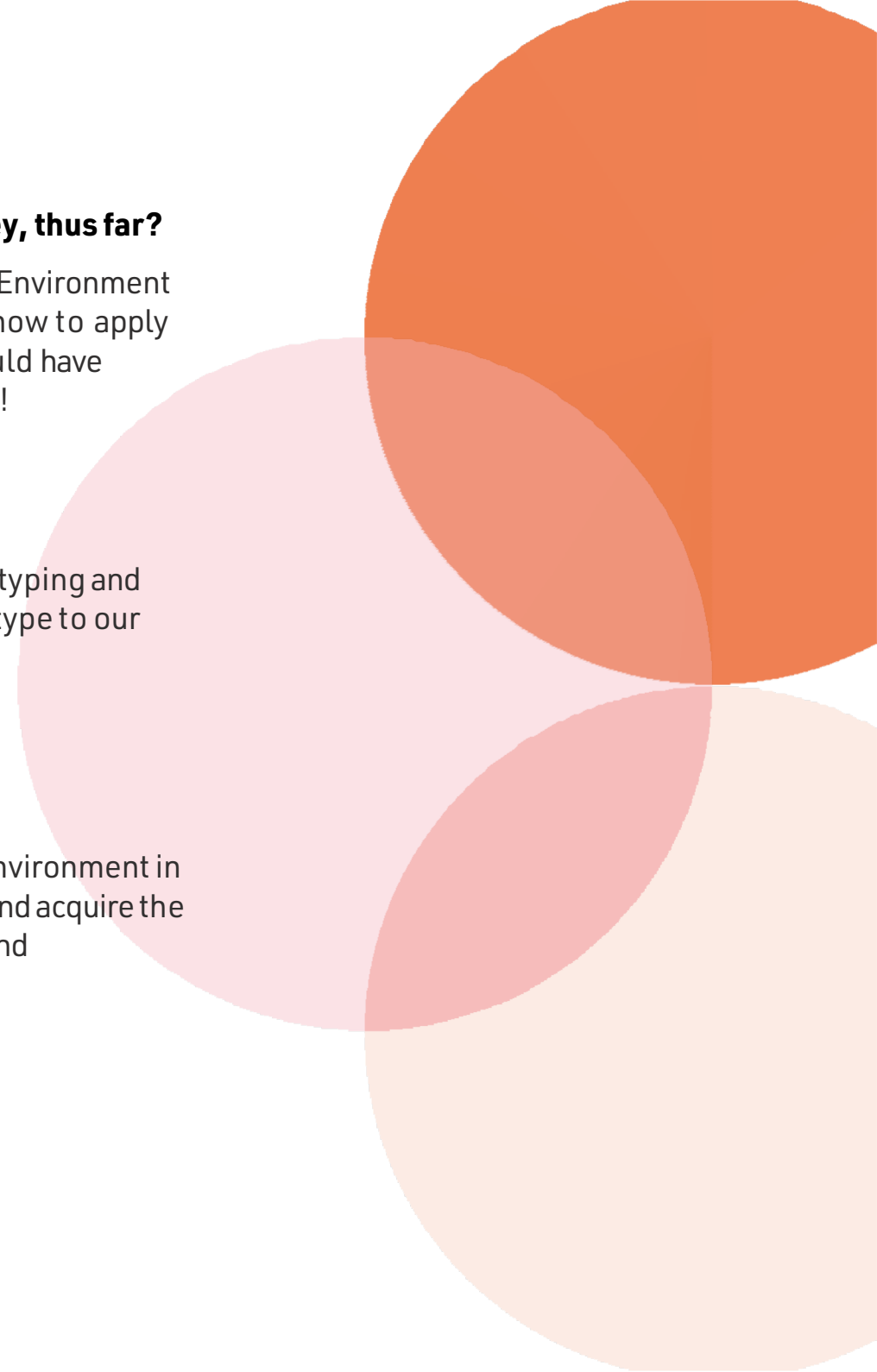
Have been receiving tremendous amounts of help from DTU Water, and Environment helping with research as part of the VIS initiative, and learned a lot on how to apply technology research, as well as the different uses of salt. We never would have imagined just how many different uses of salt exist, other than eating it!

What is next on the horizon for you?

We are currently hoping to accelerate our research to the point of prototyping and field testing. After that we are excitedly waiting for shipping the prototype to our test location in Kakuma Refugee Camp in Kenya.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Openness and the willingness to help. Without the healthy start-up environment in Denmark, it would have been near-impossible to launch the company, and acquire the necessary knowledge. Not to mention the tremendous focus on SDGs and sustainability from all different parts of society.



SUND FORLUFT

www.sundforluft.dk

Country: Denmark

When Founded: 2017

Founders Names: Kristoffer Jensen & Valdemar Østergaard

What problem does your startup solve?

91% of the elementary schools in Denmark and Germany suffer from bad indoor climate. The educators and teachers can not focus on airing out in the every day because they have to teach the pupils. SUND FORLUFT has developed a nudging unit which, through newly developed calculations and technology, visualizes the quality of one's indoor climate and tells one when to vent. It is designed for children to take ownership of their indoor climate.

What led you to start your company?

Engineering project at DTU, Green Entrepreneurship.

How is your company supported?

€200.000 soft-funded for prototyping, product development and testing.

CleanTech

Showcasing



What has been the most important learning on your startup journey, thus far?

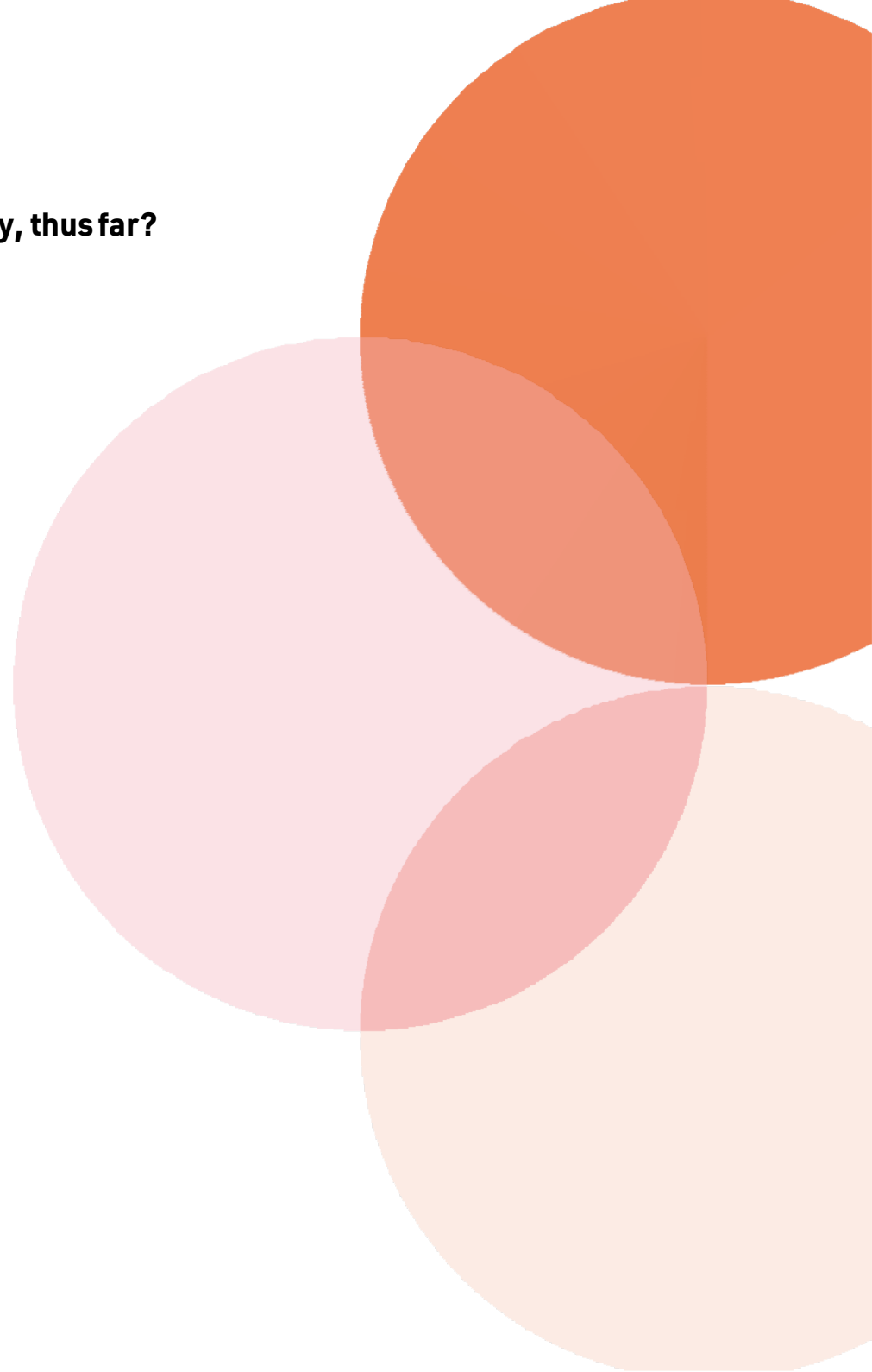
Knowing when to hire external help and actually spend the money

What is next on the horizon for you?

Ramping up the development project of version 2 of our product

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Great public help and great environment of like-minded entrepreneurs within different fields. The challenge is to navigate through the different offers and actually staying up to date with them and still developing your startup.



Vent2U

www.vent2u.dk

Country: Denmark

When Founded: 2015

Founders Names: Lillian Katrine Kofod

What problem does your startup solve?

What led you to start your company?

I want to make indoor living better with my knowledge.

How is your company supported?

Private investors and sponsor.

CleanTech

Showcasing



What has been the most important learning on your startup journey, thus far?

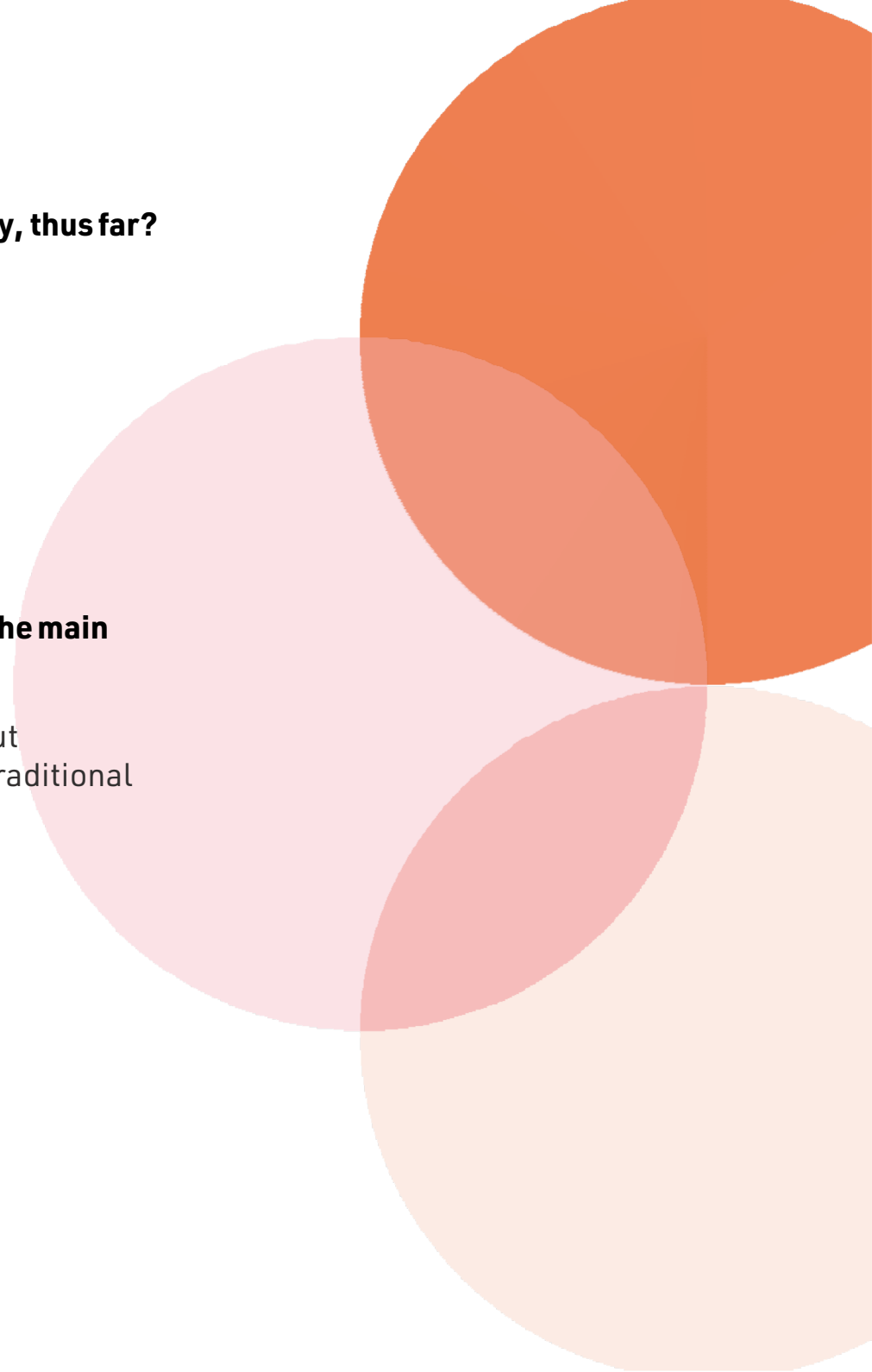
That passion and patience pay off and you shall go for the unik solutions.

What is next on the horizon for you?

Better sleepenvironment.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Clearly, start-up capital and market representatives are willing to try out innovative products. Eventhough they are cheaper and better than the traditional solutions.



ArchitectureQuote

www.architecturequote.com

Country: Denmark

When Founded: 2017

Founders Names: Taylor Ryan, Veselin Velkov, Donatas Adamonis, Paulius Klezys, Marcin Zelent

What problem does your startup solve?

What led you to start your company?

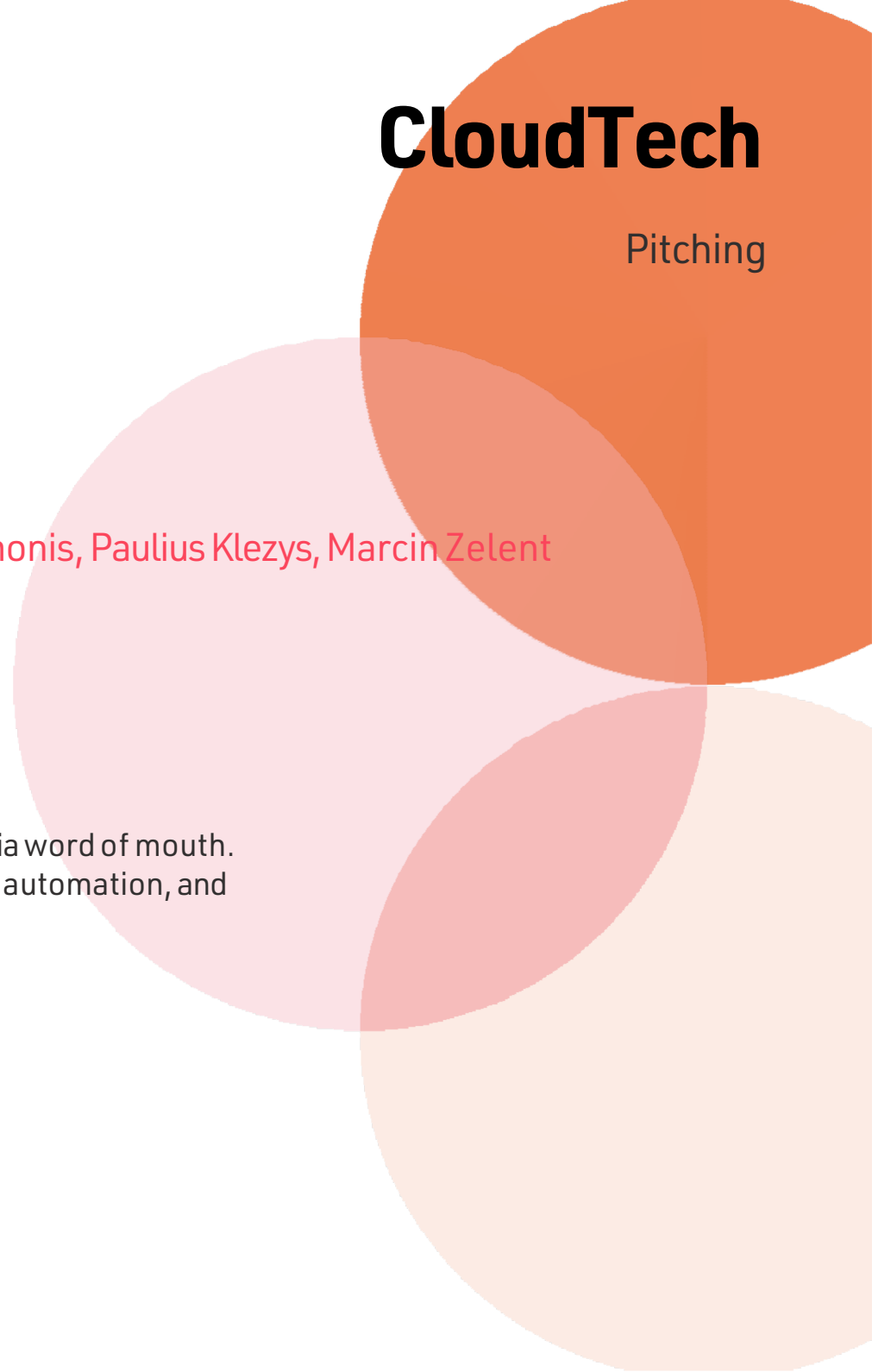
Discovering that the Architecture industry claims get most of its leads via word of mouth. It's one of the last remaining industries nearly untouched by disruption, automation, and optimization in terms of software tools

How is your company supported?

