

DANISH TECH CHALLENGE

MAGAZINE 22/23

The organizers

Global crises call for solutions from hardware startups

Coach: Thea Tolstrup Bramming

The cultural foundation needs to be in order: otherwise the team will fall apart

Last year's winner: Simplewire

PARTICIPATION
WAS "DECISIVE"
FOR OUR COMPANY

Participation in Danish Tech Challenge made finding investors much easier than anticipated, as it enhanced their visibility and functioned as a seal of approval of the company.



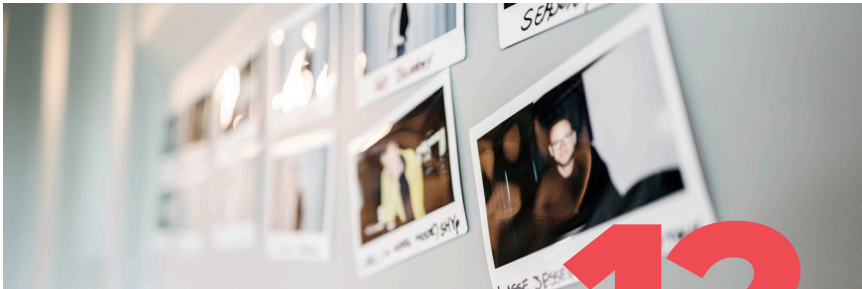
DTU
Science Park
INDUSTRIENS FOND



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THE 2022 DANISH TECH CHALLENGE:
THE PARTICIPANTS

Discover them all on the following pages.



DANISH TECH CHALLENGE
IN NUMBERS

Get the full overview of Danish Tech Challenge from 2014-2021

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MAY WE PRESENT...

Get to know all of this year's 19 participants in their own words.

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4 Global crises call
for solutions from
hardware startups

Innovation and new technology developed by hardware startups can solve many of the problems that have arisen in the wake of the global crises we are currently experiencing. According to the CEOs of the two organizations behind Danish Tech Challenge, it is particularly within climate and health technologies that things are moving fast.



DANISH TECH CHALLENGE 2021 WINNER:

PARTICIPATION WAS 'DECISIVE'
FOR OUR COMPANY

Participating in Danish Tech Challenge meant Simplewire underwent a much-needed professionalization, according to the company's founders, who managed to attract another participant to the company in the process. Since then, Simplewire has managed to fundraise millions and commenced production.



THE CULTURAL FOUNDATION
NEEDS TO BE IN ORDER

According to Thea Tholstrup Bramming, who coaches the Danish Tech Challenge participants in team cooperation, it is important to create a structure early on, where the founding team agrees on the purpose, principles, and allocation of roles in the company.

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DANISH TECH CHALLENGE EXPLAINED

Each year, 20 hardware startups are selected to participate in Danish Tech Challenge. The program consists of four months of intense acceleration with counselling, workshops, mentor teams, exposure to investors, and access to a unique community of hardware and deep tech startups in Futurebox in DTU Science Park.

At the end of the program, one startup is chosen as winner of the Danish Industry Foundation's Entrepreneur Award, receiving a cash prize of DKK 500,000.

GLOBAL CRISES CALL FOR SOLUTIONS FROM HARDWARE STARTUPS

Innovation and new technology developed by hardware startups can solve many of the problems that have arisen in the wake of the global crises we are currently experiencing. According to the CEOs of the two organizations behind Danish Tech Challenge, it is particularly within climate and health technologies that things are moving fast.

TEXT JULIE SØGAARD
PHOTO RICKY JOHN MOLLOY

In recent years, we have been confronted with one global crisis after another. The climate crisis, the biodiversity crisis, health crises and squeezed supply chains have now been supplemented by an energy crisis, a recession, inflation, and war in Europe.

"Geo and security politics have changed radically, and we are faced with a number of macroeconomic crises. However, at the top of the list is sustainability, where it is absolutely necessary that we recalibrate our society," Thomas Hofman-Bang, CEO of the Danish Industry Foundation, states.

New technology and innovation can contribute to solving global crises, and hardware startups will play a vital role in this.

"Awareness of climate change, and that we need to take action in regard to the entire sustainability agenda means that startups focusing on these issues have an advantage. We also see that many investments are directed towards these areas," DTU Science Park's CEO, Steen Donner, states.

Crises accelerate innovation

The energy crisis has made consumers aware of their energy consumption, and as a result, new technologies will emerge, according to Thomas Hofman-Bang.

"Keeping track of one's energy consumption via apps has almost become a national pastime. The demand for energy saving solutions within the past few years has been somewhat stagnant, but I believe it will start moving now. The energy crisis is the push we've needed to innovate," he says.

The health sector is also teeming with new technology, which is, to put it mildly, necessary.

"If you zoom in on Denmark for example, we are now experiencing a health sector that is on its knees and is lacking additional hands. However, no new hands are coming. So, we're also dependent on new technology and innovation in this sector," Thomas Hofman-Bang states, and emphasizes the need to remove the multiple practical and regulatory barriers that impede new technology from being tested in clinics.

"But if someone manages to break through with a health technology, then something will happen," Steen Donner argues.

Throughout the years, and particularly this year, many of the participating startups in Danish Tech Challenge, which the Danish Industry Foundation and DTU Science Park are behind, have developed hardware specifically within health technology.

"New research we have conducted shows that between 15-20 per cent of participants in Danish Tech Challenge have been engaged in MedTech. However, if you look at the overall valuation of previous participants, then they are responsible for 40-45 per cent of the overall value," Steen Donner says.

A healthy correction

The economic crisis has meant that investors have held back slightly with funding. Valuations of new companies have fallen significantly. Somewhat surprisingly, the two CEOs argue that this can actually be a positive thing.

This is because in contrast to many other industries, the startup scene within hardware and deep tech was not particularly negatively affected by the COVID-19 pandemic.

"There was a lot of money. Interest rates were low, and equity was high, so people almost didn't know what they should do with their money," Steen Donner explains.

"We also started to live even more digitally, which meant that startups had excellent conditions for developing their innovations and ideas even further. For them it wasn't a huge impediment that physical meetings couldn't take place," Thomas Hofman-Bang says.

