

Strengthening Startups Across the Nordics

Skills 2 Grow is a programme that helps founders hire and retain talent cross-border – from first recruitment to long-term team development.

Created by 7 partners from Norway, Sweden and Denmark – co-funded by the Interreg Öresund-Kattegat-Skagerak.



Who is the
missing piece?



The real growth barrier for Nordic startups isn't **innovation** – it's people

SKILLS2GROW

Hiring is one of the hardest and most critical challenges founders face.

Common mistakes startups make

01

Hiring too early

...without defining roles first.

02

Promoting without support

Developers turned into leaders overnight.

03

Hiring on CV, not ability

Missing what really matters in practice.

04

Building without structure

Teams grow fast – then fall apart.

”

*One wrong hire can
have a huge negative
impact – culturally
and financially.*

– FOUNDER INSIGHT – PRE-ANALYSIS





THE PROBLEM

Why is hiring so difficult for startups?

Every founder trying to build a team faces these challenges



Limited funding



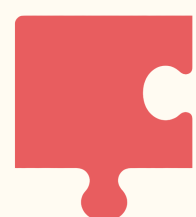
Experienced talent is too expensive



No formal HR systems in place



Founders expected to "just know"





*”Most founders don’t feel
prepared for hiring. **You’re just
expected to know how.**”*

– quote from pre analysis



SKILLS2GROW



A practical programme for *startup hiring*.

Skills 2 Grow is a hands-on training programme designed to help founders build, grow and retain strong teams – across Nordic borders.

HANDS-ON

FOUNDER-FIRST

CROSS-BORDER

What you *gain.*

Tangible outcomes



Practical tools & hiring insights you can use immediately



Personal guidance from a business coach



Legal & cross-border hiring insights



Stronger leadership & team-building skills



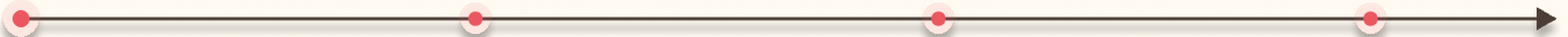
Access to a **Nordic startup network**



THE PROGRAMME

Get the skills you need to recruit and retain the best talent in the Nordics!

Through flexible, skill-based modules and a strong cross border focus, founders gain practical tools, legal insights and confidence to recruit across Denmark, Sweden and Norway.



Get a business coach that follows you over time

Your business coach will follow you through the whole programme and help you learn what you need to reach your goals.

Learn skills through workshops

Each workshop includes a prep package sent out in advance, so you can jump straight into the hands-on expert workshop.

Find talent at matchmaking events

Each year we are running matchmaking events and major happenings that connect startups and talent across borders.

Join the cross-border business network

Our business network includes startups and talent, giving you access to meetups, private dialogue spaces and new opportunities.



Learn from *experts*

SKILLS2GROW



Anna Karešová | *Startup Finance & Financial Modelling Expert*

Specialist in financial planning and hiring cost modelling. Helps founders align hiring decisions with runway and sustainable growth.



Amira Mahfoudhi | *Recruitment Strategy & Scaling Expert*

Background from global tech companies like Netflix, Uber, and Booking.com. Specialises in hiring strategy and scaling international teams.



Frederik S. Lysgaard Vind | *Lead Facilitator – Organisational Development*

Expert in scaling startups and leadership development. Has coached 50+ founders and led 40+ workshops across the Nordics.



Jesper Forslund | *Startup COO & Workshop Facilitator*

Operational startup leader with 20+ years of experience. Has recruited 100+ employees and built high-performing teams. Known for practical tools and highly rated workshops (4.9/5).



Lovisa Ehrenborg | *Strategic Talent Expert*

Nearly 20 years of experience in talent acquisition. Supports startups with recruitment, leadership, and organisational design to enable sustainable growth.

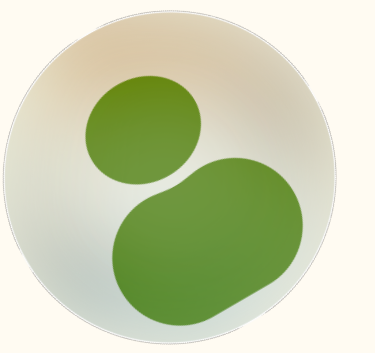
MEET THE INSTRUCTORS

Interactive workshops



Interactive workshops





Pre-recruitment

Know if you should hire or do something else

Pre-recruitment

Understanding the costs of hiring and financial modelling

Pre-recruitment

Understanding the legal stuff

Pre-recruitment

Make the role plan and specs

Recruitment

Getting the word out

Recruitment

Interviewing, considering and making a deal

Retention

Being a good leader: On-boarding and good routines

Retention

Retention

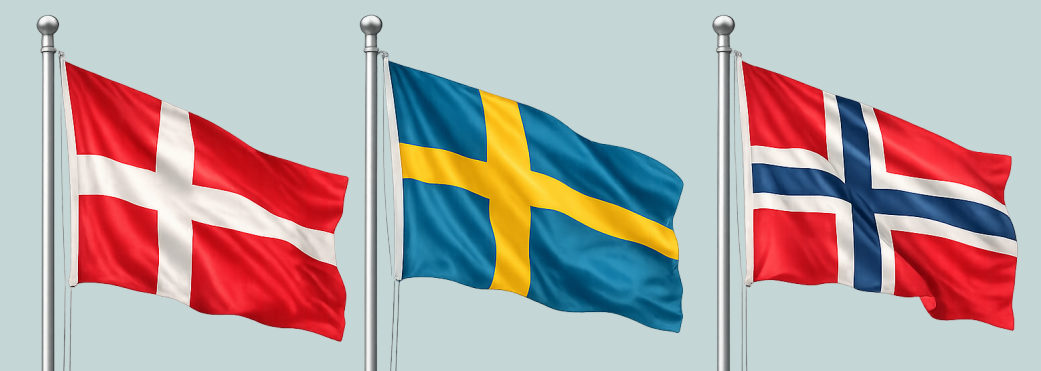
Retention

Handling things going wrong



Unlock talent *across* borders.

