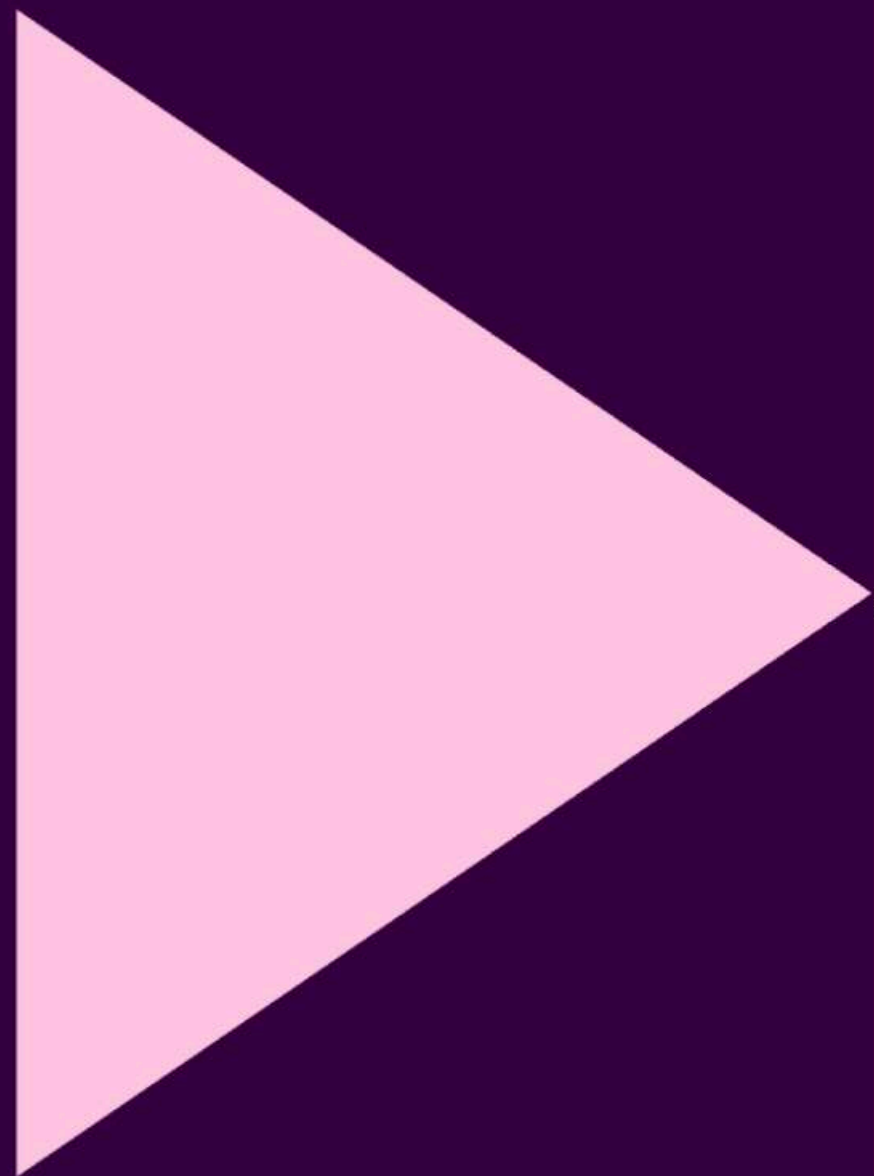


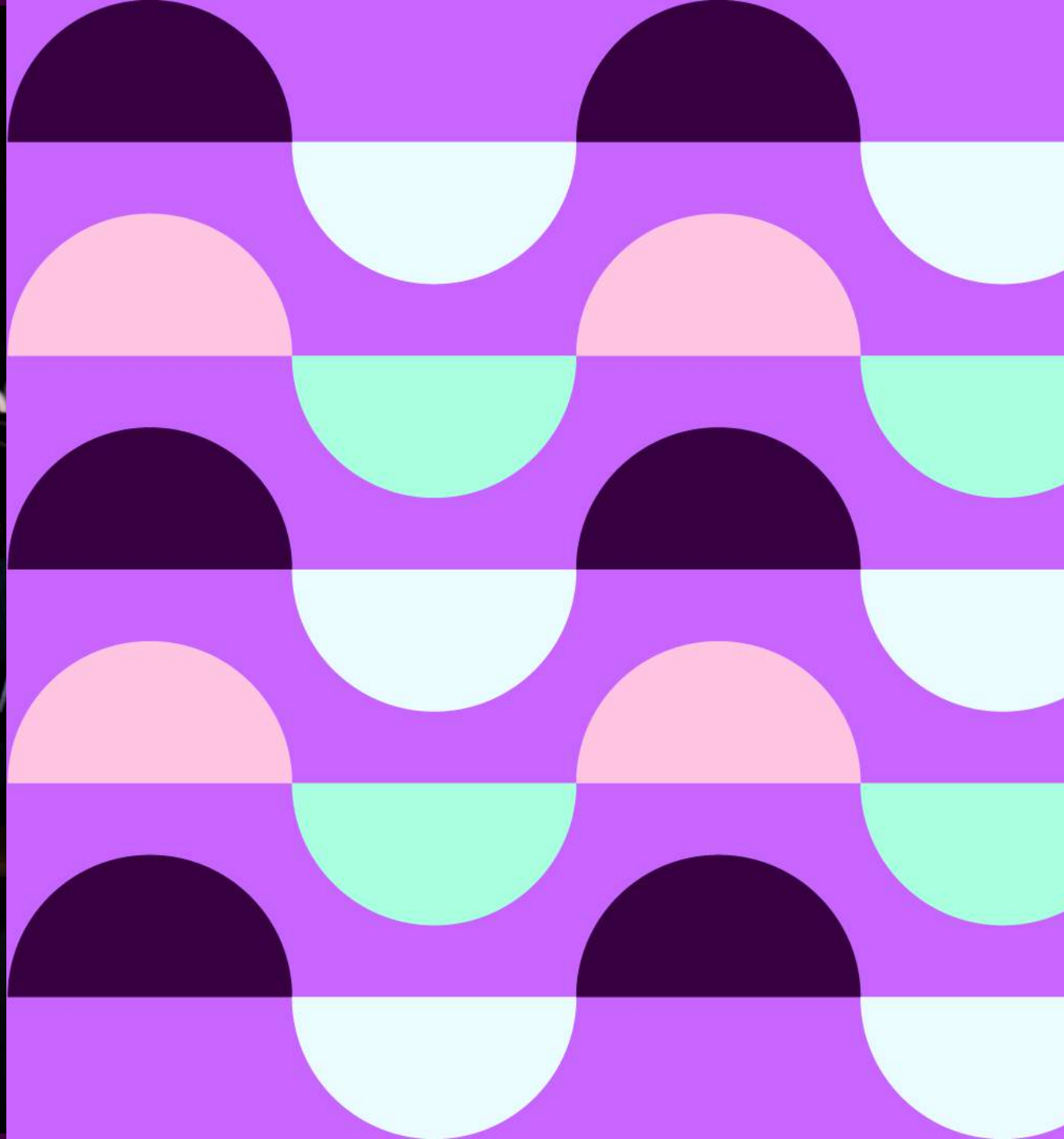
# oslo innovation week

27–30 Sep  
2021

Report 2021

Oslo Business Region







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# Introduction

Oslo Innovation Week brings forward new voices and innovation in action. We highlight bold solutions that solve real global challenges through entrepreneurship, technology and innovation. We believe in creating sustainable solutions by bridging differences and forming new powercouples, pushing the world forward through collaboration.

Since 2005, Oslo Innovation Week has brought together entrepreneurs, leaders, investors, innovation drivers, technology experts and creatives in the city of Oslo. This year, Oslo Innovation Week was primarily digital with a handful of physical events. 30.000+ people joined us, 33% of which were international.

Oslo Innovation Week is a collaboration between public and private, startup organizations and corporates, Norwegian and international companies. The 2021 chapter was created by 136 event organisers.

Oslo Innovation Week 2021 had five tracks. The main track *Scaling your growth company* focussed on supporting and building Norwegian growth companies' networks and knowledge. The remaining four tracks were *The Nordic Model*, *Solutions for the climate*, *Creative Tech for Sustainable Growth* and *Startup and Entrepreneurial Ventures*.

Oslo Innovation Week 2021 was made up of 84 events from full day conferences and seminars to podcasts, networking events and summits.

The event is supported by the City of Oslo, Innovation Norway and Oslo Regionen.