Bootstrapped - personal investment.

CloudTech

Pitching



What has been the most important learning on your startup journey, thus far?

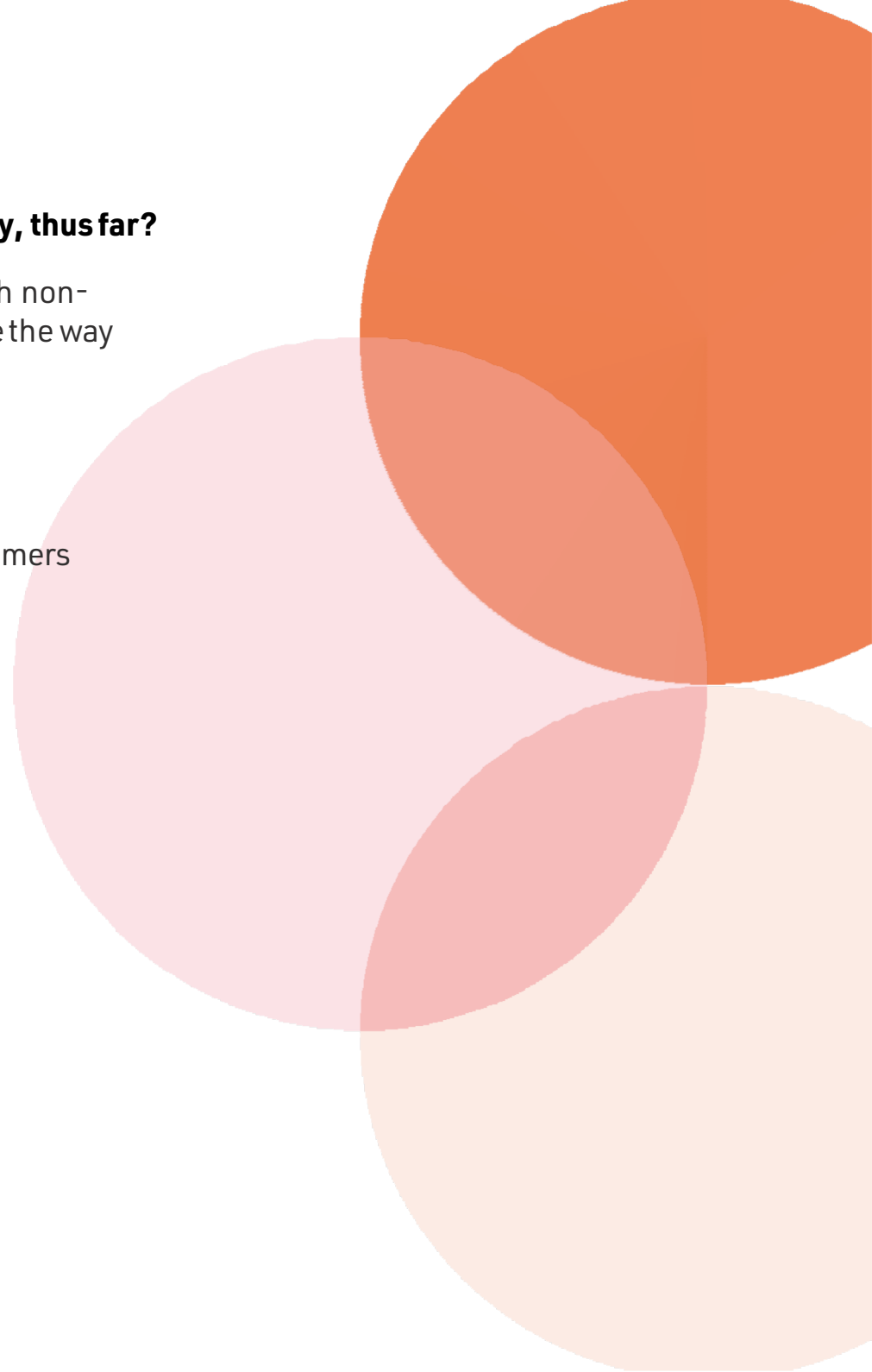
Find the early adopters. When you seek to disrupt an industry filled with non-technical players, there will always be people that don't want to change the way they've operated for decades.

What is next on the horizon for you?

- Adding functionality to our platform and building a vocal base of customers
- Seeking investment to work faster
- Bringing on industry partners"

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

- Strong existing networks and good base for referrals
- Tons of talent with amazing backgrounds



ComplyCloud

www.complycloud.com

Country: Denmark

When Founded: 2017

Founders Names: Martin Folke Vasehus and Hans Peter Vith

What problem does your startup solve?

All Danish and European must comply with the requirements in GDPR regarding the processing of personal data. Compliance includes provision of various legal documents and ongoing control and documentation. With ComplyCloud, ensuring GDPR compliance is easy. ComplyCloud is essentially a GDPR attorney that works 24/7 at a low cost. All documents, advise and controls are included and automated to ensure ongoing and complete compliance with ease.

What led you to start your company?

Dream of creating better, faster and cheaper compliance-solutions and a company with the best team.

How is your company supported?

100% bootstrapped.

CloudTech

Pitching

What has been the most important learning on your startup journey, thus far?

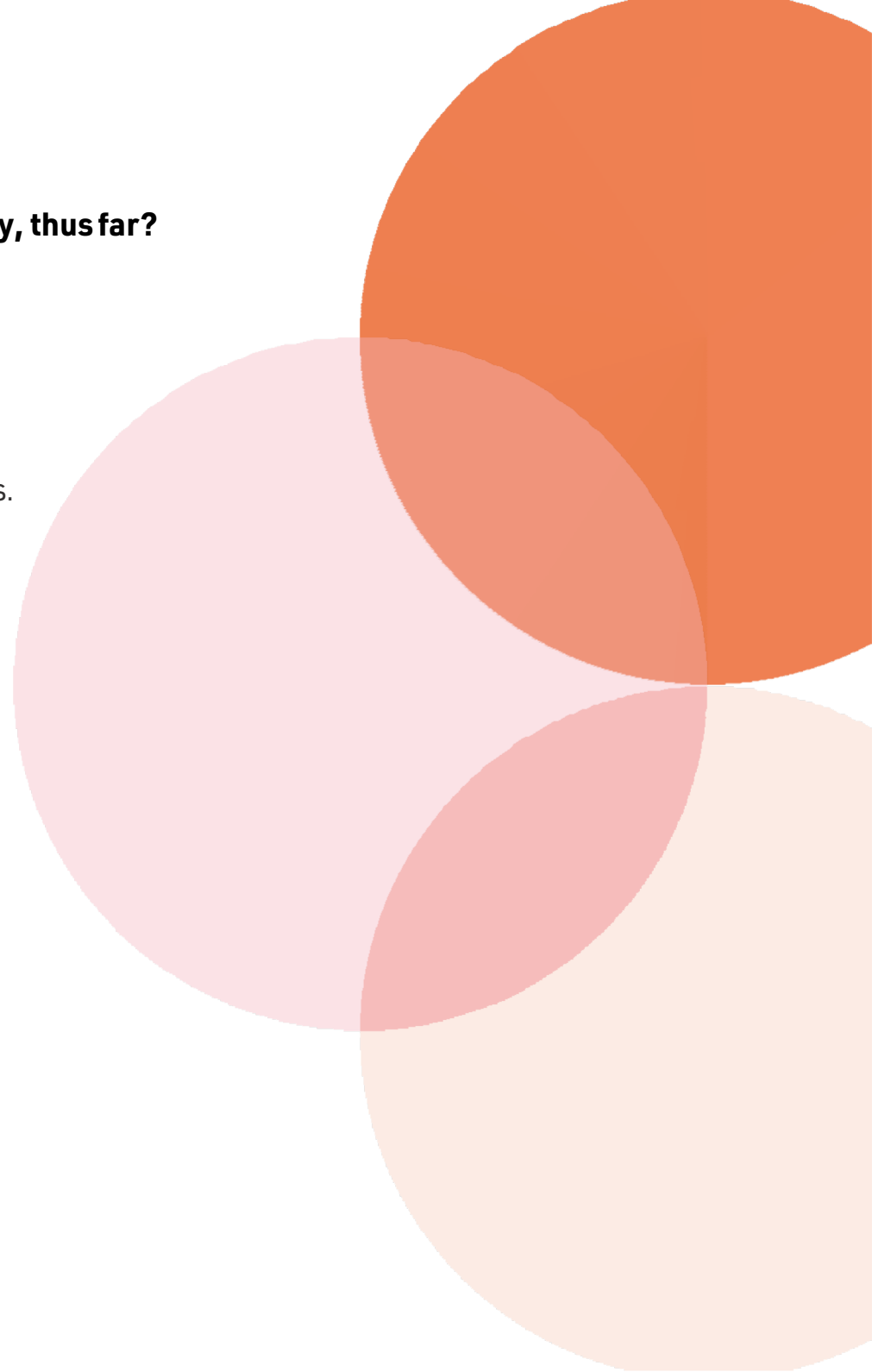
Less is more.

What is next on the horizon for you?

Adding compliance applications to our SaaS suite and keep crushing sales.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Main benefits are the ease to create and administer a company. The main challenge for us is to find new talent.



Low-Fi

www.lowficoncerts.com

Country: Denmark

When Founded: 2015

Founders Names: Anne Dvinge & Stine Hulvej

What problem does your startup solve?

Live music is a \$25bn industry, but it is almost exclusively geared towards the top 5% promoters and artists. Low-Fi empowers the long tail of the industry, creating a platform for the 95%. Low-Fi is a web platform where musicians and hosts collaborate on creating unique diy-concerts that anyone who is a member of Low-Fi can attend. We empower musicians and hosts to make \$\$, while concert goers get to connect with musicians and listen.

What led you to start your company?

A drive to create a more transparent live music economy - and spread more goosebumps in the world.

How is your company supported?

We are funded by private investors and business angels, along with a little public funding that got us to 1.0

CloudTech

Pitching



What has been the most important learning on your startup journey, thus far?

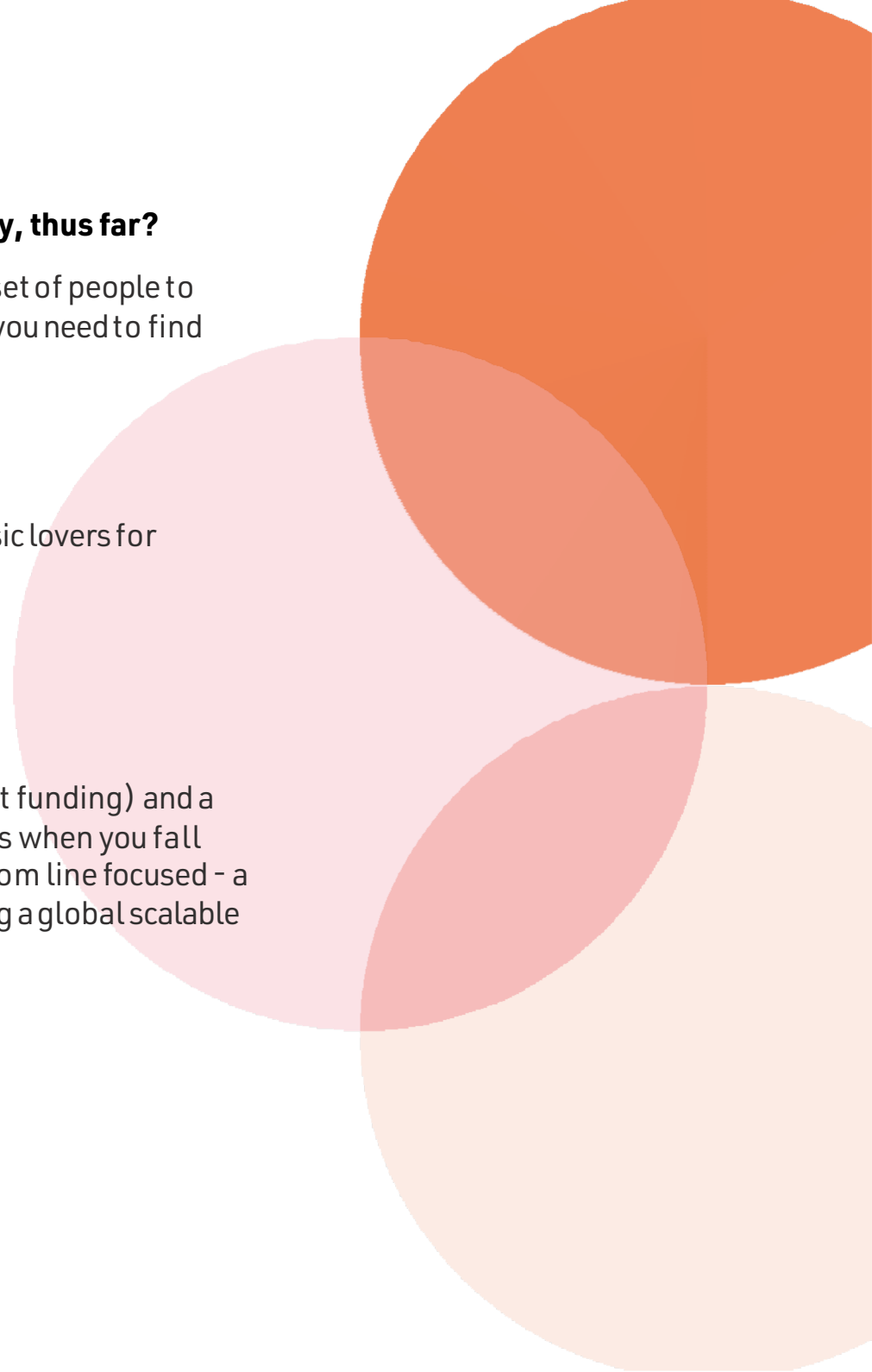
Just one!? How hard - and how absolutely crucial - it is to find the right set of people to move your company forward. And having enough insight to know when you need to find somebody smarter/better/more experienced than yourself.

What is next on the horizon for you?

Building 2.0 with a matchmaking ai that will connect musicians and music lovers for more DIYconcerts

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

The main benefits are the access to strong public resources (and not just funding) and a great community. The biggest challenge is the risk adversity of investors when you fall between very early stage and scale-up. The Danish mentality is very bottom line focused - a tough nut to crack in yourself and among investors when you are building a global scalable business.



TrueTwins

www.truetwins.com

Country: Denmark

When Founded: 2018

Founders Names: Carl Emil Bregnhøj, Ulrik Garde Due, Bo Lidegaard, Mariusz Skronski

What problem does your startup solve?

Brands of high value/luxury physical products face three major challenges:

- How to authenticate their products
- How to verify the sustainability record of the product.
- How to establish a direct digital link to the consumer.

We have build a blockchain based service to provide an easily accessible integrated response to these challenges. It's a simple plug-and-play solution offered to brands through APIs, and SDK and a toolkit of services."

What led you to start your company?

We wanted to find a way to connect physical products with the digital world and brands with their costumers in a way that would strengthen authenticity, transparency and sustainability. We found that blockchain technology allowed us to create a simple and scalable solution.

How is your company supported?

Backed by private investors and the founders.

CloudTech

Showcasing

What has been the most important learning on your startup journey, thus far?

