



CO-WORKING SPACES IN STOCKHOLM

AN OVERVIEW OF FIVE CO-WORKING SPACES

Investing in your future



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The Capital of Scandinavia

STOCKHOLM SCIENCE CITY
FOUNDATION 

Author: Ola Björkman, Let 'em know
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Preface

Co-working spaces, where start-ups can rent office space and be part of a community of companies sharing values, challenges and/or target audiences is a rapidly growing movement. The need for arenas where like-minded can work independently but together seems huge. And no wonder really, in an era where industry after industry is being transformed by entrepreneurs driving development in collaboration with big actors, physical meetings with peers and clients is a must.

In this report, we provide an overview of co-working spaces as a phenomenon, and goes into further detail with five of them: Embassy, H2 Health Hub, Norrsken, SUP46 and THINGS, all based in Stockholm. These five office facilities address different types of companies, and have different agendas. However, it is the similarities that strikes me most. The members of all of these facilities have many things in common, both when it comes to challenges and success factors.

I hope you will find this report valuable reading. If you wish to discuss further, don't hesitate to get in touch with me or my colleagues at the Stockholm Science City Foundation.

Ylva Williams, CEO Stockholm Science City

Introduction and methods

Co-working spaces where start-ups can rent office space and be part of a community of similar companies is a rapidly growing movement. This report aims at describing this phenomenon and how five co-working spaces in Stockholm operate. Interviews were conducted with the management of each co-working space and two of each co-working space's members in November 2017. The co-working spaces included in this report are shown in the table.

Co-working space	Sector/member's focus
Embassy	Augmented/virtual reality, gaming, smart cities & AI, digital platforms, media tech
H2 Health Hub	Health tech/digital health companies
Norrskan	For-profit and non-profit organizations likely to exert a positive impact on society
SUP46	Fast growing tech start-ups
THINGS	Start-ups with hardware related solutions



Co-working spaces

What is it and for whom?

A co-working space is an office facility that differs from an ordinary office hotel in several ways. While an office hotel offers office space with basic, “plug-in” services such as Wi-Fi, cleaning and access to printers etc., co-working spaces as described in this report also offer value added functions specifically meeting the typical needs of start-up companies.

Common features of the five co-working spaces visited comprise the following:

Start-up community

Start-up companies share similar challenges and by sitting together and getting to know each other, they can share experiences, strategic approaches, network and knowledge in general. Thereby, mistakes can be avoided, best practices can be applied, and the entrepreneurs can grow their companies more effectively through the different phases of development. Furthermore, the start-up community commonly encompass an atmosphere where the entrepreneurs are inspired by other’s success and show each other compassion in tough times.

Sector focus

Companies belonging to the same industry or technology sector often share the same challenges and can learn from other companies in the community e.g. when it comes to special knowledge or skills that others have acquired. Four of the co-working spaces have a clear sector focus while one, SUP46, accept members from a broader range of sectors.

Access to networks

One of the tasks for the management of a co-working space is to assist their start-ups with access to contacts with investors, industry partners and service providers. Such support will save time for the entrepreneur, help improve the quality of the search and may result in significant progress for the company, such as finding an investor, which wouldn’t have happened otherwise. In some cases, service providers rent office space within the facility thus providing access to their services on site.

Home to events and seminars

The co-working space typically arranges industry-focused seminars including opportunities for networking for the benefit of its members. These seminars and the mix of innovative, start-up companies also attract industry partners from same sector who see opportunities for developing collaboration and to take part in the continuing learning process within the industry sector. Arranging events also constitute a valuable tool for developing the brand and to establish the co-working space as an arena for exchanging ideas, entrepreneurship, networking and collaboration.

Flexibility

Start-ups often have great ambitions to grow quickly but the timing for when they need more space is difficult to predict. A co-working space offers companies the opportunity to rent office space for a limited time and their lease contracts are usually of relatively short duration. As members grow and leave the space, new companies can be offered membership. The flexibility offered when it comes to how big space a start-up company needs for the moment is greatly valued by them.

