



Exploring future landscapes - understanding tomorrow

NHH ICC 2023

INVITATIONAL



7Analytics

An aerial photograph of a turquoise river winding through a landscape. The river has a large, irregularly shaped island in the center. The water is a vibrant turquoise color, and the surrounding land is a mix of brown and green vegetation. The text "SETTING THE STAGE" is overlaid on the right side of the image in white, bold, sans-serif font.

SETTING THE STAGE



SETTING THE STAGE

7Analytics is a climate-tech startup with great ambitions of advancing resilience in cities globally.

With a three-year track record, 7Analytics has built its tech and market foundation in the Norwegian construction sector. We have helped real estate developers, engineers, architects, and municipalities future-proof their new builds. Homes, schools, offices, and infrastructure which can withstand tomorrow's climate means less damage, fewer disruptions, and better urban lives.

Knowing that the construction sector is cyclical, has long development cycles, and is also driven by local regulation, we adjusted our focus to underpin our scaling in terms of business and impact. We now focus on real time flood warning which means that we do not only look at what occurs in years from now, but also what may happen within the coming 8-72 hours. We can help clients in all sectors and geographies to protect homes, safeguard infrastructure, keep businesses running, and ultimately save lives.

In a partnership with StormGeo, a leading Norwegian weather intelligence provider, we secured our first contract in the US in May this year. By adding our solutions to StormGeo's existing tech platform (API) and sales network, we can reach clients in retail, transportation, banking, energy, and health. All these sectors have a strong focus on business continuity and large asset bases that need protection and disaster risk management.

The US is a vast market with painful experiences of what a risky climate means. However, we believe that our main future impact will be in the Global South and namely in Asian cities. With intensive urbanization, variable climates, and oftentimes limited resilience, we already now have to allocate our attention to the East.

We see the Case Competition as an excellent forum to help shape our thinking and put out steppingstones in the form of potential business models, partnerships, and focus areas for our future growth and impact trajectory. Our challenge to you is:

How can 7Analytics successfully scale and elevate both business and technology to successfully penetrate the Asian market?

7Analytic's founding team has a background in the oil and gas industry. With excellent science and data skills, we turned to new challenges and work hard to contribute to resilient and sustainable societies. Key to all of this and to our company culture has been and still is **learning**. We jump into new technologies and market segments with stubborn curiosity, a will to learn and to create innovative solutions that far exceeds what exist out there today. And this is very much needed to fulfill our vision of 'Understand nature. Adapt to climate change' – and make that knowledge available to everyone.

This kind of learning drive is also what will fuel a successful team in this case competition.

Good luck!

