

# Entering the Dutch market

*Soft-landing program for FinTechs*

**cross**spring



This program is designed to **make growth happen**

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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

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**Location:**

Zoetermeer, The Netherlands

**Duration:**

1 week program + 3 optional

**Starting date:**

9/April/2018

**Spots:**

6 companies

**Language:**

English

**Industry:**

FinTech

**Goal:** Enter the Dutch market

# Schedule

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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 Week 1

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

Combination  
Softlanding + Mission  
(Mission activities are  
optional)

	09 April	10 April	11 April	12 April	13 April
8:30 AM	Welcome message, Pitch fire session & Networking time	Talks on: incorporating / Taxes / Regulations	Welcome message, Pitch fire session with representatives and soft-landers & Networking time	Breakfast with the group	Breakfast with the group
09:00 AM				Move to Rotterdam	Dutch incentives for Tech Companies
9:30 AM					
10:00 AM					
10:30 AM	Workshop: Setting up an international strategy in The Netherlands	Individual mentoring sessions	The Netherlands' booming startup ecosystem	Road to success - visit LiteBit: The biggest cryptocurrency exchange in Europe	Doing business
11:00 AM					
11:30 AM					
12:00 PM	Lunch Break				
12:30 PM	Individual mentoring sessions  Doing business Assistance from our team	Individual mentoring sessions  Doing business Work on strategy Assistance from our team	Move to Amsterdam	Road to success:  Visit successful FinTech in Rotterdam	Final feedback session with the group
1:00 PM			Road to success:  Visit 2 successful FinTech companies		
1:30 PM					
2:00 PM					
2:30 PM			FinTech scenario in The Netherlands	Venture Café @ CIC Rotterdam + Networking sessions with ecosystem players	Networking with the group + drinks
3:00 PM					
3:30 PM					
4:00 PM			Doing business  Free time in Amsterdam		
4:30 PM					
5:00 PM					
5:30 PM					
6:00 PM					
6:30 PM					

## Benefits

Features	
Access to our exclusive network	✓
2h 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	✓



# Activities description

# Welcome Message

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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

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

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





## Workshop: setting up an international strategy

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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.

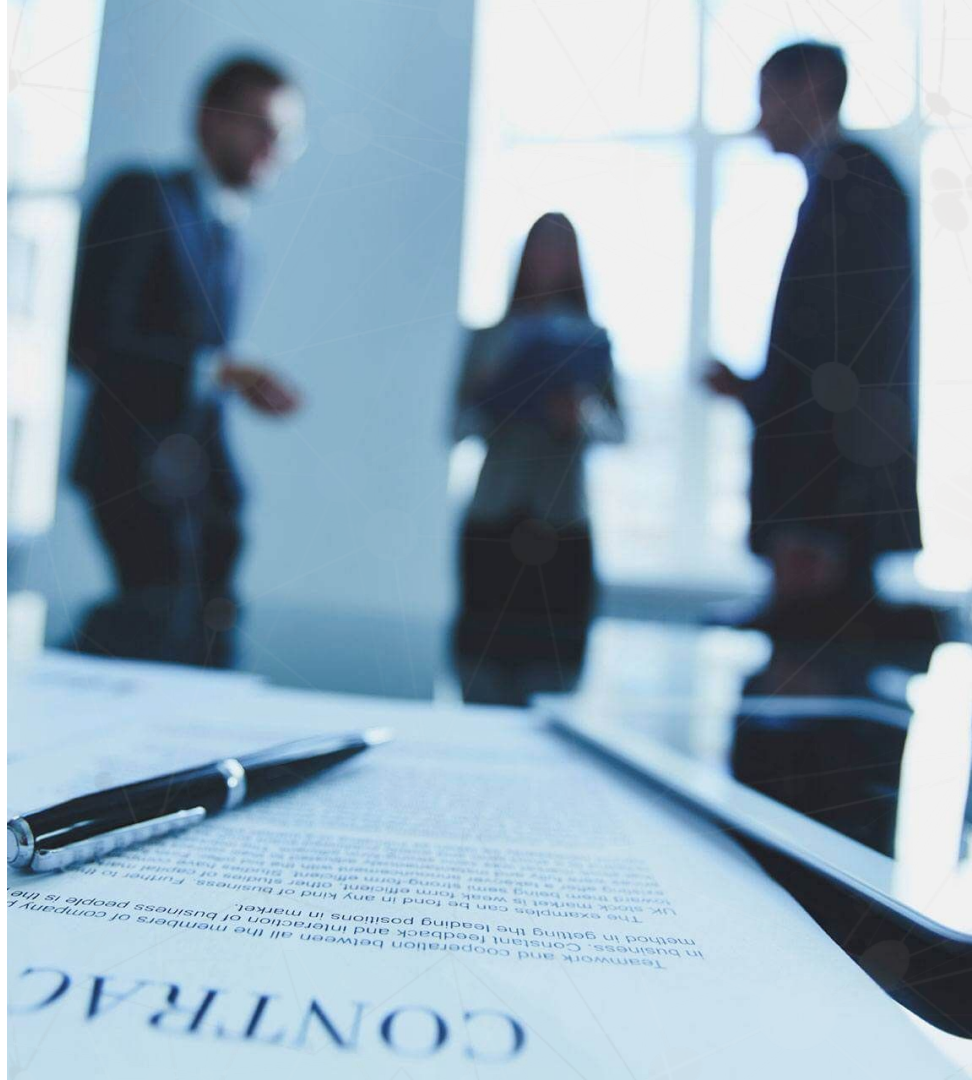
One of our experienced mentors will explore the advantages that the country has for foreign companies and share his experience about setting up an international strategy in The Netherlands.

