

# STARTUP LAB

Empowering Tech Founders  
to Go Further



Startuplab is Norway's largest incubator and early-stage investor for the country's most ambitious technology startups.



ABOUT

**600+**

Applications  
Per Year

**<10%**

Acceptance  
Rate

**450+**

Alumni

**110+**

Current  
Companies

**150**

Investments

**3500+**

Jobs Created

# WE'RE HERE TO STIMULATE GROWTH

## Incubator



~4500m<sup>2</sup> office space

Dedicated SL team advisor

Fully equipped hardware lab

115 startups today

450 startups since 2012

## Accelerator



3 month program twice a year

Up to 3 MNOK in funding

6-10 startups per batch

12 batches since 2016

90+ startups accelerated

## Investments



340 MNOK raised

1-3 MNOK avg investment

~10% ownership

20-25 investments per year

140 companies in portfolio

# THE BROADER STARTUPLAB NETWORK

Providing a powerful network to empower the most ambitious and talented tech founders in Norway to succeed internationally.

## CAPITAL

STARTUP  
LAB

nysnø  
Climate Investments

DNB

ALLIANCE  
VENTURE

IDEKAPITAL

NORSELAB

FIRDA

Investinor

ANTLER

And Many More

## INDUSTRY & CORPORATE PARTNERS

telenor

CISCO

DNB

DNV

Eidsiva.

ENTUR

equinor

Fremtind

GRØBERG

Gjensidige

if

Microsoft

Møller  
Mobility Group

NTN

Nye  
Veier

OBOS

Oslo

posten bring

Schibsted

SKANSKA

Statens vegvesen

Statkraft

AVINOR

Terning  
Tross

VW

SpareBank

SANDS

SpareBank  
SILVANGER

## STARTUPS

## GOVERNMENT & STAKEHOLDERS

Construction  
City

Norwegian Centres of Expertise  
NCE Seafood  
Innovation Cluster

energy  
valley

Norwegian Centres of Expertise  
NCE Smart  
Energy Markets

windcluster  
NORWAY

SOL  
ENERGI  
KLYNGEN

siva  
Setskapel for industrivekst

Oslo

Innovation  
Norway

## ACADEMIA & RESEARCH

NTNU  
Norwegian University of  
Science and Technology

SINTEF

NGI

NHH

UiO

NR

toi

°CICERO

OSLOMET

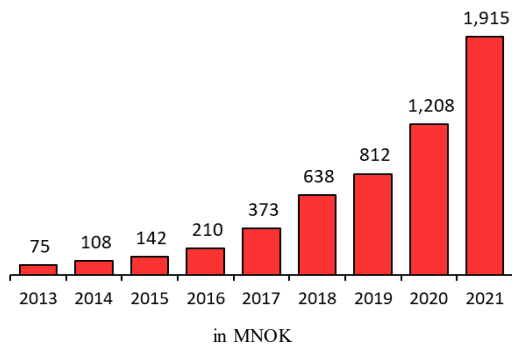


# STARTUPLAB COMPANIES' PERFORMANCE

## JOBS CREATED

> 3500<sup>(1)</sup>

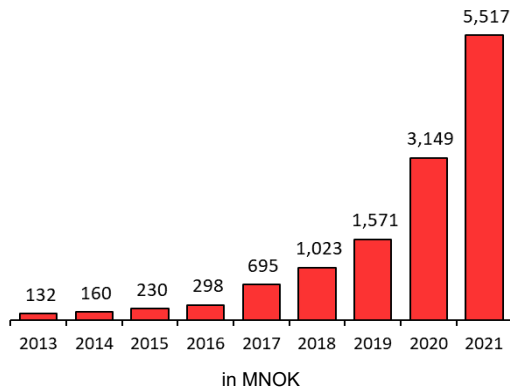
### Aggregate Salary Expense



## REVENUES (as of 2021)

> 5,5B<sup>(1)</sup>

### Aggregate Revenue



## GROWTH COMPANIES

SL Companies With Either:

