entrepreneurship

Innovation center Denmark – experience from Silicon Valley and from Denmark as input for supporting an entrepreneurship culture

Søren Juul Jørgensen – sorjor@um.dk – 4173 3897 - MAY 2018
Søren Jøl Jørgensen, Head of Innovation Center Denmark (SV, Munich, Tel Aviv, Sao Paolo, Shanghai, Seoul, Delhi)
Until April 2018 Consul General, CEO Innovation Center Denmark, Silicon Valley
MFA (Trade, EU, Law, Politics, Press Spokesman), Mærsk Data Group, IBM, IT Industry Association / Business development, sales, PM, Managed IT.
Copenhagen and Aarhus University teaching law. Brussels, Warsaw, New York and Palo Alto
Grattis Sverige
Kiitos suomeksi
Winners in all the Nordics
Main points to make

- Startups and entrepreneurship critically important for economy. Main transition ahead. Important for innovation and job creation
- A very strong basis in the Nordics with developing ecosystems and a good pipeline. Lots to offer
- General barriers: culture, capital, regulation, talent.
- General drivers: small, flexible economies, education, Nordic model, strong storyline, design and flexibility
- Focus ...
SILICON VALLEY in a nutshell

- Openness
- Curiosity
- RISK
- Pay it forward
- Network
- Hard work

Reasons to go:
5-10X financing
Competences & talent
Exit to tech giants
Launch pad to world market

Lean startup, fail fast, etc.
Silicon Valley – World's strongest startup ecosystem
Verdens stærkeste startup økosystem
Four factors behind Silicon Valley

1. Education
   Innovations-driven economy constantly creates new innovators

2. Diversity
   Constant inflow of entrepreneurial, technically educated migrants driving innovation

3. Network
   Horizontal professional network

4. Experience
   Experienced entrepreneurs and investors
Entrepreneurship necessary to maintain long-term ecosystem for industry, growth and development

Livscyklus for virksomheder

- Over en længere tidshorisont vil de virksomheder, der ikke forandrer sig, udde, når industri forandres
- Traditionelle virksomheder har i mange tilfælde svært ved denne omstilling og er samtidig udfordret i forhold til selv at skabe nye induser
- For at sikre et stabilt økosystem med vækst er det afgørende at:
  - Have stabil tilførsel af nye virksomheder
  - Sikre, at succesfulde nystartede virksomheder forbliver i Danmark i vækstfasen

Livscyklus for industrier (før og efter digitaliseringstrend)

- Den digitale udvikling indebærer, at industriers levetid forkortes
- De mest værdifulde virksomheder globalt i dag er yngre digitale virksomheder, fx Apple, Google, Amazon, Facebook og Microsoft
Unbundling the business - Banking

Then:
Big, multinational bank

Now:
Small, regional banks

Citibank

Auto insurance: CoverHound
Payroll: GUSTO
Investments: covestor
Home lending: PRIVLO
Remittances: Mozido

Personal loans: SoFi
Student loans: SoFi
Small business loans: Kabbage, lendio
Invoice factoring: BlueVine
Entrepreneurship most important source of new jobs

Jobтелvækst i startups og eksisterende virksomheder i Danmark
2007

Jobтелvækst i startups og eksisterende virksomheder i USA
1977–2005

INNOVATION CENTRE DENMARK - We boost growth, employment and knowledge in Denmark through internationalisation of Danish companies and research
The Nordics is one of the world’s most attractive regions for startups

<table>
<thead>
<tr>
<th>Rank</th>
<th>Best Countries To Start a Company</th>
<th>Global Innovation Index</th>
<th>R&amp;D as % of GDP</th>
<th>Researchers per million people</th>
<th>Global Competitiveness Index</th>
<th>Corruption Perceptions Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Denmark</td>
<td>Switzerland</td>
<td>Israel</td>
<td>Finland</td>
<td>Switzerland</td>
<td>Denmark</td>
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<td>2</td>
<td>Hong Kong</td>
<td>United Kingdom</td>
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<td>Sweden</td>
<td>Sweden</td>
<td>Singapore</td>
<td>United States</td>
<td>Finland</td>
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<tr>
<td>4</td>
<td>Ireland</td>
<td>Finland</td>
<td>Denmark</td>
<td>Luxembourg</td>
<td>Finland</td>
<td>Sweden</td>
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<td>5</td>
<td>Sweden</td>
<td>Netherlands</td>
<td>Germany</td>
<td>Norway</td>
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<td>6</td>
<td>Canada</td>
<td>United States</td>
<td>Austria</td>
<td>Sweden</td>
<td>Japan</td>
<td>Switzerland</td>
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<td>7</td>
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<td>Canada</td>
</tr>
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</table>
Nordic start ups with global impact
Many of the successful startups leave quickly, and contribute less to the development of the ecosystem

