



Oslo

os!
innovation
week 25–29 Sept
2023

Annual report 2023

**oslo
innovation
week** 25–29 Sept
2023



400 speakers on stage



Attendees - 50 countries



52% female speakers



180 VC firms participated



Strise won Oslo Innovation Award



16.000 attendees



Oslo





Oslo Innovation Week showcases the ideas, innovations, and individuals pushing the boundaries and creating a better future.

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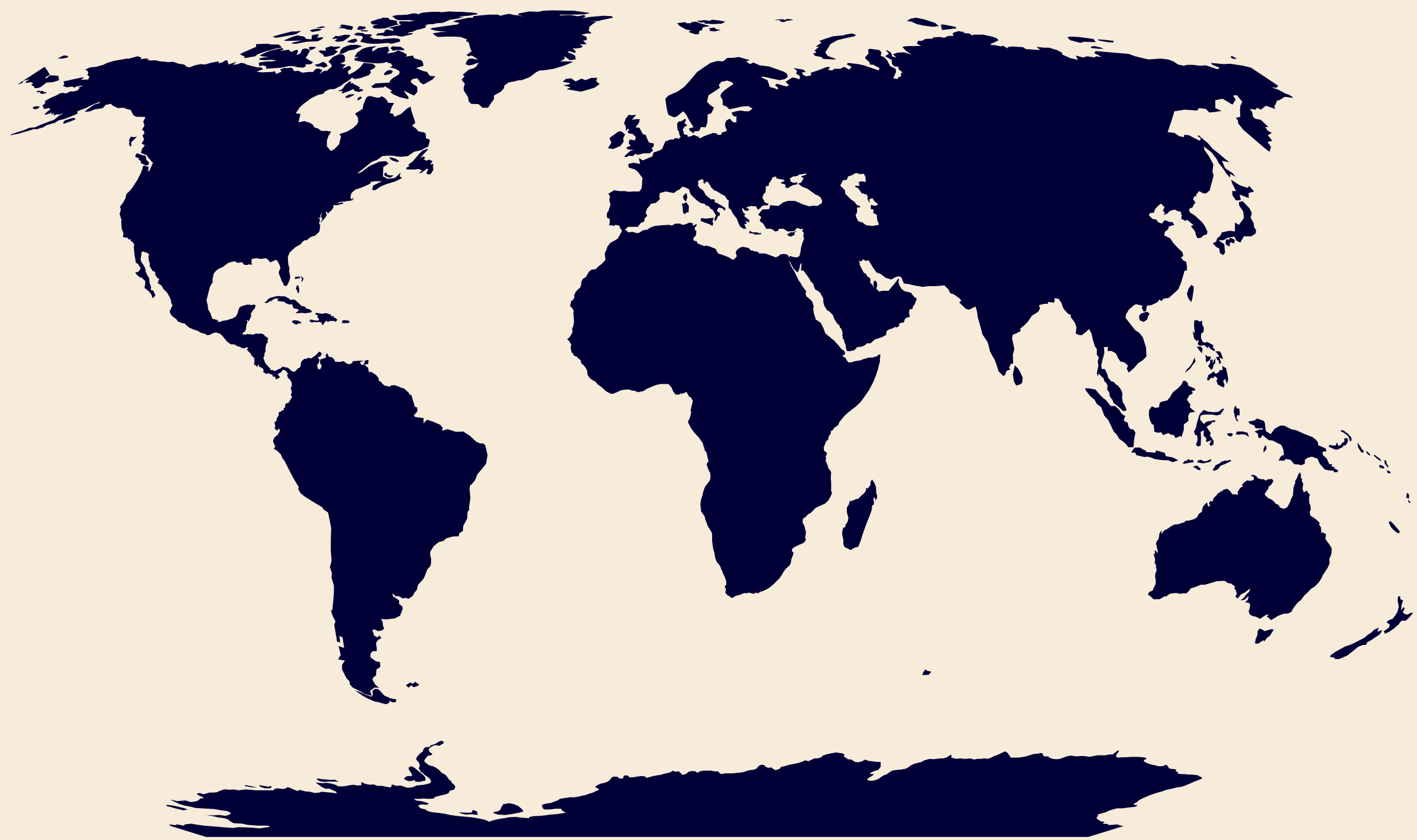
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Key numbers

Oslo Innovation Week 2023
#oiw2023



16.000 attendees
25% international attendees
400 speakers
52% female speakers
200+ startups
80+ events
150+ event organisers
Event organiser NPS 62
32 international press articles
180+ VCs



Oslo Innovation
Week 2023
attracted 4000
international
participants from
over 50 countries.