> 100 Employees      > 100M Revenue      > 500M Valuation

Market Cap<sup>(2)</sup>

**Kahoot!** 12 223 MNOK

**OTOVO** 2 708 MNOK

**Huddly** 896 MNOK

**zwipe** 222 MNOK

**reMarkable**

**ZiVID**

**Oncolmmunity**

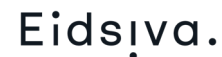
**ATTENSI**

**Heimdall Power**

**ardoq**

**Dune Analytics**

# OUR PARTNER NETWORK



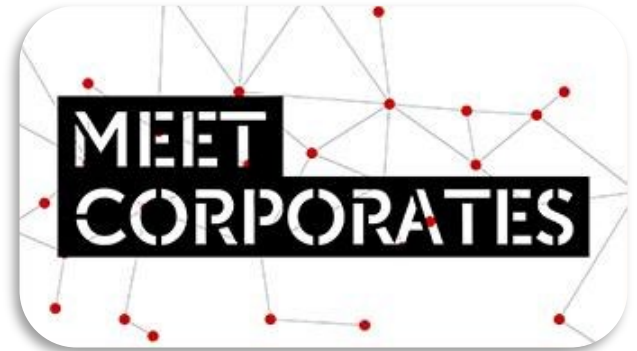
Statens vegvesen





## PARTNER ENGAGEMENT ACTIVITIES

- **Matchmaking and Scouting**  
Matching startups and corporates for commercial partnerships, collaboration or investments.
- **Industry Programs and Accelerators**  
Strategic involvement in specific domains e.g. Mobility, Energy, Fintech, Construction & Real Estate, Hardware, Data Science.  
Involvement in Accelerator programs.
- **Corporate Venture Network**  
Network of corporate investors (CVC) to learn and share insights on early-stage investing.
- **Corporate Innovation Network**  
Network of innovation leaders from partners to learn and share insight on large companies challenges and best practice.
- **Events**  
Collaborate with corporate partners on various events.
- **Facilities**  
Use of office desks, meeting rooms and larger hosting space at Startuplab.



## OUR INDUSTRY PROGRAMS

Startuplab's targeted industry programs provide the network to connect Norway's most innovative corporate leaders, academics, government entities, and founders.

### ENERGY



Energy Gen.  
& Green Fuels



Energy Infra.  
& Storage



Energy Efficiency  
& Electrification



Transportation  
& Mobility



Other  
Cleantech

### FINTECH



Sustainable  
Finance



Financial  
Services



Data & Security



Retail &  
Payment



Blockchain

### MOBILITY



Mobility  
Services



E-mobility &  
Battery Tech



Logistics &  
Delivery



Autonomy



Connectivity,  
IoT & Data

### CONSTRUCTION



Management  
Tools



Design Automation  
& Optimization



Circular & Future  
Materials



Industrialized  
Construction



Smart  
Buildings

# STARTUPLAB CONSTRUCTION

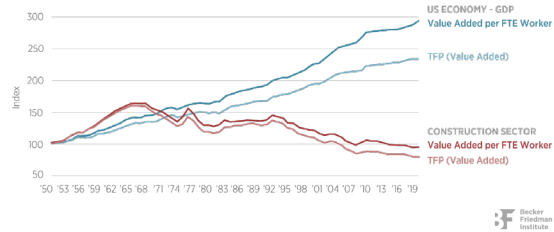
An industry program and network  
supporting Norwegian contech and  
proptech startups.



# WHY A CONSTRUCTION PROGRAM

## PRODUCTIVITY GAP

Indexes of Value Added Per Full-Time-Equivalent (FTE) Worker and Total Factor Productivity (TFP), Overall US Economy and Construction Sector (BEA Data)



Becker Friedman Institute

*The productivity gap in construction highlights the need for innovation. The sector should view strong VC interest in related startups as a valuable R&D funding source, driving growth and maximizing project potential.*