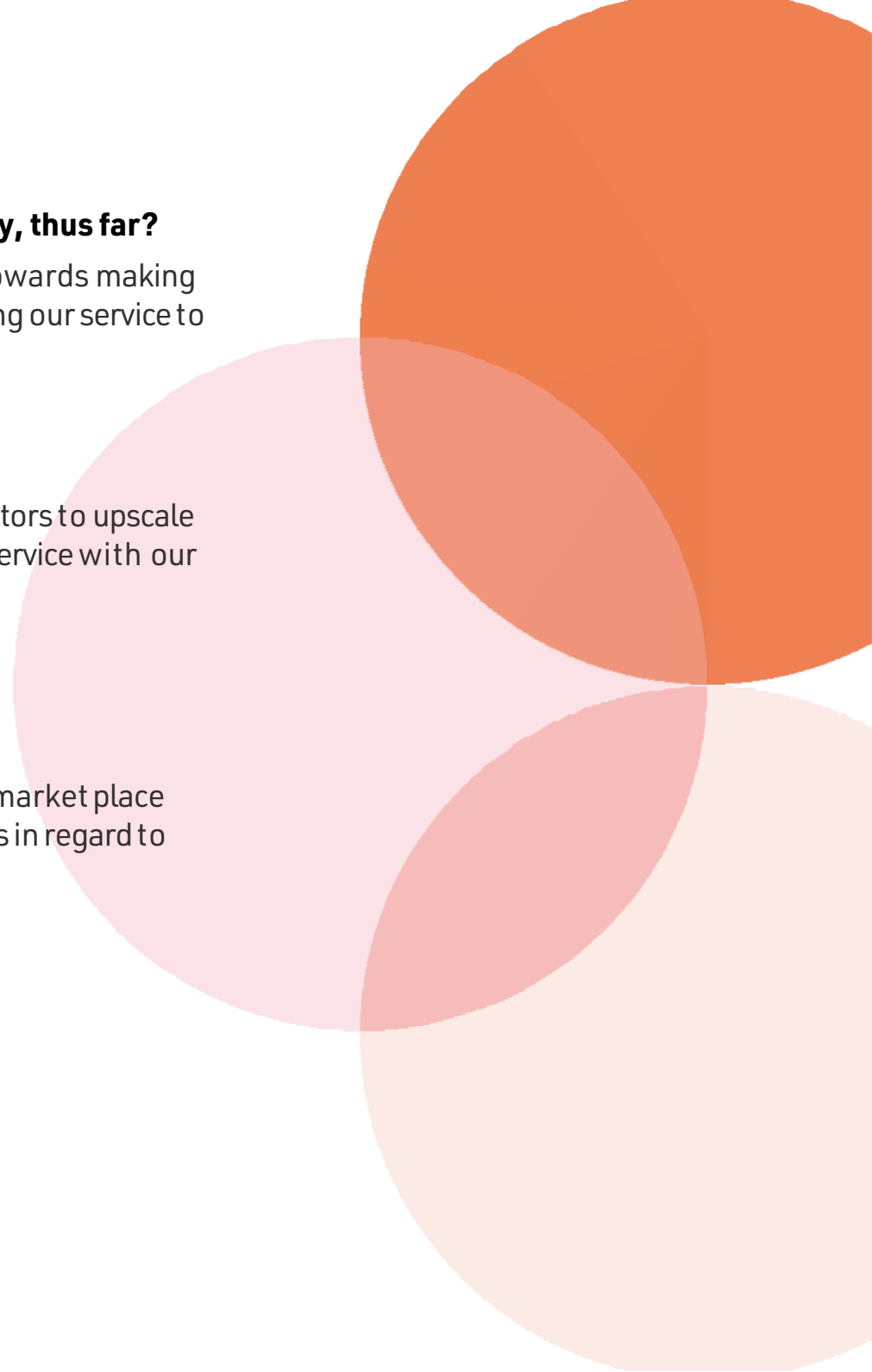
That the development of the technology is only one step on the road towards making major brands adopt the service. We underestimated what it takes to bring our service to the market and get the first pilot brands on board.

What is next on the horizon for you?

We have landed our first pilot customer and we're now looking for investors to upscale both management and the sales operation – while implementing our service with our first pilot brand.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Ultimately, TrueTwins are about sustainability and transparency in the market place – Nordic credentials are cool for both. Challenge really show themselves in regard to fundraising and willingness of high-risk investments.



Ulobby

www.lobby.eu

Country: Denmark

When Founded: 2016

Founders Names: Anders Kopp Jensen & Bertel Torp

What problem does your startup solve?

Political regulation is becoming an increasing threat to organisations & companies globally as new legislation can shut down a business overnight. Ulobby provides all the tools necessary to handle & solve political issues - big or small. Our software provides 'peace of mind' by automating issue tracking and digitizing issue and stakeholder management. Users can increase political influence and minimize political risk. Today much is left to chance, manual work or expensive advisors.

What led you to start your company?

We wanted to strengthen democracy by making it possible for more people to understand & influence politics

How is your company supported?

Private investors, BAs and CAPNOVA.

CloudTech

Showcasing





What has been the most important learning on your startup journey, thus far?

To keep talking to our users every day to make sure we build what they need.

What is next on the horizon for you?

As a B2BSaaS-platform we have now passed 200DKK in MRR and are now scaling to new markets, now we are in Denmark & Brussels, next year we will add Norway & Sweden to the list.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

For us the Nordics is a pretty good litmus test on how the demand in the area of Public Affairs will develop. However, in terms of funding we could use more investors/mini-VCs/VCs with B2BSaaS focus.

Unbiased

www.unbiased.cc

Country: Sweden

When Founded: 2018

Founders Names: Suresh Kumar Tedla, Mahathi Porredy

What problem does your startup solve?

Fake News and misinformation are a complex challenge which is affecting the digital societies today. The complexity is only set to increase with the growth in connectivity and big data. The applications are not designed to be transparent and open. Our solutions address the issues of bias and fake news in 3 steps:

1) By providing tools to build unbiased algorithms. 2) Search Engine presenting public sentiments & insights instead of 100s of links. 3) A social gateway improving data integrity.

What led you to start your company?

The issue of fake news, misinformation propogandas on the Internet combined with Biased News Media and its impact on our societies.

How is your company supported?

Self-Funded, Collaborations and some Revenues.

CloudTech

Showcasing

Pitching

What has been the most important learning on your startup journey, thus far?

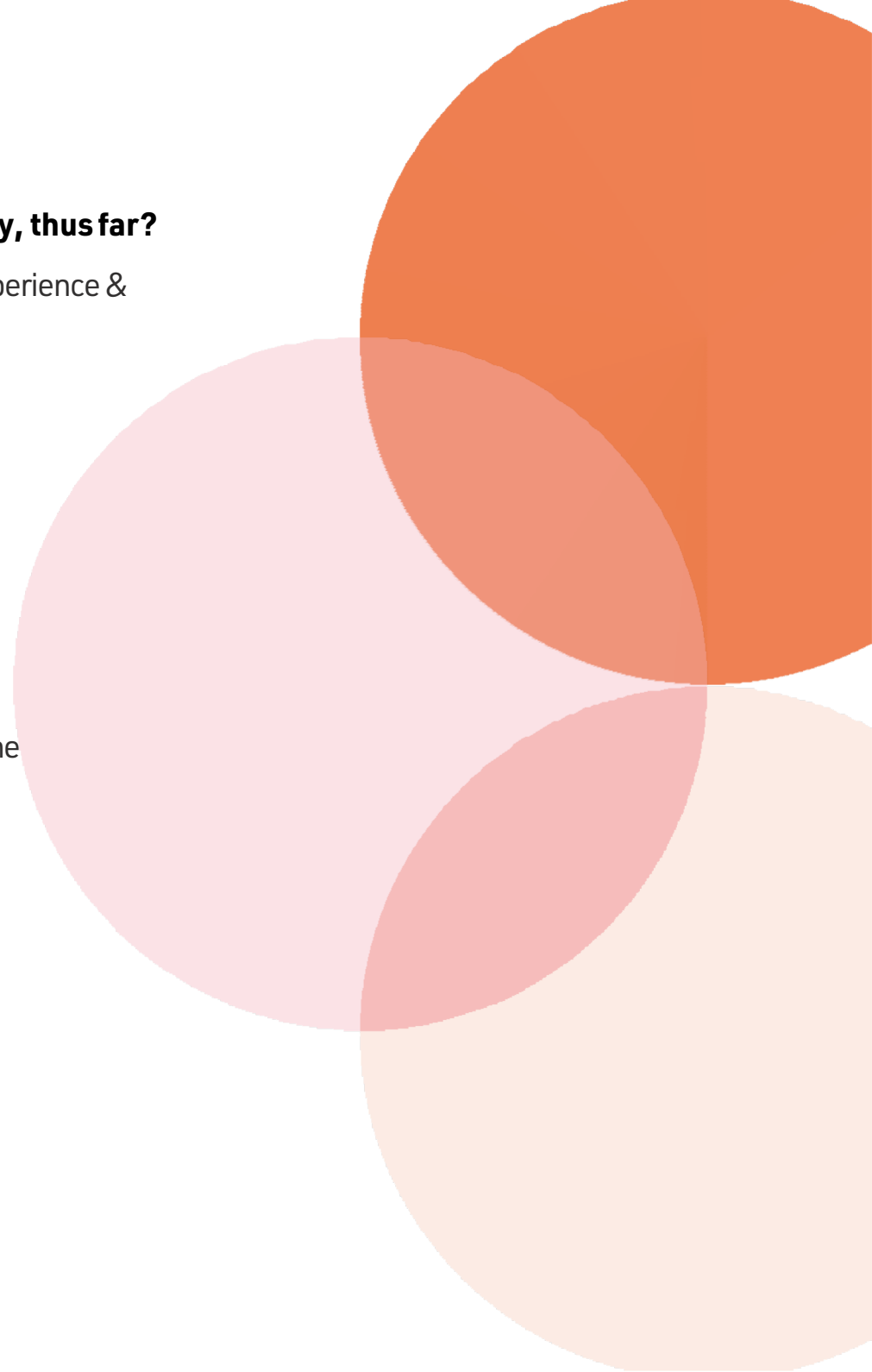
How to build a startup, Clearly defining Why we do What we do, User Experience & Perspectives

What is next on the horizon for you?

Achieving Funding Goals and Successful Launch of our Applications.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

A lot of benefits with public grant supports and the local community. The challenge is the local language and establishing trust.



Whispr AI

www.whispr.ai

Country Denmark

When Founded: 2018

Founders Names: Keith Saft & Hugh O'Flanagan

What problem does your startup solve?

80% of the global workforce is on their feet, reliant on outdated work processes. Using pen and paper checklists after receiving inadequate training, standards begin to fall. Tasks get forgotten. Managers become frustrated; we can do so much better. We take static process and make it come alive. We convert it into interactive voice guidance, creating an expert assistant in the ear of frontline workers. Guided, supported, efficient workers, feeding back data to inform better business decisions.

What led you to start your company?

Working deskless/frontline jobs (like 80% of the world) with productivity and efficiency pressures without any technology to support us. Only 1% of all tech investment goes to 'desktopless' workers.

How is your company supported?

We have investment for SeedCamp, PreSeed Investment, Futuristic and Bose Corporation VC.

CloudTech

Showcasing

What has been the most important learning on your startup journey, thus far?

That technology, particularly voice, can make a meaningful difference in people's worklife.

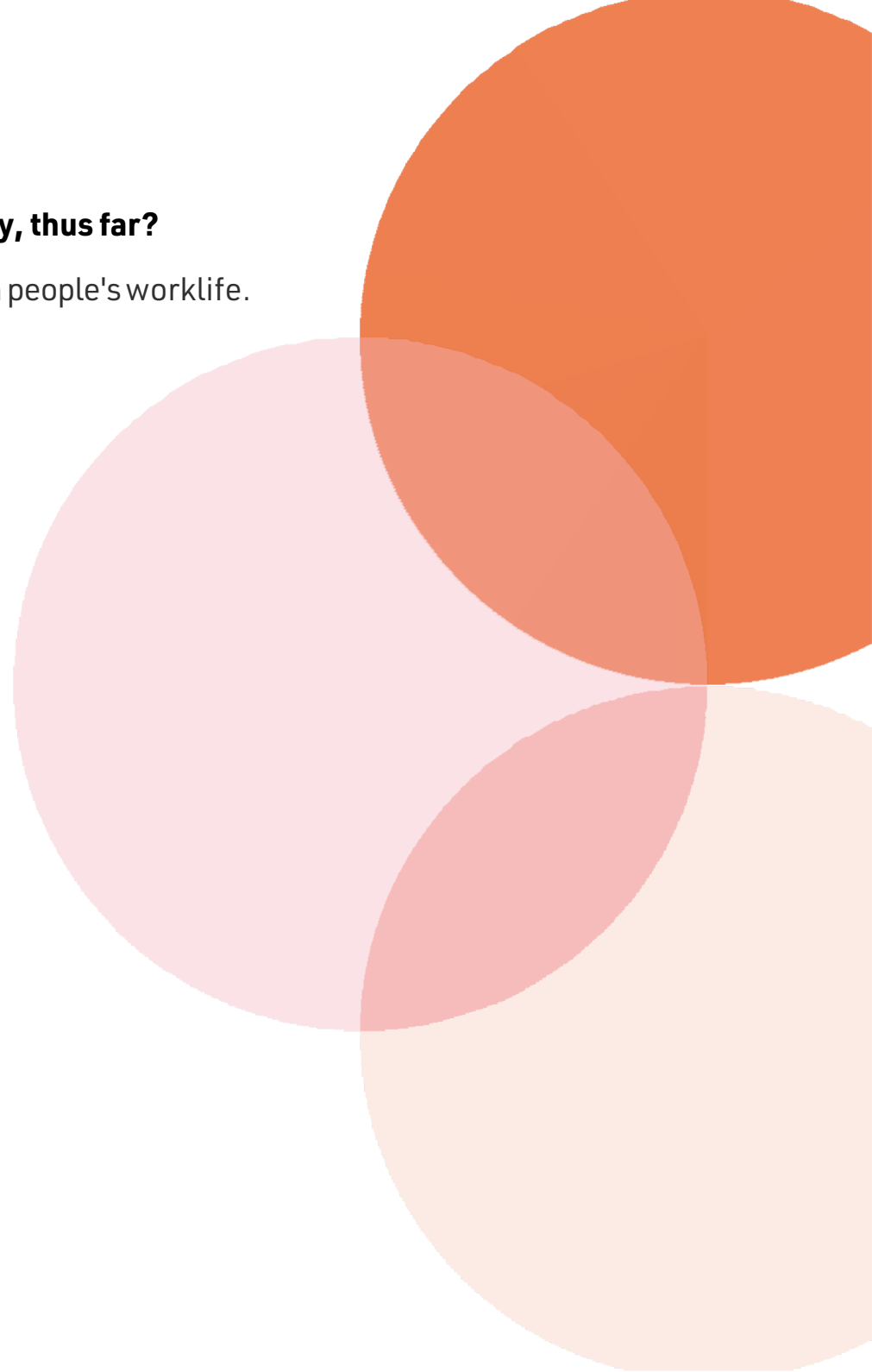
What is next on the horizon for you?

Expanding the verticals and customers who use Whispr.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Benefit: Smart, clever people.

Challenge: Not enough of them.



AW Technologies

www.trachflush.com

Country: Denmark

When Founded: 2018

Founders Names: Adam Hansen, Andreas Hejslet, Jørgen Hansen & Stephen E. Rees

What problem does your startup solve?

AW Technologies are developing a novel device, TrachFlush, that can remove secretion more efficiently from ventilated patients, potentially reducing ventilator-associated pneumonia.

What led you to start your company?

Passion for entrepreneurship and an interest for Life Science.

How is your company supported?

Soft Funding.

LifeScience

Pitching



What has been the most important learning on your startup journey, thus far?

Things take time.

