

oslo
innovation
week 23–27 Sept
2024

Annual Report 2024



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Executive summary

Oslo Innovation Week 2024 celebrated 20 years of innovation and collaboration. With the theme Pioneers, we welcomed over 18,000 participants to 80 events in the heart of Oslo.

The city buzzed with founders, investors, community leaders, and government representatives, all focused on building a better future through technology and sustainable solutions.

With 27% of attendees from 41 different countries, this year's event highlights Oslo's growing importance on the international stage.

VC firms showed unprecedented interest this year, with 265 VCs in attendance—165 of them from outside Norway. Among these were prominent climate-tech investors from Europe, reinforcing Oslo's position as a hub for sustainable innovation

Media coverage was also significant, with 15 international journalists reporting on the event and producing over 30 articles about the innovative startups and scaleup central to Oslo's dynamic ecosystem.

We extend our sincere thanks to our partners who helped make this year's

event successful. Special recognition goes to the City of Oslo and Innovation Norway for their ongoing support.

As we celebrate 20 years, it is clear that Oslo Innovation Week thrives because of our active community.

*- Tom Miskin, Oslo Business Region
Project Lead of Oslo Innovation Week*



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400+ speakers on stage



attendees - 41 countries



52% female speakers



265 VC firms participated



Saga Robotics wins
Oslo Innovation Award



18.000 attendees



Oslo



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Oslo Business Region

Key results

OIW GOALS	KPI	RESULTS
Support and build Norwegian growth companies	30% international visitors	27% international visitors
Support and build Norwegian growth companies	40 events hosted by 80+ companies contribute to filling the gaps scaleups need support with talent and investment.	80 events by 200 organisations
<ul style="list-style-type: none"> Profile Oslo and Norway as a destination to do business 	25 international press articles published	35 international press articles published
<ul style="list-style-type: none"> Attract and retain more tech talent to the Oslo startup ecosystem 	30% of followers on all OIW social channels are international	32% followers are international
<ul style="list-style-type: none"> Attract more investment and business to Norwegian companies 	150 international VC firms attend and take part in Oslo Innovation Week 2024	165 International VC firms attended OIW

Timeline

	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
Events	80	81	76	84	87	63	56	53	75	72	60	50	35
Event organizers	200	150	100	136	157	153	144	142	115	94			
Attendees	18k	16k	15k+	30k+	25k+	13.3k	13.4k	11k	10.7k	9.4k	8.6k	5.5k	5.7k
International attendees	27 %	25 %	33 %	33 %	45 %	31 %	31 %	24 %	21 %	19 %			
Production cost (in MNOK)	51	47	22.1	32.5	31.5	35.2	35.7	24.7	21.6	16.9	12.6	7	5

Event Highlights

Official Opening

On 23 September, Oslo Innovation Week 2024 officially opened at Høymagasinet, bringing together 300 founders, investors, and business leaders to celebrate the theme "Pioneers" for the event's 20th edition.

Hosted by Lauga Oskarsdottir, CEO of Noora, the stage program included a welcome by Oslo's Vice Mayor, Anita Leirvik North, followed by the Oslo Innovation Award and an inspiring Scaling Talk with Ravi Belani of Alchemist Accelerator and Håkon Haugli, CEO of Innovation Norway.

81

NPS Score



Oslo Innovation Award

Saga Robotics, a pioneer in agricultural robotics, has won the 17th edition of the Oslo Innovation Award for their revolutionary robot, Thorvald. The jury—Marit Rødevand (Strise), Tor Bækkelund (RunwayFBU), and Pauliina Martikainen (Maki.vc)—chose Saga Robotics over Glint Solar, Intelec, Völur, and wheel.me.

Thorvald enhances sustainability by reducing environmental impacts and boosting productivity, supporting the UN's Sustainable Development Goals.