## GREEN TRANSITION



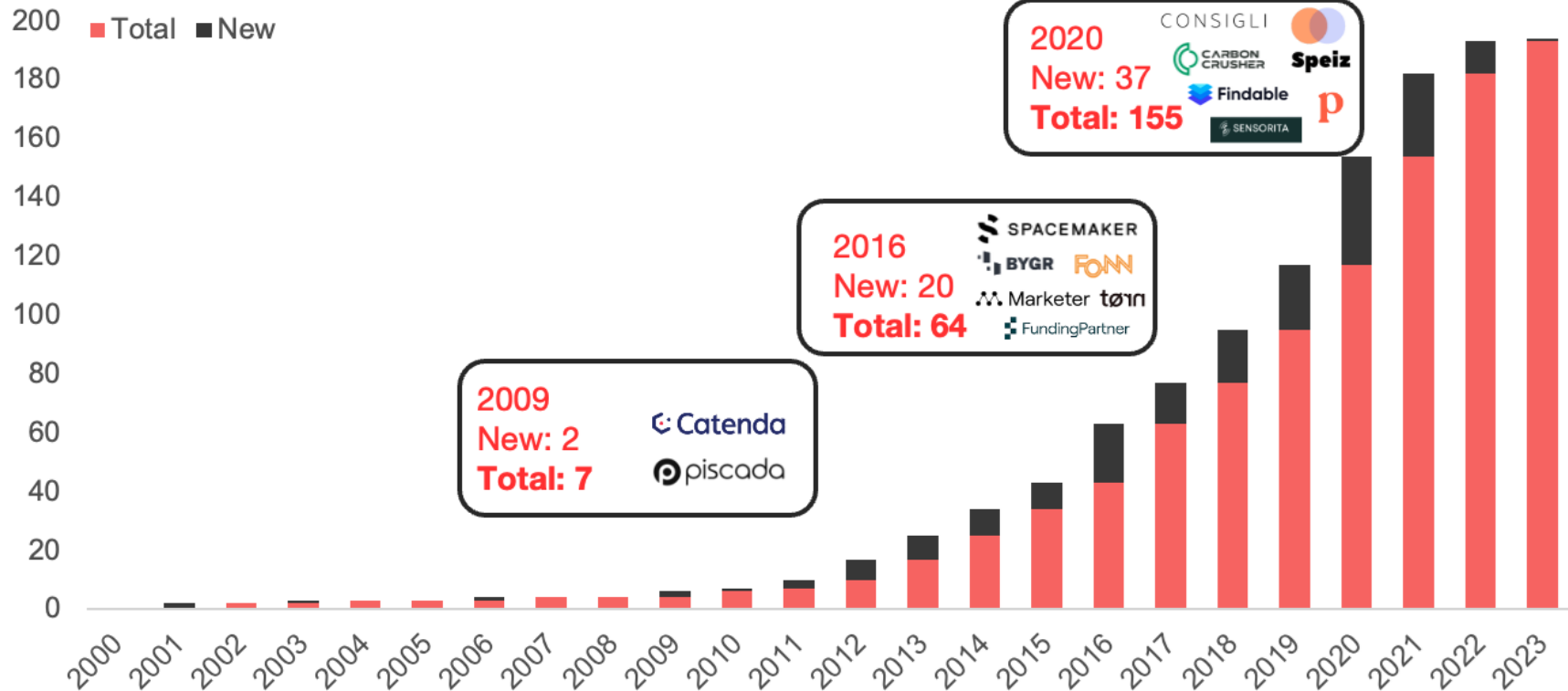
*The green transition in construction is vital, as the industry accounts for 40% of energy consumption. The EU taxonomy promotes a shift in financing towards eco-friendly building projects, catalyzing sustainable development and responsible resource use*

## COMPETITIVE EDGE



*Startuplab Construction leverages Norway's expertise in advanced BIM and machine control, creating an ideal environment for testing innovative technologies. Drawing inspiration from pioneers like Spacemaker and nLink, the program fosters industry growth.*

# NORWEGIAN PROPTECH & CONTECH FOUNDED



SL

We see good growth in number of new start-ups within the AEC sector

HOW?

