



DENMARK BRIDGE

A map showing the geographical connection between Silicon Valley in the United States and Denmark in Europe. A red dotted line, labeled "DenmarkBridge", spans across the Atlantic Ocean. In Silicon Valley, there are two circular markers: a red one and a teal one. In Denmark, there are also two circular markers: a red one and a teal one. At the bottom of the map, there are two icons: a red circle with a black factory icon labeled "Companies" and a teal circle with a black money bag icon labeled "Investors".

DenmarkBridge

A non-profit business network establishing unique connections and access to knowledge, technology innovations, and venture capital in Silicon Valley for Danish companies and entrepreneurs

Companies

Investors

Members of DenmarkBridge

A.P. Møller-Maersk, Danske Bank, LEGO, Novo Nordisk, the Confederation of Danish Industry and The Danish Growth Fund founded DenmarkBridge in **2016**.



VÆKSTFONDEN



BECH-BRUUN



PensionDanmark



KROMANN
REUMERT

Demant



FÆRCH
FONDEN



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CEO of the Danish
Growth Fund



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Founder, LUV Ventures. Former
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Christian Tang-Jespersen
Board member
Investor and Advisor, 8299 A/S

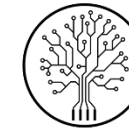
Royal Patron



HRH Crown Prince Frederik of
Denmark is the patron of
DenmarkBridge

The strategy is based on a close collaboration with investors

Some of the best venture funds in Silicon Valley. They each screen more than 2.000 companies/year and have front row seats to the innovation economy:



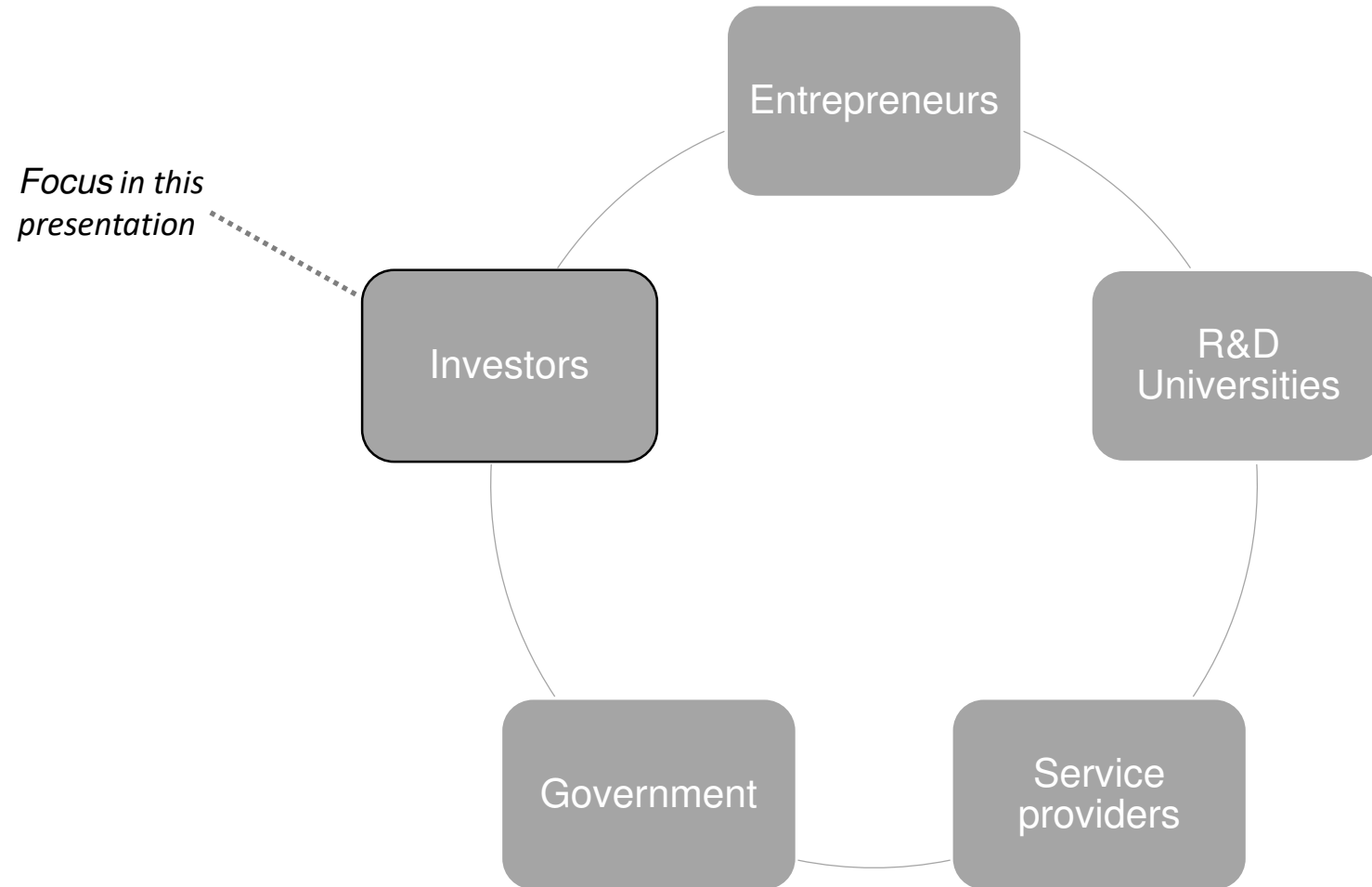
ROOT/VENTURES





The Innovation Economy

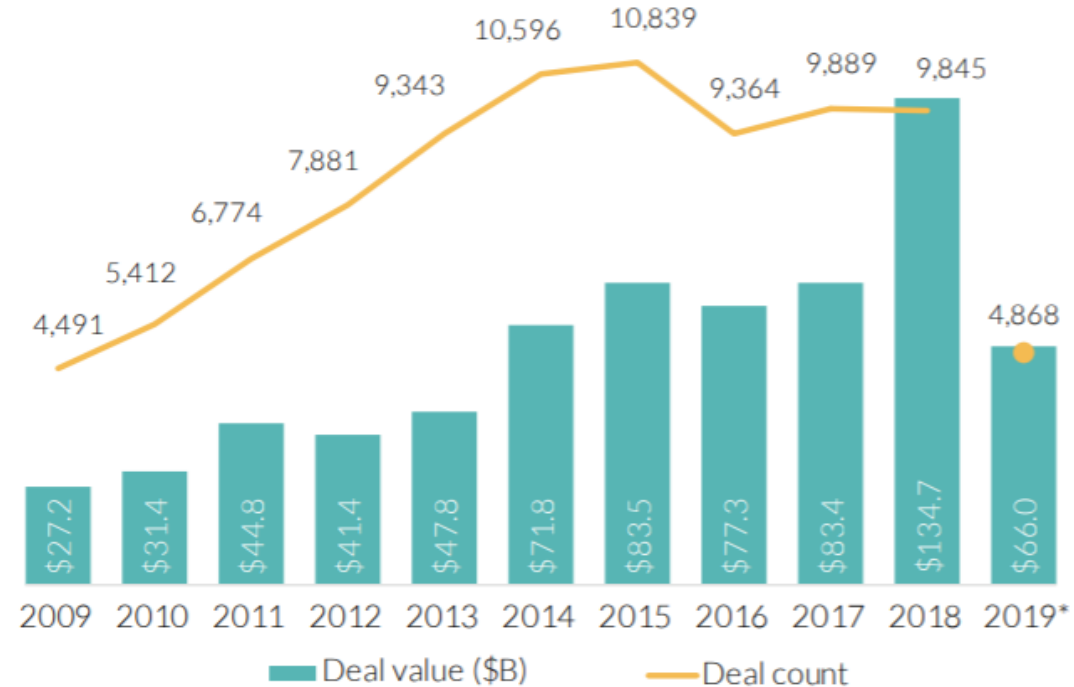
The five pillars of the innovation economy



