

# Odense Robotics Denmark's robot and drone cluster

*the ecosystem for robotics*



**ODENSE**  
**robotics**

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# A growing industry in Denmark



**300+  
companies**



**8,500  
employees**



**EUR 2.4 billion  
in turnover with  
60-70% from  
export**

**Today**



**25,000  
employees**



**EUR 7 billion  
in turnover**

**2025**

Source:  
Damvad  
Analytics,  
2019

# We build on a strong foundation

Denmark's national cluster builds on the strong foundation of national and regional clusters and networks, which over the past decade have accelerated growth and innovation in the industry



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RoboCluster:  
a national  
innovation network  
300+ members



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Odense Robotics:  
a regional cluster  
130+ members



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UAS Denmark:  
a national drone  
cluster  
120+ members

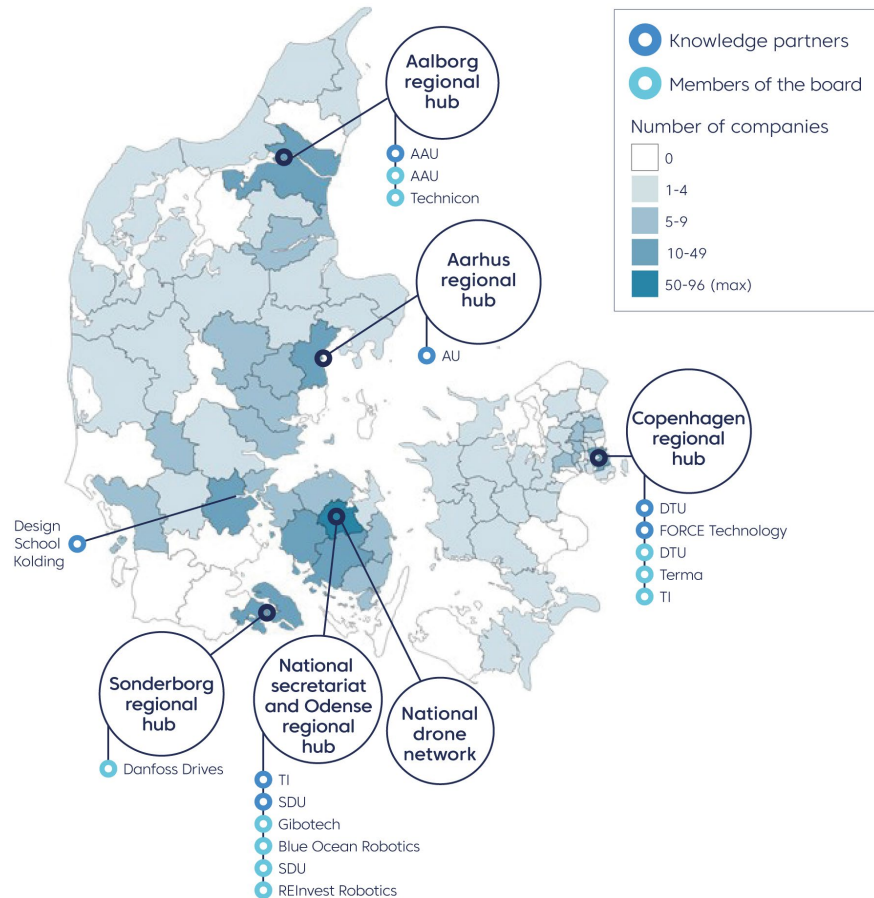


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The national cluster  
is formed under the  
name Odense  
Robotics,  
consolidating all  
three organisations

Robotics and drones  
selected as one of  
Denmark's future  
growth industries

# Now we bring the industry together



- 1 Secretariat
- 4 Regional hubs
- 7 Knowledge partners
- 10+ International cluster collaborations
- 300+ Companies

# Strategy

## Vision & Mission

### VISION

Build a bigger, better  
robot nation

### MISSION

To drive innovation and  
accelerate sustainable  
development  
throughout the Danish  
robotics and drone  
industry