Helge Jørgensen

Founder & CEO

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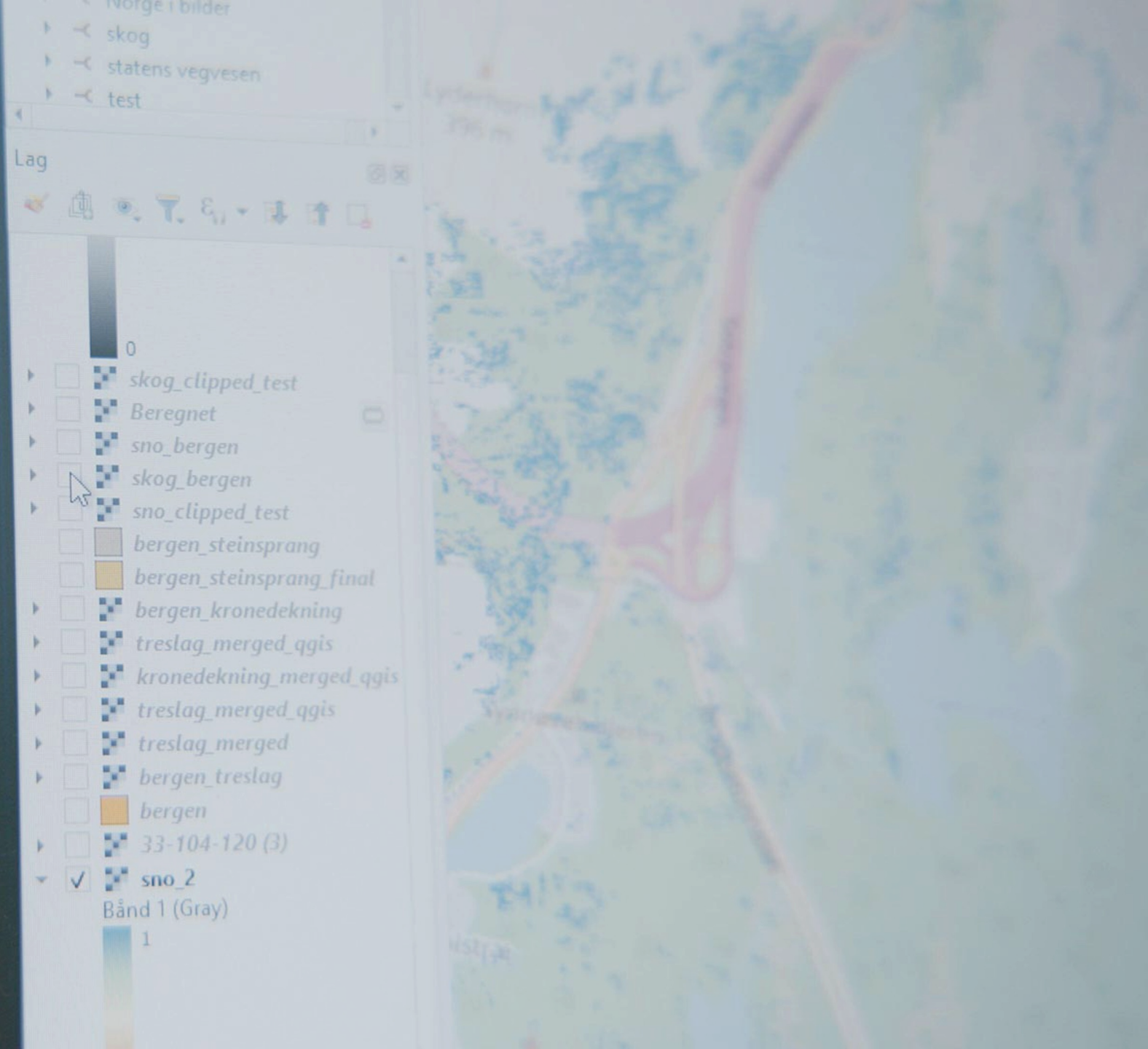
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BEHIND THE CURTAINS





THE BUILDUP

7Analytics is a rapidly growing Bergen based tech company within the field of risk management. Dating back to 2020, 7Analytics entered the market with the ambition of creating solutions within construction. The company has now allocated their focus into creating solutions for worldwide flooding, aiming to make the world a safer and better place.

7Analytics strives to build a unique data platform that supports sustainable risk management, ultimately ensuring a safer existence for the people in exposed zones. With the current technological capabilities and products, they have been able to showcase their competitive edge in a different area of competence.

Europe was recently the profound victim of vast flooding back in 2021. The slow-moving area of low pressure named *Bernd* had its outburst in Germany and the central parts of Europe. Lasting almost two weeks, the flood was responsible for **209 casualties** and **30 Billions Euros** worth of material damage.

As recently as August this year, Norway experienced one of its worst floods since the late 1700s caused by the extreme weather *Hans*. During the span of only three days, as much as **139 millimetres (5.5")** of rain fell over certain parts of central Norway. The flood was estimated to be the costliest flood in our time, speaking of material damages.

