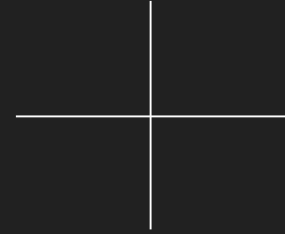


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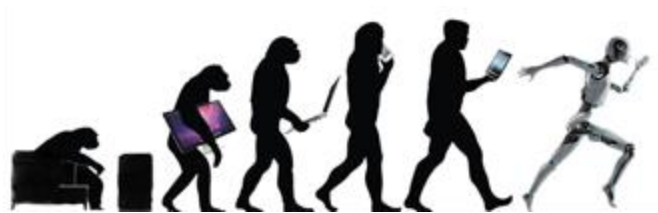
# Victrix



Victrix AS is an early phase investment company that contributes in developing companies and entrepreneurs with good business ideas, through active ownership. We are entrepreneurs ourselves, and we know that it takes more than a good idea to succeed.

# History

Been around since 2005, delivering digital mobile solutions to the world's most demanding customers globally



The Washington Post

**AFTONBLADET**



at&t  
TimeWarner

Met and worked with a lot of cool people







M'Labs



SeafoodPortal.com  
Powered by  
JET Seafood AS

Utvecklarbolaget

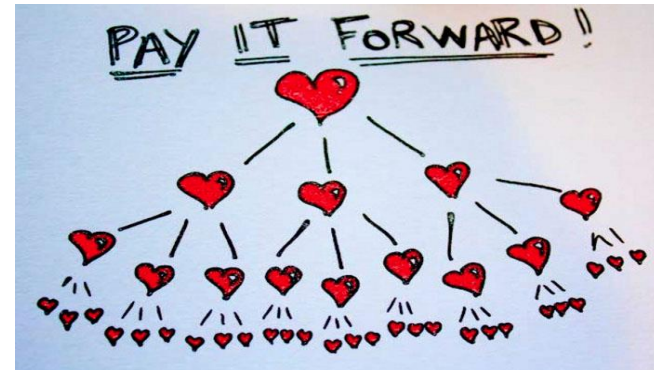


# How we work with the startups



Bergen  
Works

- Board Director
- Board Member
- CEO
- CTO
- CFO
- Provide services
  - Designers
  - Methodology & Process
  - Developers
  - (Legal)
  - (Financial)
- Our own Coworking (Bergen)





# EMPATHISING

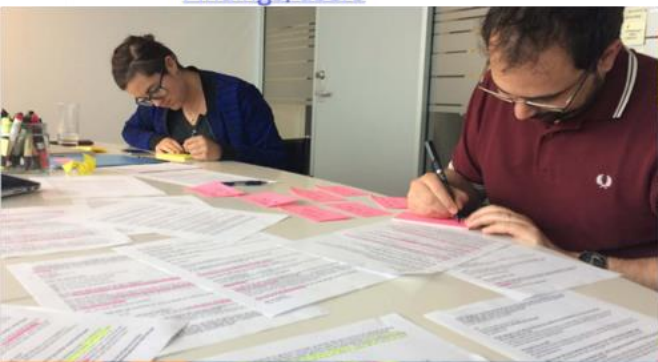
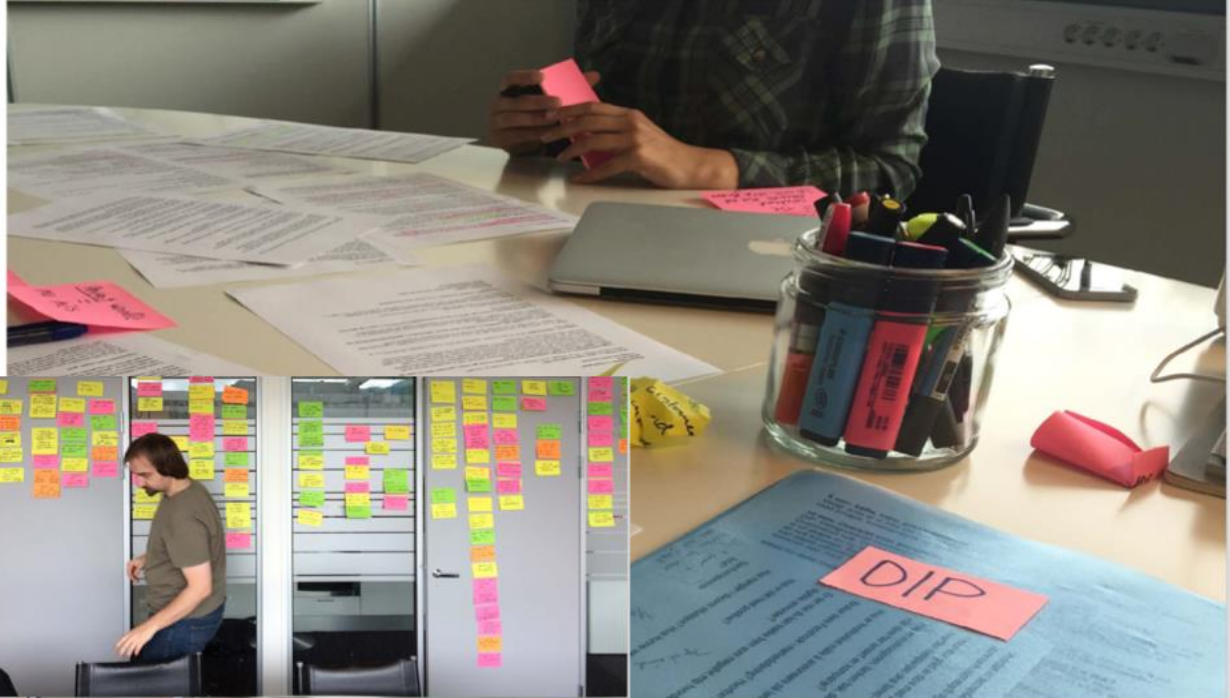
User interviews,  
analysis synthesis,  
d.School methodology.

