

## The Vaavud brand story – measuring wind on smartphones

**In 2011** the idea for the first Vaavud wind meter was developed as part of a Bachelor thesis. Within two years Vaavud ApS was founded, the wind meter had won its first award, and distribution deals in 12 countries around the world were signed, including the US, Australia, Germany, UK and Japan.

The founders of Vaavud recognized a need for an easier way to perform and share accurate, local wind measurements. The ambition: to create the best wind meters on the planet in terms of usability, features, and third party integration and thereby revolutionize wind measurements needed in sailing, kite surfing and the like.

**In 2011** Danish Engineering student and entrepreneur Andreas Bruun Okholm developed the concept for the Vaavud wind meter. The first steps were taken towards what later turned thousands of smartphones around the world into high-tech meteorological tools.

**In 2012** the prototype device called WindSensor and smartphone application, WindShare, won the category 'Mobile & web' at the Danish entrepreneur competition, Venture Cup. Economics student Maria Koerner Nissen teamed up with Andreas.



**Early 2013** The development from prototype to commercial product was accelerated when serial entrepreneur and former McKinsey consultant Thomas Poppenbøll Helms got on board. The Vaavud wind meter was launched with a successful campaign on kickstarter.com, turning the idea and prototype into a business that has revolutionized wind measurements around the world. The founding team was completed with Thomas Stilling Ambus, adding 15 years of software development experience, gained at a range of other start-ups, to the Vaavud team.

**Fall 2013** Vaavud has signed distribution deals in 12 countries and the wind meter is now used around the globe. New features are continuously added to the smartphone application.



The wind meter has proven to be a great tool for sailors, kite surfers, wind surfers, paragliders, weather enthusiasts and even hot air balloon skippers – basically all communities where accurate, local wind measurements make a difference.

The recommended retail price is 50 USD (45 EUR)

*So far the Vaavud wind meter has been used in 64 countries on 6 different continents. The smartphone application is available for free download on the App Store and Google Play.*

### **Vaavud ApS**

Vision: to create the best wind meters on the planet in terms of usability, features and third party integration. Vaavud ApS was founded in Copenhagen, Denmark in 2013. The brand name Vaavud speaks to the company's Danish roots and means 'wind' in the language of the Old Norse gods. Vaavud is rapidly expanding and at this point the wind meter has been used for measurements on 6 continents, in 64 countries, with more than 2000 weekly measurements ticking in.