



obr magazine 2017



Oslo Business
Region



Oslo Startup

Oslo Smart
City

International
positioning

Regional Business
Development

Oslo Innovation
Week



Statistics
and analysis

#BeNice

Experiments
failed





2017

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Statistics and analysis

This is what we do

The best way to define a company is not by what it aims to be, but by what it actually does. By its ability to turn strategy into activities, and activities into results - or lack thereof.

The Oslo Business Region Magazine is an overview of the main activities we did in 2017 with an emphasis on its results in each area.

Our overall mandate – as given by the City of Oslo – is to build a stronger ecosystem for startups and new businesses, as well as to execute on Oslo's international branding strategy and help Oslo become internationally recognized.

As a relatively small publicly owned company we have to raise the bar, work lean, measure outcomes, be digital, and live the future we want to create.

This magazine covers what we do - and according to the external evaluation made by Menon Economics – we do it well.

Enjoy the read!

Oslo Business Region
was established on January 1st, 2014, as a limited company fully owned by the City of Oslo

Main tasks
Startup Oslo, Regional Business development, International positioning, Statistics and analysis



Dear readers

2017 showed a continued growth and development for Oslo as a leading innovation city. New co-working spaces, incubators and innovative organizations were added to an already prosperous startup ecosystem. Throughout 2017, Oslo's startup community has become even more internationally recognized. Investments in startups increased substantially this year, and Oslo is now a more visible and attractive investment region.

The City of Oslo has an ambitious climate policy, and is the European Green Capital of 2019. We will kick-start 2018 by inviting startups, companies and innovative organizations to take part in the planning process. In a year's time, we will showcase what Oslo has to offer in terms of green solutions, next generation mobility and smart city services.

UNs Sustainable Goals were the themes for the 2017 Oslo Innovation Week. The week was a call for action for us all to deliver green solutions for a sustainable world. 50 events set real business solutions to UNs Sustainable Development Goals on stage.

SmartOslo Accelerator Program was one important initiative. Connecting creative and innovative entrepreneurs with smart city opportunities in Oslo, this initiative covered important areas such as mobility, health, climate and infrastructure.

In the time to come, I will work closely with businesses, startups and entrepreneurs, as well as research and educational institutions, to further develop Oslo an attractive city for innovation and investments.

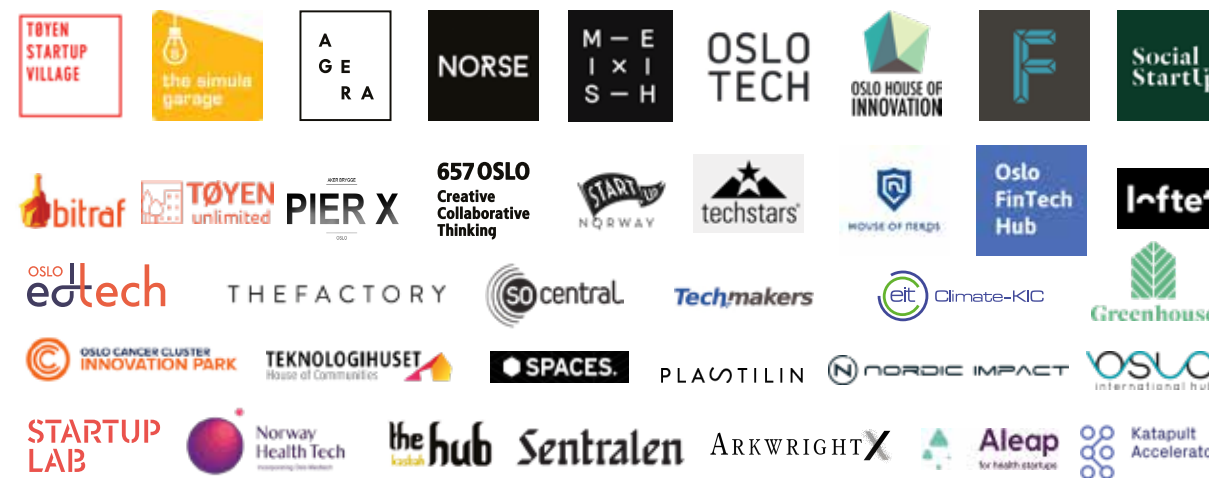
I am looking forward to all of us working towards common goals in 2018.

*Kjetil Lund
Vice Mayor for Business Development
and Public Ownership*

Four years: Oslo creates the jobs of the future – and that's a fact!



In parallel with a digital revolution hitting the world economy – upstream and down - Oslo has over the last four years taken the role as the new industry and job creator of future Norway. Over the last four years Oslo has become the fastest growing startup ecosystem in the Nordics, in a time when the Nordics are leading the way. Looking in the rearview mirror, a dangerous perspective when the world moves fast, in 2017 we have experienced five facts that will change the politics of job creation for a long time.



None of these co-working spaces, incubators and accelerators existed 5 years ago.

1 Future jobs come from startups! In contrast to the impression we get from public debates on job creation, new jobs are mainly produced by startups and young companies, and there has been a net job loss in the “old” industries of Norway since 2000. Even though still under-communicated, this fact is now well documented. For example by the research program MIT Reap headed by professor Torger Reve. It documents that more than 2/3s of new Norwegian jobs created in the period from 2003-2014, was from startups and young companies. These numbers are even from before the startup boom of the last four years.

2 10 out of 11 investments in tech startups above 80 mill NOK in Norway went to companies established out of the Oslo startup eco system. Two years ago, not many had heard of Kahoot, Gelato Group, Xeneta, No-Isolation, Huddly, Tapad, Prox Dynamics and similar tech companies scaling fast by creation of new markets. As the eco-system matures new startups turn into scale-ups on a regular basis, and they will contribute even more to the jobs of tomorrow.

3 Average life span of big companies and established industries is falling at an exponential rate, and among the S&P 500 it is soon as low as 10 years – in average. At the same time 25 years is the age of the youngest of Norway's 20 biggest companies listed on the Oslo Stock Exchange. In short, we are dependent on creating a lot of new startups in short and long term and need more of what we see in Oslo.

4 Oslo is in the position to take Nordic leadership of sustainable change. The general attention given to sustainability is increasing not only in the startup eco-system, but in all areas of society. To be part of the Oslo startup ecosystem has become almost equivalent to contribute to work within and solve some of UN's Sustainable Development Goals (SDGs). By making sustainability inherent in events such as Oslo Innovation Week, Oslo is ahead of taking this position. This is also further strengthened by a strong political commitment, and the celebration of Oslo European Green Capital in 2019 will boost this position.

5 This year's external evaluation of Oslo Business Region, made by Menon Economics, documents the effects of Oslo Business Region's work for the city. In short, the area Oslo Business Region has had as its core strategy; to help build and support the startup ecosystem in Oslo, is conceived by partners, companies and surroundings to be done in an effective and productive way. As further illustrated in this magazine, we continue to measure all our activities, and we strongly believe that being an experiment machine for business development in Oslo is the right approach and is what will contribute to build the sustainABLE jobs of the future

Oslo creates the jobs of the future! And that's a fact.

Fredrik Winther
CEO | Oslo Business Region AS

1

Oslo Startup

Oslo Business Region supports and enables startups and entrepreneurs to successfully launch and grow their businesses.

The City of Oslo has a fast-maturing startup ecosystem for innovation. Five years ago, almost no co-working spaces or hubs existed. Today, the City of Oslo is home not just to anchor firms and investors but to hundreds of startups, more than 50 incubators and accelerators, as well as nearly 30 recognised co-working spaces. New startups are becoming scaleups.

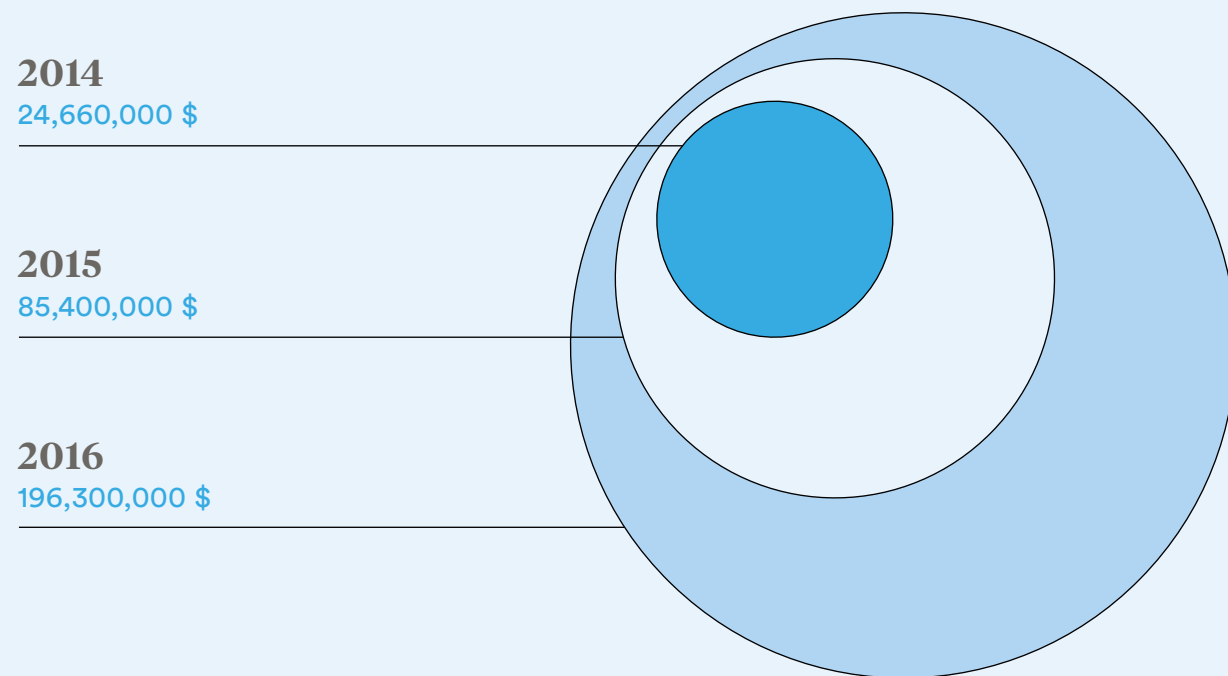
Together with this ecosystem, we develop and facilitate events, networks and tools to lower the barriers for starting and growing, and to position the City of Oslo as an internationally preferred hub for startups and entrepreneurs.

Topics covered this year include building the next food systems, creating sustainable energy companies and fostering communities in which startups and investors can develop.

