

MARKET ACCESS  
SPOTLIGHT: SWEDEN

# Opportunities for Startups



swipe





01

# Why Sweden for Startups?

Sweden is a global center for sustainability and innovation, providing businesses with a strong ecosystem and robust government backing. It has easy access to the Nordic and EU markets thanks to its advantageous position in Northern Europe. Sweden is a great place for Tamil Nadu entrepreneurs to expand internationally because of its concentration on renewable energy, world-class universities like KTH and Karolinska Institutet, and competence in green technology.

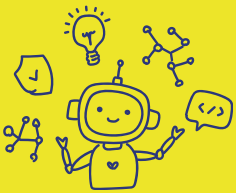
## Key Highlights



Ranked #2 in Europe on the Global Innovation Index 2024



Home to top universities like Karolinska Institutet, KTH, and Lund, known for research and innovation.



€239 billion ecosystem valuation in 2024, with €4.7 billion raised in venture capital in 2023, 74% of which went to impact-driven ventures.



Leader in green tech and sustainability, attracting startups in renewable energy and circular economy.




Strategic access to Nordic and EU markets, supported by strong government policies.

swipe



# Key Sectors for Tamil Nadu Startups

 **Sustainability and Green Tech:** Sweden is a pioneer in renewable energy, waste management, and circular economy solutions. Startups focusing on sustainable innovations will find ample support and a receptive market for green technologies.

 **AI and Cybersecurity:** As a highly digitalized economy, Sweden is actively investing in AI and cybersecurity solutions, offering Tamil Nadu startups an ideal market for smart city technologies and secure digital infrastructure.

 **FinTech and Digital Solutions:** As one of Europe's most cashless societies, Sweden offers an advanced digital infrastructure, making it ideal for startups in FinTech, payment solutions, and blockchain technology.

 **Life Sciences and MedTech:** With world-class research institutions and a strong healthcare system, Sweden is a hotspot for startups in biotechnology, MedTech, diagnostics, and drug development.

 **Automation and Robotics:** Sweden's reputation as a leader in smart manufacturing creates opportunities for startups working in robotics, IoT, and automation, particularly in factory and industrial solutions.

 **AgriTech and FoodTech:** With its focus on sustainable farming practices, Sweden provides fertile ground for startups in precision agriculture, food innovation, and urban farming.



## Deep Dive into Soft-Landing Programs

Sweden offers robust programs designed to help international startups enter and succeed in the market. Tamil Nadu startups can benefit from these initiatives:

### ★ **Vinnova – Sweden's Innovation Agency**

**What:** Sweden's leading innovation agency offering grants, market insights, and co-development opportunities.

**Why:** Tamil Nadu startups can access funding, innovation hubs, and partnerships with Swedish organizations.

**Highlight:** Supports international collaborations to help startups soft-land in Sweden.

### ★ **SISP (Swedish Incubators and Science Parks)**

**What:** A network of 65 science parks and 5,000 companies providing mentorship, office space, and market-entry support.

**Why:** Startups can collaborate with incubators to transition seamlessly into Sweden's ecosystem.

**Highlight:** Offers connections to global innovation hubs for scaling opportunities.



## ★ **Startup Sweden Program**

**What:** A government-backed initiative offering mentorship, investor connections, and internationalization strategies.

**Why:** Startups can join tailored programs designed to access Sweden's tech and life sciences ecosystem.

**Highlight:** Bridges the gap between startups and Swedish investors.

## ★ **Enterprise Europe Network (EEN)**

**What:** A global network connecting startups with partners in Sweden for funding and market-entry support.

**Why:** Tamil Nadu startups can co-develop with Swedish companies and access internationalization opportunities.

**Highlight:** Offers connections to strategic partnerships across Europe.

## ★ **AI Sweden Soft Landing Program**

**What:** Access to AI expertise, infrastructure, and a collaborative network.

**Why:** Startups working on AI-driven solutions can accelerate growth in Sweden.

**Highlight:** Enables innovation in AI for societal and business impact.

swipe





## ★ Invest Stockholm Soft-Landing Program

**What:** Market-entry support, including research, local connections, and tailored resources..

**Why:** Tamil Nadu startups can establish operations in Stockholm with free consultations and local partner access.

**Highlight:** Simplifies entry into Sweden's market with a strong support system.

## More Programs to Explore

### Additional Support in Sweden

★ **Soft-Landing.eu Programs:** Immersive programs offering market-entry support and connections to local experts in Sweden.

★ **Nordic Innovation House:** A platform providing co-working spaces, investor access, and networking opportunities in Sweden and the Nordic region.

★ **ExcellEnt Project's Soft-Landing Mission:** EU-backed missions helping startups explore Sweden's business landscape and build international partnerships.



swipe



# Global Events and Success Stories in Sweden

## Tech Arena Sweden

An annual event showcasing cutting-edge technologies and innovation, providing startups opportunities to pitch ideas, network, and collaborate with global leaders.

