SOFT LANDING

Mission for scale-ups in the Netherlands

Zoetermeer

April 22-26 2019

STARTUP EUROPE

European Commission

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Mission for scaleups

WHAT IS A MISSION AND HOW DOES IT WORK?

WHAT IS A MISSION?

MISSION FOR SCALEUPS: 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 mission:

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 missions:

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 **10 March 2018**.

SELECTION

Get selected

A total of 5 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 mission

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 mission:

LOCATION: South-Holland, The Netherlands	**DURATION:** 1 week + 3 weeks optional
SPOTS: 5 companies	**LANGUAGE:** The program is in English
DATES: 22 - 26 April 2019	**APPLICATION DEADLINE:** 10 March 2019

Evaluation Criteria:

Companies must be FinTech related

Companies must have home-market validation

Overview - 1st week of your mission.

(3 more weeks are optional)

The agenda of a 1-week Mission for startups will at least include:

- Visiting major startup ecosystem hubs (accelerators, incubators, areas with large concentrations of startups), presentations about those hubs and the ecosystem;
- Networking with local investors, startups, scaleups and startup ecosystem leaders;
- Meetings for planning agenda and experience sharing with the Receiving hub’s representatives;
- Meetings with individually assigned, specific mentors;
- Planning session for introductions to relevant people;
- Various events and conferences, free or discounted passes;
- Hub’s own events and mingling with the other startup and scaleups in the hub;
- Sightseeing and informal social events.

Overview - Up to 3 additional weeks

(optional)

The optional 3 weeks will include:

- Access to our office space and other facilities;
- Planning session for introductions to relevant people: 1 hour per week
- Meetings with individually assigned, specific mentors: 1 hour per week
- Meetings for planning agenda and experience sharing with the Receiving hub’s representatives: 1 hour per week
- Mingling with the other startups and scaleups in the hub (during entire stay or specific sessions)

PARTICIPANTS: EXPECTATIONS

There are certain expectations participants should meet to make sure you will get as much value as possible from the program. These expectations are:

- Have a clear idea of what you want to achieve during the mission
- 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 mission to other scaleups at your home ecosystem

Click play and check what happened during the last edition of a scaleup mission in The Netherlands

SCHEDULE

The program activities are divided into 5 categories:

1) **Doing business:** Time for you to set 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.

Preliminary Schedule

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

Combination Softlanding + Mission (Mission activities are optional)

	22 April	23 April	24 April	25 April	26 April	27 April
09:00 AM	Arrivals	Setting up a business in The Netherlands: why and how? By Briddge	Going to Amsterdam	Visit ECE - Leading centre for entrepreneurship in Europe	Moving to The Hague	KING'S DAY = Party Day!
9:30 AM			Welcome message, Pitch fire session with representatives and soft-landers		Dutch incentives for Tech Companies by RVO & Startup Delta	
10:00 AM	Welcome message & Pitch fire session					
10:30 AM		Individual mentoring sessions	Networking activities	Road to success - Symbid	Panel discussion: the naked truth about The Netherlands	
11:00 AM	Global overview of South- Holland by Innovation Quarter		Panel discussion with investors			
11:30 AM				Business culture by Dutch Base Camp		
12:00 PM	Lunch Break					
12:30 PM						
1:00 PM	Workshop: Setting up an international strategy in The Netherlands By uGlobally	Individual mentoring sessions Doing business Work on strategy	Road to success - Successful FinTech	Move to Nauta	Final feedback session with the group	
1:30 PM						
2:00 PM			FinTech Scenario in The Netherlands by Holland FinTech	Regulations for FinTechs by Nauta		
2:30 PM					Free time	
3:00 PM			National FinTech Meetup by Holland FinTech			
3:30 PM				Road to success: Litebit - cryptocurrency exchange		
4:00 PM	Work on strategy Individual mentoring sessions Doing business			Visit CIC - Innovation space		
4:30 PM						
5:00 PM						
5:30 PM				Venture Café @ CIC	King's night = Party night!	
6:00 PM						
6:30 PM						

BENEFITS

Features	
Access to our exclusive network	V
2h of individual Mentoring	V
Seminars	V
Workshops	V
Support to create international strategy	V
Connections with local players	V
Feedback session with the group	V
Time to set up meetings with customers and partners	V
Daily transfer to the Dutch Innovation Factory	V
Working space	V
Participating in the trade mission during 1st week	V

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.

