

USWC19

UNIVERSITY STARTUP WORLD CUP

ACT
NOW

FOREWORD

BY **MORTEN UGELVIG ANDERSEN**
CEO OF **VENTURE CUP DENMARK**

University startups are leading the way towards better and more sustainable solutions for our society and the world. It is therefore essential to support the most promising startups and provide them with a platform to share knowledge, build network and showcase their concepts.

We hope to bring more sustainable business to the market and inspire more talented students to get involved and act on their ambitions to create a positive impact on the world. For the fifth time, Venture Cup Denmark is hosting the University Startup World Cup here in Copenhagen. Hundreds of university startups from around the globe, all focused

on impact and the SDGs, have gone through a selection process by our international partners, training through our online development programme and evaluation by our online jury. The 40 best teams have been chosen and invited to join us in Copenhagen to participate in a week program and compete for a cash prize and the honour as overall winner of the USWC 2019.

I want to thank our jurors, mentors, public and private partners, Danish and international universities, incubators, and accelerators around the world! Without you this would not be possible. Best of luck to all the startups!

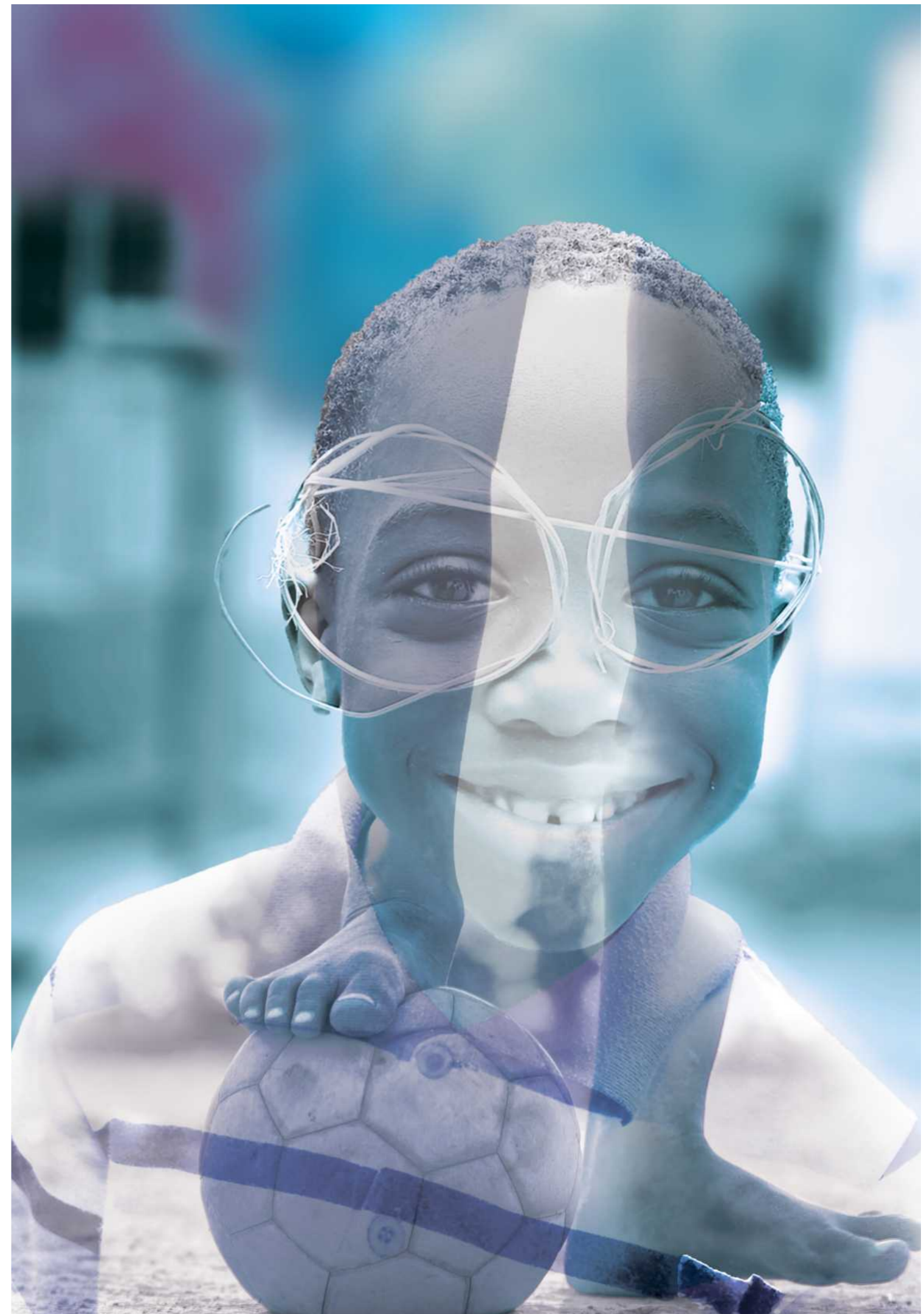
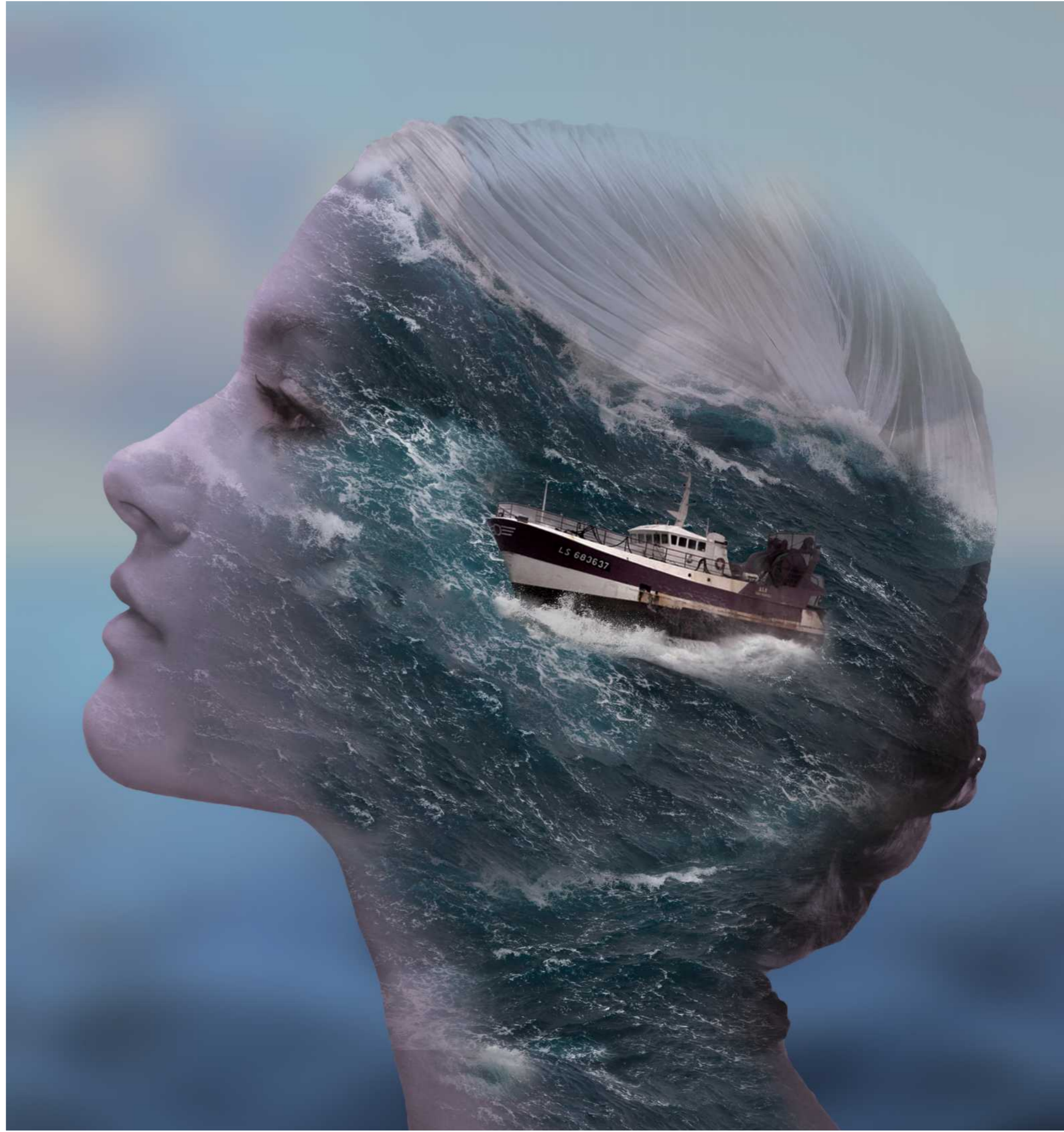


