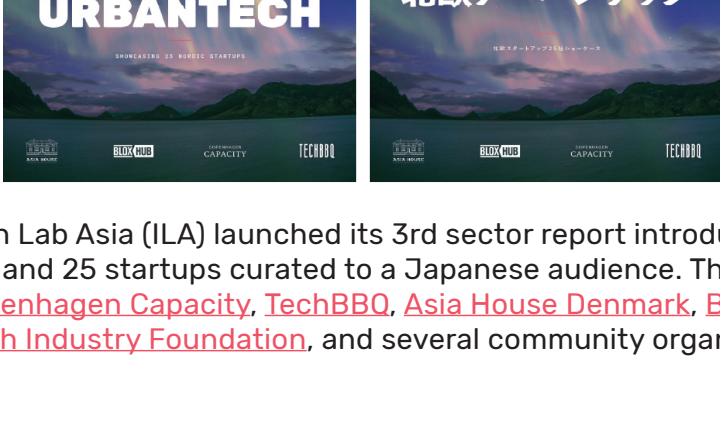


## UPDATES FROM INNOVATION LAB ASIA

### The Nordic Urbantech Report



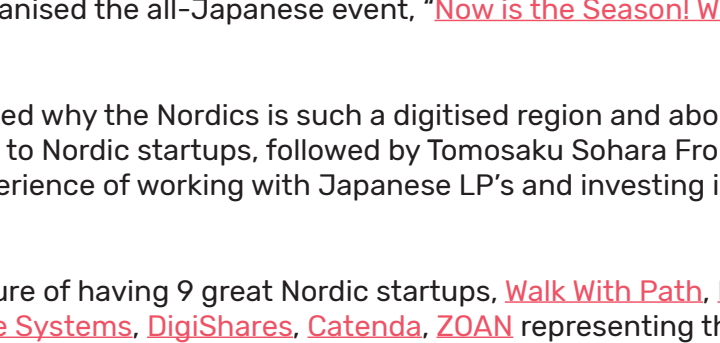
Last month, Innovation Lab Asia (ILA) launched its 3rd sector report introducing the Nordic Urbantech ecosystem and 25 startups curated to a Japanese audience. The report is produced in collaboration with [Copenhagen Capacity](#), [TechBBQ](#), [Asia House Denmark](#), [BLOXHUB](#), [Urbantech Accelerator](#), [The Danish Industry Foundation](#), and several community organisations across the Nordic region.

The report outlines the Nordic Urbantech landscape, including an overview of Nordic urbantech and Smart City Hubs. Additionally, showcasing 25 outstanding Nordic startups, their solutions and ambitions towards Asia and Japan. The report is published in both Japanese and English and freely available on our [publications page](#) together with our other sector reports.

The report was launched at an all-Japanese event together with Nordic Innovation House Tokyo and JETRO, which is described below in the next section.

The Nordic Urbantech report will similarly to our other sector reports be updated with new startup profiles over time. We hope this report will inspire and foster further cooperation between the Nordic and Asian startup ecosystems.

### Now is the Season! Why you should consider the Nordic ecosystem



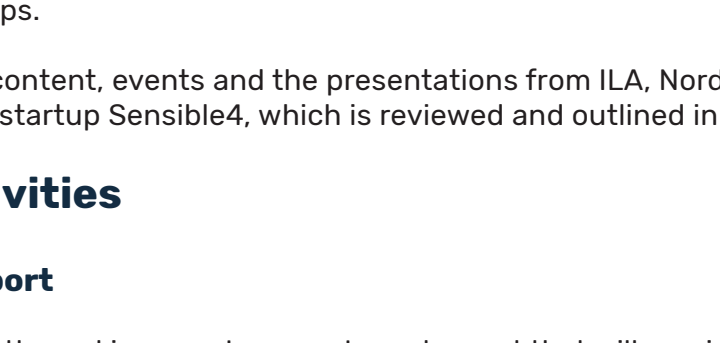
On the 30th of June, Oliver Hall and Julian Nielsen from our team together with [Intralink Group](#) and [Nordic Ninja VC](#) co-organised the all-Japanese event, "[Now is the Season! Why you should consider the Nordic ecosystem](#)".

Oliver and Julian outlined why the Nordics is such a digitised region and about the boom of Japanese investments to Nordic startups, followed by Tomosaku Sohara From Nordic Ninja VC, elaborating on the experience of working with Japanese LP's and investing in Nordic deeptech startups.

