

# *The Odense Robotics Ecosystem*

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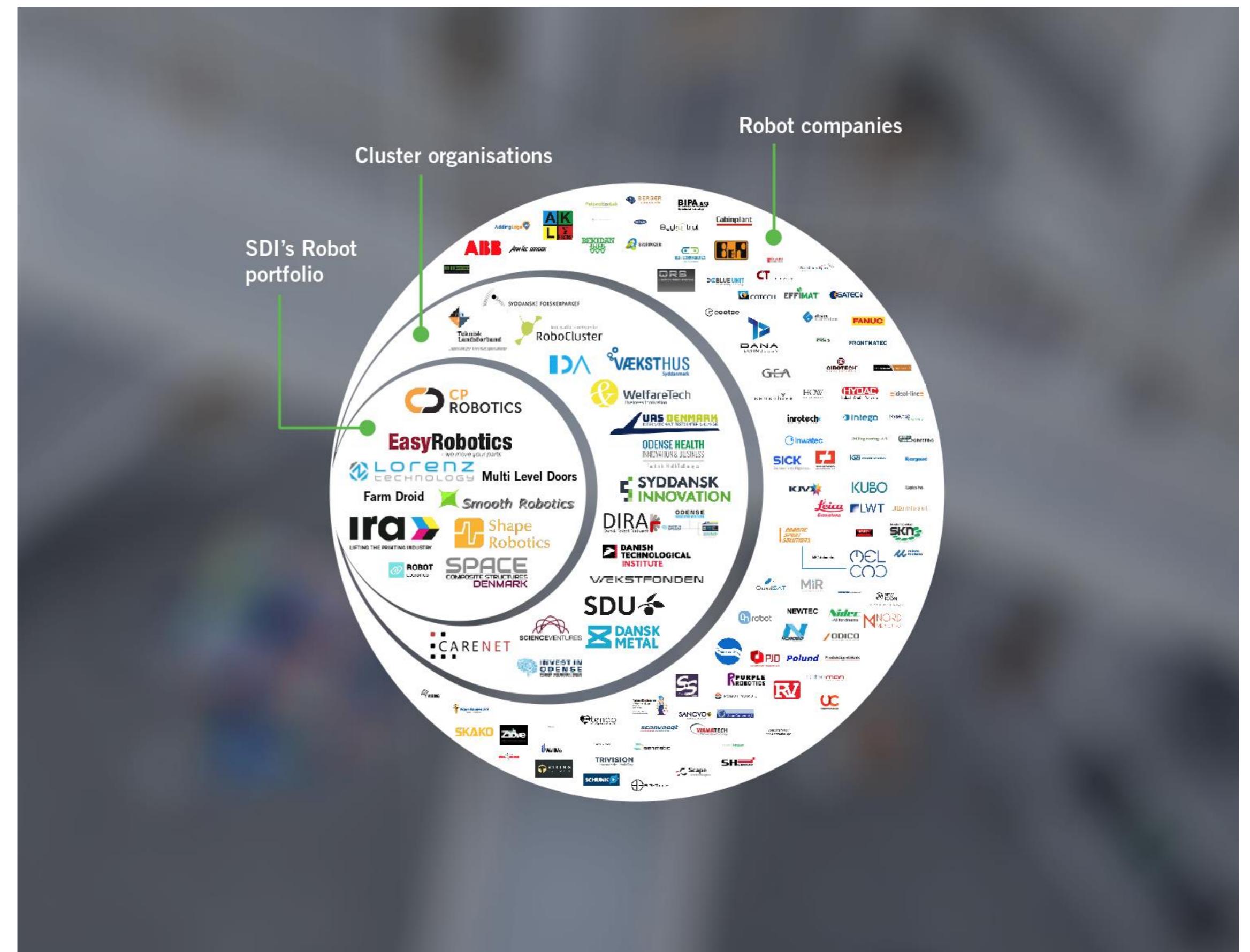
**Syddansk Innovation A/S (SDI)**

*- The pre-seed investor of Europes Robot Valley*

# SDI and the Ecosystem

## SDI:

- Pre-seed investor, 38 start-ups in portfolio
- Government approved innovation incubator
- High tech business ideas in the start-up phase
- Spin-outs and completely new start-ups
- 12+ investments in the robotics space
- First investor in Universal Robots



# SDIs Portfolio

## ICT & Big Data



## Industry & Cleantech



## Life Science & Welfare Tech



# The starting point

Odense: 3<sup>rd</sup> largest city of DK, 180.000 inhabitants

University of Southern DK (30.000 students)

University hospital (1000+ beds, 1.1 mio treatments/yr)

Largest ship yard in DK (now closed)

Prolific sub-supplier industry, domestic and export



# Building a shared vision

- Recognize potential: Base infrastructure, megatrend in robotics - cobots
- Strategic multi year plan
- Community financed semi-autonomous team
- Win win
- Mobilize stakeholders around shared vision
- Challenging all gaps



# Odense Seed & Venture

## BRIDGING THE GAP BETWEEN STARTUPS AND INVESTORS

### For start-up companies:

- Incubator/acceleration program
- Service provider network (w/ funding)

### For investors, decision makers:

- Conduit, contact database
- Co-investment facilitator

### For shared vision:

- Creating a common venue – Odense Investor Summit (pitches, site visits, meet ups)
- Making big: Creating ecosystem access, building trust.



### Ecosystem in numbers.



**175** startups & scaleups  
**1,903** startup jobs  
**131** VC investors  
**82** investors in robotics  
**96** corporates

**€ 812m**

amount of the robotics investment and acquisitions in the Odense ecosystem in 2015-Q2 2020, of which the data on € 228m is not public

# Keeping the momentum

- Communicate the success, use KPI's
- Maintain the focus, continue stakeholder support, win win
- Overcome bottlenecks; personnel, land, infrastructure
- Move up the food chain to larger VC's
- Business Angels re-investment and co-investment
- Don't discourage cross fertilization, let workforce moves b/t companies
- Encourage deal flow, also spin-outs