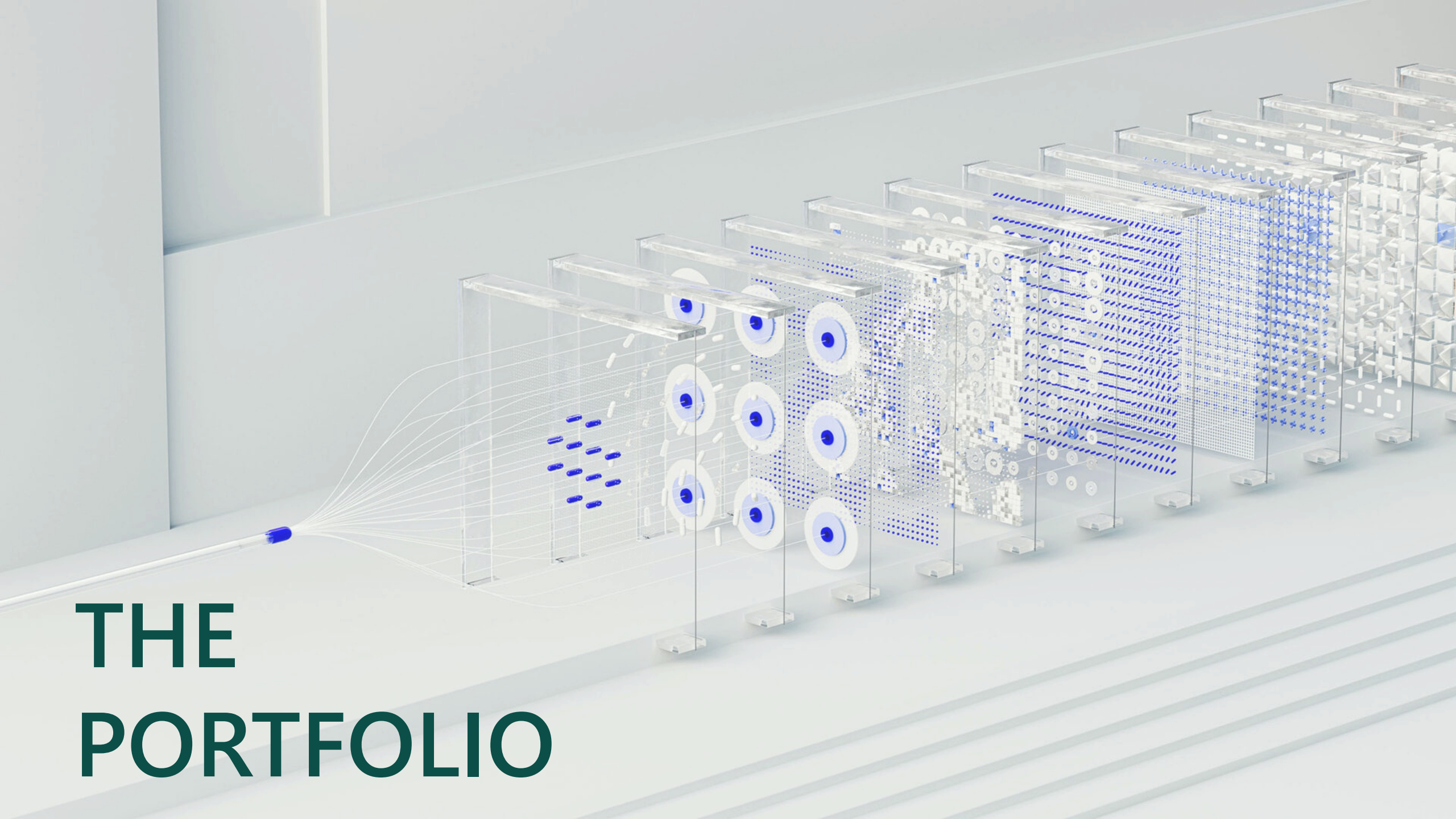
The monsoon season in Asia has also led to vast flooding, typhoon damages, mass evacuation and a temperature record in the Xinjiang region, China, where **52.2 degrees Celsius** was recorded.

What are the reasons for this development? There is no easy nor direct way to answer this question. Climate change, urbanization, deforestation, changes in land utilization, amongst many other factors, are all catalysers to the development our world is experiencing. Extreme weather is being experienced both more frequently and in higher calibres than we did before. It is estimated that within 2030, **150 million people** worldwide will be victims of vast flooding - a number which is doubled compared to just ten years ago. To stay both competitive and capable of solving flooding, 7Analytics is in a constant need to innovate and to scale their business.

Almost 25% of the world's population are directly exposed to regions with possibilities of hundred-year floods.

For this reason, 7Analytics are tremendously interested in hearing your ideas and considerations of how tomorrow will look like. We admittedly ask you rather broadly to produce initiatives on how 7Analytics can scale and play a major role when it comes to flood reporting in parts of Asia. How, with the company's existing product portfolio, can the technology successfully be implemented to better the safety of billions of people?

This is a case of initiative, and we therefore discourage you to put too much effort into financial aspects of the case. We are interested in hearing initiatives of scaling and growing into a brand-new region, and how past success can be implemented into new environments and geopolitical areas. With that being said, it is of course important that your solution in fact is implementable – we're not looking for fairy dust.



