The Netherlands
‘Europe’s West Coast for Awesome Startups’

For more information, please visit our website at: www.startupdelta.org
‘Welcome to Europe’s West Coast for Awesome Startups.’

The Netherlands is part of the champions league of European startup ecosystems. In one and a half years’ time, the StartupDelta ecosystem is topping the charts for competitive startup hubs. Out of nothing we’re ranked #4 in the EU according to Compass (2015). And we’re proud to be #1 on the Startup Nations Scoreboard, underlining the competitive advantage of the Netherlands for startups that want to grow fast.

And this is just the beginning. We’re gaining traction, fast! We are the 5th faster growing ecosystem in the world and Amsterdam is not only Innovation Capital of Europe but also the numbers 1 and 2 for both startups and scale-ups on the Digital Cities Index. Not to mention that we’re in Europe’s top 3 for Venture Capital investments (2015) and that we’re the only ecosystem with two incubators in the top 10 of the UBI index.

Fantastic scores, but what’s probably even more striking is the positive energy of all these fantastic startups, scale-ups, corporates, universities, investors and our government. Every ecosystem is as strong as the cooperation between the partners.

Just to remind you: the StartupDelta initiative started this journey in January 2015, after the Prime Minister of the Netherlands and the Minister of Economic Affairs approached me to become the Special Envoy and gave me their confidence. Together with my director Sigrid Johannisse and her team, I developed a clear vision on how to do things differently, based on a startup state of mind, with the goal to strengthen the Dutch startup ecosystem and reaching a top 3 position within Europe. By linking up the innovation hubs nationally into one ecosystem and to leading hubs abroad; starting initiatives to change the system into the most competitive breeding ground for startups and scale-ups and creating impact together with all the stakeholders, we aimed to give a maximum push to the Dutch ecosystem in an unconventional way.

Here, you can grow fast and obliterate all boundaries. Here, you can be extraordinary.

Neelie Kroes
Special Envoy for startups and scale-ups The Netherlands
StartupDelta: the strategy

The StartupDelta initiative has successfully positioned the Netherlands in EU top league of attractive startups ecosystems. Headed by special envoy Neelie Kroes and in close cooperation with partners in the startup world, government, corporates, universities, financial world and many others, StartupDelta’s strategy is about linking up, changing the system, and creating impact.

In our actions we’re also looking at culture like confronting the stigma on failure, enhancing diversity, addressing necessary skills for future jobs, but most importantly, doing ‘the actual work’ to create a supportive environment for founders and their startups. That is exactly what our way of working is: To go where the energy is and challenging people and organizations in the Dutch ecosystem to work together and improve the entire growth climate for startups. There is a role for everyone to play!

Our strategy encompasses three levels:

**Linking Up**

Linking up the Dutch ten innovative tech hubs into One Single Hub. Together they form Europe’s largest and best-connected startup ecosystem. All our hubs have one single point of contact; they make their qualities visible; they share their agenda, network, ideas and opportunities with the ultimate goal to give startups the best climate to grow. Furthermore, we have linked up the Dutch ecosystem to the major startup hubs in the world and have formed a Circle of Influencers from across the globe to receive their vision and hear the trends. We also asked a group of Dutch startup founders to give us advise on what they see as necessary changes.

**Changing the System**

The system was never made for startups. So we made it our goal to look at necessary changes on a systemic level, so have the best environment to grow and expand their business models and flourish. To accomplish this, we worked together with government, politics, corporates, academia and many others. Our focused actions are aimed at Talent, Capital, Networks and Communication.

**Creating Impact**

Our approach was based on choosing a limited timeframe to create maximum speed and commitment on board level of academia, government and industry. StartupDelta works together with all possible partners to create a dynamic ecosystem which – within one and a half year – will remain growing and evolving.

"StartupDelta has made a broad audience aware of the importance of an inclusive startup ecosystem. With their enormous drive and passion they have also mobilized many other people to jointly work towards that goal."

Janneke Niessen, CIO Improve Digital
Results on focus areas Talent, Capital, Network and Communication

TALENT

The key factor which contributes to a vibrant startup ecosystem is talent. We developed several initiatives to make our climate more attractive to talent. The Netherlands also has a unique proposition as ‘testbed’ and ‘launch pad’ for startups and scale-ups. In this testbed a startup can find his problem-solution fit and test how well their product lands with its future customer base. The Netherlands is an early adopter for new technology and our small market size makes it an attractive scale for a test market. Therefore, founders and talents from all over the world come to the Netherlands.

