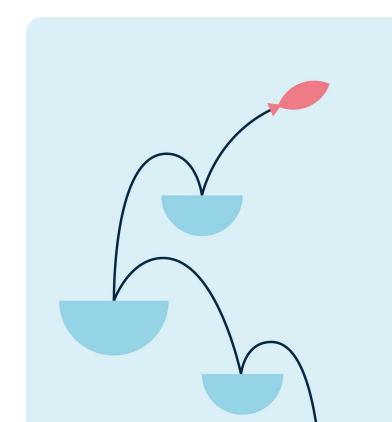
Nordic Startup Employment 2023



In the dynamic landscape of the Nordic startup ecosystem, where innovation and entrepreneurship intertwine, the year 2022 stands as a pivotal moment of introspection and adaptation. As we reflect on the developments that unfolded in a rapidly evolving socio-economic context, we are pleased to present the Nordic Startup Employment Report 2023, co-authored by Dealroom and Danske Bank.

As our report about 2021 showed rather fertile ground for the start-up economy to bloom, 2022 appeared as a contrasting year- not without challenges with the global economy grappling the aftermath of unprecedented disruptions.

The tech industry, known for its resilience, was not immune to the waves of change. Although job openings have started strong in January 2022, our analysis shows that the number of vacancies opened in the first half of 2022 has dropped -28% compared to the same period in 2021.

Adding the echoes of massive layoffs as they reverberated through the corridors of innovation, left us with questions about the strength of the start-up landscape in the face of adversity.

At the heart of this report lies a fundamental inquiry: how did the shifts of 2022 influence the distribution of venture capital and, consequently, the trajectory of start-up employment in the Nordics? We embarked on this journey with a dual purpose – to comprehend the intricate interplay between economic context and job creation within the ecosystem. Through our data analysis, we aimed to unravel the story of resilience and evolution that emerged, among the others in two illuminating findings: Firstly, intrinsic to the resilience of the ecosystem, a striking 80% of Nordic startup jobs were created by companies with up to 500 employees. That translates to 89 thousand jobs created by startups and 125 thousand by scale ups.

Secondly, it's important to notice that early-stage investments served as a lifeline to job growth as they fuelled ventures responsible for most job creation. The shift in funding was a significant enabler for early-stage ventures emerging as signifiers of job growth, offsetting the landscape of layoffs. As you dive into this report, you will discover job creation's geographical and sectoral

epicentres, spotlighting the pioneers who breathed life into innovative ventures and provided fertile ground for economic growth. With the Nordic Startup Employment Report 2023, we thank the entrepreneurs and investors, who collaborated to paint a vivid picture of transformation in uncertainty. In the following pages, you will discover a comprehensive exploration of what shaped the Nordic startup jobs landscape in 2022.

We hope this report serves as a source of insight and inspiration, propelling us toward a future where innovation and job creation flourish, guided by the lessons learned from the challenges of today."



Klavs Hjort SVP at Danske Growth

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- 1. State of startups and VC in the Nordics
- 2. Job creation in the Nordic ecosystem
- 3. Startup jobs by sector

Methodology & Disclaimers

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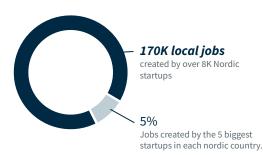
Louis Geoffroy-Terryn Ecosystem Research Lead at Dealroom.co

What are the three key takeaways?

Nordic startups support over 340K jobs globally, 193K of which spread across 250+ cities in all five nordic nations.

80% of jobs at Nordic startups are at startups (<50 employees) and scaleups (50-500). This has so far shielded the Nordic ecosystem from widespread loss of opportunities that have more greatly affected large late-stage tech "grown-ups" and unicorn employers.

Jobs created by the five biggest startups by headcount in each Nordic country.



Early-stage investment provides a lifeline to job growth in the startup sector, in spite of layoffs.

Pre-Seed to Series A rounds into Nordic startups average \$1.6B in volume per quarter for the past 3 years. Since most new jobs are created by young growth startups, the dynamism of early-stage funding and its impact on the ability of the younger generation of startups to hire, has largely compensated for the loss of jobs at household names in the industry over the past year.

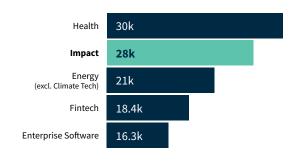
VC investment (\$0-\$100M) in Nordic startups



1 in 7 startup jobs in the Nordics are at impact startups.

