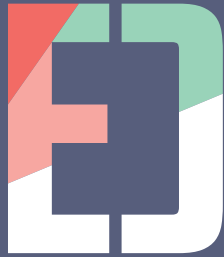


*Change the game*



**CBS  
ENTREPRENEURIAL  
DAY**

*Talks - Startups - Pitches - Jobs - Networking*

*September 28th, 2018 | 10:00 - 18:00  
Solbjerg Plads 3, Copenhagen Business School*



# *Welcome to* CBS ENTREPRENEURIAL DAY 2018

Copenhagen Business School is known as one of the most reputable business schools in the world, with a strong entrepreneurial spirit among students and professors. It is crucial to stimulate and develop the entrepreneurial spirit at CBS, through teaching, research, and extra-curricular activities, in order to stay competitive in society.

CBS Entrepreneurial Day gives the participants insight into the entrepreneurial activities and opportunities, you can find at CBS. The previous years, the event has had a highly successful outcome, as it inspired many students to turn their ideas into businesses, and enlarged our network in society, through this focus on entrepreneurship.

We are excited to meet new students, professors, and other like-minded, to CBS Entrepreneurial Day 2018. And we hope that this day will inspire you to take your idea, or business, to the next level.



***Per Holten-Andersen***  
President of CBS

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# *What is* CBS ENTREPRENEURIAL DAY?

## *Explore the future of student entrepreneurship in the North!*

Since 2015, CBS Entrepreneurial Day has brought together more than 10,000 entrepreneurial minds to share knowledge, network and inspiration, and to showcase the student startup community in the North.

CBS Entrepreneurial Day is the largest student entrepreneurship event in Denmark, and will in September 2018 gather 4,000 students, entrepreneurs, researchers, business professionals, investors, speakers, and like-minded; to explore and share the latest research and trends within entrepreneurship.

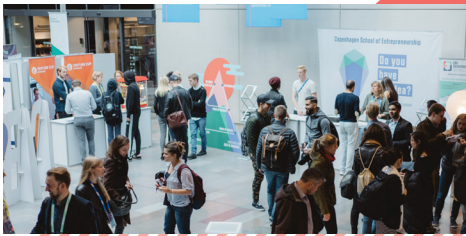
Our approach is simple and clear: Entrepreneurial knowledge should be free and available for everyone! This means that the event is free to participate in and open to anyone interested in innovation and entrepreneurship.

CBS Entrepreneurial Day is hosted by Copenhagen Business School's unit for practical and applied entrepreneurship, Copenhagen School of Entrepreneurship (CSE), with great support from our loyal sponsors and partners.

 [entrepreneurialday.com](http://entrepreneurialday.com)

 [entrepreneurialday](https://www.facebook.com/entrepreneurialday)

 [csenews](https://www.instagram.com/csenews)



Meet **CSE** and the **Platinum Sponsors**, FSR and Milestone Systems, and explore the entrepreneurial environment at CBS



Meet 25 Nordic **student startups**, who will be showcasing their products and sharing their unique stories



Get inspiration and new knowledge from well-known serial-entrepreneurs, student entrepreneurs, experts, and professors, who will give **motivating talks!**



Can you take your idea to the next level? Meet our CSE business developers to receive **feedback** on your idea and learn more about your **startup opportunities!**



**Network** with others who share a common interest in entrepreneurship and startups – bring your business card!



Come and see the CBSstartup foundation giving **donations** to very lucky CBS startups, when we host the CBSstartup Ceremony for the first time!

# *Copenhagen School of Entrepreneurship*

**Copenhagen School of Entrepreneurship (CSE) is the unit at CBS, focusing on practical and applied entrepreneurship.** CSE has had more than 700 student driven companies since it was founded in 2007, in different programmes; from basic startup, to scale and growth programmes.

CSE is also the entrepreneurial incubator at Copenhagen Business School. CSE was created to optimize the framework for student entrepreneurship at CBS. More than 500 new business ideas are created from CSE annually, and on a daily basis, more than 150 startups, consisting of students from all universities, come together to make emerging ideas into businesses. CSE's biggest role is to support the students in becoming business-ready for a society undergoing rapid development and change. The entrepreneurs obtain a trained entrepreneurial mindset, and experience in creating and finding new solutions to existing needs.


We do this through focused offerings, in order to strengthen the students competencies in concept development, business understanding, and collaboration.

At CSE, we build on the startups' academic competencies, and we are convinced that concrete experiences with the development of ideas, and the establishment of a company, help develop a mindset that creates super skilled candidates for the business market. It is these candidates who can contribute to growth, innovation, and sustainable development in established companies, as well as in own startups.



***Karina Rothoff Brix***

Head of CSE



Ring me  
Whenever  
you  
have success  
to share



16/10

### ***Open door policy***

CSE is for FREE for all students from all universities. 45% of startup teams are Non-CBS students.

### ***Performance & results***

Number of startups: more than 150 teams/year  
Success rate: 53%  
Jobs generated: +1,495

### ***Mandate of the incubator***

CSE helps aspiring student entrepreneurs test and validate their customer value proposition and business model(s).

### ***Cross-disciplinary teams***

90% of all funding CSE teams have cross-disciplinary team skills.

### ***Revenue & funding***

CSE teams have in total:  
Created +\$98m. in revenue  
Received +\$33m. in funding

### ***Curricular activities at CSE***

Internship in a CSE startup / Internship in your own CSE approved startup  
(15 ECTS - Undergraduates and Graduates)

# Turn your idea into a business!

## **The incubator** (Students + Recent graduates)



Office space  
24/7/365



Mentoring



Peer-to-peer  
learning



Business development  
sessions



Legal and accounting  
advice



Workshops  
and events



Internship  
with ECTS

## **The accelerator** (Student entrepreneurs + Established companies)



Office space  
24/7/365



Grow the venture



Go international



Expert mentorship



Entry bootcamp



Investor pitch



Alumni network

## **The events and activities**

CBS Entrepreneurial Day + Student hackathon with startups + Open Wednesdays + Startup Friday + much more!



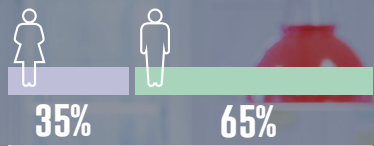
9%  
PhD

59%  
MASTER

32%  
BACHELOR



STUDENTS OF **91** NATIONALITIES

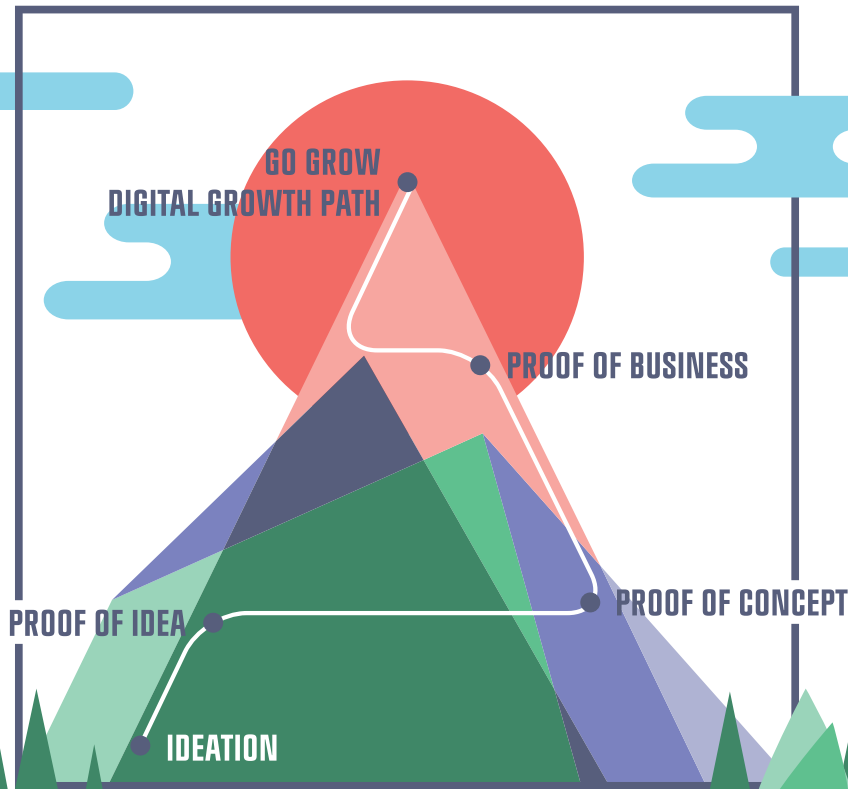


**26.5** years  
AVERAGE AGE

# *Entrepreneurs at CSE*



# The path from *idea* to business





## IDEATION

Visit CSE Open Wednesday, every Wednesday from 14-16. Get a tour of our offices, hear about CSE, and receive feedback on your idea!