## EXECUTION guidelines

- World-class
- National and robotics, automation and drone tech
- Customer-driven approach
- Collective impact – complex problems, many players
- Interfaces – knowledge partners, trade organisations

## Objectives

- World-class ecosystem
- Center for startups and high growth SME's
- Investments for companies
- Global companies
- Growth in turnover and jobs
- Attraction of talent

# Industry needs drives our focus areas



Increasing demand for new solutions

> We help companies **develop new products and technologies** that leverage cutting-edge research



Fierce competition in fast-growing industry

> We help companies **strengthen their foundation for growth** as they scale up



Successful startups need more than an tech idea

> We offer **commercial and tech support to startups** so they can successfully enter the market



Industry has unique challenges and opportunities

> We bring together industry professionals in **networking groups** to share insights



Promoting value of tech to customers key

> We provide a platform for the industry to **get noticed, meet peers and potential customers**



# Our technological focus areas

## Technologies

Autonomous systems  
Drones as a tool  
Multi-robot-systems  
Robots & AI  
Safe human-robot  
interaction

## Digitalisation

- New business models
- Digital sales and service



Green transition  
SDG17

# Growth and transformation



**Project: Global Growth Robotics**

**Aim: Support high-growth companies in strategically developing their business, market and organisation**

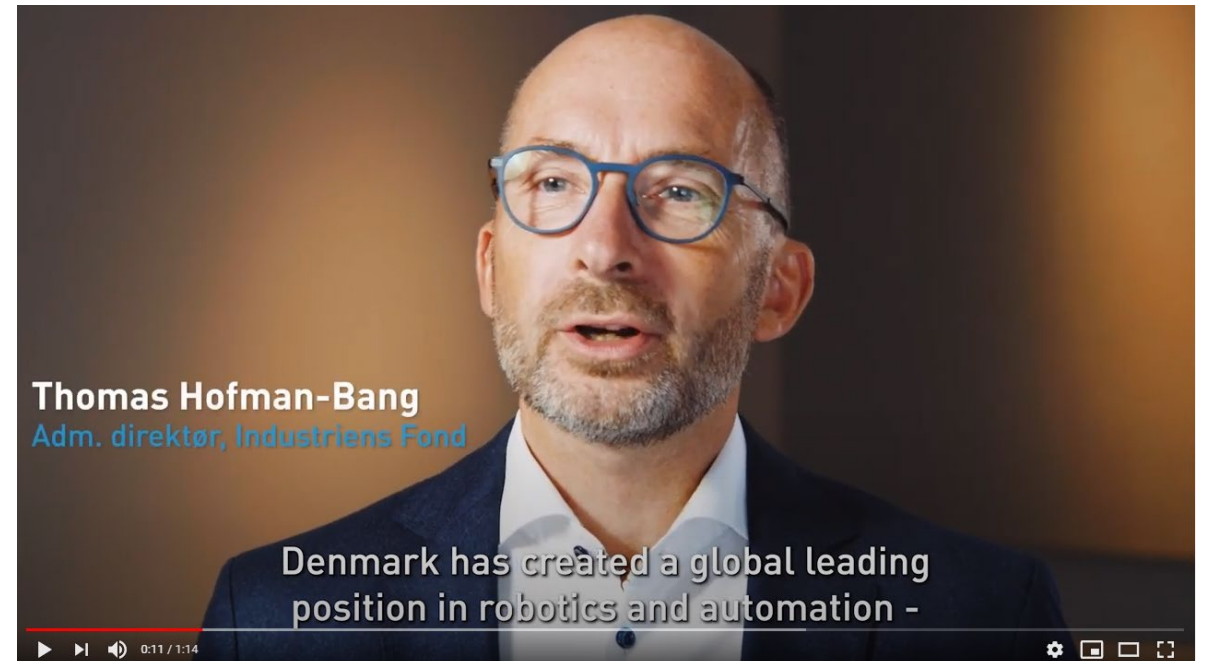
**INDUSTRIENS  
FOND** FREMMER DANSK  
KONKURRENCEEVNE  
The Danish Industry Foundation