THE PORTFOLIO

THE FLOODCUBE REALTIME

Every Euro spent on flood protective infrastructure can result in up to €200 worth of avoided damage.

The development of the FloodCube Realtime, with its cutting-edge technological capabilities, has in short time made 7Analytics a serious player within its field.

Sustainable planning of stormwater management is crucial when aiming to avoid damages. The Floodcube Realtime provides real-time updates of weather conditions and climate factors, and by the use of both artificial intelligence (AI) and machine learning (ML), 7Analytics are able to provide accurate forecasts of how flooding and vast damages may occur as a result of rain, extreme weather and other factors.

Take a look at the demonstration added in the appendix, where one can see an example of the most exposed zones due to stormwater.



THE GEOCUBE

Insights of geology, climate data and
all-terrain information.

All resulting in high precision forecasts.

Infrastructure and buildings pose great threats from avalanches, landslides and falling rocks. Thus, people's safety may be at risk because of such threats. Together with Multiconsult, 7Analytics developed the GeoCube in order to create a solution for mitigating these threats.

THE RISKCUBE

The RiskCube aims to gather and make information
available for its users.

Whenever. Wherever. All for you.

Open, but scattered, data sources are utilized to provide filling data on pollution, noise and nature. 7Analytics created the RiskCube with the intention of integrating these data sources so its users are able to evaluate asset risk exposure in a quick and consistent matter.

It's easy. Pinpoint an address, draw a layout or import a 3D model into the RiskCube. Complete risk information will thereby be instantly available.

THE PUSH FORWARD

When creating your solutions, 7Analytics have asked you to capitalize on the technology of the **FloodCube Realtime** when making your push.

After their expansion to the United States, 7Analytics landed their first client in May 2023. **TotalEnergies**, a petroleum and energy company, are now subscribing to a FloodCube Realtime solution to mitigate the risks of flooding. This provides the Houston HQ with around-the-clock predictions of flooding based on quantitative and qualitative data given by the FloodCube Realtime.

Advanced and far-along technological solutions are not the only qualities 7Analytics bring to the table. Their relation to TotalEnergies also relies on 7analytics' partnership with the weather intelligence company **StormGeo**. By the usage of their weather platform **Vortex**, 7Analytics are able to deliver critical decision support for the weather reliant and supportive operations of TotalEnergies.

The ongoing joint venture between 7Analytics and StormGeo is something you may capitalize on when creating your solutions.

An aerial photograph of a volcanic landscape. In the upper left, a dark, circular crater is partially filled with a thick layer of green vegetation. To the right of the crater, a large, dark, and highly textured lava flow extends across the middle of the frame. The lava flow has a complex, cracked, and ridged surface. To the right of the lava flow, the terrain is a lighter gray, showing a network of erosion channels and smaller, more irregular lava flows. The overall scene is rugged and desolate, with patches of green plants and moss growing in the cracks and crevices of the dark rock.

**CLOSING
REMARKS**

CLOSING REMARKS

Even though 7Analytics is a fairly young company in international scale, the company has already established itself as one of the most technologically advanced and capable companies in its market segment.

It all comes down to the technology. The precision. The eye for detail. The people. 7Analytics have gathered insights in different parts of the world, and they are now looking to capitalize on these insights when exploring new parts of the world. Having schools and students from all around the world present here today, we're eager to listen to your creative solutions on how we can ensure a safer tomorrow in Asia. Bit by bit.

7Analytics therefore ask you broadly of your considerations on how the company can plan and continue its journey to play an even bigger role in this world. A journey on how the safety of potentially billions of people can be bettered.

A journey on how the biggest continent in the world can gain from the technological capabilities and expertise of 7Analytics.

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CASE WRITER AND DESIGNER

Markus Lille

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7Analytics

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Mattias Enggaard, Business Development Lead

LEGAL DISCLAIMER

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APPENDIX

FLOODCUBE REALTIME VISUALIZATION

The added picture visualizes how one are able to track and predict possibilities of floods in exposed zones. The colour indicates exposure and risk to stormwater, and one is able to conduct concrete actions before the extreme weather hits. Ultimately, this leads to better safety and damage prevention.

