

# THE STARTUP SPACE AB

PRESS

## SWEDISH STARTUP SPACE

### KEY INFORMATION

The Startup Space AB  
[www.swedishstartupspace.com](http://www.swedishstartupspace.com)  
EST April 2013

### WHAT WE ARE

A news site dedicated to Swedish internet, technology and startups. A place to help promote Sweden to the world and a place for Swedish entrepreneurs to connect and inspire each other.

### WHO WE ARE



James Pember - Editor & Co-Founder  
James Pember  
[james@thestartupspace.se](mailto:james@thestartupspace.se)  
@jamesepember



Pär Häggström - Designer & Co-Founder  
Pär Häggström  
[par@thestartupspace.se](mailto:par@thestartupspace.se)  
@ParHaggstrom



Anders Hassis - Developer & Co-Founder  
Anders Hassis  
[anders@thestartupspace.se](mailto:anders@thestartupspace.se)  
@parse\_



### WHY WE ARE

Stockholm, Sweden is an emerging tech city – there's no doubt about that. Spotify, Klarna, Mojang and Wrapp are just a few examples of Swedish startups that have taken the world by storm. Reuters, Entrepreneur and PandoDaily have all praised Swedish entrepreneurs and their knack for building global businesses. What struck us as odd however, was that there didn't appear to be anywhere for these great entrepreneurs to meet online – nowhere to chat, connect and discover new companies which seem to be popping up all the time.

At the same time – all of the buzz surrounding Stockholm and Sweden seemed to focus in on the same companies. It frustrated us that there were so many kickass startups, companies we were meeting every week – that couldn't get any attention from the Swedish media whatsoever.

Many companies told us that they were more comfortable pitching TechCrunch than the 'small business' papers here in Sweden – something we found rather confusing.

So we decided to take it upon ourselves – and build the online startup community for Swedish companies.

Swedish Startup Space was born on February 1st, 2013. The initial idea was a very basic meeting place where people could browse jobs, events and office spaces. However, very quickly it became clear that news was the key – or more specifically – people wanted to read about the companies they hadn't heard of yet.

*This was kind of a big moment – when we realized Swedish Startup Space could be more than a blog – it could be a way to help small, early-stage companies get noticed.*