TABLE OF CONTENTS

8	Networking Event
10	Fatime Selimi, Develop Diverse
12	Welcome Day
14	Tania Ellis, The Social Business Company
16	Mark Buchanan, Practicaleyes Ltd
18	High Tech Summit & Semi-Finals
20	Marianne Thellersen, Technical University of Denmark
20	Roberto Flore, DTU Skylab - FoodLab
21	Ditte Lysgaard Vind, Lendager The Circular Way
22	Award Show
24	Tatsiana Zaretskaya, Laava Tech
26	Ari Jonsson, Reykjavik University
27	Katherine Richardson, University of Copenhagen
28	Chris Luebke, Arup
30	Niels Fennet, Founder of CABINN Hotels
34	2019 Teams
34	Economic
40	Environmental
46	Health
52	Social



USWC PROGRAM



29.10.2019
MWB LAW
COPENHAGEN

A woman with blonde hair and glasses is laughing heartily at a networking event. She is wearing a floral patterned top and holding a white card. Other people are visible in the background, some looking at their phones.

NETWORKING EVENT

“ FOR MANY OF THE
TEAMS, IT IS THEIR **FIRST
VISIT TO DENMARK** AND
WE WANT TO GIVE THEM A
WARM WELCOME!”

NETWORKING EVENT AT MWB LAW

Startups and local businesses gather at the law firm MWB Law in the heart of Copenhagen, close to Amalienborg, the home of the Danish Royal family. Morten Ugelvig Andersen, the Venture Cup CEO, and MWB Law have small introductory presentations, and then the startups present their one-liners. It's the first time that the teams meet.

It's an evening full of networking and snacks, local businesses participate and the purpose is to introduce the international teams to local businesses and for them to meet international talents from all over the world. The speaker of the day is Fatime Selimi from Develop Diverse. She speaks about linguistics, gender equality and sustainability. For many of the teams, it is their first visit to Denmark and we want to give them a warm welcome!

ABOUT MWB LAW

Moalem Weitemeyer Bendtsen is a dedicated Danish corporate law firm with strong international relations. With approximately 50 highly skilled employees, they are one of Denmark's leading law firms within M&A, private equity and venture capital, real estate and distressed M&A.

MWB Law has been part of the Venture Cup family for many years - and is very active in the local ecosystem.

They have an extensive secondment programme with leading law firms worldwide as well as with several of their clients, which provides their attorneys with the opportunity to learn even more about the specific businesses as well as the legal and commercial needs of their clients.

“

IT'S IMPORTANT TO ALWAYS KEEP AN **OPEN MIND** AND TO BE READY TO **LEARN SOMETHING NEW** ABOUT ONESELF AND ONE'S FELLOW HUMANS.



DAY 1 SPEAKER

FATIME SELIMI

Linguistic Specialist, **Develop Diverse**

How are you/the organization you work for making an impact?

Develop Diverse is working towards establishing more diverse and inclusive workplaces by optimising the way employers reach out to applicants. By detecting social biases in job advertisements, as based on social stereotypes, Develop Diverse grants companies more inclusive language and communication that ensures belongingness for a much larger and much more diverse group of people, helping both companies and applicants grow to reach their true potential.

We are working in favour of the perception of social differences as being an advantage; Develop Diverse believes diversity and inclusion is the future.

What is the most interesting aspect of your job/position/role?

As a linguistic specialist, I get to dig deep into language, cognition and sociology, and how these operate with each other. I do the manual, linguistic work and research how our language use is impacting our professional identity and decisions - something that is more vital to pay attention to than we realise. Narratives eventually become "truths", which is why our narratives need to be well-considered. Through my linguistic work in Develop Diverse, I get to contribute to changing our narratives for the positive, essentially making part of the change that's needed in society.

What is the most important thing about sustainability in your opinion?

That we actually invest massively in it and do the work. Intention is a nice first step, but being prepared to and actu-

ally doing the work is a whole other thing. Especially when it comes to societal issues, it is hard to face the privilege we hold over certain other groups of people, and it's even harder to acknowledge that something practical needs to be done about it. Transforming good intention into tangible practice is one of the most invaluable actions one can take when it comes to sustainability. It is a prerequisite for our future.

Who is your role model or someone you admire?

I admire the work of Tim Wise, who has dedicated his life to fighting inequity. Tim Wise can teach us something about reflecting on your own position (especially personal, social and professional) in the world and using it to help others achieve the same opportunities as you have yourself; Tim Wise uses his social privilege to fight social privilege, which is admirable to me. It reminds me of a quote by Danish author and musician Lars Muhl, who states that 'If I am missing or lacking anything, then I know that everything I am missing is that which I myself lack giving.'

Any advice for future generations?

Societal problems will likely not just cease to exist when we solve the ones we're facing now - they'll just look different than they do today. It's important to always keep an open mind and to be ready to learn something new about oneself and one's fellow humans.

Don't just talk about diversity and inclusion; do your best to implement it and to make people around you feel welcome and wanted. Sometimes, the people you expect the least from can teach you the most, and to gain the benefits of that, you must keep an open mind and nuance your perception of people and the world.



WELCOME DAY

“ THE DAY IN WHICH ALL THE **STARTUPS** MEET **LOCAL BUSINESS PROFESSIONALS** FROM VENTURE CUP'S **STARTUP MENTORS PROGRAM** TO HAVE ONE-ON-ONE **SPARRING SESSIONS.**

WELCOME DAY AT COPENHAGEN BUSINESS SCHOOL

The first official day of USWC 2019 kicks off with a speak by the global trend spotter and thought leader Tania Ellis. This is followed by Mark Buchanan, international business consultant from Practicaleyes Ltd, who will talk about whole brain power and leadership for sustainability.

This is also the day in which all the startups meet local business professionals from Venture Cup's Startup Mentors program to have one-on-one sparring sessions. In our network, we have hundreds of mentors from different industries, and we've done our very best to find perfect matches for the USWC startups.

Read more about Startup Mentors on page 60.

“

THE SDGS ARE A
HUGE PRESENT
- WE'VE NEEDED
THOSE GOALS FOR
THE PAST TWO
DECADES.



DAY 2 SPEAKER

TANIA ELLIS

Social Business Expert & Founder, **The Social Business Company**

How are you and your organization, The Social Business Company, trying to make an impact?

The purpose of my work is to inspire and help companies and entrepreneurs engage in innovative and sustainable practices that generate value for society and the bottom line. For the past 16 years, I've talked to companies about CSR. Back then, they asked "why?" Today, they ask "how?"

Luckily, the mindset has changed and the UN's SDGs form a framework that companies can relate to. It is a universal language, and something that we have been needing for the past two decades.

Can you tell that the SDGs have made a difference in the way companies conduct themselves?

Yes, definitely. As I said, the SDGs are a universal language that not only governments and NGOs, but also companies, can relate to. However, I would also argue that it's a process. Step one with the SDGs was a common understanding. What is sustainability? Now, we have a list from the UN with 169 targets, and companies wanting to tick mark as many as possible. Step two is more refined; companies are narrowing it down to the SDGs where they have the greatest impact - and are now looking at how they more concretely can contribute to the targets and goals.

Also, we need to translate the SDGs. For companies who operate in a very local or national context, it can be difficult to relate to eradicating poverty or world peace. So, it's important to "translate" the SDGs so that everyone can relate and do theirs to make an impact. The latest thing is in the investment world. For long, many have been unwilling to invest in weapons, cigarettes and the likes. Today many investors are focused on ESG (Environment, Social and Governance). And now the field of 'impact investing' is growing because it focuses on innovation and positive impact. Impact investors want to be able to tell their kids and grand-kids that they made a difference. Now, it's no longer a choice between doing business or doing good. Now, it's good business to do good while trying to make a positive impact.

