

Menmo becomes the startup studio Djäkne!

“We get involved in an early stage in products and companies we believe in, as hands-on co-founders. We work together with the entrepreneurs to solve common startup challenges.

We are not a VC. We are not an incubator or accelerator. We are a startup studio where we invest our own capital in startups and use our experience and network to grow them into successful companies. We measure our success in growing revenues in the companies and in how fun we have together.”, says Lars Widmark CEO of Menmo

Menmo consists of people that love to start and build companies in the early stages. Since the founding more than ten years ago, the portfolio have grown into 30+ companies with two larger exits so far; Mobenga and Everysport Media Group. Menmo's focus is on services and products that challenges the current state of art by using new technology.

Since five years the business is run from the properties on Djäknegatan in Malmö, where most of the companies are based. The natural hub is Djäkne Coffee Bar on the ground floor which transitions into an open co-working space and then to the dedicated rooms for each company.

By packaging the company building business into the form of a Startup Studio, the goal is to achieve more clear identity and to better match the focus of how the company is being run already today. The startup studio Djäkne is a company that builds other companies and the only product is companies that grows. There is a form of parallel entrepreneurship taking place, where multiple companies in different phases are being built at the same time.

Abroad there are a number of successful startup studios with ideaLab, betaworks and Expa as role models. No one has taken this position yet in Sweden.

The startup studio Djäkne aims towards people that are, or wants to become entrepreneurs. People that want to work with innovation and startups to build long term value is able to do so, while still having the benefit of a monthly salary.

“Many share the dream of becoming a successful entrepreneur. At Djäkne we try to create the best preconditions for ourselves and others to realize this dream. We do of course hope to find more great people and projects in the future.”, says Lars Widmark

For more information, please contact:

Lars Widmark
073 367 02 06
lars@djakne.co

Magnus Wide
070 833 80 00
magnus@djakne.co

Marvin Bonsen
070 621 50 21
marvin@djakne.co