Also, we had the pleasure of having 9 great Nordic startups, [Walk With Path](#), [Neurescue](#), [CEREBRIU](#), [Popit](#), [Greater Than](#), [Pie Systems](#), [DigiShares](#), [Catenda](#), [ZOAN](#) representing the healthtech, fintech and urbantech verticals, pitch to Japanese investors and stakeholders at the webinar.

The event and the content of the speaks is outlined in this article on the Japanese outlet Techable, by Yuri Sato. Check out the article here.

### 5th Open Innovation Seminar: The characteristics of the Nordic ecosystem and the latest trends of urbantech startups!



Last month, the 6th of July, Julian and Oliver did another all-Japanese event along with the Finnish mobility startup [Sensible4](#), this time for [JETRO](#)'s 5th Open Innovation Seminar about the Nordic ecosystem.

The purpose of the event was to provide Japanese companies interested in collaborating with Nordic startups advice on how to build relationships and engage in collaborative projects together. The event was also used to launch our newest sector report, The Nordic Urbantech Report, to the audience of more than 215 Japanese stakeholders from various public institutions, companies, and startups.

Read more about the content, events and the presentations from ILA, Nordic Innovation House Tokyo and the Finnish startup Sensible4, which is reviewed and outlined in this [JETRO article](#).

### Upcoming Activities

#### Lessons Learnt Report

The ILA-team is presently working on a Lessons Learnt report that will provide an extract of the insights generated by ILA. During the last three years we have gathered a vast amount of information for anyone interested in connecting with startup communities in Asia.

We've experienced both failure and success, witnessed the complexity of Asia, and seen new trends emerge as we moved along. We have gathered specific insights on how, where and why to engage with Asian ecosystems, seen first-hand the limitations that hamper Danish internationalization towards Asia and identified measures that could streamline the process.

This also includes a viable model to strengthen the collaboration between the Nordic and Japanese ecosystems.

If you are interested in learning more about how to foster further collaboration between Nordic and Asian ecosystems, follow our [LinkedIn](#) page for more information about the report which will be launched in the beginning of September.

#### TechBBQ Summit 2021

This year the TechBBQ Summit will be held on September the 16-17th of September, in a hybrid online / offline format, but with a capacity of more than 2000 people from the physical part. While the final program for the Summit will be presented in the first week of September, ILA will be coordinating several activities!

The ILA team will be present at the Summit with our own booth, presenting our future initiatives, facilitating roundtable discussions for Nordic investors interested in Asian and Japanese markets, and organize a social network gathering in the evening. The latter will include drinks and food at an external venue to gather Nordic stakeholders interested in Japan and Asia.

Follow our [LinkedIn](#) channel, where we will soon present the schedule for our activities during the Summit.

\* The networking event will be external to the TechBBQ program, so it is still possible to participate without a ticket.

## SHORT NEWS FROM THE NORDICS

**FI** The autonomous driving software startup [Sensible4](#) has announced [a partnership](#) with Panasonic Industries to research and test new sensors for autonomous driving.

**DK** [Pleo](#), who provides a smart spending solution for businesses has [raised EUR 128 million](#) at a EUR 1.45 billion valuation, making them Demark's 8th unicorn, faster than any other Danish company, taking just over six years.

**DK** The challenger bank [Lunar](#) has [raised EUR 210 million](#) in a Series D funding. With this round of funding, the company has achieved unicorn status.

**FI** [FLEXOUNO](#), an augmented audio technology startup [joins forces](#) with the Japanese cinema company United Cinemas, to introduce the world's first loudspeaker-free cinema sound and seat system.

**DK** [Cerebriu](#), who is developing AI software to analyse MRI brain images, has [received EUR 524.400](#) from Innovationsfonden. The company aims to raise EUR 10 million next year.

**SWE** Electric vehicle startup [Einride](#) is [partnering with Bridgestone](#), who will be exclusively supplying smart-sensing tires for Einride's battery powered trucks in the United States.

**NO** Gelato, an on-demand printing platform raises EUR 205 million reaching unicorn status. The funding round was led by global private equity and VC firm Insight Partners.

