

Building a fast moving growth machine in a slow market.

About me.

pulsevent

pulsskolen

TONSSER

acadal

Swagcard

Where the interest started.

Pulsevent.

Pulsskolen.

Swagcard.

Acadal.

Tonsser.

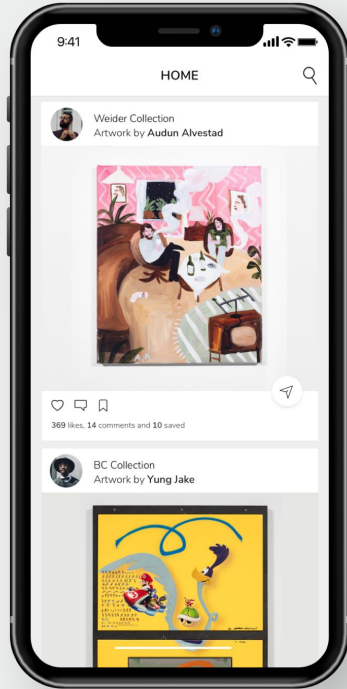
A R T L A N D

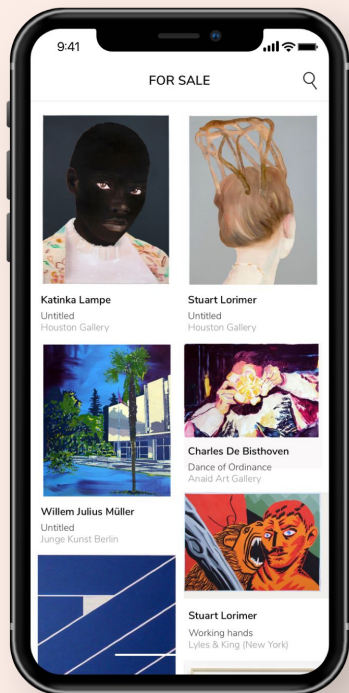
Artland is a dedicated platform for contemporary art.
We connect galleries to buyers on a global scale.

Find your next piece of art.

We help art lovers and collectors to find their next piece of art.

The concept has been proven and already engages over 20.000 art lovers and collectors globally.



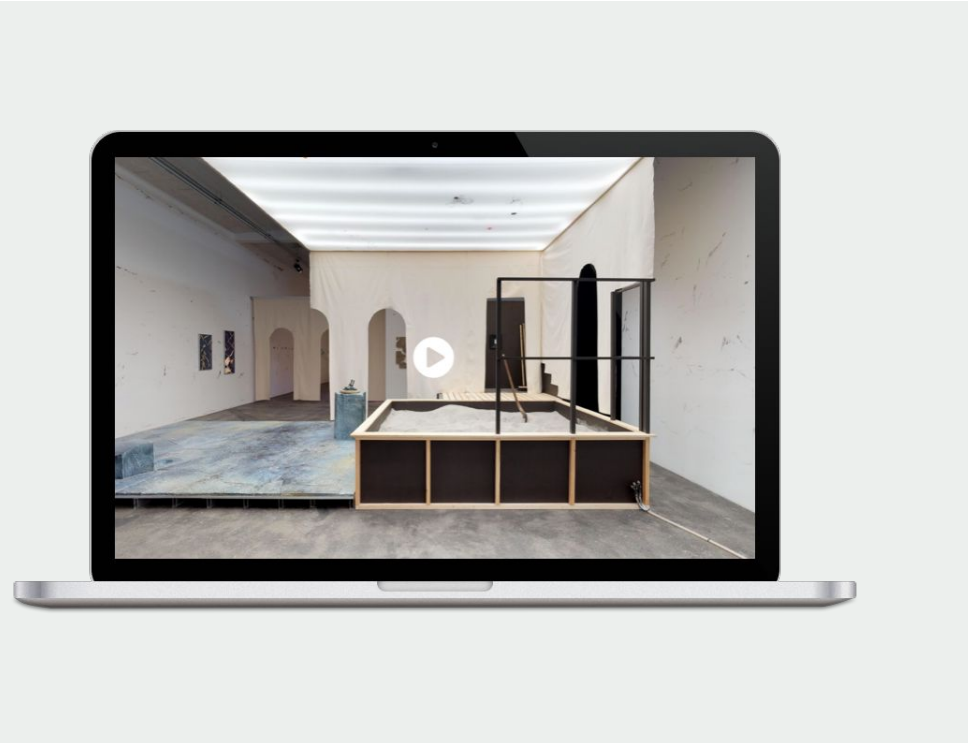


Expand the online presence and drive sales online.

