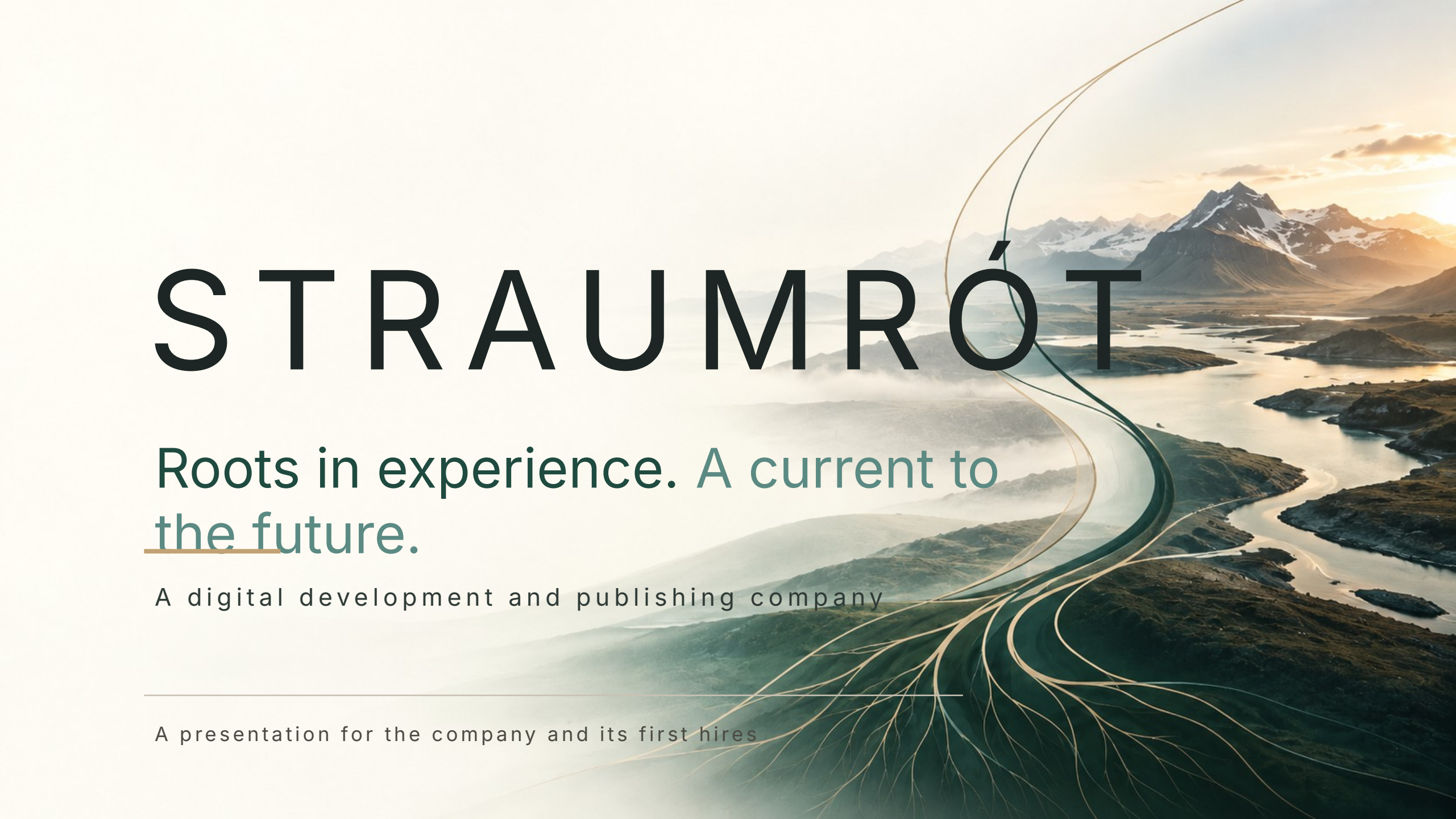


STRAUMRÓT



Roots in experience. A current to
the future.

A digital development and publishing company

A presentation for the company and its first hires

What is Straumrót?

A digital development and publishing company



We develop

We shape ideas, test them fast, and build first versions.



We own and operate

We build our own products, brands, and digital assets for the long term.



We grow

We tune the business model, distribution, and revenue streams with discipline and a data-driven approach.



Straumrót is not a web design studio. We build a portfolio of independent ventures with different revenue models.



Why Straumrót now?

THE TEAM · EXPERIENCE · A NEW PATH



We are a group with years of experience in management, strategy, and execution, across different industries.



Each venture builds on the knowledge of those who know its market best.



New technology lets a small team test fast and build what once took large teams.



A shared strategy and discipline hold the ventures together, so none stands alone.

„We are not building websites. We are building digital assets that can create sustainable, recurring revenue.“

The root has not changed. The channel is new.



