

# Entrepeneurship

A possible direction after a PhD?

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Esten H. Leonardsen

03.06.24



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# Overview

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



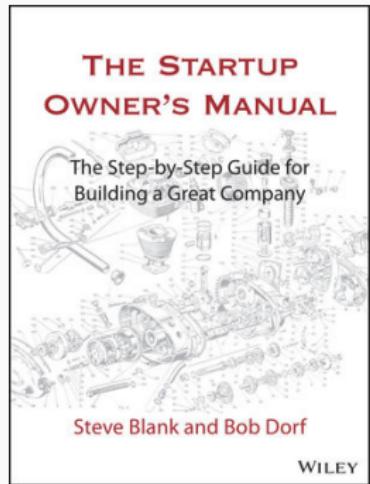
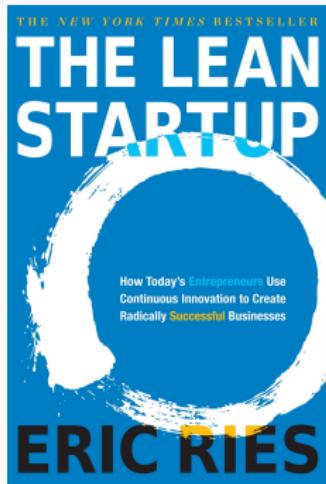
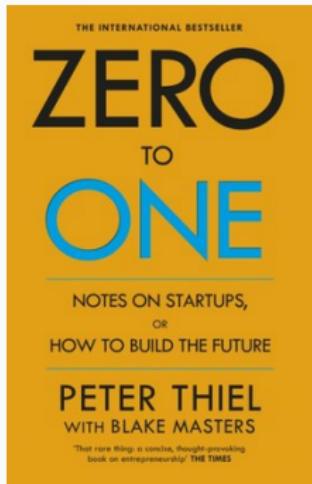
# Why should you listen to me?

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# 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 røtere bånd 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

