

IT'S TIME TO #FUND RIGHT

200 gender diverse startups
breaking the mold



**We, forward
moving VCs,
believe in equal
access to funding
and opportunity
for all founders**

**Help us
make it happen!**

#FUNDRIGHT



Preface

Even though it is a long-standing insight that diverse teams perform better, there is still a lack of diversity in the VC sector and the founding/management teams of startups. According to research of TechLeap.NL, only 0.8% of investments (from 2008 to 2019) into Dutch startups and scaleups, including venture capital, was invested in female-founder teams and 4.9% in mixed teams. This shows a decline from previous research conducted by Janneke Niessen and Eva de Mol.

That’s why it is so important that over 30 progressive VCs decided to take action by setting up #Fundright, as a foundation for tangible change. They commit to a diversity statement that will ensure that founders of startups in the Netherlands have equal access to funding regardless of their gender.

With #FundRight they also show what can happen when the debate on diversity in entrepreneurship is mainly focused on opportunities. Mixed teams outperform mono-teams and VCs and startups that embrace diversity make themselves more versatile, resilient and stronger. So why should you, as an investor, not reap the rewards of this?

That’s why, with this book, we want to focus on the opportunities for VCs and startups with diverse teams by showcasing 200 promising Dutch start-ups with at least one female in the founding team. Of course, their potential will only materialise when they get sufficient investments and paying customers, so we’re looking forward to connecting you with these highly-impactful entrepreneurs.

We need all VCs to take responsibility for investing more in women-led companies and diverse teams. The current situation is not only a waste of talent, but such a monoculture can also threaten the success of companies. So join #FundRight and let’s work together to make the Dutch startup ecosystem more diverse!

Constantijn van Oranje
Special Envoy — TechLeap.NL

Diversity Statement
Venture Capital

A joint initiative by
Dutch VC firms
and TechLeap.NL

IT'S
TIME
TO
#FUND
RIGHT

We, the undersigned Dutch VCs, believe in equal access to funding and opportunity for all founders, irrespective of their background or gender.

A prevalent example is that currently only ~2% of all Dutch VC capital is invested in female-founded or female co-founded companies. This is despite the fact that research shows that diverse teams positively impact performance. Moreover, investing in diversity is the right thing to do.

We want to create the optimal startup ecosystem in the Netherlands. To achieve this we need to maximize diversity for all our talent.

With this statement, we take a stance to #FundRight and invite other parties to join. Together we can make a difference in achieving a diverse startup ecosystem!

Join us at
www.fundright.nl

Starting Point

We care about all aspects of diversity. The first step will focus on creating working models around increasing gender diversity in the Dutch ecosystem. Progress will be tracked and monitored and lessons learned shared so they can be adopted into measures to further increase diversity beyond gender diversity and expanded to European investor networks.

We are aware of the impact of unconscious bias and the effort it will, therefore, take to change this and other deeply ingrained prejudices. This will require structural measures and a long term commitment of all parties involved.

Therefore, in our joint effort to create a more diverse startup ecosystem in the Netherlands, we will commit ourselves for the next three years to the following goals and actions.

Goals

We, the undersigned VCs and TechLeap.NL commit to the following goals:

- Within 3 years of this statement, all participating VC companies* and the management teams of their current portfolio companies will have a diverse mix including 35% women.
- A considerable percentage of the companies (co-)invested in are (co-)founded by a woman.
- We will, carried out by TechLeap.NL, publish an annual report of key statistics in relation to the gender diversity of Dutch VC and their portfolio companies.
- We actively propagate our statement, share our learnings and approaches with the end goal of signing up 100% of all Dutch VCs by 2022.

* partners, advisory board, investment committee

Actions

Legal documents
An inclusion clause will be added to the term sheets of the participating VC companies (see an example of an inclusion clause on the right).

Annual overview
To give an overview of the Dutch VC landscape and gender diversity, TechLeap.NL will work with all partners involved on creating an annual report (based on anonymous data) including, but not limited to data on:

- Diversity of investment committees
- Diversity of management of portfolio companies (for new and existing investments)
- Invested capital per category (i.e. female, male, mixed teams)

Speaking engagements
All parties involved will hold up to only participating in events as jury members or speakers that have a high level of diversity in those taking part.

Communication
To share and communicate our learnings, insights, and commitment to external stakeholders.

Operations
Screen all communication and recruitment processes for diversity sensitivity to avoid implicit bias and encourage diversity.

Our commitment to this statement is for three years. After this period the statement will be revised.

Inclusion Clause

We strive to invest in companies that are consciously working to create a diverse leadership team – one that’s inclusive across gender, ethnicity, age, sexual orientation, disabilities and national origins. While we would never impose hiring decisions, we aim to reduce the potential impact of unconscious bias for key C-Level, advisory board, supervisory board and senior roles within a Company. We, therefore, ask that each portfolio company include an “inclusion rule” in its HR policies so that at least one woman and/or member of a population currently under-represented within the company shall be formally interviewed for any open executive position.”

Over 30 Dutch VCs undersigned the statement

Are you next?
www.fundright.nl



Definin
the symbols

-  3D Printing
-  Advanced materials
-  Artificial Intelligence
-  Blockchain
-  Big Data
-  Biotech
-  Cleantech
-  Cybersecurity
-  Immersive media
-  Impact
-  Nanotechnology
-  Smart Cities & IOT
-  Robotics & Automation



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200
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Double talk
**Alexander Ribbink
 & Eline Leijten**

‘If we do
nothing,
 we know
 for sure
 that
nothing
will
change’

They are both strong advocates for a more diverse tech sector: General Partner and Co-Founder of Keen Venture Partners Alexander Ribbink and CEO of Plugify, Eline Leijten. He as co-VC-founder of #FundRight, she as a well-known female role model in tech. On the basis of four persistent prejudices, we discussed with them why #FundRight is needed to produce lasting change.

‘**The ambition with #FundRight is solid**’, says Alexander Ribbink. ‘We give ourselves three years to reach the goal.’ It is also for this reason that, immediately after the launch of #FundRight, he sent e-mails to all the CEOs of his portfolio companies, saying that he wanted to discuss these objectives with them. Because the agreements in the statement also apply to portfolio companies of the VCs.

The message is clear: the time for talking is over, the time for action has come. Eline Leijten couldn’t agree more. Eline is an advocate for a more diverse tech sector, as an entrepreneur, as a role model and a member of the Inspiring Fifty. She’s glad that with #FundRight, a broader movement has now arisen. “The launch of #Fundright was really a milestone to celebrate. I’m thrilled to see how many women and men are fully committed to the economic – and moral need for more diversity and inclusion in our homogenous startup ecosystem. The initiators of #FundRight make a major contribution to this.”

Although it seems that the sector has really been awakened by #FundRight, that does not mean that the work is done. On the contrary: now is the time for words to become action and for even more VCs to feel compelled to join. The

only question is: how do we convince them? Time to play the devil’s advocate and ask Eline and Alexander four pressing questions that live in the minds of many #FundRight-critics in the hope that by digging a bit deeper, we can get them to join this initiative.

Why should I invest in women-led teams? I don’t see any good female entrepreneurs and I don’t meet them either.

Eline: “To the people who think that I would like to start by saying: take a look at this bid book. There are so many talented female entrepreneurs in the Netherlands. You just have to want to see them.”

Alexander: “Sure, that’s true, but you can’t deny that compared to men, a much smaller number of women start a company in tech, or act as co-founder. So, I understand that some VCs have this question. I also see it in the number of women knocking on Keen Ventures’s door. There’s definitely a problem there.”

Eline: “Only 1.6% of VC-funding in the Netherlands goes to women-led ventures. For sure there are relatively fewer female tech entrepreneurs at the moment, but that ratio isn’t as extreme as the funding numbers show. The lack of diversity is a multifaceted issue and fewer women-led companies is one aspect. Another stubborn cause, the unconscious bias investors have when assessing women, is something we

Only 1.6% of VC-funding in the Netherlands goes to women led ventures

can all address today. That starts with awareness. Scientific research repeatedly points out that investors treat and assess female entrepreneurs differently from male entrepreneurs. I believe we shouldn’t condemn one another for that – we’re human after all and everyone is biased. I believe we should acknowledge that we are biased and actively work on reducing bias, to contribute to change together. I’m happy to see this happening.”

Alexander: “For a long time you can maintain that VCs don’t finance a lot of women because there are not many women who visit their fund. But this is a chicken-and-egg discussion, that doesn’t lead to anything. The main question is: ok, there is a lot of disconnection, because of the pipeline, because of the bias. What are we gonna do about it? With #FundRight we want to break through a ‘way of thinking’ and come out of the lethargic state in which we all hide behind our own truth. The time for discussion is over, let’s just begin.”

Eline: “As an entrepreneur, my credo is: only worry about things you can control. In daily conversations with investors, I am unable to change the entire Dutch social-cultural climate. But I do what I can to open this dialogue and make the ecosystem more aware of the ‘unequal standards’ applied to men and women. I truly believe that we can be the change we wish to see.”

Alexander: “The fact that we have to beat the drum to put this issue on the map is also painful. #FundRights ends out a signal that we need to become more aware of prevailing thoughts and beliefs about female entrepreneurship and leadership. And: if we do nothing, we know for sure that nothing will change.”



Eline Leijten

founded Plugify at the age of 28: an online marketplace for booking live music performances. Eline won TheNextWomen Pitch Competition and the TEDxAmsterdam Women Startup Award in 2016, was crowned Dutch Pitch Champion in 2017 and was voted one of the Inspiring50 in 2019, the top 50 most inspiring women in tech in the Netherlands. Prior to founding Plugify Eline was as a strategy consultant with OC&C Strategy Consultants.

Why should I join #FundRight? The tech sector will always remain a male stronghold. And men choose men to work with. Therefore, the gender problem will never be solved.

Alexander: “It is precisely for this reason that this pattern must be broken with #FundRight. Because yes, the VC-sector is a boys’ network and yes- because of that: they are more likely to like what they can easily identify with. We can talk about this for a long time, but we can also say: we can only break this pattern if we actually commit ourselves to more women in participating VC-companies and the management of our current portfolio companies. That’s what #FundRight is trying to do.”