2018 was a banner year

VC investment retains momentum from 2018

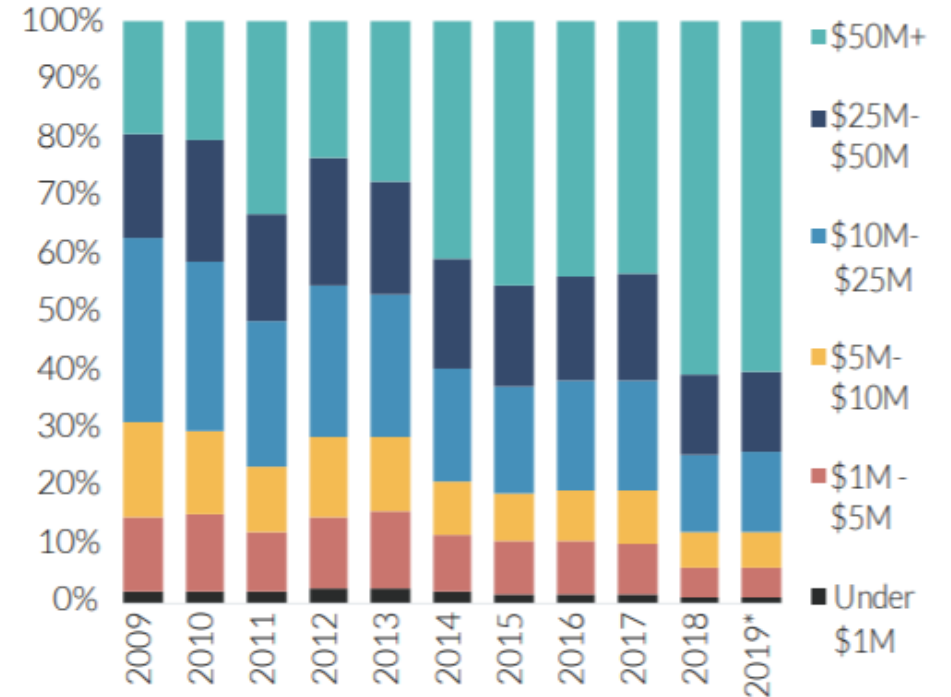
US VC deal activity



PitchBook-NVCA Venture Monitor
*As of June 30, 2019

Large deals dominate VC investment totals

US VC deals (\$) by size

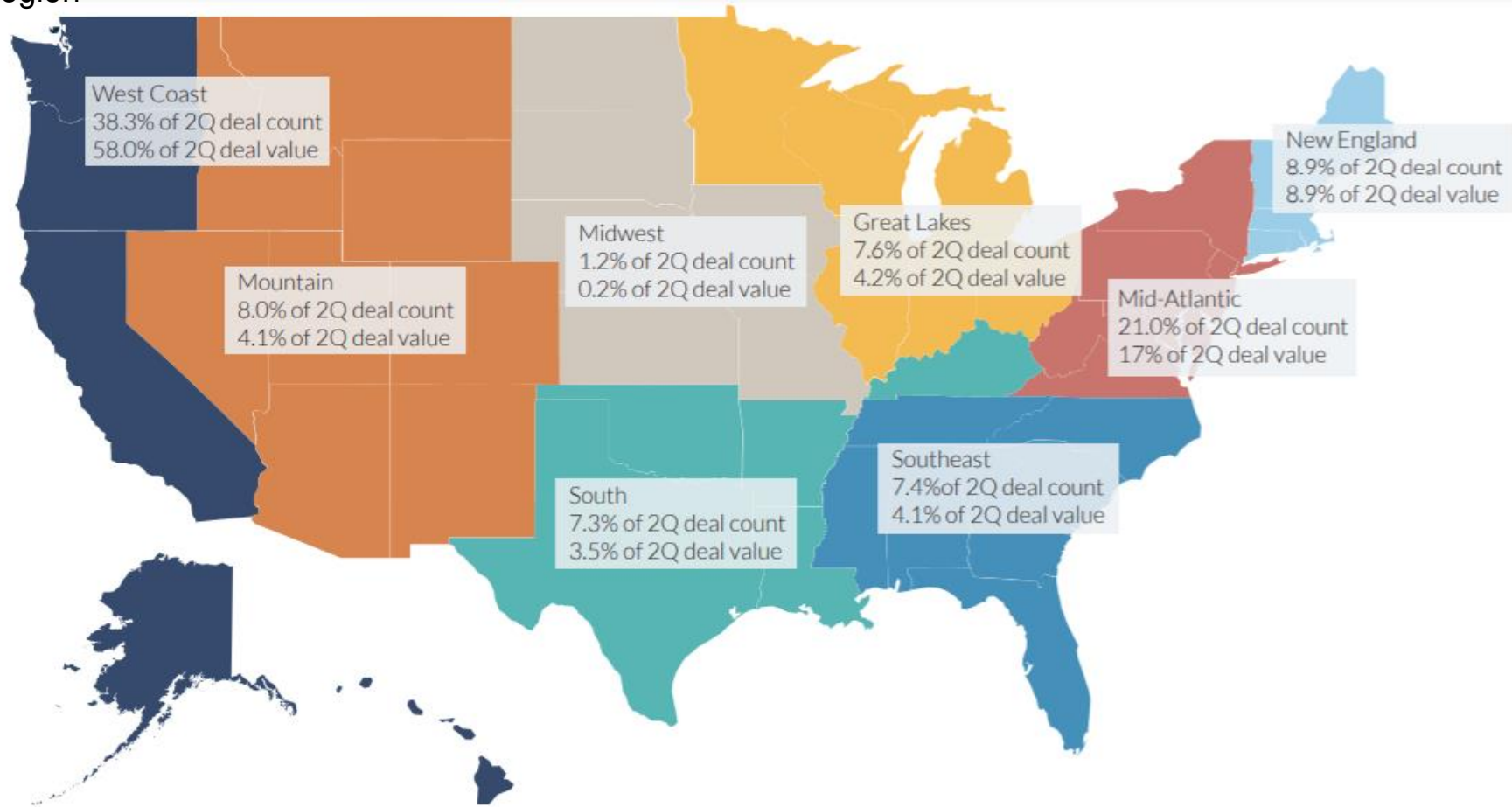


PitchBook-NVCA Venture Monitor
*As of June 30, 2019

Source: Pitchbook, NVCA Venture Monitor Q2, 2019.
DK: USD 600M venture investments in 2018 (Source: VF)

West coast again comprises more than half of all VC invested

US VC deals by region



PitchBook-NVCA Venture Monitor
*As of June 30, 2019

Source: Pitchbook

The primary investors

Investors (list not exhaustive)

Venture funds	US Venture funds raised more than \$55B in 2018* More than 600 seed funds in US**
Corporate venture units	More than 1.000 corporate investors in Silicon Valley***
Angels	Super angels like Peter Thiel and Jeff Bezos
Accelerators	Y Combinator, Alchemist etc.
Sovereign Wealth Funds	Temesek

*National Venture Capital Association & Pitchbook

**Michael Kim, founder of Cedana Capital

***DLA Piper

The job of a venture capitalist



Finding and investing in the best startups



Helping the startups



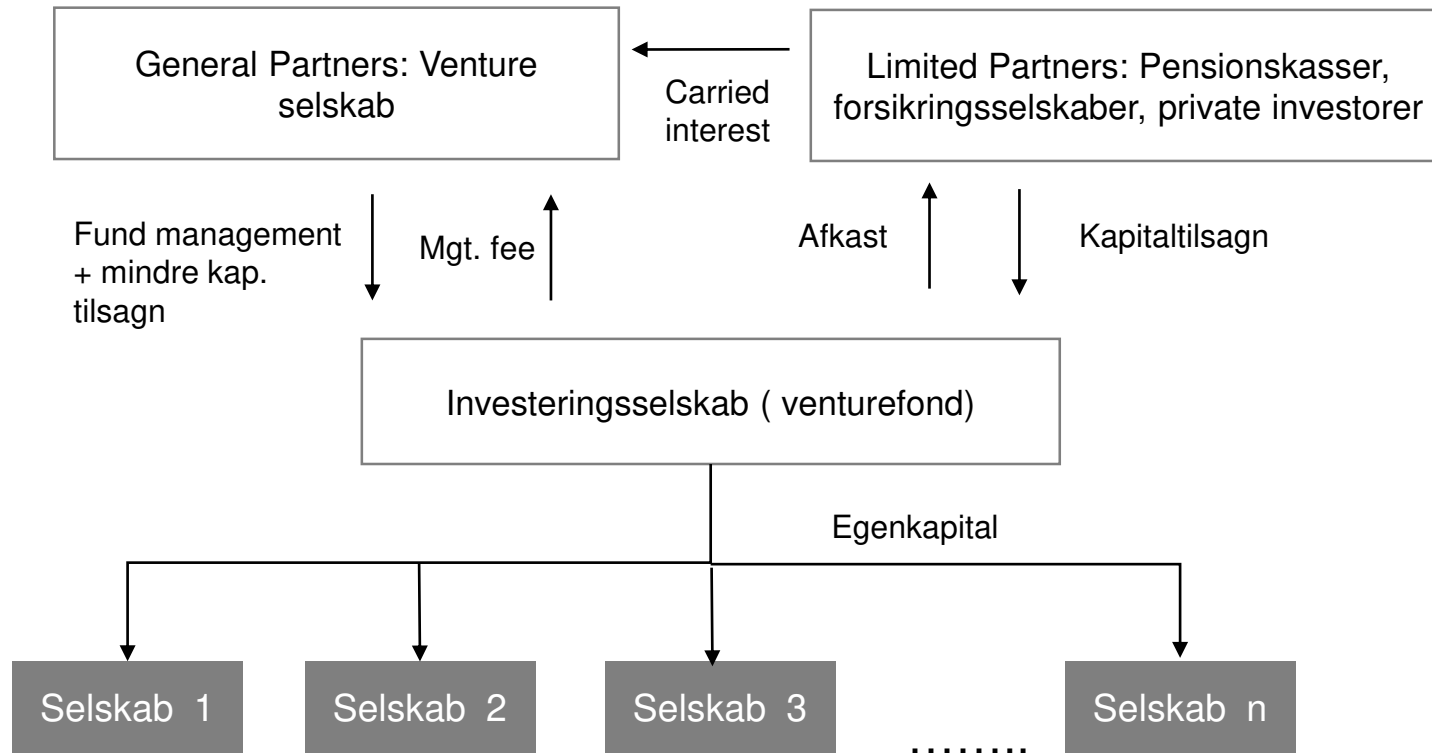
Exiting the company (typically after 5-7 years)