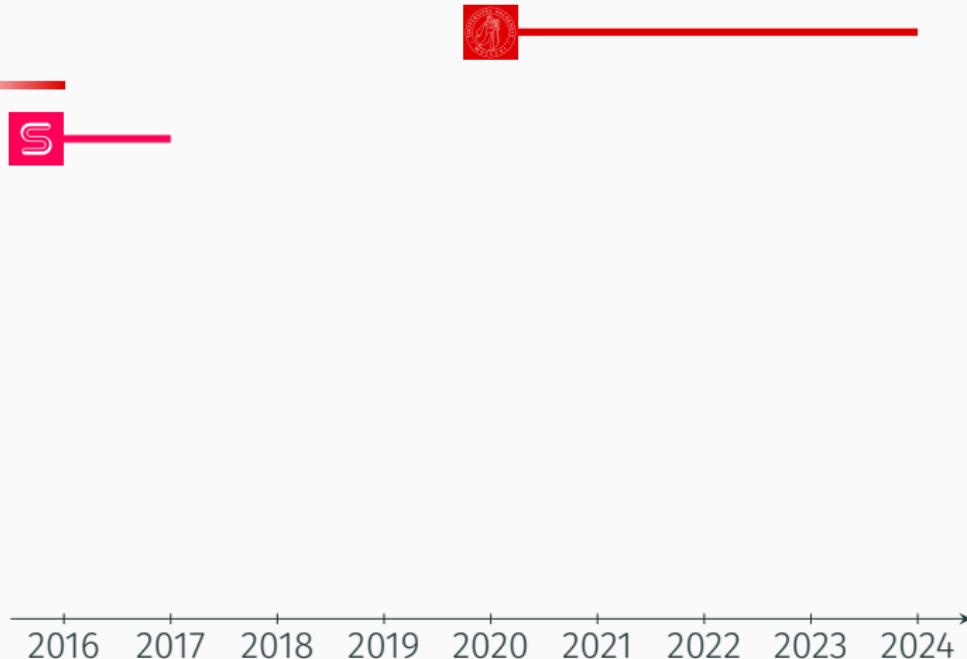
DOKUMENTAR

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

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



# Background



# Background



**Epigram**

Co-founder, board member, lead data scientist

2016 2017 2018 2019 2020 2021 2022 2023 2024 →



# Background

## **SnapSale-gründere blir kjøpt opp av Huddly**

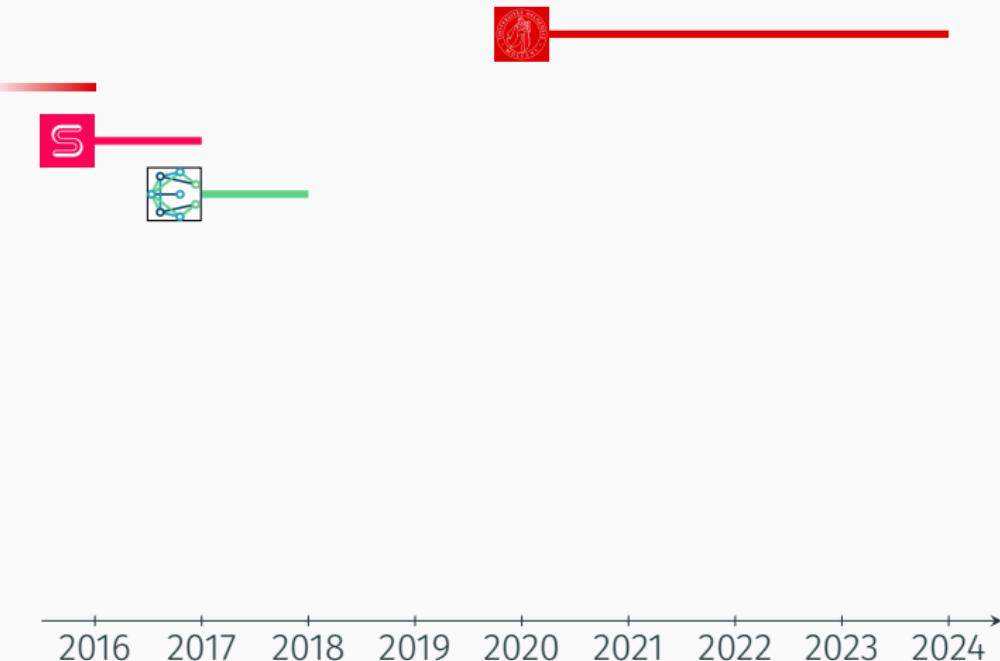
Gründere fra havarerte SnapSale prøvde seg igjen med kunstig intelligens som forstår bilder og video. Nå kjøper Huddly hoveddelen av selskapet og gir de ansatte milliongevinst på rekordtid.



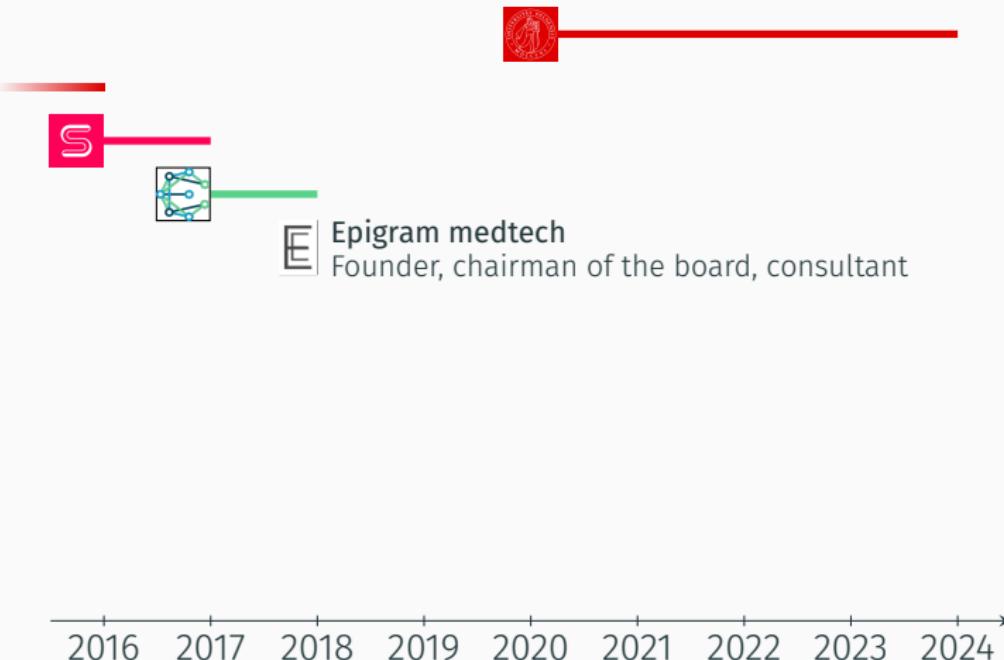
Huddlys kamera fanger en vinkel på 180 grader, og med kunstig intelligens skal de forstå hva som skjer og zoome inn på menneskene. Fra høyre: Administrerende direktør i Huddly, Jonas Rinde, Epigram-gründer Olav Djupvik, finansdirektør i Huddly Øystein Dragset, Epigram-gründer Bendik Kvamstad og utviklingssjef i Huddly Vegard Hammer. (Foto: Clotile S. Andersen)



