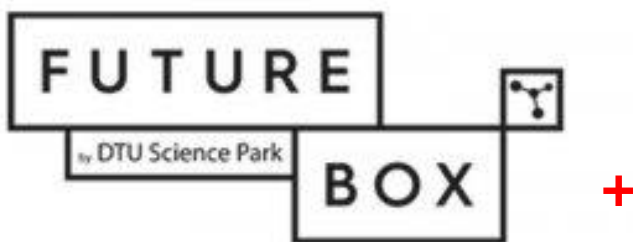


# 1 MiWire



## MiWire in short

MiWire was registered in 2016 and started developing the MiWire RouDem. During the developing years MiWire employed an average of 3 people. After the RouDem was finished things started to pick up. In just a few short years MiWire grew and today employs approx. 5 people (more than 10 pre-corona, which hit the company hard).



## Success Criteria I

Location geared towards supporting start-ups

## Success Criteria II

Having access to mentoring and talent

## Success Criteria III

Being in a rich environment for networking and sparring

## Their Journey

MiWire started out in a rented office in Hellebæk close to the founders' home. When accepted for the Tech Challenge program at DTU Science Park in 2018, they moved to the incubator Futurebox at DTU Campus, where they remained after the termination of the competition for the below-mentioned reasons. MiWire won the 2018 edition of the Danish Tech Challenge.

## FutureBox

- Talent attraction is key for the progress of the company
- FutureBox incubation services towards the start-ups are unique and valuable
- Rich environment for networking
- Many testbeds and labs
- Limited space for expansion
- Not many external possibilities for business development counseling

## The dream scenario

FutureBox but with the option to expand.

## Aqoola in short

Aqoola was established in 2009. Today they have 5 employees in DK and 4 in Ukraine. Their product is a workflow platform to manage bookkeeping digitally. The company has been awarded a Gazelle prize as a fast-growing company with more than a 30% increase in turnover every year over the last 3 years.

## Their Journey

When the company was founded, they rented an office in a Regus office hotel, where Microsoft Denmark also was based back then. That position was perfect from a networking and certification point of view, as Aqoola is built on the Microsoft platform. From the Regus office hotel, the company moved into the owner's private home, back to an office hotel in Charlottenlund, and in 2015 the company moved into DTU Science Park.



## Success criteria I

The other companies present in the science park is the most important criteria

## Success criteria II

Well functioning facilities

## Success criteria III

Possibility to receive mentoring and access to student workers, which the company will make use of in the coming period.

+

## DTU Science Park

- Legitimate their seriousness as a company towards public customers
- Surrounded by equals – other start-ups and consultants for sparring and mentoring
- Sparring among 'nerds' much higher quality than a mix of companies as you find in office hotels
- Professional meeting facilities
- Access to student workers

-

- Only minus is lack of parking facilities

## The dream scenario

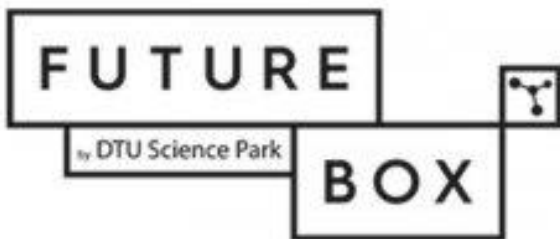
DTU Science Park is perfect.

# 3 Go dogo



## Go Dogo in short

Go Dogo was founded in 2017 by founder Hanne Jarmer, who was soon joined by 3 engineers. Today, a total of 11 people work for Go Dogo. The Go Dogo system is a high-tech home entertainment system that provides mental workouts for dogs.



## Success Criteria I

Access to makerspace and test environments

## Success Criteria II

Access to talent and student workers

## Success Criteria III

Access to support programs, accelerators and external investors

## Their Journey

The founder has a Ph.D. from DTU and worked as head of an institute at the DTU campus when founding the company. It was thus natural to stay on campus for reasons as mentioned under success criteria. The company was selected to participate in the accelerator program 'Danish tech Challenge' in 2018 which takes place in FutureBox. The company remains on the premise and has no plan to move for now.

## FutureBox

- Critical importance the existence of a maker space, test environment
  - High importance accelerator program
  - Access to talent and student workers
  - Network of peers
  - External investors
  - Network organizations and community builders
- 
- Do not miss anything

## The dream scenario

Future location is not a current topic.

# 4 Aquaporin



## Aquaporin in short

Aquaporin is a water-tech company with products on the market built on Nature's water filtration. The company was founded in 2005 and since 2016 a full-scale production has been running in the facilities in Lyngby, still with new products under development in global partnerships. The company has approx. 85 employees in Denmark and Singapore.



**LYNGBY-TAARBÆK**  
KOMMUNE

## Success Criteria I

Location selected based on employees and collaboration partner's easy access via a strong infrastructure

## Success Criteria II

Being close to research resources and students into the Aquaporin Academy

## Success Criteria III

Suitable building for both research, production, offices and for combining Science & Art

## The Dream Scenario

Current location suits well on all parameters.

