

StartupDelta Action plan

One Single Hub

1. Connect and promote the Dutch startup ecosystem as One Single Hub

Goals

- A. Reposition the StartupDelta website as a portal for the whole startup and scale-up ecosystem
- B. Develop and execute a communication strategy to build the international reputation of the Dutch tech and entrepreneur scene
- C. Coordinate and collaborate with the startup and scaleup initiatives of the major Dutch 'innovation hubs'. Use events to communicate the message about innovative entrepreneurship in The Netherlands, provide effective support to entrepreneurs and move the entire Dutch ecosystem to a higher level of integration and international competitiveness.
- D. Collect, analyze and share data about the state of the startup ecosystem (startup data expert group)
- E. Support selected NL events to strengthen, connect and raise profile of the startup ecosystem
- F. Leverage strong clusters with existing infrastructure where NL has a competitive edge

Access to Capital

2. Grow overall pool of 'smart' funding

Goals

- A. Improve and simplify existing public-private investment, lending and subsidy programs (simple, fast and accessible)
- B. Help create a competitive fiscal climate for investing in startups in the Netherlands
- C. Reduce overall time to funding by creating a more efficient marketplace for investors
- D. Create a pool of smart funding for the early stages of academic startups

3. Attract more foreign (VC) funds

Goals

- A. NFIA and SUD collaboration for joint action to attract top tier VC funds to the Netherlands and become the gateway to Europe

Access to Networks

4. Link NL startups to the rest of the world

Goals

- A. Organise or support Startup Delta missions important to startups and hubs (e.g. WebSummit, Slush, Paris, CES, SouthbySouthWest, Hannover Messe, China, South Korea, Silicon Valley, Tel Aviv, Berlin, London,) cooperate with private sector when organizing these events, and establish a process and format for startup selection, preparation, participation and support.
- B. Create community of proactive “ startup diplomats” (at Embassies and Consulates) in priority countries and raise profile of StartupDelta in world wide embassy network. (make use of EZ ‘terugkomdagen’, NL Ambassadors conference, Innovation Attache Network etc).
- C. Investigate the possibilities of adopting a flexible staffing system for ‘startup diplomates’ for temporary assignments at embassies during important startup events and missions.
- D. Evaluate, and if appropriate expand, one-week bootcamps in international hubs co-organised by Embassy network and private partner to facilitate soft landing in foreign markets.
- E. Evaluate and, if deemed succesful expansion of orange nests and orange corners (startup hubs) at embassies.
- F. Develop ‘Orange Bridge’, bilateral government to government agreements with priority countries to promote easy access and soft landing for startups, talent, research and knowledge

5. Increase and improve quality of mentoring for international expansion

Goals

- A. Design the mentor framework - proces, tools, charter.
- B. Connect national and international mentoring networks (e.g. NLGroeit, DutchBasecamp)

6. Attract and support foreign startups in The Netherlands

Actions

- A. Support KvK roll out Orange Carpet program (7 simple steps for non-NL startups for a smooth start in the Netherlands) and improve the single point of entry for all foreign startup questions (portal and desk).
- B. Increase the Netherlands attractiveness for ambitious international entrepreneurs
- C. Lobby for an EU Startup Visa
- D. Improve ability to attract and retain talent through enabling better remuneration and option schemes

7. Participate in and contribute to relevant International startup networks/raise NL profile

Goals

- A. Actively participate in the European Startup Network to support EU Policy makers to complete the European single market and to stand up for the European right of access to open markets (issues such as VAT, copyright, data protection, patent law)
- B. Raise NL profile within Startup Europe and Startup Nations (Global Entrepreneurship Network)

Access to Markets

8. Open up public procurement to startups

Goals

- A. Stimulate and extend innovative public procurement programs and methods (SBIR, Startup in Residence)
- B. Identify potential & challenges for startups and make these accessible to them (toolkit public tendering, courses public tendering for startups, Tendered)
- C. Identify obstacles for government agencies to act as (launching) customer for startups, by establishing a coalition of government departments and municipalities collaborating in a testlab and experimenting new models

9. Lower barriers for launching customers: connect startups & corporates

Goals

- A. Raise awareness of the business community through existing initiatives (COSTA, Corporate Launchpad, How to Get There Summit and TEKdelta)
- B. Stimulate new business deals between startups, corporates and family run business through expanding matchmaking concepts like COSTA and Corporate Launchpads

10. Remove barriers for startups and increase access for startups to EU markets

Goals

- A. Remove barriers (adopt labor laws to create the required flexibility for high potential and high risk startups)
- B. Stimulate governments to create sandboxes for new business models
- C. Work with Dutch government and European Startup Networks to remove barriers for startups within EU markets

Access to Talent & Skills

11. Address shortage in Tech talent

Goals

- A. Improve access to coding classes in primary and secondary education and afterschool activities like Coderdojo, by promoting CodePact, FutureNL, maker education and making deals between government & schools per innovation hub
- B. Enlarge the talent pool by creating coalitions between UWV, municipalities, educators and corporates to provide 'tailor-made' educational tracks for unemployed workers towards startup jobs
- C. Improve immigration law for knowledge workers (adjust skilled worker immigration requirements for startups (reduce salary requirement)
- D. Pooling the demand and sharing information on international talent

12. Facilitate entrepreneurship in education

Goals

- A. Organize a StartupWeekend (during the Global Entrepreneurship Week) in the major student-cities
- B. Boost The Dutch Centers of Entrepreneurship working together to offer full range of entrepreneurial education and professionalize entrepreneurial education.
- C. Develop a entrepreneurial master pilot (a two year master program with a focus on entrepreneurship) with two Dutch universities
- D. Expand the amount of universities (of applied science) that have the additional accreditation "entrepreneurial university".
- E. Facilitate the combination of study and startup (internships, case-study startup for thesis, top-entrepreneur- scheme).

Access to Knowledge and Technology

13. Boost academic startups

Goals

- A. Universities are connected to each other and to regional startup hubs
- B. Developed a Masterclass for business developers at universities
- C. Ease the way for academic startups by implementing the Intellectual Property Guidelines and Shareholders Guidelines for universities
- D. The board members of universities and universities of applied science have a positive attitude towards spinouts and entrepreneurship