

# Onwards StartupAmsterdam!

"2015, what a year it has been!  
We are proud and want to say thank you  
for this past year. Now here's to showing you  
what we have achieved, together.

Onwards StartupAmsterdam!"

StartupAmsterdam team,  
Kajsa, Bas and Ruben

## What we kickstarted this year



**TechConnect Amsterdam**  
Working together with large tech companies we re-direct overflow of talent to other startups.



**BSSA**  
Educating young unemployed in five startup & coding modules, giving them work experience at startups.



**Growth Tribe Academy**  
The first growth hacking minor in Europe, in cooperation with UvA, VU, HsA.



**CodePower**  
Educating teachers on how to teach code to kids.



**CodeUur Amsterdam**  
Playful coding lessons in 70+ schools around Amsterdam.



**Amsterdam Capital Week**  
Connecting capital and startups in 25+ events.



**Corporate Partner Programme**  
Involving corporates in our startup ecosystem, activating them to join in on the initiatives of StartupAmsterdam.



**Startup In Residence**  
Local government incubator: 7 startups tackling social challenges in the City of Amsterdam.



**StartupAmsterdam Portal**  
Find all you want to know about what happens in Amsterdam's startup ecosystem and how you can be a part of it.



**Founders Network**  
Mentor network where experts and CEO's mentor startup founders.



**Talks@StartupAmsterdam**  
A channel full of high quality workshops given in Amsterdam this year.



**Launchpad network & Meetups**  
Creating a network of launching customers who host Launchpad Meetups.



**Startup Exchange Programme with NYC**  
Startup bootcamps to introduce startups from New York to the Amsterdam startup ecosystem and vice versa.

## Five fundamental aspects of the action programme

### Talent

Make an abundance of startup and tech talent available.

### Clients

Ensure that startups have easy access to potential launching customers, corporate partners and first users.

### Content

Create Europe's richest startup event calendar and mentor pool.

### Capital

Ensure that sufficient growth capital is available for promising startups.

### Environment

Offer a true startup environment.

## Facts & Figures StartupAmsterdam



### StartupAmsterdam's unfair advantages



"The Dutch capital has made quite a splash on the tech startup scene, and the rest of the world is taking notice."

Forbes

"One of the biggest advantages Amsterdam has in the tech world is that it's a place where people want to live – and can actually afford to, even on a startup budget."

TechCrunch



**8 Startups academies**  
Teaching over 300 people coding, design and growth hacking skills.

### Reports

#### 2nd place in EDGi

2<sup>nd</sup> place as startup city and 3<sup>rd</sup> place as scale-up city in the European Digital City index.

#### 3rd place Innovation Cities Index

Amsterdam takes 3<sup>rd</sup> place in Europe and 7<sup>th</sup> place in the world in the global innovation economy.

#### 4th place in Compass

In 2015 Amsterdam entered the Compass Global Startup Ecosystem Ranking taking 4<sup>th</sup> position of Europe.

#### 5th place in CITIE report

Amsterdam 5<sup>th</sup> out of 40 cities worldwide on ranking of city initiatives for technology, innovation and entrepreneurship.

### More than 500 startup events

StartupAmsterdam supported more than 500 startup events like TNW conference, Big Android BBQ, Uprise festival, CodeWeek, Capital Tour XXL and Crowdcast. Kickstarted Amsterdam Capital Week, Launchpad Meetups and the Founders Network.

"The key take-away from my little field trip is that Amsterdam has a LOT going for it."

