

Placepoint – serie A or growth

● **Founders' Lounge** | Høyden · 10th floor | 11:12–11:18 | 

Part of Pitch Showdown: The 100 Million Bet – Part 1



Rune Nervik
Placepoint

Placepoint pitched itself as the data platform for Nordic property decisions

Rune Nervik of Placepoint pitched the company as the operating system for property decisions. ARR went from NOK 29m in 2024 to 50m in 2025, with 80-90m expected at year-end 2026, and NOK 4m of new ARR came in September. Placepoint has 950+ customers in Norway and Sweden, consolidated the Norwegian market in three deals and entered Sweden through Combify in June 2026. It reaches customers three ways: Fusion, a workbench of map, data and analysis; Intelligence Factory, which puts the data into customers' own systems and AI tools through API and MCP; and Placepoint Services, which delivers verified tenant leads. A case showed Placepoint AI finding which of an owner's plots could carry a data center in minutes. Nervik argued AI could grow the Nordic market about seven times, from ~10 to ~66 bn NOK a year.

KEY TAKEAWAYS

- The data center query found 14 plots, 5 within 2 km of the grid and 3 risk-free.
- Placepoint's claimed moat: hard-to-copy data, machine learning on proprietary data, and trust with large enterprises.
- Tenant leads are predicted by Placepoint's data and verified by its callers before delivery.
- Sweden came through Combify, with Fusion live there in Q4; Europe would follow through acquisitions.
- The deck put annualised organic growth at 70%+.

3x

ARR growth in two years,
from NOK 29m in 2024 to
80-90m expected for 2026