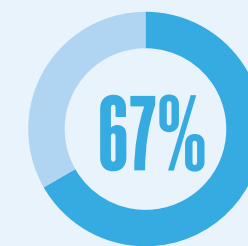
Oslo Startup Ecosystem 2017

The Oslo startup ecosystem is growing at an exponential rate. More startups than ever are stepping up and building real jobs, solving real problems. New incubators, accelerator programs, coworking spaces and other initiatives appear every month. Go back only a few years and you'd see a quite different story. Here are some key figures to illustrate the development:

The amount of capital invested*



The number of investments*



Of new jobs are created by new companies, and that share of job creation is only growing

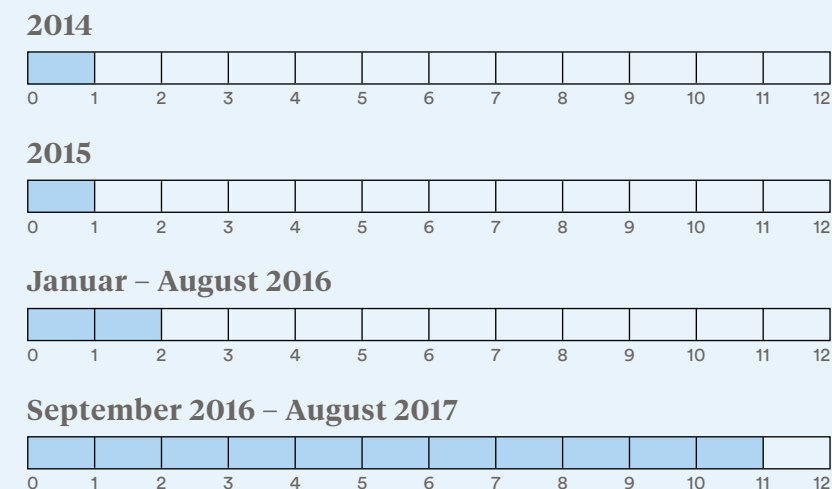
Source: Torger Reve, <https://www.bi.no/forskning/business-review/articles/2017/08/to-av-tre-nye-arbeidsplasser-er-skapt-i-nye-bedrifter/>

There is
1400

Startups in the Oslo region

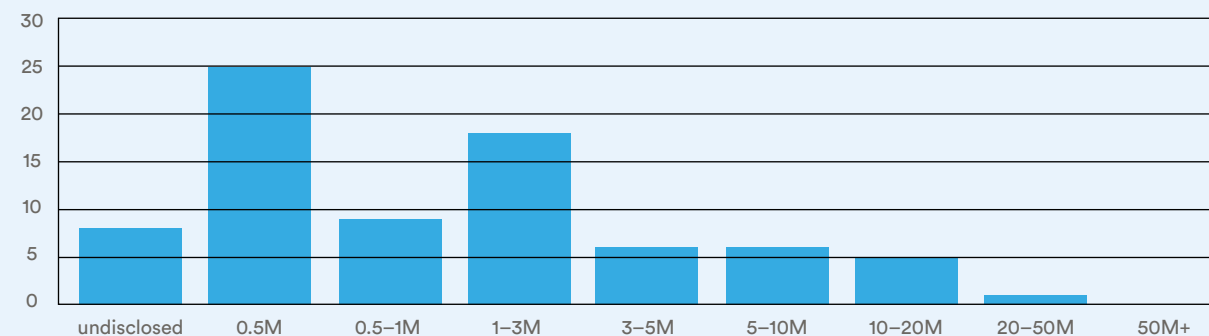
Source: Lars Frelsoy, <https://oslo-startup-ecosystem.zeeff.com/lars.frelsoy>

\$ 10+ Million Funding Rounds in Norway



Source: <https://thenordicweb.com/norway-is-scaling-up-11-10million-rounds-within-the-last-12-months/>

Investments per Round size in Norway*



* Source: <https://thenordicweb.com/an-increase-in-early-stage-investments-is-helping-norway-become-the-fastest-growing-ecosystem-in-the-nordics/>

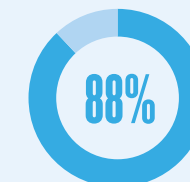
Oslo Startup Day 2017 agenda

26.02	StartUp Day Stockholm: The Factory accelerator program
02.02	StartUp Day Copenhagen: The Factory accelerator program
08.02	Climate-KIC
23.02	Innovative Procurement: Make the City of Oslo your customer
27.02	Sustainable food. Digital transformation. Scalable Business Models.
16.03	Join a startup VOL.5
25.03	Extreme Tech Challenge Kick-Off
22.05	FinTech & Open Banking
02.06	Young Entrepreneurs Talk (NorShipping)
29.09	MusicTech Afternoon
05.10	Join a startup VOL. 6
14.11	Pitching Back
23.11	Why Incubate?
19.12	Meet the startup community

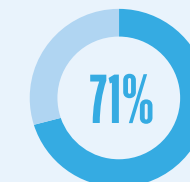
Oslo Startup Day: In numbers

2117

Attendees



Got useful ideas



Got useful contacts

4,3

Average Score
Scale 1-5, where 5 is best.

25–28 March

Nordic Extreme Tech Challenge



The Extreme Tech Challenge (XTC) is the world's largest startup competition, bringing together targeted resources and world class advisors to help high-energy, wicked-smart entrepreneurs that are executing on big ideas. Sir Richard Branson and partners are hunting for people and ideas that can literally change the world. Thousands of startups compete to reach the top 3 selections and final round happening at Necker Island.

This competition offers exposure to thousands of investors around the world, and some of technology's most successful leading lights. How great that Oslo was chosen as the Nordic XTC partner!

Oslo Business Region and StartupLab continued the collaboration with XTC in 2017, participating at the semi finals in Las Vegas at CES in January together with Nordic Extreme Tech Challenge winners from 2016, Huddly. Huddly has since gone on to raise another huge round and secure a deal with Google.

Extreme Tech Challenge 2017 celebrated its kick off at Salt in March, followed by a three day Haugastøl expedition. Over 200 participants joined in for keynotes and roundtable sessions at Salt on March 25th, and more than 50 investors and entrepreneurs headed for the mountains the day after for deeper talks and workshops. Choose, a participating startup, went on to win the OIW 100 Pitches final round and is now a top 10 XTC candidate competing for the final round at Necker Island!

WHAT WILL FEED US
IN THE FUTURE?

Be part of the change -
pick or form a question
pick off new conver



2

Oslo Smart City

2017 was the year the City of Oslo set out to create a unified strategy for its smart city efforts.

Serving the municipality and the city, Oslo Business Region has followed up to support these efforts and encourage the startup ecosystem to dive into this new arena. The smart oslo strategy sets out to make Oslo a smart city that innovates with the citizens' interest and well-being at the core.

I believe that to achieve this, entrepreneurs and startups are the essential ingredients on which we depend to succeed. Our role in the joint venture between businesses, startups and public sector to make Oslo a smart city, is to continuously test and operationalise mechanisms, processes and arenas that can enable our startups, and help our city reach these goals.

Throughout the year, we've done exactly this through initiating experiments such as the worlds first smart city accelerator connecting startups and the municipality, a climathon putting focus on smart climate solutions, an electric mobility car race that showcases the opportunities that lies within the future of transport to, from and in Oslo, and much more. I'm truly excited to see where the work with bridging smart city technologies and collaborative municipal models will take us in 2018. Stay tuned!

Silje Bæksten
Head of Smart City



Smart Oslo Accelerator

Can innovation and technology help make Oslo a smarter, greener and more inclusive city? We believe so.



<http://smartosloaccelerator.no>

Urbanisation is increasing and the population of the City of Oslo is growing. This puts pressure on the city to come up with new and smart solutions. The citizens are digitally advanced consumers, and this also put pressure on the public services to get better.

In 2017, new guidelines and regulations changed in Norway in regards to public procurement, to help facilitate innovation. The City of Oslo stated “everything that can be digitized, will be digitized”. At the same time, the rapidly maturing startup ecosystem in Oslo is ready to participate in solving the city’s needs, but how do you actually navigate as a startup to get inside? An as a public procurer, how do you get to really know the startup scene?

Together with the City of Oslo, Oslo Business Region developed the world’s first smart city accelerator, partnering also with startup hubs and the IT sector. Norway-based startups with solutions within smart mobility, smart health, smart climate and smart infrastructure were invited to apply for the program.

The punch line of this program is to help public sector more effectively create and test entrepreneurship services, and have the citizens (represented by the startup-scene in this context) get involved in the digitalization of the city’s services. Learning is a key word because the public sector needs to learn more quickly what works, and discard what doesn’t work—to meet the challenges ahead.



Smart Oslo Accelerator In numbers

Contributors

4

Startup hubs

Tøyen startup village
657 co-working
Aleap
The factory

5+

Divisions from Oslo kommune

Byrådsavdeling for eldre, Helse og arbeid, Bymiljøetaten, Byrådsavdeling for næring og eierskap, Klimaetaten, Plan- og bygningsetaten, Helseetaten

4

Private organizations

Sopra Steria
Microsoft Norge
SANDS
IKT Norge

80

Startups applied

17

Startups selected to pitch

20+

Mentors from public, private and tech sectors made available

10+

Different nationalities within the applicant mix

4 companies were selected

Byspire
Prelud

Ducky
TikkTalk

Results

TikkTalk

won a public procurement tender for interpretation services

BySpire

was awarded funding to set up a demonstration of their system at Aker Brygge

27-28 October

Oslo Climathon

Challenge: What can the City of Oslo do to encourage and create green city logistics of goods and products in and around the city?

Climathon is a 24-hours hackathon event where municipal organizations, suppliers, corporates, entrepreneurs and educational and research institutions work together to find solutions for a specific climate challenge. In 2017 more than one hundred cities around the world hosted Climathons.

The City of Oslo has ambitious climate goals, amongst others to reduce climate gas emissions with 50 % before 2025. To find the best solutions, minds of different disciplines need to work together. Oslo Business Region partnered with Climate KIC Nordic, the climate agency in the Oslo municipality and the University of Oslo, and we invited the startup ecosystem to 24 productive hours.

The winning team was Hilde Johannessen, Rikard Eide and Kris Mikael Krister from GOODS.

The jury consisted of :

- Khamshajiny Gunaratnam – Deputy Mayor of Oslo
- Torkil Vederhus – from Oslo municipality
- Terje Storhaug – from Ruter
- Jan Kjetil Paulsen – from Bellona.

<https://climathon.climate-kic.org/oslo>

Difi: Startups in procurement processes

23 August

Oslo Business Region partnered with Leverandørutviklingsprogrammet (owned by NHO/KS/Difi) and welcomed municipalities, public sector and other citizens to a session where we shared our experiences with involving startups and small businesses in procurement processes.

Smart Cities Innovation Summit Asia 2017

4–8 September

The Ministry of Land, Infrastructure and Transport in Seoul, Korea hosted 'World Smart City Week' and 'Smart City Service Awards 2017'. Oslo Business Region was invited to attend as nominee to present in a competition to the award "Smart City Service Awards 2017" in the category smart governance. We presented the Smart Oslo Accelerator, and were honoured to find our program selected for the Smart City Service Award 2017.

Oslo Urban Arena

18–19 September

Oslo Urban Arena is an annual conference where leading urban experts from all over the world meet to share their knowledge and ideas for cities of the future. Oslo Business Region chaired a breakout session on the Smart Oslo Accelerator, discussing how we can develop this model to make Oslo a smarter, greener and more inclusive city.