## INTERVIEW WITH SHIBUYA STARTUP SUPPORT

#### Please tell us a little about Tiimo.

I co-founded Tiimo in 2015. At Tiimo we are on a mission to make life less chaotic and the world more neuro inclusive. Our popular visual daily planning app helps people get the important things done and build routines that work for them by leveraging the fact that visual information is considerably more effective than written information. Our app has been designed to be inclusive for people who are neurodivergent, including people with ADHD and/or autism, by supporting executive function challenges like planning, time management, memory and focus. As one user expresses, Tiimo is like "getting glasses for time blindness". While it might sound simple, Tiimo has proven to be life changing for our more than 25,000 subscribers across the world. But we are just getting started! Tiimo can also be used by anyone who is seeking a visual way to manage their daily routines and it is currently available via app stores in over 85 countries.

#### Recently, you have launched the Tiimo app in Japanese. Why is the Japanese market interesting for Tiimo?

We have always been fascinated by Japan and its culture. Since the initial launch of Tiimo, two Japanese tech-magazines ([Techable](#), [EASIER](#)) have written reviews about our app and how it can provide support for people with ADHD or autism. We saw that there was interest from Japan and decided to launch in Japan, as the first market in Asia.

#### What gains have you seen/do you foresee from increased interaction between the Japanese and Nordic innovation ecosystems?

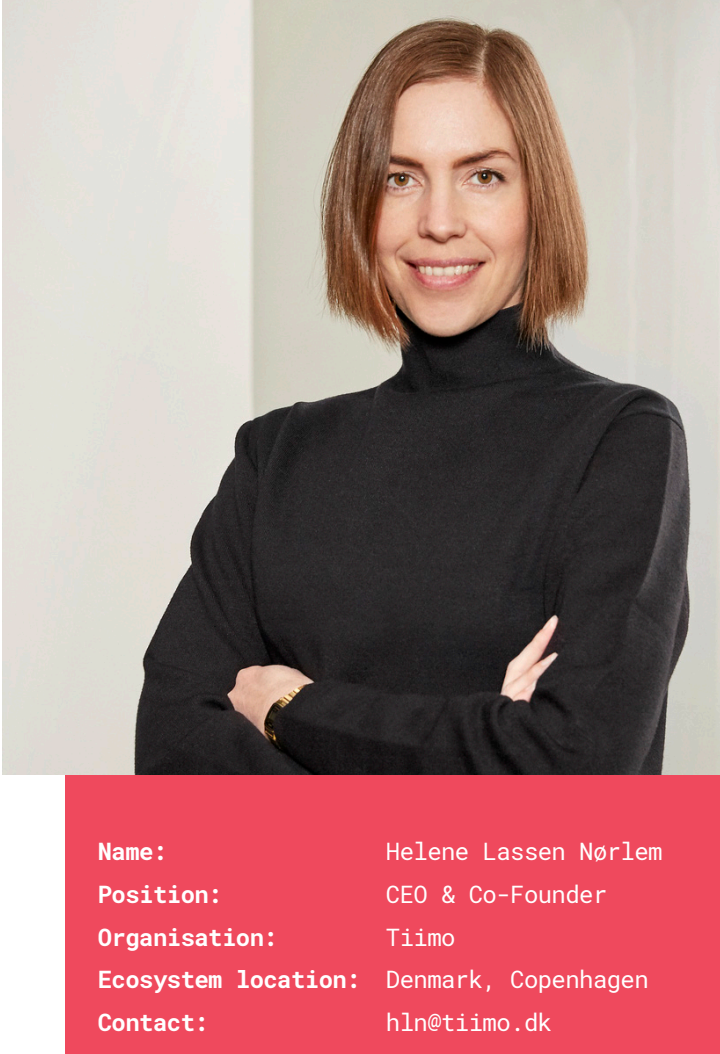
I find it interesting that the two regions perceive time differently, which is interesting for the design of Tiimo in terms of how we can adapt and improve the app for users in different working cultures. Another aspect is that we have a common goal of creating a neuro-inclusive society. We are looking to learn and get more insights from Japan both for future development of the Tiimo app but also the company.

#### What do you think are the main barriers for Tiimo to enter the Japanese market?

We have just launched the app in the Japanese App Stores, currently only promoted via Apple's App Store. There is a lot to learn and explore in the market, especially finding the right mentors and partners, and reaching out to local influencers who can promote the app.

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

We are planning to raise another round of funding later this year. And so, we are looking for new investors to join the journey and help us in creating a more neuro inclusive world.



**Name:** Helene Lassen Norlem  
**Position:** CEO & Co-Founder  
**Organisation:** Tiimo  
**Ecosystem location:** Denmark, Copenhagen  
**Contact:** hln@tiimo.dk

## OUR REPORTS



[Find all our reports here](#)

