

Entrepeneurship

A viable option after/during a PhD?

Esten H. Leonardsen

06.06.24



UNIVERSITETET
I OSLO

Overview

1. How is life in a start-up?
2. Things to keep in mind
3. Useful resources

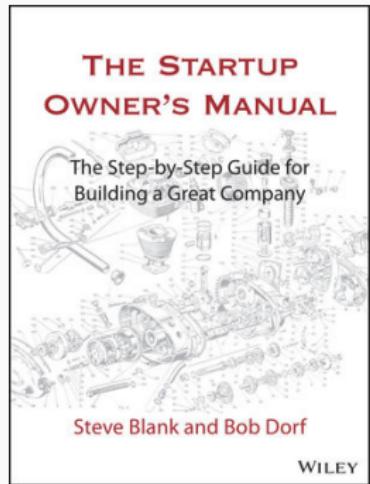
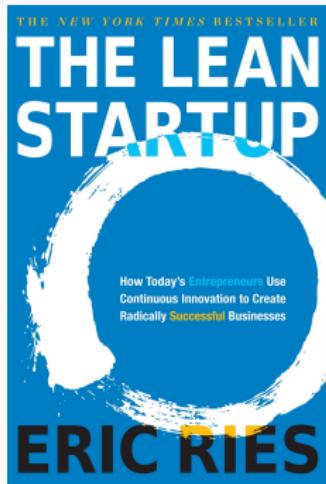
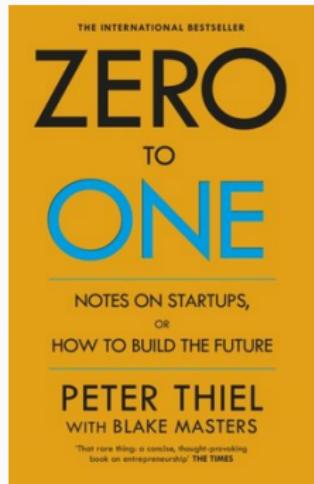


Why should you listen to me?



UNIVERSITETET
I OSLO

Background



Background



PhD Psychology



Background



MSc. Computer Science

2016 2017 2018 2019 2020 2021 2022 2023 2024 →



Background



Sapsale
Developer



2016 2017 2018 2019 2020 2021 2022 2023 2024 →



Background



Slipper inn Schibsted: Gründer Geir Engedåt, Erlend Bakke og Olaer Dygrevik i Snapsale får stødig nærværende bønd til Schibsted. Mediekonsernet eier endelig også fra 30 til 37 prosent.

Medier / Publisert 10.06.2015 14:53:05 - Oppdatert 10.06.2015 15:49:40

Schibsted kjøper seg opp i Snapsale

Blar opp millionbeløp for å øke eierposisjonen i nytt digitalt rubrikselskap.



Background

DNHelg

D2 Smak



Hadde grunderdrøm. Geir Engdahl er matematiker og programmerer.

Fikk gründerdrømmen knust av Schibsted

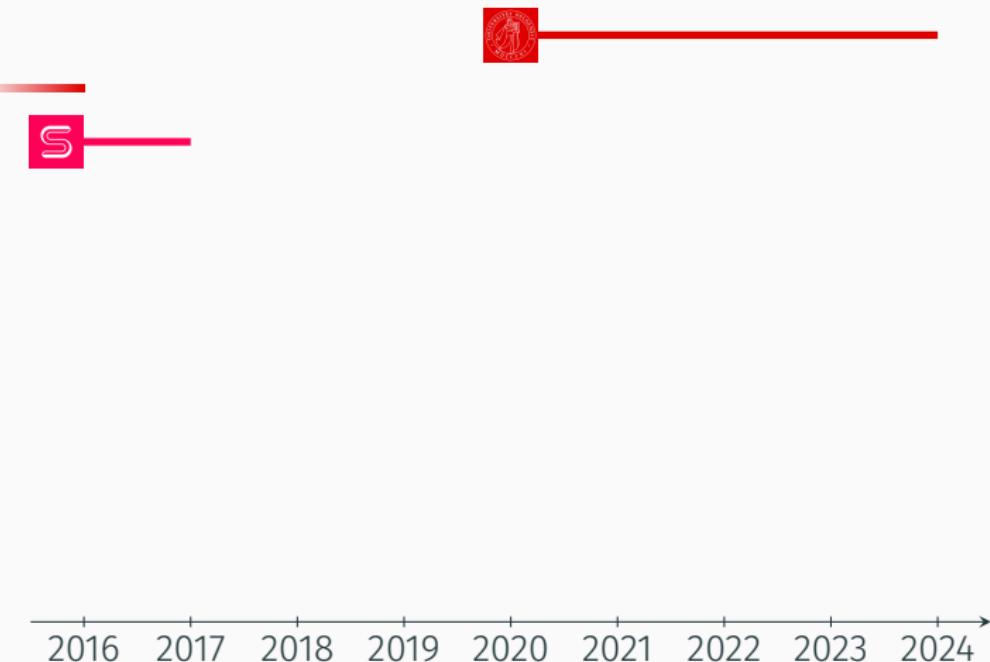
DOKUMENTAR

TEKST Bjørn Eckblad & Knut Gjernes
FOTO Mikaela Berg, Aleksander Nordahl & Fredrik Solstad
28. APRIL 2017

