

# Enhjørningens hemmelighed

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# De næste 20 minutter

- Baggrund
- Vækstrejse
- Forudsætninger
- Udfordringer
- Indspark til debatten

## 3 ting som jeg håber I vil tage med hjem

- Vores uddannelses- og velfærdssystem er en kæmpe ballast
- Det kræver ekstrem risikovillighed
- Konstant udfordring af konventionel tænkning

# Kort om mig...



- Datalog, 50 år
- 90'erne - Integrator Uniware elektroniske kataloger
- 00'erne - NemHandel offentlig sektor IT
- Medstifter af Tradeshift (2009)
- Ansvarlig for aktiviteter i APAC
- Medlem af Vækstteam for Handel og Logistik\*
- Investor i byFounders
- På farten ca. 6 mdr. om året

# Working 6 years for the government

2003 - 2009



## NemHandel

standarden for e-samhandel

# PEPPOL

PAN-EUROPEAN PUBLIC PROCUREMENT ONLINE



NemHandel  
Standarden for e-samhandel

Med brugene ► NemHandel på fire sider ►

NEMHANDEL I VIRKELIGHEDEN  
Med brugene ►

VELG DIN NEMHANDEL LØSNING  
NemHandel på 4 sider ►

” Med NemHandel sender du krypterede fakturaer, og du modtager en kv

OM NEMHANDEL FÅ NEMHANDEL SPØRGSMÅL OG SVAR VEJLEDNINGER

NemHandel support support@nemhandel.dk eller ring 11 70285576 alle hverdage 10-14