## PROOF OF IDEA

Answer 25 questions about your business idea, based upon the composition of your team, business model and concept.

## PROOF OF CONCEPT

To ensure progress in your business, you have to set up your own KPI's and goals. If you reach them, you continue to the next stage in the Proof Programme!

## PROOF OF BUSINESS

Attend instructive and inspirational workshops, which will help you grow and validate your business model. Finish the Proof Programme with an evaluation of your process, KPI's and goals, and future prospects.

## GO GROW

Choose to apply for the in-house accelerator programme, which will help you scale your business, if you have the potential for international growth.

## DIGITAL GROWTH PATH

It is a transformative technology vertical within Go Grow focused on accelerating the development of top tech entrepreneurs.

Learn more and apply at [cse.cbs.dk](https://cse.cbs.dk)



Go Grow

## CALLING ALL SCALABLE STARTUPS

Reach international growth

with

Go Grow

A free 4-month accelerator programme  
at Copenhagen School of Entrepreneurship

Business mentoring  
Partner search  
Foreign market visits  
Investor pitching

**INDUSTRIENS  
FOND** FREMMER DANSK  
KONKURRENCEEVNE  
The Danish Industry Foundation

**APPLY HERE!**

[www.go-grow.dk](http://www.go-grow.dk)

Deadline **October 8th, 2018**  
Kick-off **November 13-14th, 2018**



## Digital Growth Path

# CALLING ALL B2B DIGITAL & EMERGING TECH STARTUPS

... IoT | Machine Learning | Robotics | Industry 4.0 | Augmented Reality | Nano | 3D-print ...

### Reach international growth

with

### Digital Growth Path

A free 4-month accelerator programme  
at Copenhagen School of Entrepreneurship

Business mentoring  
Partner search  
Foreign market visits  
Investor pitching

**INDUSTRIENS  
FOND**  
FREMMEK DÅNSK  
KONKURRENCEEVNE  
The Danish Industry Foundation

**APPLY HERE!**

[www.go-grow.dk](http://www.go-grow.dk)

Deadline **October 8th, 2018**

Kick-off **November 13-14th, 2018**

# Sponsors

We are not able to arrange CBS Entrepreneurial Day without support from our loyal sponsors! We thank them for contributing to CBS Entrepreneurial Day, so we can continue to help students across disciplines to turn their ideas into businesses!

# ***FSR - Danish Auditors***

Platinum Sponsor

FSR – Danish Auditors, is Denmark’s trade organization of auditing, accounting, tax and corporate finance. The association has 650 member firms and 5,300 individual members. The association is the voice of the Danish audit profession – a profession with an annual revenue of about 15 billion DKK.

[www.fsr.dk](http://www.fsr.dk)

**DANSKE  
REVISORER**

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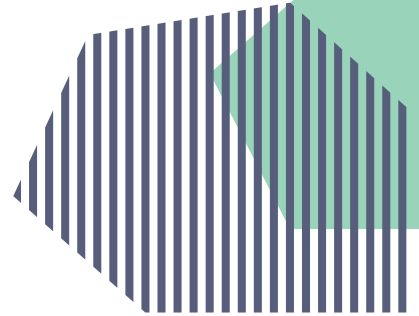
**F S R \***

# *Milestone Systems*

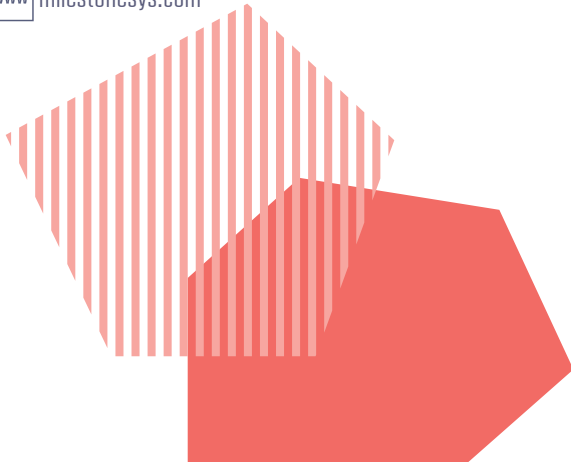
Platinum Sponsor

Founded in 1998, Milestone Systems is a world-leading provider of open platform IP video management software (VMS). Milestone Systems' open platform community is a network of over 8,000 hardware providers, camera manufacturers and software developers who integrate their products and applications with Milestone Systems' video technology platform. Today, Milestone Systems have over 150,000 installations worldwide, and regional offices and sales representatives in more than 25 countries.

[www.milestonesys.com](http://www.milestonesys.com)



**milestone**



# *Djøf Business Community*

Supporting Sponsor

At the heart of Djøf business community, lies our strong belief that successful entrepreneurs are always looking for opportunities to help others. We are a community of early-stage entrepreneurs from all walks in life. Together we seek to develop our selves, test ideas, and form meaningful relationships to shape a preferred future.

Not sure how to start or move on with your start up? Ask us and we will help you find the answer or connect you with others that do. At Djøf Business Community, we help you get in touch with your first customers, beta-test your product and find business partners. Join Djøf Business Community and get access to inspiring conversations, strong support network and a testing ground for your idea.

[www.djoef.dk](http://www.djoef.dk)

The Djøf logo consists of a dark blue rounded square with the word "djøf" written in white lowercase letters. The letter 'j' has a dot, and the 'ø' is a standard Danish character. The logo is positioned in the lower right quadrant of the slide.

**djøf**

## Startups

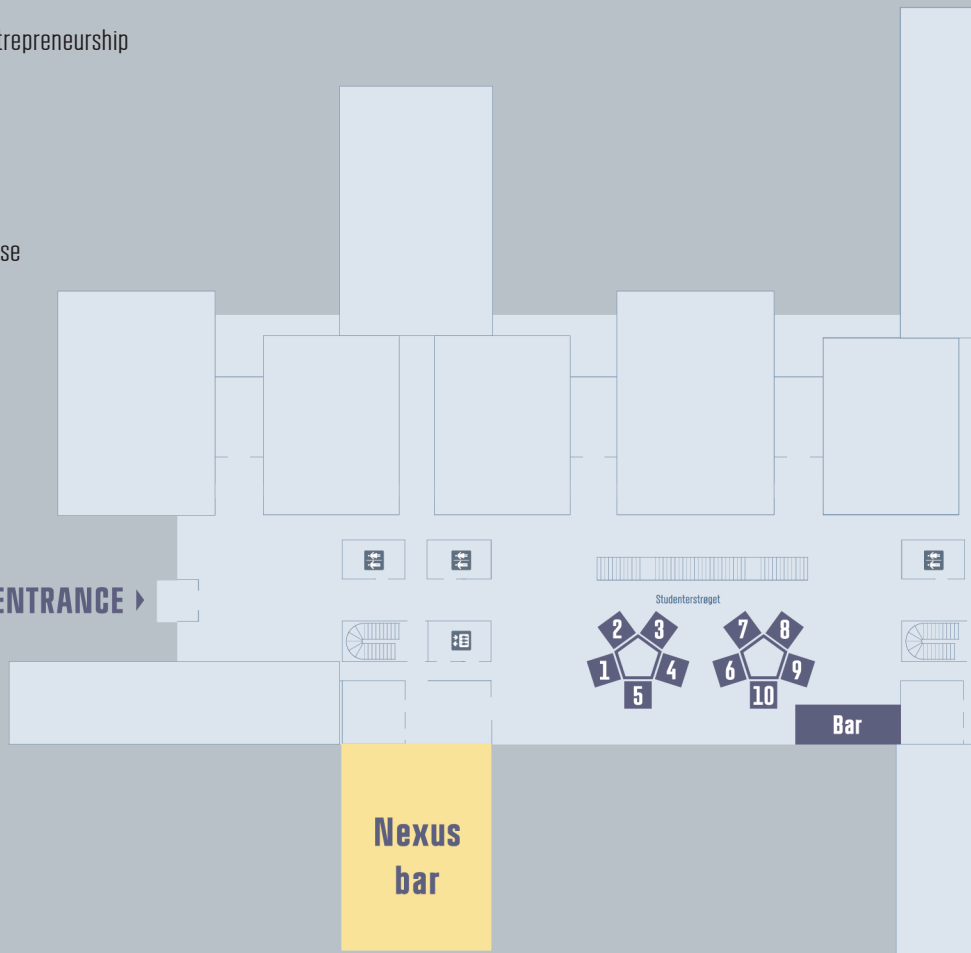
- 1 2030 Builders
- 2 BlueBenu
- 3 Fresh.Land
- 4 Let Leg
- 5 Lulu Lab
- 6 Company42
- 7 Insight Academia
- 8 Blue Lobster
- 9 Hairpal
- 10 FlexLogical
- 11 BeYou SkinCare
- 12 The Creators Rep
- 13 Squarely
- 14 StepUp Air
- 15 Mermaid Stories
- 16 CREZO
- 17 Itchyfeet
- 18 OP! Lost & Found
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- 24 Consulting Prep
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- 34 UCPH Innovation Hubs
- 35 Sweet Sneak Cake Bar

