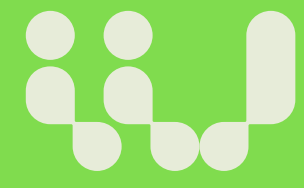




IIW x  
Reykjavíkurborg

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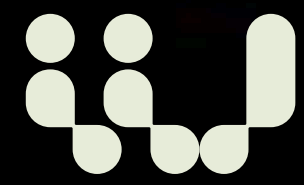


Economic



Impact

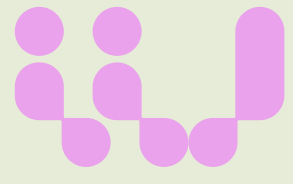




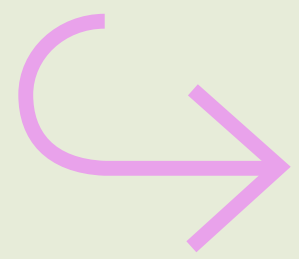
Iceland Innovation Week boosts the local economy by drawing in hundreds of international visitors, including entrepreneurs, investors, and technology enthusiasts. This influx of visitors leads to increased revenue for local businesses such as hotels, restaurants, and retail stores. The event creates temporary job opportunities in hospitality, event management, and logistics, further stimulating economic activity.



Boost to the  
local economy

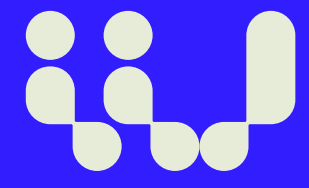


# Investment Attraction

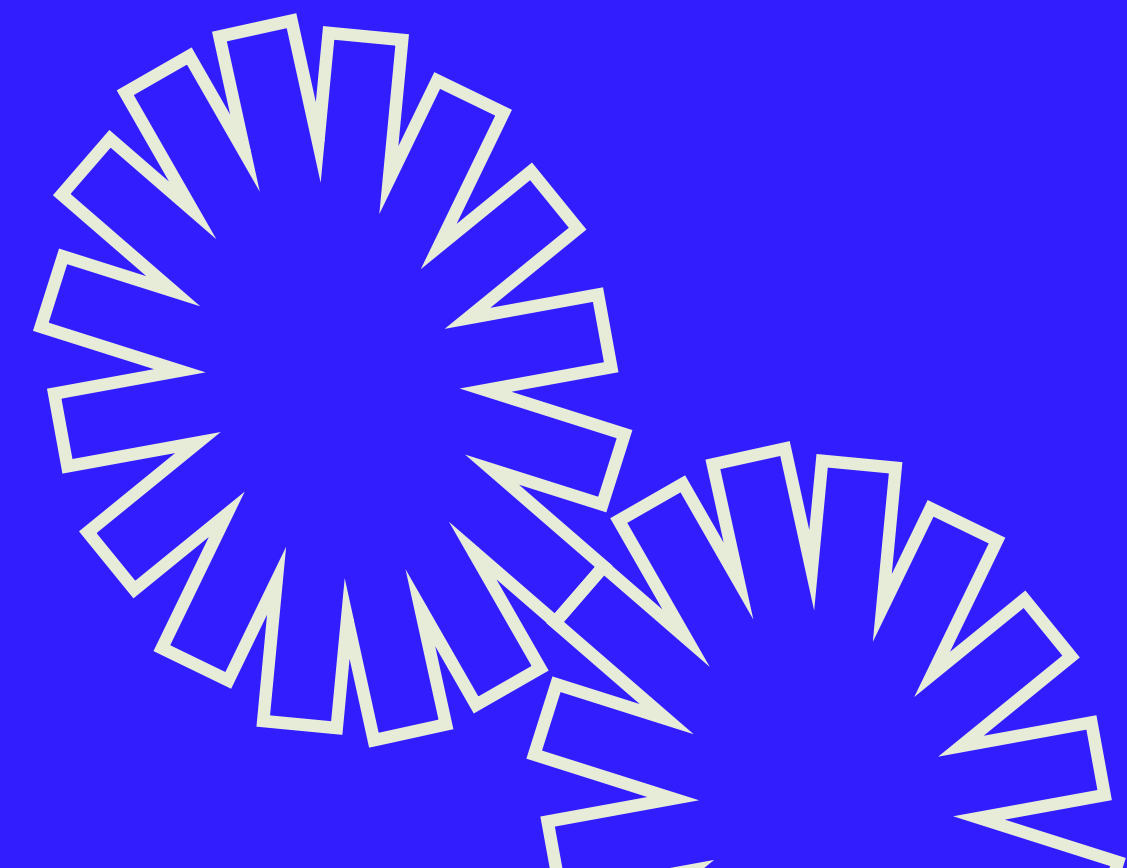
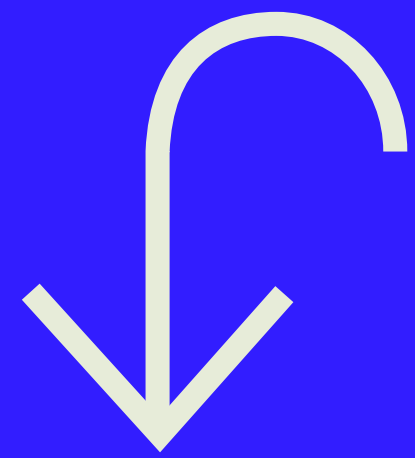


Iceland Innovation Week attracts venture capitalists and investors, resulting in business deals and investments that benefit Reykjavik's startup ecosystem. By showcasing Reykjavik as a vibrant hub for innovation, the event enhances the city's global profile and drives sustained economic growth.





# International exposure





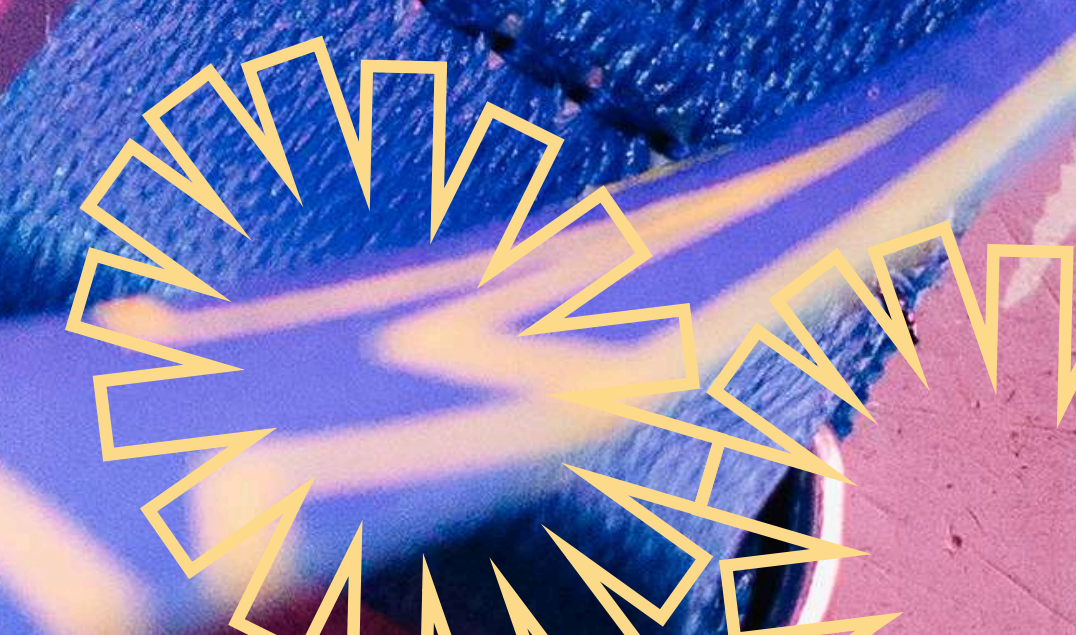


## Media Coverage

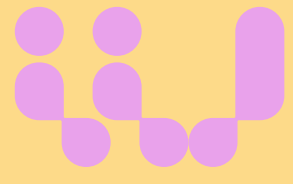
In collaboration with Business Iceland, Iceland Innovation Week organised a media delegation of foreign tech media outlets such as:

- Sifted
- Tech.eu
- TechCrunch
- Reuters

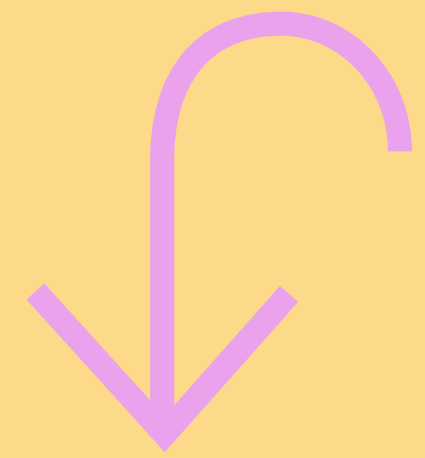
Iceland Innovation Week



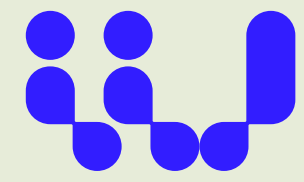




Innovation &



Entrepreneurship



# Startup Ecosystem

↳ Growth

↳ 24 networking events

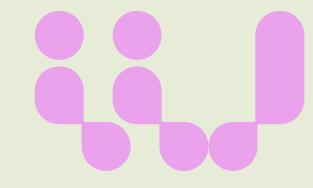
↳ 52 educational events and workshops

↳ 2 pitch competitions (1/4 of all startups participating got the chance to pitch in front of investors during the festival)

↳ All free and open to everyone







# New technologies & ideas

Examples of innovative Icelandic technologies and ideas presented during the event:

Driftline – Define Aerobic Endurance

Lava Show – Startup Saga

Arctic Adventures – Changing the Future of Travel with AI

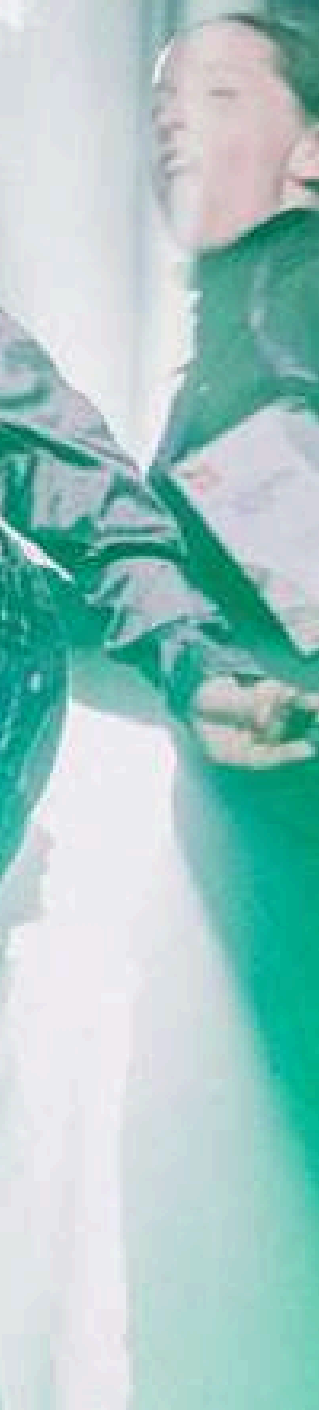
Landspítalinn – Stories of Innovation

YAY – Every Moment is a YAY Moment

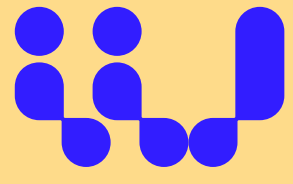
Blikk – Unveiling the Future of Payments

50skills and Grid – Discover the Art of Automation

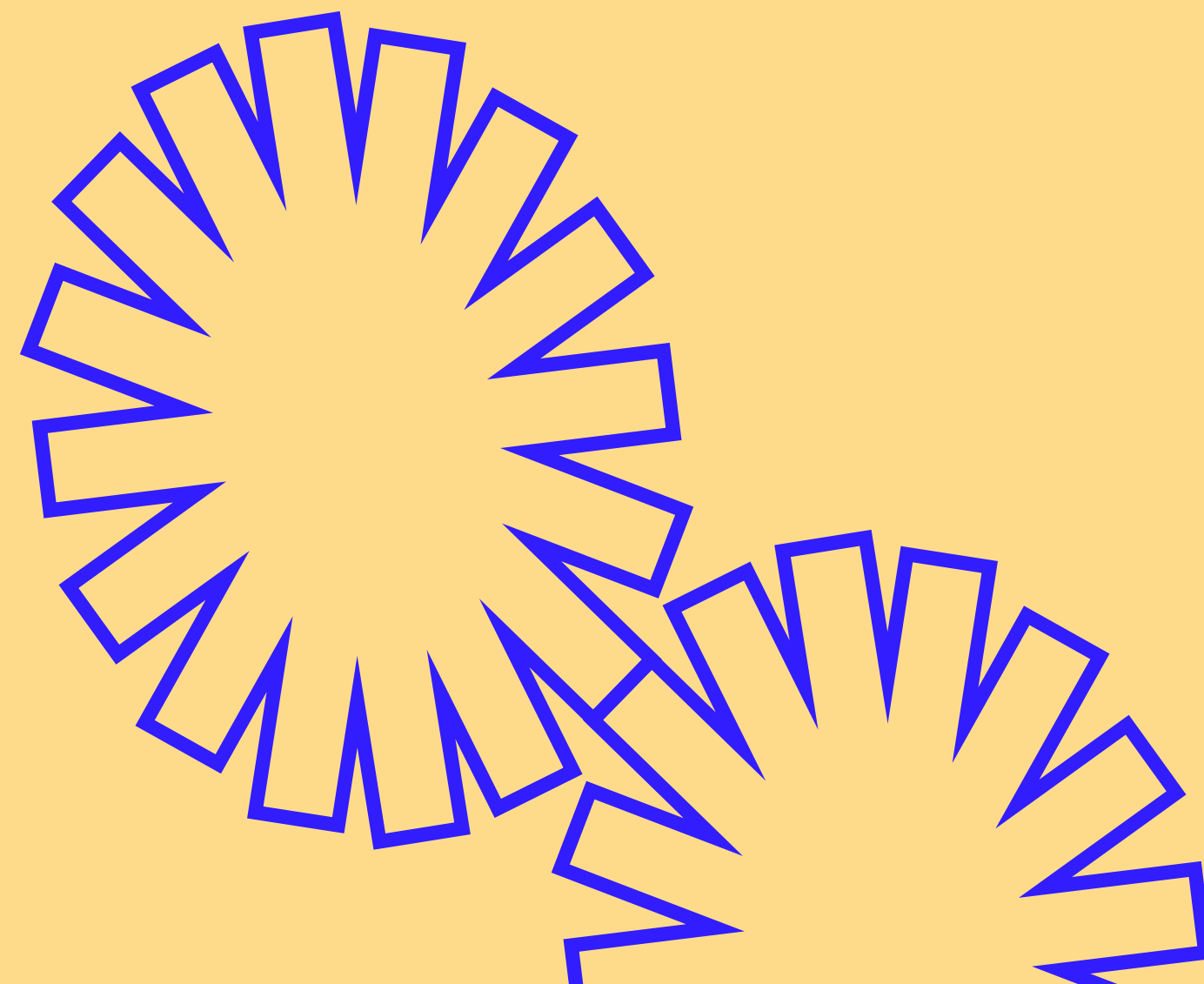
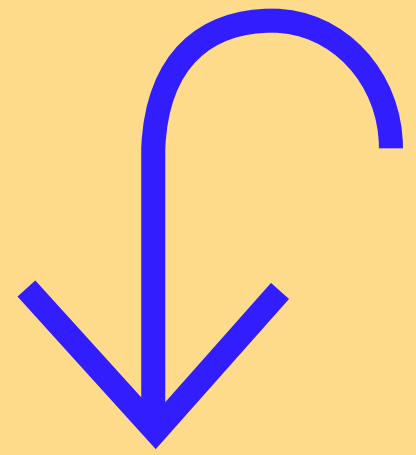
ORF Genetics – Cultivated Meat and Seafood Tasting