- Oslo Business Region  
Project manager



Oslo Innovation Week

# Key numbers

Oslo Innovation Week 2021

#oiw2021

# Key numbers 2021

2020

87  
**84** Hybrid events on  
Sustainable solutions

25 000 +

**30 000+**

Attendees

45%

**33%**

International attendees

88%

**88%**

Attendees got new leads

400 +

**400+**

Speakers

46%

**45%**

Female speakers

34%

**39%**

International  
speakers

30%

**40%**

Startups and scaleups  
on stage

17

**19**

Media articles

26

**20**

International media

1.1 mil

**1.1 mil** Reach on Social Media

10% increase in followers

**28.277** Social Media Followers

157

**136**

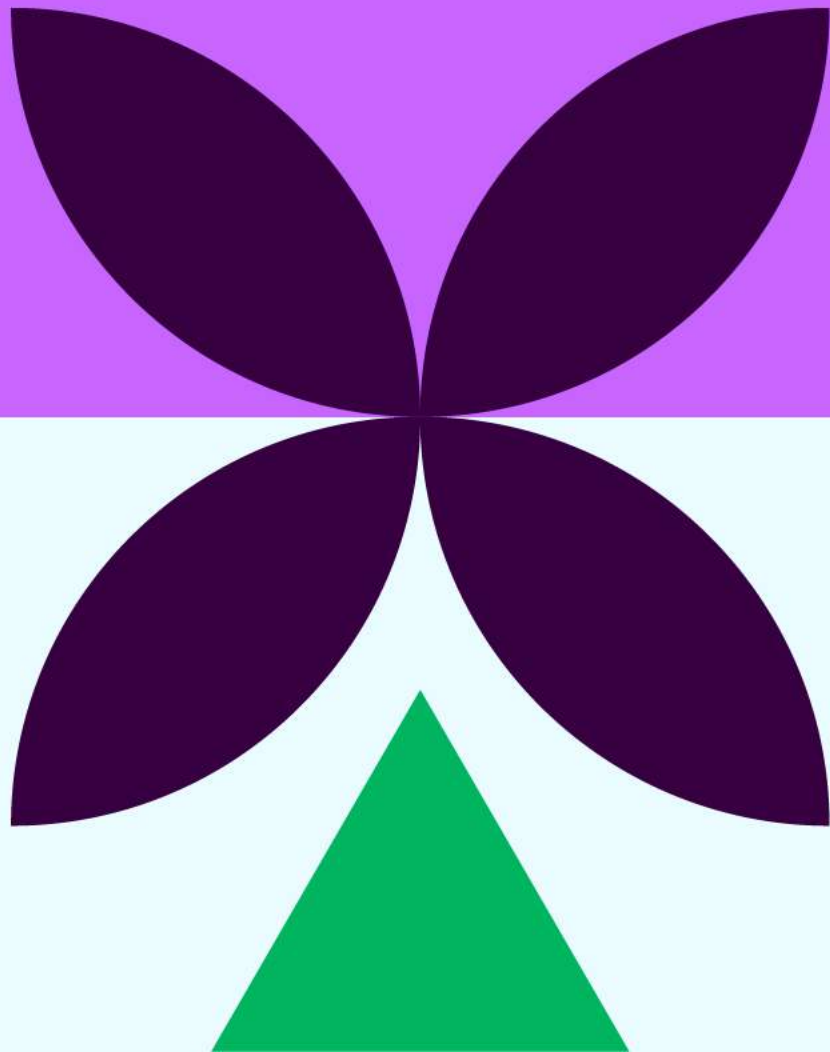
Event organisers

88%

**86%**

Will take part in  
OIW 2022





# Timeline

	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011
<b>EVENTS</b>	84	87	63	56	53	75	72	60	50	35	24
<b>EVENT ORGANISERS</b>	136	157	153	144	142	115	94				
<b>SOLD OUT EVENTS</b>	N/A*	N/A*	71%	69%	63%	77%	75%				
<b>ATTENDEES</b>	30k+	25k+	13.3k	13.4k	11k	10.7k	9.4k	8.6k	5.5k	5.7k	2.9k
<b>INTERNATIONAL ATTENDEES</b>	33 %	45 %	31%	31 %	24%	21%	19%				
<b>PRODUCTION COST IN MILL</b>	32.5**	31.5	35.2	35.7	24.7	21.6	16.9	12.6	7	5	

\*Due to Covid-19 restrictions, there were set limit to attendees.

\*\* Digital events cost less but the 10+ hybrid events resulted in production costs remaining at similar level as pre-pandemic



Oslo Innovation Week

# Priorities and goals

Oslo Innovation Week 2021

#oiw2021



# 2021 Goals

1. Support and build Norwegian growth companies
2. Profile Oslo and Norway as destination to do business
3. Attract more tech talent to the Oslo startup ecosystem
4. Attract more investment and business to Norwegian companies
5. Oslo Innovation Week is the entry point for Nordic companies focused on sustainable, impact and climate entrepreneurship

On the following slides you can read more about how this was done and the results.

# 1. Support and build Norwegian growth companies

- 150+ growth companies attended and took part in events run by 84 event organisers. 35 events with specific focus on helping more Nordic companies scale
- Over 100 investors and community leaders took part in events attended by companies looking to grow
- Opening ceremony specifically focussed on supporting companies grow via sustainable and diverse means
- Networking events arranged throughout the week allowing companies to meet the right people to help their companies grow





## 2. Profile Oslo and Norway as destination to do business

- 33% of the attendees were international.
- 39% of all the speakers were international. The event organisers use this as an opportunity for connecting their network with international companies.
- We had international participants from 50 countries including the UK, Germany, Sweden, Denmark, Finland, France, Israel, USA, Canada, and Japan.
- To better facilitate international attendees, all events were streamed online. The event organisers are also very positive, giving a feedback of 3.6 (out of 5).



### 3. Attract more tech talent to the Oslo startup ecosystem

- International career fair hosted by Oslo Regionen in collaboration with 20 growth companies looking to attract talent to Oslo
- 84 events showcasing Oslo ecosystem
- Global audience from over 40 countries
- 20 international press articles showcasing Oslo ecosystem





## 4. Attract investment and business to Norwegian companies

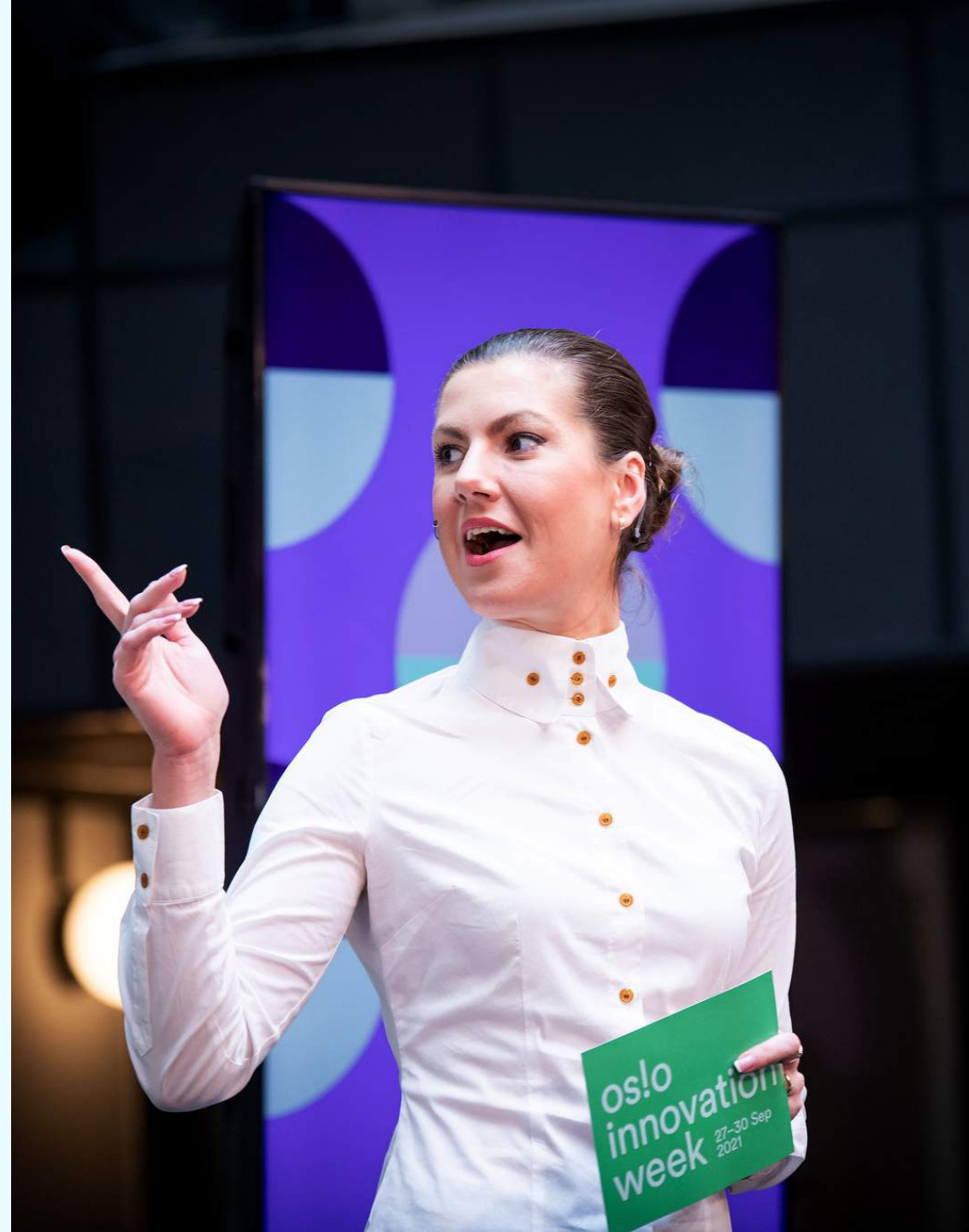
- Investors, founders and decision makers from over 40 countries attended Oslo Innovation Week 2021
- Nordic Model track generated more interest and engagement than ever from our Nordic neighbours with investors and scaleups from all Nordic countries taking part
- 136 companies collaborated to host 84 events focused on creating business networks across the Nordics and beyond
- Investors from Nordics most profiled VCs invited to judge over 300 companies at Climate Tech Demo Day and 100 Pitches





## 5. Be an entry point for Nordic companies focused on sustainable, impact and climate entrepreneurship

- First ever Nordic Climate Tech Demo Day held including 9 companies pitching their solutions to a more sustainable future
- We highlighted sustainable and green solutions in all communications
- We had 84 events organised by 136 event organisers, all of them highlighting solutions and topics related to sustainable city development.
- To date 19 articles have been published about Oslo Innovation Week, Oslo/Norway
- Oslo Innovation Week 100 Pitches highlighted sustainable solutions, and had 226 applicants from 44 countries



Oslo Innovation Week is a local event with an impressively growing Global reach. Every event I have participated in has brought potential partners and investors to Material Mapper from everywhere in Europe and even the US. Oslo Innovation Week puts pressing matters in the spotlight - such as circularity and sustainability in construction - by inviting corporate decision-makers, government officials, and innovators to the same stage, which is a catalyst to change and reaching Sustainable Development Goals not just in theory, but in practice.