◀ **KILEN  
CAMPUS**

**ENTRANCE** ▶







**FREDERIKSBERG** ▶  
**METRO**

# Programme

## SPEAKERS & AWARDS - SPOT

**10:00-10:10** **Jacqueline Hansen** - "Facilitator welcome"

**10:10-10:25** **Per Holten-Andersen** - "Transforming the ordinary and rethinking the rules"

**10:30-10:50** **Tom Vile Jensen** - "Why startups should look towards the accounting industry"

**10:55-11:15** **Lars Thinggaard** - "Change the game – Optimize for life"

**11:20-11:40** **Carolyn Rutherford** - "Players of the entrepreneurship game: strategies, decisions and actions"

**11:45-12:05** **Nicolai Nehammer Thorsell** - "Unleashing innovation power through intrapreneurship"

**12:10-12:30** **Laura Storm** - "The dawn of a new paradigm"

**12:35-12:55** **David Helgason** - "Silicon Valley playbook: how ambition made a small company big"

**13:00-13:20** **Gaia Dempsey** - "Lessons from high-growth startups and effective altruism for social enterprises"

**13:25-13:45** **Mattis Curth** - "Building a fast moving growth machine in a slow market"

**13:50-14:10** **Mina Jaf** - "Changing the game through social entrepreneurship"

**14:15-14:35** **Jonathan Hwaseong Jeon** - "My story, my journey: from start up to scale up"

**15:00-16:00** **CBS Startup Ceremony**

**16:00-18:00** **Go Grow Demo Day Pitch**

# ENTREPRENEURIAL ACTIVITIES

**16:00-17:00** Startup in Practice: Networking bar

Next to Café Nexus

**Surprise** Ønsk Coffee Pop-up Wagon

Main lobby

**Surprise** Sweet Sneak Studio Pop-up Cake Bar

Main lobby

**17:00-02:00** Afterparty

Café Nexus

**10:00 - 10:10**

Event facilitator

# **Jacqueline Hansen**

CEO & Founder of Roots Food



If social entrepreneurship had a face, it would be the face of Jacqueline Hansen. Jacqueline is the CEO and co-founder of Roots Food, a social startup that has introduced the organic superfood, Moringa, to Denmark, and founder of P-noise festival, celebrating filipino arts, music and films. Originally, Jacqueline founded the startup Roots Food, while studying a Master's degree in Organisational Innovation and Entrepreneurship at Copenhagen Business School, from where she joined the university incubator, CSE. Now, 2.5 years later, she is the ultimate Mompreneur, managing both her startup life with her new baby boy; serving as an inspiring role model for other working mompreneurs!

Passionate about startups, social change and human-driven projects, Jacqueline Hansen is the perfect facilitator of CBS Entrepreneurial Day 2018!

**10:10 - 10:25**

“Transforming the ordinary and rethinking the rules”

# **Per Holten-Andersen**

President of Copenhagen Business School



Professor Per Holten-Andersen has been president of Copenhagen Business School since 2012. With an academic education and a PhD in forest economics, Per Holten-Andersen has a broad focus, not only economics, but also on environmental and ethical aspects of economic activity. Prior to his position as president of CBS, he held management positions as head of department and rector of the Royal Veterinary and Agricultural University. After the merger between the Veterinary and Agricultural University with University of Copenhagen in 2007, Per Holten-Andersen continued as dean of the Faculty of Life Sciences at Copenhagen University.

Per Holten-Andersen is strongly committed to developing the university's role in society as a driver of innovation and growth with a clear focus on responsible management, ethics, and corporate social responsibility. This is reflected in CBS' current strategy: 'Business in Society'.

**10:30 - 10:50**

“Why data is a game changer - why startups should look towards the accounting industry”

# **Tom Vile Jensen**

Director of FSR



Tom Vile Jensen has a saying: “I love accounts and numbers about businesses, and they are important to grow every company. But numbers don’t create companies or invent new solutions – people do, entrepreneurs do.”

He has worked for years to improve growth potential for entrepreneurs in Denmark. And to make it more advantageous to invest in small companies. Tom is director at FSR – Danish Auditors, which members provide a range of professional services to the business environment.

**10:55 - 11:15**

“Change the game – Optimize for life”

# **Lars Thinggaard**

CEO of Milestone Systems



Lars Thinggaard has been the President and CEO of Milestone Systems A/S since 2003. Lars is a dynamic leader with almost 30 years of experience working in both startups and large consultancy companies. Lars has a strong business and entrepreneurial background which he has utilized to lead Milestone from a small startup to the world's leading open platform company in IP video management software.

Before joining Milestone Lars was Co-founder and CFO at Mondosoft, COO and CFO at Beologic (acquired by Baan) and CFO at In2itive (acquired by SPSS). Lars started his career as Auditor at Arthur Andersen and later on at Price Waterhouse, now PricewaterhouseCoopers. He holds a Bachelor of Science in Corporate Finance and Accounting from Copenhagen Business School.

**11:20 - 11:40**

“Players of the entrepreneurship game: strategies, decisions and actions”

# ***Carolyn Rutherford***

Researcher at Copenhagen Business School

Carolyn Rutherford is a Ph.D. Fellow at the Department of Strategy and Innovation (SI) at Copenhagen Business School. Her research primarily focuses on entrepreneurial activities and strategic choices in early stage firm development. With over 7 years in small, creative industries and early growth companies, Carolyn has developed analytical and practical skills in the field of entrepreneurship and innovation. Carolyn is interested in the intersection of creativity, entrepreneurial processes and societal impact. She received an honours degree from Trinity College Dublin in Business Studies and Political Science and a masters in Organisational Innovation and Entrepreneurship with a minor in Design Strategy from Copenhagen Business School.





**11:45 - 12:05**

“Unleashing innovation power through intrapreneurship”

# ***Nicolai Nehammer Thorsell***

Global Innovation Director at ISS World Services



With a background in elite sports, academic studies from CBS and his corporate experience working with fields within business development, operational excellence and leadership, Nicolai has attained an innovative mindset and is always striving for pushing the boundaries in terms of innovation. His goal is to create a service platform of the future, leveraging the strengths of ISS, and to achieve this he must bridge the gap between the corporate and start-up environment, combining the best of both worlds by unleashing innovation power. Nicolai believes the entrepreneurial aspect is crucial for corporate development, and in today’s ever changing environment, he recognises that even a successful solution is never a finished product or service.

ISS is the global leader within facility services and has the ambition to be the world’s greatest service organisation.

**12:10 - 12:30**

“The dawn of a new paradigm”

# **Laura Storm**

Founder of Regenerators



Laura Storm is an experienced thought-leader and international keynote speaker within the field of sustainability, who dedicated her career to making global companies and organizations aware of the benefits of improved sustainability practice, and making the sustainability agenda more attractive.

Laura is a World Economic Forum Young Global Leader and was in 2013 awarded the Global Greenbiz' “Worldchanger” Award. She has also been selected to join the World Economic Forum's Expert Network as an expert in sustainable development and climate change and serves as an Advisory Board member on the WEF ‘Shaping the Future of Urban Development and Services Initiative’.