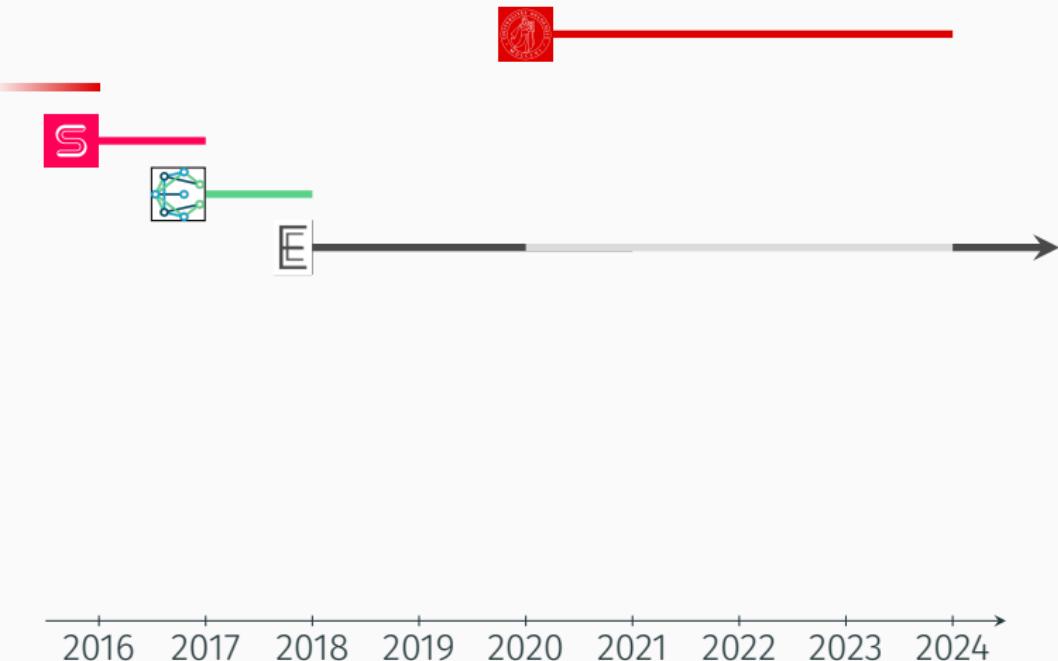
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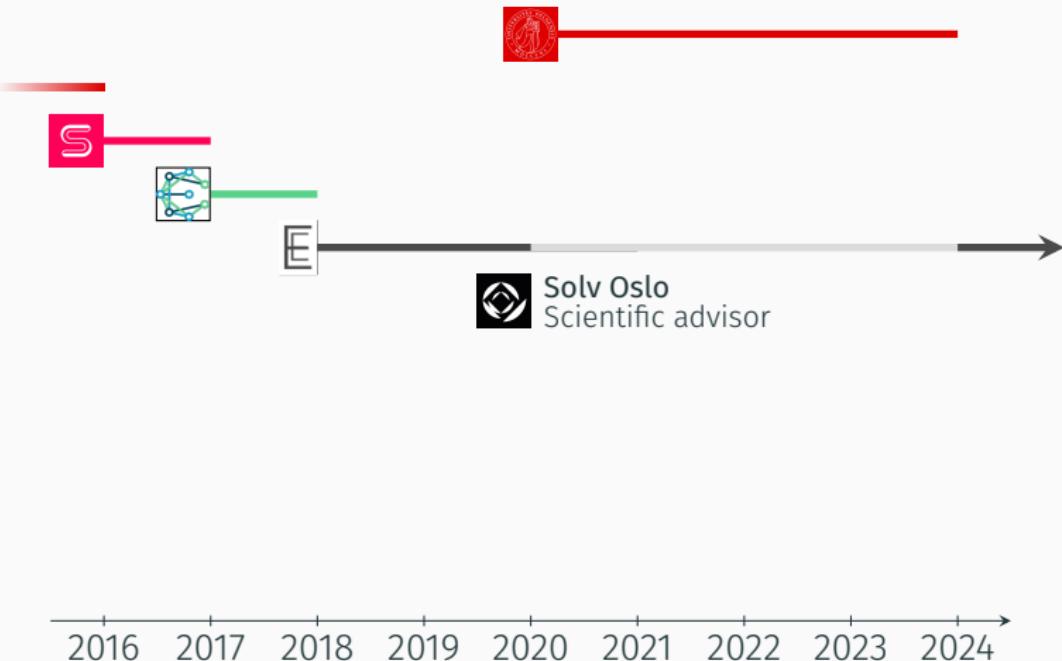
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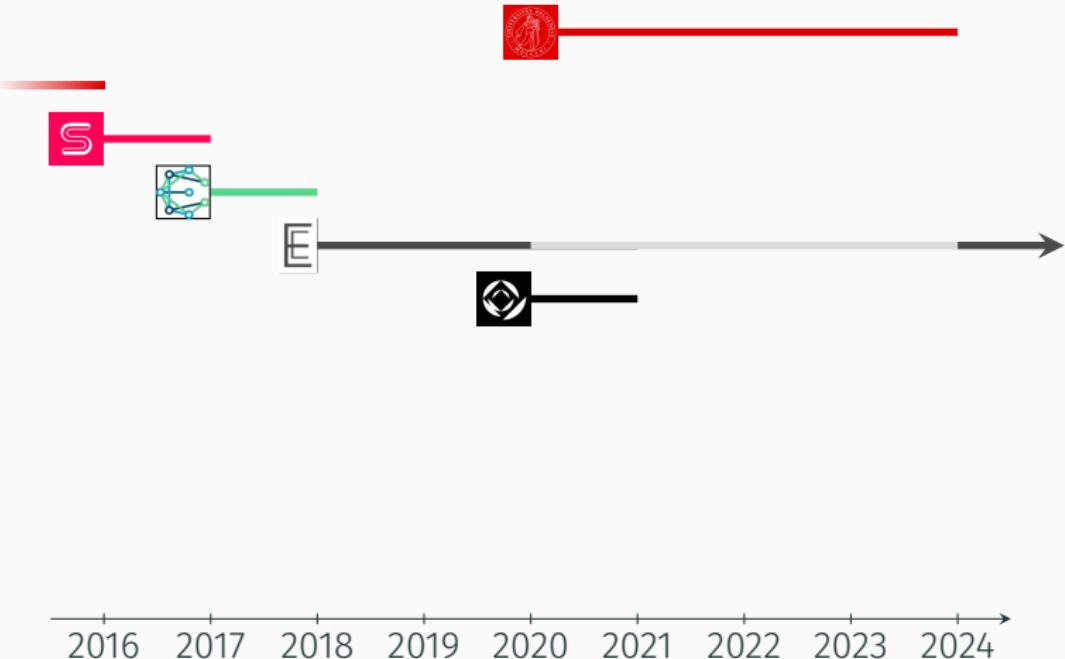
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