Mange af de successe, vi skaber i Danmark, forlader landet hurtigt efter og skaber derfor ikke et dansk økosystem

<table>
<thead>
<tr>
<th>Virksomhed</th>
<th>Verdiansættelse USD mil.</th>
<th>Opstarts år</th>
<th>Beskrivelse</th>
<th>Præmier årsag til udflytning</th>
</tr>
</thead>
</table>
| Just-eat   | 6,3                     | 2000        | Just-Eat er en online mellemmand ved bestilling af måltider fra restauranter  
 Er startet i Danmark – flyttede i 2005 hovedsæde til London | $ |
| Zendesk    | 2,4                     | 2007        | Zendesk udvikler software service produkter til virksomheder  
 Har i dag hovedsæde i San Francisco | $ |
| Unity      | 2,0                     | 2005        | Unity er en multiplatform spilmotor der bruges til at udvikle spil for computere, konsoller og mobiltelefoner/tablets  
 Har i dag hovedsæde i San Francisco | $ |
| Sitecore   | 1,1                     | 2001        | Sitecore er et content management system software firma, som leverer forretningssystems, intranet, porter og marking software  
 Har hovedsæde i København | N/A |
| 3Shape     | 0,8                     | 2000        | 3Shape udvikler 3D scannere og software til tandlægeklinikker  
 Har hovedsæde i København | N/A |
| Trustpilot | 0,6-1,2                 | 2007        | Trustpilot er et website, hvor forbrugerne kan lave anmeldelser af en virksomhed eller et brand  
 Har hovedsæde i København | $ |
| Tradeshift | 0,6                     | 2010        | Tradeshift laver software til B2B supplier management og fakturering  
 Har i dag hovedsæde i San Francisco | $ |

Access to:
- Capital
- Market
- Talent
- Exit
- And the culture!
# Capital

- Very uneven – strong capital market in Sweden and much better opportunities than in the rest of the Nordics. But generally an issue with serious impact.

- Internal, domestic actions such as tax systems.

- Common Nordic interest in more active international capital partners present in the Nordics and in maturing the present investors.

**Actions**

- New investors / attracting VC’s: Pipeline, communication.
- Current investors: maturing and learning.
INNOVATION CENTRE DENMARK - We boost growth, employment and knowledge in Denmark through internationalisation of Danish companies and research
# Culture

- Public sector and regulation not sufficiently supportive of entrepreneurship.
- Development of entrepreneurship towards a real culture of innovation. Tech transfer, schools and more mature entrepreneurs.

- Role models, better understanding of opportunities and options.
- Culture programs and joint efforts.
- Better use of University research.
- School programs.
Public sector – test and collaboration

- Test
  - Sandbox and development collaboration

- Data
  - Access to public data as basis for development
  - Health data, but also other areas

- Public procurement/partnerships
Focus programs

- Focused programs
  - NIH is an excellent initiative
  - SCALEit/TINC

- Vertical focus
  - FINTECH
  - Robotics
  - Lifescience
  - Soundhub
  - AI

- Regional collaboration
- Role models – support paying back
- Schools
Possible actions

- Support network and a network culture
- Support an entrepreneurial culture
  - Schools, universities
- Benchmark actively what works
- Test nations – develop a culture of test and innovation
- Public sector as co-player
- Support relevant verticals – (and regional collaboration)
- Brand Nordics as innovative startup nations
  - Nordic Model, Green and Clean
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INNOVATION CENTRE DENMARK
Tak!
sorjor@um.dk
4173 3897
INNOVATION CENTRE DENMARK - We boost growth, employment and knowledge in Denmark through internationalisation of Danish companies and research
• MOU med udenlandske institutioner
  • Uddannelses- og forskningspartnerskaber, videnoverførsel

• Kommerciel innovation
• Adgang til øko-systemer
• Internationalisering af SMV

• Investment promotion
• Globale virk., investorer & VC
• Danske innovationsmiljøer

Uddannelses- og Forskningsministeriet

The Trade Council, Udenrigsministeriet

Invest in Denmark & Tech Amb.
Matchmaking
Markedsføring
Videnoverførsel
Aftaler
Hvad kan vi hjælpe virksomheder med?

- Advisory
- Learning
- Intelligence
- Incubation
Utilise Danish Entrepreneurship efforts, support and pre-seed funding options. Strategic research.

Specific market requirements, competition, strategic partners. Matchmaking, delegations, workshops, exchange programs.

Implement, promote, export, set-up shop and launch. Talent programs, research- and development corporation.

Exploration

Explore opportunities, new business models, get exposed, learn to pitch, learn the culture. Prototyping, knowledge transfer.

Adapt & Validate

Adapt product, price and model. Validate with the right partners. Research partnerships, bilateral agreements.

Realisation

Utilise Danish Entrepreneurship efforts, support and pre-seed funding options. Strategic research.

Formation

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