Eline: “Two of the six investment professionals are women at Keen Venture Partners – any learnings you can share in the field of diversity and inclusion?”

Alexander: “Yes: don’t worry that there’s not enough talent out there. Good entrepreneurs are hard to find, but people who work at VCs,

Don’t worry that there’s not enough talent out there



I'm optimistic
that together
we can achieve
the objectives
of #FundRight

Alexander Ribbink
is General Partner/Co-Founder at Keen Venture Partners. He has over 20 years experience in international marketing, sales and general management. Most recently he was general partner at Prime Ventures. From 2004–2008 he served as a board member and Chief Operating Officer of TomTom, the personal navigation company and played a major role in the international growth of the company. Prior to that, he held a number of senior directors' positions across Europe at MARS Inc. and Unilever NV.



come from consultancies, the banking sector or have previously worked in a startup, that pool is much larger. So hiding behind a lack of talent is not going to work.”
Eline: “And it needs only a few to lead. When other women see that someone who looks like you is in a certain position, that position suddenly becomes much more accessible.”
Alexander: “Sure. So I’m not afraid we won’t break through the men’s bastion. We all work in a young industry where change seems to be the only constant factor. When I mailed the portfolio companies of Keen Ventures shortly after the launch of #FundRight about the objective from the statement that would also apply to them, I got a very open and welcoming response suggesting an openness and willingness to address this seriously. So in that sense, I’m optimistic that together we can achieve the objectives of #FundRight.”

Why should I join #FundRight? I don't believe in quotas with sanctions attached to them.
Alexander: “Well, then we can shake hands: Neither do I. I resist sanctions and laws. They don’t work either in this domain. I don’t want to have to reject a good business-idea, just because there are no women participating. With an enforceable quota, it does feel that way. So: no sanctions. #FundRight is all about trust. We make a commitment together, a serious commitment with a clear goal: within three years, 35% of the management should consist of women. And if it turns out we don’t make that number, we will hold each other to account. There is much more pressure from this than from a quota with sanctions attached to it.”
Eline: “The essence of #FundRight is that it is imposed by the venture capital community itself rather than by the government. It stems from a joint sense of urgency within the industry. That makes #FundRight unique globally. It’s a collective effort that’s intrinsically supported.”
Alexander: “And that doesn’t mean it’s noncommittal by the way. On the contrary, the scourge of the market is ultimately not voluntary. Diverse teams are better teams, also on the side of investors. If you can show better results, it’s also easier to get money for follow-up investments. So, there’s no point in working with sanctions.”

Why should I join #FundRight? I do not believe diverse teams perform better.
Alexander: “What can I say? It’s all in the eye of the beholder. You see and believe what you want to see and believe. After the launch of #FundRight, some people emailed about the fact that diverse teams really don’t perform better. If you don’t want to see it, you don’t see it. For me it’s pretty clear that it does. When I was director at TomTom, there were two women on the board of four directors. I know first hand that a good male/female ratio at the top and on the work floor leads to better results.”
Eline: “Studies consistently show that diversity benefits team performance. And society as a whole also benefits from greater diversity in technology. If a homogeneous team works on products and services, that impacts their accessibility and usability to groups that haven’t been represented in the design and development process. We all win by embracing diversity. ”



Alexander: “That’s true, you no longer have tunnel vision if you work with people from different backgrounds.”
Eline: “Next to that, working in a diverse team is also just fun. At Plugify we not only have a 50/50 male/female ratio, but there are also different people with different cultural backgrounds working here. It’s fun and exciting. And not only that: diversity also brings a little extra civility. The inside Dutch jokes, for example, do not work in such an international team: You really need to learn to respect each other.”
Alexander: “In the end, it’s all about the question: do you really want to be convinced? Or do you keep seeing what you want to see? That’s why the advice to VCs who are still thinking about joining: don’t think too lightly about it. Don’t just put your name down on paper gratuitously and then pretend that nothing is wrong. If you say yes, you must also make the commitment.” ●

If you say yes,
you must also make
the commitment

The bigger picture

insights on the ecosystem

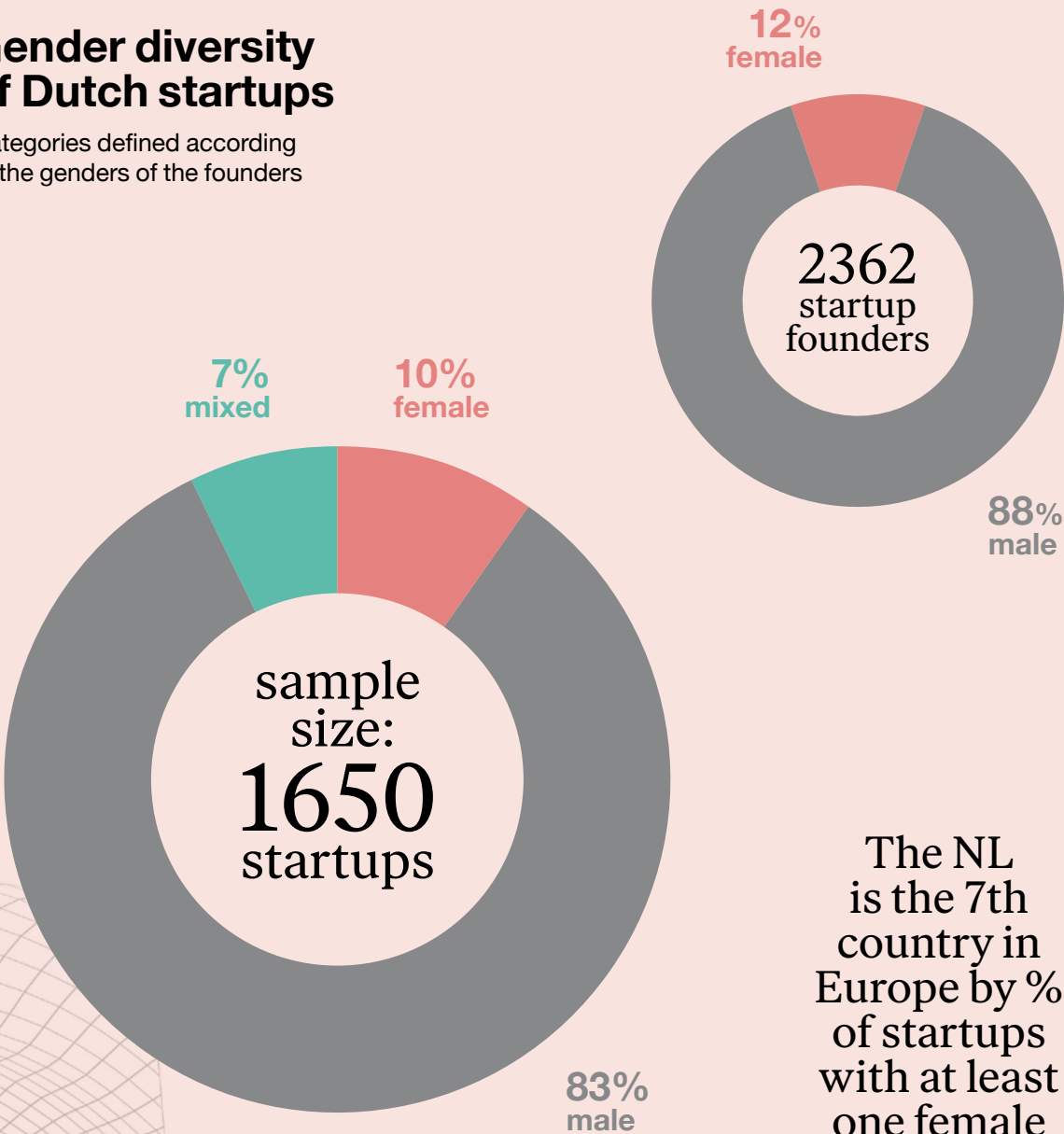
This chapter presents an overview of the ‘Gender Diversity in the Netherlands 2019’ report by TechLeap.NL.