Therefore, the current economic crisis is not solely negative.

"We have had 10 years of favorable economic conditions. Now we might have a healthy correction. It is always unpleasant when this happens, and good things will likely collapse, but this is the reality we are facing right now," Thomas Hofman-Bang states.

"Perhaps we have previously helped things survive that should have folded. The good projects will continue to receive funding. We are still seeing some interest from investors. There is still quite a bit of public funding for early-stage startups," Steen Donner concludes.

THE DANISH INDUSTRY FOUNDATION

A private philanthropic foundation that works actively to foster the competitiveness of the Danish business sector. The foundation focuses on four thematic areas: new technologies, sustainable production, internationalization and cybersecurity.

DTU SCIENCE PARK

Denmark's leading deep tech community where startups, scale ups, and established companies get help to realize their ambitions. Together with the Danish Industry Foundation, DTU Science Park organizes Danish Tech Challenge, Denmark's only hardware accelerator.

DANISH TECH CHALLENGE 2021 WINNER:

PARTICIPATION WAS “DECISIVE” FOR OUR COMPANY

Participating in Danish Tech Challenge meant Simplewire underwent a much-needed professionalization, according to the company’s founders, who managed to attract another participant to the company in the process. Since then, Simplewire has managed to fundraise millions and commenced production.

TEXT JULIE SØGAARD
PHOTO RASMUS DEGNBOL

Throughout large buildings, an electrician has spent a lot of time putting stickers on sockets and other electrical installations. This is because the law requires that a sticker is placed on them indicating which fuse the individual installation belongs to. However, the stickers are often placed incorrectly, or fall off. This means that the process needs to start again. It is expensive and cumbersome.

Could this be made simpler? The answer, according to the founders of Simplewire, is yes. They have developed a small hardware device which is installed in the electrical panel.

“The device subsequently digitalizes all electrical installations. Therefore, instead of looking at a little sticker on the electric socket, which tells you what fuse it belongs to, you can just scan the socket or other electrical material that is connected to the fuse with a scanner,” Sasha Beck, CEO of Simplewire, explains.

DITCHED HIS OWN STARTUP AND JOINED SIMPLEWIRE

Together with his co-founders Dennis True and Peter Tune, Sasha Beck won Danish Tech Challenge 2021.

Sasha Beck initially participated with another company, but became part of Simplewire instead midway throughout the program. Dennis True deems Sasha’s entry into Simplewire and their participation in Danish Tech Challenge as decisive:

“The participation in Danish Tech Challenge professionalized the entire company. We became much clearer on what we should do in relation to customers and ownership structure – everything that makes a company worth building on,” he says and continues:

“And we realized that we needed someone like Sasha, who is good at attracting funding and who knows a lot about the production aspect.”



“ DANISH TECH CHALLENGE HAS TAUGHT US A LOT ABOUT ALL THE THINGS WE DIDN'T KNOW THAT WE DIDN'T KNOW

SASHA BECK
CEO, SIMPLEWIRE

“

WE WERE OUT RAISING DKK 5 MILLION THE FIRST 4-5 MONTHS AFTER THE FINALE

SASHA BECK
CEO, SIMPLEWIRE

RAISED DKK 5 MILLION IN FEW MONTHS

Immediately after the finale, the company was occupied with raising more capital. The coffers were nearly empty, and they wanted to establish production, which is expensive.

“So, we were out raising DKK 5 million the first 4-5 months after the finale,” says Sasha Beck.

He believes that participation in Danish Tech Challenge made it much easier to find investors than expected, as it enhanced their visibility and functioned as a seal of approval of the company.

“We received the first round of production in the summer, which allowed us to make our first few sales and become aware of all the glitches and defects,” Peter Tune says.

DEVELOPING HARDWARE TAKES A LONG TIME

Since then, Simplewire has spent time gathering feedback from customers and developing the product, so that they can commence a production that is scalable.

Achieving this has taken longer than expected. Developing hardware takes an inordinate amount of time. This is especially the case when no industry standard exists that one can align their product to, the three founders emphasize.

One of the things they have been working on is making the devices smaller, to occupy as little space as possible in the electrical panels. Ultimately giving the electrician more space they can work on.

“We’re trying to avoid ‘over-engineering’, and instead go to market and start selling. However, to do this means that we also need to have a good, solid product, which is reliable for customers,” Peter Tune concludes.





THE CULTURAL FOUNDATION NEEDS TO BE IN ORDER

– otherwise the team will fall apart

TEXT JULIE SØGAARD
PHOTO RASMUS DEGNBOL

According to organizational consultant Thea Tholstrup Bramming, who coaches the participants of Danish Tech Challenge in team cooperation, it is important to create a structure early on, where the founding team agrees on the purpose, principles, and allocation of roles in the company. Doing so will futureproof the startup.



THEA TOLSTRUP BRAMMING
COACH, DANISH TECH CHALLENGE
TEAM COOPERATION

Many teams believe that a good idea they are passionate about, and a bit of hard work is it all it takes to succeed with a startup. However, it is not that simple.

Organizational consultant Thea Tolstrup Bramming has been advising teams in a number of large companies and more than 80 startups for over 17 years. Getting the team's so-called cultural foundation in place as early as possible is essential, she believes.

Therefore, all teams are coached by Thea Tolstrup Bramming throughout the duration of Danish Tech Challenge.

"We start by creating a team profile. This gives me insight into the team and simultaneously creates a common language so we can talk about the team and collaboration," Thea Tolstrup Bramming states.

Create structure and rhythm

During the profiling, a need for more structure and rhythm in the team often emerges, as prior to this, the startup may have assumed the character of a hobby project rather than a wholly professional collaboration.

"It may sound like a boring place to start, but it is often an eye opener for the team," Thea Tolstrup Bramming says.

The next step is ensuring the most important aspect is in place – namely the cultural foundation.

"Why is this important? Because it is what binds us together as humans. It is also the foundation for being able to make a number of vital decisions for the team and the organisation," Thea Tolstrup Bramming argues.

Purpose and principles

This is where they start looking at the purpose of the company.

