

# THANK YOU SCALE-UP EUROPE

Where founders, investors and policymakers  
met to shape Europe's entrepreneurial future.

## 2025 COPENHAGEN

Thank you for being part of **Scale-Up Europe 2025** and for joining us in Copenhagen City Hall for the opening of Global Entrepreneurship Week Denmark. Your presence, engagement, and contributions helped turn the day into a meaningful moment for Europe's scale-up agenda.

Across the afternoon, founders, investors, ministers, and entrepreneurs came together around a shared conviction:  
**We must remove the barriers that are slowing us down.**

From the opening reflections with Minister Christina Egelund and Mikkel Sørensen Director, DTU Skylab, through the fireside discussions with Minister Caroline Stage Olsen and Zensai's Founder and CEO Rasmus Holst, to the strong closing conversation between Minister Morten Bødskov and Peter Kofler, a clear message emerged:  
**Europe must simplify, harmonise, and act - or risk losing its next generation of innovators.**

Thank you for helping bring that message to life.

We're excited to share some highlights from the day that capture the key moments, insights, and calls to action from Scale-Up Europe. We hope it provides inspiration to continue working together to strengthen Europe's innovation and competitiveness.

Let's stay connected as we push these agendas forward. Follow us on [LinkedIn](#), sign up for our [newsletter](#), and take part in future debates and events where these issues will continue to shape Europe's direction.

With kind regards,  
Danish Entrepreneurs & Global Entrepreneurship Week Denmark



## THIS YEAR'S GLOBAL ENTREPRENEURSHIP WEEK DENMARK OPENED WITH A SHARP FOCUS ON EUROPE'S COMPETITIVENESS AND SCALE-UP POTENTIAL.

The afternoon brought together Europe's key actors to explore how we can strengthen the continent's innovation capacity and ensure that the next generation of high-growth companies scales here, not elsewhere.

The programme included:

### A policy-oriented roundtable on scaling, investment and European competitiveness

With founders, investors, entrepreneurs, pension sector leaders, politicians, EU experts, and public servants.

01

### Matchmaking with targeted meetings

Connecting founders, corporates, investors, and startups.

02

### A full programme of keynotes, panel debates and fireside conversations

Featuring three ministers, leading founders, and innovation experts - all centred on simplifying the Single Market, unlocking investment, and removing barriers to scale.

03

### A high-impact pitch competition

Featuring three standout startups from the Global Startup Awards alumni network.

04

Throughout the day, participants highlighted not only Europe's strong talent base and innovation capacity, but also the urgent need to reduce fragmentation, activate growth capital, and align regulation with implementation.

The energy across the Banquet Hall made clear that Europe is ready for a new phase: From analysis to execution.



# THE SCALE-UP EUROPE ROUNDTABLE



## Turning ambition into action

To open Global Entrepreneurship Week, and ScaleUp Europe at Copenhagen City Hall, Danish Entrepreneurs brought together leading founders, investors, business organisations, and government officials for a high-level, action-oriented roundtable on how to unlock Europe's scale-up potential.

Around the table, there was strong agreement: startups are the backbone of Europe's economy – the innovators who drive growth and tackle real-world challenges.

This was not yet another debate about what Europe should do. It was a conversation focused on how to make it happen. We were fortunate to have strong voices leading the discussion, including Ken Villum Klausen, founder and CEO at Lunar, **Christian Vitting Gregersen**, Deputy Director, Public Affairs at F&P, Insurance & Pensions Denmark, **Jens-Kristian Lütken**, Mayor for Employment and integration in Copenhagen and many others who contributed valuable insights, concrete ideas, and contagious energy to this important European conversation.



## MATCHMAKING

As part of Scale-Up Europe, we hosted targeted matchmaking sessions in collaboration with Enterprise Europe Network. Through the b2match platform, participants quickly connected with the right partners through a series of targeted, high-impact meetings. Founders met investors, investors discovered promising ventures, and policymakers gained direct insights from the ecosystem.

In just one day, numerous meaningful conversations took place, sparking new connections, collaborations, and future opportunities.



# SCALE-UP EUROPE 2025 PROGRAM



14.30 - 14.35	Welcome and introduction to the agenda by Peter Kofler, Chairman Danish Entrepreneurs
14.35 - 15.00	Fireside chat with Christina Egelund, Minister for Higher Education and Science
15.05 - 15.30	Inspirational talk and Q&A with Ken Villum Klausen, founder and CEO of Lunar
15.35 - 15.40	Keynote by Jens-Kristian Lütken, Mayor for Integration and Employment in Copenhagen
15.40 - 16.10	Panel discussion about Unlocking Europe's technological growth - How to scale, attract capital, and compete globally
16.10 - 16.35	BREAK
16.35 - 17.05	Panel discussion about Rethinking environment regulation for business growth - Think small first
17.00 - 17.25	Fireside chat with Rasmus Holst, founder and CEO of Zensai and Caroline Stage Olsen, Minister for Digital Affairs
17.30 - 18.05	Pitch Competition
18.05 - 18.30	Fireside chat with Morten Bødskov, Minister for Industry, Business and Financial Affairs
18.30 - 18.35	Wrap-up & next steps
18.35 - 19.30	Networking & Tapas