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KPIs and results

Oslo Innovation Week 2023
#oiw2023

| KPI | RESULTS |
|--|---|
| 33% international attendance | 25% international attendance |
| 15 international press articles published | 32 international press articles published |
| 40 events tackling climate solutions and/or growth | 81 events tackling climate solutions and/or growth |
| 300 relevant signups to Opening Event | 461 signups plus 380 on the waiting list |
| Oslo Innovation Award - 1 international and 1 local press article | 2 international articles published by Forbes and Delfi, and 1 by Shifter (Norway) |

Oslo Innovation Week 2023 goals

1. Support and build Norwegian growth companies
2. Profile Oslo and Norway as destination to do business
3. Attract more tech talent to the Oslo startup ecosystem
4. Attract more investment and business to Norwegian companies
5. Oslo Innovation Week is the entry point for Nordic companies focused on sustainable, impact, and climate entrepreneurship





1. Support and build Norwegian growth companies

- 150 + growth companies attended and took part in events run by 150 event organisers. Over 50 events with specific focus on helping companies scale.
- Over 200 investors and community leaders took part in events attended by companies looking to grow.
- Opening party focused on matching founders and investors helping to foster growth.
- Over 50 networking events arranged throughout the week allowing companies to meet the right people to help their companies grow.

A nighttime photograph of the Oslo skyline, featuring several modern, illuminated skyscrapers with unique architectural designs. The buildings are reflected in the calm water in the foreground. The sky is a deep blue, and the city lights create a vibrant, modern atmosphere.

2. Profile Oslo and Norway as destination to do business

- **25% of attendees were international**
- **International participation from over 50 countries**
- **International specific networking events held each evening during Oslo Innovation Week 2023**
- **15 international journalists published 32 articles focusing on profiling Oslo as a place to work and live**




3. Attract more tech talent to the Oslo startup ecosystem

- **Global audience from over 50 countries**
- **International delegations from over 30 countries**
- **“Kompetansespor pilot” presented**



4. Attract investment and business to Norwegian companies

- Investors, founders and business leaders attended from over 50 countries
- 180 investors participated in Oslo Innovation Week 2023, 100+ which were international
- 16 investors led events as part of the official program
- Top tier investor funds such as Lightspeed Venture Partners and Creandum attended Oslo Innovation Week for the first time



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

- **UNSDGs and green solutions highlighted in all marketing inc. our theme for the year; ‘Tipping Point’.**
- **Startuplab ran the first ever 2030 Cleantech Summit with over 600 attendees inc. 100 investors and 70 clean tech startups pitching**
- **Climate Tech Investor Mixer and Norselab Impact Day specifically highlighted and targeted key climate and impact stakeholders with over 400 decision makers attending their events in total**



Timeline

| | 2023 | 2022 | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|---------------------------|------|------|------|------|-------|-------|------|-------|------|------|------|------|
| Events | 81 | 76 | 84 | 87 | 63 | 56 | 53 | 75 | 72 | 60 | 50 | 35 |
| Event organizers | 150 | 100 | 136 | 157 | 153 | 144 | 142 | 115 | 94 | | | |
| Sold-out events | N/A | N/A | N/A | N/A | 71 % | 69 % | 63 % | 77 % | 75 % | | | |
| Attendees | 16k | 15k+ | 30k+ | 25k+ | 13.3k | 13.4k | 11k | 10.7k | 9.4k | 8.6k | 5.5k | 5.7k |
| International attendees | 25 % | 33 % | 33 % | 45 % | 31 % | 31 % | 24 % | 21 % | 19 % | | | |
| Production cost (in mill) | 47 | 22.1 | 32.5 | 31.5 | 35.2 | 35.7 | 24.7 | 21.6 | 16.9 | 12.6 | 7 | 5 |

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Events run by Oslo Business Region

Oslo Innovation Week 2023
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Oslo Innovation Award 2023

Days after announcing its \$10.8m Series A funding round, Strise, the anti-money laundering (AML) intelligence software company, was awarded the 16th edition of the Oslo Innovation Award.

This year's award jury, consisted of Patrick Sandahl (Investinor), Kristian Jul Røsjø (Antler), and Heidi Magnussen (Dignio, last year's winner), selected Strise over Celsia, Consigli, Enode, and

Wanda due to Strise's global problem-solving product in regulated sectors like banking and finance. They reduce financial crime, offering value to customers and society, promoting ethical responsibility.