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.

Session by: Innovation Quarter.

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

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.

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.

Session by: uGlobally.

SETTING UP IN THE NETHERLANDS

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

The program includes an complete explanation about incorporating in The Netherlands, from the reasons why to how to do it, as well as an overview of the tax scenario and the regulations for FinTechs.

Session by: Briddge.

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.

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.

Panelists: TBC.

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.

Session by: Holland FinTech.

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.

Sessions by: LiteBit, Symbid, and more tbc.

NATIONAL FINTECH MEETUP

The national meetup of FinTechs in The Netherlands will be organized together with our soft-landing.

In the event, you will have the opportunity to **pitch your company** to over 50 people from the industry and get connected to the most relevant players in the ecosystem.

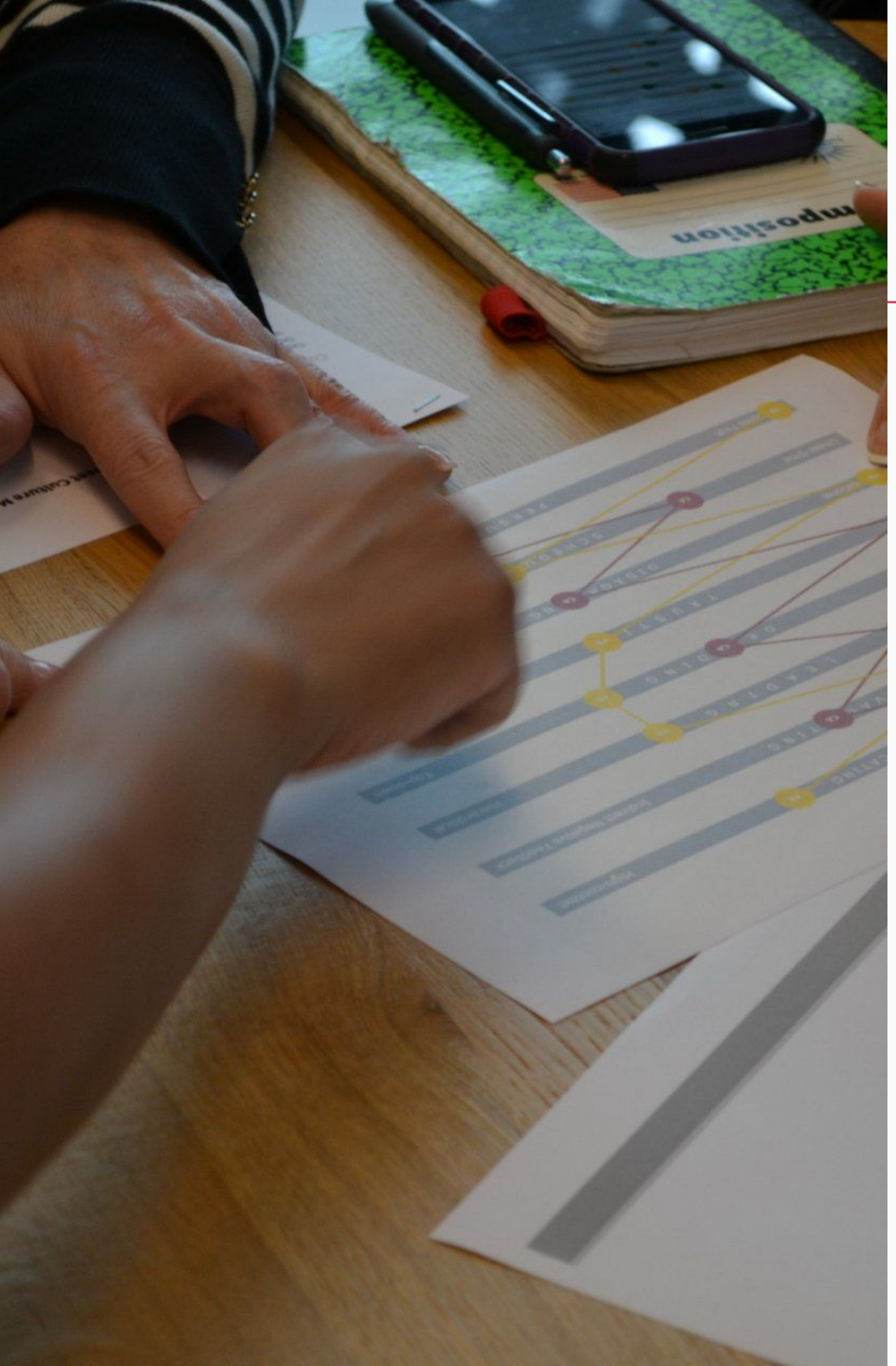
Session by: Holland FinTech.