Electric car race

Oslo – Copenhagen

3–4 November

Oslo Business Region joined in on the first electrical car race between The City of Oslo and Copenhagen, in collaboration with el-bil foreningen. The 562 kilometre long trip between the two Scandinavian capitals, set a mark for our ambitions to spread knowledge about the smart city technologies that have impact on how we move from one place to another. 13 teams and zero-emission cars embarked on the trip.

Startup Grind Oslo - The Future of Mobility

30 October

Startup Grind is a global startup community designed to educate, inspire, and connect entrepreneurs, powered by Google for Entrepreneurs. They host monthly events in more than 200 cities around the world. Oslo Business Region partnered with them on the event: The Future of Mobility, showcasing four Oslo based mobility startups.

Circular Oslo

22 November

Reduce, reuse and repair!

This year we welcomed the citizens of Oslo to the first ever Circular Oslo, hosted by Oslo Business Region and Bymiljøetaten at SALT. The event attracted a full house, presenting 17 inspiring speakers from many of Oslo's small and larger circular initiatives and companies, followed by a session where the participants could repair and reuse beloved belongings.

This event was a part of Ombruksuka Oslo, which is a campaign that promotes reduce, reuse and repair for a circular and more sustainable consumption. The campaign was supported by the City of Oslo, and was part of the European Week for Waste Reduction, happening all over Europe from the 18th to 26th of November. The European Week for Waste Reduction is an initiative aiming to promote the implementation of awareness-raising actions about sustainable resource and waste management.

25 August

Young Sustainable Impact Earthpreneurs

After witnessing the Paris Climate conference in 2015, Norwegian born Maiuran Loganathan felt inspired to take it one step further - creating a global movement of youth who could create and implement the solutions for our grand challenges; from poverty to climate change to gender equality. Young Sustainable Impact (YSI) is today an organisation empowering young entrepreneurs to create, prototype and implement real solutions to the UN's Sustainable Development Goals. More than 10.000 young people from almost 200 countries apply to take part in their global 5-months innovation program, with 25 youth under the age of 25 years.

Oslo Business Region took part in their “doing-conference” Earthpreneurs 2017 in the City of Oslo. We partnered with DNV GL, Business for Peace foundation, Future Leaders Global, Thunderwave and Well Behaved Daily, and set up an action room working to answer: How can public sector create better services for the startup community?





Inter- national positioning

The City of Oslo is one of the most unknown cities in the world, and the global competition between cities for talent, investors, students, startups and travellers is intense.

Oslo Business Region works to promote Oslo internationally through

- Presenting the Oslo startup scene at important international events
- Inviting the world to Oslo Innovation Week
- Heading the Oslo Brand Alliance, and increasing the global spotlight on Oslo

The Oslo Brand Alliance



In 2014, the municipality of Oslo initiated a process for building a common international profile of Oslo. Almost a thousand people from business, academia, travel, culture, civil servants and organisations from the region came together to define the Oslo brand.

To implement Oslo's international brand management strategy, the Oslo Brand Alliance (OBA) was established in 2016. This is not a formal organisation, but a collaboration between Oslo Business Region, VisitOSLO and The Oslo Region alliance. Oslo Business Region has taken the lead.

In 2015, the Oslo Brand Management Strategy was approved by the Oslo City Council, and thereby launched. This brand strategy helps all stakeholders to build Oslo's identity internationally, deliberately developing and demonstrating Oslo's values through appropriate and aligned actions.

The Oslo Brand Alliance orchestrates the broad collaboration needed between public and private organisations in the region, to get international recognition. We implement the strategy through oslobrandbox.no, strategic projects and brand meetings.



KPIs for Oslo Brand Alliance

1. **ATTENTION** Increase Oslo's digital footprint (social media and press) by 20% yearly
2. **IMAGE** Is the increased attention building the right image of the City of Oslo?
3. **SUPPORT** Increase the number of stakeholders getting on-brand



The Oslo Brand

Pioneering, enriching and real

Oslo is a compact city, with a short distance between concrete and grass. Between people and power. Work and play. Office and home. Career and family.

Combine this with almost 5.000 live cultural performances a year, a booming startup scene, internationally acknowledged architecture and new neighbourhoods coming alive – with the most tech savvy people on earth – and you get the essence of Oslo. We don't believe in empty slogans. We live by our values every day: pioneering, enriching and real.

Brand Projects 2017

Brand projects are on-brand events and projects in the region with international potential. Oslo Brand Alliance contributes to increase the attention for Oslo internationally, beyond what the projects achieve themselves. When Oslo is in the international limelight – we try to amplify the effect.

OBA does not hold or take over the marketing responsibility for the individual projects; our efforts come on top of what the project does. We support projects by working with PR, social media and growth hack marketing techniques. Lessons learned from the projects are built into the toolbox.

In 2017, we have been working with the following brand projects:

Innovation/business

SUBSEA VALLEY CONFERENCE

NOR-SHIPPING

KATAPULT FUTURE FEST

OSLO INNOVATION WEEK

OSLO RUNWAY

Oslo in general

THE GREAT ESCAPE

OSL/LONELY PLANET

OSLO - LEARNING TO FLY

(a new book on urban development of Oslo, by Erling Fossen)

Peace

Coordinated PR/journalist efforts for

OSLO FREEDOM FORUM

Business for Peace, Oslo

URBAN PEACE WEEK

the Nobel Peace Prize.

Regional

TABLE TALES

(food videos)

Culture

TORGNY AMDAM, OSLO VIDEO

“INTO THE NIGHT”

FUTURE LIBRARY OSLO

THE BIG O

ØYA – GUIDED BY FANS

The brand projects are reported in detail in the Oslo Brand Alliance yearly report. On the next pages we give you a taste of some of them.

Oslo

The great escape

"I don't think we could have predicted any of the activities that we have done in Oslo. For us to feel this way after only just 48 hours here, I think that says a lot about what the city has to offer."

Marela Glavas

From #vacayfail to adventure of a lifetime - how Oslo saved a Kiwi couple's vacation

This summer, Marela and Sam from New Zealand went on a trip to Europe. As it turned out, they were not the only ones. Their itinerary included some of the continent's most visited destinations, and after battling crowds of people and selfie sticks fighting for a peek at the Mona Lisa, a somewhat disheartened Marela commented on the experience on Instagram.

Oslo is unknown to the world, but we have a lot to offer. As digital pioneers, we don't spend huge money on ads and boards. We follow our motto: show, and then tell. Via Instagram, we invited Marela and Sam to jump ship for an unforgettable 48 hours in Oslo. After being convinced that this was a real offer and not an internet scam, the Kiwis packed up their bags, and shortly after they arrived in Oslo.

Oslo is pioneering, enriching and very much for real. Marela and Sam went to Bar Brutus, Himkok, the café at Astrup Fearnley Museet, Godt Brød Grünerløkka, Astral, Vippa Oslo, the National Gallery, Ekebergparken Sculpture Park and Blå. They stayed in an AirBnB accommodation in Barcode, used city bikes from Oslo Bysykkel, tried SUP with Aksel Kolstad (bookable through the Lokalii app), and went to a Sofar Sounds "secret concert". And of course they could watch Munch's masterpieces completely undisturbed.

The video has had more than 5 million views so far. You can watch it on YouTube, search for The Great Escape Oslo.

The agency behind the idea and production is Trigger. Waterdrop produced the film.



The Big O 2017

«Culture is “an engine for skill enhancement”; for others, it will create a “sense of place” and can encourage companies to relocate» UK Cities Culture report 2015

To close the cultural perception gap about the City of Oslo internationally, The Big O cooperate with existing projects, institutions and artists. In 2017, we held a compact The Big O «festival» in September as the closing party of Oslo Innovation Week at Salt Art Music.

The compact festival was a collaboration, a «dugnad» with the following institutions and artists: then Magnum photographer Jonas Bendiksen with his slideshow «The Last Testament», screening of the Oslo film «Thelma» followed by and a q&a with director Joachim Trier, the Stardust Quartet from the Oslo Philharmonic Orchestra, the performance art duo Sexy Boyfriends with «Sexy Bydel», TORGNY, Eivind Henjum and experimental dancer Ida Wigdel, Billie Van with band, the Canadian professor and hip hop artist Narcy, sauna session with DJ Joachim Haugland from Smalltown Super-sound, and afterparty in Naustet (the boathouse) with Oslo World and B2B ONKOD DJs.



Future Library Oslo

The Future Library is a vote of confidence.
Humanity will make it to 2114.

One thousand trees have been planted in Nordmarka, a forest just outside Oslo, which will supply paper for a special anthology of books to be printed in one hundred years time. Between now and then, one writer every year will contribute a text, with the writings held in trust, unpublished, until the year 2114. The project was conceived by Katie Paterson during the summer of 2014. It is managed by the Future Library Trust and supported by the City of Oslo.

Canadian author Margaret Atwood was the first one asked to join the initiative in 2015, followed by English novelist David Mitchell in 2016. This year Icelandic poet Sjón submitted his manuscript - one his contemporaries will, in all likelihood, never read.

Sjón compared the Future Library project to the cathedrals of Europe that took 200 to 300 years to make. “They were generational projects,” he said. “Maybe with all the challenges we are facing today, like climate change, we need more projects that help us to think in generations.”

The Future Library demonstrates the values of Oslo: pioneering, enriching and real, and the art project has gained huge international fame. Oslo Brand Alliance helps create international attention through social media and press.



86%

would come back to The Big O next time

78%

would recommend The Big O to others

100%

of the partners found the collaboration useful and want to continue to be a partner.

45.8

Mill. Reach in social media

11.000

Facebook live stream viewers

124

Media articles globally

29 - 30 March

30 Nov - 1 Dec

SLUSH Tokyo

SLUSH Helsinki

Is now the time to tap into Asia?

Slush, what's the fuzz?

As a test-run we set off to Slush Tokyo 2017 on 29-30 March to support Oslo start-ups, learn about and make connections in the Japanese community and emphasize the impact through Nordic collaboration. In some settings, Nordic collaboration just has more pow.

So, you didn't hit the Buy Ticket button before the day after, and then it was sold out. Woops. A few weeks later your Facebook stream gushes with pink lazars, Al Gore and announcements of investment. And you probably regretted that choice. You should.

We teamed-up with Marie Mostad from InzpireMe, Tobias Bæck from Bakken & Bæck and Erik Hoftun from Snowcastle Games. Also including Slush Helsinki, Innovation Norway in Japan, ICT Norway, the Norwegian Embassy in Tokyo, Norwegian Chamber of Commerce Japan, Startup Sauna, 5 Norwegian FinTech startups with ICT Norway, and 20 startups from Finland and Sweden.

But why do 20.000 people rush to Helsinki at the most dark and depressing season of the year? Oh, yes there are smoke machines and Game of Throne-esque slogans but if you go beyond the cosmetics you find real value. Because Slush is THE best place for investors and startups to connect. From all over the world.