Industry members

Industry members contribute experience, network and industry knowledge of excellent value for the member community. Conversely, industry members can interact with the start-ups and explore new ideas and technological solutions, thereby keeping abreast with what is going on in the technological forefront or find a collaboration partner.

Global ambitions

Three of the co-workings spaces express a clear desire for international expansion and/or outreach. Embassy is already established in Hongkong and has strong connections with Metro Atlanta Chamber of Commerce in Georgia, USA where Embassy operates a go-to-market package for Swedish companies. Norrskan is exploring opportunities to open outside Sweden including Africa. SUP46 has non-Swedish members and work in partnership with others to empower Nordic start-ups looking to enter new markets and to market Nordics as a startup region to local media, investors and other stakeholders.

Success factors

All interviewees put one mission first, namely to provide the service, support and access to networks that their members need to grow their businesses in the best viable way, as the most prominent success factor for operating the co-working space. For more details, see common features above.

Challenges

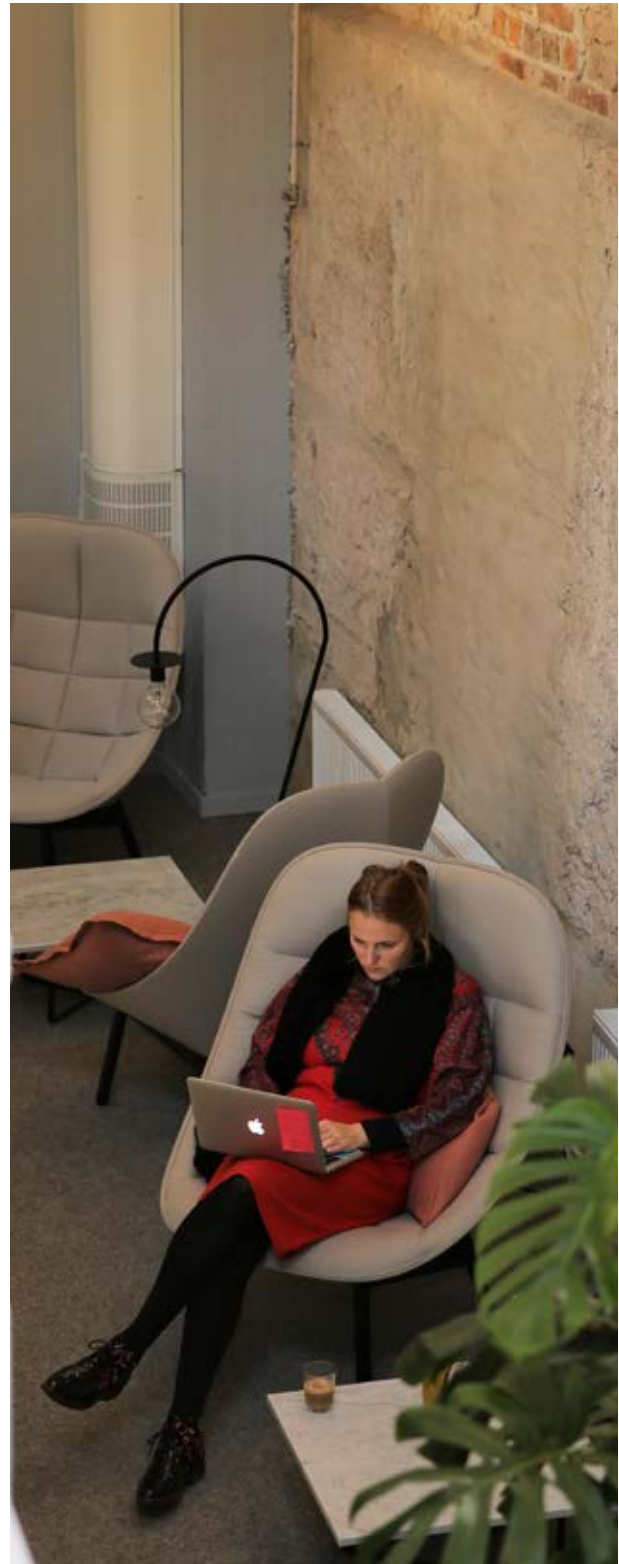
Common

All five co-working spaces are operated as private companies (at Norrskan with a foundation behind) and as such, the fees for rent, sponsorships, hosting seminars etc. must balance the operating costs. A challenge shared by most co-working spaces is to manage the financing as illustrated by the following points:

- Flexibility for renting more space as the company grows constitutes an important component of what the co-working space offers. While duration of the contract between the company and the co-working space is usually short-term, the co-working space needs to sign long-term rental agreements with the landlord and pay deposition. This can mean issues with cashflow.
- Cashflow problems can also emerge if one of the larger companies leaves the space and the resultant empty space is not filled soon enough.

Critical mass, i.e. to reach a certain size in terms of number of start-ups in the co-working space will help to overcome these challenges.

The phenomenon co-working space as described here is rather new also for real estate companies. There are good arguments that the presence of a co-working space with its start-up community attracting interest from investors





and companies can create value for the entire neighborhood. This potential win-win situation may pave the way for a discussion with real estate companies regarding their business models and principles for rental agreements, i.e. introducing a risk-sharing model.

Another challenge is to maintain contact with companies leaving the co-working space. Some maintain contacts with them through alumni membership but contacts are often only sporadic since their new office space is not geographically close. Therefore, to offer companies leaving the co-working space the possibility to rent space next door would be beneficial.

Sector specific

Although most companies renting at the co-working space are start-ups, there are major differences between sectors when it comes to inherited prerequisites for development of products or services. For example and without going too much into details, both hard-ware related developments (companies at Things) and solutions within Health tech/digital health (companies at H2 Health Hub) are complex to develop and the duration of both development times and the time it takes for customers to embrace new solutions are long.

The following pages provide profiles of the five co-working spaces included in the project.

Embassy

Member's focus: Augmented/virtual reality, gaming, smart cities & AI, digital platforms and media tech.

Less than 15 months after the inauguration at Tegelbacken, Embassy is home to more than 100 start-up companies (including start-ups at Folkungagatan). Embassy rents their two facilities on a specially tailored contract, the reason being that both have been empty for 1-2 years. At Embassy, members rent their own office with space for a few up to 25 employees. The interior is characterized by long corridors but there is also a rather large open space used for meetings, coffee or lunch.

Management functions include a community manager, a hospitality manager, two working on business development and the founder, Anders Nilsson, who manages partnerships and networks, also with foreign actors.

Embassy is primarily intended for companies within 5 so called verticals, see fact box. Since there are bridges and links between them, as a group, they constitute a critical mass with key competences but also shared needs for analyzing where the market is going globally. Embassy is also home to service companies providing both general business services such as accounting or webservices and sector-specific service providers. To accept such companies as members is part of the strategy.

Embassy doesn't use special criteria for accepting companies interested in renting. Instead, by showing the facility and introducing the company to existing tenants and in dialogue talk through the benefits of renting, a consensus view on whether to rent or not is usually reached. Current member companies typically started their journey 1-4 years ago and have anywhere from a few employees to 25-30.

Address:

Tegelbacken 4A and Folkungagatan 44.

Initiative and starting year

Anders Nilsson, founder & partners, Jan Olof Hersler, co-founder and Michael Werner, co-founder. Opened in Sept. 2016 (Tegelbacken) and in Feb. 2017 (Folkungagatan 44).

Owner

Privately owned by the founders.

Landlords

Tegelbacken: Skanska, Folkungagatan: Vasakronan.

Number of employees

7.

Member companies

Start-ups belonging to a vertical, either: Augmented/virtual reality, gaming, smart cities & AI, digital platforms and media tech.

Number of members

100+ companies, 60% of them at Folkungagatan, 40% at Tegelbacken. Prognosis: 70/30 from Jan. 2018.

Membership fees

Companies pay rent, membership is included. Smallest office runs at 5,000 SEK/months.

Industry partners

Are accepted if they can contribute value to member companies.

Incubator

Yes, STING operates an incubator program with focus on gaming.

Events

Meetups every second week and numerous events.