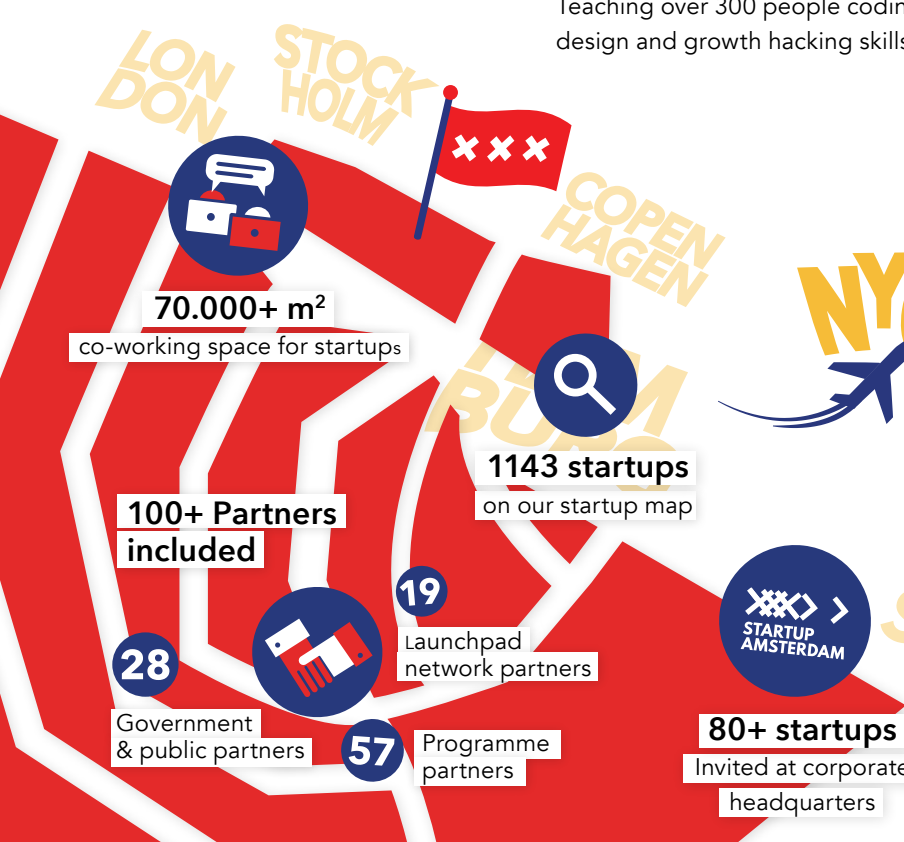
Tech.eu

### International acquisition

In 2015 we travelled to New York, San Francisco and London; continued the INTERREG Europe Launchpad Programme; hosted a bootcamp for fast-growing NYC startups and partnered with San Francisco to launch our Startup in Residence programme.

"The government just launched their StartupAmsterdam strategy to promote the community globally [...] They are really going gangbusters."

WIRED



Amsterdam Economic Board, Eneco, Amsterdam inbusiness, Google, IBM, Consulate General of NL in NYC, CTO Office Amsterdam, Deloitte, KLM, Expat Center amsterdam, Iamsterdam, PNO, Mayor Office San Francisco, Ortec, Ministry of Economic Affairs, NEMO, OBA, EY, StartupDelta, 99 designs, ABN Amro, Achmea, Accenture, Adyen, Alliander, Amsterdam ArenA, ANWB, Arbonnie, Arcadis, Crunchr, Dell, Douw & Koren, Evoswitch, Focus Orange, FONK, IBM Watson, ICBC (conference), ING, K+V, KPMG, KPN, Loyens & Loeff, Malmberg, Manpower, Microsoft, Oracle, Phillips, Port of Amsterdam, Prezi, Q42, Rabobank, Sanoma, Solv Advocaten, Soundcloud, Sparked, The Next Cloud, Tom Tom, USG, Vectrix, Vimpelcom, Vivat Verzekeringen, ZOKU, ACE, A-Lab, B.Amsterdam, CLNC, DutchBasecamp, Impact HUB, Inncplus, Innoleaps, THINK, Get in the Ring, Rockstart, Social Enterprise, Spaces, Startupbootcamp, The Startup Orgy, Wework, HenQ, Holland FinTech, Prime Ventures, Bomberbot, Uva, Dealroom, Sanoma Ventures, NVP, Capital On Stage, Capital Tour XXL, Peak Capital, AMS, HvA, Inholland Hogeschool, VU, Media College, Uber, Smart Logistics hub, Coders Academy, Codestarter, CodeWeek, Growth Tribe Academy, Studio Maren Bruin, Team Academy, Amsterdam Science Park, Oneplanetcrowd, Booking.com, Share NL, Catawiki, Efactor, Professional Rebel, The AppAcademy, Silicon Canals, Tech.EU, Waag society, LeaseWeb, deBijlerin, Facebook, MaRS Toronto OpenHouse, Springest, The Next Women, The Next Web.

## We're grateful to be working with passionate people.

Together with you we shape the future of Amsterdam, creating an explosive startup hub.



## Looking forward

2015 was an awesome year in which we made tremendous progress. As said many times: "We are in a hurry!" So in 2016 we are picking up the pace.

The initiatives that we validated in 2015 are being scaled and given spin-offs as independent entities or in partnerships. StartupAmsterdam ensures that Amsterdam Capital Week, Launchpad Meetups, Founders Network, and the growth hacking Academies, for instance, become sound and steady aspects of our ecosystem.

In 2016 we will especially focus on Talent and Hub2Hub connections. We will do all we can to provide startups with the talent they need and offer them a launchpad into Europe and onto the world.

We look forward to see you again in 2016 and work hard, passionate and committed towards our goal:  
**Amsterdam to be a leading startup hub in Europe.**

Onwards StartupAmsterdam!