We help galleries to improve and expand their digital presence, extend their reach and drive sales online.

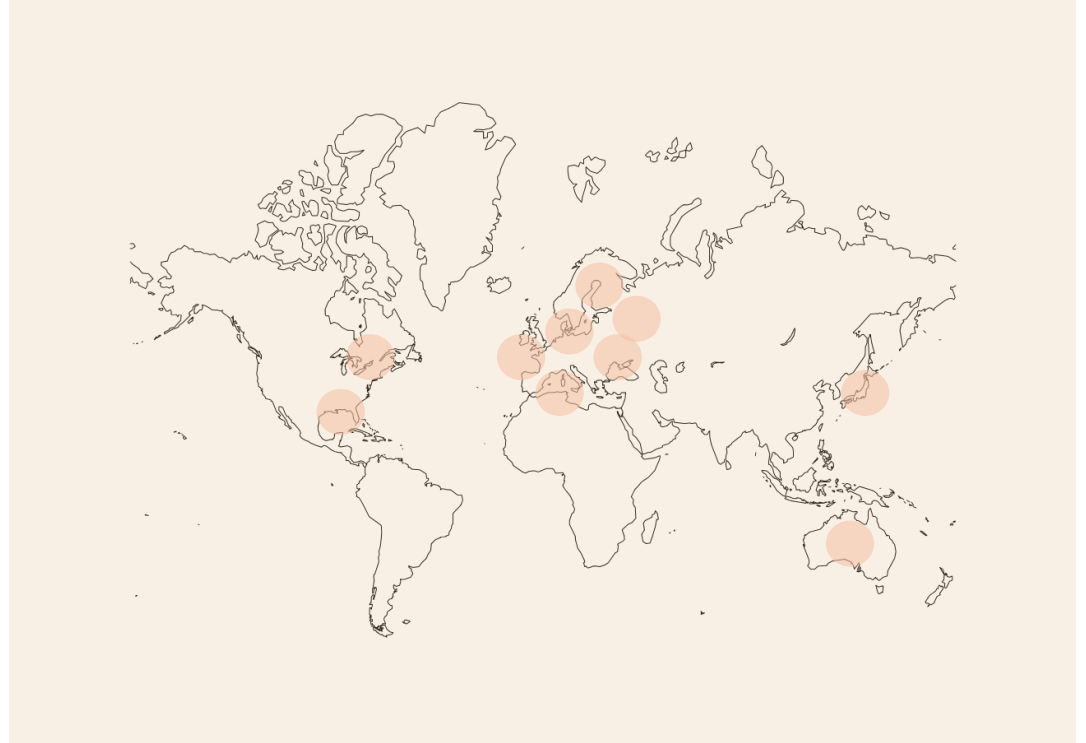
We are serving over 70% of galleries in initial test markets and are ready to scale with next product release.

3D is the new
black.



<https://www.youtube.com/watch?v=BJwRTgVu15c>

A growing global
community.



Changing the
game.

Build something that people want.

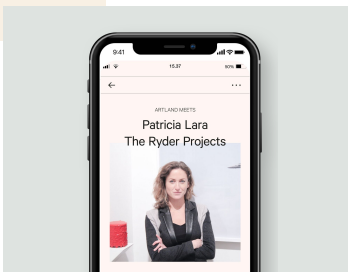
Entrepreneurship from the outside.



BØRSEN.