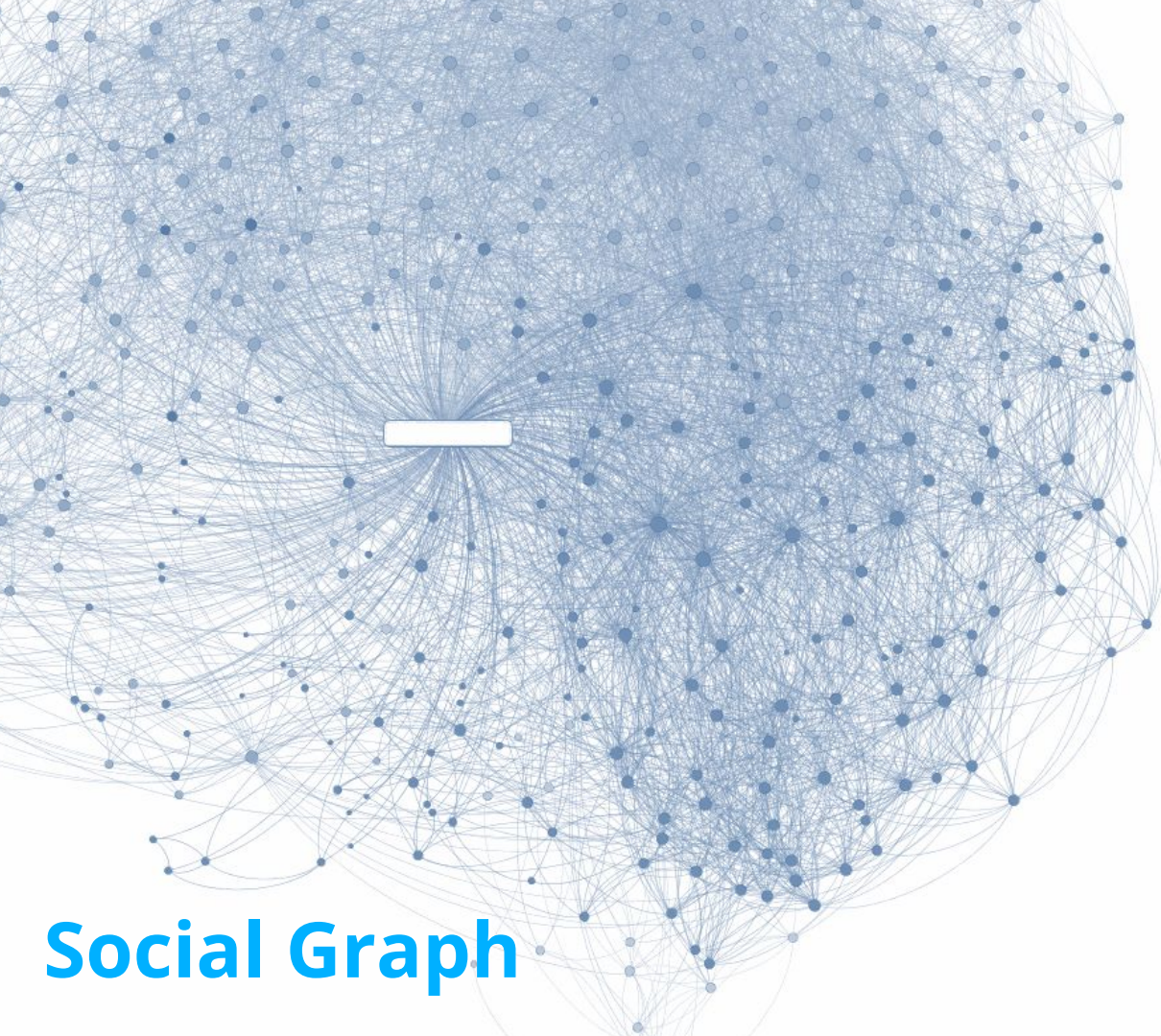


PEPPOL *making procurement better.eu*

Home About OpenPEPPOL PEPPOL Project Components Adoption News Events Contact us Member area

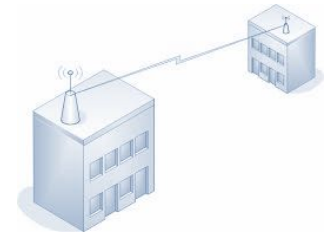
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- OpenPEPPOL**  
The OpenPEPPOL Association has been established to take over responsibility for PEPPOL specifications, leading strategy and services, promoting PEPPOL implementation across Europe.
- OpenPEPPOL Membership**  
How to join members.  
By becoming a member, private and public organisations have the unique opportunity to join forces and drive adoption of standardised process automation and connectivity across Europe. List of current members.
- PEPPOL making procurement better**  
2005
- PEPPOL: The Next Phase**  
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If you wish to set up a ...



