





Spotify
No. 1 music streaming service



Toca Boca
70+ million downloads



Lifesum
Top health/fitness app in App Store



Candy Crush
500+ million players



The Green Call Button
Invented in 1979 by Laila Ohlgren from Stockholm



Minecraft
100+ million users, sold for \$2,5 Bn



Skype
300+ million users, sold for \$8,5 Bn



Truecaller
100+ million users, raised \$80 million



Fishbrain
No. 1 app for No. 1 hobby: fishing



40% of global mobile traffic runs through Ericsson networks

SWEDISH SUCCESS FACTORS



Inspiring
success
stories

Design &
engineering
culture

Growing
startup
community

Small
market =
global focus

Maturing
startup
eco-system

Early
adopters

Mature
internet
infrastructure

Highly
educated
population

Flat organi-
sations =
creativity

High quality of
life (holidays,
maternity leave
etc)

Early
government
subsidies on
home PC

Good inter-
national
reputation



Stockholm

The second most prolific tech hub p.c. globally.

In absolute terms,
the top six startup hubs.



With Atomico's calculation of 6.3 billion-dollar companies per million people, Stockholm is the second most prolific tech hub p.c. globally, after Silicon Valley (then 8.1)



Silicon Valley
(63 Unicorns)



Beijing
(23 Unicorns)



New York
(11 Unicorns)



Stockholm
(7 Unicorns)



London
(17 Unicorns)



Berlin
(4 Unicorns)

THE STOCKHOLM INVESTMENT LANDSCAPE 2016

#STHLMTECH

\$1.4B

Was invested into
Stockholm
in 2016



54%

Of the total amount
invested in the
Nordics

247

Stockholm-based
companies raised
investment in 2016



35%

Of the investments
in the Nordics

ALL OF THE DATA PRESENTED IN THIS INFOGRAPHIC IS FROM THE PROPRIETARY DATASET OF THE NORDIC WEB

PRODUCED BY:

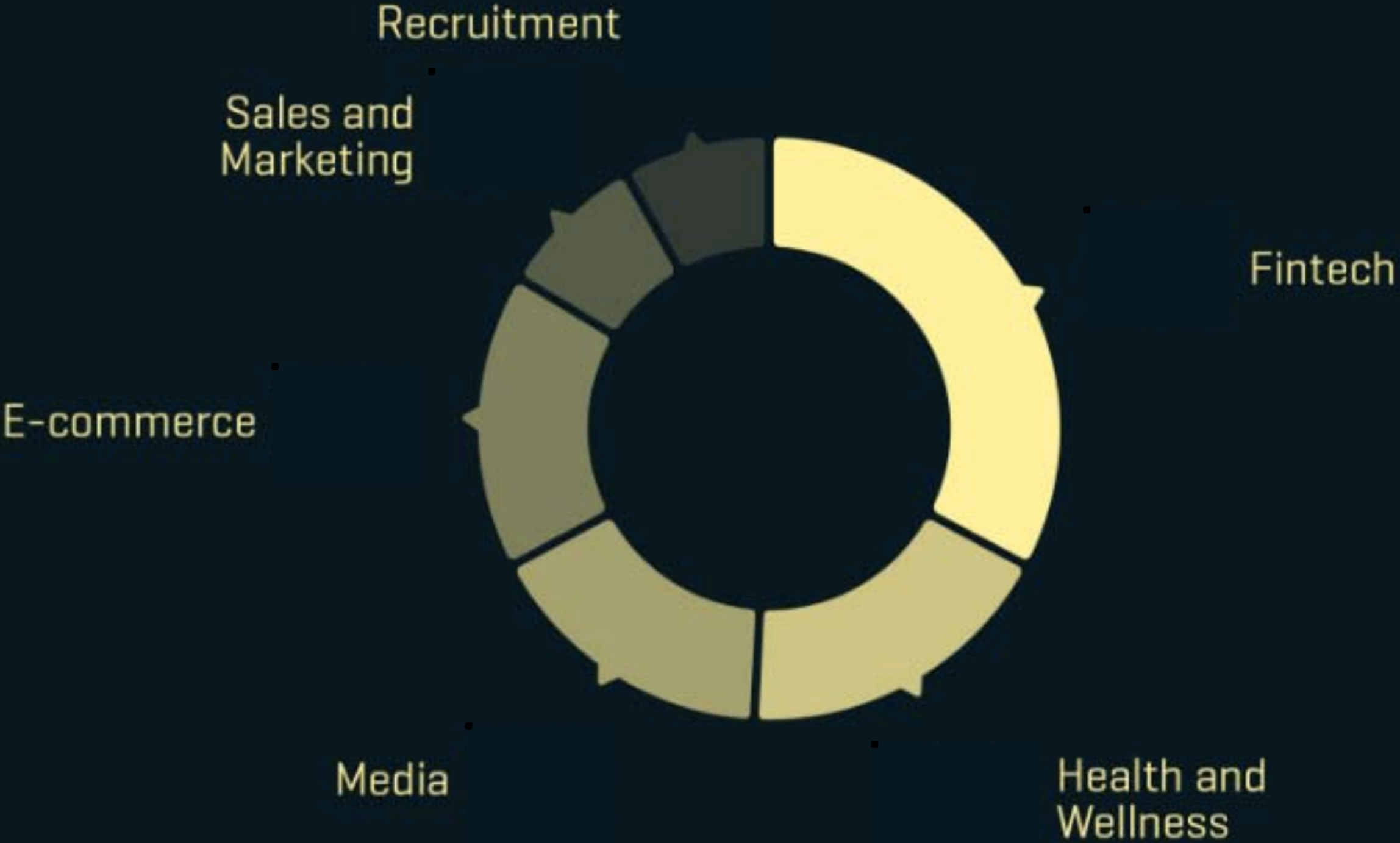
 **Stockholm**
The Capital of Scandinavia

THE NORDIC WEB

GRAPHICS BY:

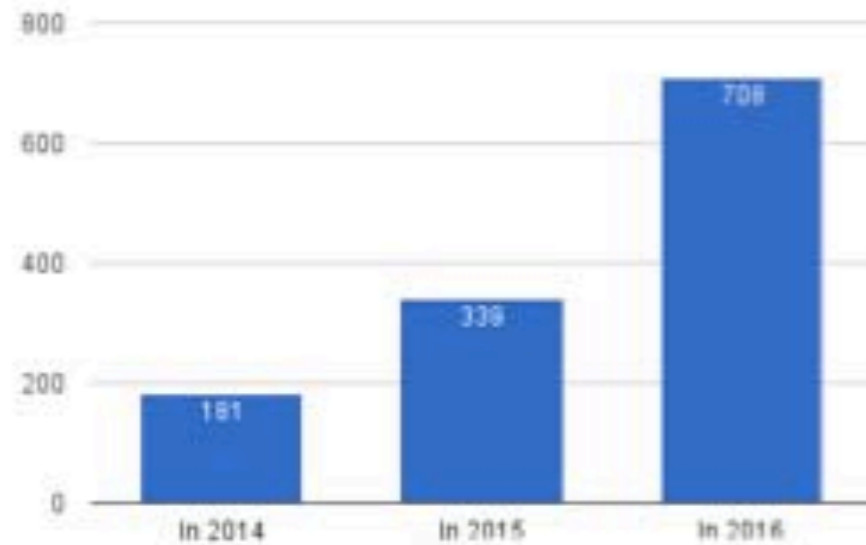


MOST FUNDED VERTICALS IN 2016

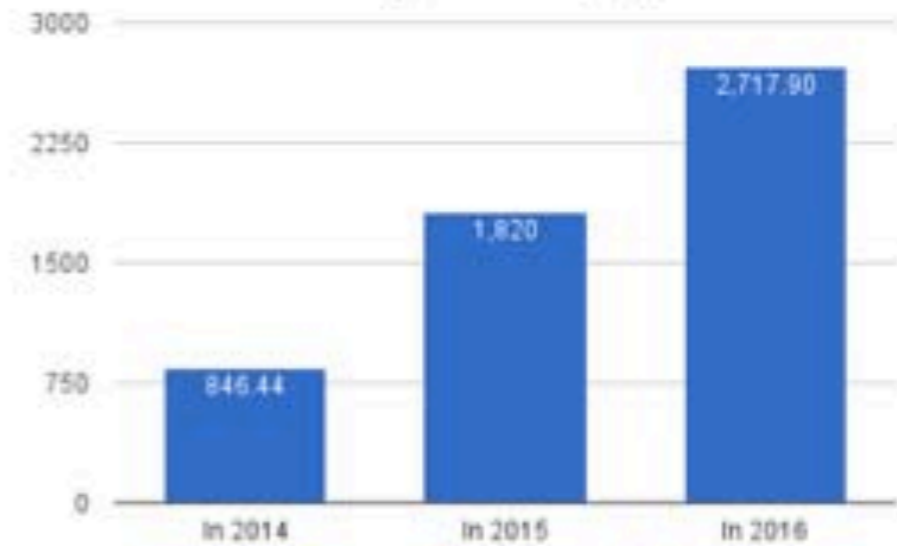


Nordic Context

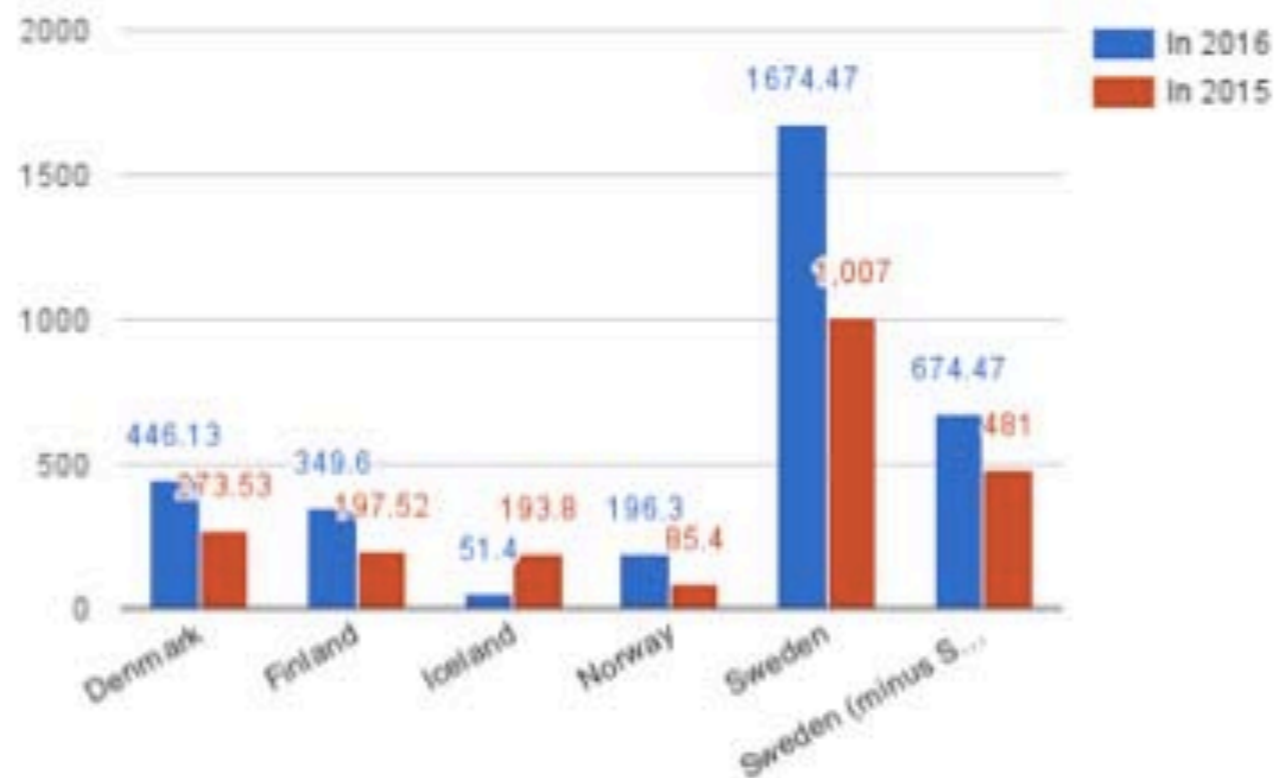
The Number of Investments



The Amount of Capital Raised (\$M)



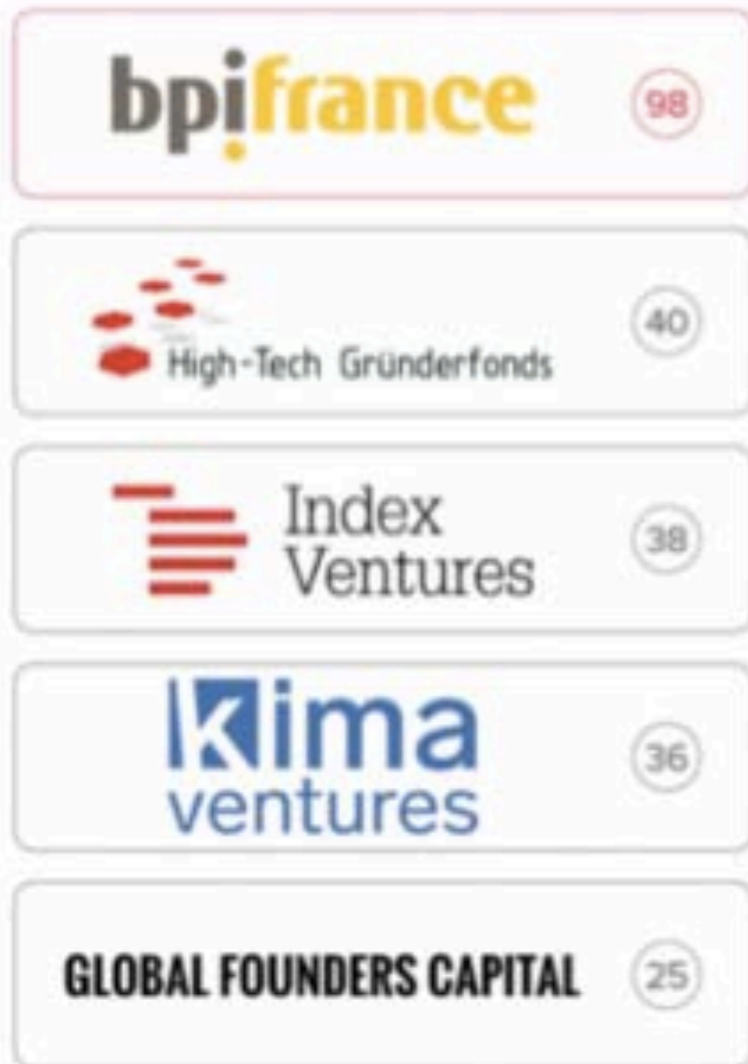
The Amount of Capital Raised per Country (\$M)