*Fundraising is obviously also an important task of the venture capitalist

Companies funded by venture capital



Venture fund setup

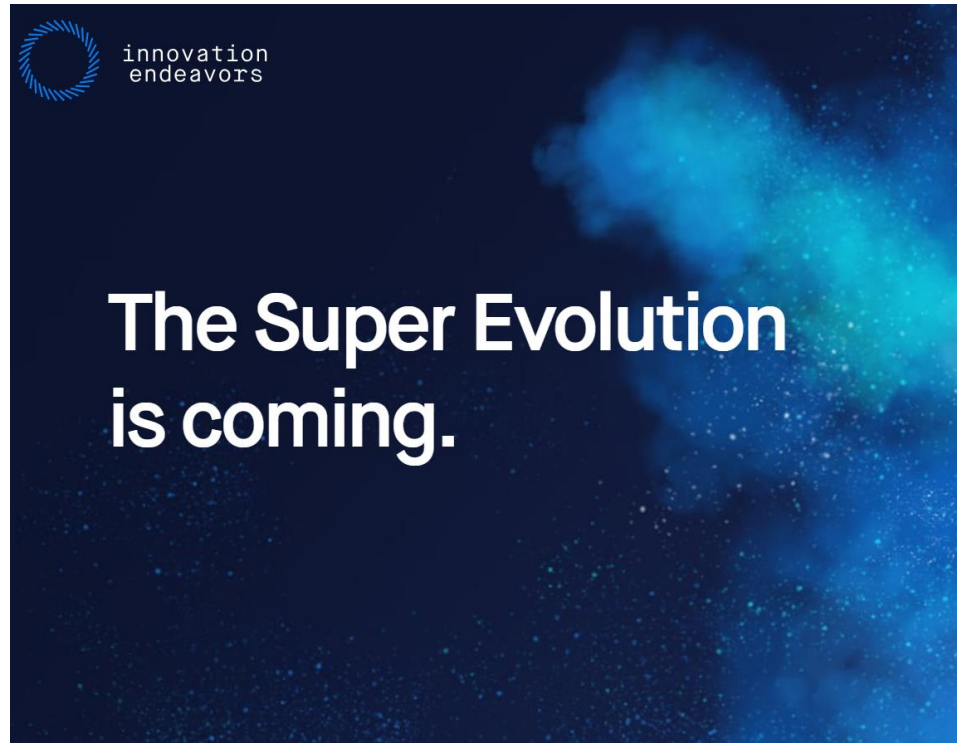


Venture kapitalister (general partners) rejser penge fra en eller flere institutionelle investorer (limited partners), som investeres i flere selskaber gennem et investeringsselskab.

For denne service modtager venture kapitalisterne en mgt. fee på typisk 2 pct. af den samlede fondstørrelse.

Udover mgt. fee modtager venture kapitalisterne **carried interest**. De vil typisk modtage 20 pct. af fortjenesten på fonden

Example of a venture fund: Innovation Endeavors



Innovation Endeavors invests in visionary founders, transformational technology and emergent ecosystems for a new world. The fund was founded by Eric Schmidt (the former executive chairman and CEO at Google), and the fund has invested in some of the most successful startups out of Silicon Valley including Uber.

Selected team members



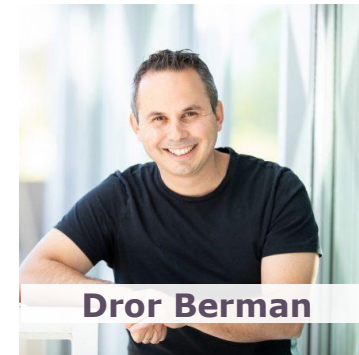
Eric Schmidt

Former CEO at Google



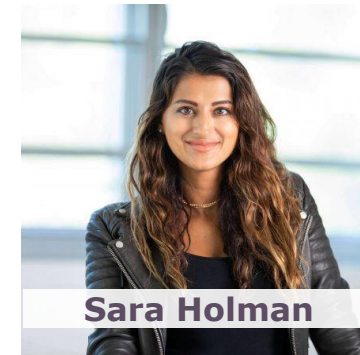
Scott Brady

Co-founded three publicly-traded companies



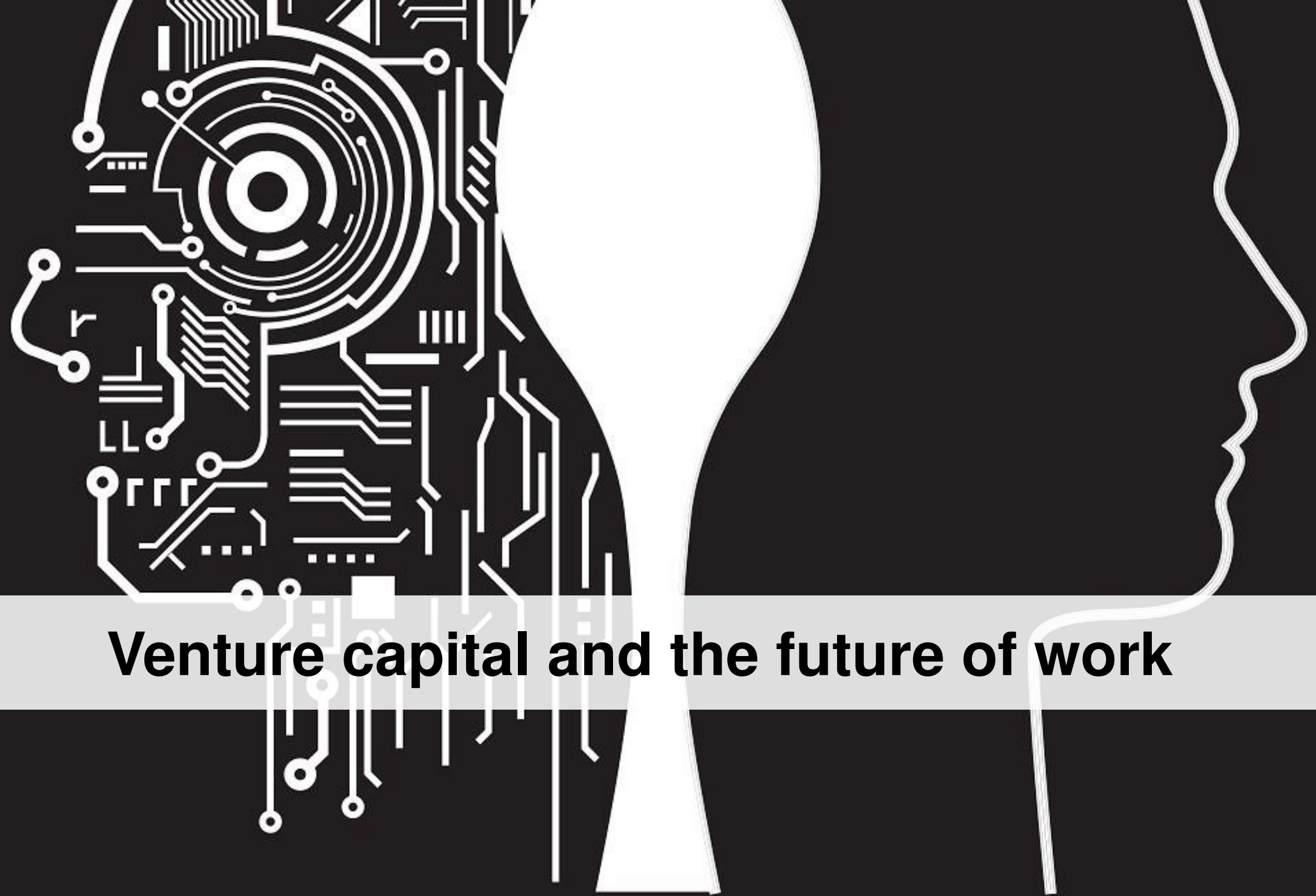
Dror Berman

Previously worked at NICE and the Elite special forces unit of the Israeli Defense Force



Sara Holman

Helped several Fortune 500 companies with their Innovation Strategy



Venture capital and the future of work

Some of the most common jobs in America

Cashier



Employment, USA:

3.300.000

Food preparation



2.600.000

Warehouse workers



1.200.000

Trucking and delivery



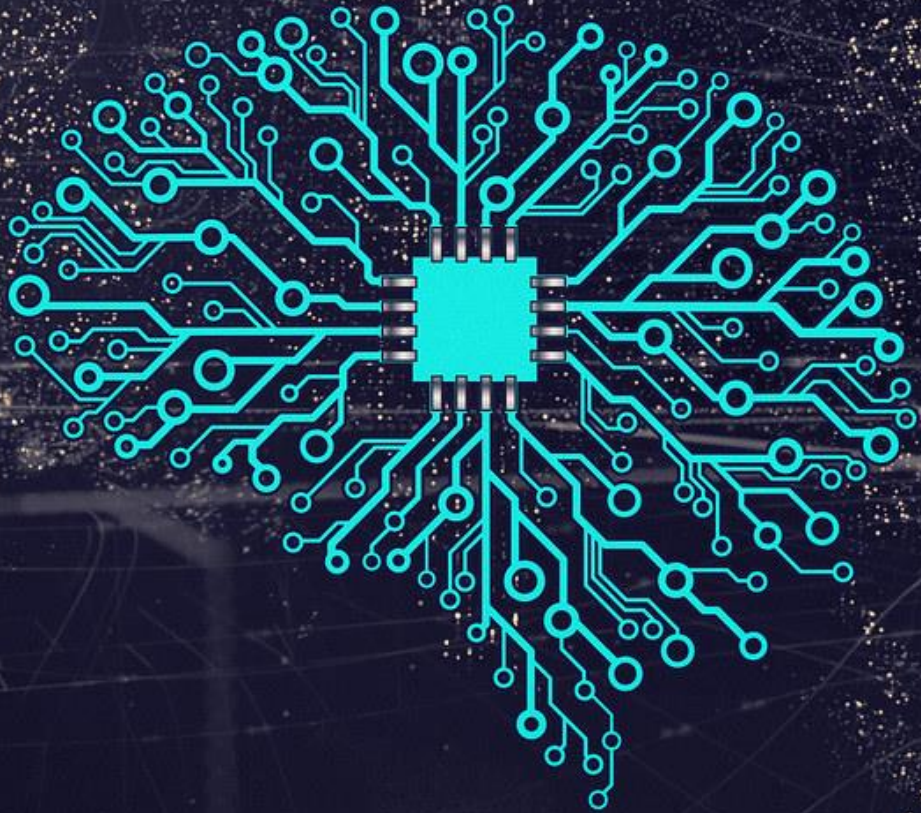
3.500.000

Farmers



3.200.000

Common denominator: Repeatable task-based jobs (to some extent)



Repeatable task-based jobs are likely to be the first to be automated.

