



Soft-landing for scale-ups in the Netherlands

Zoetermeer

October · 2018

STARTUP
EUROPE



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SOFT-LANDING

**WHAT IS A SOFT-LANDING AND
HOW DOES IT WORK**

WHAT IS A SOFT-LANDING?

Soft-landing: a tailor-made program to help startups and scale-ups explore a new ecosystem. Soft-landings allow companies to go to a new country and receive assistance from a local partner, who will help them understand the market dynamics and get connected with the ecosystem.

Benefits of the Soft-landing:

Connect with local industry players and meet other companies from the region

Access potential partners and customers

Gain a better understanding of the local ecosystem and the opportunities therein

Test your solution in the new market

Learn the processes to scale your business and find out about the available resources

Break knowledge barriers about the foreign ecosystem

Main goals of the Soft-landings:



Facilitate your entry into a new market



Learn the process of international expansion to a new country



HOW IT WORKS



APPLICATION

Apply to our soft-landing on
F6S

The deadline to apply is at
17 September 2018.

SELECTION

Get selected

A total of 6 soft-landers will
be selected to participate in
our program.

SOFT-LANDING

Go to the Soft-landing at
South-Holland

Get to know the local market
and understand how to scale
your business here.

GOING BACK

Come back from the
Soft-landing

Go back to your home country ready
to share what you have learned with
local scale-ups.

SCALE UP

You are ready to grow
internationally

With an expanded network,
heaps of new knowledge and
more motivation than ever!





THE PROGRAM

**GENERAL INFORMATION AND
PRELIMINARY SCHEDULE**

THIS PROGRAM IS DESIGNED TO **MAKE GROWTH HAPPEN**

This soft-landing was specially created by experts in the Dutch market to help foreign FinTechs **enter the country** and **do business in The Netherlands**.

You will have one week of seminars, workshops, business meetings, mentoring sessions and special events.

The combination of these activities will help you validate your product in The Netherlands, connect with the market and create strategies to succeed in the country.



GENERAL INFORMATION

Benefits of the Soft-landing:

LOCATION: South-Holland, The Netherlands

DURATION: 1 week + 3 weeks optional

SPOTS: 6 companies

LANGUAGE: The program is in English

DATES: 15 - 19 october

APPLICATION DEADLINE: 17 september

Evaluation Criteria:



Companies must be FinTech related



Companies must have home-market validation



SOFT-LANDERS: EXPECTATIONS

There are certain expectations you as a soft-lander should meet to make sure you will get as much value as possible from the Soft-Landing stay. These expectations are:

- Have a clear idea of what you want to achieve during the Soft-Landing stay
- Be sufficiently prepared with information about the destination market and startup ecosystem
- Identify clusters of companies/people you want to get connected with
- Maintain a proactive and outgoing attitude both before and during your stay
- Have motivation to spread what you have learned during the Soft-Landing stay to other scaleups at your home ecosystem



SCHEDULE

The program activities are divided into 5 categories:

- 1) **Doing business:** Setting up meetings with potential customers and partners.
- 2) **Group activities:** Activities done together with the other 5 companies.
- 3) **Seminars and workshops:** Events in which we will bring experts in the market to share their experience and provide you with amazing insights to enter the Dutch market.
- 4) **Consulting/Mentoring:** Private sessions with market experts.
- 5) **Working on strategy:** Time to develop your strategy based on the program activities and feedbacks from the meetings.



