

Think Outside fueled by international VC investment.

Bergen— 06/12/2018 — From the office in Media City Bergen and StartupLab Oslo, founder Monica Vaksdal and co-founder Deborah Karlsen and their engineering team at Think Outside have developed the solution that this winter will be beta-tested in skis from Åsnes, based in Voss in southern Norway, and the country's largest producer of mountain and rough cross country skis. Now the oil-based technology for making skis smart is getting international attention from investors.

The Nordic region's leading seed stage investor, Finland-based [Butterfly Ventures](#), has invested in what could be the next Norwegian outdoors big data champion. This is the first investment Butterfly has made in Norway.

Monica Vaksdal, CEO and Founder, Think Outside: ‘I am very pleased that Butterfly Ventures is on board and shares the vision and the way to the north star with us. Butterfly has a very strong investment team and a successful portfolio of hardware-centric startup companies. We believe that having Butterfly with us not only strengthens the financial framework to allow us to continue to develop and commercialize the product, called Sknow, but also provides an extended team outside of Norway.’

Tanya Marvin-Horowitz, Partner Butterfly Ventures: “I was introduced to the Think Outside Team from different colleagues from the U.S. and Norway. Never had this happened, so I had to find out what all the buzz was about. I’m glad I did! Not only did I find a deeply technical and professional team, but a truly unique angle of penetrating an untapped market. We are super happy to be able to be part of the journey with Think Outside uncovering the gems along the way with their amazing team and platform.”

In short, Sknow aims to be at the forefront when skiers are moving off the groomed terrain. The sensor that attaches to the ski reads the snow and snow layers under the skiers’ feet, in real time, as well as the skiers individual force and power in jumps, turns and all unique movements. The patent-pending technology uses advanced machine learning algorithms to identify the snow and the changing conditions in the white unknown under the surface, empowering the skier with a set of eyes into the snow to enable better, safer decisions in the winter mountains. The data will be shared on a platform to the benefit of the entire ski community.

Monica Vaksdal: ‘Sknow is made for the skiers, with the skiers’ safety in mind. But as we have been working on this technology, we have come to realize that what we have made is in fact a portable radar device that does machine learning to build the world’s largest commercial database of snow and ice. This is attractive beyond the skiers’ needs; such as for snow mobilizing, infrastructure in snow-covered regions, ski resorts, power companies, power trading agencies, climate research institutes, as well as military and autonomous vehicles.

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For more information on Think Outside:

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