



## UT London Conference 3.-5. April 2019

Wednesday 3. April	
2:00 PM – 4:00 PM	Contracts seminar with Marks & Clerk (at Goodwille). CFO seminar with BDO (at BDO).
Thursday 4. April - Agenda	
9:30 AM	Registration and coffee/tea at techUK.
10:00 AM	Vegard and Willy open the conference.
10:15 AM	Matthew Pinney (Senior Associate, Chartered (UK) and European Patent Attorney, Marks & Clerk) welcomes the audience and talks about "Patentability of AI related inventions".
10:35 AM	Jana Fleske (Investment Project Analyst, Department for International Trade) and Hope Kilmurry (Investment Project Executive, Department for International Trade) shares "How can The Department for International Trade support Norwegian companies in to the UK".
10:50 AM	Freddy Aursø (CEO, Lighthouse8) presents "Lighthouse8 – Launching an international business on a shoestring".
<b>11:15 AM</b>	<b>Coffee/tea.</b>
11:35 AM	Hilde Hukkelberg (Manager, Innovation Norway UK & Ireland) talks about "Innovation Norway and their focus on AI in London".
11:50 AM	Tom Huston (CEO, Gameplan Impact) present "how the UT Companies and other technology companies can take advantage of the UN Sustainable Development Goals to generate profit and increased positive impact".
12:20 PM	Krister Kristiansen (Managing Director UK, Attensi) will share "The exciting story of Attensi's growth and the entry into the UK".
12:40 PM	Thor Richard Isaksen (CEO, Instapoll) will talk about "How to harvest emotions in realtime".
<b>12:55 PM</b>	<b>Lunch.</b>
1:25 PM	Kenneth Winther (CEO, Moonwalk) present "How to/not to fund £15m in London".
1:50 PM	Jan Bertelsen (General Manager, Norwegian British Chamber of Commerce) delivers "What can Norwegian British Chamber of Commerce do to help you succeed in the UK and talks about some successful references".
2:05 PM	Frank Nolden (Partner, Techfront Ventures) will share "30 years of international tech experience, both as a successful entrepreneur and as an investor".
2:25 PM	Arnstein Hellem (Bank Manager, Sparebank 1 SMN) gives an update on "Folkeinvest, the status of this valuable tool for companies to raise capital".
<b>2:40 PM</b>	<b>Coffee/tea.</b>
3:00 PM	Stuart Lisle (Tax Partner, BDO UK) shares the latest update on "BREXIT - with potential challenges and opportunities for Norwegian companies".
3:25 PM	Nicholas Baines (Lead Creative, Deliberate PR) unveils "Conveying news from Mid-Norway technology companies to an international audience".
3:50 PM	Jan Hoff (Professor Medicine NTNU and co-founder Myworkout) will talk about "Health, one of UN's important sustainable goals and how easy it is to increase your healthy life length with 10 years".
4:15 PM	Stein Eggan (CEO, NTNU Technology Transfer) will present "NTNU Technology Transfer - From academic research to international business enterprises Reflections and experiences".
4:35 PM	Summary by Vegard and Willy.

8:30 PM – 10:30 PM	Socialising at Strand Palace Hotel.
<b>Friday 5. April</b>	
9:00 AM – 4:00 PM	Individual meetings for the companies.
<b>Addresses</b>	
techUK	10 St Bride St, London EC4A 4AD ( <a href="http://www.techUK.org">www.techUK.org</a> ).
Strand Palace Hotel	372 Strand, London WC2R 0JJ ( <a href="http://www.StrandPalaceHotel.co.uk">www.StrandPalaceHotel.co.uk</a> ).
Marks & Clerk	15 Fetter Lane, London EC4A 1BW ( <a href="http://www.Marks-Clerk.com">www.Marks-Clerk.com</a> ).
BDO UK	55 Baker Street, London W1U 7EU ( <a href="http://www.BDO.co.uk">www.BDO.co.uk</a> ).
Goodwille	St. James House, 13 Kensington Square, London W8 5HD ( <a href="http://www.Goodwille.com">www.Goodwille.com</a> ).
Innovation Norway	West End House, 11 Hills Place, W1F 7SE London ( <a href="http://www.InnovasjonNorge.no/no/verktoy/eksport-og-internasjonalsatsing/regionkart/kartpunkter/europa/storbritannia">www.InnovasjonNorge.no/no/verktoy/eksport-og-internasjonalsatsing/regionkart/kartpunkter/europa/storbritannia</a> ).

