



Oslo



TECH
NORDIC
ADVOCATES



GLOBAL
TECH
ADVOCATES

GLOBAL
LAUNCH
PAD

GLOBAL LAUNCH PAD – GATEWAY TO GLOBAL MARKETS



Oslo



RUNWAY TECH



LONDON
STOCK
EXCHANGE



Capassa



BRITISH EMBASSY



epicenter
OSLO



Challenge addressed – Why this, why now?

Looking to expand internationally? Facing the same challenges as other innovative and scalable Oslo-region tech startups:

- A small Norwegian market
- Not sure where to start?
 - when and how to scale and expand internationally
 - which market(s)
- Non-access to:
 - global markets, opportunities, networks
 - 'right' talent in Norway/internationally
 - International investors/growth capital



Norway badly needs to build innovative tech companies to support international competitiveness, growth, jobs and transition from oil & gas to a more sustainable economy



Solution: "Global Launch - Gateway to Global Markets" tackles these challenges head-on and turbo charges your international expansion:

HOW?

- **Helps you understand international expansion readiness:**
 - What 'ready for international expansion' means
 - Which international markets, when, entry point etc.
- **Help you land and expand/business Setup: in chosen market(s)**
- **Direct access to:**
 - global markets, local ecosystems, opportunities and networks
 - international know-how, 1:1 coaching and global tech Entrepreneurs- in-Residence (EIRs)
 - Access to global talent
- **Operational support:** HR, Tax, Finance, Legal
- **Funding:** Access to capital through **TNA Invest**
- **Brand Promotion and Marketing:** Local market promotion to target clients and partners
- **Media and Events:** Gain access to local industry leading events

Global Tech Advocates – only direct gateway to other Nordic, Baltic, European & Global markets

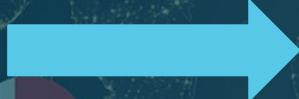




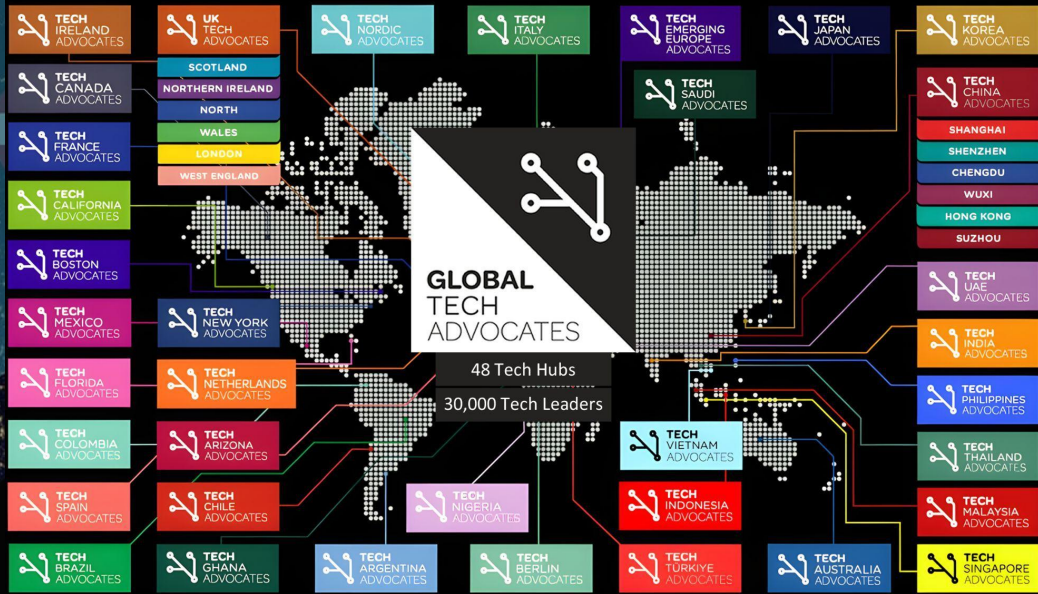
Programme Goal:

help Oslo region tech companies* with demonstrated potential scale and expand internationally:

From:



To:



*any gender, race, background, orientation



What's the Programme?