Schedule

Doing business
Group activities
Seminars and workshops
Consulting/Mentoring
Working on strategy

Combination
Softlanding + Mission
(Mission activities are optional)

	15 October	16 October	17 October	18 October	19 October		
09:00 AM	Welcome message, Pitch fire session & Networking time	PKF Wallast - Talks on: incorporating / Taxes / Accounting	Welcome message, Pitch fire session with representatives and soft-landers Networking activities	Gathering at Crosspring Move to Rotterdam - ECE	Gathering at Crosspring Move to Delft		
9:30 AM				Workshop: Setting up an international strategy in The Netherlands	Individual mentoring sessions	Global overview of South- Holland	Visit successful hub: YES! Delft
10:00 AM						Panel discussion: Ecosystem in the region	
10:30 AM							
11:00 AM							
11:30 AM							
12:00 PM	Lunch Break						
12:30 PM							
1:00 PM	Individual mentoring sessions Doing business Assistance from our team	Individual mentoring sessions Doing business Work on strategy Assistance from our team	Road to success: 2 successful companies share their story	Move to CIC	Dutch incentives for Tech Companies		
1:30 PM				Road to success LiteBit: The biggest cryptocurrency exchange in Europe			
2:00 PM				Nauta - Talks on: Regulations for FinTechs	Final feedback session with the group		
2:30 PM			Setting up a business in The Netherlands			Networking with the group + drinks	
3:00 PM				FinTech Scenario in The Netherlands			
3:30 PM			Venture Café @ CIC Rotterdam				
4:00 PM				Networking with the group			
4:30 PM							
5:00 PM							
5:30 PM							
6:00 PM							
6:30 PM							

BENEFITS

Features	
Access to our exclusive network	✓
3h of individual Mentoring	✓
Seminars	✓
Workshops	✓
Support to create international strategy	✓
Connections with local players	✓
Feedback session with the group	✓
Time to set up meetings with customers and partners	✓
Daily transfer to the Dutch Innovation Factory	✓
Working space	✓
Participating in the trade mission during 1st week	✓





AGENDA

ACTIVITIES DESCRIPTION



WELCOME MESSAGE

The first activity of the program is the welcome message from the organizers.

This is where you will get to know our team and (re)analyze everything that is going to happen during the soft-landing.





PITCH-FIRE SESSION

Getting to know your soft-landing colleagues can lead to strategic partnerships and great friendships. Throughout the years we have seen many participants close deals among each other and set up reunions after the program!

To break the ice, each company will present their solutions to the other entrepreneurs. After that, we have put some time away to exchange business cards and get to know each other better.





WORKSHOP - SETTING UP AN INTERNATIONAL STRATEGY

With a strategic location, high tech infrastructure, multicultural community and international business climate, the Netherlands is one of the best places to scale-up your company.

One of our experienced mentors will explore the advantages the country has to offer to foreign companies and share their experience about setting up an international strategy in The Netherlands.





DOING BUSINESS

You will have time during your stay to work on your strategies and set up individual meetings with potential customers and partners.

Bear in mind that you should do your homework and set up meetings in advance.





MENTORING SESSIONS

A 15 minute conversation with people who understand the market can save you hours of research and a great amount of investment.

You are going to have 2 hours of mentoring in the program with our experienced professionals.

You can choose among the following topics to discuss with them:

- Entry strategies
- Business plan
- Pricing
- Marketing
- Product fit





INCORPORATION, TAXES AND REGULATIONS

Understanding the differences between your target and home country is fundamental to start your operations effectively.

The program includes an explanation from an accountant and a lawyer about incorporating in The Netherlands, as well as an overview of the tax scenario and the regulations for FinTechs.





TRADE MISSION

During the first week of the soft-landing, there will be a chance to meet with several foreign ecosystem representatives from hubs in Paris, Vilnius and Berlin.

Their presence provides an excellent opportunity to network with FinTech experts from other European ecosystems and to expand your international network.





FINTECH SCENARIO

The Dutch FinTech scene has grown substantially in the last few years. Amsterdam and cities nearby are already one of the major hubs in Europe, attracting companies from all over the world.

This talk will explore the local FinTech ecosystem and provide you with amazing insights about how to succeed within this industry.





PANEL DISCUSSIONS

You will participate on discussions about many topics involving our ecosystem and business opportunities.

We will bring experts in the market to moderate the panels and provide the most valuable insights to enter the Dutch market.





GLOBAL OVERVIEW OF SOUTH HOLLAND

This talk will explore the unique region of South Holland, which contain no less than 60 municipalities, 3 renowned universities, and a strong international business community with a truly entrepreneurial spirit.

