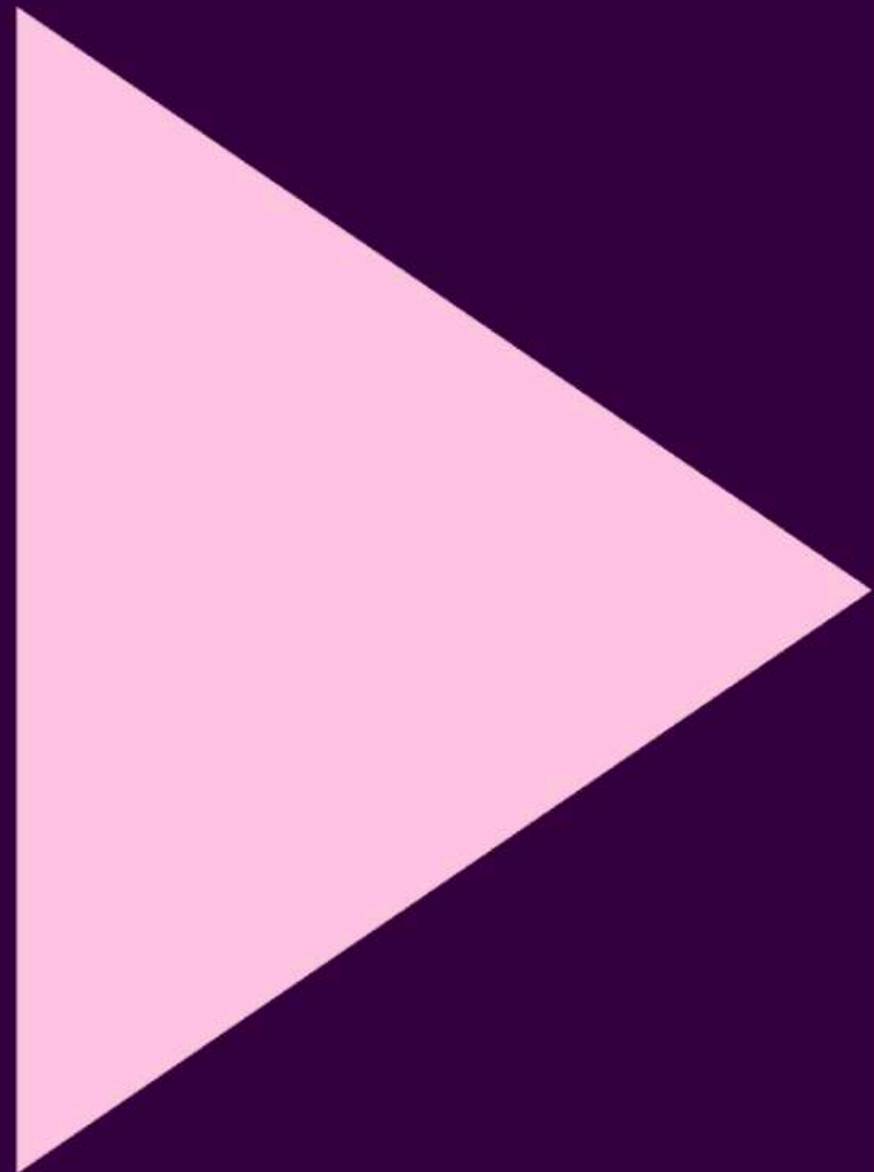


oslo innovation week

26–29 Sep
2022

Report 2022

Oslo Business Region



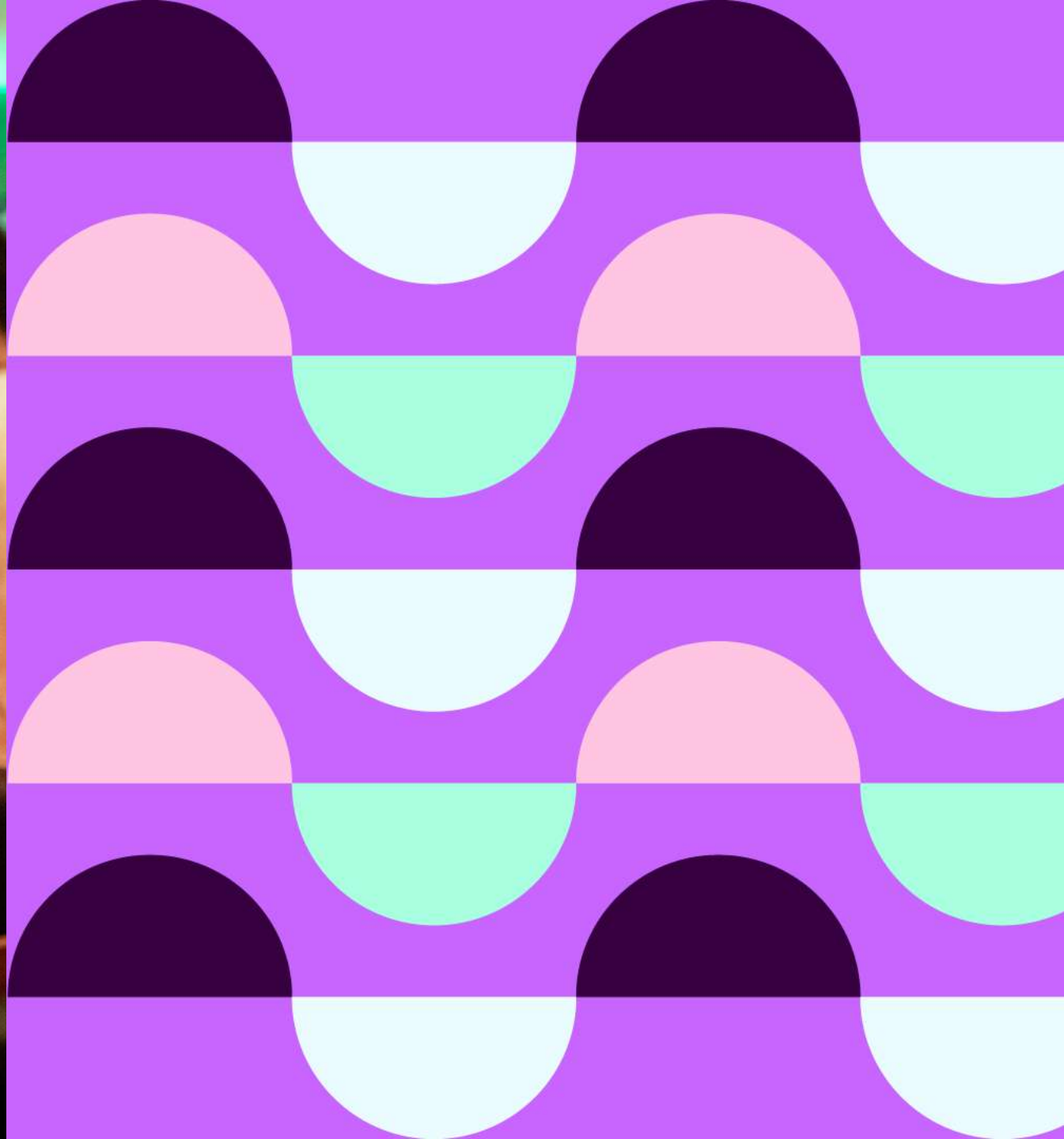




Table of contents

- Key numbers
- Priorities and goals
- Attendees, speakers and events
- Partners and event organisers
- Digital communication
- Press
- Our events
- Positioning

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 back to what it does best, in-person events. 15.000 people joined us, 33% of which were international.

Oslo Innovation Week is a collaboration between public and private, startup organisations and corporates, and Norwegian and international companies. The 2022 chapter was created by 100 event organisers.

Oslo Innovation Week 2022 had two tracks. The main track consisting of 40 events was Scaling for Global Success focused on supporting and building Norwegian growth companies' networks and knowledge. The other track, Community, consisted of 36 events.

The 76 events consisted of full-day conferences, seminars, podcasts, networking events, dinners, and even a running event.

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

- Oslo Business Region
Project manager



Oslo Innovation Week

Key numbers

Oslo Innovation Week 2022

#oiw2022

Key numbers 2022

2021

84
76 Hybrid events on
Sustainable solutions

25 000 +

15 000+

Attendees

45%

33%

International attendees

88%

88%

Attendees got new leads

400 +

300+

Speakers

46%

45%

Female speakers

34%

39%

International
speakers

30%

40%

Startups and scaleups
on stage

19

16

Media articles

20

13

International media

16m

Reach on Social Media
(all platforms included)