Forside Kurser Seneste Opinion Penge Finans Avisen Play Pleasure

Artland-millioninvestering fra danske kendisser



h startup wants to crack open the art market



Co-founders of Artland, Mikkel Carst and Jeppe Carst. Carst all products he should collect, some art? No, says Mikkel Carst, CEO and co-founder of Danish startup Artland. "Two years ago, no one thought you could already buy art online. Now, the online

4,858 views | Jan 29, 2018, 07:15am

How A Danish Art App Is Transforming Art Collecting



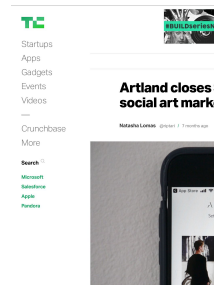
Heather Farmbrough Contributor

TWEET THIS

"There is a new generation of art buyers, a digital generation. This is the most important target group for galleries, and if they don't follow them online, they will lose them."

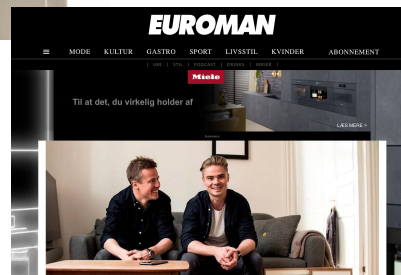


Forbes
TechCrunch
Business Insider



Børsen
Politikken
Berlingske

TV2
DR
Berlingske
Euroman





30 UNDER 30

ART & CULTURE

Designing the future, from the kitchen to the runway

Edited by Maggie McGrath and Shellie Karabell



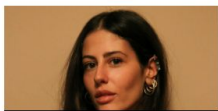
Luc Aarts, 28
Owner, Luc Aarts



Karim Adduchi, 29
Founder, Karim Adducchi



Lozano Aran, 29;
Clara Campo, 29
Cofounders, Amarist Studio



Gilda Ambrosio, 25
Cofounder, Attico



Christian Luiten, 24;
Curtis Penning, 22
Cofounders, Avant Arte



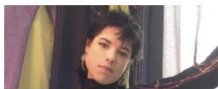
Anna-Sophie Berger, 28



Davide Caranchini, 27
Chef, Ristorante Materia



Mattis Curth, 28
Cofounder, Artland



Sophie Hardeman, 27
Creative Director, Hardeman



Julius Juul, 28
Creative Director, Heliot Emil

We had a good start.
BUT we are only 10% of the way.

Innovation is the most obvious
thing in the world AFTER it has happened.

Entrepreneurial success is against all odds.

Idea.

Product.

Team.

Management.

Marketing.

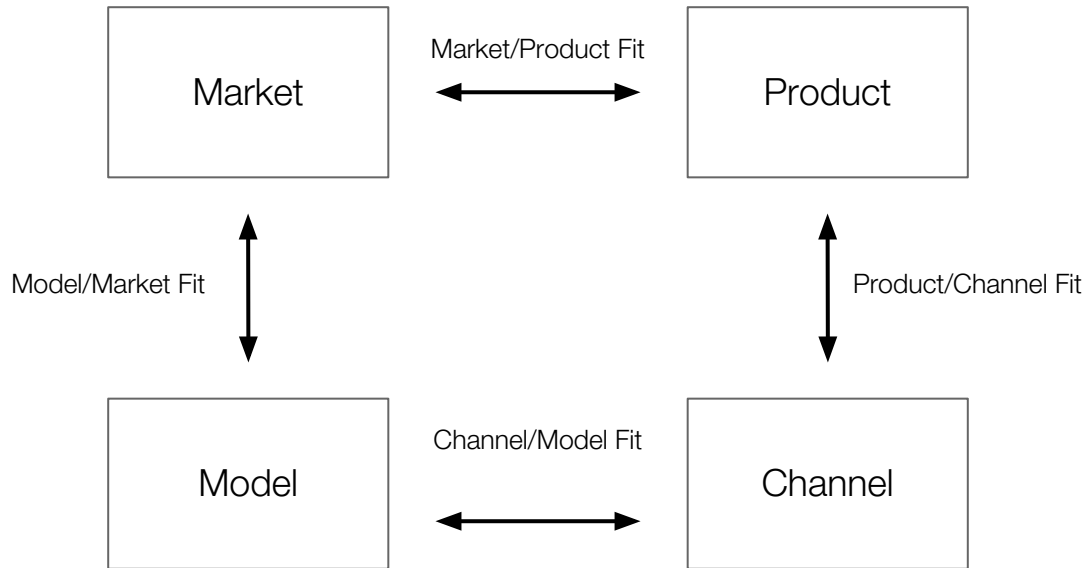
PR.