<b>Hotel booking</b>	
Strand Palace Hotel	Log into <a href="http://www.StrandPalaceHotel.co.uk">www.StrandPalaceHotel.co.uk</a> and press «Book Now». Select the pull down menu «Do you have a code», and choose CORPORATE. Type in UTP as the code. Then the UT Project's (UT Prosjektet) prices will appear together with the other prices (you will see NEGOTIATED RATE with our prices).

The London Conference is arranged by  
UT Prosjektet, Marks & Clerk, Sparebank 1 SMN,  
BDO and E. C. Dahls Eiendom.

## Speakers



**Vegard Strand and Willy G. Hernes** are founders of the UT Project and are both still passionately active in the company as Project Managers and Advisors.

Vegard and Willy both possess extensive experience from nurturing domestic and international business incubator units.

Over the years Willy has acquired substantial experience as a Manager/Sales Director for several highly successful international companies including Dyno Industry Plastics and Cresco Finance.

Vegard has spent many years engaged in various CEO/managerial positions in international sales and marketing environments including Visma and EDB MaXware/EDB Business Partner (today Evry).

Together they have also been involved in companies like Falanx (sold to ARM), Plusus (sold to DEFA), Innovision House (incubator), Unified Messaging Systems, Network365 and more.  
[www.UTProjektet.com](http://www.UTProjektet.com)



**Matthew Pinney** is a chartered UK and European patent attorney from Marks & Clerk. Matthew specialises in the fields of electronics, mobile telecommunications, software and mechanical devices. He has experience in the drafting, filing and prosecution of patent applications in the UK, Europe, USA, Asia, and other jurisdictions across the world.

Having been awarded the prize of Young Electronic Designer of the Year Award in 2002, Matthew then went on to graduate from Leeds University with a first-class master's degree in Electronic Engineering. Matthew joined the patent profession in 2008 working for a London based firm of patent & trademark attorneys. He joined Marks & Clerk in 2015.  
[www.Marks-Clerk.com](http://www.Marks-Clerk.com)



**Jana Fleske** is an Investment Project Analyst at the Department for International Trade (DIT).

She currently works as a Project Analyst in the Investment Services Team (IST) at the Department for International Trade. Jana joined the IST Europe, Middle East and Africa team at the beginning of this year to support foreign companies looking to set up in the UK. She previously worked in a Business development role with one of DIT's partners assisting various Economic development agency clients with the attraction of foreign direct investment to locations in the US, Europe and Australia.

[www.Gov.uk/government/organisations/Department-for-International-Trade](http://www.Gov.uk/government/organisations/Department-for-International-Trade)



**Hope Kilmurry** is an Investment Project Executive at the Department for International Trade (DIT). She currently works as a Project Manager in the Investment Services Team (IST) at the Department for International Trade. As part of the IST they support with foreign companies looking to set up in the UK and she works on the Europe, Middle East and Africa team. Her background is in academia having previously worked as a Research Assistant for an academic who wrote two books on Brexit. Hope also has a Masters in International Studies and Diplomacy.

[www.Gov.uk/government/organisations/Department-for-International-Trade](http://www.Gov.uk/government/organisations/Department-for-International-Trade)



**Freddy Aursø** is the founder & CEO of Lighthouse8. Lighthouse8 is an international technology company specialising in digital transformation and artificial intelligence. Their teams in Europe and APAC work with some of the world's leading companies to optimise business performance and create business value.

Founded in Sydney, Australia, the company was named one of the fastest growing companies in Australia at the Smart Company, Smart50 awards in 2014 and has continued to grow at an impressive rate.

Since the start-up in 2012, the company has expanded into Singapore, Scandinavia and now the UK market after being selected for the Innovation Norway/Tech City UK Executive Accelerator programme. Lighthouse8 is shortlisted for the Entrepreneurs of the year 2019 by Dagens Næringsliv.