– Marie Mostad, InzpireMe won Japan Airlines Award at the Slush Pitch Contest

To build on that momentum Oslo Business Region hosted a mixer for international investors and Norwegian founders in the morning of Day 1. Together with partners DNB, MESH Norway, AngelChallenge and Innovation Dock, and support from the Norwegian Embassy in Finland. About 80-90 people attended.

– Tobias Bæck, Bakken & Bæck was a keynote speaker

A lot of the networking happens outside of the conference venue. For the second time we supported the #NordicMade event to strengthen the community and ties to Nordic startups, cities and leading organizations. The Nordic Underground Party had 900 sign-ups and was completely sold-out.

– The 3 startups got 44 leads

Key learnings

Slush Tokyo had a young crowd and was mostly targeting early stage startups.

Similar projects in Tokyo or other cities in Asia are relevant if there is Nordic collaboration involved and the possibility of Norwegian keynotes on stage. The Norwegian startups must have a very good understanding of the market.

Slush is building a position in the Asia, and the interest in Nordic startups is high. The right time to tap into these prospects and make collaborations is now.

82,6%

Got new useful leads at the Investor Mixer

2600

Startups

1500

Investors

56

Norwegian startups

10.000

Meetings between startups and investors

The Creative Cities Alliance

City powercouples

As many relationships it started with a crush that later developed into a formal agreement. In 2014 the City of Oslo, Hackney and Austin forged the Creative Cities Alliance and signed three Memorandum of Understandings (MOU). The cities commit to provide startups and businesses easy access to networks, companies, along with hosting networking events. And like any healthy relationship the agreements will only continue as long as it is valuable to all parties.

The City of Oslo and Oslo Business Region support the Creative Cities Alliance to

- Promote and enhance commercial ties between Oslo, Austin and Hackney, including the official links between the cities.
- Promote the tech and creative industry sectors through exchange of knowledge.
- Connect startups, businesses and entrepreneurial hubs with key people, investors and media
- Raise awareness of the business opportunities that are available in each city
- Build on existing networks, cooperating partners and the results from previous events.

Oslo Business Region has been instrumental in developing and maintaining the MOUs, and it's a great opportunity to work closely with cities that share many of the same opportunities and challenges.

Oslo Innovation Embassy

As part of the MOU with Hackney, Oslo Innovation Embassy (OIE) was established in December 2014 in collaboration with ICT Norway and The Trampery. Oslo Innovation Embassy is a shared workspace at one of London's leading co-working spaces for startups. At the Trampery the startups are part of a valuable network of expertise.

"In the first weeks of our stay we probably gained the same results as one year in Norway.» - Time To Riot. RIOT makes buying and selling creative services easy. Freelancers find opportunities and companies have easy access to creative talent.

The startups that made use of OIE in 2017 are Convasti, CLTRe, Diggecard, Leydn, No Isolation and Time to Riot. In addition 19 startups visited in shorter periods.

Oslo Meets Hackney

Smart City, green capital. Gathering front runners from Oslo and Hackney

30 Nov - 1 Dec

Just as much as highlighting the topic of the day, Smart City, Oslo Meets Hackney was all about gathering the 130 pioneers; the founders, the early adaptors and the most innovative public sector and corporate leaders. Oslo Business Region hosts the symposium annually because it's a way of connecting the City of Oslo to an international network, showcasing startups and profiling the Oslo model.

100% got new useful ideas

100% got new useful leads

4.5/5 program relevance

586.460 reach in social media

Partners and speakers

Borough of Hackney	Entrepreneurship 1
City of Oslo	ICT Norway
Tøyen Startup Village	Greener Events
657 Oslo	ReSpace Projects
Meshcrafts	Hafslund
Nornir	Esplorio
Nyby	Ducky
Nolsolation	Remarkable City
Buffalo Grid	London & Partners
The Trampery	Schneider
Zinc VC	Fredrik Hult
Smedvig Capital	Oslo Business Region

The US connection


We had meetings with the city of Austin as well as key players in the US at South by Southwest 2017.

Casey Smith from the city of Austin attended Oslo Innovation Week and had meetings with relevant actors by invitation from Oslo Business Region.


Oslo Business Region and the City of Oslo participated in a webinar during Global Entrepreneurship Week that broadcasted to startups from Austin.

International press clips

Editorial coverage is the most valuable marketing we can get. Here are some examples from 2017.



How Norway is Shifting from Oil to Innovation with a Growing Startup Culture
11/07/2017 12:02 am ET



As part of my new series titled the "Exodus of Silicon Valley", I'll explore startup cities outside of Silicon Valley, the companies and founders proving life outside of SV is possible, and the challenges and benefits of setting up shop outside of the infamous startup capital of the world.

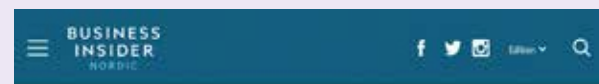
Diving into the first article of this series, we'll take a look at Norway to learn how founders there are leading the transition from an oil country to a startup country in record time.

Exodus of Silicon Valley: Oslo, Norway


Nordic countries currently account for 50% of the European startups that exceed the \$1bn valuation, also known as "unicorns," which include companies like Spotify and Skype. Last year, the Northern countries saw a record-breaking year for investment with 78 private investments totaling \$96.3 million.

This is indicative of a supportive startup ecosystem, availability of financing and an overall ease of doing business. The investor networks have become more organized and the tax and regulatory incentives have continued to increase interest in the Nordic startup scene.

Of the eight countries that make up the Nordic region, Norway is set to compete with Sweden as the fastest growing startup ecosystem in the area. Many attributed this to lower oil prices, stating that since the economy could no longer rely on oil, they had to bet on other industries and foster innovation.



Founders House is doubling the size of its Oslo startup campus – aiming to become the biggest pan-Nordic coworking space
29 Mar 2017 4:19 PM



CEO Tine Thygesen, CPO Anders Mjåset and COO Karl Kristian Wickstrøm on the roof of the new building in central Oslo.


In November, Copenhagen's first tech space merged with Mesh in Oslo to create a giant binational startup office space of 12,600 square meters. Now the organization is expanding in Oslo with another 6,200 square meters across the street from Mesh, for a total of more than 10,000 square meters only in Oslo.

That will not only make Mesh the biggest co-working space in Norway, but one of the biggest in the Nordics.

When Founders House merged with Mesh in November, CEO of the new the combined entity, Tine Thygesen, told Business Insider that the ambition was to connect the Nordic market with a network of co-working spaces, with five more locations over the next three years. This is invaluable as Nordic growth companies' first international expansions are usually to other Nordic countries and co-working spaces provide the flexibility, and access to local partners and networks that are necessary to facilitate this.



World's happiest country is becoming a startup mecca
November 8, 2017 8:40 AM ET



Prince, Princess of Norway want to build Oslo's tech scene

Silicon Valley is known as the startup capital of the world. It's where entrepreneurs go to raise money, develop their tech platforms, and find investors.

But one city known for the maritime industry is emerging as one of the fast-growing tech scenes outside the U.S.

Oslo, Norway's capital city, experienced a 160% uptick in startup investments in the past year, according to Oslo's 2017 State of the City report. That's the second biggest jump in the Nordic region behind Sweden, up 171%.

"There's a booming startup scene in Oslo," said Teitel Thorleifsson, a founding partner of the Norwegian VC Northzone. "But it's still in the early stages."

Norway is the eighth wealthiest nation in the world due in part to its biggest export: oil. It was recently ranked as the happiest country on Earth by the United Nations 2017 World Happiness Report. The country's sovereign wealth fund just topped \$1 trillion dollars last month.

But in recent years, Norway has had to compete with lower oil prices in the Middle East and Venezuela.



Oslo startup raises \$12 million to mix up global battle over shipping rates



A cargo crane carries a Zim-branded shipping container during loading operations at the Port of Haifa. (Photo: Spencer Platt/Getty Images)



Ce insecte doriți în înghețată? La Oslo Innovation Week, despre hrana viitorului
28 October 2017



Pentru că am mai născut odată, din curiozitate, niște green usciap cumpărat de un coleg de la o tarată de snack-uri în Mexic, m-a fost nouă problemă să încerc și înghețata preparată cu larve ale gândacilor de bled.

La Oslo Innovation Week*, una dintre temele principale a fost, cum și cu ce se va hrăni omenirea în viitor.

Problema: creșterea populației în următorii zece ani se va mul să adauge un miliard la cele 7,3 miliarde de locuitori ai Pământului și modificarea climăi, cu rezultatul deșertificării unor zone imense la ecuator în Europa, din contră, similitudină arată că, dincolo de zona mediteraneană, vremea se va încălzii, paradox al încălzirii globale.

Două țări norvegiene, schimbătoare, prepară în țara noastră înghețata cu tipuri de larve caramelizate. Mai vorbesc, în afară de ingredientele ritice, cărbune activ de lemn (detoxifiant) și spirulină, o algă care crește din abundență în apele de pe glob.



The 15 Best Biotech Incubators in Europe, Hatching Future Biotech Stars

Get to know 15 of the best biotech incubator across Europe where some of the best companies moving billions of euros get started.

The best ideas in biotech need a catalyst to turn ideas into reality. Incubators are specifically designed to support companies, especially those at an early stage, that need facilities, mentoring and networking to progress. With biotech as a powerful force in Europe, the continent is full of bio incubators that specialize in different applications of research in the life sciences.

Here are 15 of the best bio incubators we found in Europe. As usual, they are listed in no particular order.

Oslo Cancer Cluster Incubator
Where: Oslo, Norway
Founded: 2007
Focus: Oncology



About: This publicly-funded incubator supports promising oncology biotechs to successfully reach commercialization, providing resources that range from business development to facilitating investor contacts.

Lytix Biopharma | OncImmunity | ullimovacs

Regional Business Development

A turn to entrepreneurship, powercouples and sustainABILITY

As the technology revolution hits traditional Norwegian industries and corporations, they turn to the startup hubs to keep up. This constitutes one of the most promising developments in the City of Oslo over the last four years. A partnership between startup hubs and corporates, as the StartupLab corporate program, has shown to be a winning formula for future business development. Startups get access to experienced and professional resources and customers, and corporates get access to new ideas and disruptive technologies difficult to foster inside organizational borders. Yet, it is still a big job to be done to mature this field and of high priority for the future of Oslo Business Region.

Oslo Innovation Week 2017

Oslo Innovation Week brings 11.000 startups, tech experts, investors, influencers, creatives, decision makers and leaders together to form new powercouples, solve global challenges and move forward.

Oslo Innovation Week is a public-private dugnad, inviting Norway and the world to Oslo to a weeklong innovation conference 25th-29th September. Entering its 12th year, we decided it was time to tie the whole conference up to UN's Sustainable Development Goals.