Other characteristics

Satellite operations in Hongkong and close links with Georgia, USA.

www.embassy.house

Embassy offers their members access to partners for expertise and quality business support. A preferred industry partner is prepared to share its expertise with the start-ups and engage with them. So called meet-ups are arranged on average every two weeks. The events are generally focused on one of the verticals, e.g. virtual reality.

What is behind the attraction and rapid growth of Embassy? Affordable office space, that office space with a door to close is provided and the community as such tops the list. From a strategic point of view, it is the focus on 5 verticals, the selection of partners that can provide knowledge, the way Embassy works in a synergistic manner with business intelligence and Embassy's role as a contact broker, providing access to investors.

But there are challenges too. Two conflicting goals are behind a challenging dilemma, namely to offer start-ups monthly rent and flexibility at the same time as Embassy must rent the space from the real estate company on a quarterly basis and pay deposition. It is a hope that the real estate sector will see the value of having ventures like Embassy as tenants and that they will consider new business models including risk-sharing.

Embassy is also established in Hongkong where one experienced person can assist Swedish companies to find e.g. subcontractors. One in management in Stockholm is an American with links to Metro Atlanta Chamber of Commerce, Georgia. Embassy operates a go-to-market package including market research and arranging business meetings for Swedish companies.



We particularly appreciate that we have space enough to use large tables and that we can work undisturbed and lock the door when we leave in the evening. We also benefit from the fact that there are companies here working in other segments with challenges similar to ours. A discussion over coffee with them can be very awarding and sometimes lead to solving a problem. In the current phase of the company's growth, we have found it to be cost-effective for us to rent space at Embassy.

Jonas Bohman, CEO at Mindconnect
www.mindconnect.se



We have had immense help from other members at Embassy during the building-up phase of Mission IX. It seems that whatever we needed, be it a sound-track developer, and expert within social media or something else, we found a partner among the versatile community of competences in the house, I believe that we are an important asset for Embassy too since we can open our doors and offer our expertise and platforms to both other members at Embassy and innovators from the outside who want to explore how VR can potentially be used for the applications they have in mind.

Jonathan Tiedtke, CTO and founder of Mission IX
beta.missionix.com

H2 Health Hub

Member's focus: Health tech/digital health companies.

H2 Health Hub (H2) is a co-working & meeting place for the health tech community in Stockholm. A large, designed lounge area accommodating 120 people welcomes visitors. The facilities behind the lounge area offers 65 work places and meeting rooms for use by members and partners. A small team with 2 employees plus one consultant takes care of everything from strategic issues to facility and hospitality management and coordination.

Start-ups interested in renting at H2 are interviewed and only those who meet certain criteria, i.e. their focus should be on health- or healthcare related solutions with ambitious business goals. The maturity of the members ranges from early startup with seed-funding to companies with paying customers. When they have grown to a 15+ employee company, their space should be made available for new start-ups.

Industry partners include 4 of the world's largest pharmaceutical companies but also other companies with an intention to build competence and grow within digital health. Strategic partners include Stockholm Science City Foundation, Stockholm County Council and STING.

Seminars are arranged on a regular basis, (average 1,5 per week) by members, industry partners or external parties. This has positioned H2 as an established arena for such meetings in Stockholm.

Success factors behind the growth of H2 include:

- A community with an attitude in support of interaction, sharing and collaboration. One third of new members come in through recommendation.

Address

Hälsingegatan 45.

Initiative and starting year

Paul Beatus/SSCI took the initiative. Inaugurated in March, 2016.

Owner

Privately owned by Paul Beatus and Ola Cornelius. STING has a minority post.

Landlord

Atrium Ljungberg.

Number of employees

2 + one consultant.

Member companies

Mainly digital health startups.

Number of members

34 (85 individuals).

Membership fees

Ranges from 1.000 SEK (lounge space) to 4.000 SEK/month (full service) per person.

Industry partners

Yes, pharma and other companies with a logical link to the digital health space.

Strategic partners

Stockholm Science City Foundation, Stockholm County Council and STING.

