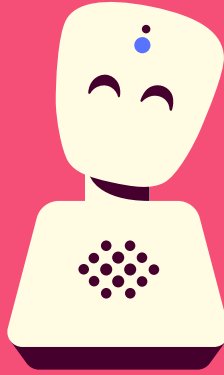


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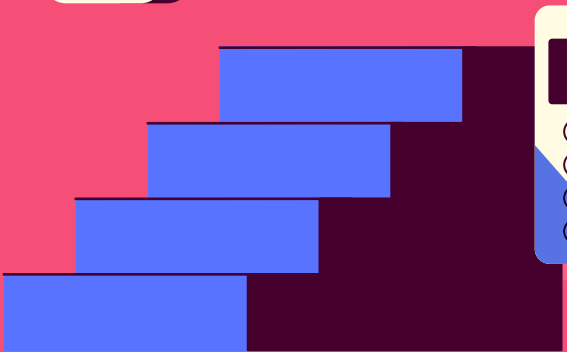
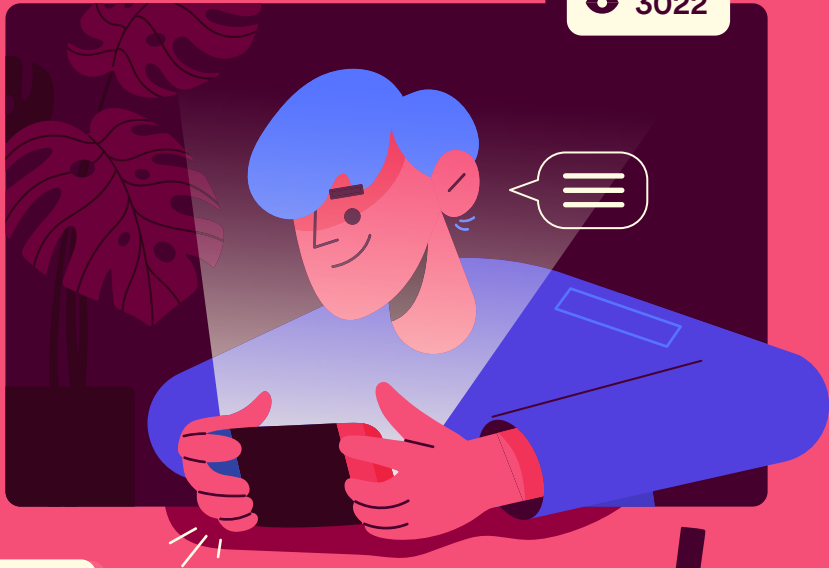


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2020

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Oslo Business
Region

Statistics
and Analysis

International
Profiling

Oslo Innovation
Week

Oslo Startup

Support for
Business amid
Covid-19

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This is what we do

Oslo Business Region's mission is to strengthen the entrepreneurial ecosystem in Oslo by bridging industries, companies and people.

The Oslo Business Region magazine is an overview of our main projects and activities in 2020. We develop and facilitate events, networking and tools. And we are a source for insight on startup and business in Oslo for the community and companies interested in our city. Additionally, we contribute to the global positioning of Oslo as a leading city for business and startup.

As an organization, we measure everything we do and support lean thinking. We always collaborate and aim to fill in the gaps in the ecosystem. In 2020, we worked closely with the City of Oslo, Viken, the Norwegian government and other relevant institutions to support growth companies in Oslo and the Oslo startup community during the Corona pandemic by sharing information related to funding, legal advice and other resources.

Oslo Business Region was established on January 1st, 2014, as a limited company fully owned by the City of Oslo. Our mandate is to support the business and startup ecosystem in Oslo, regional business development, international profiling, and statistics and analysis.

oslo
Business Region



**Oslo Business Region
Events 2020**

12 FEB

**Building the Oslo
Startup Ecosystem**

27-29 MAR

Hack the Crisis Norway

9-12 APR

The Global Hack



Building the Oslo
Startup Ecosystem

29 APR

**Oslo Startup Day:
Meet the Investors**

05 MAY

**Oslo State of the City
2020 Launch**

26 MAY

**Oslo State of the City:
The Business of Talent
Attraction**



Building the Oslo
Startup Ecosystem

16 JUN

**Oslo Meets
Shanghai**

18 JUN

**Oslo State of the City:
Innovation Districts**

18 JUN

**Intro to the Market:
EdTech in Germany**

Oslo State of the City
2020 Launch

22 JUN

**Innovation Norway
101: A practical guide
to apply for funding**

08 SEP

**The Impact of
Covid-19 on
venture capital**

21–25 SEP

**Oslo Innovation Week
2020**

22 OCT

**Oslo Startup Day:
Getting Started**

30 OCT

**Funding your
research**

04 NOV

Equality in Tech

09 NOV

**Smart Oslo: City of
Oslo meets startups**

12 NOV

**Oslo Startup Day:
Go to Market**

03 DEC

**Oslo Meets Hackney:
the 15 minute cities**

08 DEC

**Oslo Startup Day:
Seed funding**

17 DEC

**Oslo Startup Day:
Meet the Community
4th edition**



Oslo Innovation Week 2020



Dear readers

Coming off a decade of solid growth within Oslo's innovation and startup scene, we were eagerly looking forward to a prosperous 2020. But, even with the lockdown's positive effect on our city's climate targets, the pandemic has been hard for Oslo's business community, with certain sectors being hit harder than others. Many small businesses, such as creative services, travel and the food and beverage service industry, have experienced devastating financial consequences this year. And, as we humans are social creatures, we can certainly say that 2020 has been a challenging year for all of us, regardless of profession.

Isolation is a social issue, currently augmented by the pandemic and the lockdown. I am proud to see the social engineering solutions developed by some of Oslo's growth companies, such as Nyby, Whereby and No Isolation. Their solutions combat loneliness and connect people through new technology. Other new startups, like Elevantjenesten, e-health services for children in school and more health services are going digital, underlining the need and ability to innovate and change quickly. And not just private companies; the public sector has also made enormous progress with digitalization, such as Oslo Business Region this autumn, deciding to go virtual for Oslo Innovation

Week 2020. An impressive attendance of 25,000 people, with almost half of them joining internationally, makes me very proud of our ability to act quickly under difficult circumstances.

My hope for 2021 is that we will continue to meet local and international partners and companies, physically as well as digitally. The City of Oslo looks forward to continuing the collaboration with our business community. Together, we will create an even stronger bond between the public and private sectors, supporting startups and growth companies in Oslo.

Victoria Marie Evensen

Vice Mayor for Business Development
and Public Ownership, City of Oslo



The love for Oslo

Oslo might not be the most glamorous city nor filled with thousands of skyscrapers. However, it was the city's own unique personality I really fell in love with when I moved here 18 years ago. Oslo can provide you with easy access to everything a capital can offer and what you need for a professional yet exciting work-life balance.

The world-class development of the ocean front with monuments like the new Deichman Bjørvika Main Library. Not to mention the thriving business area alongside people going for a sauna & a swim, come winter or summer.

Meeting powerful leaders at a conference is quite common in Oslo, or bumping into business relations at your local coffee place. Over 50 startup incubators and clusters are available in the region, and there are more and more opportunities for startups and growth companies to start and build their company.

Entrepreneurs first

New businesses and technology are vital to our welfare and future. The success of companies such as Kahoot!, Space-maker and No Isolation is first and foremost the result of a driven startup team. But behind every startup is an entire ecosystem and city.

Oslo Business Region is building bridges between Norway and the global market for startups and growth companies, and even though Oslo is small on an international scale, our companies and solutions are world class.

A year for the books

Although some companies are growing, we have all been affected by the pandemic. Business is not only numbers — it is also people.

I am very proud of the Oslo Business Region team's achievements of creating relevant projects, information and events, both as support connected to the pandemic and to the 'business as usual'. In 2020 some of these were

- Giving early phase startups insight at our virtual Oslo Startup Days in collaboration with Startup Norway, StartupLab, 657 Oslo and more.
- Providing you with statistics and facts on how Oslo is doing on international rankings through Oslo State of the City together with Business of Cities in London in collaboration with Oslo Region Alliance and Oslo Science City.
- Presenting sustainable solutions to 25,000 business leaders (45% international) at Oslo Innovation Week in collaboration with 157 event organizers, City of Oslo and Innovation Norway.
- Connecting Toulouse Attractivité, Toulouse Metropole, Aerospace Valley, Kongsberg Innovation and Kjeller Innovation on the topic of hydrogen.
- Uncovering how SMBs and startups are doing due to Covid in partnership with Abelia, Virke, SMB Norge and IKT Norge.
- A deep dive report into how investors have been affected by the pandemic with the Norwegian Venture Capitalist Association.



Looking ahead

Last year, Oslo climbed from the 34th to the 18th place on the European Startup Initiative Startup Europe Heatmap 2019 ranking. This does not of course cover the whole picture; however, it is an indicator of how Oslo is doing – and developing.

Oslo Business Region's contribution to the economic and entrepreneurial development in Oslo and Norway is to continue to do what we do best.

- Provide you with the knowledge, facts and insight you need to build your startup and growth company.
- Work with and strengthen Oslo's innovation community through collaborations across sectors and borders.

- And provide you with access to the local and international networks and partners you need to succeed.

Our ambition is to see more growth companies succeeding and put Oslo on the global map as a relevant city for entrepreneurship and business. We are looking forward to cooperating with 'old' and new startups hubs & networks, organizations, educational institutions, startups and investors to make this happen.

Hundreds of stakeholders developing the Oslo Brand Management Strategy chose 'The best is yet to come' as their joint vision for the city, and I think this highly reflects my and the team's goals for the next year and years to come.

Siw Andersen
CEO | Oslo Business Region

Statistics and Analysis

We know Oslo

Oslo Business Region monitors and analyses 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 on contemporary issues.

