

A man and a woman are sitting on a modern staircase with grey steps and a wooden handrail. The man, on the left, is wearing a light blue button-down shirt and is looking at a tablet computer. The woman, on the right, is wearing a black and white striped long-sleeved shirt and is looking at a spiral-bound notebook. They appear to be in a collaborative work or study environment.

ECO SYSTEM for ENTREPRENEURS.

Presentation at Stavanger Chamber of Commerce

16 March 2023

Natalia Ålgård

Innovation Norway Rogaland

50% of start ups are not active within **one year**

3 out of 4 companies die within the first 5 years

Most important reasons for companies to **fail**:

No need in the market

42 %

Run out of money

29 %

Wrong team

23 %

Competition

19 %

Common features for **successful** companies:

- Have identified **a problem worth solving**
- Have a draft for a solution that the **market is willing to pay for**
- Have the competence, capacity and capital to **successfully execute the project**

On behalf of Norwegian government....



✓ Support innovation in the business sector with high potential for growth

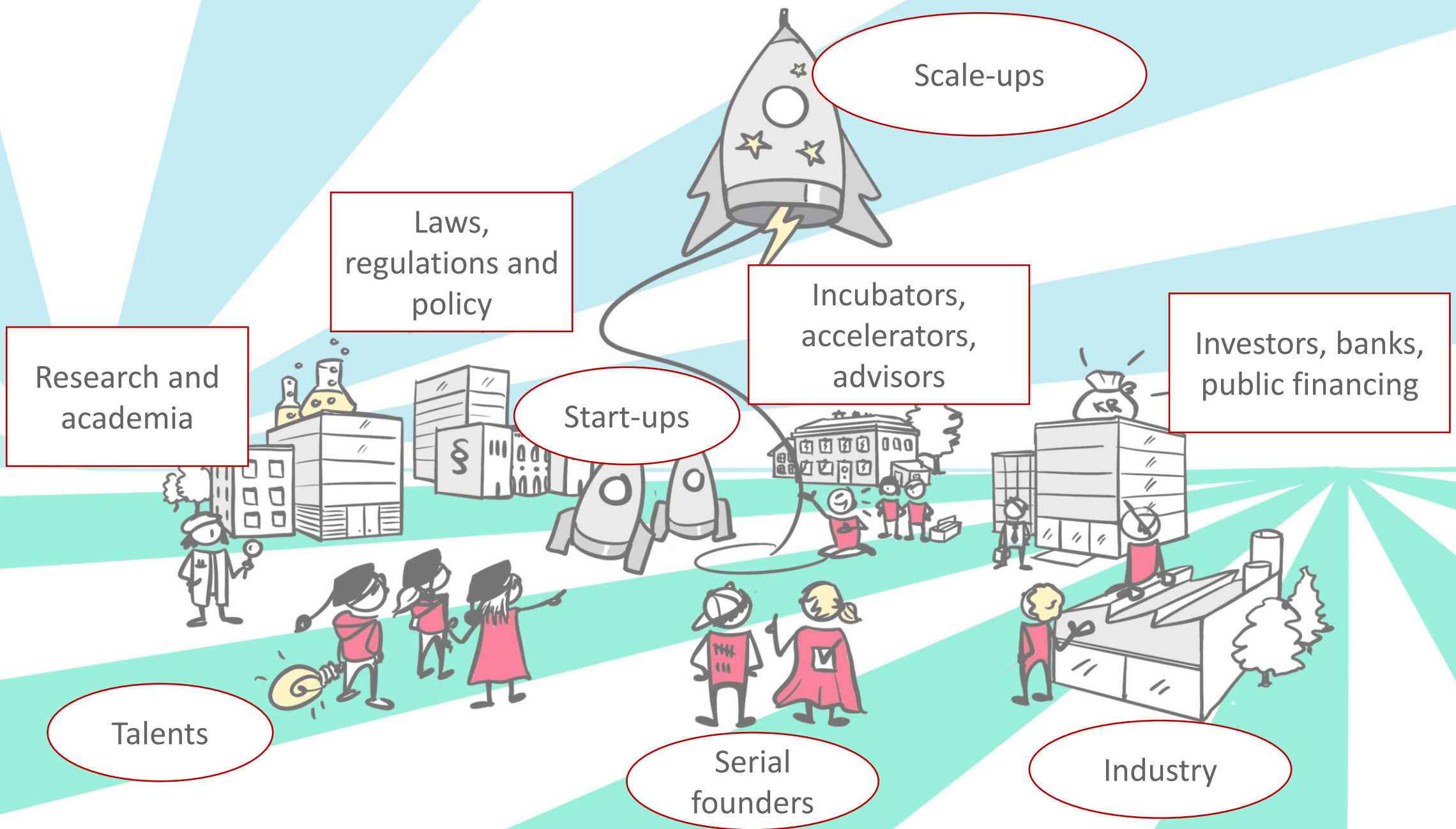


✓ Share financial risk



✓ Help create value in Norway





We are located where the businesses are...