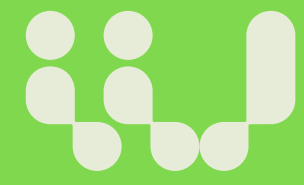




# Testimonials





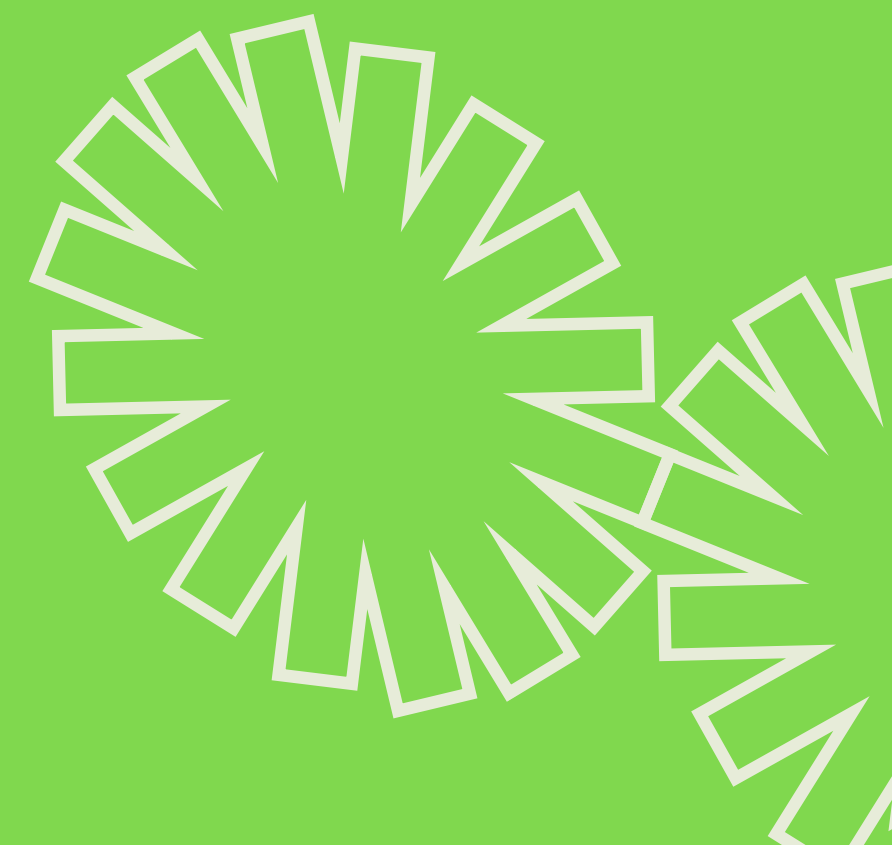


# GreenBytes

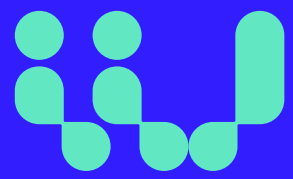


“Once a year, IIW shines a light on Icelandic startups on the global stage. Visibility for GreenBytes at this level had investors coming to us when we were fundraising in 2022. I am so grateful to Edda, Melkorka, and the entire IIW team for their dedication to giving the world a peak at what Iceland has to offer and inspiring us to also punch above our weight.”

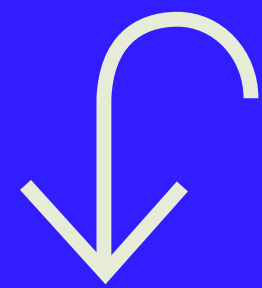
-Renata Barajas, GreenBytes





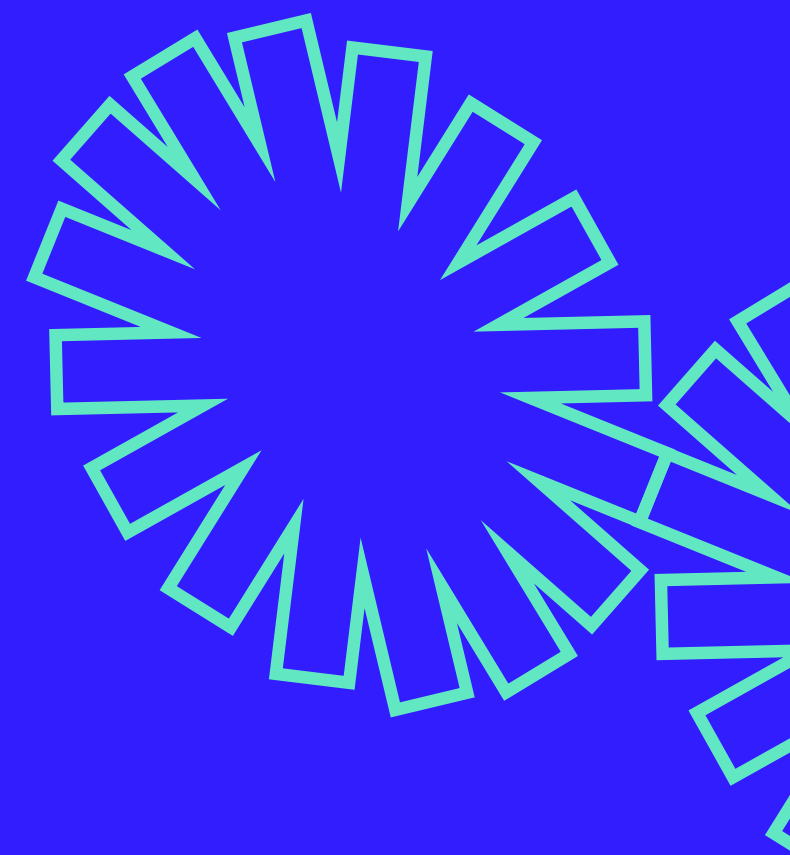


# Heima app



“In our startup we have been attending IIW every single year since it’s inception. It has been an incredible experience every single time where we have had unique opportunities to meet other entrepreneurs, investors, promote our business and have a great time while at it. The IIW team has created an amazing event that is worth attending for anyone linked to the innovation ecosystem. It is an experience like we have not had at any other innovation festival or event, from the OK bye conference, to the on-venue program and off-venue events that are unique every year.”

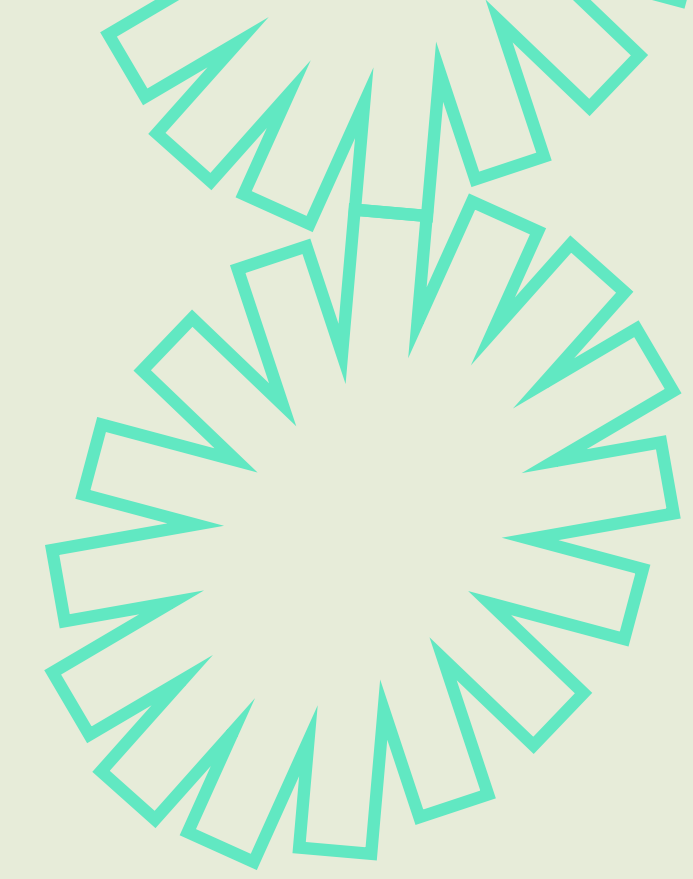
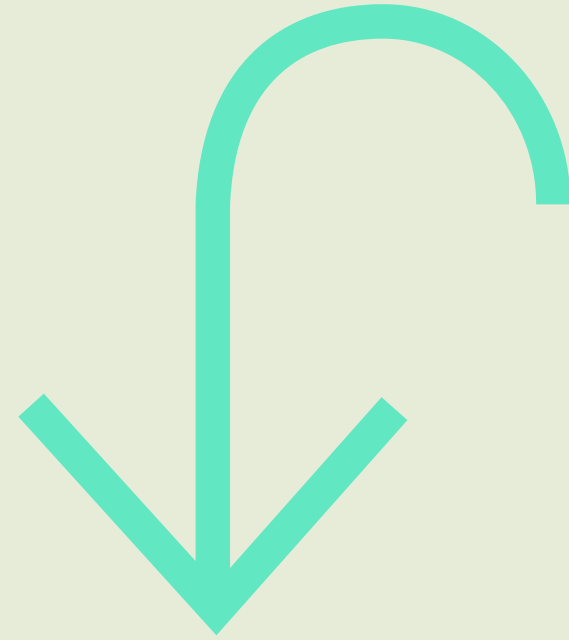
-Alma Dóra Ríkharðsdóttir, Heima