AI excels at pattern recognition, performing sequenced tasks faster and with higher accuracy than human workers.

Many jobs are up for grabs

Cashier



Employment, USA:

3.300.000

Food preparation



2.600.000

Warehouse workers



1.200.000

Trucking and
delivery services



3.500.000

Farmers



3.200.000

Just a snapshot of companies disrupting the sectors
(all backed by venture funds)

grabango™

simbe



STARSHIP



Plenty



Commonsense Robotics



Momentum Machines



amazon go



Gatik.ai



Startship





Thank you



Rasmus Holst

Am too old to be real start-upper and with two teenage kids

Have been part of selling business' worth 1bn USD through my career

Have managed teams in 11 countries and lived in Denmark, Luxembourg and USA



Right now on an adventure with Wire



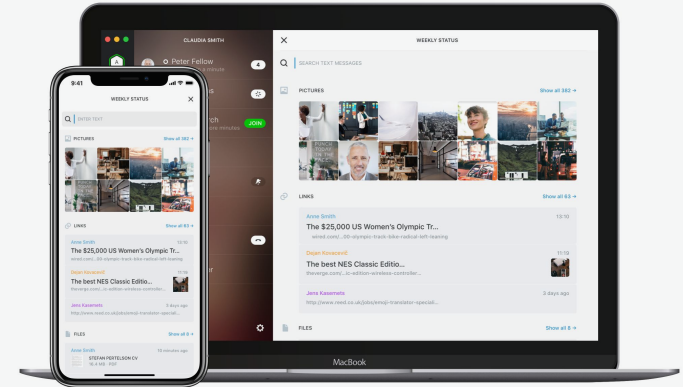
Wire - The most secure collaboration platform

Collaboration suite featuring messenger, voice, video, conference calls and file sharing based on end to end encryption available on cloud, private cloud and on premise



We chose Wire to develop a self-hosted, secure collaboration and communication platform primarily because it offers the most secure end-to-end-encryption on the market without compromising user experience.

Yannick de Kerhor, CDIO EY



The next generation collaboration - from the founders of Skype





Her er en sur mand - han er dansk



Der er superhelte overalt



Der er altid kamp om pladserne

A black and white photograph of two professional basketball players on a court. The player on the left is Larry Bird, wearing a Boston Celtics jersey with the word "CELTICS" visible. The player on the right is Magic Johnson, wearing a Los Angeles Lakers jersey with the word "LAKERS" visible. Both players are looking upwards and to the right with expressions of intense focus and anticipation. The background is a blurred crowd of spectators.

Rivaler gør dig bedre ...

... men start som svanen



... DISRUPT - vælg din modstander

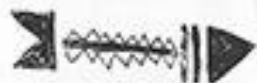
NETFLIX

Altid bedst af 7 kampe



VALUNTEER

here



BE

INGHANDS



Husk at give tilbage

Verdensmestre - altid

D R E A M

B I G





Her er den sure mand glad - en superhelt



onelogin

wire™



... et lille skub og vi kan godt være svaner



Skab miljøet for superhelte

Husk at få dem til at give tilbage

Verdensmestre - altid



Og ja selvfølgelig bliver Wire større end Skype og Slack

LinkedIn Company Overview



Our Vision

Create economic opportunity
for every member of the
global workforce.

Our Mission

Connect the world's professionals
to make them more productive
and successful.

LinkedIn's Global Footprint



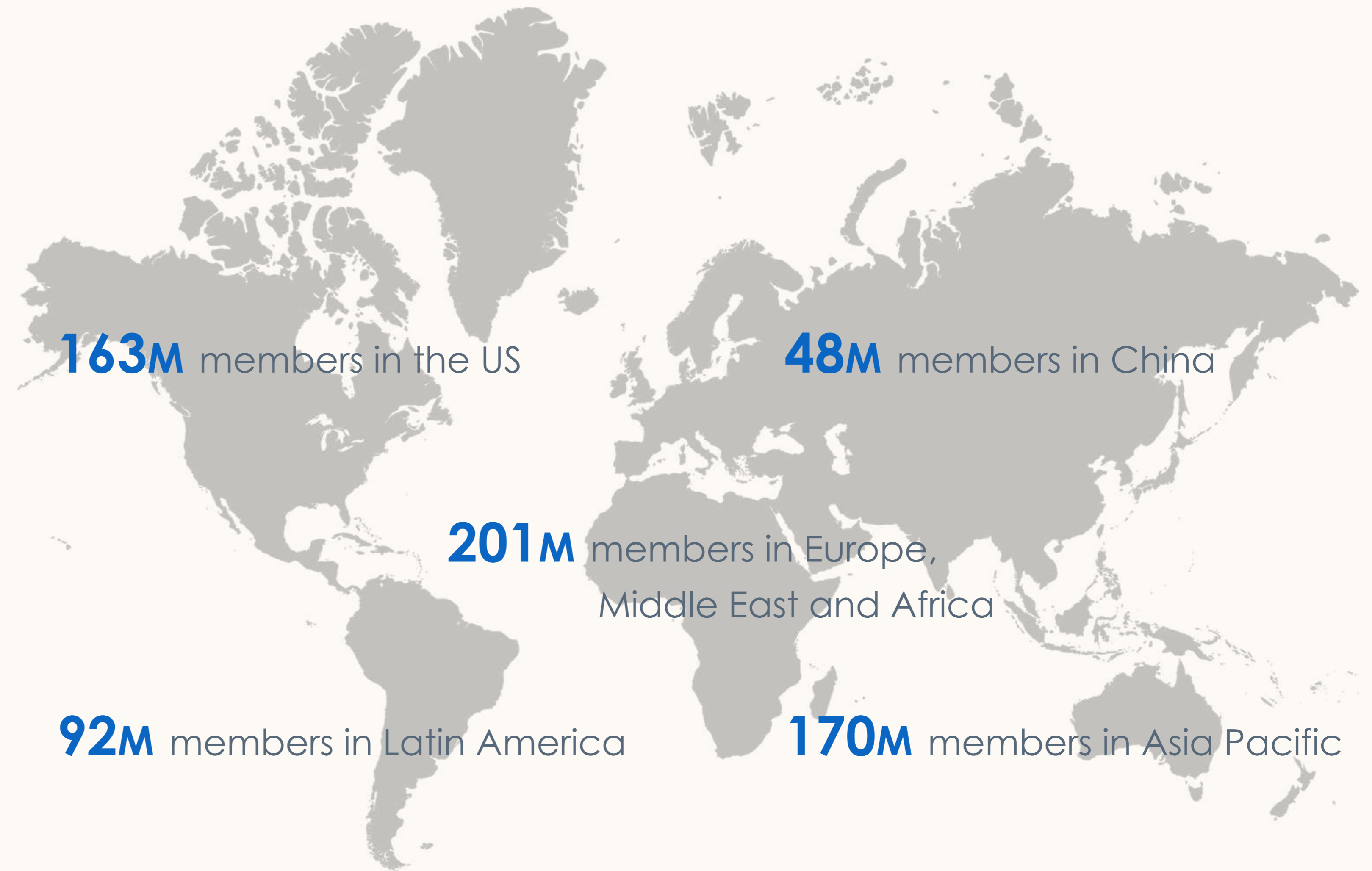
LinkedIn is headquartered in Silicon Valley, California, USA

30+ offices worldwide

15,000+ full-time employees

LinkedIn Membership

645 members worldwide



Connect to Opportunity

MEMBERS

Advance
My Career



CUSTOMERS

Work
Smarter



Connect to Opportunity

MEMBERS

Advance My Career

Get the
right job

Build meaningful
relationships

Stay well-
informed

Establish and manage my reputation
Research and contact people
Keep tabs on my activity



Aaron Pagan

Account Manager, *Purple Communications*



Connect to Opportunity

CUSTOMERS

Work Smarter

Hire

Learn

Market

Sell

Premium & Commerce



Chrissy Running

Technical Recruiting Manager, *Netflix*



Culture

Transformation

Integrity

Collaboration

Humor

Results

The principles that
guide our day-to-
day decisions

Values

Members first

Relationships matter

Be open, honest, and constructive

Demand excellence

Take intelligent risks

Act like a owner

Economic Graph Overview

LinkedIn



Our Vision

Create economic opportunity
for every member of the
global workforce.