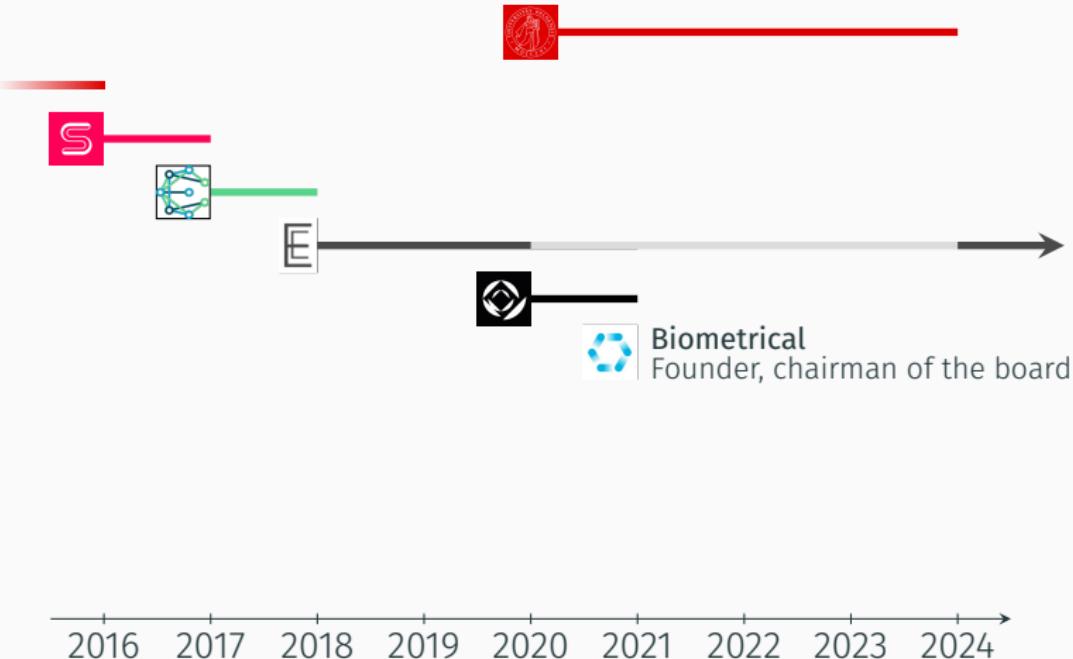
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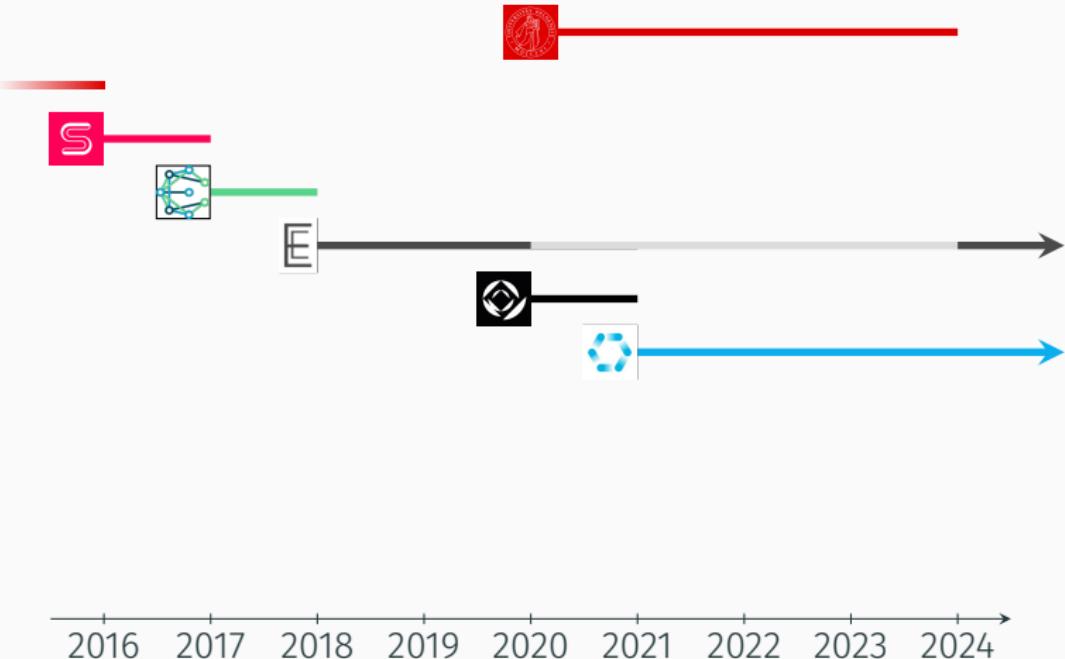
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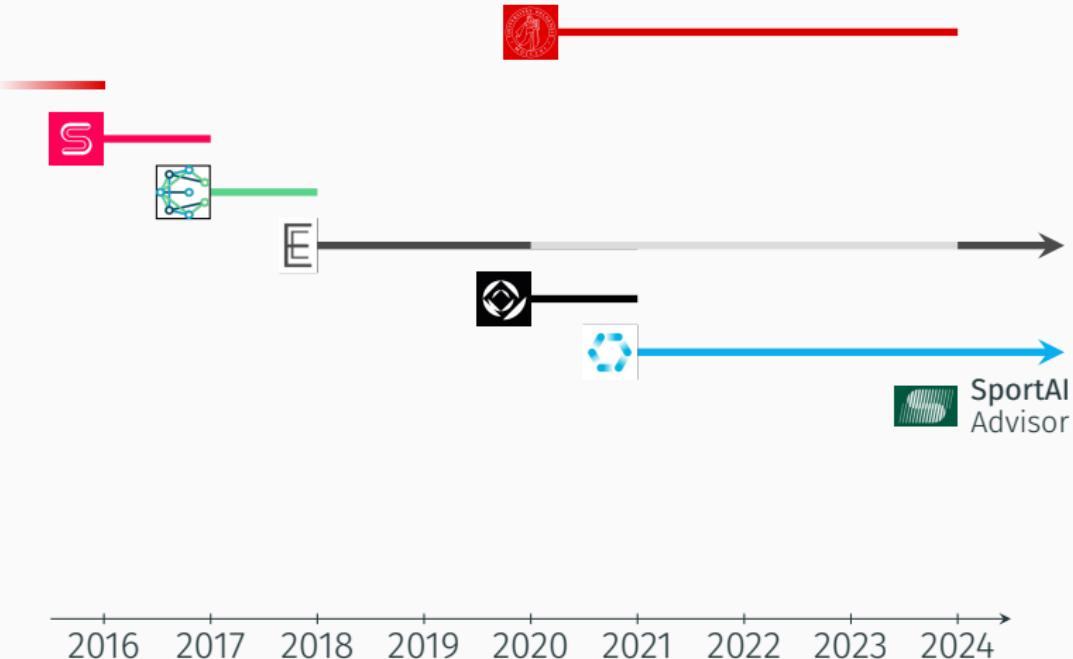
