

The social network **Facebook's** IPO on May 17, 2013 was record-breaking. The introductory price was \$ 38 per share. Thus, Facebook was valued at a total of 104 billion dollars, corresponding to about 1,000 billion SEK.

It was a sky-high valuation and was questioned because there were uncertainties about earning capacity. The strategy was to then reach the entire world population around the platform.

We see similarities and of course the Swedes can too, IKEA, SKF, Astra, Spotify, Volvo, ASEA, Skype, ABBA, Arne Quick (Rosen), Avicii, Pippi with Astrid Lindgren, Nobel and others.