
KNOWLEDGE AND NETWORK –
for speeding up growth and success

Michael Camitz

The Swedish Startup Scene

- ⊙ Affiliated to Universities
- ⊙ Non-Profit
- ⊙ Public Funding
- ⊙ Business Angel Networks
- ⊙ Regional Seed Capital Funds



The Professor's Privilege

A teacher or researcher at a university or college owns any IP rights originating from his/her research.

It is hence up to the employee **WHEN** and **IF** to publish the results.

Exception from the Swedish law about employer's right to ownership of employee's inventions.

A powerful incentive for university researchers to commercialize research results.



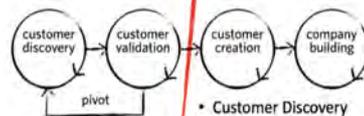
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Startup Toolbox

Three Phases

- Pre-Incubation
- Company Building
- Acceleration



- Customer Discovery
Define and test your business model
- Customer Validation
Sell your MVP and validate
- Customer Creation
Scale and execute
- Company Building
(Re)build the organisation

Lean Business Canvas

Problems	Solutions	Unique Value Proposition	Unfair Advantage	Customer Segments
Top 3 problems	Top 3 features	Single, clear, compelling message that states why you are different and worth paying attention to	Can't be easily copied or bought	Target customers
	Key Metrics Key activities you measure		Channels Path to customers	
Cost Structure Customer Acquisition Costs Distribution Costs Hosting People, etc.		Revenue Streams Revenue Model Lifetime Value Referrals Gross Margin		
PRODUCT		MARKET		



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Trends

- ◉ **Regionalization** – multi site, shared processes, shared equipment
- ◉ **Open Innovation** – open approach, neutral facilitation
- ◉ **Ecosystem** – value chains, smart specialization, cross sectorial
- ◉ **Attractiveness** – talents, establishments, research, capital



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UIC in 2 minutes...



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Uppsala Innovation Centre

UIC is one of the Top Business Incubators in Sweden.

Ranked the World's 10th best, and Europe's 5th.

UIC is industry independent, and offers expert advice and support for successful business development.

UIC has offices in Uppsala and in Södertälje south of Stockholm.



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Owners & UIC Partners

- STUNS
- The municipality of Uppsala
- SLU Holding
- Uppsala University Holding Company



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Innovation Support in the Uppsala Region

Universities, business, and public sector



Local and regional stakeholders and financiers

National stakeholders and financiers

The business community



UU Innovation

- A door to Uppsala University
- A door to Uppsala's innovation system



Accelerating the
impact of
research

Innovation by
commercialisation
Innovation by
collaboration

A value chain



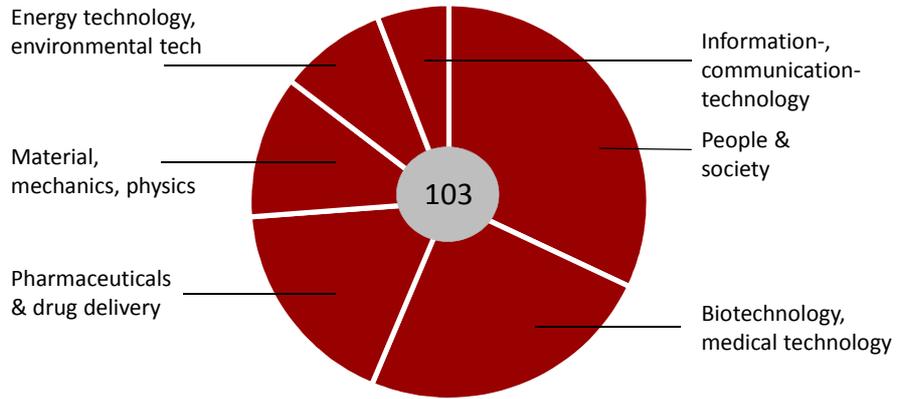
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This task requires a special team