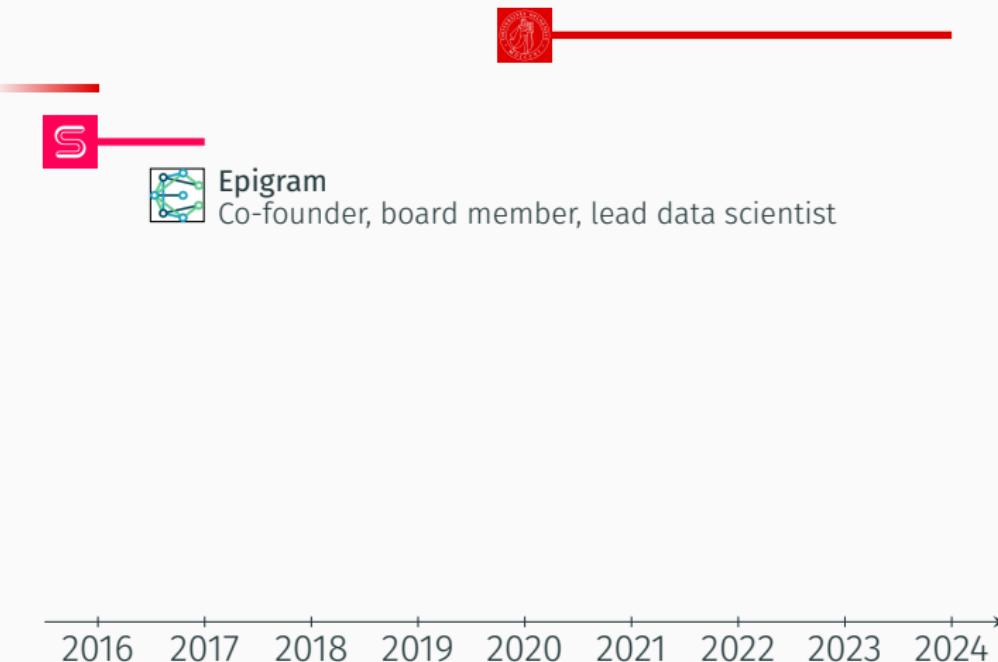
Geir Engdahl og hans gründerkolleger utviklet unik teknologi og ville revolusjonere en milliardindustri. Mediekonsernet Schibsted knuste gründerdrømmen. - Jeg har mistet alle illusjoner, sier Engdahl.



