

Airthings: 99 prosent ned, og så?

● **Praktisk PropTech** | Spunten · 1st and 2nd floor | 10:35–10:55 | 

Part of Praktisk PropTech II: Det ærlige kapitlet



Joakim Lindh

Managing Director of Airthings for Business, Airthings

After a 99 percent fall, Airthings rebuilt around focus and data

Joakim Lindh, Managing Director of Airthings for Business, opened with the share price: –99% from the 2021 peak. He told the story in acts. Airthings began when CERN researchers saw that radon could be measured digitally and continuously, then widened to the whole indoor climate and launched Airthings for Business for offices and schools in 2019. In 2020 its CO2 readings became a proxy for ventilation and infection risk, the team grew from 9 to 29, and the company listed in 2021. When demand normalised, the team shrank back to 10. Lindh drew three lessons: focus beats breadth, data at scale is hard, and customers want answers, not dashboards. Rebuilt around profitable, sustainable growth, Airthings now has 170 000+ units in 10 000+ buildings. He launched Space Radon and described buildings you can talk to.

KEY TAKEAWAYS

- Growth hides complexity: when demand fell, Airthings for Business went from 29 people back to 10.
- Focus beats breadth. Solving every problem for every customer in every country was a wish list, not strategy.
- Customers do not want dashboards. They want an answer to what they must fix today.
- The plan for next year: look after existing customers, automate before scaling, data first, then AI.
- Lindh warned that AI without good data is just very confident guessing.

–99%

Airthings share price from the 2021 peak to today