Saga Robotics has shown rapid growth, expanding in Europe and California with 100 robots in operation and plans to increase that tenfold. Their commitment to sustainability, strong governance, and ethical practices make them a leader in agricultural innovation



Empowering Tomorrow's Entrepreneurs

SEFiO (Studententreprenørskap i Oslo) is dedicated to promoting student entrepreneurship in Oslo.

The **Generation Innovation** event showcased five outstanding projects from SEFiO's member schools, competing for up to NOK 100,000. startup **Enable** won both the Jury Prize and the People's Award for their platform that simplifies assistance and care for those in need.

The jury consisted of Tonje Ørnholt, Trond Riiber Knudsen, Tobias Studer Andersson, and Fredrik Harestad.





International Scaling Workshop

The Innovation Norway International Scaling Workshop, "Building Speed & Scale: Designing Your Growth Machinery," brought together participants from 11 growth companies. The event featured interactive sessions on The Focus Framework and fundraising strategies for scale-ups, led by Ravi Belani from Silicon Valley.

Participating growth companies

Avismo, Defigo, Mob, Newcode, Norwegian Mycelium, Roest, Simli, Unlisted, Viuado, Crowdworks, Infinigrid

Pioneers of Oslo Innovation Week

Winner 100 Pitches
By DNB NXT, StartupLab



A predictive tool for antibody drug conjugates.