Among projects Laura has headed and helped initiate are the Copenhagen Climate Council, the World Business Summit on Climate Change, Project Green Light, and Sustainia.

Under Laura's leadership, Sustainia became a global mega-brand within sustainability with an outreach to more than 170 million people, a database of 4000 sustainable solutions, multiple state-of-the art publications and thought leadership, and a unique partner network.

**12:35 - 12:55**

“Silicon Valley playbook: how ambition met the Silicon Valley to make a small company big”

# **David Helgason**

Founder & Partner of Unity Technologies & Nordic Makers.vc



David Helgason is the Founder and Partner of Unity Technologies and Nordic Makers.vc. With a background in programming, he served as the CEO of Unity Technologies until 2014, since co-founding the highly successful company it in 2003. Unity Technologies is now the leading global game industry software and continues to democratize game development and develop technology and business models for the next phase of the games industry.

David Helgason is also an experienced startup investor, restless entrepreneur with a passion for creating feedback loops between innovation and teams and products, applying new and old business models to changing industries, and pushing people to do the very best they can do. He is often to be seen as a keynote speaker at various entrepreneurship events, conferences and festivals, and we are very honored to have him at CBS Entrepreneurial Day.

**13:00 - 13:20**

“Lessons from high-growth startups and effective altruism for social enterprises”

# **Gaia Dempsey**

CEO & Founder of 7th Future



Gaia Dempsey is the Founder and CEO of 7th Future, a consultancy that partners and co-invests with technology leaders and communities to build and launch scalable innovation models dedicated to advancing Augmented Reality, AI, IoT, and blockchain technologies. 7th Future projects accelerate entrepreneurship while supporting the development of scalable technology infrastructure, combining technical and practical skill building related to AR, IoT, manufacturing and leveraging engagement with educational institutions, industry, and government stakeholders. Prior to 7th Future, in 2010, Gaia co-founded DAQRI, an augmented reality hardware company that delivers a complete professional AR platform to the industrial and enterprise market.

**13:25 - 13:45**

“Building a fast moving growth machine in a slow market”

# **Mattis Curth**

CEO & Co-founder of Artland



Mattis Curth founded Pulsskolen at age 20 and Artland at age 26 and received the Forbes 30 under 30 award this year. While Pulsskolen has become the biggest national private provider of sports camp, Artland has become an established international player helping to connect collectors and galleries worldwide. Today he is running Artland as CEO helping to connect collectors, art lovers and galleries worldwide with the mission to lower the barriers to step into the art market.

**13:50 - 14:10**

“Changing the game through social entrepreneurship”

# **Mina Jaf**

Founder & Director of Women Refugee Route



Mina Jaf is the founder of Women Refugee Route, an NGO working to change the system of decision-making in migration policy by including refugee women in the process. She was born in Kurdistan, and at 11 years old was forced to flee to Denmark as a refugee together with her mother and siblings. Mina is identified as a feminist and has dedicated herself to work on refugee and on women's rights issues, bringing her personal experience and perspective on gender inequality to her vocal advocacy and work with refugees. She has been named as one of the most influential people under 30 by Forbes in the category “Europe's 30 under 30 – Law & Policy” #ForbesU30Europe.

**14:15 - 14:35**

“My story, my journey: from start up to scale up”

# ***Jonathan Hwaseong Jeon***

CEO & Founder of CNT TECH



The Korean super entrepreneur, Jonathan Hwaseong Jeon is the CEO and founder of CNT Tech Co., of where it currently holds around 96% of market share with its food tech platform, having more than 1-2 trillion transactions a year. The food tech platform combines new technologies into its user face, and is in the process of combining AI (artificial intelligence) and voice recognition, making food ordering even smarter.

Jonathan Hwaseong Jeon is also the founder of the startup accelerating program from 2012, Jeon Hwaseong's Adventure, which helps Korean food tech, O2O, and ICT startups with support, mentoring, business development, and has already coached over 50 early-stage tech startups. Besides being an innovative entrepreneur and pioneer within food tech, Jonathan also serves as an Adjunct Professor on several universities, such as ChoongAng University, Sogang University, and Dankook University.

# 15:00 - 16:00

Award ceremony

## CBS Startup Ceremony



CBS Startup is an association founded because CBS wants to ensure that the student startups from GSE and CBS, are granted the needed early venture funding, to support their growth into sustainable business ventures. Several hopeful student startups have applied to get grants between 25.000 – 75.000 kr., but in the end only a few will get the chance to win.

Seven carefully handpicked CBS startups have qualified through all the screening phases of the 2018 CBS Startup rounds. These seven startups became the final contenders to potentially receive the CBS Startup grants. They have been competing for several weeks, to get the needed votes to make it to the CBS Startup final ceremony. Join these ambitious startups in the ceremony, where the winners will go home with grants up to 75.000 kr., to support their business and make their idea a reality.

[www.cbsstartup.dk](http://www.cbsstartup.dk)



# 16:00 - 18:00 + Investor lounge

Startup pitches & Awards

## Go Grow Demo Day Pitch



The Go Grow Accelerator and the vertical Digital Growth Path are hosting the Demo Day Pitch event in which 15 Go Grow companies will demonstrate their startups by pitching their business concept and traction.

Participants of the event include business angels, venture capitals, entrepreneurs, industry experts and professionals. We would like for you to join us too for an inspirational event, and meet the 15 talented startups, see the companies pitch, vote for your favourite one, and network with business professionals. You might even identify business opportunities when interacting with our talented startups.

[www.go-grow.dk/demo-day-pitch](http://www.go-grow.dk/demo-day-pitch)

# 16:00 - 17:00

Meet and network with startups

## *Startup in Practice: Networking bar*



Calling all students interested in meeting and networking with startups!

If you're looking for an internship, student position, or general experience within the startup environment, you should definitely visit the Networking Bar.

Different startups are ready to share their stories with you and interested in knowing how you can contribute. To make the match making easy, the startups are looking for students within sales & marketing, business development, management, finance, design, and tech.

Each area has its own colour, so the only thing you have to do is to show up, find your colour and take the chance to get practical insights within the world of a startup. We can't wait to meet you!

# Surprise

Try ØNSK exotic coffee

## ØNSK Coffee Pop-Up Wagon



We will have a delicious visit from the CSE startup ØNSK, who will be bringing their coffee wagon to spoil you during the event. ØNSK delivers organic specialty coffee directly from their partners in Nicaragua.

Come and try out a cup of enjoyable ØNSK coffee at CBS Entrepreneurial Day 2018!

[www onsk.dk](http://www.onsk.dk)

# Surprise

Exciting and delicious activity by Sweet Sneak

## Sweet Sneak Studio Pop-up Cake Bar



Sweet Sneak Studio is a creative agency that strengthens companies' brand experience by using the power of food.

Authenticity and aesthetics are invaluable to create memorable experiences and we see food as a compelling tool to elicit these. What separates us from other creative agencies is that we root our concepts in the culinary aspect: How can food support your event objective? How can it guide people through the evening? How can it bring people together, evoke emotions, make them socialize and so much more.

In a nutshell, we design and produce culinary concepts with a focus on the experience of your event. Thereby, we make it more memorable, more delicious most of all more special!

[www.sweetsneak.com](http://www.sweetsneak.com)

**17:00 - 02:00**

Entrepreneurial party vibes

# ***Café Nexus Afterparty***



Café Nexus is the host of the official CBS Entrepreneurial Day 2018 afterparty!

Take a break during the event, in the cosy café, to network with like-minded over a beer, cider, or soda.

If you are feeling the entrepreneurial party vibes after the event, stay at Café Nexus for their Thursday party, and keep the party going!

# Startups

25 talented student startups within five clusters, from incubators at Copenhagen Business School, University of Copenhagen, Technical University of Denmark, and Oulu Business Kitchen, will be showcasing their businesses throughout the day. Read more about the talented startups, to learn about their products, platforms, services, and industries.