European Startup Visa for founders
The Netherlands offers a Startup Visa for founders. Under the Dutch EU Presidency Neelie Kroes launched a proposal for a European Startup Visa, which the European Commission and all 28 Member States are exploring. This will make it possible for founders from outside the EU, to choose residency in one member state and from there on expand into Europe without going through the same procedure 27 times. The European Council has adopted the conclusion that European Commission and Member States are exploring opportunities.

Orange Carpet; ensuring a soft landing for startups and talent
We want to make it as easy as possible for startups to start their business in the Netherlands. Therefore we have created an Orange Carpet for a smooth take-off. This is a 7-step walkthrough for a smooth start of your business in the Netherlands, including registering the company and opening bank accounts. Here, you can register your business within 24 hours! The Chamber of Commerce has additionally set up one single ‘point of entry’ for all the questions raised by startups.

But that’s not all, StartupDelta participates in the City Deal: Warm Welcome for Talent to ensure a soft landing in the Netherlands for foreign entrepreneurial talent.

StartupDelta.org; the portal for all startups
When it comes to technology, talent, infrastructure, government policy, VC’s, events, and in particular outstanding startups, we have much to offer the world. To highlight this, the www.startupdelta.org web portal was launched, on which these activities and stakeholders can profile themselves. This is an excellent initiative by the Ministry of Economic Affairs, IBM, and DutchBasecamp, giving stakeholders the opportunity to show what they can offer. We have actively contributed to the visibility and success of
this portal by posting articles about the role models in our startup ecosystem and by posting a weekly blog, covering startup developments in the Netherlands and results of the StartupDelta initiative. What’s more, we’ve consolidated everything a startup could need to set-up business and grow into a single website. This website is powered by Ondernemersplein; a network of fourteen public-sector support organizations, like Ministry of Economic Affairs, Chamber of Commerce, Tax and Custom Administration, Immigration and Naturalisation Service and Netherlands Patent Office.

**MOOC; stimulating entrepreneurship**
The Netherlands is one of the most entrepreneurial countries in the world. To further build on this, we’ve connected our four technical universities to improve the position of entrepreneurship within the curriculum. Together we will launch a **Massive Online Open Course (MOOC) on startup entrepreneurship**. Furthermore, StartupDelta cooperated on the **White Paper Entrepreneurship** commissioned by our Ministry of Education in which we share our perspective on the future of entrepreneurship education.

“Startups are now part of the dinner table as well as the boardroom conversation.”

Robert Verwaayen, founding partner Keen Venture Partners

**CodePact; bringing coding to all kids**
We firmly believe that coding should be part of the curriculum so all kids can learn this 21st century skill and we can prevent creating a future generation with a gap between the ‘haves and have nots’. That is why we initiated **CodePact**; a consortium of 32 corporates, NGO’s, local governments and SME’s, offering a diverse range of coding lessons, teacher trainings and in class materials. Their ambition is to turn all Dutch children into critically independent thinkers by teaching them to code. Codepact aims to reach around 400.000 children. Furthermore we’re lobbying with the State Secretary Sander Dekker to make digital skills, including coding part of the future curriculum.

StartupDelta brought this to the attention by promoting **Mega Coderdojo** in Ziggo Dome in which 1000 kids learned to code simultaneously. We also visited schools in the UK with State Secretary Dekker to explore the possibilities of having coding in the curriculum and Neelie Kroes took a **coding class with Prime Minister Rutte and Minister Kamp** in which the kids taught them how to code. We co-launched **Project Prep** a bestselling book about ICT and entrepreneurship for young girls. With this project we managed to reach an important target audience, which can offer huge potential for the Netherlands. And we actively participated in the **Girls in Tech Day**.

“**When I came into this job I almost immediately contacted StartupDelta to investigate how the startup community can make use of our scientists, facilities and patents.**”

Paul de Krom, Chairman and CEO TNO
Inspiring Fifty; stimulating diversity in tech

On the second day of Startup Fest, May 25th, we’ve helped to organize the Inspiring Fifty event where fifty leading European women in tech gathered in order to take on a leading role in the quest of bringing more diversity in tech. This is just one example of the numerous events, such as Fortune’s Most Powerful Women Summit, Neelie Kroes participated in to enhance the position for women and their participation in the field of technology. The goal is to strengthen female networks to support diversity, which leads to better business results and gender equality.

