

# Planeo – pre-seed or seed

● **Founders' Lounge** | Høyden · 10th floor | 12:20–12:26

Part of Pitch Showdown: The 100 Million Bet - Part 2



**Mats Mastervik**  
CEO, Planeo

## Zoning plans take 3.9 years; Planeo puts them on one platform

Mats Mastervik, CEO of Planeo, pitched the Bergen company in the Pitch Showdown's pre-seed or seed round. It takes 3.9 years to get a private zoning plan adopted in Norway's twenty largest municipalities (6.1 in Bergen, 5.3 in Oslo), 76% longer than in 2016, and each year of delay adds NOK 170k per home in greater Oslo. Today the process runs on email, Excel and shared folders. Planeo puts the whole plan on one surface: progress, documents, quality assurance and every exchange with the municipality, owned by the developer and submitted straight to the national service. It has 15 paying agreements, 30 plans on the platform and 9 returning customers. Planeo was first live on the national submission service in June 2026 and is raising NOK 10 million to finish the product and expand to the Nordics.

### KEY TAKEAWAYS

- A private zoning plan takes 3.9 years to adopt in Norway's twenty largest municipalities, 76% longer than 2016.
- Each year of delay adds NOK 170k in extra cost per home in greater Oslo.
- On Planeo the developer owns the plan and its history, while consultants come and go.
- Six plans arrived with no sales effort, and 9 customers came back with a second plan.
- Oslo's planning agency is a customer partner in a new innovation contract with Planeo.

# 3.9

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