...also in international markets





«Increase exports from the
mainland Norway by 50%
within 2030!»





Our subgoals

More good founders

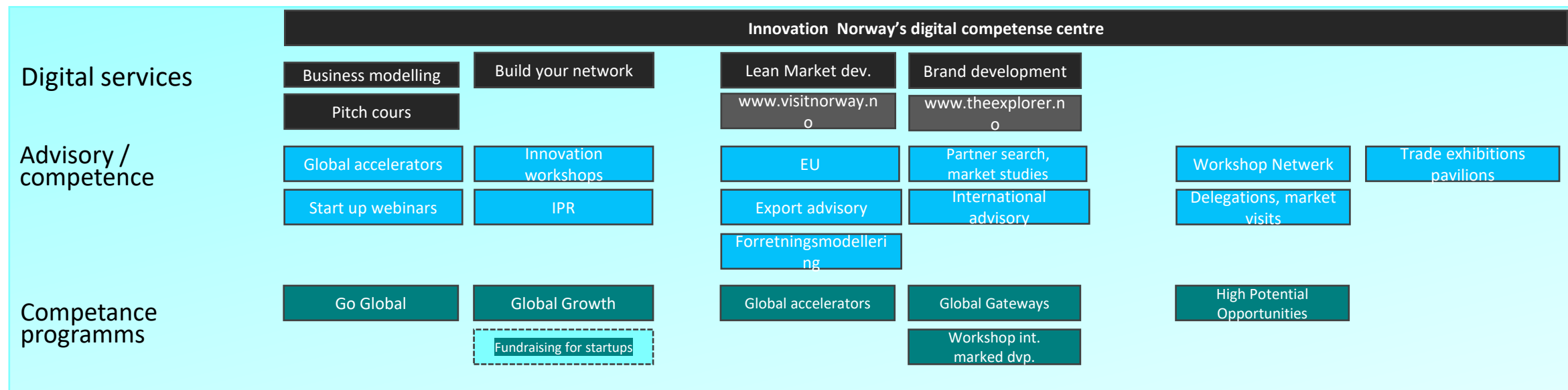


More growth companies

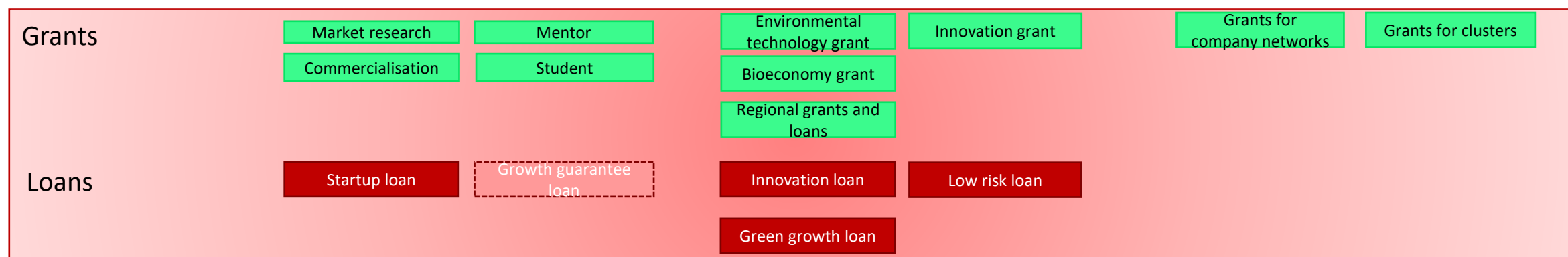


More innovative ecosystems

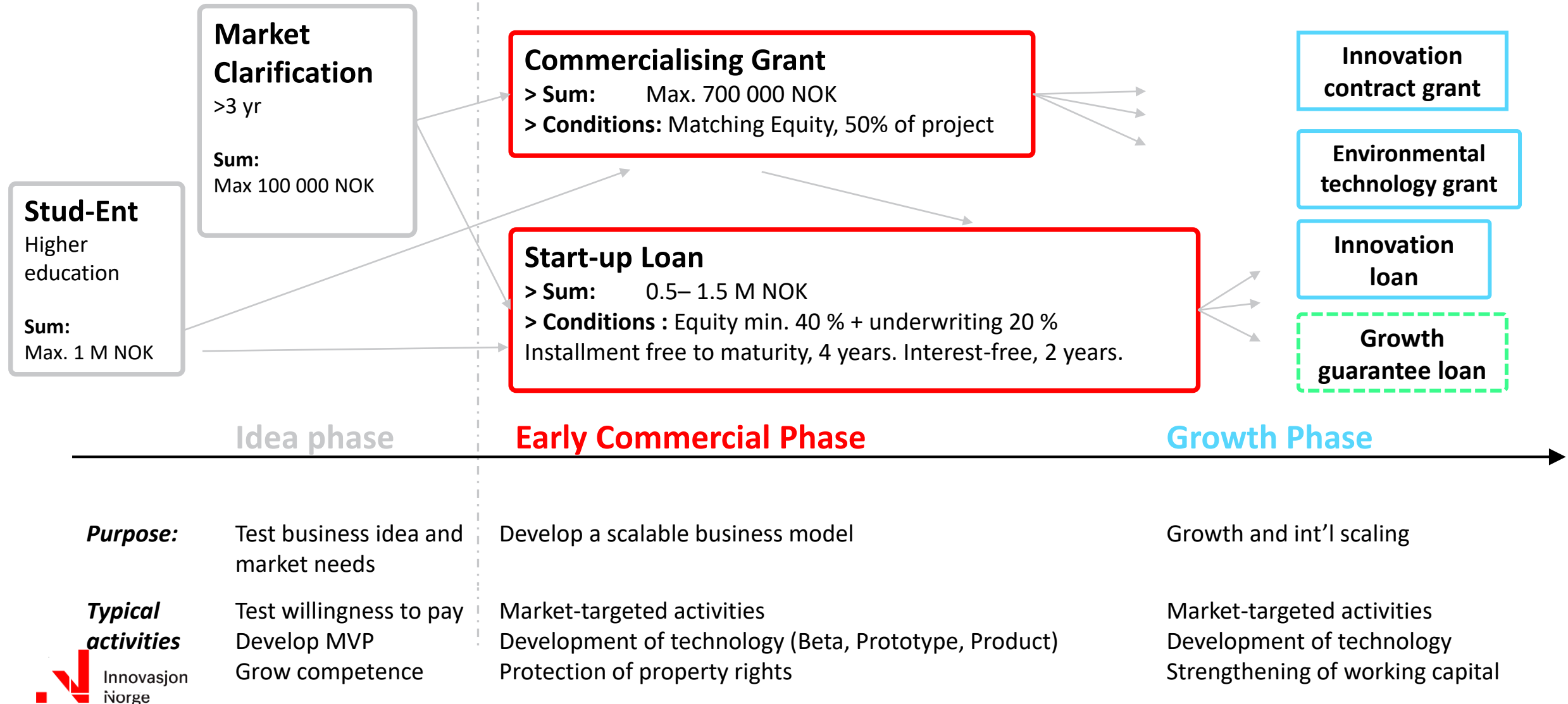
Competence



Financing



A founder's journey....



So, we are looking for

Business ideas and solutions representing something **significantly new** to the market. **Ambitions to grow**, and a team with **execution power**.

We need to see **complex development** – and thus a rationale for risk reduction by Innovation Norway.

What is a good project?

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- ✓ **Innovative**
 - ✓ **Large enough market** with a potential for export
 - ✓ Awareness of and knowledge about your target market
 - ✓ Market confirmation
 - ✓ A scalable business model
 - ✓ **Team's** relevant competence and experience, plan for team expansion
 - ✓ High potential for significant value creation in Norway
 - ✓ Clear project goals and a good project plan
 - ✓ Enough **co-financing** and plans for raising capital
 - ✓ Solves environmental or social challenges

Relevant courses



Triple bottom line business model



Pitch-course




From linear to circular - what does it mean for us?