Incubator

Yes, STING operates an incubator program.

Events

About 6 events per month arranged by H2, partners or external bodies.

Other characteristics

Located in the heart of Hagastaden and the growing, life science community.

www.h2healthhub.com

- The function of the lounge area for seminars but also for spontaneous meetings
- Digital health is an area getting a lot of attention
- A strong group of industry partners provide both legitimacy and income
- The location in the heart of Hagastaden
- Co-branding for the benefit of H2, members and industry partners

On the wish list is a possibility to expand to more space so that companies who have grown beyond the size of a start-up, can move to a neighboring office and still stay within the community.

Another development that has helped is the opening of the commuter train station at Odenplan only 5 minutes away. H2 has thereby become more accessible for everyone from Uppsala in the north to Flemingsberg and Södertälje in the south.

There are challenges too. To maintain a stable income from renting out office space while at the same time offer flexibility for members when it comes to rental agreement are two conflicting goals. Thus, replacing one of the larger companies that will leave with new companies soon enough for maintaining a positive cashflow is a true challenge. Another challenge associated with the relatively small operation is to have enough management resources for meeting ambitions to serve member companies even better.

H2 is still a young venture but some international connections have been developed. Through collaboration with Vertical – The Health Accelerator in Helsinki, members at H2 can utilize their soft-landing facility. H2 receive a number of international delegations and through these contacts, future collaborations are possible.



I have seen H2 grow in terms of the number of members and the diversity of companies. I would say that today, sharing ideas and getting advice from the other members has become indispensable. This also goes for the industry members with an ear towards the market and the increasingly expanding network of medical staff, investors, experts within key technology areas, trade press, other stakeholders and, not least, politicians attending events and engaging in the networking afterwards. The expanding network and the events arranged at H2 has been a real success.

Glenn Bilby, CEO and founder of Qinematic, one of the first members of H2
www.qinematic.com



One year ago we were 4, now we are 14 employees. As a member of H2, we could expand our space here step by step, a flexibility we would not expect through renting an office from a traditional landlord. This way, we have been able to keep our focus on the business and we have probably saved money too. For us, H2 is ideal for interactions with customers. The industry partners are our main customers and we continuously have spontaneous meetings with established and potential customers just by being here. Another major value for us is that H2 is already well known among our customers so we benefit from the co-branding.

Anna Omstedt-Lindgren, CEO at Meduniverse
www.meduniverse.com

Norrskan

Member's focus: For-profit and non-profit organizations likely to exert a positive impact on society.

Norrskan resides in an old building which used to be a garage for streetcars. This gives the facility a special atmosphere with its red brick walls. Most of the space is open with a mix of regular open office space, a large kitchen, silence zones, meeting rooms on level 2 and more unconventional space for offices such as groups of sofas and coffee tables. Management describes the facility as something in between being at home and at the office. You can even bring your dog and it is open 24/7. Members have their own safety box for storage of their working tools along the corridor inside the secured entrance.

Unlike the other co-working spaces covered, Norrskan actively invest in promising companies through their Founders Fund AB. They are constantly searching for more innovations for investment.

Stockholmsnorrskenet AB operates the facility. Being a fast-growing start-up themselves, they have developed their services step by step with an open attitude to learn from others. The management actively support the companies in numerous ways. They constantly explore what it would take to help the companies to grow even faster by providing them what they call "rocket fuel". An analysis is ongoing to describe how existing members cluster in various categories with the goal to understand how synergies can be used in an even better way.

Norrskan is a non-religious, non-partisan, non-profit foundation with a strong belief in Effective Altruism. They preferentially accept tech companies with a potential to contribute to a better world as tenants and in some cases, they also invest in them. Tenants should in some way contribute to meeting one or several of the 17 sustainability goals. There is a mix of companies with respect to maturity. Some are early start-up, some more mature and some are service companies, an important category for a functioning eco-system.

Address

Birger Jarlsgatan 57 c.