Unique 5 Month International Expansion Programme:



TRACK 0
Kick-off: 1:1



TRACK 1
Nail it before you can scale/expand it



TRACK 2
International Expansion



TRACK 3
Scaling Operations for International Expansion



TRACK 4
Funding International Expansion



Interactive masterclasses, workshops and sessions



Norwegian and international coaches



Office hours and 1:1 advice from programme partners (legal, financial, technical etc.)



Expert pitch training from best-in-class local and international pitch coaches



Trade Missions



Access to global markets, talent and partners through Global Tech Advocates



In-house access to investors



Get on demand expert help from our local and global EIRs



Industry-leading, top-rated events



Access office space, event and other discounts

Delivered by Norwegian and international experts, successful tech entrepreneurs, coaches, mentors, investors and programme partners from Norway, Nordics, Baltics & internationally

“Global Launch Pad – Gateway to Global Markets” – 5 Month Programme



TRACK 0

Kick-off: 1:1

Intro to **Tech Nordic Advocates & Global Tech Advocates**
Introduction to ‘Global Launch Pad’ (GLP), programme goals, contents, timeline and support
Presentation of your business/goals
What do you need from the GLP against your goals (action plan)
GLP programme



TRACK 1

Nail it before you can scale/expand it

Masterclass (O/L):

“The essentials of stakeholder influence to maximise growth”, Solvej Biddle, CEO, Inspirational Solutions, London

Masterclass Scaling your operations with AI (O/L): Af Malhotra (Ren AI); Suzanne Lauritsen (Raffle AI) and Theis Søndergaard (Vivino)

Masterclass (O/L): “Getting traction” with Jimmy Cockerton, CEO & Founder of The Impact Advantage, London

Masterclass (O/L): Product market fit + Go-to-market strategy, Oren Greenberg, London

Masterclass 6: (O/L): Building networks and the right mindset, Thomas Kriese, Silicon Valley



TRACK 2

International Expansion

Masterclass 1: (O/L)

Access to EU Funding, Paul Webber, Head of EU Affairs, Brussels, +New “EU-Inc” opportunity

Workshop 1: (O/L)

Jeanette Carlsson: How to know when to expand internationally + which markets + Intro to Global Tech Advocates ecosystems in leading global markets

Masterclass 2: (I/P)

Indian Embassy: How to access and grow your tech business in India

Masterclass 3: (I/P)

US Embassy + David Rose, U.S. Expansion Partners: How to enter + grow your business in the U.S.

Masterclass 4: (I/P)

British Embassy: How to access and grow your tech business in the UK

Masterclass 5: (I/P)

Canadian Embassy: How to access and grow your tech business in Canada

Workshop 2: (O/L)

Phil Vella, New York: International Marketing & Sales



TRACK 3

Scaling Operations for International Expansion

Masterclasses 1 + 2: (O/L)

Irfan Goandal: How to track your success + Jimmy Cockerton, London: How to measure your impact

Workshop 1: (O/L)

From founder to leader
The human factor – avoiding burnout

“I’m Remarkable” interactive confidence building workshop

Workshop 2: (O/L)

Af Malhotra (Ren AI): SMART scaling of your business operations and systems and how technology incl. AI can enable and support

Workshop 3: (O/L)

Building a scaleup organisation, culture and team

London Tech Week: 8/6 - 12/6

VIP passes for all GLP cohort



TRACK 4

Funding International Expansion

Workshop 1: (I/P) Getting ready for fundraising & investment journey:

- Investment landscape/terminology. VC route or not?
- Building investor relationships
- Kicking off the investment case

Workshop 2: (I/P): Venture Financing:

- Fundraising strategies, alternative ways to fund your business. Be ready for due diligence
- Valuation, Dilution, Negotiation

Workshop 3: (I/P): Fundraising strategies

- Define your Investment Strategy. Create your investment thesis. Set the terms of your round
- Nordea Capital Strategy workshop