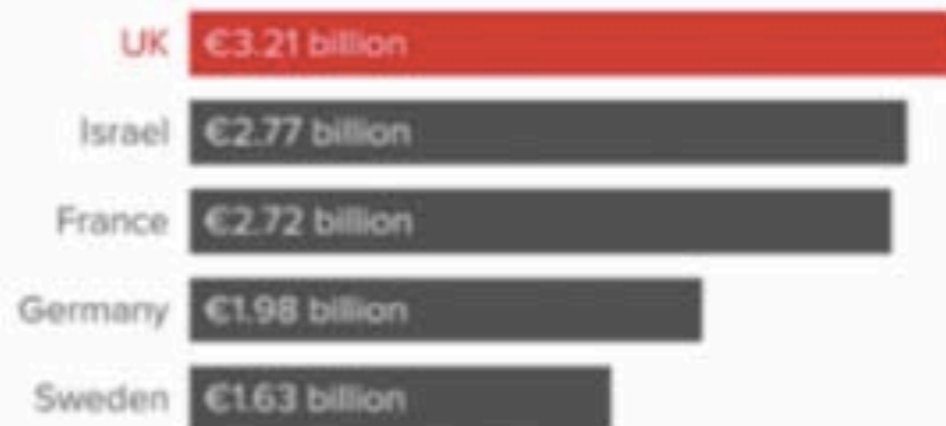
European Context

KEY TAKEAWAYS

Top investors by number of deals 2016



Top countries by investment volume 2016



Top countries by number of deals 2016



Top countries by investment volume 2015



Top countries by number of deals 2015



2012



Kungsholmen

Norrmalm

Östermalm

Stockholm

**Gamla
Stan**

Södermalm

Coworking

Exits

Events

Media

2013



Kungsholmen

Norrmalm

Östermalm

Stockholm

Gamla Stan

SUP46

Sthlm Tech Meetup

#STHLMTECH

Södermalm

Coworking

Exits

Events

Media



2014



Kungsholmen

Norrmalm

Östermalm

Stockholm

Mojang
\$2,5Bn Exit

King
\$7Bn Exit

Sthlm Tech
Fest

SUP46

Swedish
Startup Space

Knackeriet

Gamla
Stan

Sthlm Tech
Meetup

#STHLMTECH

Södermalm

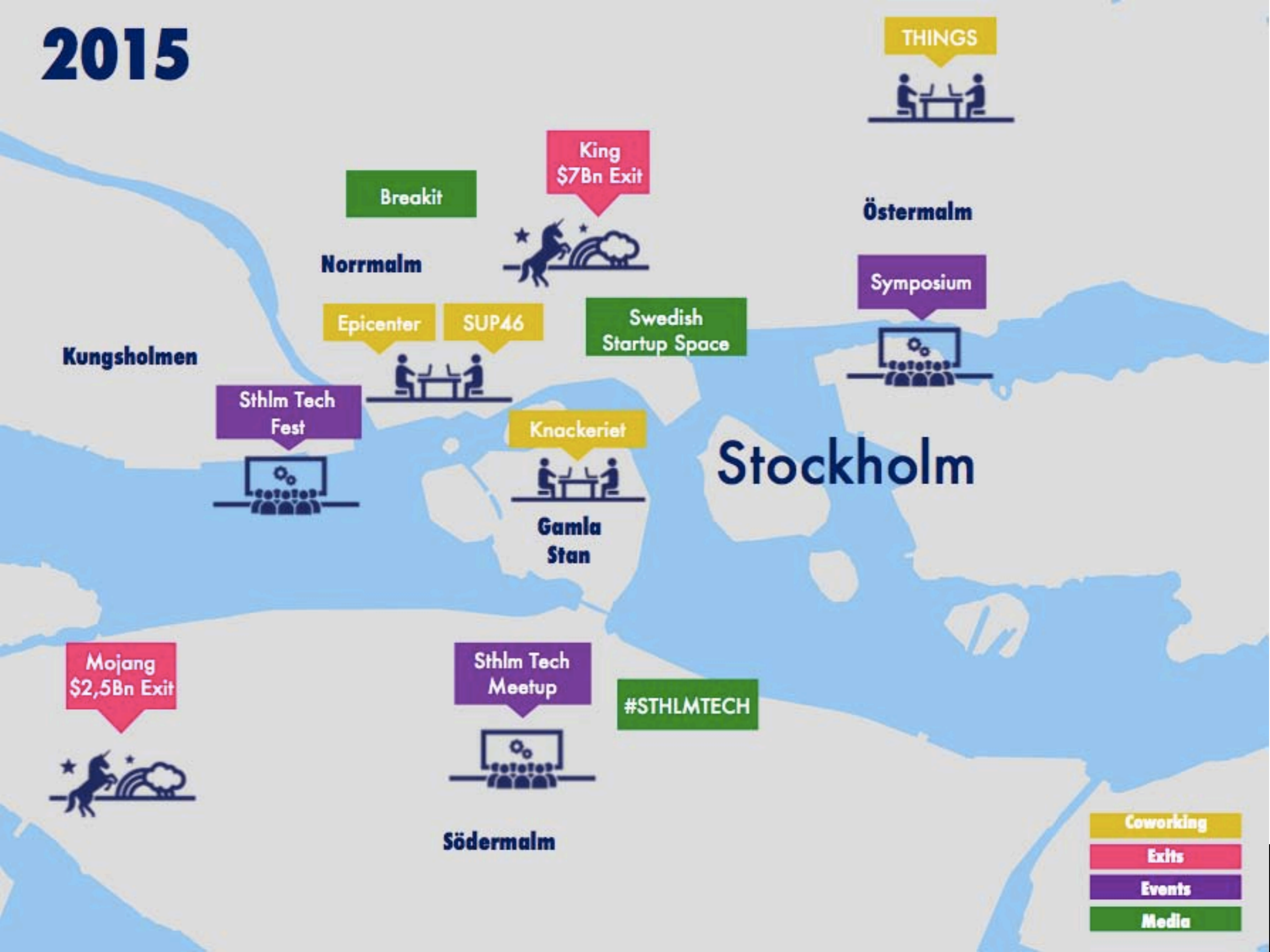
Coworking

Exits

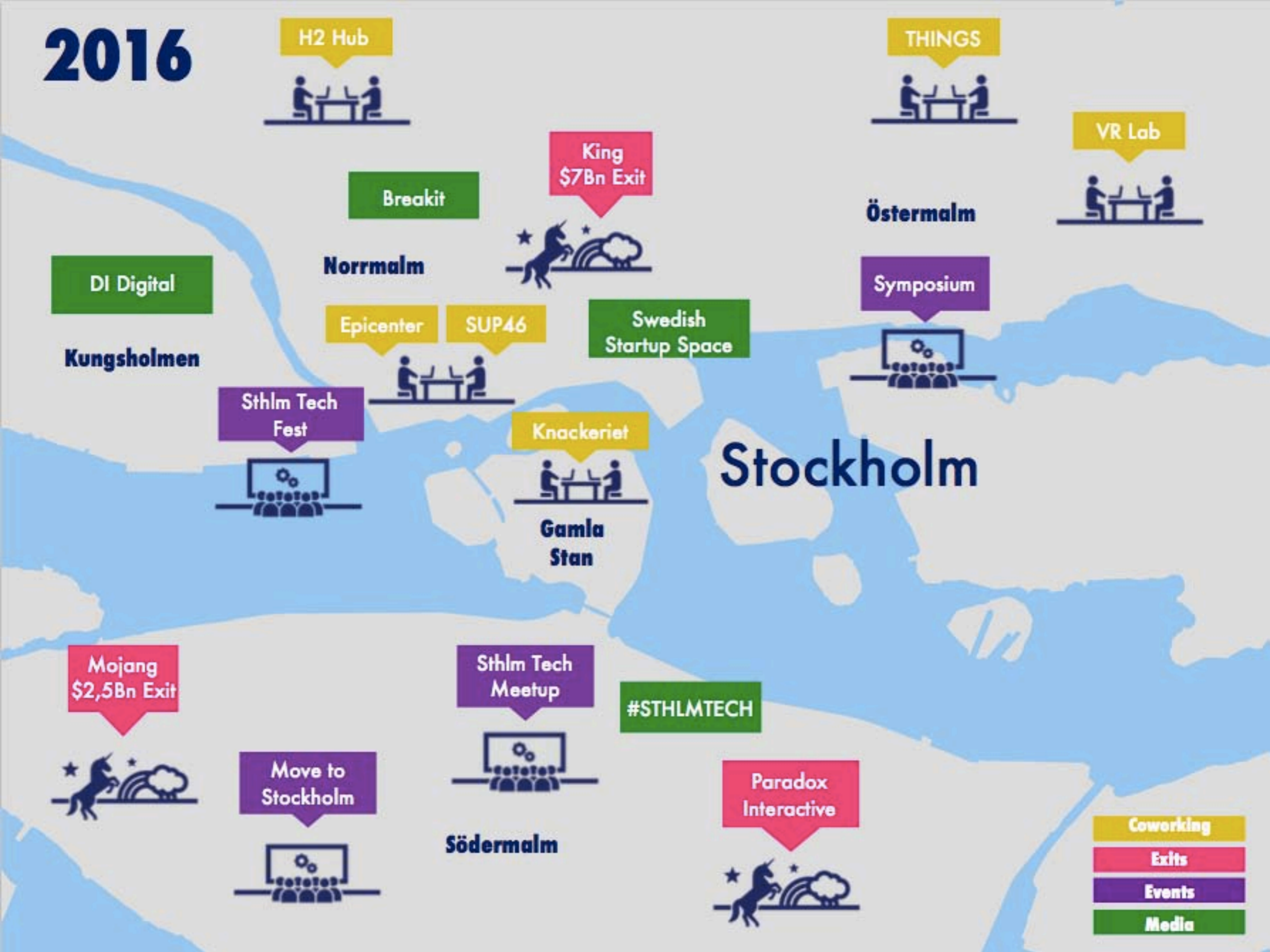
Events

Media

2015



2016



