



BySpire

Today's situation

Hard landscape and weather conditions



Market size

Retail market for
vegetables suitable for
vertical farming



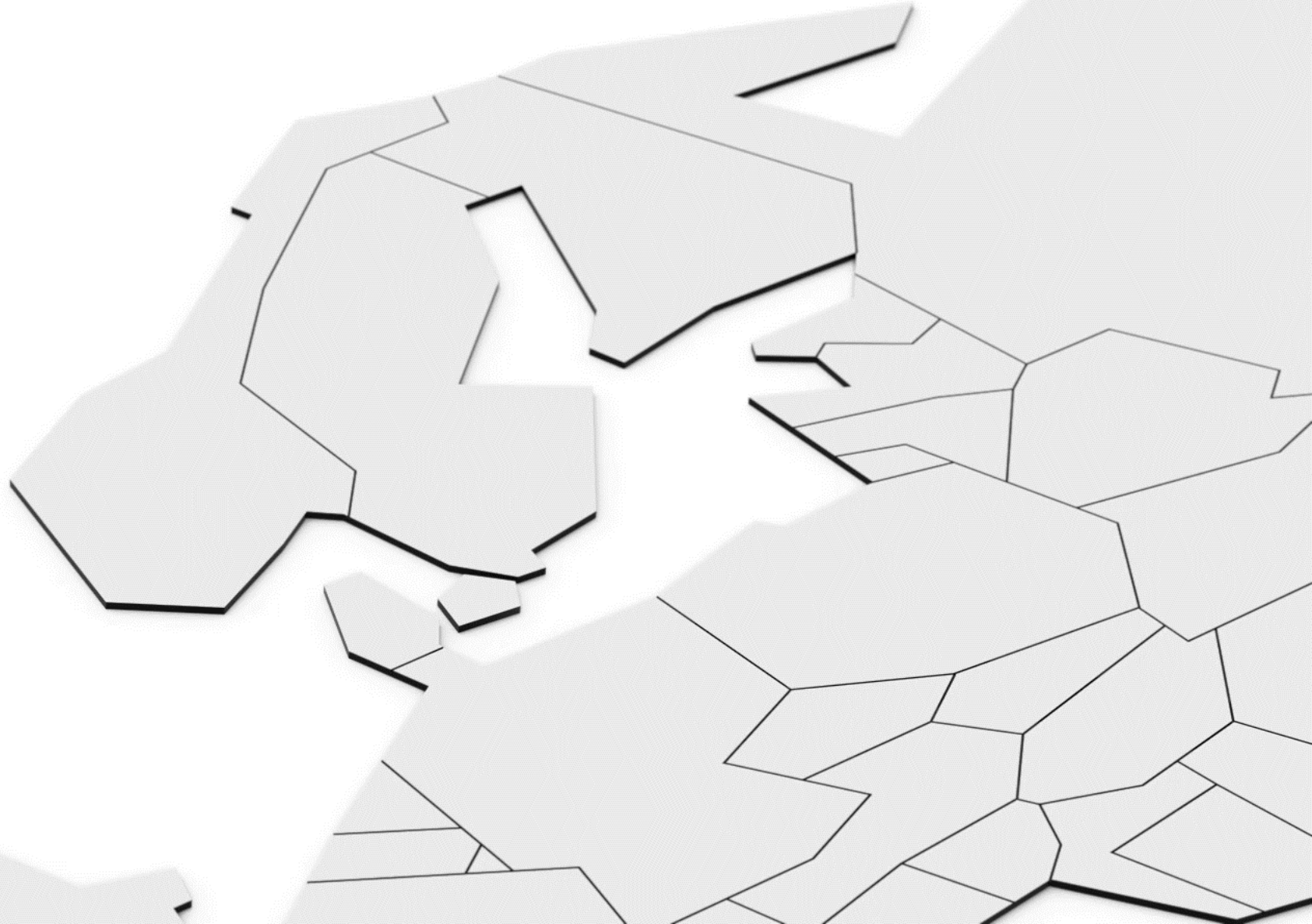
Problem today

«Nordmenn mest misfornøyde med maten»



Today's situation







- **736 000 TON** VEGETABLES CONSUMED EVERY YEAR
- **IMPORT STANDS FOR 70%**



Today's situation

Food miles example



		
 Yearly imported volume	8935 ton	0 ton
 Truck loads from Spain	700 trucks	0 trucks
 Carbon dioxide emission	6 000 000 kg CO₂	1 500 000 kg CO₂
 Workplaces in Norway	0	50+