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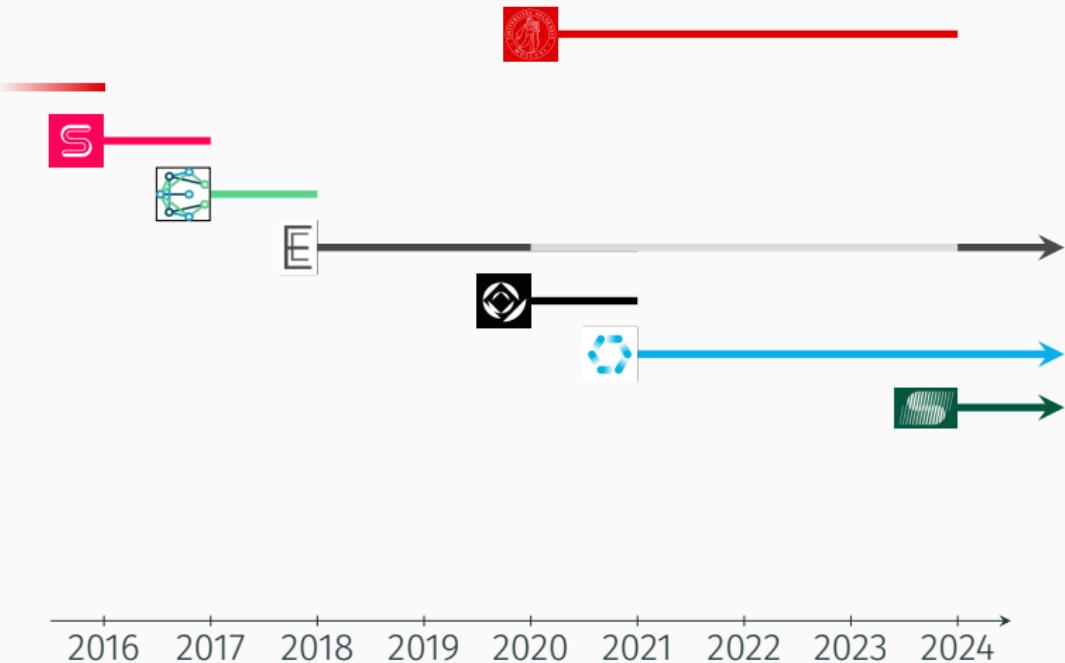
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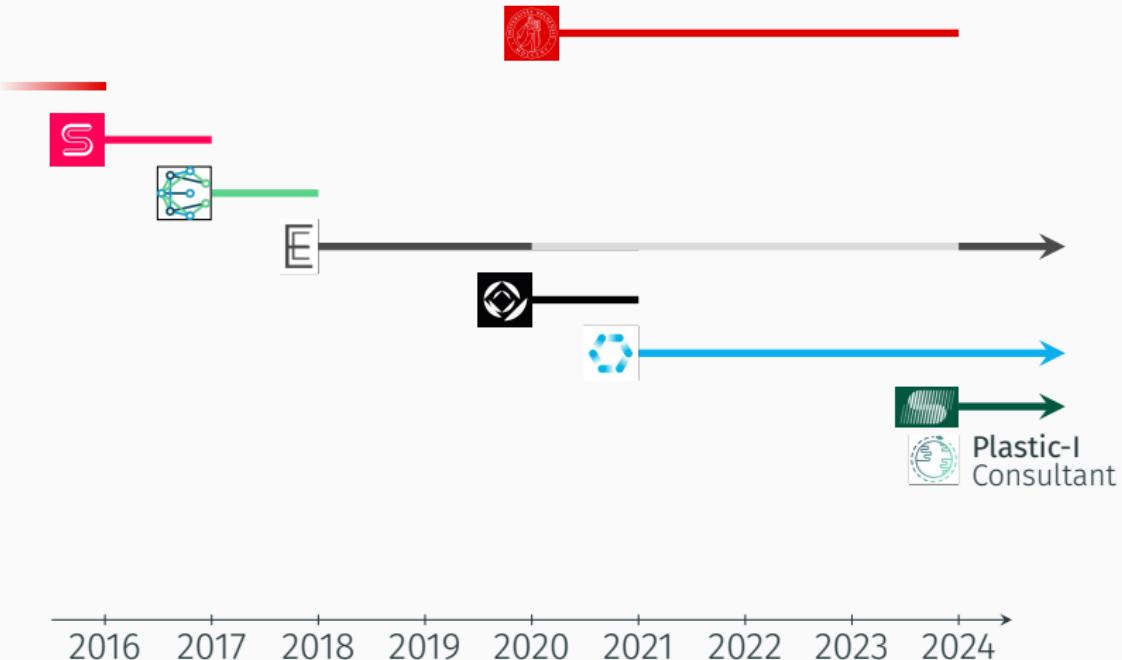
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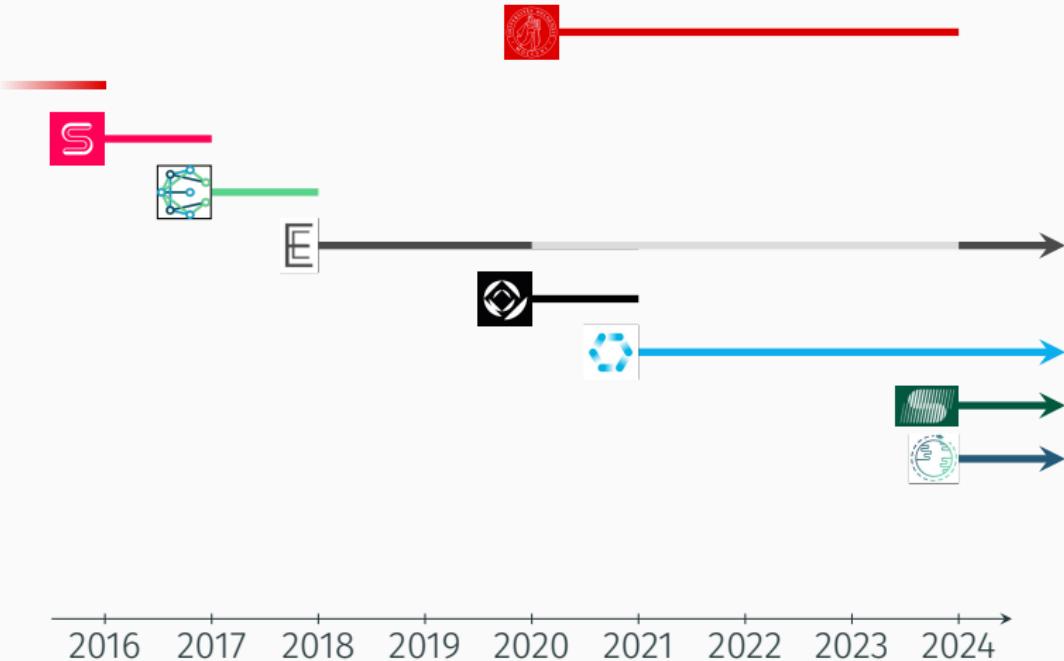
