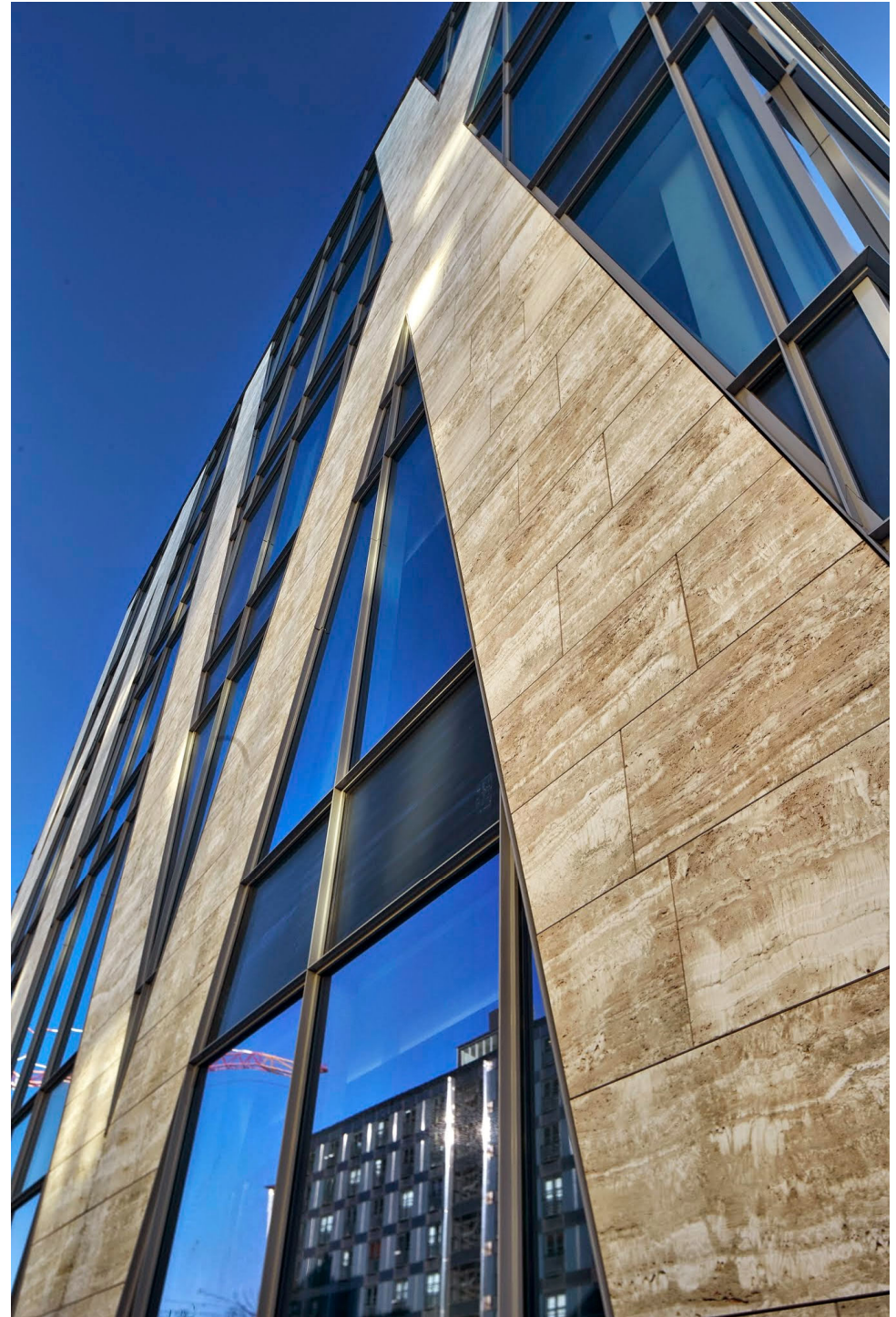


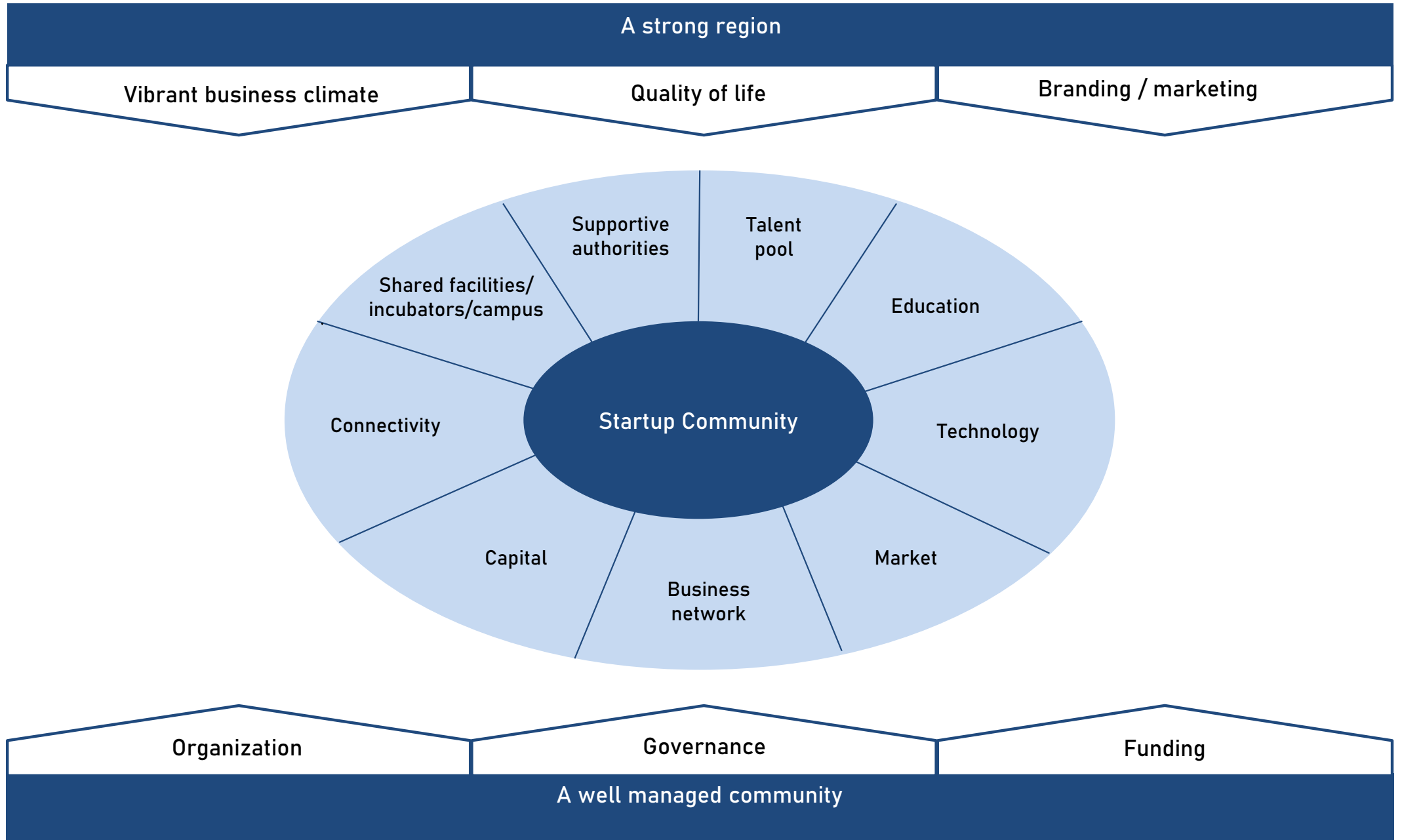
Supporting
**startup
communities**
beyond brick and
mortar

Adapting the workspace to new
opportunities and challenges

Tour de Workplace 29.03.2022



High level components



6 trends shaping FoW

- 1. The hybrid workforce:** Gig workers, remote workers, and hyper-specialized consultants have been comprising an ever-greater segment of the workforce for the past decade. Instead of hiring employees with generalist skills to be physically and permanently located in a central office, the growing trend is to form dynamic teams based upon task-oriented skills and for those teams to work within a much less centralized and hierarchical structure.
- 2. AI in the workplace:** By automating tasks and minimizing errors, artificial intelligence can take over mundane and repetitive tasks across the business. This liberates employees to focus on problem solving and more creative and interesting tasks.
- 3. Workplace Diversity and inclusion:** Diversity in the workplace is no longer simply a matter of compliance and ticking boxes. Companies are increasingly proving that diversity in the workforce leads to higher levels of innovation, success, and employee satisfaction.
- 4. Multigenerational workforce:** A trend – and a challenge – in the workplace of the future will be to forecast and understand the changing generational differences in the modern workplace and the unique needs and expectations of a wide range of age groups.
- 5. Upskilling and reskilling workforce:** Integrating increasingly sophisticated AI and digital solutions into the workplace requires specialized training. New ways of working with distributed workforces also has a learning curve as it requires more complex communication processes and remote-work technologies.
- 6. Employee engagement and workplace wellness:** It has never been more important for companies to be innovative and able to shift quickly with the times. A major 2020 survey of 17,000 employees across more than 20 industries, shows how prioritizing workforce engagement is crucial to building more resilient and high performing businesses.