The region has a superior logistics and digital infrastructure, a competitive tax climate, highly educated and multilingual workforce and excellent quality of life.





ROAD TO SUCCESS

One of the best ways to create a successful strategy is to learn from the experience of others.

Having that in mind, we are going to visit local FinTech entrepreneurs, who will share their journey and provide you with useful tips to succeed in The Netherlands.





DUTCH INCENTIVES FOR TECH COMPANIES

The Dutch government provides tech companies with great incentives to bring their solutions to The Netherlands.

This seminar will describe some of the benefits that these companies have and how to take advantage of them as a FinTech.





FEEDBACK SESSION

We are going to finish our program discussing the program and the insights that you got to enter the Dutch market.

Our experienced team, which has helped over 50 companies expand internationally, will provide you with valuable feedback and help you improve your strategic plan.



AT THE END OF THE PROGRAM YOU SHOULD HAVE ANSWERED THE FOLLOWING QUESTIONS:

- Why is The Netherlands an interesting country for my startup?
- What is the FinTech scenario in the Netherlands?
- How can I incorporate a company in The Netherlands?
- What are the costs of incorporating a company?
- How does the tax system work in The Netherlands?
- What are the regulations for FinTechs?
- How do I set up a strategy to enter the Netherlands?
- What changes can I make in my current strategies to be successful in The Netherlands?





DIVING INTO THE ECOSYSTEM

MARKET OVERVIEW AND RELEVANT CONTACTS

QUICK FACTS ABOUT THE NETHERLANDS



2nd Most innovative
country of the world

Pioneer in FinTech, CleanTech
and AgriTech



7th Best country
to live in

With a growing economy, exalted
international status and
remarkable infrastructure



19th Most developed
ecosystem of the world

Closely connected with continental
Europe and the UK



3rd Highest
quality of life

Backed up by an excellent
education and healthcare system



INFORMATION ABOUT THE REGION: BUSINESS



Foreign friendly

With a wide expat community and a culture of inclusiveness



Strategic location

Located at the center of Europe's largest markets



Excellent testing market

Well-known for its culture of innovation and early adoption



Access to capital

From a variety of private and public investment bodies



Competitive fiscal climate

Aimed at attracting top foreign companies and talent



Startup visa availability

For up to a full year with founder-favored conditions



INFORMATION ABOUT THE REGION: FINTECH



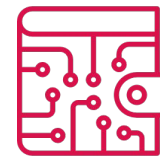
Home to over 430
FinTechs

With 100 newcomers from
last year only!



12.2% CAGR

Complemented by a
well-developed tech infrastructure
to ensure optimal growth



Leading segment:
digital payments

As can easily be observed by an
increased use of self-service
systems and the replacement of
cash

*Money
20/20*

Host of Europe's biggest
FinTech event

Taking place in Amsterdam with
renown speakers from all over the
world





THE HOST

COMPANY AND TEAM

THE HOST

Crosspring is an incubator focused on ICT and FinTech, which has assisted over 50 companies to start up throughout the years.

An international mindset is a core part of the incubator. Crosspring has a great number of foreign teams in the program, and all the startups are incentivized to think global from day one.

Besides that, Crosspring is part of several international initiatives together with governments and different tech hubs around Europe.



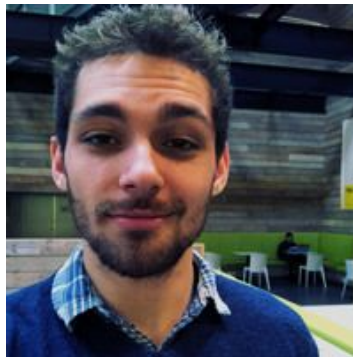
THE TEAM

Meet the team that will help skyrocket your growth in Zoetermeer.



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SOME OF CROSSPRING'S PARTNERS





Apply [here](#)!

We look forward to
meeting you!



IMT Starter



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