**Ieva Sibilla Strupule, CEO & Co-Founder, Material Mapper**

# 2021 KPIs

- 1 Nordic partner
- Collaborate with 50 Oslo startup ecosystem hubs
- Attract the founder teams from the 100 best scaleups in Europe
- Attract 100 investors from the best companies in Europe
- Attract 100 public sector leaders from 10 cities in Europe
- Attract 20 startup ecosystem community leaders from the Nordic
- Attract 10 startup event organisers leaders from the Nordics



KPI	Result
1. 1 Nordic partner	Four nordic investor and hub partners made Nordic Climate Tech Day possible
2. Collaborate with 50 Oslo startup ecosystem hubs	Oslo Innovation Week 100 pitches resulted in us collaborating with 90 hubs spread across Oslo, Norway and the Nordics
3. Attract the founder teams from the 100 best scaleups in Europe	150+ scaleups took part in Oslo Innovation Week events
4. Attract 100 investors from the best companies in Europe	75 of the Nordics best investors took part in two events (Scaleup Workshop and Climate Tech Demo Day) alone at OIW. Together with the rest of the program the goal of 100 was exceeded
5. Attract 100 public sector leaders from 10 cities in Europe	134 public sector leaders from 8 countries attended the launch of Cleantech Oslo and the C40 run event
6. Attract 20 startup ecosystem community leaders the Nordic	Over 50 community leaders took part in the <i>Nordic Model</i> track alone
7. Attract 10 startup event organisers leaders the Nordic	Event organisers from Sweden, Denmark, Finland and Iceland contributed to 18 events under the <i>Nordic Model</i> track



# Key learnings

- Continue to adapt how a hybrid OIW will be run
- All digital content should be made to last
- Make it easier for digital OIW attendees to meet
- Allow for a better attendee journey at [oiw.no](https://oiw.no) with specific upgrades needed to program page
- Continue facilitating for international press
- Organise Oslo Innovation Week satellite events throughout the year including Growth Podcast
- Onboard and include a broader group of stakeholder at the city of Oslo and Innovation Norway
- Build network of companies who can contribute to supporting growth companies



# The way forward

The future of events remains uncertain so Oslo Innovation Week will continue to have to be flexible and adapt as an event format to meet stakeholder and attendee needs. Oslo Innovation Week 2021 was a success but there is room for improvement. We will work with the entire ecosystem, building on our three year strategy and work on our lessons learned to make sure that whether it is digital, physical or hybrid; Oslo Innovation Week competes with rival events, cities and nations. We believe and feedback suggests that focussing more on growth and scaling is a positive step forward for the ecosystem.

Regardless of event format we'll continue to support our attendees, event organisers, owners and future stakeholders. The Oslo Innovation Week family grows with each year, now including a broader mix of event organisers from tech companies, corporates, incubators, organisations and the public sector.

The number of international attendees have increased from 19% in 2015 to 33% in 2021. We're very close to maintaining our ambition of having 50% female speakers on stage (\*45% in 2021) and the stronger focus on helping to support growth companies was evident this year and must continue to grow. We are continuously introducing new concepts such as Climate Tech Demo Day and Growth Podcast, positioning Oslo Innovation Week amongst the big, global players like Web Summit and Slush - hitting Forbes list of events you must go to in 2018.

All of these success stories are the result of pioneering event organisers, owners and attendees who have joined year after year, tested new concepts (successful and failed ones!), and contributed.

\*changes to event criteria in 2021 resulted in more freedom granted to event organisers





# Agenda 2022

Period/deadline	Activity/goal
Oct 2021 – Jan 2022	Evaluate 2021
Dec 2021-Jan 2022	Strategy process with key stakeholders
Jan – Mar 2022	Implement strategy with stakeholders
Feb – Mar 2022	Launch Oslo Innovation Week 2022
May 2022	Deadline for submitting event
June 2022	Launch program
26-29 Sept 2022	Oslo Innovation Week 2022

Oslo Innovation Week

# Attendees, speakers and events

Oslo Innovation Week 2021

#oiw2021

# os!o innovation week

27–30 Sep  
2021



40% of all speakers came from startups or scaleups.



We had 226 companies from 44 countries apply to OIW 100 Pitches.



400+ speakers shared their valuable insights.



30k+ people tuned in from all over the world.



EpiGuard won Oslo Innovation Award.



We crowned Modulize as the winner of Oslo Innovation Week 100 Pitches.







# Tracks

## Scaling Your Growth Company

The world is desperate for new solutions and startups are the driving force for innovation. We need to make sure that they have the tools they need in order to grow so that they can impact the world in a positive way.

## The Nordic Model

The Nordics are known for their merits in equality, quality of life, education, trust in governance and their coffee consumption. This has created a breeding ground for sustainable development.

## Solutions for the Climate

2020 was the warmest year on record. Climate change poses a huge risk to our nature, the oceans and human life if we continue to live the way we do to day. We need bold solutions to turn this trend and make the world better for generations to come.

## Startup & Entrepreneurial Ventures

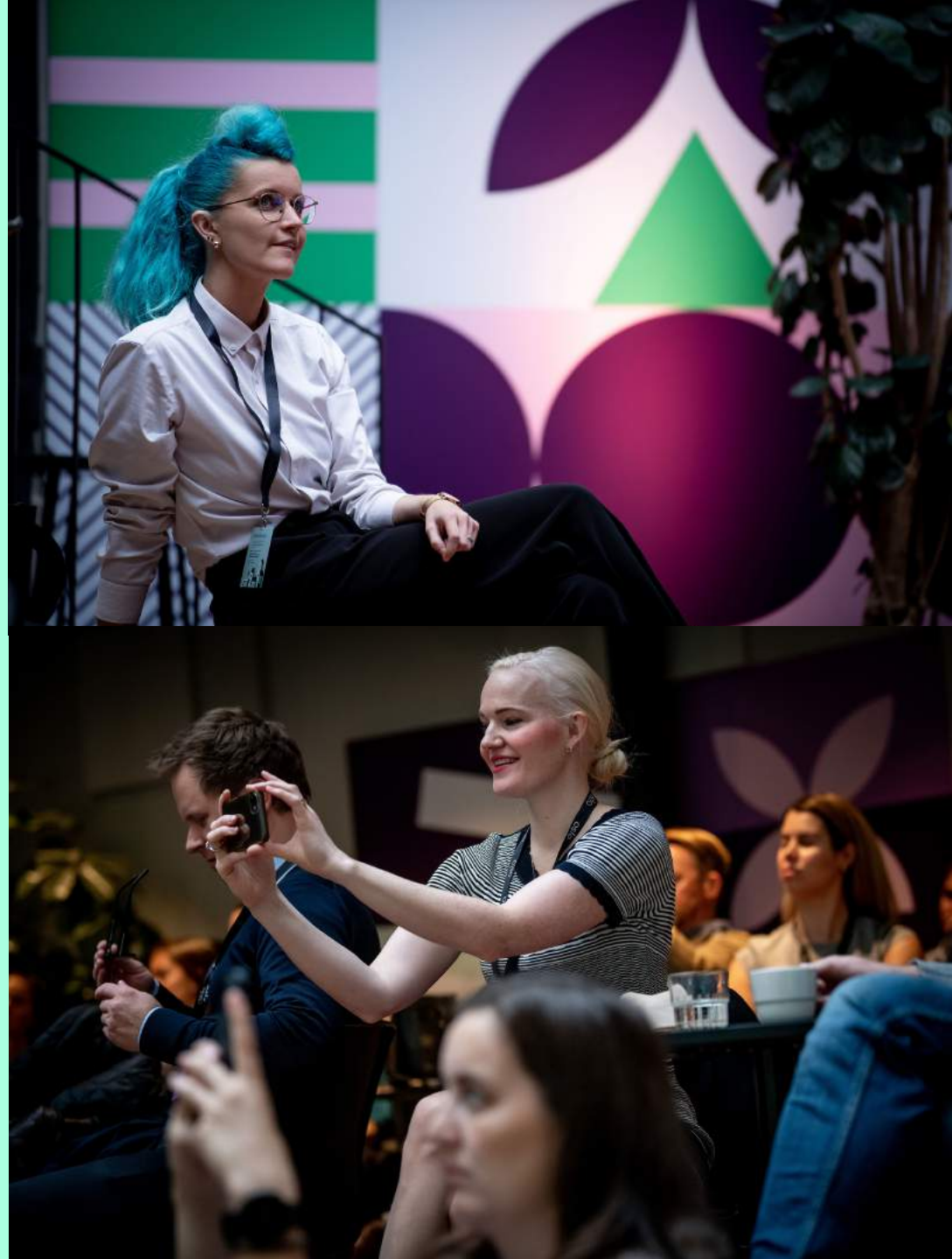
Last year, 150+ startups showcased their sustainable solutions at Oslo Innovation Week. This track is for investors looking for their next venture, startups looking for the right connections, or companies ready to grow.

## Creative Tech for Sustainable Growth

The best way to predict the future is to create it. We need creative solutions in order to create a more sustainable world for all.