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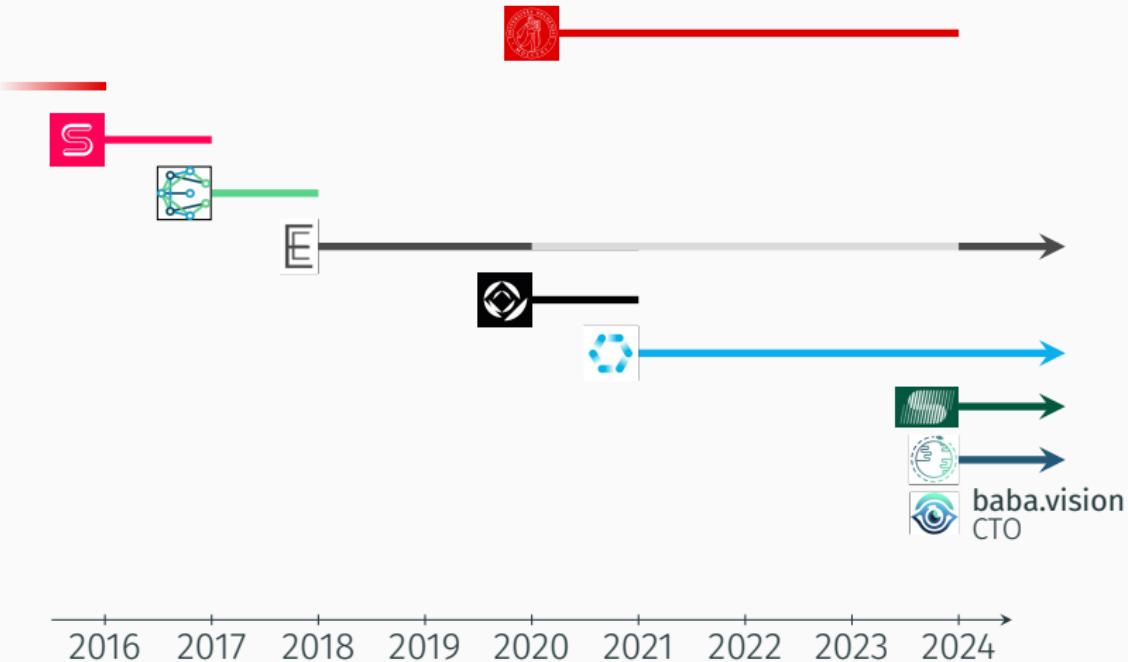
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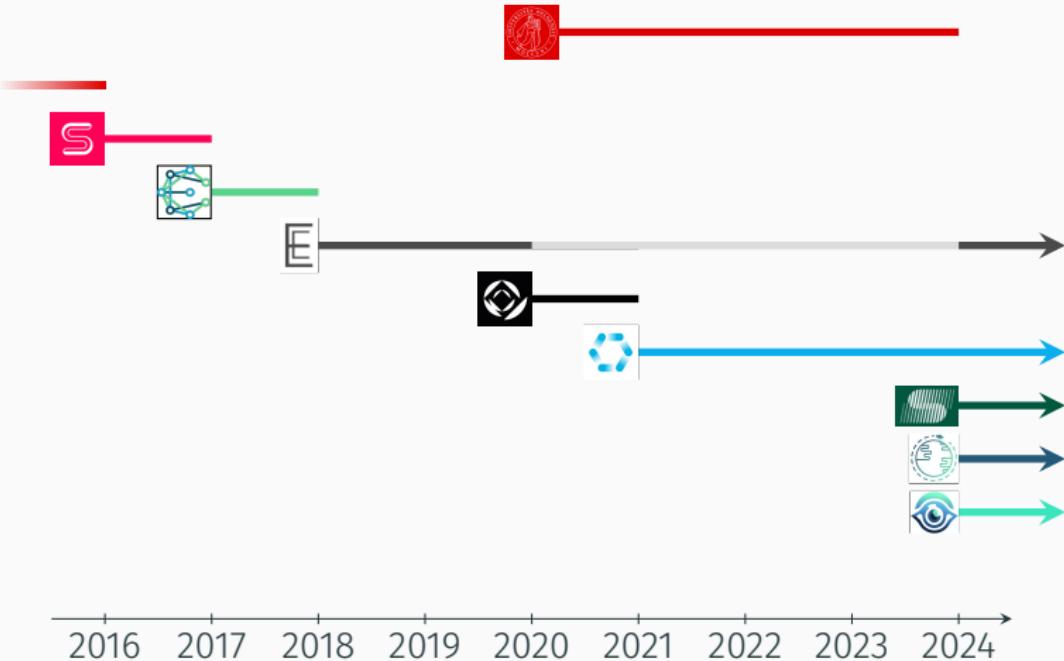
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# How is life as an entrepreneur/in a start-up?

