

IT HAS NEVER BEEN EASIER

FROM OPERA TO KAHOOT

HOW TO REACH 50 MILLION USERS



10 YEARS

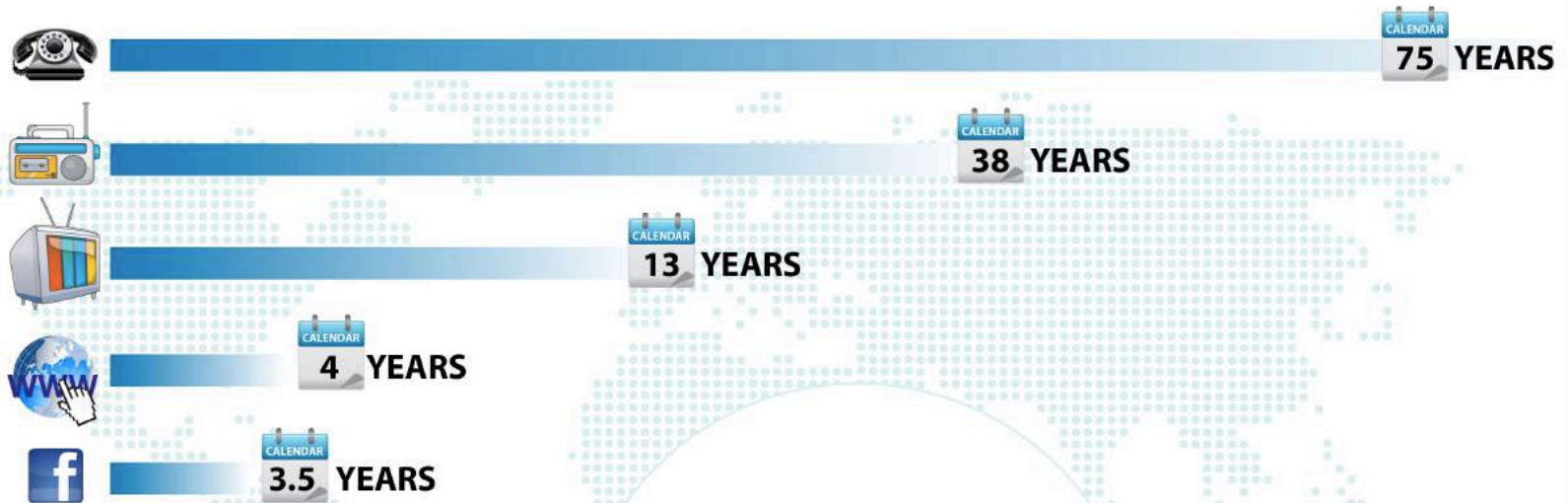
HOW TO REACH 50 MILLION USERS

Kahoot! 3 YEARS

IS JOHAN SMARTER THAN JON?



OR HAS IT SIMPLY BECOME EASIER



**Reaching
50 Million
users**

It took about 75 years for the telephone to connect 50 million people. Today a simple iPhone app like Draw Something can reach that milestone in a matter of days. In the past 10 years the rate of adoption of new technologies has accelerated at a dizzying speed. Can we keep up with it all?



35 days





48 hours



HOW TO START A COMPANY

1995 vs. **2016**

1995

YOU ARE CRAZY

2017

YOU ARE HIP

1995

NOK 100.000

2017

NOK 30.000

1995

NOK 1000000



2017



1995

NOK 20000



1995

NOK 100000



1995

NOK 300000



1995

NOK 20000



1995

NOK 10000



1995

NOK 15000



2017



1995

NOK 100000



1995

NOK 350000



2017



1995



NOK 1000000

2017



Rolf at Mixer

Cheap is good

1995



2017



STARTUP LAB

FOR GRUNDERE
AV GRUNDERE



1. SAMLE DE BESTE AV DE BESTE

An aerial photograph of a modern university campus. The image shows several multi-story buildings with diverse architectural styles, including one with a prominent green facade and another with a colorful, multi-colored facade. A pedestrian bridge spans across the middle of the campus. In the foreground, there are landscaped green spaces with young trees and a paved walkway. The sky is blue with some clouds. The text '1. SAMLE DE BESTE AV DE BESTE' is overlaid in large, white, bold letters in the upper center of the image.

2. JOBBE TETT MED SELSKAPENE



3. FØRSTE KUNDE





4. SMARTE PENGER

5. CORPORATE INNOVATION



STARTUP LAB [members]

6. MANGFOLD



The background of the image shows a glass entrance to a building. The words "STARTUP LAB" are printed in large, bold, red letters across the glass. Through the glass, an office interior is visible, featuring desks, computers, and people working. The text "It has never been easier to start your own company" is overlaid in white, bold font in the center of the image.

**It has never been
easier to start your
own company**

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It has always
 been difficult to
 succeed globally

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