Workshop 4: (I/P): Legal aspects of fundraising

Pitch event hosted by Runway FBU (partner) and introduction to investors to support expansion

1:1 On Demand Entrepreneurs-in-Residence (EIRs)



Solvej Biddle
Award Winning
Entrepreneur, Business
Consultant, Inspirational
Solutions, London



David Levine
Founder, CEO, EIR,
Manchester



Michelle Chivunga
CEO/Founder/Inve
stor, Global Policy
House, London



Philip Hansteen
CEO & Co-founder,
f3nice, Oslo



Esther O'Callaghan
Principal CoFounder,
hundo.careers,
London/Rotterdam



Theis Søndergaard
Co-Founder /CPO
Vivino,Copenhagen,
USA



Roy Golden
CEO & Co-founder
Travelin.ai, Oslo



Nikolaj Koester
Head of Mobility, Deem
Inc., Silicon Valley



Peter Just
CEO & Founder, Hubbster
inc., Copenhagen/New
York



Nelson 'Skip' Riddle
Founding Partner
Riddle International
Ltd, London



Kerry Ritz
Non-Executive Director,
EIR, Manchester



Timm Jeppesen
CEO, Risika A/S,
Copenhagen



Søren Juul Jørgensen
Founder & CEO,
ForestAvenue



Klaus Jepsersen
Colding
Ecommerce Director,
Konges Sløjd



Suzanne Lauritzen
CEO & Co-founder
Raffle.ai



Nicholas Meilstrup
Founder & CEO,
Credewire,
Copenhagen



Angela Cearns
CEO at TrueTwins,
Investor, Lecturer,
Silicon Valley



**Simon
Peschcke-Køedt**
CCO,
Konges Sløjd,
Denmark



Stine Mølgaard Sørensen
Founder / COO,
Radiobotics, Copenhagen,
London



Thor Angelo
CCO, MyMonii
Denmark



Anne Owen
Associate,
Fenix Leadership

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NORDIC/ BALTIC LAUNCH PAD



Grab our Tailored
"Nordic/Baltic Launch Pad"
service to Turbo Charge your
Nordic/Baltic expansion

What's included?



Market insights

Expert advice on which countries will be the best fit for your business.



Set-up support

Help checking out your opportunities and potential routes in.



Connections

Connect with key players and potential partners.



Local know-how

Advice on practicalities like HR, tax, legal and finance.



Funding

Access to capital through TNA Invest.



Opportunities to raise your profile

Get seen by the right people through promotion and at leading industry events.



Events and media

Get seen at leading industry events.

"The Finland Launchpad research and report from Tech Nordic Advocates were excellent and highly actionable. The structure and insights provided were so valuable that we plan to use the same layout as a template for future market entries. By following the recommendations, we've already secured a meeting with the insurance company If in Finland."

Fredrik Lindell

Co-founder, Elementric





Expanding into the UK or raising capital there?

Tech Nordic Advocates originate – and have 6 hubs – in the UK.



4.6/5

**U.K. Market Access
Program Avg. Score**

- Our UK Market Access Programme is unrivalled
- Offers YOU everything you need to land and expand in the UK – from setup to landing your first clients, expanding and delivering commercial success.

PAN-NORDIC LONDON TECH WEEK PITCH COMPETITIONS AND UK TRADE MISSION

DO YOU WANT TO PITCH AT LONDON STOCK EXCHANGE?

📅 16 May 2025 - 14.30-17.45 + networking drinks

Hosted by: **KPMG**

📍 KPMG Vasagatan 16, 11120 Stockholm

DO YOU WANT TO PITCH AT LONDON STOCK EXCHANGE?

📅 14 May 2025 - 14.00-17.30 + networking drinks

Hosted by: **British Embassy Copenhagen** & **Nordea**

📍 British Embassy, Kastelsvej 36, 40, 2100 Copenhagen, Denmark

DO YOU WANT TO PITCH AT LONDON STOCK EXCHANGE?