1

HIGHLIGHT AREAS WITH  
GREAT CONDITIONS FOR  
EXTERNAL INNOVATION

2

ASSIST STARTUPS THAT  
SOLVE KEY CHALLENGES  
IN GROWING FASTER

THE PARTNERS THAT HELP  
REALIZE THE POTENTIAL

## WINNING MINDSET

*DET ER IKKE HVA OBOS SKAL FÅ UT AV DET, MEN HVA  
OBOS KAN BIDRA MED* - DANIEL SIRAJ - CEO, OBOS



**SKANSKA**



# KEY AREAS TO FOLLOW

## MANAGEMENT TOOLS



Project Management  
Climate reporting  
Financing  
Tenant services  
Documentation  
Maintenance  
Marketplaces

## DESIGN AUTOMATION & OPTIMIZATION



Geotech  
Design Optimization  
BIM  
Digital Twins  
Design tools

## CIRCULAR & FUTURE MATERIALS



Circular Materials  
Bio Materials  
Energy Efficient Materials

## INDUSTRIALIZED CONSTRUCTION



Modular construction  
Robotics  
3D Printing  
Security & HMS  
Logistics

## SMART CITY

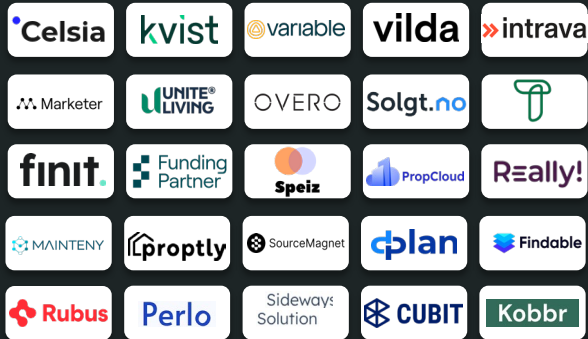


Energy optimization  
Smart Home  
Energy Production



# SL CONSTRUCTION COMPANIES

## MANAGEMENT TOOLS



## DESIGN AUTOMATION & OPTIMIZATION



## SMART CITY



## CIRCULAR & FUTURE MATERIALS



## INDUSTRIALIZED CONSTRUCTION



## WHAT WE DO

### ❑ **Warm introductions**

We connect startups with corporations & industry, investors, universities, research institutions, and policymakers working within construction and real estate.

### ❑ **Collaboration**

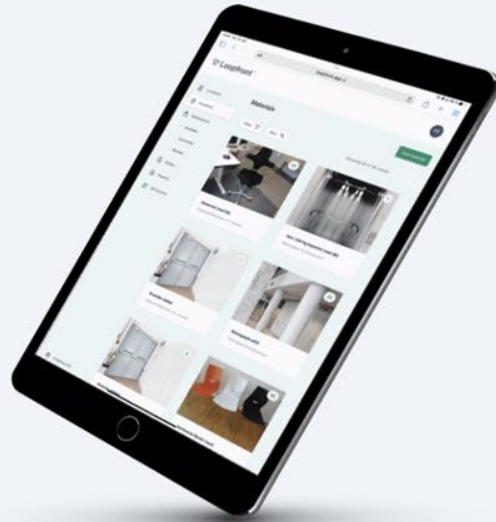
We facilitate and support new partnerships through events, workshops, introductions, pilot projects, investment opportunities, and more.

### ❑ **Insight**

We keep a continuously updated overview of the construction startup ecosystem and relevant stakeholders. We work closely with key stakeholders and corporates to understand their needs, operations, and future business opportunities.

**Save money** by  
using what you  
already have

...while reducing **CO<sub>2</sub>**  
**emissions** and **waste**.



**Loopfront**

# Unlock the Power of Your Building's Data

The one API for building owners & service providers. Get access to your commercial building's real-time data.





sirken

Overskuddsvarer  
direkte fra byggeplass

# Enkel miljøsertifisering.

init forenkler gjennomføring av miljøambisiøse byggeprosjekter.

BOOK DEMO

# SENSORITA

DATA-DRIVEN WASTE MANAGEMENT





# HÖJNE

Nytt liv til murstein



# STARTUP LAB CONSTRUCTION

