

Founder of INTREAT generated the business idea during his MBA at Stockholm School of Economics

Why would an entrepreneur with 25 years' experience from many different fields suddenly feel the need for an Executive MBA?

Björn Hamberg had been starting and leading companies since he was 21. He was an inventor, an entrepreneur and knew the right people in many countries. But nonetheless he felt that something was missing. Something formal.

Every year, applicants with an extraordinary background are accepted to the MBA program at Stockholm School of Economics. In 2010, Björn was one of them and soon discovered that he felt right at home with the advanced courses and highly motivated peers.

– It was a real epiphany for me. By learning the theory behind all my practice, it was clear that I knew a lot, which was a boost, but also that there were reasons behind some of the setbacks I'd experienced. It wasn't just bad luck – it was poor management. I could have avoided many mistakes if I'd done this 25 years ago.

Björn chose the Innovation focus but, given his background, didn't he already know everything about ideation and innovation?

– I learned that there are systems, processes, and ways of doing things that make it easier to go all the way. Many people can have great ideas but the hard part usually is to turn the idea into an innovation, a prototype or a finished product. The one strategy that really stuck with me is "the blue ocean" strategy. It suggests that you should try to find a part of the "ocean" that is not full of fish; a place where you can grow strong before other fish start turning up.

Is that part of the idea that you came up with during your MBA?

– Absolutely, what was to become Intreat occurred to me during a football game where the lines to the kiosks were just insanely long. That needed to be fixed. But easy as that sounds, there are a lot of different technologies and insights that need to be combined in order to create the kind of service we are currently offering with Intreat.

What is Intreat?

– Intreat is a powerful mobile commerce platform that enhances the fan experience at sport arenas. The sports fan will enjoy the game without having to wait in long lines to make concession purchases or buy merchandise and lottery tickets. Intreat also enables the clubs to get to know their fans and establish a stronger relationship with them.

So what's next for Intreat?

– We continue with the rollout in Sweden and Norway and are also raising more capital for the next step. This time we're making an offer via FundedByMe, which is very exciting.

Would you recommend the Executive MBA program to other experienced entrepreneurs?

– Absolutely. It's never too late to get better and I can honestly say that I use something from each course in my daily life as CEO. I have got new friends for life and have also discovered that the MBA from SSE opens many doors. There is a sense of community and a seal of excellence that make people trust each other and believe in each other more readily. I'm really proud to be part of the alumni network at SSE.

Read more about Intreat at Intreat.se and at FundedByMe.com

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