Contact



[TJENESTER](#) [TEMASIDER](#) [OM INNOVASJON NORGE](#)

[EN](#) [LOGG INN](#) 

Vi gir lokale ideer globale muligheter

[Oppstart av bedrift](#)



[Innovasjon og utvikling](#)



[Eksport og internasjonal satsing](#)



[Landbruk](#)



[Kan vi hjelpe deg?](#)



Fortell oss litt om ideen eller bedriften din, så hjelper vi deg videre.

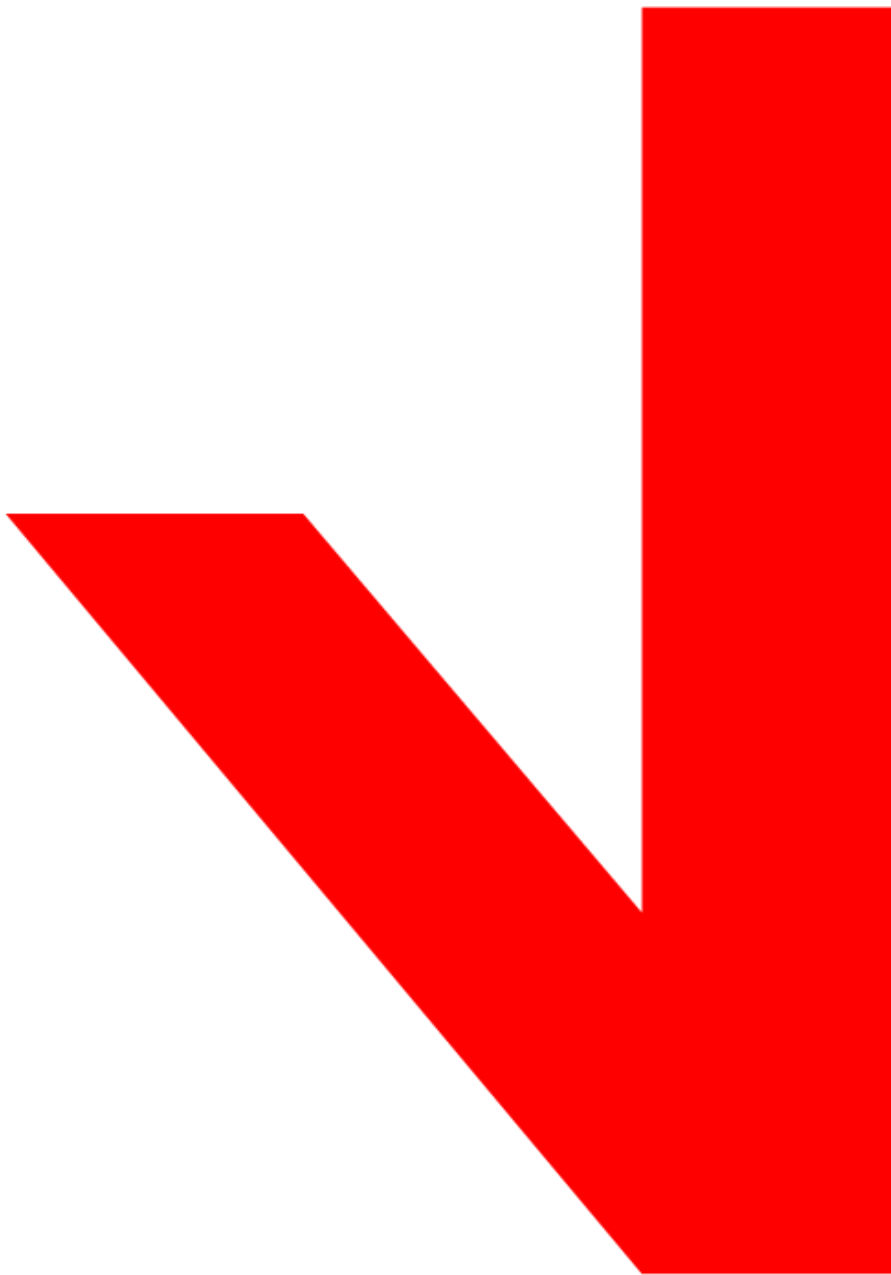


Establish contact with potential customers and stakeholders early!



Have a **clear message** when pitching your idea

*«The company AS **plans to deliver X**
to **a customer group Y**,
which **has a need Z**.»*



Questions?