CAPITAL

StartupDelta spotted two deficiencies in the Dutch system: very early stage ‘high risk’ funding and growth capital to support scaling up. Furthermore: the fiscal system had a systemic failure, which needed to be resolved.

Improving fiscal and investment climate

In supporting the goals of StartupDelta the Cabinet will make €50 million available each year to improve the fiscal framework for startups by adapting the usual taxation of the salary scheme and improve the investment climate in the early stage. From 2017 startup founders can apply for a special startup treatment in which case their minimum salary will be the minimum wage of the Netherlands for a period of three years. With the remaining part (€23 million) of the €50 million the Cabinet is preparing to introduce a co-investment scheme for 2017, in which the government co-invests with a business angel in a startup.

We have set the agenda with corporates and institutional investors to more actively participate and invest in startups and scale-ups. Corporates have set up venture funds for investments in startups, for instance at DSM, Randstad, Eneco, KPN, Sanoma, RTL, Liberty Global, Port of Rotterdam Authority, a.o. And also the Ministry of Healthcare made a budget of €20 mln available for eHealth startups.

By making the government more aware of the importance of startups they’ve reviewed the early-stage financing regulation and shortened the processing time of the R&D tax credit. Another advantage for startups is that the Dutch Tax Authority is developing a single point of entry for startups where they can get tailor made advise.

Startup Box

The Startup Box has been launched by the Ministry of Economic Affairs in the fall of 2015. The Startup Box highlights the most relevant government instruments for startups. In the toolbox you can find information and application forms for the Founders Visa, financial instruments to stimulate private investments in startups and the R&D tax credit (WBSO). The R&D tax credit supports startups who develop R&D projects by lowering their labor costs substantially.
"I love how you chase your objectives with such heart and passion whilst still being very focused on getting things done, achieving real results."

Steven Schuurman, CEO Elastic

Access to capital
In the Netherlands we have an abundance of private capital. But this money has been largely absent in the financing of startups and scale-ups. StartupDelta has provided a clear overview of venture capitalists and available subsidies via our web portal’s Investors Page. We’re also in the process of developing a growth fund together with institutional investors, the Ministries of Finance and Economic Affairs and other investors. The idea is first of all to provide startups the capital to be able to scale up and that they don’t have to go to the US to find funding. Secondly such a fund will attract founders from Europe and beyond to come to the Netherlands.

StartupDelta has strengthened the network of business angels in the Netherlands. In addition, business angels are made better accessible and promoted through the online web portal and set up a business angel academy. We have also facilitated Business Angels to take up the role of mentor for foreign startups who apply for the Dutch Startup Visa.

NETWORK

StartupDelta has brought together the regional hubs to exchange their networks and calendars in order to develop a common approach to the ‘One Single Hub’ mindset. With this mindset we managed to reach and penetrate the top in business, politics, global knowledge and investors. In addition, we have linked up hundreds of parties (startups, VC’s and corporates) on national and international level.

One Single Hub: linking up the hubs
We have connected 10 innovation hubs in the Netherlands and encouraged stakeholders to cooperate, be less modest in showing their world class qualities, increase international ambitions and cultural change: dare to fail! Every other week all innovation hubs gathered in Amsterdam to share agenda’s, networks and ideas.

Missions Abroad: connecting with international hubs
StartupDelta was present at important Tech Conferences, like CES Las Vegas, Slush Helsinki, Mobile World Congress Barcelona, Warsaw, DLD Tel Aviv and Munchen, Startup Nations Summit Mexico and the
Startup Europe Summit in Berlin. We also traveled to New York, Boston, San Francisco, London for connecting our startups with Dutch mentoring networks in those hubs. And connected with international startup hubs like Boston, New York, San Francisco, Toronto, Helsinki, Tallinn, Paris, Tel Aviv, Berlin, London and Dublin.

During the visit to North America by the King and Queen of the Kingdom of the Netherlands, we’ve signed an Memorandum of understanding with MaRS Discovery District in Toronto, together with the Presidents of the Universities of Utrecht and Twente. When visiting the US, StartupDelta stimulated the settlement of the Cambridge Innovation Center in Rotterdam. And, together with Jaunt, Palo Alto Networks, Google and Salesforce we’ve set up an intern programme for Dutch students in Silicon Valley, run by the Dutch Consulate General.