Background



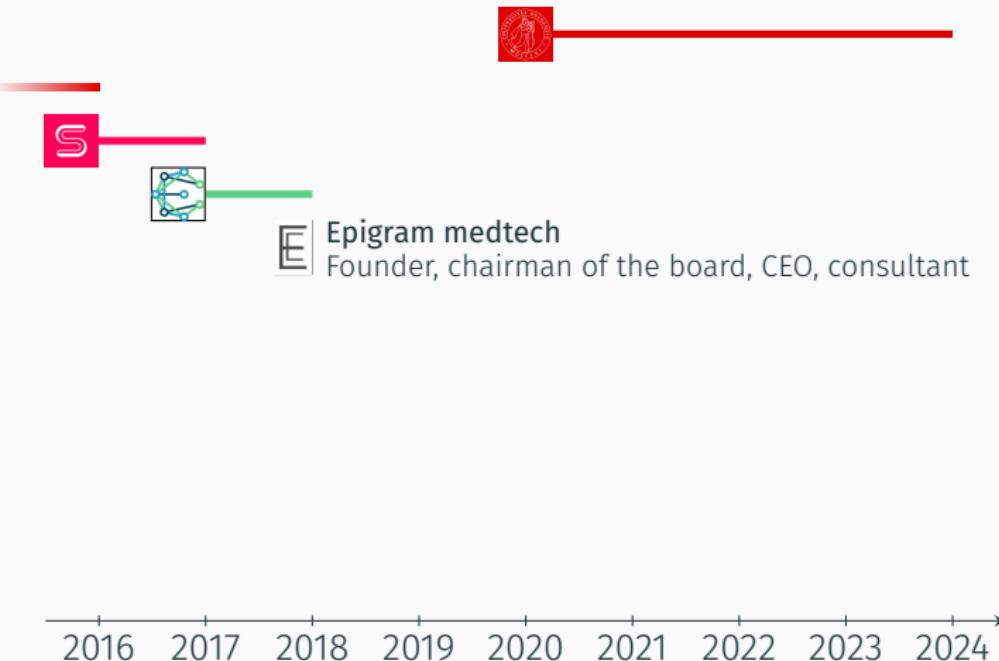
Background



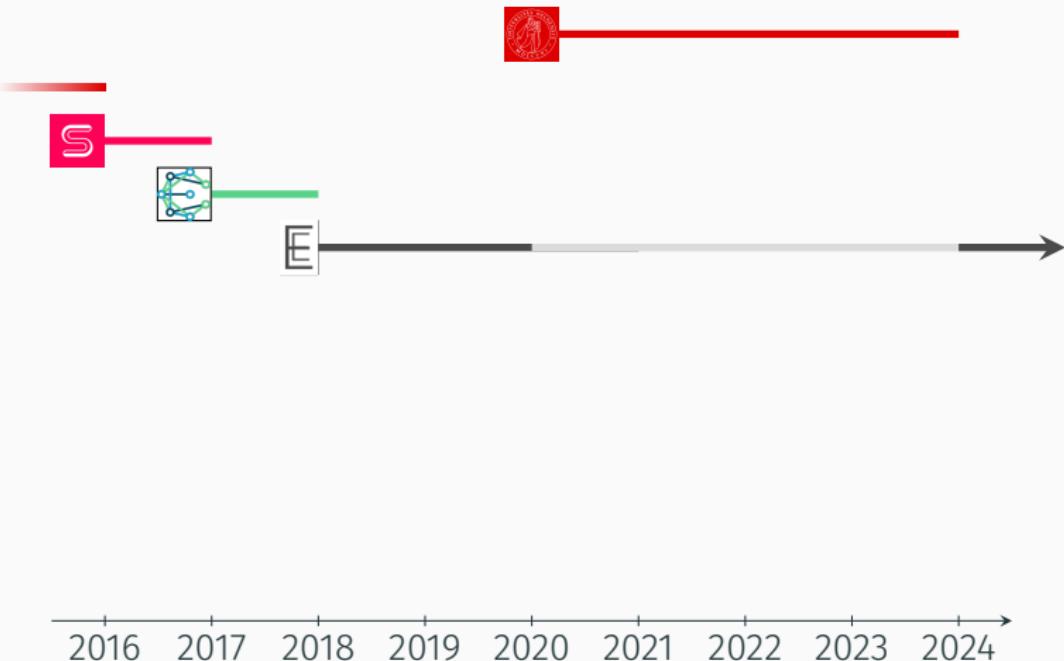
Background



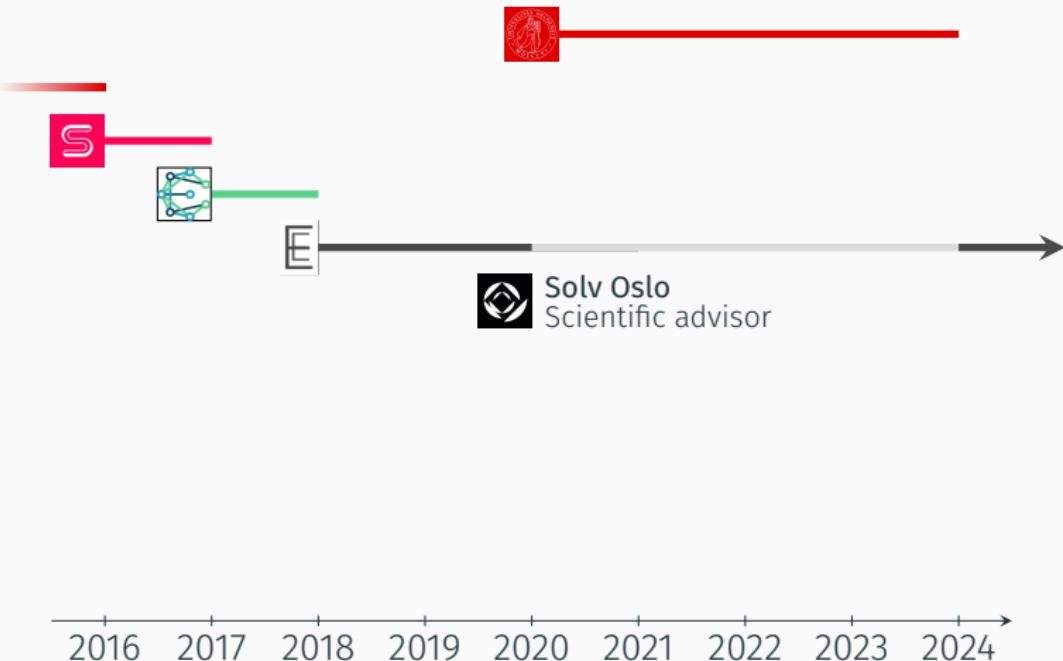
Background



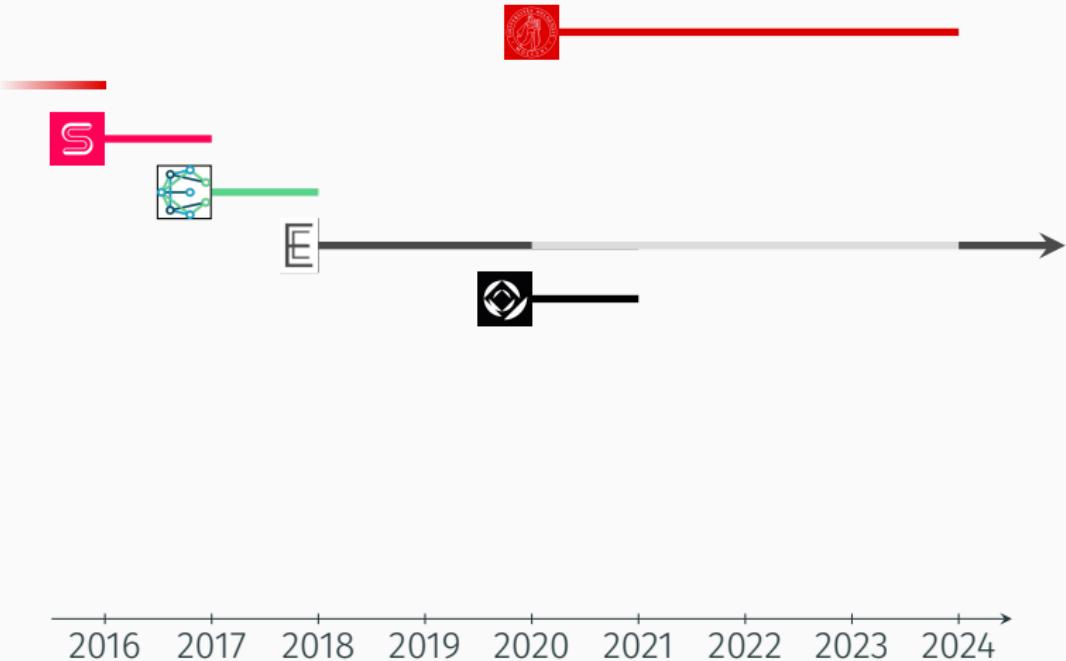
Background



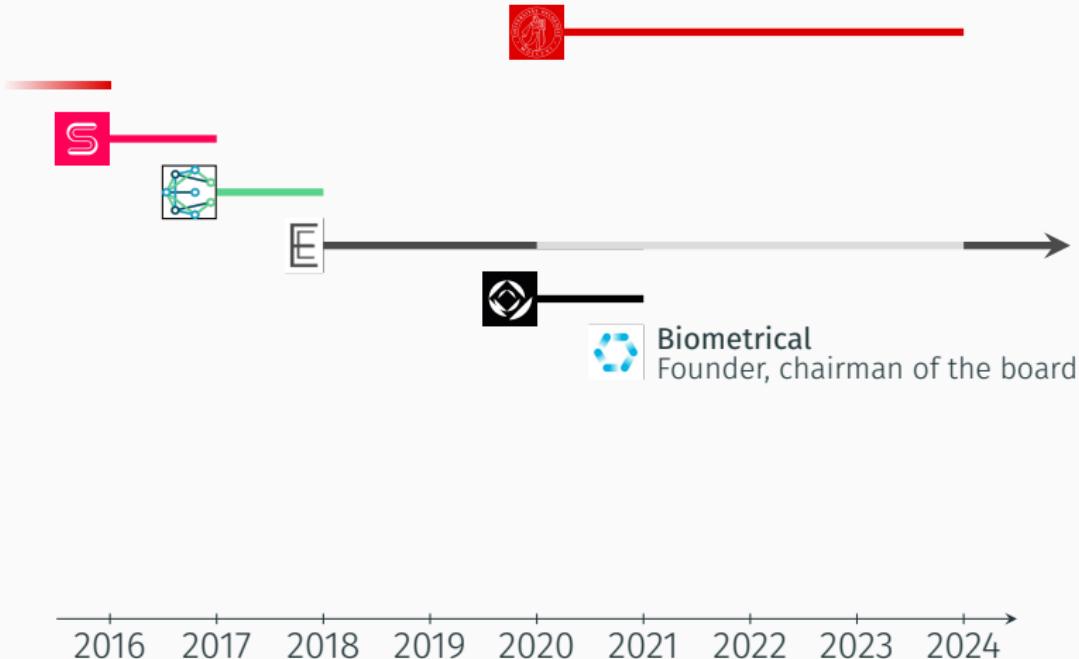
Background



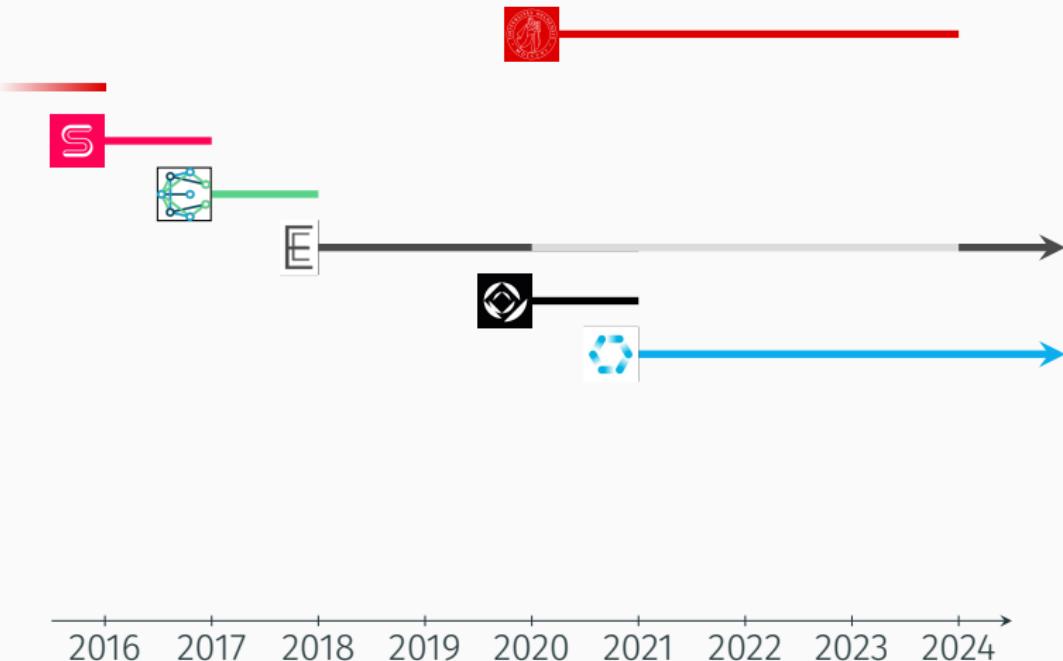
Background



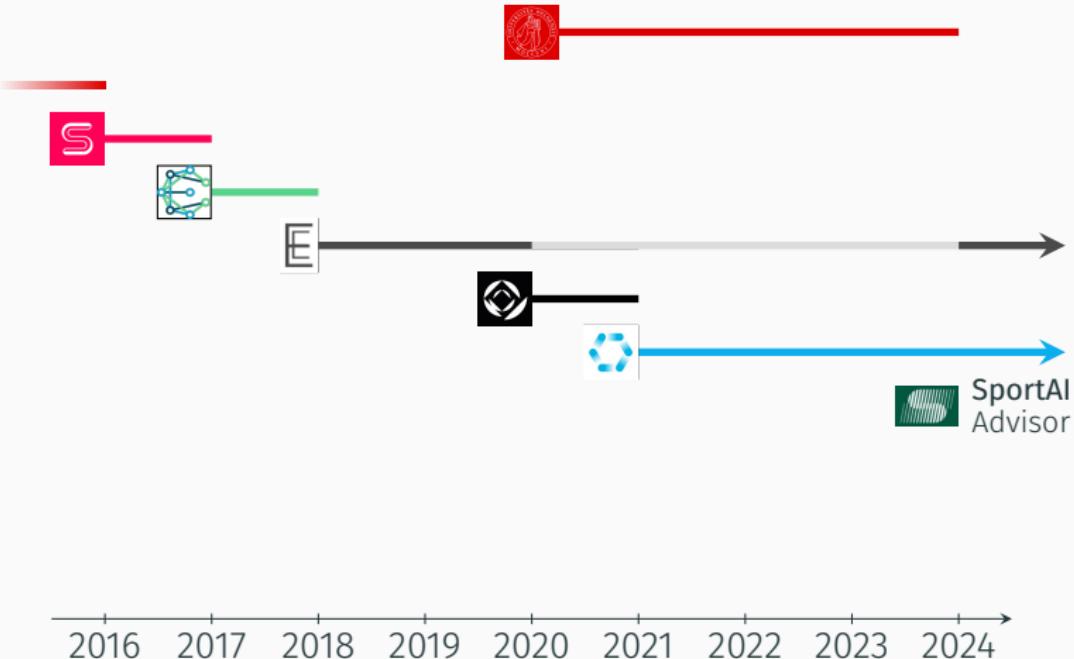
Background



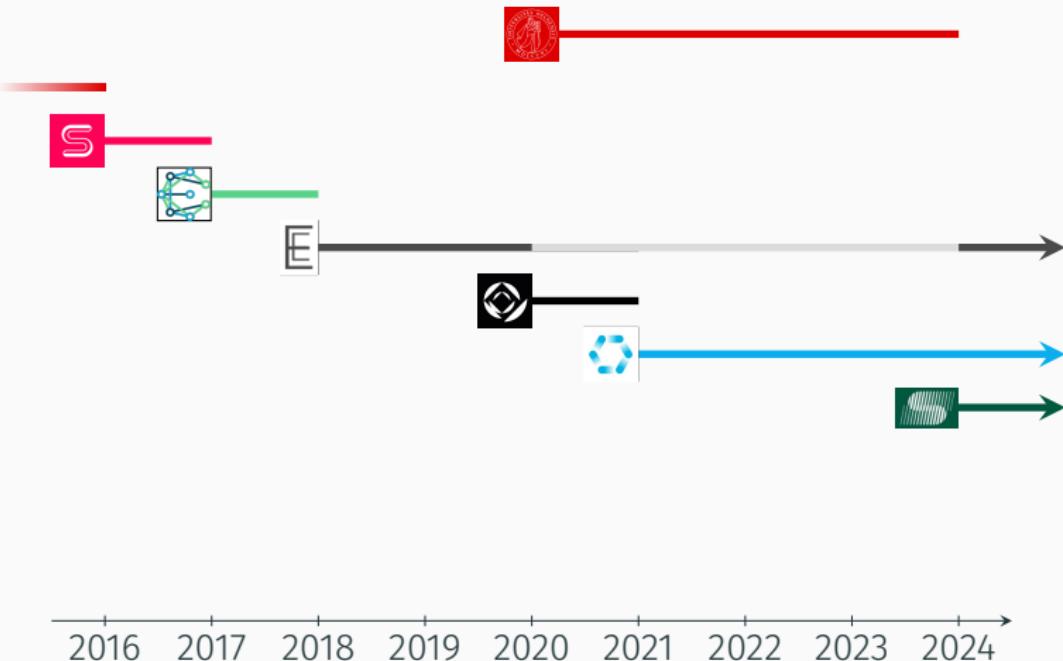
Background



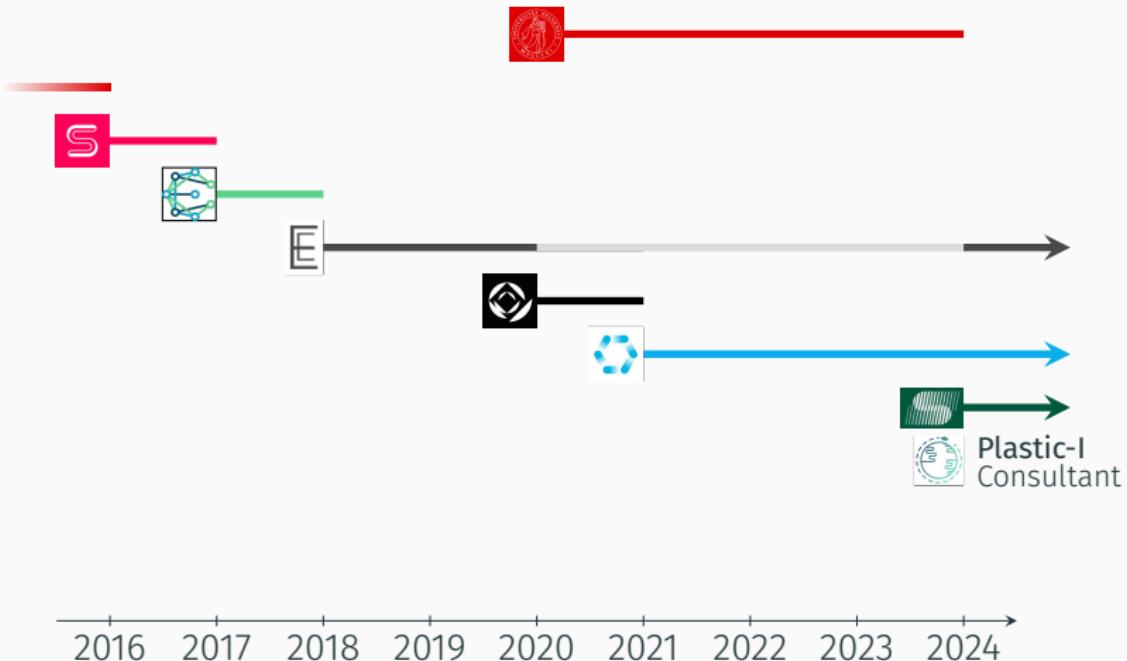
Background



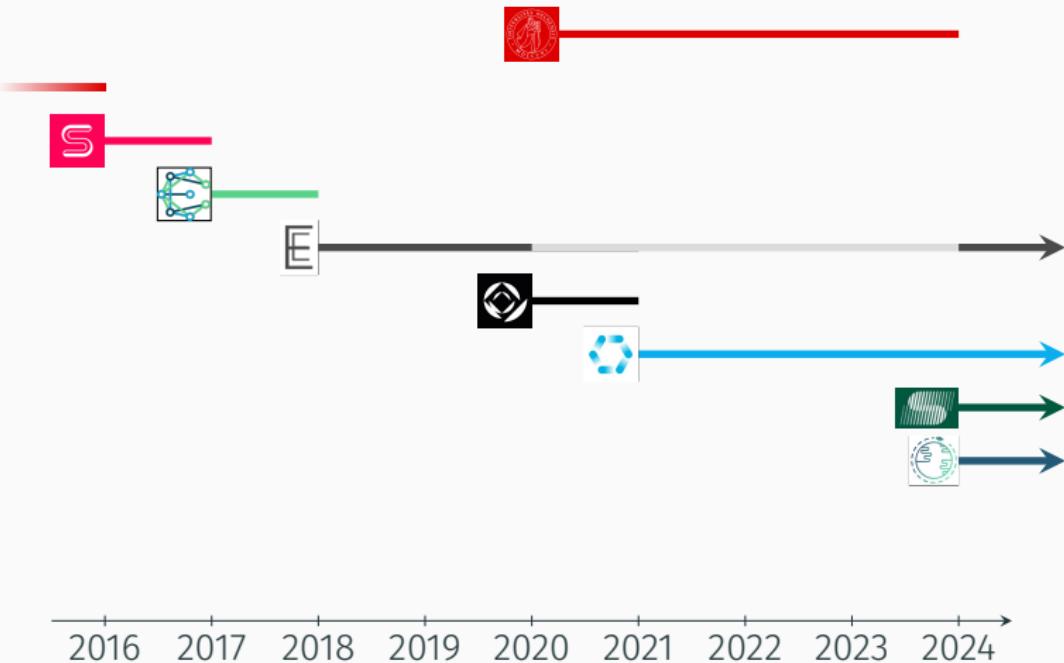
Background



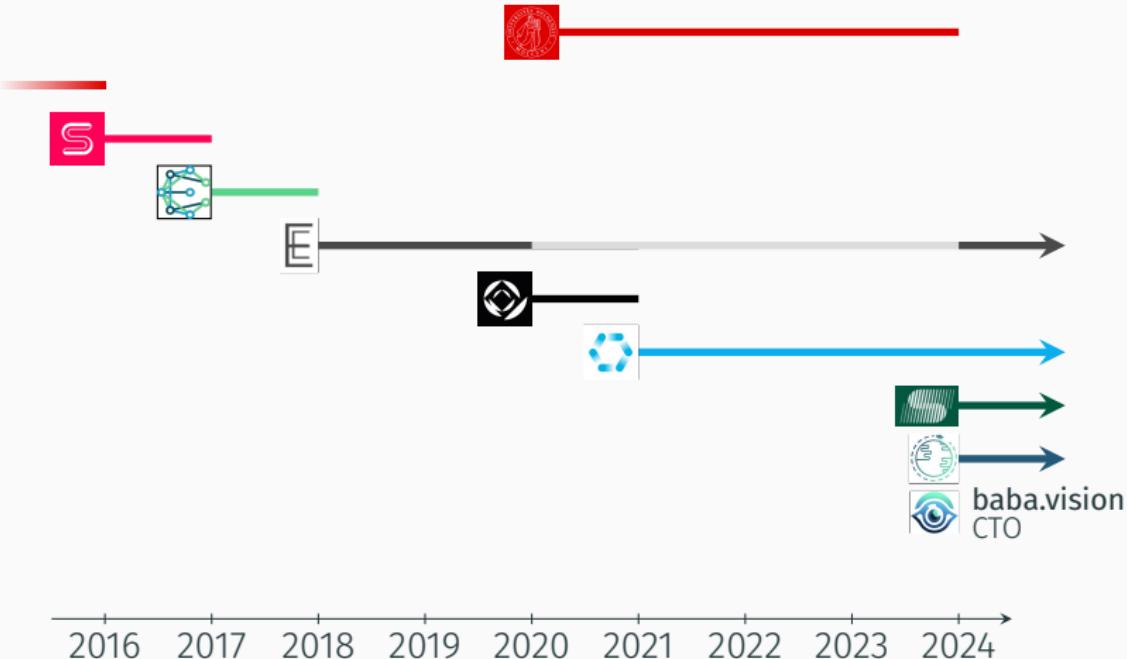
Background



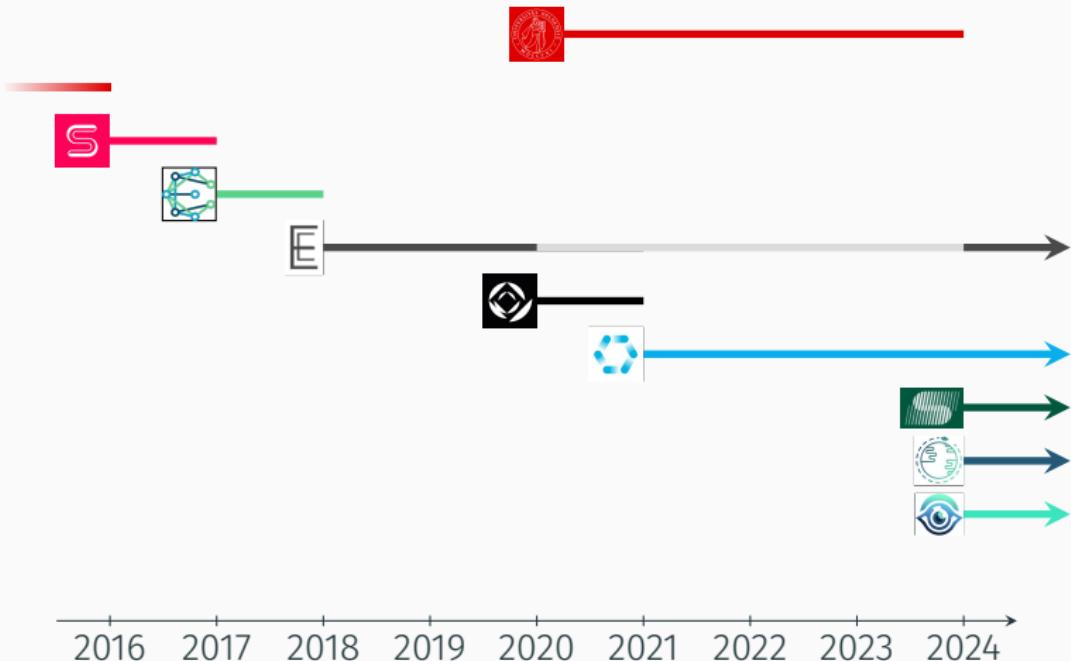