10% increase in followers

31.200 Social Media Followers

136

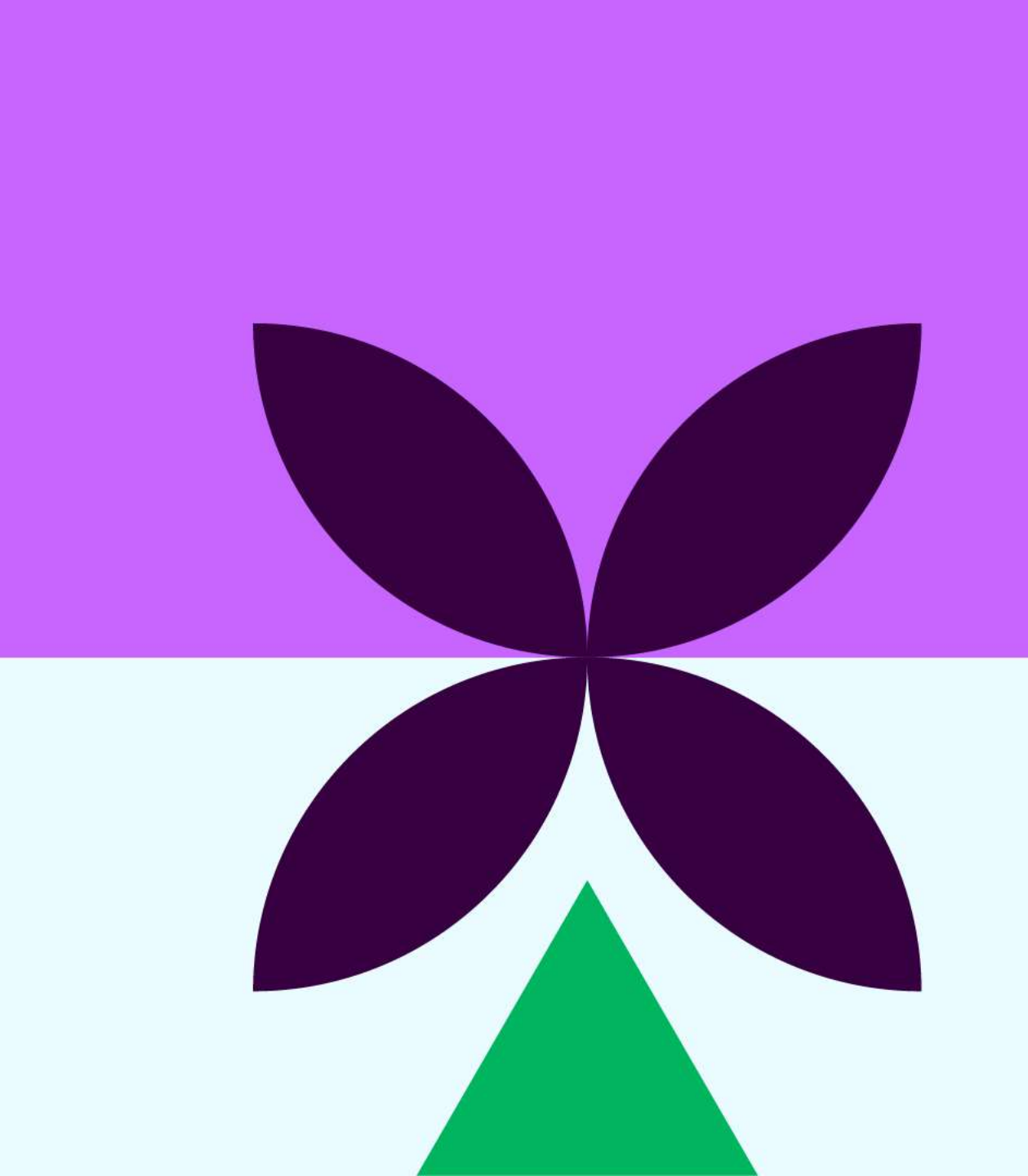
100

Event organisers

88%

88%

Will take part in
OIW 2022



Timeline

*OBF took place the week before OIW resulting in a lower overall production cost. Fewer events compared to previous two years also a reason for lower overall total production cost

** 2020 and 2021 OIW consisted almost entirely of digital events because of covid pandemic

	2022	2021**	2020**	2019	2018	2017	2016	2015	2014	2013	2012
EVENTS	76	84	87	63	56	53	75	72	60	50	35
EVENT ORGANISERS	100	136	157	153	144	142	115	94			
SOLD OUT EVENTS	N/A	N/A	N/A	71%	69%	63%	77%	75%			
ATTENDEES	15k	30k+	25k+	13.3k	13.4k	11k	10.7k	9.4k	8.6k	5.5k	5.7k
INTERNATIONAL ATTENDEES	33 %	33 %	45 %	31%	31 %	24%	21%	19%			
PRODUCTION COST IN MILL	22.1*	32.5	31.5	35.2	35.7	24.7	21.6	16.9	12.6	7	5

I have been to Oslo Innovation Week 5 times in the past 7 years and each time I find the quality of events and startups top notch. This also goes for the Oslo Innovation Week 100 Pitches that I have been privileged to serve on the Finals Jury for many years in a row. This year, I was really impressed with the startups and their respective pitches ! I love the energy, passion and tech I see in the Norwegian Startup Ecosystem and why we choose to invest in Norway.

Tanya Horowitz, Partner, Butterfly Ventures

Oslo Innovation Week

Priorities and goals

Oslo Innovation Week 2022

#oiw2022



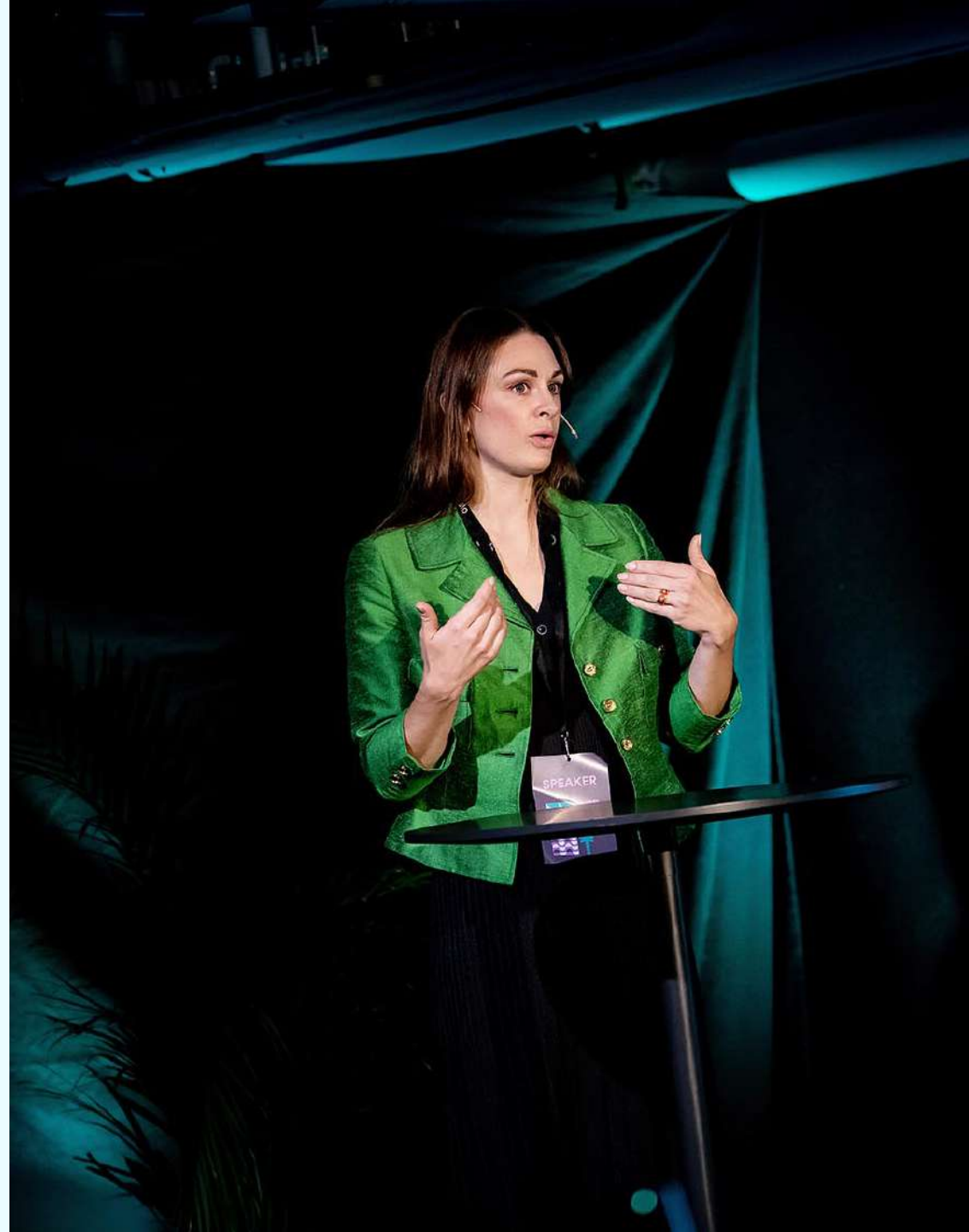
2022 Goals

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 100 event organisers. 40 events with specific focus on helping more Nordic companies scale
- Over 200 investors and community leaders took part in events attended by companies looking to grow
- Opening ceremony focussed on supporting companies grow via successful talent attraction
- 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
- International Reception held at Oslo City Hall with over 300 guests from startup and business communities spread across the globe
- 76 events spread across over 20 locations in Oslo



3. Attract more tech talent to the Oslo startup ecosystem

- Official Opening event at Oslo City Hall main theme was talent attraction and retention. Insight from various European countries combined with an international audience of over 300 people
- 76 events showcasing Oslo ecosystem
- Global audience from over 50 countries
- 15 international press articles showcasing Oslo ecosystem
- International delegations from over 10 countries attended Oslo Innovation Week



4. Attract investment and business to Norwegian companies

- Investors, founders and decision makers from over 50 countries attended Oslo Innovation Week 2022
- 50 International VC companies attended Oslo Innovation Week 2022
- Nordic participation strong after two years of digital meeting places
- Over 100 companies collaborated to host 76 events focused on creating business networks across the Nordics and beyond
- Investors from Nordics most profiled VCs invited to take part in International VC night, 100 Pitches, DNB NXT and Snø and StartupLab Invitational



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

- We highlighted sustainable and green solutions in all communications
- We had 76 events organised by 100 event organisers, all of them highlighting solutions and topics related to sustainable city development.
- To date, 15 articles have been published about Oslo Innovation Week, companies from Oslo/Norway
- Oslo Innovation Week 100 Pitches highlighted sustainable solutions, with 270 applicants from 34 countries
- Climate Tech Investor networking event organised with Nysnø attracted 120 invited climate tech stakeholders



We are incredibly thankful for the opportunity to share Klimato's mission of making the food & hospitality industry more sustainable on a global stage. With the help of the Oslo Innovation Week platform, we gained a lot of great exposure!