Strise exhibited impressive 3x growth last year, secured major bank clients, initiated UK expansion, boasts a strong, diverse team, and is led by an exceptional female CEO. Strise remains an attractive investment option even in a challenging market.

The Opening Party

On Monday 25 September, 300 founders, investors, media and business leaders gathered at the Opening Party of Oslo Innovation Week 2023. With tier one VC Lightspeed Venture Partners and Europe's leading startup media outlet Sifted on stage, the main objective of the opening was to inspire and kick start the week in style with emphasis set on making new contacts from Oslo and abroad in an international meeting place.

NPS* score: 55

“Personally, I think this was the best start to Oslo Innovation Week ever. Plenty of time to meet others in the industry, and what happened on stage was short and exciting! Simply put, a great start to Oslo Innovation Week” - CEO and Founder of one of Norway’s leading startup accelerators

* explanation of NPS in slide 50





Headquarters

Oslo Innovation Week 2023

Designed to help connect attendees with their future investor, colleague or friend at the Oslo Innovation Week 2023 established a Headquarters. We invited both local and international communities to gather for casual discussions, enjoy refreshments, and coffee in an exceptionally vibrant environment. It served as the perfect spot to visit between events and was managed by Oslo Met Entrepreneurship students who helped create a special experience for Oslo Innovation Week participants, tailoring activities and interactions to enhance the unique atmosphere of the event. In addition to this; Entrepedia, Norselab, Switch Conference, Climate Tech Drinks and SEFIO held events in the HQ space.

Talent event

Oslo Business Region announced the successful completion of the City's pilot project, "kompetansespor," a digital wallet solution that reduces the wait time for new hires based outside the EU from 37 weeks to only 3 days.

The City implemented the pilot with an aim to increase efficiency of administration in the public sector and position Norway as a more attractive country for international talent. Oslo and the rest of Norway lack skilled talent, particularly in IT. The country will need to fill an estimated 40,000 IT jobs by 2030.

Nine candidates' applications were successfully processed through the pilot. The goal now is to scale the solution nationally and make it available to new hires.

Partners: City of Oslo, Digdir, UDI, Politiet, Skatteetaten, UiO, Finans Norge, Antler, SUA, Digital Identitet Norden, Symfoni, BankID, Abelia og Osloregionen.