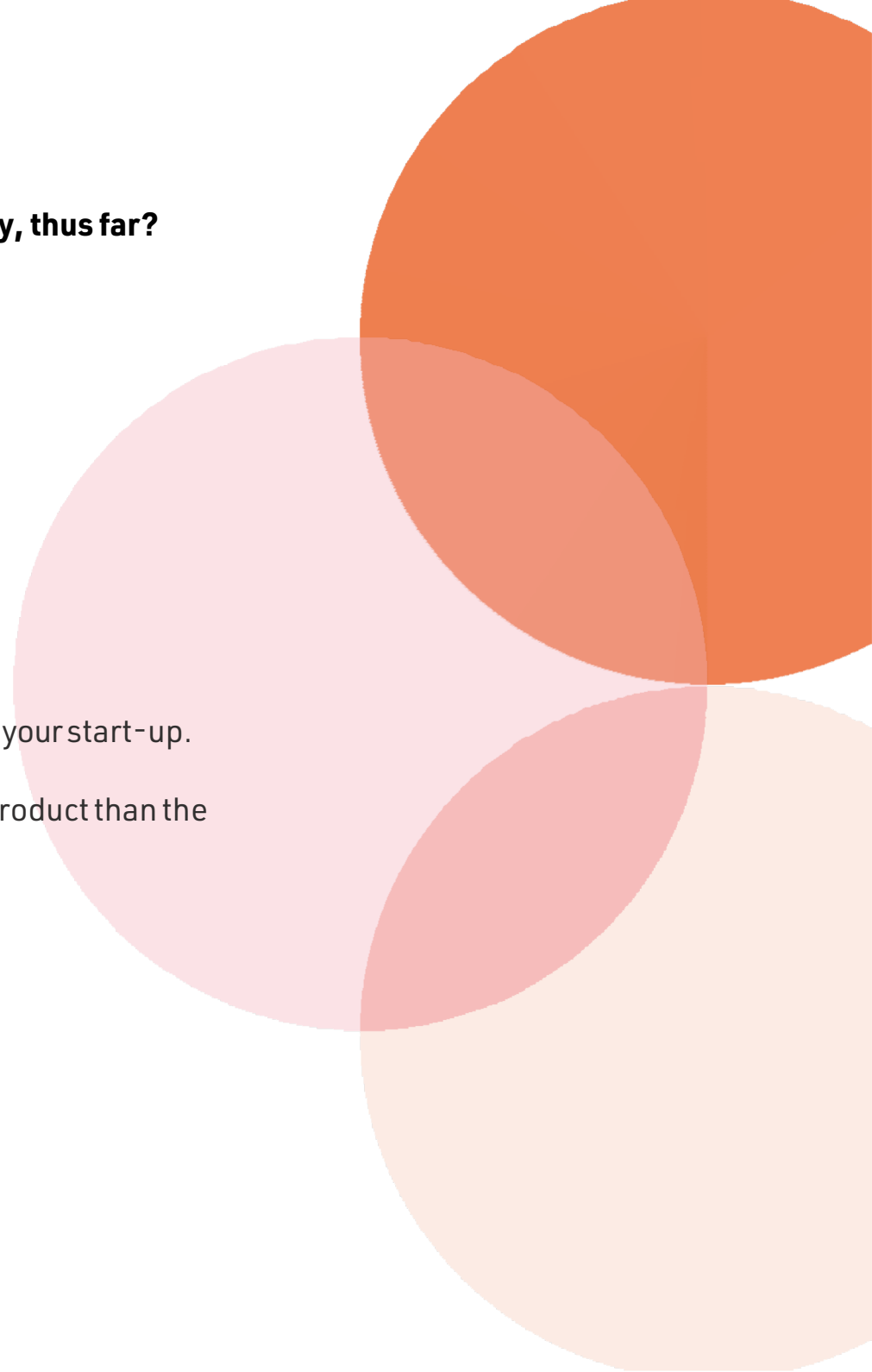
What is next on the horizon for you?

Raising capital for upcoming activities such as clinical trials.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Benefits: It's "easy" to get in contact with people who can help you grow your start-up.

Challenges: According to us, funds are focusing more on the functional product than the idea, which is a big challenge if you are a start-up.



Geras Solutions

www.gerassolutions.com

Country: Sweden

When Founded: 2015

Founders Names: Haza Newman

What problem does your startup solve?

Geras Solutions believes that Paper-Pen based cognitive assessments are subjective, slow and out of date. Additionally, the threshold to obtain a dementia diagnosis is often quite high and often associated with long waiting times that contribute to 75% of all living with dementia never receiving a diagnosis. Lastly, due to global specialist shortages, not all patients have access to follow-up support.

Because of this, we were inspired to develop an AI-based Medical Device, and ecosystem of digital solutions focused on dementia support via an easy to use mobile health tool. Geras Solutions aims to help throughout the entire dementia lifecycle by using AI to simplify and streamline testing that can often be time-consuming while processing and organizing that data in such a way that it helps provide a scientific and clinically-validated assessment that is accurate.

What led you to start your company?

The fact that 75% of all individuals living with dementia never get a diagnosis or support around the globe.

How is your company supported?

Private, Angels and early-stage VCs.

What has been the most important learning on your startup journey, thus far?

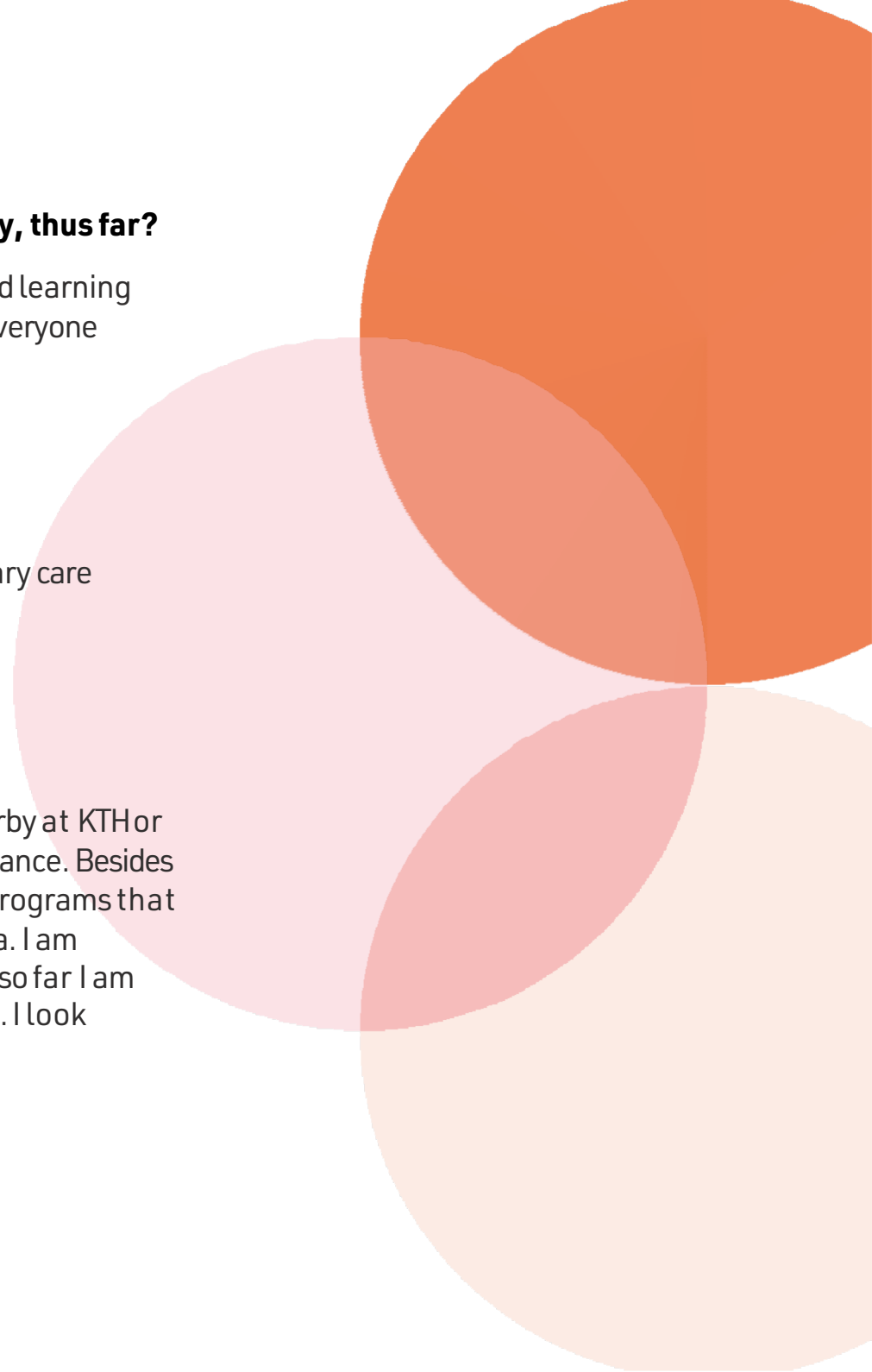
There are many ups and downs through the process, but sharing ideas and learning from others is what keeps everything moving forward and also keeps everyone motivated.

What is next on the horizon for you?

Currently, we are only focusing on proof-of-value pilots and actually implementing the finalised commercial pilot into an appropriate primary care setting.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Stockholm has a great start-up community, with plenty of experts nearby at KTH or Stockholm University who often are willing to help out or provide guidance. Besides that, even Stockholm itself has excellent incentives, organisations and programs that support start-ups such as Stockholm Science City, EIT Health and Vinnova. I am currently learning more about the Copenhagen startup ecosystem, but so far I am excited to have come across Nordic Health Tech Talent, COBIS and Rebbels. I look forward to connecting and exploring further within the Nordics!



IBIO TECH

www.ias982.wixsite.com/ibiotechnol

Country: Denmark

When Founded:

Founders Names: Kira Astakhova

What problem does your startup solve?

Rheumatoid arthritis is an autoimmune disease that is very common in developed countries, with 3% of the population being at risk. Rheumatoid arthritis is a condition when the immune system loses specificity, and instead of destroying the intruder of the body it attacks the body's own joint cells. Denmark alone spends over 700 mio DKK on Rheumatoid arthritis management every year.

It is a crucial fact that over 20% of all rheumatoid arthritis patients respond poorly to current therapies. This is the niche that we see as the most potent for our therapeutic candidate, due to the mechanism of action that targets the precursor to overproduction of other cytokines. Anti-citrullinated peptide antibodies (ACPA) have been a big hit in rheumatoid arthritis science over the last decade. ACPA can become a target for the early stage treatment of the disease, with a potential to prevent a non-reversible damage on patient. We rationally designed, synthesized and tested new peptide aptamers that specifically target ACPA in rheumatoid arthritis. Our proof of concept study confirms high efficacy and no side effects of the new therapeutic candidate vs. currently used monoclonal antibody therapies.

What led you to start your company?

Research project maturation at SDU and DTU.

How is your company supported?

Soft funding.

LifeScience

Pitching

What has been the most important learning on your startup journey, thus far?

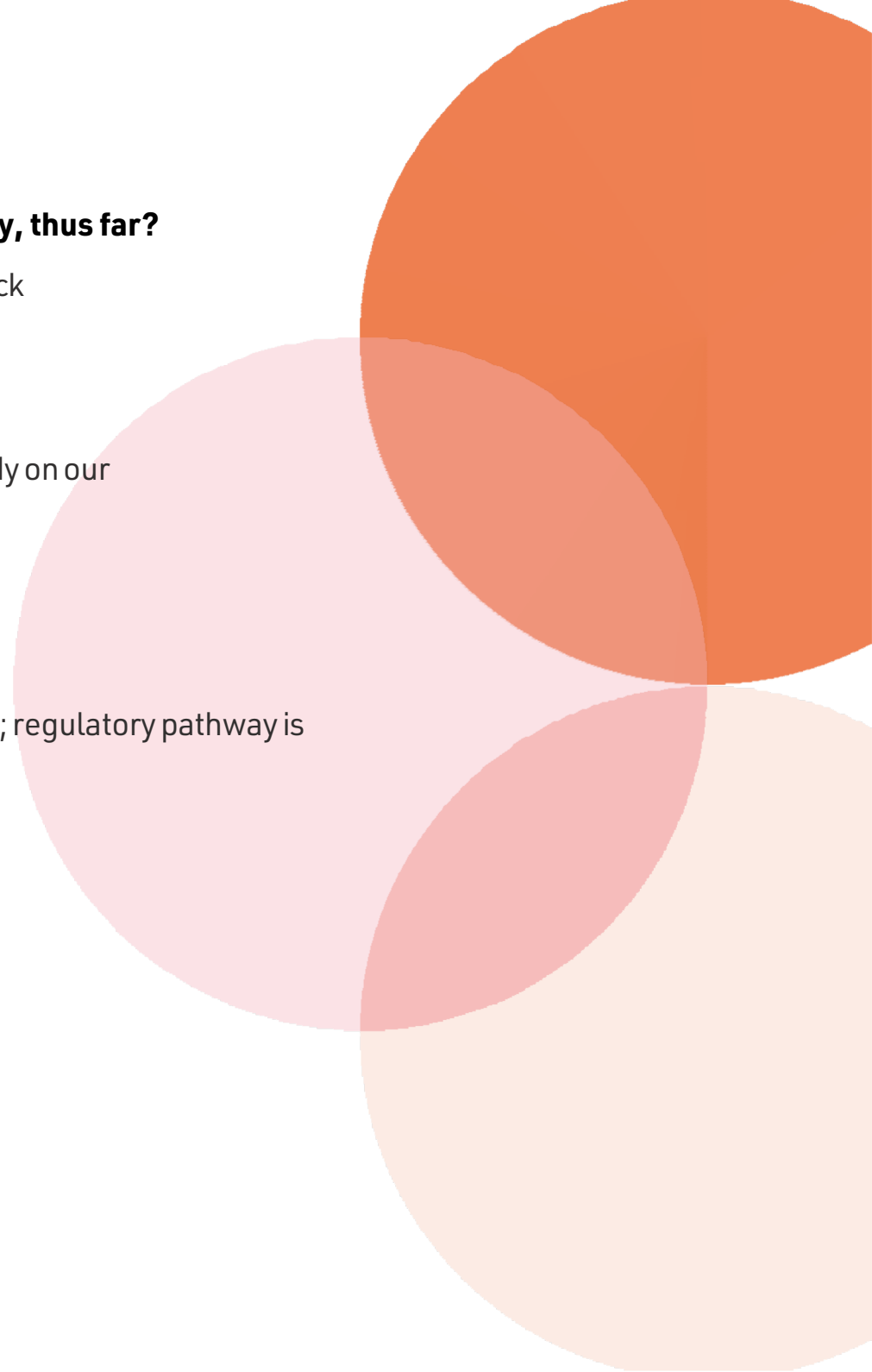
Stay open minded, things can change very fast; be opened to get a feedback

What is next on the horizon for you?

Next financing round that would give us a chance to run pre-clinical study on our therapeutic candidate

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

We have a great support from multiple accelerators; great environment; regulatory pathway is little harsh of to compare to USA



Medicortex

www.medicortex.fi

Country: Finland

When Founded: 2014

Founders Names: Dr. Adrian Harel, PhD, MBA

What problem does your startup solve?

Diagnostics of concussions and brain traumas are not at the adequate level because of the lack of affordable and easy-to-use diagnostic tools. Medicortex is introducing a solution through developing a rapid diagnostic kit to detect brain injury biomarkers from urine or saliva.

What led you to start your company?

As an experienced neurobiologist I had some new ideas to work out regarding diagnostics and medication of traumatic brain injury.

How is your company supported?

We have raised investments (against equity) from a number of Business Angels and private persons. In addition, we have received grants from the Finnish Government, from a Foundation, and from the EUH2020-program as well as from the US Department of Defense.

LifeScience

Pitching

What has been the most important learning on your startup journey, thus far?

To move forward no matter the obstacles and never give up even if it looks difficult.

What is next on the horizon for you?

We have two goals:

1. To prove the relevance of the biomarker in children in a pediatric clinical trial
2. To complete the development of the prototype test kit.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Benefits: Stable democratic societies and welfare, high level of education and science, highly skilled and educated labor, well established infrastructures and business environments for life sciences companies.

Challenges: High costs from salaries, premises and taxes, the big moneys (investments or grants) don't reside in the Nordics.

Vigo

www.vigobot.com

Country: Latvia

When Founded: 2018

Founders Names: Kristaps Krafte; Janis Slezins, MD

What problem does your startup solve?

90% of stroke survivors never completely recover, because they don't have access to care. It's a public health disaster: number of stroke cases is growing, average age of patients is decreasing and shortage of physicians is making it even worse. Vigo is a smart digital rehabilitation guide living in software application, thereby is radically accessible without physicians. It uses evidence based therapies and gamification to drive positive, meaningful and cost-effective clinical outcomes.

What led you to start your company?

Two things - my entrepreneurial mind and 2 years of stroke research.

How is your company supported?

Private investors (Business Angels), European and Latvian governmental funding.

LifeScience

Pitching

What has been the most important learning on your startup journey, thus far?