Initiative and starting year

Norrskan Foundation was founded in June/July 2016 by Niklas Adalberth, one of the founders of Klarna. Norrskan is a non-religious, non-partisan, non-profit Foundation with a strong belief in Effective Altruism. The foundation supports and invests in both for-profit businesses and non-profit organizations believed to exert a positive impact on society. The facility opened in January 2017.

Owner

Norrskan Foundation.

Landlord

Balder.

Number of employees

16 employees in the Foundation and with additional personnel in 2 companies, the total is 35.

Member companies

Any tech start-up who either can inspire the other companies or who's mission is in line with the overall philosophy for Norrskan, namely to contribute to a better world. The latter category is offered discounted rent.

Number of members

120 member companies employing a total of 340 individuals.

Membership fees

6.000 SEK/month per person.

Industry partners

Norrskan does not have industry partners but instead sponsors. Many of them are service providers to Norrskan.

Incubator

No incubator activities yet but the organisation is currently exploring possible partnerships.

Events

Events are arranged by Norrskan, their members and also by external bodies.

Other characteristics

Ambitions to grow by opening facilities outside Sweden.

www.norrskanfoundation.org

Events are arranged on a regular basis with seminars on topics relevant for members. New members are introduced at monthly breakfasts and at bi-weekly Friday after work sessions, Alumni companies usually attend.

Norrskan is a co-working space with a strong vision to empower their members to become more successful by being part of a community with entrepreneurs sharing the same values and ambitions to do good. What it boils down to is to provide support tailored to the needs of the member in the growth phase it is in. This way, the company's entire focus can be put on

growing the company faster, improving their competitive edge thereby resolving the society problem they have set up for themselves to fix. The overall success of Norrskan is measured by how many lives Norrskan has contributed to saving through supporting the companies renting space there.

Norrskan has an ambition to grow internationally and they are currently exploring opportunities in other countries and continents including Africa.



There is a positive "helping each other out" culture among the companies here at Norrskan and I have found that trust between the companies comes very natural, I think that there are a couple of reasons for this. The community consists of like-minded people sharing the same values and a vision to contribute to a better world and then, it is rewarding to see others succeed. Also, the leadership at Norrskan is a positive force maintaining a constant dialogue with the member companies and they encourage contact between members and others for sharing of ideas or for exploring opportunities for collaborations.

Eliza Küçükaslan, Deputy CEO at Klarity
www.klarity.org



Norrskan is a very special place that is important for our company's development. The most important value we get from the membership is that the community consists of people with a shared vision to contribute to a better world. That alone gives us tremendous energy and helps us progress our company towards our rather ambitious goals. The central location making it easy to get here and to meet our customers, access to meeting rooms, the flexibility provided when it comes to adding a team member – and of course that there is never far to the coffee machine are other important assets here.

Kristian Rönn, CEO at Normative.
www.normative.io

SUP46

Member's focus: Tech startups with global ambitions.

Directly inside the doors of SUP46, a visitor enters the Start Up Café by SUP46, a café environment welcoming anyone to use for free for a few hours of work or to just have a cup of coffee. The member area is located inside the Café with a mix of open office space with room for 220, event space, phone booth, kitchen, lunch room and meeting rooms named to illustrate what is going on in the facility like Invest, Equity and Hack.

SUP46's mission is to help companies succeed faster through access to an extensive network & ecosystem providing fundraising, support for recruitment, international expansion and PR & Marketing. Companies eligible as members are tech startups developing a scalable business with large market potential and global ambitions. Startups receive a results-based membership that spans for a maximum of 18 months. Their maturity ranging from seed stage to post-Series A. The vision for SUP46 is that their startup members will become global game-changers.

The list of partners, sponsors and mentor companies include companies with strong brands including Schipstedt Growth, Microsoft, Cisco, Truecaller, Tictail and iZettle.

Benefits for all memberships (in addition to work space) include 1) strong global network with high-profile entrepreneurs, advisors & industry experts, 2) active matchmaking to investors all over the Nordics & Europe, 3) hands-on help with recruitment via both job fairs and their own job platforms, 4) PR/marketing support and exposure through SUP46's digital channels, 5) access to partner hubs in Europe and the USA to help with international expansion, 6) regular internal events, workshops and knowledge sharing sessions, 7) access to plenty of free credits/hours with in-cloud, payments; legal & more among 50+ service providers and 8) opportunities to meet relevant corporates across various industries.