Background



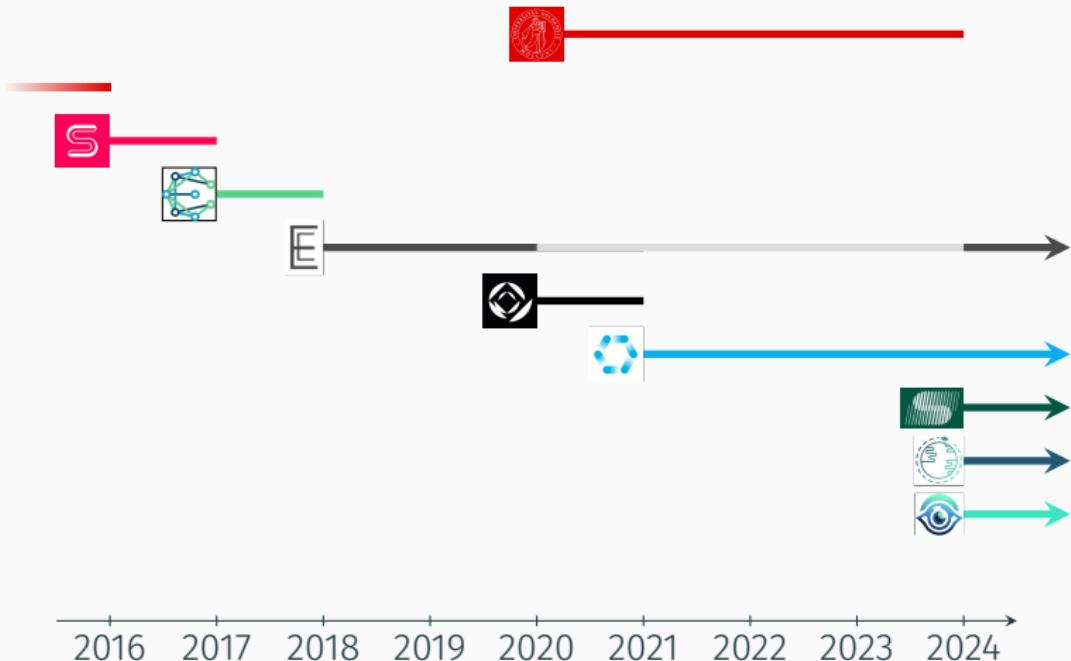
Background



Background



Background



How is life as an entrepreneur/in a start-up?



UNIVERSITETET
I OSLO

Start-up life



Advantages of being a PhD student



Disadvantages of being a PhD student



Start-up life



Advantages of being a PhD student

- Focus on what matters to you



Disadvantages of being a PhD student



Start-up life



Advantages of being a PhD student

- Focus on what matters to you
- Freedom



Disadvantages of being a PhD student

- Responsibility



Start-up life



Advantages of being a PhD student

- Focus on what matters to you
- Freedom