The portfolio

Ten ventures at different stages



SeafoodOS

IN DEVELOPMENT

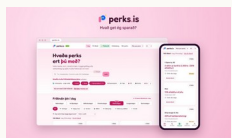
Better daily decisions in seafood trading.



Mintilbod.is

LIVE

Compares store deals using unit prices.



Perks.is

IN TESTING

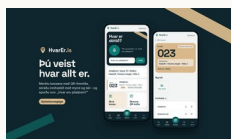
Shows the perks that come with your cards and memberships.



Segullinn

IN TESTING

A short workplace survey for managers.



HvarEr.is

IN TESTING

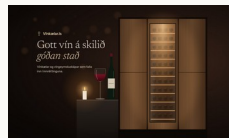
Keeps track of where things at home are kept.



Samanber

IN DEVELOPMENT

The same item's price across every store, side by side.



Vinkælar.is

IN DEVELOPMENT

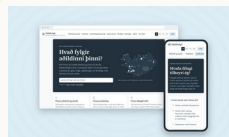
Wine coolers and wine cabinets in one place.



Götusögur

IN DEVELOPMENT

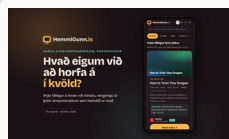
The story of streets, houses, and the people who lived there.



Haldreipi

IN DEVELOPMENT

Union rights, grants, and holiday homes.



HemmiGunn.is

IN DEVELOPMENT

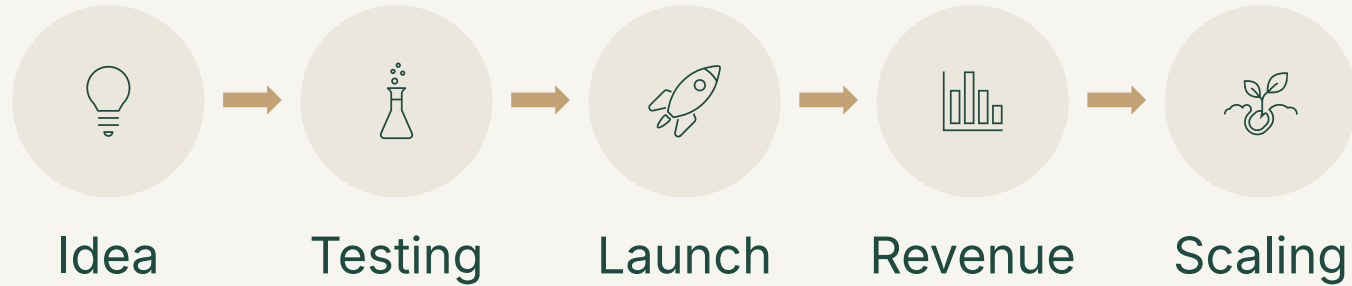
Three suggestions for tonight's viewing.

Not every venture needs to grow equally large. The goal is a portfolio where a few strong ventures carry most of the growth.

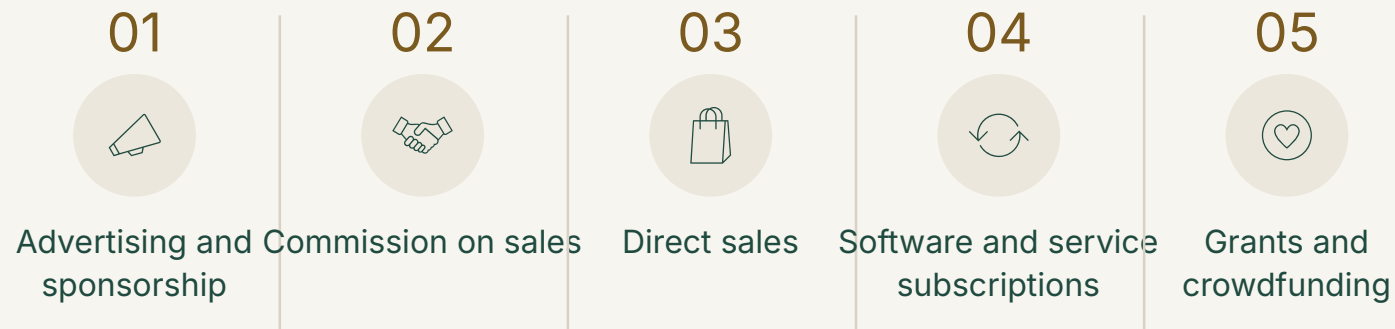


The business model

How we create value



Revenue models in the portfolio



Straumrót works like a venture studio: many experiments, clear prioritization, and more investment in what proves itself.



