

oslo
innovation
week 20–24 Oct
2025

Annual Report 2025



Oslo

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Oslo Business Region

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Executive summary

This 21st edition of Oslo Innovation Week brought the Oslo startup and innovation ecosystem together and connected it to the world.

With the theme Real Action. Real Impact. Real Oslo., our community of 250 event organisers hosted 93 events across the city, putting the spotlight on the real stories and tangible results coming out of Oslo's dynamic ecosystem.

This year, 26% of participants came from abroad. A total 40 different countries were partaking in the week underscoring Oslo's growing international appeal.

Interest from the investment community reached new heights. We welcomed 404 VCs, with 55% traveling from abroad, including a growing numbers of LPs, climate-tech and, growth-stage investors keen to discover Oslo's next wave of startups.

For founders, this means an unprecedented opportunity to connect with capital to scale from Oslo.

Media engagement also grew. Our delegation of 10 international journalists conducted 46 interviews with startups and scaleups, resulting in 12 media

clippings to date, highlighting Oslo's innovative spirit on a global stage.

Thank you to our partners : Spoon (Content), Klingit (Marketing), Peak (Event Production) Deliberate PR (Media relations) and Gorm K. Gaare (Photography).

*- Tom Miskin, Oslo Business Region
Project Lead of Oslo Innovation Week*

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2025



400+ speakers on stage



attendees - 40 countries



42% female speakers



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404 VC firms participated



**NoMy wins
Oslo Innovation Award**



15.000 attendees

Key results

OIW GOALS	KPI	RESULTS	
Support and build Norwegian growth companies	30% international visitors	26%	international visitors
Support and build Norwegian growth companies	40 events hosted between a Norwegian and international partner.	40	events organised with international partner
<ul style="list-style-type: none"> Profile Oslo and Norway as a destination to do business 	25 international press articles published by 31 December 2025.	12	international press articles published as per 1 December
<ul style="list-style-type: none"> Attract more investment and business to Norwegian companies 	American, British, German and French delegation participate in the week.	2	British & French delegations confirmed
<ul style="list-style-type: none"> Attract more investment and business to Norwegian companies 	200 international VC firms attend and take part in Oslo Innovation Week 2025	222	International VC firms attended OIW

Timeline

	2025	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
Events	93	80	81	76	84	87	63	56	53	75	72	60	50	35
Event organisers	250	200	150	100	136	157	153	144	142	115	94			
Attendees	15k	18k	16k	15k+	30k+	25k+	13.3k	13.4k	11k	10.7k	9.4k	8.6k	5.5k	5.7k
International attendees	26 %	27 %	25 %	33 %	33 %	45 %	31 %	31 %	24 %	21 %	19 %			
Production cost (in MNOK)	23	51	47	22.1	32.5	31.5	35.2	35.7	24.7	21.6	16.9	12.6	7	5

The change in attendees and production costs is mainly due to Oslo Business Forum no longer being part of the program after Oslo Innovation Week moved to October 2025.

Event Highlights

Official Opening

Oslo Innovation Week 2025 opened at MUNCH, gathering 350 founders, investors and business leaders under the theme “Real Action. Real Impact. Real Oslo.”

Hosted by serial entrepreneur Isabelle Ringnes, the program featured a welcome from Oslo’s Vice Mayor Anita Leirvik North and the Oslo Innovation Award. Followed by panel on female entrepreneurship with Zoe Peden (Ananda Impact Ventures) and Stine Mølgaard Sørensen (Alliance VC), moderated by technology and business journalist Adrienne Murray. Kristina Finne, Commercial Director at MUNCH, wrapped up the event with a keynote on stepping out side your comfort zone.

We’ve offset 33 tons of CO₂ in partnership with Forestsync to make this event carbon-neutral. Thanks to MUNCH for hosting us as such an iconic Oslo landmark.

64

NPS Score





Oslo Innovation Award

Norwegian Mycelium AS (NoMy) won the Oslo Innovation Award 2025. This Oslo-based fermentation technology company transforms food industry side streams into high-value mycoprotein using fungal mycelium. The company raised €2.6 million in equity funding earlier this year to scale its groundbreaking technology, with a focus on commercial applications in Japan and Europe.