**Social Graph**

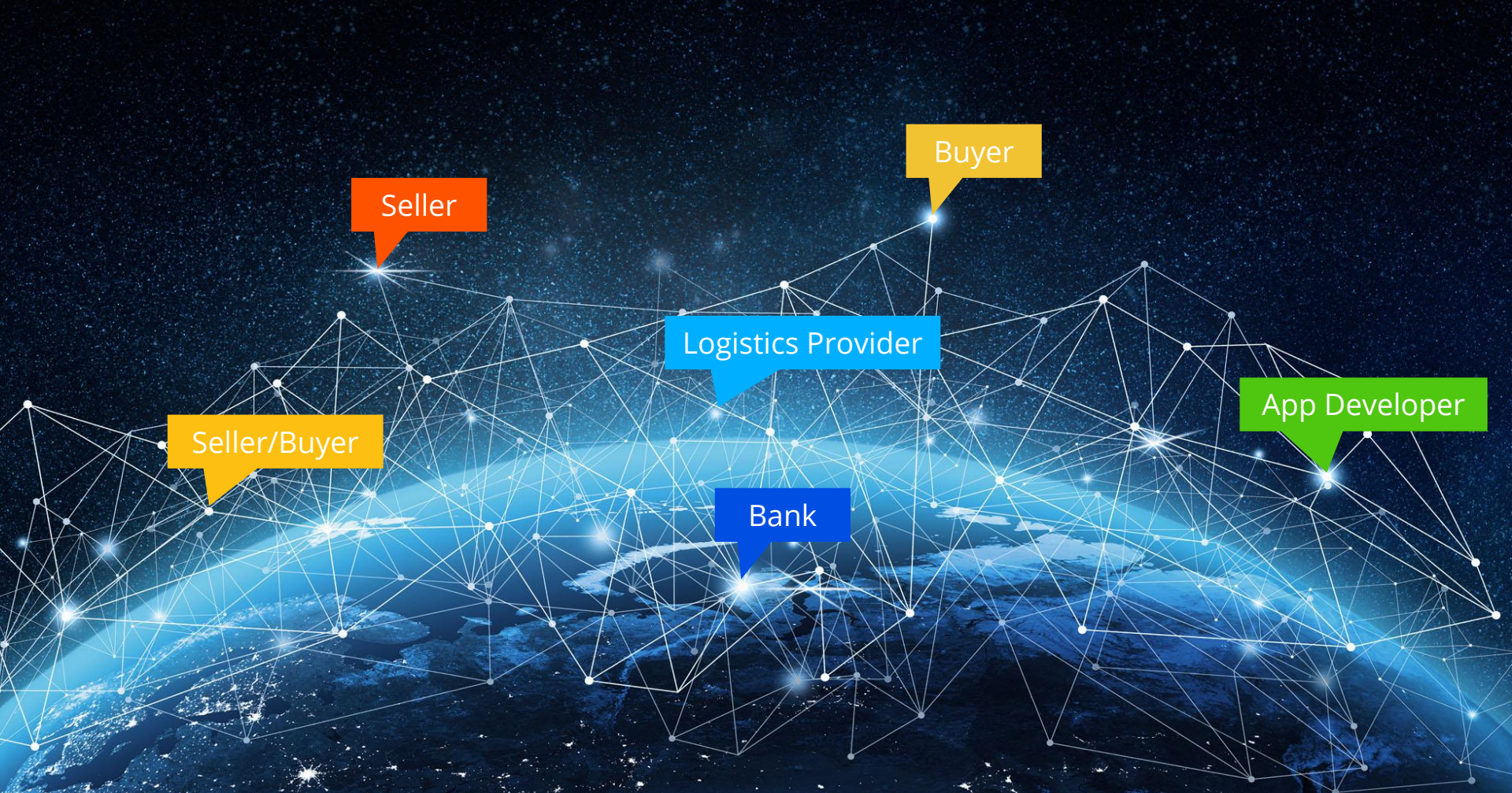
**Business Graph**



**Our radical idea**

**Real digital business networks will  
revolutionize business software**





**Everything** will be apps,  
**everything** will be networked

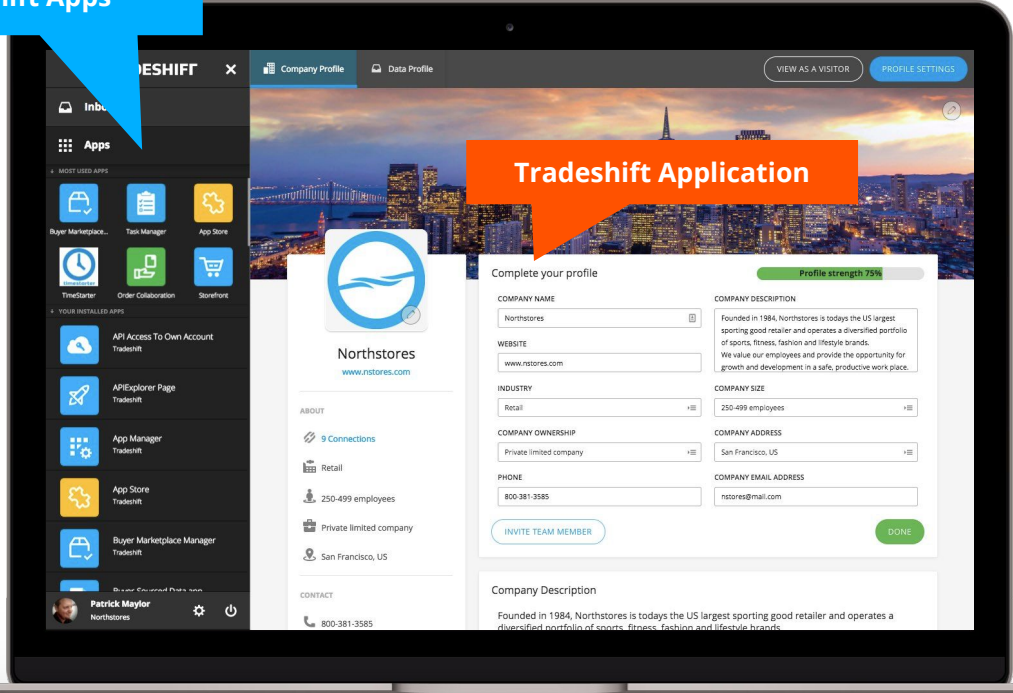


# The apps are the difference



Your Phone

Tradeshift Apps




Tradeshift Application



Tradeshift is an **App Platform**  
based on a **Network**

## **Our Vision**

To connect every company in the world, creating economic opportunity for all.

A photograph of three men in a workshop setting. One man stands on the left, pointing at a whiteboard with a diagram. Another man sits in the foreground, looking at the whiteboard. A third man stands on the right, also looking at the whiteboard. The whiteboard has a complex diagram with red and green lines and text. The table in front of them has several sticky notes. The background is a wooden wall with a window.

