



ACCELERATING INNOVATION WITH

STARTUP
SUPERNOVA



STARTUPSUPERNOVA.IS

KLAK | Icelandic Startups

klak.is

KLAK

Your **SUPPORT**

Klak is a key player in the supportive ecosystem for innovation in Iceland. We support entrepreneurs and start-ups through all the projects we offer to participants free of charge

GROWTH

We provide start-ups and entrepreneurs with the necessary tools, connections, guidance and support to help them grow quickly domestically and internationally

JOY

We want KLAKE's support environment to be open and attractive, and we are guided by positivity and joy



klak (1999)
NÝSKÖPUNARMÍÐSTÖÐ

innovit (2007)
Nýsköpunar- og frumkvöðlasetur

klak innovit (2013)

ICELANDIC
STARTUPS (2016)

HISTORY

KLAIK Icelandic
Startups (2022)

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OWNERS OF KLAK



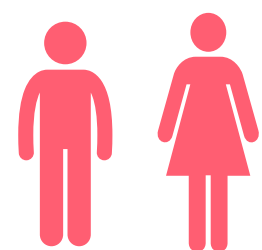
MÝRIN, GRÓSKA



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ACHIEVEMENT 2024



57% 43%

860

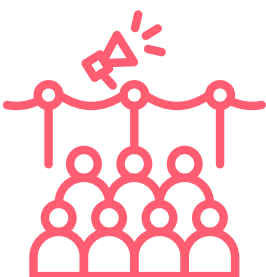
Entrepreneurs



7

Projects

Reverse pitching events, idea competition,
accelerators and workshops



4000+
guests

50

Events



110

Teams



72

Advisory meetings



335

Mentor meetings

Biggest year of KLAK from beginning

PROJECTS 2025



Reverse Pitching Event



Idea competition



Acccelerator for green solutions



Workshop for TBS grant recipients



Accelerator for scalable tech,



Reverse pitching and accelerator for health tech

KLAK runs approx 6 projects a year

WHAT IS A BUSINESS ACCELERATOR?



KLAK Icelandic
Startups

NOVA

 **HUAWEI**

STARTUP **SUPER** **NOVA**

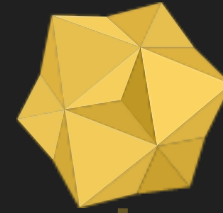


Who should apply?

Ambitious teams with bold, smart, and creative business ideas — with the intention to take on the global market.

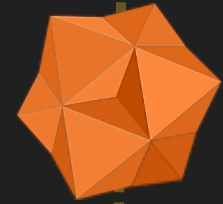
Startup SuperNova also welcomes innovation-driven teams from established companies looking to explore new ventures, develop internal spinouts or fast-track breakthrough ideas in a startup environment

The accelerator acts as a launchpad for startups and offers a one-of-a-kind platform to refine and develop their solutions.



June 18th
Application deadline

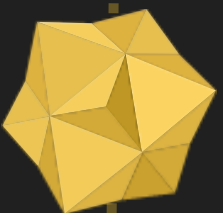
Application deadline
June 18th



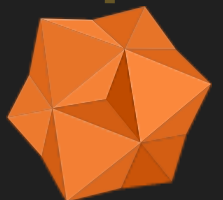
June 19th - 20th
Superclass Startup SuperNova



July 11th
Announcement of chosen teams & first
pitch event



August 5th - September
19th
6 week accelerator



September 19th
Demo Day - Investor Night

Superclass Startup SuperNova

June 19th - 20th

Startup SuperNova Kickoff

- Startup SuperNova begins with a powerful two-day Superclass
- Training and guidance from experts
- Free and open for public registration
- Participants receive hands-on training in building an 18-month action plan
- Mandatory for anyone applying for the accelerator



Superclass Startup SuperNova

June 19th - 20th

Program Focus

- Preparation for accelerator application
- Create a clear, investor-ready 18-month action plan
- Understand what investors look for and how to present it
- Explore how to stay relevant in a world driven by AI, 6G, and rapid change
- MVP considerations, team strategy, customer growth, and financial plan



Apply for the Startup SuperNova accelerator

June 29th

- You must first attend the Superclass to be eligible to apply for the accelerator.
- A pitch deck and an 18-month action plan must be submitted with the application.
- After completing the Superclass, teams have until June 29th to send in their application for the accelerator
- The teams that will qualify for the accelerator will be announced on July 11th.



10 teams participate in the 6 week accelerator

August 5th - September 19th



- Up to 10 startups will be selected to participate in the accelerator, which begins on August 5th
- Workshops, lectures, peer-to-peer learning with entrepreneurs, training in public speaking, investor relations and media visibility.
- Open events: pitching and exposure
- Access to KLAK VMS Mentoring service

Demo day / Investor Night

September 19th



Startup SuperNova Success metrics



35 of 50 teams that have participated in Startup SuperNova are still active to date, or 70%



The startups have raised in over 1,9 billion ISK in funding after the accelerator.
Over 72% of the total from investors



The total amount is underestimated because not all investments are public

YEAR	2020	2021	2022	2023	2024
Still in business	5	6	8	7	9
% have received funding after accelerator	60%	50%	62.50%	57.14%	20%
Grants (ISK)	145.000.000	72.852.000	174.000.000	89.000.000	52.000.000
Investments (ISK)	100.000.000	1.099.910.000	139.000.000	37.500.000	-





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