To find out more, download the report
<http://bit.do/Gender-Diversity-Report>

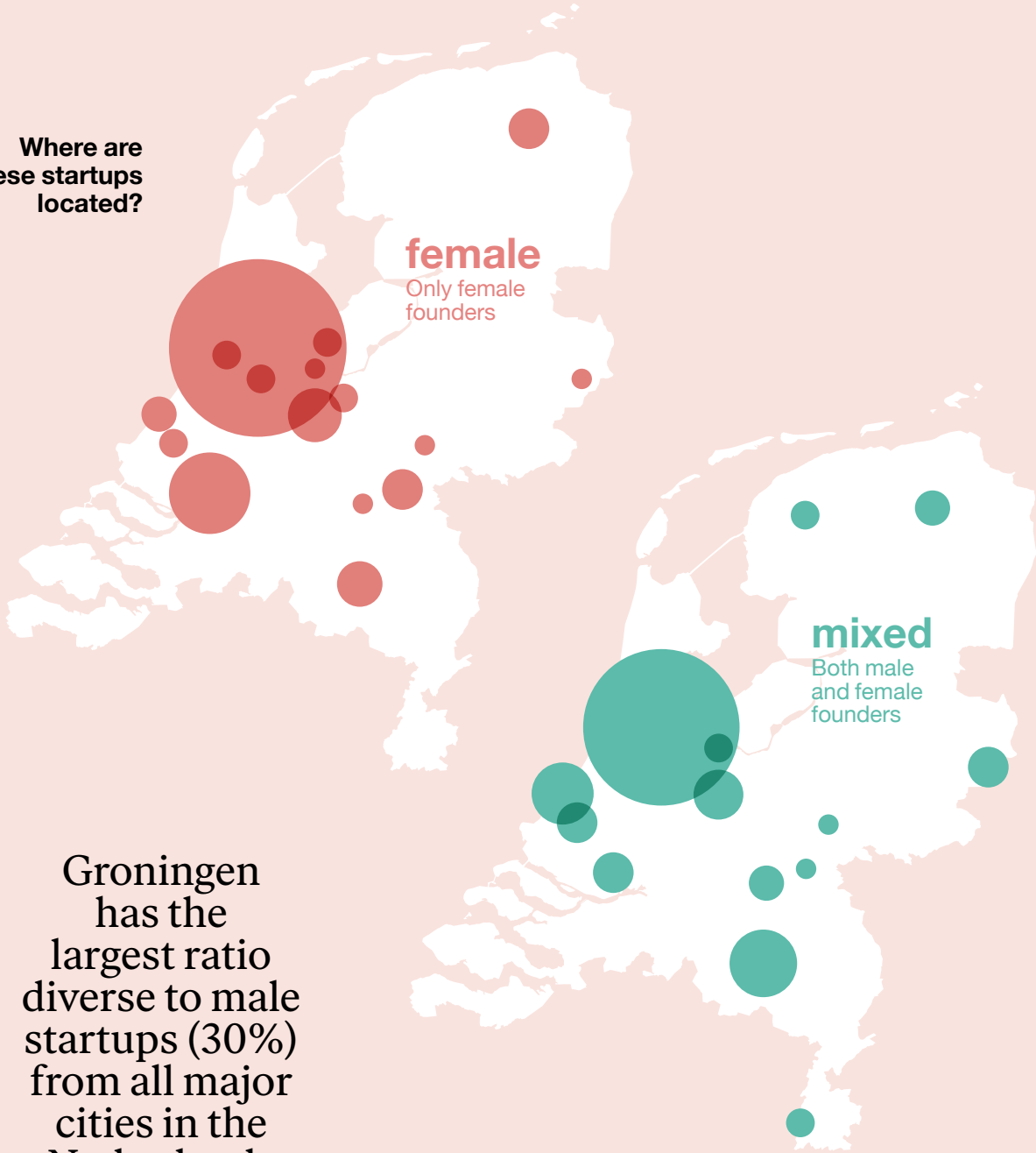
Gender diversity of Dutch startups

Categories defined according to the genders of the founders



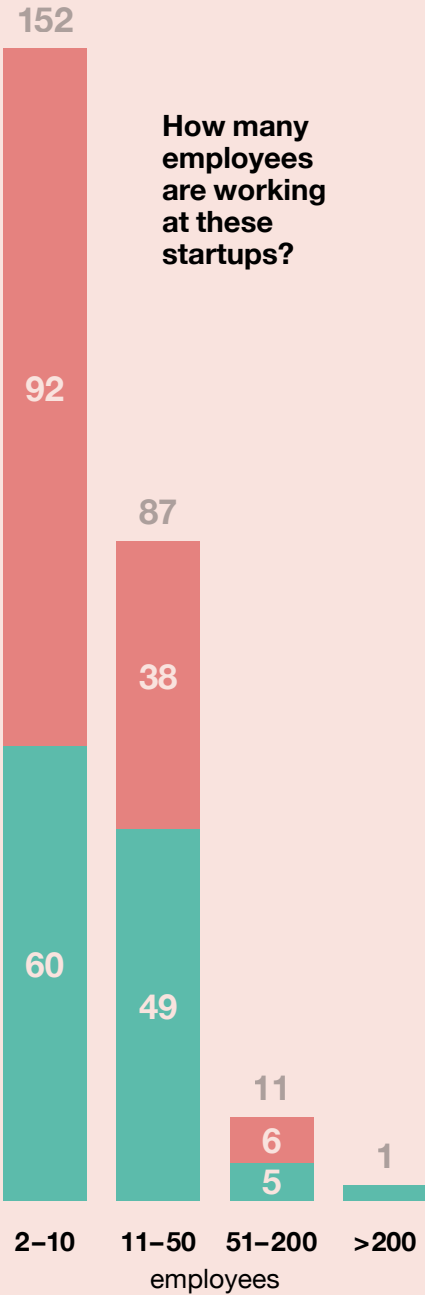
The NL is the 7th country in Europe by % of startups with at least one female founder

Where are these startups located?



Groningen has the largest ratio diverse to male startups (30%) from all major cities in the Netherlands

How many employees are working at these startups?



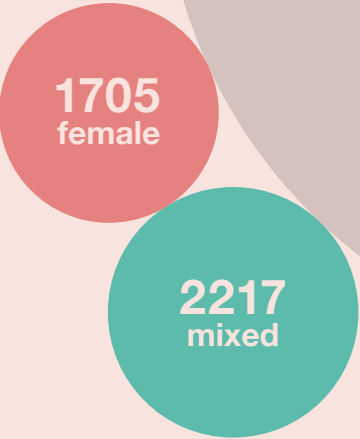
Female top employees

- 108 **Lighthweight Containers**
- 63 **La Dress**
- 46 **Meeting Select**
- 45 **ActiveCues**
- 36 **Mom in Balance**

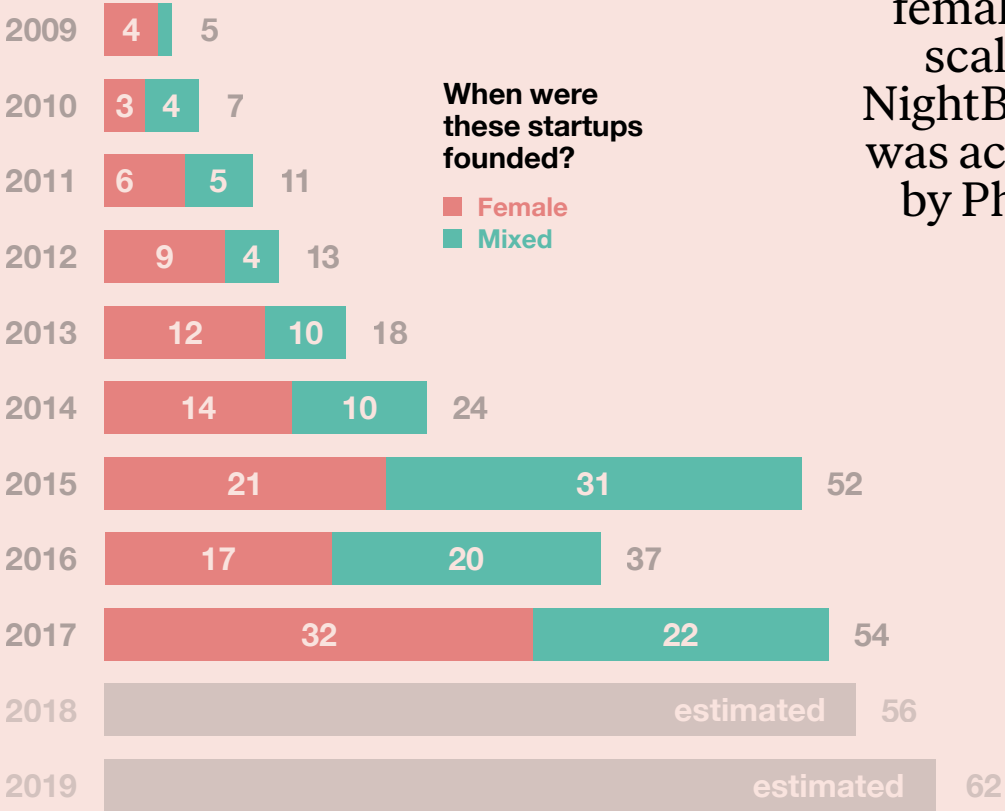
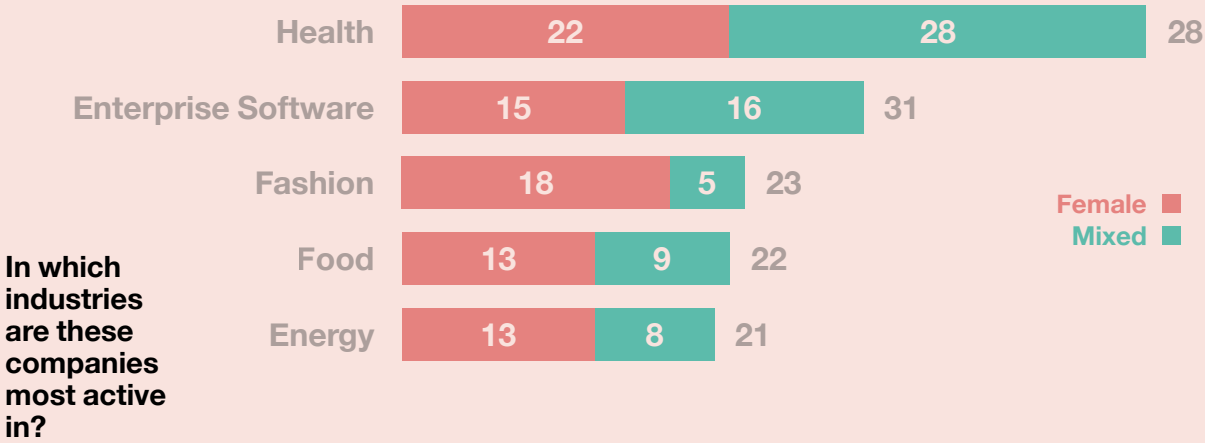
Mixed top employees

- 202 **Funda**
- 60 **Customer Gauge**
- 55 **Cleeng**
- 42 **Seedlink**
- 30 **Blanco Services**

