

## ICT startups offer investment opportunity

Written by Johan Nylander

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ICT startups continue to flourish in Stockholm, as the global demand for mobile phone apps and internet services booms. Kista Science City is home to northern Europe's leading ICT cluster and is the birthplace of a large number of exciting companies.

Anette Scheibe Lorentzi, CEO of Kista Science City, explained that there is growing interest from venture capital firms to scout the Swedish market for ICT investments.

Innovation agents representing large international telecom and IT companies have also flocked to Kista to try to acquire, or collaborate with, promising startups.

There has been an explosion in the amount of mobile phone app makers in recent years, explained Scheibe Lorentzi. And there are also a growing number of interesting web startups that use open application programming interfaces (API), allowing services to be directly connected to Facebook and Google.

“There is a good flow of international VCs that are scouting the Swedish market,” Scheibe Lorentz said.

She added that a lot of ICT innovations have been induced by serial entrepreneurs and business angels who take early positions in the companies and help the founders with both money and business know-how.

**Here she ranks four exciting ICT companies in the Stockholm area:**

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- [Magplus](#) - Mag+ is a flexible and efficient way to bring creative content to touchscreen tablets.
- [People of lava](#) – The company designs, manufactures and markets premium LED TV's and motorised, remote controlled accessories.
- [Truecaller](#) - Receiving calls from a numbers you don't recognise? TrueCaller connects yellow- and white-pages from all over the world, into one app. This way, you'll see the identity of callers before your answer.
- [Bloglovin](#) - More than 700,000 people use Bloglovin' to keep track of their favourite blogs. Bloglovin' helps you keep track of the blogs you read by letting you know when they're updated.

Kista Science City is home to one of the world-leading clusters of mobile communication companies. ICT giants Ericsson and IMB Sweden are headquartered at Kista, which is located northwest of central Stockholm.

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