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50 promising Nordic impact startups meet with 200 international investors

Solve the world's challenges and create a business adventure. In short, this is the success criteria for the 50 Nordic impact startups selected for the second edition of the Nordic Impact Business Summit on 17 September 2020 in Copenhagen, Denmark. The Corona crisis makes it more important than ever to match investors with promising startups so that the crisis doesn't kill them.

Right now, while Corona virus is sending shock waves through the world economy, it is more important than ever that investors and impact startups can find each other.

Countless young impact companies in the Nordic region are working on solutions to the world's social, environmental and climate challenges that must be met regardless of the Corona crisis. However, due to global uncertainty, it is currently extremely difficult for businesses to access the risk capital needed to succeed. Against this background, the Nordic Impact Business Summit is being held for the second time this year.

"We have been encouraged to repeat the success from last year, with 50 Nordic startups, working with everything from agricultural manure extracted from battery waste to fuel based on CO₂ from the atmosphere, that met with hand-picked investors for targeted matchmaking and business development. We helped e.g. the Finnish impact startups GuardianX, Huoleti, ResQ Club and TraceGrow with international matching. For now, investors are wary - but they are there. That is why it is important to maintain momentum, regardless of the Corona crisis." says Richard Georg Engström, the initiator and director of The One Initiative, which again this year will hold the Nordic Impact Business Summit.

The 50 most promising Nordic impact startups will be selected this spring based on a comprehensive analysis of more than 1,000 Nordic and Baltic companies. They will then be matched with up to 200 ambitious global investors selected on their specific competencies and capital.

Nordic Innovation supports this year's activities

As something new, Nordic Innovation is a partner at the Nordic Impact Business Summit and on the report on the impact investment climate in the Nordic countries, which is being prepared in parallel.

"At the Nordic Impact Business Summit with matchmaking round table sessions, where the participating companies are pre-analyzed and the investors are carefully selected, you get much further with the dialogue than in business summits normally. Also, conducting a market analysis on impact investing in the Nordic region reinforces our shared message and goals about the Nordic region as world leaders in sustainable growth. And thus it is natural for Nordic Innovation to be a partner." says COO at Nordic Innovation Niina Aagaard.

Already in June, the 50 selected companies will be announced.

Nordic market analysis on investments in green technology and sustainable solutions

In May, The One Initiative also launches yet another comprehensive market analysis on impact investing in the Nordic region. The 'Impact Report Nordic Investors 2020', as it is called, is prepared as part of the preparation for this year's summit.

“Last year's impact investing report concluded, among other things, that 83 percent of Nordic impact investors expect their investments in solutions that make the world better, to have a return that is on a par with, or better than, average investment. In other words, we have the market forces with us.” says Richard Georg Engström.

The report has recently been cited in Forbes.com precisely because of the startling conclusion. A key finding that helps increase interest in impact investing in the Nordic investment market as well.

“The new impact investing survey brings us up-to-date information about the growth of the Nordic markets for sustainable investments. Hence it is an essential tool for all investors looking for opportunities in impact investing markets as well as for impact companies looking for capital to grow.” says Finnish impact investor Jussi Nykänen.

The One Initiative is Danish based, non-profit and operates internationally. The basic idea is that figures from the UN show that if only about one percent of the world's total private invested capital is invested in the right solutions, then it is very likely to reach the UN's global goal by 2030. That is precisely - in a Nordic context - the goal of the initiative.

More information

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Other info:

The One Initiative and The Nordic Impact Business Summit: <https://www.oneinitiative.org/>