In your opinion, how do we solve the problems that we're facing?

Everything will help. We need the right mindset. Not only education. We need to work together to solve these problems. All of us; governments, companies, competitors and all sectors working together and sharing knowledge. We need to

use the technology, AI, Machine Learning and everything that can help us accelerate our sustainability efforts. So, six things will be crucial: Mindset (consciousness), knowledge (education), tools (tech), initiative (entrepreneurship/intrapreneurship), alliances (knowledge sharing and co-creation) and leadership (political/corporate/personal).

You've seen the development for the past 16 years. How has it been?

For companies, it's cool to say that we're working towards the SDGs - it's super hyped, and that's fantastic! Time flies and we need to get going. Soon it will be 2020 - and before we know it, it's 2030. We don't have much time!

Who is your role model or someone you admire?

Entrepreneurs and intrapreneurs. They are the source of innovation. They lead the way and show that the impossible is possible. Diversity and inclusion; do your best to implement it and to make people around you feel welcome and wanted.

Sometimes, the people you expect the least from can teach you the most, and to gain the benefits of that, you must keep an open mind and nuance your perception of people and the world.

Any advice for future generations?

Put your passion first (if you can). Think about how you can use your passion to make the world a better place - on all levels; from helping others in your everyday actions to creating new energy solutions. Tie your passion to your talent and try to make a difference. Be open to boring assignments as well - there is a meaning with everything, and you'll learn something new each time.

Maybe the big 'Why' will come along the way - meanwhile, be confident, do your best and hopefully it will make sense along the way. I love the saying about the constructors who were asked what they were doing? One says I'm cutting stones, and the other said I'm building a cathedral. Try to see the bigger picture.

As one of Scandinavia's leading social business experts and front-runners, Tania Ellis has over the years continuously set the agenda by identifying new trends and business concepts built on values of ethics, responsibility, sustainability and meaning.

“

NEVER SHUT DOWN
DEBATE BEFORE
IT STARTS - EVEN
IDEAS YOU HATE
CAN HELP YOU
SHAPE YOUR
THINKING.



DAY 2 SPEAKER

MARK BUCHANAN

International Business Consultant, **PracticaIeyes Ltd**

How are you and your organization, PracticaIeyes Ltd, trying to make an impact?

I make an impact by enabling people to have a more realistic view of their enormous potential and by showing them techniques that can turn their abilities into results.

What is the most interesting aspect of your job /position/role?

I absolutely love working with people who speak English as a second or third language. Anyone who has taken the time to learn someone else's language has an adventurous and enquiring spirit about them that makes it enjoyable to work with them.

It has been huge privilege to work with people from so many cultures and backgrounds and it has shaped the way I think.

What is the most important thing about sustainability in your opinion?

Sustainability is the key to everything - relationships, negotiations, self-development and, of course, the environment.

In business, we already understand that win-win is the only outcome that is stable. We just need to convince ourselves that playing win-win with our planet, and its resources, is just as important.

Who is your role model or someone you admire?

Dr Jordan Peterson is someone I admire greatly for his frankness, his evidence-based approach and his logical thinking.

His refusal to get personal or emotional, when he is confronted with opinions that oppose his own, it is a pattern we should all seek to follow.

Any advice for future generations?

Assume you can do anything until proven otherwise. Don't be afraid of mistakes - they say nothing useful about your future. Never take sole credit for your achievements because someone else is always helping you (even if you don't know it).

Focus more on your responsibilities than your rights. Never shut down debate before it starts - even ideas you hate can help you shape your thinking.

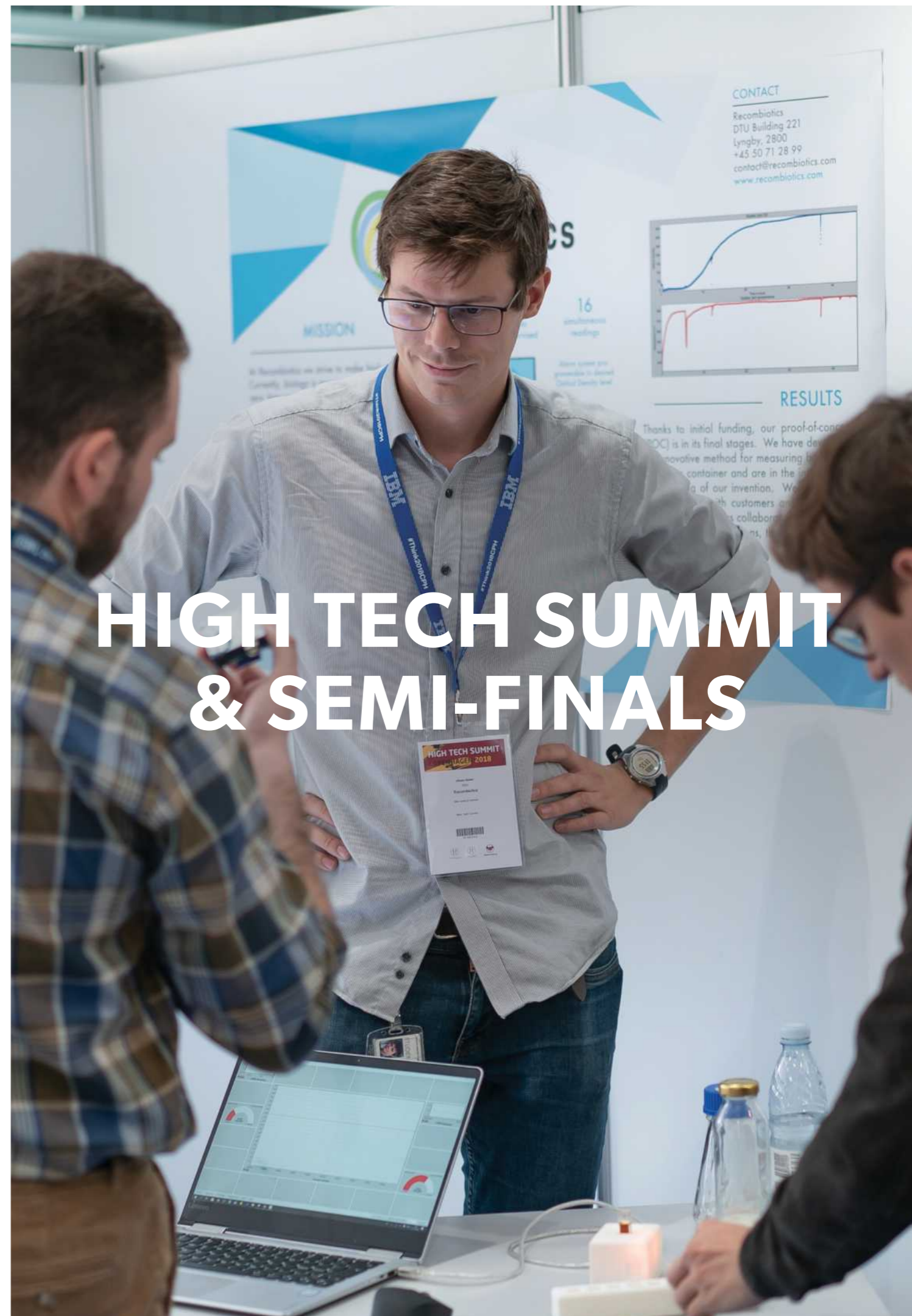
“
NOW IT IS TIME TO
**GET THOSE NERVES
UNDER CONTROL AND
PITCH IN FRONT OF THE
SEMI-FINAL JUDGES.**

HIGH TECH SUMMIT AND SEMI-FINALS

October 31st is a day full of excitement and nerves. It starts off with setting up and preparing the booths for the expo at High Tech Summit and DTU (Technical University of Denmark). High Tech Summit is part conference and part exhibition powered by DTU with over 6,000 visitors. The vision is to create the largest research-based meeting place in Denmark within the field of digitization. The summit aims to create the perfect environment for companies, start-ups, organisations and universities to meet and present their latest technological developments, debate the most recent discoveries, participate in matchmaking events, and generate ideas.