Stockholm Tech Landscape

#STHLMTECH

Venture Capital



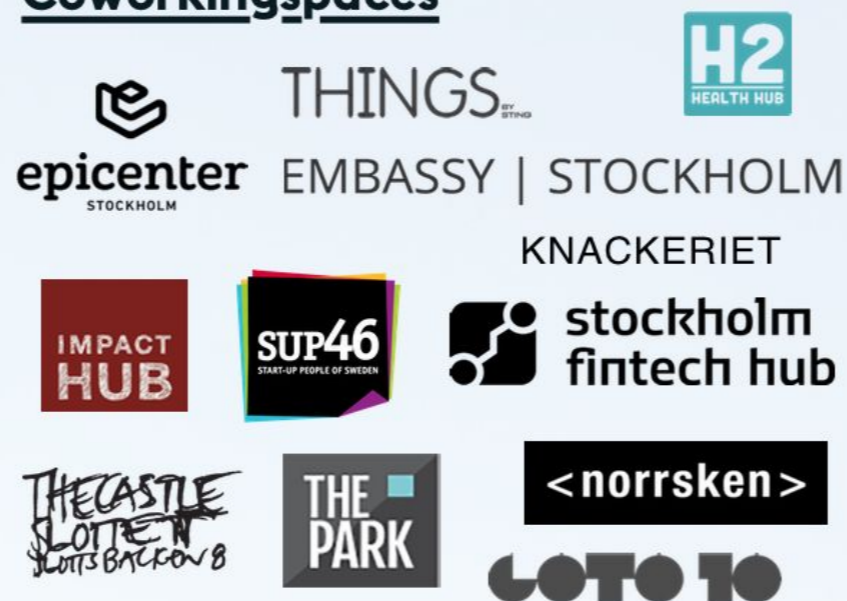
Meetups



Corporate Investors



Coworkingspaces



Media



Incubators/Accelerators



Angel Networks



Education



Unicorns



Government

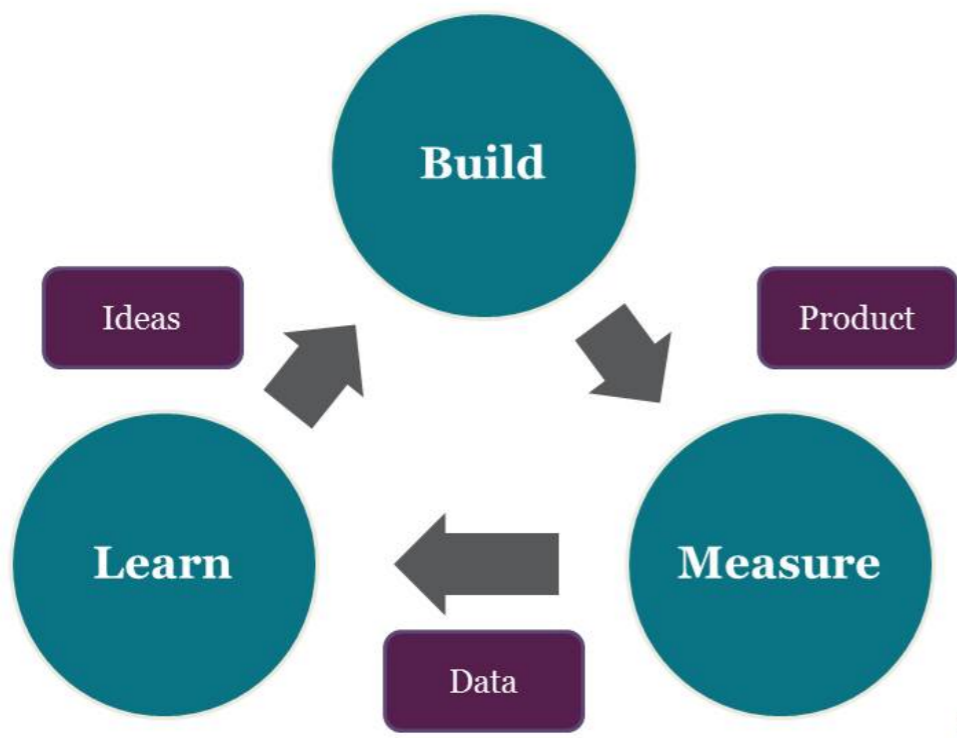


Events



**But where do you
star?**

Lean Startup Model

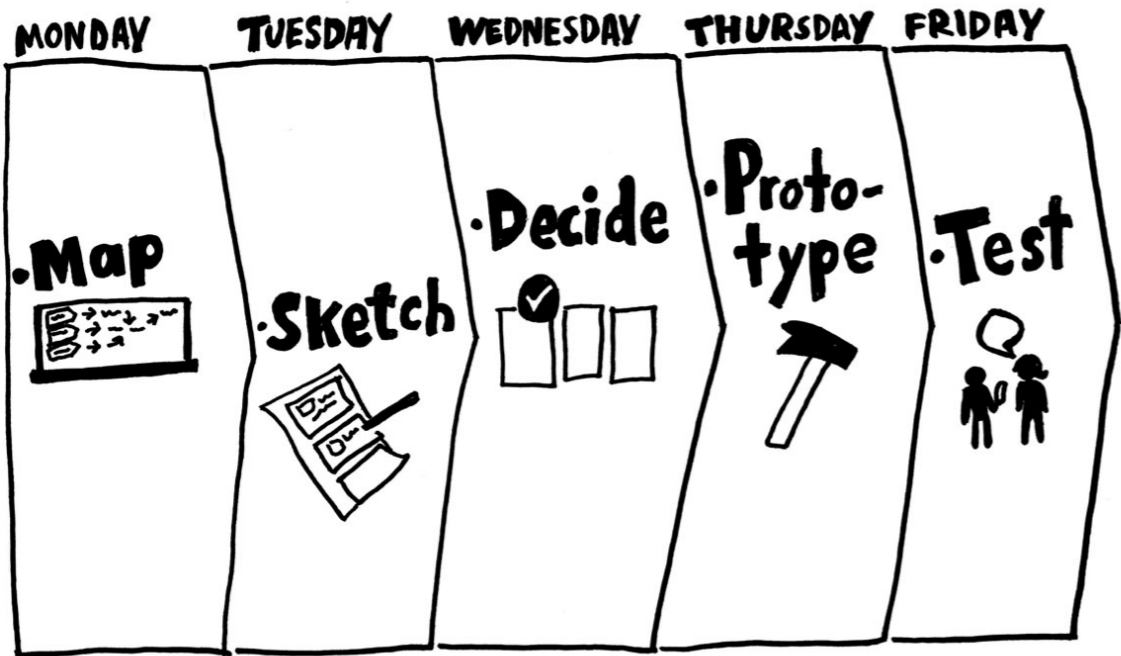
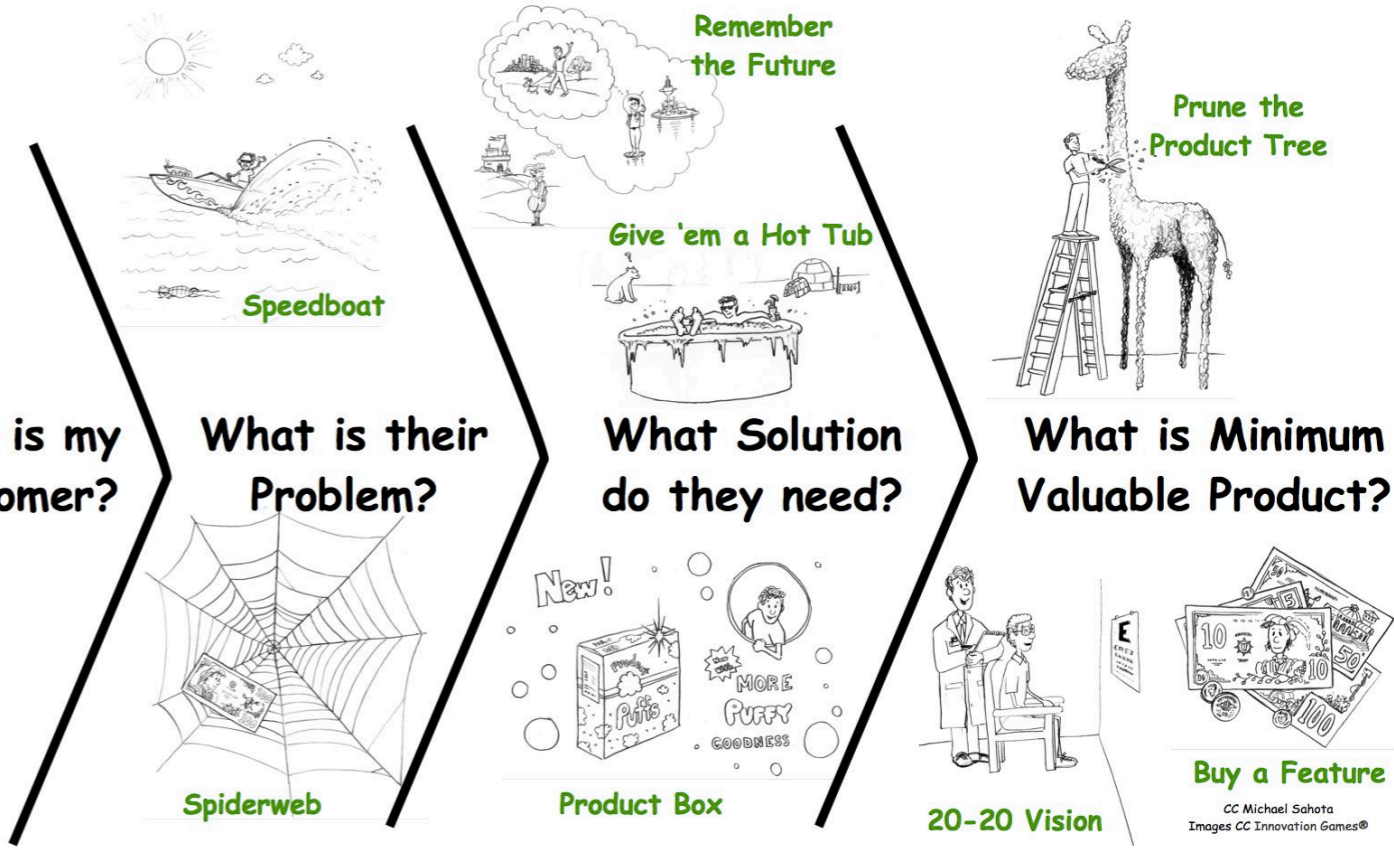


Who is my Customer?

What is their Problem?

What Solution do they need?

What is Minimum Valuable Product?



GET OUT OF THE BUILDING

leanstartupmachine

MVP

A version of your “product” that maximizes validated learning by delivering and capturing customer value for the least amount of effort

Support

- early idea hubs
- pre-incubators
- incubators
- accelerator

Sweden's Startup Hub.

October 2013: Launch of SUP46

Today: 55+ Startup Members / 30K annual visitors / 20 startup events per month



SUP46
START-UP PEOPLE OF SWEDEN

- Hub in the heart of Stockholm for awesome startups, the obvious hotspot
- Carefully selected members – scalable startups with global ambitions. Mainly within web, mobile, media, gaming & IoT
- Backed by top VC's and accelerator partners
- 2K sqm venue consisting of co-working environment, investor & corporate corners, event & conference rooms as well as Startup Café open for everyone

Member criteria

Disruptive ^



>
Technical

We gather Sweden's next startup stars

- ✓ Most promising tech startups based in Sweden
- ✓ Post-launch, traction and proof of concept
- ✓ Scalable business with large market potential and global ambitions
- ✓ Great team with winner attitude
- ✓ Financial "stability" with 6-12 months runway
- ✓ Relevant recommendations / references / endorsements