Funding.

Timing.

Addressable market.

Etc.





It's difficult - but
possible.

You just need to focus on the
right stuff.

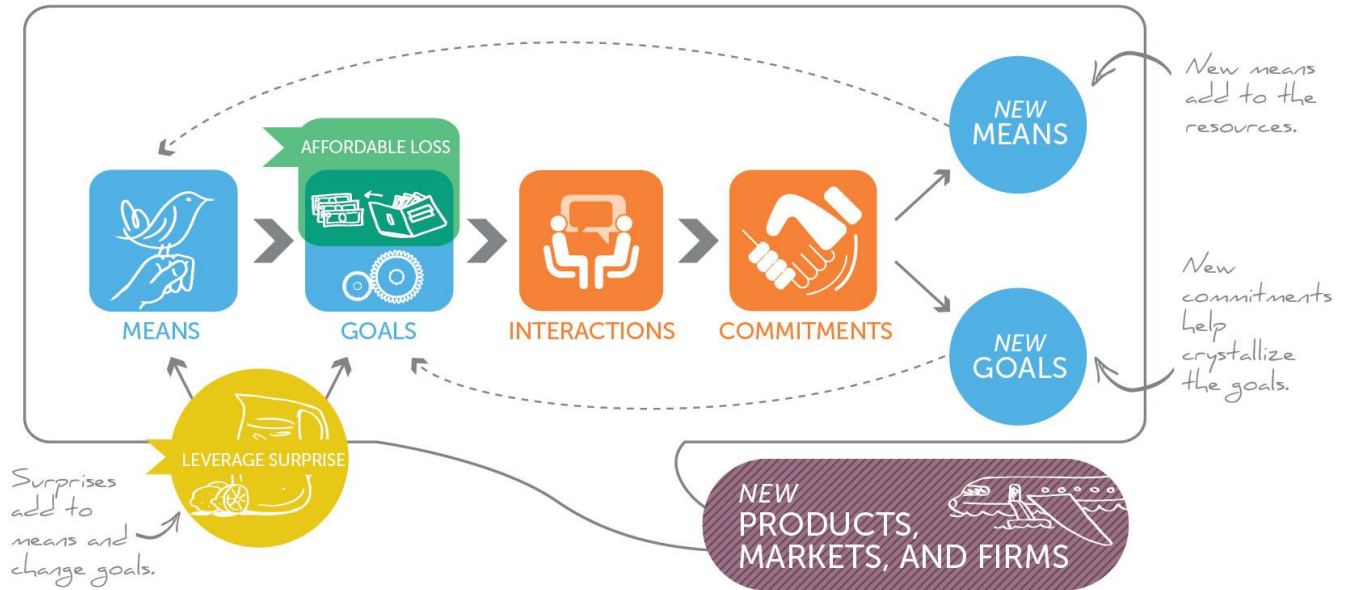
- 1 Starting.
- 2 Establishing.
- 3 Scaling.

1 Starting.

2 Establishing.

3 Scaling.

Effectual entrepreneurship.



1 Starting.

2 Establishing.

3 Scaling.



4

Four factors that helps
you change the game as
an 'establisher'.

Team.

Proces.

Culture.

Mental stamina.

You can't change the game alone.

Rather have a bad idea with a great team than a great idea with a bad team.

Stakeholders, employees or cofounders that are talented.