The award jury, Stine Mølgaard Sørensen (Alliance VC), Gisle Glück Evensen (Summa Equity), and Teodor Bjerrang (SNÖ Ventures), highlighted NoMy for its ability to deliver both environmental and economic impact. “NoMy exemplifies how innovation can address food security, responsible production, and climate action while achieving global growth,” the jury said.

Congratulations to NoMy founders Ingrid Dynna and David Quist.

Empowering Tomorrow's Entrepreneurs

SEFiO (Studententreprenørskap i Oslo) works to strengthen student entrepreneurship across Oslo.

The Generation Innovation event highlighted five standout projects from SEFiO member schools. Arctech Robotics won the Jury Prize for its robotic waste-sorting solution, while Pling took the Audience Award for its nurse–patient communication platform.

Thanks to all the students who participated and the jury Adrian McDonald, Tone Benedicte Sandal Voll, Ege Akinci, Sigrid Høisveen Ulekleiv, and Fridtjof Gulseth Høvik.





LP Breakfast at Nobel Peace Center

This Oslo Innovation Week 50 LPs and 50 top-tier VCs gathered for an LP Breakfast at the Nobel Peace Center. It was a powerful setting, especially in a time when democracy feels fragile and the geopolitical landscape changes by the day.

Helge Lund and Johan H. Andresen, two of Norway's most respected business leaders, shared thoughtful perspectives on defence and energy, comparing Nordic and European markets with the US and Asia. Guided by moderator Marit Rødevand, founder at Strise.

Thanks to Farvatn and Ferd Impact Investing for the collaboration and to everyone who showed up for this important event during Oslo Innovation Week.

Winners of the Week

Winner 100 Pitches
By DNB NXT, StartupLab

-POSSIBIA

*Digital platform connecting patients,
clinicians, sponsors for clinical studies*