# Event criteria

- Addressing one of the UN Sustainable Development Goals
- Must follow Oslo Innovation Week's diversity and inclusion framework
- Must be in English
- Must support Nordic growth companies
- Digital/virtual/online event that connects, gives insight and engages your attendees
- International meeting place with minimum one international partner
- Provide an event recap including: pictures, quotes and key learnings
- Send video recording for Oslo Innovation Week youtube channel







**400+**

Speakers took the stage at  
Oslo Innovation Week 2021

**45%**

Female speakers

**39%**

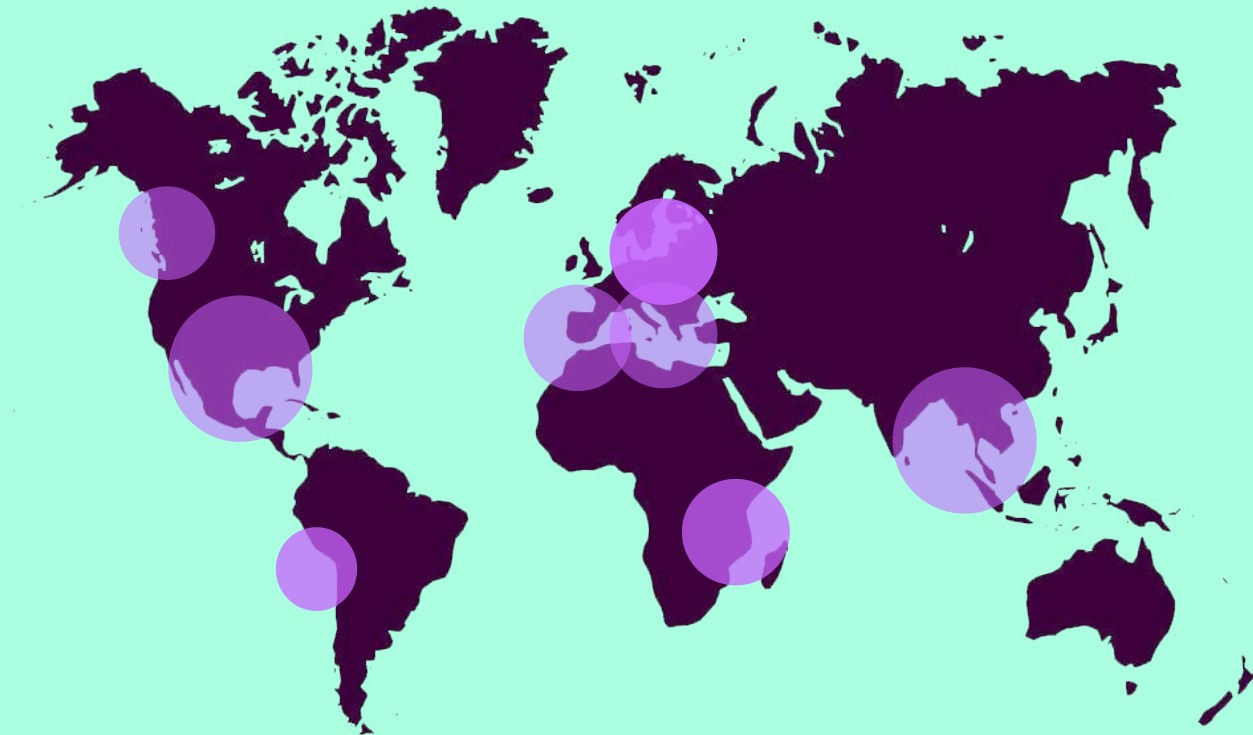
International speakers

**40%**

Startups and scaleups  
on stage



# Attendee demographics



30.000+  
Attendees

## Going Hybrid

Going hybrid made it more accessible for more attendees to view at their leisure. Nordic travel was possible and smaller physical events allowed in Oslo but it was important for our international speakers and attendees not able to travel to be able to take part via digital events. Organising hybrid events was a first for many event organisers and looking ahead will be the standard.

39%  
International

## Countries represented

Norway, Sweden, Lithuania, United Kingdom, United States of America, Finland, Estonia, Denmark, China, Sri Lanka, Germany, Spain, Brazil, Latvia, Canada, Russia, Poland, Kenya, Portugal, Bulgaria, Israel, Uzbekistan, Colombia, Singapore, Indonesia, Georgia, Romania, France, Netherlands, Italy, Turkey, Pakistan etc.

“Oslo Innovation Week gave us a great stage to showcase our work! For an early stage startup, getting exposed to a large network of potential customers, investors and future team members is priceless. Getting the win at the 100 pitches competition of course only made that exposure all the more impactful.”

**Lucas Carstens, Co-founder & CEO, Modulize**

Oslo Innovation Week

# Partners and event organisers

Oslo Innovation Week 2021

#oiw2021



oslo  
innovation  
week 27-30 Sep 2021

# Feedback from the event organisers

Scale of 1-5, where 5 is best.

3.6

Value of being part of  
Oslo Innovation Week 2021 \*

\* Why not 5? Some events entered the program late and thus did not reap the full benefits of Oslo Innovation Weeks' resources in terms of communication of their event prior to the week. The shift in focussing our resources to the Scaleup track also resulted in some event organisers not feeling as engaged. We will work to improve communications and manage expectations. The timing of Oslo opening up the week before Oslo Innovation Week 2021 meant many digital events did not get the viewer numbers they hoped for, therefore feeling like they lost value taking part

86%

Yes

14%

Not sure\*\*

0%

No

Would you like to be part of  
Oslo Innovation Week 2022?\*\*

\*\* Often due to internal organisational changes and priorities, timing of new projects and sometimes OIW and their ambitions are not a fit.

# Feedback from the event organisers

Oslo Innovation Week vs their own event. Scores are on a scale of 1-5, where 5 is best.

**A world class event**

**3.6**

OIW in general

**3.5**

My event

**Built international attention**

**3.6**

OIW in general

**3.5**

My event

**Featured topics that matters (SDG)**

**4.2**

OIW in general

**3.9**

My event

**Built international networks \***

**3.4**

OIW in general

**2.9**

My event

\* The lack of physical meeting places in 2021 combined with international travel being severely limited, resulted in it being more challenging for event organisers to build the international networks they desire. We will work with partners to make sure we can together achieve higher numbers in 2022 and beyond.

**Built Norwegian networks**

**3.8**

OIW in general

**3.3**

My event



# Feedback from the growth track event organisers on the project management

Scale of 1-5, where 5 is best.

**Project  
management**

**4.1**

**Coordination  
of program**

**4.2**

**Info before  
and during**

**4**

**Social media**

**4.1**

**International  
press \***

**3**

\* Limited international press resources and lack of interest in digital events from journalists resulted in many event organisers feeling a lack of international press attention. Those that received press attention scored highly.

# Feedback from the other track event organisers on the project management

Scale of 1-5, where 5 is best.

Project  
management

4.3

Coordination  
of program

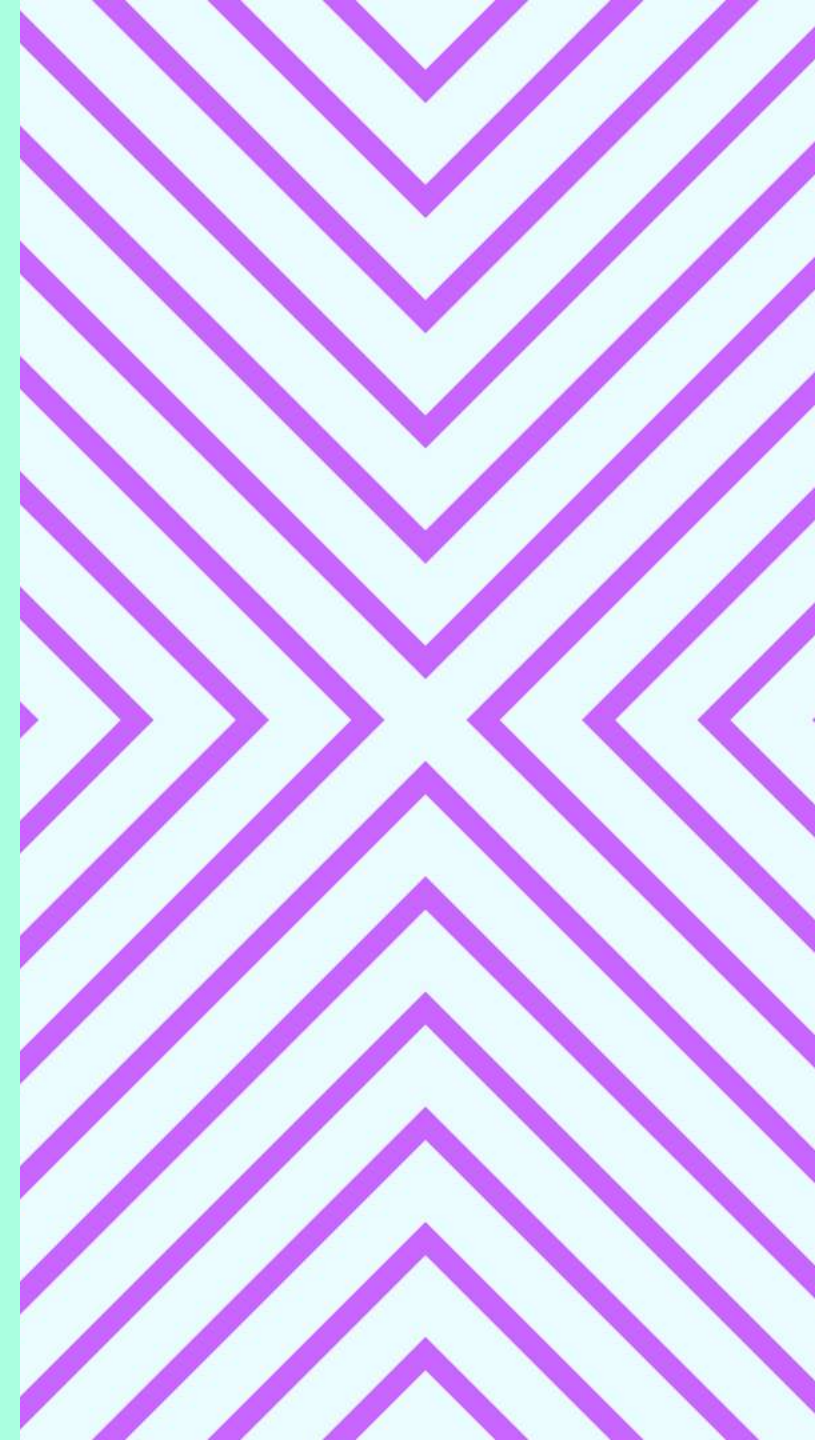
4

Info before  
and during

4.2

Social media

4.1



“We see it as crucial to keep developing broad networks and an ecosystem of players involved in developing impact companies – and for us climate tech companies. We aim to create global growth companies that reduce climate gas emissions. Oslo Innovation Week provides an international arena supporting this ambition.”

