

UPDATES FROM INNOVATION LAB ASIA

NEWS FROM THE NORDICS

With a significant decrease of COVID cases and only around 3 months left for the vaccination drive to be complete, optimism is flourishing in the Nordics.

The European startup media [Sifted](#) recently reported that Europe now has reached a solid 70 companies with unicorn status. Almost half of these (33) come from the New Nordic Region, but only account for 27 million people, compared to the entire European population of 445 million. The new Nordic region is truly Europe's Unicorn factory.

The US tech billionaire and co-founder of Paypal, Peter Thiel, perhaps saw this coming: Last week he announced that [he backs the USD 100 million Norwegian VC fund, SNÖ](#), that invests in Nordic technology startups.

Finally, we celebrate [Nordic Innovation House Tokyo's](#) one year anniversary, and the great job they're doing connecting Nordic tech companies with Japan - [read more here](#) to learn about their progress over the year.

MEDTECH CONNECT

The positive COVID-trend has paved the way for a nearly complete reopening of Denmark, which also means we now are able to resume physical events. Last month Innovation Lab Asia and TechBBQ were proud to be among the first to open its doors to a proper physical networking event, sponsored by the Novo Nordisk Foundation.

The event brought together ambitious startups, investors and stakeholders from the life science and healthtech community of Copenhagen, providing a great afternoon with keynote, drinks, jazz music, and most importantly; setting the stage for the community to meetup and discuss their challenges and success after a long period of Corona hibernation.

[Public Intelligence](#) provided a keynote about testing welfare technology solutions, followed by a panel discussion with three aspiring startups, [Walk With Path](#), [Miiskin](#), and [Norlase](#) about the challenges and success of internationalising, moderated by our colleague Lisa Mallner.

Check out the [video from the event here](#).

INNOVATION LAB ASIA IN JAPAN

On another note, our colleague Julian Nielsen has been interviewed by two Japanese web media, one in the business magazine [Diamond Online](#) ([see article](#)), and another one in the Nordic culture magazine [Fika.net](#) ([see article](#)), for a talk about tech innovation in the Nordics and why there are so many Unicorns coming from the small Region.

Furthermore, Julian has also become global ambassador for [Shibuya Startup Service](#), further consolidating our efforts to assist with creating more opportunities between the Nordic and Japanese ecosystem.

THE NORDIC FINTECH REPORT IN PRINT

Last week we received the first print copies of our Nordic Fintech report, launched earlier this year in April. The report features 24 Nordic Fintech startups, several of which are already in contact with Japanese stakeholders.

Feel free to contact Oliver Hall ohall@copcap.com if you would like us to send some copies by post.

UPCOMING ACTIVITIES

Innovation Lab Asia is organising several Japanese online events during the summer.

On the 30th of June Innovation Lab Asia is together with [Intralink Group](#) and [Nordic Ninja VC](#) co-organising the Japanese online event, "Now is the season! Why you should consider the Scandinavian ecosystem", where 9 great startups from Healthtech, Fintech and Urbantech will be presenting themselves.

[Check out this page](#) for more information and sign up (event only in Japanese).

On the 6th of July, Innovation Lab Asia will be launching our upcoming Nordic Urbantech report in an event co-organised with Nordic Innovation House Tokyo and JETRO (Japan External Trade Organisation). The event will feature in the JETRO's series on open Innovation: "5th Open Innovation Seminar: The characteristics of the Nordic ecosystem and the latest trends of urban tech"

Keep updated on our [LinkedIn](#) for more information about the event (event only in Japanese).

On the 14th of July, together with the International law firm [Bird & Bird](#), specialising in tech, Innovation Lab Asia will speak about the Nordic tech ecosystem - especially touching upon the Region's developments within the healthtech and cleantech sectors. The event will also include two rising startups from these two tech sectors, as well as key points from Bird & Bird about how to set up shop in the Nordics and the latest updates on the new investment rules in the Nordics.

[Sign up here](#) for more information (event in Japanese & English).

TECHBBQ SUMMIT 2021


With the low number of COVID19 infection in Denmark and getting closer to the normal before the pandemic, a growing number of visitors are now allowed to partake in larger conferences, festivals, and sports events in the Nordics.


We are amidst planning our activities for TechBBQ 2021, and getting more and more confident that the event will be held in a more similar form as before the pandemic. Therefore, we would like to welcome Japanese companies and investors to come to Copenhagen for the 16-17th of September to connect you with startups.

[Scandinavian Airlines](#) announced they are restarting their Copenhagen - Haneda flight route, as entry from Japan to Denmark is now possible for all purposes without quarantine measures to be undertaken upon entry. [Read more here](#) on the Danish Embassy in Japan's website.


Feel free to reach out to us if you are considering coming to the Nordics for the tech Summit.


SHORT NEWS FROM THE NORDICS


 **DK** [Adcendo](#), which develops cancer treatments, raised [EUR 51 million](#) in what is the biggest series A for a Danish biotech company.


 **DK** [Lenus](#), SaaS B2B platform for fitness professionals, raised [EUR 50 million](#) in "series A round".

 **FI** [Qura](#), fitness ring company, raised [EUR 82 million](#) from investors including Eisai.

 **FI** [Pixieray](#), developer of adaptive eyeglasses, raised [EUR 3.6 million](#) from seed funding from Maki.vc and First Fellow.

 **IS** [Hefring Marine](#), a software developer for boat manufacturers and owners, [raised from German and American investors](#).