Oslo: State of the city 2020

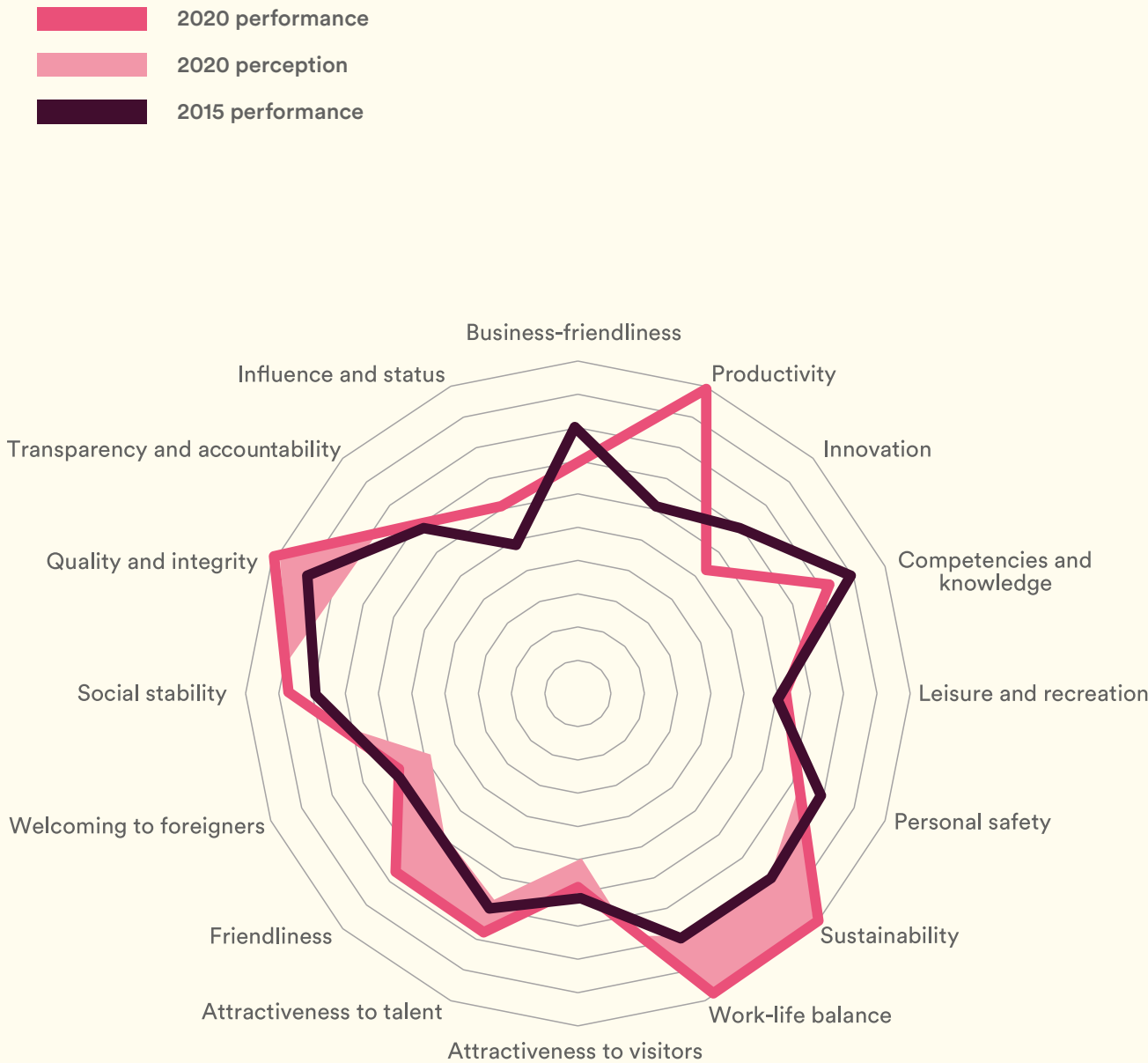
The Oslo State of the City has been reviewing Oslo performance over 500 global indexes divided in the same 16 thematic areas since 2015. These areas sit within four main themes: business, liveability, hospitality and governance.

When the State of the City reports began, five years ago, Oslo had only just started to tell the world its story as one of Europe’s fastest growing regions, and as a first-class choice for firms, investors and talent. The region’s youthful vitality, enriching livability, pioneering spirit, and natural assets were the roots of a compelling brand, but Oslo was yet to expand or diversify its global influence.

Five years on, the nature of the global competition and the global risks now looks different. This annual review of now more than 500 global benchmarks and other datasets firstly points to many clear areas of achievement. Oslo’s advantages as a compact region have been amplified by its success at physical transformation through densified locations, city-shaping cultural projects and a newly opened up waterfront. These have driven greater international recognition, and greater variety to its visitor economy and its appeal to talent.

Oslo: State of the City was organized and written by The Business of Cities Group in London – headed by Dr Tim Moonen, Prof Greg Clark CBE, Borane Gille and Jake Nunley – in in collaboration with Oslo Region Alliance and Oslo Science City. You can read the full report at www.obr.no.

The Oslo performance spidergram, 2015–2020



Oslo’s visibility in global benchmarks in 2020

Over the past five years, Oslo has become more visible in international benchmarks, but at a slower rate than some of its peers. In 2019–20, Oslo appeared in 42% of global studies that benchmark cities, a 3% increase compared to 2015. maintaining its position as the 48th most visible city globally, on a par with Helsinki, Seattle and Washington DC. Over the past 5 years, Oslo has recorded some impressive breakthroughs in terms of appearing in high calibre city indexes. This year is no exception.

Business climate

Oslo has continued to gain recognition for its pro-business regulatory environment. It now ranks 9th globally for its business environment, mainly due to its relatively fast and cheap registration process when starting a business and its excellent legal support to companies in case of disputes or insolvency. Oslo is also now 17th in a major measure of entrepreneurial dynamism and ease of starting a business, back in the top 10% of all cities, overtaking Dublin, Singapore, and Sydney.

Oslo’s successful attempts to diversify its economy have resulted in widespread job creation and productivity gains. The region’s world-class IT infrastructure and technology assets, and willingness to embrace next cycle technologies, is a clear advantage. In addition, Oslo is among the top 10 globally for its preparedness and willingness to incorporate next-generation technology.

Since 2015, Oslo has gradually been gaining ground as a hub for innovation and discovery. The eco-system has been steadily growing, driven by young and educated demographics, more startup friendly regulations, and an entrepreneur culture that is becoming more collaborative.

Oslo has grown in popularity amongst European start-up founders, climbing 19 places to 18th for its perceived attractiveness as a startup destination. Its technology story is also gradually gaining recognition. In an index of online visibility, Oslo ranks in the top 15 in Europe for the proportion of online mentions related to technology, on par with Dublin and Amsterdam.

Table: 10 Stand-out index result for Oslo over the past year

INDEX	WHAT IT MEASURES	RESULT
EasyPark Smart Cities Index	Ability of infrastructure and city systems to meet citizens 21st century needs	1 st / 500
European Commission European Cities SDG Index	Progress towards achieving SDGs	1 st / 45
IMD World Competitiveness Centre Smart City Index	Citizen perceptions of infrastructure quality and technological and digital services	3 rd / 102
Moneybarn Global Commuter Index	Ease of commuting and well-being of commuters	3 rd / 114
Kisi Work-Life Balance	Work intensity, support of employers and institutions to reduce stress and liveability	3 rd / 40
Techtalk Currys Best Cities for Wellbeing	Quality of the urban environment, career opportunities and access to healthcare	3 rd / 77
CEOWorld Best Cycling Cities	Perception and performance of cities’ cycling infrastructure and culture	6 th / 60
D&L Partners Prosperity and Inclusion in Cities Seal & Awards Index	Productivity, access to city services (health, education), affordability and quality of life	7 th / 113
JLL Innovation Geographies: Talent Hotspots	Concentration of educated and young talent in a city	9 th / 100
IESE Cities in Motion	All-round economic, social, environmental, technological and governmental performance of cities	14 th / 174



Collaborate to innovate: Oslo Science City

Norway’s first innovation district, Oslo Science City is emerging in Norway’s most knowledge-intensive area as a strategically critical project for Oslo and Norway in the next cycle.

The innovation economy of the 2020s requires more businesses, entrepreneurs and institutions to concentrate in specific urban places and match up their skills, to trust and learn from each other, take risks, and share resources in an agile and cost-effective way.

Today, the Oslo Science City is already part of a wider local knowledge ecosystem that is already home to nearly 30,000 employees and students, 8,000 researchers, 10,000 hospital staff and 1,000 organisations including one of Europe’s largest hospitals, a leading University, numerous research institutes and several incubators.

Oslo State of the City report provides an “outside-in” benchmarking context to understand Oslo Science City’s potential and opportunity, based on data analytics and comparative benchmarking. After assessing a global context of 50 leading innovation districts and among a close “peer” group of 10 districts (see below), here are the Oslo Science City advantages:

1. Home to important anchor institutions such as the University of Oslo and Oslo University Hospital, Oslo Science City already has the institutional and educational presence to drive research capabilities and job creation.

2. The startup and investment growth trajectory is already promising, supported by high-performing incubation.

3. There is already substantial specialisation in high value niches.

4. It inherits much stronger public transport access to other residential and commercial centres in the Oslo Region, and to key institutions, innovation hubs, and amenities.

5. It is already an area where talent is comfortable living and working.

Oslo talent attractiveness

Oslo, like other cities, has come to realise that talent fuels the innovation ecosystem that can help it to generate the next cycle of jobs, improve efficiency and continue to diversify its economy. Positioning itself as an attractive alternative to more established global cities, both for Norwegians and for global talent, has become even more important.

Where Oslo really excels is for areas that might over time lead talent to consider moving elsewhere, such as social cohesion, public transport efficiency, cycling friendliness and internet access and speed.

Here is an overview of the Oslo: State of the City report on Oslo and talent attraction:

- Oslo is attracting a growing number of next generation tech workers. Oslo is now the 32nd best city for entrepreneurs globally as a result of strong access to market and to suitable space.
- It is also among the global top 40 for appeal to Generation Z, ahead of Austin, Denver and Lisbon
- Oslo has emerged as one the most family friendly medium-sized options globally. A new survey of over 6,500 parents globally finds that Oslo has the highest proportion of parents agreeing that the city is a good place to raise a family
- Oslo’s public ratings for living standards, average monthly salary and job security have all improved on last year
- Oslo retains roughly two out of every three graduates that have gone to its top universities, putting it second only to Copenhagen among peer cities of a similar size.