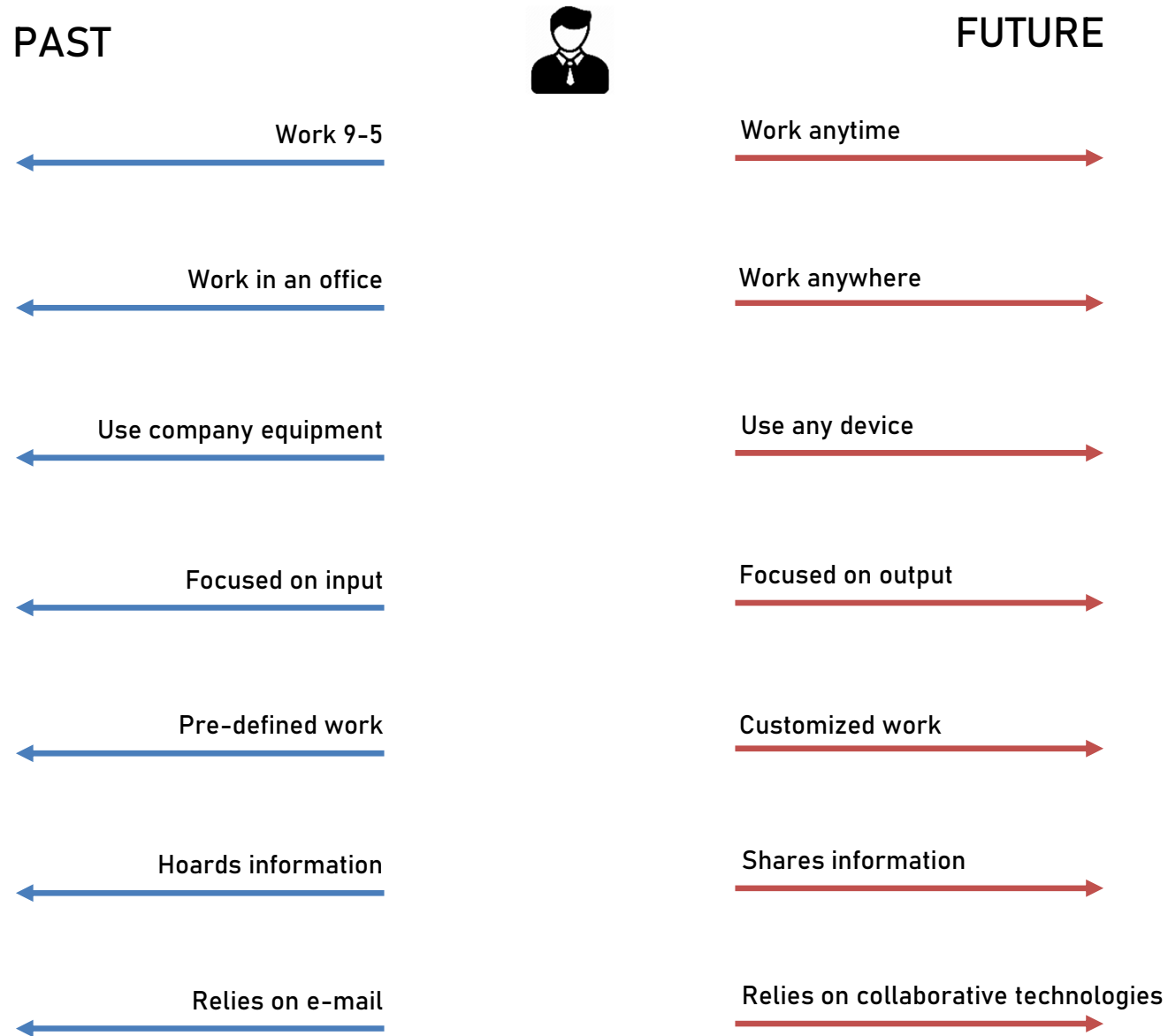
FoW-challenges for Symbion in a nutshell

- Increased demand for flexibility
=> Justify the commute
- Demand for 24/7 digital access
=> Support the contribution
- Increased utilization of resources
=> Increase efficiency, the power of SDG's
- Increased personalization
=> New innovation models