Christoffer Connee, Co-Founder, Klimato

2022 Oslo Innovation Week KPIs	Result
16 formal partnerships with companies curating Oslo Innovation Week growth program	Over 60 partners curated 40 events under the growth track
20 international media articles written about Oslo growth companies - read by over 400.000 readers	15 articles written to date. Potential reach exceeds 150.000.000 readers.
500 investors attend Oslo Innovation Week 2022	50+ international VCs and 50+ Norwegian VCs hosted or attended events. Due to OIW structure it is not possible to put an exact number down but safe to say several hundred investors attended OIW 2022
200 Oslo based growth companies attend OIW events	With over 15.000 attendees and 40% of speakers on stage coming from startups and scaleups, it can be certain that over 200 Oslo growth companies took part in OIW 2022.



The way forward

After two years of digital and hybrid events, it is clear from the feedback we have received that returning to in-person events met the needs and expectations of our stakeholders and attendees. Oslo Innovation Week 2022 was a success but there is room for improvement. We will work with the entire ecosystem, building on our three-year strategy and working on our lessons learned to make sure that Oslo Innovation Week competes with rival events, cities, and nations. We believe and feedback suggests that focusing more on growth and scaling is a positive step forward for a maturing ecosystem both in Oslo and the Nordics.

Looking ahead to 2023 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 hunger to make new connections and networks in-person was evident and this is something we will focus even more on, including how international investors and founders can make better use of their short time in Oslo during Oslo Innovation Week.

The number of international attendees have increased from 19% in 2015 to 33% in 2022. We're very close to maintaining our ambition of having 50% female speakers on stage (*45% in 2022) and the stronger focus on helping to support growth companies was evident this year and must continue to grow. We will continue to adapt and be creative in adding new initiatives to the program. Focusing on our key strategic areas such as talent and investment allows us to work with the relevant partners who in turn continue to position 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 2022 resulted in more freedom granted to event organisers



Agenda 2023

Period/deadline	Activity/goal
Oct 2022 – Jan 2023	Evaluate 2022
Dec 2022-Jan 2023	Create Oslo Innovation Week 2023 roadmap
Jan – Mar 2023	Collaborate with stakeholders
Mar - Apr 2023	Launch Oslo Innovation Week 2023
May 2023	Deadline for submitting event
June 2023	Launch program
25-28 Sept 2023	Oslo Innovation Week 2023

Oslo Innovation Week

Attendees, speakers and events

Oslo Innovation Week 2022

#oiw2022

oslo innovation week

26–29 Sep
2022



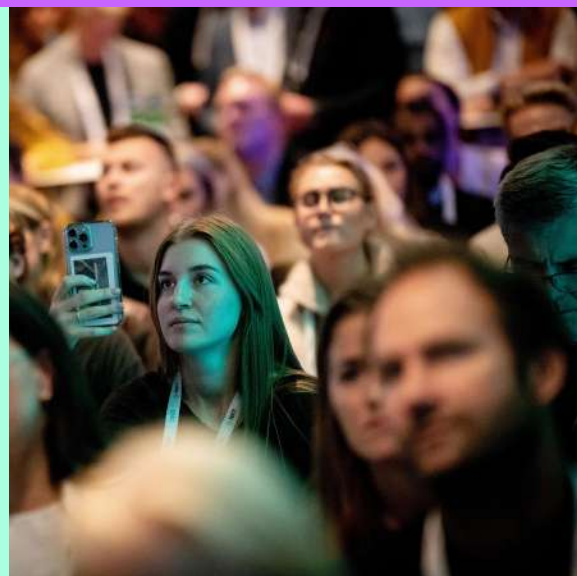
40% of all speakers came from startups or scaleups.



270 companies from 34 countries apply to OIW 100 Pitches.



300+ speakers shared their valuable insights.



15k+ attended Oslo Innovation Week 2022.



Dignio won Oslo Innovation Award.



Klimato won Oslo Innovation Week 100 Pitches.





Tracks

Scaling for Global Success

Surrounded by Oslo's abundant cityscape, a track for passionate startup founders, scaleup professionals, researchers, and investors from the Nordics and beyond. 40 events, highlighting building your own network while also gaining valuable insight on topics like investment, talent attraction, and global expansion.

Community Events

For business, sustainability, and innovation events beyond startup and scaleups

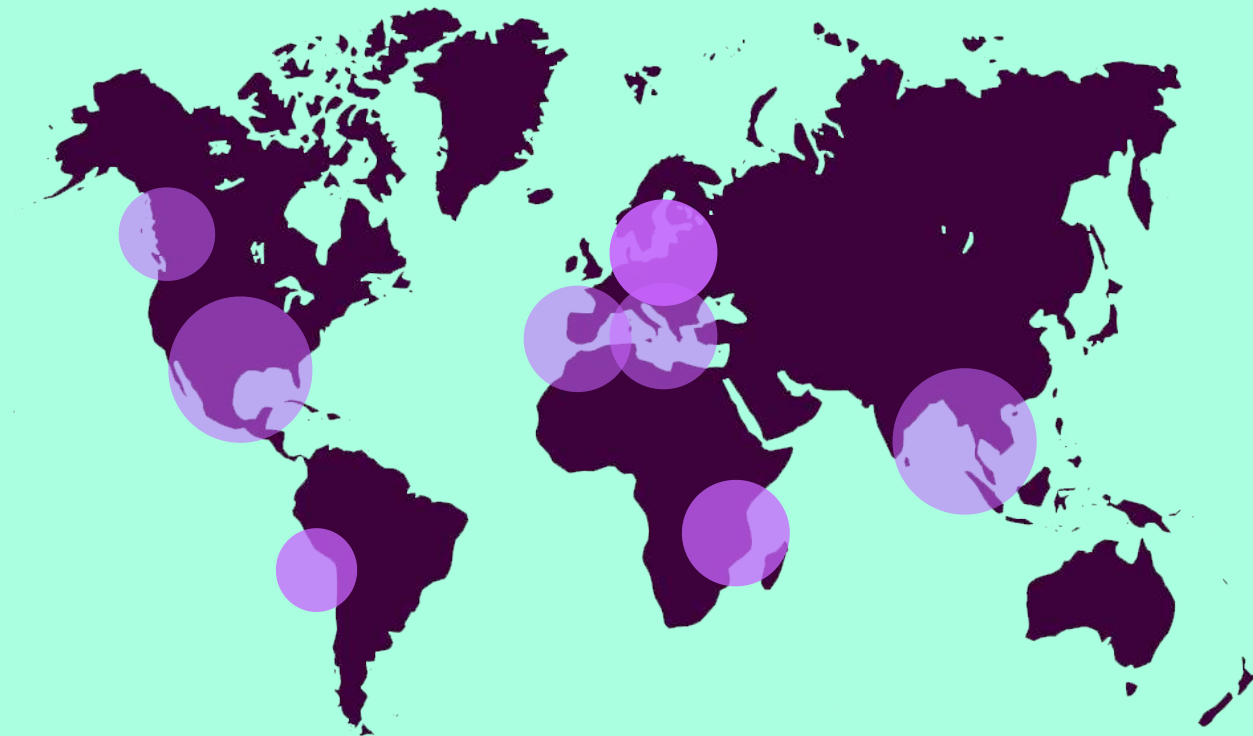
Event criteria

- Independent event registration link that is managed by event organiser
- Support Oslo based growth companies
- All events must be held in English
- Address one or more of the UN Sustainable Development Goals
- Follow Oslo Innovation Week diversity and inclusion framework
- Connects, gives insight and engages attendees
- Complete an evaluation survey after the event
- Your event supports the Oslo Innovation Week principles





Attendee demographics



15.000+
Attendees

Back to in-person

After two years of digital events, we welcomed event organisers and attendees back to Oslo. Travel restrictions had been lifted for some time post-covid which resulted in over 50 countries attending events at Oslo Innovation Week 2022. Of the 76 events, just three were hybrid and one digital. This in itself shows the importance of Oslo Innovation Week facilitating in-person events.

33%
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

Partners and event organisers

Oslo Innovation Week 2022

#oiw2022



Feedback from the Growth track event organisers

Scale of 1-5, where 5 is best.

3.9

Value of being part of
Oslo Innovation Week 2022 *

* 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 Growth track also resulted in some event organisers not feeling as engaged. We will work to improve communications and manage expectations.

88%

Yes

12%

Not sure**

0%

No

Would you like to be part of
Oslo Innovation Week 2023?**

** 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 Growth 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

4.0

OIW in general

3.5

My event

Featured topics that matters (SDG)

4.5

OIW in general

4.6

My event

Built international networks *

4.0

OIW in general

3.6

My event

Built Norwegian networks

4.2

OIW in general

3.9

My event

Feedback from the growth track event organisers on the project management

Scale of 1-5, where 5 is best.

**Project
management**

4.5

**Coordination
of program**

4.6

**Info before
and during**

4.6

Social media

4.1

**International
press ***

3.2

* Too many events for international press delegation to cover resulted in many event organisers feeling a lack of international press attention. Those that received press attention scored highly.

Feedback from the Community Track event organisers on the project management

Scale of 1-5, where 5 is best.

