

# Swedish AI Startup Virtual Days Raises SEK 10 Million in New Funding Round

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**Virtual Days, an innovative Metaverse and AI startup, has secured an investment of SEK 10 million. The largest investors in this funding round are VEQ and Quinary, with founders Mattias Säker and Lina Högemark also increasing their ownership in the company. Additionally, Almi has contributed capital through a growth loan. The goal now is to expand the company internationally.**

Virtual Days is already part of Microsoft's startup program and is a fully-fledged Microsoft Partner in Modern Work and Data & AI. The company offers a virtual event platform, specially designed for recruitment, and currently hosts Sweden's largest digital career event, aimed at helping young people transition into the workforce.

The company was founded in 2021 with a vision to redefine the event and meeting industry, making it more sustainable. CEO Mattias Säker was previously a co-founder of Keystone Education Group – a billion-dollar company with 800 employees that helps young people find the right education through digital search services. Now, the goal is to replicate that success with Virtual Days.

"We have a unique platform that blurs the lines between physical and digital meetings. The versatility of the platform makes it useful in multiple areas, but right now our focus is on recruitment and onboarding. Companies can position themselves as attractive employers by participating in our recruitment events or using a digital copy of their headquarters for everything from recruitment to internal events and onboarding," says Mattias Säker, CEO of Virtual Days.

In 2023, Virtual Days generated SEK 8 million in revenue. Mattias Säker states that the company has already secured equivalent revenues for the current year and forecasts growth of 50-100 percent. Among its clients are several publicly traded companies, such as Saab, SEB, and Tietoevry, as well as municipalities and regions.

"We believe the potential scalability of Virtual Days is significant. The team, consisting of employees from a total of eight different countries, has all the prerequisites to grow the company far beyond Sweden's borders. That being said, we see it as a privilege to collaborate with the company's experienced founders, Mattias and Lina," says Johan Qviberg, Chairman of Quinary Investment.

Virtual Days' flagship event, Virtual Career Days, is designed to help young people find internships or jobs after graduation. The concept has quickly gained significant interest and now reaches 260,000 students and recent graduates, with 100 participating employers.

"Youth unemployment is currently around 25 percent, and long-term unemployment among graduates has increased by 40 percent compared to last year. There is a significant gap between education and the labor market that we want to bridge. Traditional job fairs require both time and resources and costly travel. That's why we created Virtual Career Days – a digital, national job fair where companies can position themselves, meet candidates, and recruit in an efficient and sustainable way," says Lina Högemark, co-founder of Virtual Days and initiator of the concept.

"We were very impressed by the team at Virtual Days and their expertise, as well as their ability to build data and AI solutions. It's also always particularly inspiring to invest in companies led by skilled female entrepreneurs," adds Viktor Gällström, partner at VEQ.

This spring, Virtual Days was named one of Sweden's most promising scaleups through its participation in Business Sweden's Catalyst Program. With this recognition and the latest investment, Virtual Days plans to further develop its platform and continue expanding the company internationally.



*Photo from Virtual Days' office at Nybrokajen 7. From left: Erik Axelsson, CEO of Quinary; Viktor Gällström, Partner at VEQ; Mattias Säker, CEO of Virtual Days; Lina Högemark, CMO of Virtual Days; Maria Bergsten, Partner at VEQ; and Johan Qviberg, Chairman of Quinary.*