



## NYC2Amsterdam Startup Bootcamp - May 2016

24<sup>th</sup> - 27<sup>th</sup> of May 2016 in Amsterdam, the Netherlands

Startups from New York City looking to expand to Europe are invited to apply for the NYC2Amsterdam Startup Bootcamp 2016, a two-day intensive program to introduce NYC startups to the startup scene in Amsterdam and Europe. This bootcamp is organized by [StartupAmsterdam](#) in collaboration with [NYCEDC](#) and will coincide with [StartupFest](#), followed by [The Next Web Conference Europe](#) from the 26<sup>th</sup> – 27<sup>th</sup> of May 2016.

### StartupFest

The Netherlands is the place where every startup in the world wants to be. We will connect you with investors, developers and corporate deal makers. Check out the [‘vertical’ strategy](#) and find out which events you don’t want to miss.

### TNW Conference Europe

TNW Conference Europe is a festival of immense scale that brings together 20,000 of the world’s top technology leaders, venture capitalists, and entrepreneurs. Powerful keynote talks and endless networking opportunities are tied together by more than 7 stages, 300 exhibitor pavilions and 100+ satellite events about the future of technology, innovation, marketing, communication and imagination.

### Learning and Goals in Amsterdam

Participating startups will gain valuable information from Dutch industry experts, lead users and peers on a soft landing in Amsterdam, and learn how to expand and scale their companies in the European market. StartupAmsterdam will provide a tailor-made introductory program into the Amsterdam startup ecosystem. Included bootcamp activities are meetings with Dutch corporates/launching customers, one-on-one advice on legal/recruitment/financial practices, access to TNW Conference Europe and many more!

### Bootcamp Details

**Date:** 24<sup>th</sup> – 27<sup>th</sup> of May 2016 in Amsterdam, the Netherlands

**Costs:** StartupAmsterdam will cover the costs of the bootcamp for ONE person per startup.

Included in the NYC2Amsterdam Startup Bootcamp May 2016 (for one person per selected startup):

- Kick-off session at the Consulate General of the Netherlands in New York (10<sup>th</sup> of May 2016)
- Accommodation in the city center of Amsterdam, including breakfast (24<sup>th</sup>– 27<sup>th</sup> of May 2016)
- Full Conference Pass for [The Next Web Conference Europe](#) 2016 (26<sup>th</sup>-27<sup>th</sup> of May 2016)
- Workspace at co-working space [SPACES Vijzelstraat](#) (24<sup>th</sup>-27<sup>th</sup> of May 2016)
- Rental bike (24<sup>th</sup>-27<sup>th</sup> of May 2016)
- Optional: Ticket for [E-Commerce Live!](#)

All other costs, such as flights, transportation and meals outside of the program, are covered by the participants.

We are specifically looking for funded companies that are actively looking into European expansion with the minimal criteria of a product/market fit and positive metrics in growth and conversion.

To apply for this bootcamp, please fill in the [APPLICATION FORM](#)

Application deadline 15<sup>th</sup> of April 2016

## NYC2Amsterdam Startup Bootcamp Program May 2016 (Tentative)

### In New York City: 10<sup>th</sup> of May 2016

#### Kick-off: Preparatory Session in NYC

- 1) Prior to the bootcamp in Amsterdam, startups will have the opportunity to participate in a preparatory session in NYC co-organized by the Dutch Consulate General, NYCEDC and StartupAmsterdam. It will allow selected entrepreneurs to mingle with each other in an informal setting and get helpful tips and advice for their visit to Amsterdam. It will cover: General rules of engagement and cultural differences
- 2) Connect with Dutch professionals in NYC and US entrepreneurs already living and working in Amsterdam via the StartupDelta Mentoring Network

### In Amsterdam: 24<sup>th</sup> – 27<sup>th</sup> of May 2016

<p><b>Tuesday 24<sup>th</sup> of May 2016</b>  <b>Day 1: Introduction into the Amsterdam startup ecosystem</b></p>	<ul style="list-style-type: none"> <li>- Introduction into the Amsterdam startup ecosystem by <a href="#">StartupAmsterdam</a></li> <li>- Differences between major European startup hubs by <a href="#">Amsterdam inbusiness</a> (foreign investment department of the City of Amsterdam)</li> <li>- Doing business in the Amsterdam and how we can help by <a href="#">Expatcenter Amsterdam</a></li> <li>- One-on-one meetings with Dutch industry experts and mentors to provide information on European expansion by <a href="#">Dutchbasecamp</a></li> </ul>
<p><b>Wednesday 25<sup>th</sup> of May 2016</b>  <b>Day 2: legal/financial/recruitment practices and meet with Amsterdam based corporates and startup founders</b></p>	<ul style="list-style-type: none"> <li>- Launch pad meetups, one-on-one meet and match sessions with a selection of (Dutch) corporates/launching customers</li> <li>- Presentations by legal/financial/recruitment/marketing and PR experts followed by one-on-one sessions for tailor-made advice</li> <li>- Meetup with (international) startup founders that have chosen Amsterdam as their European location/HQ</li> <li>Optional: Attend the <a href="#">E-Commerce Live!</a> Conference (for e-commerce startups only!)</li> </ul>
<p><b>Thursday 26<sup>th</sup> and Friday 27<sup>th</sup> of May 2016</b>  <b>Day 3 and 4: TNW Conference Europe</b></p>	<p>Access to TNW Europe Conference: talks, connect with potential customers, partners and investors.</p>

If you have any questions, please contact: Yeni Joseph at [y.joseph@amsterdam.nl](mailto:y.joseph@amsterdam.nl)