## Slush

One of the world's leading startup events, featuring Swedish startups and industry leaders. It's a platform to connect with global investors and innovation-driven companies.

## Bifrost Summit

Focused on green transformation, this summit highlights sustainability and energy innovations, bringing together startups, researchers, and key stakeholders.

## Success Stories from Sweden

🎵 **Spotify:** Started in Stockholm, Spotify revolutionized the music streaming industry and is now a global giant.

🔋 **Northvolt:** A pioneer in green energy, Northvolt has become a key player in sustainable battery technology.

💰 **Klarna:** A leader in FinTech, Klarna transformed the “buy now, pay later” space into a global solution for online shopping.



05

# The Sweden Advantage for Startups

For startups, the dynamic environment of Sweden and Tamil Nadu's ability to collaborate on innovation creates a special potential. Sweden's emphasis on sustainability, state-of-the-art research facilities, and strong infrastructure provide Tamil Nadu startups with a venue to work together on innovative ideas. Sweden is a launching pad for success and expansion on a global scale because to its easy access to the Nordic and EU markets and robust government assistance.

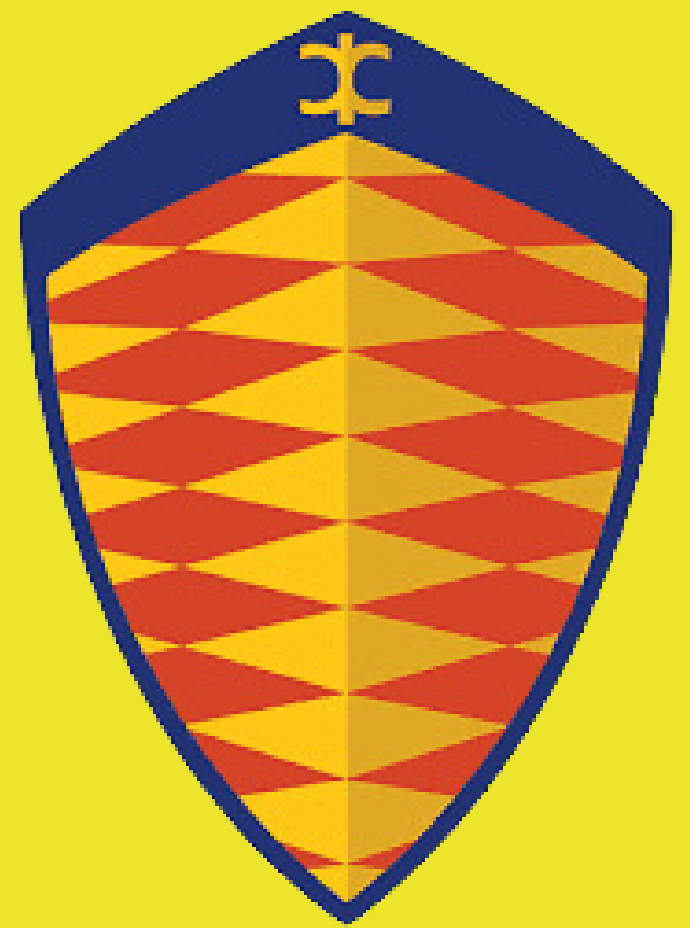
To learn more about BeyondTN, an initiative by StartupTN supporting Tamil Nadu startups to expand globally, email me at **[anirudh@startuptn.in](mailto:anirudh@startuptn.in)**.





# Koenigsegg Story

Since I was a young child, Koenigsegg has had a special place in my heart; the name conjures up feelings of wonder and inspiration. I've always been captivated by their stunning designs and remarkable technological capabilities. Established in 1994 by Christian von Koenigsegg, this previously modest Swedish firm has grown into a worldwide symbol of engineering prowess and innovation thanks to its audacious goal. From expanding automotive potential to pushing the limits of speed, Koenigsegg never ceases to inspire my intrigue and admiration.



## Why Koenigsegg Stands Out?

- **Pioneering Technology:** With inventions like the Freevalve engine, which does away with conventional camshafts, and lightweight carbon fiber designs, Koenigsegg has completely redesigned automobile engineering. Their emphasis on effectiveness and quality is evident in every development.
- **Unwavering R&D:** Koenigsegg's dedication to research has produced amazing results, including the fastest production automobiles in the world and engines that run on sustainable biofuels. They demonstrate how sustainability and performance may coexist peacefully.
- **Unmatched Design:** Koenigsegg automobiles are works of art rather than just transportation. Every car is made to be both technically sophisticated and aesthetically pleasing by fusing engineering perfection with breathtaking beauty.

## Standing Out:

Koenigsegg's story serves as evidence that ambitious plans backed by tenacity and creativity may achieve worldwide success.