Project
management

4.4

Coordination
of program

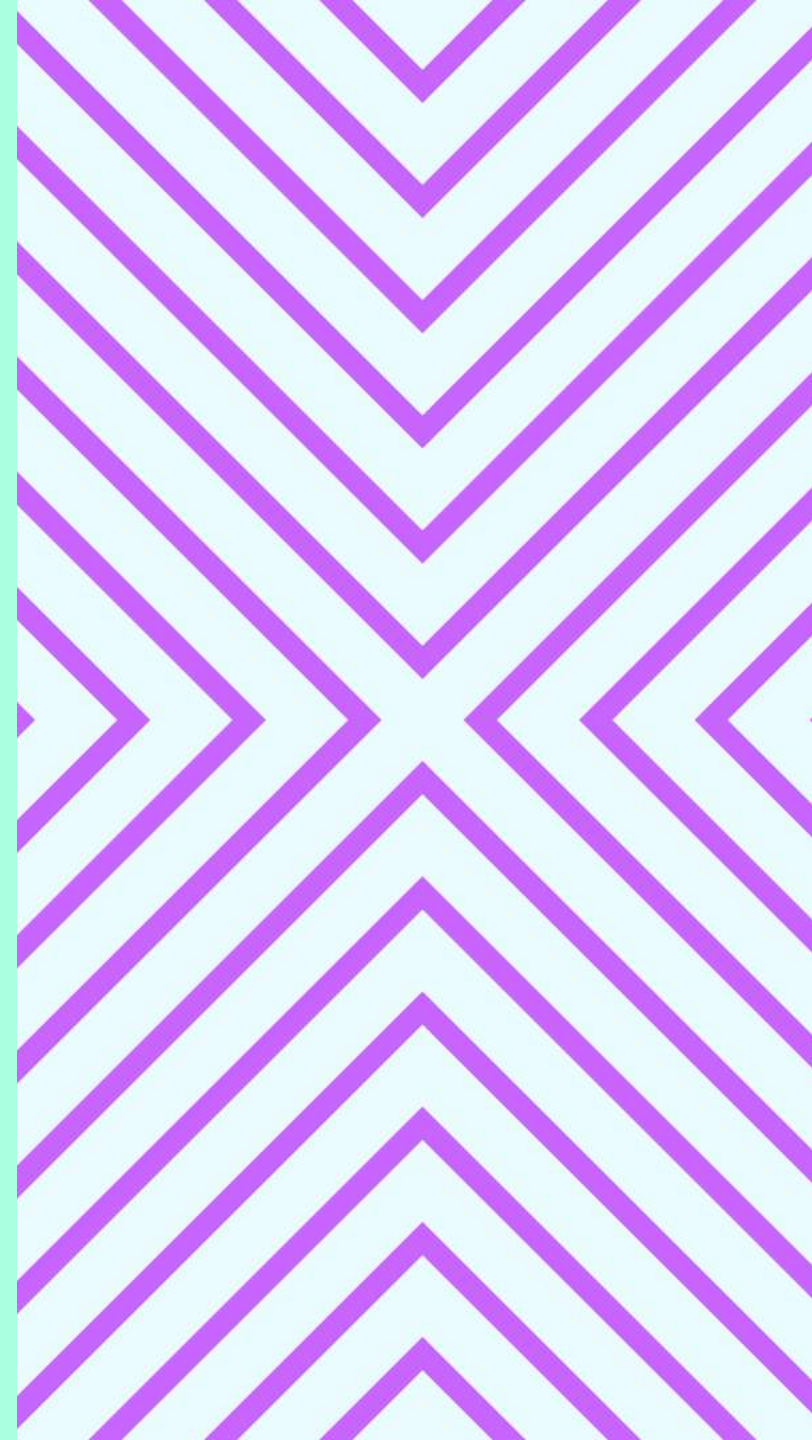
4.4

Info before
and during

4.4

Social media

4.0



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

Digital communication

Oslo Innovation Week 2022

#oiw2022

Website

The website originally created in 2019 by BEKK, with a visual profile by Metric Design was given an update by Skalar in 2022.

Taking on board the feedback we received the previous years, we developed a new program page. The aim was to give event organisers and attendees a more user friendly experience and provide them more value. Working together with several community partners and Skalar we launched the new program page in March 2022. The final result was certainly an improvement and we hope with a small adjustment this winter it will be even more user friendly in 2023.

Page views

105k

Up 70.24%

Sessions

937k

Session duration
per visitor

0:10

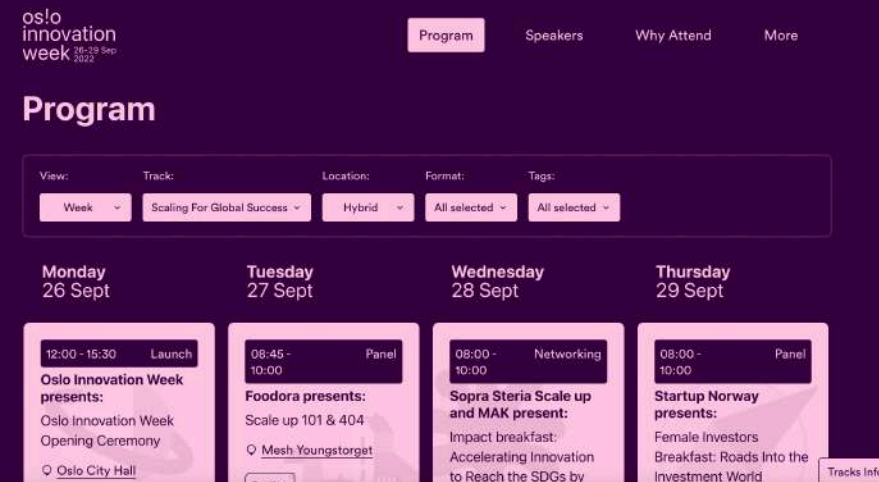
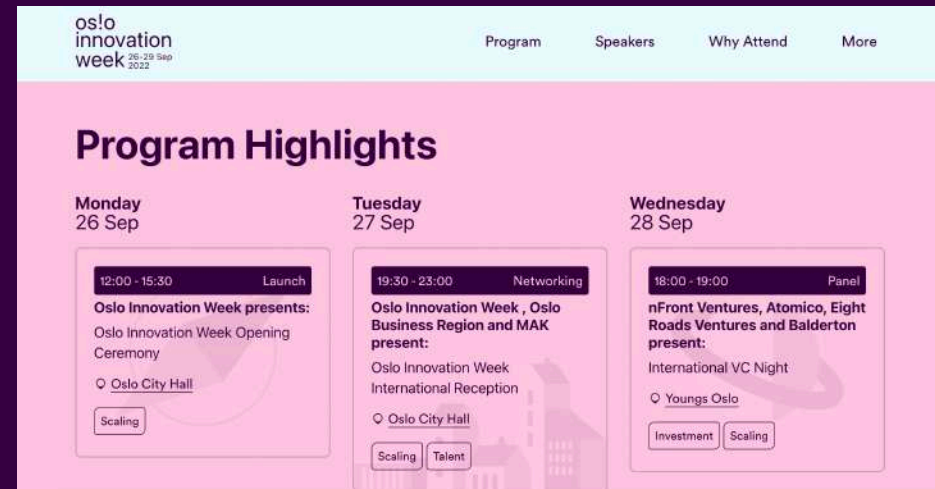
Country

40%

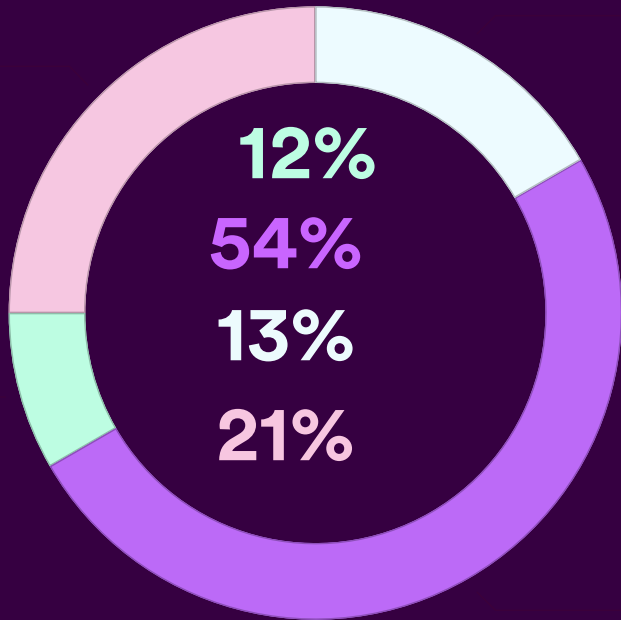
Norwegian

60%

International



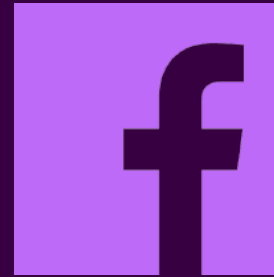
Key numbers



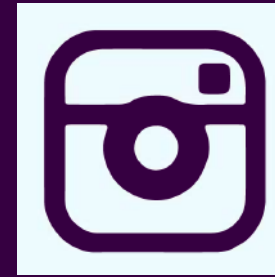
Demographics have been calculated using the native insight tools of Facebook, Instagram, LinkedIn-Measured 01.01.22-12.10.22



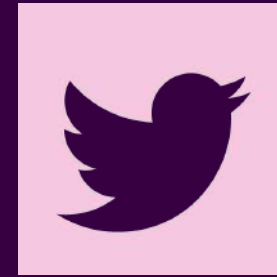
3540
+155% from 2021



17000
+1% from 2021



4090
+11% from 2021



6571
+1% from 2021

31.200

Total followers
+ 10% increase from 2021

14500 newsletter subscribers

Oslo Innovation Week 100 Pitches 26-29 Sep 2022

By [in conferences news startups](#) on May 15, 2022. Tagged with: [Oslo](#), [Pitch](#), [SDG](#).

Oslo Innovation Week is an annual event, bringing sustainable business solutions to the UN's Sustainable Development Goals.

Oslo Innovation Week 100 Pitches powered by DNB is a platform connecting entrepreneurs and investors. If you have an investor-ready business solution to the UN sustainable development goals, you should join.

This year, they accept applications via **CrowdWorks**. CrowdWorks connects companies with minds and capital from startup communities, mentors, corporates, and investors. Please follow this [link](#) to apply for Oslo Innovation Week 100 Pitches 2022.

🏆 **Connecting Entrepreneurs & Investors:** [Oslo Innovation Week 100 Pitches](#) is currently accepting applications. To apply, you'll need to upload your 3-minute video pitch via CrowdWorks. The deadline to do this is June 30th, and the final 8 will be invited to present in front of the jury in Oslo on September 29th.