**CURRENT
AMOUNT OF
MEMBERS** **62**

**ALUMNI
COMPANIES
TODAY** **40**



15%

**OF TOTAL SUP46
MEMBER APPLICATIONS
GET ACCEPTED!**

**ACCEPTED COMPANIES
VS STILL ACTIVE**



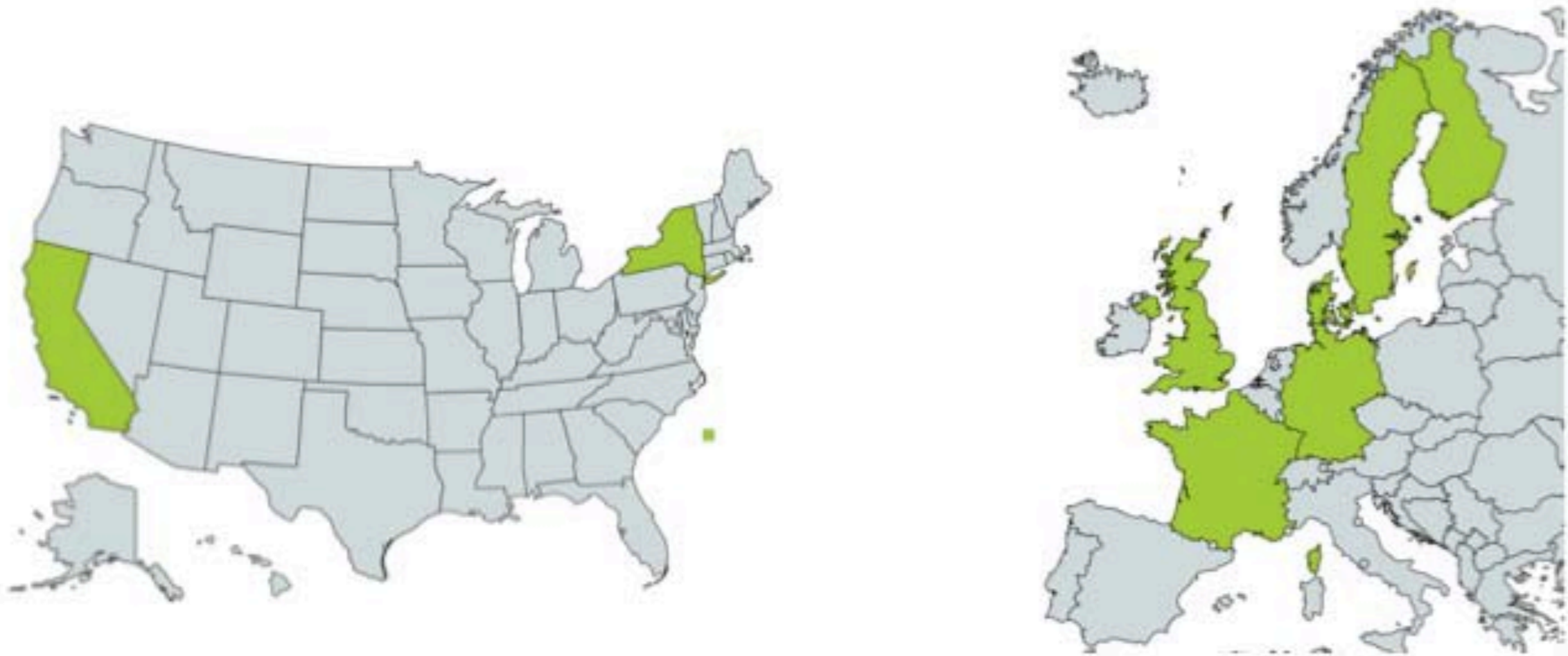
108
Active

117
Total

SUP46 HAS MEMBER COMPANIES FROM 5 CITIES ACCROSS SWEDEN



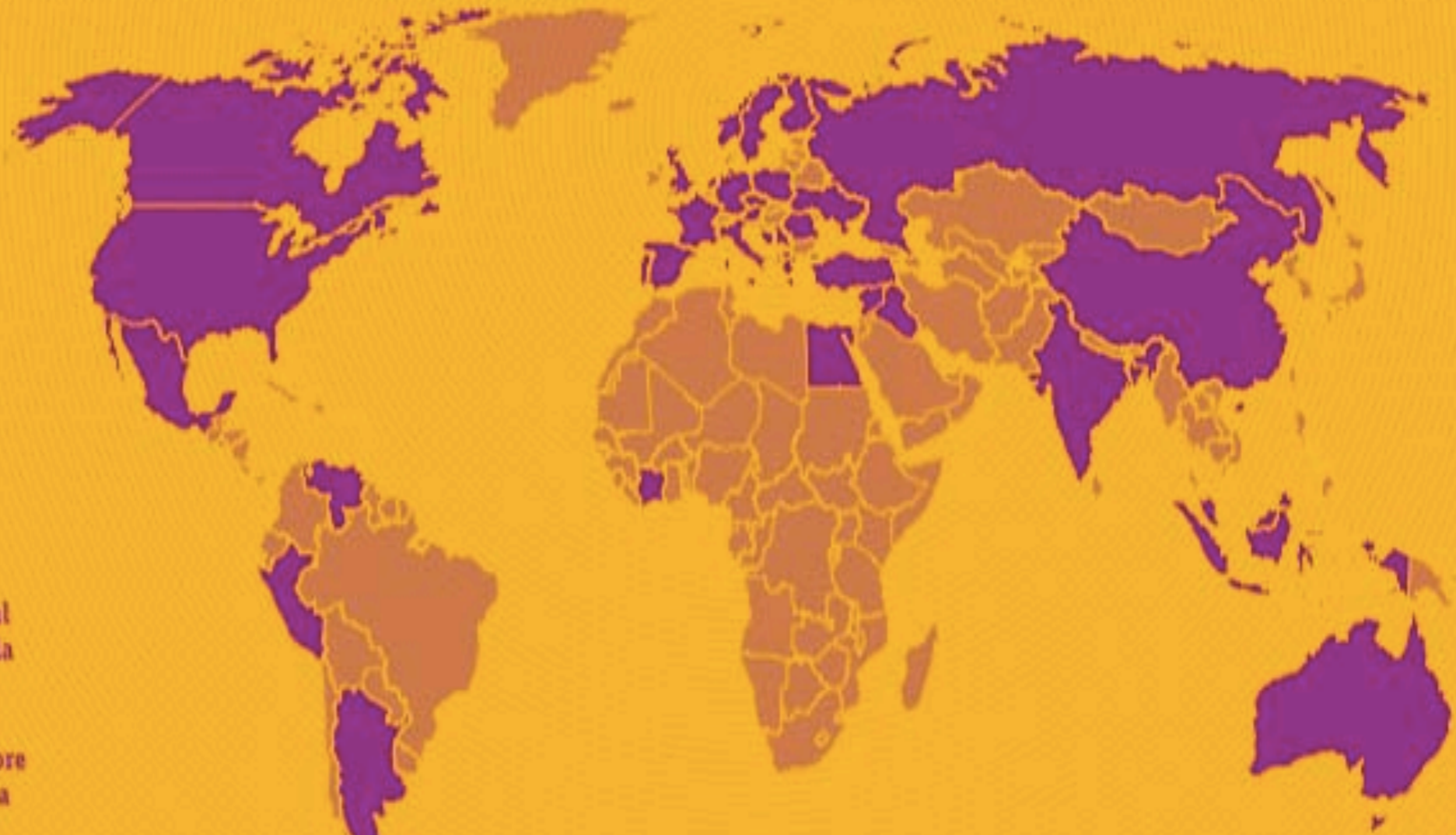
Much more than Stockholm



Friendship Agreements with well-known startup hubs lets members take advantage of workspace and local networks
San Francisco / Palo Alto / New York / London /
Berlin / Paris / Helsinki