Ideas, subject area 2015



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HOW WE WORK

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Success Factors

- ◉ Small but experienced team
- ◉ Support from network of distinguished Service Providers
- ◉ Network of well reputed and experienced 70 Business Coaches
- ◉ Financially independent to our Startup's
- ◉ Close cooperation within the regional innovation eco-system



Criteria for acceptance



UIC's Business Development Programs



**UIC
Business
Startup**

Search



**UIC
Business
Lab**

Execution



**UIC
Business
Prep**

Preparation



**UIC
Business
Accelerator**

Scale



**UIC
Alumni**

Reconnect

BUSINESS COACHES

UIC PARTNERS

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Collaborations

◉ ESA BIC Sweden



◉ EuroIncNet



◉ Växtzon

Växtzon; *Boost growth.*
5 Counties, 4 Universities

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FACTS AND FIGURES

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UIC Startup portfolio in Figures (2015)

- Approx. 250 business ideas are evaluated each year
- Approx. 80 new companies/projects are accepted each year
- On average 100 companies/projects are on going
- 9 out of 10 companies exiting are alive and kicking
- Return on investment (ROI) is 11 (Government funding vs tax payed)

Year	2009	2010	2011	2012	2013	2014
Public ROI	6,8	8,7	14,2	13,4	11	13,1

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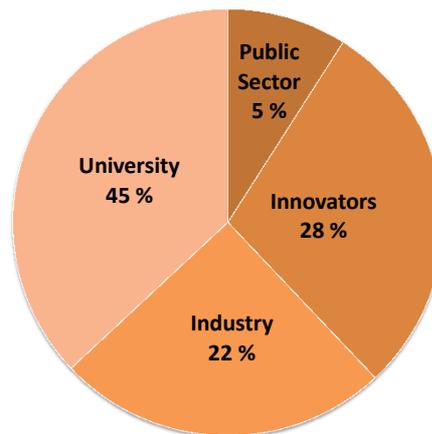
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UIC Startup portfolio in Figures

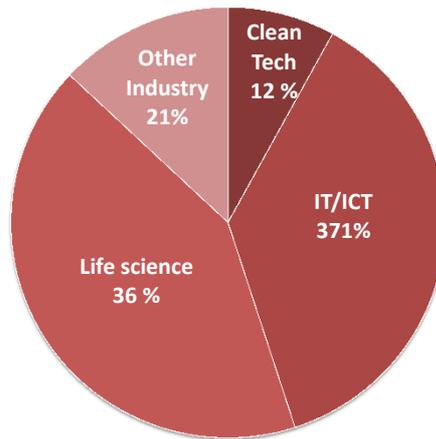
- ◉ USD 306 million invested since 2004
- ◉ Annual revenue: 44 million USD in 2015
- ◉ 60.5 million USD invested in 2015
- ◉ 585 FTE in 2015

Year	2008	2009	2010	2011	2012	2013	2014
FTE	186	193	263	309	391	552	601

Origin of UIC Companies



UIC Company Industries



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Made in Sweden

Swedish Startup Unicorns

- Spotify
- MOJANG
- truecaller
- skype
- King

Swedish Multinational Corporations

- VOLVO
- AstraZeneca
- Electrolux
- ERICSSON
- H&M
- IKEA

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Regional Facts

- 2.5 million people within 70 minutes drive
- 25% of foreign extraction
- Arlanda International Airport
- 50% of labour force have post-secondary education
- Excellent language skills
- The highest venture capital investments/GDP in Europe
- 4 Science Parks
- National and International agencies
- 10 national research institutes
- World-class infrastructure:
- 90% (+) use mobile phone
- 85% (+) use internet
- 75% (+) have internet at home