*Social Entrepreneurship*



## 2030 Builders

CSE startup

2030 Builders is an impact play for Sustainable Development Goals strategy. Our mission is to provide SDG (Sustainable Development Goals) implementation solutions. We work with companies contributing to achieving Agenda 2030. We focus on employee creativity and engagement while finding bottom-up sustainable solutions together. Using co-creation and gamification, we embed knowledge in a fun, experimental, and entertaining way. We engage players into sustainable thinking and collaborative problem solving and we transfer core values into impactful actions. We proudly feature sustainable solutions from startups, researchers, and innovators that bring products, materials, and frameworks to solve Global Challenges in partnership with our clients. 2030 Builders provides the platform for win-win-win collaboration: startups acquire new customers and new markets; corporate clients innovate with sustainable results; and society in general, gains a better world.

**Mihaela Negru** | [mn@2030.builders](mailto:mn@2030.builders)

[www.2030.builders](http://www.2030.builders)

A large, stylized logo for 2030 Builders Impact Play. The number '2030' is prominently displayed in a large, white, sans-serif font. The '0' is replaced by a colorful circular graphic composed of many small, multi-colored segments. Below '2030', the word 'BUILDERS' is written in a smaller, white, sans-serif font. Below 'BUILDERS', the words 'IMPACT PLAY' are written in a smaller, white, sans-serif font, with a thin white line separating 'BUILDERS' from 'IMPACT PLAY'.



*Social Entrepreneurship*



**BlueBenu**

CSE startup

We are developing a decentralized waste management system to convert plastic pollution into crude-oil, eco-fuels, and petrochemicals. The Modular Production Units (MPU) will be able to process both unsorted plastic waste and organic matter, which cannot be recycled by conventional methods.

The BlueBenu System for the treatment of plastic waste contributes to cleaning the oceans and open environments by creating socio-economic value from waste, helping and educating communities with poor waste management systems, even on the most remote places in the world. We work towards nine of the seventeen UN-SDGs (Sustainable Development Goals).

We are currently looking for sponsors, partners, and volunteers. Join us and bring your organization in!

**Kamila Kunrath** | [info@bluebenu.dk](mailto:info@bluebenu.dk) | +45 91192531

[www](http://www.bluebenu.dk) bluebenu.dk





*Social Entrepreneurship*



**Fresh.Land**

KU startup

Fresh.Land is an award-winning green tech startup shortening and digitizing the food supply chain. Our digital marketplace allows farmers to sell directly to retailers and consumers. All products are natural without surface treatment and freshly harvested for every shipment. Fresh.Land reduces the carbon dioxide footprint with 88% and food waste with 10%, compared to conventional distribution methods (WWF, 2016).

Fresh.Land was founded back in 2015 by Mathilde Jakobsen and Filipe Leal. It has offices in Copenhagen and in Lisbon. Fresh.Land has been mentioned in Forbes as “one of the most promising green start-ups” and as “green pioneer” by WWF (2016).

**Mathilde Jakobsen** | [mathilde@fresh.land](mailto:mathilde@fresh.land) | + 45 53790707



*Social Entrepreneurship*

Let  
Leg

**Let Leg**

CSE startup (Go Grow)

At Let Leg we help the education system prepare and initiate fun games and activities.

We believe that active learning is a crucial key to improving the general welfare of the teachers and the pupils throughout Denmark's Elementary Schools.

Therefore we offer a range of products, which can vastly minimize the teachers' preparation time for incorporating new and exciting physical activities into their daily lessons. Our solution includes everything the teachers need - this means simple instructions for +150 different activities, professional learning targets and all physical materials needed. In addition to this we offer ongoing education of the teachers and pedagogues ensuring the best usage. If you want to hear more or join us - feel free to reach out!

**Micki Kold Nagel** | [micki@letleg.dk](mailto:micki@letleg.dk) | +45 60160588

[www.letleg.dk](http://www.letleg.dk)



## Social Entrepreneurship

**LuluLAB**  
THE FUTURE IS IN **YOUR** HANDS

**Lulu Lab**  
CSE startup

Lulu Lab is on an empowering mission! We <3 technology and strongly advocate for using technology to empower small communities, children in rural areas and the many others who do not have access to the same digital resources as you and me. Lulu Lab is an impact start-up, developing gamified learning experiences and digital tools for social development to educate and empower our users and ensure that the future is in their hands! Currently developing a SRHR-game for our users in Kenya and Ethiopia as well as exciting empowering projects in Denmark.

Sally Gregersen | [sally@lululab.org](mailto:sally@lululab.org)

[www.lululab.org](http://www.lululab.org)  [lulu-lab](https://www.linkedin.com/company/lulu-lab)

### GAMIFIED LEARNING EXPERIENCE

CO-CREATING WITH USERS AND DEVELOPING CLOSELY

OFFLINE



ONLINE

THE GAME PROVIDED BY LULU LAB - SMARTPHONE, TABLET, DESKTOP -

### USERS

GIRLS AGED 12-20  
KENYA  
ETHIOPIA



THE USER PLAYING OUR GAME - ENTERTAINED WHILE EDUCATED -

### OUR COMPANY



WE GATHER MEANINGFUL DATA ABOUT THE USERS KNOWLEDGE LEVEL AND LEARNING PROGRESS, AND ANALYSE THE DATA FOR OUR CUSTOMERS

### CUSTOMERS

PAYING FOR ANALYSED DATA CUSTOMED TO THEIR NEEDS, THAT HELPS THEM TARGET THEIR EFFORTS BETTER.



NGO, UN, LOCAL ORG



GOVERNMENT



CORPORATE PARTNER

Service

42

Company42 ApS

CSE startup

Company42 is all about helping patent agencies changing the state of our world. Our product, 42patents.com, is the world's first fully automated patent renewal software.

We provide patent agencies with a simple SaaS web application to on-board, manage, track and execute their customers' patent renewals. Our mission is to free up resources for patent agencies so that they have more resources to help innovative companies. We fulfill this mission by developing novel, intuitive solutions, filled with top-notch algorithms, machine learning, and AI.

Jesper Ohrt Juel Jensen | [jjj@42patents.com](mailto:jjj@42patents.com) | +45 60244484

[www.42patents.com](http://www.42patents.com)

[f 42patents](https://www.facebook.com/42patents)

[in 42patents](https://www.linkedin.com/company/42patents)

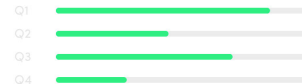
## Dashboard

Expenses Timeline 2.230.000 DKK



### Yearly Cost Breakdown

Total cost: 503.000 DKK



### Patents Status

16 Patents Renewed

91 Patents Waiting

### Patents for Renewal

- US6110149A / Syringe
- US5856164A / Alkaline
- CA5984894A / Infuser
- GB6110149A / Infuser
- GB6110149A / Infuser
- GB6110149A / Infuser
- GB6110149A / Infuser





Service

# Insight Academia

CSE startup

The first product of Insight Academia, Insight Talent, is a software as a service (SaaS) able to find who are the top researchers. What makes it stand out from the competition is its unique abilities to find where the best scientific communities are located, and how to properly expand the company's network to get in touch with relevant scientists. This facilitates any company's recruitment process while guiding its strategic decisions.

Insight Talent will be also able to forecast the future research trends.

Everything we do is entirely designed around the user's needs and decision criteria.

**Parid Doksani** | p.doksani@gmail.com | +45 31319269





Service

# Blue Lobster

CSE startup

We started Blue Lobster because we wanted to help fish lovers easily find fresh, local seafood. We also wanted to create a tool to help fishermen sell directly to their consumers.

Blue Lobster's map core will allow people to easily access information about the location, pick-up times, and types of fish coming into the harbors and sold in the fish markets nearby. Often fishermen catch seafood that can't be found in supermarkets, and our app will allow consumers to see where to buy these fish, make pre-order requests, as well as purchase and reserve fresh seafood directly through the app.

**Christine Hebert** | [info@bluelobsterapp.com](mailto:info@bluelobsterapp.com) | +45 53624361

[www.bluelobsterapp.com](http://www.bluelobsterapp.com)

[blue\\_lobster\\_app](https://www.instagram.com/blue_lobster_app)

[BlueLobsterApp](https://www.facebook.com/BlueLobsterApp)



Service

hairpal

Hairpal

CSE startup

No available hairdresser appointments after work... Rush hour traffic... Long overdue haircuts... What if you could just get your haircut at your office - like massages? And you could simply book appointments and find out when and where the hairdresser is at the office online? With hairpal - that's exactly what you can! We're a platform for talented hairdressers that go to companies and provide haircuts in suitable rooms. Hairpal.dk will tell you everything you need to know.

