



CO-FOUNDER NEEDED

Language learning is mission-driven and is deeply rooted in both cultural and contextual understanding.

WORKDPLAYS APS

THE PROBLEM

Key Danish industries rely on large numbers of foreign workers, reaching over 50% in many companies, who struggle with daily communication in Danish. The consequence is lower production quality, increased safety risks, and higher churn rates. Competing tools are too generic and disconnected from work tasks.

OUR SOLUTION

WorkdPlays delivers sector-specific, gamified language learning directly on the cell phone. Employees learn the exact words and situations they meet at work — faster and more effectively.

PATENT STATUS

No patent. Stronghold: Scientifically measurable effect of the training.

FINANCIAL OVERVIEW

7 grants obtained. 7.000.000 DKK in total.

1 client atm.: 300.000 DKK.

Pricing: User license model, billed annually atm.

MILESTONES ACHIEVED

- 2 games funded and developed (Abattoir + Cleaning industry).
- Fully tested abattoir game at a Danish Crown with significant positive effects. Now implementing in 2nd factory, where we have sold our first 700 licenses.
- Danish Industry has paid for year 1 of implementation; start Nov.'25.
- Outreach to business org.'s in Belgium, Spain and the Netherlands. Pilots are planned.
- Advisory board: 3 from manufacturing companies, 1 from IT, 1 from communication.

TARGET MARKET & CUSTOMERS

Status: First sale done in July'25 to Danish Crown. Small pipeline but strong endorsements from DI and the likes in BE, SP, and NL.

First sector: Food processing. Expansion: Cleaning, Est.: 20.000 employees in DK alone could benefit.

CO-FOUNDER PROFILE WE ARE LOOKING FOR

Must-have qualifications/background

- International Sales B2B
- Early scaling of a Tech (software) startup

Nice-to-have qualifications/background

- Language resources other than English
- Experiences with EdTech companies
- Domain knowledge (HR) from e.g., Abattoir, cleaning, facility, construction, or logistics.

Personal fit

- Louise's team describes her as highly driven, informal, kind, intelligent, and collaborative.
- We imagine an impact-driven entrepreneur with high EQ and maybe even a personal relation to immigration and language.

TASKS & RESPONSIBILITIES (FIRST 3 MONTHS)

Finding the best point of entry into business organizations within the abattoir or the cleaning industry in selected EU countries.

Plan & own EU scaling; from back-office to sales.

Co-develop the team (3) to capture the growth potential.

ACADEMIC & ENTREPRENEURIAL BACKGROUND OF CURRENT CO-FOUNDERS

Louise Tranekjær, CEO, is an Associate professor at Roskilde University (now part-time) and formed the idea on the basis of research in intercultural communication, second language acquisition, and workplace culture.

David Karpantschov, head of development, has 15 years of experience with edugame development from the company PortaPlay. He has a background in business and has substantial experience with start-ups and business development.

Michael Tran. Developer trained in Computer design from the Royal Academy of Arts. Specialist in Unity.

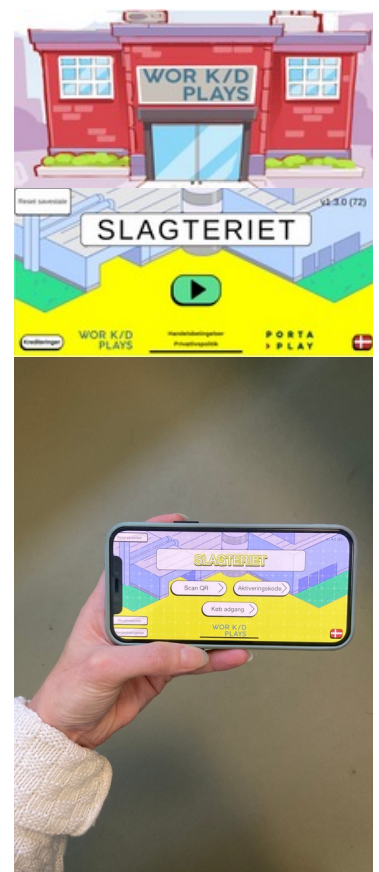
PHYSICAL ADDRESS

We work remotely. Company address: Hillerød.

READ MORE HERE

Workdplays.dk

WOR K/D PLAYS



ABOUT OPEN ENTREPRENEURSHIP

Open Entrepreneurship is a collaboration between all Danish universities aiming to create more research-based startups.

www.open-entrepreneurship.com