FACT BOX

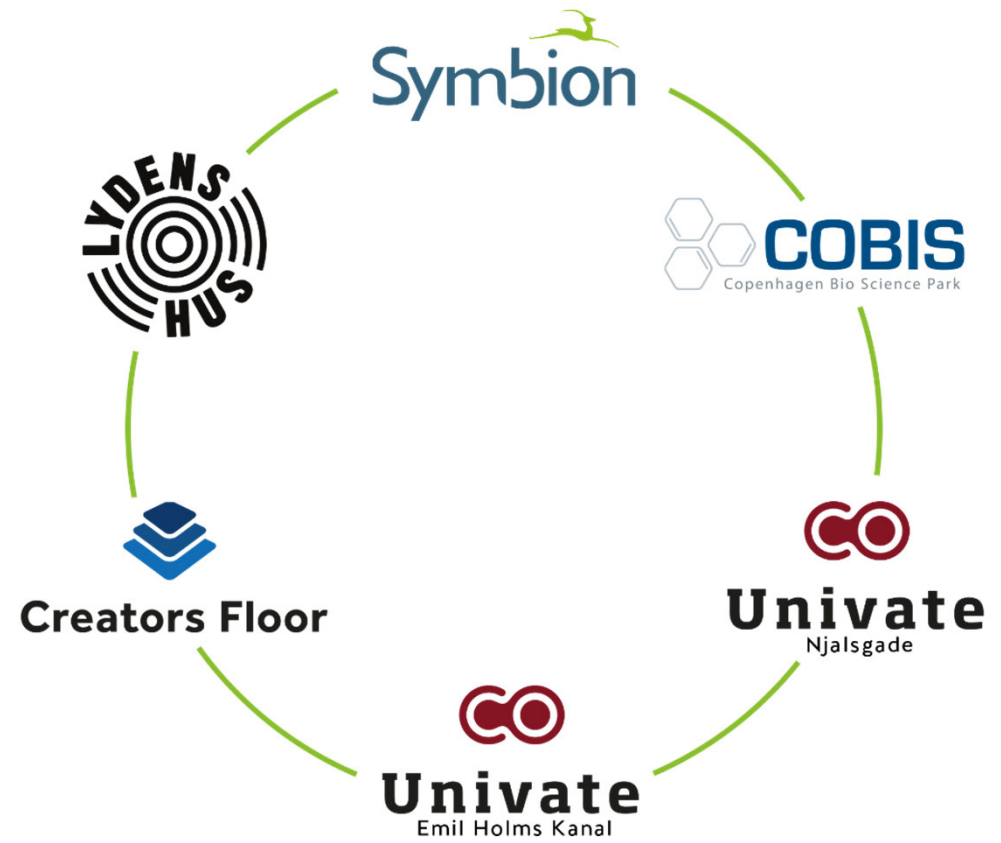
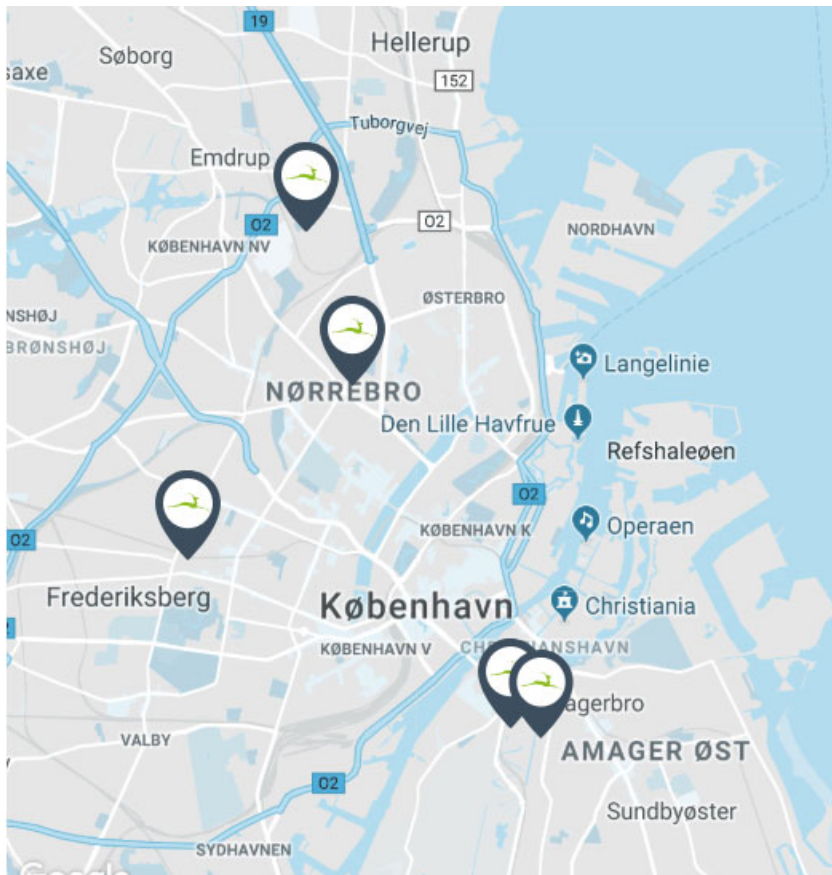
In 2020, Gartner reports that 41% of workers will continue to work remotely on an indefinite basis, versus fewer than 30% who were doing so before COVID-19.