"Why have they started this company and what do they want to achieve with it? This is because it isn't given that this is the same for everyone in the founding team," says Thea Tolstrup Bramming.

If the teams only start examining this when they need to select investors or partners, it can be too late, and things risk falling apart, she emphasizes.

"And this is precisely what we want to avoid. We want to create a sense of cohesion early on, and we do this by discussing what they want. Do they want to save the world, earn money, or create the coolest technology?" Thea Tolstrup Bramming asks.

They subsequently take a look at the principles – also known as values or the mindset present when establishing a company – because it is also here where differences in the founding team can be found.

"What should characterize the company in the long term, and what do they dream of? For example, should they be together most of the time, or should there be more freedom?" Thea Tolstrup Bramming asks.

Know the roles in detail

Afterwards, the team can begin establishing its structure, practices, and ways of doing things, so that these are aligned with the cultural foundation. "If freedom and trust are important elements in the culture, a structure that differs from the traditional hierarchy should perhaps be established. Structure and culture go hand in hand," Thea Tolstrup Bramming states.

The first step in the structure work is to take a look at the roles. Not just the titles, but the actual tasks.

Founders have often already assigned overall roles, but this is where I ask them to pick the roles apart and redefine them in more detail, so that there is clarity about who does what," Thea Tolstrup Bramming states.

This is where they potentially discover that some of the tasks overlap. "At the same time, clarity emerges over which competences the team is lacking. This allows them to get the right profiles in the team and make a plan for scaling up," Thea Tolstrup Bramming says.

Therefore, it is important to discuss the fundamentals.

"One of the biggest dangers is that the team thinks everything is fine, and isn't forced to talk about and reflect over things before they find themselves in a situation that is difficult to handle," Thea concludes.

It may sound like a boring place to start, but it is often an eye opener for the team.



Danish Tech Challenge in numbers

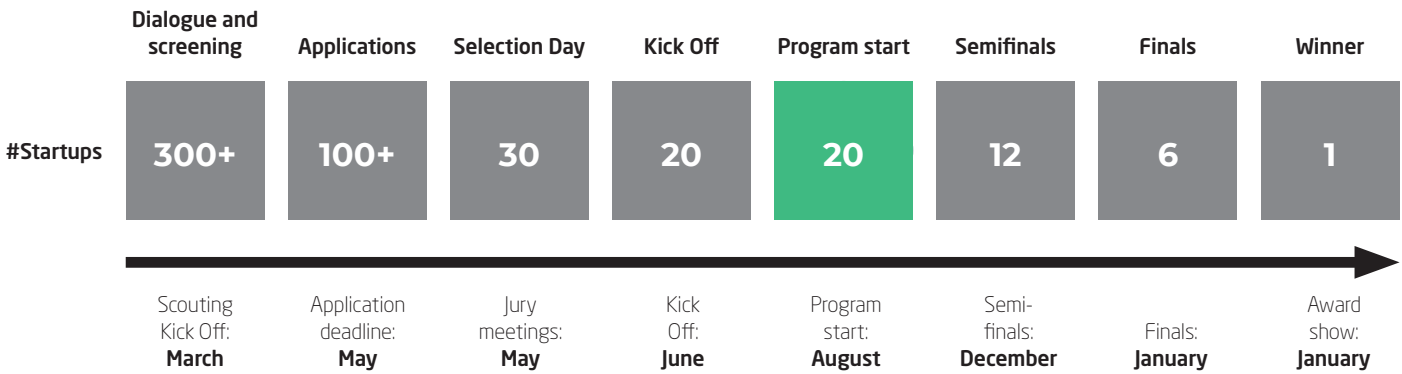
Get the full overview of Danish Tech Challenge from 2014-2021

“We have gone through an extreme maturation as a company that we would otherwise never have come close to. In Danish Tech Challenge, you become part of an impressive environment of skilled and helpful people who have given us an invaluable network.”
Simplewire, winner of Danish Tech Challenge 2021

The 12 disciplines in Danish Tech Challenge:

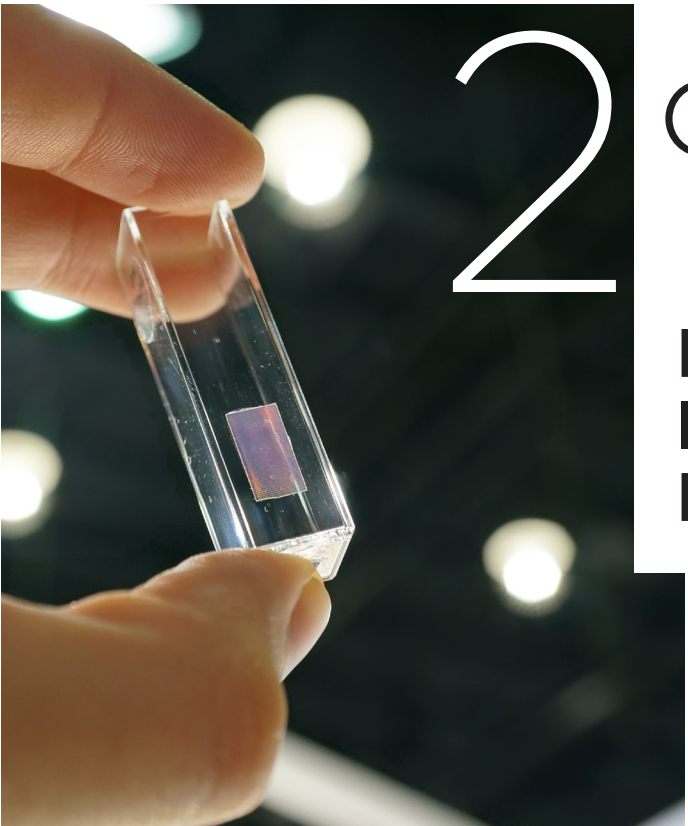
Legal & Accounting	“The Problem”	Market & Customers
Ownership & Financing	Product Development	IP
Supply Chain	Business Model	Organisation & Team
Sales	Branding & Marketing	SDGs

The selection process:



1,500
JOBS CREATED

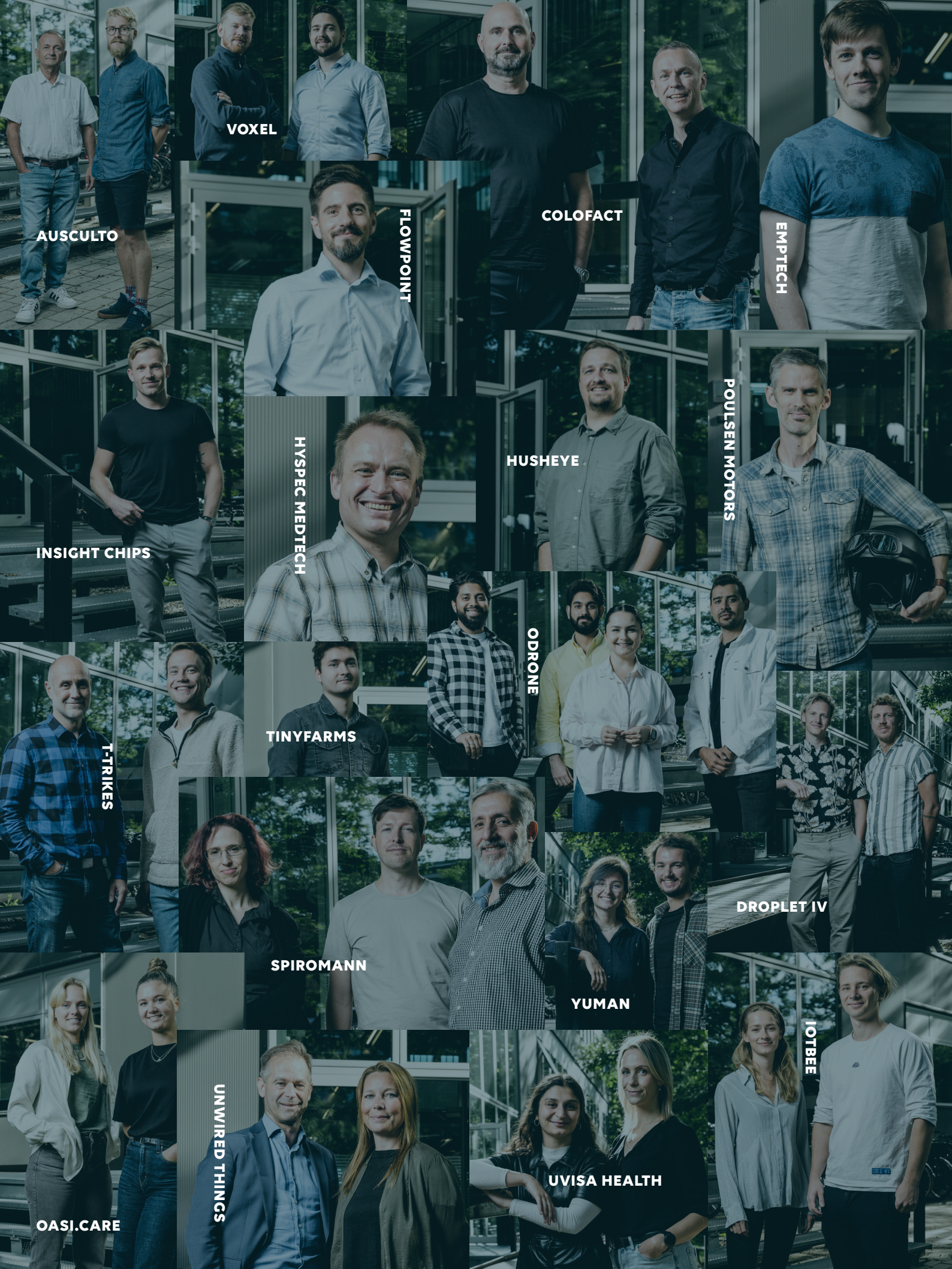
200
PATENTS
FILED



2
OUT OF 3
MORE THAN
300
PRODUCTS
DEVELOPED
EXPORT TO
INTERNATIONAL
MARKETS



DKK 2.7
BILLION
RAISED IN FUNDING



MAY WE PRESENT...

DANISH TECH CHALLENGE

PARTICIPANTS

2022

AUSCULTO
COLOFACT
DROPLET IV
EMPTECH
FLOWPOINT
HUSHEYE
HYSPEC MEDTECH
INSIGHT CHIPS
IOTBEE
ODRONE
OASi.CARE
POULSEN MOTORS
SPIROMANN
TINYFARMS
T-TRIKES
UNWIRED THINGS
UVISA HEALTH
VOXEL PRINTERS
YUMAN

DISCOVER THEM
ON THE FOLLOWING PAGES!

AUSCULTO

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AUSCULTO is developing the first commercially available system that monitors dialysis access ports in patients on a path to hemodialysis treatment. Currently, the responsibility for monitoring the health of the access port is placed on patients. We think this is unfair.

How did you get the idea for your product?