We have shared our approach with Aruba and Curacao.

StartupDelta has become an active member of Startup Nations and aspiring member of the European Startup Network.

ICI, Advisors and Special Envoy FinTech: connecting innovators
StartupDelta has established an International Circle of Influencers and an Advisory board for Startups and has held regular meetings on startup topics. We identified FinTech as a high potential area for the Netherlands. Therefore we’ve proposed to install Mr. Willem Vermeend as Special Envoy for Fintech. He was appointed in February 2016 by the Minister of Finance and the Minister of Economic Affairs. The Minister of Finance proposed to arrange a testbed environment for FinTech startups with a lighter regulatory regime.

“StartupDelta has been Injecting a considerable amount of social capital in to the startup ecosystem. That means people know where to find each other, they are connecting in much more meaningful ways with each other, collaborating where as people were mostly operating in silo’s before StartupDelta.

Robert Verwaayen, founding partner Keen Venture Partners

COSTA: Connecting corporates and startups
Together with the Dutch innovation hubs, in November 2015 we have organized the ‘How to Get There summit’ with 2,500 attendees, 400 speed dates and a Captains Meetup. Topics included; how corporates can become 'startup ready' and how startups can become 'corporate ready' and how the regional hubs should be involved.
StartupDelta has united the Netherlands’ largest corporates to strengthen cooperation with startups, in a programme by the name COSTA, which stands for collaboration between Corporates and Startups. The CFO of KPN, JanKees de Jager is leading this initiative. KPN, Shell, Philips, AkzoNobel, Port of Rotterdam Authority, Eneco, ING, KLM, DSM and Thales Nederland share their ‘best and worst practices’ at C-level and together will look closely how to turn collaboration into a smarter, more innovative and sustainable success. Together they will speed up the learning curve. When startups and corporates work together, innovation can be accelerated, new business models developed and products and services enter the market at a faster pace. Startups and corporates are of great importance to each other.

Nesta and Startup Europe Partnership (SEP) have published the Europe Top 25 Corporate Stars, a list of ‘startup friendly corporates’. It provides an overview on how the corporates contribute to the startup climate in terms of investments, guidance, collaborations and competitions. The Netherlands is well represented, featuring Rabobank (#2), Unilever (#3), KPN (#9), Eneco (#14), KPMG (#11) en KLM (#18).

“You’ve reached an impressive achievement putting the Netherlands on the map both globally as well as here in the Netherlands.”

Jan Kees de Jager, CFO of KPN

TekDelta; using intellectual property

Startup Delta and TNO have launched the TekDelta initiative to make patents, laboratories and research facilities easily available to startups. Research institutes like TNO and universities, corporates as KPN, Philips and NXP and startup accelerators will cooperate closely in the TekDelta consortium. TekDelta makes it easier for startups and scale-ups to grow and by doing so, bring Dutch scientific knowledge faster to the market. The Ministry of Economic Affairs expressed their support to this concept.

In November 2015 a meeting with the StartupDelta Advisors took place about Intellectual Property. StartupDelta has incorporated their advice in its follow-up proposal presented to the Ministry of Economic Affairs and Ministry of Education, Culture and Science in concurrence with their ‘Technopolis report’.

Intellectual Property guidelines for academic startups

Together with the Ministry of Education, Culture and Science and the Ministry of Economic Affairs StartupDelta has gathered VSNU, NFU, KNAW and NWO to conjointly develop guidelines for licensing academic intellectual property, such as patents, between universities and startups, in order to make IP more rapidly and consistently available for startups. This so called ‘Richtsnoer academisch intellectueel eigendom’ (Dutch) is expected to be launched in July 2016. This will make the whole procedure on IP faster and more transparent for both academic startups, universities, TTO’s and investors.
Startup Fest Europe; connecting the global top in tech

StartupDelta initiated and partnered in Startup Fest Europe, together with our regional hubs. This was one of the highlights during the Dutch EU Presidency and unites startups from all over the world with tier 1 corporates, VC’s and the global tech leaders like Tim Cook (Apple), Nathan Blecharczyk (Airbnb), Eric Schmidt (Alphabet), Travis Kalanick (Uber), Gillian Tans (Booking.com), Pieter van der Does (Adyen), Andrus Ansip (Vice-president of the European Commission), Reshma Sohoni (Seedcamp), the Minister of Economic Affairs, Henk Kamp and Prime Minister of the Netherlands Mark Rutte.