# Doing business

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

We are going to provide you contacts of people from our network according to your needs. Bear in mind that you should also do the homework and set up the meetings in advance.





# Our network

We are going to discuss your needs and goals prior to the program and provide you with a list of contacts according to that.

Contacts we can arrange	Local Banks
	Investor
	Business open specialist
	Service providers
	European funding
	Accountant
	Lawyer
Depending on your product	People from the same industry
	Customer meetings
	Potential partners



# Mentoring Sessions

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A 15 minutes 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

# Incorporating, taxes and regulations

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

The program includes a 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

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

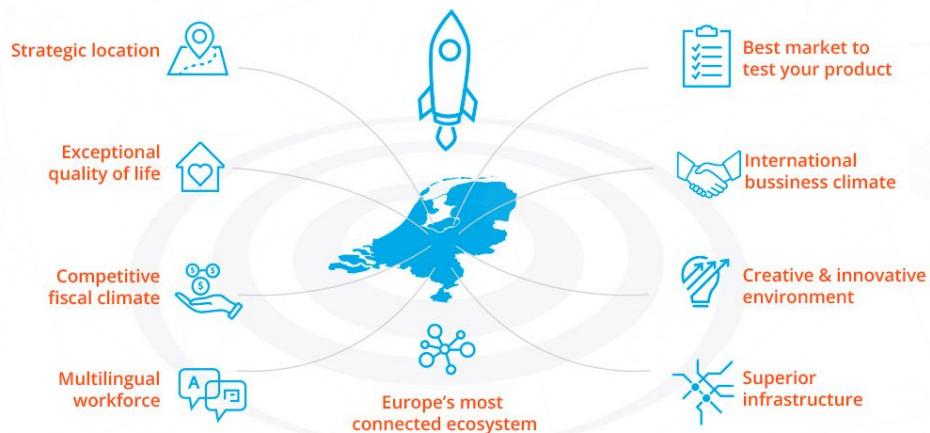
Their presence provides an excellent opportunity to network with FinTech experts from other European ecosystems and to expand your international network.

# The Netherlands' booming startup ecosystem

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This seminar will explore the advantages that the Dutch ecosystem has for its startups and how you can take advantage of them to grow your business.

Why startups and scale-ups choose the Netherlands





# Road to Success



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

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

# Incentives for foreign startups

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The Dutch government provides foreign companies with great incentives to bring their companies 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.





# FinTech in The Netherlands



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

# Feedback session

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We are going to finish our program with a presentation of the strategies that you create 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:**

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- Why is The Netherlands an interesting country for my startup?
- How 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 works in The Netherlands?
- What are the regulations for FinTechs?
- What changes can I make in my current strategies to reach success in The Netherlands?
- How do I set up a strategy to enter the Netherlands?
- What do local customers think about my solution?

# The Host



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

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

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

# Some of Crossspring's partners

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# Some of uGlobally's customers and partners

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# Questions?



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