Learn how to recruit, hire and retain talent across
Denmark, Sweden and Norway – with confidence.



Zealand

DRIVHUSET



GU Ventures

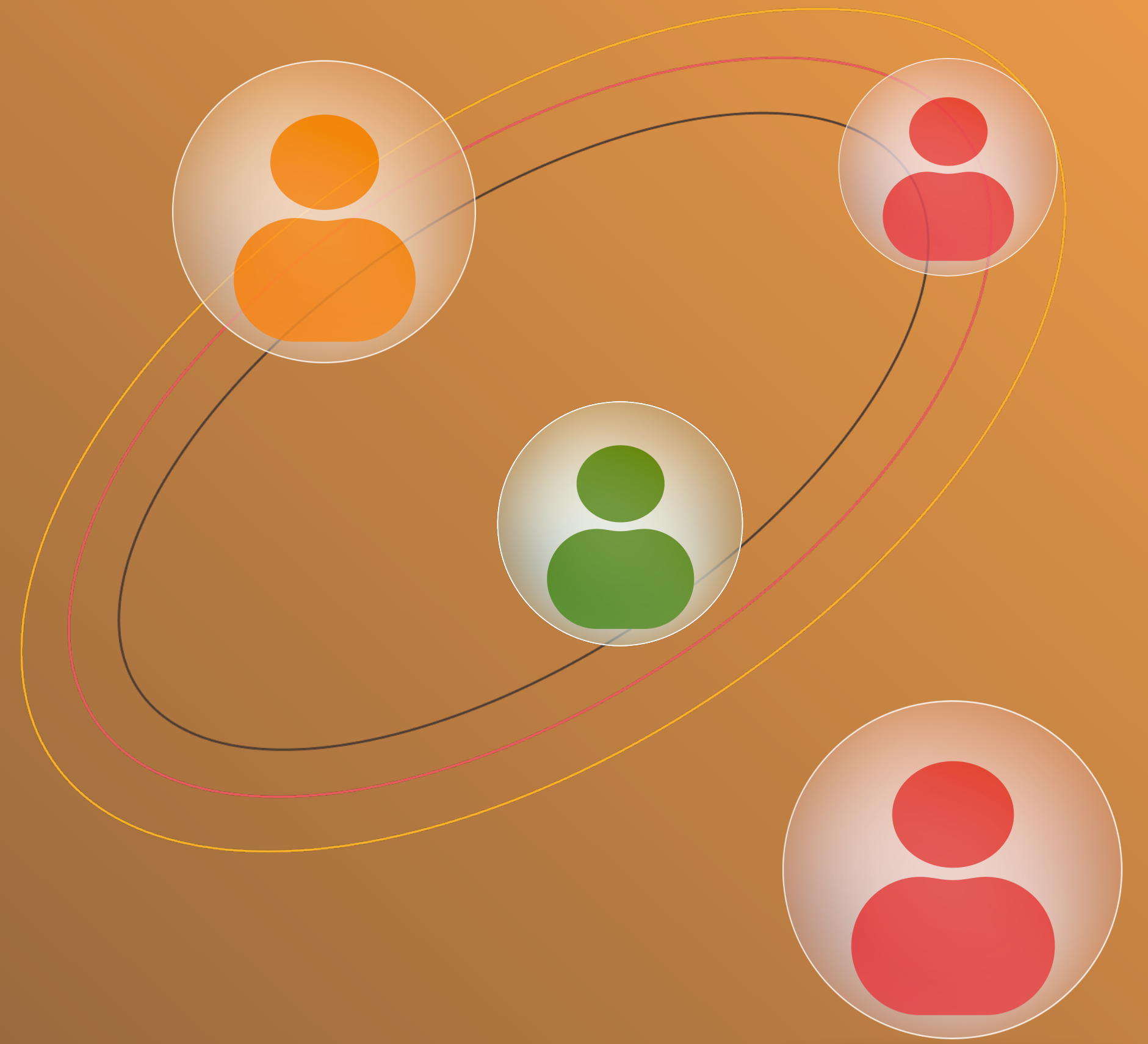
/ Business
Lolland-Falster

**Impact
StartUp**

657 OSLO

Built for startups – *Flexible by design.*

You don't need to attend everything. You will have a tailor-made journey most relevant to your stage.



Who should *apply?*

Startups in the **ÖKS region** who want to build the skills needed to hire, grow and retain the right team.



All industries



No experience required
We start where you are today.

What happens *when you apply?*

1

Apply

Fill in a short application
– takes 10 minutes.

2

Get matched

We align your goals
with the right skills.

3

Start

Begin your journey with
your business coach

THE NEXT STEPS

SKILLS²GROW

Interreg



Co-funded by
the European Union

Öresund-Kattegat-Skagerrak

Applications *are open.*



www.skills2grow.org

Start your journey →