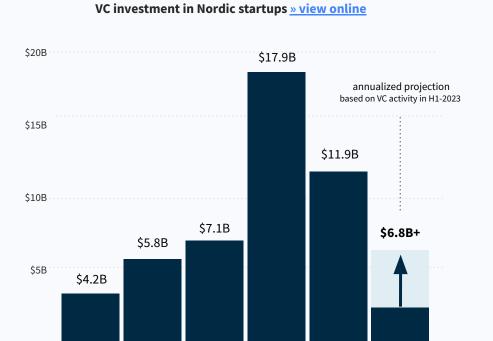
With 28K jobs created, Impact companies account for 14% of all startup jobs in the Nordics, up from 10% last year. More impact startups are founded. Many of them also grow faster - energy and climate tech is now the top funded segment in the Nordics. Impact startups also attract more applicants for open vacancies.

Number of Nordic based jobs by startup vertical

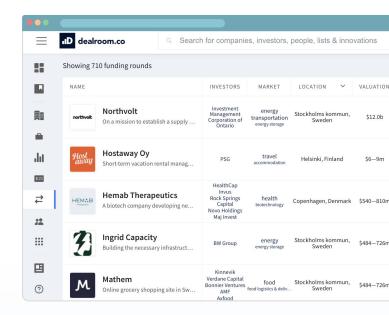


1. State of startups and VC in the Nordics

\$3.4B was invested into Nordic startups in the first half of 2023.



1,000+ Nordic startups raised in 2023 so far



View more »

2022

H1 2023*

2021

2018

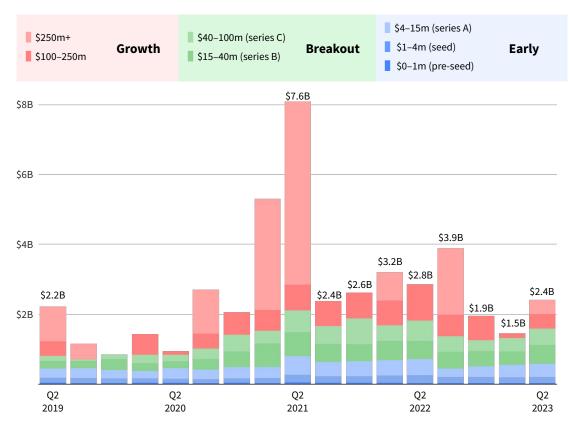
2019

2020

Venture Capital investment in the Nordics remains stable at Early (0-15M\$) and Breakout (15-100M\$) stages, but Megarounds (\$100M+) are now far and apart.

30 \$100M+ rounds were raised by Nordic startups in 2021 alone. There have been another 31+ since January 2022, including 25 \$100M+ in 2022 and just 7 so far in 2023.

VC investment into Nordic startups by stage <u>» view online</u>

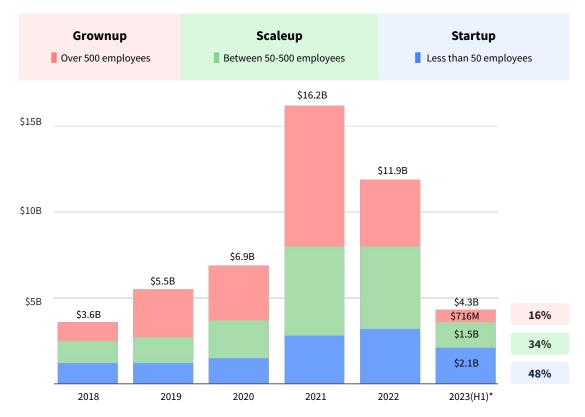


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As larger rounds are becoming more rare, smaller startups once again capture the majority of VC activity in the Nordics.

Nordic startups (i.e. <50 employees) and scaleups (50-500 employees globally) have attracted the over 80% of VC investment in the region.

VC investment into Nordic startups by current global headcount <u>» view online</u>



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VC investment in the Nordics is increasingly distributed.

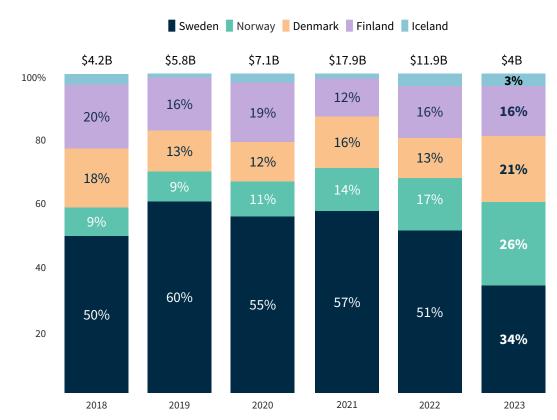
Between 2018 and 2022, Swedish startups attracted \$23B of combined VC funding. On average this accounts for over 50% of the total volume of VC investment in the Nordics.

However Sweden's dominance is being increasingly challenged, owing in large part to a growing pool of VC-backed startups in other Nordic countries, especially in Norway and Denmark.