Address

Regeringsgatan 65.

Initiative and starting year

Founded by Jessica Stark, Sebastian Fuchs and Nathalie Nylén.

Owner

Privately owned by the three founders (still majority owners).

Landlord

MF Fastigheter.

Number of employees

9 (+1 maternity leave).

Member companies

Tech startups.

Number of members

More than 60 startups are currently members.

Membership fees

Remote membership: 2.200 SEK/month for the entire company. Membership including physical office space: 2.900 SEK/month per person.

Industry partners

Several categories: Partners, Investors/Venture Capital companies, Organizations/brands, Sponsors, Global Friends, Mentor companies and 60+ Alumni companies in the network.

Incubator: STING runs their accelerator program STING Accelerate in the premises.

Events: 20-25 events per month of which 2-3 are hosted by SUP46.

Other characteristics

Swedish startup hall of fame: This annual award commemorates startup people who have made an exceptional contribution to the Swedish startup scene. So far four extraordinary entrepreneurs and founders have been inducted into the Hall of Fame. Daniel Ek, Founder of Spotify, Niklas Zennström, Founder of Skype and Atomico, Jane Wale-rud, multi-exit entrepreneur and Sebastian Knutsson co-founder King.

www.sup46.com



The fact that SUP46 has a proud history of having successful companies as members and SUP46:s philosophy to only accept companies with a robust business idea means that we can take advantage of their strong image and brand. The impressive network of contacts in the financial and investor sectors and that we, once we settled in here, see a value from interacting with other companies with similar challenges are two other advantages.

Dan Sonesson, CEO at Jetty
www.jetty.se



We looked at a number of alternatives before we ended up at SUP46. To be part of the start-up community at SUP46 has helped us grow the company in many ways. Most of the other companies are in a comparable situation and share the same challenges with us. We get both inspiration and concrete help from them. Also, we appreciate all the support we get from the SUP46 organization, be it seminars and educational events or more hands-on support including sharing their network of investors or marketing through the newsletter. Moreover, we recruited one of our programmers through The Hub thanks to SUP46 who is their local partner. It is a true all-in-one solution for us.

Sofie von Krusenstierna, Community Manager at Yepstr
www.yepstr.com

The event space is roughly 160 sqm and has all the audio, video and other equipment needed for a successful event. Events are arranged regularly. SUP46 hosts 245 startup and tech events per year for a total of 30,000 visitors. Roughly 2-3 events per month are hosted by SUP46, the rest are relevant tech and startup events hosted in the premises but not SUP46 branded.

Success factors: Since roughly 70% of our revenue comes from membership fees it is crucial to keep providing value to the members. The latest, anonymous survey amongst members showed that 9 out of 10 company founders stated that SUP46 has actively contributed to a faster development for their startup. Since start, 150+ startups have been accepted. 93% of these companies are still active, they have raised a

total of \$282M and have more than 1000 employees in total.

National and international outreach: The startup members come from Stockholm, Gothenburg, Malmö, Linköping, Lund and Umeå as well as startups from Iceland, Finland, Norway and other countries with an ambition to establishing a presence in Sweden. #NordicMade encompasses projects and activities in other relevant markets such as USA and Asia, pursued together with actors in the other Nordic countries. The aim is both to lower the threshold for startups looking to enter the respective markets, but also to market Nordics as a startup region to local media, investors and other stakeholders.

THINGS

Member's focus: Development of solutions where hardware is an integrated part of the business.

THINGS® is a 2000 sqm co-working space at KTH Campus for selected start-ups with hardware as part of their solution and global ambitions. Things resides in a building which first was due to be demolished so that the land could be prepared for new developments. However, the founders convinced Akademiska Hus to change their plan and Things is now renting since 2015. The plan is to stay for a few more years.

Management consists of the two co-founders and one administrative function.

