

# IT-Growthhouse, Copenhagen



# Where and why?

- <http://www.wired.com/wiredscience/2009/08/multitasking/>
- [Googlemap](#)
- On top at the IT-University
- Copenhagen
- 2 km to the center
- 12 minutes to the Airport
- 45 minutes to Sweden
- 2 hours to Amsterdam
- Public transportation
- Biking
- Parking
- food - cantina

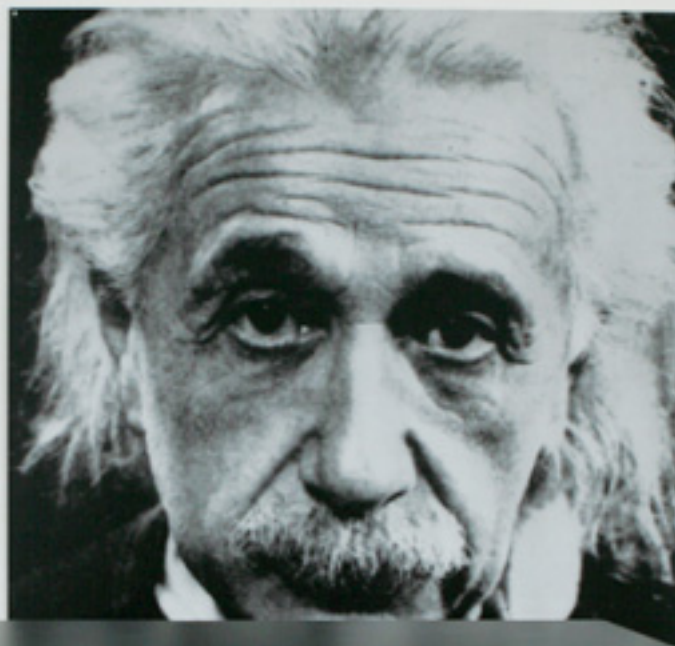


# 40-50 Companies making software

- Approximately 4 movings a month
  - 2 new
  - 2 intern movements
- Mobile apps, games, datamining, health software, design, databases
- 1791 netto m2 the actual rooms
- 2782 brutto m2 kitchens, meeting rooms etc.

*Imagination is more important  
than knowledge.*

*Albert Einstein*



# Renting conditions

- One rent
  - 12m2 cost 564 Euro ex. Vat 25 % Market price
  - 24m2 cost 1128 Euro etc..
  - The state support with one million Euro
- No rules – no complaining about breaking them
- No screening other than “Software?”
- Nobody saw Skype, Moviestarplanet, Daintel etc.
- Access to capital, meetings. Etc



# What you get for your rent?

All it takes to create business

- Access to meeting rooms with internet access and projector
- Canteen (possibility of account system, for convenience and tax) and
- 2 external projector to take along to customers
- Free parking
- Access to multi-printer
- Cleaning
- Internet (10 GB)
- Power and heat
- IT support for setting up infrastructure
- Bicycle storage
- Massage Chair
- coffee and tea, Espresso machine and high quality tea and coffee
- Kitchens
- Mail and package service
- Reception
- Døgnvagt
- Newspaper (the danish financial times)
- Close access to the IT-University Facilities
- General Manager



# We are all competitors

- Competition – all over the world
  - Countries, Cities, Districts, People
  - Half off the jobs in Denmark did not exist 10 years ago
- **Blue Ocean / Red ocean**
- Ipad – blue Ocean
- ”ægget – the Egg” 50 years in the Blue Ocean
- Incubators works in the blue ocean
- Put academics in normal companies and boost business
- **Denmark has been in the red Ocean in ten years that is why our export is so low....compared to other in EU**
- **Example building industry**
  - Buildings – COP15 a catastrophe
  - Cheap labour (East workers – no law demands)



# How an incubator can become a catalyst for economic development

- English is the main language
  - The world is the main market
  - Access to risk capital does not exist in Denmark, maybe in Holland
  - Hockey stick – Software - don't wait for USA
  - The state as a strong role in creating private Business

- <http://www.youtube.com/watch?v=iWi-MfUFX8>

- [Christiania](#) - [Anniversery](#)



# Women and how we live, is the new Innovation source – the past is very fast the past

- 24 years old women student “ I could imagine having kids with 3 different men
- 21 year old women “I am not into relationships, I rather have a lover a month or 2”
- 80-90 % of women is getting a higher education - 50 % of the men get one
- The men stay in the small villages and are importing women from east and third world countries - the rotten banana a geographical outskirts in Denmark
- The women goes urban, and have to share the men, that are, because they don't marry down...
- The urban style 2-3 divorces and kids with them all. Both men and women
- 70 % of all divorces is wanted by women
- Forgiveness, acceptance and inclusion is the new key words when getting a divorce.
- 80 % is still living the “normal” 2 working people with 2 kids model

# Thank you for your time and...

- You are always welcome at 5te
- If you need a place to stay, work, have a meeting or make business
- There is free coffee☺
- Just send me a mail
- [david@5te.dk](mailto:david@5te.dk)
- David Stray  
Jørgensen