The road ahead

The next 24 months

01

0–6 months

- Strengthen the Straumrót brand
- Validate current ventures
- Measure usage, interest, and first revenue

02

6–12 months

- Focus on the 2–3 strongest ventures
- Build distribution, content, and growth
- Clarify priorities and stop what isn't working

03

12–24 months

- Hire the first key employees
- Grow revenue lines and partnerships
- Shape a sustainable portfolio of digital products

„The goal is not to launch as many sites as possible. The goal is to build value that lasts.“



The first hires

Who we want to bring on board

The first key roles



Product / full-stack builder

Builds fast, thinks in products, and moves from idea to working feature.



Growth & content operator

Runs distribution, content, testing, and user growth.



Commercial / partnerships

Opens revenue channels, partnerships, and real business opportunities.

The culture we want to build



Autonomy with
accountability



Speed with
discipline



Substance over
glamour



Data-driven
decisions

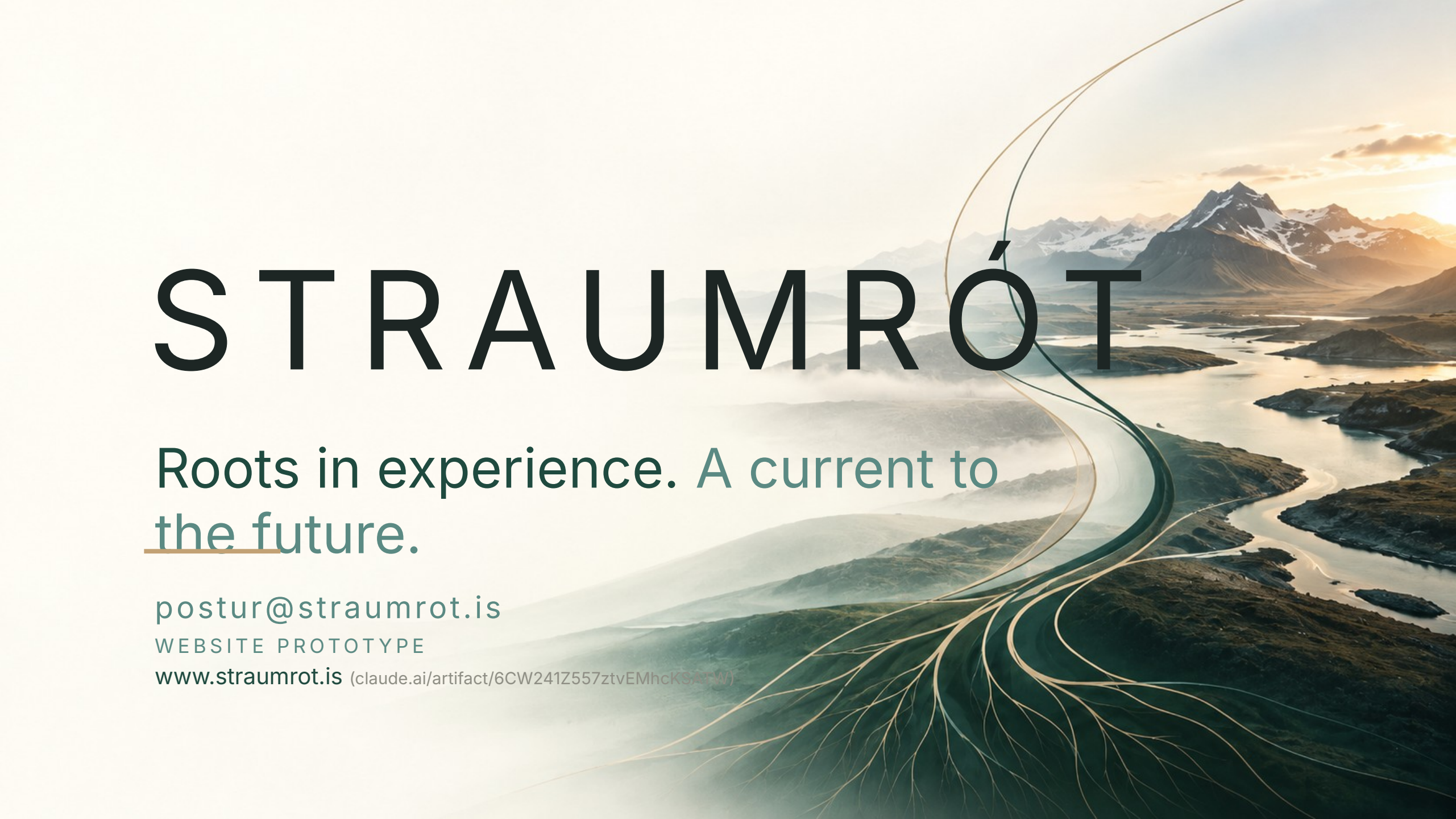


Ownership and
initiative

We want people who don't just want a job, **but who want to help build something that matters.**



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postur@straumrot.is

WEBSITE PROTOTYPE

www.straumrot.is (claude.ai/artifact/6CW241Z557ztvEMhcKSATW)