**Christian Falck** | christian@hairpal.dk | +45 40205729



*Service*



FlexLogical

**FlexLogical**

DTU startup

FlexLogical is a start-up company which is designing and developing surgical equipment.

FlexLogical has been established based on the vision of saving lives. If an error occurs during a e.g. a laparoscopic procedure, the mortality is as high as 21%. With our invented technologies, the mortality can be reduced significantly and the quality of the surgical procedure will be improved.

**Emil Cederfeldt** | [emil@cederfeldt.dk](mailto:emil@cederfeldt.dk) | +45 50891022

[www.FlexLogical.com](http://www.FlexLogical.com)





## Product & Design

BeYou SkinCare  
DENMARK 

# BeYou SkinCare

CSE startup

BeYou were created, as we were looking for something to heal our skin, the natural way. A product to give us, beautiful skin, a luxurious feeling without being harmful for the body and our nature.

We could not find any products that met our needs. we were looking for quality, visible skin effectiveness and results. Natural, sustainable, easy to understand what each jar contain of ingredients and has an exclusive but simple packaging. As we want our skin care to be used with clean conscience, we decided to have certifications on our products, we combined it with Allergy certification, Organic and Vegan which means that each and every products has to meet strict requirements to secure our health and nature.

The base ingredient for BeYou were shea butter, therefore we decided to support the women who collects our nuts and their families through our supply chain.

**Aya Hadi** | [info@beyousc.com](mailto:info@beyousc.com) | +45 50477180

[www.beyousc.com](http://www.beyousc.com)

[f](https://www.facebook.com/Beyouskincaredenmark) Beyouskincaredenmark

[i](https://www.instagram.com/beyouskincare) beyouskincare



*Product & Design*

*The*  
**CREATORS**  
*Rep*

# The Creators Rep

CSE startup

The idea is based on the creators need for help with the many administrative and commercial tasks, which are required to get success and which are not favourite tasks for them. THE CREATORS REP makes it possible for the creators to focus on their talent and our mission is to create many more brands made by innovative independent creators, who will get the chance to create for a living.

We want to have valuable knowledge about everything from the best factories to use and to have a large worldwide network of retailers combined with our own sales channel and great marketing skills.

**Frederik Diness Ove** | [fdo@thecreatorsrep.com](mailto:fdo@thecreatorsrep.com) | +45 53531087

[www.thecreatorsrep.dk](http://www.thecreatorsrep.dk)



*Product & Design*

SQ  
UA  
RE  
LY

**Squarely**

CSE startup

Squarely is a new Copenhagen based brand that is creating simple and modular wooden planters in minimalistic Danish design.

The two founders, architect Agnieszka and product developer Iris created an easy solution that allows people to go without watering for weeks. Squarely's self-watering plant boxes offer a sophisticated, functional design that add an element of nature to any space. The design is perfect for making urban spaces beautiful while also being environmentally friendly, as each box is made from upcycled material.

**Agnieszka Szwarczewska** | [as@squarely.dk](mailto:as@squarely.dk)

[www squarely.dk](http://www.squarely.dk)

[Squarely\\_Cph](https://www.instagram.com/Squarely_Cph)



StepUp Air is a training solution improving training efficiency by monitoring precisely breathing, the fastest body response to the effort. It combines both hardware – a connected garment measuring breathing and heart rate – and software – a multiplatform app. By measuring breathing, we detect the training zones and body limits in real-time and without using generalizing statistics creating approximations, necessary if only heart rate is measured. Endurance sports people get informed when they exercise too hard, and can adapt their training accordingly.

**Joséphine Robert** | [joséphine@stepupair.net](mailto:joséphine@stepupair.net) | +45 60575093

[www.stepupair.net](http://www.stepupair.net)

## Training process



## Competition



*Product & Design*

MERMAID  
STORIES

# Mermaid Stories

CSE alumni

Mermaid Stories is a young and sea-fresh studio in Copenhagen, designing modern luxurious women's watches and jewelry. In love with Scandinavian chic, we aspire to create a curated selection of favorite items that will accompany you for a long time. At Mermaid Stories, you find beautiful jewelry with freshwater pearls, baroque pearls or classic round pearls. We have aimed to make the traditional pearl jewelry more young and modern, both for our pearl earrings and pearl necklaces. Our women's watches come in simplistic Scandinavian design with fine details, with feminine mesh bands or leather straps made of vegetable tanned leather.

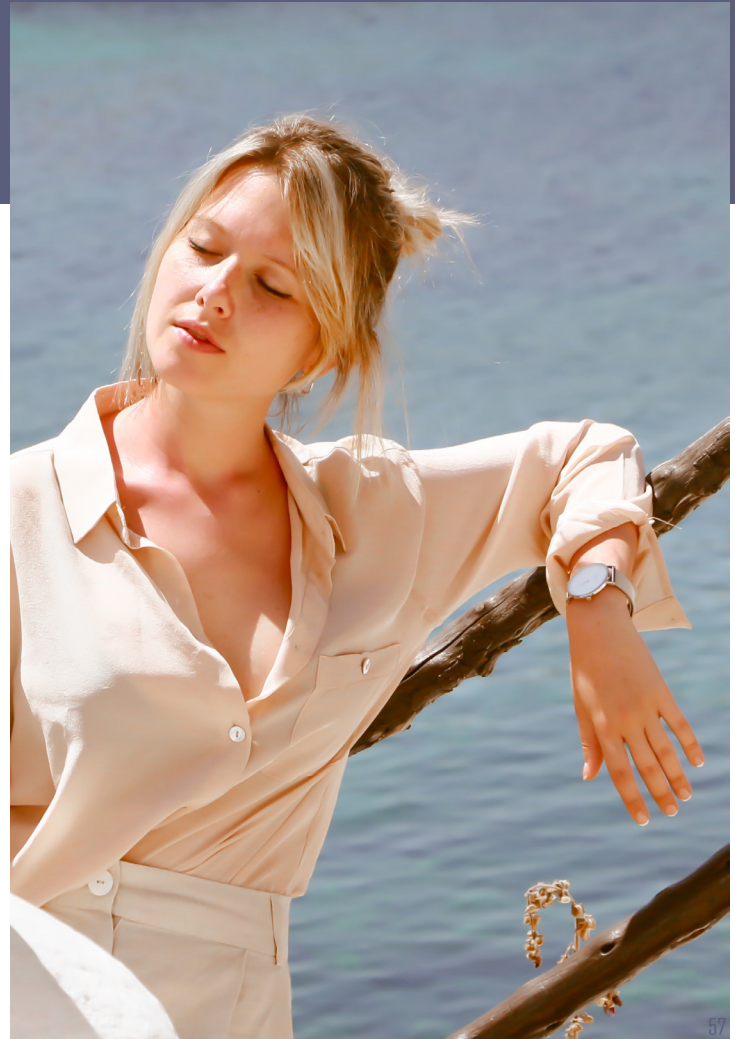
Curious to find out more and to get to know us? Come by our stand and say hi!

**Victoria Weber** | [hello@mermaid-stories.com](mailto:hello@mermaid-stories.com) | +45 91861280

[www.mermaid-stories.com](http://www.mermaid-stories.com)

[mermaidstories](https://www.facebook.com/mermaidstories)

[mermaid\\_stories](https://www.instagram.com/mermaid_stories)





Platform

**CREZO**

CSE startup

CREZO (abbreviation of Creative Zone) is a young Copenhagen start up connecting small businesses, start-ups and NGOs with talented students who can do project bases work for these. The companies get fresh and creative point of view from students, who in return gain more experience and recommendation for their CV/portfolio, which will later on help them during their post- graduate job search. It is a win-win for both sides.

**Lujza Grossmnaová** | [lujza@crezo.dk](mailto:lujza@crezo.dk) | +45 60527561



TO HELP GROW YOUR BUSINESS



Platform



**Itchyfeet**

CSE startup

Itchyfeet is a new social travel platform which empowers you to see a familiar face in any given location. As a user you will know which 1st and 2nd degree friends are going to be in the same place or event as you, whether you are travelling, or in your hometown.