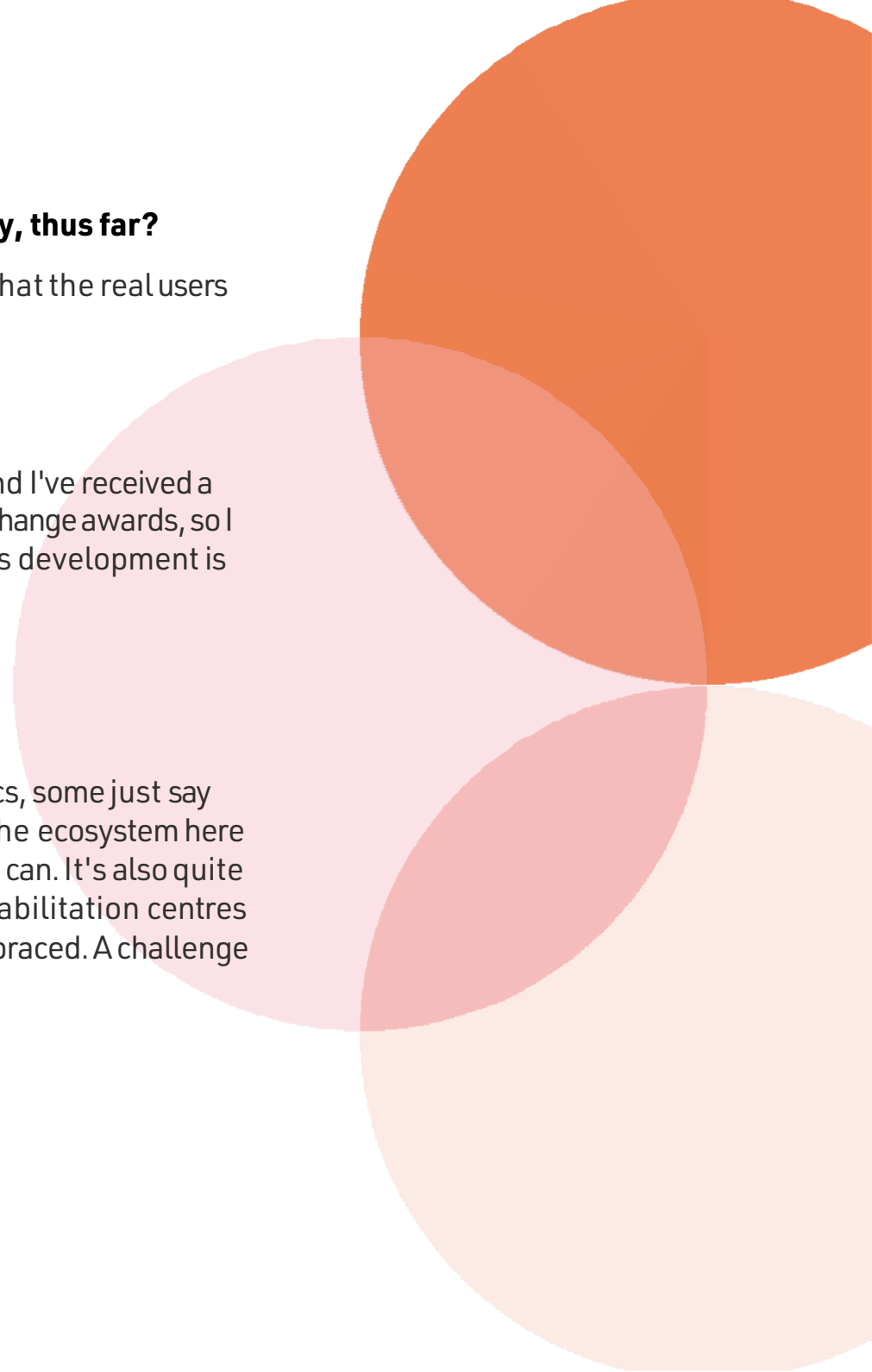
The most important learning is to be resilient, believe in your idea and what the real users tell you.

What is next on the horizon for you?

We begin a pilot trial in the largest stroke unit in Latvia very shortly. And I've received a nomination for EIT (European Institute of Innovation and Technology) Change awards, so I have to do lots of promotional travel. Oh and surely, lots of continuous development is on the horizon, too.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

My startup is located in Latvia, people don't usually refer to it as Nordics, some just say Northern Europe, though these definitions are ever changing. Anyhow, the ecosystem here is great, government tries to be very agile and help startups the best they can. It's also quite easy to find industry partners. In our case universities, hospitals and rehabilitation centres have been very interested in collaborating with us. We've really been embraced. A challenge - there could always be less bureaucracy.



VIOBAC

www.viobac.dk

Country: Denmark

When Founded: 2018

Founders Names: Kasper Køppen, Mads Ørbæk and Andrim Halili

What problem does your startup solve

Catheter-Associated Urinary Tract Infections (CAUTI) are the most common hospital-acquired infections in the world, with 15,000-20,000 diagnosed cases annually at hospitals in Denmark alone. Up to 80% of the hospital-acquired urinary tract infections are associated with the use of a catheter. The rate of new bacterial infection increases by approximately 3-7% every day and nearly 100% of the patients are expected to have a urinary tract infection within 3 weeks of catheter use. In average, a UTI causes four additional days of hospitalization. Each year approximately 14.000 people die from this in Europe. Furthermore, the staff at the specific department is burdened with the extended periods of hospitalization. This increases the costs with approximately 250 million per year in Denmark alone!

Today, there are no solutions at the hospitals that prevent these catheter associated urinary tract infections in a significant way. Our product aims to solve this significant problem by using UV-light - without use of antibiotics.

What led you to start your company?

The need to prevent the most common hospital acquired infection in the world, namely Catheter Associated Urinary Tract Infections - for the health care sector and the patients

How is your company supported?

Government grants.

LifeScience

Pitching

What has been the most important learning on your startup journey, thus far?

The opportunity to get the right support from all fronts if the need arises.

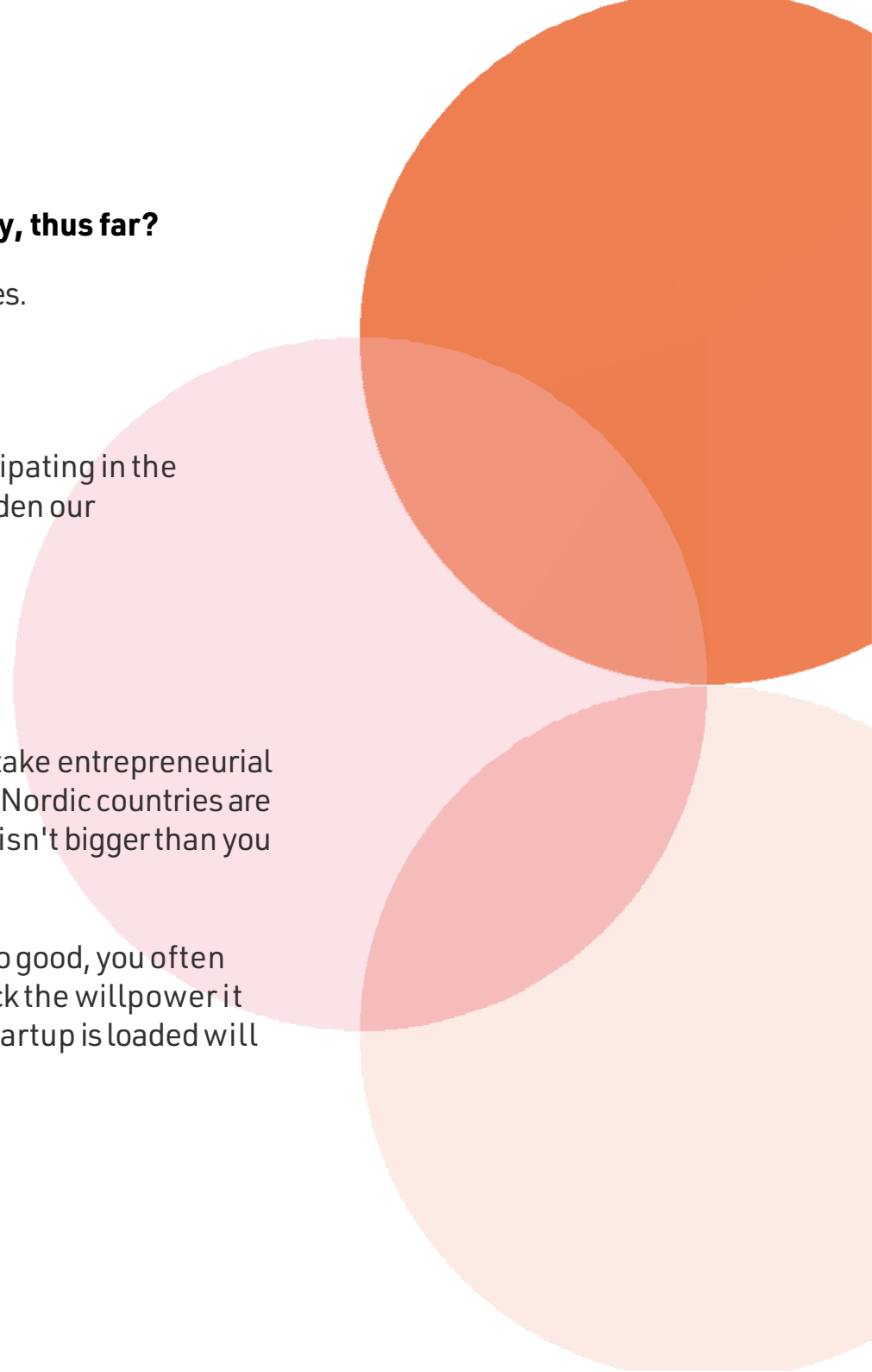
What is next on the horizon for you?

Further R&D, laboratory trials and Proof-of-Concept. We are also participating in the University Startup World Cup and Nordic HealthTech Challenge to broaden our network and expand our knowledge within the field.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Because of the structure of the Nordic welfare society, it is possible to take entrepreneurial risks without really worrying about losing everything. And because the Nordic countries are so small, the distance between already successful ventures and startups isn't bigger than you still will be able to get good advices along the way if sought.

One of the challenges is since that the conditions for many people are so good, you often have more easy appealing options to fall back on. Some will therefore lack the willpower it takes to succeed, as it's often not "all in or nothing" - Fortunately, our startup is loaded with the hunger to succeed.



DeepTech/Hardware

ATLANT 3D Nanosystems

www.atlant3d.com

Country: Denmark

When Founded: 2018

Founders Names: Maksym Plakhotnyuk, Ivan Kundrata

What problem does your startup solve?

Currently, development and prototyping of new micro and nanodevices takes years and involves huge funding connected to expensive equipment, multiple failures, and high-cost expert knowledge. Existing fabrication methods are also very inflexible. ATLANT is developing a flexible rapid prototyping 3D nanoprinter. Such systems allow micro and nanofabrication with more than 450 different materials without a need for huge initial investment and risk, within only a few days or weeks.

What led you to start your company?

We are motivated by impossible and we like to take a challenge that nobody can achieve - but we dare to!

How is your company supported?

Unit now we bootstrapped our development and received a number of public grants from Danish government (InnoBooster and InnoFounder), European Commission Horizon2020 SME Instruments and some privat funds.

What has been the most important learning on your startup journey, thus far?

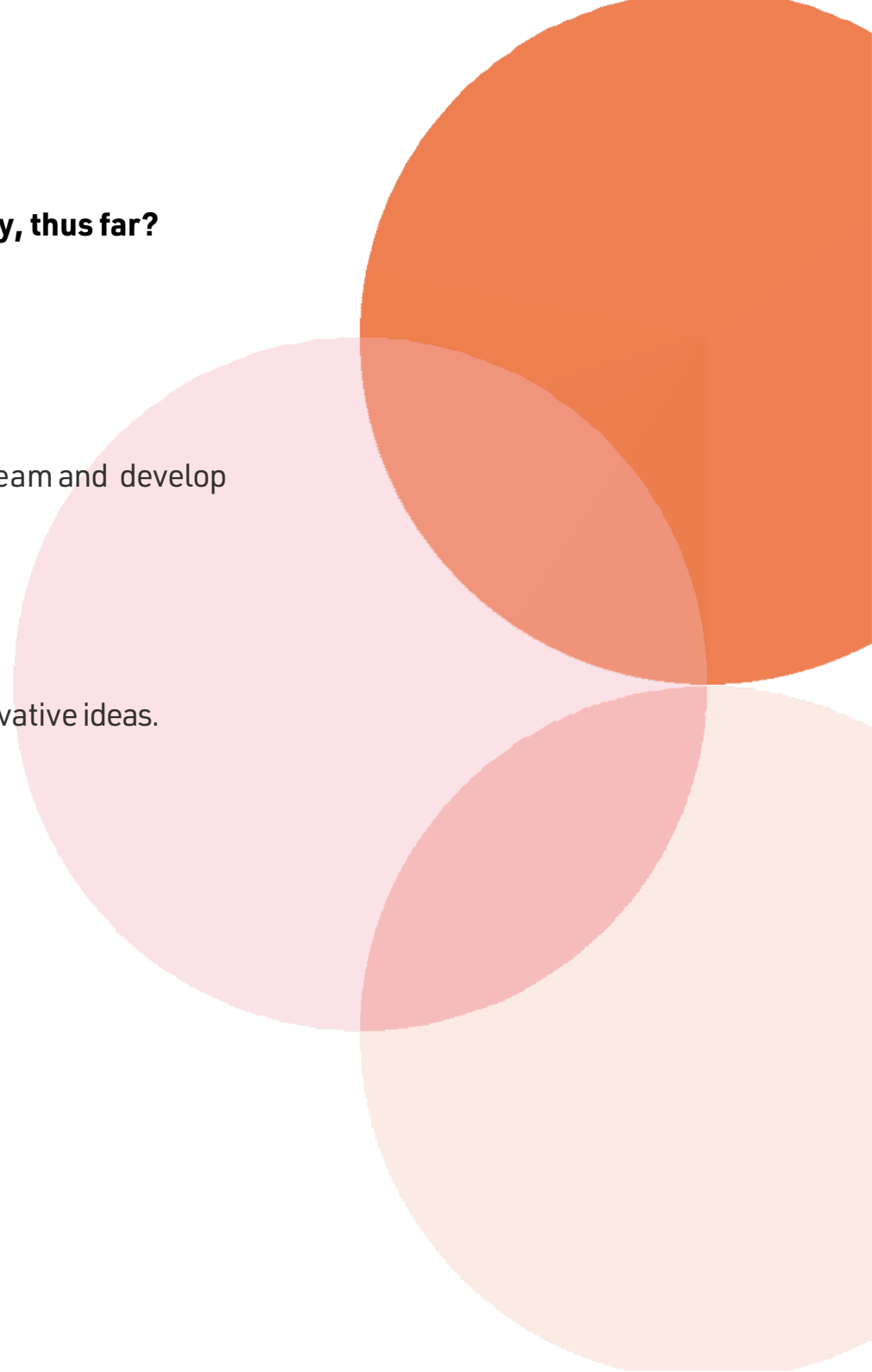
If we would not try it we would not know that it is possible.

What is next on the horizon for you?

Start pilots with customers, secure enough funding resources, hire full team and develop market ready system.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Nordic countries have a strong collaboration culture and support of innovative ideas.



DeepTech/Hardware

Showcasing

Craft Robotics

www.craft-robotics.com

Country: Denmark

When Founded: 2018

Founders Names: Patrick Gadd; Rasmus Lundgaard

What problem does your startup solve?

40% of the money in the construction industry goes to maintenance and renovation. Today all is done manually, and the industry is far behind the economy in terms of productivity. Initially we automate repointing (which is maintenance of brick walls). Imagine doing the following 8 hours a day: Breathing cancerous dust and holding a vibrating tool causing chronic injuries to hands. This is what repointing is like, and it's slow and costly for the customers, the building owners.

What led you to start your company?

Seeing an obvious need, and knowing that our skillset was ideal for making a solution.

How is your company supported?

Venture Capital Investment, from USA-based investment firm SOSV (pre-seed investment).

What has been the most important learning on your startup journey, thus far?

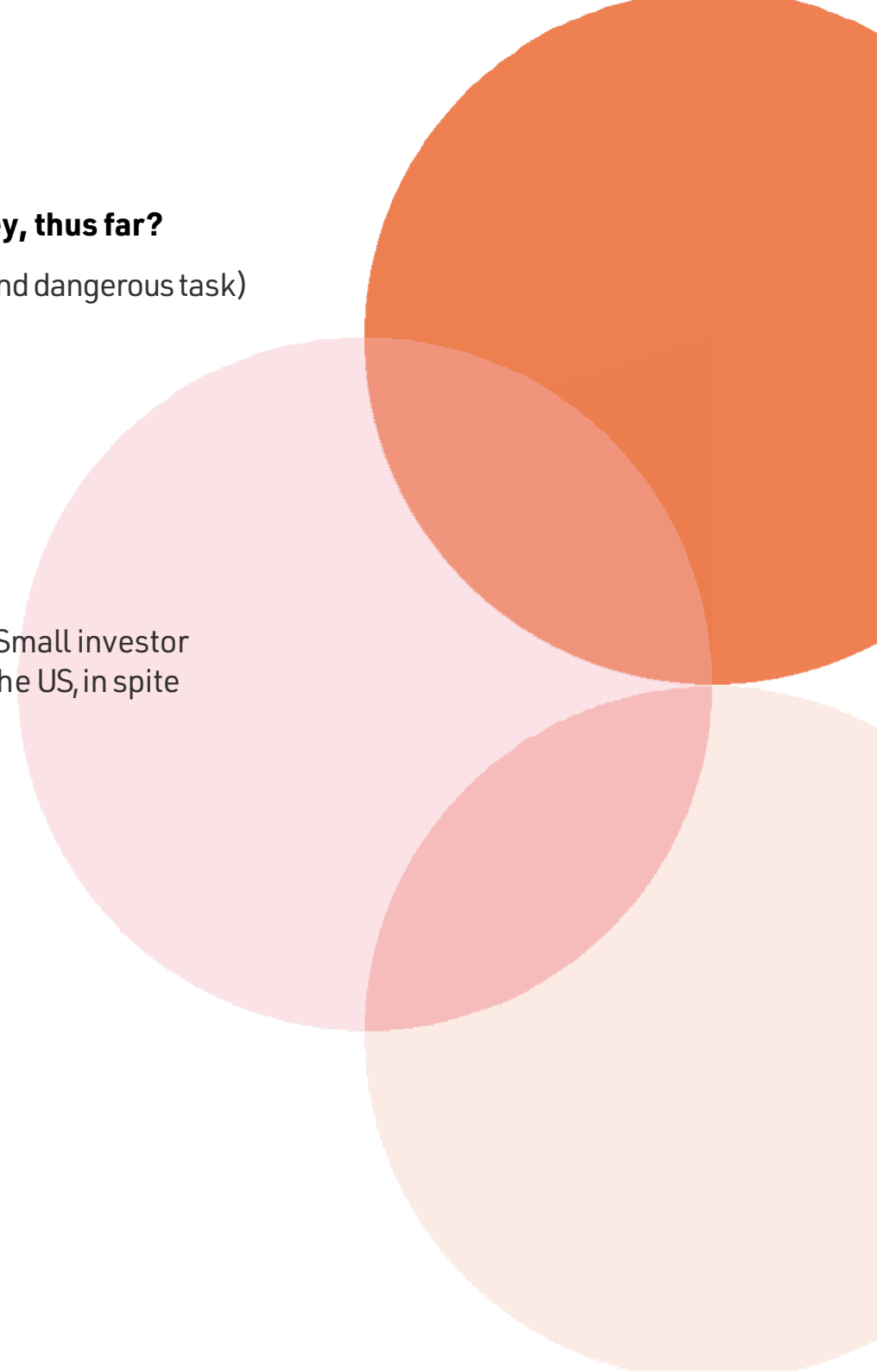
Thoroughly understanding our customers' problem (a time consuming and dangerous task)

What is next on the horizon for you?