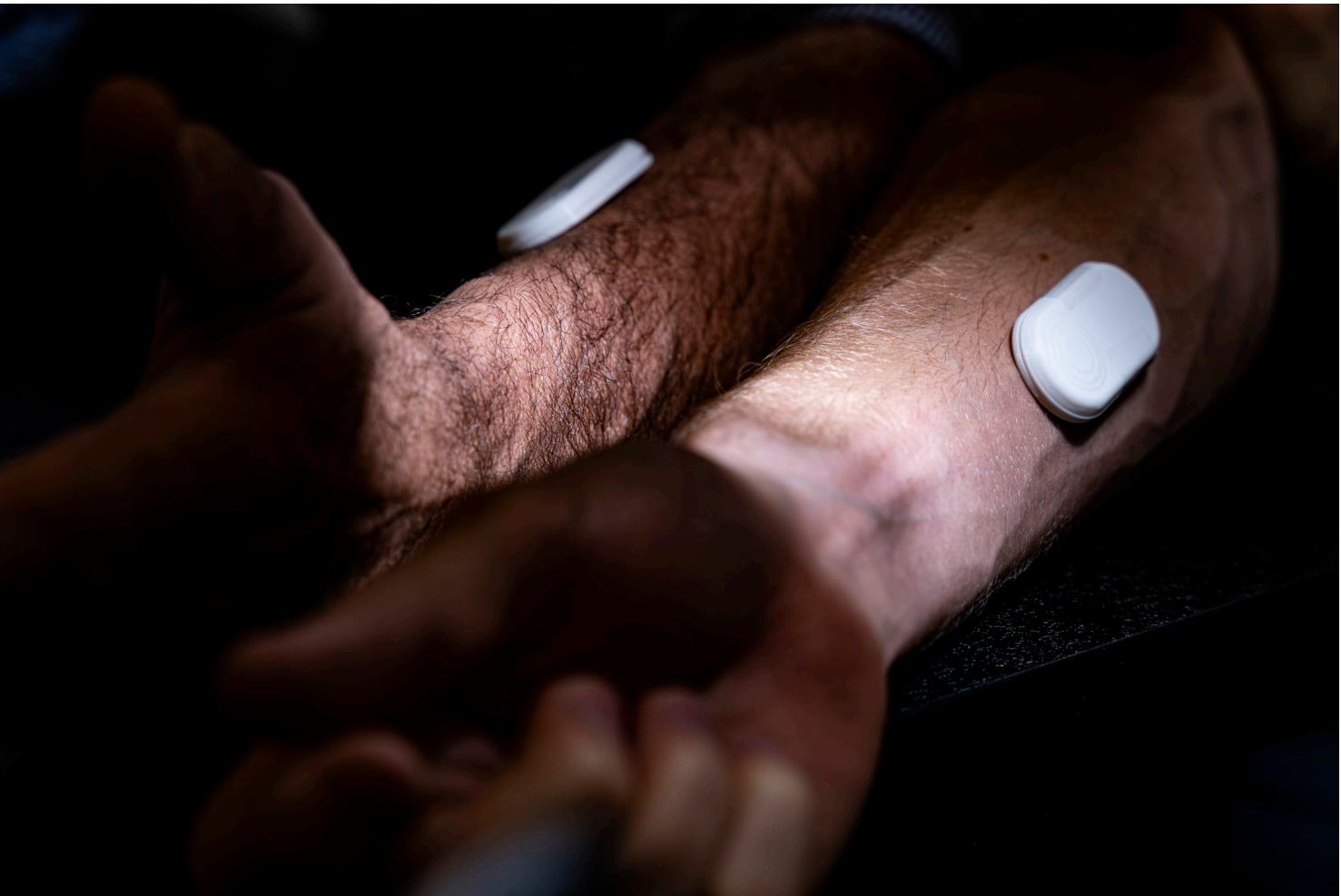
The idea arose from another MedTech device aiming to detecting faulty heart sounds. We thought the same should be possible for access ports for dialysis.

What problems does your product solve?

Our product helps to save many dialysis access ports from being permanently damaged due to unnoticed malfunctions. This can assist in reducing the number of patients readmitted to hospitals, cut costs considerably, and give patients a better and faster path to hemodialysis treatment.

What have been the biggest benefits of engaging in the Danish Tech Challenge?

Gaining insight into the general landscape, barriers and challenges associated with starting a business. Without Danish Tech Challenge's 12 disciplines, we could easily have gotten lost in the entrepreneurial process.



COLOFACT

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Colorectal cancer is the 2nd deadliest cancer in the EU, although it is both preventable and curable when detected early on. Colon cancer screening (CRC) programs are extensively implemented in the EU, but low compliance rates mean that many patients remain at risk unnecessarily for a curable disease.

ColoFact is developing a novel point-of-care medical device for CRC screening. Our main goal is to increase screening participation rates and reduce healthcare costs associated with CRC screening.

When and why did you start your company?

We started the company in December 2020 once we could validate our business case. The personal motivation to found ColoFact is rooted in Torben's father's history, who was diagnosed too late and is now terminal. We left our corporate jobs to improve the early-stage detection of Colorectal Cancer (CRC), which is preventable and curable when detected on time.

What future plans do you have after Danish Tech Challenge?

This year's cohort includes several MedTech companies, and we will continue post-Danish Tech Challenge to support each other in tackling the inherent complexities of building a successful Medical Device company.

What surprised you the most about being in Danish Tech Challenge?

We were positively surprised by the diversity of ideas and always welcomed new ways of thinking.

DROPLET IV

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Droplet Health is a needs-driven MedTech company created by doctors and engineers with the ambition of creating innovative solutions for patients and healthcare professionals with a global impact. For now, we are tackling an issue with intravenous (IV) medication. IV medicine is given by attaching a medicine bag to an IV access through an infusion set. However, approximately 20% of the medicine remains in the infusion set as residual medicine and never reaches the patient. This exposes patients to the risk of significant underdosing and accelerates antibiotic resistance. We have created an automated flushing device to ensure that patients receive the full dose of medicine every single time.

Which problems does your product solve?

Our product, Droplet IV, ensures that patients receive the full dose as prescribed every single time they receive intravenous (IV) medication. Our invention automatically flushes IV tubes without placing additional strain on already overburdened nurses, thereby ensuring medicine gets to patients rather than the trash.

Where do you see yourself in five years from now?

In five years from now Droplet IV has undergone regulatory approval and is being put to use in hospitals everywhere, thereby empowering nurses, optimizing patient treatment and aiding in the fight against antimicrobial resistance across the planet.

What have been the biggest benefits of engaging in the Danish Tech Challenge?

Danish Tech Challenge has been an incredibly valuable experience. The biggest benefits have been the daily interactions with other participants and the Danish Tech Challenge staff, who have all been a part of our holistic business development these past months.



EMPTECH

EmpTech is producing exoskeleton gloves for companies to help reduce injuries on people performing tasks which are too complex to automate. The solution will potentially reduce muscle diseases which annually cost hundreds of billions in the EU alone in damages and lost productivity annually.



FLOWPOINT

CONTACT

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FlowPoint is a small Nordic company from Odense, Denmark, that aims to solve already identified problems technically. We produce ethical solutions optimized for every possible use case by letting technology utilize unused resources that exist. Our core values are: Innovation, Trust and Impact – Let technology work for you.