Disadvantages of being a PhD student

- Responsibility
- Stressful



Start-up life



Advantages of being a PhD student

- Focus on what matters to you
- Freedom
- Room for personal growth



Disadvantages of being a PhD student

- Responsibility
- Stressful



Start-up life



Advantages of being a PhD student

- Focus on what matters to you
- Freedom
- Room for personal growth
- Inspiring environment



Disadvantages of being a PhD student

- Responsibility
- Stressful





Advantages of being an entrepreneur

- Focus on what matters to you
- Freedom
- Room for personal growth
- Inspiring environment



Disadvantages of being an entrepreneur

- Responsibility
- Stressful



Advantages of being an entrepreneur

- Focus on what matters to you
- Freedom
- Room for personal growth
- Inspiring environment
- Part of a team



Disadvantages of being an entrepreneur

- Responsibility
- Stressful
- Have to do business

Lessons learned



UNIVERSITETET
I OSLO

Things to keep in mind: Is there a market?



Things to keep in mind: Is there a market?



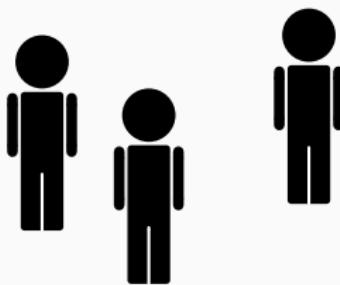
Things to keep in mind: Team building



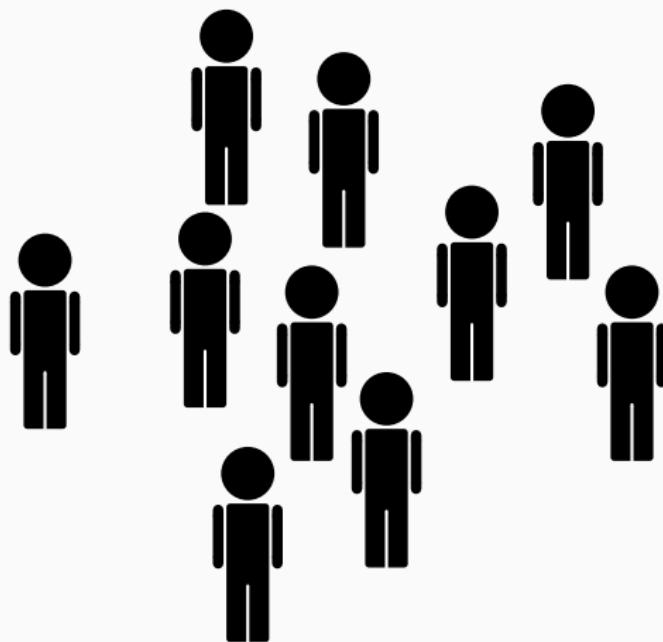
Things to keep in mind: Team building



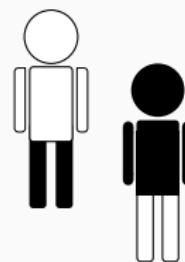
Things to keep in mind: Team building