Links:

[Analysis and synthesis method](#)

[Analysis workshop photos](#)

[Findings, users](#)



Analysis/synthesis  
method from d.School



Design driven innovation

groupm



# How can a startup get the most out of scarce resources?

- Keep it lean
- Don't pay premium
- MVP's
- Sweat for equity
- Advisory boards
- Soft funding
- (Pre) seed matching





# What are we looking for

- Coachable and complete teams
- In-depth domain knowledge
- A problem worth solving
- Market size (is there one)
- Competitive advantage
- Traction on sales
- Active co-founders
- Can we provide any help beyond \$
- Gut feeling....



# How we invest

- Simple and lean decision process
- Structured approach
- Written analysis
- Active ownership
- Agreeable KPI's
- Milestones
- Familiar technology
- Can we contribute more than money?



# Team



**Christian Wahl**

Christian er utdannet jurist og er partner i Kvale der han bl.a jobber med restruktureringsprosesser, oppkjøpspressesser, due diligence og skatt.



**Espen Askvik**

Espen er serieentreprenør med utdanning fra Sjøforsvaret og NHH. Espen har 6 års erfaring fra Orkla sin investeringsdivisjon som porteføljeforvalter og finansanalytiker.



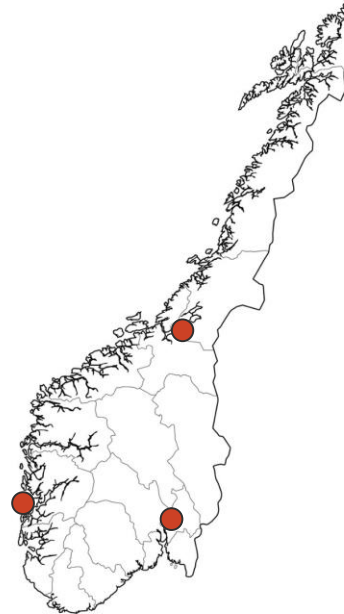
**Christian Erichsen**

Christian er en lidenskapelig gründer, leder og forretningsutvikler med mer enn 20 års erfaring fra ledelse, prosjektledelse, forretningsutvikling, salg og strategi.



**Sverre Marvik**

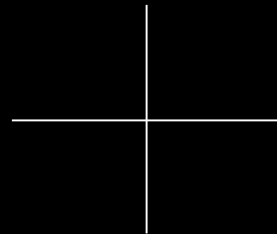
Sverre har 20+ års erfaring innen ulike bransjer som bank og finans, media, telekom, it og akvakultur, på ulike nivå som utvikler, løsningsarkitekt, teknologileder og leder. De siste 12+ årene som gründer og investor, hvor han har jobbet med en rekke digitale selskaper innenfor ulike sektorer.





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Victrix



Thanks!