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# 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





## Advantages of being a PhD student

- Focus on what matters to you
- Freedom



## Disadvantages of being a PhD student

- Responsibility



## Advantages of being a PhD student

- Focus on what matters to you
- Freedom



## Disadvantages of being a PhD student

- Responsibility
- Stressful



## 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

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# Things to keep in mind: Market validation



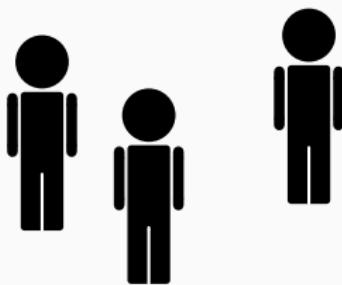
# Things to keep in mind: Team building



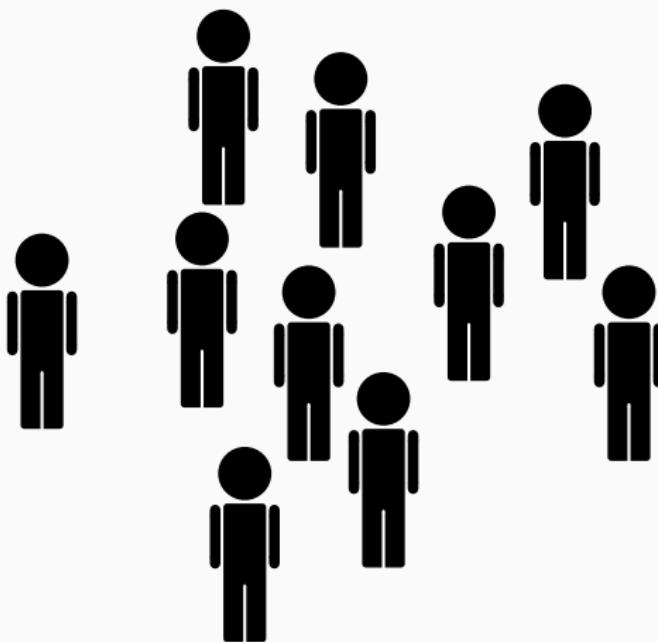
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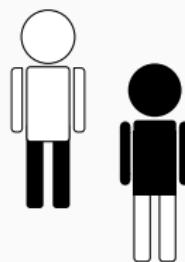
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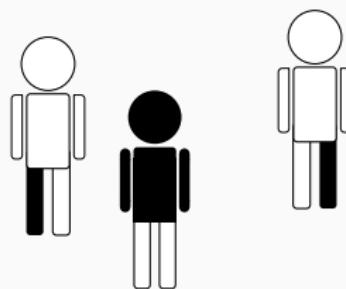
# Things to keep in mind: Team building