Climate Tech startup of the year
By StartupLab



Sensor fusion for detection of lithium-ion-batteries in waste streams

Proptech startup of the year
By Proptech Norway



Powerful digital twin & BIM platform

Proptech scaleup of the year
By Proptech Norway



Automated AI-powered workflow for building documentation

Oslo Innovation Award
By City of Oslo



Agricultural precision robotics

Winner Founders Live
By Founders Live



Circular flower agreement for companies

Startup of the Future
By SEFiO



Simplifying assistance and care for those in need

Organisation

Oslo Innovation Week

2024 Event Organisers

Education & Science



Public institutions



Owner & Project Manager



Partner



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Networks & Community



Business



Finance & Investors

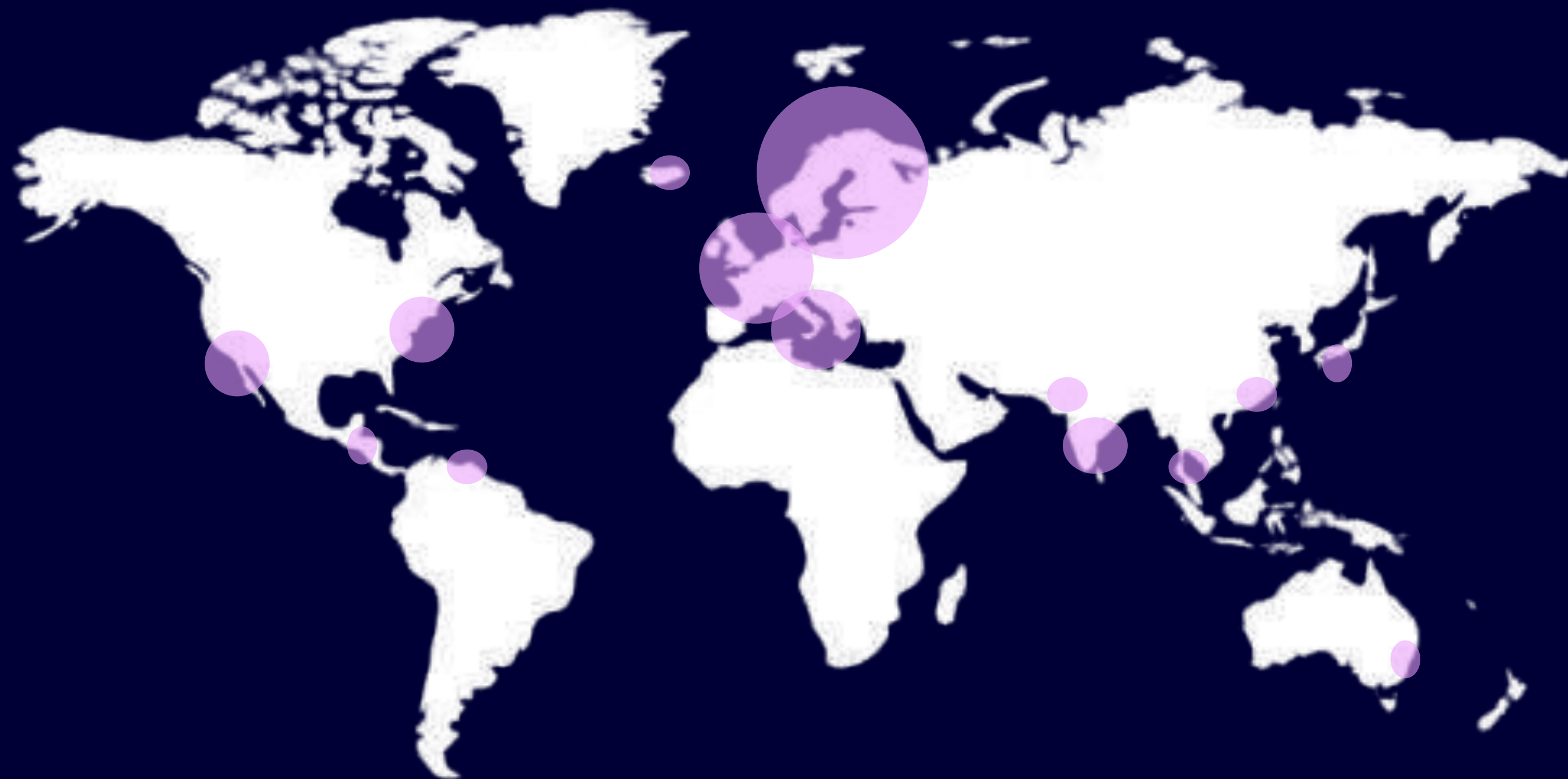


Participation

Attendees

Where do attendees come from?

Oslo Innovation Week 2024 attracted a diverse global audience, with Sweden, the UK, Germany, Denmark, and Finland leading attendance. In total, attendees from 41 different countries were represented, showing especially high participation from Nordic and Western Europe and the US.



18.000

Total event attendees

27%

International attendees

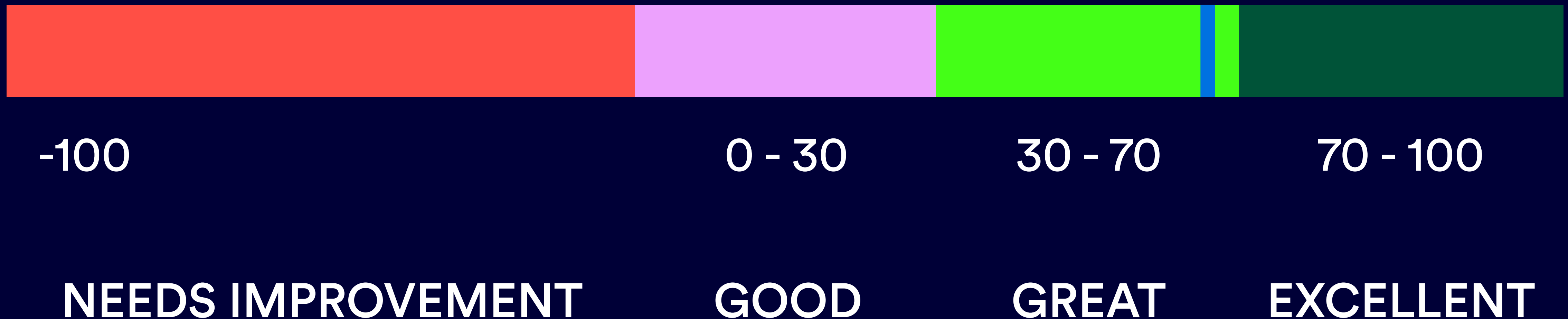
41

Unique countries represented

How likely are you to recommend this event?