[www.Lighthouse8.com](http://www.Lighthouse8.com)



**Hilde Hukkelberg** is the Director for Innovation Norway in London, overseeing the company's operations in the UK and Ireland. She also leads Tech City Executive Accelerator (TEA). Hukkelberg has been working in the UK for a number of years and has previously also cooperated closely with innovation environments in Silicon Valley.

She has an MBA from the University of Bath and studied mechanical engineering at the Norwegian University of Science and Technology (NTNU). Hukkelberg has a strong international background and has worked closely with small and large Norwegian companies seeking international expansion. She has deep insight into areas including artificial intelligence and digitalization and has a broad international network.

[www.InnovasjonNorge.no/en/start-page/our-offices/europe/great-britain1](http://www.InnovasjonNorge.no/en/start-page/our-offices/europe/great-britain1)



**Kenneth Winther**, founder and CEO of Moonwalk is a Norwegian serial entrepreneur with exits and a leading authority on innovation and entrepreneurship. He champions a new way to develop, finance and grow startups as the most efficacious way to solve the big challenges of our time.

For 15 years, he developed the next growth ventures for big corporates, advised politicians on innovation strategy, and built R&D and Entrepreneur programmes for the Norwegian Government. He was repeat government appointed Strategy Review Auditor for Statkraft and Statoil and earned professional awards across technology, advertising, media, oil & gas, and professional services with several national TV and news appearances. He is named the 'most innovative person in Norway' by Google.

Through his Innovatorium Foundation, Kenneth pioneered Scandinavian innovation and entrepreneurship in learning partnerships with global brands like Ferrari, Credit-Suisse, Banco Santander, and Real Madrid, training 1,500 Scandinavian executives and managers on innovation for growth.

Kenneth now disrupts the approach of innovation, entrepreneurship and venture with his award-winning and university endorsed system for innovation and entrepreneurship: Moonwalk. Moonwalk turns big challenges into growth companies to impact 1 billion lives, with 'Norway beyond oil' as its first challenge programme. A proprietary deal-flow of 4 growth companies and 13 seed stage startups are active on three continents. Kenneth now brings Moonwalk and select companies to London for international expansion.

Pawa is the first of these companies. It helps Sub-Saharan Africans work themselves out of poverty with free, personal, mobile, solar energy.  
[www.Moonwalk.me](http://www.Moonwalk.me)



**Krister Kristiansen** is the Managing Director for Attensi UK. He joined the Boston Consulting Group after graduating with a master's in business and Administration in 2006. Over the following six years Krister problem-solved across a range of industries with some of the largest brands in Scandinavia. In 2012, Krister was made Global Retail Sector Manager for BCG and one of his most distinguished contributions was the creation of a digital tool that allowed BCG to identify, track and leverage global expertise.

After seven years with BCG, Krister joined Attensi in 2014 as a Partner and Director and is now the Managing Director for Attensi in the UK and their Global Sector Director for Retail.  
[www.Attensi.com](http://www.Attensi.com)



**Thor Richard Isaksen** is a MediaTech entrepreneur, working with real-time polling for broadcasters and journalists.  
[www.Instapoll.no](http://www.Instapoll.no)



**Tom Huston** is the CEO and a co-founder of Gameplan Impact. Gameplan Impact's mission is to help organizations take advantage of the sustainable development goals movement as one of the most significant opportunities in the human history for generating both increased profit and measurable positive impacts simultaneously.

Tom is an Award-Winning Event, Sponsorship, Business Development & Sustainability Expert with more than two decades managing infrastructure and delivery of results at the international level for high profile organizations like the UEFA Champions League, 34th America's Cup, as well as being a global ambassador for the UN Sustainable Development Goals.  
[www.GameplanImpact.com](http://www.GameplanImpact.com)



**Jan Bertelsen**, General manager for Norwegian-British Chamber of Commerce has a long background within the Norwegian-British Chamber of Commerce world and brings his wealth of information, connections and enthusiasm with him for the benefit of the members. He originally comes from a design and fashion background which still is a passion of his.  
[www.nbccuk.com](http://www.nbccuk.com)



**Frank Nolden** is a founder and Partner at TechFront Ventures in the Netherlands. He has Thirty years of experience in analysis, design, and implementation of software products. Strong (pre)sales skills due to combining technical and business knowledge. Managerial experience in cutting edge FinTech software development companies.