Ideas started forming

# shift happen

trades





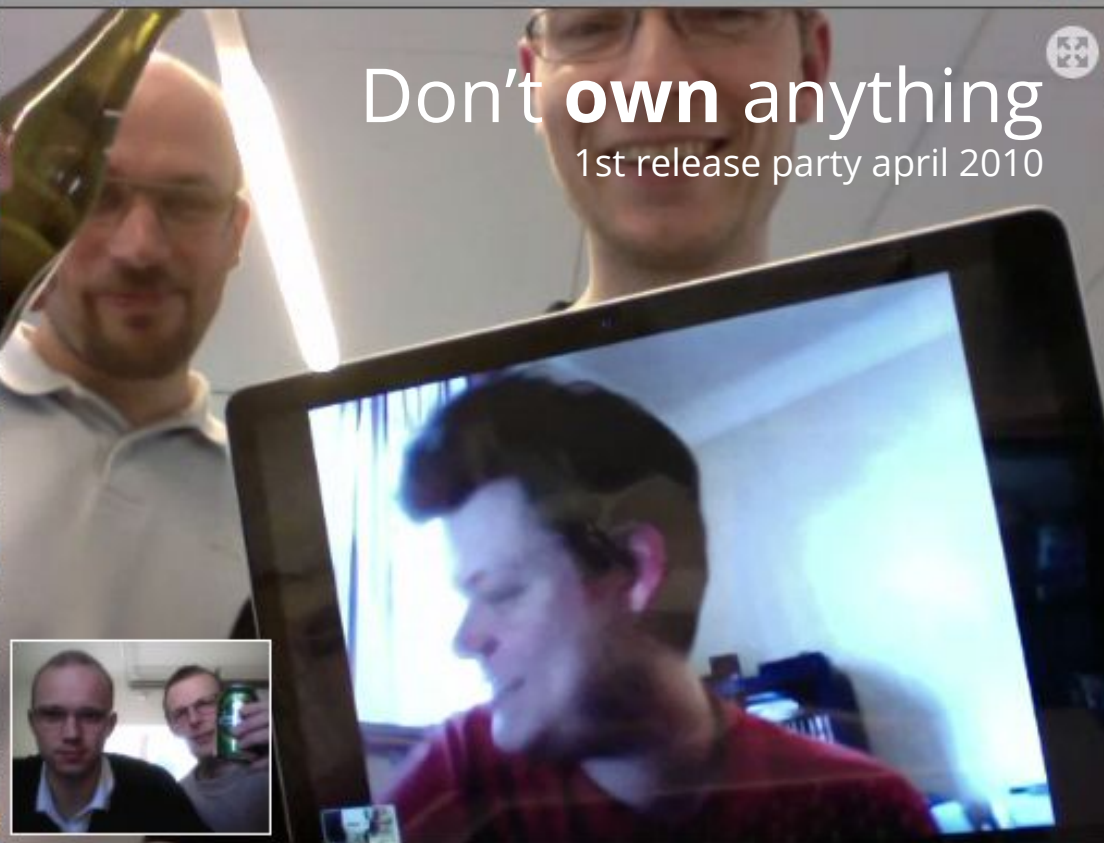
**Big vision,  
tiny form  
factor**





# Don't **own** anything

1st release party april 2010









瓊芳競麗圖

萬物競生，  
百華競放，  
千姿競展，  
萬色競呈。  
此乃自然之  
妙趣，造化  
之奇功。故  
君子觀之，  
則心胸開闊，  
精神煥發，  
誠為修身  
之良伴也。  
癸卯年夏月  
何桂平書

# Tradeshift Overview - born global



## Global Presence:

**USA:** San Francisco, New York

**EMEA:** UK, Denmark, Germany, France, Sweden, Norway, Romania, Belgium, Egypt

**Asia-Pacific:** China, Japan, Malaysia, Australia

**LATAM:** Opening soon in Mexico, Brazil etc.



**Founded:**

Copenhagen, 2010



Funding growth:

**~\$430M**



Transaction value:

**+\$500B**



Employee growth:

**1000+**



Global customers:

**500+**



Companies connected  
to the platform

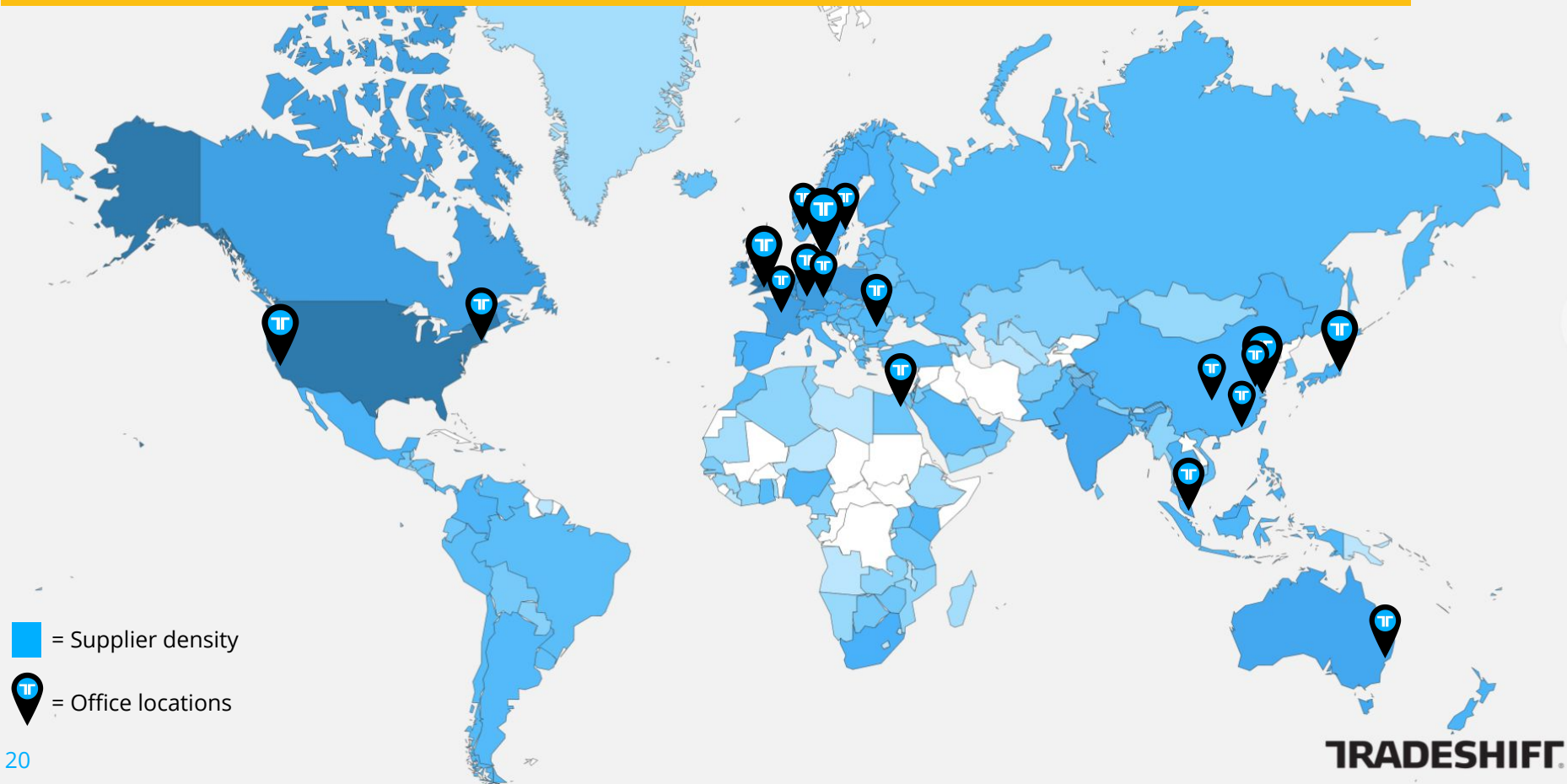
**1.5M**



SKUs

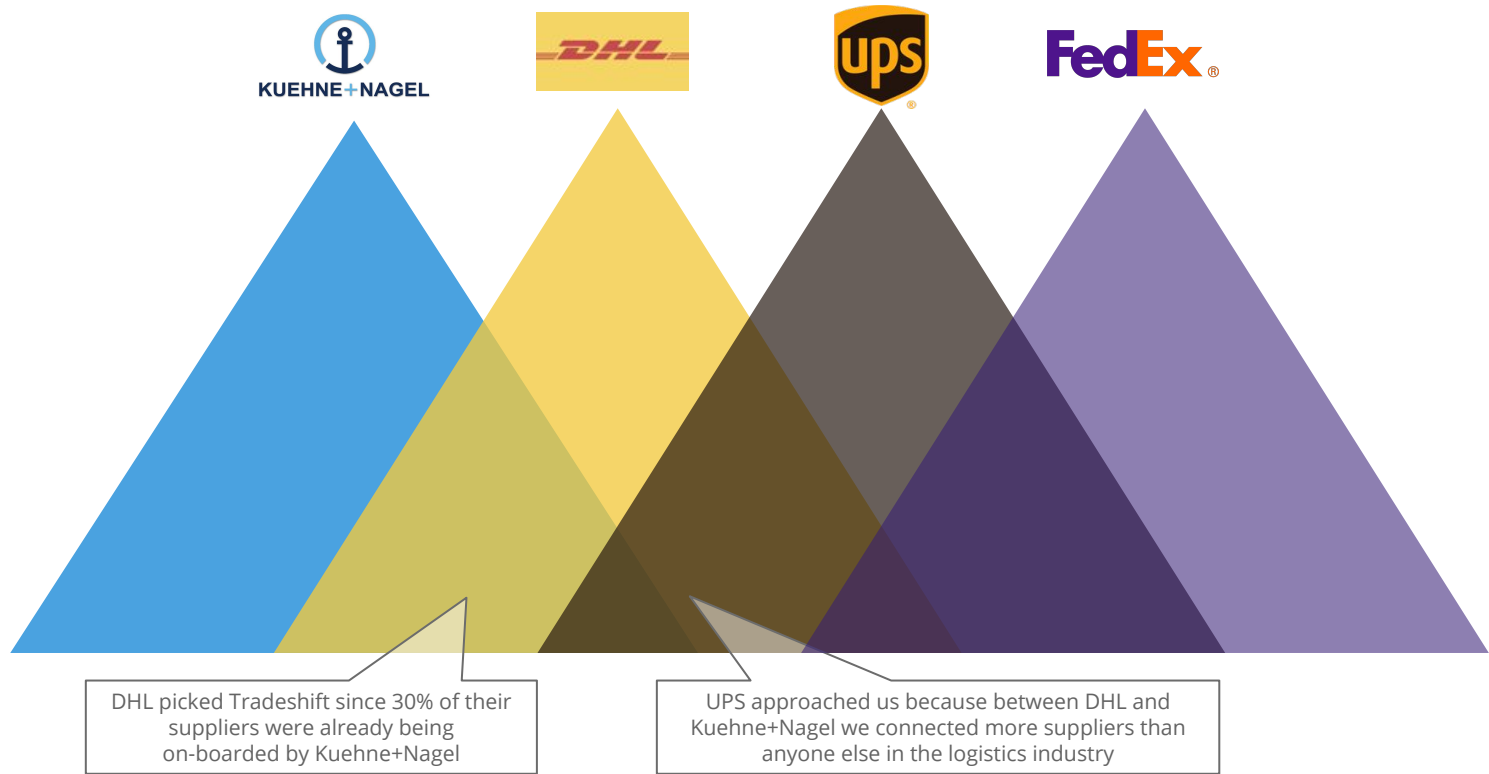
**30M**

# Global reach: Tradeshift is a truly global business commerce network

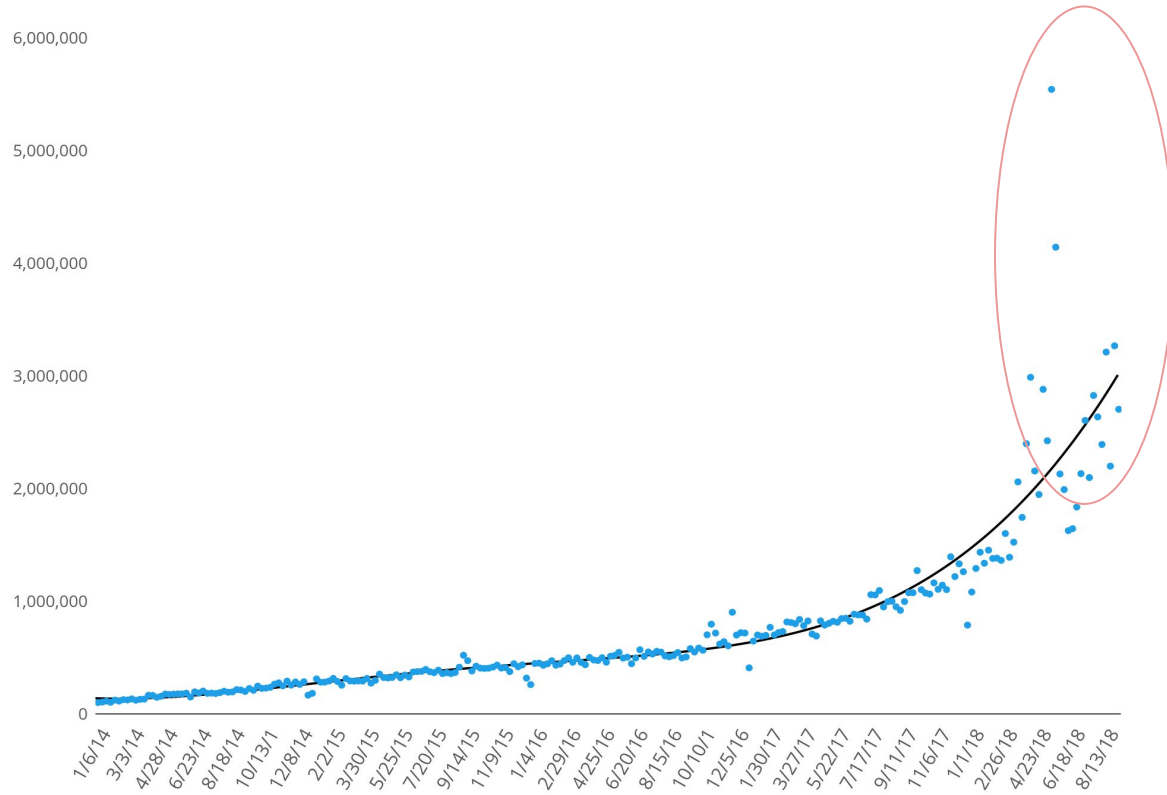


# THE POWER OF NETWORKS

Every deal we do reinforces the next one as our customers supply-chains overlap



# Exponentially growing activity



# Global Expansion and funding

- 2009 - Tradeshift founded (London and Copenhagen)
- 2010 - Failed attempt to expand in Brazil
- 2011 - **Series A:** Paypal & Notion Capital
- 2011 - San Francisco expansion and HQ
- 2012 - **Series B:** Intuit, Kite, ru-Net, Notion Capital
- 2012 - Failed attempt to penetrate the French market
- 2012 - Account executives hired in Germany / Holland
- 2013 - China R&D office in Suzhou
- 2013 - Japan office
- 2014 - **Series C:** Scentan Ventures, Notion Capital
- 2014 - Opportunistic (and failed) attempt to expand in Australia
- 2014 - France (Paris) office
- 2016 - **Series D:** DCVC, HSBC, Santander, American Express, Pavilion, CreditEase, WIPRO