DKK 8.1 million funding from Danish Industry Foundation

Companies have personal mentor and coach

Open to companies across Denmark

Starts 2021 for approx three years





# Join us - reap the benefits



## Startups

Get help to develop your solution and build your business, so you can go to market faster and more successfully



## Innovation

Boost your product and technology development by tapping into research know-how and accessing funding



## Global growth

Increase your competitive edge. Optimise your supply chain, digitalise your sales and services, secure the right talent



## Networks

Build relations that strengthen your business. Meet peers and share insights, so you are better equipped to grasp new opportunities



## Visibility

Be seen. Get noticed. Meet customers, partners and peers at events, where your company can take centre stage

# Become a member of Odense Robotics



**Get help to build  
your startup**



**Boost your product  
and technology  
development**



**Strengthen your  
company's foundation  
for growth**



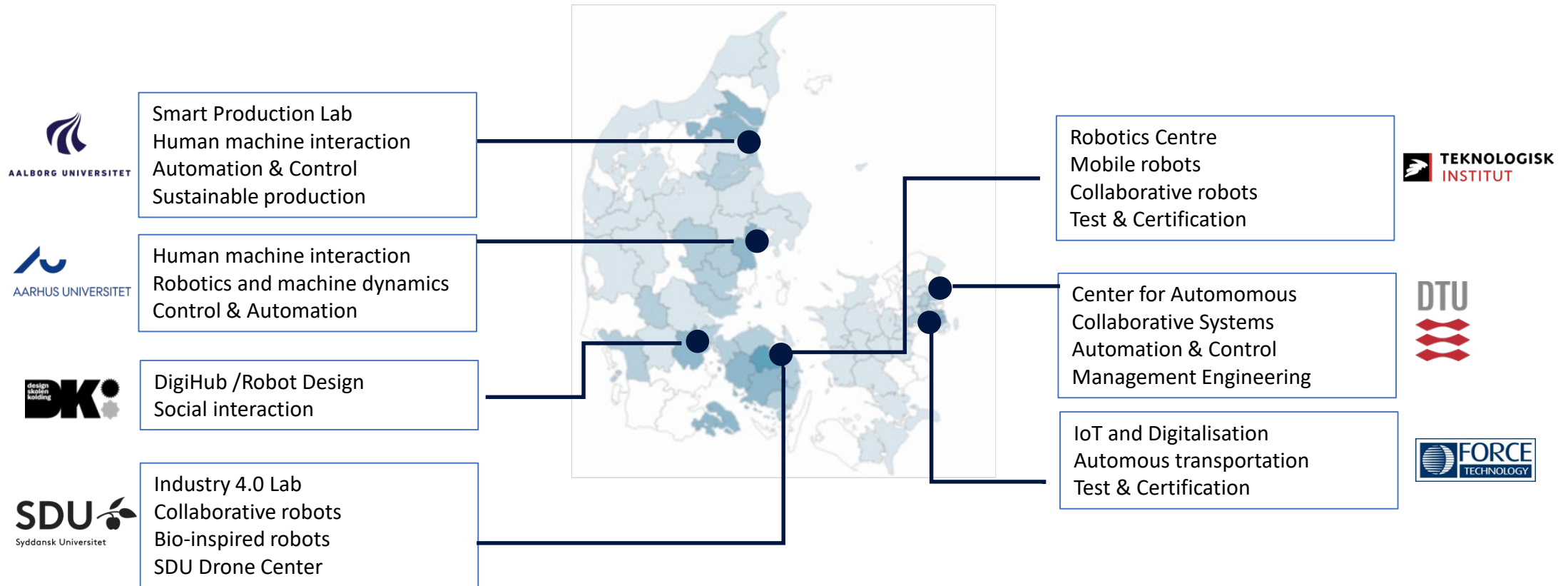
**Join our network  
groups**



**Get noticed by  
partners and peers**



# Denmark: global leader in robotics research





ODENSE  
robotics

# Startups



**We strengthen startups foundation for innovation and growth, so they can accelerate successful go to market**

## **Odense Robotics StartUp Hub**

More than 25 robotic start ups and a +75% succes rate

3,000 m<sup>2</sup> specialist facility at leading research and technology company

Robotics experts and business coaches provide support

Prototyping facilities: robots, 3D printing, vision equipment, mobile platforms, grippers etc.

