

Barricade systems – pre-seed or seed

● Founders' Lounge | Høyden · 10th floor | 14:12–14:18

Part of Pitch Showdown: The 100 Million Bet – Part 3



Lars Teigland
Barricade Systems

Barricade builds the software Europe's independent alarm installers lack

Lars Teigland of Barricade Systems pitched a software platform for security installers. The company grew out of Atlo AS, a security company founded in Norway in 2020, which found the market offered only professional systems with a digital experience from 2009 or consumer gadgets never built for professionals. The deck argued that while a handful of giants dominate the Nordics, most of Europe's alarms are sold and serviced by independent installers, and nobody builds software for them. Barricade offers three parts: a back office, a field app for installers and a white-labelled consumer app in each company's brand. It is hardware-agnostic, working with Crow, Hikvision, Dahua and Hanwha today. Pricing is EUR 3+ per active location per month, bundled into the installer's service contract, and the platform is live in Norway, Spain, the Netherlands, France and South Africa.

KEY TAKEAWAYS

- The deck's market case cites Verisure's \$13.7bn listing value and a 15-year average customer lifetime.
- The value is the relationship after installation: each new installation adds a location for around 15 years.
- New features reach every installed system, and installers can add cameras, access or smoke detection to the same app.
- Barricade also targets housing associations, insurers, energy and telecom companies wanting home security in their own brand.
- The slide notes that insurers are already entering the alarm business.