Oslo Innovation Week have an international focus, because the competition is global. It must also have a clear and interesting mission, and fill an empty position in an overcrowded event industry. The ambition is to position Oslo Innovation Week as the leading conference globally, showcasing real solutions to UN's 17 Sustainable Development Goals (SDGs). Oslo showcases action, where other conferences just talk.

More than 50 events showcased real solutions to UN's SDGs, mixing entrepreneurs, industry leaders, innovators and tech-people with a shared sense of urgency.

The OIW manifesto

All events at Oslo Innovation Week 2017 had to address or highlight a business solution that solves a global challenge, connected to the SDGs. To better understand what Oslo Innovation Week is, we developed The OIW Manifesto – a guide to event organizers, speakers, journalists, sponsors and everyone involved. This is part of a longer strategic development.

1

OIW sets the agenda for the business solutions to the UN's Sustainable Development Goal

OIW will push the world forward by combining entrepreneurship, technology and innovation.

2

Actions speak louder than words

OIW is all about innovation in action, no motivational talks or boring debates about what we, or someone else should be doing. No sales presentations either.

3

Powercouples drive the future of innovation

The future lies in bridging differences. Between established businesses and the newcomers. Between public and private, academia and business. Across borders, disciplines and titles. A powercouple consists of great minds of different disciplines, complementing each other in solving the world's challenges. All OIW events are powercouples.

4

New influencers are vital to find new solutions

Entrepreneurs, intrapreneurs, micropreneurs, impact investors, tech experts, bold explorers and new thought leaders will have a voice at OIW.

5

Gender equality and diversity is a complete no-brainer

OIW has within its DNA a burning desire to achieve this, and empower all people.

6

Technology is an enabler, not the answer itself

7

It's a dugnad

We, the attendees, keynotes, partners and event organizers - create Oslo Innovation Week together. Networking and co-working are at the core of all events.

8

Truly international

It takes place in Oslo, only to bring the world forward. All event organizers co-operate with international partners.

9

With a shared sense of urgency

Sustainable development goals need business solutions. It is far too important to count on politicians or NGOs to solve things alone.



TUNCO?

WOKS

RYDO

Crew



Events

142

Event organizers
2016: 115

53

Events
2016: 75

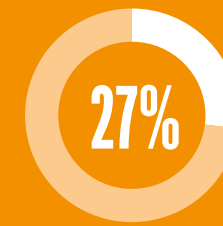
11k

Attendees
2016: 10.700

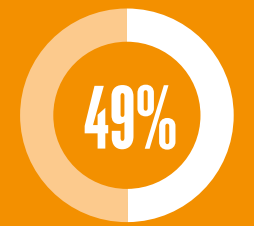
Speakers

281

Speakers
2016: 350



International speakers
2016: 25%



Female speakers
2016: 50%

Buzz

40

International journalists
2016: 63

136

Media articles
2016: 122

95.2

Mill. reach digital media
2016: 38.6 million

OIW disruption scores

We did four major changes in 2017 related to OIW

One: For the first time, we linked all events directly to business solutions to UN's SDGs.

Two: To become more international attractive, we asked all event organisers to find an international partner.

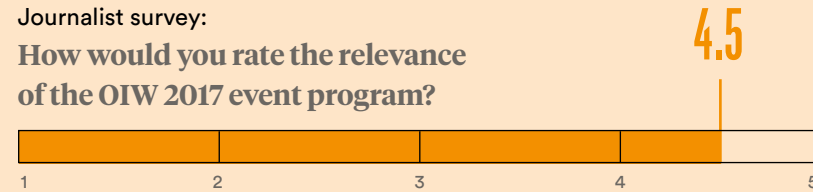
Three: To give the attendees a tighter and more festive experience, we asked the event organisers to hold the events at 3 major locations (instead of all over town at their own offices).

Four: We also experimented with a model including corporate funding.

From tech conference to sustainABILTY

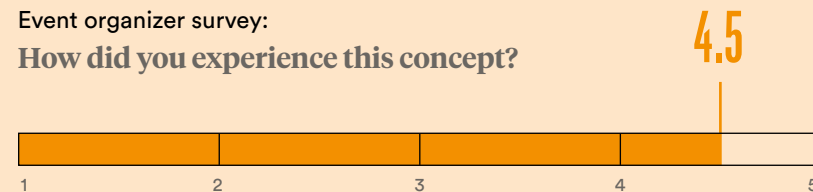
Journalist survey:

How would you rate the relevance of the OIW 2017 event program?

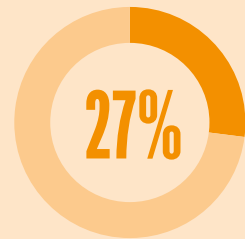


Event organizer survey:

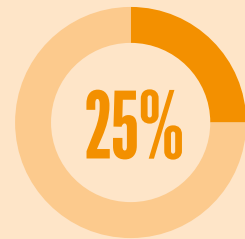
How did you experience this concept?



From Norwegian to international



International speakers



International attendees

Extended partnership model (funding)

Low

Corporate partner: Deloitte
Concept partners: DNB(100 pitches), Get/Choose

From simmer to steam venues

Event organizer survey:

Created a better experience with steam venues.



OIW backbone scores

Some things has always been important for Oslo Innovation Week, we call it our backbone: to showcase innovation in action (no blah-blah), to bring forward new voices and to have gender diversity on stage. But first and foremost: we depend on the event organizers satisfaction: is it valuable for them to be part of OIW, instead of being on their own?

Innovation in action

Event organizer survey:

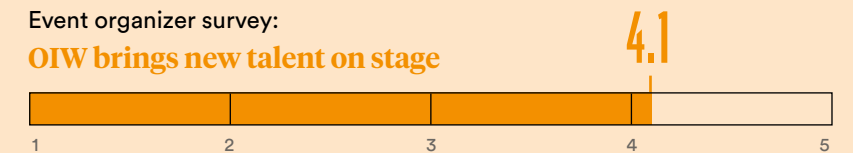
OIW is showcasing innovation in action



New Voices

Event organizer survey:

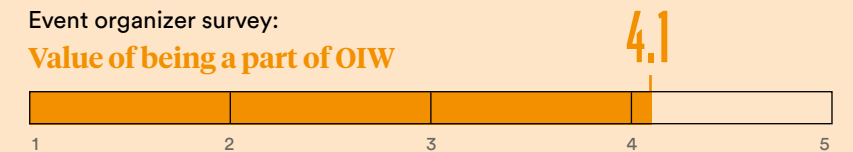
OIW brings new talent on stage



Event organizer satisfaction

Event organizer survey:

Value of being a part of OIW



Gender equality



Female speakers

We also ask the attendees if they get useful new ideas and useful new contacts. This is equally important as what's being presented on stage.

Does OIW mean business? The answer is yes!

67%

Got useful new contacts

How many actual leads did you get?

29% got 0 leads

63% got 1-5 leads

6% got 6-10 leads

2% got 10-20 leads

79%

Got useful new ideas

4.5 of 5

for relevance of OIW 2017 event program

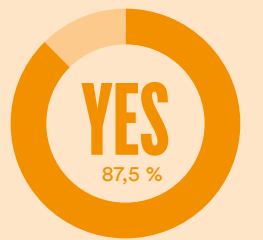
4.6 of 5

for information provided before and during OIW 2017

100%

would recommend others to visit OIW

Would you like to be part of OIW 2018?



Not sure: 12,5 %
No: 0%

*Some that replied that they did not get NEW useful contacts, said they got leads. 363 responses in total.

OIW Concepts

Oslo Business Region is responsible for the following events and concepts at OIW

The Official Opening

The Official Opening is by-invitation-only, and gathered 620 guests, including HRH Crown Prince Haakon, innovation leaders, journalists, startups and technology experts.

The event was hosted on September 25th at VippaOslo, followed by a mixer at SALT.

80%

Of the attendees got new and useful contacts

4.0

How did you experience this concept?

Scale 1-5, where 5 is best. Feedback from the event organizers survey



Oslo Innovation Award 2017: BE MY EYES (dlk)

The Oslo Innovation Award aims to highlight a Nordic investor ready startup that creates value for society and business. Be My Eyes received the 2017 Oslo Innovation Award for their substantial impact in bringing sight to the blind and visually impaired through pioneering technology.

Be My Eyes have created a platform for providing volunteer work and connecting people, unlocking latent and deeply valuable resources in our society, and demonstrating the power of inclusive design.



OIW 100 Pitches

100 Pitches is all about discovering new and promising startups in a glowing Norwegian startup scene. About 50 early stage startups pitched in front of investors and tech experts. Entry round organizers: Mesh, Oslo EdTech Cluster, ICT Norway, StartupLab, Climate-KIC, Katapult Accelerator, Norway Health Tech, Oslo International Hub, SoCentral, 657 Oslo, Angel Challenge, Oslo House of Innovation, The Factory, DNB Nxt

79%

Of the attendees said they got new useful ideas

4.6

Value of being partner of OIW

Scale 1-5, where 5 is best. Feedback from OIW 100 pitches event organizers

Afterwork at SALT

To facilitate for more networking and a place to meet people from other events, especially for international attendees, we created a social hub at SALT.

Every evening you could attend the OIW Afterwork. The events varied every day; food expo, Science of Happiness, Pecha Kucha Night Oslo and Kahoot!. In addition, different DJs played every night and the sauna was open.



Project management

Event organizer's evaluation of project manager OIW

Rating from 1-5, where 5 is best.

4.3

Project management

4.4

Coordination

4.2

Management of volunteers

4.2

Info to partners

3.5

Project management press

4.1

Communication and social media

OIW Volunteers

Oslo Innovation Week 2017 had volunteers working in the weeks leading up to and during the week. They gave valuable help with social media, marketing and event coordination.



Rating from 1-5, where 5 is best.

4.7

Value as volunteer at OIW

4.2

Coherence between tasks and expectations

4.3

OIW's project management



Will volunteer at OIW again



Got useful new contacts

The buzz: Media

To increase the international awareness and recognition of Oslo Innovation Week, our main tools are PR and social media. Together with the Norwegian Ministry of Foreign Affairs, VisitOSLO and Innovation Norway, we invite international journalists from broad media and trade media to come to Oslo. Analysing last year's invited and attending journalists, we found the right ones to re-invite (journalists that actually write about us), and we also emphasized broader media (as tech, startups and innovation has become of broader media interest). Our goal was to decrease the numbers of journalists and increase the buzz. To make sure the journalists would discover many Oslo stories, we extended the hospitality program.

Regarding social media, this year we also worked closer with the event organisers in training sessions in social media, and encouraging keynotes to tweet.