Startup Fest Europe was a European festival of events that helped startups grow faster by bringing together founders, investors, business leaders and developers around specific themes (or verticals). The events were all around The Netherlands from 24 – 28 May 2016. The regional innovation hubs of the Netherlands hosted world class events on specialized topics such as Food & Agri, FinTech, High Tech, Water Tech, Energy, Health Tech, Hard Science, Web/Mobile and Smart Cities. All events were about helping startups raise money, attract talent and connect with peers, founders, leading scientists, venture capitalists, corporates and policy makers.

Sessions with the Prime-Minister

The International Circle of Influencers advised to organize session between our heads of state and startups. So we did. StartupDelta organized three sessions with the Prime-Minister and Neelie Kroes and promising startups to discuss the potential and identify roadblocks in the fields of Cyber Security, Health and Fintech.

Innovative procurement by the government

With the 5 largest municipalities in the Netherlands we’ve proposed to our parliament a new policy for innovative procurement, based on best-practices. When the government proposed a new law on innovative procurement we approached MP’s, leading to a resolution being passed in parliament emphasizing the opportunities for new models in innovative procurement and stimulating setting up test labs with governments to speed up the learning curve.

By showing best practices on local level, StartupDelta stimulated a change of mindset within the local government, leading to a more inclusive public procurement system for startups and reducing barriers for governments to buy products and services from startups. Governments acting as launching customer enhance innovation, create jobs and boost growth.

The Minister of Economic Affairs agreed to set up an evaluation of best practices for better public procurement outcomes and together with PIANOO, the Dutch Public Procurement Expertise Centre, we’re working on a publication showing examples of governments being (launching) customer for startups to inspire more government bodies to follow the example.
COMMUNICATION

One of the achievements of the communication strategy by StartupDelta is establishing "StartupDelta" as a solid brand in the Netherlands and internationally. Through the leadership role of the Special Envoy, we have been able to put the topic high on the agenda on both boardroom level and in the Dutch living rooms. This active strategy included introducing topics like failure, modesty, dare to show your success and take risk into the Dutch regular narrative. Talking openly about things is the first step to changing it!

Press and media
Considerable effort has been put into our press approach, as a result of which StartupDelta has featured in the Dutch and international press and media almost every week - from NOS, FD, Volkskrant, Algemeen Dagblad to NRC and Telegraaf, as well as the Financial Times, Forbes Magazine, TechCrunch, the Shanghai Daily, Israeli-, French- and Korean media. We had interviews with De Wereld Draait Door, BNR, RTL Nieuws, Jinek, Buitenhof, CNBC, Bloomberg, Globes and Fortune. In total we counted 12,992 publications in the Dutch newspapers during StartupDelta.

Next to these publications, we counted the word startup in the media, comparing the 18 months before StartupDelta, with the 18 months that StartupDelta was active. This resulted in a number of 4,945 mentions in the first 18 months compared to 9,343 during StartupDelta. Almost a doubling, which emphasises the maturity of the notion ‘startup’.

Social Media
During StartupDelta we have witnessed an absolute increase in social media activity. Twitter has proven to be the most powerful social media tool and for startups it is even the most used news service in combination with online websites and blogs. In total the StartupDelta account has over 10.8k followers. During the past 18 months we have placed over 1.900 tweets.

From the 24th of May until the 28th of May #StartupFestEU was even a trending topic on Twitter. Some of our top-rated tweets have been:

- **StartupDelta** Mar 4 Read Blog by @NeelieKroesEU about Future of Healthcare on your Doorstep @JoeBiden @BillGates bit.ly/1RMEdG8 pic.twitter.com/5O2b52gLtS
  With 23,648 impressions! (retweets, likes, media clicks etc.)

- **StartupDelta** Mar 23 'Students do not use programming as a goal, but as a means to tackle the problems' says: @MinPres #onderwijs2032 pic.twitter.com/fO8rxV2vF
  With 19,950 impressions!