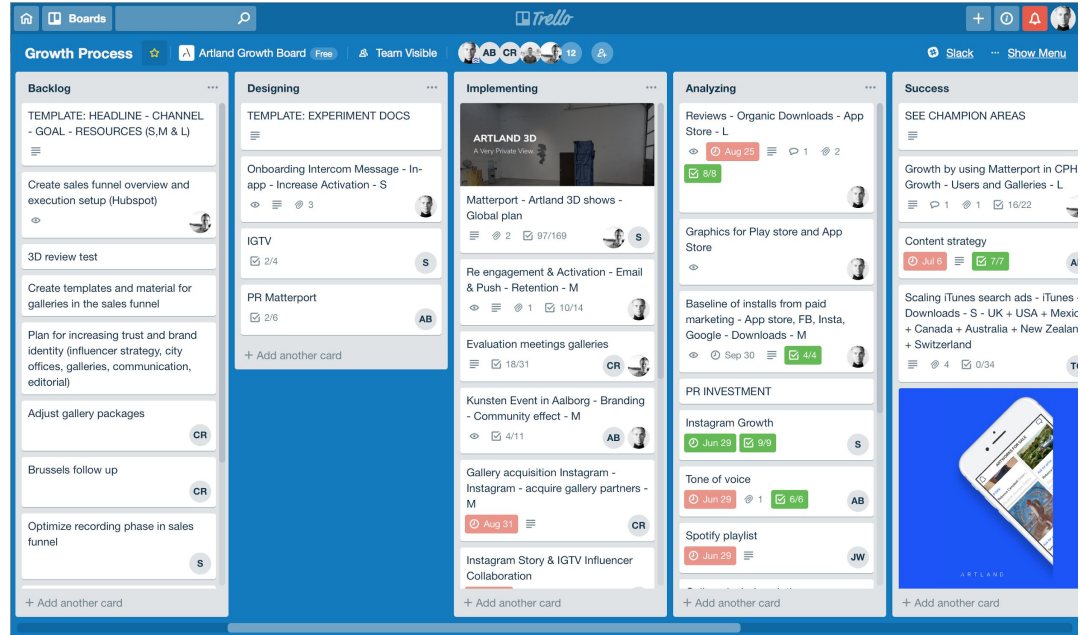
And never become a founder - become a cofounder!



Growth is a structured process.

You have no clue about what works.
That's why the most important thing
is to learn as fast as possible.
Optimize for learning.

Hypothesis.
Test.
Learn.