Paid trials.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

A major benefit: Soft funding through Innovationsfonden! Challenge: Small investor network when not in biotech. It's lagging behind Europe and obviously the US, in spite of here being plenty of money



DeepTech/Hardware

Showcasing

DTE

www.dtequipment.com

Country: Iceland

When Founded: 2013

Founders Names: Sveinn Gudmundsson & Karl Matthiasson

What problem does your startup solve?

Process control at aluminum smelters requires taking hundreds of manual samples of molten metal a day. This hazardous, laborious step introduces significant delay and error into process control, and is the key barrier to Industry 4.0 adoption. DTE's real-time composition analyzers and analytics modules replace today's manual sampling in metals production process control; saving our clients \$millions/year, improving output quality, enabling greater process flexibility and increasing safety.

What led you to start your company?

The idea came to me seven years ago, when working as a consultant engineer in an aluminum smelter in Iceland, helping with quality control. The methods for checking the quality of this metal at the time were both dangerous and time-consuming, and I saw a way to optimize the process by using real-time chemical analysis of the raw, liquid aluminum, reducing the cost of production and making sampling much safer. After two years of experimentation and development, we presented our solution for analyzing aluminum in liquid form to the industry and investors. They were immediately interested, which gave us confidence and led us to found our company, DTE.

How is your company supported?

VC backed since 2016, in addition to various grants such as H2020 SME Instrument



What has been the most important learning on your startup journey, thus far?

Building a company takes a strong team, you simply can't do everything on your own. Your colleagues will stop you from getting carried away and allowing success to go to your head. Having a team and working within one is also a source of inspiration, especially when you have the same drive to bring ideas to life. You also have to be strong individually to believe in yourself, and have an overview of where you want to go. It is incredible what you can accomplish with dedication and a never-give-up attitude.

What is next on the horizon for you?

Full product launch and industry-marketing in Europe and North America.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Yes, we're located in Iceland. The greatest benefit is that you are born global, as there is not a viable option to stay in such a small market. So you right away start reaching out of your comfort zone to see if you can swim. The main challenge would be the same, that we do not have the safety net of operating only in our local market before we feel ready to expand. So you right away start reaching out of your comfort zone to see if you will sink.

DeepTech/Hardware

Showcasing

Nerve Smart Systems

www.nervesmartsystems.com

Country: Denmark

When Founded: 2016

Founders Names: Jesper Boie Rasmussen

What problem does your startup solve?

We stabilize electricity grids and make countries capable of rely on solar energy when the sun is not shining and wind energy when the wind is not blowing. In extend we optimize production facilities with a stable flow of electricity. Individual control of each battery cell in a BESS allows the system to manage input and output levels directly from the cells making power electronic components redundant, save costs, provide higher safety and optimize effeciency.

What led you to start your company?

I have always worked in high tech start-ups. Being able to work with an innovative battery technology that can also be used in the automotive sector was a perfect way to combine high tech with a passion for cars

How is your company supported?

Private investor.

What has been the most important learning on your startup journey, thus far?

You need to be strong, determined and hard working. But it is also very rewarding seeing your ideas and dreams come to life and materialize.

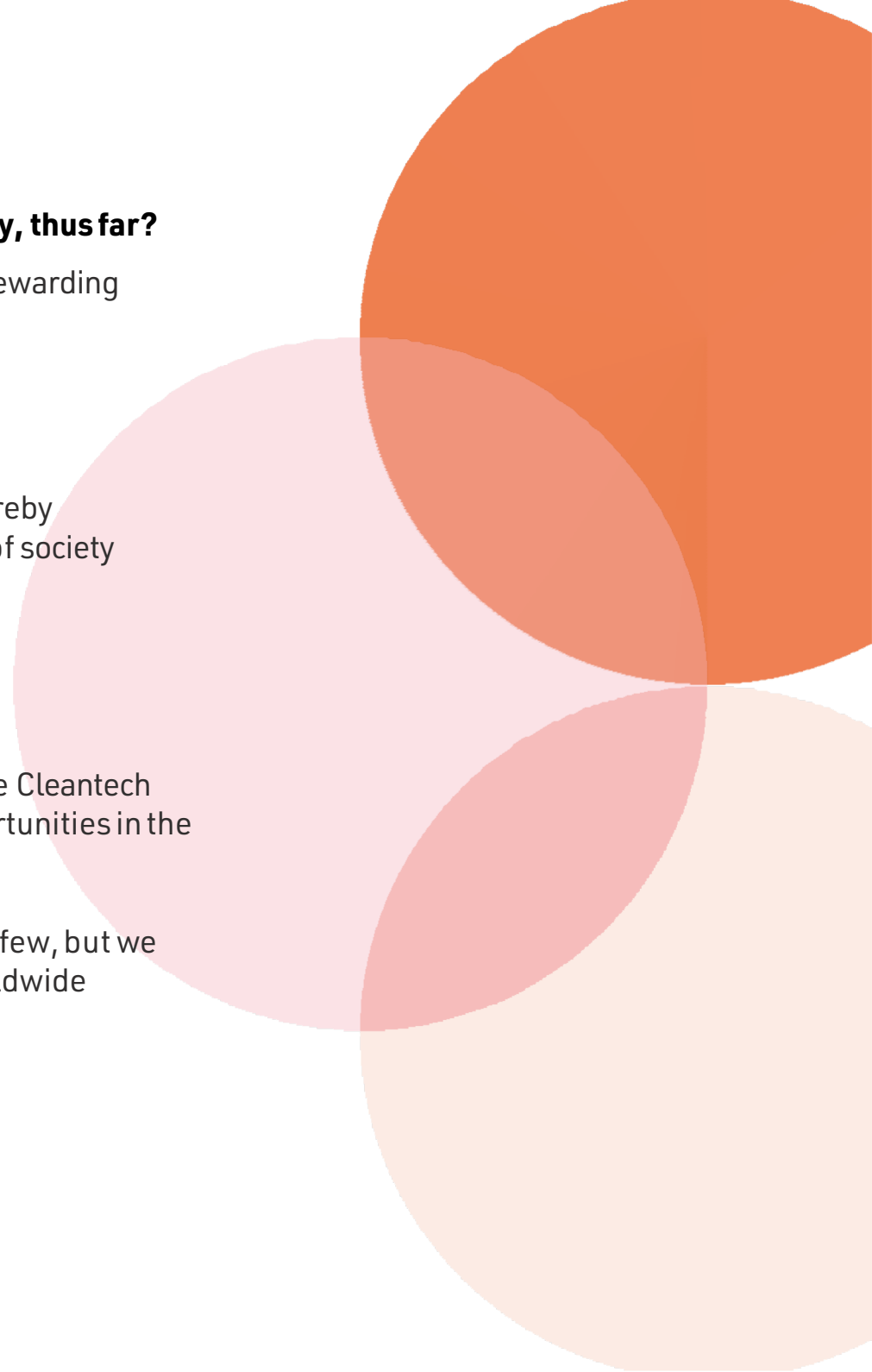
What is next on the horizon for you?

Bringing Nerve Smart Systems technology to the world market and thereby empower the transition towards renewable energy and electrification of society

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

People have a high work ethic, and Denmark has a strong knowhow in the Cleantech area. It is easy to start a company and there are reasonable funding opportunities in the Cleantech area.

In Denmark we don't see many companies grow to be really big. There is a few, but we normally sell our knowhow and inventions, instead of creating big worldwide companies.



DeepTech/Hardware

Showcasing

PaciniMedico

www.pacinimedico.com

Country: Denmark

When Founded: 2017

Founders Names: Allan Hammershøj, Emil Heinze, Gert Skov Petersen & Peter Michael Nielsen

What problem does your startup solve?

PaciniMedico enables health care providers to do very cost effective treatment of chronic pain, mental health and related diseases at very large scale anytime, anywhere. Hence a solution to manage increasing healthcare cost and lack of personell. PaciniMedico combines documented properties of the Pacinian Corpuscles, the Vagus Nerve and pain sensory mechanisms of the brain with engineering and cloud-based software in a patented solution to relieve for e.g. chronic pain, depression.

What led you to start your company?

To help people with chronic diseases getting back to life!

How is your company supported?

Bootstrapped and public grants.

What has been the most important learning on your startup journey, thus far?

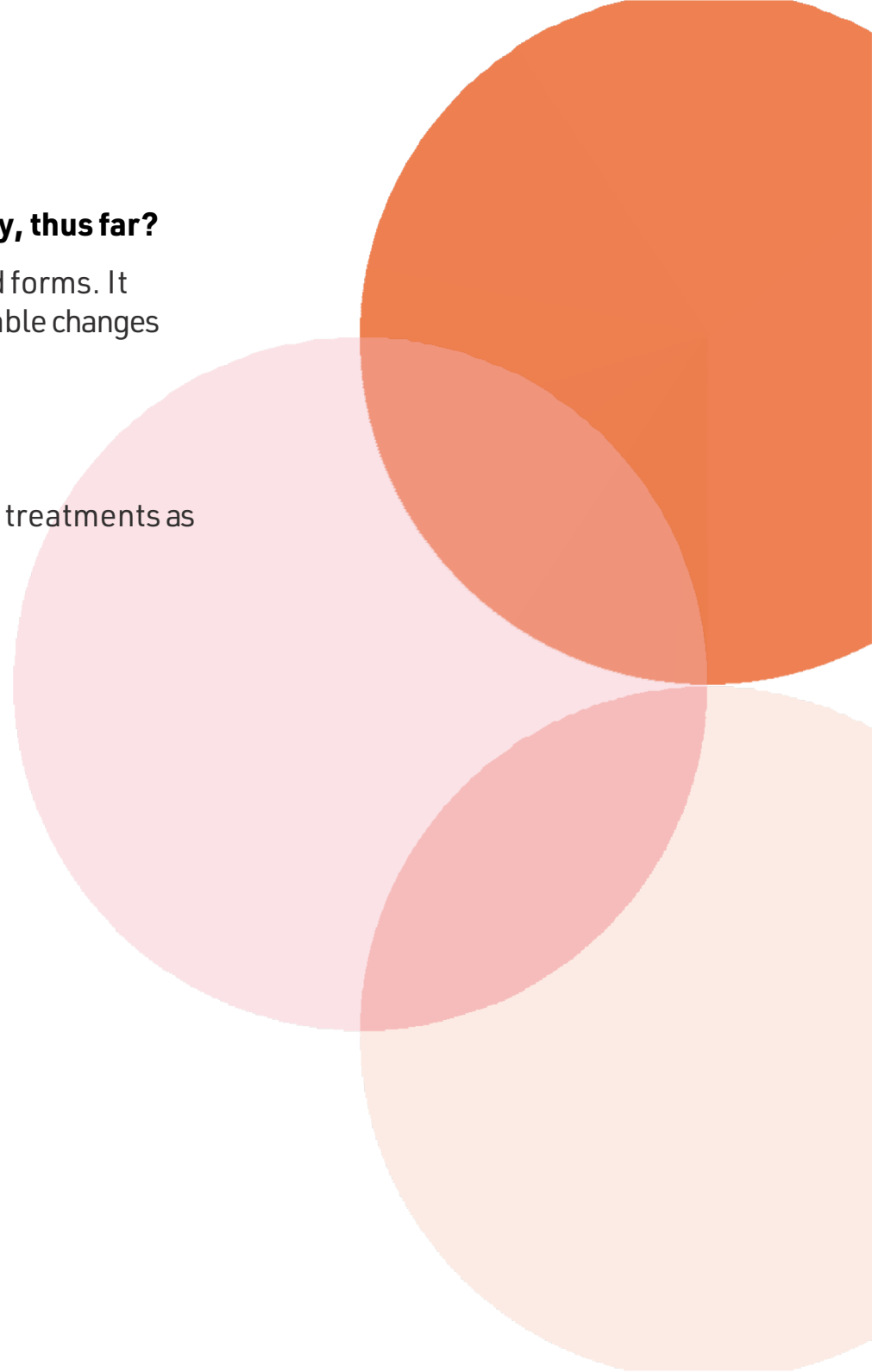
Things take time. The resistance to innovation can take many shapes and forms. It takes tremendous people and financial efforts to make real and sustainable changes to public and private health care systems.

What is next on the horizon for you?

To launch off- and online evidence-based chronic pain and mental health treatments as a service to doctors and patients anywhere and any time.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Market size, innovation incentives and resistance to innovation.



DeepTech/Hardware

Showcasing

Robotto

www.robotto.dk

Country: Denmark

When Founded: 2019

Founders Names: Jacobo Domingo, Kenneth Geipel, Lucas de Paula, Iuliu Novac

What problem does your startup solve?

Wildfires are an uprising problem. Current wildfire data gathering is time consuming and provides inaccurate data. Moreover, the lack of autonomous systems rids the agencies fighting this of highly valuable tools that could improve their methods. An autonomous wildfire recon and analytics drone. An out-of-box method of data gathering and monitoring in regards to the size, location, intensity and direction of the wildfire. It will remove the need for an operator and reduce time consumption.

What led you to start your company?

The business traction we gained from our final bachelor project combined with the drive to create an company focused on autonomous robotic systems.

How is your company supported?

Sofar it has been Bootstrapped and we are looking into Government Grants and Funds.



What has been the most important learning on your startup journey, thus far?

Learning how build a business around a product and an idea. As we are all engineers, we have had major takeaways on our different business experiences so far including pitching, networking, market analysis, business models and overall knowing about your product and its strengths.

What is next on the horizon for you?

We want to pursue some investment in order finalize our prototype and we are highly focused on our customer outreach to try and go to market as soon as possible.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

The Nordics are widely focused in innovation and technology, which turns into many initiatives, conferences, funds and all forms of help in order to aid startups in their path to building a successful business. The biggest challenge is probably how to grow an international reputation coming from a smaller country as opposed to other places like the US or Europe.

Startup Services

Showcasing

Dixa

www.dixa.com

Country: Denmark

When Founded: 2015

Founders Names: Mads Fosselius and Jacob Voss

What problem does your startup solve?

People have become accustomed to bad customer service, which companies deliver due to using too many systems. The use of tickets makes everything worse. The result of which are customers churning, loss of new business & inefficiency. A single system that enables a company to talk to their customers on any channel, making it as easy to communicate with customers as with friends. That means having a natural, continuous conversation and never reducing people to a ticket number.

What led you to start your company?

People have become accustomed to bad customer service, which companies deliver due to using too many systems. The use of tickets makes everything worse. The result of which are customers churning, loss of new business & inefficiency. A single system that enables a company to talk to their customers on any channel, making it as easy to communicate with customers as with friends. That means having a natural, continuous conversation and never reducing people to a ticket number.

How is your company supported?

Private investors, Venture Capital.

