1. MISSION
2. THE PROGRAM
3. AGENDA
4. DIVING INTO THE ECOSYSTEM
5. THE HOST
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:

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Benefit</th>
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<tbody>
<tr>
<td>Connect with other key leaders during a 3 day intensive Mission</td>
<td>Build long-lasting relationships with local leaders and partners</td>
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<tr>
<td>Understand and experience the destination ecosystem</td>
<td>Provide better scaling support to your local startups/scaleups</td>
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<tr>
<td>Learn the processes to scale a business there and find out about the available resources</td>
<td>Benefit from costs reimbursement for support travel expenses</td>
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### Main goals of the Missions:

<table>
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<tr>
<th>Goal</th>
<th>Goal</th>
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<tbody>
<tr>
<td>Startup ecosystems better connected</td>
<td>Increased know-how on scaling in high profile startup ecosystems</td>
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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
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.
<table>
<thead>
<tr>
<th><strong>LOCATION:</strong> The Netherlands</th>
<th><strong>DURATION:</strong> 3 days</th>
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<tbody>
<tr>
<td><strong>SPOTS:</strong> 7 ecosystem representatives</td>
<td><strong>LANGUAGE:</strong> The program is in English</td>
</tr>
<tr>
<td><strong>DATES:</strong> 23 - 25 September, 2019</td>
<td><strong>APPLICATION DEADLINE:</strong> 31 August</td>
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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.
<table>
<thead>
<tr>
<th>Time</th>
<th>23 September</th>
<th>24 September</th>
<th>25 September</th>
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</thead>
<tbody>
<tr>
<td>09:00 AM</td>
<td>Welcome message, Pitch fire session with representatives and soft-landers</td>
<td>Travel to Amsterdam</td>
<td>Travel to Rotterdam</td>
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<tr>
<td>10:00 AM</td>
<td>Networking activities</td>
<td>Panel discussion with investors</td>
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<tr>
<td>11:00 AM</td>
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<tr>
<td>11:30 AM</td>
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<tr>
<td>12:00 PM</td>
<td>Lunch Break</td>
<td></td>
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<tr>
<td>12:30 PM</td>
<td>Dutch incentives for Tech Companies</td>
<td>FinTech insights &amp; local challenges by Baker McKenzie</td>
<td>Global overview of South - Holland</td>
</tr>
<tr>
<td>1:00 PM</td>
<td>Road to success: Successful FinTech companies</td>
<td>Visit FinTech accelerator</td>
<td>by Innovation Quarter</td>
</tr>
<tr>
<td>2:00 PM</td>
<td></td>
<td></td>
<td>FinTech scaling up scenario</td>
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<tr>
<td>2:30 PM</td>
<td></td>
<td></td>
<td>Panel discussion: the naked truth about The</td>
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<tr>
<td>3:00 PM</td>
<td></td>
<td></td>
<td>Netherlands</td>
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<tr>
<td>3:30 PM</td>
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<td></td>
<td>Workshop: I solve your challenge</td>
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<tr>
<td>4:00 PM</td>
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<tr>
<td>4:30 PM</td>
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<tr>
<td>5:00 PM</td>
<td>Drinks &amp; Networking</td>
<td>Drinks &amp; Networking</td>
<td>Feedback session &amp; end of the program</td>
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<td>5:30 PM</td>
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<tr>
<td>6:00 PM</td>
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<tr>
<td>6:30 PM</td>
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</tbody>
</table>
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
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.
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
"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!

Aristea 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

Host of Europe's biggest FinTech event
Taking place in Amsterdam with renown 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
Crossspring 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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linkedin.com/in/mauricebv

Rodrigo Olmedo
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Linkedin.com/rodrigoeolmedo

Koen van der Burg
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linkedin.com/in/koenvanderburg

Robin Radder
robin@crosspring.com
Linkedin.com/in/robin-radder/
SOME OF CROSSPRING'S PARTNERS
This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 780914.

Apply [here](#)!

We look forward to meeting you!