Total employment by gender mix



36320
male



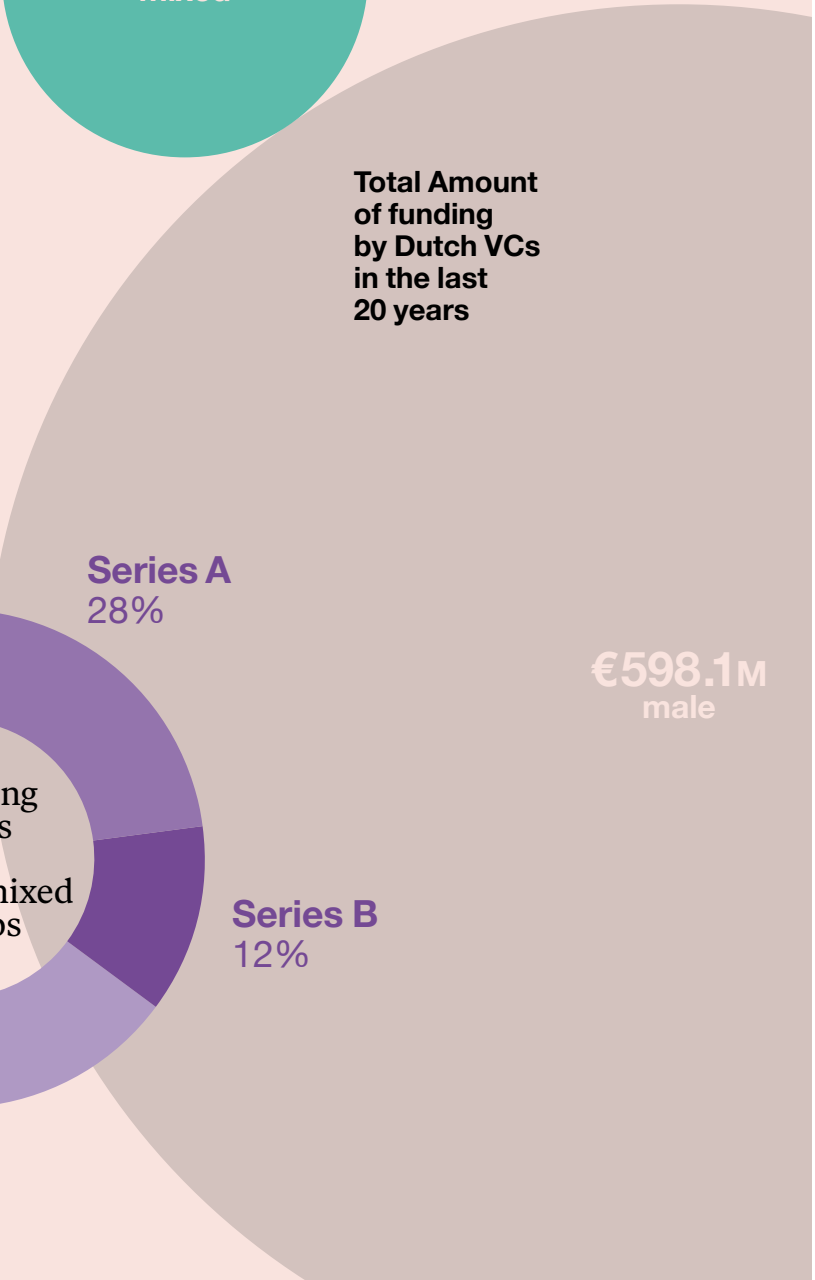
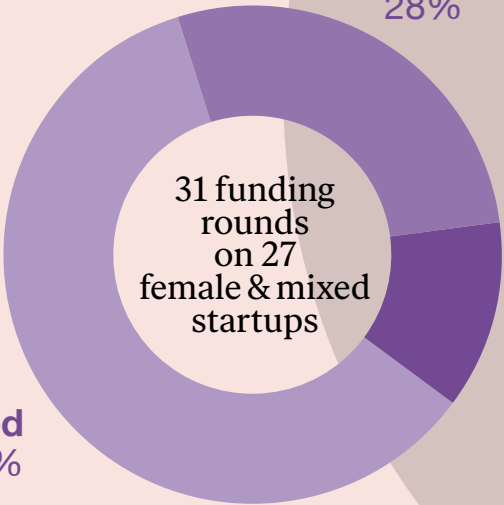
In May 2018, female-led scaleup NightBalance was acquired by Philips

Overview of investments

From all investments* 5.7% was invested in female & mixed startups

* period 2008 to 2019

Funding rounds of female & mixed startups



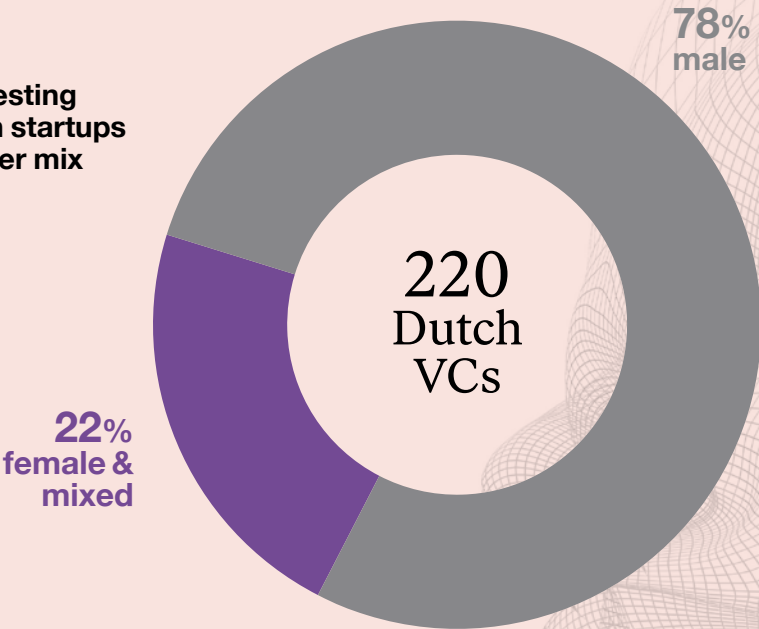
The median round on female startups by Dutch VCs is 200K euros compared to 600K for male startups

Top Female & Mixed Rounds

- €25.0 M NorthSea Therapeutics
- €12.8 M Cristal Therapeutics
- € 8.5 M Onera
- € 5.0 M Vakanties.NL
- € 5.0 M Cleeng

Overview of Dutch VCs

VCs investing in Dutch startups by gender mix



6% of decision-makers at NL based venture capital firms are women

87% of NL based venture capital firms have zero women investors

As reported on 'Fixing the Funding Gap' (2018) by Janneke Niesen & Eva de Mol

About the data

Facts and figures shown were generated from data from the 'Gender Diversity in the Netherlands 2019' report. The data was obtained by filtering for companies with complete data on founders' genders as well as TechLeap.NL selected filters. This resulted in 1650 startups and scaleups. We apply TechLeap.NL's current definition for startups and scaleups for classification in the database. These are:

- Companies based in the Netherlands or received funding in the Netherlands
- No service providers (such as financial advisors and consultancies)
- Do not have only 1 employee
- Are 20 years old or younger
- Are not "closed" for business
- Are not subsidiaries

Funding and financial values are based on funding round data based on diverse news and ecosystem websites. Employee numbers are based on LinkedIn values.



To find out more, download the report <http://bit.do/Gender-Diversity-Report>

Bid Book

200
promising
Dutch startups
with at least
one female
in the founding
team

Healthcare Wellness Fitness



Social Genomics

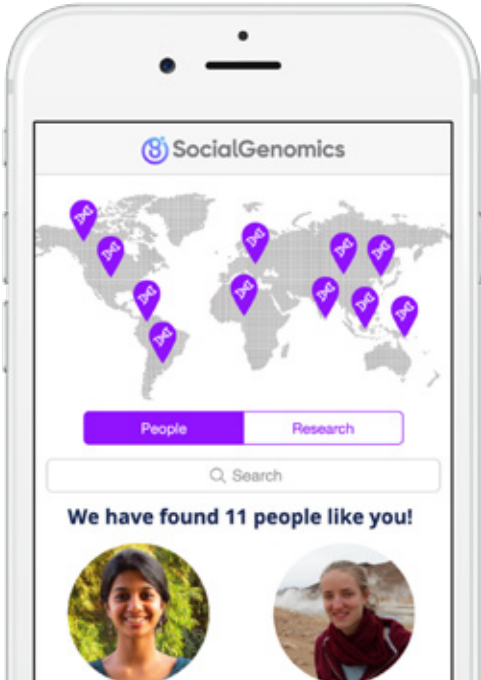


Transforming lives by connecting people and passionate scientists to accelerate treatments through genomics research. Globally, over 800M+ people suffer from rare diseases and cancers caused by genetic mutations searching for a cure. Drug discovery companies are searching for patients to discover and improve treatments and bring them to market faster. SocialGenomics is a NextGen AI platform that connects people to drug discovery projects based on their genomic and pathological data.

founders
Susanne Baars

funding stage	employees	launched
Pre-seed	2–10	2019

www.socialgenomics.co



BI/OND



BI/OND aims at changing the lives of millions of patients by providing innovative microchips for enabling personalized medicines

founders
Cinzia Silvestri, William Fausto Quiros Solano, Nikolas Gaio

funding stage	employees	launched
Pre-seed	2–10	2017

www.gobiond.com

STENTiT



STENTiT restores diseased arteries with fibrillated stents that trigger a natural healing response using the patient’s own cells.

founders
Maria Sol Cabrera, Bart Sanders

funding stage	employees	launched
Pre-seed	2–10	2017

www.stentit.com

Scienticore

The marketplace for scientific data, resources, and knowledge.

founders
Jana Miniarikova, Mehrzad Karami, Sjoerd Geurts

funding stage	employees	launched
Pre-seed	2–10	2019

www.scienticore.com



CareWatch



Alarm & monitoring system

Imagine going to hospital. At check in you receive Care Watch that connects to your personal health record. During your stay Care Watch monitors your vital signs, while keeping you connected to nursing staff. In case of feeling unwell, you only need to push the emergency button and a live voice connection is established. The nursing staff can localise you in case you feel unwell or you need to be contacted. As soon as you go home, Care Watch is still there to be your ‘life line’ and ‘IT nurse’.

founders
Martine Bal

funding stage	employees	launched
Pre-seed	2–10	2014

www.thecarewatch.com



CloudCuddle



Safe sleeping environment for disabled

CloudCuddle is an inflatable bed tent that enables families with handicapped children to sleep away from home by keeping their child safely in bed.