MAGAZINE ▾ | SUMMIT ▾ | JOB BOARD ▾ | INSIGHTS ▾ | DATABASE ▾ | ABOUT US ▾ | [CLUB](#)

Home ▸ Other Stuff ▸ Oslo Innovation Week 100 Pitches 2022: Apply Now! (Sponsored)

[Other Stuff](#) | [Startups in general](#)

Oslo Innovation Week 100 Pitches 2022: Apply Now! (Sponsored)

By [Patricia Allen](#) May 17, 2022

Share [f](#) [t](#) [w](#) [in](#)



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SUSTAINABILITY ⓘ

Sponsored by

Oslo Innovation Week is handing out 200,000 NOK in the 100 Pitches powered by DNB competition

Oslo Innovation Week and DNB are seeking startups addressing at least one UN Sustainable Development Goal, and offering a 200,000 NOK top prize. But don't snooze, the application deadline is July 25th.

Dan Taylor
21 June 2022

♥️🔖📄

Media partnerships

Our overall goal with the media partnerships was to get international startups to sign up for Oslo Innovation Week 100 Pitches powered by DNB. The next goal was to promote Oslo Innovation Week in general to global audiences and to get people to save the date for this year's event.

SHIFTER

Shifter · Nyhetsbrev Annonser Stillingar

Abonner | Logg inn

ANNONSE

oslo innovation week

26-29 September

See program

Results from our media partnerships

Shifter

A partnership which included a top banner for one week.

Network reach: 67 227 in one week

Startup reporter

A partnership which included an article.

Unique users 1000 per month

Tech EU

A partnership which included newsletter banner, social media share and article.

Network reach: 339 500+ monthly subscribers

EU Startups

A partnership which included newsletter integration, sponsored post and article.

Network reach: 760,000+ monthly subscribers



NEXT WEEK WILL BE

XILOIVLPÅÆØOSQZYSIS
PCLÅQAZUIPÆOPLSIOS
OSLOINNOVATIONWEEK
HUIPOLQÅØRRTSKIOLO
OSLOINNOVATIONWEEK
NETWORKINGLOPLNIOL
OSLOINNOVATIONWEEK
KOLPALISLBINSIGHTS
OSLOINNOVATIONWEEK
KOLPIOUSLOP ÅÆZISIO
OSLOINNOVATIONWEEK
NETWORKING INSIGHTS
OSLOINNOVATIONWEEK
FOUNDERS INNOVATION
OSLOINNOVATIONWEEK
KÆOTAXSZIUTQNXSUIO



Digital presence

Before, during, and after Oslo Innovation Week we've created and shared a lot of material, both video and photo. Our strategy was based on creating our own content mixed with re-sharing the content of our event organisers.

Thank you to Gorm K. Gaare and Fredrik Heggelihaugen for producing our video and photo content.

Key impressions:

265k +

Key impressions measured from Linkedin, Twitter, Facebook and Mailchimp. From 19.09.22-01.10.22

Oslo Innovation Week

Press

Oslo Innovation Week 2022

#oiw2022

L'ADN

Aftenposten euronews.

EL  ESPAÑOL



United Nations
Global Compact

Forbes

SHIFTER



ARCTIC STARTUP 

Ethos

WIRED

Delfi



YAHOO!
JAPAN

2021

Key numbers press

11
14

Nationalities

20
13

International
media

19
16

Articles published
by 01.11.2022

Potential Reach

150 000 000 readers per month across all platforms (Forbes, US)

21 000 000 readers per month (El Espanol, Spain)

7 600 000 readers per month (Delfi, Estonia)

500 000 unique readers per month (L'ADN, France)

2 100 000 unique visitors per month (Ekspress Meedia, Estonia)

15 billion page views per month (Yahoo! Japan)

19 000 subscribers to the newsletter (Arctic Startup, Finland)



How Norway Plans To Stay Ahead In The Climate Tech Game

Daniela De Lorenzo Contributor @

write about sustainable food & agriculture production systems

Follow

Sept 28, 2022, 10:30pm EDT



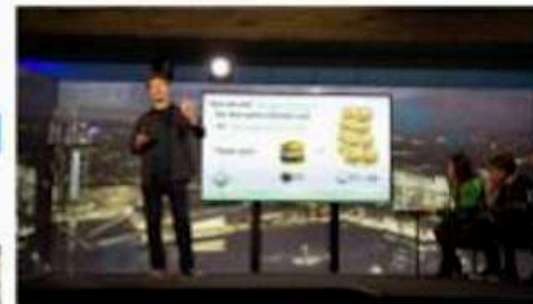
Opening remarks from Vice Mayor for Public Ownership and Business Development, Victoria Wærn ... [•] (more & more)

Norwegian startup stakeholders met this week during Oslo Innovation Week to discuss how to scale impactful solutions and overcome bottlenecks in order to stay ahead in the climate tech game.

The Oslo Innovation Week is a collaboration between public and private, startup communities and universities, local and global companies. The

Denne svenske gründeren vant «norsk mesterskap i pitching»: Lærer spisesteder å bli grønnere

Publisert: 28. september 2022 kl. 10:30



En svensk gründer har vunnet det norske mesterskapet i pitching. Han har fått 100 000 kroner i premie og skal bruke den til å utvikle sin virksomhet. Han har allerede fått mye oppmerksomhet og har allerede fått flere investeringer.

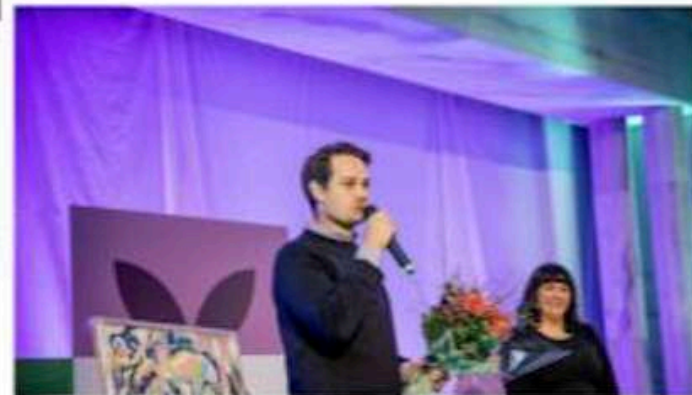
Publisert: 28. september 2022 kl. 10:30

Publisert: 28. september 2022 kl. 10:30

Denne svenske gründeren vant «norsk mesterskap i pitching»: Lærer spisesteder å bli grønnere

Pandemivinner får Oslos innovasjonspris

Digres har blitt kåret til årets innovasjonspris i Oslo. De har utviklet en app som hjelper mennesker med å finne ut om de kan bli smittet av COVID-19.



Publisert: 28. september 2022 kl. 10:30

Publisert: 28. september 2022 kl. 10:30

Publisert: 28. september 2022 kl. 10:30

Under pandemien ble det utviklet flere apper som hjelper mennesker med å finne ut om de kan bli smittet av COVID-19. En av disse appene er Digres, som har blitt kåret til årets innovasjonspris i Oslo. De har utviklet en app som hjelper mennesker med å finne ut om de kan bli smittet av COVID-19.

1. SAKS

10.09.2022, 10:00

„90 Day a Finn” - kuidas läks soomlaste hullumeelne plaan välismaalasi kolm kuud enda juures hoida? (1)



Anne-Marie



90 Day a Finn kummita grupp

Helsingi mõttes algava koroonapandeemia ajal võltsi vägevasti soome turismitegijate, kuidas välismaalaste arvestidajate ja talupidajate loomade „90 Day a Finn” kogen tuhandeid hoolitsi ja jättis rõõmsust.

Publisert: 10. september 2022 kl. 10:00



Publisert: 10. september 2022 kl. 10:00

Escaparate de startups desde Oslo: de la economía circular a los e-sports o la acción social

Elon Musk, Zuckerberg o la Tesla son solo algunas startups exitosas que destacan en la gestión de negocios, los valores éticos y el impacto social.

10.09.2022, 10:00

Publisert: 10. september 2022 kl. 10:00

Publisert: 10. september 2022 kl. 10:00

El emprendimiento actual surge en un mundo competitivo de oportunidades, a la larga y a mediano plazo. Algunos de ellos son:

Key media

- Forbes
- Wired
- Delfi
- El Espanol
- Yahoo! Japan
- Arctic Startups
- Ethos Magazine
- The Independent
- UN Global Compact
- Labs of Latvia
- EuroNews
- Shifter

Selected press clippings

Forte Delfi (EST): Oslost saab maailma esimene pealinn, kus ühistransport on täielikult üle viidud elektrile

El Espanol (ESP): Noruega y su apuesta por las 'cleantech': la innovación verde se hace hueco propio en la agenda del país nórdico

FORBES (ENG): How Norway plans to stay ahead in the climate tech game

Shifter (NOR): Pandemivinner får Oslos innovasjonspris

Arctic Startup (FIN): Oslo Innovation Week of Winners

FORBES (ENG): Swedish Startup Klimato Wins Cash Prize To Tackle Food Catering Emissions

El Espanol (ESP): Escaparse de startups desde Oslo: de la economía circular a los e-sports o la acción social

Delfi (EST): 90 Day a Finn“ - kuidas läks soomlaste hullumeelne plaan välismaalasi kolm kuud enda juures hoida?

