

# What created *Optime Subsea*?

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CO-FOUNDER AND CEO, OPTIME SUBSEA 2015 TO 2025

01 / OPTIME SUBSEA • 2015 TO 2025

# Built. Scaled. Sold.



2015      Founded on Notodden by four founders

TECH      Technology that simplifies installation of  
subsea equipment in oil and gas

2025      Acquired by Halliburton, January 31

165      Employees at the time of the sale

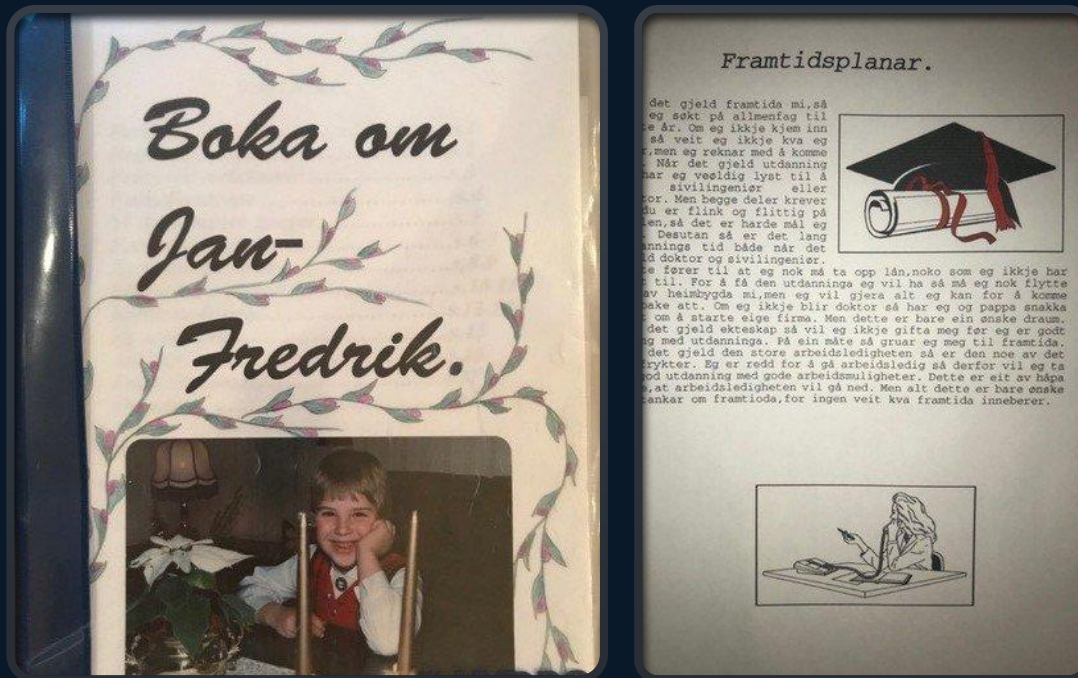
02 / NOTODDEN • THE 1980s

# Where it *started*.



03 / SUMMER 2014

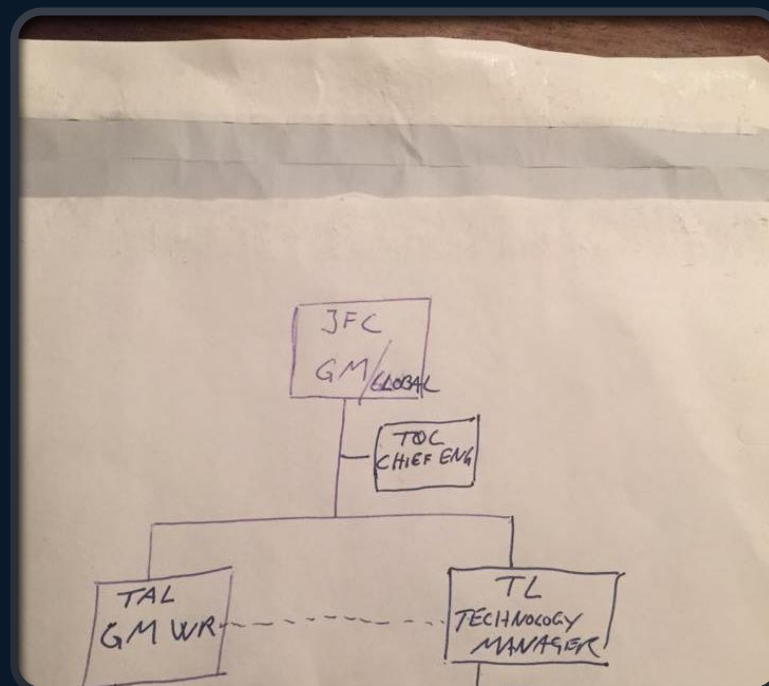
# The personal *trigger*.



*"I want to start a company in Notodden to create jobs."*

04 / MAY 13, 2015 • TELEN

# 150 new jobs.



# Everything suddenly *became my job.*



## STRATEGY

Vision · Goals · Business plan · Market fit

## GOVERNANCE

Legal · Contracts · Tax · HSE/QA · IT · GDPR

## ENGINEERING

Design · Testing · Documentation · Certification

## MARKETING & SALES

Branding · Website · Customer support

## OPERATIONS & HR

Recruitment · Training · Travel · Office · Admin

## FINANCIALS

Fundraising · Accounting · Payroll · Cash flow

06 / TELEMARK TECHNOLOGIES • HOLTA INVEST

# Building the *team*.



LOCAL PARTNERS • AKARI • HAUGERUD REGNSKAPSKONTOR • WESTCONTROL BERGET • TESS NOTODDEN • GENROC

# Breaking the *Jante Law*.

## ”Fremsnakke”

- The **opposite** of backbite/bad-mouthing/slander
- Speak well of someone, even **when not present**
- Be **proud** of who you are, who you work for and what you do
- Speak well of, and **represent your partners**, customers, employees
- Create **the culture** you want to be part of and represent
- If you have **nothing good to say** ...

ster!

08 / 2019 • AKER BP

# A customer who *dared*.



FRAME AGREEMENT • 2019

## OneTeam

09 / WHAT I LEARNED AS A FOUNDER

# It was the *people*.



- 01 **Build culture before company**
- 02 **Hire people smarter than yourself**
- 03 **Share ownership and trust**
- 04 **Think global, build local**
- 05 **Have fun on the way**