**Siri Kalvig, CEO, Nysnø Klimainvesteringer**

Oslo Innovation Week

# Communication

Oslo Innovation Week 2021

#oiw2021



# Website

The website was created in 2019 by BEKK, based on a visual profile by Metric Design.

The amount of pageviews were more than double compared to last year. This is a result of us streaming all our own Oslo Innovation Week 2021 events directly from the website. This was a choice based on feedback from attendees and partners of Oslo Innovation Week 2020 that having separate platforms for the program and the streaming was confusing.

We retained the large influx of international visitors to the website. The time spent on the site is a little lower than last year. This can be attributed to all events that were not under the “Scaling your Growth Company” track directly linked to third party sites.

Page views

61,677

Bounce Rate

86%

Session duration  
per visitor

0:49

Country

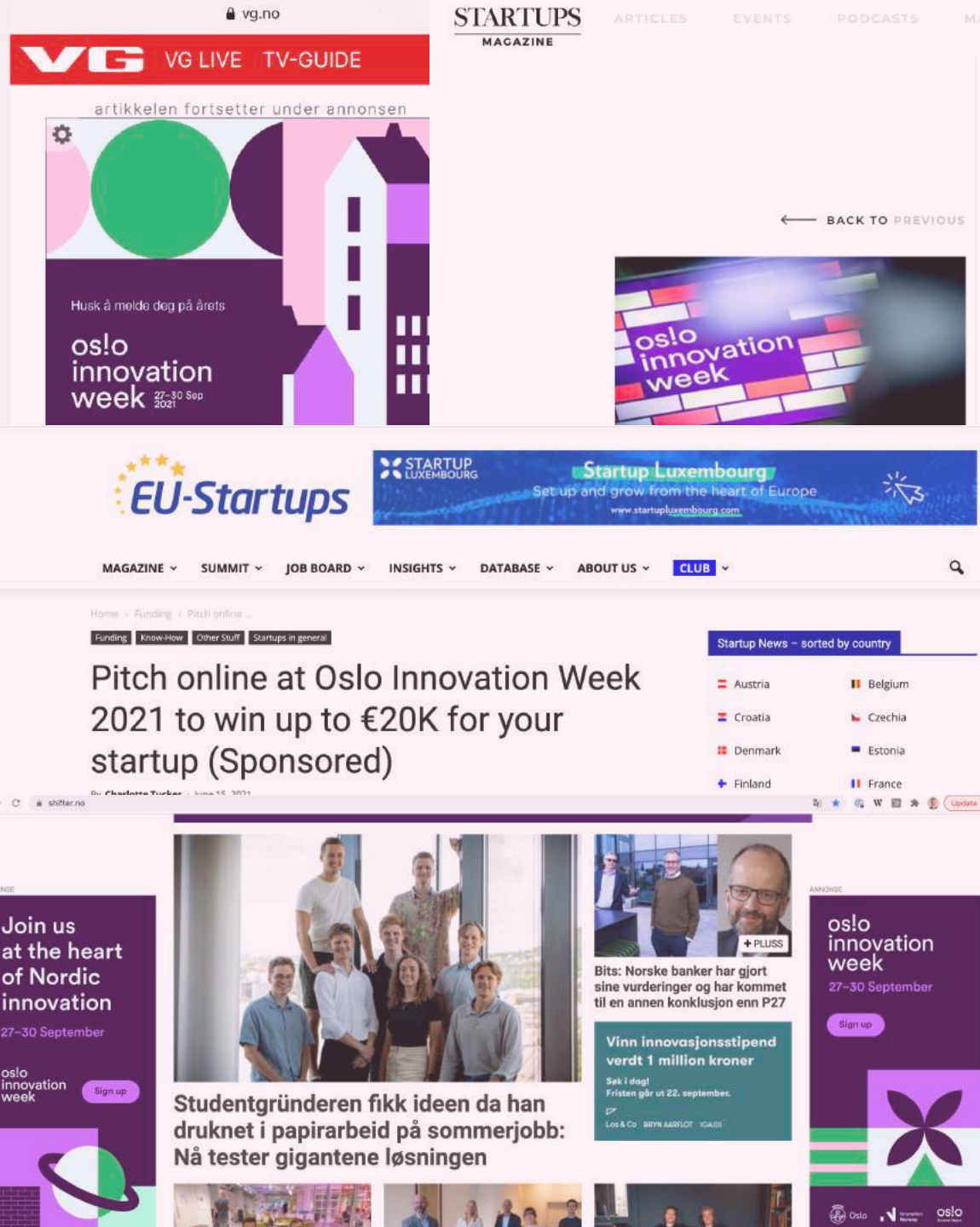
39%

Norwegian

61%

International





# Media partnerships

A hybrid Oslo Innovation Week demanded new ways of marketing. The reduced number of physical meeting places, word of mouth and the normal spiel made us think marketing differently this year.

Our overall goals were to get signups to our events, attract new and previous attendees, and promote Oslo Innovation Week in general to new audiences. We chose running ads on Schibsted channels to promote to a new audience, and on Shifter, TechEU, Startup Europe and EU Startups to remind people who probably have heard about us that Oslo Innovation Week is happening and they should attend.

# Results from our media partnerships

## Shifter

We ran two campaigns on Shifter - the main tech startup outlet in Norway: an Oslo Innovation Week banner (both sides stickers) was featured on the homepage from 20 September to 26 September. In addition, a 30-sec ad was played during the Shifter podcast during the whole month of September.

Website ad impressions: 38 800  
Clicks: 78  
CTR\*: 0,20%  
Podcast downloads: 80 000

## Schibsted

From 10 September to 30 September, the OIW banner was featured in four different Norwegian news websites powered by Schibsted: VG, Aftenposten, E24 and Finn.no.

Total impressions: 192 840  
Clicks: 301  
CTR\*: 0,16%

\*CTR= Click-through rate: a metric that measures the number of clicks received on a social media post per number of impressions.

## **Tech EU**

We ran a campaign for 100 Pitches on Tech EU 's social media channels LinkedIn, Facebook, Twitter and newsletter.

## **Startup Magazine**

We had a media partnership with Startup Magazine for 100 Pitches which included newsletter, social media posts, and an article.

## **Arctic Startup**

We had an article on Arctic Startup for 100 Pitches as well as social media posts.

## **EU Startups**

The readers of EU Startups are founders, investors, C-Level executives etc and their website has 310.000 unique users monthly. They have 30.000 followers on Facebook and 35000 on Twitter. Oslo Innovation Week had a sponsored article and social media post featured on [eu-startups.com](http://eu-startups.com) for 100 Pitches.



# Key learnings

- Relevant to keep the ads running on the Norwegian news media to reach out new people/audience to OIW. However, the international tech news outlets are still delivering better results (both impressions and clicks).
- Ads on mobile performed better than desktop.
- The global speaker generated many more clicks than the Norwegian speaker.
- Podcasts have been a strong media for showcasing OIW: both paid (Shifter) or collaborations (Epicenter, Goodwille)
- Should have had several ads - one week and one message is too little. Traditional ads work better when you see them over time and everywhere.
- Plan in advance different ad visuals for different websites and more tailored stories for media partnerships - **Tech. EU**, Sifted TechEU: Twitter generated more clicks than Facebook.
- Digital ad marketing needs more exploration from our side to get the most out of it.

