

Soundsensing: Fra hype til lønnsomhet

● **Praktisk Proptech** | Spunten · 1st and 2nd floor | 10:55–11:05 | 

Part of Praktisk Proptech II: Det ærlige kapitlet



Henrik Grini

Business Developer, Soundsensing

A research pilot is not a buying signal: Soundsensing's road to profit

Henrik Grini, Business Developer at Soundsensing, told how the company went from hype to profitability. Founded in 2019 out of NMBU as machine learning on sound without a clear use, it found its problem in 2021 when Malling & Co asked whether it could hear abnormal noises in technical rooms. In 2022 a 16 MNOK research grant and four paying pilots felt like market pull, so the company raised 13 MNOK and went from 5 to 8 employees. The optimistic case from 2022 put 2025 at 185 MNOK; reality was 6 MNOK, or 3% of the case. In 2023 it cut to 4 employees and rebuilt step by step: customer focus, revenue first, growth at the customers' pace. Today it is profitable, monitoring 5 000+ machines in 500+ buildings, with churn under 3% and 10 MNOK in ARR.

KEY TAKEAWAYS

- Grini warned that a pilot in a research project is not a buying signal.
- Sales slowed in 2023: long sales processes, no finished pricing model and value propositions that were too general.
- Hundreds of customer invoices and service reports showed that external service visits could be made less often.
- Machine data gives owners an objective answer instead of advice from service partners who earn on maintenance.
- Lessons: revenue first is a real alternative to the VC recipe, and everything takes longer than you think.

3%

share of the optimistic 2022 revenue case actually reached in 2025