**Embassy of Denmark** • 3rd+  
Danmarks Ambassade i Island  
1mo • 🌐

Last week, the [Iceland Innovation Week](#) was held with great Danish success!

Approximately 1,000 participants, consisting of 25% startups and 40% international guests from more than 20 different countries, attended in Reykjavík – including notable Danish contributions from [Invest in Denmark](#), the [Export and Investment Fund of Denmark](#), [Swan Neck Bio™](#), and the UN World Food Programme Nordic, among others. The embassy hosted the side event SPEED UP YOUR GROWTH JOURNEY IN DENMARK, where Icelandic companies learned about opportunities to develop their business in Denmark and heard exciting talks from Invest in Denmark and the Icelandic companies [Controlant](#) and [Crowberry Capital](#), which are already engaged in Denmark.

The Iceland Innovation Week concluded in style with the main event OK, Bye, where the CEO of Danish Swan Neck Bio, Troels Prael, delivered a keynote on the potential of microbiology in the development of humanity's future. Subsequently, Sara Sande from the Export and Investment Fund of Denmark participated in a panel discussion on the role and importance of public investments.

The embassy thanks its partners for insightful and productive days!



**Paloma Gonzalez-Rojas, Ph.D.** • 2nd  
CEO @Atacama Biomaterials | MIT Research Affiliate @ ChemE + ML | Nu...  
1mo • Edited • 🌐

🌍 Exciting reflections from [Atacama Biomaterials'](#) keynote at [Iceland Innovation Week](#) (IIW) last week! Our talk showcased how we're leveraging AI and robotics to revolutionize mass manufacturing in the bioplastics sector. 🤖❤️

We extend our heartfelt gratitude to [Edda Konráðsdóttir](#), [Melkorka Sigríður Magnúsdóttir](#), [Katie Hitchcock](#), and the entire IIW team for their exceptional work in designing such a vibrant and engaging event. The week's theme, particularly the "OK BYE" program, focused on eliminating waste, perfectly aligned with our goals. Thank you for the invitation!

The IIW was a unique cultural experience, blending music, dance, and storytelling to bring the narrative of innovation to life. This cultural richness resonates deeply with us, with [Jose Tomas Dominguez Fuenzalida](#) at Atacama, especially considering the Icelandic roots of our advisors, [Svafa Gronfeldt](#) and [Haukur Hafsteinsson](#). 🇮🇸🎵

At the IIW, we delved into how Atacama's integration of AI-driven technologies and robotic automation addresses the variability in biomass processing, ensures consistent product quality, and scales production—all while drastically reducing energy use and costs. This approach enhances our operational efficiency and sets new material industry sustainability standards.

We are thankful for connecting with José Ramos, [Magnus Ingi Oskarsson](#), [Asta S. Fjeldsted](#), [Peter Godart](#), [Freyr Eyjólfsson](#), [R. Michael Hendrix](#), [Niloufar Gharavi](#), [Thora Oskars](#), [Kjartan Olafsson](#), [Karen Bjork Eythorsdottir](#), [Alondra Silva Muñoz](#), [Sanna-Maria Salmi](#), [Haukur Logi Jóhannsson](#), [Mikko Koskinen](#), [Thorvaldur Arnason](#), and many more!

We're proud to contribute and inspire continued innovation across global industries. 🌱🌍

👉 Stay tuned for more updates on Atacama's continuous progress!  
[#Innovation](#) [#Sustainability](#) [#AI](#) [#Robotics](#) [#IcelandInnovationWeek](#)



**Egill Pálsson** • 2nd  
Co-Founder at Maul and Tiffin  
2w • 🌐

🕒 Nú reiknast mér að það séu sjö ár síðan Maulið tók þátt í Startup Reykjavík viðskiptahraðlinum, nú [KLAK - Icelandic Startups](#). Eftir á að hyggja bjargaði það okkur frá allskonar mistökum sem við hefðum klárlega lent í ef mentora þeirra hefði ekki notið við. Í vetur fengum við að taka aftur þátt í viðskiptahraðli á þeirra vegum, Dafna, sem aftur hjálpaði okkur helling að skýra línur og setja niður sterkari stefnumótun fyrir félagið. Algjörglega frábært starf sem þarna er unnið.

🌍 Tilfinningin er að vöxtur okkar í gengum árin hafi haldist í hendur með vexti nýsköpunarsamfélagsins. Sérstaklega ánægjulegt er að sjá áherslu á sjálfbærni og umhverfismál sem sást svo vel í áherslum nýafstaðinnar uppskeruhátíðar þessa samfélags - [Iceland Innovation Week](#). Það var algerlega magnað að sjá fjöldann og kraftinn sem býr í þessum hópi. Við fengum heilmikið út úr þessari ráðstefnu. Takk kærlega fyrir okkur 🙏

🌟 Við eigum nýsköpunarsamfélaginu margt að þakka. Sá stuðningur og áskoranir sem borist hafa frá þessum hópi hefur verið ómetanlegur. Það hefur ýtt okkur í þá átt að vera stöðugt að betrubæta þjónustuna og okkur sjálf sem einstaklinga.

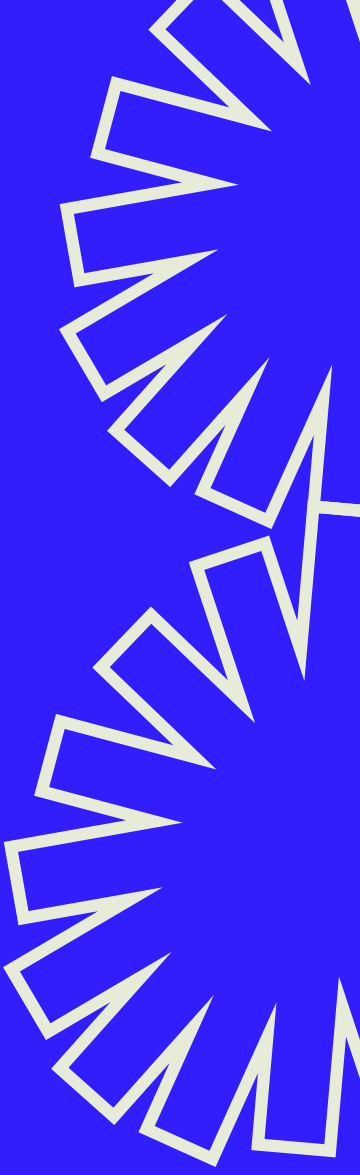
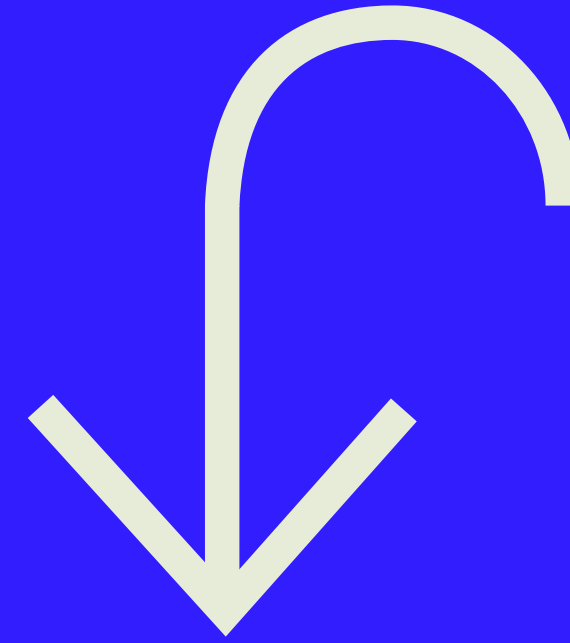
Er þakklátur fyrir innblásturinn, fyrir hjálpina, áskoranirnar og vinskapið. Vonandi fáum við fleiri tækifæri til að vinna með ykkur í framtíðinni 🙌