Evolution of the employee



Denmarks largest startup community

- 6 startup hubs in Copenhagen
- 650+ startup companies
- SaaS, Biotech, Fintech, Gaming, Food, Hardware, IoT, AI and Blockchain



4 guidelines for designing a multi-user workplace



Authenticity is key!

A community provides people with a feeling of belonging and a network of other people they can connect with based on their shared interests and/ or characteristics.

Symbion builds communities to create authentic relationships among our external audience (customers, fans, and followers) and our internal audience (employees, vendors, partners, and team members).

Transition from everyday brand to *human brand*

How we build and manage communities

S: Customer Support/ Success

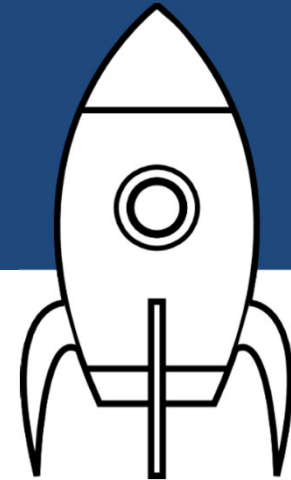
P: Product Ideation, Innovation, and Feedback

A: Acquisition and Advocacy

C: Content and Programming

E: External Engagement

(I): Internal Engagement



How we build and manage communities

S

Customer Support/ Success

- Our prime focus is customer support and customer success.
- We support this by providing a community-based discussion forum focused on customer service and support (mit.symbion.dk)
- It allows for our community members to connect to each other, track down resources, share knowledge and access carefully selected deals and offers.

How we build and manage communities

P

Product Ideation & Innovation

- Successful communities demand ideation & innovation support.
- Through Symbion Connect & Beyond Beta we offer a safe space where our customers and target audience can share real feedback and thoughts about the ways to innovate and improve products and services.
- We support innovation through access to pre-acceleration business and mentoring programs - all for free.

How we build and manage communities

A

Acquisition and Advocacy

- Let's celebrate the people who are most excited about startups & life science!
- We do this by creating a customer journey, that will take you all the way from lead to customer and end up as brand ambassadors and brand advocates.
- Digitalized services, 24h access, and long-lasting relationships with our biggest supporters a key elements. Our community members should all be brand ambassadors!

How we build and manage communities

C

Content and Programming

- Our ambition is provide relevant and up-to-date content for our community members. You should be inspired and provoked by your peers.
- We do this by offering business- & social events as well as support specific user groups and user-generated content.
- Strategic partnerships are key to boost our community and expose startups to relevant content.

How we build and manage communities

E

External Engagement

- External engagement is all about providing our community members and supporters with a sense of belonging that leads to a stronger connection.
- We support this with social media management (LinkedIn, Facebook, Twitter etc.), but also by inviting key stakeholders to participate in the future development of our community.
- Symbion aspires to become the preferred location for your startups.

How far have we come



We have built and grown communities for more than 35 years



We run the largest startup community in Denmark with more than +650 companies based in 6 different locations



We offer access to a digital platform that instantly connects you to more than 3500 experts and entrepreneurs



You can browse through more than 85 carefully selected deals and offerings specially designed for startups



We offer access to free business development and mentoring programs



We host more than 100 events per year – both professional & social



We're part of building one of the most successful startup clusters in the world

Thank you for listening!

Morten Mølgaard Jensen

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Creating the best framework for startups and entrepreneurs

[Symbion, Fruebjergvej](#) | [Univate, Njalsgade](#) | [Univate, Emil Holms Kanal](#)

[Creators Floor, Howitzvej](#) | [COBIS, Ole Maaløes Vej](#) | [Lydens Hus, Gl. Kongevej](#)