The day officially starts with a welcome by Marianne Thellersen (DTU), followed by a speak from Ditte Lysgaard Vind (Lendager The Circular Way) about UN17 Village. The last speaker of the day is Roberto Flore (DTU Skylab - Foodlab), who speaks about food waste and food technology.

Now it is time to get those nerves under control and pitch in front of the semi-final judges who have been carefully chosen to evaluate and find the four category winners who will live-pitch at the award show. Good luck to all the startups!



**HIGH TECH SUMMIT
& SEMI-FINALS**

DAY 3 SPEAKERS



MARIANNE THELLERSEN

Executive Vice President of Innovation and Entrepreneurship, **Technical University of Denmark**

Marianne comes with many years of biotech industry experience prior to her present position at DTU where she heads all activities concerning innovation and entrepreneurship. Marianne is M.Sc. in biotechnology from DTU and has an e-MBA from CBS-SIMI. She first joined Novo Nordisk and later Novozymes where she held a range of positions related to research and innovation. Marianne was program director at CBS-SIMI for two years before becoming SVP at DTU in 2012. Marianne is deeply engaged in how innovative research can be converted into viable societal and commercial value and how to prime students to take up innovation activities in the future.



ROBERTO FLORE

Manager, **DTU Skylab - FoodLab**

Roberto has carved out an interesting niche for himself since 2014, where he has been working inside and outside of the university environment; he has worked side-by-side with scientists, entrepreneurs and thought leaders to further the application of food-related innovation in a real-world context and to encourage hands-on learning. Roberto is the former head of R&D of the Nordic Food Lab, open source laboratory founded by Rene Redzepi of restaurant Noma. In 2017, Rolling Stone Magazine cited Roberto as one of 25 innovators who are changing the world.

ICON Magazine has identified Roberto one of the top seven creative Italian talents to watch. Roberto builds bridges between disciplines by using food as a vehicle to address grand global challenges and support non-food related fields with inspirational ideas for projects, business ideas and par-

adigm shifts. A constant openness towards learning from others and expanding his network has led Roberto to push the limits of food science technology and human connections. Member of the Executive Board of Berkeley Open Source Food Lab, Roberto has been invited as guest lecturer in institutions such as Harvard University, University of Gastronomic Sciences, Basque Culinary Centre, and MIT. Roberto is one of the protagonist of the film BUGS, Co-author of Phaidon's book "On eating insects" (awarded one of the 10 best cookbooks in 2017 by the Guardian), and co-editor of the book "Edible Insects in a Sustainable Food System" published by Springer Nature.



STRATEGICALLY INTEGRATED SUSTAINABILITY MAKES VIABLE BUSINESSES – AND VIABLE BUSINESSES DRIVE **SUSTAINABLE DEVELOPMENT**. FOR US, IT'S THAT SIMPLE.



DITTE LYSGAARD VIND

Managing partner, **Lendager**
The Circular Way

How are you and your organization, Lendager Group, trying to make an impact?

We are looking at circular economy and the transformation of industrial waste to new products. We mix between the more traditional strategic toolbox and getting our hands dirty by tangibly turning waste back into resource at industrial scale. Right now, we are among other things working on recycling a plastic composite as well as textile waste.

We use circular economy as the tool to make business and climate prerequisites. But it does not stop there. Right now, Lendager Group are working on the UN17 Village - 400 new homes in Copenhagen, Denmark. It is the first building project in the world that translates all 17 of the SDGs into tangible action. The UN17 Village showcases how we can decouple growth from emissions by looking at waste as a resource, and by making sustainability and growth support each other without compromising on quality, aesthetics or price. The UN17 Village will be built with upcycled waste – such as concrete, wood and window glass.

What does the SDGs mean to you?

Globally we face a tremendous challenge and at the same time opportunity to create a prosperous world for all to thrive in. The SDGs are a common language. It's a way to communicate where we as a global society need to go.

Who is your role model or someone you admire?

Klods Hans ("Blockhead Hans" fairytale by the Danish author Hans Christian Andersen). He found value in other people's waste, he had the ability to storytell, make do without the fanciest equipment and kept believing in himself and his solution, even when others doubted him and was able to succeed because of willpower. The fairytale of upcycling.

Any advice for future generations?

Be optimistic. I love the saying: "The best way to predict the future is to create it." In my work, I combine the practical, the theoretical and the strategical - I always try to turn challenges and problems into opportunities.

Ditte is a renowned circular economy expert and author of "A Changemakers Guide to the Future". She is the managing partner in Lendager The Circular Way – a strategic consultancy and innovation hub, and part of Lendager Group which is specialized in promoting circular economy within future cities, buildings and companies. Her main area of focus is to future-proof buildings and businesses using circular economy as a tool.



AWARD SHOW

“ GUESTS WILL SPEND AN AFTERNOON LEARNING ABOUT **THE SDGS**, HEARING ABOUT **NEW BUSINESS IDEAS** AND **NETWORKING WITH LIKE-MINDED** INDIVIDUALS.

WELCOME TO THE AWARD SHOW OF THE UNIVERSITY STARTUP WORLD CUP 2019

At the Award Show, the four category winners are announced and pitch on stage for the chance of winning the University Startup World Cup title and \$15,000 USD.

It is an afternoon focused on the impactful startups with good and creative ideas, technology, and entrepreneurship. Throughout the day, we'll have interesting speaks from people such as Chris Luebke from Arup and Katherine Richardson from Copenhagen University. We will have a debate panel lead by Ari Jonsson (Reykjavik University), with Chris Luebke (Arup), Kristjan Jespersen (Copenhagen Business School), Katherine Richardson (University Of Copenhagen) and Tania Ellis (The Social Business Company). The winner from USWC2018, Tatsiana Zaretskaya from Laava Tech will also speak.

But of course, the focus is on the startups from around the world that are making an impact and that's why we have made sure to incorporate the SDGs within the foundation of the program! Hundreds of guests will spend an afternoon learning about the SDGs, hearing about new business ideas from the startups and networking with like-minded. By the end of the evening, we will know who holds the title for the world's best University Startup.

“ WINNING MEANT **NOT QUITTING** LAAVA TECH AND PUSHING A BIT **HARDER.**”

Tatsiana Zaretskaya, founder of Laava Tech, last year's winner of University Startup World Cup

My grandma used to grow tomatoes and I needed to help her a lot. It's the most inefficient thing I have ever seen and done, and I don't even eat them. In two decades, we will need 70% more food, and after I started to personally communicate with farmers and indoor growers I've realized two things: bad news - whole farming industry is just as inefficient as my grandma, good news - I won't see any tomatoes in 20 years (unless we fix the farming problem). I wasn't planning to create a startup, I just wanted to make life easier for my grandma. This is what led to the development of Laava Tech.

My university pushed me to apply for USWC. It seemed like a really big event and I'm not sure I would apply just by myself. But one thing I was excited about was checking how good we are in the international environment, not only at some local event.

I never expected to win. With USWC, I thought that even getting to semi-finals was a great win! It was a chance to get more feedback and to showcase what we do. When I got to Copenhagen and saw the level of the other startups and technologies/products they've been working on, I was amazed (and a bit, well more than a bit, upset as I've realized it's impossible to compete with them). I remember I was really embarrassed with our deck after I saw the decks of some other startups during the onboarding day. So for two nights, me and my co-founder were trying to make it a bit better - to keep up the level with other companies.

On the day of finals, I was so sure we wouldn't win, I hadn't practiced the pitch even once. I was extremely grateful for the experience and knew I've done the best I could, but never had enough of confidence even to think we will get any award.