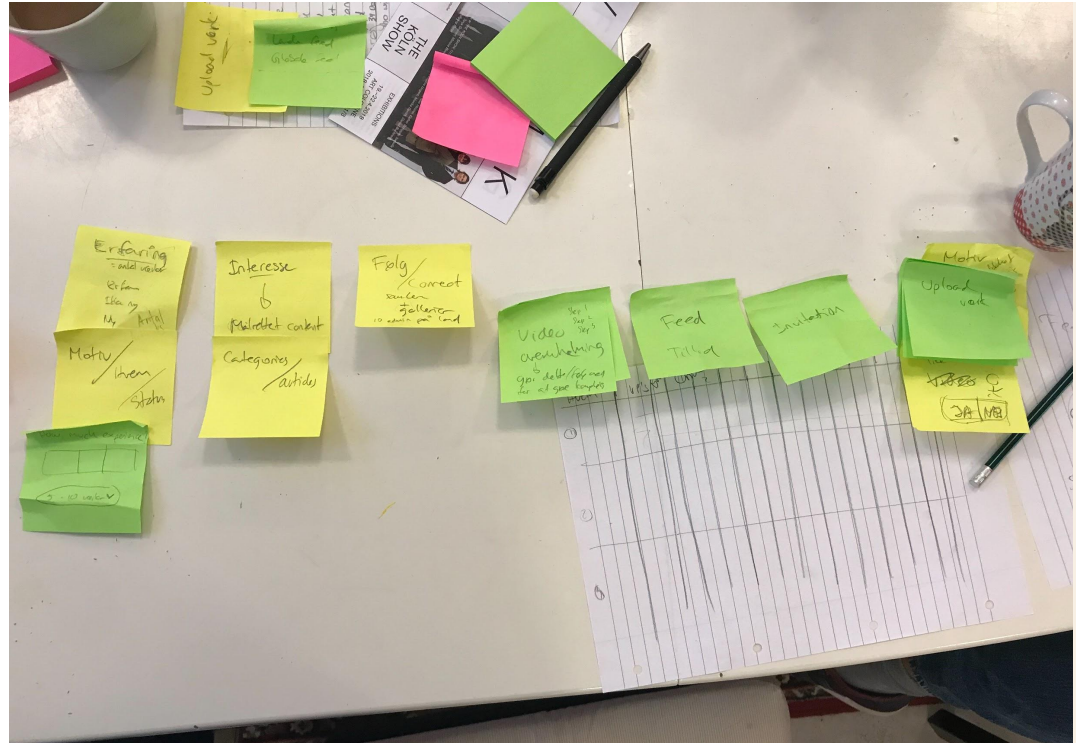


Build an action based culture.

Celebrate the mistakes.

Give out responsibilities.

People will become superstars.



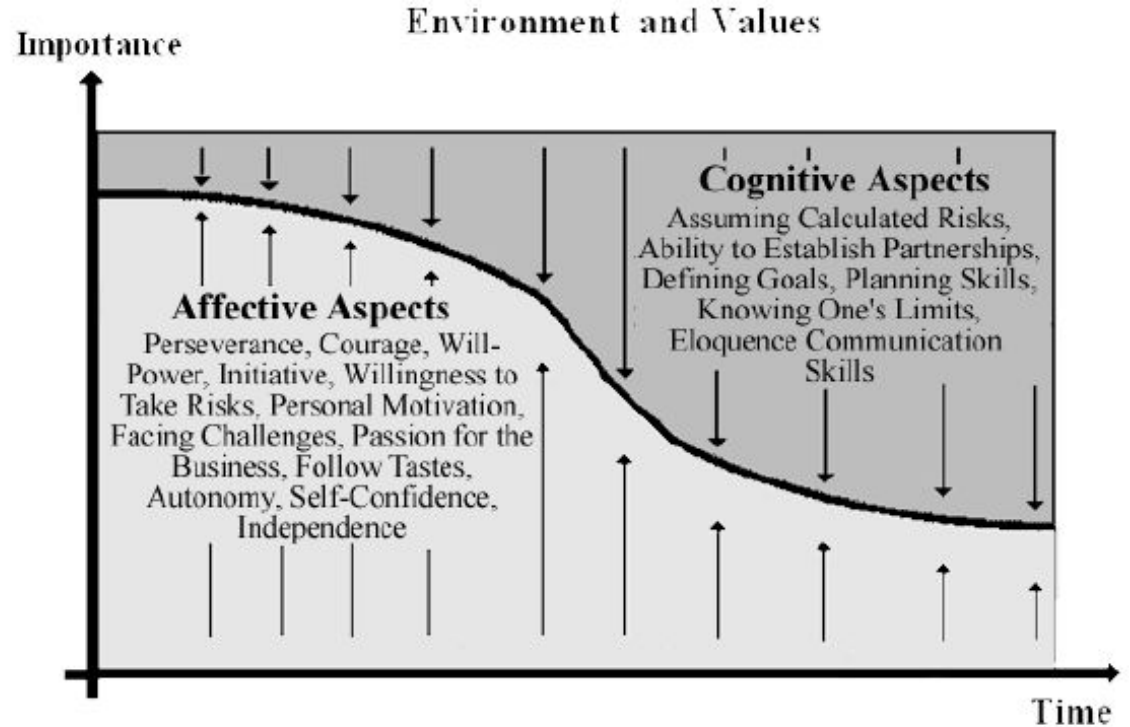
Mental stamina is the single most important factor.

You will always feel that you are behind.

Achieving more than everyone else with fewer resources.

Sad sundays.

Bad feedback as breakfast.



- 1 Starting.
- 2 Establishing.
- 3 Scaling.**



Thanks.