Quality of life

From the last 5 years, the perception of Oslo has been increasingly attached to sustainability. The quality of air and water, environmental innovation, green mobility. The city is gradually earning a reputation as Europe’s most forward-thinking region, combining new digital technologies and promoting citizen well being. In 2019, Oslo was ranked number 1 (out of 500) on the Ability of infrastructure and city systems to meet citizens' 21st century needs (Smart Cities index).

5 May

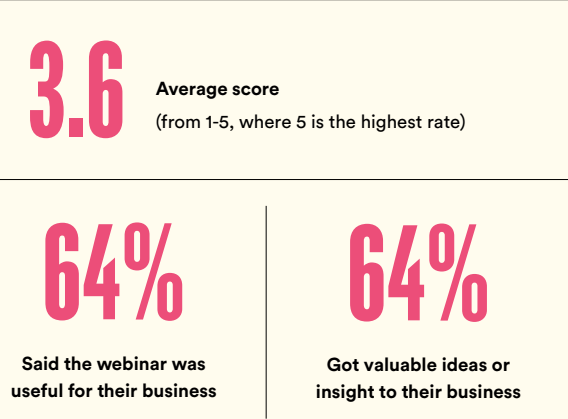
Oslo State of the City 2020

The first episode out of three webinars connected to the launch of Oslo: State of the City report discussed current affairs in the startup, innovation and business community in Oslo.

The webinar was aimed at Oslopolitans who are interested in international profiling, city development, startup and entrepreneurship, technology and of course Oslo. The author of the report, Professor Tim Moonen from The Business of Cities Group London, gave the introduction of the project, highlighting how Oslo is performing.

Following the program, we have invited key experts to discuss different scenarios, strategies and best practises for international profiling during and post Covid-19. Then, we were joined by Trine Radmann from Norway Health Tech and Joachim Westher Andersen from Avinor, who talked about how their organizations are dealing with international profiling and stakeholders during the Covid-19 crisis. Tapping in on best practices, communication, future scenarios, strategies and even ethics.

They discussed how individuals, businesses, organizations and the City of Oslo can work with international profiling (during and) post Covid-19. The webinar highlighted topics such as economics, future scenarios, language and crisis communication, ethics and projects and cases.



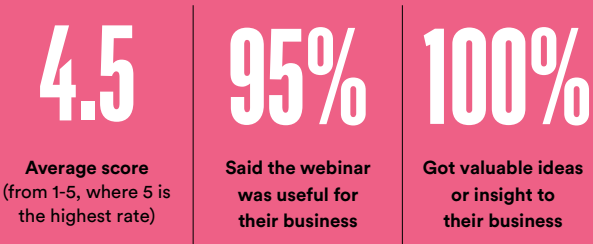
26 May

Oslo State of the City: The Business of Talent Attraction

The second webinar of the Oslo: State of the City launch discussed how will Oslo compete to attract talent in the post Covid-19 cycle and what mindset barriers will we need to creatively address together.

To explore the topic, we invited Oslo Region alliance Director, Øyvind Sâtvedt, Professor Tim Moonen from The Business of Cities Group London, Recruiting Director at Antler, Lavanya Indralingam and Regional Manager at Onboard Norway, Espen Vedlog.

The guest speakers explored how mobile the businesses will be in the aftermath of the global pandemic, and how Oslo can become the ideal destination for the workforce we need.

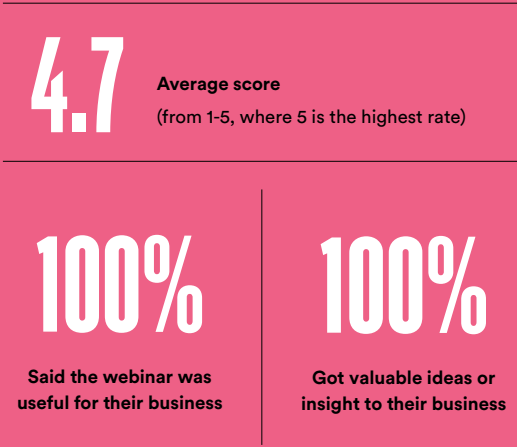


18 June

Oslo State of the City: Innovation Districts

This last webinar goal was focused on explaining the importance of the innovation ecosystems and understanding Oslo's role as the city prepares for growth.

The event was divided into four segments. Professor Tim Moonen from The Business of Cities Group London showcasing the special chapter on this year's report. A conversation about place collaboration with Jodie Eastwood, Chief Executive, Knowledge Quarter London. A talk on building Norway's first innovation district - Oslo Science City - with Idar Kreutzer, CEO Finans Norge. Followed by a Q&A session.



8 September

The Impact of Covid-19 on venture capital

The data presented in the report conducted by Menon Economics is based on a survey directed at both buy-out and early stage funds located in Norway.

Here are some highlights of the survey:

- The survey was concluded in the beginning of September 2020 and received 26 replies (a response rate of 45%).
- The respondents consist of nine fund managers representing buyout funds and 19 fund managers representing early stage funds.
- Covid-19 has affected the sector's focus. Several PE firms said that they will invest less in culture, tourism, transportation and petroleum sectors.
- The pandemic has also influenced the choice of sectors that fund managers want to invest more in, including healthcare and life science, ICT, tech and renewable energy.

“It is very interesting to see the changes in the investment process. If we continue to use digital tools and get even more accustomed to complete an investment process digitally from start to finish there is a huge potential, both when it comes to environmental concerns and to building relations across the world.”

Ellen Vold, NVCA

The full report is available at www.obr.no

Oslo Startup

Oslo Business Region is the city's platform for strengthening the entrepreneurial ecosystem. We help startups start building sustainable business solutions.

Our startup activities aim to connect entrepreneurs and investors, corporates and customers, makers and dreamers. Our goal is to give all participants valuable connections as well as perspectives. We do this through collaboration - always partnering up with the ecosystem and crowd-sourcing the agenda.

Oslo Startup Ecosystem

+ Investments overview 2020

Oslo is an engine for growth in Norway. Most new jobs come from startups and most startups are born in the city's ecosystem.

This year has been strange, to say the least. Some companies saw their fundraising grind to a halt along with lockdown measures. Others saw dramatic increases in demand. But there's always something going on to explain either declining or increasing investment activities. Usually it's best to just look at the numbers and let them speak, and then take the economic climate into the analysis when providing context.

The whole of 2020 saw 180 deals in Norway for a total amount of \$899.32M. Number of deals is slightly down from 208 in 2019, but the amount invested is drastically up (by 68%) from \$535.10M according to Nordic9. However - the annual State of European Tech report indicates a significant slowdown in activity in both Oslo and Norway. Which story should be trusted?

Our take: These are remarkably strong figures for a period of heightened financial unrest. Last year we wrote that "the most interesting story for 2019 has been the growth of companies taking a step up, with several companies building teams of 100+ people and funding expansion through international venture capital." This seems all the more relevant in 2020. Deals were larger although activity in the earliest stage might be slowing down.

Let's look at Tuesday November 17th as an example: On that day we learned that Spacemaker was acquired by Autodesk, Tibber raised a huge round from top tier international investors and Meltwater announced a public listing. Three incredible growth stories indicating the maturing level of Norwegian tech. And depending on your definition of a Unicorn we either have several of them or are about to see the next ones emerge in 2021.

The data presented here is sourced from Nordic9, Dealroom/Atomico State of European Tech reports and Kjetil Holmfjord / Startuplab. Please note that different sources will mean different counting methods, so yearly comparisons must be considered with caution. We have traditionally used figures for Oslo independently, but for this year we look at Norwegian figures as a whole.



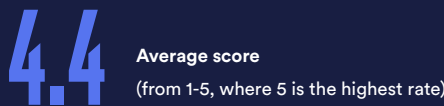
12 February

Building the Oslo Startup Ecosystem

Together with the community we at Oslo Business Region work to strengthen the startup ecosystem in Oslo by connecting people, companies and industries.

At Building the Startup Ecosystem we presented societal mega trends in 2020, an overview of investments in Norway and key projects Oslo Business Region would work on in 2020, including Oslo Innovation Week, Oslo Startup Day, Talent Attraction, Public and private partnership, Oslo at Nordic and other international arenas in 2020

We welcomed everyone who works with or is interested in creating platforms, projects or networks for startups and growth companies in Oslo, to a morning session at SALT. That means people working at incubators, SMEs, organizations, educational institutions, the public sector and corporates.



29 April

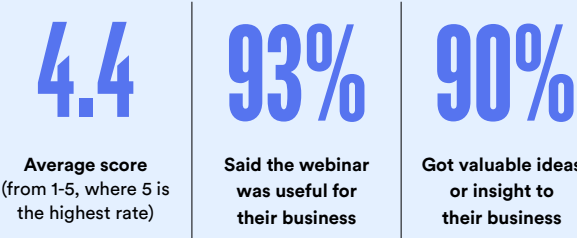
Oslo Startup Day: Meet the Investors

Times of crisis usually lead to liquidity drying up. Some investors reduce their activities, and for founders and entrepreneurs the lack of capital can be disastrous. But many investors are actively working through this crisis by making even more investments in solid teams.

Alliance Venture, Siri Kalvig and Jens Erich Jenssen from Nysnø and Daniel Holth Larsen from Investinor. After the presentations, we hosted an investor roundtable followed by an open Q&A session and private meeting bookings.

The first digital Oslo Startup Day: Meet the investors edition was a closed forum for investor-ready startups based in Oslo with business solutions to the sustainable development goals.

The attendees heard from three Norwegian investors guests who are actively seeking investments: Arne Tønning from



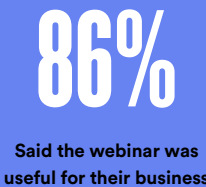
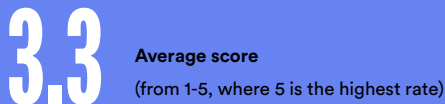
4 November

Equality in Tech

In this year's ranking of the Fortune Global 500 largest companies, fewer than three percent of the CEOs are women. What about the Oslo business community? What's the status of workplace equality, diversity, transparency and equal opportunity?

Gender equality has been on our agenda at Oslo Business Region and to get an overview, we partnered up with Equality Check, Plan International Norway and the City of Oslo to find out what they are working with to improve the situation.