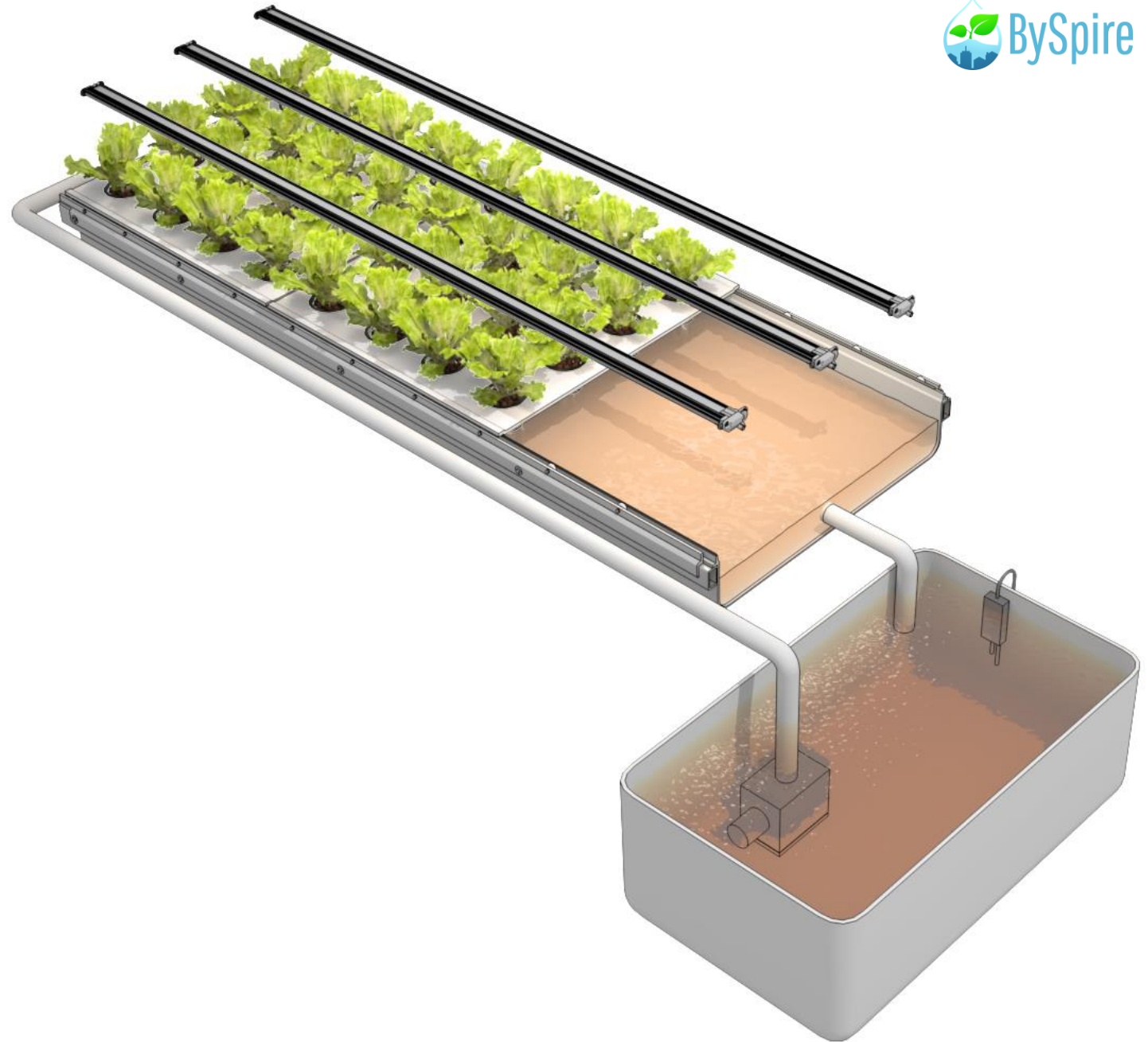
The solution

- Merging nature with technology



How it works

- Led lights
- Fertilizers
- Recirculation pump
- Sensors



