Kasper Holst

Son, Norway (Willing to Relocate)

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Profile

I am dedicated to bringing world-changing solutions to market, particularly in energy and sustainability. With 3.5 years of experience, most recently in nuclear fusion, renewable energy, and recycling innovation, I elevate visionary teams through business development, commercialization strategy, and market research. Grounded in lean philosophy, I take a scientific approach to building solutions - seeking the empirical truth through real-world validation, and relentlessly iterating. I thrive in high-stakes, fast-paced environments, where proactiveness, continuous learning, and constant improvement are the standard.

Professional Experience

Reewo (Digital Recycling Platform) — Madrid, Spain

Co-founder — Feb. 2024 – Dec. 2024

- Led the product development team of two engineers, with hands-on leadership building the backend and Reewo's FlutterFlow-based app. Assisted in developing AI recycling recognition technology, ensuring alignment with the platform.
- Developed 5-year financial projections, forecasting revenue streams, cost structure, and expected growth to define funding requirements. These findings were fundamental in creating a long-term strategy and laid the groundwork for commencing fundraising efforts.
- Conducted market research and thorough competitive analysis, identifying opportunities for Reewo to differentiate by deconstructing competitors' business models, product strategies, features, and user engagement. Insight drove strategic decision-making for long-term positioning in the market, optimizing reward mechanisms through high-quality consumer data, and shaping product development accordingly.
- Created a project management tool to ensure unity in workflows, tracking ongoing initiatives, and establishing cross-functional alignment between functions (e.g. connecting marketing and product teams).

Firefly Fusion (Nuclear Fusion Startup) — Lausanne, Switzerland

Business Development and Strategy Intern — Mar. 2024 – Jul. 2024

- Mapped the fusion energy landscape through in-depth market research and competitive analysis, identifying key trends in the microenvironment, with the supply chain, and with customers. Led a comparative study of the semiconductor industry (ASML, Nvidia), bringing insight from the success of ASML and Nvidia to Firefly's commercialization strategy.
- Facilitated investor engagement, leading two introductions, of which one resulted in a €500,000 investment offer. Built and managed a CRM-style investor database, tracking +100 leads, which remains a key asset in the team's fundraising process.
- Represented Firefly Fusion at major tech events, pitching the startup to a group of ~30 people at TNW (Amsterdam) and a group of ~8 engineers from leading French energy companies at VivaTech (Paris), as well as building relationships at MassChallenge (Switzerland).

TGS Prediktor (Optimization and Management Solutions for Renewable Energy) — Fredrikstad, Norway

Sales and Market Research Intern — May. 2023 – Aug. 2023

- Conducted market research on renewable energy assets, identifying potential customers and opportunities for utilizing Prediktor's asset optimization and management products. Findings directly primed the sales team's strategic decision-making, guiding business development efforts and market expansion.
- Led a competitive analysis of the industry, identifying our market positioning relative to key competitors. Assessed competitors' size, product suites, and target markets.
- Developed a framework for customer feedback cycles and pitched it to management to drive improvement in product offerings and internal processes.

Vigore Sports (Sportswear Brand) — Son, Norway

Founder — Jan. 2019 – Sep. 2020

- Founded a sportswear brand, building the strategy, managing operations, and leading a small team towards creating a digital market presence (social media and website), and designing and delivering clothing products.
- Negotiated and managed relationships with global manufacturers ensuring products could be delivered to the market cost-effectively while maintaining quality.
- Secured a €1,000 deal with Soon Floorball Club to design and deliver jerseys.

- Built and presented product concepts to potential clients, including a prototype for Soon Golf Club's caps. Designed and iterated on multiple branded clothes, including Vigore Hoodies and Training T-shirts.

Education

ESIC University — Madrid, Spain
B.Sc. Business Administration and Management — Sep. 2020 - Jul. 2024

- Overall GPA: 8.2/10, 2 honors.
- Bachelor's thesis: *A Digitalized and Electrified Society: Circularity and Material Scarcity* (9.7/10).
- Consistently improved academic performance, increasing GPA from 7.2/10 in Year 1 to 8.9/10 in Year 4 (+1.7 increase).
- Core Courses: Entrepreneurship, Corporate Assessment and Acquisition, Commercial Management, Financial Management I + II, Strategic Management I + II, Corporate Statistics I + II.

EDHEC Business School — Lille, France
International Business Administration - Minor in Finance — Sep. 2022 – Jun. 2023

- Erasmus+ Academic Exchange (2 semesters).
- Core Courses: Advances in Strategic Management, International Business Development Strategies, European Business Law, Multinational Financial Management, Emerging Markets, Advanced Corporate Finance, Leadership.

Ås Videregående Skole — Ås, Norway
Upper Secondary Education — Aug. 2017 – Jun. 2020

- Specialization in social studies and economics.

Languages, Computer Skills, and Certifications

Norwegian (Native); **English** (Advanced, C1); **Spanish** (Intermediate, B1); **French** (Basic, A1)

Microsoft Office, Google Cloud Console, Looker Studio, Firebase, FlutterFlow, WordPress

Solar Energy for Engineers Specialization Certificate (University of Buffalo), Excel Associate Certificate