Climate Tech startup of the year
By StartupLab

 **RENASENS**

*Recycles blended textile waste without
water or chemicals into raw materials*

Proptech startup of the year
By Proptech Norway

 **BIRDSVIEW**

*AI drones for detailed building
inspections and proactive maintenance*

Proptech scaleup of the year
By Proptech Norway

Propely

*Platform streamlining property
management and maintenance*

Oslo Innovation Award
By City of Oslo

NoMy Norwegian
Mycelium

*Converts food-industry side-streams
into sustainable mycoprotein*

Startup of the Future
By SEFiO - jury prize



*Robotic systems sorting hazardous
waste efficiently in recycling facilities.*

Startup of the Future
By SEFiO - audience award

 **Pling**

*Streamlines nurse-patient interactions
and care*

Organisation

Oslo Innovation Week

2025 Event Organisers

Education & Science



Public institutions



Owner & Project Manager



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Networks & Community



Business



Finance & Investors

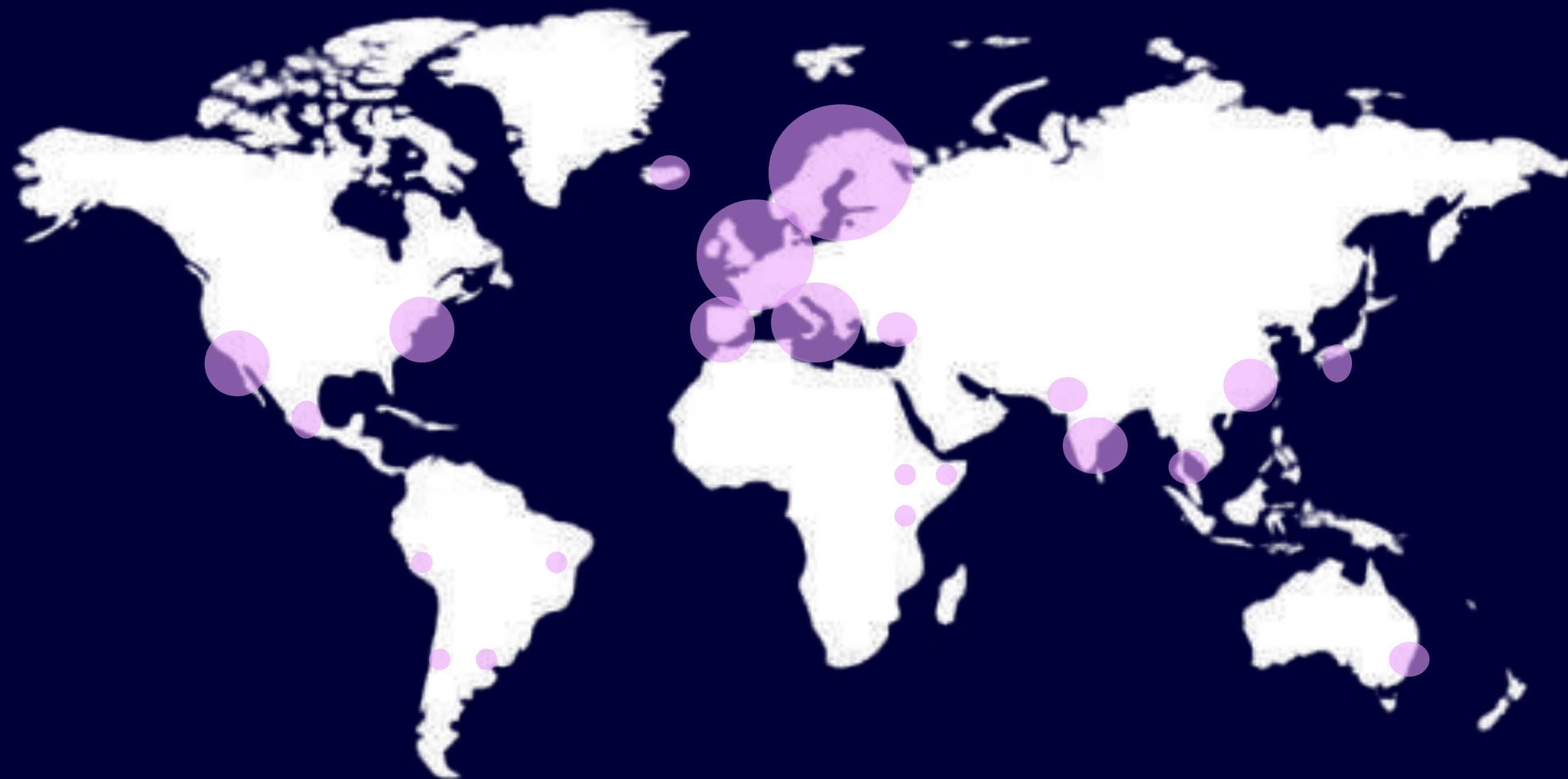


Participation

Attendees

Where do attendees come from?

Oslo Innovation Week 2025 attracted a diverse global audience, with UK, Sweden, Finland, Denmark, and the US leading attendance. In total, attendees from 40 different countries were represented, showing especially high participation from Nordic and Western Europe and the US.