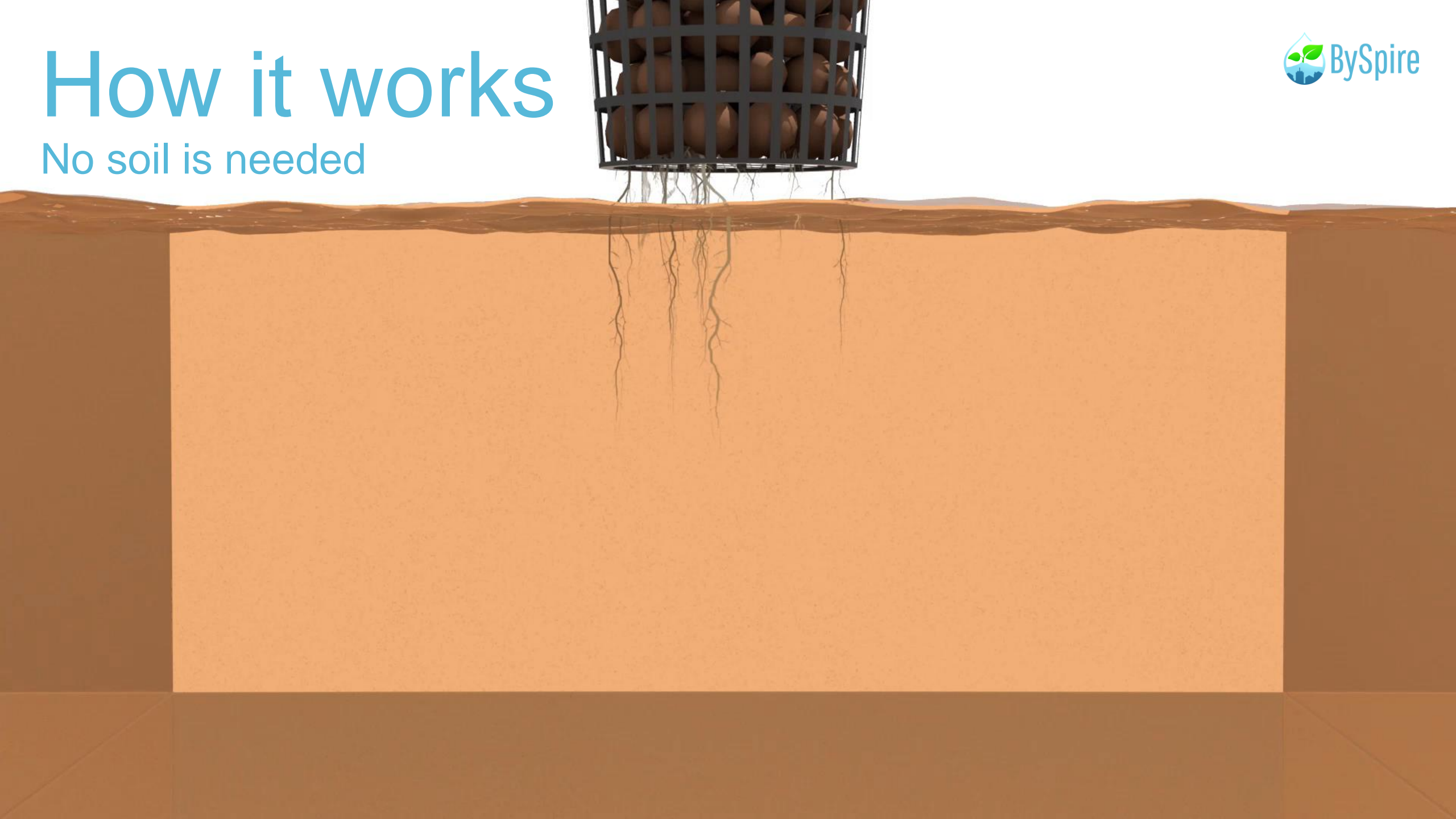
How it works

- Led lights enables control of intensity and spectrum
- Unique response for each plant
- Enables control of size, taste and nutrition value