During the event, the audience had the opportunity to get a first-hand insight by Oslo key players in equality. The webinar was a conversation with Vice Mayor for Business Development and Public Ownership, Victoria Marie Evensen, Marie Louise Sunde and Isabelle Ringnes from Equality Check, Kari Helene Partapuoli from Plan International Norway and Sandra Melgård, CEO for a day at Oslo Business Region.



Oslo Startup Day: Getting Started series

For entrepreneurs or first-time founders, the journey from idea to established business can be challenging. To help entrepreneurs build companies and navigate through the fundamental need-to-knows & how-to's, we have created the Oslo Startup Day: Getting Started series.

Together with partners from the Oslo Startup Ecosystem we go back to basics, and explore the different stages of starting a company: from validating your idea to securing seed funding and raising your first million. During October, November and December, we hosted three events, each one focused on a stage of starting up a company.

22 October

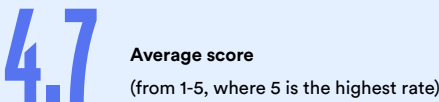
Oslo Startup Day: Getting Started

For the first episode of Oslo Startup Day: Getting Started we partnered up with Startup Norway. The event was directed at entrepreneurs in the making, showing how to get the idea from the earliest stage and onto a track to build your first startup.

We go into how you can validate your idea, build a team, create a long-lasting corporate structure, how to finance the first part of the journey and get public loans and grants for your startup.

Co-founder of Startup Norway, Knut Wien introduced the steps of the idea, CEO TheFactory Academy, Raja Skogland talked about attracting & inspiring talent and Law Partners at CLP, Stephan Brodschöll & Hanne Heltne explained the corporate structure.

The crash course was followed by Innovation Advisor at Innovation Norway, Joachim Thorsen on soft funding, getting public grants & loans for your startup, and the last part was covered by Incubator Manager at Startup Norway, Janna Goncharova about how to finance the first part of the journey.



“If you want to become a big company, you have to start like one!”

Hanne Heltne & Stephan Brodschöll,
Law partners at CLP

Speakers



Knut Wien
Co-founder, Startup Norway



Raja Skogland
CEO, TheFactory Academy



Stephan Brodschöll
Law Partner, CLP



Hanne Heltne
Law Partner, CLP



Joachim Thorsen
Innovation Advisor, Innovation Norway



Janna Goncharova
Incubator Manager, Startup Norway

12 November

Oslo Startup Day: Go To Market

For the second episode of our Oslo Startup Day series, we partnered up with 657 Oslo to find the best go-to-market strategies: from building a successful team, the branding, the sales strategy and more.

We looked at the necessary steps to succeed when introducing your startup to the market and attracting new customers. Also, we discussed how to design a winning sales strategy, how to attract the best talent and keep them, and some good tips when creating a brand.

Co-founder at 657 Oslo, Anniken Fjelberg was the first one on the screen stage to introduce what is go-to-market and why does the business depend on it. CEO of Scaleup XQ, Lars Johan Bjørkevoll talked about the sales strategy, from pricing, sales and distribution or the “go to money” strategy.

“Go to market is about Go to money”

Lars Johan Bjørkevoll, CEO of ScaleupXQ

CO-CEO & CTO of Attensi, Anne Lise Waal talked about her experience on how to build successful teams, attract the best talents and keep them. Next, was CEO & Advisor at Superblaise, Joachim Levin turn. He explained how to talk about and position the startup.



Speakers



Anniken Fjelberg
Co-founder, 657 Oslo



Lars Johan Bjørkevoll
CEO, Scaleup XQ



Anne Lise Waal
CO-CEO & CTO, Attensi



Joachim Levin
CEO & Advisor, Superblaise

8 December

Oslo Startup Day: Seed Funding

The third episode was Oslo Startup Day: Seed Funding. Together with StartupLab we introduce the basics of scaling a company, and go through the necessary steps to succeed when raising seed capital for your startup. From both the investor and founder perspective, we looked at the venture capital model, and the do’s & dont’s when meeting investors.

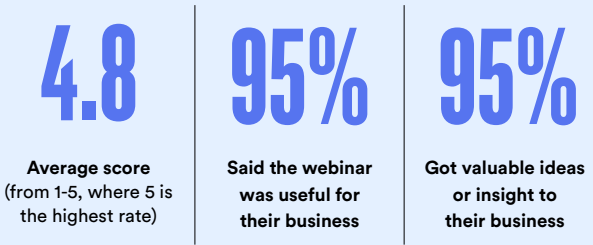
Once again, we invited experts on the topic. Kjetil Holmefjord, partner at StartupLab and the man behind the Oslo Startup Ecosystems must-follow-newsletter, shared his insights on the venture model and how he prepares startups for investor meetings. Marit Rødevand, CEO of Strise, talked about her learnings from the recent seed investment round which resulted in a \$1.4 million investment from Maki VC.

Pauliina Martikainen, Investment Director at Maki.VC from Finland, explained how they screen companies before investing and the investors do's and dont's when looking for investors. Arnulf Refsnes, CEO of Agilis & Naardic and founder of Brødboksen, gave us the founder perspective on how a company with both growth and enviable customer appreciation could go wrong.

“In the sea of no.. find your yes! Be prepared to talk to a lot of investors, because fundraising for seed funding is definitely a numbers game”

Kjetil Holmefjord, Partner at StartupLab

By listening to the ones who have done it before, there are many important lessons to be learned. The Oslo Startup Day: Getting Started series is relevant for the whole ecosystem with entrepreneurs, corporates and investors alike. Hopefully it will help you on your journey to starting and scaling your company, as each episode covers issues and conundrums many first-time founders will meet as a part of their journey to start and grow a company.



Speakers



Kjetil Holmefjord
Partner, StartupLab



Marit Rødevand
CEO, Strise



Pauliina Martikainen
Investment Director, Maki.VC



Arnulf Refsnes
CEO, Agilis & Naardic
Founder, Brødboksen

18 December

Meet the Community

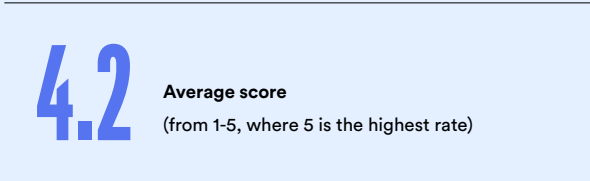
We invited entrepreneurs, community leaders and professionals to join us online, for a celebration of the Oslo startup community’s work during 2020 and a session on "The role of communities in the future of work".

The way we work and collaborate has changed a lot in 2020 - you all know why. The future of work has been extensively explored this year, and we wanted to take a look at the role of communities in the years to come. We believe that creative and diverse communities are essential to drive innovation. However, a community is not something that magically appears. It requires both science of spaces and hard work. That is why we wanted to take a deep dive into how you better can create strong communities and nurture collaboration across borders and networks.

For this project we included 50 different innovation spaces in Oslo. We created a platform where they could showcase themselves, in their own words, to help others outside the community navigate the different spaces and find the best fit for them. This is valuable for the Oslo Startup Ecosystem itself and for anyone looking to join the community: to help build engagement, nurture new connections and create a collaborative spirit.

“The competition between the innovation spaces is increasing because the local doesn’t really matter anymore. The whole world is part of the competition now. Community needs to be stronger to survive. There’s the need of something deeper to compete, not just physical spaces.”

Henna Keränen



Hubs news

Since November, have been testing a new format to feature Oslo startup ecosystem's news. The goal is to keep supporting Oslo entrepreneurship activities by strengthening the connection among the community. We invited all community leaders to feature their exciting news relevant to the community (an accelerator program deadline, for example or registration form to an event) so we feature them in a session in our weekly newsletter. So far, the feedback has been positive and we are planning to keep the collaboration.



Over 50 professional startup hubs

In the past few years, the startup community in Oslo has skyrocketed. A wave of Oslo-born companies have entered local and international markets much thanks to the ecosystem surrounding them. The city offers incubators, co-working spaces, accelerators, industry clusters and meetups for new and established entrepreneurs. These provide expertise and networks within Ocean, Social Impact, Fintech, Building & Construction, Smart City, Creative Industries, Life Science, and more.

Oslo startup community poster

We have created a poster featuring some of the factors that make the Oslo startup scene great. We sent the poster to our international partners around the world to showcase the opportunities to start and scale your business here. Have a look (pages 36–37).

Designed by Frode Skaren/Uglylogo (ByHands).

Why Oslo?

Oslo, in a word, is compact. Here, you can find everything you need within easy reach. But there's certainly no shortage of space or opportunities! There's plenty of room to roam, explore new ideas and scale your startup.

Oslo Startup Community



Compact capital city

An increase in investments into climate startups

Easy access to business, culture and nature

Oslo is part of the C40 city network

Expats ranks Oslo as #10 on work-life balance

Oslo is committed to reaching the target of a 95% CO2 emission reduction by 2030

24% of all VC investments in 2019 came from international investors

18th best startup ecosystem by Startup Heatmap Europe 2019

Oslo is a multicultural city: 33% are born outside of Norway or have at least one parent born outside of Norway.

Nordic collaboration

Oslo Innovation Week

Ranks 3rd on infrastructure by IMD Smart City Index

The perfect testbed city

From 2000 2020 the population has increased by 34%

Local tech, international experiences

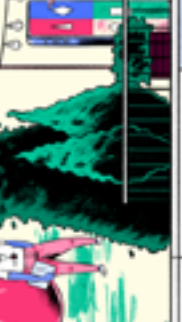
Sustainable solutions

3rd happiest country in the world

50 professional startup hubs

#1 Oslo is Europe's fastest mover on the SDGs

The maritime sector count for 10% of the national wealth creation



oslo
Oslo Business Region

International Profiling

Oslo Business Region works to promote Oslo internationally, build strong collaborations and to build bridges between growth companies in Oslo and international markets.

One way is to invite the world to Oslo Innovation Week, another is by presenting the Oslo startup scene at international campaigns and coordinating the Hack the Crisis Norway and The Global Hack.

The Oslo Region Brand Management Strategy

Building the Oslo brand is important to build a resilient and more stable sustainable economy for Norway. Cultivating, attracting and retaining business and investment, a skilled workforce, and tourism are vital for generating value now and over the long term.