# Key numbers social media

1,1

Millions in social  
media reach

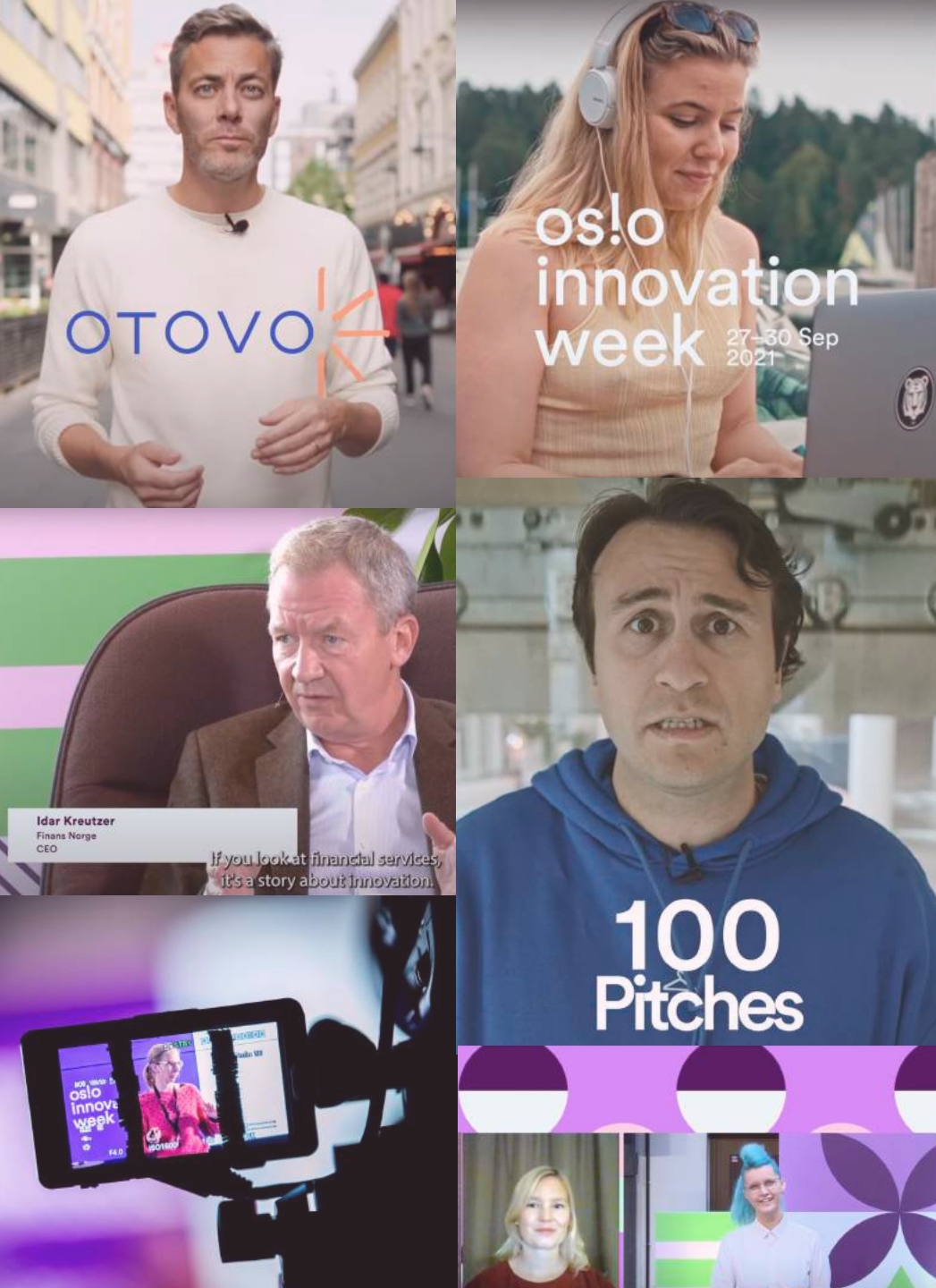
28.277

Followers across social  
media platforms

Unique users reached on Facebook,  
LinkedIn, Twitter and Instagram.

Measured using native tools for the different social media platforms.





# Video marketing

In order to create engagement for Oslo Innovation Week, we created more video content than previous years. Video content has shown to create more reach and engagement across all social media platforms.

Thank you to Justin P. Walters and Fredrik Heggelighaugen for producing our video content.

Number of views of our video content:

324,584

# Growth by Oslo Innovation Week and Epicenter

Epicenter and Oslo Innovation Week aimed to enable growth companies to grow faster, smarter and more efficiently. Together our goal was to enable the Nordic startup ecosystem to succeed with business growth regardless of how that is defined.

This podcast series told the growth stories from Nordic founders and ecosystem leaders; how they have succeeded, as much as how they have failed along the way. We heard from Tobias Studer Andersson, Axel Hunter, Marie Mostad, Anine Willums Karp, Siw Andersen, Marianne Bratt Ricketts, Kristian Hauge Solheim, Kjartan Slette, Marianne Melleby and Sigrun Syverud.

We followed a traditional podcast format hosted by Mathias Willumsen from Epicenter Oslo.

**Listens:**

**419**

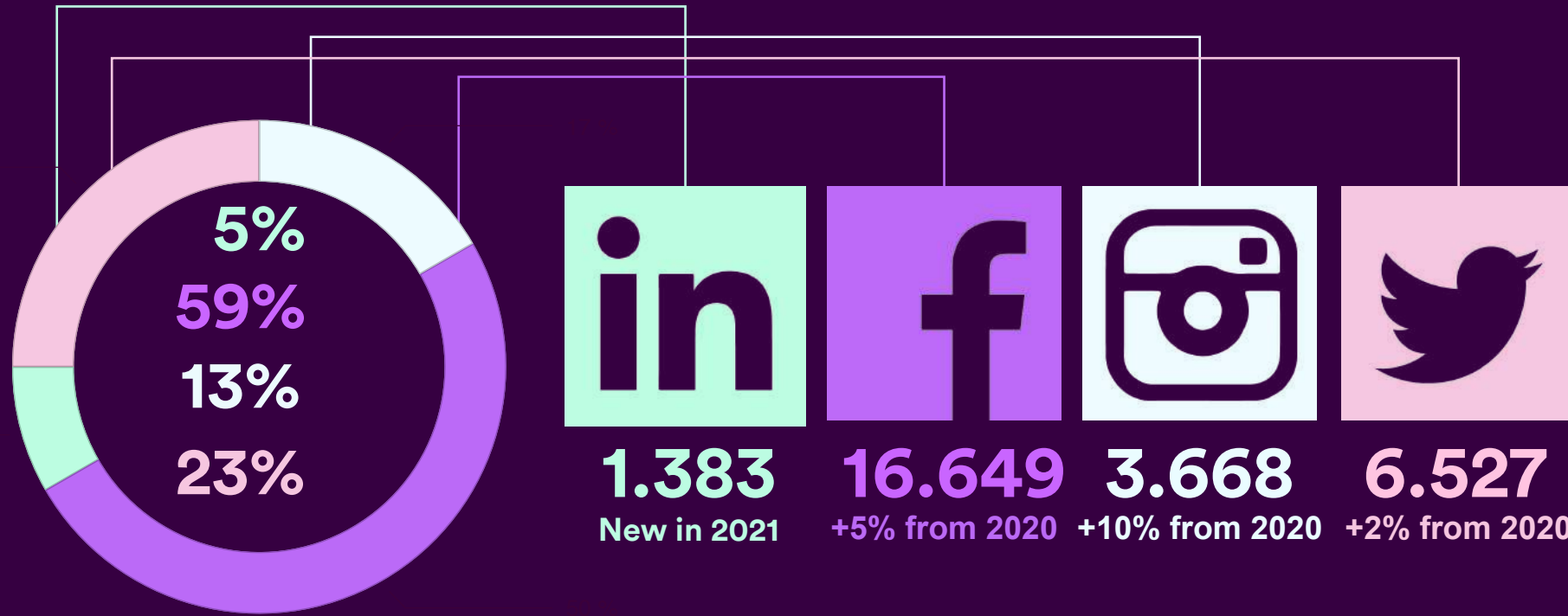
# Growth



os!  
innovation  
week



# Demographics



Demographics have been calculated using the native insight tools of Facebook, Instagram, LinkedIn, Twitter  
Measured 14 May - 26 Oct.

**54%**

Of followers are female

**46%**

Of followers are male

**32%**

International followers

**68%**

Norwegian followers

Numbers do not include information from Twitter, as they have removed their audience insight function.  
Measured 14 May - 29 Oct.

Oslo Innovation Week

# Press

Oslo Innovation Week 2021

#oiw2021

techeu

the guardian

EL  ESPAÑOL

 *EU-Startups*

Forbes

ARCTIC STARTUP 

Delfi



NORDIC **STARTUP** NEWS

WIRED

YAHOO!  
JAPAN

2020

# Key numbers press



## Reach

20 466 000 readers per month (El Espanol, Spain)  
7 600 000 readers per month (Delfi, Estonia)  
6 000 readers per month (Nordic Startup News. US)

15 billion page views per month (Yahoo! Japan)  
17 000 subscribers to the newsletter (Arctic Startup, Finland)  
70 000 subscribers to the newsletter (Influentia, France)





# WHAT IS THE FUTURE OF THE NORDIC MODEL? INSIGHTS FROM OSLO INNOVATION WEEK

BY JUAN AMERI  
INTERNET, 2021



TEADUS

30.09.2021, 15:30

Norra selle aasta parim startup leiutas toote, mis sobib justkui valatult koroonaega ja läheb kogu maailmas nagu soe sai (10)

Aivar Pau  
04:45



## Nine green bets on the future at Nordic Climate Tech Demo Day

By Jan Ameri September 29, 2021

161 0

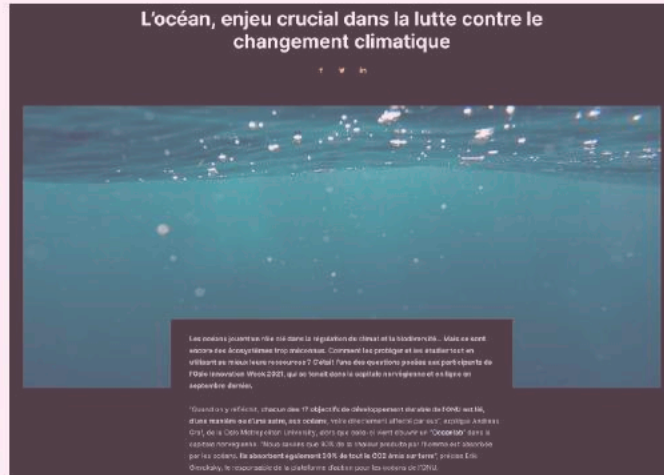
Facebook Twitter WhatsApp LinkedIn Email +



Foto: Gorm K. Gaane/Oslo Innovation Week

## Disse var på Kronprinsens frokostmøte med startup-Norge

Første dag av Oslo Innovation Week ble startet med at Kronprins Haakon inviterte til en intim idé-utveksling på Rebel Oslo. Se hvilke gründere som var representert i bildetallet over!



Pitch online at Oslo Innovation Week 100 Pitches 2021 Edition to get a chance in winning up to €20K for your startup.

Welcome to **Oslo Innovation Week 2021** and welcome to 100 Pitches powered by DNB.

Oslo Innovation Week welcomes you to the core of Nordic innovation – a platform for facilitating actions and thought-provoking concepts for bold and new innovation.