# Things to keep in mind: Co-founders

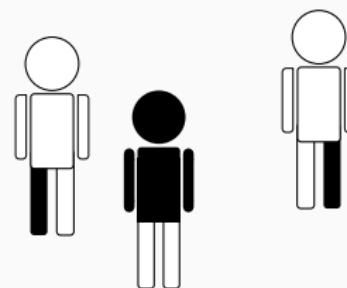


# Things to keep in mind: Co-founders



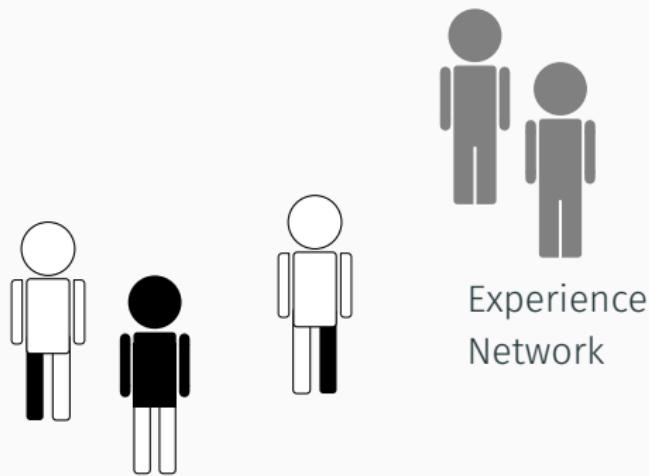
# Things to keep in mind: Co-founders

Development  
Business  
Domain expertise  
Legal



# Things to keep in mind: Advisors

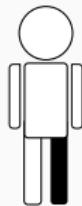
Development  
Business  
Domain expertise  
Legal



# Things to keep in mind: Early investors



Development  
Business  
Domain expertise  
Legal



Experience  
Network



# Things to keep in mind: Early investors



Snapsale i Schibsted: Gründere Geir Engedal, Eirik Sande og Øivind Djupvik i Snapsale får stort økonomisk bidrag til Schibsted. Meddelsomsetningen utgjør 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, looking directly at the camera with a slight smile. The background is dark with some blurred yellow lights.

Hade gründerdrømme. Geir Engdahl er matematiker og programvareutvikler.

**Fikk  
gründerdrømmen  
knust av Schibsted**

BOKHENTAK

TEKST Rjerni Eikblad & 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. Gründer Geir Engedal, Eirik Rysdahl og Øystein H. Høye.

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

## Schibsted opp i Snap

Blar opp millionbeløp for å digitalt rubrikselskap.

Hadeln gründeren, Geir Engedal er matenatisk

**DNHelg**

**Uriktig fremstilt av DN**

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

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 øjef i Schibsted Norge, Didrik Munch, til venstre og konsernejer Rolf Erik Rysdahl til høyre. Foto: Javier Kuris



# Resources

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# Resources: Inven2

**inven2** Technology transfer organization for UiO/OUS



# Resources: Inven2

**inven2** Technology transfer organization for UiO/OUS

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





Technology transfer organization for UiO/OUS

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

→ MELD INN DIN OPPFINNELSE

→ JEG HAR ET  
ARBEIDSRESULTAT JEG VIL  
DISKUTERE MED DERE

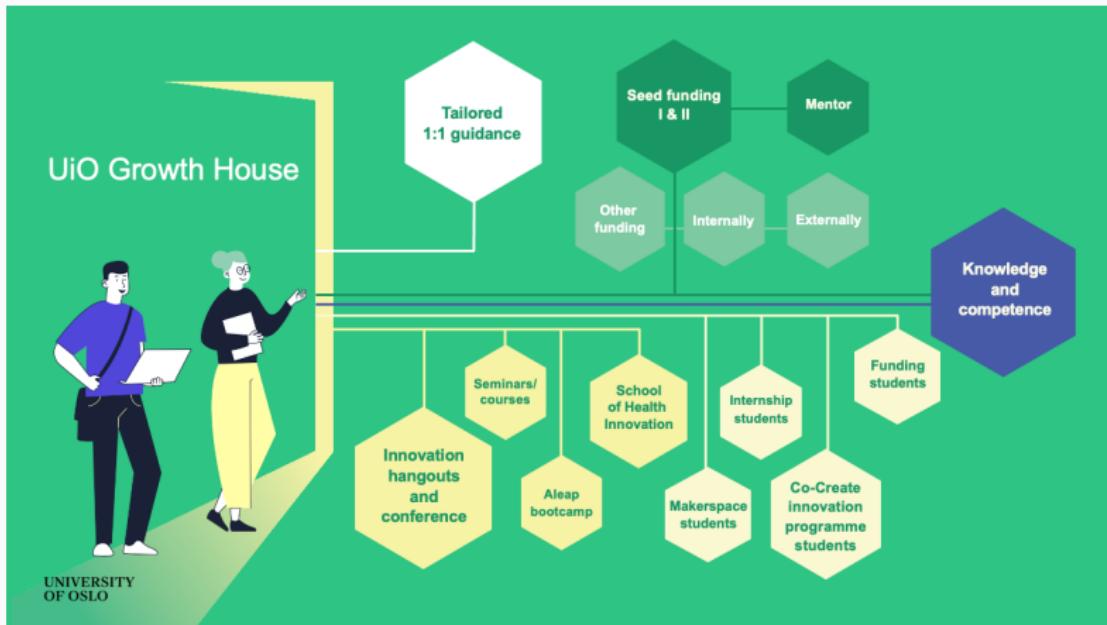
→ LAST NED "VEIVISER FOR  
OPPSTARTSSELSKAPER"



# 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 aleap logo consists of 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 points upwards and to the right, ending near the top of the letter "p".

Get cracking!

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