17

Nations

64

Medias represented

22

Accredited
Norwegian press

44

Int. journalists
registered
2016: 63

136

Articles published
2016: 122

29

Articles published in
Norwegian press

Top events/Press coverage

The Official Opening	Press Conference	Cutting Edge Festival	Oslo Freedom Forum
100 Pitches	Girl Tech Fest		

Key International Media

CNN (US)	El Mundo (ES)	El Pais (ES)	Canadian Business (CA)
CCTV (CN)	Entrepreneur (US)	Vice (UK)	Time Out Chicago (US)
Danmarks Radio (DK)	Entrepreneur (Middle east)	BBC (UK)	Business Matters (UK)
Deutsche Welle (DE)	TV 3 (EE)	The Guardian (UK)	Business Insider Nordic (FI)
L'Monde (FR)	The Guardian (UK)	Tv Perú PE)	Arctic Startup (FI)

Key Norwegian Media

Aftenposten	Dagens Næringsliv	E24	Finansavisen
Shifter	Teknisk Ukeblad	VG	

The buzz Digital media and web

Stats for OIW website

197.950

Page views
2016: 201.985

3.05

Page visits per person

3.23

Minutes per user spent

Powercouples generator

2954

Unique page visitors

902

Posts generated

78%

Norwegian users
Measured from
7-30 September 2017

Digital Media reach

95.2

Million reach in 2017

Reach in digital media is social media combined with digital press articles.

Reach in social media are unique users reached on Facebook, Twitter and Instagram. Tools for measuring reach are Meltwater Insights, Meltwater Engage and Iconosquare. Measured June 1st - November 11th 2017

+247%

Increase from last year
Reach 2016: 38.6 million

60%

Women

40%

Men

75%

Norwegian

25%

International



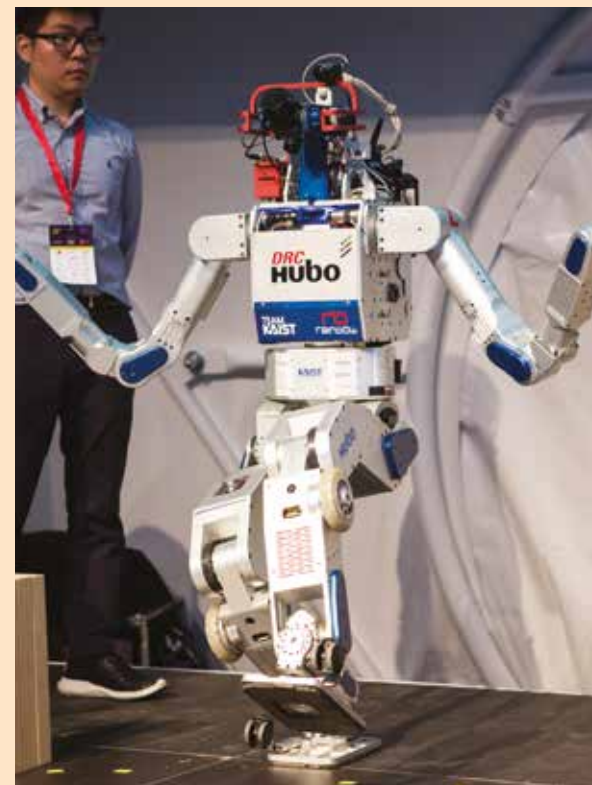
Oslo Innovation Week

Oslo Innovation Week is held annually in Oslo since 2005, with more than 50 events around the city. The events are hosted by individual businesses and corporations (private and public), organizations, startup incubators, makerspaces and educational institutes, who meet the OIW criteria. Oslo Innovation Week is owned by the City of Oslo and Innovation Norway. Oslo Business Region is project manager.



OIW2017 Carbon neutral

Oslo Innovation Week powercoupled with Choose and Get TDC to neutralize (and overcompensate) the CO2 footprint of everyone participating. 1.908 tonnes of CO2 was bought, which equals close to 8.000 flights from Oslo to London, or almost 1% of all cuts to be made by the City of Oslo in 2017. Also meaning, Oslo Innovation Week contributes to reaching the City of Oslo's climate goals.



The OIW2017 dugnad



ESTABLISHED COMPANIES
ARE: BAD AT
DISRUPTIVE INNOVATION



Other projects



Oslo International House

Together with the City of Oslo, OBR has participated in finding the physical location for the Oslo International House, opening early spring 2018. With a wide range of services under one roof, the house aims to fill the role as a one-stop shop for all incoming expats and international students. As there are multiple stakeholders involved and criteria to fulfil, the location has been narrowed down to downtown Oslo, close to many of the existing services provided.

Why Oslo? International students reception

Oslo Business Region helped design, facilitate and communicate an international students reception at the city hall 12 October. By invitation from the Governing Mayor, Raymond Johansen, 244 students from 54 countries were gathered in a workshop, to discuss how the City of Oslo can become an even better city for international talent.

Procurement of innovation

To stimulate innovation, entrepreneurship and better services to the citizens, OBR is part of MIA (Møteplass for Innovative Anskaffelser). This is a series of events for public procurement of innovation, building bridges between politicians, public departments, established businesses, startups and organisations. The themes in 2017 have been Innovation Partnerships and Longstanding jobs in Søndre Nordstrand and Gamle Oslo.

Young Entrepreneurs (Ungt entreprenørskap)

Young Entrepreneurship is a non-profit, nationwide organisation working to promote entrepreneurship among school students. OBR has taken part as lecturer and mentor, and as jury member in three pitching events.

Formuesforvaltning

There is a lot of capital in Norway, but not enough experienced investors. Oslo Business Region and the wealth management company Formuesforvaltning entered into a partnership to build stronger relations between wealthy families and the startup community.

Oslo Freedom Forum

The 2017 edition of Oslo Freedom Forum attracted a strong field of international investors and other delegates. Oslo Business Region in cooperation with Startuplab partnered up with OFF for a Nordic startup mixer at MESH, presenting the Oslo ecosystem for an invite-only audience of 100.

Oslo Knowledge Alliance (Kunnskap Oslo)

OBR has finalised the development of a targeted section in oslobrandbox.no for Kunnskap Oslo, as well as a digital hub for relevant courses in entrepreneurship.

Statistics and analysis

We know Oslo

Oslo Business Region monitor and analyse international rankings, indexes and benchmarks to understand Oslo's performance in business, innovation and entrepreneurship. We identify strengths and challenges in a global perspective, and go in-depth in contemporary issues.

Oslo State of the city

Cities all over the world are competing for talent, visitors, investors and attention. How is Oslo doing, in this highly competitive and global game?

This report is the 3rd edition of the 'outside-in' State of the City review of Oslo in international indexes. It evaluates Oslo's performance across every international index, benchmark, ranking and comparative measure in which the City of Oslo appears. From a database of more than 270 indexes and 10,000 data points, the report assesses Oslo's current performance and international reputation in 16 thematic areas within four overarching themes: Business, Liveability, Hospitality, and Governance.

The Business of Cities Group in London, headed by Professor Greg Clark, is responsible for the analysis.

2017 results in short

The City of Oslo is improving its position and visibility despite the depth of competition. We are becoming an internationally important location for entrepreneurship and innovation, but we have to accelerate the storytelling. Oslo is 4th of 50 global cities for climate change leadership, and Oslo's social and environmental model is a big advantage. Hospitality is the area that has improved most since this 2015, but there is room to keep improving.

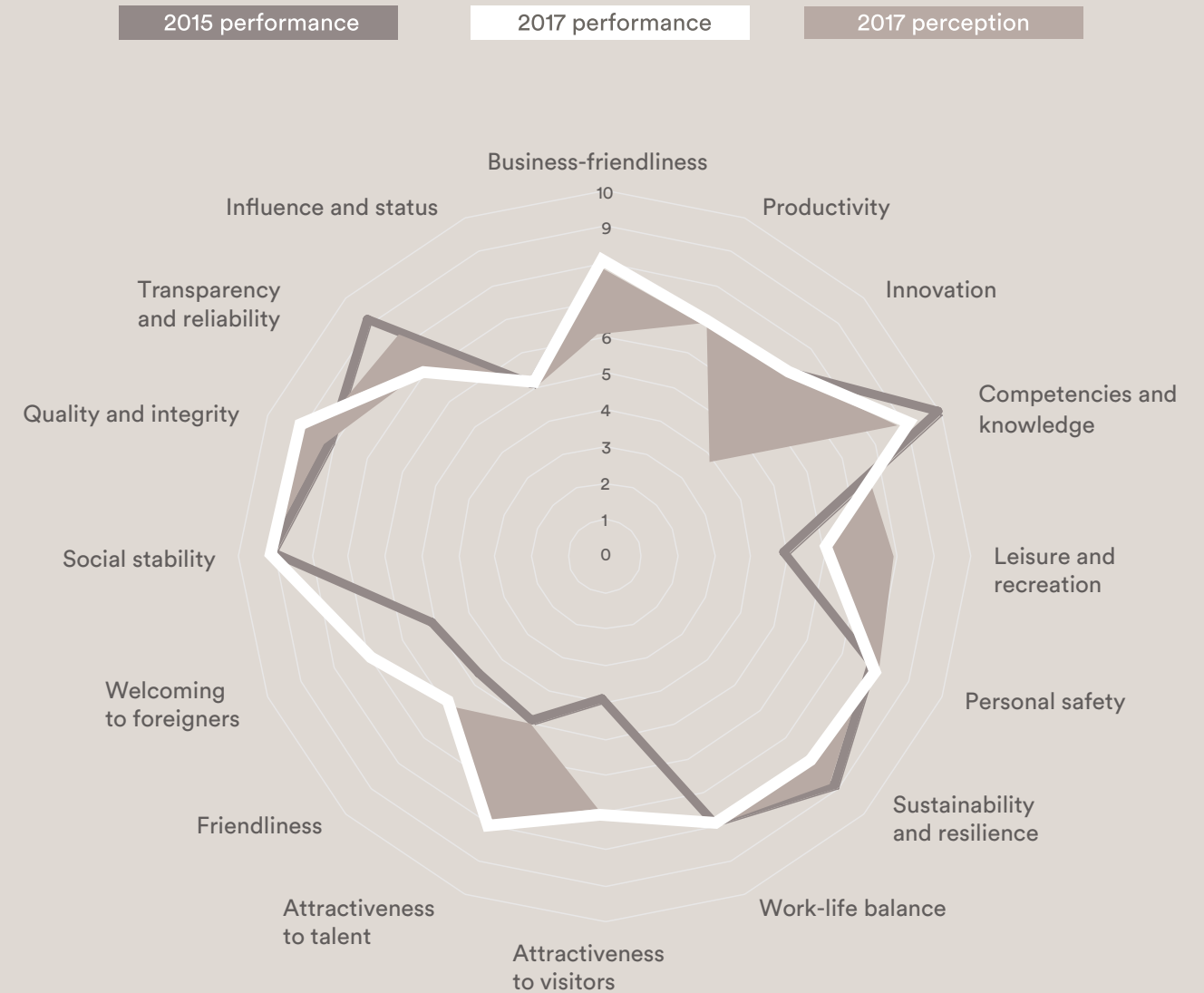
Oslo is now performing more strongly in indexes that reflect perceptions of urban lifestyle, aesthetics and the

natural environment. Familiarity with some of its vibrant neighborhoods are driving this increased visibility which means Oslo is included in more rankings of 'cool', 'exciting', and 'high quality' cities.

