

Startup network SUP46 proves instant hit

Written by Johan Nylander

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- [Swedish startup superstars join forces](#)

Stockholm's newest meeting and co-working space, SUP46, is attracting some of the city's most exciting and innovative startups. They hope to benefit from a network of different businesses and range of skills coming together under one roof.

Frank Schuil, CEO of Safello, a virtual money-trading platform, said [SUP46](#) has been able to establish itself as a strong brand in record time – partly due to the strict criteria that is required for start-ups to be given membership.



"As a newcomer to Stockholm, SUP46 has been a great catalyst for expanding our network and name in the region," he said.

Safello is a three-month-old startup founded by security specialists, developers from the Bitcoin space, a seasoned entrepreneur and an experienced investment banker. It aims to make it easier to buy Bitcoins for anyone interested in investing in the virtual currency.

"Since we are a Bitcoin company trying to bring legitimacy to the crypto currency market this is an ideal situation for us," Schuil said.

Another company hoping to gain from the network is FishBrain, which is a mobile app and social network for the sport of fishing.

The firm's CEO and founder, Johan Attby, said SUP46 is proving to be a good fit for FishBrain.

"We're a mobile startup and it's great to be able to compare notes with other mobile startups

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and help each other," he said.

"I just returned to Sweden having spent many years in the US, so for me it was an excellent opportunity to quickly plug into Stockholm's eco system of VCs (venture capitalists) and entrepreneurs too."

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 says it only accepts the most exciting and innovative companies as members.

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