 **NO** [Cognite](#), SAAS developer for asset-intensive industries, raised [EUR 124 million](#) in a round led by TCV.

 **NO** Robot maker [Halodi Robotics](#), raised [EUR 8 million](#) from Valinor, ADT Commercial, and AutoStore investor Hatteland.

 **SE** [Sinch](#), communications platform for mobile engagement, raised [EUR 930 million](#) in a directed share issue from, among others, Temasek and SoftBank.

 **SE** [Klarna](#), fintech giant, raised [EUR 527 million](#) in SoftBank-led funding round.

 **SE** [Kry](#), digital healthcare provider, announced [EUR 262 million](#) in series D round and has reached Unicorn status.

INTERVIEW WITH DIGISHARES

What tech solution does your company offer and what markets are you operating in?

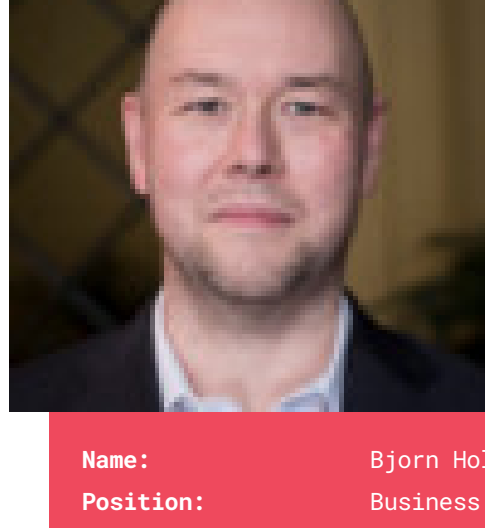
Digishares is a white label platform for issuing digital securities. The platform is primarily developed for project oriented financing in real estate, private equity and venture capital. We are targeting illiquid assets, such as real estate, which are not traded on regular stock exchanges. Our product could be offered in any jurisdiction with a legal framework for digitizing securities. It is primarily targeted for asset managers and in real estate in particular, to raise money. It is a digital security, which we help issue as a digital token using blockchain protocol. Digishares provides the back-end system for the platform, and the front-end can then be customised to the clients preferences. The platform then allows one to issue security tokens, manage the sharehold of those tokens, and to trade the token.

Why is the Japanese innovation ecosystem and market interesting to your company?

Japan has the second largest real estate market in the world. They also have the world's second largest REIT market (real estate investment trust market). That is pools of real estate assets bundled up together and listed on the Tokyo Stock Exchange. Digishares provides assistance with the automation of the security tokenization.

Do you have any success stories in your network of organizations / governments / people, who are leveraging their success in Japan?

I am personally involved in the Norwegian coffee roastery and shop chain called Fuglen ("the bird" in Norwegian). My friends and I assisted them with entering the Japanese market, currently with 4 shops in Japan.



Name: Bjorn Holta
Position: Business Development Lead
Organisation: Digishares
Ecosystem location: Oslo, Norway
Company History: Founded in 2018
Contact: bh@digishares.io

What are the main barriers to enter into the Japanese market as a Nordic startup?

A particular barrier for Digishares has been that Japan set up new regulations for security tokens last year. Actually, Japan is among the few countries with clear regulations in this market. The issue in Japan is that the regulatory requirements are quite strict. Meaning that if you're going to fundraise above a certain amount, you need to have a brokerage license. Therefore, to sell our platform, we would have to collaborate with Japanese corporations, acting as a brokerage firm, a real estate company, a financial intermediary, or a large IT company. I think with Japan it is particularly important to get the attention of a local partner in Japan, more so than in many other countries.

What type of Japanese stakeholders would you like to reach out to

We would like to reach out to Japanese investors or partners to help us develop tokenization in Japan.

BULLETIN BOARD

EVENT **June 30 - Now is the season! Why you should consider the Scandinavian ecosystem**

We are collaborating with Intralink and NordicNinja VC to host this online Japanese webinar! It combines a talk session by three experts from the Nordic startup ecosystem (our colleagues Oliver Hall and Julian Hara Nielsen) and a pitch competition by startup companies carefully selected for Japanese companies.

The event will be in Japanese only: <https://techplay.jp/event/819863>

EVENT **July 6 - 5th Open Innovation Seminar: The characteristics of the Nordic ecosystem and the latest trends of urban tech**

We are collaborating with Nordic Innovation House - Tokyo and JETRO (Japan External Trade Organization) to bring you a seminar that will provide Japanese companies (including startups) interested in collaborating with Nordic startups with advice on how to build relationships and promote collaboration between Japan and those countries.

Keep updated on our [LinkedIn](#) for more information about the event

EVENT **July 13 - Rising Nordic Tech businesses and opportunities**

Together with the International law firm [Bird & Bird](#), Innovation Lab Asia will provide their insights into the Nordic tech ecosystem - especially touching upon the Region's developments within the healthtech and cleantech sectors. The event will also include two rising startups from these two tech sectors, as well as key points from Bird & Bird about how to set up shop in the Nordics and the latest updates on the new investment rules in the Nordics.

[Sign up here](#) for more information (event in Japanese & English).

ACCELERATOR **"Japan Challenge for Society 5.0 -Accelerate Innovation with Japan-" at Viva Technology**

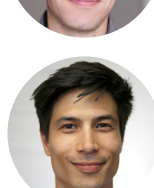
JETRO is calling for startups from all around the world with technologies and innovations that could help solve three types of social challenges in Japan to apply to this contest. The selected 45 startups will be the exhibitors of the JETRO booth in CEATEC 2021 ONLINE.

Application deadline is July 31: [Sign up here](#)

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INNOVATION LAB ASIA

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For more information:



OUR REPORTS



[Find all our reports here](#)