Inverita (ESP): El cambio (subestimado) de Noruega

Labs of Latvia (LAT): Oslo Inovāciju nedēļā piedalās 10 Latvijas uzņēmumi

Kaupr (NOR): Blokkjedekonferanse samler 400 i Oslo

Feedback from journalists

84%

Would you like to attend next year

4.7

Support from the press team

16%

May attend OIW 2023

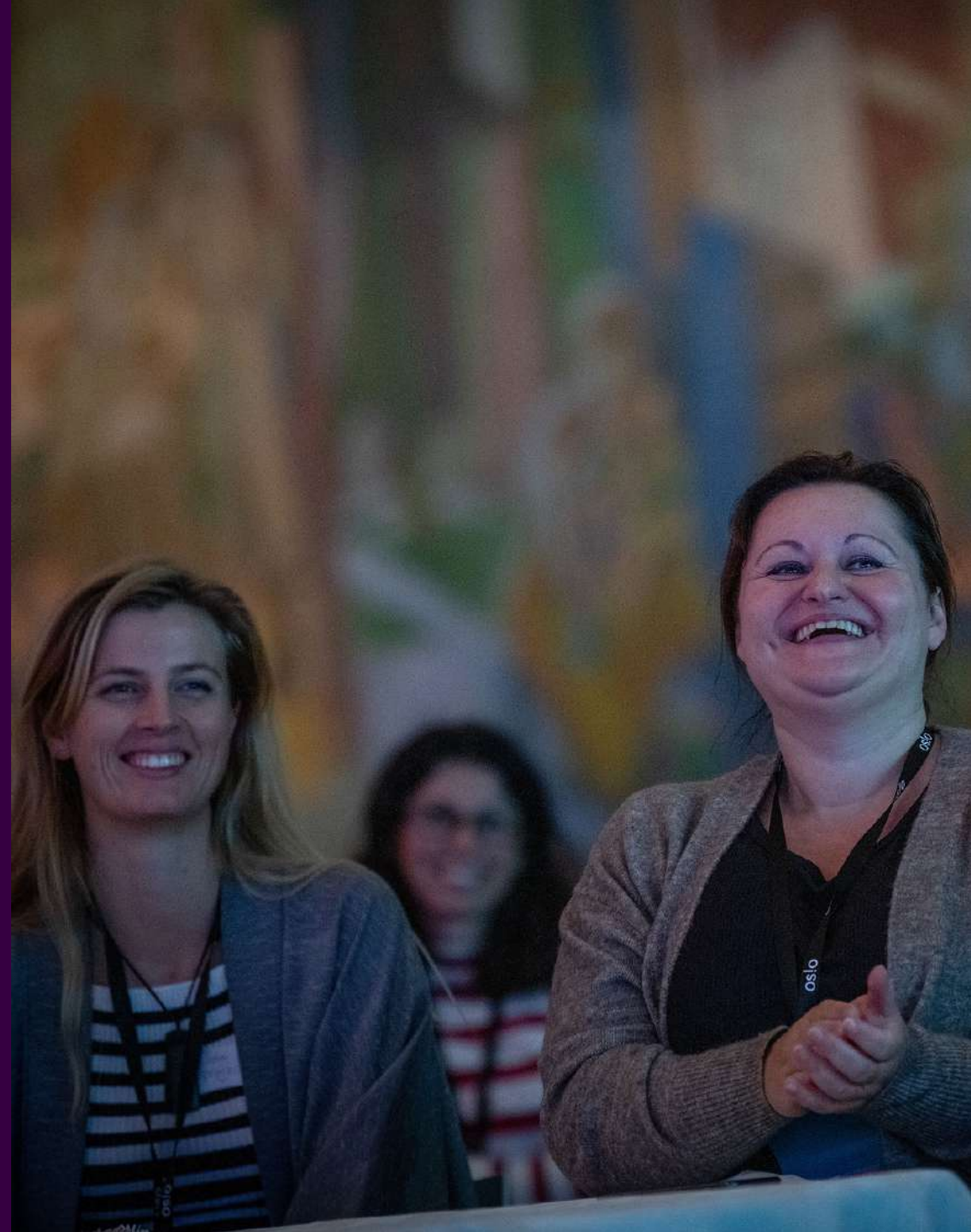
0%

Have no plans to attend OIW 2023

The journalists' most relevant events

- Networking events 67%
- OIW 100 Pitches 50%
- TRACK: Community Event 50%
- Opening Ceremony 33%
- TRACK: Scaling Events 33%

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





Quotes from journalists

“OIW 2022 really gave the opportunity to understand the Norwegian business and innovation sector to the fullest”

“Brilliant and exciting as always. A really good energy through the week”

“Amazing overview of the Norwegian startup ecosystem and the focus on putting together innovation and sustainability”

Oslo Innovation Week

A selection of Oslo Innovation Week 2022 events

Oslo Innovation Week 2022

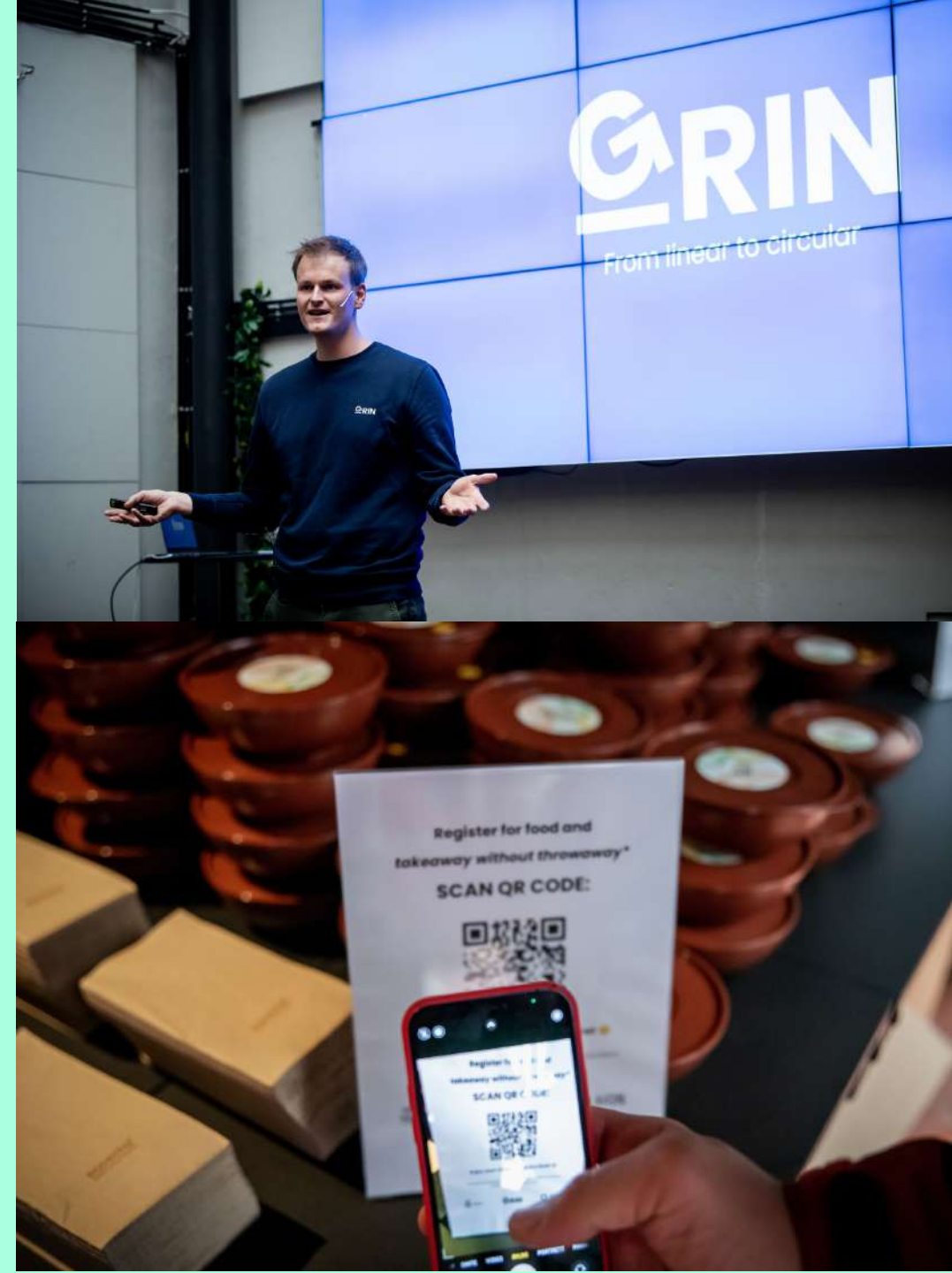
#oiw2022

GRIN Collaboration

The startup GRIN piloted their smart collection system for reusable food bowls at three events during Oslo Innovation Week. Funded through SmartOslo, the pilot project, “Take Away without Throw Away” sprang out of StartupLab’s 20tretti competition to test solutions to climate headaches.

Joining forces with Oslo’s Agency for Urban Environment (Bymiljøetaten) and Aion, GRIN tested their mobile system with Aion’s reusable recycled plastic bowls at three OIW events.

GRIN piloted its product at events hosted by Foodora, Startup Norway, and 657 Oslo. In total 250 meals were eaten with a package return percentage of 92%. We look forward to following their journey as they continue to partner up with new and exciting projects.