How it works

No soil is needed



Customer promises

- No pesticides
- High quality year around
- Locally produced



Product assortment

Enrich the market with
new varieties



Dark Opal
Basil



Cinnamon
Basil



Sweet Thai
Basil



Lemon
Basil



Spicey bush
Basil

Vårt team



Dirk-Jan van Lubek
Technology



Jonas Tesfu
Retail & branding



Jonathan Vilkander
Manager/Operations



Olga Popovic
Civil Agronomist



Johan Bogeberg
Technology & Visual



Silje Andersen
Communication



Christian Drabløs
LED light expert



Achievements

Test bed site –
Landbrukets hus



Achievements

Crowdfunding

- 110,612 NOK Raised
- 210,075 People reached
- 1000+ New followers



Achievements

Showcase at MESH's
new location



Achievements

Showcase at Aker Brygge



Benefits

Oslo municipality



Kortreist – reduserer
CO2-utslipp



Produserer
bærekraftig mat



Bedre utnyttelse
av tomme lokaler



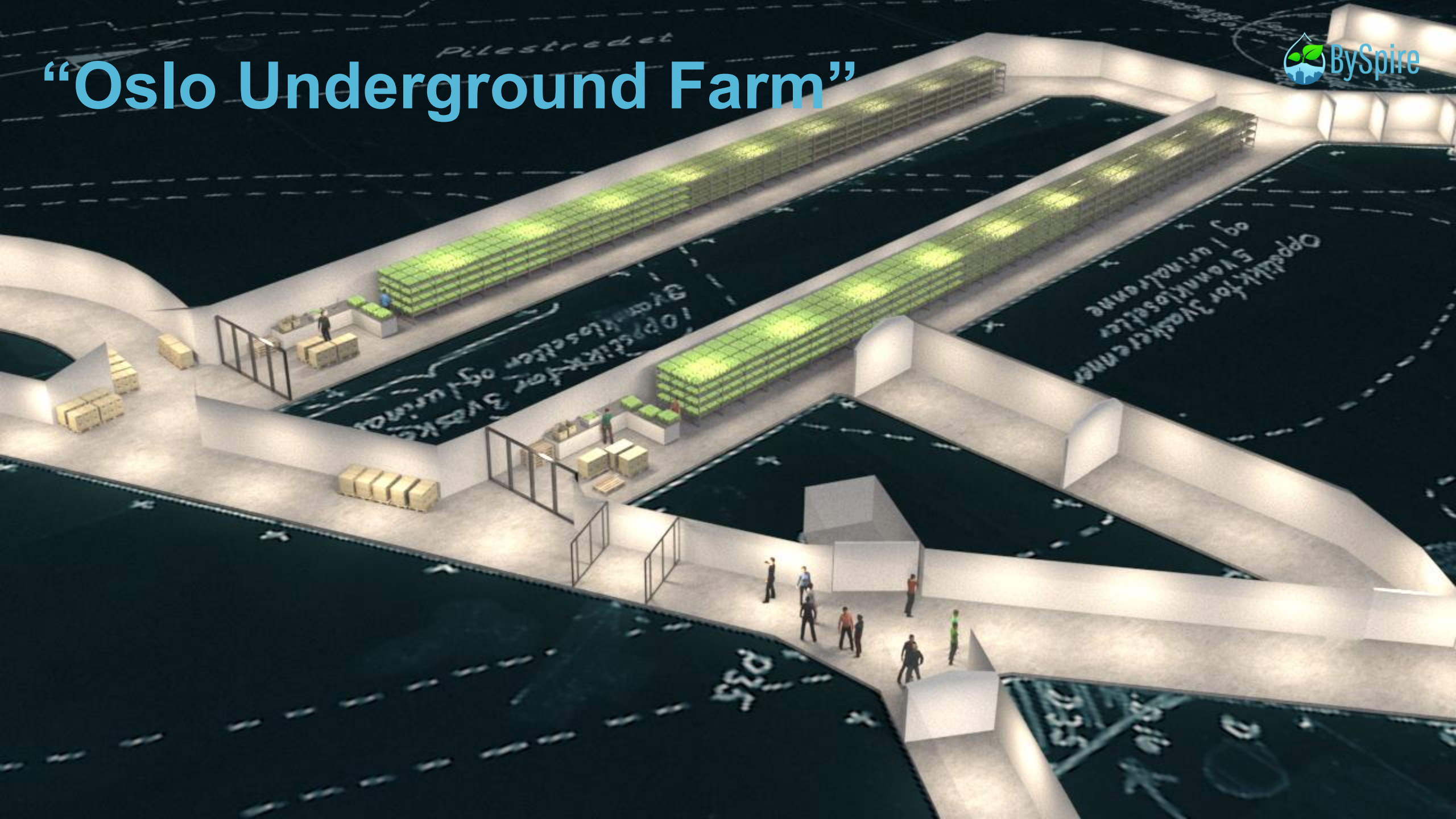
Kutter import



“Oslo Underground Farm”



“Oslo Underground Farm”



“Oslo Underground Farm”



“Oslo Underground Farm”