In 2023 so far, only about a third of the total volume of VC investment in the Nordics went to Swedish startups.

Meanwhile Norway and Denmark's share of Nordic VC investment grew over two-fold.

Distribution of VC investment across Nordic countries.



At Early-stage, VC investment in the Nordics and Europe follows a similar trajectory. Late-stage investment volumes are down, but faring better in the Nordics than elsewhere in Europe.

VC investment: \$0-\$15M rounds

VC investment: \$40M+ rounds



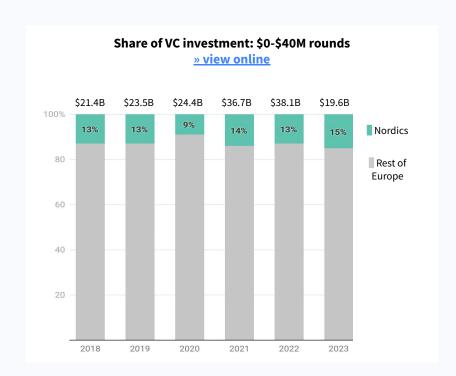


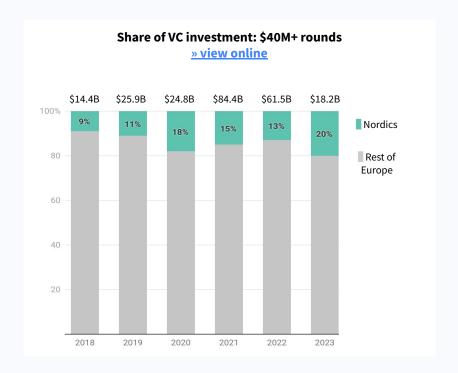




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Nordic startups capture 15% of Europe's early-stage funding, and 20% of late-stage funding.





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2. Job creation in the Nordic startup ecosystem.

Scaleups support the most jobs in the Nordic ecosystem.

Unicorns, in spite of their notoriety, only provide about 10% of all opportunities in the Nordic startup ecosystem. But a thousand-strong group of Nordic scaleups, which are companies are on a high-growth trajectory, having typically raised significant funding to fuel their expansion and boasting a global team of 50 to 500, support over 125K jobs. This is more than any other sub-category.

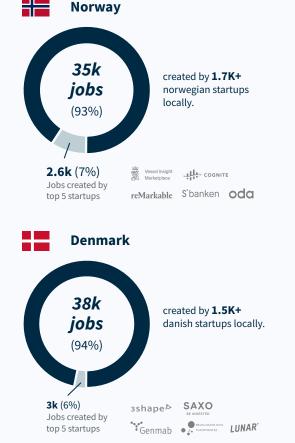
Nordic startups, with teams of up to 50, support nearly 90K jobs globally. Many of these companies are future successes and add the most new jobs year-on-year, especially at a time where more established and larger companies have been downsizing.

Jobs supported by Nordic startups, by company size

| Unicorns 77 companies | 58K jobs (10%) | northvolt Spotify |
|--|-----------------|---------------------------------|
| Grownups (excl. Unicorns) 500+ employees (<100 companies) | 67K jobs (22%) | M FRILANS FINANS SVEA SOLAR |
| Scaleups 51-500 employees 1K companies | 125K jobs (42%) | Clever Innofactor° ♣ Doktor.Se |
| Startups 2-50 employees 6.9K companies | 89K jobs (26%) | |

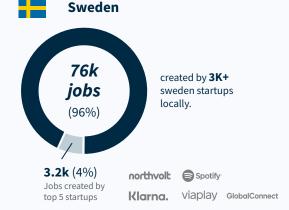
Most startup jobs are created by a long tail of small startups.

On average, 5 biggest startups in terms of local employment only contribute 5% of all startup jobs in their respective home countries.





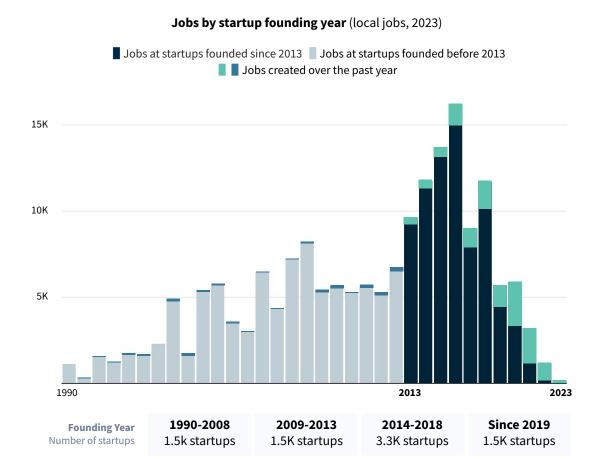




Most new opportunities in the Nordic ecosystem are created by young startups.