- **StartupDelta** May 9 Tomorrow we visit #Eindhoven with @NeelieKroesEU where we'll be shown the progress and results of #startup ecosystem pic.twitter.com/Dzyk1h6HDR
  With 24,370 Impressions!

- **StartupDelta** May 21 Great News: 87% says Dutch #Startup Climate has been improved due to #StartupDelta @FD @FD_Entrepreneur pic.twitter.com/Ad3rVolJfh
  With 15,975 impressions!
In sum the StartupDelta twitter account earned over 1.5 million impressions worldwide. With an average of 16.7k impressions per day. Interestingly our twitter audience existed of 88% business news and Tech news, topics which are directly linked to startups.

Speeches and presentations
Special Envoy Neelie Kroes and Director Sigrid Johannisse have given dozens of speeches and presentations in the Netherlands, Berlin, London, Dublin, Tallinn, Warsaw, New York, Boston, Helsinki, Las Vegas, Barcelona, Tel Aviv, Munchen, Mexico, San Francisco, Toronto and Paris.

They have also visited many founders of startups, CEOs of businesses and banks, university chancellors, government ministers, and other key players. This communication has resulted not just in a prominent profile in a short time and stimulated a change in culture (dare to fail, no more room for modesty, collaboration), but also resulted in hundreds of offers of collaboration from the Netherlands and beyond.

Some trending articles in the media
- 7 January 2016, Rutte en Kroes naar Silicon Valley’ Artikel Telegraaf
- 4 February 2016, Dutch PM Rutte and Neelie Kroes in Silicon Valley Diplomat Magazine
- 12 February 2016, Neelie Kroes’s involvement in setting a quota for women in top Trouw
- 8 April 2016, “Amsterdam named innovation capital of Europe” with direct involvement of StartupDelta NOS
- Broadcast Startup Visum, RTL Z Toekomstmakers http://www.rtlz.nl/programma/toekomstmakers
**The Hubs**

‘There is even more.’

**Rotterdam**
- ECE based startup Declaree finds a successful collaboration with EY, in which EY rolls out their product throughout the entire organization.
- Erasmus University started as the first university with a Student Entrepreneur Excellence Programme (StEEP) to make it possible for students to combine their startup with their study.
- Cambridge Innovation Center opens their doors in Rotterdam.
- First edition of the How To Get There Summit, organized by ECE, with over 2500 visitors to exchange knowledge between startups, corporates on how to innovate faster together.
- Corporate entrepreneurship professor Justin Jansen (Erasmus University) ranked in the top 200 of the most influential scientific minds worldwide by Thomson Reuters.

**Groningen**
- Groningen University, GasTerra and Hanzehogeschool launched StartupFasttrack for energy startups.
- Groningen University, Hanzehogeschool have also teamed up with UMCG (Groningen Medical Center) to form a Health Hub for health startups.
- The Big Building was initized by two startup founders and has grown into Groningen’s largest startup co-workingspace.
- The Province of Groningen and NOM have developed a programma to match startups with several clusters, including healthy ageing, energy, agri, chemie en HTSM. Several hackathons and startup festivals, as Hacked in Groningen and InnoFest have been organized.
- And, De Noordelijke Online Ondernemers, the collective of fast growing companies in Groningen (snelst groeiende bedrijven van Groningen) have started a mentoring programme for startups.

**Utrecht**
- The www.startuputrecht.nl portal has been launched.
- An investor network has been brought together, mobilizing investors and encouraging them to collaborate with startups and invest accordingly.
• The media sector joined forces to start the Media Matters incubator. And additionally, an incubator for startups in the field of sustainability, ‘The Garage’ was launched.

• Incubator Utrecht Inc ranked #6 in the European UBI (University Business Incubator) index

• The Jaarbeurs, a major conference location in Utrecht, has created the Innovation Mile, combining initiatives for health, Life Sciences and education.

Twente

• The Twente education and knowledge institutes are are a major contributor to the startup ecosystem: More than 2,000 spin-offs coming from University of Twente and Saxion University of Applied Sciences. Recordnumber of 814 student entrepreneurs at Saxion Enschede. UT spin-off Kite Robotics launches first autonomous window washer-robot.