In 2023, we began using **Net Promoter Score (NPS)** to measure event value. Event organisers asked attendees, “How likely are you to recommend this event to a friend or colleague?” Based on 39 responses, the average NPS score was 62, indicating positive attendee sentiment.

What is a good NPS score?



Investors

Investor attendance

A total of 265 investment firms joined, up 47% from 2023. Of these, 158 were international, with investors from 26 countries, including 30 from the US. Most came from the UK, Germany, and Sweden. The majority of leading European climate tech funds were also participating.

265

Investment firms

158

International firms

+47%

Increase from 2023



Investors feedback

SPEEDINVEST

“You convinced me to come and I didn’t regret it a second. I will for sure be back next year.”

ADARA VENTURES

“The event was fantastic, and you were an amazing host. Really looking forward to attending next year.”

WORLD FUND

“We had already some follow ups after OIW. It was a great week! Thank you very much for your support and the great organisation.”

AENU

“It was an excellent event, and loved connecting with the local ecosystem.”

Media

International media

We hosted a media delegation from 15 international outlets, featuring a press briefing at Remarkable and a site visit to Over Easy Solar. All attendees would return next year and rated the press team's support 5 out of 5.

15

International media outlets

35

International media articles published

as per 01.11.2024

POTENTIAL REACH

- 20 million - Entrepreneur Magazine
- 800,000 - Fair Observer
- 18 million - El Espanol - Disruptores e Innovadores
- 11.5 million - Fast Company

- 6.8 million - Euronews
- 13,000 - Ethos Magazine
- 40,000 - Sesamers
- 480,000 - Grit Daily
- 100,000 - EU Startups
- 80,000 - Monocle

- 70 million - Forbes
- 400,000 - Äripäev
- 4 million - Czech Radio
- 1 billion - DW Radio
- 17 billion - Yahoo News Japan



Journalist feedback

Monocle, DW

“If you want to know what's stirring in Oslo's and Norway's startup scene, there is no better place to start than OIW.” - *Lars Bevanger*

Yahoo! News Japan

“OIW is so exciting that I want three more of myself to cover events.” - *Asaki Abumi*

Sesamers

“My experience at Oslo Innovation Week [...] was nothing short of exceptional. As a first-timer, I was thrilled to dive into the vibrant startup ecosystem and connect with some of the most innovative minds in the industry.

Recording several podcast interviews during the event allowed me to capture the energy and forward-thinking ideas that define Oslo's entrepreneurial scene.

It was an inspiring and enriching experience, and I look forward to returning in the future!” - *Ben Costantini*

EuroNews

“Oslo Innovation Week gave me a fantastic opportunity to meet a very wide range of Norwegian startups and companies that I wouldn't have gotten very easily otherwise.

These companies are doing such amazing things, and their stories deserve to be told on a global stage. I'm very proud to have gotten the chance to help do that.

If you're a tech, climate or sustainability enthusiast- this is the place to be.” - *Indrabati Lahiri*

Outcomes

Engagement

Marketing

Our pre-event marketing focused on a multi-channel digital campaign, including testing of some new channels. Total Marketing Impressions: 886,948

886,948

Marketing impressions

Flytoget Campaign

The campaign targeted international business travellers. From May 27 to June 13, the campaign reached **378,770 travellers**, averaging **1,240 video playbacks per day**.

Digital Campaigns

We ran a **targeted LinkedIn campaign** to increase international participation. Alongside an **online banner campaign** targeting the innovation and startup communities in Bergen, Stavanger, Trondheim, Bodø, and Tromsø.

Promo video

In the lead-up to Oslo Innovation Week, we promoted the theme "Pioneers" through a video highlighting Oslo's vibrant startup and innovation ecosystem. The video generated **25k views** on YouTube.