Startups founded since 2013 support 155K jobs globally, 87K (60%) of which are located in Nordic countries. These 5.7K - mainly early-stage - startups created 25K net new jobs, i.e. 70% of all new jobs created over the past year.

Startups founded over 10 years ago support more jobs (192K globally), although just under a third are based in the Nordics. With many grownups and well established companies in their ranks, these startups create fewer new jobs: when factoring in recent redundancies, just 9K new jobs were created by this pool of companies globally.



Startups are creating jobs across the Nordics and beyond.

Geographical distribution of jobs at Nordic startups

in Nordic countries 193K

of which, jobs in home country

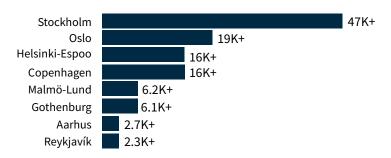
183K

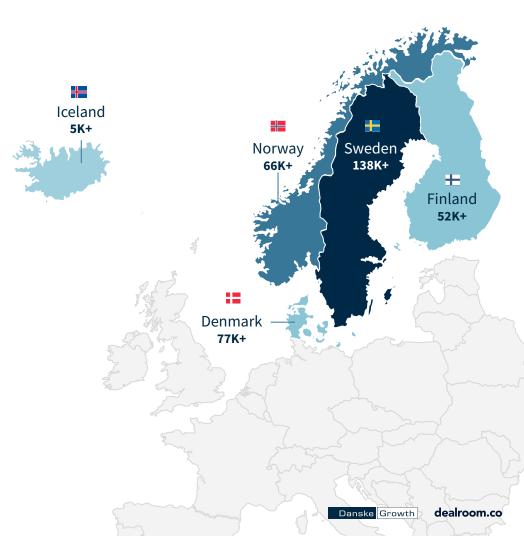
outside of Nordic countries **147K**

of which, jobs in other Nordic countries

9.9K

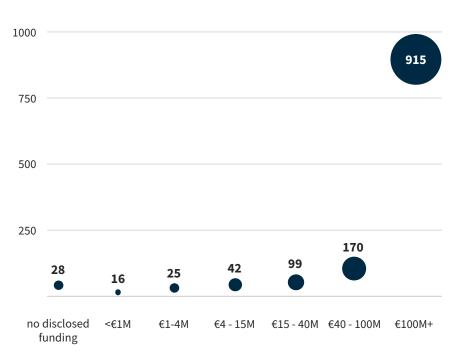
Top Nordic hubs by local startup jobs, 2023



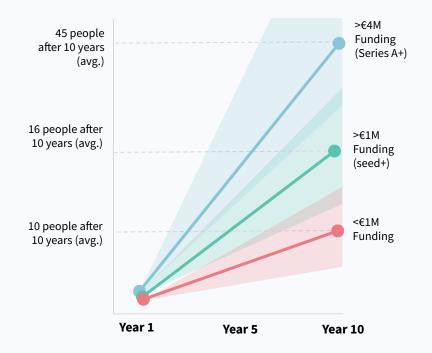


VC funding fuels job creation.

Average team size by cumulative funding, Nordic startups



VC-backed or not: very different growth trajectories



Founders in the Nordics often acquired a first experience in unicorns or corporates before turning to entrepreneurship.

Startup mafias fuelling a flywheel of successful startup employees-turned-founders. Dealroom.co and Accell identified 100 Nordic startups founded by former employees of Nordic unicorns, which in turn have created 3.1K jobs across all five nordic countries.

Read the report "Europe and Israel's startup founder factories and the founder journey".

A report by

dealroom.co Accel Read more

Employees of large, R&D intensive Nordic corporates are also increasingly turning to entrepreneurship. Former employees of the likes of Nokia. Volvo or Novo Nordisk have created over 50 startups in the past 10 years. Similar stories emerge from employees of foreign tech companies and unicorns with a presence in Nordic countries, as well as former employees of renown Nordic gaming studios.

Local corporates »Explore more

R&D and tech-intensive corporates with global clout and renown expertise in their respective industries.















Nordic unicorns »Explore more

tech companies founded since 1990 that are currently valued at over \$1B. incl. companies that may now be worth less than \$1B, but exited at \$1B+.

»1.000+ Nordic founders who are Unicorn alumni



ŌURA

Spotify

hmd.

Promising Nordic startups

Startups founded in the last 10 years by former employees and executives of Nordic tech corporates, leading gaming studios and unicorns, as well as former employees of former foreign unicorns with a presence in the Nordics.

»Explore more

























amuse[®]























Nordic gaming studios »Explore more

Nordic gaming studios, driven by a select group of industry trailblazers, have risen as global frontrunners.