Oslo region's brand management strategy is about building our identity and finding our own voice, deliberately developing and demonstrating Oslo's values through aligned actions. Such actions include investments in our image, identity and reputation (e.g.: storytelling and media representation) and in our reality (e.g. infrastructure, services, and events). Our collective efforts need to be 'on-brand' to increase our visibility.

Our primary objective is to make the Nordic capital the world's favorite compact city. Oslo is small enough to give people and organizations visibility, and resourceful enough to be a pioneering springboard for ideas, growth, and enrichment.

The Oslo Brand Filter includes a set of values: Pioneering, Enriching and Real, as defined by 1,000 stakeholders through a comprehensive process in 2015.

Oslo Region Brand Management Strategy Vol 2.0

This fall, Oslo Region Alliance, Visit Oslo and Oslo Business Region have created an updated version of the strategy that will be launched in 2021. The strategy is based on a bottom-up model, where all the stakeholders are the key drivers. The strategy cannot be implemented by Oslo Region Alliance, Visit Oslo and Oslo Business Region alone. And this fall, we have created a document that communicates the strategy in a better way, to involve and engage more of the businesses and organizations profiling Oslo.

New Oslo Business Region website

Since May, we soft launched the new Oslo Business Region website with over 9000 users and an average of 1700 monthly visits. Oslo-based design agency Bleed was responsible for the customer journey and structure and consultancy Avento was behind the web development.

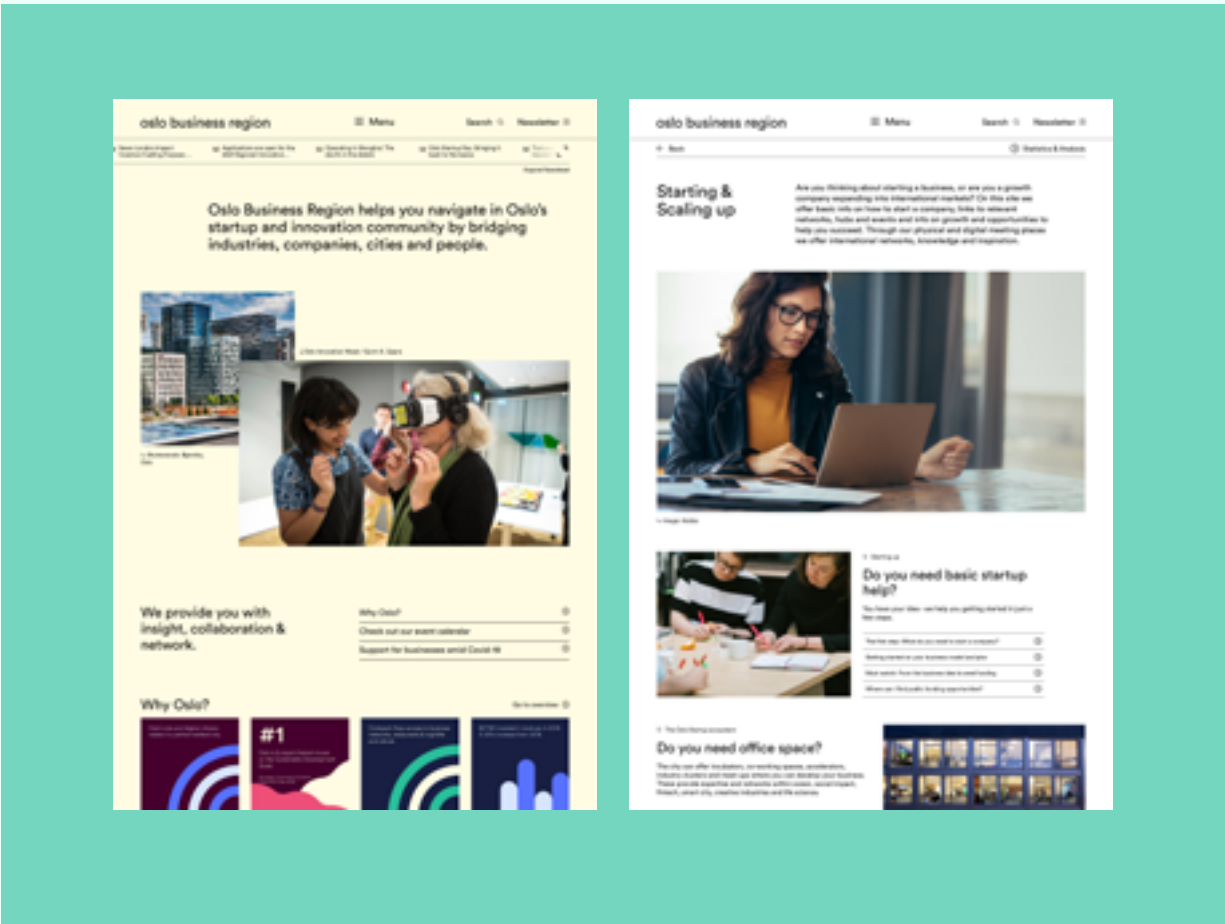
The new website includes a complete guide on how to start your business, a list of key players in the Oslo Startup Ecosystem, an introduction to our global connections, statistics and resources about Oslo Business and Innovation, information about Living and Working in Oslo, Information about Investing in Oslo, Oslo Business Region Covid-19 Advisory Support, Events calendar, News and Articles.

1700

Monthly visits
(since August 2020)

5200

Monthly page views
(since August 2020)



12–18 October

Oslo Architecture Triennale jubileum

This year it's 20 years and seven editions of the festivals since the Oslo Architecture Triennale (OAT) was established in 2000. The anniversary was an opportunity to reflect upon topics and discussions that have been on the agenda both for OAT and the city over the past 20 years.

OAT is the Nordic region's biggest architecture festival, and one of the world's prominent arenas for dissemination and discussion of architectural and urban challenges. It is a non-profit organisation with six constituting member organizations and eight associated members. All members represent important institutions within the field of architecture and urban planning in Norway.

Constituting members include us at Oslo Business Region, DOGA, National Museum, National Association of Norwegian Architects, Oslo Association of Architects and Oslo School of Architecture and Design.



Hack the Crisis Norway

27–29 March The tech and startup community in Norway launched an online 48-hour hackathon, to meet the challenges our society is facing as a result of the coronavirus outbreak (COVID-19).

The hackathon was open to people from all over the world. It was initiated by the City of Oslo and Oslo Business Region in collaboration with Code11, Cisco, ICT-Norway and Emergence School of Leadership, and now involves several committed companies, organizations and individuals.

“I am really impressed to see how entrepreneurs and the business community in Oslo and the Nordics are responding to Hack the Crisis Norway. Right now, hundreds of people are getting involved! From all over the world. Many of the individuals and companies contributing are in the middle of their own crisis, and still they are devoting time and resources to help others.” said former CEO of Oslo Business Region, Gaute Hagerup.

There were different ways to contribute. You could suggest an idea that supports the healthcare system, or new ways of

staying connected, or how we can ensure businesses and jobs survive the crisis. Another way to participate was by solving a challenge. Anyone could help to solve a problem and no previous experience was required.

The winner in each category got around €8.6K to develop their idea, and the runners up take €4.3K each.

“The situation we are in is unprecedented, and we have to act fast. It’s amazing to see how many people from all over the world are joining forces. We are working with public and private partners to make sure the solutions presented on Sunday will be picked up and helped into the real market. Additionally, we also want to support the creation of sustainable solutions that can be used and developed to make lives better in general”, affirmed Hack the Crisis Norway project Manager, Hege Tollerud.



Hackathon is an idea-sprint event where people from different backgrounds come together, form teams and collaboratively build a unique solution to a problem from scratch. These solutions generally form into reality in the shape of services, websites, mobile apps, hardware devices and robots.

Winners

- 3D printer mot Covid-19
- Omkrets
- Project Wham

The Global Hack

09–12 April The successful Hack the Crisis Norway team continued to deliver Oslo's contribution to The Global Hack: the opening and closing ceremony and production of live shows and broadcasts along 4 days-hackathon.

The international The Global Hack collaboration was held in record time. Oslo hosted and was responsible for all the international live broadcasts that were watched by over 1 million viewers during the event.

The participants had 48 hours to work out ideas and solutions that can help save lives and jobs. They were divided into teams and worked on projects in ten different fields. These themes were inspired by the UN's sustainability goals – and with a longer perspective than just the corona crisis.

From the studio at DogA, both the opening and closing shows were running live from Oslo. Vice Mayor for Business Development and Public Ownership, City of Oslo, Victoria Marie Evensen, hosted the official opening, welcomed everyone and got to tell about Oslo's international ambitions, and why Oslo is a center for innovation and a completely unique possible, when it comes to establishing companies and Oslo's work

with a green and sustainable future. In this broadcast, HRH Crown Prince Haakon was also present with a video greeting.

The participants had 48 hours to work out ideas and solutions that can help save lives and jobs. They were divided into teams and worked on projects in ten different fields. These themes were inspired by the UN's sustainability goals.

During the hackathon, in addition to participants, organizers, partners, sponsors and mentors, several famous people appeared in webinars and Q&A sessions, including world-renowned chess player Gary Kasparov, former Guns'n'Roses drummer Matt Sorum with his wife Ace Harper, Director of Developer Platforms & Programs at Facebook, Konstantinos Papamiltiadis, founder of Future Ventures, and board member of both Tesla and SpaceX, Steve Jurvetson. And a separate, exclusive chat and concert with R&B artist Erykah Badu.