founders
Lotte Leufkens

funding stage	employees	launched
Seed	2–10	2016

www.cloudcuddle.com



Reducept



Reducept is the virtual reality training for the treatment of chronic pain.

founders
Margryt Fennema, Louis Zantema

funding stage	employees	launched
Seed	2–10	2018

www.reducept.com

BeSure



AI-Based Health Management Platform for CV disease prevention.

founders
Olga Chumakova

funding stage	employees	launched
Seed	2–10	2015

www.besure.online

Inuka



Inuka offers a burnout prevention program. Inuka identifies employees at risk with a 5-min test and offers proven coaching via chat.

founders
Robin van Dalen, Dixon Chibanda

funding stage	employees	launched
Seed	2–10	2018

www.inuka.io

Solvo

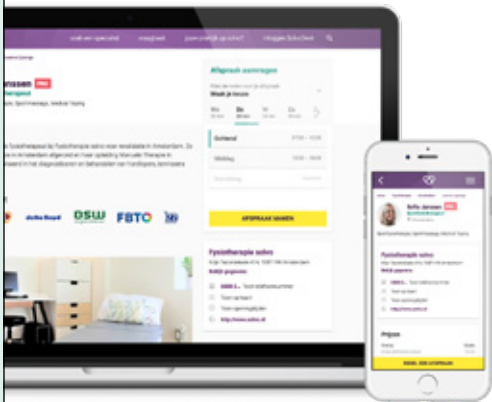
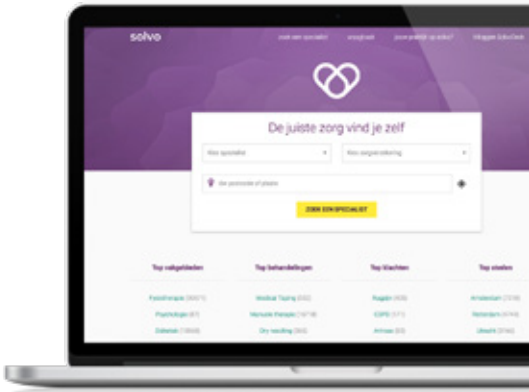


Being healthy and staying healthy is important. The Solvo Group connects healthcare consumers to healthcare professionals through their booking platform. Around 6 million Dutch searches for health information via the solvo platform every month.

founders
Marijn Pijnenborg

funding stage	employees	launched
Seed	11–50	2014

www.solvo.nl



Breath In Balanz



Breath In Balanz offers the “BreathBalanz”, a personal coaching/training and feedback system for improving your breathing pattern.

founders
Sonja Nijhuis, Nellie Bontekoe, Sonja Nijhuis

funding stage	employees	launched
Seed	2–10	2015

www.breathinbalanz.nl

VlogOut

VlogOut is a mobile app to quickly and easily report and register in home care through short vlogs.

founders
Tessa Wijmans, Emile de Roy van Zuydewijn, Arthur Duffels

funding stage	employees	launched
Seed	2–10	2017

www.vlogout.nl

Yapili



Yapili connects African users to local and international health professionals on our online platform.

founders
Enya Seguin, Igne Degutyte, Fred Nnaji

funding stage	employees	launched
Seed	11–50	2017

www.yapili.com

BabyMoon



Babymoon is a tool that facilitates Kangaroo Care, and provides valuable data on infant health and development.

founders
Geta Rasciuc

funding stage	employees	launched
Seed	2–10	2016

www.babymoon.tech

UVisio



UVisio offers a new approach to sun protection, utilizing sensors, skin imaging technology for everyone who is exposed to the sun.

founders
NamesLarisa Kryuchkova, Vlad Hayrapetyan

funding stage	employees	launched
Seed	2–10	2017

www.uvisio.com

RenalTracker



Self-management platform for chronic kidney disease patients

founders
Francis Binayao, Karen Tancongo Naranjo

funding stage	employees	launched
Seed	2–10	2015

www.renaltracker.com

MEDx eHealthCenter



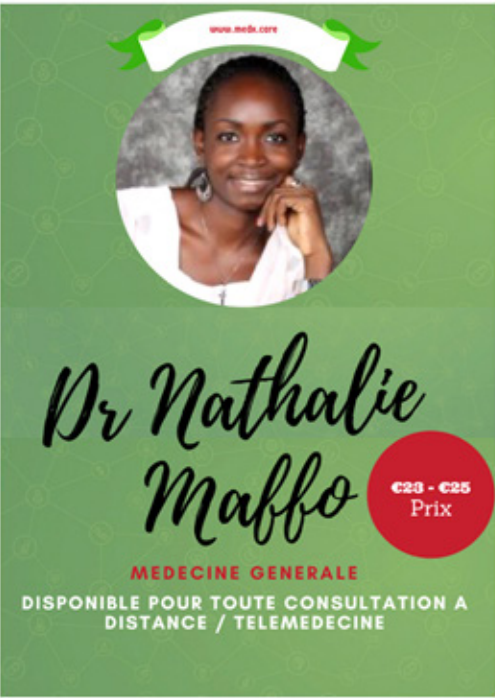
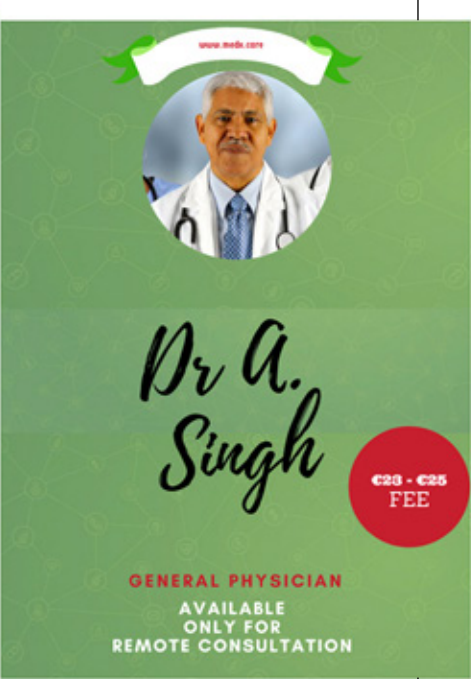
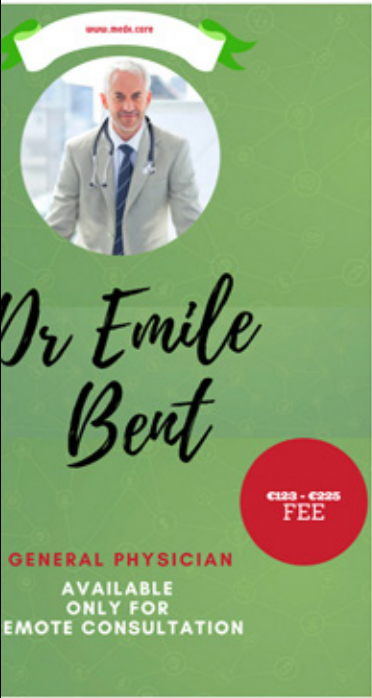
Universal
health
coverage

MEDx is a digital platform for governments and private institutions in achieving Universal Health Coverage. While thriving in nurturing an ecosystem for smarter healthcare, MEDx also provides remote access to health care for people in emerging countries. A community connecting healthcare providers, seekers and families on a platform that enables access, acquisition and payment of healthcare services and resources from anywhere around the globe.

founders
Patricia Monthe

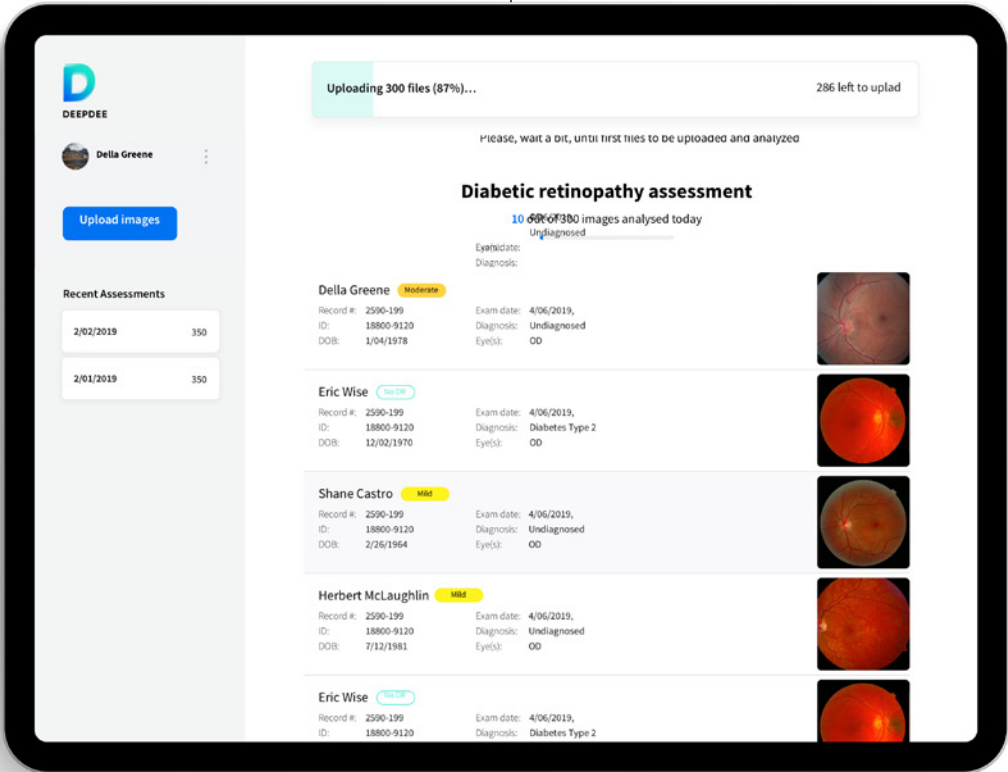
funding stage	employees	launched
Seed	2–10	2013

www.medx.care



AI for
qualified
medical
diagnosing

Deepdee



Deepdee BV, startup company developed AI solutions for automated early-stage detection of eye diseases. Today our AI software automates the eye screening of Diabetic Retinopathy, by processing fundus images. We are using professional equipment to take retinal images and expertise of the best specialist around the globe to build solutions for most common eye diseases. For the next step, we are to implement our solution on mobile devices, to bring eye care to every single corner of the World.

