

Amin Fard, CEO Preppio

50 words: Oslo is a compact city in every sense of the word -- not only is it easy to get around, but there are very few barriers to making business connections. "There is a culture of open doors here, whether you're talking to potential investors, public entities or potential customers," says Amin Fard, who built a global software company in just three years from Oslo.

200 words: "I mean -- where else would a government entity with 50 000 employees hire the services of a two-year old startup?" Amin Fard, founder of Preppio, has ostensibly achieved the dream of every software entrepreneur. Preppio is an employee onboarding software that helps large organizations streamline and automate a better onboarding experience for new hires. "We work with HR in companies that hire more than 50 people a year. Our software orchestrates the communication between managers, new hires, and the company - making sure that every new hire gets a "wow" experience and rare easy to do a good job from day one."

Three years on, and Preppio can boast global customers such as Air Asia and Domino's Pizza -- in addition to the city of Oslo itself, which alone employs some 50 000 people. Fard firmly believes that being Oslo has been a significant factor in the company's global success.

"The thing about Oslo is that it's incredibly easy to get in touch with the right people. I got a meeting with our first major investor -- one of the biggest tech investors in Norway -- just with a cold email. I've worked in many of the big global tech hubs, where you have to jump through a lot of hoops to get through the door, if you get through at all. That's not the case in Oslo. Here, companies, investors and customers are willing to hear you out. That is one of the reasons I like to say that Oslo is one of the best places in the world to find product market fit for early stage startups."

And as if to underline how the compact size and approachable culture of Oslo has contributed to Preppio's success, Fard adds: "My co-founder and current CTO was someone I first ran into by the coffee machine at MESH, one of the city's many co-working spaces".