## Their Journey

During its 15 years of existence, Aquaporin has changed location several times with opportunities offered by partners and investors. The company started with a close collaboration with the University of Southern Denmark and was based at Symbion for the first year of operation. In 2006, Aquaporin moved to DTU Science Park with access to the laboratories at DTU Physics. From 2007-2010, Aquaporin moved to Building 2007 at DTU for access to both laboratories and office space due to a growth from 2 to 10 employees. From 2010-2016, Aquaporin was located in COBIS Bio-Science Park with its laboratories built for purpose and supported by investor funds. In 2016, Aquaporin moved to Nymøllevej in Lyngby to start the full-scale production. The HQ of Aquaporin is large enough and well situated for current and future operations.

## Lyngby-Taarbæk Municipality

- + • Infrastructure / easy access key
- + • Near key collaboration partners
- + • Close to researchers and students
- + • Ideal building matching the vision and values of the company
- + • Part of local partnership with other strong knowledge intensive companies
- • Lack of creatives / i.e. creative branding and marketing companies in the area for potential collaboration

## Heliac in short

Heliac was established as a company in 2014 after a couple of years of research and test. In 2017 the first demo site was inaugurated, and in 2019 the first full-scale solar heating plant opened. The Plant is still under installment and adjustment. Heliac owns a patented unique but simple solar heating system. They have approx. 18 employees, of which 5 are student workers.



## Success Criteria I

Space – two large production halls and offices

## Success Criteria II

Co-located with other companies and in co-owner's site which offers flexibility

## Success Criteria III

Affordable rent

## Their Journey

Heliac was founded by a former researcher at DTU Risoe. The company was therefore based at his private address in the beginning. Later the company moved to Hørsholm, where they have their own office and two large production halls in a shared building in a municipal business zone relatively close to the founder's home. The owner of the office building is also a co-owner of the company, and the founder has four companies based on the same address.

### Hørsholm Municipality

- + • Enough space (production halls and offices), and the possibility to expand
- + • Co-location of several companies suits founder and co-owner well
- + • Easy access to DTU to use facilities
- + • Potential for collaboration with the municipality (Utility) & DTU Science Park in Hørsholm
- • Lack of a canteen in the building
- • Transportation time for 50% of staff that live in the city

## The Dream scenario

The location works well for now, as partners and production sites are spread all over the country and abroad there is no single ideal location

## Valuer in short

In 2017, Valuer created a unique environment for corporations and startups to thrive. Valuer is a leading startup engagement platform for corporations, venture capitals, and accelerators. Valuer today has more than 90 team members from 25 countries. Valuer is a global, data-driven, crowdsourced network and thus in many ways a virtual platform.



### Success 1

Access to talent / central location close to universities

### Success 2

Access to investors and partners

### Success 3

Mentoring and support from innovation environment

## Their Journey

In 2017 the founders started out in Spinderihallerne in Vejle close to the founder's home. 18 months after their foundation they opened an office at Østerbro in Copenhagen to attract talent, and in Skopje and Beograd to engage IT engineers, journalists, and other talents from all over the world. Their office in Copenhagen is located in a building owned by their main investor. Due to their rapid growth, they foresee another move within 6-9 months to have enough space. They will maintain an individual office.

### Own office in Copenhagen Ø

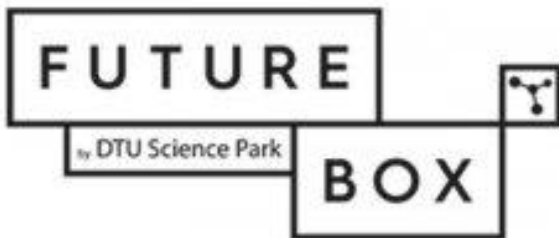
- Spinderihallerne, their first location suited well in the start-up phase where they needed network and support
- When passing 20-30 employees, they needed their own location and moved into a building owned by their main investor
- When moving on, they will look for another centrally placed location in Copenhagen
- Only minus in their first location was lack of access to talent

## Dream scenario for you?

Central location, easy to get to

## MedTrace in short

MedTrace was founded in 2015 by three founders with a long track record in the life science industry. Their technology platform consists of an automated hardware system for producing, dosing, and injecting <sup>15</sup>O-water and analytical software for processing the scan images of patients with cardiac issues. The team consists of 4 full time + 6-8 part-time and student workers. They expect to grow abroad mainly in the US, and through partners i.e. the production is outsourced.



## Success Criteria I

Accelerator and mentor programs, networking, access to capital (investors and business angels), access to information from other start-ups & a sense of being part of something bigger

## Success Criteria II

Access to talent, student workers and partners at the university

## Success Criteria III

Lyngby Science City (Vidensby) important to be located in a city, which supports businesses, education, and research at all levels.