15.000

Total event attendees

26%

International attendees

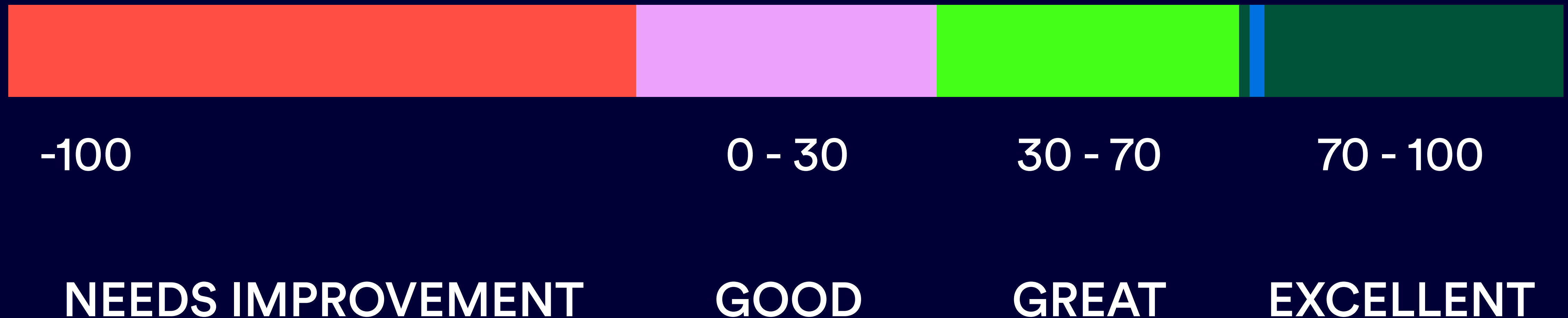
40

Unique countries
represented

How likely are you to recommend this event?

In 2023, we began using **Net Promoter Score (NPS)** to measure event value. Event organisers asked attendees, “How likely are you to recommend this event to a friend or colleague?” The average NPS score was 71, indicating positive attendee sentiment.

What is a good NPS score?



Investors

Investor attendance

A total of 404 investment firms joined, up 54% from 2024. Of these, 55% were international. The number of Norwegian funds attending has increased a lot due to more VCs from other cities coming to OIW and LPs participating in the LP breakfast.

404

Investment firms

55%

International firms

+54%

Increase from 2024



Media

International media

We hosted a media delegation of 10 international journalists, generating 46 interviews with startups and scaleups throughout the week.

10

International
journalists

12

International media
articles published

as per 1.12.2025

Journalists from BBC, Sifted, Euronews (including Tech Talks Podcast), DW, Forbes, Reuters, Fast Company and Monocle attended the week.



Outcomes

Engagement

Marketing

Our awareness campaign, the Couch Sessions, ran in the UK, France, Germany and the US.

The campaign shared real stories from Oslo-based founders, investors, and talent to attract international attendees to the week.

3,8 M

Marketing impressions

104,500

Clicks



Thank you to investors Preben Songe-Møller (Skyfall Ventures), Frida Rustøen (Idékapital), Jørn Haanæs (Climentum Capital), Kjetil Holmefjord (Sondo), Adele Unneberg (Sandwater), and Dinesh Ganesan (ArcTern Ventures); founders Lauren Pedersen (Sport AI), Vidhi Kumar (Cardboard), Marit Bjerkreim (Telescope), Ulrikke Lien (Sensorita), Viral Shah (Databutton), and Abbey Lin (Fortifai) scaling their companies out of Oslo; and internationals Fátima Sani, Thomas Jarolics, and Kyle McClenahan for sharing what it's really like to land in Oslo.