founders
Jaroslav Likhachevskiy, Aleksey Kuzmenkov, Olga Likhachevskaya

funding stage	employees	launched
Seed	2–10	2018

www.deepdee.org

Innatoss
Laboratories



Research-intensive, patient centric lab focusing on diagnostics for Lyme Disease. Early diagnosis is key for effective treatment.

founders
Anja Garritsen

funding stage	employees	launched
Seed	2–10	2012

www.innatoss.com

EyeSense



Creating solutions for the blind and partially sighted people using artificial intelligence.

founders
Ahmed ElMahmoudy, Joanna Marczak

funding stage	employees	launched
Seed	2–10	2016

www.id-labs.org

Green Habit



Greenhabit is a vitality training game that makes improving your health fun. Like an Advent Calendar, for happier lives.

founders
Chantal Linders

funding stage	employees	launched
Seed	2–10	2017

www.greenhabit.nl

Hy2care



Osteoarthritis is the 4th leading cause of mobility associated disability and affects more than 100 million patients in the Western world. Hy2Care develops an in situ gelating bioresorbable hydrogel for the arthroscopic treatment of cartilage defects, aiming at functional cartilage repair. Hy2Care is a ‘spin-off company’ of the University of Twente.

founders
Marcel Karperien, Chris Cardinaels, Sanne Both

funding stage	employees	launched
Series A	2–10	2014

www.hy2care.com





Onera



Onera is the next generation of medical grade sleep diagnostics. Accurate, comfortable and truly wireless, using the system is as simple as putting on a band-aid. Soon, Onera will offer much needed answers for the millions who struggle to get through the day because of undiagnosed sleep disorders at night.

founders
Ruben de Francisco, Soukaina Adnane, Pieter Ermers, Raphael Michel

funding stage	employees	launched
Series A	11–50	2017

www.onerahealth.com

Meds²Go



Keeps your medication cool! Meds²Go develops cooling containers for people who use temperature-sensitive medicines (2–8 °C).

founders
Carla van den Bos

funding stage	employees	launched
Seed	2–10	2017

www.meds2go.nl

Nori Health



Nori Health is a AI driven chat coach for people suffering from a chronic disease.

founders
Roeland Pater, Dandyano Zentveld, Lisa Booth, Richard Ruiter

funding stage	employees	launched
Seed	2–10	2017

www.norihealth.com

Welly



Welly prevents burnout through user based data driven personal training and coaching build on the proven body-mind-food connection.

founders
Nicole Schram, Kim de Graaf

funding stage	employees	launched
Seed	2–10	2018

www.welly.nu

LUTTO



With LUTTO’s help you’ll get insights into your own grieving process and also lower the threshold for your friends and family to help you.

founders
Quirine Wissink

employees	launched
2–10	2018

www.getlutto.app

Self-screen



Self-screen, the company for innovative screening and diagnostic assays.

founders
Chris Meijer, Daniëlle Heideman, Peter Snijders, Renske Steenbergen

employees	launched
2–10	2008

www.self-screen.nl

Meri Body



The app aims to empower and educate millions of (semi) illiterate young women (aged 15–25) on body literacy using simple videos, in a country where technology is increasingly becoming the most important way to access information.

founders
Namita Krul-Taneja

employees	launched
2–10	2018

www.meribody.com

NorthSea Therapeutics



NorthSea Therapeutics is a clinical-stage biotech company developing first-in class, oral, structurally-engineered lipid therapeutics. NorthSea Therapeutics leverages Structurally Engineered Fatty Acid (SEFA) technology to develop novel and unique therapeutic approaches targeting metabolic, inflammatory and fibrotic diseases.

founders
Rob de Ree, David A. Fraser, Hilde H. Steineger, Patrick Round

funding stage	employees	launched
Series A	2–10	2017

www.northseatherapeutics.com





In2Care



In2Care is a Dutch, privately held, company, founded in 2011. The company integrates scientific knowledge and industrial expertise for the development of products against insects that transmit diseases to humans and animals. Based on In2Care’s own R&D and IP, two unique mosquito-control products have been developed with sales in over 40 countries. In2Care’s drive is to make a real contribution against diseases that affect millions of people worldwide.

founders
Anne Osinga, Bart Knols, Marit Farenhorst, Marius Waard, Remco Suer

funding stage	employees	launched
Series A	2–10	2011

www.in2care.org

Noviocell



First ever synthetic solution for 3D cell culturing, ranging from organoid growth to personalized medicine.

founders
Juliette van den Dolder

employees	launched
2–10	2019

www.noviocell.com

Patient Journey App



Patient Journey App allows health care professionals to update their patients with the right information at the right time.

founders
Thomas Goijarts, Guusje Heijden

employees	launched
2–10	2019

www.patientjourneyapp.com

ELCIES

Intelligent Data Platform for Health, Sport and Wellness Companies.

founders
Shahrzad Bahari

employees	launched
2–10	2016

www.elcies.com

Advantis Medical Imaging



Medical imaging software

Advantis Medical Imaging develops high-end and web-based medical imaging software. Advantis offers Brainance MD an advanced and pure in-browser neuroimaging software application for the display, processing and analysis of brain MRI exams.

founders
Dimitrios Rozakis, Paris Ziogkas, Zoi Giavri

funding stage	employees	launched
Series A	2–10	2016

www.advantis.io



Winq

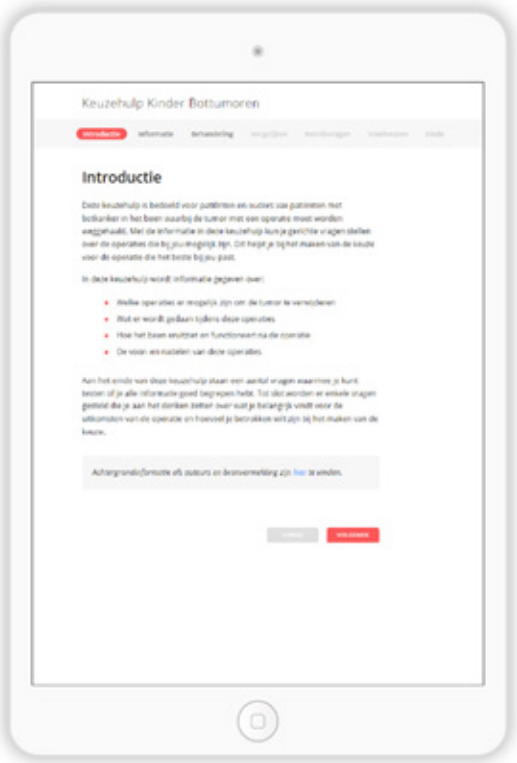


Winq is an online platform for developing, sharing and distributing personalized digital decision aids in order to promote Shared Decision Making for patients and healthcare practitioners.

founders
Renske de Bruine, Lukas van Delft

funding stage	employees	launched
Series A	2–10	2017

www.winq.online



Mint Solutions



Medeye, a solution for medication and patient safety in hospitals and other healthcare institutions.

founders
Gauti Reynisson, Maria Runarsdottir, Ivar Helgason

employees	launched
11–50	2010

www.mint.is

Prolira



Prolira’s DeltaScan EEG based medical device for delirium care, improves patient outcome .

founders
Rutger van Merkerk, Annemarie Willems

funding stage	employees	launched
Series A	2–10	2015

www.prolira.com

Tired of Cancer



Fatigue is number one side effect of cancer. We developed a digital therapeutic to help millions of cancer patients worldwide.

founders
Door Vonk, Bram Kuiper

funding stage	employees	launched
Series A	2–10	2013

www.tiredofcancerapp.com

Cristal Therapeutics



Targeted nanomedicines for cancer treatment.

founders
Joost Holthuis, Cristianne Rijcken

employees	launched
2–10	2011

www.cristaltherapeutics.com

LifeSense Group



LifeSense Group is a technology development company that designs and creates applications for medical, health and wellbeing.

founders
Julia Veldhuijzen van Zanten, Valer Pop

funding stage	employees	launched
Series B	11–50	2015

www.lifesense-group.com



IPOS Technology



IPOS Technology is the first in the world to introduce an IoT platform for the Horse Industry. A wealthy niche market with great international potential. IPOS was awarded the Dutch Sports Innovation Award and Global Game Changer in Sports for our first two disruptive innovations:

1. The IPOS app registers training efforts and provides programs for diverse disciplines.
2. The Rein sensors measure optimal communication and notice early stage injuries.

founders
Menke Steenberg

funding stage	employees	launched
Series A	2–10	2018

www.ipostechnology.com



Yoni



Yoni tampons, pads and liners are free from plastic, chemicals and shame. Made from organic cotton so you are 100% naturally protected. We chose organic cotton, because it's grown without the use of harmful pesticides. It feels softer, is highly absorbent, irritation-free and biodegradable. Better for you and the planet.

founders
Mariah Mansvelt Beck, Wendelien Hebly

funding stage	employees	launched
Series B	2–10	2014

www.yoni.care

Hemics



High tech medical devices supporting rheumatologists in treating Rheumatoid Arthritis.

founders
Michiel Beek, Petra Elsen, Wouter Rense

funding stage	employees	launched
Series B	2–10	2011

www.hemics.com

SAM



SAM is a holistic self development & coaching app for overall happiness in life. The easy solution for sustainable employability.

founders
Fleur van den Horn

funding stage	employees	launched
Bootstrapped	2–10	2017

www.geluk.samapp.nl

Robot Care Systems



Robot Care Systems has developed and launched to market novel robot LEA, Lean Empowering Assistant. LEA is the first in the Care market that integrates robotics and AI technology in a walking aid. LEA is an interactive care robot giving personalized walking support to patients with mobility problems allowing them to live longer independently at home as well as shortening their rehabilitation process.

founders
Pieter Jonker, Maja Rudinac

funding stage	employees	launched
Series B	2–10	2015

www.robotcaresystems.com

Personal medical devices



Everybody
has the right
to play

Active Cues



Active Cues believes that everybody has the right to play. They enable people with cognitive challenges (dementia, intellectual disabilities, down syndrome and autism), to play serious games that improve their quality of life. Active Cues developed the Tovertafel, which uses interactive light projection technology to play games on any surface, such as a table or floor. The games motivate them to playfully participate to stimulate physical, mental and social activity and personal development.