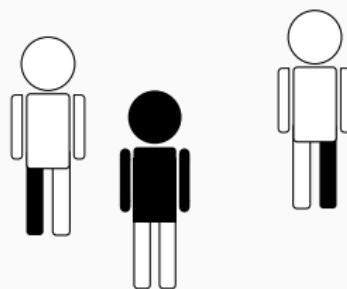
Things to keep in mind: Team building



Things to keep in mind: Co-founders

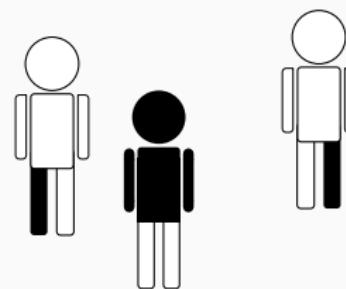


Things to keep in mind: Co-founders



Things to keep in mind: Co-founders

Development
Business
Domain expertise
Legal



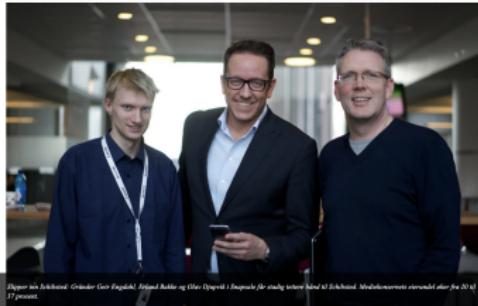
Things to keep in mind: Early investors



Development
Business
Domain expertise
Legal



Things to keep in mind: Early investors



Snapsale i Schibsted: Gründere Geir Engedal, Eirik Sande og Øivind Djupvik i Snapsale får storstøt ut fra Schibsted. Meddelsommeret øvet rundt etter fra 20 til 17 prosent.