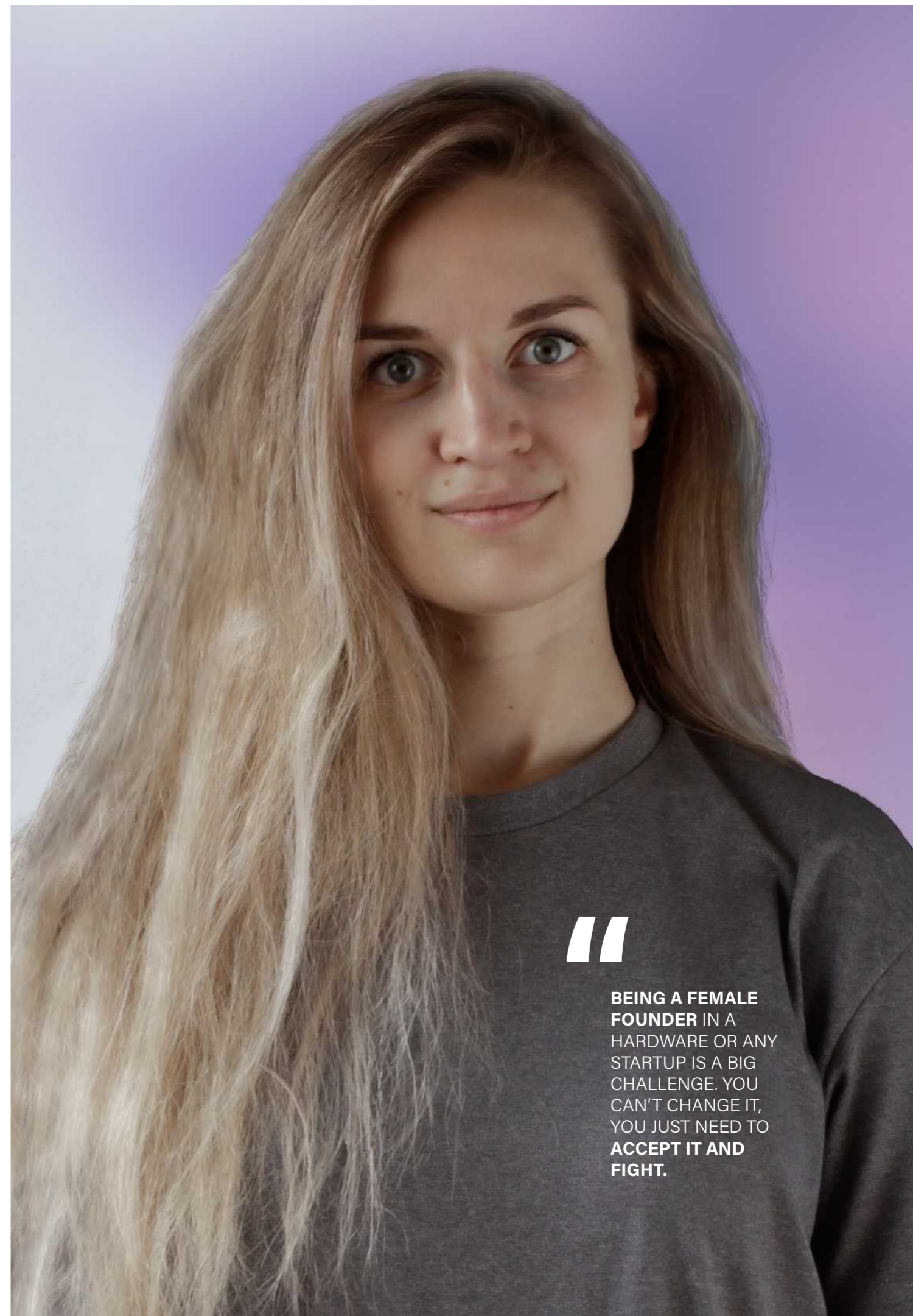
Winning meant not quitting Laava Tech and pushing a bit harder. But also, being a bit more upset and stressed with upcoming rejections and failures, as I felt there is a pressure to show a good performance. It meant the world to me to see so much support from people I haven't met before - The USWC

team and judges and other startups. And to get such a big validation that we are doing something important and valuable. After winning, we got a lot of interest from VCs, which was very important, and even though we were not ready back then, it was really valuable to test the process of due diligences. Winning helped with attracting more really cool team members and in general re-thinking our strategy. It also gave us quite a bit more self-confidence.

I would like to highlight just one big challenge that I still struggle with and that I'm trying to bring more attention to. Being a female founder in a hardware or any startup is a big challenge. You can't change it, you just need to accept it and fight. Denmark was an exception, usually it takes a lot of effort for me to prove that I am in the right place and I can be a CEO and I can run the company in this industry, and I know what I'm doing. Many times, I feel like I'm not really welcome or that I'm not taken seriously. As Shirley Chisholm said, "If they don't give you a seat at the table, bring a folding chair."

But it's not all challenges. In the past year, for me, the biggest achievement is that we grew our team and every person in it is extremely outstanding. Now we are a team of 12. I still can't believe I get to work with them every day. 4 PhDs on board, people with 10-25 years of experience in the field, but most importantly they are the most supportive, positive and hardworking people I've ever met.

Tatsiana Zaretskaya is a serial entrepreneur with a background in law and marketing. Having sold her first business at the age of 20, Tatsiana moved from her native Belarus to Estonia to further her education. She holds a Bachelor Degree in EU Law from Tallinn University of Technology and will graduate with a Masters in Law in 2019 from the same university. She has been granted an award for outstanding academic performances by the President of Belarus, as well as being an OSCE and UP-EACE scholar. In 2017, Tatsiana started Laava Tech - the company has been supported by EIT Climate-Kick and EIT Food, as well as received numerous awards up to date.



“ **BEING A FEMALE FOUNDER IN A HARDWARE OR ANY STARTUP IS A BIG CHALLENGE. YOU CAN'T CHANGE IT, YOU JUST NEED TO ACCEPT IT AND FIGHT.**”



DAY 4 DEBATE MODERATOR

ARI JONSSON

President, **Reykjavik University**

How are you/the organization you work for making an impact?

Reykjavik University is educating the innovators and leaders for the future, while making significant impact globally and locally through research, innovation and dissemination.

What is the most interesting aspect of your job/position/role?

Getting to work with smart innovative people on education, research, innovation and policy for the future.

What is the most important thing about sustainability in your opinion?

To give future generations the improved environment, society and economy that they can then further improve and provide to their descendants.

Who is your role model or someone you admire?

I have learned so much from so many great people throughout my life that I cannot single any out.

Any advice for future generations?

Continue the push for increased knowledge, entrepreneurship and innovation; those are the keys to improving lives and reaching sustainability.



DAY 4 SPEAKER

KATHERINE RICHARDSON

Professor & Sustainability Science Centre Leader, **University of Copenhagen**

How are you/the organization you work for making an impact?

The Sustainability Science Centre works to catalyse research and teaching from across the university that contributes to bringing society on a sustainable development (SD) trajectory. In addition, I spend much time communicating the SD challenge as well as advising companies and organisations regarding how they can contribute to SD.

What is the most interesting aspect of your job/position/role?

Meeting new people and being able to "look behind the scenes" and see that real change is beginning to occur.

What is the most important thing about sustainability in your opinion?

I do not consider sustainability as a specific state. Rather, sustainable development is a process through which society maximises the wellbeing that can be obtained with a minimum of pressure on the global environmental commons (climate and biodiversity). I think we should not talk about "solutions". They sound so final and leave the listener with the impression that "when we just have found this solution, we can sit back and life will return to business as usual"! In fact, we have lost our innocence. We know now that humans impact the environment at the global level and will, as a result, have to manage our impacts at the global level forever!

Who is your role model or someone you admire?

Jane Lubchenco: American marine ecologist who has balanced a family, a cutting edge science career and has contributed to policy as Director of National Oceanographic and Atmospheric Administration under President Obama.

Any advice for future generations?

Sustainable development is not a nice to have - it is a need to have. It is possible to achieve but only if we move from super-optimisation at the sector level to "system thinking".



DAY 4 SPEAKER

CHRIS LUEBKEMAN

Director for Global Foresight,
Research + Innovation, **Arup**

How are you/the organization you work for making an impact?

My personal focus is to help others realize there is no NORMAL and that we all carry the collective responsibility to live within the planetary boundaries.

Arup's focus is to 'shape a better world'! In order to do this, we have committed to aligning our entire business to / with the UN-s SDGs. We believe that collaboration is the best way to realize the changes we know need to happen.

What is the most interesting aspect of your job/position/role?