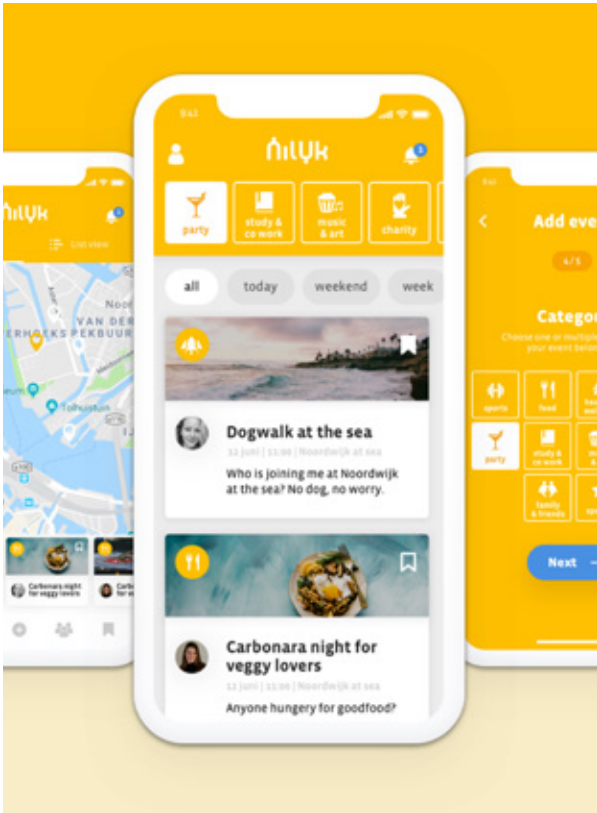
founders
Hester Anderiesen Le Riche, Mathijs Konings,
Sjoerd Wennekes

funding stage	employees	launched
Bootstrapped	11–50	2015

www.tovertafel.com

Connectivity





Niluk

Niluk App fights loneliness through meaningful social contact – no more swipes or fancy bios but real friendships based on common interests.

founders
Elena Köstler

funding stage	employees	launched
Pre-seed	2–10	2017

www.niluk.app

Katalysis

Katalysis helps digital publishers to grow their businesses online by building a solution to measure and manage their digital content.

founders
Alex Tran Qui, Eveline Klumpers

funding stage	employees	launched
Pre-seed	2–10	2016

www.katalysis.io

Peerup

PeerUp matches you with a professional friend to discuss entrepreneurship.

founders
Rene Wolf, Els Remijnse

employees	launched
2–10	2017

www.peerup.me

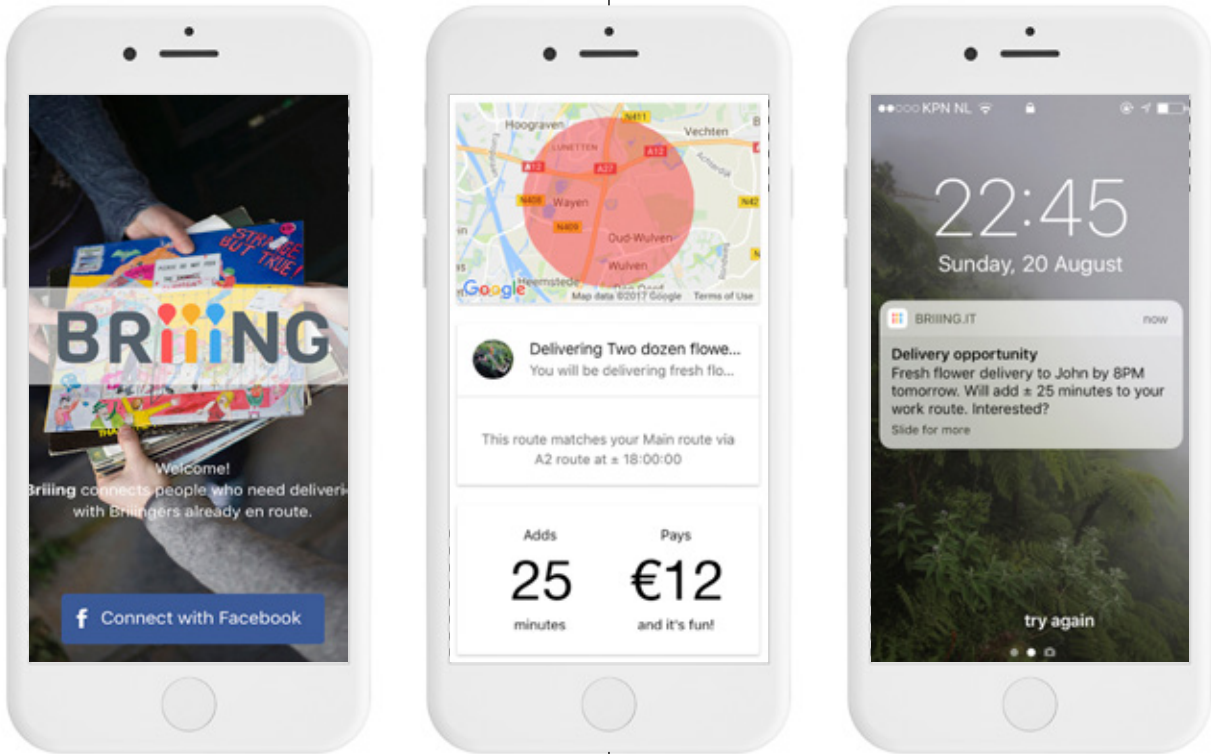
GlobalTech.City

Bridging Innovative Technologies with Financial Capital to achieve Global Goals.

founders
Nuray Gokalp

employees	launched
2–10	2017

www.globaltech.city



Briiing

Crowdsourced delivery

Briiing.it is a crowdsourced delivery app using commuters as couriers. It applies sharing economy principles to regularly recurring travel patterns. One person’s recurring travel pattern often coincides with a delivery for another person. Matching the two, significantly reduces miles and pollution. And gives people a way to monetise and to socialise their travel time. Instead of using dedicated drivers, briiing.it turns commuters into ad hoc, personal couriers.

founders
Iris van de Graaf, Jasper van Veghel

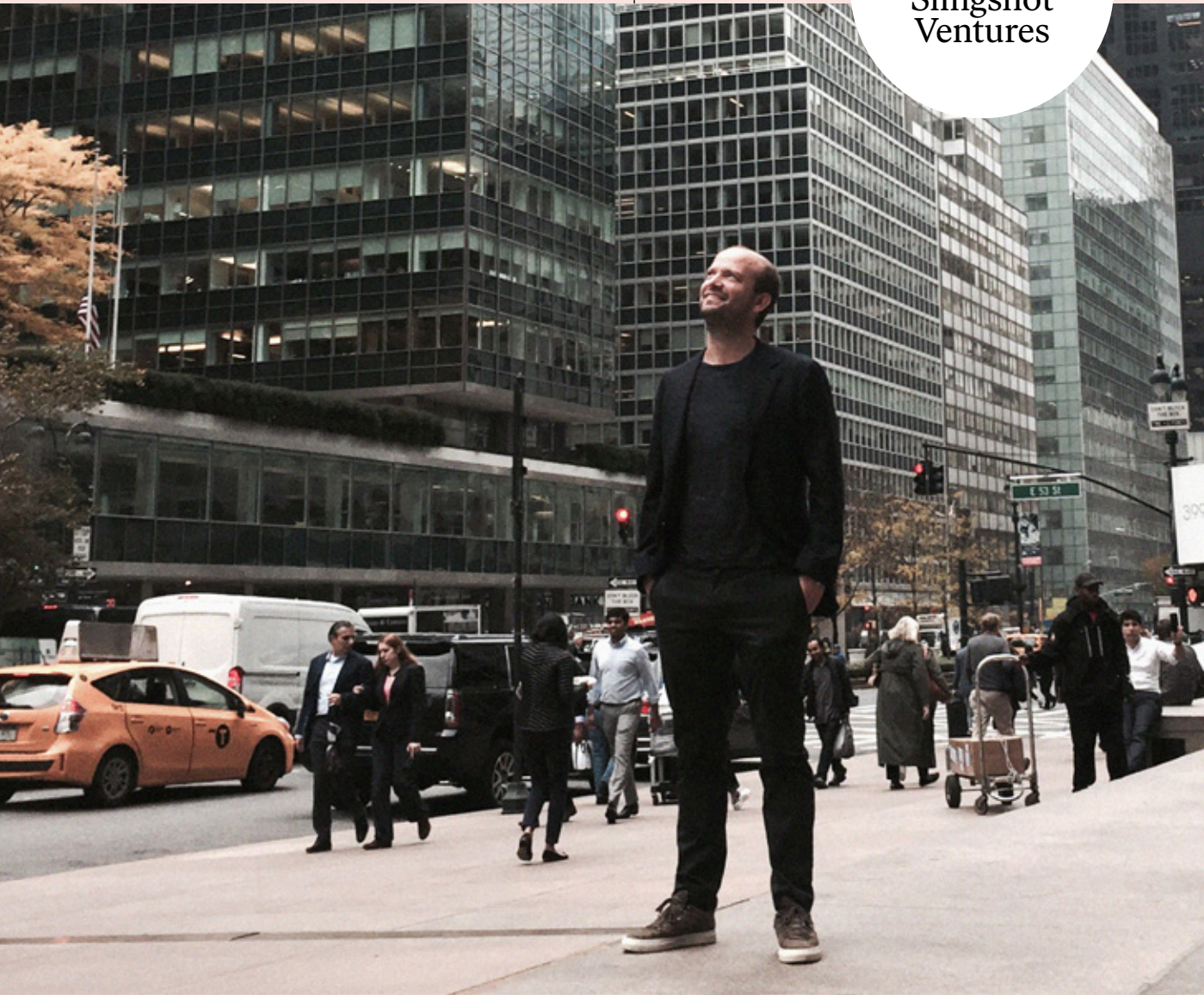
funding stage	employees	launched
Pre-seed	2–10	2016

www.briiing.it

#FUNDRIGHT

Why I take a stand on diversity

Tom Kist
founder
Slingshot
Ventures



One of #FundRight’s founding partner VCs is Slingshot Ventures, Founder Tom Kist explains why the subject of diversity is so close to his heart.