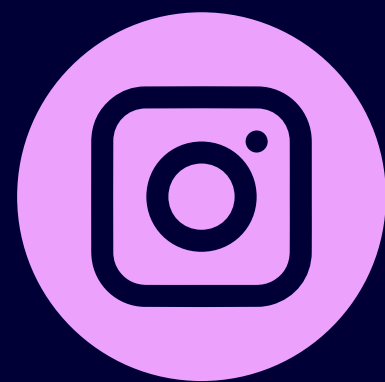
Community building

Organic Social Media



8756

+35% from
2023



5156

+8% from
2023



16.000

0% from
2023



6391

-1% from
2023

32%

international followers

3,387

newsletter subscribers



Media

35+ international media clippings

A selection of the highlights:

- Oslo supera a Madrid y Barcelona en inversión europea en startups: así se fragua el despertar nórdico - *Alberto Iglesias, El Español, Spain*
- New Norwegian technology can break down textiles into fibers. It doesn't need chemicals or a lot of water - *Jakub Lucký, iROZHLAS, Czech Republic*
- Inside Europe 26 September 2024 (reportage starts 17:45) - *Lars Bevanger, DW, Europe*
- Norway's national football stadium has the world's largest vertical solar roof. How does it work? - *Daniela De Lorenzo, Euronews, Europe*
- Startup Show: This company turns old EV batteries into brand new energy sources - *John Biggs, Keep Going Pod, United States*
- Ambassador: Estonian entrepreneurs could help Norway give up oil - *Hando Sinisalu, Äripäev, Estonia*
- Playfinity: Revolutionizing Physical Activity with Digital Experiences (Interview) - *Ben Costantini, Sesamers, Europe*
- Powerful Insight From a Norwegian CEO Into the Risky Electric Vehicle Business - *Rod Berger, Fair Observer, United States*

Norway's national football stadium has the world's largest vertical solar roof. How does it work?



Oslo supera a Madrid y Barcelona en inversión europea en startups: así se fragua el despertar nórdico

EL ESPAÑOL

La capital noruega sustenta un crecimiento tecnológico imparable, apoyado en sus unicornios y en sectores clave de su economía, como la energía o el mar.

Powerful Insight From a Norwegian CEO Into the Risky Electric Vehicle Business

Norway leads in electric vehicle adoption but faces challenges in scaling charging infrastructure, exemplified by Easee's compliance issues. Former CEO Jonas Helmikstøl reflects on the pressures of rapid growth and personal turmoil. His journey highlights the need for balance between ambition and well-being in the evolving energy sector.

BY DR. ROD BERGER

Fair Observer
Independence, Diversity, Debate

Nová norská technologie umí rozložit textil na vlákna. Nepotřebuje k tomu chemikálie ani spoustu vody