[Bardur Orn Gunnarsson](#), [Thorsteinn Yngvi Gudmundsson](#), [Magnus Ingi Oskarsson](#), [Magnús Daði Eyjólfsson](#), [Freyr Friðfinnsson](#), [Asta Sollija Gudmundsdóttir](#), [Andrés Jakob Gudjonsson](#), [Edda Konráðsdóttir](#), [Melkorka Sigríður Magnúsdóttir](#), [Ingi Björn Sigurðsson](#), [Haraldur Hugosson](#), [Svava Björk Ólafsdóttir](#), [Sunna Halla Einarsdóttir](#) og öll hin

[#startupculture](#) [#innovation](#) [#sustainability](#)

[See translation](#)





**Víkonnekt**  
1,325 followers  
2w • 🌐

[+ Follow](#) ✕


**Víkonnekt** X **Microsoft** in AI 🤖

🌟 Exciting News from Víkonnekt! 🌟

We've partnered with Microsoft to implement human-AI interaction solutions for the Icelandic market! 🤝


Thank you [Ida Buhl-Andersen](#) and [Henri Schulte](#) from **Microsoft** Denmark for the great meeting in Iceland during **Iceland Innovation Week**!

Together, we'll drive innovation and efficiency, transforming the business landscape in Iceland.  
[Axel Þór Eysteinnsson](#)



**Business Iceland**  
5,645 followers  
1mo • 🌐

This week marks the eagerly awaited **Iceland Innovation Week**, a celebration of creativity, ingenuity, and forward-thinking. **Business Iceland** stands proudly as a partner and sponsor of this dynamic event, showcasing its commitment to fostering innovation within the Icelandic business landscape. Throughout the week, attendees will have the opportunity to immerse themselves in a rich tapestry of events, talks, and networking opportunities designed to inspire and invigorate. We encourage all to join in and explore the myriad of exciting happenings, connect with like-minded individuals, and uncover the limitless possibilities that lie at the intersection of innovation and entrepreneurship.  
[#IcelandInnovationWeek](#) [#Iceland](#)




**Jørn Haanæs** • 2nd  
I work with startups and investors on fundraising, selling and storytelling  
1mo • 🌐

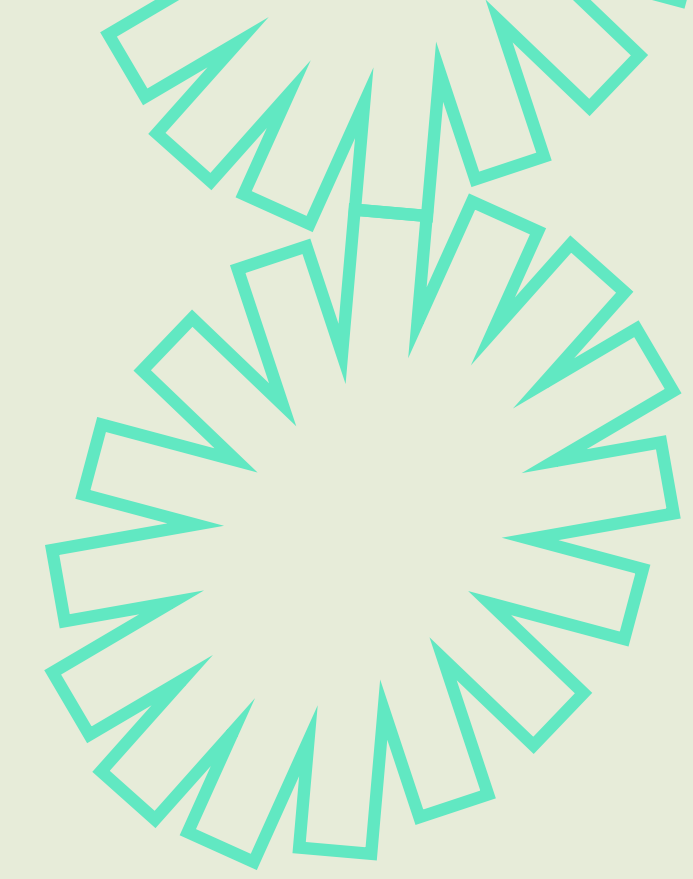
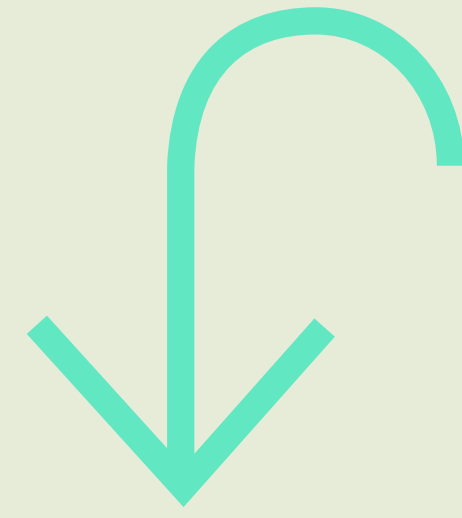
Shark Tank pitching, but make it fermented. And let the jury marinate in the sauna 🍷

I love **Iceland Innovation Week** and their approach to community building and ecosystem development. [Melkorka](#) and [Edda](#) invited me to talk about getting LPs from a yes to a no, and I had the pleasure of hosting an investor panel on founder insights - what makes great people do great things.

Add in some lava excursions, an international and wonderful crowd, a spectacular program and a country that is like no other and you get the recipe for a conference you don't want to miss. See you next year?







**Rita Anson** • 1st  
Partner&CoFounder Nordic Ignite angel investment fund | Secretary Gen...  
1mo • Edited •

Attending **Iceland Innovation Week** as part of a team that fosters a supportive ecosystem is incredibly fortunate. It enhances trust and strengthens our reliable foundation.

At **Nordic Ignite**, we not only participated in the events and enjoyed the fabulous experiences prepared by the organizers, but also aimed to create added value for them and the key stakeholders in Iceland who dedicate their efforts to supporting the startup and investment ecosystem.

Here are some highlights ✨ of our main outcomes, which contribute to building a path for future innovation, driving Iceland's entrepreneurial spirit ⚡ :