## Their Journey

MedTrace was selected - and won – the Danish Tech Challenge program (DTC) in 2015 and moved into DTU Science Park’s accelerator FutureBox. An important part of the DTC offer was an office for free for 5-6 months while raising capital. MedTrace expects to remain in FutureBox as long as possible. The location suits them well. You are among equals, and the support structure around the companies is very valuable.

### FutureBox

- + • Accelerator and mentor programs
- + • You are part of something bigger
- + • Networking among equals
- + • Social activities
- + • At the university campus offers access to talent
- • Lyngby lacked an affordable hotel (is being built right now)
- • Lack of a special atmosphere which exists in i.e. Boston WeWork space – maybe due to size?
- • Would be cool if FutureBox was bigger! And more of the DTC start-ups stayed for longer than 3-4 month every year

## The dream scenario

FutureBox, the Science Park and Lyngby as such suits them well, no plans to move



## Retune in short

Retune was founded in 2012. They develop and license software solutions for voice control and speech communications. Their solutions are applicable to consumer electronics, home-control, industrial and automotive applications. Retune employ 11 people today and is hiring.

## Their Journey

Currently Retune is located at DTU Science Park in Lyngby. Here they have developed from a start-up to now being on the international market, having opened a department in Shenzhen, China. Furthermore, in 2018 Retune DSP made the list of that year's Gazelle companies for fast-growing companies.



+

## Success Criteria I

Early mentoring and network connectors

## Success Criteria II

DTU science park gives gravitas and recognition

## Success Criteria III

Good placement regarding public transport.

-

## DTU Science Park

- Flexibility, being able to move to a bigger or smaller office space with short notice
- Many practical measures are already there: Canteen, reception, parking.
- 'Coffee and Connect' concept helps the networking
- Expensive rent
- The science park has moved from a start-up environment with mentoring and network connectors to a business hotel
- There is a lack of test environments specifically when it comes to sound tech
- Lack of parking spaces

## The dream scenario

Ideally Retune DSP would build their own offices. That way they could ensure the necessary testing space with the criteria they need. Primarily no interfering noise and not irritating any neighbors when sound testing.



# 9 SBT instruments



## SBT instruments in short

SBT Instruments was founded in 2014. They specialise in making a product that can detect bacteria almost instantly. Their BactoBox can, among others, be used to rapidly measure the bacteria in water and counting bacteria in pure cultures. Today they have 9 employees and two student workers in the company.



**Herlev**  
Kommune

### Success Criteria I

Moving away from DTU Science park was like graduation. It became real and was a huge milestone.

### Success Criteria II

Participating in the Danish Tech Challenge helped to bring some prestige and recognition to the company. Additionally, the program helped in attaining knowledge and experience to accelerate.

### Success Criteria III

A connection to larger companies has been important. It helped to land a business partner that has elevated the company to the next level.

## Their Journey

SBT Instruments was founded by 3 founders all of whom were students at DTU. They started out as one of the first spin-outs from DTU Skylab and moved to DTU Science Park. During their time in the science park they were selected for the Danish Tech Challenge and were one of the finalists. In 2017 they moved out of the science park and to their current office in Herlev. During the past 3 years their growth has not stopped, and they are now looking into getting a larger office space.

### Own office in Herlev

- + • No one need to book meeting rooms.
- + • It gives a more professional vibe to the company.
- • Public transport is not the best
- • The kitchen is very not ideal and is very small

## The dream scenario

Ideally, an office located near other knowledge-intensive companies. A place where talent resides and can easily be attracted. When it comes to the physical space there is a need for a bit of everything – office space, production area, and storage. It should be close to the city (Copenhagen). Additionally, a cheap option for outsourcing lunch would be very nice to have.

### Holo in short

Holo, formerly known as Autonomous mobility, was founded in 2016 and was established to create mobility services of the future. Today they have projects running in different parts of Scandinavia. Currently Holo's fleet of autonomous vehicles has driven over 30.000 km and has brought almost 40.000 passengers to their location in five locations. This makes Holo the leading provider of autonomous vehicles in Europe. Today they employ around 50 people.



### Success Criteria I

Much of the coordination Holo does is online. Therefore, a good and robust digital infrastructure is critical.

### Success Criteria II

Much of the knowledge need by Holo is very niche. Very few people around the world possess this knowledge. So much of the knowledge sharing is done online but some of is done in person. Being near an airport has benefitted this.

### Their Journey

It all started in a shed on DTU Campus with garage space for their 2 busses. When they outgrew the shed, they left and joined Futurebox where they stayed till late 2019. When they moved, the most important thing was geography, how could they make sure their new space was equally close to everyone at the time. They ended up finding an office space in Copenhagen. Additionally to their office space they have operations satellites at their projects' locations.

#### Own office in Copenhagen NW

- + • Good infrastructure – Public transport and biking
- + • Close to the airport and Copenhagen central station when getting international visitors
- • They miss some of the practical measures from DTU – Especially the canteen
- • Parking is an issue – However many of those who would drive use public transport

### The dream scenario

Where they are now is as perfect as can be for the time being.