Being able to see the world for the past 20 years through the eyes of others and to share this.

What is the most important thing about sustainability in your opinion?

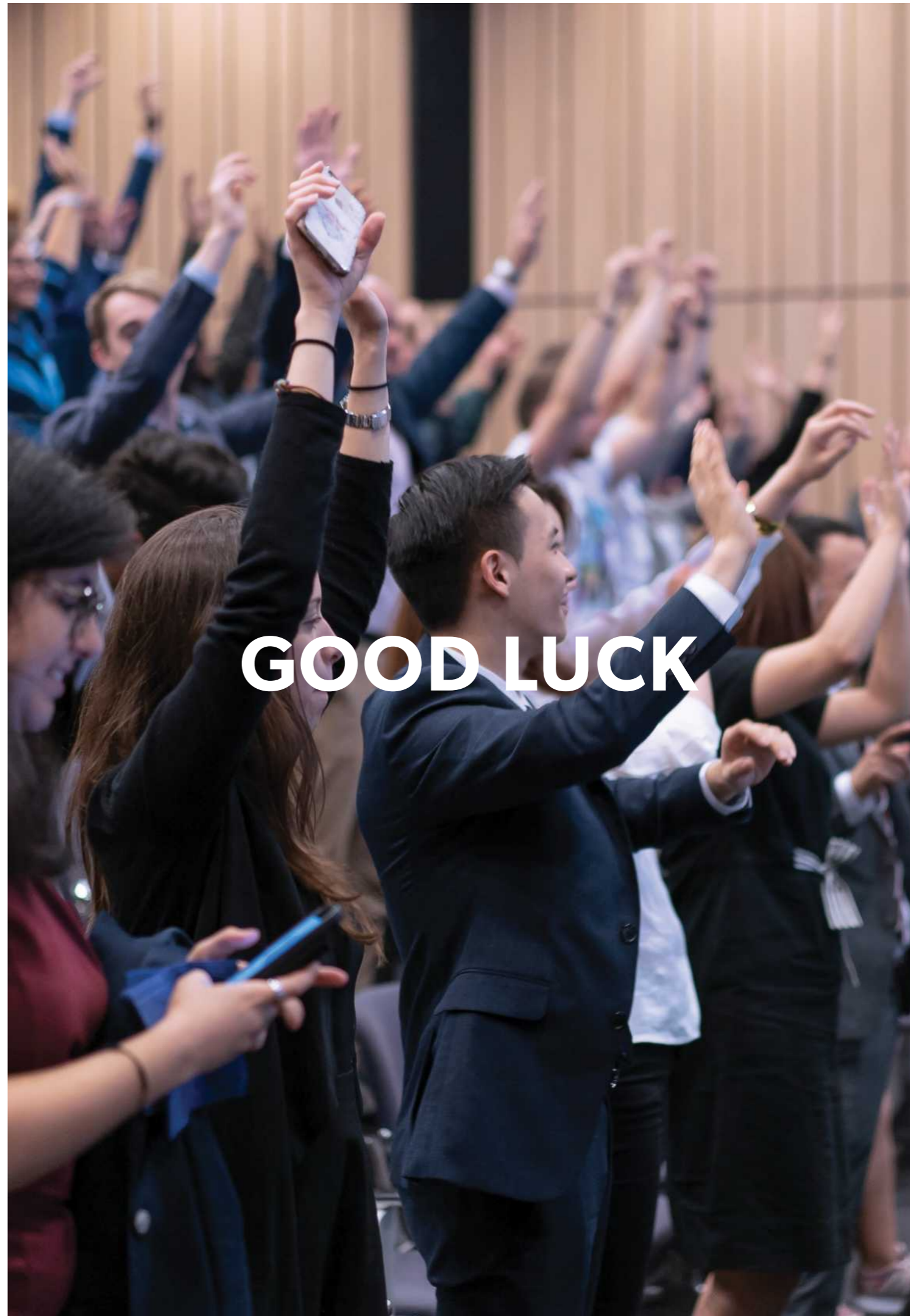
To talk less and do more.

Who is your role model or someone you admire?

George Washington Carver.

Any advice for future generations?

Don't wait.



GOOD LUCK



Photo: Keyvan Bamdej

“ YOU NEED TO TAKE SOME **CHANCES** IF YOU WANT TO **SUCCEED**.

Entrepreneur **Niels Fennet**,
Director and Founder of CABINN Hotels

Niels Fennet greets us at the entrance of his new hotel CABINN Copenhagen and you can tell right away that he's eager to talk about his hotels and the passion which has been the driving force for the past 30 years.

During the grand tour of the hotel, Niels, who is a former mechanical engineer, explains thoroughly about the design, concept and materials of the hotel while chatting with the construction workers as we pass them. The workers are busy meeting their deadline at the end of the year, and it is evident that nothing goes by Niels' nose and that there is a professional yet friendly relationship between the hotel founder and the people building the newest hotel in the chain CABINN Hotels.

When asked about how it all started and what motivates the long working hours, Niels says that "I've always had many ideas and the belief that everything is possible if you work hard and are willing to face hard times." In 1990, when the family Fennet boarded the ferry to Oslo, they expected to have

a relaxing vacation. Instead it turned out to be the start of a business adventure surrounding hotels. Inspired by the small cabins on the ferry, Niels decided to transfer the concept to hotels. It was his belief that guests did not care about big and fancy rooms, but would prefer a small and affordable room since it was only used to stay overnight. Together with his wife Lise Fennet, they embarked on a new journey. However, when the idea was realized in 1990, the world was not ready for it. Critics didn't believe in the concept. The first many years were a struggle to survive and keep motivated.

"The bank did not want to borrow me money to start the second hotel. They had a model that I was supposed to follow where I allowed investment companies take equity in my business. It's the only way, they said. However, when the ink was dry and the market had changed, they all ran from the agreement. Luckily, I was able to buy my stocks back. Today, the same bank has hired me twice to come and talk about entrepreneurship. I always tell the story and it is always causing great amusement among the employees."

CABINN Hotels is the first budget hotel chain in Denmark, and it is today the largest chain with a thought-out concept that has changed the way we think accommodation.

CABINN has existed for 28 years and is one of the most innovative companies in the hotel industry. In 2019, CABINN will have 4,300 rooms around the country and more on its way.



“ I THINK THAT PEOPLE ARE **TALKING TOO MUCH** ABOUT SUSTAINABILITY INSTEAD OF **ACTING**.

Now, people appreciate the concept. The trend is going towards minimalism and small rooms that people are able to afford. Niels' idea ended up becoming one of Denmark's largest hotel chains.

And if you ask Niels, he is glad that he is not starting a business in 2019.

“There are way too many rules and regulations that can kill a business before it's even established. It is a vicious circle because all the rules make way for different business hubs and consultants that are trying to help startups, and it has turned into a market with way too many players. Startups need counselling, and the different players need startups which as a result are keeping many startups artificially alive. A startup should be based on passion, drive and a great idea!”

“Many start a business because they want to sell it to the highest bidder. Where is the passion and the dream? My driving force was a crazy idea, and if it wasn't for my stubbornness and eagerness, I and CABINN Hotels would not have survived the years between '93 and '97”

How important are the SDGs when running a successful hotel chain like CABINN?

“Not many people know how to treat CO2. It's an abstract size. But everyone is talking about it. My background as a mechanical engineer has done that I'm always part of the building process, and to be honest, it makes sense to focus on sustainability. For instance, our electricity comes from

offshore wind farms in Oresund. It's the cheapest way, and luckily also the most sustainable way.”

Niels laughs and says “I think that people are talking too much about sustainability instead of acting. As a company, you can buy the right to call yourself “green”. There is no control, and for the most part it is a bit too easy to sign a piece of paper and talk about how sustainable you are. Our concept is sustainable - even before it was a buzzword. We do our part - and I'd rather spend the money on new initiatives than a piece of paper. We encourage all of our guests to sort their waste and we focus on sustainability when we build new hotels.”

Niels emphasizes the importance by adding: “There has been talk about placing the UN Live Building (red. A museum and gathering with focus on the SDGs) next to CABINN Copenhagen, and I've suggested to build it for them.”

