

Manifesto

What we are made of



VISION

World-class building and accelerating of meaningful technology companies.

MISSION

Build technology companies that have the potential of disrupting traditional industries while providing superior services to their clients, a higher level of transparency and compliance, and a sense of direction and purpose for their employees.

NORSELAB

We are made of
TECHNOLOGY



Technology is sending a series of shock waves throughout our societies; it changes how we use energy, transport things, access food and water... It is also changing how we connect with other people and collaborate at work. At Norselab, we believe that innovation is a cornerstone to further prosperity of our planet, and that **technology is our single most powerful means to positively impact the societies in our times.**



We are made of
INDUSTRY DISRUPTION

Many traditional industries are ripe for disruption; not only to become greener, but also to survive in an increasingly complex and competitive world. This opens up for unprecedented business opportunities for startups that are able to combine great ideas and concepts with entrepreneurial know-how, strategic flair, proper funding and operational excellence across business critical areas. **This is the Norselab territory.** Together with our co-founders, we challenge the status quo and design new, radical business models. We deploy new technologies and businessmodels into existing industries and established business areas, enabling better services at a lower cost.



We are made of
MEANINGFULNESS



We believe in building meaningful companies. To us, **meaningfulness is about some of the core values of our societies** – such as transparency and compliance – but also efficiency and profitability. We think that "sustainability", or a greener company profile, is a benefit that comes from smart and meaningful use of technology. We believe that you can have it both ways if you combine sustainability with **commercial values** to create innovative and healthy business models. Companies in the Norselab family demonstrate that cutting edge technology often brings the bonus of a greener footprint.



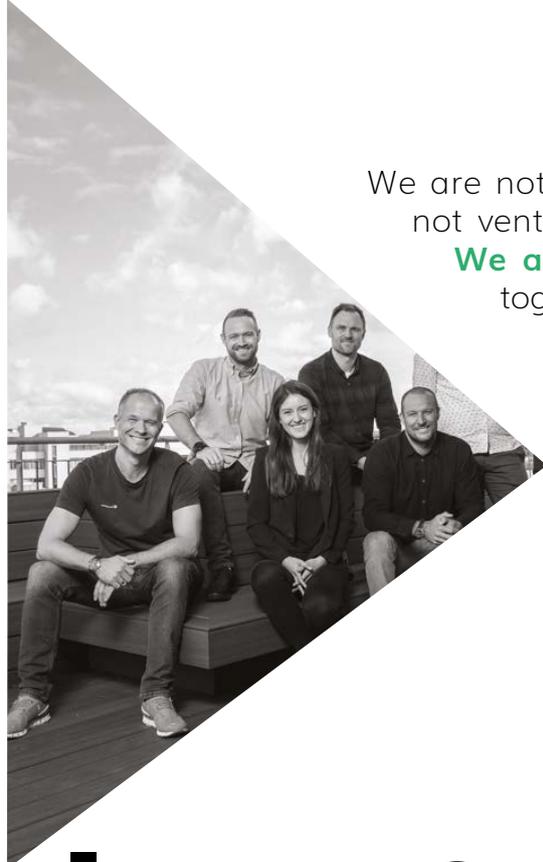
NORSELAB



We are made of
TOGETHERNESS (CO-FOUNDING)

We are not a conventional investment company. We are definitely not venture capitalists. We cannot be called incubators, either.

We are co-founders. We build startups from the ground up together with people who have brilliant ideas. Together with our co-founders, we work to develop and execute a plan that both lowers risks and shortens time to successful scaling and radically increased valuation. Together, we bring them up to become robust and fully independent companies. **This is why we call it the Norselab family.**



We are made of
PEOPLE



At Norselab, people come first. We believe that innovative mindsets and entrepreneurial spirits are the fundamentals of success, and that merit always trumps politics. We encourage our people to speak their minds, to learn from mistakes and to stay curious, always! We are a diverse but complementary team; these principles bring us together and creates the Norselab enchantment that empowers our startups to succeed.



We are made of
KISS*

Why make it complicated when you can make it simple? When we co-found a startup, we always strive to do more with less by keeping our business models lean, our solutions straight-forward, and our internal structures efficient.

At Norselab, we wish to make company building simpler altogether. Simplicity is key to everything we build, and we constantly improve our playbook to make the road to success easier for our startups.

* Keep it simple, stupid

Norselab is a co-founder that builds industrial technology companies from the ground up. Established in 2015 in Oslo, Norway, Norselab specializes in creating technology companies that solve real-life challenges and have the potential of disrupting traditional industries. Norselab typically co-founds companies together with tech-savvy talents and industry experts, while providing both the operational excellence and financial muscles that make it considerably easier to go from startup to a fast-growing and robust company. Between 2015 and 2018 Norselab has raised external investments amounting NOK 700 million. Total enterprise value is estimated at NOK 1,7 billion.



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