The perception gap regarding Oslo's cultural offerings is vital to fill for the next coming years.

You can read the full report here

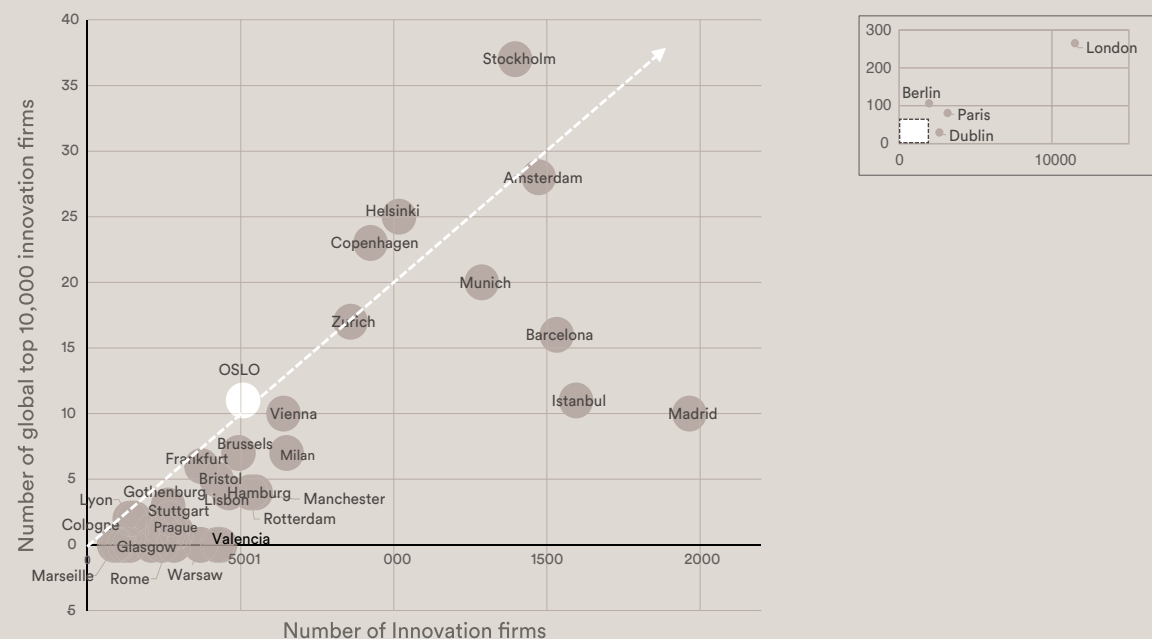
<http://www.oslobusinessregion.no/oslo-state-city-2017/>



Oslo: State of the City

Innovation performance and global perception

The City of Oslo has a fast-maturing eco-system for innovation, home not just to anchor firms and investors but to hundreds of startups, more than 50 incubators and accelerators, as well as nearly 30 recognised co-working spaces.



The City of Oslo is gaining recognition as an internationally significant innovation location. It featured as one of the 25 top start up hubs in the world, primarily thanks to its high digital technology adoption rates, expanding sense of entrepreneurialism, ease of doing business and its approach to work-life balance.

When compared to population size, the Oslo region emerges as one of the top 10 most innovation-intense regions in Europe, ahead of highly re-

garded innovation economies such as Barcelona, Paris, Munich and Lisbon.

The drivers of Oslo's innovation eco-system growth

The City of Oslo's innovation system is clearly underpinned by its strengths in banking/fintech, medtech, design and creative industries. In international indexes, it is apparent that demand for innovation in Oslo is also partly fuelled by its increasing visibility as a smart city. Oslo was found to be in the global top 5 of Smart

Cities – just behind Barcelona and San Francisco among its peers. Among 40 metrics related to technology, transport, energy, open data and economy, the City of Oslo's strengths in smart infrastructure and energy helped push it towards the top.

High quality tech infrastructure and access to data are important factors that incentivise startups to base themselves in the City of Oslo.

Menon publication no. 28/2017

The leading maritime capitals of the world 2017

In April, the third edition of «The Leading Maritime Capitals» report was launched at Sea Asia in Singapore. Singapore is again rated as the leading maritime capital of the world, followed by Hamburg and the City of Oslo.

“The world isn’t standing still, and shipping can’t afford to. There’s no doubt that digital technology will be at the heart of the next generation of shipping solutions. Here the Nordic countries have taken a clear lead”

Birgit Liodden, Director Nor-Shipping

The purpose of this biennial report is to identify the most attractive maritime city regions in the world. The Menon Report is a widely-accepted study of the world’s 30 leading maritime capitals around the world, by looking at 24 objective indicators and garnering survey responses from more than 250 industry experts across all continents.

OBA partnered with Menon this year, to find out more about the position and outlook for the City of Oslo within maritime tech and innovation.

Singapore is ranked as the world’s leading maritime technology center by the experts asked, followed by Oslo. Oslo is also regarded as the second most innovative and entrepreneurial maritime city.

Oslo: State of the City

Oslo: Maximising the Peace Dividend

A review of global good practices in Peace Cities

In the 1990s and 2000s, the City of Oslo was nearly alone as the city associated with peace and reconciliation. Oslo's hosting of the Nobel Peace Prize and then its role as a mediator in the Israeli-Palestinian Peace Process established the city in global minds as a beacon of diplomacy, stability and fairness. But the City of Oslo no longer has a near monopoly of city brand association with peace. In the last decade other cities around the world have also sought to establish their credentials for peace, justice and human rights.

Today, at least 10 cities have developed brand identities of different kinds oriented around peace, and this year's analysis took a deeper look into the emergence of these peace cities. It is based on a review of global practices of other established or aspiring Peace Cities, including Auckland, Bogota, Geneva, The Hague, Louisville (USA), Nairobi and Vienna.

Many other cities not studied for this paper are also trying to develop a 'city of peace' designation. In addition to the seven cities highlighted in the report these also include: New York, Amsterdam, Miami, Mexico City, Bradford, Belfast, Tel Aviv, Istanbul, Havana, Cape Town, Singapore, Atlanta and Kyoto.

The stark reality is that Oslo's unique positioning is no longer unique. Although it retains a highly distinctive peace identity, other cities and active practitioners in this space frequently observe other cities to be more innovative in this area. The risk is that Oslo loses this area of unique differentiation and the associated opportunities it brings.

New ways to bring more people into contact with Oslo's peace dimension may be necessary. The risk of competition to host the Nobel Peace Prize may be low, but the risk of a new set of awards or prizes gaining higher global profile is real, especially given the new kinds of conflicts and agendas that will arise as a result of climate change and geopolitical shifts. Oslo should develop a plan for how to respond to the likely disruptions, and the potential emergence of a new set of cities who become associated as vanguards of peace, justice and sustainable co-existence.

	Auckland	Bogota	Geneva	The Hague	Louisville	Nairobi	Vienna
Attraction of major peace events		×		×	×	×	×
Bidding for awards and prizes		×			×	×	
Convening global best practice-sharing for peace and integration		×	×	×	×	×	×
Attraction or establishment of new peace-related institutions	×	×	×	×	×		×
Capacity-building within public administration	×						×
Civil society participation	×	×		×	×		×
Addressing social integration and group conflict within the city	×	×			×	×	×
Enhanced support for youth events and empowerment		×			×	×	×
Culture and music offer with peace theme		×		×	×	×	
New landmarks, museums and monuments	×	×		×	×		×
'Peace' branded urban projects		×					
Benchmarking of Peace Cities					×		

× some activity visible × × major city priority × × best practice example

Social media and web in numbers

Digital Footprint

Being a digital pioneer when creating Oslo buzz, we also monitor our digital footprint. Our goal is to increase this footprint by 20% each year.

Actions by own followers
(likes, comments, clicks, etc. on our social media content)

35.409
2016

+29%

45.661
2017

Exposure of own content
(real reach for FB and Instagram and impressions for Twitter)

1.235.748
2016

+12%

1.383.205
2017

Oslo content produced by others (in social media)

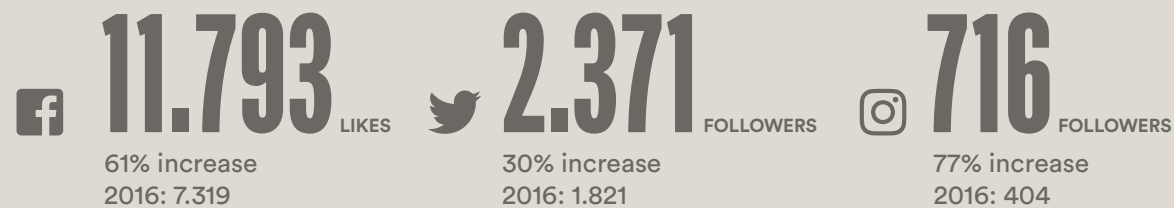
8.800
2016

+57%

13.790
2017

By digital footprint, we mean everything that is being said (and seen) about Oslo that's related to business, innovation and startups, students and research in all digital channels we monitor.

Number of followers through Oslo Business Region channels (as of December 31st 2017)



Page views for
www.oslobusinessregion.no.

87.321
Page views in 2016

62.202
Page views in 2017

The last year we have seen the beginning of a trend where content and traffic is driven from webpages to social media.

The Oslo Reach

The digital reach (social media + press) of all projects measured by OBR.

725
Million in 2016

95
Million in 2017

Note: 2016 included Oslo X-Games, which generated record high numbers.

OBR Press in numbers

92

Online stories
2016

454

Online stories
2017

149

Mentions of
OBR in press

TOP PRESS LOCATIONS

- United states
- Germany
- United Kingdom
- India
- Canada
- France

Total media articles about the Oslo startup ecosystem

931

Stories in 2017

608.950.797

International reach

27.193.635

National reach

Experiments failed

Oslo Climathon - first ever edition!

This year we did a lot of experiments connected to our newly launched efforts in the smart city domain. Since «fail fast, learn fast» is our credo in this regard, we have to practice as we preach. Inevitably, that also means that some of our experiments won't necessarily turn out the way we intended or expected.

Our first edition of Oslo Climathon, done in collaboration with the City of Oslo Agency for Climate, Climate KIC and UiO was a ideathon to hack climate solutions, ambitiously set out to be a 24h around the clock event! Initially when we posted the call for entrepreneurs, we got pretty good traction and interest. The week before the event, we had 10 teams signed up for the event - which ultimately culminated into three teams when the actual day of the Climathon came! Understanding that working through the night and 24 hours non-stop on «the Halloween Friday» could be a bit much to ask. When teams called of their participation, we reached out to each and every one to ask them why. Unisonely, the reason was the 24 h format being too demanding. We had three great teams participate

and found several solutions to the challenge posted, but the event would have been more effectful with more participants. Lesson learned! Next time we'll drop the overnight workbo-nanza and attract more participants. Either way: *Growth is impossible without experience!*

OBR startup bot service

As artificial intelligence is eating the world of digital services for lunch, why not create and train a bot on our web? A bot that gives you the most common answers and helps on how to start up, invest, study, live and orient in the Oslo startup ecosystem. We thought: lets do it! We started off in January, initial date for launch was set April, and it still isn't completed ... It turned out, to train it sufficiently took more resources than expected.