# HOW DO WE FIX EUROPE?



**“Right now, it can feel like Team Europe is down 5-0 at halftime. But here's the thing: it is halftime. We can still change the game.”**

**PETER KOFLER**

Chairman of the Board, Danish Entrepreneurs

During this year's opening conference, Peter Kofler delivered a pointed and energising message: Europe is falling behind not because of destiny, but because of decisions. Reflecting on the Draghi report and the slow pace of European reform, he captured a shared sentiment across founders, investors, and policymakers.

“With the world moving fast outside Europe and slowly inside Europe - what began as hope has turned into frustration. Right now, it can feel like Team Europe is down 5 - 0 at halftime.” But Kofler reminded the audience that halftime is not a defeat. Europe has rewritten its destiny before - rising from the ashes in 1945 to create an economic miracle and push the global frontier.



Today's stagnation, he argued, is not inevitable. It is the result of choices and can be reversed by choosing differently. His message was sharp and his question decisive:



**“We've mistaken regulation for progress - and bureaucracy for integration. Instead of unleashing innovation, we've slowed it down. So how do we fix Europe - and ensure our innovators scale here, not elsewhere?”**

With that, he opened the floor to a day of keynotes, panels, fireside chats all focused on turning ambition into action.



## FIRESIDE CHAT

### **“If we want to compete in the global tech race, we need to stand united as a continent.”**

Christina Egelund opened Scale-Up Europe 2025 with a clear message: Europe cannot maintain global competitiveness without stronger access to capital, shared infrastructure, and a Single Market that actually works for startups and scaleups. She stated that EU leaders have taken note of the Draghi report, but the challenges it identifies can only be solved through collective European action. Egelund highlighted the need to simplify rules, remove fragmentation, and ensure that innovation can move faster across borders. The fireside sidechat was sharp and forward-looking, and well moderated by Mikkel Sørensen, Director at DTU Skylab.

**Christina Egelund**, Minister for Higher Education and Science



## FOUNDER KEYNOTE

### **“Uneven rules don’t protect competition - they protect incumbents.”**

Ken Villum Klausen delivered one of the day’s most forceful messages: Regulation has become the single biggest barrier to innovation in Europe. He highlighted that small businesses now spend up to 40% of their time on administrative and compliance tasks instead of growth - a structural drag that undermines competitiveness across the continent. Klausen stressed that talent is not Europe’s problem; fragmentation is. To compete globally, Europe must enable experimentation, streamline digital processes, and finally build a real Single Market for digital business. He stressed that without simpler rules and faster scaling pathways, Europe will continue to lose its most promising founders long before they reach their potential.

**Ken Villum Klausen**, Founder & CEO, Lunar



## KEYNOTE BY OUR HOST



### Jens-Kristian Lütken, Mayor for Employment and Integration, City of Copenhagen

Jens-Kristian Lütken welcomed participants to City Hall by highlighting Copenhagen's growing status as an emerging global innovation hub. A sign of real momentum driven by talent, quality of life, and a city in balance. Lütken emphasized that entrepreneurs and their families should find a place where they can thrive, with openness and accessibility for business.



## PANEL DISCUSSION



### Unlocking Europe's Technological Growth

Europe has the talent and ideas, but we need simpler access to scale-up capital.

That was the key reflection from the panel consisting of **Mikkel Hippe Bruun**, Entrepreneur and Co-founder of Tradeshift, **Jesper Hart-Hansen**, Founding Partner at TYR.vc, and **Randi Wahlsten**, CEO of Matr Foods.

Moderated by **Frederikke Rosendal Egede Saabye**, Acting Industry Director for Digitalization, Technology and Telecommunications at the Danish Chamber of Commerce, the panel took a deep dive into what it takes for European startups to scale, attract investment, and compete globally. The panelists agreed that Europe's strengths - trust, responsibility, and sustainability - can be powerful competitive advantages if matched with the right growth conditions. They highlighted the need for a more accessible capital landscape, better collaboration between startups, corporates and policymakers, and a regulatory environment that accelerates rather than slows innovation. The discussion made clear that Europe's technological potential is vast - but unlocking it requires ambition, openness, and a willingness to remove the barriers standing in the way of scale.