They've crafted hit titles, nurtured exceptional talent, and spurred entrepreneurial ventures, shaping the next chapter of their careers.













Foreign tech & unicorns »Explore more

The Nordic region boasts affluent, tech-savvy consumers, attracting other European, American and Asian companies seeking expansion. Its skilled workforce and thriving tech hubs make Nordic cities top choices for foreign firms entering the European market.















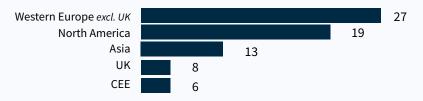


100+ founders who moved to the Nordics to study at postgraduate level, stayed on to found 80+ startups and create value in the region.

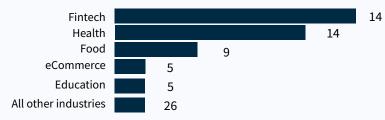
With this preliminary research based on 2.3K founders' educational background*, Dealroom identified 80+ startups founded by individuals who moved to the Nordics in order to study at postgraduate level, including Masters, MBA and PhD, after having completed their undergraduate education in their country of origin, or in a third country outside of the Nordics.



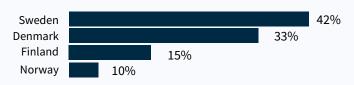
Region of completion of founder undergraduate degree



Top startup industries



Geographical distribution within the Nordics



650+ startups & scaleups (co-)founded by Women in the Nordics support 30K+ jobs.

€1.9B raised

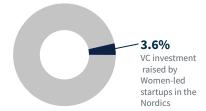
by Nordic startups & scaleups (co-)founded by women over the past 5 years.

Half of these startups were founded less than 6 years ago.

30K Jobs at Women-led Nordic startups. incl. 15K in the

Nordics.

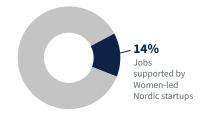
Distribution of VC investment (2018-2023) for startups with disclosed founder gender*



just 650 startups & scaleups (co-)founded by Women raised 3.6% of the combined volume of VC investment in the Nordics over the past five years, in startups with known founder gender.

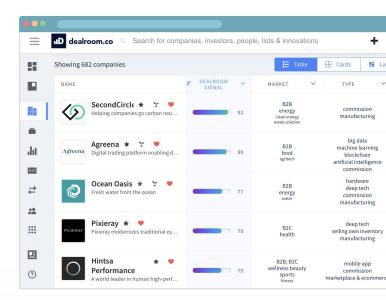
Job creation by founder gender, 2023

for startups with disclosed founder gender*



these 650 startups support 14% of jobs created by Nordic startups*

600+ Nordic startups with 1+ (co-)founder who is a Woman



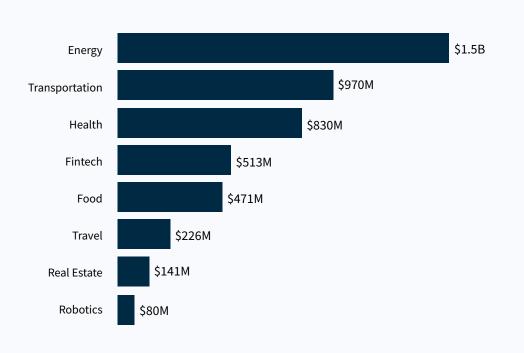
View more »



3. Startup jobs by sector Impact focus

Energy was the Nordics' most funded industry in H1 2023, followed by Transportation and Healthtech.

VC investment into Nordic startups by industry (H1 2023) view more



Selected Nordic funding rounds in H1 2023

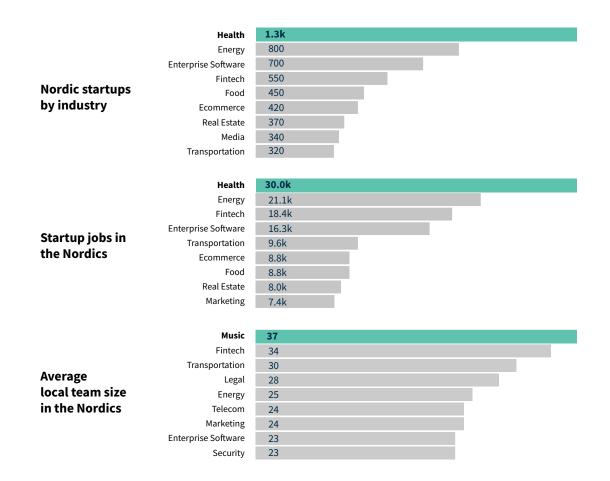
| Company | Investment size | HQ, Date |
|----------------------------|-----------------------|----------------------|
| northvolt | \$400M Convertible | Stockholm, Jun 2023 |
| Hostaway | \$175M Growth Equity | Helsinki, May 2023 |
| HEM . B | \$135M Series B | Copenhagen, Feb 2023 |
| Mathem | \$121M Late VC | Stockholm, Jun 2023 |
| INGRID | \$121M Late VC | Stockholm, Apr 2023 |
| First © Water | \$108M Growth Equity | Reykjavík, Jul 2023 |
| 'Tradeshift' | \$100M Late VC | Copenhagen, Aug 2023 |
| 🛦 alvotech | \$100M Late VC | Reykjavík, Jul 2023 |
| Vessel Insight Marketplace | \$90M Late VC | Kongsberg, Jun 2023 |
| & kameo | \$90M Late VC | Stockholm, Jun 2023 |