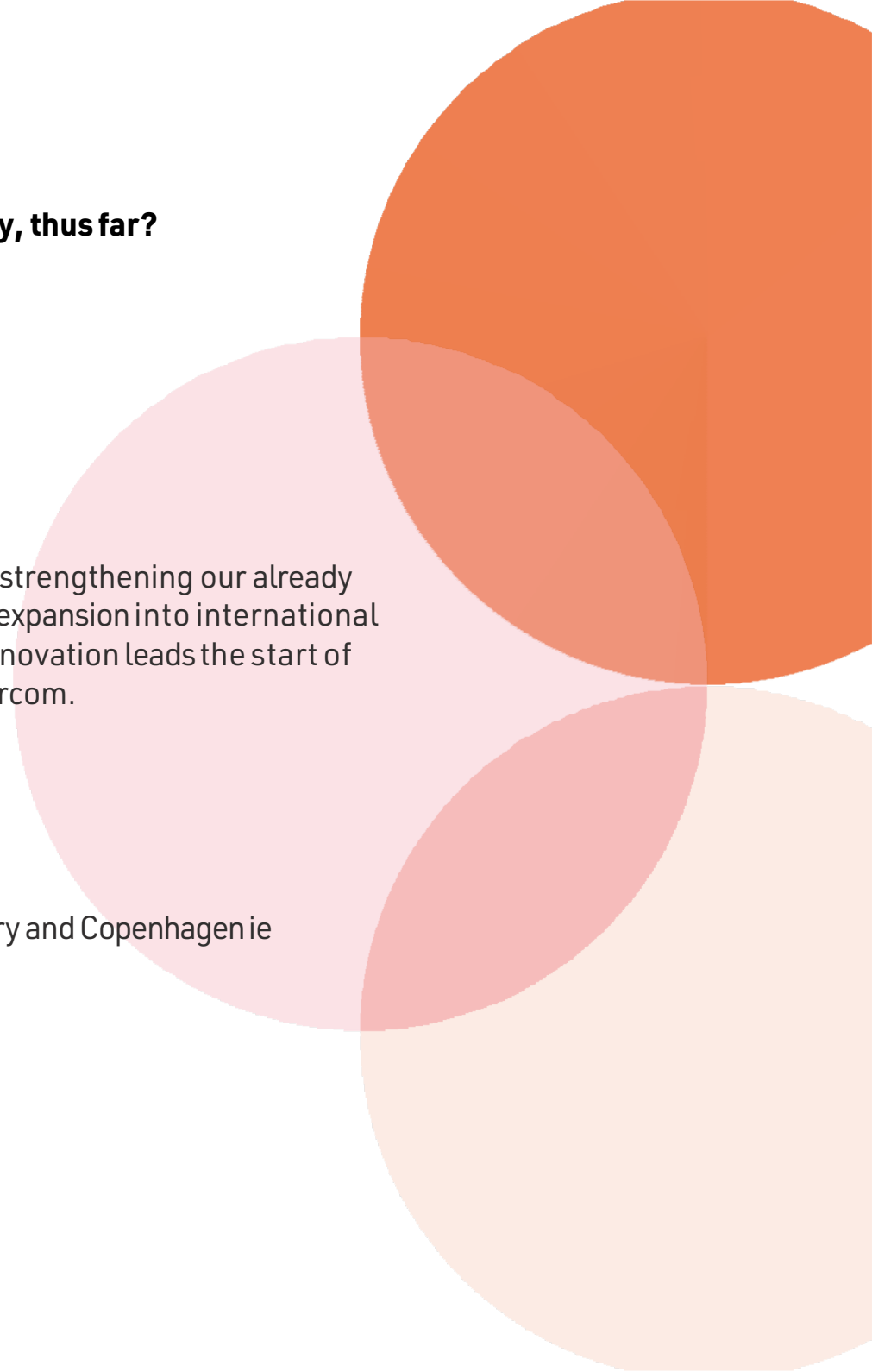
What has been the most important learning on your startup journey, thus far?

What is next on the horizon for you?

The coming year has some interesting topics coming up. Besides further strengthening our already strong culture with lots of new talented people it is to ensure a further expansion into international markets like UK, Germany and US. But also to ensure that Dixa through innovation leads the start of the conversational tech category with others like Drift, Hubspot and Intercom.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Benefits is the strong infrastructure and the attractiveness of the country and Copenhagen ie attractive talent from across the world is possible.



Startup Services

Showcasing

Prezentor

www.prezentor.com

Country: Denmark

When Founded: 2013

Founders Names: Mikkel Filskov

What problem does your startup solve?

Prezentor makes it easy for B2B sales reps to uncover customer needs and expectations through interactive sales material. Prezentor makes it easy to provide a highly customised experience, showing how your product/service will create value to the customer, without needing to prepare a single powerpoint. Prezentor provides unique customer insights that help marketing create better sales material, sales reps to qualify their leads faster and sales management to coach their teams based on behaviour instead of theory and guessing games. Prezentor brings companies closer to their customers.

What led you to start your company?

Our founder was an entrepreneur that didn't like to sell. Which made him dream about a tool that would help him sell smarter. So he created a platform that gathered all his sales content in one place, interactive sales presentations for a better dialogue, and tracking on sent material so he could qualify his customers better and talk about the things that he knew were most relevant to them.

How is your company supported?

Private investors, Business Angel Investors.

What has been the most important learning on your startup journey, thus far?

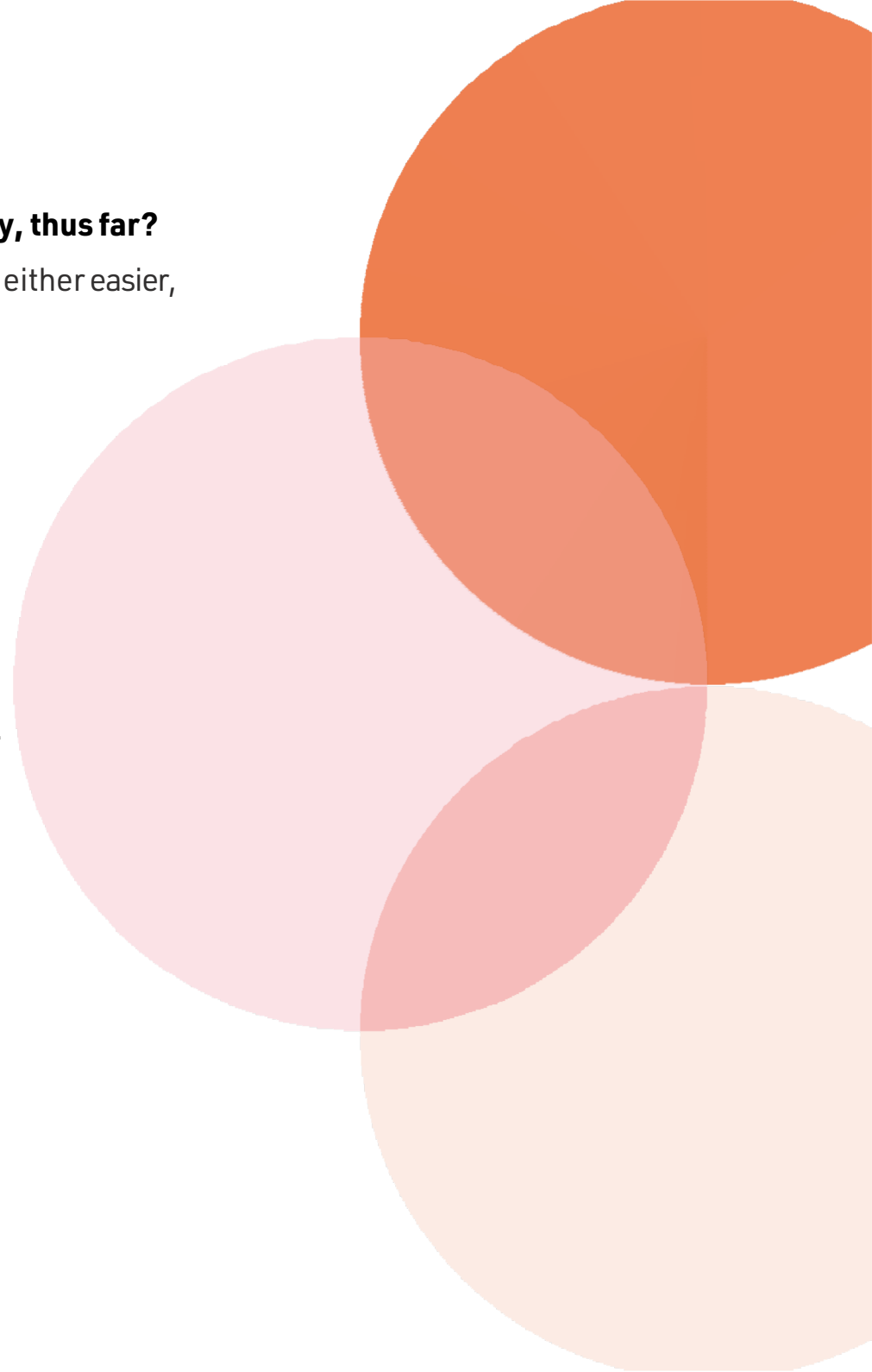
Don't try to change your users' habits. Instead make their current habits either easier, faster or redundant. That's how you get happy users!

What is next on the horizon for you?

Expanding internationally and optimising our online sales.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

The startup infrastructure and support from state owned organisations.



Trida Media

www.trida.media

Country: Denmark

When Founded: 2018

Founders Names: Theis Berthelsen, Rico Nielsen

What problem does your startup solve?

A new technology is emerging. With the power to immerse people with brands and products in a completely new way. However, not many know how to create a good user experience in such a drastically new environment as XR. By creating fun experiences that come to life before your eyes. Either in the form of a video, where you can look around freely, an AR app that enables you to try on clothes you have not even bought yet or an entire world you can interact with in VR.

What led you to start your company?

The content that are being produced today have varying degrees of quality. We want to raise the bar and deliver quality content for a wide range of clients.

How is your company supported?

We have a strong network and are actively working on projects in partnership with other companies.

Startup Services

Showcasing

What has been the most important learning on your startup journey, thus far?

Clients most often do not know what they want. They need guidance on the whole journey of their project, and we can deliver that through our consulting experience.

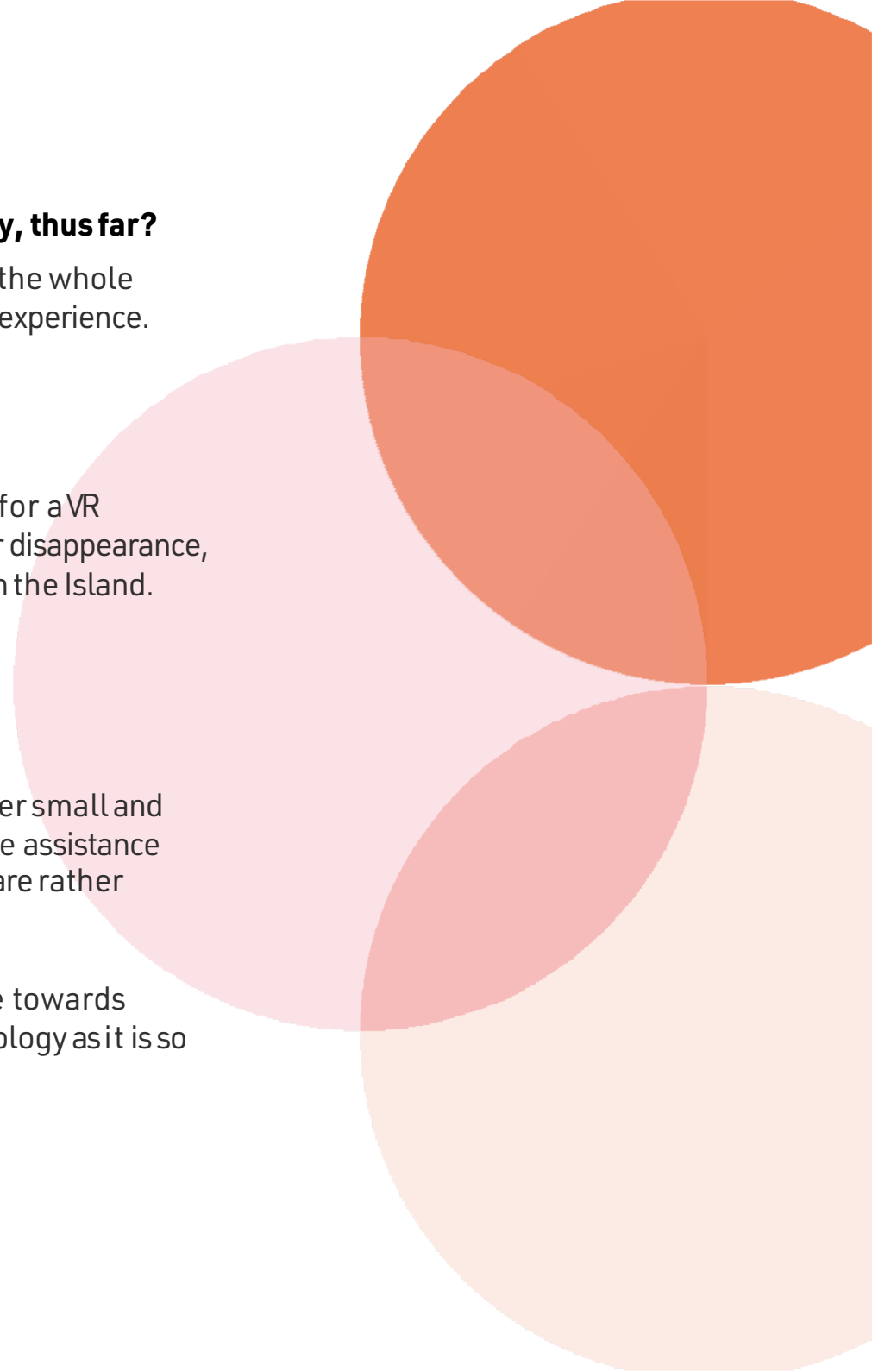
What is next on the horizon for you?

Our next project takes us to Greenland, where we will record 360 video for a VR installation about the Norse settlements and the mysteries behind their disappearance, in an attempt to boost tourism and tell the story about the Norsemen on the Island.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Having a VR startup in the Nordic is very beneficial, the community is rather small and most people know each other so within the tech world it's easy to get the assistance needed or just share knowledge. Furthermore on a general basis people are rather accepting towards new technology, which makes adaptation easier.

A challenge is always communication, even though the positive attitude towards technology a lot of people still struggle to understand immersive technology as it is so different from what they are used to.



Lumebot

www.lumebot.com

Country: Estonia

When Founded: 2019

Founders Names: Andres Kõiva - CEO, Kaspar Kikerpill - COO, Juhan Viik - CPO, Siim Medijainen - CTO

What problem does your startup solve?

The core problem with snow removal industry is that it is reactive, not proactive.

Constant snowfall makes it impossible for service providers to be everywhere at once. Heavy (and \$\$\$) machinery is used to react to conditions, not to prevent them. Lumebot self-driving street cleaning robots are more than 10x cheaper to make than today's heavy machinery. This allows each parking lot to have a dedicated street cleaning robot. Through continuous work, it is able to keep the parking lot clean 24/7.

What led you to start your company?

Lumebot team participated in product development competition called Cleveron Challenge where the goal was to build an autonomous snow removal robot for home customer. From the beginning we planned to build it for B2B market. During the competition it appeared we have great team dynamics which resulted in founding Lumebot.

How is your company supported?

We started the company by bootstrapping. In four months we received angel investment from Superangel in Estonia.

Automation

Showcasing

What has been the most important learning on your startup journey, thus far?