Empowering Tomorrow's Entrepreneurs

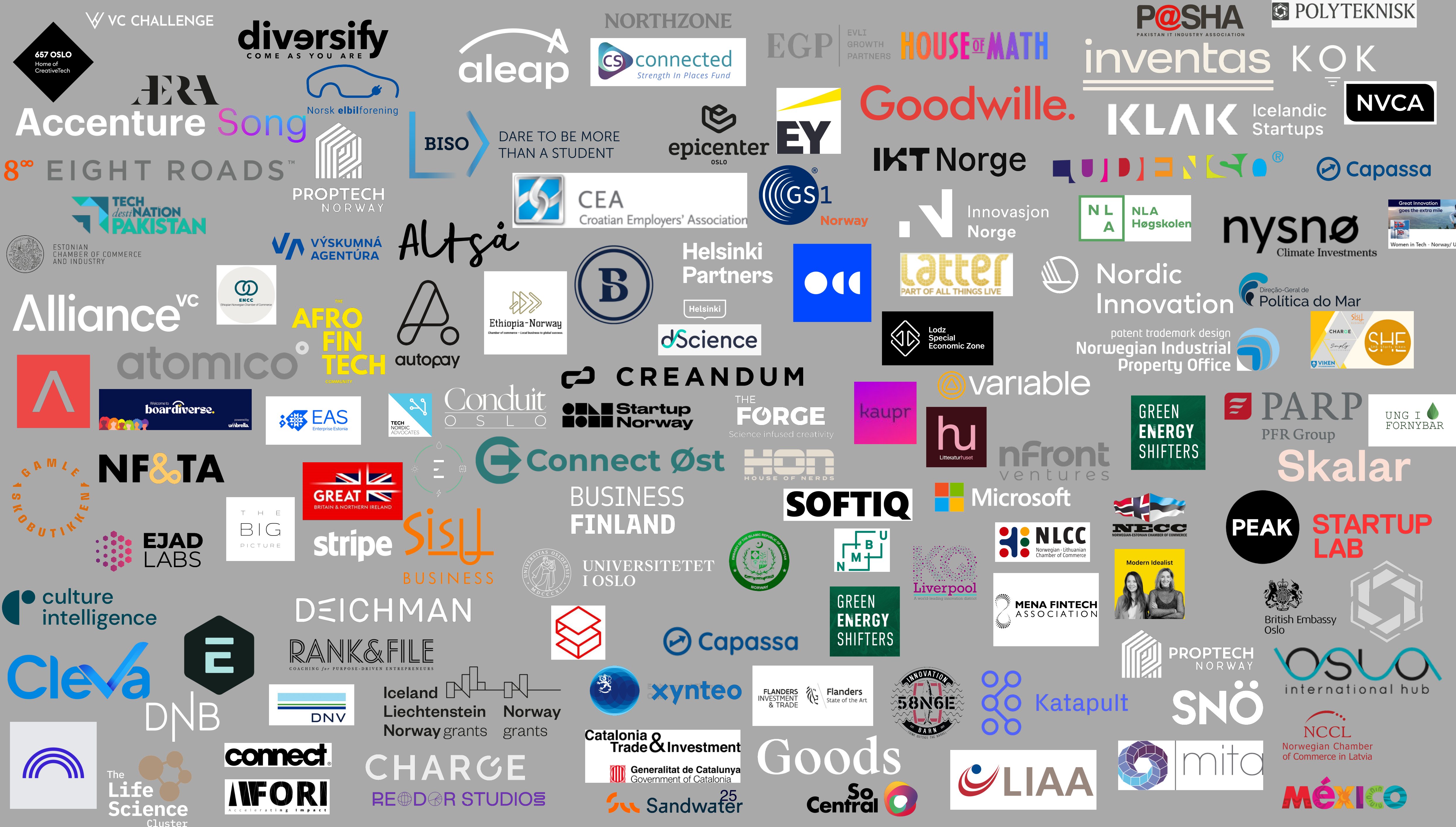
We're committed to promoting entrepreneurship by actively engaging and collaborating with a diverse group of students. This year, we have had three initiatives with different student groups.

- NOVUS: Over 30 students assisted the international attendees and event organisers at Oslo Innovation Week Headquarters
- SEFIO: Launched a fund for Oslo-based student startups, in collaboration with 5 of the biggest universities and schools in and around Oslo
- NTNU Solan: created a guide for sustainable event planning

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Partners and event organisers

Oslo Innovation Week 2023
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Three selected events during Oslo Innovation Week

Startuplab - 2030 Summit

Startuplab is Norway's largest tech incubator and most active early stage investor. They work in the intersection between ambitious tech startups and the biggest corporations in Norway. 2030 is their contribution to accelerating climate and environmental action from Norway. During Oslo Innovation Week 2023 they hosted the first summit under the 2030 effort which attracted 600 attendees from 20 countries comprising of 80 cleantech startups and 150 investors.





Entrepedia - Founders Only

An event specifically curated to help support founders of scaleups with an afternoon of lightning talks on founder & CEO specific challenges.

200 invited guests heard from No Isolation, Sondo, Target Global, Xeneta and more, explored the most challenging and painful aspects of scaling a tech company together.

Diversify Nordic Summit

The annual Diversify Nordics Summit in 2023 marked a pioneering event focusing on Diversity, Equity, Inclusion, and Belonging.

Taking place on September 29, 2023, the summit's central theme was "Diversity and Inclusion through an Equity, Justice, and Intersectional Lens." The event featured a notable lineup of 94 speakers, 16 panels, 7 keynotes, and 4 workshops, attracting a total of 875 attendees.

The inclusive nature of the summit encompassed all Nordic countries, including Aland, Faroe Islands, Greenland, and Sami, drawing participants not only from the Nordic region but also from various corners of the globe, representing countries across 5 continents (South America, North America, Asia, Europe, and Africa).



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Investors at Oslo Innovation Week

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“Lots of interesting events happening all throughout the week. Variety in terms of content: various sectors, focus on networking, focus on highlighting startups, focus on insights/knowledge.”

“Oslo Innovation Week is THE meeting arena to meet Norwegian companies, investors and ecosystem players. Believe it has also become a larger arena for the Nordics in general.”

