

## Welcome to SETT Nordic Innovation Space

SETT Nordic Innovation Space is a dynamic exhibition showcasing edtech startups from Norway, Sweden, Denmark, Finland, and Iceland. Running at Kistamässan in Stockholm from April 16th to 18th, 2024, SETT draws thousands of K-12 educators, school leaders, and ICT strategists. This year we are also launching the Nordic Track.

In order to showcase Nordic innovation in edtech we have designed the Nordic Innovation Space and are inviting edtech startups to apply for a space and an opportunity to be showcased on our website, and newsletter. This unique space offers startups the chance to apply for a space, providing visibility on the event's website and access to a lead-generating tool. Among the ten selected start ups, two from each country, five will be selected to pitch to an investor and expert panel on The Nordic Dragon Nest. This will take place during SETT 16-18 April in Stockholm. The best pitch is awarded with a stand at SETT 2025.



SETT Nordic Innovation Space epitomizes the collaborative spirit driving educational innovation in the Nordic region. As a beacon of progress, it signifies the transformative power of technology in shaping the future of education. Join us in celebrating more than a decade of SETT as we spotlight the trailblazing startups redefining learning across Scandinavia and beyond.

SETT 2024, with the Nordic Innovation Space in the top left corner.



There are more than **140 exhibitors** from **8 countries** showing their products and services to schools and pre-schools to **5000 visitors** during 3 days.

You choose if you wish to participate one, two or three days. The cost is 1.000 SEK per day. This will be invoiced before the participation at SETT. Included in the fee is a 2 sqm slot at the Innovation Space with a table, electricity, visibility on the web and smart leads generating tool. The Nordic Innovation Space will be communicated in all SETT communication channels. (web, newsletters, SoMe.)

[www.settdagarna.se](http://www.settdagarna.se)

*Please note that it is a unique opportunity to start ups from the Nordic countries and we select a limited number of participants. We wish to secure your participation and there will be a **no show fee of 5000 SEK** for a selected start up company that does not participate at SETT.*



## Nordic Innovation Edtech Competition Criteria:

### 1. Geographic Eligibility:

The startup must be based in one of the Nordic countries (Denmark, Finland, Iceland, Norway, Sweden).

### 2. Age of Startup:

The startup should be in operation for less than 5 years from its date of establishment.

### 3. Product Launch:

The startup must have successfully launched a product or service in the EdTech sector. This product should be available in the market and accessible to users.

### 4. Turnover Requirement:

The startup's annual turnover should be below €300,000 at the time of application.

### 5. Innovation and Impact:

Evaluation of the innovation and uniqueness of the EdTech solution.  
Consideration of the potential impact on education and learning outcomes.

Applications will be reviewed by SETT and the Nordic Edtech Organisations:  
Swedish Edtech Industry, Icelandic Edtech Industry, Edtech Denmark,  
ICT-Norway and Edtech Finland.

[Link to application](#)