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Healthtech startups create the most jobs in the Nordics

In the Nordics, **Healthtech** is the top industry by number of startups and number of local jobs. Bavarian Nordic, Kry, and 3Shape are amongst the biggest single employers, but a long tail of 1.3k job-creating healthtech startups and scaleups help create most jobs in the segment.

Zooming in, 1 in every 4 job at a Nordic startup (60K jobs in total) is in one of three sectors: **Health**, **Energy** and **Fintech**.



1 in 7 startup jobs in the Nordics are at impact startups.

8K+ job creating startups in the Nordics 340K jobs globally 200K jobs locally

> 1.1K impact startups 45K jobs globally 28K impact jobs locally

1.1K impact startups in this report 1.8K Nordic impact startups » view online

Nordic impact startups support 45k jobs globally, of which 28K (63%) are located in Nordic countries.

86% of impact jobs are created by early-stage startups and rising scaleups. Larger nordic impact scaleups and grownups (below) support just 1 in 7 impact jobs.

Top 10 biggest impact startups

14% of Impact jobs

northvolt



\ einride





Clever





Selected Nordic impact startups currently hiring



Polestar

N2 — Applied









ZERO NORTH

Browse job openings at Nordic impact startups on Dealroom.co

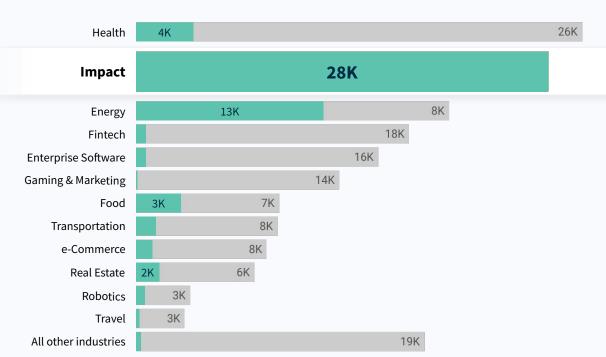
» Explore more

Jobs at Nordic startups (2023)

Jobs with impact Others

Impact startups are a major employer in the Nordics - placed second overall only behind Healthtech.

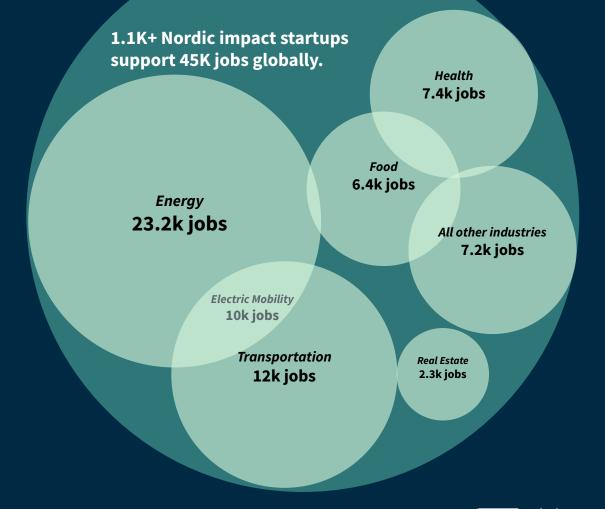
Impact jobs span across virtually all industries, with the highest concentration of impact startups & jobs found in Energy, Healthtech and Foodtech.



Nordic impact startups support 45K+ jobs globally, including 28K jobs in Nordic countries.

Energy & Climate Tech startups contribute the largest share of jobs within the impact ecosystem.

Impact startups are younger on average and develop technologies and products locally, leveraging a large and adequate talent pool in the Nordics to support their growth. As a result, 63%, or over 28K jobs created by impact startups are based in the Nordics, a higher proportion of local jobs than non-impact startups (53%).



4. Job openings

Powered by



hub

The Hub is the #1 recruitment platform for Nordic startups, offering career opportunities for global talents.

thehub.io

4. JOB OPENINGS powered by

Nordic startups have slowed down hiring in H1 2023, but over 12K opportunities are currently advertised in the Nordics.