The Economic Graph

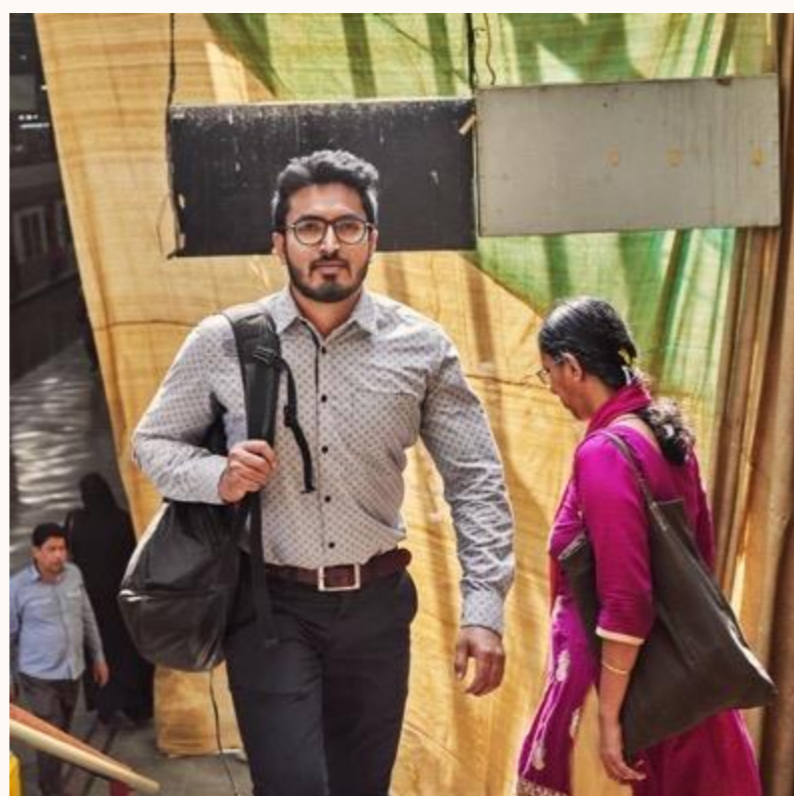


The Economic Graph

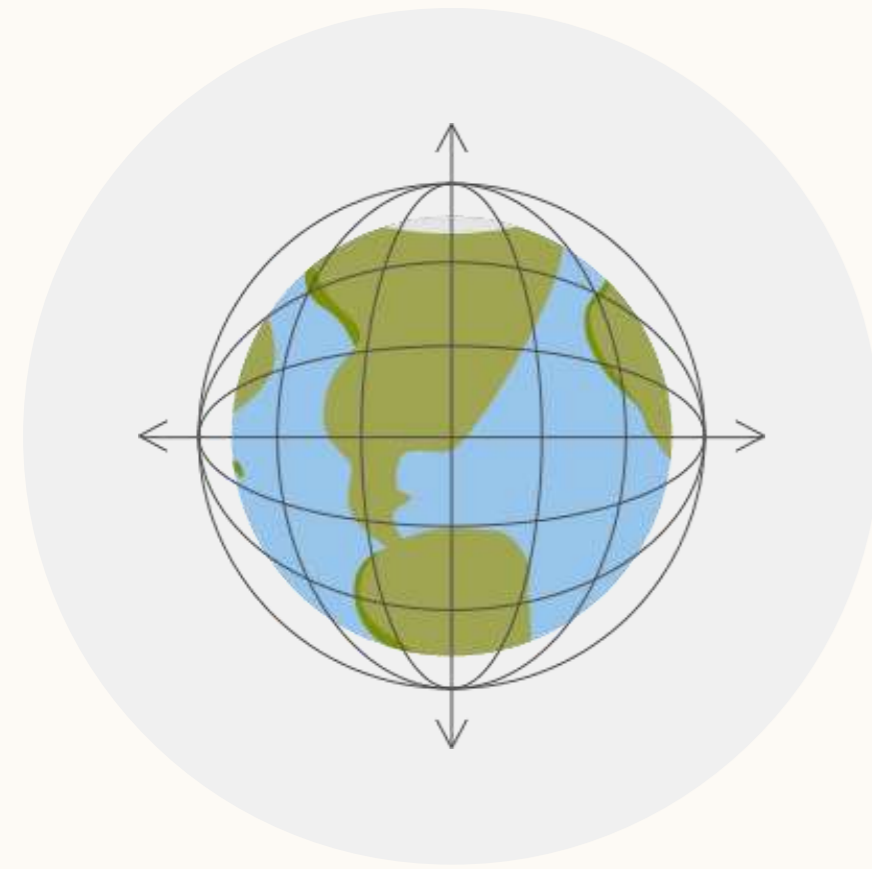


Economic Graph Team Mission:

Transition the global
workforce to the skills and
jobs of tomorrow



Advantages of LinkedIn Data



Global

Compare hundreds of countries and cities



Granular

Breakdown by location, industry, function, etc.



Real-Time

Members constantly update their profiles



Historical

Monitor data – like migration patterns – over time



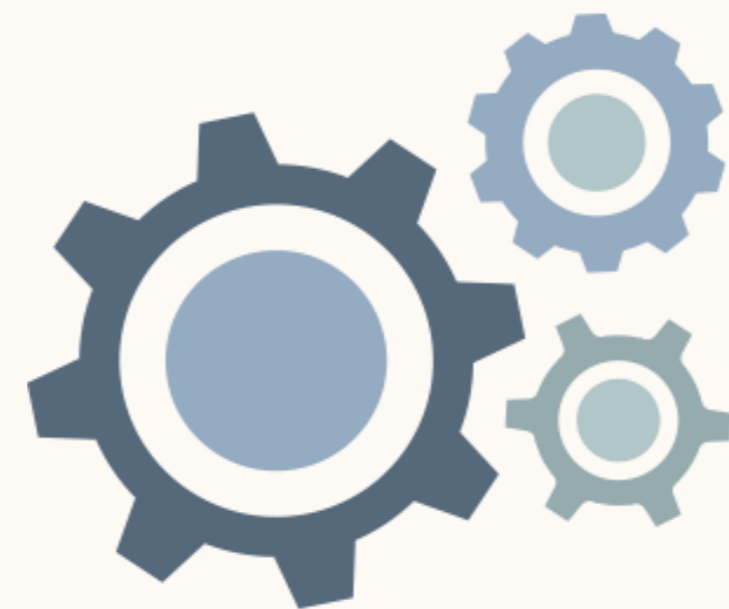
Future of Work

We are a leading voice on key public policy priorities



Career Pathing

Help policy makers drive workforce career preparedness and progression



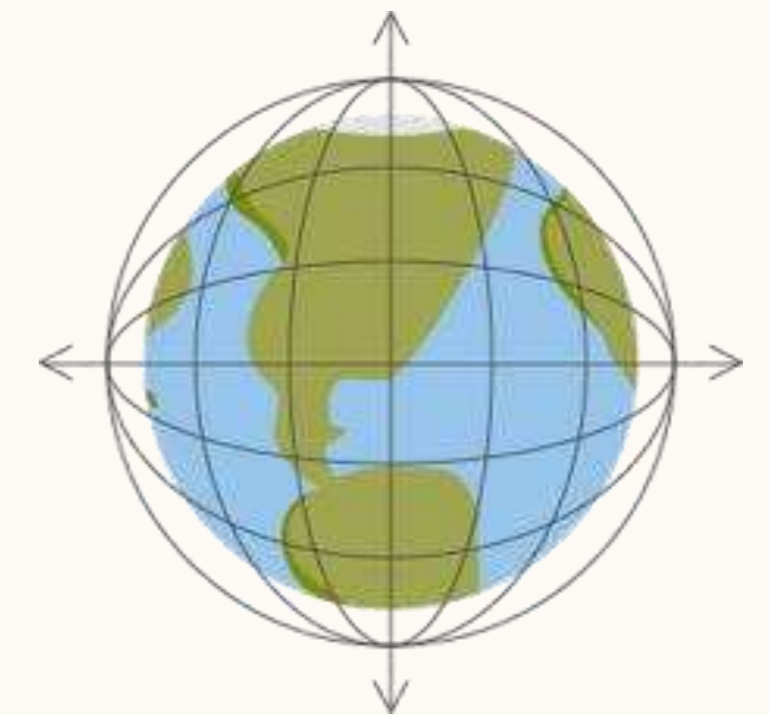
AI, Automation, & Emerging Tech

Help economies take advantage of new tech opportunities.



Entrepreneurship

Provide countries intelligence about their entrepreneurial ecosystems.



Global Economic Integration

Help govs connect talent and knowledge to economic growth.



Applications and Partners







Studying the Global Gender Gap

“Based on collaboration with LinkedIn, we find that only 22% of AI professionals globally are female, compared to 78% who are male. This accounts for a gender gap of 72%, which has remained constant over the last years and does not at present indicate a positive future trend.

The implications of this finding are wide-ranging and require urgent action.”