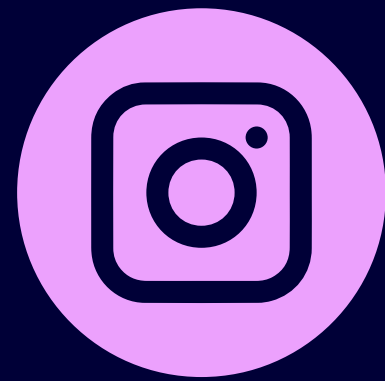
Community building

Organic Social Media



10 538

+20% from
2024



5704

+10% from
2024



16.000

0% from
2024

48%

international followers
on LinkedIn

4,722

newsletter subscribers

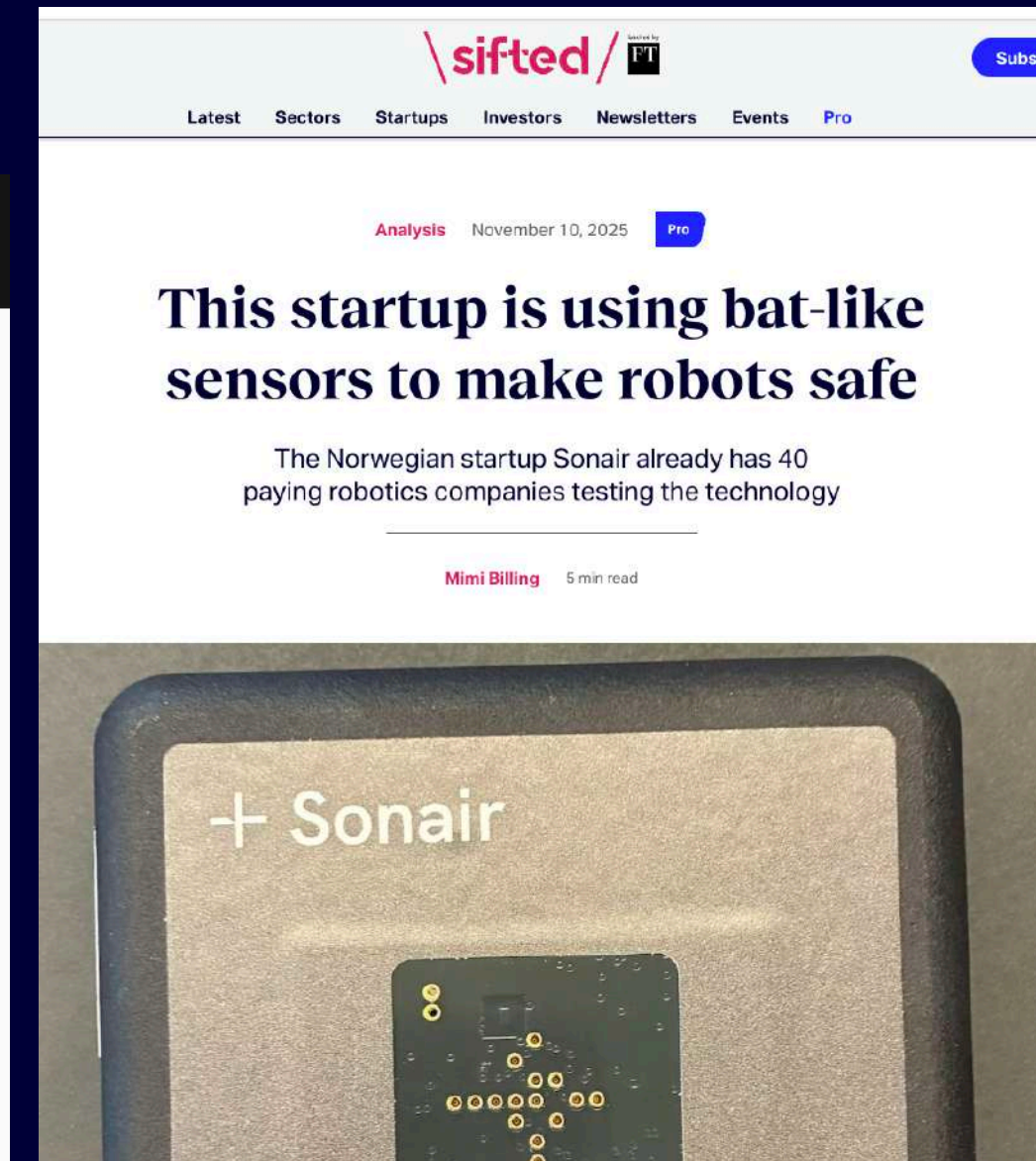
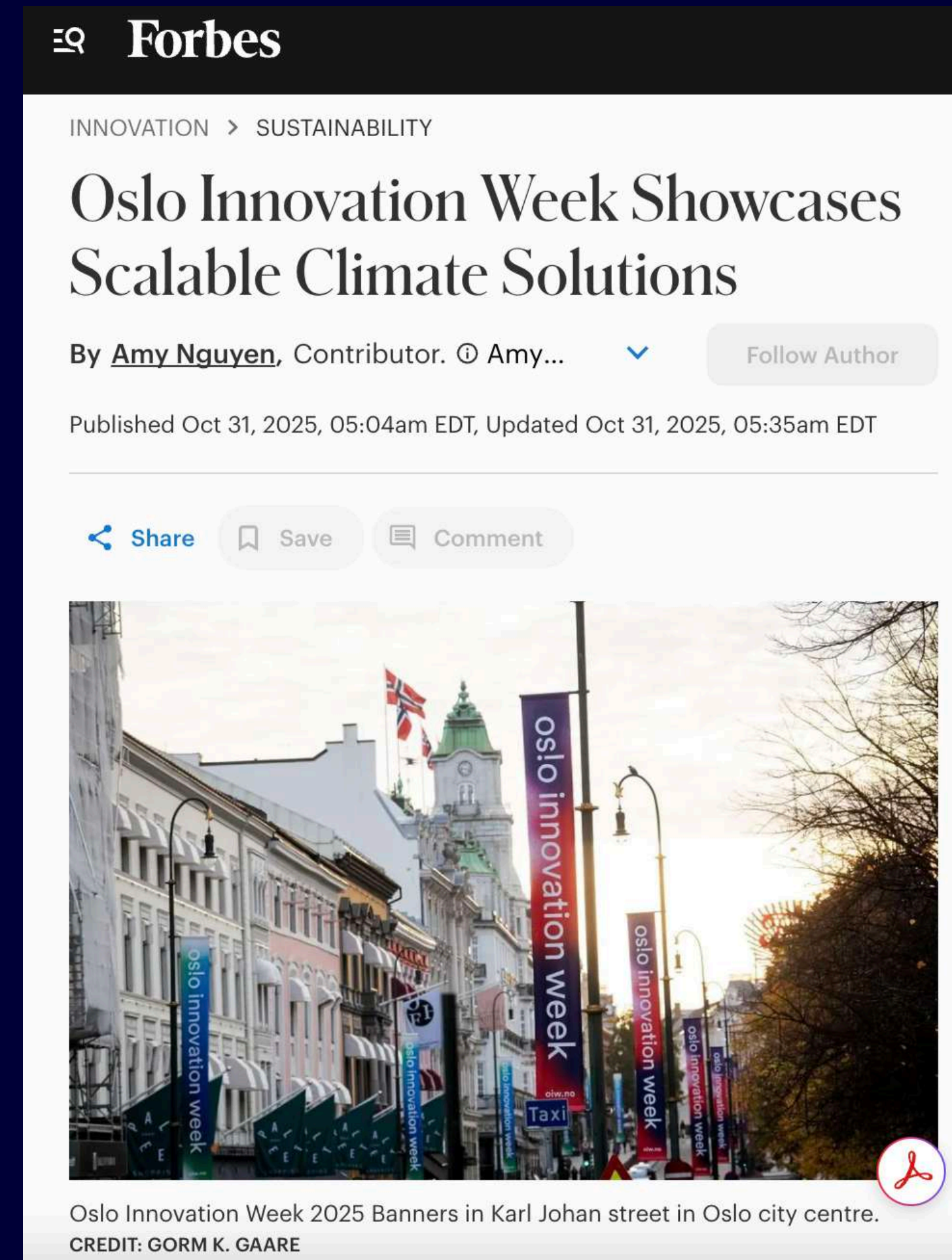