Oslo Innovation Week is an annual conference concentrating on connecting pioneering

## Green construction startup Modulize wins OIW 100 Pitches 2021

By Jan Ameri September 30, 2021

161 0

Facebook Twitter WhatsApp LinkedIn Email +



Green construction startup **Modulize**, takes home the title of winner of Oslo Innovation Week 100 Pitches 2021 along with a 200 000 NOK prize. OIW 100 Pitches, powered by DNB, connects investors, VC's, corporates and partners with startups working towards the UN 17 sustainable development goals. This year's edition saw 226 startups from 44 countries competing.



Una de las plantas solares de gran formato ideadas por Statkraft, la hidroeléctrica estatal noruega, junto a la startup Ocean Sun.

INNOVADORES / OSLO INNOVATION WEEK

## De paneles solares en el mar a baterías de nanomateriales: así es cómo Noruega reinventa la energía sostenible

La Oslo Innovation Week deja patente la madurez del ecosistema startup nórdico en la carrera por unir innovación y transición energética.

## Key media

- The Guardian
- Forbes
- Wired
- Delfi
- El Espanol
- Yahoo! Japan
- Arctic Startups
- Tech.eu
- EU-Startups
- Influencia
- Nordic Startup News
- Teknisk Ukeblad
- Shifter

# Selected press clippings

Startup Reporter (UK): ["Pitch at Oslo Innovation Week"](#)

Vertical Mag (CAN): ["EpiGuard receives Oslo Innovation Award"](#)

Moderne Transport (NOR): ["Workshops for utspøpsfrie havner og byer"](#)

Health Talk (NOR): [EpiGuard vinner Oslo Innovation Award 2021](#)

Shifter (NOR): ["EpiGuard vant Oslo Innovation Award"](#)

El Espanol (SPA): ["OIW Paneles solares baterias nanomateriales - Noruega reinventar sostenible"](#)

Arctic Startup (FIN) ["OIW Nine green bets on the future at Nordic Climate Tech Demo Day"](#)

Arctic Startup (FIN): ["OIW Green construction startup Modulize wins OIW 100 Pitches"](#)

El Espanol (SPA): ["OIW Noruega, vikings y bienstar digital"](#)

Delfi (EST): [Norra selle aasta parim startup leiutas toote, mis sobib justkui valatult koroonaaega ja läheb kogu maailmas nagu soe sai](#)

Nordic Startup News (DEN): ["What is the the future of the Nordic Model - insights from Oslo Innovation Week"](#)

TheGood (FRA): ["L'ocean, enjeu crucial dans la lutte contre le changement climatique"](#)

Shifter (NOR): ["Modulize 100 Pitches"](#)

# Feedback from journalists

100%

Would you like to attend next year

5.0

Support from the press team

## The journalists' most relevant events

- Networking events
- Nordic Tech Climate Demo Day
- OIW 100 Pitches
- Opening Ceremony
- Oslo Science Park Visit
- The Future of Nordic Model

100%

Were happy with the program activities

Scores are on a scale of 1-5, where 5 is best.





# Comment

Oslo Innovation Week has been building a strong relationship with the international press, mainly tech, business and sustainability focused. In 2021, we invited all relevant journalists based on our goals: bring visibility and strengthen the reputation of Oslo tech startups to the international market, international investors and build the confidence for the whole Oslo business & innovation community.

We pitched Oslo stories related to tech, entrepreneurship and sustainable solutions. This year with a strong focus on growth linked to the Nordic collaboration.

To support the best communication with the journalists, we offered four different platforms where we have been feeding with Oslo stories, facts & numbers, speaker lineups and tracks. OIW [press page](#), [Instagram press-only account](#), individual e-mails and we also launched the "37 Qs by Oslo Innovation Week" on [YouTube](#).

**Collaboration:** All combined, we pitched over **25 Oslo startup** stories to the press, visited other **10 startups** and worked closely with **7 hubs**.

In total, 11 countries were represented by accredited media, aligned to the business interests and collaboration of the Oslo startup ecosystem, including: UK, France, Japan, Spain, Nordics and Baltics. From the 20 journalists registered, 7 were physically in Oslo. The decision of bringing reporters to Oslo is worth an explanation: until mid September the Norwegian Health Authorities didn't recommend unnecessary trips. However, the borders reopened allowing us to invite a few selected journalists located in Europe to come to Oslo (freelancers from The Guardian, Forbes and Yahoo! Japan, and editors from ArcticStartup, Nordic Startup News, Delfi, El Espanol.

Until 25 October we had 19 articles published (not including the media partnership articles). In conclusion, we observed that in 2021, journalists are no longer attracted to digital events, not all journalists produced content right after OIW, but they followed the updates, the Oslo stories, the topics discussed and, most importantly, learned about the Oslo innovation ecosystem. From the survey, all of the journalists are looking forward to attending Oslo Innovation Week in 2022, and keeping track of what is happening in Oslo.



Oslo Innovation Week

# Our events

Oslo Innovation Week 2021

#oiw2021

# The official opening of Oslo Innovation Week

On Monday 27 September, we invited people from all over the world to tune in to the opening of the Oslo Innovation Week.

Live in the studio, we had Vegar Andersen from the City of Oslo, Marit Rødevand, CEO and Founder of Strise and Idar Kreutzer, CEO of Finance Norway discussing the foundations of business and why building a company with diversity, sustainability and collaboration values is a good business decision.

We also heard from Sharon Vosmek, CEO of Astia Fund, Katrine Marcal, critically acclaimed author of *Who cooked Adam Smith's Dinner* and *Mother of Invention: How good ideas get ignored in an economy built for men* and Babou Olengha-Aaby, founder of The Next Billion.

Our host was Angela Holter, Managing Director at Astia Angels.

Total Views: 386



# Founder Breakfast with the Norwegian Crown Prince

On Monday 27 September, we hosted a breakfast with Crown Prince Haakon, the mayor of Oslo kommune, Marianne Borgen, and 18 founders, investors and hub leaders met at Rebel to talk about the huge development in the startup ecosystem in Norway, scaling up companies and the entrepreneurial ride.

The participant list included Attensi, Oda, Kahoot!, Otovo, Oslo Cancer Cluster, Antler, SNÖ, Rebel, Ocean Oasis, EpiGuard, Nyby, 657 Oslo, Strise, Momentum, and Diffia.







# Oslo Innovation Award 2021: EpiGuard

The award aims to highlight purpose driven companies leveraging technology and venture capital to create scalable and sustainable businesses.

EpiGuard is a Norwegian company established in 2015 by a group of doctors at the Oslo University Hospital, together with co-founders Inven2, Eker Group, and Hansen Protection. Their first product is the EpiShuttle, which was developed by clinical experts with first-hand experience in providing advanced treatment and transportation of patients with highly infectious diseases, including Ebola.

EpiGuard was selected due to the company's commitment to solution for future health preparedness and to ensure the capacity of the health care system worldwide.

There were 5 international media stories written about EpiGuard winning the award.

Total Views: 386



# OIW 100 Pitches 2021

OIW 100 Pitches has become one of the leading platforms for seed stage startups solving global challenges. The 2021 edition was fully digital, and was hosted by Christoffer Sapienza, from DNB.

226 startups sent in their 3 min video pitches. The first jury selected the top 50 pitches. From these 50, the second jury shortlisted 8 companies. The selected 8 companies presented their solution live on Wednesday September 29th in front of the final jury that consisted of Arne Tønning from Alliance Venture, Kremena Tosheva from SNÖ, Annette Mellbye from BCG, and Kjersti Høklengen from DNB.

The winner, Modulize was presented live during DNB NXT on Wednesday 29 September.



## 226

Startups applied to pitch at OIW 100 Pitches 2021.

## 44

Innovation is global. Startups from 44 countries applied.

## 1.4k

Viewers watched the finale, hosted by DNB NXT.

# OIW Scaleup Workshop

The purpose is to create a valuable meeting place for entrepreneurs, founders, and investors to reflect openly on scaling companies, share their knowledge and build their network.

There were three company presentations held by John Lervik from Cognite, Anne Lise Waal from Attensi, and Karl Munthe-Kaas from Oda. In total there were 26 speakers from the leadership teams of Verdane, Investinor, Cognizant, Alliance Venture, Autostore, Bliksund, Kyoto Group, Kron, Vipps, Kongsberg Innovation, Innovasjon Norge, Momentum, Idekapital, and Snö amongst others.

OIW Scaleup Workshop was co-hosted by Kongsberg Innovation, BI Norwegian Business School, and Oslo Business Region.

Total Views: 769  
Physical Guests: 70





# OIW Nordic Climate Tech Demo Day

Nordic Climate Tech Demo Day aimed to establish the Nordic region as the European Capital for Climate Tech, foster Nordic collaboration, and put Nordic growth companies on the global map by matching impact investors with impact companies from the Nordic region.

The event showcased nine growth companies from across the Nordics that have a positive impact on our climate. The companies presented were TotalCtrl, Spowdi, Agreena, Loopfront, Nanom, Geyser batteries, Material Mapper, ClimateView, and Evoy. They were questioned by experts from EQT Foundation, Pale Blue Dot, Ecosia, and Voima Ventures and the event will be hosted by Jørn Haanæs from Katapult Group.

The event signified the importance and growth of Nordic climate tech companies and the potential Oslo has to help this growth in creating the best Climate Tech region in the world. This was evident both at the demo day and the networking event ran in collaboration with Nysnø Climate Investments.

Total Views: 768  
Physical Guests: 70



# Oslo Cleantech

Many of the world's larger cities have a designated cleantech hub that works transnationally to ensure a strategy and implementation of more sustainable innovation and business models. At the launch of Oslo Cleantech, we investigated the possibilities of what such a collaboration would look like in Oslo, and how it fits within the international cleantech network.