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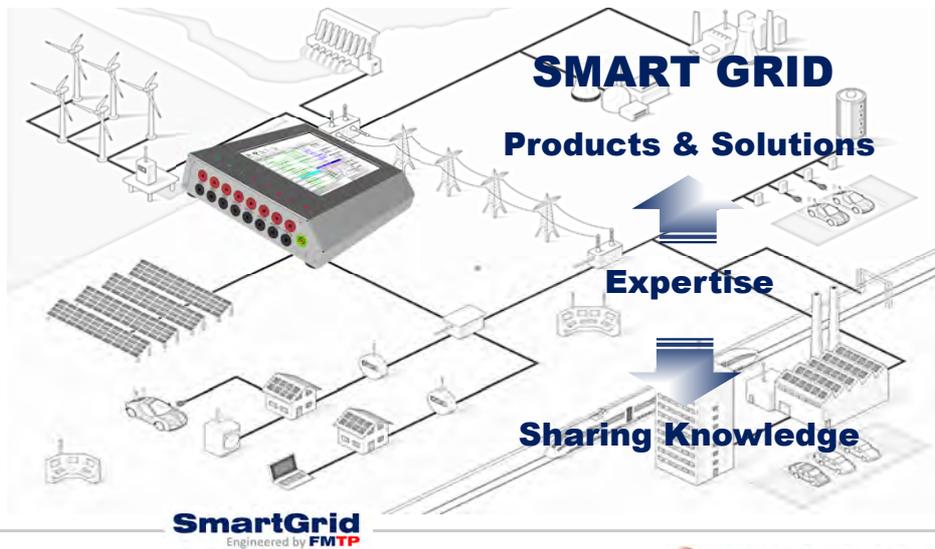
CASES

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FMTP Power

-FMTP+
FROM WIND TO PLUS



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OSSDSIGN[®]

OssDesign has found a new way to repair bone.

An implant is custom-made from a type of bioceramic material that are well-known to integrate with tissues and support bone ingrowth.

This is ultimately needed for long-term successful outcomes.



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CAVIDI

Our novel diagnostic technology improves efficacy of HIV drug programs in high disease burden countries delivering more access and care for less cost.

CNN World Report –
Health - Interview feature on Cavid



Nordic Life Science –
Helping HIV patients get the best possible treatment

www.cavidi.com

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VBN COMPONENTS

Smart Swedish Steel

Manufacturing of complex wear resistant metal components based on additive building techniques.



CAD drawing



Metal powder

VBN COMPONENTS

Additive manufacturing
(free forming)



Wear resistant component

www.vbncomponents.se

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AIRWATERGREEN

FLEX is a series of portable condensing dehumidifiers adapted to condense humidity in all kinds of environments and equally energy efficient in all temperatures. With FLEX you can safely lower temperature without risking higher humidity levels.



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Real time video enhancement and automated analysis for aerial or mobile reconnaissance

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iCellate recovers Circulating Tumor Cells (CTCs) from a normal blood sample.

Useful for early detection, prognostication, therapy prediction and follow-up of cancer patients.



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Plotagon app lets anyone create and share animated videos instantly

www.plotagon.com

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OneLab

Vi låter dig ta kontroll över din hälsa

We empower patients and doctors with automatised health reports and beautiful visualisations of actionable health information from blood work.

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kontigo
care

Innovative m-health solutions
Enhanced treatment with TripleA
Breathalyzer, mobile app & databas

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Design & development of miniaturization solutions for extreme applications



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Resorbable Devices



Quicker, easier and safer surgery with LigaTie
– Absorbable cable ties for surgery

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MODPRO

●●●●●●●● *the molecular handshake*



Ultra performance protein binders for clinical diagnostics and drug development

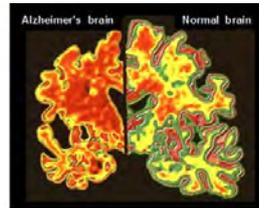
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BioChromix

Unfolding the functions of the dementia Brain



Breakthrough **Diagnostic Assays** and **Medical Imaging** for Alzheimer's Disease



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