Investment

“Best gathering of international investors in Norway”

- 181 investment companies joining (over 200 investors)
- 16 nationalities
- 77 Norwegian, 105 international (50/50 in 2022). An increase of 80 companies from last year and for the first time more international investors than Norwegian (55 more than 2022)
- 22 US-based investment companies.
- The majority came from Europe with UK and the Nordics on top.

NPS*: 60

* explanation of NPS in slide 53



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Digital presence

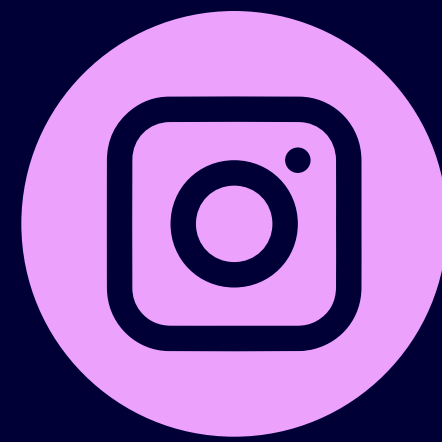
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Social media



16.000

-5% from 2022



4772

+16% from 2022



6478

+82% from 2022



6455

+11% from 2022

Total followers

33.705

Demographics have been calculated using the native insight tools of Facebook, Instagram, LinkedIn-Measured 17.10.2023. Exceptional LinkedIn growth due to increased focus

Newsletter subscribers

2338

Due to a implementation of a new CRM system and a clean-up, the number of subscribers has decreased but we are now certain that our subscribers are relevant



Website

Page views: 75.397

Sessions: 106.092

Sessions Norway: 57.81%

Sessions World: 42.19%

Duration: 00:01:17



Marketing of Oslo Innovation Week

Oslo Innovation Week 2023 promo video



Connect with the
brightest minds



Oslo Innovation
Week this year.

Thank you to Norselab, ONNA, Sustie, Portal One and SNÖ Ventures for participating, and Gabriella Bossman for the voiceover.

Together we created a promotional video to showcase Oslo Innovation Week 2023, shining a spotlight on this year's theme, 'Tipping Point', produced by Waterdrop.

Watch the Oslo Innovation Week 2023 promo [here.](#)



in technology and
sustainability.



Oslo Innovation
Week this year.

Total views: 55.000



We immersed ourselves in captivating workshops



Oslo Innovation Week 2023 after movie

We showcased some of the events and vibrant atmosphere during Oslo Innovation Week 2023.

Watch the film [here](#).

The video was produced by VIMO

Total views: 22.000

Clear channel marketing

A four day digital campaign targeting commuters travelling through four of Oslo's busiest transfer hubs. Our goal was to increase Oslo Innovation Week brand awareness before and during the week.

We measured the campaign using VAC which stands for Visibility Adjusted Contacts and means that coverage figures are adjusted for probable eye contact.

VAC goal = 46.800

VAC result = 88 649



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Press

Oslo Innovation Week 2023
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sifted

backed by
FT

EL  ESPAÑOL

DW

Deutsche
Welle

Forbes

YAHOO!
JAPAN

SHIFTER

Delfi

TE

TU

impact Investor



Český rozhlas

E24

THE LOCAL



Bloomberg

Finansavisen

Press overview

15 international media (13 in 2022)

32 articles published in international media (as of 01.11.2023) (16 in 2022)

Feedback:

87.5% would definitely attend again next year

12.5% are considering attending again next year

5 out of 5 rating - in support from the press team

Potential reach (per month):

12,200 newsletter subscribers

50,000 paying members

1 million page views

1.7 million readers/listeners

2.4 million page views

7.8 million users

10 million readers

21 million readers

60 million readers

1.2 billion views

22 billion page views

Impact Investor, Europe

The Local, Norway

Sifted, Europe

Czech Radio, Czechia

Nikkei, xwomen, Japan

Forte.ee, Estonia

Techcrunch, USA

El Español, Spain

Forbes, Europe

Deutsche Welle, Germany

Yahoo!News Japan

Total potential reach: 1.3 billion (excl. Yahoo!News Japan)



Selected press clippings

Oslo Innovation Week puts impact investing in the spotlight (Impact Investor - Europe)

This AI powered Norwegian startup redefines anti money laundering tracking for the financial sector (Forbes - Europe)

Norwegian startups to watch (Sifted - Europe)

Müstilised numbrid: Oslos eelmisel aastal müüdüd sõidukitest olid 90% elektrilised (Forte Delfi - Estonia)

Disruptors Innovadores (El Español - Spain)