The session opened with a conversation between Victoria Marie Evensen, The Vice Mayor for Business Development and Public Ownership and Mali Hole Skogen, Director of tech- and sustainability, IKT-Norge. This was followed by a panel consisting of business leaders and politicians from the Oslo region. There were also virtual greetings from Norwegian Chambers of Commerce across the globe the world, as well as future international collaborators and partners.

Total Views: 120  
Physical Guests: 50







# Feedback from partners and organisers on event organiser meetings

Scale of 1-5, where 5 is best.

**Welcome to Oslo Innovation Week 2021 and  
launch of theme**  
March 2021

**4.5**

**How to do press and PR with Oslo Innovation  
Week**  
August 2021

**4**

The Nordics are setting an impressive pace in the development of climate tech. At Oslo Innovation Week, I had the chance to talk to founders of startups in the energy, food, agriculture, and manufacturing sectors. The OIW created the perfect setting for this thanks to professional preparation and perfect coordination on-site. Not only did I make new professional contacts and potentially new investments, but I also learned a lot.

**Danijel Visevic, Founder, World Fund VC**

Oslo Innovation Week

# Positioning

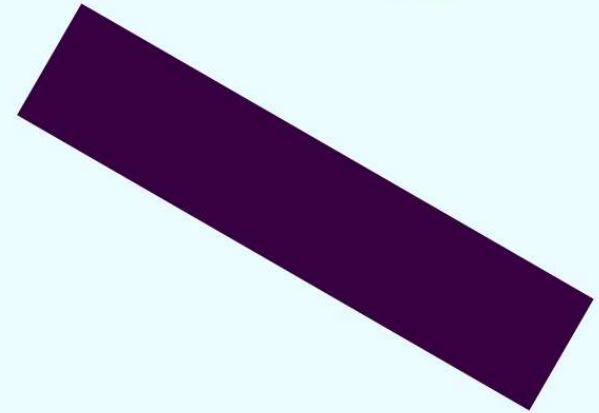
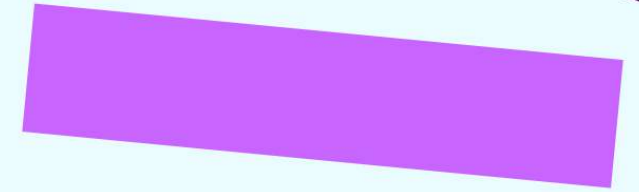
Oslo Innovation Week 2021

#oiw2021

# Building a stronger brand for Oslo Innovation Week

The Oslo Brand Management Strategy defines the values of Oslo. Created in 2015 with input from over 1000 stakeholders across industries, it's Oslo's official international profiling strategy.

Oslo Innovation Week aims to be on-brand, and we use the strategy as the guideline for how we position and promote Oslo, Norway and Oslo Innovation Week.





# How Oslo Innovation Week address the Oslo brand values

## Pioneering

- OIW aims to showcase real sustainable solutions and innovation in action.
- OIW aims to bring forward new talents and startups.
- By having 50% female speakers on stage for the past 5 years, OIW is in the forefront internationally
- We have introduced new concepts such as Powercouples.
- We aim to introduce international trends.

## Enriching

- OIW aims to have including and interactive events
- OIW aims to build powercouples – connections across borders, industries and positions.
- Hospitality: We facilitate for attendees so they get as much as possible out of their stay in Oslo. One of the initiatives is gathering events in the city centre.

## Real

- OIW is down-to-earth and informal.
- The events are generally small in size and its easy to meet and talk to people.
- OIW is open to everyone
- OIW is a collaboration and organised by a **broad** spectre of businesses.
- Powercouples. We aim to build bridges between new and established, across positions and borders.
- We show, then tell.

# Positioning Oslo - Positioning sustainABILITY

In the fierce global competition amongst events and cities, Oslo Innovation Week has to be clear in its mission. It has to build a stronger brand and be more important to stay attractive.

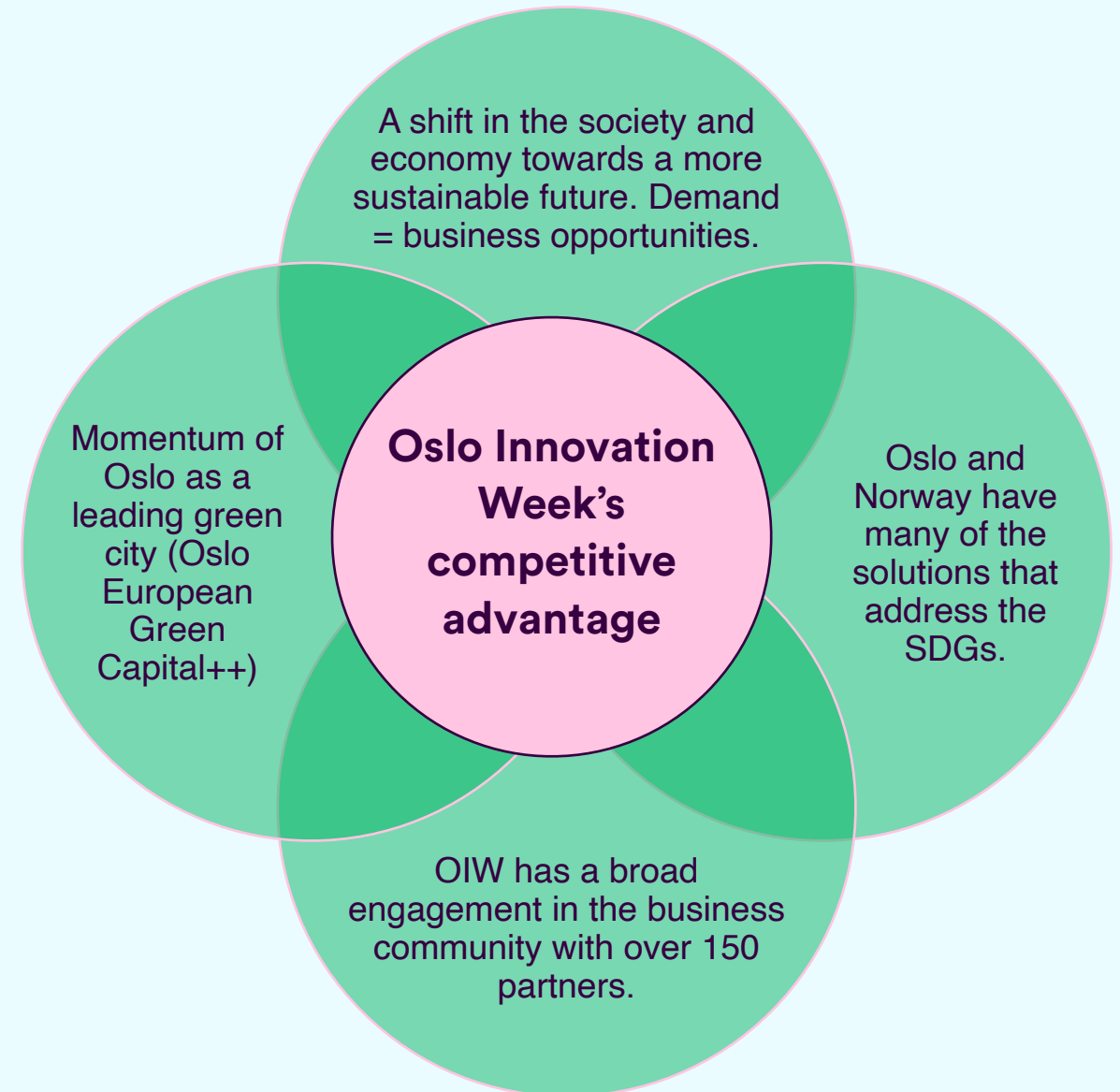
For the past 5 years, the ambition is to position Oslo Innovation Week as the leading international conference, showcasing real solutions solving one or more of UN's 17 Sustainable Development Goals (SDGs).



# The global competition

Why and how can Oslo Innovation Week achieve and hold its position as a pioneering event on sustainability?

We believe in the impact of these 4 measures:



# Diversity Framework

Oslo Innovation Week supports diversity and inclusion. When looking for speakers or attracting attendees our stand is united. We proactively work to support and represent people from diverse backgrounds and are advocates for racial, gender, accessibility and LGBTQ diversity. We have proudly accomplished 50/50 speaker gender diversity throughout all our 50+ events, but realise that there is still work to be done.

We have partnered with the unit for diversity and integration at the City of Oslo, the OXLO project. OXLO means Oslo Extra Large – a city for all. It symbolises the philosophy and work done by the City of Oslo in the field of diversity and integration.

We pledge to engrain diversity and inclusivity in the DNA of all our work, and will encourage our partners to join us in creating a safe space where all people are welcomed as they are, without facing discrimination based on their ethnic or cultural background, their sexual orientation or gender identity, their age, or their physical or mental disabilities.

Oslo Extra Large  
En by for alle



oslo  
innovation  
week  
21-25 Sep  
2020



# Funding

Oslo Innovation Week is supported by the City of Oslo 1.500.000 NOK, in addition to resources and support, and Innovation Norway 850.000 NOK.

Osloregionen funded 75.000 NOK.

DNB funded 300.000 NOK.

Cisco supported OIW with Cisco Webex software.

The organisers and partners report a total production cost of 29.775.000 NOK.

The total production cost of Oslo Innovation Week is estimated at 32.500.000 NOK.



# Organisation

## Oslo Innovation Week

### Event Organisers

Partners 2021:  
DNB NXT  
Osloregionen

Owner / steering committee:  
City of Oslo +  
Innovation Norway

Project  
manager: Oslo  
Business Region

oslo  
innovation  
week 27-30 Sep  
2021



Oslo



Innovation  
Norway

oslo  
Oslo Business Region

Oslo Innovation Week

**26-29 Sept 2022**

Join us at Oslo Innovation Week 2022

#oiw2021