Figure 8A: Trends in AI skills by gender and year: rate of adoption

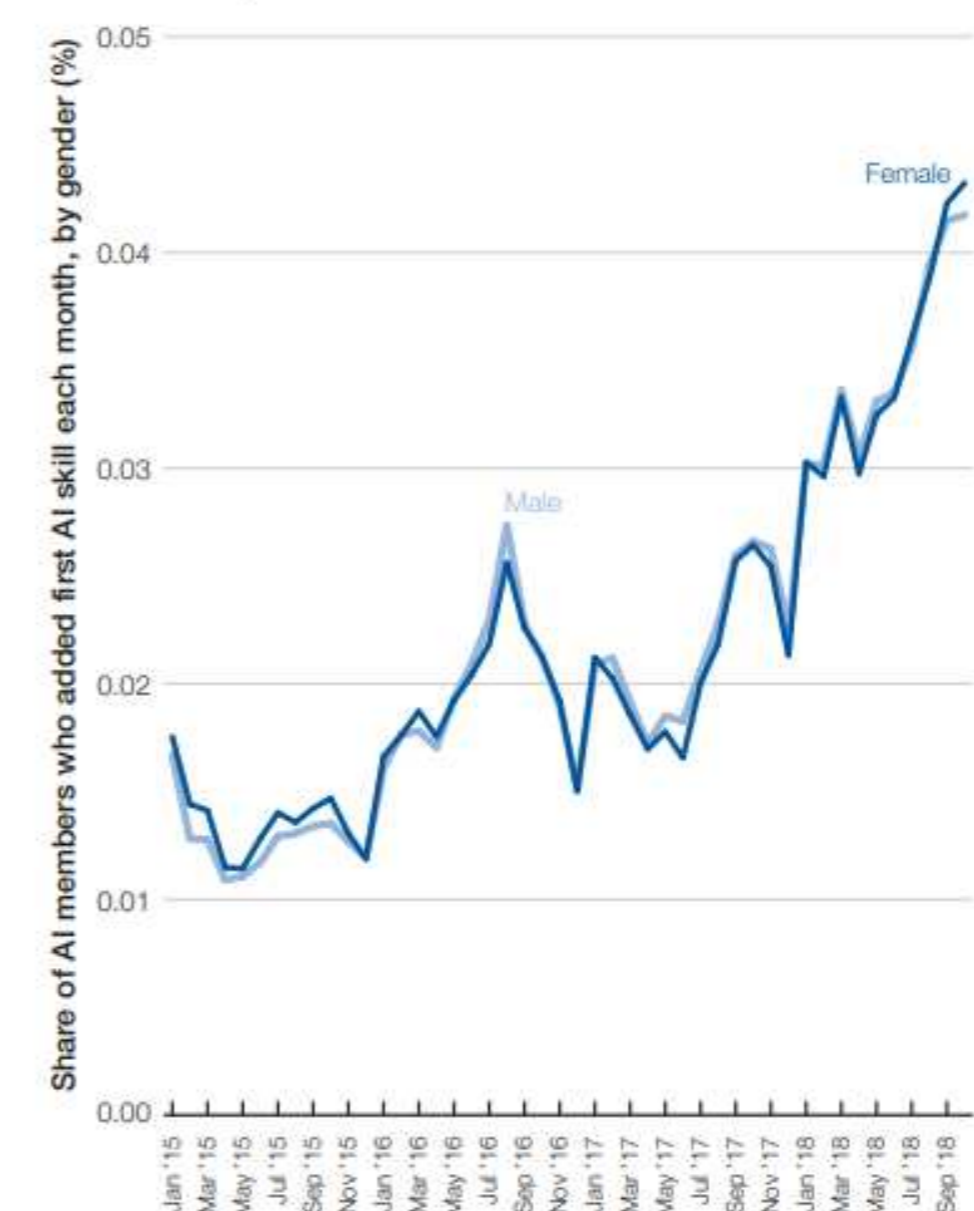
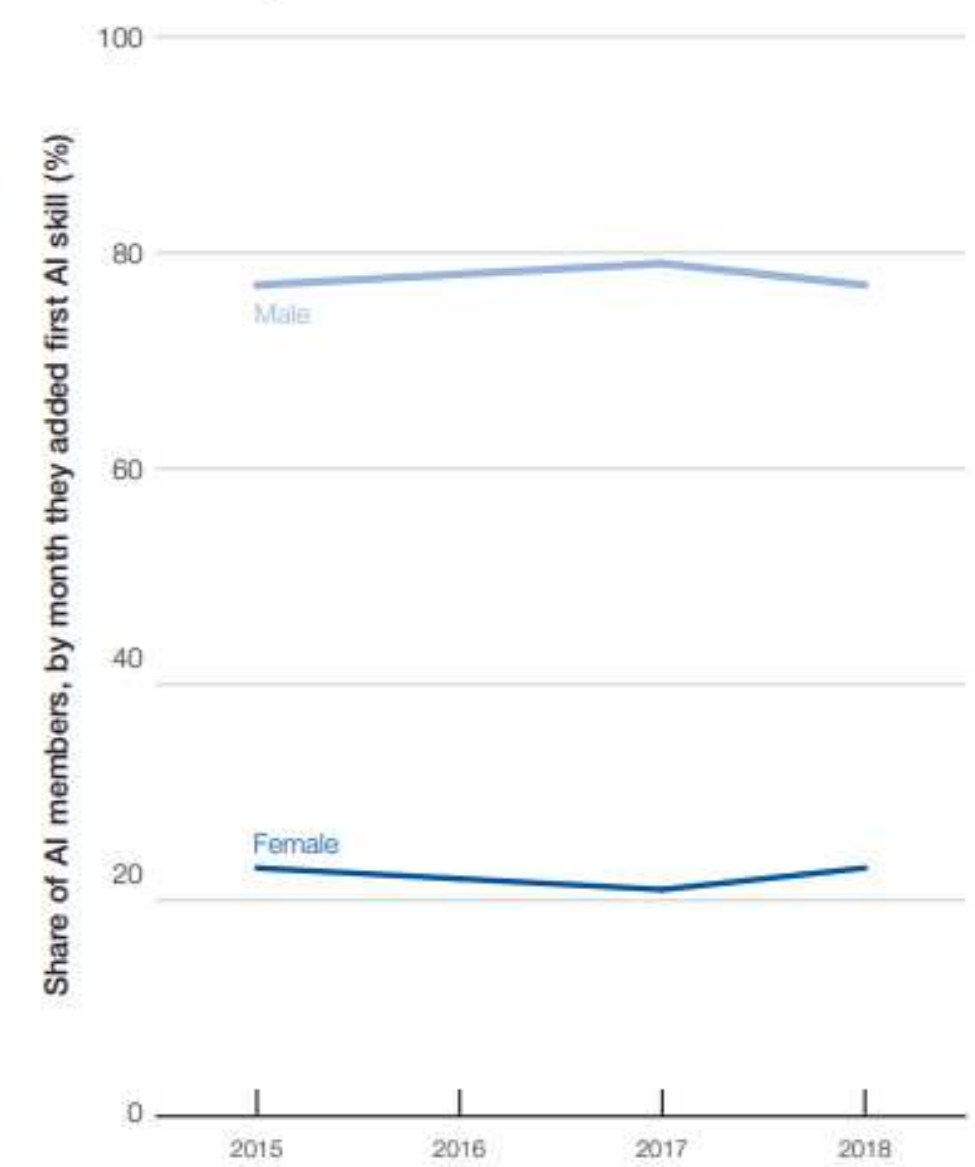


Figure 8B: Trends in AI skills by gender and year: share of adoption



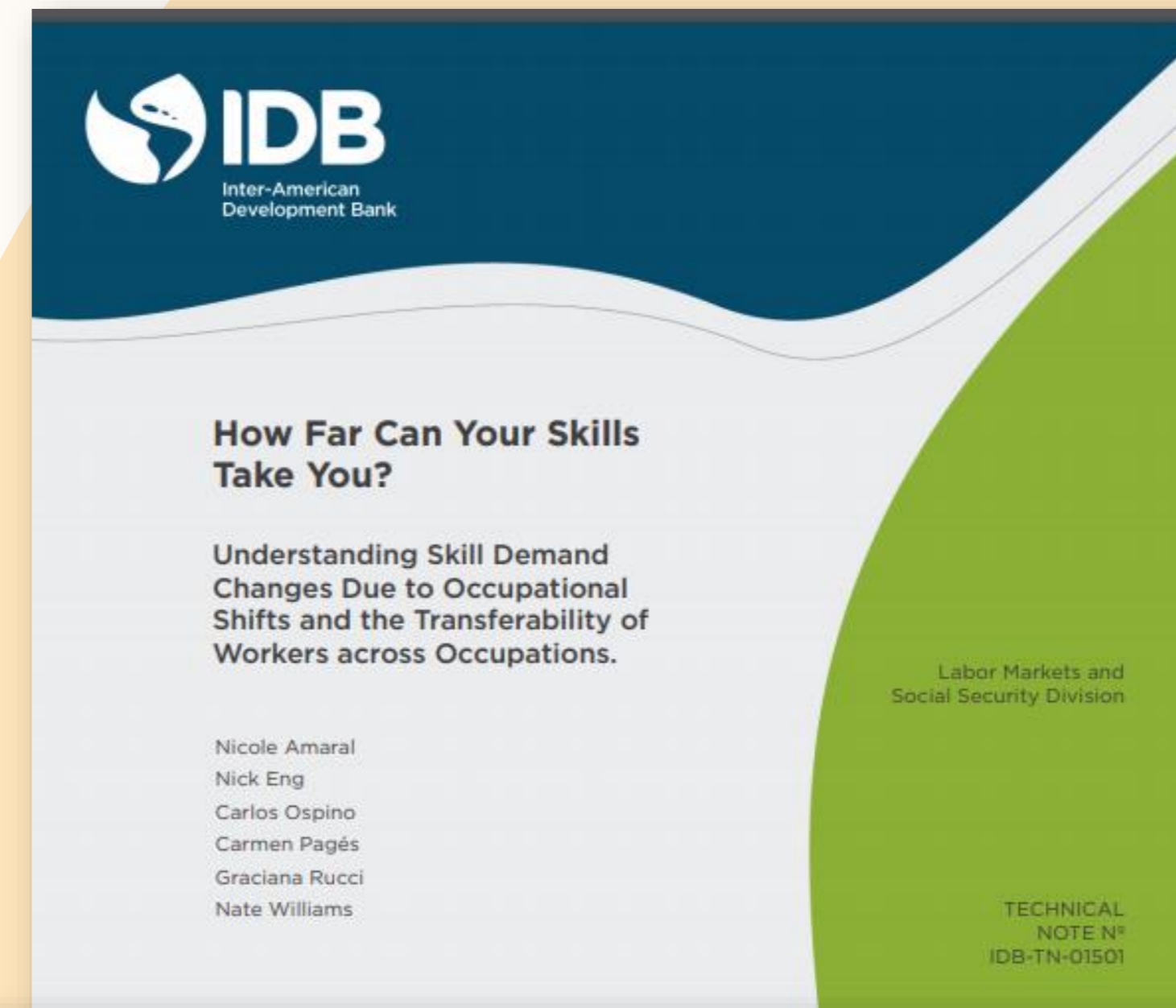
Source: LinkedIn.
Note: Adoption trends show how this pool of AI talent has grown over time, based on when members first indicated having an AI skill. To generate these trends, we first looked at the total number of members with AI skills and segmented this group by gender. We then identified the date when each member added the first AI skill to their profile and calculated this as a proportion of all members, by month, for each segment.