📅 9 May 2025 - 15.30-18.45 + networking drinks

Hosted by: **epicenter**

📍 Epicenter, Edvard Storms gate 2, 0166 Oslo

DO YOU WANT TO PITCH AT LONDON STOCK EXCHANGE?

📅 27 May 2025 - 14.30-17.30 + networking drinks

Hosted by: **British Embassy Helsinki** Proudly sponsored by: **LEXIA Legal Excellence**

📍 British Embassy, Itäinen Puistotie 17, 00140 Helsinki, Finland

20 independent Nordic VCs select 16 "Nordic Innovators" from 60 UK ready Nordic tech startups/scaleups to join the grand London Tech Week finale at London Stock Exchange



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LONDON TECH WEEK

Shaping the Future of Business Through Technology
Scaling Diverse Nordic Tech Companies Internationally

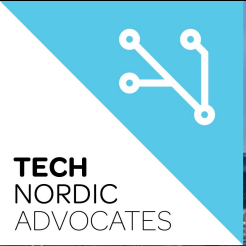
10 June 2026, 11:30 - 06:00 pm + networking drinks

Hosted by:



LONDON
STOCK
EXCHANGE
An LSEG Business

📍 London Stock Exchange, 10 Paternoster Square, London EC4M 7LS



U.S. Market Access Program

Expanding to the U.S.?

Did you know Global tech Advocates have 8 U.S. hubs?

4.8/5

U.S. Market Access Program Avg. Score

Our U.S. Market Access program will give you the insights, support and connections you need to establish and grow your business in America.

You don't just have to take our word for it – attendees rate our program 4.8 out of 5.



Canada invest CANADA investir CANADA

Government of Canada / Trade Commissioner Service
Gouvernement du Canada / Service des délégués commerciaux

TECHBBQ

27–28th August, 2025
Bella Center Copenhagen, Denmark

Did you know Canada offers unique expansion opportunities for Nordic tech companies?

Come meet Canadian Trade Commissioners at Tech Nordic Advocates Stand C3.58

27 August 12:00–14:00 CET	28 August 10:00–12:00 CET
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Canada Market Access Programme

Looking to expand to or raise capital in Canada?

Our Canada Market Access Programme gives you everything you need to land and expand in Canada – from setup to funding to profile building.

Why TNA?

Long collaboration with Canada and the Embassies of Canada in Norway and across the Nordics

Our very own Tech Canada Hub





**India Market
Access
Program**



"We are not mega-big, but we aim to become one in the next six months," says Khushboo Verma, who has developed a healthcare platform. Huge thanks to Tech Nordic Advocates and Tech India Advocates for all their support in helping us get here"



Tech Nordic Advocates is proud to be involved in several EU programmes and initiatives

Business Acceleration Services (BAS)

Did you know that Tech Nordic Advocates is an EIC BAS Service provider



**Global Launch Pad
- Gateway to Global Markets**

EIC Accelerator

 Internationalisation



UK Market Access Programme

EIC Accelerator

 Internationalisation



Growth support for founders, startups and scaleups

EIC Accelerator, EIC Transition

 Coaching & Mentoring



**Applications welcome from Oslo region
tech companies with (selection criteria):**

**Revenue/Traction at home
(nail it before you scale it)**

**Does problem you solve exist
outside Norway? (PMF beyond N)**

Transferable solution

Scalable business model

Scalable marketing strategy

Financial readiness

**Business operations and
infrastructure**

Sustainable Business

Diversity of team



How do I join and what's the time commitment and cost?

How do I join?

Apply [HERE](#)

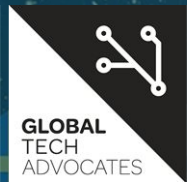


What's the time commitment?

Expect 15-20% of your time. Remember this is time you're spending anyway. This programme will deliver so much more than you can achieve alone/in your team

What's the cost?

- **Oslo Kommune - Headline funding**
- **Participant fee: 8000 NOK**



'GLOBAL LAUNCH PAD - GATEWAY TO GLOBAL MARKETS'

Any questions? Get in touch

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RUNWAY TECH



**LONDON
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EXCHANGE**