**Loui Funding** | [loui@itchyfeet.com](mailto:loui@itchyfeet.com) | +45 31391984

[www.itchyfeet.com](http://www.itchyfeet.com)





Platform

# OP! Lost & Found

CSE startup

At OP we are designing a service that let's people get back their lost keys through a smart keychain tag and a platform. The service is aimed to provide a solution by safely addressing the privacy problem at the same time.

Born from the mind of two CBS students, the project has just entered into the Proof of Business stage of the CSE. The goal is to build a MVP and get traction from the first customers.

**Marco Checchi** | [marco.checchi2@gmail.com](mailto:marco.checchi2@gmail.com)







Platform

**PackitUp**

KU startup

With PackitUp you can find travel buddies and exciting trips all around the globe. This social network is a new way of connecting with like-minded people wherever you are. You can find and post trips on a map and get together with others on your travels and adventures. If you want to go on a short trip to a sight nearby or on a road trip through a whole continent, PackitUp is your new travel app for finding awesome people and great trips wherever you are!

**Max Glocke** | [max@packitup.dk](mailto:max@packitup.dk) | +45 50128855

[www](http://www.packitup.dk) packitup.dk



Find Travel Buddies  
around the Globe

**PackitUp**





Platform

# Solekko Solutions

Oulu startup

Our main focus is our own product, a digital ordering system for sheet metal products. In addition to this we take commissions on both software and graphic design.

**Atte Paitsola** | [atte.paitsola@solekko.fi](mailto:atte.paitsola@solekko.fi) | +35 8451366683

[www.solekko.fi](http://www.solekko.fi)



*Knowledge & Gaming*

**akademio.**

**Akademio**

CSE startup

Akademio is an online learning community that facilitates real-life encounters between passionate people who is eager to share their expertise and curious people who wish to explore new opportunities and face new challenges.

The platform – [www.akademio.dk](http://www.akademio.dk) – makes it possible for everyone to share their passions and additionally provides the opportunity for people to make money of it – if they wish to do so. The aim of the platform is to make it easier and more accessible to share and to gain new skills, which we believe will expand the horizon of everyone who is involved. Akademio seeks to encourage everyone to discover the value of face-to-face workshops and classes, which by sharing will create whole new ways of connectivity and interactions between people and cultures. Our mission is for real passions to meet with real human beings.

**Rasmus Falk Neerup Johansen** | [rasmus@akademio.dk](mailto:rasmus@akademio.dk) | +45 28960940

[www](http://www.akademio.dk) akademio.dk

[f](https://www.facebook.com/akademio.dk) akademio.dk





For many people, doing trickshots with their friends has been an important and fun part of growing up. Today we have apps for practically everything, but where is the app for the rapidly growing trickshot community?

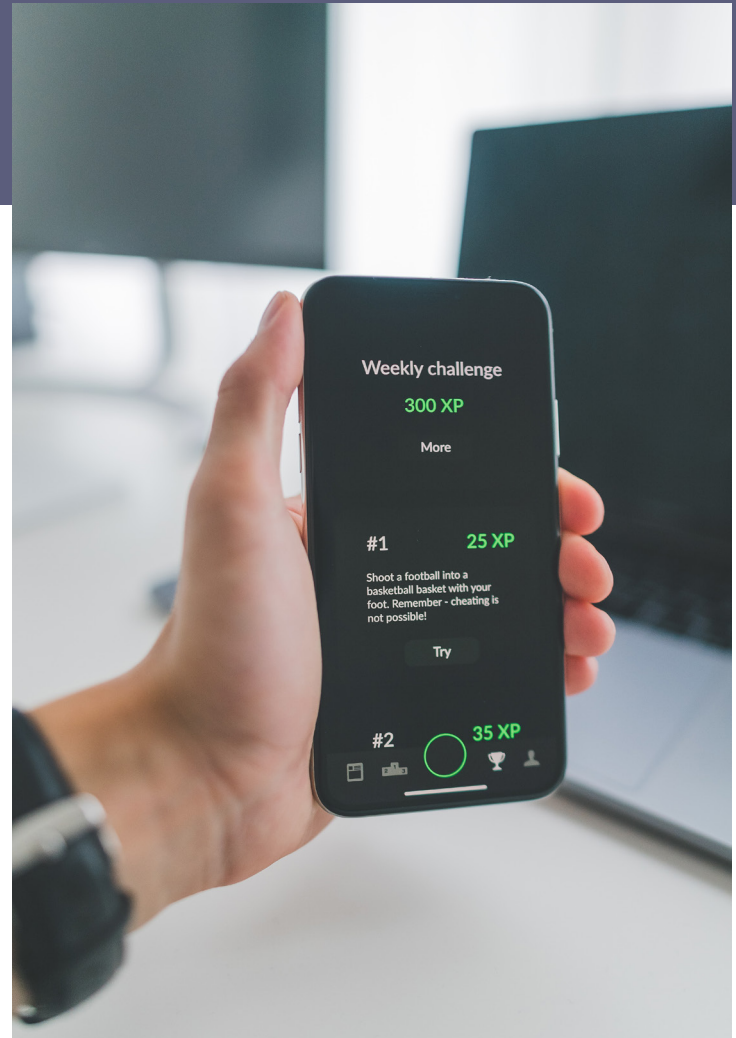
Trickster is a combination between a game and a social media made for the trickshot community. Here, the user can upload and watch cool trickshots as well as participate in challenges.

Do you want to try this exciting concept out? Then follow these three steps:

1. Go to Trickster.app
2. Add the website to home screen (optional)
3. Enjoy life as a Trickster!

**Daniel Malik** | [dama17ag@student.cbs.dk](mailto:dama17ag@student.cbs.dk) | +45 53666044  
**Rógvi Langgaard** | [rola17ab@student.cbs.dk](mailto:rola17ab@student.cbs.dk) | +45 93972800

[www.trickster.app](http://www.trickster.app)





*Knowledge & Gaming*

UNI  BAZAAR®

**Uni Bazaar**

CSE alumni

At Uni Bazaar we believe in recycling – and have therefore created this new ecosystem of second-hand textbooks at CBS!

Uni Bazaar is helping students buying and selling their second-hand textbooks. We make sure you do not have to deal with all the hassle!

When selling your textbooks through Uni Bazaar you have the option of having the books collected at CBS or at your home address. When buying textbooks through Uni Bazaar you only pay 50% of the current student-price at Academic Books - and you can pick them up directly at CBS!

**Benjamin Busk** | [unibazaar.info@gmail.com](mailto:unibazaar.info@gmail.com) | +45 28517586

[www unibazaar.dk](http://www.unibazaar.dk)





# Consulting Prep

KU startup

We teach students how to think like top consultants and ace the case interview with the elite Management Consulting firms (McKinsey, BCG & Bain). We provide access to courses, mock-interviews, one-on-one session with experts, exercises and practice cases online at [www.consultingprep.com](http://www.consultingprep.com).

**Filipe Leal** | [filipe@consultingprep.com](mailto:filipe@consultingprep.com) | +45 53780707

[www.consultingprep.com](http://www.consultingprep.com)