• Many prestigious prices were awarded: Athom wins ING Starter of the Year-election. Tide Microfluidics wins prestigious Axon Innovation for Health Award 2015. GoalGorilla wins Dutch Interactive Award. Vastari and Printr win TheNextWomen Startup Awards. Caase.com wins Microsoft Country Partner of the Year Award. Innovative material Flexiramics® fromEurokite awarded “Most Impactful Technology” at LOPEC 2016 in Munich

• And there are many high rankings for startups and initiatives from the Twente region: Second place in Main Software 50 confirms growth strategy of UT spin-off Fortes Solutions. RingCredible in Red Herring Top 100 of most promising startups. Elsevier Ranking: UT is the most entrepreneurial university of the Netherlands in 2015, again.

• And multiple startups, investors and initiatives chose Twente as their home: Cottonwood Technology Fund, the #1 performing early stage fund in the US, locates European Head Quarters in Twente. Startup of the year Undagrid locates in Twente. First Student Investment Fund in NL launched in Twente.

• Just a few mentions of investments: Rocket Internet and Prime Ventures invest €8 million in Dealerdirect. Athom received €1 million in financing during investment round. Cottonwood Euro Technology Fund invests €1.6 million in Clear Flight Solutions. SciSports received 1,35 million euro for unique MRI-scan of football matches. Startup SolarFreezer received million investment. Mondygo Travel Group gets funded for €1 million via crowdfunding. Second Twente investment for Cottonwood: Eurekite received funding for a million euros.

Delft

• Intensified collaboration between startups and corporates have led to the Delft Manifesto with concrete actions for enhanced cooperation, resulting in the first edition of the How To Get There Summit and the Techilicious event during Startup Fest Europe.
The local ecosystem expands rapidly with the addition of partners like Cambridge Innovation Center and Venture Café, Port Innovation Lab and PortXL, YES!Delft Labs, the launch of HUBspot Leiden and the development of The Hague Security Delta cluster & campus.

Improved regional collaboration across multiple verticals; clean tech, med tech, robotics, Internet of Things, big data, (cyber)security, quantum computing

**Arnhem/Nijmegen**

- Rockstart has launched its first accelerator program for digital health startups, aiming to make a sustainable impact on global health systems. The Nijmegen-based program helps startups get access to the healthcare system itself.
- AstraZeneca announced that it has completed the transaction to acquire a majority equity stake in Acerta Pharma. ($2.5 billion up front and a further unconditional payment of $1.5 billion)
- Van Andel Research Institute and ParkinsonNet today took the first steps toward broadening an initiative that will benefit people with Parkinson’s disease in West Michigan and across the U.S.
- SingularityU opens its door in the Netherlands. It has announced its first Exponential Regional Partnership (ERP) with The Netherlands, and the establishment of SingularityU The Netherlands.
- MDxHealth announced that it has entered into an agreement to acquire NovioGendix, a privately-held molecular diagnostics company focused on the development of a non-invasive liquid biopsy test for prostate cancer at a total of $8.8 million acquisition cost.
- The nation-wide hackathon 'Dutch Hacking Health’ is organized by 4 university medical centers in the Netherlands (Nijmegen, Groningen, Leiden, Maastricht), bringing together the knowledge and skills of developers, designers, entrepreneurs, healthcare professionals and patients.

**Wageningen**

- StartLife launched new Incubation Programme for Food and Agri startups
- F&A Next attracts largest list of Food and Agri investors ever in het Netherlands
- StartLife accredited as full member of EBN, the European Innovation Network
- Start-up In2Care attracts with partners $10.2 million for a study to test a new malaria-prevention method
- StartLife organised the first start-up week for students at Wageningen Campus with over 35 participants
- Cerescon, developer of an automated asparagus harvester, first start-up to pass through the entire StartLife Incubation Program for agriculture and food startups.
Amsterdam

- TechConnect Amsterdam; Working together with large tech companies we re-direct overflow of talent to other startups.
- Amsterdam Capital Week; Connecting capital and startups in 25+ events.
- Corporate Partner Programme; Involving corporates in our startup ecosystem, activating them to join in on the initiatives of StartupAmsterdam.
- Startup In Residence Local government incubator: 7 startups tackling social challenges in the City of Amsterdam.
- Founders Network; Mentor network is launched where experts and CEO’s mentor startup founders.
- Launchpad network & Meetups; Creating a network of launching customers who host Launchpad Meetups to connect with startups.
- 2nd place in EDCi 2nd place as startup city and 3rd place as scale-up city in the European Digital City index.
- 3rd place Innovation Cities Index Amsterdam takes 3rd place in Europe and 7th place in the world in the global innovation economy.
- 5th place in CITIE report Amsterdam 5th out of 40 cities worldwide on ranking of city initiatives for technology, innovation and entrepreneurship