Which problems does your product solve?

The ever-increasing massive collection of biodata and indifference to privacy when counting people autonomously.

- Privacy rights,
- Face detection,
- Person identification
- Misuse & leaks

When and why did you start your company?

I founded FlowPoint in 2019 after a decade in the royal Danish navy, originally as a pure software company.

What is the biggest experience you have had during Danish Tech Challenge?

Learning that I am not alone as a struggling entrepreneur, and people here always are helpful and open-minded.



HUSHEYE

CONTACT

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Husheye develops elegant heat pump covers with noise absorbers, allowing the homeowner to place the outdoor unit wherever they want

When and why did you start your company?

November 2022.
I wanted to convert my heating from natural gas to a heat pump. I soon discovered, however, that installing it presented a noise problem, as the heat pump had to be installed 3-6 m from my neighbour. I have a terraced house, so it was not an option. I used my experience from vibration damper design and experimental wind tunnel testing to develop a sound absorber for heat pumps.

What problems does your product solve?

Our heat pump cover absorbs noise while making the heat pump look elegant. This allows the homeowner to place his/her heat pump wherever they want.

What did you gain from participating in Danish Tech Challenge?

I feel I gained many new friends in the startup environment.
As an engineer, you learn a lot about the commercial aspect of a startup, planning your business and the value of testing your assumptions regarding business, product, and customers.



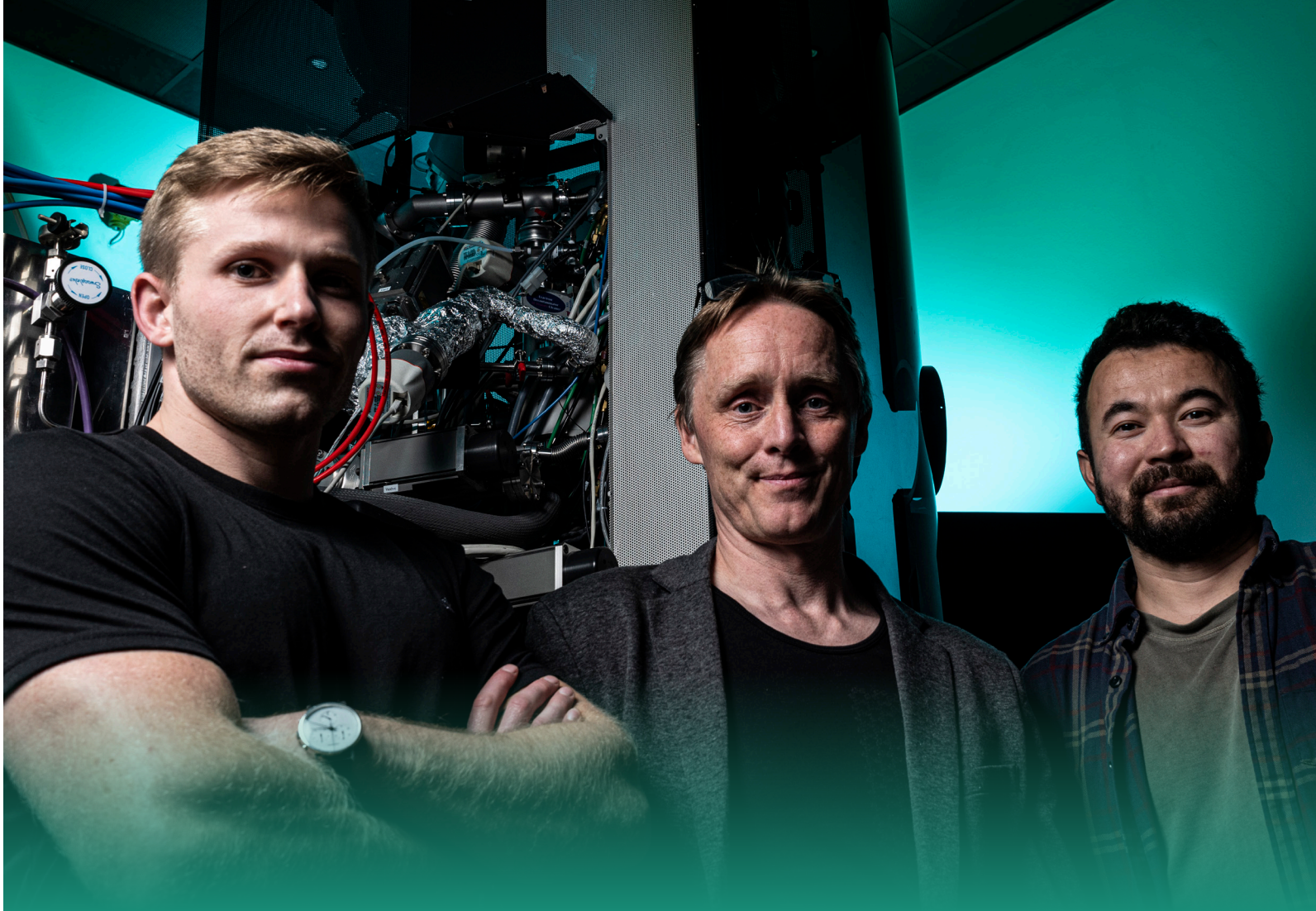
HYSPEC MEDTECH

Hyspec Medtech has developed a medical instrument that can conduct whole tissue analysis and use AI to classify the tissue as either benign or malign.

The solution will potentially eliminate a complicated and lengthy process and, as such, reduce cost and time for both patients and the hospital.

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INSIGHT CHIPS

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We enable atomic insights!
With our nanotechnology equipment, we can see individual atoms in liquids and can therefore help reveal new insights into medicine, protein, batteries and more.

What problems does your product solve?
Two problems:
1. Liquids cannot exist in electron microscopes due to a vacuum – they evaporate.
2. Making a liquid sample thin enough to see through in an electron microscope is challenging. It has to be 1,000 times thinner than a hair!

What motivated you to start your company?
We know that we have the best technology for what we do, and unless we install it in the market, scientists and even society will miss out on a major acceleration in scientific breakthroughs.