79% HAVE ALREADY
EXPANDED INTERNATIONALLY

THE SUP46
MEMBERS
REPRESENT
42
DIFFERENT
NATIONALITIES

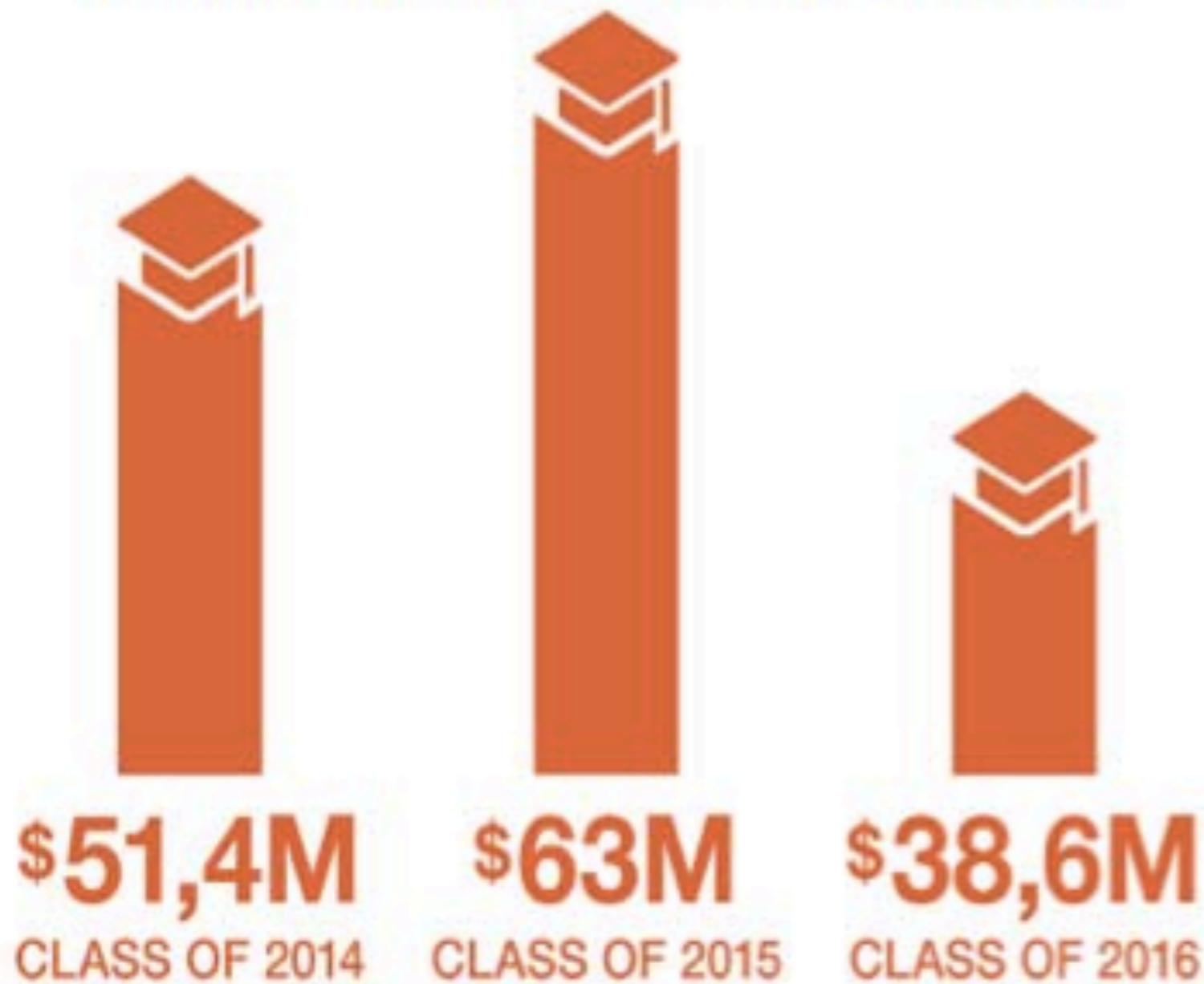


Argentina	India	Portugal
Australia	Indonesia	Romania
Austria	Iraq	Russia
Bangladesh	Israel	Serbia
Bosnia	Italy	Singapore
Canada	Ivory Coast	Slovenia
China	Lebanon	Spain

Finland	Netherlands	UK
France	Norway	USA
Germany	Peru	Ukrain
Greece	Poland	Venezuela

TOTAL FUNDING OF ALL SUP46 MEMBERS AND ALUMNI BY COHORTS

TOTAL AGGREGATED FUNDING SUP46 MEMBERS + ALUMNI



SUP46 IS THE MEETING PLACE FOR THE STARTUP SCENE IN SWEDEN

CONFERENCES



OPEN WORK
SPACE



+30K

VISITORS FROM
ALL AROUND WORLD



+200

EVENTS HOSTED
DURING 2016



STARTUP CAFÉ







Swedish Startup Hall of Fame

Prestigious annual award for people who have contributed substantially to Sweden's startup community and also play a big part in the maturing startup eco-system.

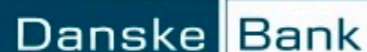
The Swedish Startup Heroes.

our sponsors

gold



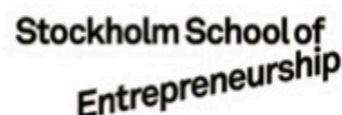
silver



bronze



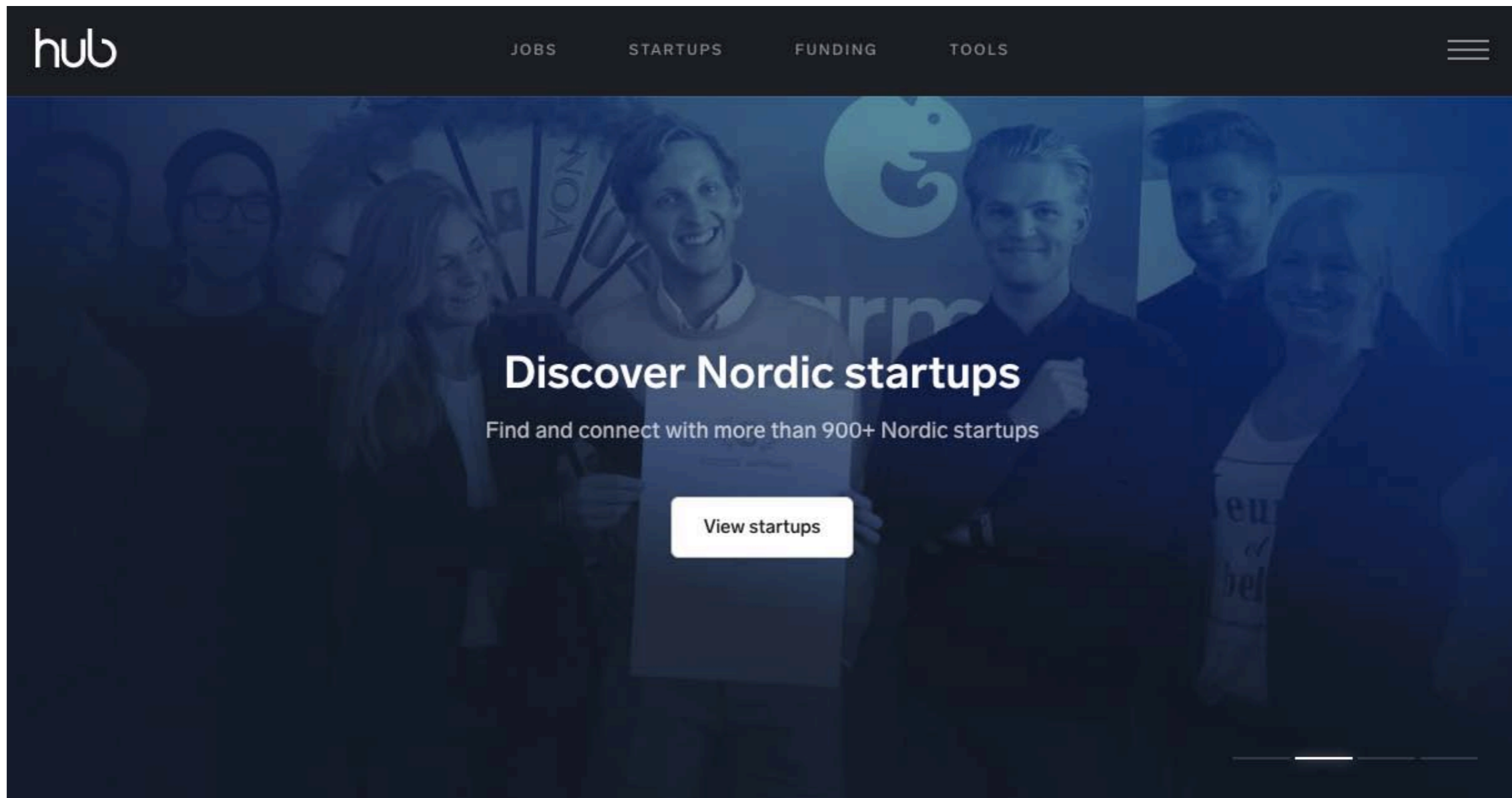
our partners



global friends



TheHub.se





GRANT THORNTON NY SAMARBETSPARTNER TILL STARTUPHUBBEN SUP46

2015-08-19 13:45 Grant Thornton

Efter det lyckade samarbetet med Nationella Entreprenörskonsultföretaget Grant Thornton nu ett sponsoravtal (Sweden).

Regeringen ska satsa på startups

STARTUPS I samband med årets upplaga av konferensen Sthlm Tech Fest diskuterades utmaningar för svenska startups. Nu utlovar regeringen en rad åtgärder. "Det här är en viktig sektor som har betydelse för en modernisering av svenskt näringsliv", sa Mikael Damberg, näringsminister.

"Det är ett avancerat pussel"

Frukost med: Jessica Stark, vd och grundare till SUP46



Till: 0800. Foto: SUP46, Regeringsgatan 29 i Stockholm. Frukost: Kaffi, macka och smörgåsar.

vika också. Det är ett ganska avancerat pussel som vi inte tänkte på när vi drog i gång. Ni har tuffa krav på andra, hur går er egen affär?
-Vi har brutet rikenskapet, det senaste 1,5 åren visade en vinst på 700 000 kronor. Men vi har inte dragit i gång det här för att skapa en vinstmaskin och bli svenska utan för att stödja svenska startup-bolag.
Det mest kända bolagen i lokalerna är sannolikt Fidesuppen Fildis, som leds av entreprenören Johan Anby och värderna till 167 miljoner kronor. Bolaget sitter på övertid i lokalerna men har fått dispens en tid till.
-Vi har gjort ett undantag, men Fildis kommer snart att vika ut våra lokaler. Det vore väl dumt av oss att kasta dem i den här läget.
Vilka nya bolag hos er ska Affärsvärlden

SUP46 tar Almedalsstriden för alla startups

ALMEDALEN 2015. Startuphubben SUP46 är i Sverige.