Overall winners

- Suncrafter
- Art on Crisis
- Material Mapper

Oslo Success Stories

Social media was a key tool when promoting startups and growth companies success stories. We’ve been tracking news articles mentioning Norwegian and Oslo startups in the international media and showcasing them on our channels. Here are some highlights of the year:

CEO of the Norwegian startup [@_noisolation](#) [@kdolva](#) is one of the [@bbc100women](#) for 2020. [🐦](#)

What if technology could help prevent catastrophes? Check out the story by [Fast Company](#) about Norwegian startup [OceanTherm](#) developing a method to "slow down" hurricanes. [f](#)

Norwegian [@GetKahoot](#) is raising big money internationally. The game company announced today that it has raised NOK 1,98 billion by the giant Japanese internet company [@Softbank](#) [🐦](#)

Wow! [REMARKABLE 2](#) made it to the [TIME 100](#) Best Inventions of 2020 list. 😊 Every year, the magazine highlights inventions that are making the world better, smarter and even a bit more fun. [f](#)

Ready for good news? 🙌 [QuantaFuel](#), the Oslo startup turning plastic waste into motor fuels, jumped the most ever in Oslo trading after finally starting operations at its first plant. 🌞 The Norwegian company hit the business headlines today on [Bloomberg](#). [f](#)

Fresh grown watermelon and zucchini in the middle of Dubai's desert. Check out the full story about the tech solution created by Norwegian startup [Desert Control](#) featured on [@CNN today](#) [🐦](#)

More than ever, our digital channels were important to shorten the distances and spread the word. In 2020, our social media channels had a 12% increase of total followers.

16,5k	14,2k	3392	3250	1824
Newsletter subscribers	Facebook followers	LinkedIn followers	Twitter followers	Instagram followers



Global connections

After several years connecting and exchanging business relations, the City of Oslo has built bridges between growth companies in Oslo and international markets. Currently, there are two main formats of joint efforts: business partnerships with cities and Memorandum of Understanding (MoU). The business partnership is a cooperation between Oslo and a group of cities as a priority market for creating valuable meeting arenas and business connections. The MoU is an agreement for collaboration that includes business, research, environment, health, education and culture. Learn more about this partnerships and other long time cooperations [here](#).

Why Hackney?

Both have a strong creative industry, emerging tech startups and a dedicated interest in sustainability. The City of Oslo and London Borough of Hackney have had the MoU business friendship agreement in place since 2013 and it's built on common objectives around issues like entrepreneurship, climate change, the smart cities agenda and building an inclusive economy.

Why Toulouse?

Oslo and the French city have a business partnership dating back to 2015. Since 2019 the MoU was formalized and the collaboration has been extended beyond the original fields of Innovation, Technology and Business development, to also include the topics Green and Smart City and Safe and Inclusive City.

Oslo

Hackney

Germany

Toulouse

Why Shanghai?

The relationship between Oslo and Shanghai goes way back. In recent years it has become increasingly focused around business and academic collaboration. The MoU was formalized in 2018 with the goal to facilitate trade opportunities between the two cities. Since then, the City of Oslo hosts the annual Oslo Meets Shanghai event, together with relevant players from both cities.

Shanghai

Why the Nordics?

To support Norwegian startups and growth companies we are building business networks and frequent presence in the Nordic countries. Oslo is a small fish, and when we are going global, Nordic collaboration can make a bigger impact and sometimes open different doors. In addition we collaborate with other Nordic cities and organizations on global trade missions or projects.

Why Germany?

Norway and Germany have a long history of cooperation, based on strong ties in business, trade and culture, as well as common values and a desire to attain results that promote dynamic development and progress. In a world rapidly changing around us, Oslo and Germany both focus on creating a digital society of welfare, equality and transparency.



The French connection: Oslo-Toulouse

In 2020 Oslo Business Region worked with a number of public and private organizations to elevate the collaboration between the cities in the fields of Urban Air Mobility, Hydrogen, Space Tech and Autonomous Transportation. Physical events in April during the two mobility conferences in Oslo had to be postponed, but digital matchmaking between industry peers was hosted during Oslo Innovation Week and two workshops on hydrogen aviation and infrastructure are happening in January 2021.

Our goal with the MoU between Oslo and Toulouse is to connect the cities closer to one another to strengthen our business communities and relationships. Using our tried-and-tested methods for business collaboration we expect to host several valuable meeting places, events, workshops and matchmaking sessions in 2021 in the four key areas outlined. This will be done in partnership with Kongsberg Innovation, Kjeller Innovation and many more on the Norwegian and French side.

Oslo Meets Hackney

3 December This year's edition was of course online but still gathered a team of fantastic guests speakers. The topic was the neighbourhood-based life.

On 3 December, we explored the 15 minute city concept: on how cities have adapted and will evolve further to suit neighbourhood-based life, as people look to connect with their local areas in a more meaningful way.

We heard from thought leaders in city administrations, startups, social enterprises, cultural organisations, evening economy and across industry.

On behalf of the City of Oslo, the event was organized by Oslo Business Region in collaboration with the Borough of Hackney, and companies and organizations from London and Oslo.

The introduction was hosted by Victoria Marie Evensen, Vice Mayor of Business Development and Public Ownership,

City of Oslo and Cllr Guy Nicholson, Cabinet Member for Planning, Culture and Inclusive Economy, Hackney Council. They shared the Memorandum of Understanding background between the cities which seeks to promote and enhance startup, business and commercial ties, as well as city to city official links, between Oslo and London, based on common interests and the sharing of knowledge within the tech and creative industries sector.

Next were talks by Helene Chartier, Head of Zero Carbon Development, C40 Cities about the concept of 15 Minute City, and Egil Johansen, Founder of The Kenton Pub and Linnea Elisabeth Svensson, Chair of Board at MØST on The Evening Economy.

Then a discussion between Petra Roberts, Cultural Development Manager, Hackney Council and Stevie Smith, CEO at Americana Music Association UK, followed by Diane Cunningham, Director of The Assembly Line about building local engagement in a 15 Minute City. The last talk covered the Future of Work by Charles Armstrong, Founder and CEO, The Tramperry.

At the end, there was a very special panel moderated by Fredrik Syversen, Director of Strategy and Business Development at ICT Norway and included Charles Armstrong, Founder and CEO of The Tramperry, Je Ahn, Founder and Director of Studio Weave and Tin Phan, Head Honcho at tin.uno.

“Thank you for inviting me to the event today, I’ve learnt so much about small changes that can make a huge difference to people’s wellbeing and health, living and working in the city. Americana Music Association UK loves Hackney and is very happy to hold our conference and festival’s there, we will continue to work with the council on community music projects going forward”

Stevie Smith, CEO at AMA UK

“I was delighted to take part in the Oslo Meets Hackney conversations with people looking to connect with their local areas in a more meaningful way. It is exciting to think about how arts, culture and the creative industries can support inclusive, resilient communities and add longevity to sustainability and regeneration through the 15 minute city concept”

Petra Roberts, Cultural Development Manager, Hackney Council



4.6

Average score
(from 1-5, where 5 is
the highest rate)

92%

Said the webinar
was useful for
their business

96%

Got valuable ideas
or insight to
their business

Oslo Meets Shanghai

16 June Over the past few months, international trade has changed and plans have been delayed, but the borders will open up again. In the meantime, we invited a group of experts to share best practices in business and building a network.

In collaboration with Norway Health Tech, Kunnskapsbyen Lillestrøm, BI Norwegian Business School, Innovation Norway Shanghai, SAMS, NCE Maritime Cleantech and Norwegian Consulate General Shanghai, Oslo Business Region hosted a webinar on market opportunities and business in China.

At this year’s Oslo Meets Shanghai, the goal was to explore why the Oslo companies should consider entering China – or why they shouldn’t, and what the businesses should be prepared for. The program included several business cases by companies who have been working in and closely with China for years.

The webinar was focused on growth companies and innovation businesses and covered three main sessions: Chinese market in Health, Clean Energy/Hydrogen and Smart, Green and Integrated Transports.

Intro to the Market: EdTech in Germany

18 June Breaking into a new market can be daunting. Who do you contact? Where do you go? Learning the do’s and don’ts from seasoned professionals can be a useful tool in order to get started.

We invited the Oslo startup community to our online session “Intro to the market: EdTech in Germany” to learn about which solutions the german market needs and how you should approach these opportunities from German Trade & Invest. The audience also heard from the Norwegian company FIRST Scandinavia, Newton about their experiences expanding into the german market.

4.3 Average score
(from 1-5, where 5 is the highest rate)

88%
Said the webinar was useful for their business

78%
Got valuable ideas or insight to their business

Oslo Compact City campaign

The Oslo Compact City Campaign 2020-2021 is the first part of a bigger Oslo Compact City Campaign 2020–2025, where the ambition is to attract people — the individual talent, along with startups, businesses, collaborations and investments to Oslo. We aim to position Oslo as your favourite compact city.

We promote Oslo internationally, as a leading city for innovation and entrepreneurship. With the production by Newslab, the project goal is to showcase the key aspects which makes Oslo your favorite place to build your startup.

“Real stories from real people”: People have already seen the Opera and heard about the *brunost*. In order to attract people to Oslo — to actually relocate here, permanently or temporarily, for studies, work or other career opportunities — we need to tell the stories that show what it’s like to actually live and work here. To do that, we want to share real stories from real people, each of them representing a different argument for why Oslo is a great place to be, whether you’ve just graduated as a software engineer, or you’re a senior marketer looking for new opportunities for yourself and your family. For each story, we’ll create and compile a selection of texts, images, statistics and, for some of them, a video.

Let’s go Oslo campaign

Together with Osloregionen, we have been finalizing our social media campaign “Let’s Go, Oslo”. The campaign will be launched in January 2020 and last until the end of March 2021, to promote the opportunities in our exciting startup and entrepreneur community in the Oslo region.

The campaign produced by Gyro aimed at attracting talent from the Nordic Baltic region to the Oslo region. The target group are young professionals who are either considering working for a Norwegian startup, or considering moving/expanding their company to another country.

Our main product will be short videos that will showcase both the benefits of living/working in the Oslo region, as well as showing clips and testimonies from a selected group of hubs. These videos will lead candidates to a landing page at Oslo Business Region’s website (to be launched: oslobusinessregion.no/join-oslo-startup-community) where more information about the selected hubs will be presented, in addition to information about what makes the Oslo region an attractive place to live and work.



Oslo Innovation Week

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 between public and private, startup organisations and corporates, Norwegian and international companies.

Since 2005, Oslo Innovation Week has brought together entrepreneurs, leaders, investors, innovation drivers, technology experts and creatives who all have one common goal: find new sustainable business solutions to everyday challenges.

21-25 September

Oslo Innovation Week 2020

This year, because of Covid-19, Oslo Innovation Week was for the first time a digital event. Between 21 and 25 September more than 25 000 people joined us, 45% of which were international. Oslo Innovation Week HQ went live from a purpose built digital studio in the Gamle Deichman library, going some way to create the much loved Oslo Innovation Week atmosphere.