What do you hope to gain from Danish Tech Challenge?
What I've gotten so far is more than I hoped for. The “constructive grilling” from 12 different angles has been very healthy for us in terms of pressure testing our startup and ensuring that we strengthen our weak points.



IOTBEE

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We have created an innovative modular IoT device that can be configured online to fit into any business. This reduces the prototype phase from 1-2 years to 1-2 weeks. The company will be able to utilize their data from day 1, making the barrier to IoT insanely low.

How did you get the idea for your product?

The idea stems from our three years of experience working freelance for Danish SMEs, where our clients have asked for IoT solutions to their problems. They usually address us after searching for off-the-shelf products online or talking to IoT consultants – without luck. It is clear that the current problems impede the otherwise outstanding value IoT can offer.

Which problems does your product solve?

The creation of customized IoT products is complex and resource-intensive to the extent that it inhibits the adoption and spread of IoT technology. As IoT technology is a key factor in becoming greener, optimized, and more data-driven, for most enterprises, it is very important that we find a more sustainable solution.

What did you gain from participating in Danish Tech Challenge?

Danish Tech Challenge has challenged us in areas we never considered. The Danish Tech Challenge team ensured that we investigated all of our business hypotheses and also created a focus within our business. We have learned to move out of our comfort zone and are now ready to take Iotbee to the next level.



ODRONE

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Odrone is a deep tech startup that envisions saving the aquatic ecosystem from debris with intelligent autonomous underwater drones.

When and why did you start your company?

In December 2021, a research paper from Stanford university about marine debris moved us; then why wait till tomorrow when we can start making a difference from today with novel technology.

Where do you see yourself in five years from now?

We see Odrone as one of the leading Danish startups in keeping waters free from debris across Europe, thus fostering aquatic sustainability.

What did you gain from participating in Danish Tech Challenge?

Thinking big, discipline, and a close-knit yet resourceful network. Hardware is challenging, and being surrounded by passionate entrepreneurs and ambitious mentors inspired us greatly.

OASI.CARE

We created oasi.care, a MedTech company, to change a global disconnect; products for women's health and underserved markets. Our first device will reduce childbirth complications. We want to create awareness and improve the quality of life in innovative areas. Our approach is to make complicated topics understandable and create simple and inclusive design solutions for complex challenges.

What motivated you to start your company?

We created oasi.care to change a global disconnect; products for women's health and underserved markets. We believe in creating better solutions in the field of complicated topics that are simple and inclusive.

What future plans do you have after Danish Tech Challenge?

To scale our business and create more awareness for women's health and underserved markets.

What have been the biggest benefits of engaging in the Danish Tech Challenge?

The biggest benefit of engaging in Danish Tech Challenge is to have so much focus on building our business at the time of building our product. Challenging but a necessary discipline to balance.

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POULSEN MOTORS

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Poulsen Motors is a Danish startup that has developed an electrical modular motorcycle with a simplified design. This minimizes the number of parts, making it much cheaper to produce.

How did you get the idea for your product?

I was looking for the perfect motorcycle, but I could not find it, so I decided to make my own: with a design that stands out, a new way of manufacturing, the idea that it should be practical in everyday life and the possibility to customize the design on demand.

Who should buy your product?

We are targeting a new customer segment - those who don't ride a motorcycle yet but who will, with our electric motorcycle, see the benefits of switching to a motorcycle. It is practical in everyday life with no gear change, no smell, no noise, and an integrated trolley. As we are targeting both males and females, we wanted to cover the need of especially women to be able to carry their belongings with them: the baggage compartment is therefore detachable and will turn into a trolley within a few seconds. It is also customizable (both in terms of shape and colour).

Have you made any changes in your company during Danish Tech Challenge? Which and why?

We have not changed much, but we have put a lot into our company. We have learned a lot during our time at the Danish Tech Challenge: mainly in regard to financing, organization of the team and business model. All that makes us prepared and feeling confident to meet investors!



SPIROMANN

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SPIROMANN ApS is an innovative MedTech company that is developing a lung health monitoring device. Our purpose is to provide access to lung health management for those who need it, from people here in Denmark to those in third-world countries. We are initially focusing on the hundreds of millions of people worldwide coping with asthma to provide them assistance to be able to monitor their health from anywhere.

How did you get the idea for your product?

Our co-founder and the inventor of this device, Dan Avrahamson, has asthma, and he knows first-hand how time-consuming and expensive it can be to monitor his condition. Dan knew how much a device like this could help people like him, not to mention how much it could help those that may not have access to reliable healthcare.

What future plans do you have after Danish Tech Challenge?

While we have learned so much during our time participating in Danish Tech Challenge, we recognize that the work has really just begun. Product development is underway, and with a combination of intense work and a passionate team, we aim for our innovative device to hit the market in 2023.

What surprised you the most about being in Danish Tech Challenge?

We always knew joining Danish Tech Challenge would be an incredible experience that we would learn a lot from, but we were very impressed with the caliber of partners we gained in the process. The vast experience that the team at the Danish Tech Challenge has behind them is immense, and their knowledge and help have been invaluable.

TINYFARMS

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Tinyfarms is building the first interactive indoor farm for the educational space – the GrowBot. It is a programmable hydroponic farm to introduce students to complex subjects such as plant growth, sustainability, nutrition, and technology in an interactive and visual way.

What motivated you to start your company?

In an age where young people are captivated by mindless scrolling through social media, we wanted to use technology to foster an interest in STEM in middle school students. We believe that an interactive way of growing plants by programming our tiny farms can help students comprehend, retain, and communicate intricate scientific concepts earlier in their lives. We also hope that by getting students to program climatic changes in our tiny farms and visualize how that affects their plants, we can draw their attention towards caring for natural systems threatened by anthropogenic climate change.

Who should buy your product?

State-funded bodies such as the Danish Center for Teaching Materials (Center for Undervisningsmidler) are one of the main clients. We are also targeting municipalities that have technology 'experimentariums' for children and youngsters.

What have been the biggest benefits of engaging in Danish Tech Challenge?

