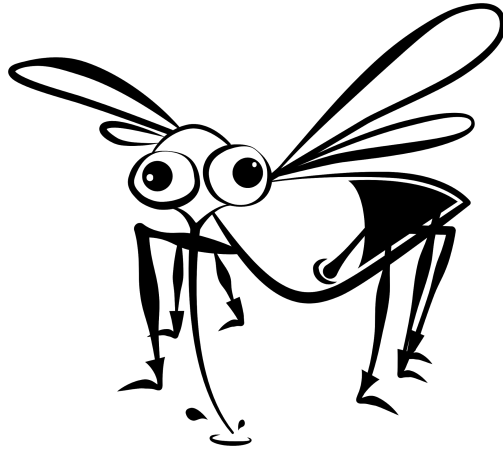


# How a small startup created the largest smart city network in the nordics

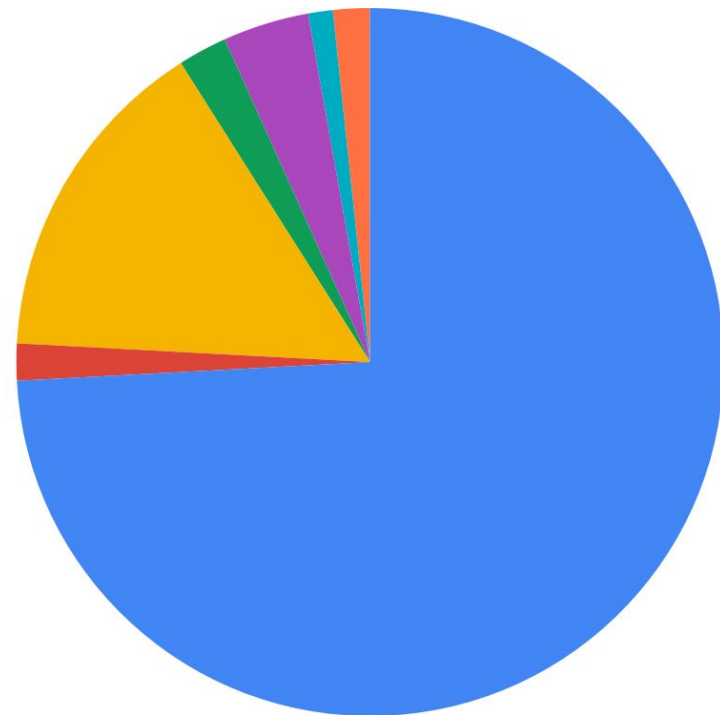


# Smart Cities Norway - Network is open to everyone

**185+ Organisations**

**1 400+ Citizens**

- Companies
- Government org
- Municipalities
- Associations
- NGO
- Academia
- Research



# Vision= Accelerate smart city development



....and have fun while doing it

<http://bit.ly/sbn60>

# We make learning and sharing fun



**Pitch**

**Workshops**

**Social**

**Reverse  
Pitch**

**Working  
groups**

**Hackathons**

**Exhibitions**

**Trip  
Barcelona**

# Our values

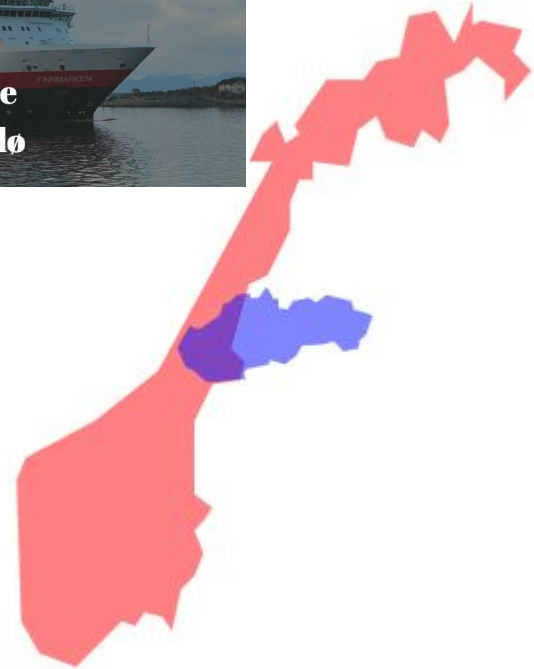


- **Share**  
knowledge and experience
- **Co-creation**  
work together
- **Openness**  
everyone is invited

# Hurtigruten rules

April 2018: 77 people on a ship 24 hours

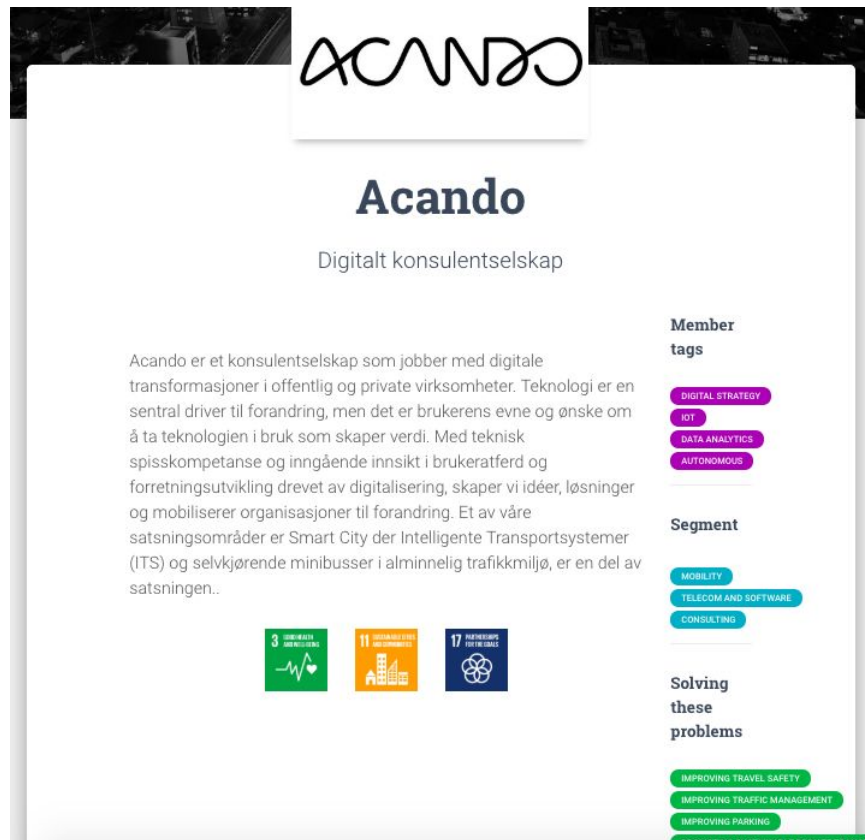
- Pushy sales  
We put you in the life raft behind the ship
- Continue pushy sales  
We cut the rope and leave you at sea



