

OWNER-LED INVESTMENT - SELECTIVE BY DESIGN

We look beyond the product. For what can become a durable business.

Trust Equity is a Norwegian owner-led investment and operating platform. At IFA Berlin, we are exploring a limited number of products, platforms and companies where our capital, operating experience and Nordic relationships may create meaningful long-term value.

OUR FOCUS AT IFA

Where technology meets real-world demand.

01 Property, Safety & Connected Living

Solutions that protect people, property and resources - across monitoring, indoor climate, energy, access and senior safety.

02 Software, AI & Connected Platforms

Technology with a clear use case, credible integration value and a path beyond the demonstration.

03 Scalable Product Businesses

Products and teams with clear customer value, sound economics and the capability to build a durable market position.

WHO WE ARE

Our background spans real estate, insurance, financial services, software and professional distribution. We understand regulated markets, partner-led sales and the work between a promising product and a durable business.

OUR APPROACH

Fit before format.

We are flexible on structure, but selective on fit. We assess the opportunity first; the model follows.

WHAT EARNS A CLOSER LOOK

- Clear customer value
- Evidence and readiness
- Long-term alignment

A RELEVANT OPPORTUNITY?

We are open to concise introductions where there is a clear strategic fit.

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