Understanding Skill Transferability

“Understanding the transferability of skills is one of the most promising areas of analysis available through LinkedIn data.

Throughout history, the development and expansion of new tasks and occupations have helped to outweigh job losses caused by waves of automation. However, this expansion can be slowed—and transitions be more costly--if recent graduates and/or workers who lost their jobs due to automation do not have the required skills to perform these new tasks or occupations.”



Argentina: Emerging Occupations	Rank
Software Developer	1
Legal Administrative Professional	2
Social Media Specialist	3
Owner / Founder	4
Creative Designer	5
Journalist	6
Consultant	7
Food Service Professional	8
Business Strategist	9
Architect	10

Argentina: Declining Occupations	Rank
Administrative Employee	1
Information Technology Support Specialist	2
Customer Service Specialist	3
Accountant	4
Information Technology Consultant	5
Military Officer	6
Information Technology System Administrator	7
Retail Salesperson	8
Research Analyst	9
Corporate Finance Specialist	10

Note: These tables rank the top 30 most emerging and declining occupations in Argentina according to the analysis of hiring rates for each occupation between 2007-2018 using LinkedIn's data for that country.

From	To	Ranking	Correlation
Administrative Employee	Salesperson	1	0.42
Contract Administrator	Legal Administrative Professional	2	0.25
Compliance Specialist	Legal Administrative Professional	3	0.45
Information Technology Support Specialist	Database Developer	4	0.52
Customer Service Specialist	Logistics Specialist	5	0.95
Photographer	Social Media Specialist	6	0.20
Information Technology Consultant	Technology Manager	7	0.81
Accountant	Accounts Receivable Clerk	8	0.82
Information Technology System Administrator	Technology Manager	9	0.93
Retail Salesperson	Product Manager	10	0.67



Connecting Networks and Trade Flows

“The most important information network is the one between people where professional networks enable the operation of GVCs.”

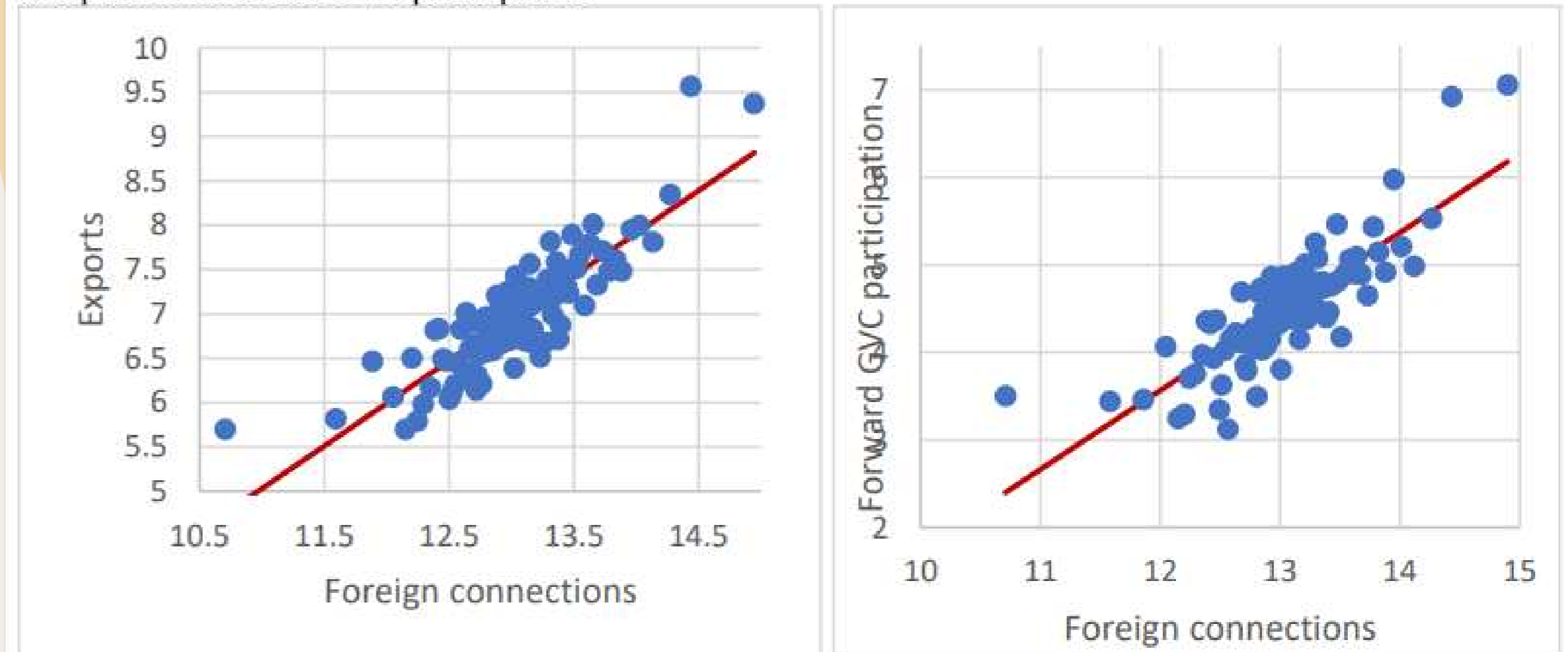
Analysis of the LinkedIn data reveal that exports (box figure 1a) and both forward and backward global value participation (box figures 1b and 1c) respectively are strongly correlated with the number of foreign connections people on LinkedIn.

Though causality is more difficult to establish, these patterns suggest that professional networks are complementary to the expansion of global value chains.”



Box figure 1 Exports and GVC participation vs online foreign connections

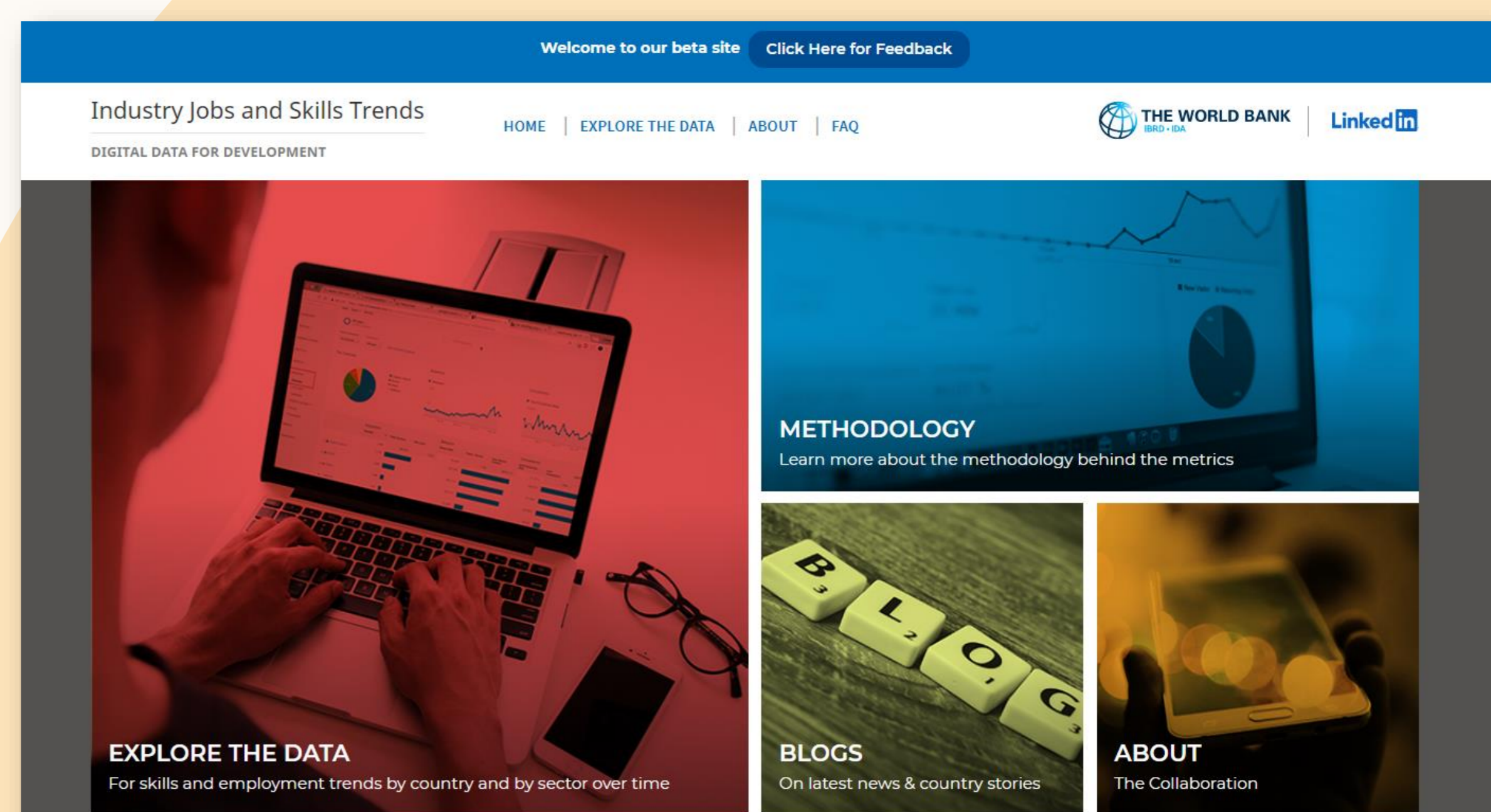
a Exports b Backward GVC participation





Future Work – Interactive Insights

- *Our intent is to make insights and research widely available as a resource for the policy community.*
- *Our first effort, a beta site developed with the World Bank, is an example of the type of insights we will begin to develop and share.*



The World Bank Group and LinkedIn share a commitment to helping workers around the world access opportunities that make good use of their talents and skills. The two organizations have come together to identify new ways that data from LinkedIn can help inform policymakers who seek to boost employment and grow their economies.