# Smart City Catalog = our members

## Who does what in Smart City?

- **Your profile**  
What do you offer / what do you need
- **Find**  
Solutons, ideas, challenges
- **Partner up**  
Find partners and build alliances
- **Share and learn**  
Share your knowledge and learn from others



**ACANDO**

### Acando

Digitalt konsulentselskap

Acando er et konsulentselskap som jobber med digitale transformasjoner i offentlig og private virksomheter. Teknologi er en sentral driver til forandring, men det er brukerens evne og ønske om å ta teknologien i bruk som skaper verdi. Med teknisk spisskompetanse og inngående innsikt i brukeratferd og forretningsutvikling drevet av digitalisering, skaper vi idéer, løsninger og mobiliserer organisasjoner til forandring. Et av våre satsningsområder er Smart City der Intelligente Transportsystemer (ITS) og selvkjørende minibusser i alminnelig trafikkmiljø, er en del av satsningen..

**Member tags**

- DIGITAL STRATEGY
- IoT
- DATA ANALYTICS
- AUTONOMOUS

**Segment**

- MOBILITY
- TELECOM AND SOFTWARE
- CONSULTING

**Solving these problems**

- IMPROVING TRAVEL SAFETY
- IMPROVING TRAFFIC MANAGEMENT
- IMPROVING PARKING
- PROMOTING SUSTAINABLE PRIVATE TRANSPORT

**3** UBER/BLA AND RIDE-SHARING

**11** URBAN MOBILITY AND TRANSPORT

**17** FUTURE MOBILITY FOR CITIES

# How we did it

1. **Identify**  
Smart City enthusiasts, sharing, values
2. **Trust**  
Good people,
3. **Participation**  
Include people, workshops, no one-way show
4. **Reward**  
Knowledge, Network, Deals, Social status





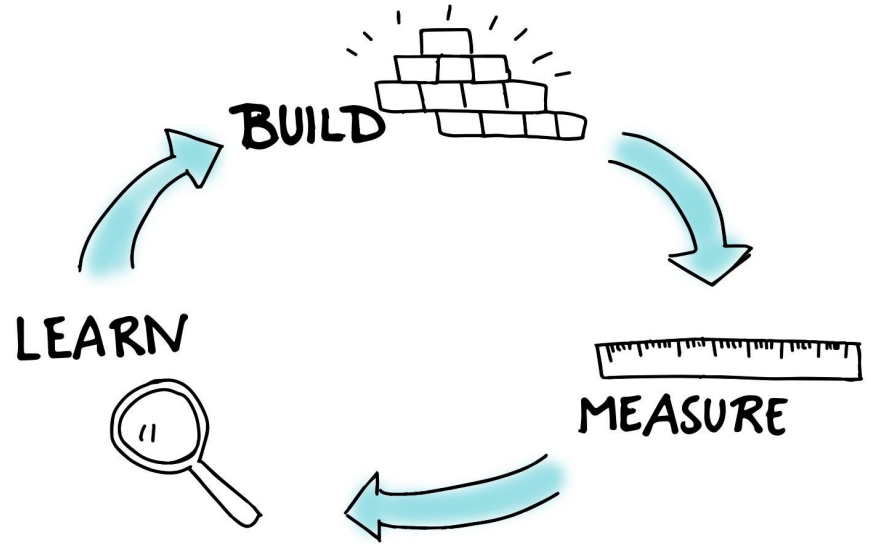
# We are rooted in startup culture

Don't do it for the money

90% will fail

Do it for passion, love, good

- Fail fast and often
- Play it forward



# Tools

- Events
- Facebook group
- Network members / Smart City Catalog
- Website articles / social media
- Meeting people
- Talking at conferences

Secret weapon

Fueled by passion

No Funding

**Searching for business  
model**

Want you to happily give me  
your hard earned money

## THE TEAM



**Stine  
Christensen**

*Art Director &  
Designer*



**Shashi Kanth  
Anasuri**

*Digital  
Marketing  
Expert*



**Elisabeth  
Kristina  
Røynestad**

*Visual Data  
Analyst*



**Nozhan  
Balafkan**

*Visual Data  
Analyst*



**Nina Kristin  
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*Partner &  
Communication  
Advisor*



**Roger  
Dramstad**

*Partner &  
Business  
Development  
Manager*



**Terje  
Christensen**

*Leader, Partner  
& Entrepreneur  
of Smart Cities  
Norway*

# Next level

- Partnerships
- Working groups - standards
- Consortiums for projects
- Consortiums for funding applications