Any advice for future entrepreneurs?

“They should live out their dream. Remember the passion and that it's hard work.” Niels continues, “I find it annoying that I've reached a high age, but what's the alternative? The young people that work for me motivate me to keep going. I'm going to die with my boots on!”

“I always tell entrepreneurs to focus on the goal, be stubborn and not let businessmen with money take over the dream! Business Angels is a very wrong name - as soon as they face adversity, they don't act as angels anymore.”

ECONOMIC

Ensure prosperous and fulfilling lives
in harmony with nature.



R8TECH

Tallinn University of Technology (TalTech)

Estonia

Web-based AI-driven HVAC optimizing software for real estate managers and operators.



BIOSEATECH (BST)

University of Trás-os-Montes e Alto Douro (UTAD)

Portugal

Industrial production of Salicornia and their transformations, without sodium chloride.



SANDCASTLES

UNIVERSITEIT
STELLENBOSCH
UNIVERSITY
University of Stellenbosch

100
THE 2020
South Africa

Sandcastles is developing a housing solution for informal settlements of South Africa, curbing the spread of fire, improving hygiene and ameliorating the housing crisis.



BLUE LOBSTER

Copenhagen Business School

Denmark

Blue Lobster empowers small-scale fishermen to sell directly to local consumers.



NUFUUDS

Queens University

Canada

Nüdel makes the foods we love better by infusing algae into staple foods; creating convenient, delicious, and nutrient rich meals.



SDU EAGLES

University of Southern Denmark

Denmark

Developing a highly efficient, autonomous flying platform to perform humanitarian aid deliveries.



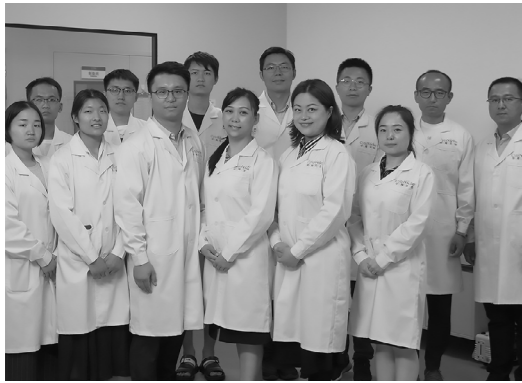


CNEO

University of Medicine and Pharmacy

Romania

Remote Kinetotherapy with Worldwide Online Monitoring.



CYTONICHE

Tsinghua University

China

CytoNiche specializes in manufacturing high quality 3D microtissues for augmented regenerative therapy.



AMAPRO

RWTH Aachen University

Germany

Empowering people to sustainably manufacture affordable prostheses for everyone.



NEJO

Catholic University of Bukavu

Democratic Republic of Congo

An air flight taxi that reduces CO2 emission and time consumption.



ENVIRONMENTAL

Protect our planet's natural resources and climate for future generations.





AC BIODE

The University of Cambridge

United Kingdom

The first-ever standalone AC (Alternating Current) battery by "Biode".



LUPINTA

Malmö University

Sweden

A new, innovative alternative for soy-based food products.



GROWBOX

Worcester Polytechnic Institute

United States

We are creating the next revolution in the agricultural industry with a more sustainable, healthier and more transparent food production system.



RE-LEAF

Taras Shevchenko National University of Kyiv & Kyiv National University of Construction and Architecture

Ukraine

We offer patented, environmentally friendly, renewable raw materials - the leaves fall as an analogue of wood. Our technology allows you to make paper and save forests from felling.



MOTORECYCLE

Karlsruher Institut für Technologie

Germany

MotorCycle reuses old two-wheeled vehicles by converting them to electric drive in order to offer an opportunity to enter electromobility with reduced waste.



GREEN TIME

Hebei University

China

With the purpose of purifying and improving indoor air, the company takes the photocatalyst developed by itself as the core technology to create a series of photocatalyst products with high efficiency.





PEAK COFFEE PROCESSING

North Carolina State University

United States

We invented a system to filter coffee wastewater into clean water and fertilizer.



RECYCOAL

RWTH Aachen University

Germany

Making green charcoal from agricultural waste.



AQUACUBES

Christian-Albrechts-University of Kiel & Stockholm Business School

Germany & Sweden

Aquacubes enables everyone to grow their own fresh fish in their backyard.



ORGANYCLEAN

Beirut Arab University

Lebanon

Green and sustainable cleaning hygiene products, by using natural's power resources instead of using bad chemicals.



HEALTH

Ensure healthy lives and promote well-being for all at all ages.





CHECKUP-COGNITIVE HEALTHCARE PLATFORM

Technical University of Kosice
Slovakia

Providing the highest quality of healthcare for everyone by using cutting-edge technologies.



PARAGIT SOLUTIONS

Technical University of Denmark
Denmark

A new wearable diagnostic sleeve combined with machine learning software for quantification of Parkinson's symptoms.



MACGLAS

Cork Institute of Technology
Ireland

A novel vision aid for the western worlds leading cause of blindness - Macular Degeneration.



DIANOX

IT University of Copenhagen
Denmark

1 billion people are vitamin D deficient. Our mission is to reduce this number to zero.



VISIONARY LABS

Technical University Cluj-Napoca
Romania

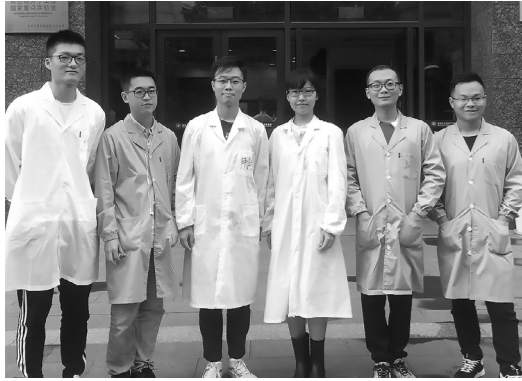
Insight about your Eyesight.



LIGENCE

Lithuanian University of Health Sciences
Lithuania

Ligence is developing an automated 2D echocardiography software to help clinicians save time with AI.



SILK JOINT

Fudan University

China

We are the global exclusive silk protein artificial bone and ligament consumables manufacturer.



VIOBAC

University of Copenhagen

Denmark

Preventing catheter associated urinary tract infections with UVC light.

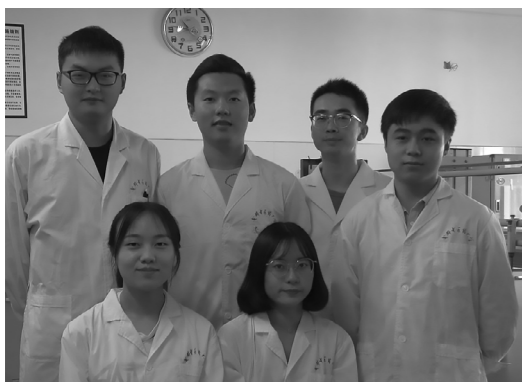


LOGY.AI

Indian Institute of Technology (IIT)

India

Artificial intelligence in diagnosis of diseases.