This site offers data and automated visuals of industries where LinkedIn data is comprehensive enough to provide an emerging picture. The data complements a wealth of official sources and can offer a more real-time view in some areas particularly for new, rapidly changing digital and technology industries.

The data shared in the first phase of this collaboration focuses on 100+ countries with at least 100,000 LinkedIn members each, distributed across 148 industries and 50,000 skills categories. In the near term, it will help World Bank Group teams and government partners pinpoint ways that developing countries could stimulate growth and expand opportunity, especially as disruptive technologies reshape the economic landscape. As LinkedIn's membership and digital platforms continue to grow in developing countries, this collaboration will assess the possibility to expand the sectors and countries covered in the next annual update.

This site offers downloadable data, visualizations, and an expanding body of insights and joint research from the World Bank Group and LinkedIn. The data is being made accessible as a public good, though it will be most useful for policy analysts, economists, and researchers.

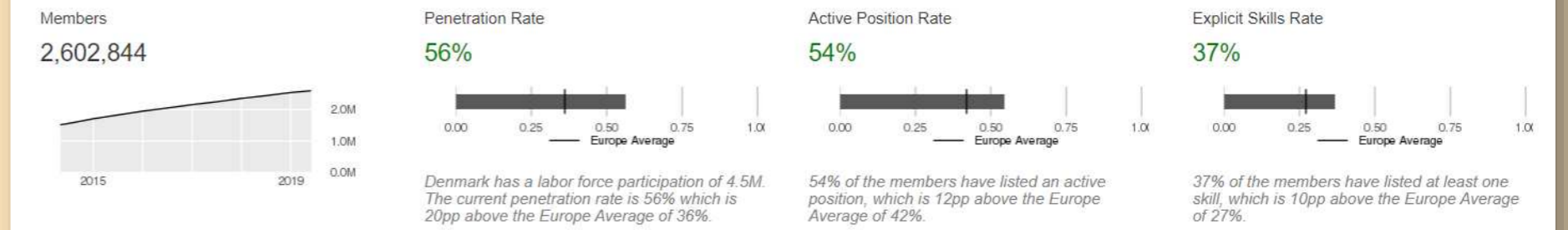




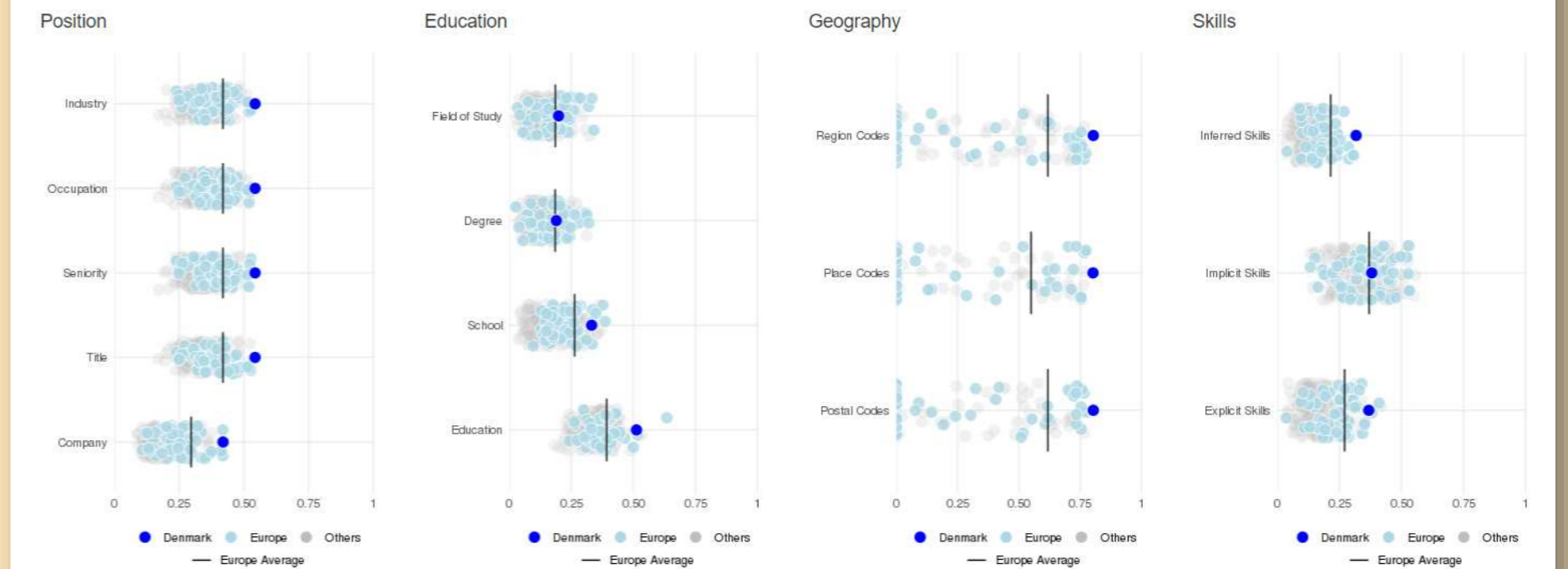
Future Work – Country Metrics

- *Internal dashboarding to understand availability, representation of data v. a country's own economic indicators.*
- *Intended to shorten initial analysis and point out any obvious economic trends.*

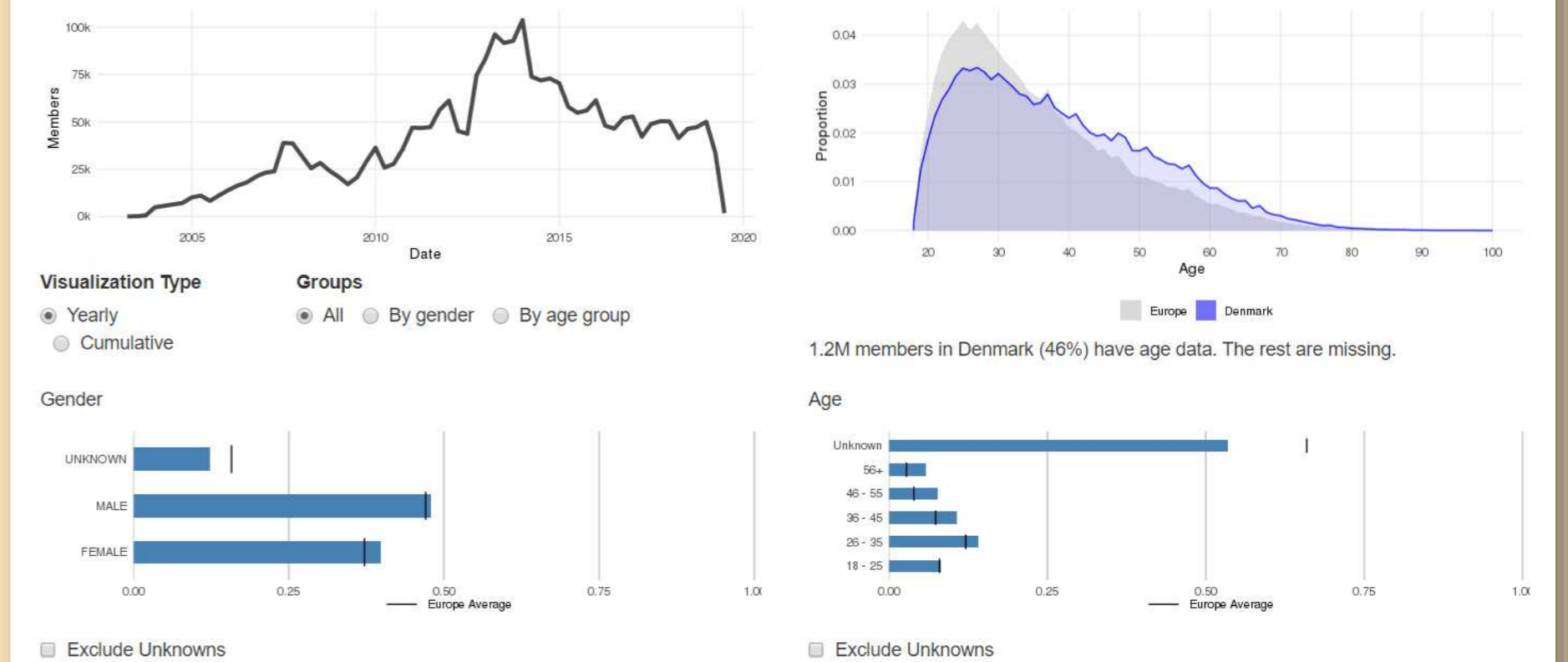
Overview



Standardized Data Coverage



Member Characteristics



Migration



Discussion