Things serves hardware-focused companies working in areas including Internet of Things, wearable technology, robotics, 3D scanning/printing, sensors and using smart grid technologies. Members are accepted via two tracks, either by applying directly or by applying to the STING incubator.

Things is home to companies ranging from start-ups in early phases to more mature companies with maximum 25 employees. Having reached that size, it is time to find a new address.

Things is an independent organization with no investor or production company ownership and the organization has built up a strong credibility towards members, industry partners and other collaborative partners. The access to prototyping and testing capabilities, the close engagement from industry partners, regular events held within the facility and the community itself all contribute to creating value for members. The ambition is to contribute to the emergence of the next generation of the Swedish technology and hardware companies.

Things has two partner categories, Industry partner and Enterprise partner with strong companies within both categories.

Address

Drottning Kristinas Väg 53.

Initiative and starting year

Pär Hedberg, Linda Krondahl and Magnus Melander took the initiative. The facility opened officially in March 2015.

Owner

Privately owned by two of the founders (Linda K and Magnus M) and STING.

Landlord

Akademiska Hus.

Number of employees

3 plus consultants as needed.

Member companies

Swedish companies with hardware oriented technologies e.g. Internet of Things, wearable technology, robotics, 3D scanning/printing and sensors.

Number of members

53 member companies collectively accounting for 140-150 employees.

Membership fees

Monthly rent per person: 2,000-3,000 SEK depending on where in the building.

Industry partners

Assa Abloy, ABB, SEB, Husqvarna Group, NCC, RISE are all examples of industry partners. Enterprise partners include Gränges, PostNord, L'Oreal, Stora Enso, Öresunds Kraft, Jämtkraft och Siemens.

Incubator

STING being one of the founders run incubator-related programs within the facility.

Events

An event space can host up to 100 persons, is around 100 m² plus and has all the necessary facilities. About 15-30 events are organized per month.

Other characteristics

Things' members have access to laser cutters and a 3D printer within the facility and also access to other types of equipment at KTH.

www.thingstockholm.com

The event space is available to rent for seminars, trainings, presentations, workshops, after works, hackathons etc. Events are arranged by Things, by members and sometime by external parties.

Things have demonstrated that they fulfill a need in Stockholm's start-up community within a sub-sector where challenges for companies include relatively long and capital-intensive development horizons and where it often takes a long time for customers to embrace new technologies.

The most important components meeting the needs of the members include:

- Regular, hardware-related seminars and other events
- Flexible and shared working space
- Tailormade efforts from management to connect members with the established network of investors, service providers and other external actors. The project IgniteSweden is one example, for more information see www.ignitesweden.org.
- The community as such consisting of ambitious and inspiring entrepreneurs and other people in a functional eco-system



For us, both the geographical site and the fact that we are currently one of the companies in Sting Incubate with our own business coach, to rent space at THINGS was a natural choice. The proximity to KTH's institutions makes it convenient to connect with experts at the university, use equipment there and to engage students for part of our development. THINGS focus on hardware-oriented companies is a clear advantage for us. We enjoy the company of other, like-minded entrepreneurs and we share both the ups and downs that companies like ours experience.

Alex Hedberg, CEO and Co-founder of Evam
www.evamsystem.com



For us as an innovative company relying on cutting edge technologies for measuring movements, using artificial intelligence and big data, THINGS is the ideal location for our company at this stage of development. As start-ups, many of the companies here share the same general challenges and for us, it is particularly relevant to rent space at THINGS since its clear focus is on covering hardware-oriented technologies such as AI and sensor technologies. Just by being here provides the opportunities to share relevant experiences and knowledge, both by talking to our neighbors but also at the seminars arranged.

Claes Kalderén, Head of Sales and Marketing and Co-founder of Racefox.
www.racefox.se/ski#!sv-ski

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Interviewees

Embassy:

Anders Nilsson, CEO & Partner

H2 Health Hub:

Paul Beatus, CEO & Co-founder

Norrsken:

Oskar Malm Wiklund, Member Experience & Tech

SUP46:

Elin Hammarberg, PR & Communications Manager

Things:

Linda Krondahl, CEO & Founder