



Business mission in The Netherlands

Zoetermeer
September · 2019

STARTUP
EUROPE



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MISSION

WHAT IS A MISSION AND HOW DOES IT WORK

WHAT IS AN ECOSYSTEM DISCOVERY MISSION?

Ecosystem Discovery Mission: key startup ecosystem leaders take an intensive and immersive 3 day trip to meet leaders of another country and to explore that market

Benefits of the Mission:

Connect with other key leaders during a 3 day intensive Mission	Build long-lasting relationships with local leaders and partners
Understand and experience the destination ecosystem	Provide better scaling support to your local startups/scaleups
Learn the processes to scale a business there and find out about the available resources	Benefit from costs reimbursement for support travel expenses

Main goals of the Missions:

 Startup ecosystems better connected	 Increased know-how on scaling in high profile startup ecosystems
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HOW IT WORKS?



APPLICATION

Apply to our mission [on F6S](#) until the 31st of August.

SELECTION

Get selected as one of the key ecosystem players

MISSION

Go on a 3 day Discovery Mission in The Netherlands

GOING BACK

Come back from Discovery Mission

FEEDBACK

Attend Soft-Landing feedback events





THE PROGRAM

**GENERAL INFORMATION AND
PRELIMINARY SCHEDULE**

THIS PROGRAM IS DESIGNED TO **GET YOU INVOLVED**

The business immersion program was specially created by experts in the Dutch market to help FinTech companies and international representatives **get involved with the local ecosystem.**

You will have three days of immersion in our ecosystem, in which you will visit successful companies, connect with local players and learn about our market.

The combination of the activities will help you understand the FinTech scenario in The Netherlands and how to succeed around here.



GENERAL INFORMATION

LOCATION: The Netherlands

DURATION: 3 days

SPOTS: 7 ecosystem representatives

LANGUAGE: The program is in English

DATES: 23 - 25 September, 2019

APPLICATION DEADLINE: 31 August



SCHEDULE

The program activities are divided into 3 categories:

- 1) **Connecting:** Activities designed to get you involved with the local market players.
- 2) **Learning:** Talks and discussions that will bring relevant information about the Dutch market and our ecosystem.
- 3) **Road to success:** Hear the story of successful FinTech entrepreneurs in The Netherlands.



Schedule

Connecting
Learning
Road to success

	23 September	24 September	25 September
09:00 AM	Welcome message, Pitch fire session with representatives and soft-landers Networking activities	Travel to Amsterdam	Travel to Rotterdam
9:30 AM			Visit ECE and local fintech residents
10:00 AM		Panel discussion with investors	
10:30 AM			Road to success - Symbid
11:00 AM			
11:30 AM			
12:00 PM	Lunch Break		
12:30 PM			
1:00 PM	Dutch incentives for Tech Companies	FinTech insights & local challenges by Baker McKenzie	Global overview of South - Holland by Innovation Quarter
1:30 PM			FinTech scaling up scenario
2:00 PM	Road to success: Successful FinTech companies	Visit FinTech accelerator	
2:30 PM			
3:00 PM		FinTech Scenario in The Netherlands	Workshop: I solve your challenge
3:30 PM			
4:00 PM	Drinks & Networking	Drinks & Networking	Feedback session & end of the program
4:30 PM			
5:00 PM			
5:30 PM			
6:00 PM			
6:30 PM			

BENEFITS



**Overview of the Dutch
FinTech ecosystem**



**Connecting with local
market players**



**Learn from successful
companies**



**Understand the business
advantages of The Netherlands**



**Opportunity to connect
with foreign FinTechs**



**Transport to Delft,
Rotterdam and The Hague**





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 mission.





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 representative 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.





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](#).





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.





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.





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](#).





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](#).





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 [ARlze](#).





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 FinTechs?
- Who are the big players in the Dutch FinTech ecosystem?
- What does the FinTech market look like in The Netherlands?
- How did successful FinTech companies scale in The Netherlands?



COMPANIES THAT PARTICIPANTS MET IN PREVIOUS PROGRAMS

crossspring

 **uGlobally**

 **HOLLAND
FINTECH**

 **BRIDGE**
LEGAL & FINANCE

 **Innovation
Quarter** / Invest & innovate in West Holland

 **DUTCH
INNOVATION
FACTORY**

 **basecone**

 **ERASMUS
CENTRE FOR
ENTREPRENEURSHIP**

● **NautaDutilh**

 **LiteBit**

symbid
THE FUNDING NETWORK

cic

 **HOLLAND
FINTECH**

**Baker
McKenzie.**

 **ABN·AMRO**

 Netherlands Enterprise Agency



TESTIMONIALS



"Soft-LandingEU was a condensed and complete experience that combined two things: the interaction of interesting startups with a bunch of European ecosystem players and the familiarisation with the Dutch FinTech companies and ecosystem. Fast, efficient and fun!"

Aristeia Sapera, **Beta-I**



"This program is the first step towards the european digital market. I met startup ecosystem leaders from all over Europe and discovered that the Netherlands have a great and dynamic ecosystem where is good to scale."

Renaud Martiniere, **Wilco**





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



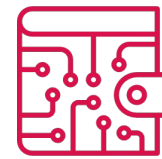
Home for over 430
FinTechs

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. 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.



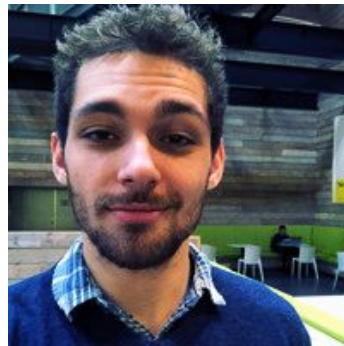
DURING THE SOFT-LANDING: TEAM

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



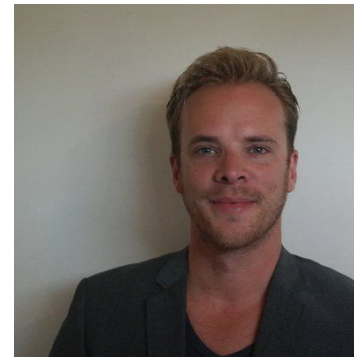
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SOME OF CROSSPRING'S PARTNERS





Apply [here](#)!

We look forward to
meeting you!



IMT Starter



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