12K+ job openings in the Nordics on dealroom.co/jobs

» 800+ openings at Nordic startups that raised in 2023

» 600+ openings at Women (co-)led Nordic startups

» 600+ openings at nordic impact startups

» 1,000+ openings at nordic deep tech startups

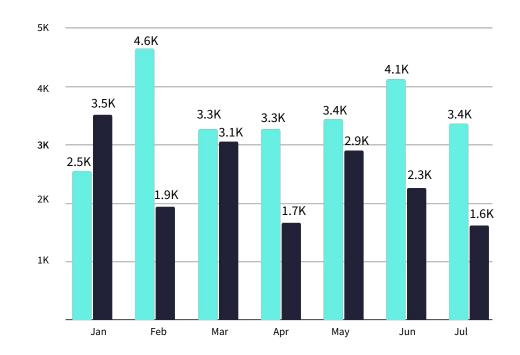
» 600+ openings at foreign startups in the Nordics

Explore more opportunities at Nordic startups with **The Hub**

thehub.io/jobs

Number of vacancies posted by Nordic startups

2022 2023



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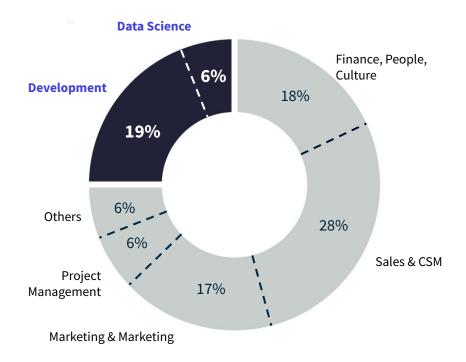
4. JOB OPENINGS powered by

3/4 of job openings advertised by Nordic startups are for roles that do not require a technical background.

Startups require a diverse set of skills and talent to scale. Whilst tech roles tend to be more difficult to fill owing to increased competition and tensions on job markets, many opportunities at startups are open for candidates with different profiles including sales, marketing, project management, and operations.

Job categories with the most openings at Nordic startups in H1 2023

■ Tech jobs openings at Nordic startups (25% of all job openings)
■ Non-tech jobs openings at Nordic startups (75%)

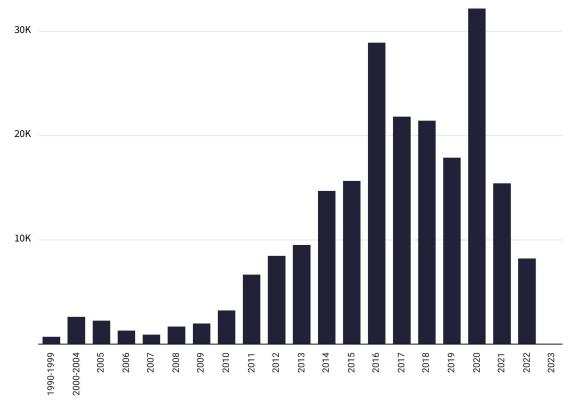


86% of new opportunities are generated by startups founded in the last 10 years.

Most job openings currently advertised on The Hub are posted by young startups: companies founded since 2020 account for a quarter of all job openings.

Startups (i.e. those companies with fewer than 50 employees) are responsible over 40% of all job openings, and those with fewer than 10 employees account for another quarter of current opportunities on The Hub.

Number of vacancies by startup founding year



ge / 30 Source: Data from The Hub.io, crunch by Dealroom.co

4. JOB OPENINGS powered by

Impact scaleups are far more attractive to job seekers.

Data from The Hub analysed by
Dealroom.co shows that candidates who
apply to early stage startups pay less
attention to the impact orientation of the
startups' product and mission. Startups
with fewer than 50 employees, most of
which have either just or not yet reached
go-to-market stage, receive 23 applicants
per job posted, on average.

However the gap significantly widens at later stage. Scaleups, i.e. startups with go-to-market or growth strategies and over 50 employees, are far more attractive to talents if their product and mission is impact-driven: impact scaleups receive 50% more applicants per job posted than conventional scaleups.

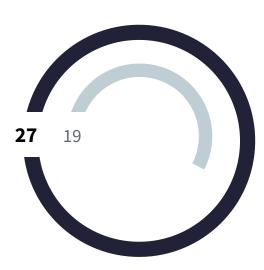
Average number of applicants by job opening, Nordic startups

■ impact-focus ■ No impact focus

Average number of applicants per startup job posted (≤50 employees)

23 23

Average number of applicants per scaleup job posted (≥50 employees)



Methodology

Where startups & their teams are.

Companies in this report by location.

Nordic Startup Ecosystem.

all startups with a presence in and/or ties to, Nordic countries.