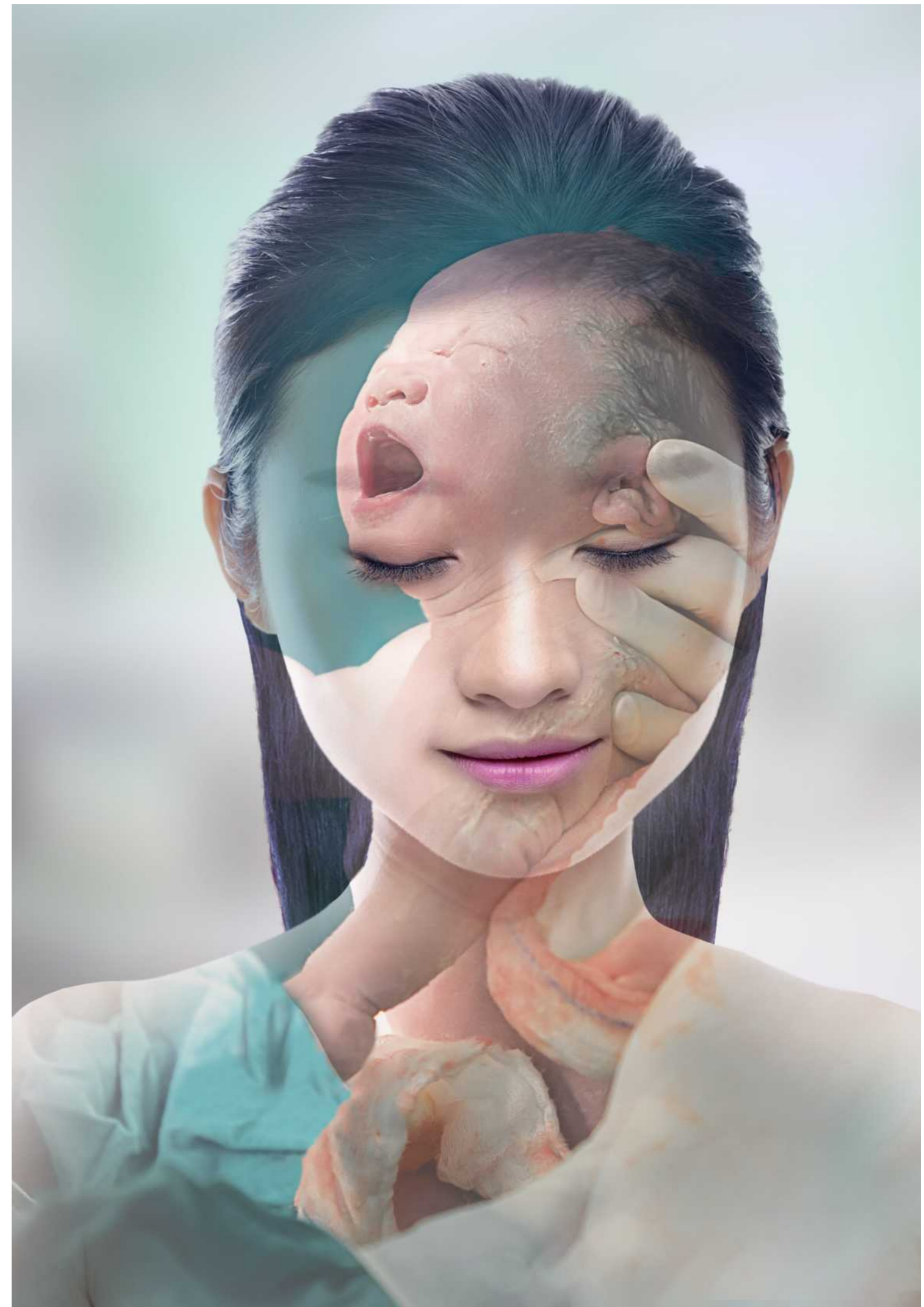


OWN THE FUTURE

Chengdu University of Traditional Chinese Medicine

China

We are a technology company that specializes in the development, preparation and application of graphene, combined with Internet+and Smart.



SOCIAL

Foster peaceful, just and inclusive societies by ending poverty and hunger in all forms, ensuring dignity and equality.





ELEVATE

University of Waterloo

Canada

Elevate is a game based E-Platform that empowers individuals with cognitive disabilities to become active members of society.



HEALTH-BRIDGE

University of Toronto York

Canada

We tackle the language barrier in health care using technology.



OLIVE BRANCH

Brandeis University

United States

Olive Branch Pictures is a media platform engaging in conflict resolution using collaborative animated storytelling.



SECONDLIGHT

RWTH Aachen University

Germany

We give candles a second light by recycling old candle wax while giving people with disabilities an inspiring task.



SOUNCE

Kharkiv National University of Radio Electronics

Ukraine

"Sounce" is an application that is intended to translate from the language of the deaf-and-mute into English.



MEDEERS

Superior University

Pakistan

Galvanicon is a device to detect emotions of fully paralyzed & disabled people who are not able to communicate.





URBAN FOOD NETWORK

Marquette University, United States

United States

Promoting sustainable cities with organic, Non-GMO, healthy produce, grown right in your city by neighbors who care.



MEDIFIED

Tampere University

Finland

We are transforming depression treatment with dynamic monitoring software for healthcare professionals.



ENTRICENERGY

University of St. Thomas

United States

Entric is a rural electrification and mini-grid company with a mission to provide cost effective, clean and reliable electricity to unserved and underserved communities in Nigeria and other sub-Saharan Africa countries.



AGILECARE SOLUTIONS

Michigan State University

United States

At AgileCare we're building mobile software solutions that bring connectivity, community, and care to the senior home health industry.





NORDIC
HEALTH TECH
TALENTS

Nordic HealthTech Talents is a development program providing 10 selected startups with business and leadership training. It's a community that shares and inspires the innovation of HealthTech in the Nordics.

Stay connected:
www.venturecup.dk/nhtt

STARTUP MENTORS

The goal for Startup Mentors is to support the university founders grow their startup business in collaboration with a specific mentor for 6 months while working on challenges that they identify together. We host 6 events annually around the country, where all of mentors and startups can meet.

The program and the events are free for both university startups and mentors. If you are looking to mentor a startup or you are a startup looking for a mentor, don't miss the opportunity to attend the Startup Mentors events.



Klaus B. Pedersen

Co-founder,
Too Good To Go

"Our participation in Startup Mentors taught us how to pitch and how to talk to investors. More than that it connected us to a great network that we have benefitted from. It was a fun program to be part of and we would definitely recommend it to new start ups."



Henrik Harboe

Medical Doctor,
Medical Business Advice A/S

"To participate in Startup Mentors is really interesting for me as a mentor, because I get to know a lot of passionate people with some extremely early, but very clever ideas. That to me is very exciting. Also to track where they are going."

Learn more about the program and events:
www.venturecup.dk/startup-mentors



VENTURE CUP
DENMARK



“

VENTURE CUP WORKS WITH
INTERNATIONAL UNIVERSITIES,
ACCELERATORS AND INCUBATORS
TO IDENTIFY, BENCHMARK AND
DEVELOP THE **TALENTS** AND
TECHNOLOGY OF TOMORROW.

Venture Cup Denmark is an association of the Danish universities. We work to promote and showcase entrepreneurship among university students, and help eliminate the gap between the academic world and the business community.

A pioneer in the field, Venture Cup was founded in 2000 as one of the first entrepreneurial organisations in the country. We host national startup competitions, run Scandinavia's largest Startup Mentors program for university students powered by Hempel Foundation, the program

Nordic HealthTech Talents with the support of Novo Nordisk Foundation and University Startup World Cup with teams from all over the world.

Venture Cup works together with international universities, accelerators and incubators to identify, benchmark and develop the talents and technology of tomorrow. The organisation represents a primary source of inspiration through education and conveying knowledge to promote entrepreneurship. The aim is to inspire and motivate the youth in entrepreneurship and innovation!

China
2020/2021

U C
S H
W I
C N
A

Hosted by Venture Cup
China, powered by Venture
Cup Denmark

For the next two years, Venture Cup China will host the University Startup World Cup with support from local partners and regional government in China.

Venture Cup China was established after Chinese participation in the University Startup World Cup years ago, and they have been a strong country partner ever since.

Venture Cup Denmark will be right by their side and bring Danish startups to the World Cup to learn about the Chinese ecosystem and become part of a truly global network.

Stay updated here
www.venturecup.dk/uswc



THANK YOU

BROUGHT TO YOU BY



EVENT SPONSORS



www.venturecup.dk/uswc
www.facebook.com/universitystartupworldcup
www.facebook.com/venturecup
www.twitter.com/venturecupdk
www.linkedin.com/company/venture-cup-dk
www.instagram.com/venturecupdk

Morten Ugelvig Andersen - CEO of Venture Cup
 Suzana Barbosa - USWC Project Manager
 Tine Risbæk Jensen - Communications Manager
 Marin Borovic - Graphic Designer
 Josefine Søndergaard - USWC Project Coordinator
 Alisa Hellelose-Hansen - USWC Project Coordinator



VENTURE CUP
DENMARK



*We do not inherit the earth from our ancestors,
we borrow it from our children.*

Native American proverb