Cycling and startups in Oslo (Virgin - Global)

Fra søppelsortering til solceller, derfor lar investorene seg imponere over norske cleantech grundere (Shifter - Norway)

Klimat investor Katapult shows off its 23 new investments (Techcrunch - USA)



Quotes from journalists

- “OIW gives more than just a glimpse into the Norwegian innovation ecosystem, it allows to see first hand the commitment and strive for impact the ecosystem is working towards.” - Daniela De Lorenzo, Forbes Europe
- “Oslo is a compact city with a small but vibrant startup ecosystem. OIW is the best opportunity for taking a deep dive in what's going on across the city and the startup world within it.” - Haje Kamps, Techcrunch
- “Over the course of 2 days, I managed to get a sense of the investment landscape in Oslo. I interviewed 4 investors and met with numerous others as well as with some great impact startups. Overall, I would recommend Oslo Innovation Week as a very worthwhile event for any media interested in Nordic impact investing.” - Karolina Adamkiewicz, Impact Investor
- “Oslo Innovation Week is a great opportunity to get the pulse of the Norwegian innovation ecosystem and connect with entrepreneurs from around the world.” - Sandra Vinas, El Español

Diversity framework

Oslo Innovation Week supports diversity and inclusion. When looking for speakers or attracting attendees our stand is united. We proactively work to support and represent people from diverse backgrounds and are advocates for racial, gender, accessibility and LGBTQ diversity. We have proudly accomplished 50/50 speaker gender diversity throughout all our 50+ events, but realise that there is still work to be done. We have partnered with the unit for diversity and integration at the City of Oslo, the OXLO project. OXLO means Oslo Extra Large – a city for all. It symbolises the philosophy and work done by the City of Oslo in the field of diversity and integration. We pledge to engrain diversity and inclusivity in the DNA of all our work, and will encourage our partners to join us in creating a safe space where all people are welcomed as they are, without facing discrimination based on their ethnic or cultural background, their sexual orientation or gender identity, their age, or their physical or mental disabilities.

