



# Mission for scale-ups in the Netherlands

Zoetermeer

Sep 23 - 27 2019

**STARTUP**  
EUROPE



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1. **SOFT-LANDING**
2. **THE PROGRAM**
3. **AGENDA**
4. **DIVING INTO THE ECOSYSTEM**
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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

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## APPLICATION

Apply to our soft-landing on  
F6S

The deadline to apply is at  
**31 August 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 in  
the Netherlands

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**

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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

## Benefits of the mission:

**LOCATION:** South-Holland, The Netherlands

**DURATION:** 1 week + 3 weeks optional

**SPOTS:** 3 companies

**LANGUAGE:** The program is in English

**DATES:** 23 - 27 September 2019

**APPLICATION DEADLINE:** 31 August 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)

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## 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)

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## 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

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**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 happens during our scaleup mission in The Netherlands*



# SCHEDULE

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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)

	Monday	Tuesday	Wednesday	Thursday	Friday	
09:00 AM	Welcome message, Pitch fire session & Networking activities	Move to Amsterdam	Move to Rotterdam	Workshop: Setting up an international strategy in The Netherlands By uGlobally	Setting up a business in The Netherlands: why and how? By Bridge	
9:30 AM			Panel discussion with investors			Visit ECE and local FinTech residents
10:00 AM						
10:30 AM						
11:00 AM						
11:30 AM			Road to success - Symbid			
12:00 PM	Lunch Break					
12:30 PM						
1:00 PM	Visit the Dutch Innovation Factory	FinTech insights by Baker Mckenzie	Global overview of South - Holland by Innovation Quarter	Individual mentoring sessions	Individual mentoring sessions	
1:30 PM						
2:00 PM	Why companies choose the Netherlands	FinTech challenges in the Netherlands	FinTech scaling up scenario			Doing business
2:30 PM						
3:00 PM	Road to success - Successful Fintech companies	Visit FinTech accelerator	Panel discussion: the naked truth about The Netherlands		Individual mentoring sessions	
3:30 PM						FinTech Scenario in The Netherlands
4:00 PM						
4:30 PM						
5:00 PM	Drinks and networking	Drinks and networking	Feedback session + Evening program		Feedback session + end of the program	
5:30 PM						
6:00 PM						
6:30 PM						

# BENEFITS

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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	✓





**AGENDA**

**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 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.





## PANEL DISCUSSIONS

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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.*





## GLOBAL OVERVIEW OF SOUTH HOLLAND

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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](#).





## FINTECH SCENARIO

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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

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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.*





## VISIT DUTCH ECOSYSTEM BUILDERS

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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.*





## FINTECH MEETUP

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We will organize a FinTech meetup during our soft-landing.

In the event, you will have the opportunity to meet several people from the industry and get connected to the most relevant players in the ecosystem.

Session by: [Holland FinTech](#).





## DUTCH INCENTIVES FOR TECH COMPANIES

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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

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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](#).*





## 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 the country has to offer to foreign companies and share their experience about setting up an international strategy in The Netherlands.

Session by: [uGlobally](#).





## MENTORING SESSIONS

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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

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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.

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





## SETTING UP IN THE NETHERLANDS

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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](#).





## FEEDBACK SESSION

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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:

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- 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 PARTICIPANTS MET IN PREVIOUS PROGRAMS

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## NEO FINANCE - INVESTED BY CROSSPRING

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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

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*"Soft-Landing programme in Zoetermeer was a game changer, a paradigm shift for us. Even after the 2nd mentoring session, 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

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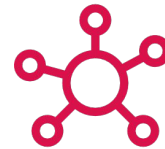
**2nd Most innovative  
country of the world**

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

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## 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

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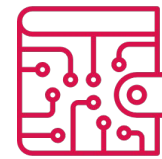
Home to over 430  
FinTechs

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  
renowned speakers from all over the  
world





# **THE HOST**

## **COMPANY AND TEAM**

## THE HOST

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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

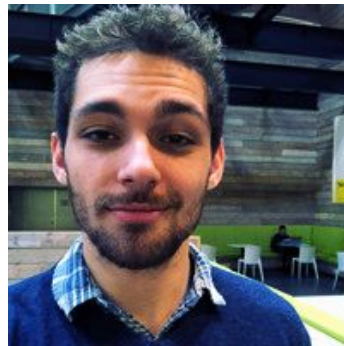
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Meet the team that will help skyrocket your growth in Zoetermeer.



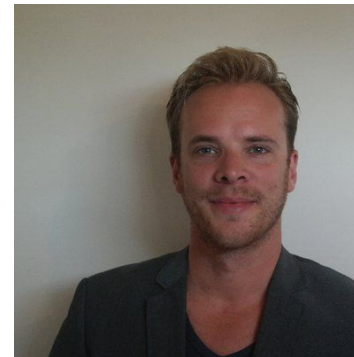
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## SOME OF CROSSPRING'S PARTNERS

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Apply [here](#)!

We look forward to  
meeting you!



IMT Starter



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