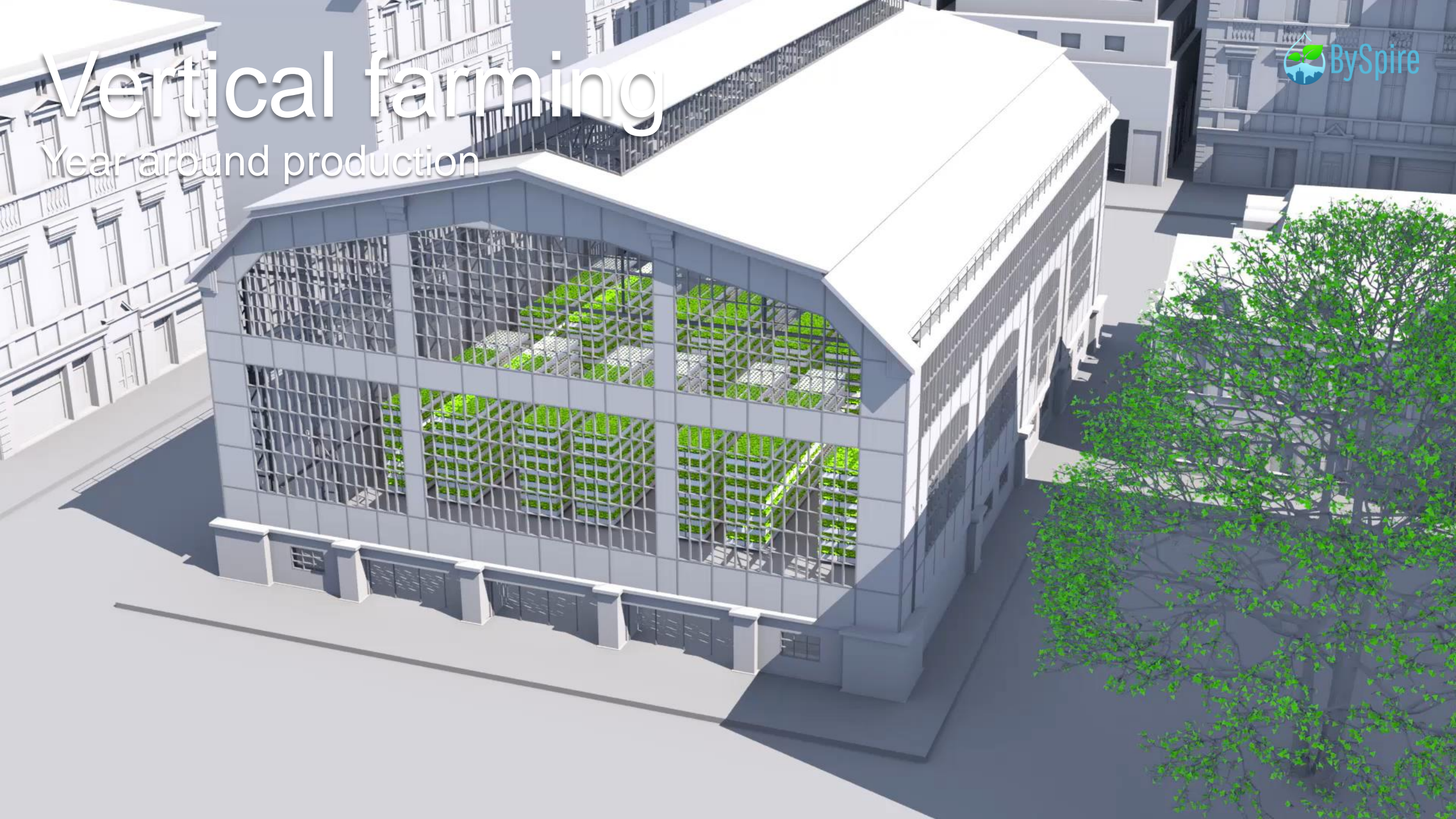


Advantages

Space usage

Vertical farming

Year around production



1) Hva må kommuner og offentlige virksomheter tenke på for å få med oppstartsvirksomheter i sine innkjøpsprosesser - hvordan kan de fasilitere?

2) Hvordan kan de lage de beste entreprenørskapstjenestene for sine kommuner /virksomheter?

3) Oppstarts-ABC for en offentlig aktør - hva bør de vite om opplevelsen av å gå i dialog om anskaffelser fra et lite selskap sitt perspektiv?

You've taken the first step

- Learn fast, smart and cheap
- Change the culture



THERE ARE GOOD AMBASSADORS

- LINE TVEITEN (BYM)
- OBR



THINGS TAKE TIME!!!!

- HOW TO FAST TRACK?
- LOCATION, PAYMENT, PROCESSES ETC.



LÖSNINGSFÖRSLAG

A photograph of a chalkboard with a lightbulb resting on it. The lightbulb is positioned in the center-right of the frame. On the chalkboard, there is a large, hand-drawn thought bubble outline. Below the main bubble, there are several smaller circles, suggesting a flow of ideas or a process. The background is dark and textured, possibly a wall or a large board.

- Tvärfaglig panel av ambassadörer
- Beslutsmandat
- Aktivera andra personer (Mulighet att sätta prioritet)

**HOW LONG TIME WOULD IT TAKE
TO FIND A VACANT PROPERTY OF
300 SQM IN OSLO?**