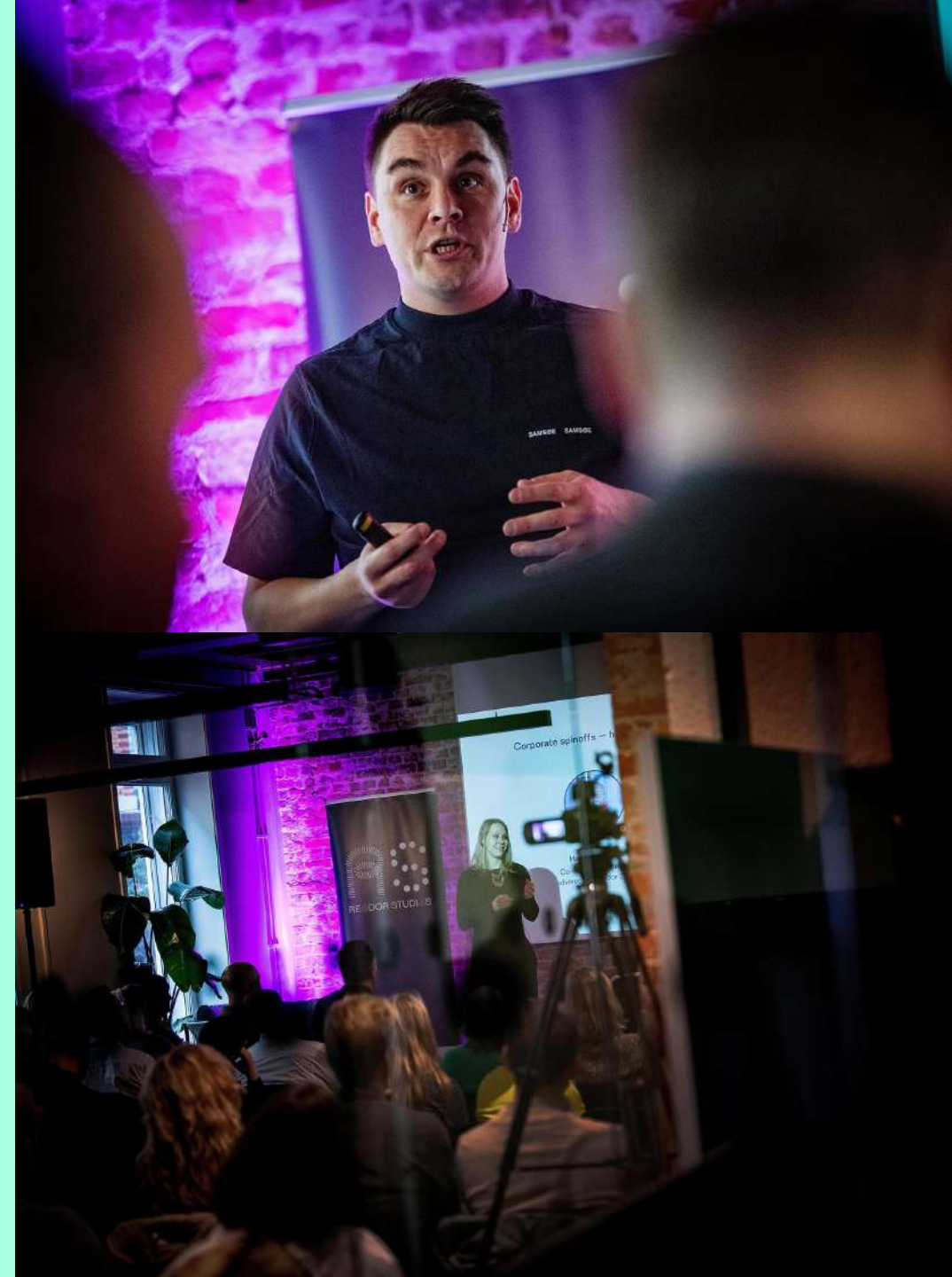
Startup Norway: Female Investors Breakfast

On the final day of Oslo Innovation Week, Startup Norway and ODA Nettverk hosted 200+ guests at the event "Female Investor Breakfast: Roads Into the Investment World." Anniken Hofgaard (Ferd Impact Investing), Cristina Koehn (Picus Capital), Hilde Holdhus (Sarsia), and Hilde Petersen (Momentum) took the time to share their stories on how they got into the exciting world of startup investing, and what they believed were necessary attributes to succeed. Following this insightful panel, Roest organised a "Cupping" for those that were interested in a guided coffee-tasting experience.



Reodor: Corporate Innovation

A whole day dedicated to corporate venture building and innovation with guests speakers including Rune Garborg (Vipps), Espen Sundve (Oda), Synne Homble (Vy), Anjali Bhatnagar(Tørn), Cathrine Laksfoss (Schibsted), Mats Staugaard (Kickback), Ingrid Ødegaard (indyRIOT), Thea Wiig (RunwayFBU) and Thomas Van Halewyck (Bundle) sharing their expertise and experience on stage. Over 300 attendees were present at Reodor's new office space at Strøget.



Startuplab: Join a Startup

Join a Startup connects talent with ambitious startups looking to hire great people to join their team, and further expand their position in Norway and beyond.

250 attendees met 22 startups including Evyon, Geniess, No Isolation, Perlo, Plaace, Soundsensing, Sensorita, Speiz, Vulkaza, 7Analytics and more.

18 of 22 startups had 3+ candidates on their "potential hires list". They are now setting up second interview with these.



Oslo Innovation Week

Our events

Oslo Innovation Week 2022

#oiw2022

The official opening of Oslo Innovation Week

On Monday 26 September, we gathered 400 people from 31 countries in Oslo City Hall for the Official Opening Ceremony of Oslo Innovation Week 2022.

The main objective of the opening was to discuss how companies, ecosystems, cities and countries work to attract and retain talent.

On stage, we heard keynotes from Director of Strategic Investments at Helsinki Partners, Johanna Huurre and people & culture expert, Nina Carøe. We also had two panels discussing “how to create a good ecosystem for talent” and “investing in talent, not ideas to create global teams”. Panelists were: CTO of Variable, Jimmy Byrum - CIO at Maria 01, Jessica Blechingberg - Professor at BI Norwegian Business School, Amir Sasson - CCO at Tibber, Linn Hege Helle - Founder & CEO of Women’s Startup Lab, Ari Horie & Partner at Antler, Kristian Jul Røsjø.

Host and moderator for the event was Ida Susanna Fattah, CEO & Founder of Medlytic.





Oslo Innovation Award 2022: Dignio

Oslo Innovation Award was given out for the 15th time, by the Vice Mayor of Business Development Victoria Marie Evensen.

Skyfri, Dignio, Attensi and Tise pitched before the jury - consisting of Pira Thiru, Inge Andre Sandvik and Ellen Cathrine Andersen.

The mission of the award is to stimulate the process of making Oslo a leading region of innovation. The award is therefore closely tied to Oslo Innovation Week, with which it shares the same values and ideals on topics such as sustainability and positive social change.

The jury's reasoning behind Dignio winning the award:

"Healthcare systems worldwide are strained, and with an ageing population, the need for embracing digital home-care solutions to make healthcare more sustainable and efficient is inevitable.

Dignio has, through its innovative technology, managed to positively impact all the key stakeholders in the health value chain - the patients and their families, the healthcare personnel, the healthcare organizations, and the budget holders.

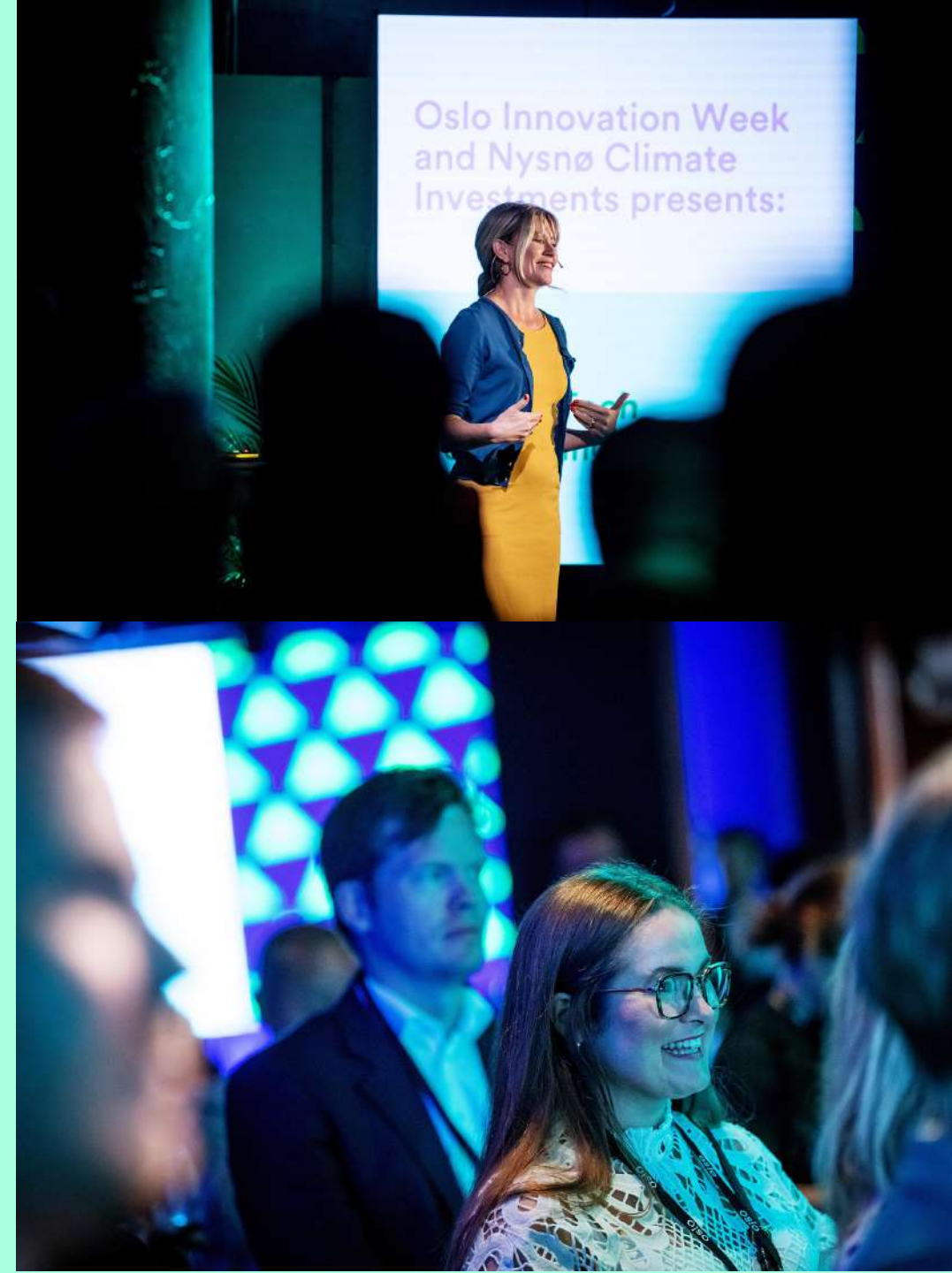
During the pandemic, they tested their solutions and implemented their technology in more than 200 municipalities in Norway. They have proven that their solutions also apply to markets outside Norway. So far, they have moved into the UK and started to launch in the US.