It has provided us with much-needed knowledge on running a startup and laying down our commercial and managerial foundations. Secondly, the Danish Tech Challenge community is amazing – the coordinators, disciplinary heads, and the founders of the other startups. It has provided us with a balance of healthy competition and cooperation among the startup founders because we are working towards one common goal – establishing ourselves in the market to make a net positive impact on the lives of people with our products.





T-TRIKES

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"World Class drift for everybody" is an innovative concept developed for the go-kart industry. Combining a rugged Chromoly frame, proven battery technology, and a unique electric motor controller, T-Trikes introduces the Next Level Drift Trike with zero carbon emissions and is engineered to withstand the harshest rental environments

How did you get the idea for your product?

With my background in the entertainment industry, I had a great desire to somehow revolutionize the go-kart industry by offering go-kart guests a different driving experience. Through this, I began to focus on the sport of "drifting" as the sport, in addition to being fun and adrenaline-pumping, also teaches the driver how to control drifts and turns in corners.

Which problems does your product solve?

The go-kart industry has been challenged by high investment and maintenance costs and stagnant visitor interest as visitors demand more exciting and fun activities at the same location. T-Trikes are plug & play and fit well on ordinary go-kart tracks, and due to the nature of a tricycle that has far fewer parts, the upside is an approximately 26% to 65% reduction in investment and maintenance costs.

With a speed between 15 to 30 km/h, the target group also expands as women and children tend to prefer driving at a lower speed.

Where do you see yourself in five years from now?

My goal within five years is to make T-Trikes the leading drift trike brand within the rental go-kart industry, with sales throughout the bulk of northern Europe.



UNWIRED THINGS

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Unwired Things is an IoT company developing an innovative family of assistive products for visually impaired users. In Europe alone, there are over 6 million people suffering from blindness or severe visual impairment. Their first product, scheduled for release in 2023, will allow users to interact with a wide range of sensors and appliances in their homes or surroundings, helping to make their everyday lives easier and giving them greater independence.

What motivated you to start your company?

The company started from Craig's hobby with IOT electronics and software. At some point, it became clear that there was a real potential for the platform to be of benefit to others. After contacting some of the organisations working with visually impaired people in Denmark, it very quickly became evident that a very real need existed.

Where do you see yourself five years from now?

Our vision is to create a better everyday life for visually impaired people across the world, and five years from now, we hope that many thousands – maybe even millions of blind and visually impaired – have benefitted from our solutions.

What surprised you the most about being in Danish Tech Challenge?

The range of amazing ideas that people are developing. Each company is working on something that is genuinely interesting and new within their specific area, and it has been fascinating to follow the journey of all the companies around us. And despite the enormous span of different technologies, timeframes, and business areas, we're all able to learn something from each other, whether it is about technology, manufacturing, funding or presentation.



UVISA HEALTH

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Uvisa is a women's health medical device company creating the World's first non-pharmacological treatment for vaginal infections. Using safe wavelengths of light, they can target both yeast and bacterial infections without the need for medication.

How did you get the idea for your product?

The idea for the product came from a course at DTU titled "Technology Entrepreneurship". Ella was taking her master's degree in a programme of the same name and, in this class, was introduced to a piece of research published by professors at DTU Photonics and KU Microbiology, where they had been investigating light-assisted antibiotic treatments. They had found that light alone was effective at breaking down bacteria in a biofilm state and had suggested that this may have a good dental application, since it could bring the healing power of sunlight to a part of the body that normally does not receive any. Ella and her fellow students were asked to evaluate other potential business applications for the technology and create a business case for this. As a passionate feminist, Ella immediately thought about the female anatomy and other potential medical applications.

Where do you see yourself in five years from now?

Though getting our first product to market will consume a fair chunk of that five years, we have big plans for Uvisa. We do not see ourselves as a 'one-trick-pony' type of company. We eventually plan to expand our product range to cover a wide range of health conditions and move into the health tracking and diagnostics space. We have global ambition and see Uvisa as a trusted name in many countries five years from now.

What is the biggest experience you have had during Danish Tech Challenge?

The biggest learning is about how to present ourselves to investors and other stakeholders. We have really been pushed to present all of the information about our business in a visually pleasing, but most importantly, easy to comprehend format and to not miss anything crucial that would make or break a funding decision. Second, speeding up the development process and getting a good-looking prototype built has been a great experience.



VOXEL

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Voxel Printers develops and manufactures Volumetric Additive Manufacturing (VAM) 3D printers for use in the audiology, dental and biotech industry, with unparalleled print speeds compared to the traditional layer-by-layer based Additive Manufacturing (AM) systems used today.

How did you get the idea for your product?

During a course at DTU, we discussed the possibility of 3D-printing geometries in their entire volume, thereby essentially materializing all layers of a geometry at the same time with significantly reduced print times to follow. Through Associate professor at DTU, Jon Spangenberg, we got the possibility to develop a VAM 3D printer for use in research at DTU as our bachelor's project.

Who should buy your product?

Our current beachhead market is the audiology industry, as a system such as ours can allow hearing aid OEMs to offer same-day delivery of custom-fitted hearing aids in their associated hearing aid clinics.

What did you get out of participating in Danish Tech Challenge?

In Danish Tech Challenge, we were forced to step out of our comfort zone as mechanical engineers and instead look at our idea from a more business-related perspective. Being together with like-minded individuals in the same situation as us has also been a great experience.



YUMAN

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Yuman develops healthcare-centred Autonomous Mobile Robots specifically designed to assist nurses by automating the transport of small items in hospital wards, like food, laundry or medical equipment.

When and why did you start your company?

We started Yuman in July 2021 as a result of our MSc Thesis. We saw a need in the healthcare sector, and we knew we could use our knowledge to make a difference.

What problems does your product solve?

Yuman is addressing the major challenge facing the healthcare systems, the global nursing shortage. We reduce the time nurses spend on routine tasks so they can spend more time caring for their patients.

What did you gain from participating in Danish Tech Challenge?

Above all, it has helped us create a structured way to continue growing our company and a network of very skilled and ambitious experts and entrepreneurs.

THANKS TO ALL DANISH TECH CHALLENGE PARTNERS

The Danish Tech Challenge partners are an essential part of the program. They all contribute to each company with knowledge, advice and services in order to help the companies grow.

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