OIW Deep Dive at Startup Extreme

In 2017 we created the OIW Deep Dive event concept as a way to facilitate central Oslo Innovation Week topics in relevant arenas ahead of the conference. We invited Halodi Robotics Co-founder and CEO Bernt Øivind Børnich to speak at Startup Extreme about the rather huge topic of robotics, AI and society. The talk was bril-

liant and Halodi Robotics is arguably one of the premier startups to watch in Norway. But we weren't able to build any anticipation ahead of the talk and we captured close to nothing of value in social media during and after. Fail.

All White Male Panel at Oslo Startup Day

We strive to promote a diverse group of speakers on our events, but it doesn't always go according to plan. On two Oslo Startup Days this year we have presented you with a less than diverse set of participants. Open Banking in May featured a panel discussion with a female host but the classic all white male guests. Why Incubate started out as having six female speakers on the program but ended with only one, after a series of cancellations. We can do better. Fail.

OIW2017 corporate funding model

We tried to get big corporations co-fund Oslo Innovation Week this year, to crowdfund international speakers and international marketing. This model failed. The dugnad already demands a lot of job and resources from them, and we could not offer big enough sponsor exposure.

#BeNice

Code of Conduct

It's our ambition to make our events a harassment free zone. By registering to our events you are expected to #BeNice and respect all the participants regardless of gender, ethnicity, religion, age, sexual orientation, or anything related to their background, appearance and identity.

We do not accept any kind of disrespectful behavior.

This include but is not limited to

Harassment of any kind

Inappropriate physical contact

Verbal abuse directed towards one's gender, sexual orientation, physical appearance, ethnicity, background or religion

Deliberate intimidation

Sustained disruption of talks or activities

Encouraging any or all of the above behavior

Attendees violating these rules will be expelled without compromise, at the discretion of the organizers. Just #BeNice.

Violations of these rules? Tell us at #NotNice or use notnice@oslobusinessregion.no

Oslo Advisory Board

The purpose of the Oslo Advisory Board is to advise Oslo Business Region on strategies and the development of activities and projects, and to give direct and open feedback to the City of Oslo on innovation and entrepreneurship. In 2017 the advisory board met three times.

Henrik Øinæs	Statoil
Rolf Assev / Alexander Woxen	StartupLab
Karina Birkeland Lome	Finn.no
Knut Traaseth	Bahr
Sindre Østgård	Entrepreneurship One
Rune Røsten	Schibsted Vekst
Tellef Thorleifson	Northzone
Jeanett Sandmo	Innovation Norway
Heidi Austlid	IKT Norge
Daniel Ras-Vidal	Abelia
Jostein Magnusson	Netlife Research
Kathrine Synnes Finnskog	Music Norway
Johan Brand	Entrepreneurship One
Jeanette Dyhre Kvisvik	Villoid
Kjartan Slette	Unacast
Anders Mjaaseth	MESH
Anita Schjøll Brede	Iris AI
Kathrine Myhre	Oslo MedTech
Anne Kjersti Fahlvik	Forskningsrådet
Thomas Berglund	Angel Challenge
Kristin Riise	DNB
Martin Falch	360 Leaders
Elin Nørve	Future Leaders
Joachim W Andersen	Avinor
Johanna Staaf	Ocular AS
Henrik Faller	Remarkable
Sigri Sevaldsen	657 Oslo

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Evaluering av Oslo Business Region

The municipality of Oslo has asked Menon Economics to evaluate Oslo Business Region (OBR), to answer how OBR has fulfilled its assignment, and to give a recommendation on future development of OBR. The evaluation is based on OBR's activities in 2014-2016. The report is in Norwegian, and below is the Executive Summary.

OBR er gode på det de gjør

Det er bred enighet blant aktørene i innovasjons- og næringsssystemet i Osloregionen at OBR er svært gode på det de gjør og at de har bidratt positivt til å utvikle dette systemet, særlig på startup scenen. OBR's arbeid oppfattes både som fremsynt og forut for sin tid i hvordan de har lagt opp dette arbeidet. Også innenfor internasjonal profilering sitter evaluator igjen med et inntrykk at OBR's arbeid er viktig og nyttig for flere.

OBR har tolket oppdraget i retning av entreprenørskap

OBR har identifisert den største markedssvikten innenfor entreprenørskap og på bakgrunn av dette legger de aller mest vekt på utvikling av dette området. Arbeidet med generell næringsutvikling og trepartssamarbeid gis minst ressurser. Med unntak av statistikk er mandatet i all hoved-

sak tolket i retning av aktiviteter rettet mot startup scenen. Dette gir en enhetlig profil på selskapet, men løser oppdraget og alternativt til slik det står beskrevet i tildelingsbrevene.

Mandatet er for bredt til å løses med dagens budsjettamme

OBR har fått tildelt et mandat som dekker fire innsatsområder: entreprenørskap, internasjonal profilering, næringsutvikling og statistikk. I tillegg gis OBR i oppgave å følge opp initiativ på vegne av Oslo kommune. Objektivt sett er denne listen lang. Det bredt definerte mandatet er en direkte årsak til at flere aktører ikke er fornøyd med hvordan OBR løser oppdraget. Mandatet skaper forventninger til hva OBR skal prioritere og fokusere på. Både eier og en del aktører i økosystemet gir tilbakemeldinger om at de gjerne ønsket at OBR skulle fokusere mer på de delene av oppdraget som de selv synes er interessante. Dette setter

OBR i en situasjon der organisasjonen må velge mellom å fokusere på utvalgte tjenester, eller å dekke hele mandatet i sin fulle bredde, for å tilfredsstille alle aktørgrupper. Til syvende sist er dette et spørsmål om mandat sett opp mot OBRs budsjett. Dette taler for at mandatet bør spisses slik at det blir tydeligere og samtidig mulig å løse for OBR innenfor de ressursene de har til rådighet.

OBR spisser mandatet med fullmakt fra eier

Gjennom tildelingsbrevene gis OBR fullmakt til å prioritere nokså fritt innenfor mandatet. Det er tydelig at eier er kjent med at mandatet man har gitt OBR er for bredt. I tildelingsbrevene er det ikke angitt hvor mye ressurser eier forventer at OBR skal benytte på de fire ulike innsatsområdene. Dette gir OBR betydelig frihet til å tolke og definere oppdraget. Evaluator av den oppfatning at OBR ville vært en lite relevant organisasjon for å løse oppdraget i sin helhet uten å vurdere hvor OBR faktisk kan bidra til å gjøre en forskjell.

På den ene siden har eierne forventninger til hvordan OBR skal løse oppdraget ut fra hva som utheves i tildelingsbrevene. OBR på den andre siden benytter egne analyser for å finne de områdene hvor de kan gjøre den største forskjellen innenfor de fire innsatsområdene. Det er ikke gitt at disse to tilnærmingene gir likt resultat. Evaluator støtter vurderingen fra Oslo kommune som gjennom tildelingsbrevene gir frihet til organisasjonen til å definere og stake ut en egen kurs innenfor de rammene som er satt.

Rollen OBR skal ha ovenfor andre aktører er ikke tydelig kommunisert og definert

Evalueringen har avdekket at OBR's rolle ovenfor de andre aktørene i innovasjons- og næringsssystemet ikke er tydelig nok definert. Dette har ført til at ulike aktørgrupper i økosystemet har forventninger til at OBR skal ta en rolle overfor dem som OBR ikke er kjent med og ikke tar. Med rolle mener vi her hvordan OBR skal inkludere og følge opp de ulike aktørene i økosystemet.

Gjennom styringsprosessen definerer man bort områder som OBR ikke skal løse, enten fordi et offentlig selskap ikke skal bidra på området, eller fordi det ikke finnes et tydelig innovasjons- kunnskapshull, der OBR har en konkurransefordel som kan benyttes. Defineres en oppgave bort, så defineres også rollen som OBR kan ha ovenfor andre aktører i økosystemet bort. Dette oppleves tydelig som ekskluderende av aktørene i økosystemet. Samtidig er dette et valg som tas på bakgrunn av tilgjengelige ressurser og kompetanse. Disse aktørens opplevelse er derfor ikke nødvendigvis et signal om at man har gjort noe feil.

Anbefaling av fremtidig organisering av OBR

Anbefalinger om videre organisering av OBR er knyttet opp til hvilke oppgaver OBR kan overta. Studien av andre organisasjoner har vist at OBR er en liten organisasjon med få ansatte, sett opp mot Oslos størrelse og organisasjonens mandat. Hvis OBR skal overta nye oppgaver vil organisasjonen måtte tilføres ressurser.

You can read the full report here: <https://www.menon.no/wp-content/uploads/2017-45-Evaluering-av-OBR.pdf>

“As a company representing the City of Oslo, regarding the startup community, Oslo Business Region must act as a role model. We must apply a startup mindset and approach to everything we do. Being entrepreneurs ourselves, the Oslo Business Region board members know first-hand what society, established corporations and the public sector can learn from startups and entrepreneurs. We want Oslo Business Region to work smarter. To succeed, and yet also fail but learn from it, and fast. When a startup or entrepreneur contacts Oslo Business Region, we must be able to respond within the hour. We must be precise. Startups deserve a publicly owned company that has their best interests at heart, and can work with them at their own pace. By aiming towards this, and more, Oslo Business Region will do its utmost in building a city that helps create the startups and businesses of tomorrow.”

Haavard Nord
Chairman of the board
Oslo Business Region

The Board

Owner:

The City of Oslo
Department of Business and Ownership
Geir Lippestad (Vice Mayor)

Board of Directors:

Haavard Nord (Chairman)
Industry advisor, and investor specialising in IT and telecoms.

Runar Skjerven Eggesvik
Serial entrepreneur within culture, founder of several of Oslo's finest bars and clubs, and co-founder of Øyafestivalen (The Øya Festival).

Silvija Seres
Mathematician and business developer. Has a PhD and MA in Mathematical Sciences from Oxford University, a BSc and MSc in Information Technology from the University of Oslo, and an MBA from INSEAD.

Satvir Singh Parmar
VP of Innovation at Eltek. Has a Scient (M.Sc.) degree in physics from the University of Oslo. Was a technology strategy consultant at McKinsey & Company.

Tonje Værdal Frydenlund
Managing Director at Snøhetta, for the Nordic Countries and Continental Europe.

Our people

Employees:

Fredrik Winter
CEO

Marit Høvik Hartmann
Communications and Marketing Director

Jørn Haanæs
Startup Director

Siw Andersen
Head of International Events

Silje Bereksten
Head of Smart City

Paulo Paes
Head of Digital

Tanya F. Heglund
Digital Media Executive

Marianne Welle
Head of culture projects

Fredrik Salberg
Event producer

Belda Gonzales
Project assistant

Credits



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