Nordic Startups.

job-creating (2+ employees) startups *from* Nordic countries. » view online

Homegrown Nordic Startups.

startups with current main center of business (HQ) in a Nordic country. <u>» view online</u>

Relocated Nordic Startups.

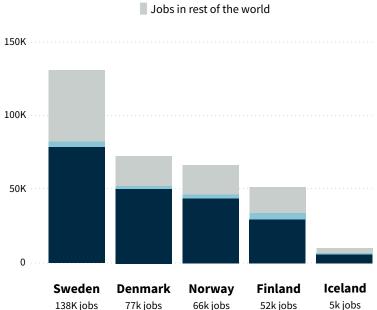
startups founded in the Nordics, currently based elsewhere. » view online

Foreign startups in the Nordics.

startups with a secondary office in a Nordic country. » view online

Scope of this report.

Jobs in this report by location. Jobs in HQ country Jobs in other Nordic countries



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Methodology & definitions.

Startup jobs?

The words "jobs" and "employees" are used interchangeably. Number of jobs represent the total number of employees at homegrown startups. It is assumed that Nordic-based employees work at the company's headquarters. The report also includes data about employees founded in the Nordics, which since their inception moved abroad. The number of jobs is sourced from publicly available data, incl. company statements and professional social media. This report counts all jobs at startups, not just tech jobs (i.e. mechanics, receptionists, helpdesk, ...). However, gig workers (e.g. riders, babysitters, ...) are generally not counted. Jobs at companies not covered in the report are not counted.

Valuation

The combined valuation of the tech ecosystem is based on their market cap or latest transaction value. Transaction value is realized from exit or implied unrealised valuation from the latest VC round, which is either announced or estimated by Dealroom based on benchmarks.

Maturity, Stages and Cohorts

Startups are classified according to 3 main criteria:

- <u>Maturity</u> (Startup/Scaleup/Grownup) which is inferred from the company's global headcount.
- <u>Stage</u> (Early/Breakout/Late) which is inferred from the company's latest investment.
- Cohort, based on the company's founding year.

Similarities & differences with previous editions.

The list of companies in this report series changes from one year to the next, as it follows the fast-paced evolution of startup ecosystems. Up to 70% of startups ultimately fail according to Dealroom research. Startups generate value Throughout their lifecycle, including in terms of job creation, value and opportunities brought to their local communities. Therefore this report includes all job-creating startups operating independently, i.e. non-acquired, funded startups with employees which are not part of the founding team. Some acquired startups may be included so long as they maintain distinct and quantifiable operations from their acquiror.

The data on which this report builds is available on app.dealroom.co.
For more info please visit dealroom.co or contact support@dealroom.co.

Methodology & definitions.

Startups, scaleups, grownups and tech.

A startup is a company designed to grow fast. Generally, such companies are VC-investable businesses.

What is a startup? By Dealroom.co

When startups are successful, they develop into **scaleups** (>50 people), **grownups** (>500 people) and result in big companies, like Klarna or Oda. Some become very big (e.g. \$1B+ valuation). Read more about our unicorn methodology here.

In this report, the term "tech ecosystem" refers to all startups, scaleups and grownups headquartered in the Nordics. Only companies founded in or after 1990 are included in this report. This report may refer simply to startups as a container for startups, scaleups and grownups.

Nordic startups

This report includes all startups with main center of business (headquarters, or HQ) in a nordic country, i.e. Sweden, Denmark, Norway, Finland and Iceland. Additionally, startups founded in the Nordics, which may have relocated (part of) their core operations abroad are also included so long as they maintain significant operations in their home country. Foreign startups with a presence in the Nordics - and the jobs they create - are **excluded** from the analysis, unless specifically mentioned.

Underlying Data

Dealroom's proprietary database and software aggregate data from multiple sources: harvesting public information, user-submitted data verified by Dealroom, data engineering. All data is verified and curated with an extensive manual process.

Venture Capital, Investors

Investment numbers refer to rounds such as Seed, Series A, B, C, ... late stage, and growth equity rounds. VC investment figures exclude debt or other non-equity funding, lending capital, grants and ICOs. Investment rounds are sourced from public disclosures including press releases, news, filings and verified, user-submitted information.

Glossary & Definitions

Sectors & Industries

Industry classification follows Dealroom's proprietary taxonomy. A startup may belong to up to two industries. Double counting may occur for investment, but a dominant industry is assumed for headcount in order to accurately report on job data.



About Danske Bank Growth

Danske Bank is a leading Nordic bank with a global presence. We are headquartered in Denmark and have operations in 10 countries, including Finland, Norway, Sweden, Lithuania, Poland, the United Kingdom, Northern Ireland, Ireland, the United States, and India.

Danske Bank Growth is a one stop banking solution when scaling your startup towards a global economy.

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