

The Hotspot for **Startups**, **10 Reasons** why



Imagine an entire country working together to create an environment where entrepreneurs stand up, start up and scale up. The Netherlands is an open, advanced economy, located in the center of Europe, with a long history of creativity and innovation. The Dutch startup ecosystem is thriving. Countless incubators, accelerator programs and corporates with startup programs facilitate startups in the process of scaling up. The Rotterdam The Hague metropolitan region is home to three Top 100 universities and is located near the Port of Rotterdam, Rotterdam The Hague Airport and Schiphol Airport, making it the ideal landing place for international startups. We present 10 reasons to invest and innovate in this region.

EXCELLENT STARTUP ECOSYSTEM




1 INNOVATION HUBS

- 1. YES!Delft:** Largest European tech incubator, ranked #4 in Europe
- 2. Cambridge Innovation Center (CIC Rotterdam):**
CIC companies have raised \$2,1 billion in the US
- 3. HSD Campus:** #1 security cluster in Europe
- 4. Erasmus Center for Entrepreneurship (ECE):**
Campus at the heart of the Rotterdam Innovation District
- 5. BioPartner Center Leiden:** Lab facilities and cleanrooms
- 6. ESA BIC:** Largest space incubator in Europe
- 7. Crosspring:** Based in the Dutch Innovation Factory



2 UNIQUE ACCELERATOR PROGRAMS

Programs for companies in all phases and different industries:

 **ESA Business Incubation Centre**
Program dedicated to space technology, includes technical and business support


PortXL

The only startup accelerator that focuses on maritime/port related industries

 **World Startup Factory**
Acceleration programs for impact-driven startups with solutions for societal challenges

Crosspring

Focus on startups active in software, mobile applications, Internet of Things and games

 **YES!Delft Incubation Program**
During this program you focus on super fast & sustainable growth

 **ECE 'Get Started' program**
10-week program created specifically to empower entrepreneurs

3 ACCESS TO CAPITAL

- InnovationQuarter Capital** - investment fund for startup and scale-ups (**€ 80 million**)
- UNIQ** - proof-of-concept fund for early stage funding (**€ 22 million**)

"We have a good overview of the Dutch investor landscape. Check out a detailed overview at: #NLTechVCMap"

TALENT & KNOWLEDGE



4 ACCESS TO TALENT

3 Top 100 Research Universities:

- Delft University of Technology
- Erasmus University Rotterdam
- Leiden University



5 Universities
of Applied Sciences



Total number of students in the region:
88,000 Universities of Applied Sciences
65,000 Research Universities
3,000 PhD's

5 KNOWLEDGE & RESEARCH

"World leading in Maritime, Horticulture, Aeronautics & Space, Life Sciences & Health, Sustainable Energy and Water Technology"



Clusters



Joint Programs



Living Labs



#5 on the Global Innovation Index 2015

3 Research Universities



3 Universities



2 University medical centers



TNO: Organization for Applied

Scientific Research (**3,000** professionals)



ESA / ESTEC: Largest space research facility (**2,700** professionals)



Deltares: Applied Research in Delta and Water Technology (**800** professionals)

BUSINESS OPPORTUNITIES



6 DUTCH COMPANIES COOPERATING WITH STARTUPS

Corporate accelerator programs, Venture Capital, startup desk, potential launching customers.

Examples:



KPN New Business & KPN Ventures

Co-creation on new services, distribution agreements, pilots or launching customer and financial investments



Unilever venture capital

Providing access to Unilever's global ecosystem and expertise



Shell & DSM - Energy Fest

Event aimed at tackling the transition towards a world with more energy and less CO₂



Deloitte - The Garden

Sessions connecting startups and scale-ups to corporates, government, universities and VC's

7 EXCELLENT MARKET FOR TESTING

- Historically, the Netherlands is a testbed for innovation
- The Dutch are early adopters and internet savvy
- Fastest internet in Europe (#1 Internet Exchange)



Over 90% of the population speak English

- #1 DHL Global Connectivity Index
- Dutch eCommerce revenue of € 18 billion (2016)

8 SUCCESS STORIES

Ampelmann: A platform with hydraulic cylinders which makes transfer to and from offshore structures easy, safe and highly cost efficient. 2008 TU Delft spin-off, now has 8 offices worldwide and 400 staff.

MIMETAS: Develops predictive Organ-on-a-Chip cell culture models for better, more reliable and tailored medicines. Spin out from Leiden University. Now working with 9 out of 10 largest pharma companies in the world.

Eternal Sun: Specializes in solar testing technology, by supplying clever, innovative, and practical large area solar simulators. Although founded in 2011, they acquired their largest US competitor in 2016.

OPEN TO INTERNATIONAL BUSINESS



9 IMMIGRATION & TAX

Startup visa & work permits
Competitive tax climate
30% tax free allowance on gross salaries



"One of the most welcoming immigration procedures for entrepreneurs"

10 QUALITY OF LIFE



#5 Happiest people on earth



Large expat community,
500,000+ international inhabitants
75,000 registered expats



World class education,
many international schools



International environment
& politically stable

**CENTURIES OF EXPERIENCE.
AS A REAL-LIFE TESTING GROUND.**