The 2020 chapter was created by 157 partners and event organisers. The theme of Oslo Innovation Week 2020 was 'It's time to build' - during a pandemic we pushed forward those building for the future. Highlighting founders building a growth company, investors building a green tech portfolio, city planners looking for solutions that will create a greener, more inclusive city or a programmer building a cutting edge software.

Oslo Innovation Week 2020 included 87 events with over 400 speakers; 46% of which were female, 34% international and 30% startups.

Going digital

Like all events, Oslo Innovation Week 2020 had to adapt - we'd never considered going digital until March but together with our partners we met the challenge face on. The first ever digital Oslo Innovation Week was a success but there is room for improvement.

Regardless of the pandemic 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 like tech companies,

corporates, incubators, organisations and the public sector - all of which have been helped by the digitalisation of OIW.

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

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





Key numbers

Events

157

Event organizers
(2019: 153)

87

Events on Sustainable
Development
(2019: 63)

25k+

Attendees
(2019: 13 300)

Speakers

400+

Speakers
(2019: 486)

34%

International speakers
(2019: 42%)

46%

Female speakers
(2019: 51%)

Buzz

30

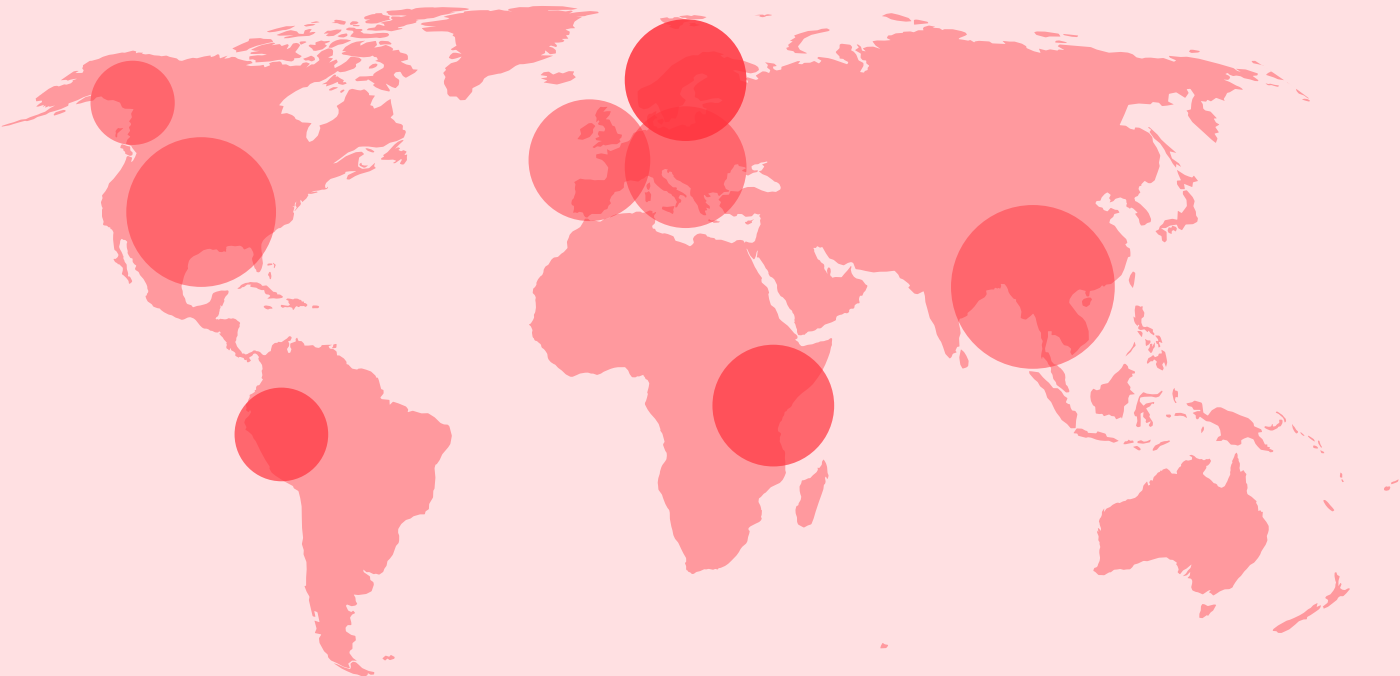
International media
(2019: 30)

17

Media articles
(2019: 183 Oslo European
Green Capital year)

Attendee demographics

Moving the conference to digital platforms made it accessible for more attendees to view at their leisure. Most of the content created during the week is still available for people to watch, meaning that a lot of views came after the actual week. It is therefore hard to accumulate the amount of attendees for Oslo Innovation Week 2020.



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, Sri Lanka, Pakistan etc.

25k+
Attendees
(2019: 13 300)

45%
International attendees

Backbone scores

Some things have always been important for Oslo Innovation Week, we call it our backbone: to showcase innovation in action, to bring forward new voices and to support diversity.

30%
Speakers came from startups or scaleups

329
Companies from 50 countries applied to OIW 100 Pitches.

5
Winners of OIW 100 Pitches.

Event organizers feedback

*** Why not 5?**
Some events entered the program late and thus did not reap the full benefits of Oslo Innovation Week's resources in terms of communication of their event prior to the week.

157
Event organizers
(2019: 153)

4.0
(1–5) was the score by event organizers as the value of being part of OIW 2020*

88%
Would like to be part of OIW 2021



Goals

Results and Highlights

1.

Highlighting **sustainable** and **green solutions**.

2.

International focus – over 50 countries taking part, taking advantage of the first ever digital Oslo Innovation Week.

3.

Curate the first ever digital Oslo Innovation Week as an **interactive event**, an arena where you could not only watch talks but also network and get new leads.



Theme, tracks & OIW studio

The theme was “it’s time to build”: highlighting the people and processes that need to take place for innovation to happen. Every player holds a tiny part of the puzzle, but together we can build something that will make the world a greener, better place for us all.

In addition to 70+ events created by our amazing community, we curated a program in collaboration with 5 partners: ICT Norway, Energy Valley, Norway Health Tech, Antler and Cisco. Throughout Oslo Innovation Week, these partners curated 3 sessions each that was broadcasted from the OIW Studio, on the digital platform Konf:

Monday 21 September:
ICT Norway – Circular Economy

Tuesday 22 September :
Energy Valley – Energy

Wednesday 23 September:
Norway Health Tech – Health Innovation

Thursday 24 September:
Antler – Accelerating Growth

Friday 25 September:
Cisco – Future of Work

4182

Virtual attendees in Konf

18

Hours of live content broadcasted from the OIW Studio at Gamle Deichman

Key numbers: Social media

1.1

Mill. in social media reach (2019: 39)

25.612

Followers across social media platforms (+ 10% increase from 2019)

Demographics

55%

Female followers

45%

Male followers

26%

International followers

74%

Norwegian followers



3.332

(+18% from 2019)



6.413

(+4% from 2019)



15.867

(+10% from 2019)

Demographics have been calculated using the native insight tools of Facebook, Instagram and Twitter. Measured 14 May - 29 Oct. Audience demographic numbers do not include information from Twitter, as they have removed their audience insight function.

OIW Concepts

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

The Official Opening

On Monday 21 September, we invited people from all over the world to tune in to the opening of the first ever digital Oslo Innovation Week. We heard from food warrior and CEO of TooGoodToGo, Mette Lykke. The keynote was given by critically acclaimed author of Loonshots: How to Nurture the Crazy Ideas That Win Wars, Cure Diseases, and Transform Industries, Safi Bahcall.

Live in the studio, we had Victoria Marie Evensen, the Vice Mayor of Business Development and Public Ownership from the City of Oslo, and Håkon Haugli, CEO of Innovation Norway.

Our host was Kristine Løvflaten Koslung, Project Manager at Kjeller Innovasjon.

Scaleup Workshop: Scaling Ocean and Energy Tech

Feeding and energizing a growing population are two of the most important topics for the future. In Oslo, one of the world’s leading Ocean Tech Hubs, we gathered the most experienced people from the Ocean and Energy industries to discuss how to accelerate global growth sustainably.

We invited investors, entrepreneurs and resourceful people to join us for this intimate and valuable session. OIW Scaleup Workshop is co-hosted by Argentum Asset Management, BI Norwegian Business School, and Oslo Business Region.



No Isolation wins Oslo Innovation Award 2020

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

No Isolation is a Norwegian startup, founded in October 2015. Their mission is to reduce involuntary loneliness and social isolation by developing communication tools that help those affected.

No Isolation was selected due to the company’s commitment to solving the global loneliness crisis through the creation and implementation of warm technology: tailored solutions designed to address the specific needs of the few, not the many.



OIW 100 Pitches

OIW 100 Pitches has become one of the leading platforms for seed stage startups solving global challenges. The 2020 edition was fully digital, and was hosted by Bjørn Lapakko, from Startup Norway.

329 startups sent in their 3 min video pitches.

The jury selected the top 100 pitches. From these 100, the jury shortlisted 3 companies from 5 different tracks. The selected 15 companies presented their solution live on Tuesday 22 September.

The startups competed in 5 tracks:

- Ocean - supported by DNB Bergen
- Health - supported by Norway Health Tech
- Energy - supported by Techstars Energy
- Equality - supported by Plan Norge
- Smart Cities - supported by U4SCC

The winner of each track was presented live during DNB NXT on Wednesday 22 September.

The winners of OIW 100 Pitches 2020 were presented at DNB NXT, Wednesday 23 September.

The winner of each track was:

-
- Citispotter LTD (UK) - Equality
- Bulbitech AS (NO) - Health
- Metapod (NO) - Ocean
- AC Biode (LU) - Energy
- Material Mapper (NO) - Smart Cities Track

Previous winners of OIW 100 Pitches are: Evoy (2019), Manolin (2018), Chooose (2017), HomeControl (2016) & SkinAnalytics (2015).



329

Startups applied to pitch at Oslo Innovation Week 100 Pitches 2020.

50

Innovation is global. Startups from 50 countries applied.

1.83k

Viewers watched the finale, hosted by DNB NXT.