**We do this through projects and at Odense Robotics StartUp Hub at the Danish Technological Institute**



**DANISH  
TECHNOLOGICAL  
INSTITUTE**

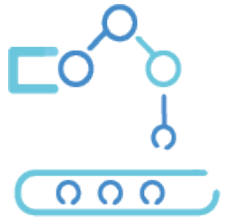


**European Union**  
European  
Social Fund





# Innovation

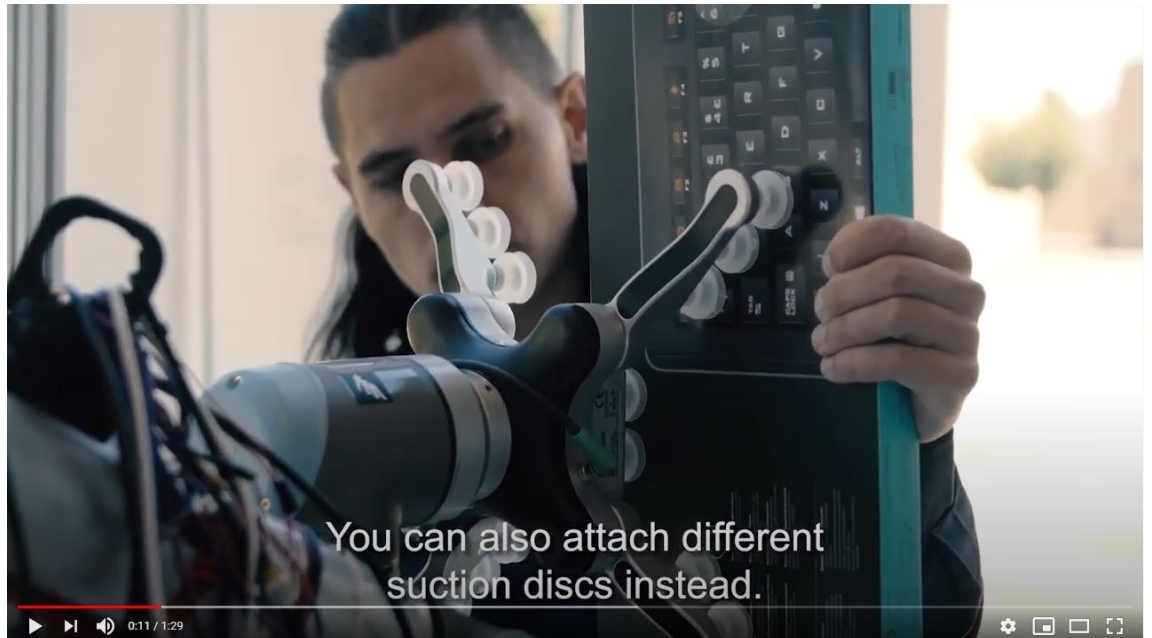


**We help companies develop new products and technologies that leverage cutting-edge research**

**We do this through projects where companies can tap into leading research**

**Projects will help companies develop new products and technologies within**

AI in robotics  
Autonomous systems  
Drones-as-a-Tool  
Multi-robot-systems  
Safe human-robot interaction





# Growth and transformation

**Global competition fierce in fast-growing market. To survive, companies need more than a good product; the entire business must excel**



**We strengthen companies' foundation for growth, so they are better equipped to compete globally**

## Industry need

Companies must grow fast and compete in a fierce global market

This can create challenges for the organisation

Optimising key functions is critical for competitiveness

## How we help

Strategic development of a company's business, market and organisation

Networks where companies can learn from industry peers

Support to optimise supply chain