Oslo Extra Large
En by for alle

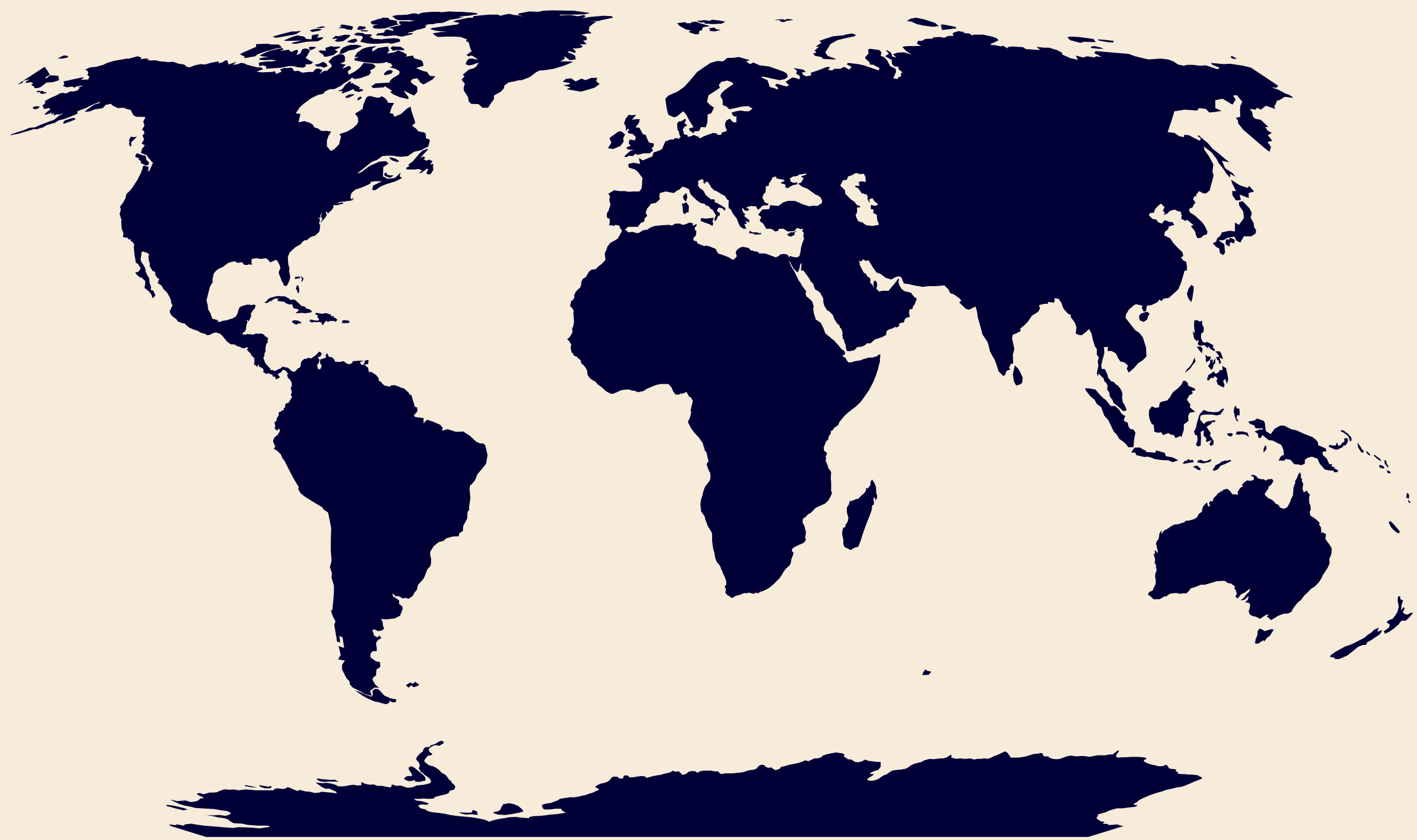


Funding

Oslo Innovation Week 2023 was supported by the City of Oslo with 1.9 million Norwegian Kroner, in addition to resources and support.

Event organisers and partners reported an estimated total production cost of 45 million Norwegian Kroner. The total production cost of Oslo Innovation Week is estimated at 46 million Norwegian Kroner.