The Buzz: Media

Oslo Innovation Week has built a strong relationship with the international press for the last 5 years. Going digital in 2020 just made press relations even more important. We invited all relevant news outlets based on this year's digital strategy: bringing visibility to the international market reputation, international investors and building the confidence for the whole Oslo business & innovation community.

We pitched real, innovative tech solutions - and strongly related to Covid-19 – coming from Oslo Startup Community and showcasing collaboration with the ecosystem on saving lives (healthtech) and increasing productivity (edtech, fintech).

Regarding the new format, we knew we had to offer an engaging fresh experience to the media. The main calls to action of the project was to build daily awareness of the event (speakers, topics, companies) while bringing the Oslo experience to journalists sitting in their home offices. The experiment resulted in a positive feedback on the survey.

Key numbers press

16

Nationalities
(2019: 16)

30

International journalists
registered (2019: 30)

17

Articles published
(2019: 183 Oslo European
Green Capital year)



Key Media

La Razón	L'Usine Nouvelle	Postimees	The Economic Times
Ethos Magazine	Deutsche Welle	Tech.eu	Czech Radio
Arctic Startups	Maddyness	PTV World Pakistan	Irish Tech News
Wired	Yahoo! Japan	Usbek & Rica	Shifter

Feedback from journalists

5

How would you rate
the support from the
press team?
(1–5)

100%

Would like to attend
Oslo Innovation Week
next year

100%

Are happy with the
press program
activities

Press Clippings



Support for business amid Covid-19

The Corona virus outbreak was a major challenge for Oslo businesses in 2020. A new task this year was to support growth companies in Oslo and the Oslo startup community by sharing information related to funding, legal advice and other resources amid the pandemic.

Oslo Business Region worked closely with the City of Oslo, Viken, the Norwegian government and other relevant institutions to help growth companies in Oslo and the Oslo startup community to navigate different business packages and financing opportunities during and post Covid-19.

In order to accomplish that, we worked on a resource pool on our website, we hosted webinars to share the information to a broader audience and we partnered with key players to conduct surveys, in order to listen to the Oslo community and get real insights from the impact of the pandemic.

Supporting startups in Oslo during Covid-19

The work started just after lockdown in March with partners to produce and distribute Covid-19-related information to startups in Oslo. Among the activities, we offered a new service called Covid-19 Advisory Support, a direct line for anyone from the community in need of information, guidance or connections. The results of the Covid-19 Advisory Support services, such as surveys, webinars and announcements, were regularly featured on the Oslo Business Region events calendar, newsletters and communication channels.

No one really understood anything in the early days of lockdown. We quickly acknowledged this and started asking people in our community about what they saw and experienced. We figured that collecting and interpreting real experiences would give us a better way of providing help.

Reading through answers from the startup ecosystem on our first survey was a humbling experience. Many experienced immediate and severe consequences to their businesses.

In early spring we established relations with public financial institutions such as Innovation Norway, The Research council of Norway, Investinor, Regional research fund Oslo and Viken and Siva to better serve our community. We also maintained a very close relationship with the City of Oslo and their funds. These partners have provided very valuable information about financial support for the ecosystem that we have communicated through our website, newsletter and social communication channels.

We opened up for the innovation community by having 1–1 talks to understand their business needs. What did incubators, accelerators and other startup spaces need to support their companies, and how were they affected? A series of meeting places was organized to provide timely information about financing opportunities and other programs designed to help mitigate the negative business impact.

After the first wave we organized a workshop together with Siva to learn more from a group of coworking spaces, accelerators and incubators providing infrastructure for many startups. We initiated a partnership with IKT-Norge, SMB-Norge, Abelia and Virke to get insights for how startups and SMBs were doing.

We also set up a funding community channel on Slack to provide real time feedback to entrepreneurs – the OBR funding community. This was done to make it easier for companies to ask questions, get fast replies and increase transparency. This is in keeping with our tradition of facilitating knowledge and experience sharing rather than trying to hand out advice.

Survey on how startups and SMEs are affected by Covid-19

This survey was conducted in collaboration with Abelia, IKT-Norge, Virke and SMB-Norge. We received 496 responses in the survey, mainly from a wide range of companies in Oslo and Viken. Most companies have less than 50 employees.

Summary:

- More than half (56.8%) of the companies are negatively or strongly negatively affected financially by Covid-19. Negatively affected (37.4% and very negatively 19.4%.
- One third of small and medium-sized companies in Norway answer that it is critical for operations in the next 3–6 months. 10% answer that it is critical in the next 1–2 months.
- For more than half, the situation is due to lack of sales (55.7%) and restrictions 32.6%. 17.7% states no financial support and 15.7% low krone exchange rate. 8.1% report a lack of investment capital.
- 73% answer that they have not laid off employees so far and 87% answer that they have not used furloughs.
- 45% can manage to keep their operation going under the current situation for more than 12 months. A total of 37% answer that it is critical in the next 3–6 months. 11% says next 2 months is critical.
- 52.8% answered that there is less activity due to Korona. 10% report increased activity and 26% answer it is as normal.
- 30% say they have received financial support – mainly from the Compensation Scheme.



22 June

**Innovation Norway 101:
A practical guide to apply for funding**

We invited Joachim Thorsen, Innovation Adviser at Innovation Norway to answer the most asked questions about applying for grants and opportunities at Innovation Norway.

The event also shared an overview of funding opportunities. In addition to which opportunities can be a fit for your company and what is important to consider when applying for the different funds.

3.8 Average score
(from 1-5, where 5 is the highest rate)

77%
Said the webinar was
useful for their business

67%
Got valuable ideas or
insight to their business

8 September

**The Impact of Covid-19
on venture capital**

Covid-19 has affected our families, our workplace, our communities and our daily life. The goal of this event was to find out how the pandemic affected Norwegian risk capital.

The event also shared an overview of funding opportunities. In addition to which opportunities can be a fit for your company and what is important to consider when applying for the different funds.



30 October

Funding your research

What regional research funds are and how you can apply. This webinar aimed at entrepreneurs looking for insight on how to fund your research. Together with the City of Oslo and Regional Research Fund, we walked the audience through the basics of getting started with funding your research and building a new and innovative company.

What is research and why is it important for starting up a new business were the first topics of the session, with guest speaker Alexander Woxen Partner in Norselab and former CEO in StartupLab.

We have also learned how to get started with funding research with Regional Research Fund Oslo by Vibecke Hverven the chair of the board and head of secretariat Anne Solheim. Followed by great tips by Eva Steen CEO in Uppacked.

Regional research funds are a great way to start your research journey both in the starting phase and for later research projects. There are 11 regional research funds for different parts of Norway. The purpose of Regional Research Fund Oslo is to strengthen the research capacity in the region through funding

research and development (R&D) and mobilising industry and the public sector to increase investment in R&D.

The City of Oslo aims to be the first emission free large city by 2030. The political agenda has a strong focus on sustainable solutions that will help make Oslo a greener, more inclusive city.



9 November

Smart Oslo: City of Oslo meets startups

The event was a collaboration between the City of Oslo, StartupLab and Oslo Business Region. Smart Oslo is a new opportunity for the municipality to fund, test and develop projects with early phase startups. By joining this event the audience had an overview of Smart Oslo possibilities for your business, heard about exciting collaborations done between startups and the City of Oslo and four new opportunities by startups.



#BeNice

Code of Conduct

Oslo Business Region moves from implementing the BeNice code of conduct as response to MeToo in 2017, to strengthening our general engagement and focus on unconscious bias, discrimination and inclusion. We aim to mobilise a startup community that spearheads diversity and inclusiveness, and will explore a variety of different initiatives to make Oslo a role model for other startup cities.

This includes, 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

Our People

Siw Andersen
CEO

Jørn Haanæs
Startup Director

Fredrik Salberg
Producer

Martine Mæland
Project Leader Startups

Mari Wachelke
Communications and Profiling Manager

Tom Miskin
Project Leader, Oslo Innovation Week and Nordics

Juliane Salicath Gordner
Project Coordinator

Marinette B. Hexeberg
Financial Advisor (Covid-19)

The Board

Johan Chr. Hovland
(director of the board)

Director of Hydro Power Operations at E-CO Energi AS. Has been SVP for Corporate Communication and Public Affairs in the energy company Hafslund ASA, in the branded consumer goods Orkla ASA and in the metals producer Elkem AS. Hovland has also worked for the Federation of Processing Industries and the Norwegian Ministry for Industry and Energy. Holds an MBA from the Norwegian School of Economics and Business Administration (NHH).

Inger Johanne Solhaug

Has extensive experience from the fast moving consumer goods industry. She has held leading positions in Orkla for 20 years, among them being Executive Vice President and member of Orkla Group Executive Board and CEO of Nidar. She is currently Director of Business Development at Insula AS. Ms. Solhaug has been a member of the board in PSI Group ASA (currently StrongPoint) since April 30, 2015.

Waseem Shad

Investment Manager at Norvestor Equity, focusing on IT and technology investments. Has previously worked with Abax, Wema, Crayon, Life, and Panorama for Norvestor, and has also been CFO in Crayon Group post-acquisition and delisting in 2012. He currently sits on the Board of IT Gården AB, an IT outsourcing company based in South-Sweden. Holds a BA in Business and Economics from the Norwegian School of Management and an M.Sc. in International Accounting and Finance from Cass Business School (London City University), London.

Credits

Images

- 4. Gorm K. Gaare
- 7. Julie Hrnairova (1–2)
OBR (3)
- 9. Gorm K. Gaare (1–2)
- 11. Sturlason
- 13. OBR
- 20. Tore Meek
- 23. Gorm K. Gaare
- 27. Thomas Johannessen
- 28. Julie Hrnairova
- 29. OBR
- 35. Oslo Science Park
- 36–37. Frode Skaren/Uglylogo
- 40. Thomas Johannessen
- 43. forty five degrees/OAT
- 47. Didrick Stenersen
- 50. Shutterstock
- 53. Didrick Stenersen
- 59. Gorm K. Gaare
- 60. Gorm K. Gaare
- 65. Gorm K. Gaare
- 68. Gorm K. Gaare
- 69. Gorm K. Gaare (1–2)
- 70. Gorm K. Gaare
- 71. Gorm K. Gaare
- 75. Gorm K. Gaare
- 80. Cottonbro
- 81. Jan Khun
- 82. Gorm K. Gaare

Design

Metric



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