TechFront is a venture capital organization, characterized by a hands-on, entrepreneurial mentality. TechFront was founded and financed in 2017 by three experienced entrepreneurs with strong and proven track-records. All partners have C-suite experience and have brought companies from the start-up phase to a profitable exit. During this journey they have learned all aspects of starting, growing and running a company. They will use these learnings for the benefit of the TechFront investment portfolio.  
[www.Techfront.Ventures](http://www.Techfront.Ventures)



**Arnstein Hellem** is a Bank Manager at Sparebank 1 SMN with more than 30 years of experience. For the last 10 years Arnstein has been working with fundraising for startups and M&A processes. He is the chairman and a co-founder of the crowdfunding company Folkeinvest.  
[www.Sparebank1.no/en/smn/personal.html](http://www.Sparebank1.no/en/smn/personal.html) and [www.Folkeinvest.no](http://www.Folkeinvest.no)



**Stuart Lisle** is a Senior Tax Partner at BDO LLP and a member of the firm's National Tax Executive Board. He is responsible for the business development strategy of the tax practice nationally, as well as the firm's strategic business development through his leadership of the Sales Board.

He leads the BDO Tax Services to the Natural Resources Sector, advising clients with assets across the world, on all aspects of compliance and international tax planning. He has advised on many multi-jurisdiction deals in the oil and gas sector in particular. Stuart also heads BDO's R&D tax credit team and together with his team, BDO have made successful claims for over £1bn of qualifying R&D costs for a range of clients over a diverse range of industries.

[www.BDO.co.uk](http://www.BDO.co.uk)



**Nicholas Baines** is Lead Creative at Deliberate PR. Deliberate PR has since 2012 been bringing Nordic tech and cultural startup concepts to the UK: using his country as a gateway to the wider English-speaking world, and helping his clients secure media coverage that makes them attractive to investors and users. In 2015, Deliberate PR opened an office in New York, to help Nordic startups make the move from UK to US market.

[www.Deliberate-PR.com](http://www.Deliberate-PR.com)



**Jan Hoff** is a Professor of Medicine, PhD at the Norwegian University of Science and Technology and St. Olav's University Hospital, Trondheim, Norway.

He was the head coach of the national team of athletics and sprint, and founder and head of the college of sports in Trondheim, Norway from 1981. The college merged with the University of Trondheim in 1990 as the department of sport science, where Jan was the head until 1996.

He has been President in the Norwegian alpine ski federation, and manager at Strindheim FC in Norwegian Premier League Football in 1996-1997. Jan has more than 100 research articles represented in PubMed and has been responsible for physical training for multiple Olympic and World Cup winners.

As a consultant he has helped a number of football professionals and teams such as Celtic FC, Barcelona FC, Real Madrid FC, Rosenborg FC and more. On a national level he has had engagements for German, British, Spanish and Norwegian Football Federations. He was the CEO of the company 4x4 Medicine and is now a partner in Myworkout and Head of the medical exercise clinic within the company.

Together with professor Jan Helgerud he internationally well known for being the researcher behind the 4x4 physical training concept for strength and endurance performance and medical treatment for cardiovascular disease, COPD, Claudication, Type2 diabetes, SCI, MS and other diseases.

[www.Myworkout.com](http://www.Myworkout.com)



**Stein Eggen** is the CEO of NTNU Technology Transfer. The company's main objective is to create value out of research and ideas from the Norwegian University of Science and Technology (NTNU) and the Central Norway Regional Health Authority (Helse Midt-Norge).

The company works with researchers wanting to develop their ideas, technologies and inventions into opportunities that are attractive to industry, investors and the society at large. Prior to joining NTNU Technology Transfer, Mr. Eggen has over 20 years of international experience from the Oil & Gas sector and has held various executive positions as well as being an entrepreneur.

[www.NtnuTTO.no](http://www.NtnuTTO.no)