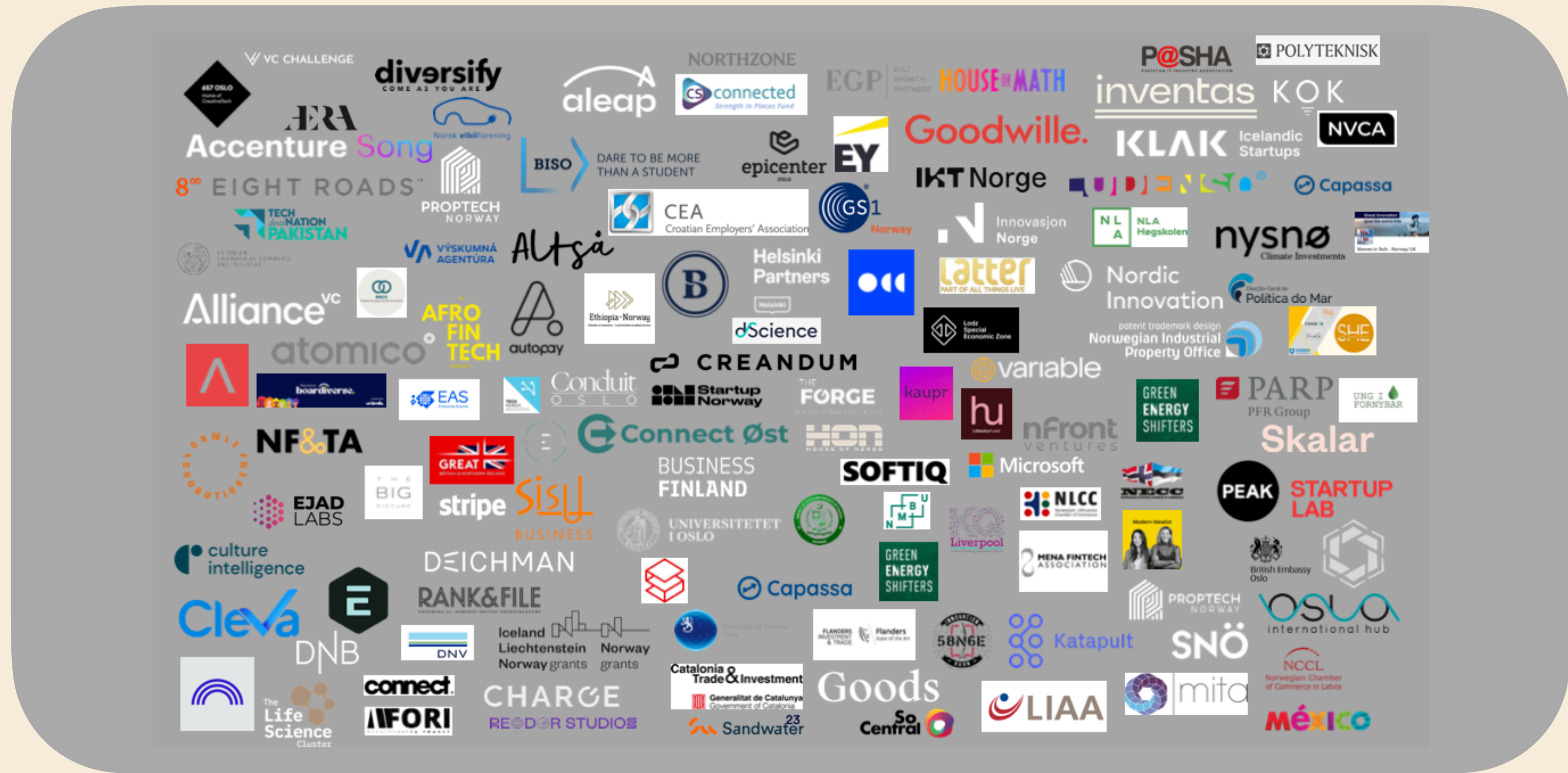




Oslo Innovation Week International attendees value add to City of Oslo

Oslo Innovation Week is defined by our local and international communities meeting in Oslo. In addition to the value of networking and connecting we also believe it is valuable to measure the value Oslo Innovation Week gives the City of Oslo as a whole. Based on average travel cost average assumptions, the 4000 international participants potentially spent 55 million kroner. This is a conservative estimate and is based on average 4 day stay. It is important to note that there the margin of error is 23%.

Organisation



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Oslo Business Region

Oslo Innovation Week 2024 timeline

| Timing | Activity |
|----------------------|---|
| February 2024 | Event organiser onboarding starts |
| March 2024 | Event organiser workshop |
| June 2024 | Deadline for event organisers to submit finalised event |
| June 2024 | Final program launch |
| 23-27 September 2024 | Oslo Innovation Week 2024 |

NPS

In 2023 we started measuring our work using Net Promoter Score.

When asked whether event organisers gain value from hosting events during Oslo Innovation Week, they gave an NPS score of 62.

What is a good NPS score?



“Findable's mission is to enable compliant, sustainable buildings. Networking with potential customers, investors, and fellow startups is critical to our success, and Oslo Innovation Week serves as an outstanding platform. The event consistently attracts high-quality participants and offers great exposure as Oslo gains attention and top-level investors. We eagerly look forward to our next year's participation”

- Fredrik H. Wisløff, CEO & Co-founder of Findable

“We see the Nordics as a key hub for innovation and are eager to invest in the region. In tech hubs across the Nordics, tech success stories have created an ecosystem for entrepreneurship. What we see in Norway is tremendous opportunity and promising startups. Fast-growing companies like Timber and Enode are creating a strong ecosystem, with climate core to its DNA. At Oslo Innovation Week, everyone that matters is there, it is really a key event to immerse yourself into the Norwegian tech scene and we’ll definitely be back next year.”

– Ellen Smeele, Associate, SET Ventures (Netherlands)

Oslo Innovation Week has been such a unique and great opportunity for Commu in many ways. First, it was the perfect place to showcase our platform of helping and its benefits to both Norwegian and international communities. Second, winning 100 Pitches gave us a great stepping stone to start internationalisation and launch our platform of helping in Norway. See you next year!

- Karoliina Kauhanen, Founder of Commu

"Oslo Innovation Week is a key arena for us that are looking for and investing in companies with global ambitions. This year, the quality of events and speakers was great, featuring a well-balanced mix of Norwegian and international figures. I was particularly impressed by the amount of international investors attending this year's conference. Overall, I believe Oslo Innovation Week is a key arena for strengthening the Norwegian start-up ecosystem."

- Cecilie Skjong, investor at Skyfall

“In the evolving knowledge economy, innovation ecosystem actors are key players. Mexico and Norway have met for the past four years at Oslo Innovation Week, focusing on HealthTech and mobility. This has led to identified areas for business, investment, and co-creation, fostering a Binational Innovation Ecosystem. Oslo Innovation Week has played a pivotal role in this progress”

- Ulises Canchola, Ambassador of Mexico to Norway

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