Medier / Publisert 10.06.2015 14:53:03 - Oppdatert 10.06.2015 15:49:40

Schibsted kjøper seg opp i Snapsale

Blar opp millionbeløp for å øke eierposisjonen i nytt digitalt rubrikselskap.



Things to keep in mind: Early investors



Dagen i Schibsted: Gründer Geir Engdahl, Eirik Solstad og Dina
17 prosent

Medier / Publisert 10.06.2015 14:53:03 - Oppdatert 10.06.2015

Schibsted opp i Snap

Blar opp millionbeløp for å
digitalt rubrikselskap.

DNHelg

A large portrait of Geir Engdahl from the chest up, looking directly at the camera. He has short, light blonde hair and is wearing a dark zip-up hoodie. The background is dark with some blurred yellow lights.

Hade gründerdrømme. Geir Engdahl er matematiker og programvareutvikler.

**Fikk
gründerdrømmen
knust av Schibsted**

BOKHENTAK

TEKST Bjørn Fakkha & Knut Gjernes
FOTO Mikael Berg, Nilsander Solstad & Fredrik Solstad
28. APRIL 2017

Geir Engdahl og hans gründerkolleger utviklet unik teknologi og ville revolusjonere en milliardindustri. Mediekonsernet Schibsted knuste gründerdrømmen. - Jeg har mistet alle illusjoner, sier Engdahl.



Things to keep in mind: Early investors

Digar i år: Schibsted-sjefen Geir Engedal, til høyre, og DNs redaktør Rolf Erik Ryssdal til høyre.

DNHelg

D2 Smak

Uriktig fremstilt av DN

Snapsale-saken har to sider. DN utelet den ene.

Schibsted opp i Snap

Blar opp millionbeløp for å digitalt rubrikselskap.

Hadeln gründerdren, Geir Engedal er matematikeren

DN hevder at Schibsted så på Snapsale som en «potensielt farlig konkurrent». Faktum er at da Schibsted investerte i Snapsale i juni 2014, hadde ikke Snapsale noe produkt på plass. Kronikkforfatter og sjef i Schibsted Norge, Didrik Munch, til venstre og konsernchef Rolf Erik Ryssdal til høyre. Foto: Javier Arufe



Resources



UNIVERSITETET
I OSLO

Resources: Inven2

inven2 Technology transfer organization for UiO/OUS





Technology transfer organization for UiO/OUS

**Vi omgjør forskning og
kunnskap til samfunnsnyttige
produkter og tjenester**





**Vi omgjør forskning og
kunnskap til samfunnsnyttige
produkter og tjenester**

→ MELD INN DIN OPPFINNELSE

→ JEG HAR ET
ARBEIDSRESULTAT JEG VIL
DISKUTERE MED DERE

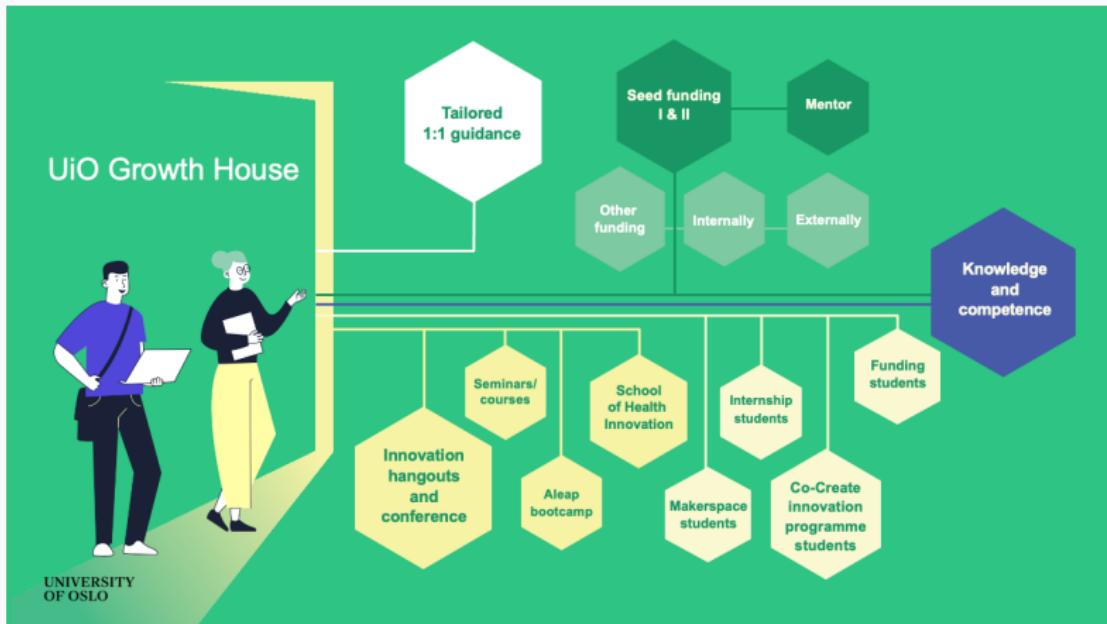
→ LAST NED "VEIVISER FOR
OPPSTARTSSELSKAPER"



Resources: Growth house



Resources: Growth house



Resources: Funding at UiO

invenz

INNOVASJONSPRISEN

Har du en idé til et nytt produkt eller en ny tjeneste?

Vinn 500.000 kroner!



Grants and loans to start-ups

1. Start-up grant 1 (market validation): 200k NOK
2. Start-up grant 2 (concept development): 1M NOK
3. Start-up grant 3 (commercialization): 2M NOK
4. ???



Resources: Incubators

**STARTUP
LAB**

 aleap

The logo for aleap features the word "aleap" in a bold, lowercase, sans-serif font. A thick, dark curved arrow starts from the top left of the letter "a" and ends at the top right of the letter "p".

Thank you!



UNIVERSITETET
I OSLO