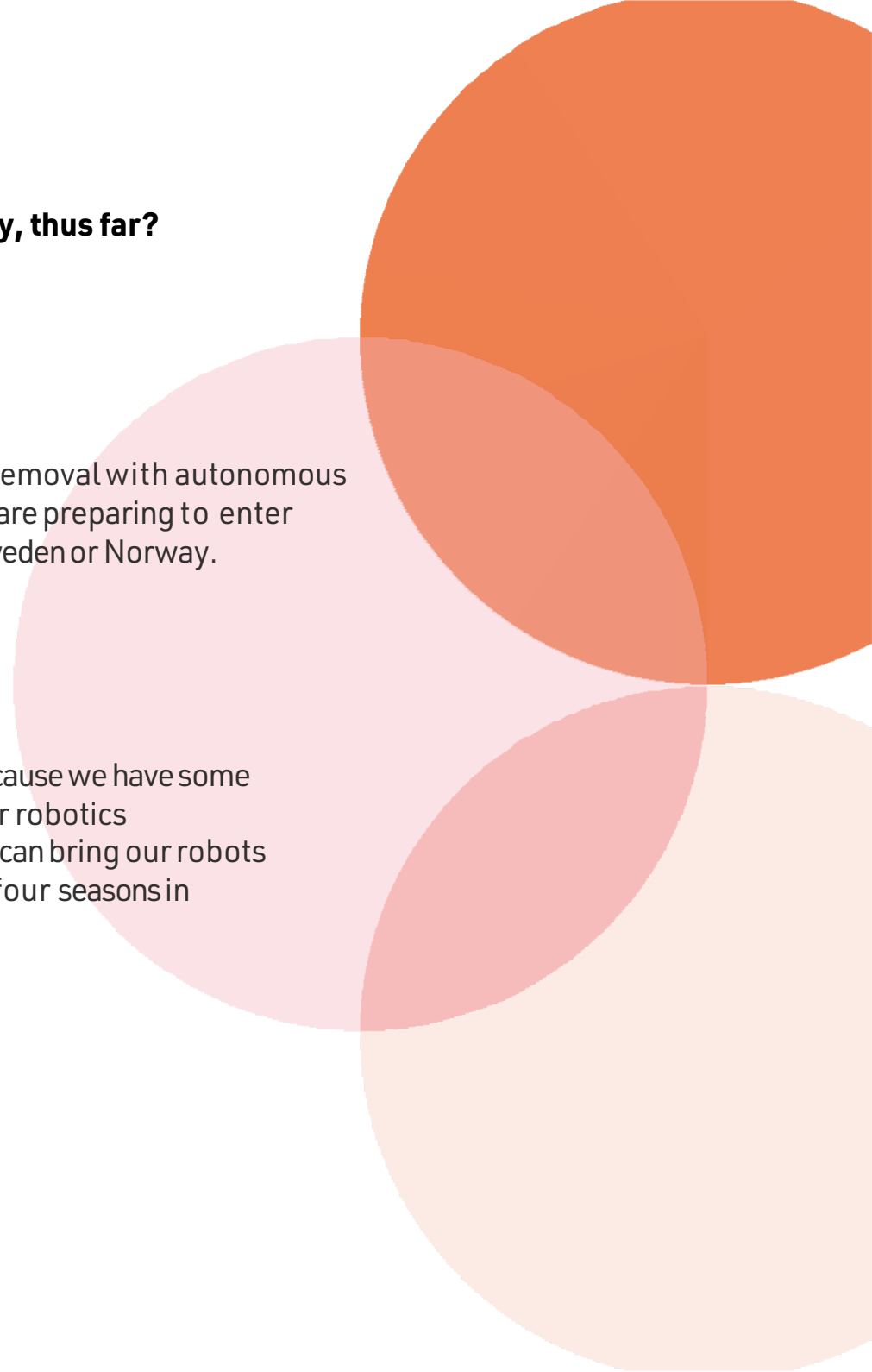
You can't predict what customer wants, you have to ask it from them.

What is next on the horizon for you?

We are focusing to bring our service to the market. Our service for snow removal with autonomous robots starts in November this year in Tallinn, Estonia. Besides that we are preparing to enter Scandinavian market to start piloting our service next year in Finland, Sweden or Norway.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

We are located in Estonia. Estonia is a great place for developing robots because we have some success stories already and they are willing to help us along the way. Our robotics predecessors in Estonia have done great work in legislation as well so we can bring our robots to the streets. Estonia has a great startup ecosystem as well. We have all four seasons in Estonia that helps us to develop robots for extreme weather conditions.



SIFR

www.sifr.ai

Country: Estonia

When Founded: 2017

Founders Names: Taavi Tammiste, Karen Kangro Burnds, Meelis Viiding.

What problem does your startup solve?

What led you to start your company?

The need to democratize AI.

How is your company supported?

Bootstrapped, raising preseed round.

Automation

Showcasing



What has been the most important learning on your startup journey, thus far?

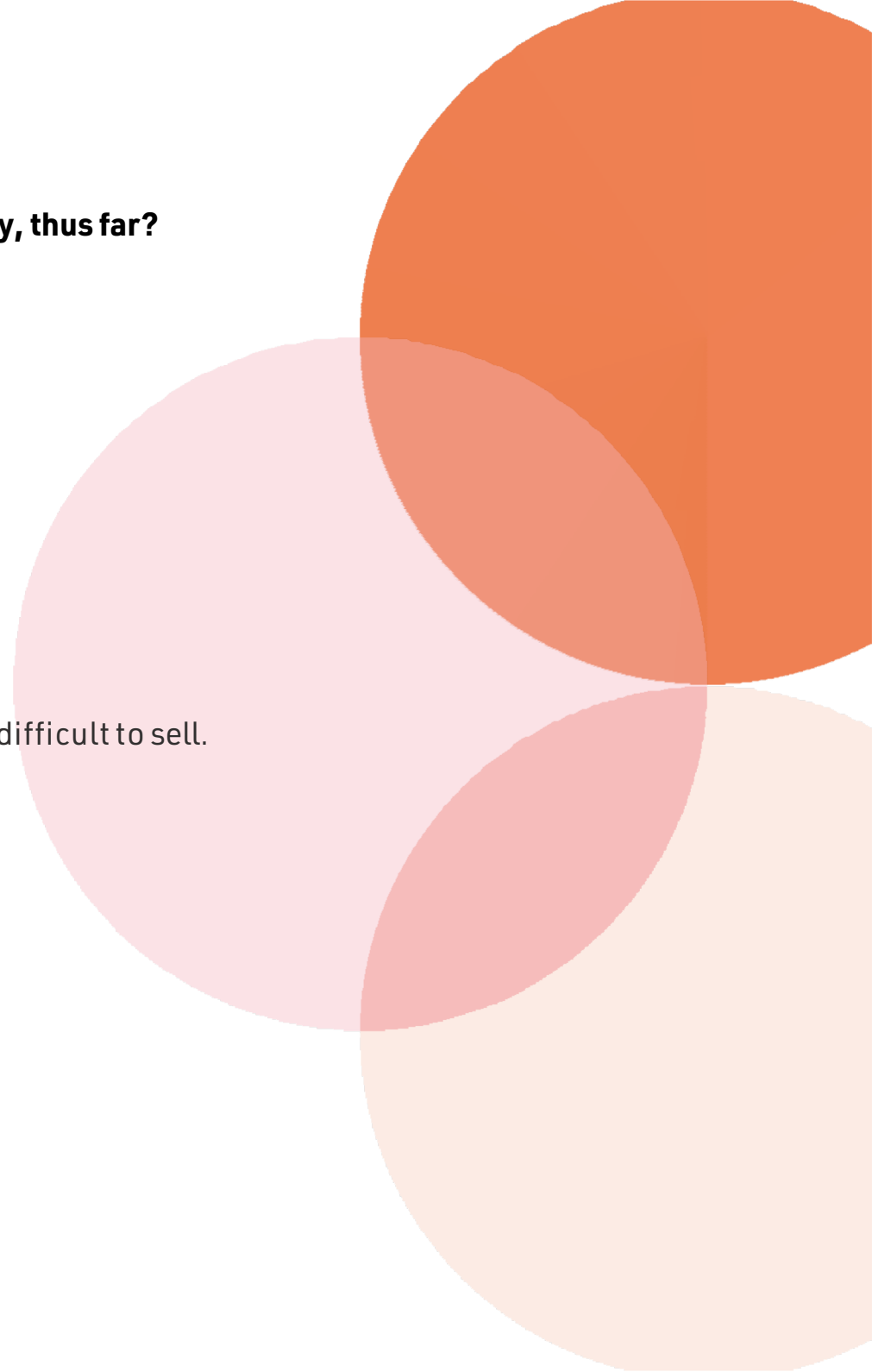
Startup success is about having a diverse and good team.

What is next on the horizon for you?

Computer vision product development.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

The ecosystem is small enough that it is easy to network but sometimes difficult to sell.



Yanu

www.yanu.ai

Country: Estonia

When Founded: 2016

Founders Names: Alan Adojaan

What problem does your startup solve?

We have designed an autonomous bartending unit that is considerably faster and more capable than the regular human workforce in that position. With several advantages, it breaks through the usual bartending bottlenecks and turns losses into profits. Our solution: 1. A leaner serving process. 2. Decreased labour costs. 3. Increased productivity. 4. 25% increase in weekly operating hours due to more flexible operating/ run-time. 5. Lower rent fees.

What led you to start your company?

Been working in the service and bartending business for 15 years a real need for optimizing the process and automation brought me to invent new solutions for the sector.

How is your company supported?

Automation

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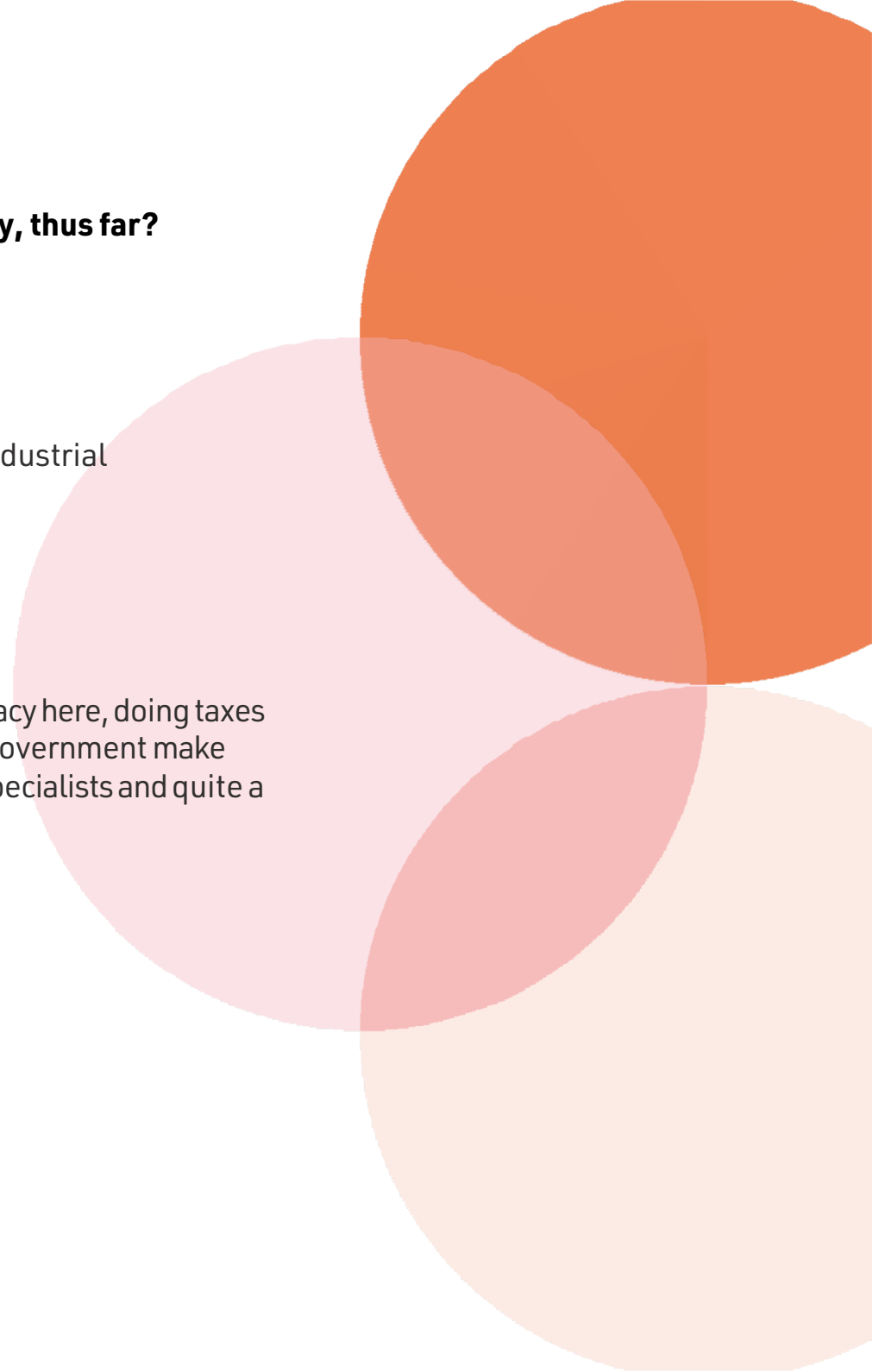
Bewise with the funds, focused on the people and focused 24/7.

What is next on the horizon for you?

Our main focus now is on finishing the prototype and optimizing it for industrial production.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

Main benefits are definitely the electronic state and the ease of bureaucracy here, doing taxes in 10minutes and registering a company in 5. The benefits of modern e-government make things so much easier. Challenges are mostly the lack of workforce and specialists and quite a high cost of living and doing business at the peak of economy right now.



cphnano

www.cphnano.com

Country: Denmark

When Founded: 2015

Founders Names: Emil Højlund-Nielsen, Thomas Tølbøl Sørensen

What problem does your startup solve?

The current paradigm of the analytical industry is centered on instrumentation and optimizing equipment procedures that have been changing very little over the years. Instrumentation is expensive and it often takes dedicated staff to run it. We develop new services for education, academia and industry similar to the modern usage of plastic disposables in hospitals and medical clinics, where trusted measurements can be made by everybody, everywhere without upfront investment in equipment.

What led you to start your company?

A mature nanotechnology platform in a university lab that was not commercialised. Someone had to do it.

How is your company supported?

Private investors via crowdfunding, Business Angel Investment, Bootstrapping, Softfunding.

Agri-foodtech

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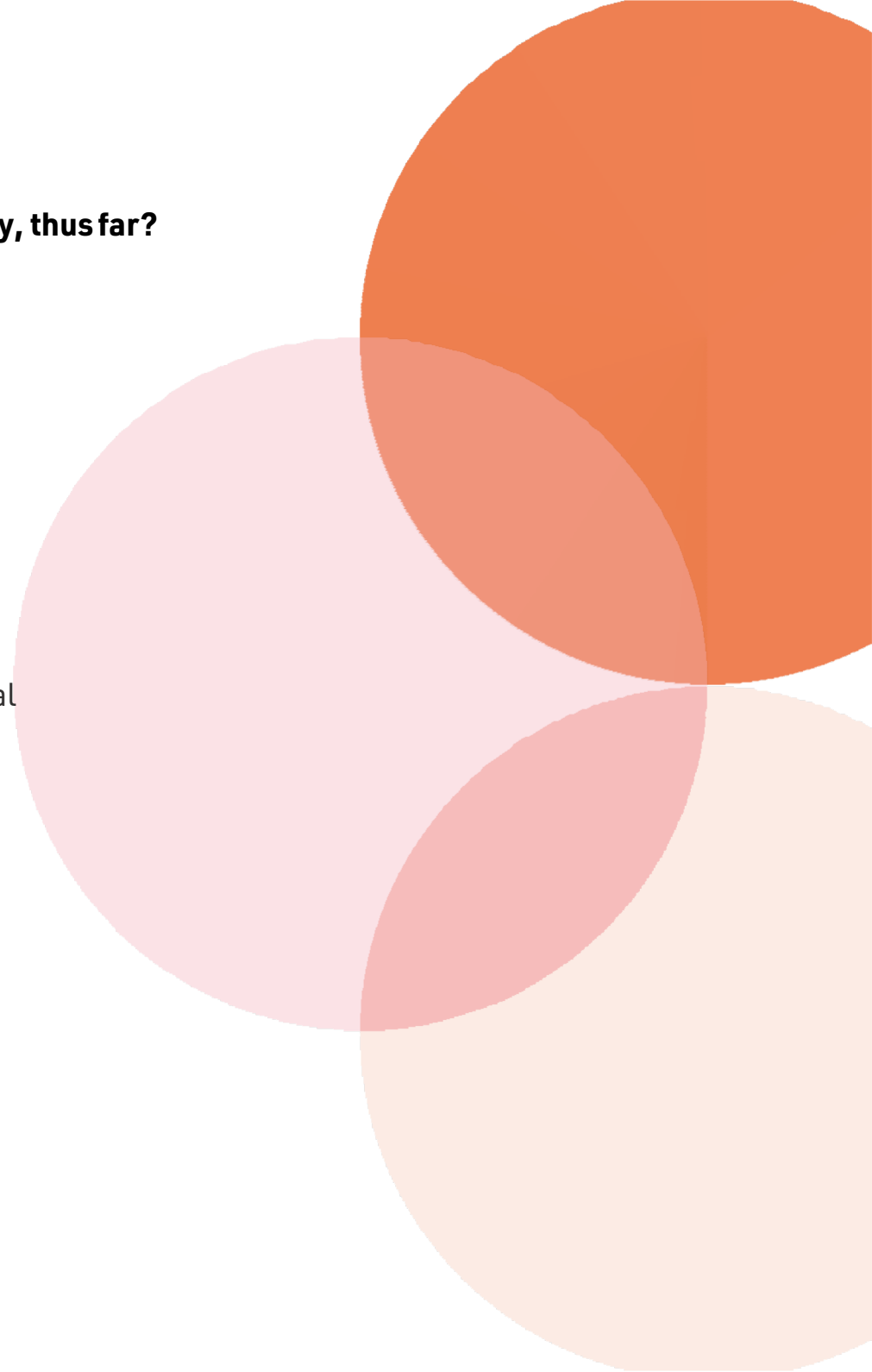
Cash is king. Everything else is secondary the first three years.

What is next on the horizon for you?

New markets.

If your startup is located in the Nordics, what, in your opinion, are the main benefits and challenges of being a startup here?

The main benefit is the working culture here. The lack of sufficient capital for hard-tech startups is the main challenge.



THANK YOU!

To all the startups who
contributed with their
story and made this
report possible.

TECHBBQ **tech**eu

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