

## Pitching Session: For a Greener Planet - Showcase of SIT Alumni Ventures

28 mai 2021 | 14:00 - 15:00



Soil Steam International is an efficient soil treatment using steam as an alternative to chemicals.

90% of all the food we eat is produced in soil. Human activity is currently destroying and degrading the world's soil at a rapid pace. The use of chemicals is one contributor to soil degradation, and deposition of soil due to invasive alien species is another. The technology from Soil Steam International will change this. Through novel use of steam, the company is providing solutions to efficiently remove weeds, seeds, fungi and nematodes without chemicals. This significantly reduces the need for pesticides, and soil infected with invasive species can be saved from degradation.

Hans Kristian Westrum is specialised in sales and marketing and works actively with SoilSteam pilot customers and the SoilSteam advisory board to ensure active dialogue with all parties involved. Hans is the son of one of the original founders, Kjell Westrum, and has been involved in the project for the past 15 years. He has an MBA and 20 years of experience as an entrepreneur. He has worked with international markets such as the United States, Germany, France and Italy, and speaks Norwegian and English fluently.

### Videos

[Get to know SoilSteam International](#)

[The story of SoilSteam International](#)