iROZHLAS

Playfinity: Revolutionizing Physical Activity with Digital Experiences

INTERVIEW

sesamers



Inside Europe

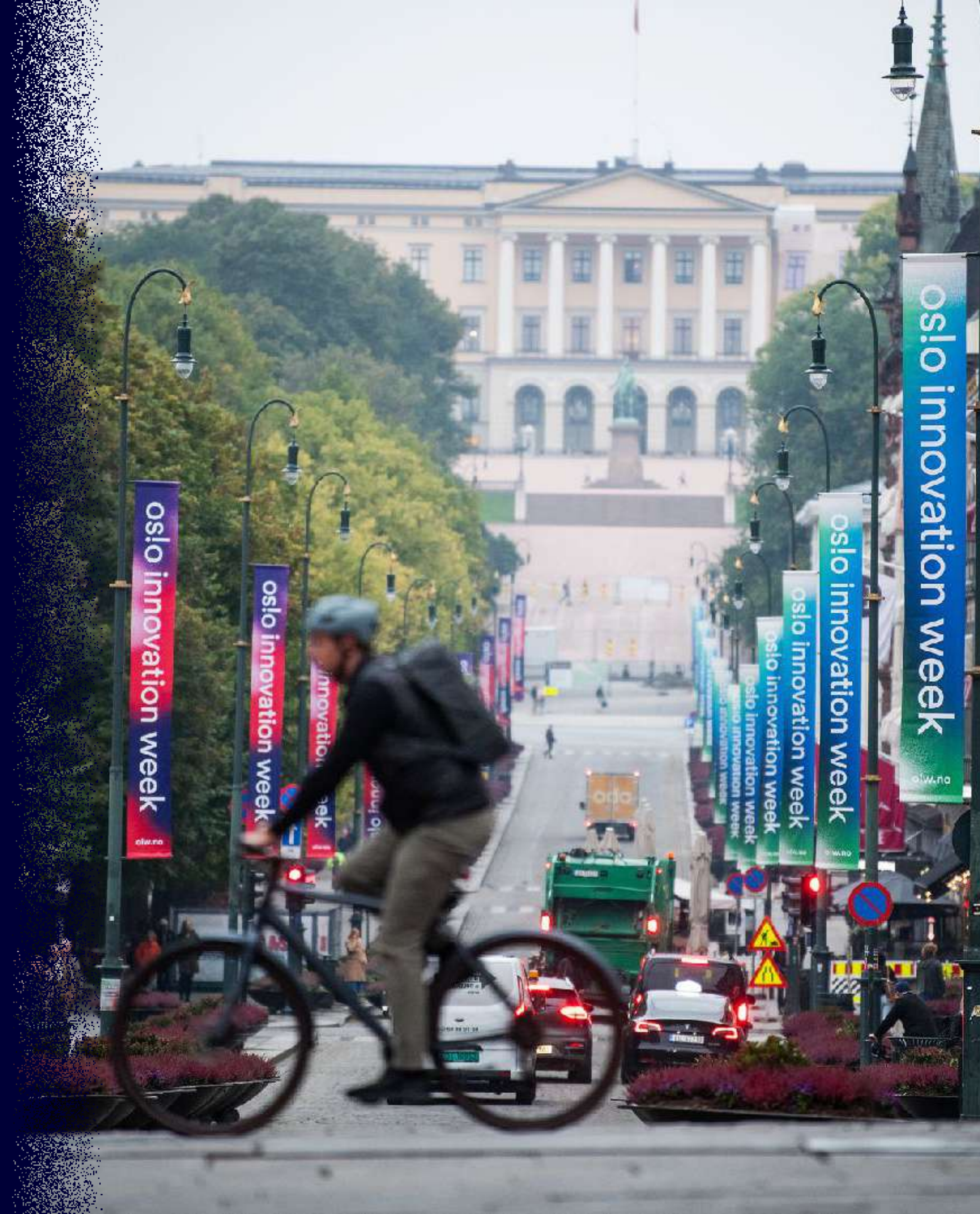


Economic value

Economic value

Oslo Innovation Week brings together local and international communities, offering valuable networking opportunities. Oslo Innovation Week 2024 received 1.5 MNOK from the City of Oslo and 1 MNOK from Innovation Norway.

Beyond networking, we believe it to measure the event's broader economic impact on Oslo. Using Innovation Norway's *Arrangementskalkulator*—which analyses visitor data and event budgets—we estimated a economic contribution of 55 MNOK in 2023 , with a 23% margin of error. The 2024 results will be available in December.



Aftermovie



Oslo Innovation Week 2025

Join us at Oslo Innovation Week 2025

How to become a part of it?

Timing 2025	Activity
January	Community & information meetings to share plans for Oslo Innovation Week 2025
January - April	Event registration period
April	Event organiser onboarding workshop
May	Initial Program launch
May- August	Finalise program

[Oslo Innovation Week 2025](#)

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