Eindhoven

- Amsterdam-StartupDelta, geographically defined by the Amsterdam-The Hague-Eindhoven triangle, enters as only European newcomer The Global Startup Ecosystem Ranking 2015 of Compass at #19 with more than 1,900-2,600 tech startups and the 5th highest Growth Index of the top 20.
- Brainport Region Eindhoven has achieved phenomenal scores in the Foreign Direct Investment (fDi) ranking ‘Cities & Regions of the future 2014 – 2015’. The region is #1 in Europe for innovation strategy and is on its way up in the top three in the overall category of the most attractive European cities in which to invest. Eindhoven shares third position with London and Helsinki.
• Máxima Medical Centre launched a new incubator, MMC Incubator, on the Health Innovation Campus offering space for 30 healthcare startups.

• Brainport region Eindhoven has four high-tech business centres where 108 (startup) companies are located: Bèta and Mu at the High Tech Campus Eindhoven and Twinning and Catalyst at the TU/e Science Park. In 2015, there were 19 new businesses in these incubators.

• New partnership ‘Next Move, realize your success’ has been launched to help startups, growing companies and established MSEs to succeed, located at the TU/e campus.

• In 2015 the first so-called ‘parenting sessions’ took place, a collaboration between startups and established companies in the region.

• In collaboration with TU/e, 200 startups were selected from which 167 received additional support and 33 startups received funding.

• ‘Bright Move’ valorization program aimed at startups is a best practice for the Netherlands with a total of subsidies of €4,5 million, followed by a private commitment of €32 million.

• Opening of the Singularity University.
Partners

‘Collaboration is in our DNA’

3D Kanjers
500-startups
Accenture
ACE Amsterdam
Adyen
AkzoNobel
Allied for Startups
Alphabet
Ambassade Berlijn
Ambassade Dublin
Ambassade Estland
Ambassade Helsinki
Ambassade Lissabon
Ambassade Londen
Ambassade Parijs
Ambassade Stockholm
Ambassade Tel Aviv
Ambassade Washington
Amolf
Amsterdam Economic Board
Amsterdam Science Park
Amsterdam University College
ANWB
Apple
ASML
B.Amsterdam
BANN
Belastingdienst
BioArt Laboratories
BioSciencePark Leiden
Bol.com
Bomberbot
Booking.com
Brainport
Brightlands Chemelot
Cambridge Innovation Centre
Catawiki
CED-Groep
Cisco
Code Avengers
CodeCult
Codeforsu Foundation
Connectis
Consulaat-Generaal New York
Consulaat-Generaal San Francisco
Cork Innovate
Corporate Venturing Network
Cottonwood Ventures
Cubiss
Curacao
CVN
Dealroom
DeBeurs ICT
Deloitte
DNW
DSM
Dutch Basecamp
Dutch Game Garden
E-bay
ECN
ECP
Embassy of Israel
Eneco
Erasmus Center for Entrepreneurship
Erasmus Universiteit-Rotterdam School of Management
ESA BIC
Eureeca.com crowdfunding
European Commission
European Digital Forum
European Investment Fund
European Startup Network
Expats Centers
Facebook
Flexport
Gemeente Amsterdam
Gemeente Den Haag
Gemeente Eindhoven
Gemeente Groningen
Gemeente Rotterdam
Gemeente Utrecht
Gevolmachtigd Minister Curacao (plv.)
Girls love to code
Google
Green Soil Investments
Haagse Hogeschool
Health Valley
High Tech Campus
Holland Fintech
Hong Kong Chamber of Commerce
IBM
Immigratie- en Naturalisatiedienst
Improve Digital
ING
Innoleaps
Innovatie attache netwerk (RVO)
InnovationQuarter
Inspiring Fifty
IT Randsteden
JVP Israel
Kabelnoord
Kamer van Koophandel
Kauffman Foundation
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KLM
KplusV
KPMG
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MKB-Nederland
Mobile World Congress
Nederland ICT
Nesta
New Enterprise Association
Next Stage
NFIA
NIA
NLII
NLR
Norwegian Federation of Norwegian Professional Associations
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