Media

International media clippings

A selection of the highlights:

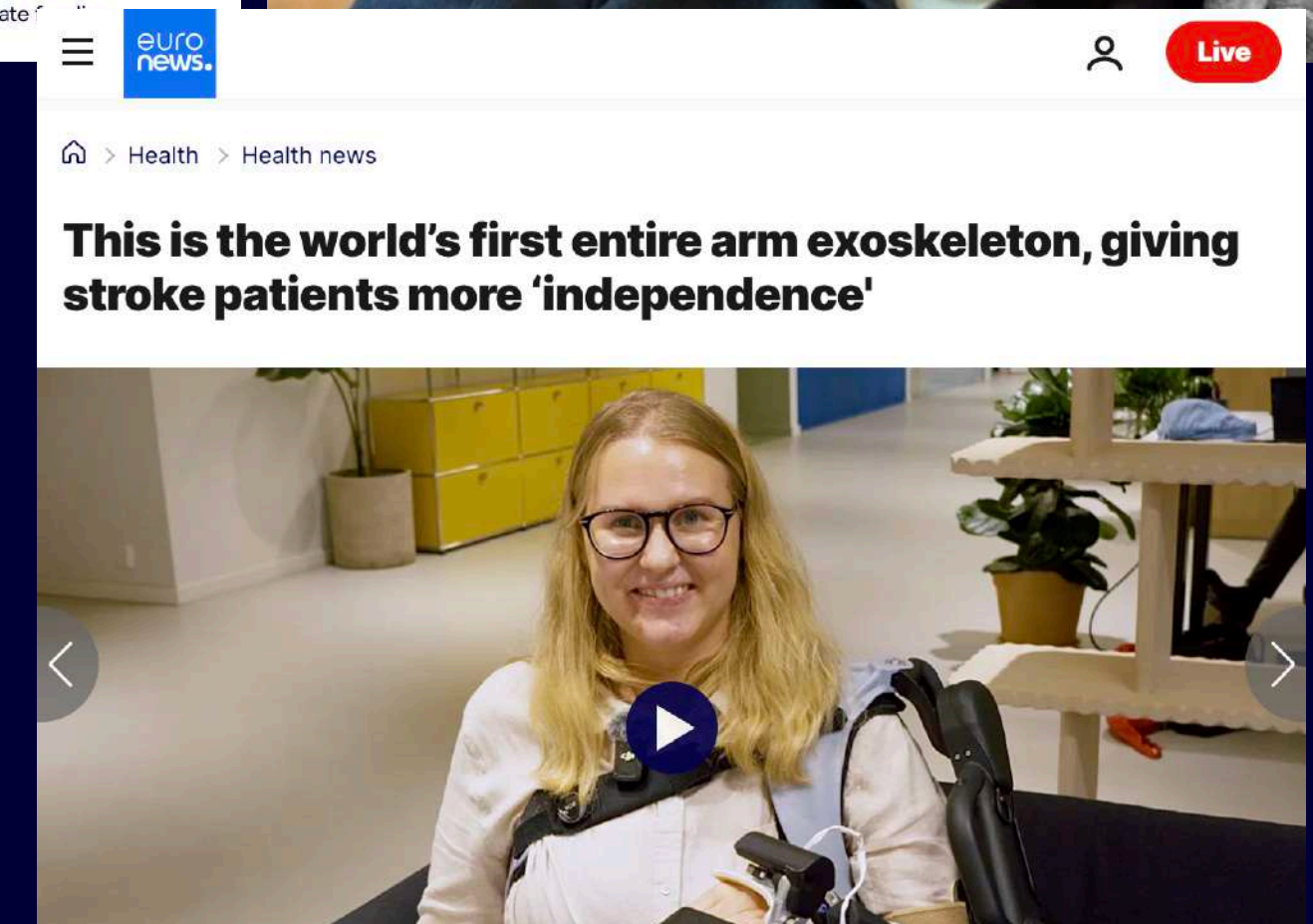
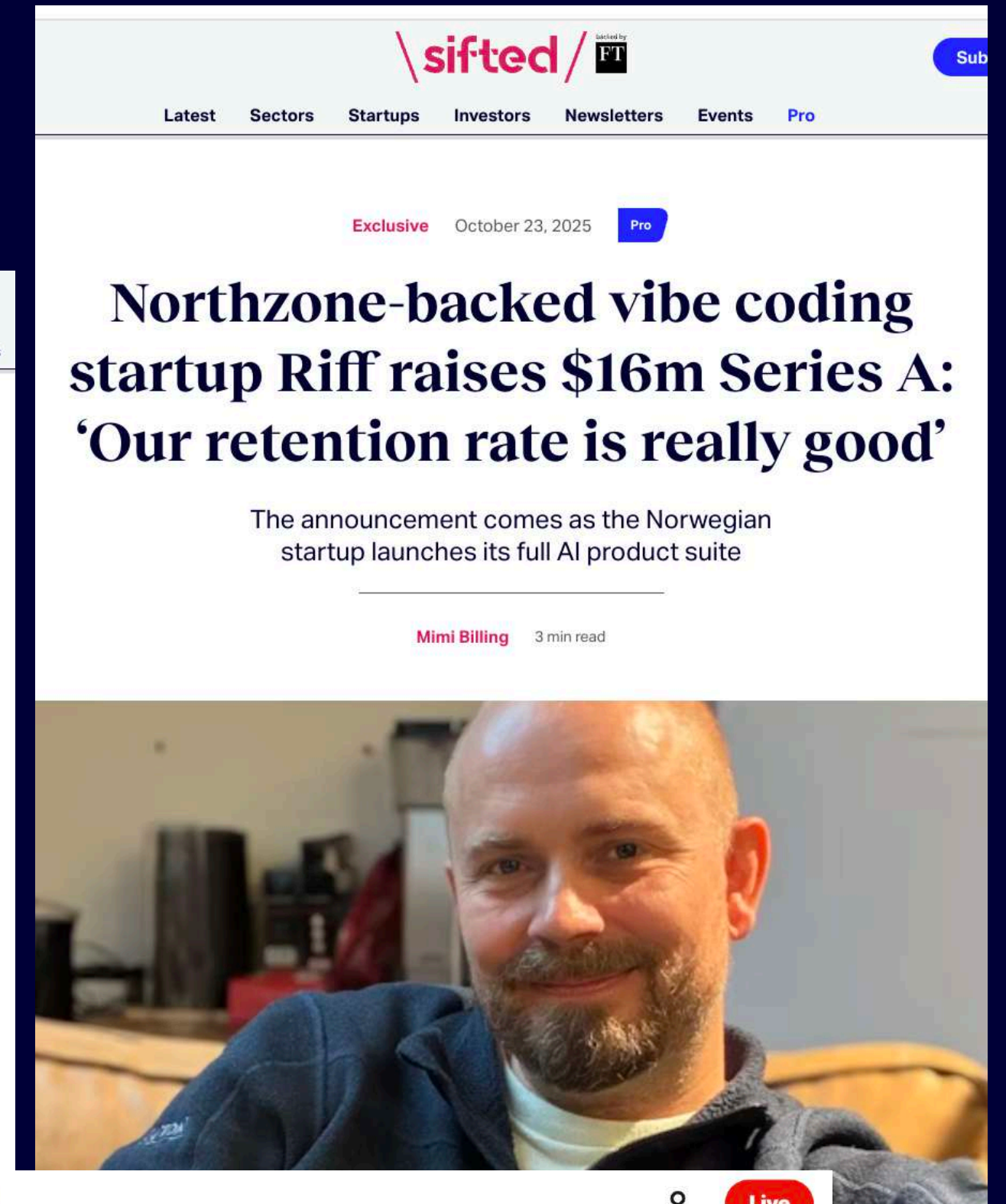
- Oslo Innovation Week Showcases Scalable Climate Solutions - *Forbes, Europe*
- This startup is using bat-like sensors to make robots safe - *Sifted.eu, Europe*
- Sweden and Denmark will soon legalise virtual fencing. What is it and is it safe? - *Euronews, Europe*



International media clippings

A selection of the highlights:

- Oil built Norway's past, can climate tech build its future? - *Sifted.eu, Europe*
- Northzone-backed vibe coding startup Riff raises \$16m Series A: 'Our retention rate is really good' - *Sifted.eu, Europe*
- This is the world's first entire arm exoskeleton, giving stroke patients more 'independence' - *Euronews, Europe*



Funding

Funding

Oslo Innovation Week brings together local and international communities, offering valuable networking opportunities.

Oslo Innovation Week 2025 received 1.4 MNOK from the City of Oslo and 600 000 NOK secured through Innovation's Norway Ecosystem Grant application.



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