 ConsultingPrep

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Knowledge & Gaming



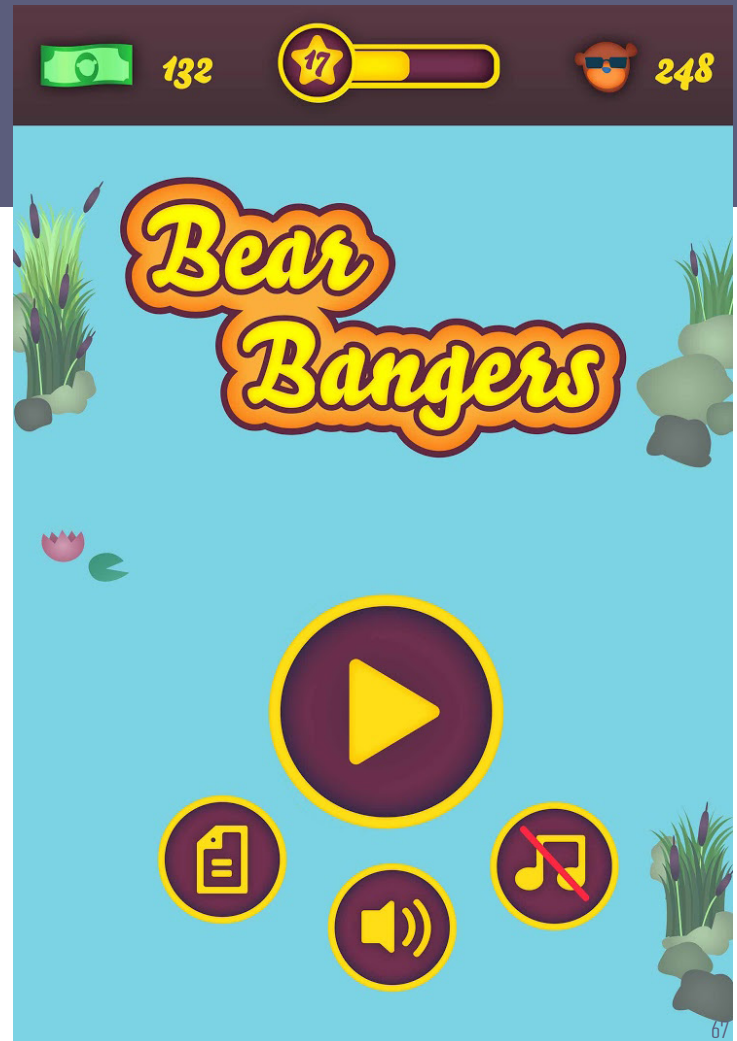
# Taphouse Studio

CSE startup

We are a start up game studio that creates casual mobile games within the freemium model for women by women. 70 % of casual mobile players are women and no women founded game studios! Women knows what women want, so just like males, we will innovate women appealing game mechanics such as narrative and strategy, to innovate and enhance the game experience for women. Our first game is an endless tapping game, where you help Mr. Woods remove bears from Bearville. We currently have four games in our pipeline - and aspire to become the first women-to-women game studio to make it big!

Riley Andersen | Riley@taphousestudio.com | +45 61305592

[www.taphousestudio.com](http://www.taphousestudio.com)



# Collaborators

We are proud to present our event collaborators from the amazing entrepreneurial ecosystem. Come and see them at CBS Entrepreneurial Day, to hear more about what they can offer you.



# DTU Skylab

DTU Skylab is a melting pot for student innovation and entrepreneurship. We have 1500 m<sup>2</sup> of workshops and office facilities which can be used for free.

Our mission is to support student innovation and entrepreneurship at DTU. We want to create a vibrant, experimental space where creativity and entrepreneurial spirit flow. Further, we want to enhance cooperation between students, the business world and other external partners.

[www.skylab.dtu.dk](http://www.skylab.dtu.dk)



# DTU Skylab

- where it begins



# *Venture Cup Denmark*

Venture Cup is a world-leading startup organization for university students. With offices in Portugal, Iceland, China and Australia and more than 35 international partners (universities, incubators, accelerators), Venture Cup has a global network in which the mission is to identify and develop the talents and technology of tomorrow.

Venture Cup is an association of all eight Danish universities and has grown to have Scandinavia's largest mentor program for university students with more than 300 mentors from the business community and a Founder's Club via which relevant courses are offered to the founders in the Venture Cup network. We host two national competitions a year and the annual University Startup World Cup where teams from around the world are invited to spend one week in Copenhagen.

[www.venturecup.dk](http://www.venturecup.dk)



**VENTURE CUP**  
**DENMARK**

# *Student & Innovation House*

We are rebuilding the old police station at Frederiksberg into a visionary Student & Innovation House. We want to engage international students with different backgrounds around Copenhagen and match them with organizations and collaborators from different sectors in order to promote innovation.

We are designing a future service-portfolio ranging from infrastructure services, student agency services and unique ongoing events in our house, like ideation workshops and science conferences. Through curiosity, responsibility, student engagement and collaboration, we believe that the activities and members of the house will create positive impact in society.

[www studenthouse.dk](http://www.studenthouse.dk)



## Student & Innovation House

# *Business Kitchen*

Business Kitchen is the Oulu universities' entrepreneurship hub – a community and co-working space to boost action and discover new opportunities in business and in life.

Business Kitchen is a meeting place and a learning environment for the entrepreneurial and the curious ones. Here you can participate in our workshops and events, join long term programs to develop a business idea you might have and network. Our staff is here for you. Feel welcome to join our community! Our Tellus space is available for working and arranging events. We have 400 square meters of pure entrepreneurial spirit. We offer working space, meeting rooms and nice couches to hang out and meet people. At Kotkantie we have a cozy place to visit events and work with your team. Come and network!

[www.businesskitchen.fi](http://www.businesskitchen.fi)



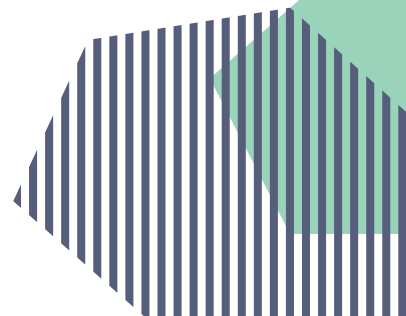
**B U S I N E S S**  
**K I T C H E N**  
THE UNIVERSITIES' ENTREPRENEURSHIP HUB

# UCPH Innovation Hubs

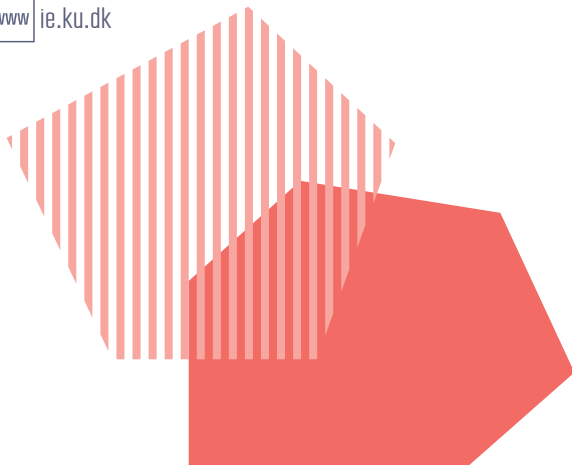
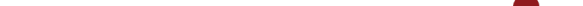
If you are a student or a group of students that have an idea that you want to commercialize, then our UCPH Innovation Hubs may be the place for you.

At UCPH we have three hubs; SCIENCE Innovation Hub, SUND Hub and KU PLUS which are for all UCPH's students and the projects and ideas they are working with – regardless of educational background. In the hubs we believe in interdisciplinarity and therefore external students from other universities can also apply for admission, as long as they are part of a team that consists of at least one student from UCPH.

[www.ie.ku.dk](http://www.ie.ku.dk)



UNIVERSITY OF  
COPENHAGEN



# *Startup in Practice*

“Startup in Practice” is a 3-year project to develop and integrate internships in startups with ECTS. The project is a collaboration between Copenhagen Business School, Copenhagen University, Aalborg University, Aarhus University and the Danish Foundation for Entrepreneurship. The project is backed by the European Social and Regional Development Fund.



THE EUROPEAN UNION  
The European Social Fund



THE EUROPEAN UNION  
The European Regional  
Development Fund



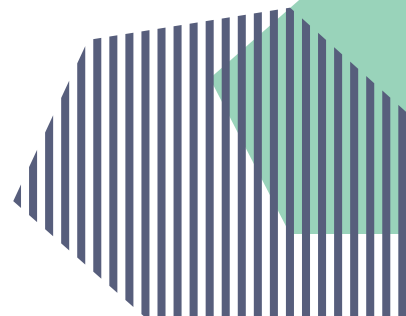
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Investing in your future

# VINIA Media

VINIA Media is not your typical content marketing agency. To us marketing is dating – the customer needs to know your brand before they want to commit to it. Through engaging video content and live streaming solutions, we help you “find the shirt that fits you the best” and communicate why you are that more special than your competitors. Do you want to work with us? Find us at [vinia.dk](http://vinia.dk). VINIA Media is the media partner at CBS Entrepreneurial Day 2018.

[www.vinia.dk](http://www.vinia.dk)



*See you next year at*



**CBS**  
**ENTREPRENEURIAL**  
*September 26th, 2019* **DAY**



# Copenhagen School of Entrepreneurship

Porcelænshaven 26, 2000 Frederiksberg | +45 38153646

 cse.cbs.dk

 csenews

 csenews



DANSKE  
REVISORER  

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FSK\*