Glöm kontoret – nu vill hubben SUP46 nå ut till hela Sverige

Publicerad 22 apr 2015, kl 16:58



Gallerian på väg bli hett it-nav



Startup-Sverige skriver manifest för att få politiker att fatta branschen

Politikerna går på startup-safari – och det är bättre sent än aldrig

Publicerad 28 maj 2015, kl 09:00

Zennströmbolag tror på Sup46

Publicerad 20 maj 2015, kl 16:46



Niklas Zennströms investeringsbolag Atomico ger startupaccelerators SUP46 ett resurstillskott.

Svenskarna som vågar ta för sig i Silicon Valley

Men varifrån kommer då svenskarnas nyvunna självförtroende och kunskap? I nästan alla diskussioner på ämnet nämns startuphubben SUP46 i Stockholm som en utgångspunkt.

SUP46 är beläget mitt i Stockholms shopping Centralen. Jessica Stark är vd och var med sedan. Tanken var just att skapa en mötes

Annie Lööf (c) om mötet med startup-Sverige

Publicerad 2015-05-22, 11:00

POLITIK. I veckan har både närings- och innovationsministern Mikael Damberg och Centerpartiets partiledare Annie Lööf, besökt startuphubben SUP46. Dagens Opinion var på plats under Annie Lööfs rundvandring och passade på att ställa några frågor om den svenska it-industrin.

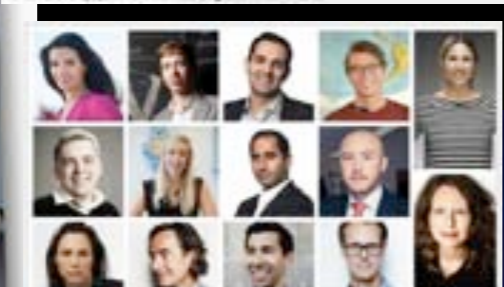


Stockholm kokar

Tillväxtföretagen som får Silicon Valley att blinka



Jessica Stark, vd och medgrundare Sup46, Marlies Ljungman, partner Atomico och Shari Doherty, partner Atomico är gäster på konferensen.



Debatt: "Sverige är historiskt sett uselt på att få företag att växa"



SUP46

START-UP PEOPLE OF SWEDEN

Stockholm's Housing Shortage Threatens to Stifle Fast-Growing Start-Ups

The New York Times

By MARK SCOTT DEC. 14, 2014

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Tweet

Save

More

STOCKHOLM — Tyler Faux thought finding a place to live in New York City was tough.

But when [Mr. Faux](#), a 24-year-old New York native, moved here recently to work for one of the city's fast-growing start-ups, he was in for a rude awakening.

Faced with Sweden's labyrinthine rules on renting apartments and a decades-long waiting list for government housing, Mr. Faux, a



Fritjof Andersson, chief of a social media start-up in Stockholm. Because of a housing shortage, he has struggled to bring engineers to the city. Martin Edström for The New York Times

FT
What the locals say: Johan Attby, chief executive of FishBrain, a social network for anglers, praises a hub for start-ups called SUP46 for "bringing together smart and driven people under the same roof and I'm sure some magic will be created there".



Startling Stockholm: a tech startup scene that's rapidly coming of age

Stockholm is already home to a number of large, fast-growing tech companies, including Spotify, King and Klarna. We went on a field trip to Sweden's capital to learn more — and see who could be next.



Not all rainbows and butterflies

I should note that not everything I saw in Stockholm was equally impressive or boast-worthy

While there's been a massive boom of co-working space and incubator-type settings in European cities from Amsterdam to Zurich, Stockholm really only has one of note — SUP46 — and it's been open for less than a year. Not that that is a huge issue to overcome, but in such seemingly healthy tech ecosystem I found that to be a noteworthy observation, even if there



The Local Survey

THE LOCAL

Photo: Johan Willner/imagebank.sweden.se

UK can't get enough of Sweden, survey reveals

"It looks like we need to further strengthen the community in Sweden is a great country for start-ups," Jessica Starbäck, founder of start-up co-working space SUP46, told The Local. "Stockholm is one of the absolutely top start-up cities

How Sweden became the startup capital of Europe

28 Jun 2015 | Lauren Davidson | Finance



...That has allowed the city to foster a growing tech scene with shared working spaces such as Sup46, the digital startups haven, and THINGS, Sweden's first hub for hardware make

The Telegraph

Europe's hottest startups 2014: Stockholm Europe's hottest startups 2015: Stockholm

01 AUGUST 14 / by TOM CHESHIRE (/SEARCH/AUTHOR/TOM+CHESHIRE/)

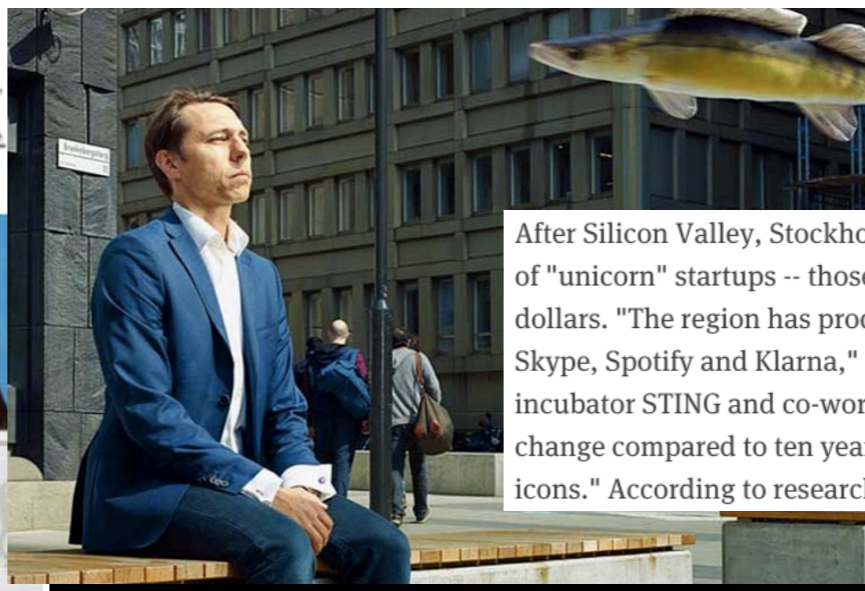
WIRED.CO.UK

61 302 1 5
Tweet Recommend 8+1

Once the quirky, innovative outsider of startup hubs, Stockholm is now an established base. It was declared the sixth best pole for ICT excellence in Europe by the European Commission -- ahead of Berlin and one point behind Cambridge. Stockholm is also ramping up in financial tech: in the wake of Klarna and iZettle, keep an eye on Tink, Vaulted, Bellhop, mCASH and Safello. Coworking spaces such as SUP46, Knackeriet and Entreprenör's Kyrkan are hosting scores of new companies. And although the hub has some particular strengths, Swedish startups will try their hand at anything, making it arguably more diverse than London or Berlin. The one thing that unifies them? "We are early adopters of movements," says Teenage Engineering



Teenage Engineering's (left-right) Emil Ku Halvarsson, Jesper Kouthoofd, David Erik Winnberg Nick Wilson





After Silicon Valley, Stockholm is the second-largest producer of "unicorn" startups -- those valued at more than a billion dollars. "The region has produced companies such as Mojang, Skype, Spotify and Klarna," says Pär Hedberg, founder of incubator STING and co-working space SUP46. "That's a big change compared to ten years ago when there were no startup icons." According to research by data analytics firm

SUP46
START-UP PEOPLE OF SWEDEN

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 @LanaKaupuza

 /lanakaupuza



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