- 2017 - IBX acquisition (offices in Norway, Sweden, Germany, Romania)
- 2017 - Malaysia (Kuala Lumpur)
- 2017 - **Series E:** Founders, PSP Public Credit, HSBC, Goldman Sachs, Fidelity etc.
- 2018 - Babelway acquisition (offices in Belgium, Cairo, Utah)
- 2018 - LATAM - JV under establishment

# BØRSEN.

ONSDAG 30. MAJ 2018 - ÅRGANG 122 - PRIS 51,00 KR.

## Goldman Sachs giver dansk it-komet milliarddrygstød

Fintechselskabet Tradeshift, der blev stiftet i en garage i 2009, får en kapitalindsprøjtning på 1,6 mia. kr. fra Goldman Sachs og en canadisk pensionskasse. Med de nye penge runder markedsværdien 7 mia. kr.

- Medstifter Christian Lannig: Klar til børsen inden for 24 måneder
- Unity-stifter: "Dem, der tænker stort og globalt tidligt, vinder"

Side 6-7



Arkivfoto: Jonas Pryor Andersen

# BØRSEN.

TORS DAG 11. OKTOBER 2018 - ÅRGANG 122 - PRIS 51,00 KR.

## Parløb med Kinas regering giver Tradeshift vækstboost

Et tæt samarbejde med Kinas regering giver it-selskabet Tradeshift et kraftigt rygstød på det glohede kinesiske marked for håndtering af fakturaer. "Værdien af transaktioner vokser omkring 400 pct. om året i øjeblikket," siger stifter og medejer Christian Lannig. Tradeshift runder ifølge ham en omsætning på 2 mia. kr. i år.

- Milliardregn – Goldman Sachs fordobler sin ejerandel
- Vækstridt udskyder børsnotering to-tre år
- Brexit-kaos giver ordreboom i Tradeshift
- Fik en Commodore 64 som barn og faldt pladask for it

Side 6-7



Foto: Apple Ben Nishan



# Reflektioner

# Forudsætninger

- En solid kvalitetsuddannelse
- SU og studielån
- Et sikkerhedsnet
- Projekt- og gruppearbejde
- At andre har banet vejen
- Tillid og risikovillighed
- Lav magtdistance
- Udfordring af konventioner



# Udfordringer

- Adgang til kapital
- Adgang arbejdskraft
- For få kvinder i visse STEM-discipliner
- Forståelse for værdien af medarbejderaktier
- Iværksætteri ses stadig som eksotisk

# Hvad kan vi gøre?

- Undervise i iværksætteri / basal økonomi
- Øge optag på STEM uddannelser med god ROI
- Fokuserer på kønsbalancen
- Have blik for støttende kompetencer
- Gøre det endnu mere attraktivt at investere i startups



# Tak for opmærksomheden

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