# PANEL DISCUSSION



## Rethinking Sustainability Regulation for Business Growth



**“We spend so much time trying to be compliant, which in practice means reporting. We are literally hiring people just to report. Instead, we could focus on making our products and services more sustainable.” - Tobias Silverstein Hinchely, Director and partner, DSF WINE**

The panel was hosted by **SMVdanmark**, and joined by **Tobias Silverstein Hinchely**, Director and partner, DSF WINE, **Sophia Zakari**, Director Enterprise Policy & Legal Affairs, SMEunited and **Christian Friis Bach**, Member of the Danish Parliament for the Liberal Party and explored how Europe can redesign sustainability regulation so it supports, rather than slows, business growth. They discussed how EU environmental rules - while essential - increasingly place disproportionate burdens on SMEs, creating internal market barriers and administrative dead ends. The speakers called for a regulatory framework that is scalable, proportionate and aligned with the realities of smaller businesses.

Their message was clear: Europe must “think small first” if sustainability policy is to strengthen both the green transition and long-term competitiveness.



## Regulation Is Outpacing Guidance - And Europe Is Paying the Price

“We are regulating faster than we can guide companies. That’s a big problem.”  
- Caroline Stage Olsen, Minister for Digital Affairs



One of the most striking conversations at Scale-Up Europe 2025 came from the fireside discussion between **Caroline Stage Olsen**, Denmark’s Minister for Digital Affairs, and **Rasmus Holst**, CEO of Zensai, one of Europe’s fastest-growing SaaS scaleups. Moderated by **Marie Høst**, the session cut directly to the heart of Europe’s competitiveness challenge: **the widening gap between regulation and implementation**.

The minister warned that Europe’s digital rulebook is expanding at a pace that neither companies nor regulators can keep up with. High-risk areas are being regulated before guidance is even written, leaving founders in a maze of uncertainty. Rasmus Holst added the scale-up perspective: **when choosing which markets to expand into, companies naturally avoid the ones that are hardest to operate in - and today, Europe too often falls into that category**.

Both stressed that Europe must rebuild trust between regulators and innovators. To stay in the global race, Europe needs simpler, clearer, and more harmonised rules, applied in the same way across all member states. Without this shift, the continent risks losing its most ambitious digital companies to more agile markets abroad.

**The conversation delivered an honest and timely reminder: If Europe wants to lead in digital innovation, regulation must enable growth - not outpace it.**





# PITCH COMPETITION



## Innovation only matters if it reaches the market

This year's pitch competition was hosted with Global Startup Awards, and brought three standout startups to the stage - each demonstrating the kind of ambition, creativity, and technological strength Europe needs more of. **HeyPipe, Skypuzzler and Triba Health** showcased solutions with the potential to strengthen Europe's competitiveness and address real-world challenges across sectors.

The judges highlighted not only the quality of the pitches, but the readiness of these founders to scale - if Europe provides the right enabling conditions.

**Winner: Triba Health.** Triba Health impressed the jury with a vision for scalable health innovation and the clarity of their growth trajectory, earning the top spot in this year's competition.

The broader message was clear: Europe must ensure that startups like these have a Single Market that works – with fewer barriers, better access to growth capital, and policies that accelerate innovation rather than slow it down.

Congratulations to all three participating startups - you are the proof of Europe's potential. **HeyPipe, Skypuzzler and Triba Health.**

A big thank to the moderator, **Lejla Omerinovic**, Marketing Director, XO Group, Global Startup Awards, and expert judges - **Kim Balle**, CEO and Co-founder of XO Group, Global Startup Awards, **Marius Ipsen**, Vice President Investment, Nordic Alpha Partners, and **Kirsten Kjaer Skott**, special advisor, Patent- og Varemærkestyrelsen - for supporting Europe's next generation of scaleups.



## Simplification as Europe's Path to Competitiveness

“If we don't change, we will lose.” - Morten Bødskov, Minister for Business



In the closing conversation of Scale-Up Europe, Minister for Business **Morten Bødskov** delivered a direct and forward-looking message: **Europe cannot maintain competitiveness if it continues to burden innovators with gold-plating, slow approvals, and fragmented rules.** He stressed that today's regulatory environment often drives investment out of Europe - and talent with it.

Morten Bødskov argued that the answer is simplification, not deregulation: **faster procedures, more transparency, and a single point of entry for companies operating across borders.** He welcomed the proposed EU-wide 28th regime as a potential turning point - a unified framework that could dramatically reduce compliance complexity for startups. To succeed, he suggested testing it first on young, high-growth companies to accelerate implementation.

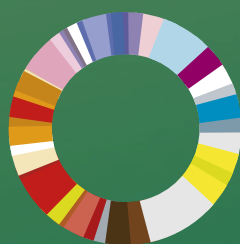
He also addressed Europe's passive capital landscape. With significant amounts of European and Danish pension capital flowing abroad, he called for a financial system that takes responsibility and invests more strategically in local innovation rather than letting promising founders scale elsewhere.

“Moderated by Peter Kofler, the fireside chat reinforced the core message of the day: **“Europe must act with urgency - or risk losing its next generation of high-growth companies.”**”





# THANK YOU



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