Nysnø Climate Tech Networking Event

For the second time, Oslo Business Region hosted a climate tech networking event in collaboration with Nysnø Investment. The first time was in 2021 with 80 participants.

At the event this year, 120 climate tech founders, investors, and industry experts meet at an exclusive gathering. Over 30 of these participants were international investors. The goal of the event is to establish the Nordic region as the European cluster for Climate Tech, foster collaboration, and put Nordic climate tech growth companies on the global map by connecting impact companies to influential stakeholders.

The participants were carefully selected by Oslo Business Region and Nysnø Investment to assure a relevant and good mix of international leaders within the impact/climate tech sector. Besides facilitating networking, the program consisted of an introduction where Siw Andersen, CEO at OBR, and Siri Kalvig, CEO Nysnø Investment presented key numbers and insight on the impact investment climate in Norway followed by a conversation between Ingvild Meland, CMO at Nysnø, and Jenny Skavlan, the Norwegian star within reusing materials in the startups Tise and Fæbrik.



International Reception

A globally curated program in the same hall where the Nobel Peace Prize is awarded. Over 300 guests from over 30 countries attended the reception including stage content on how to be relevant for global talent, moderated by Javad Mushtaq in discussion with Unconventional Ventures, Nora Bavey and founder of uMore Maria Freitas.

This was followed up with an AI panel featuring AI ethics consultant Cathrine Bui moderating the talk between former AI advisor to President Obama and founder of Conexus AI, Eric Daimler, and founder of House of Math Vibeke Gwendoline Fængsrud.

The Fireside Chat between Quantum Evangelist Mark Jackson at Quantinuum and Cathrine Bui wrapped the stage content up before a fruitful networking event hosted by Vice Mayor of Public Ownership and Business Development Victoria Marie Evensen.

88% of attendees created new connections as a result of attending this event. This event was organised by Oslo Business Region.



OIW 100 Pitches 2022

OIW 100 Pitches has become one of the leading platforms for seed stage startups solving global challenges. The 2022 edition was fully physical including the Norwegian entry round, semi-finale and the finale.

270 startups sent in their 3 min video pitches via Crowdfunder. The preliminary jury selected the top 80 pitches. From these 80, the jury shortlisted 4 international companies for the finale and 14 Norwegian companies for the Norwegian Entry Round. The selected 14 companies presented their solution at Mesh Youngstorget on September 28th in front of the jury consisting of Eirik Nerdal, Thomas Kruse, Anette Mellbye and Marie Moi Lundstad. The entry round was hosted by Sigrid Høisveen Ulekleiv and Maria Archontoulis.

8 successful companies got the chance to represent their ideas during the semi-finale at DNB NXT in front of Eirik Nerdal, Andreas Helbig, Tonje Ørnholt, Gisle Østereng and Maria Hanedalen Bøthun. 4 Norwegian Companies were selected to take part in the finale alongside of international companies.

The winner, Klimato was presented on stage during DNB NXT on Wednesday 29 September hosted by Yngvar Ugland from DNB and Chisom Udenze from HerSpace. Last but not least, the finale jury included Bjarne Lie, Rasmus A. Figenschou, Tanya Horowitz, Ieva Sibilla Strupule, and Lauga Oskarsdottir.

270

Startups applied to pitch at OIW 100 Pitches 2022.

34

Innovation is global. Startups from 34 countries applied.

2k

Viewers watched the finale, hosted by DNB NXT.





Feedback from partners and organisers on event organiser meetings

Scale of 1-5, where 5 is best.

**Welcome to Oslo Innovation Week
2022 and launch of theme
March 2022**

4.1

Oslo Innovation Week is a great opportunity for people to connect, network and get involved in events to learn more about the Norwegian startup ecosystem!

Jyoti Sohal-David, Founder and CEO , Skillhus

Oslo Innovation Week

Building the Oslo brand

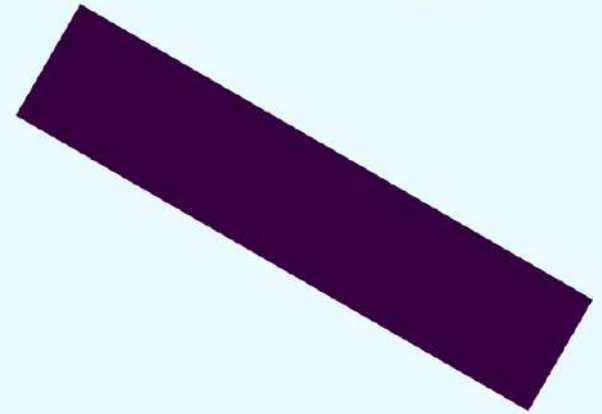
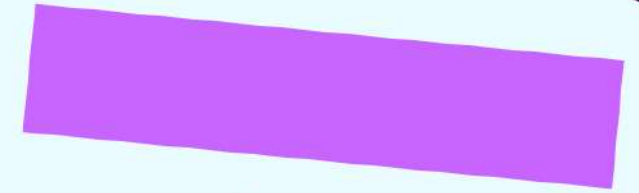
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Building a stronger brand for Oslo Innovation Week

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.

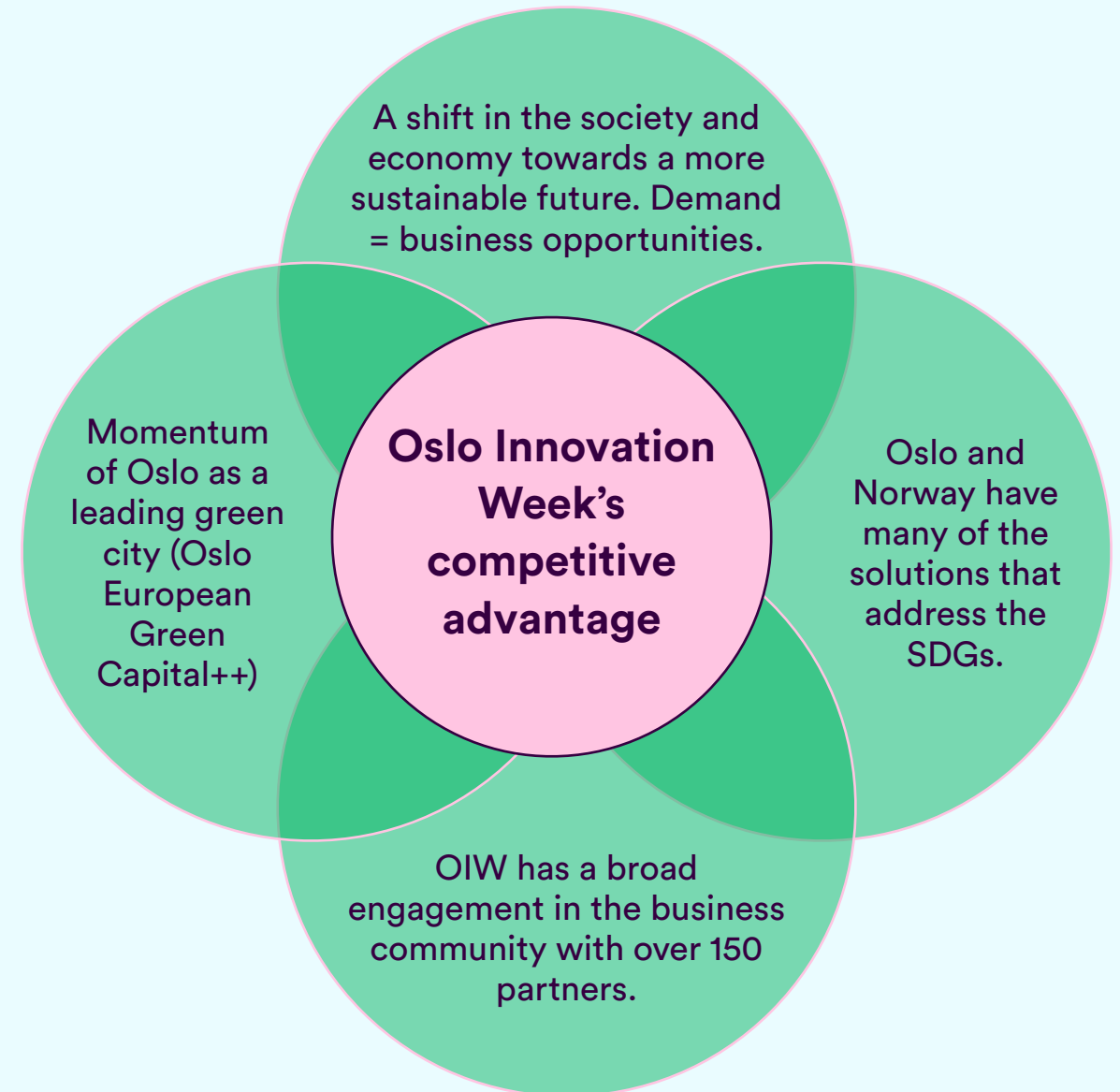
For the past 5 years, the ambition is to position Oslo Innovation Week as the leading international conference, showcasing real solutions solving one or more of UN's 17 Sustainable Development Goals (SDGs).



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 26-29 Sep
2022

Funding

Oslo Innovation Week is supported by the City of Oslo 1.500.000 NOK, in addition to resources and support, and Innovation Norway 400.000 NOK.

DNB funded 300.000 NOK.

The organisers and partners report a total production cost of 19.700.000 NOK.

The total production cost of Oslo Innovation Week is estimated at 22.100.000 NOK.



oslo
innovation
week 26–29 Sep
2022

26–29 Sep
2022



Oslo

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Oslo Business Region



NXT

Oslo Innovation Week

25-28 September 2023

Join us at Oslo Innovation Week 2023

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