VISIT DUTCH ECOSYSTEM BUILDERS

We will visit and interact with some of the most relevant innovation spaces in South-Holland.

They will share their stories and explain how their services and network can be of help for you, entrepreneur, who wants to enter The Netherlands. In addition to that, we will also interact with companies from their space and hopefully establish relevant connections for your business.

Sessions by: ECE & CIC.



BUSINESS CULTURE

Understanding the cultural differences between countries is fundamental in order to successfully enter a new market.

This session will go through very important topics that should be considered when doing business internationally and provide tips and tricks to do business with the Dutch.

Session by: DutchBaseCamp.

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.

Session by: Startup Delta and RVO.

The naked truth about The Netherlands

Every country presents opportunities and challenges for international companies, and it is crucial to understand both of them in order to make an entry decision.

With that in mind, we will bring international entrepreneurs who decided to open and run their companies in The Netherlands to discuss their most honest opinions about Dutch opportunities and challenges.

Session by: uGlobally, ByCycling and ARIze.

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?

COMPANIES THAT YOU WILL GET TO KNOW

crosSpring

uGlobally

HOLLAND FINTECH

BRIDGE
LEGAL & FINANCE

Innovation Quarter
invest & innovate in West Holland

DUTCH INNOVATION FACTORY

StartupDelta

ERASMUS CENTRE FOR ENTREPRENEURSHIP

NautaDutilh

LiteBit

symbid
THE FUNDING NETWORK

CIC

HOLLAND FINTECH

DUTCH BASECAMP

ABN·AMRO

Netherlands Enterprise Agency

NEO FINANCE - INVESTED BY CROSSPRING

NEO Finance

Neo Finance has participated in our Soft-landing in April 2018. After the program, the company has received €71.000 investment from Crosspring.

You can read more about it by clicking here.

TESTIMONIALS

"Soft-Landing programme in Zoetermeer was a game changer, a paradigma shift for us. Even after the 2nd mentoring sessison, we altered our business plan for a leaner, better and faster startup.

Quality of the participants were exceptional. We are glad that we took our part in this successful landing."

Kryptowatt

"Before coming to Zoetermeer, we did not know anything specific about the Netherlands ecosystem in regards to startups. During our visit, we receive a lot of information from different sources and realized all the possibility for bringing our business to the Netherlands.

It was also such a great experience meeting local people and other startups!"

Coppay

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

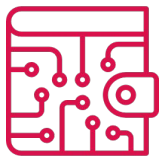
INFORMATION ABOUT THE REGION: FINTECH

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

Host of Europe's biggest FinTech event

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

More information as well as an infographic containing the relevant players in the ecosystem can be found here.

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.

DURING THE SOFT-LANDING: TEAM

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

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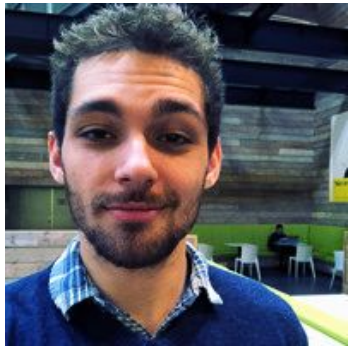

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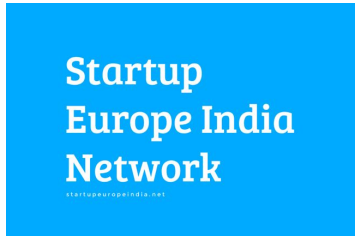
SOME OF CROSSPRING'S PARTNERS



SOFT LANDING

Apply here!

We look forward to meeting you!

Startup Division

crossSpring

IMT Starter

GTEC German Tech Entrepreneurship Center

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