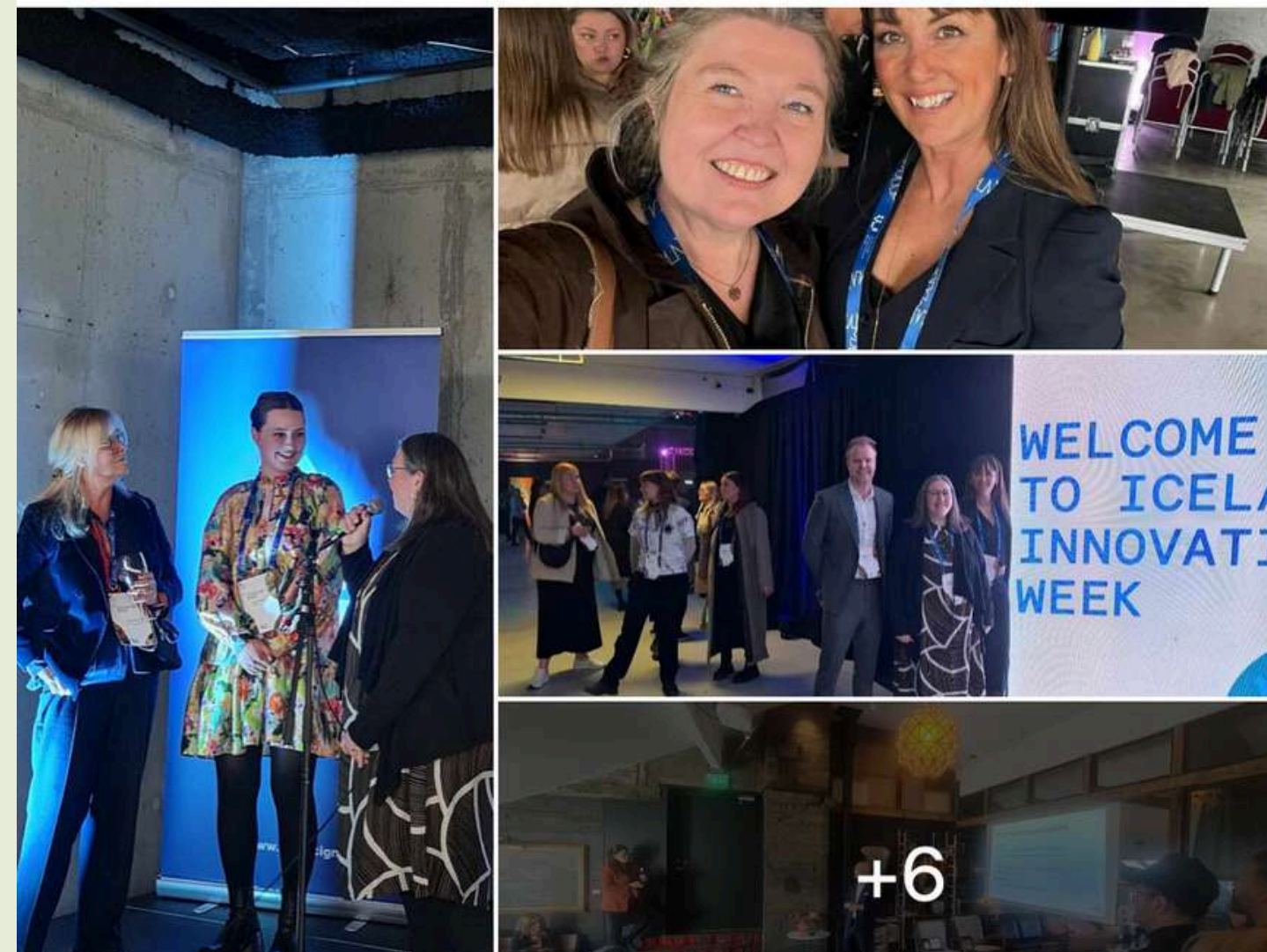
🔥 We had the pleasure of witnessing the launch of **IceBAN - Icelandic Business Angel Network**, the Iceland Business Angels Network, at an informative and cozy event for Icelandic investors. We couldn't be prouder of the dynamic and interconnected network they are bringing to the ecosystem, boosting investments in Icelandic startups, and elevating the professional skills of investors. This is part of our NABAN Project (North Atlantic Business Angels Network) supported by **Nordic Atlantic Cooperation (NORA)**. Stay tuned for the exciting lineup of events dedicated to investment analysis and risk assessment. Kudos to **Jon I. Bergsteinsson** and **Svava Björk Ólafsdóttir**!

🔥 Our **Nordic Ignite** team hosted a side event, the Investor Playground, with **Nýsköpunarsjóður - New Business Venture Fund** at the IIW Flamingo pop-up. It was an exclusive gathering where investors met fellows searching for investment opportunities in early stage cases. The hottest Icelandic startups —**Sundra**, **Knittable**, and **Sea Growth**—presented their cases on stage, led by the fantastic **Gudrun Hildur Ragnarsdóttir** CEO at the electrifying startup **Keeps CMS** with **Ragnheiður H. Magnúsdóttir** and **Hrönn Greipsdóttir** on stage. Follow us and become part of our investment model through sustainable and gender-balanced startup support.

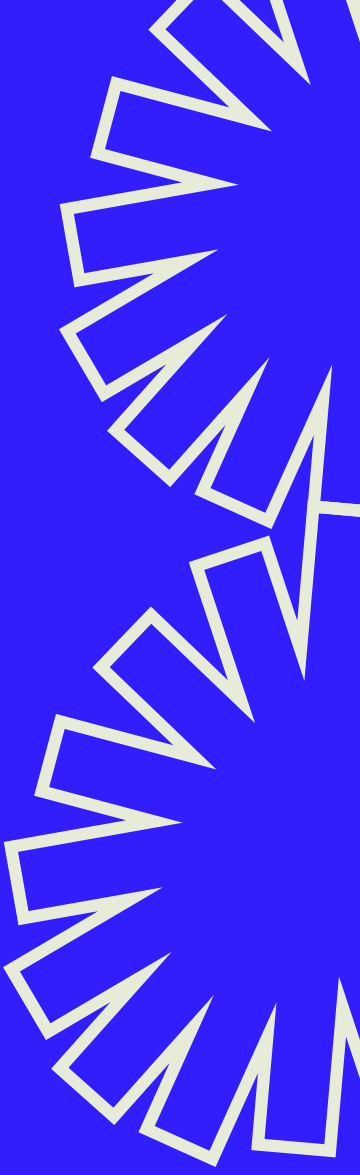
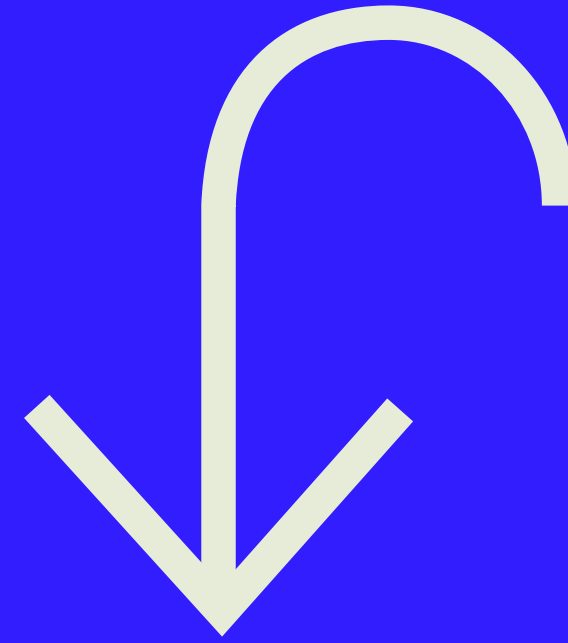
🔥 We paved the way for the upcoming **Oslo Innovation Week** in conversations with the **Embassy of Iceland in Norway, Oslo**, and **Heba Líf Jónsdóttir**, where Icelandic startups will be introduced to investors in Oslo. As an early-stage investor in the New Nordics, **Nordic Ignite** understands the vital role cross-border cooperation plays in the growth journey of startups. With **KLAK - Icelandic Startups** and **Business Iceland**, we will facilitate introductions and share bilateral synergies, so if you want to be part of it, please reach out.



Iceland, the land of lava and glaciers, is an inspiration for the resilience and determination of its people. Events like **Iceland Innovation Week**, powered by the energy and dedication of its team led by **Edda Konráðsdóttir** and **Melkorka Sigríður Magnúsdóttir**, has delivered again an incredible experience for all attendees. 🇮🇸


**Sigurjon Magnusson Ásmund Johan Mandal Camilla Andersson Jørn Lein-Mathisen Ágústa Ýr Thorbergsdóttir**

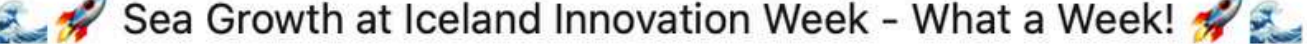








 **Sea Growth**  
110 followers  
1mo • Edited • 

[+ Follow](#) 




Last week, Sea Growth was thrilled to be a part of **Iceland Innovation Week**, showcasing our innovative solutions and connecting with some of the brightest minds in the industry. Here's a recap of our incredible experience:

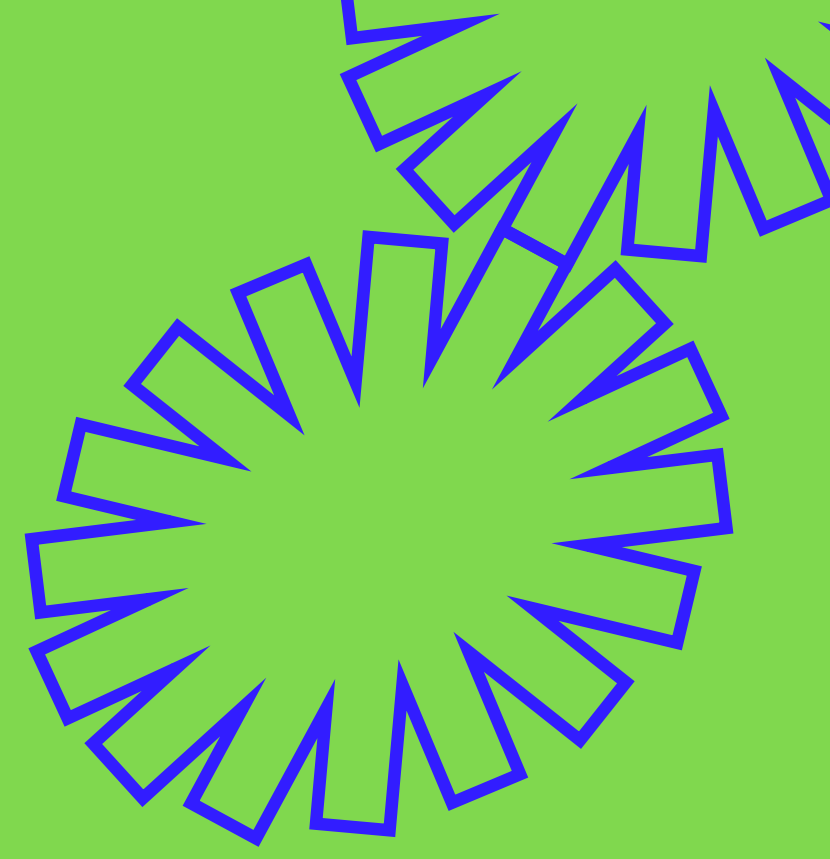
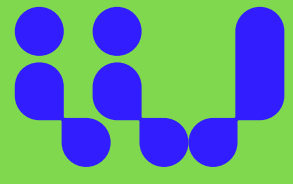
- 1** **\*\*Pitching at Vistkerfi Nýsköpunar:\*\*** Organized by **The City of Reykjavik**, we had the opportunity to present our projects and network with key stakeholders in the innovation ecosystem.
- 2** **\*\*Booth at Iceland Ocean Cluster:\*\*** Our team enjoyed engaging with attendees and sharing our vision at the Iceland Ocean Cluster. The interest and enthusiasm for sustainable ocean solutions were palpable.
- 3** **\*\*Investors Playground:\*\*** Pitching at the Investors Playground, hosted by **Iceland Innovation Week** and **Nordic Ignite**, we had a blast engaging with individuals from the innovation scene who share our passion for progress and growth.
- 4** **\*\*Panel Discussion on Cultivated Food:\*\*** We were honored to participate in a panel discussion about the future of cultivated food, organized by **ORF Genetics**. It was a fantastic opportunity to share insights and collaborate with industry leaders.
- 5** **\*\*Tasting Cultivated Angus Beef:\*\*** A special shoutout to **Ivy Farm Technologies** and **ORF Genetics** for providing us with the delicious cultivated Angus Beef. It was an unforgettable experience that highlighted the incredible advancements in food innovation.

Thank you to everyone who supported us and made this week a success! We're excited to keep pushing the boundaries of what's possible in sustainable ocean innovation.  

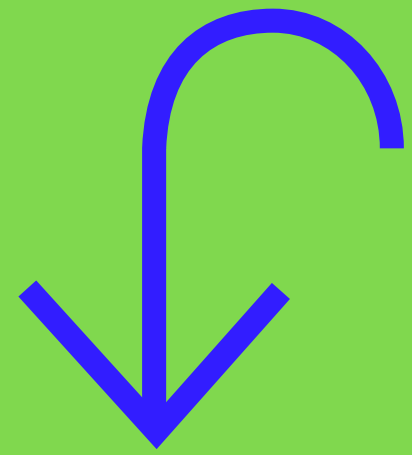
**#IcelandInnovationWeek #SeaGrowth #SustainableInnovation #OceanSolutions #FutureOfFood #cultivatedfood**



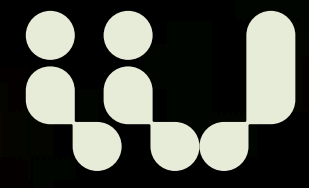




# Community engagement







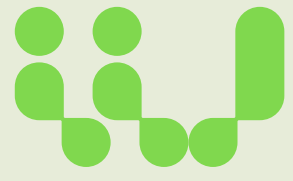
# Events aligning directly with Reykjavik's sustainability goals



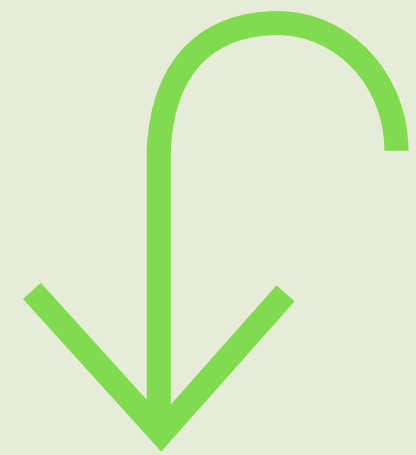
- ↳ Ok, bye Climate Theatre
- ↳ Visteyri + SPJARA: Conscious Closet Pop-up
- ↳ COWI: Finding Hidden Treasures in Your Waste Streams. What's Your Wildest Waste Dream? - Discover the Zero Waste Toolbox
- ↳ Pure North: The Future of Waste Management
- ↳ Festa, Ocean Cluster & Circular Cluster: Investment in Sustainability - Can It Drive Profit?
- ↳ Greenbytes & Melta: Forgotten Feast
- ↳ Landsvirkjun & Ministry of Environment, Energy and Climate: Sustainable Sparks Iceland
- ↳ Ocean Cluster: Blue Ocean House
- ↳ HMS & Askur: Icelandic Wooden Products for Construction City of Reykjavik: VISTKERFI
- ↳ NÝSKÖPUNAR
- ↳ Sorpa: Trashure ♻️ Installation - Transforming Waste into Art Reykjavik Energy: Innovation Garden Party
- ↳ ORF Genetics: Cultivated Meat and Seafood - From Science Fiction to Reality Green by Iceland: Think Small: Unlocking Problem Solving in Climate Action Requires a Team Effort



