

Swedish startup superstars join forces

Written by Johan Nylander

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SUP46 Jessica Stark, Sebastian Fuchs, Daniel EK (Spotify) and Nathalie Nylén

- [Swedish startup network SUP46 proves instant hit](#)

On a Friday night in early October, some of the most respected members of Stockholm's startup community gathered at the heart of the capital to celebrate the launch of a new meeting and co-working space for innovative start-ups.

The opening speaker was one of the city's most globally revered entrepreneurs – Spotify founder Daniel Ek.

With the backing of top venture capital firms and accelerator partners, [SUP46 \(Start-Up People of Sweden\)](#) aims to give its members a clear head start. The organization said it only accepts the most exciting and innovative companies to become members.

Jessica Stark, CEO and co-founder, explained that the organization's vision is to make

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Stockholm the number one startup city in the world.

"A base to support network sharing and knowledge for faster international growth, SUP46 will become an important part of the eco system to contribute to more Swedish success stories," she said.

"This will be the natural arena to gather and showcase Stockholm's innovative power, both nationally and internationally."

What are the criteria when you are selecting members?

"Members are carefully selected – scalable startups with global ambitions, mainly in the areas of internet, mobile, media and gaming," Stark said. "Only the most exciting and innovative companies are accepted as members."

During the opening ceremony, SUP46 also launched a new award: the Swedish Startup Hall of Fame, to recognize those who have made an exceptional contribution to the Swedish startup scene.

Daniel Ek of Spotify was the hall of fame's first inductee. The organization gave the following reason why:

"For his exceptional foresight and courage to launch and execute one of the most successful startups to ever come out of Sweden we welcome Daniel Ek into the Swedish Startup Hall of Fame. His combination of skill, courage, execution and grit make him a role model for current and future founders!"

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