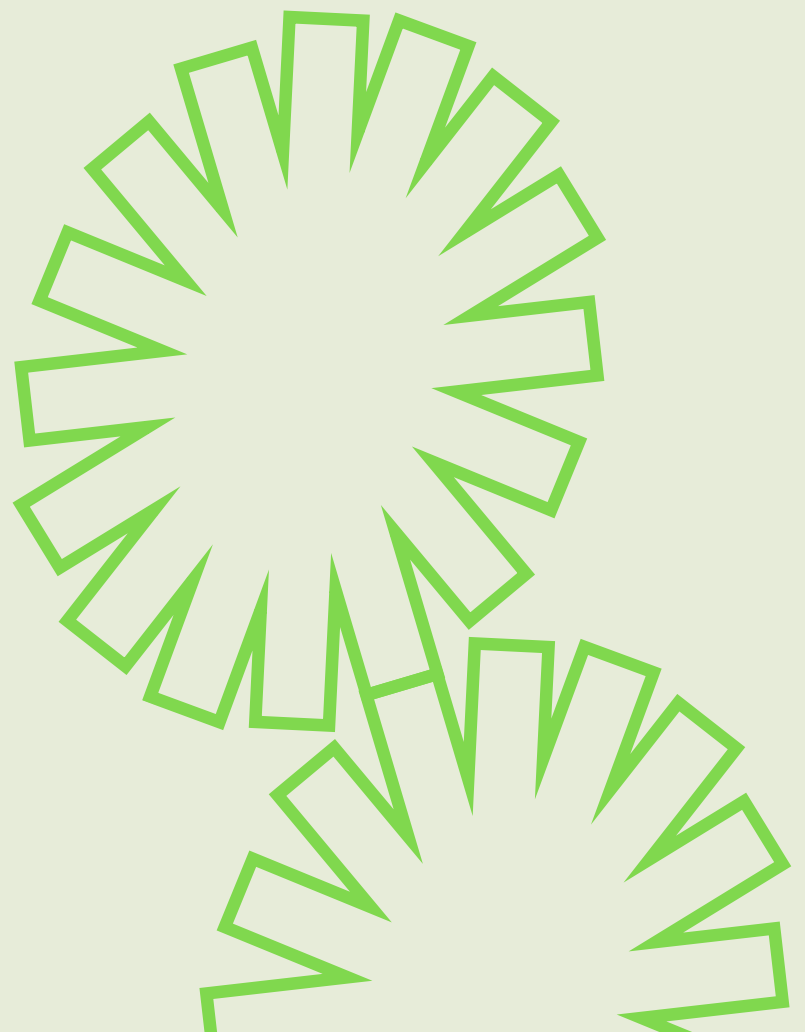




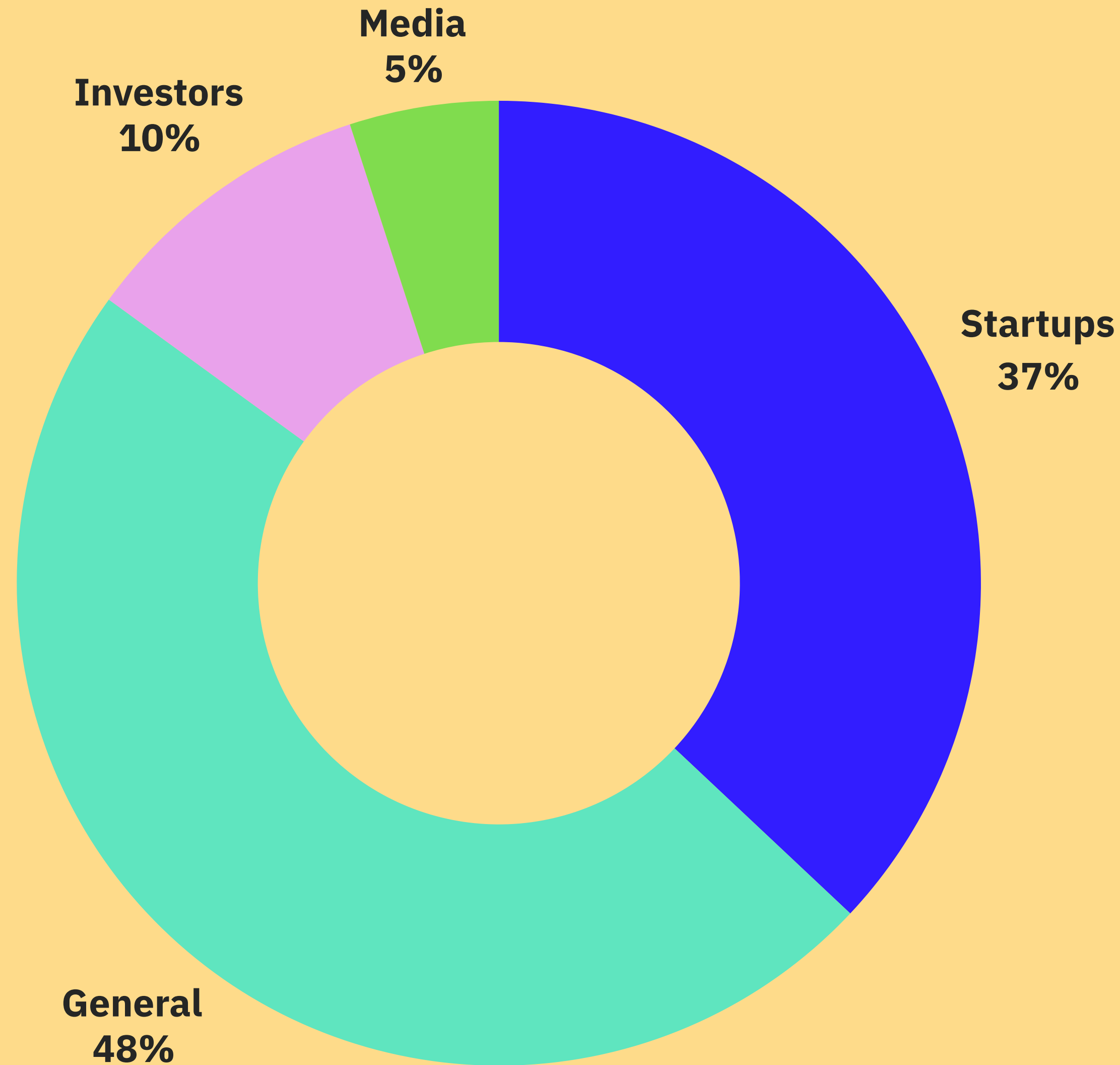
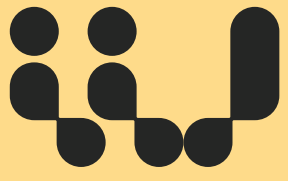
Industry



Connections







# Statistics

↳ **800+** Attendees

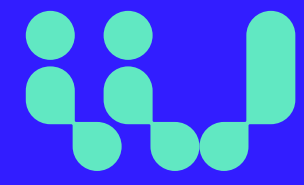
↳ **71,1%** Opt-in for networking

↳ **49,7%** meeting acceptance rate

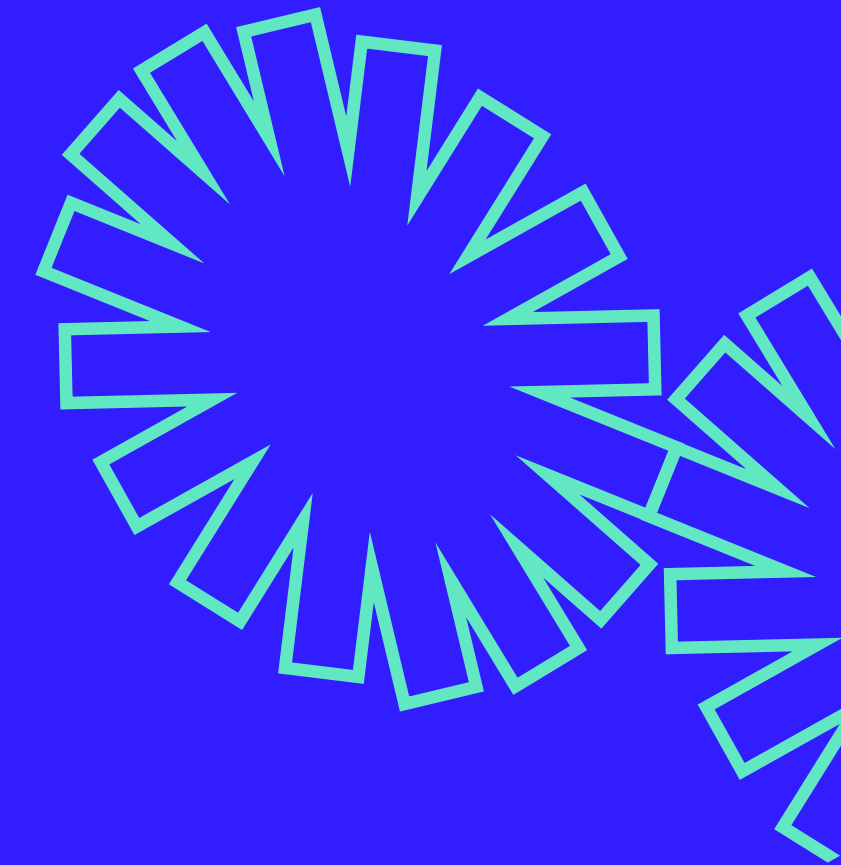
\*Average of all Brella events is 39,6%

↳ **68,5%** meeting response rate





# IIW alignment with Reykjavík Science City



Iceland Innovation Week aligns with Reykjavik's vision of becoming a leading hub for science, technology, and innovation. Both initiatives share a common goal of promoting a dynamic ecosystem that supports research, development, innovation, and entrepreneurship.