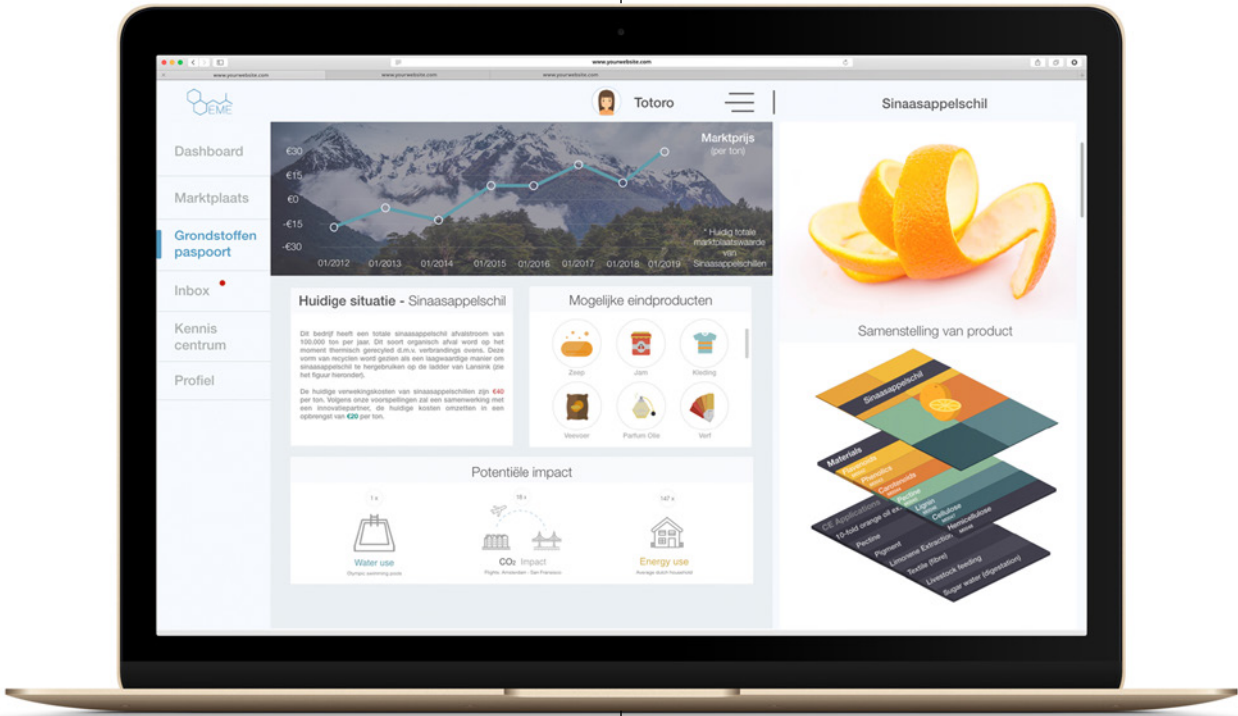
“My father, Ewald Kist (the former CEO of ING in the late 1990s), was one of the frontrunners in breaking the glass ceiling for women in the Netherlands. He truly believed that bringing together people of various backgrounds with different life experiences generate ideas and or perspectives that others may not have ever considered or been aware of. Therefore he initiated an active diversity policy at ING, advocating for more women at the top, but also taught us, his children, the importance of diversity in the workplace and its long term benefits.”

“Because of this upbringing, it’s completely self-evident that at Slingshot Ventures we work with people from different backgrounds, gender, race, religion, sexual orientation, age, culture and socio-economic background. Almost forty percent of our workforce is female and members of the LGBTQ+ community work here. We invest in people with different ethnic backgrounds, like Rochdi Darrazi a Dutch- Moroccan who, with Boldking, wants to kick razor manufacturer Gillette off the throne.”

Women are more sensible and first build their business without immediately asking for money

“Diversity and inclusion allow us a variety of differences and talents to work together in an environment that values individuality. As an investor in B2C startups we can’t run the risk of falling into the trap of group thinking and confirming each other in the same vein. The customer base of our startups is too diverse for that. We constantly need new ideas, views, and practices to stimulate and inspire us and our ventures. Only then 1+1+1 becomes four.”

“That is why it makes it so interesting to work with female founders: they have a different view, a different approach, another way to build their business too. Often we feel that male founders see raising money as their main business. As a way to brag in the pub: look at how much my company is worth. Women are more sensible and first build their business without immediately asking for money. There’s a lot to be said for that: you can’t build a house without a foundation. We men can learn from that, too. I, therefore, hope that #FundRight will help us to understand each other even better, so that our startups, our VCs and our startup ecosystem will become even stronger. That’s why we take a stand on diversity with #FundRight.” ●



Excess Materials Exchange



Dating site for secondary materials

The Excess Materials Exchange (EME) is a digital, facilitated marketplace where companies can exchange any type of excess materials business to business. This ranges from textiles, to plastics and organic materials. The EME functions as a dating site, matching supply & demand, and materials with their highest reuse potential. Valuable data is presented insightfully. Helping companies turning their waste into wealth and turning their organisation into future proof companies.

founders
Maayke-Aimee Damen, Christian van Maaren

funding stage	employees	launched
Seed	2–10	2017

www.excessmaterialsexchange.com

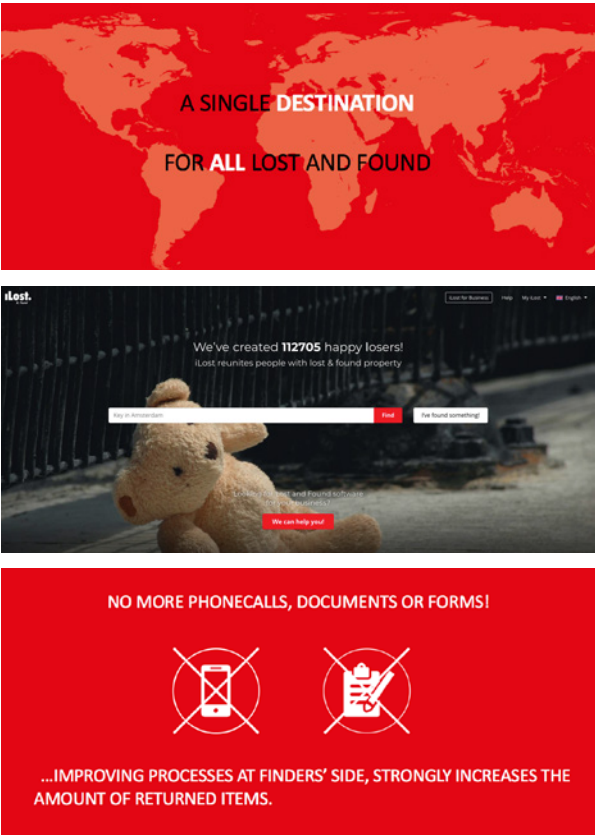
iLost

iLost is the google of lost and found. Online search, find and deliver lost property to the owner. iLost offers a B2B SaaS solution to register, publish, manage and return lost & found property. The network of organisations using iLost is growing with a.o. Transdev, Arriva, Hertz, Dutch Rijksmuseum, Meininger Hotels, the city of Amsterdam.

founders
Hanneke Stegweg

funding stage	employees	launched
Seed	11–50	2015

www.ilost.nl



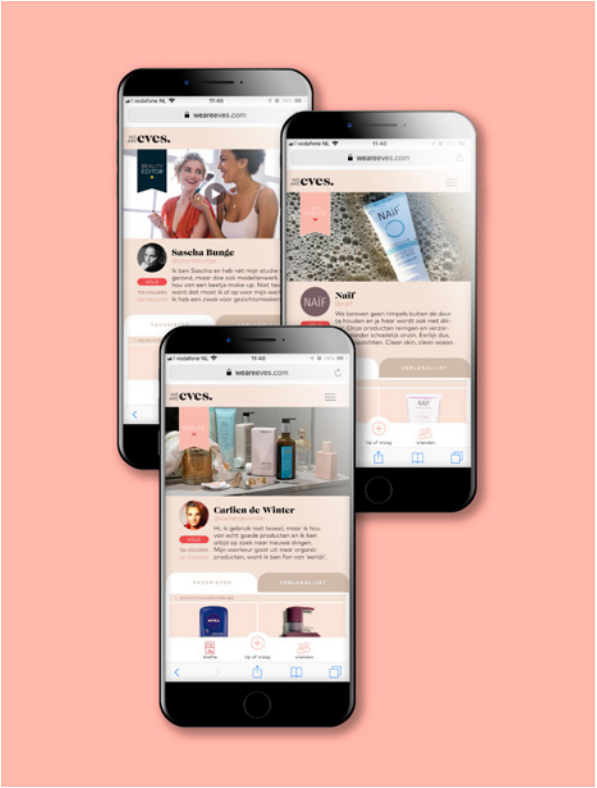
WeAreEves

WeAreEves believe it's time for a new perspective on beauty. One with less filters and more honesty. WeAreEves is a matchmaking platform with an independent community that shares honest beauty reviews and tips. Every user has their own "Shelfie" (a personalised online shelf on which favourite beauty products can be placed). Any product talked about on WeAreEves can be bought immediately. Their business model is B2B – matching brands to fans.

founders
Esther Leloux, Julie Hotchkin

funding stage	employees	launched
Seed	2–10	2018

www.weareeves.com





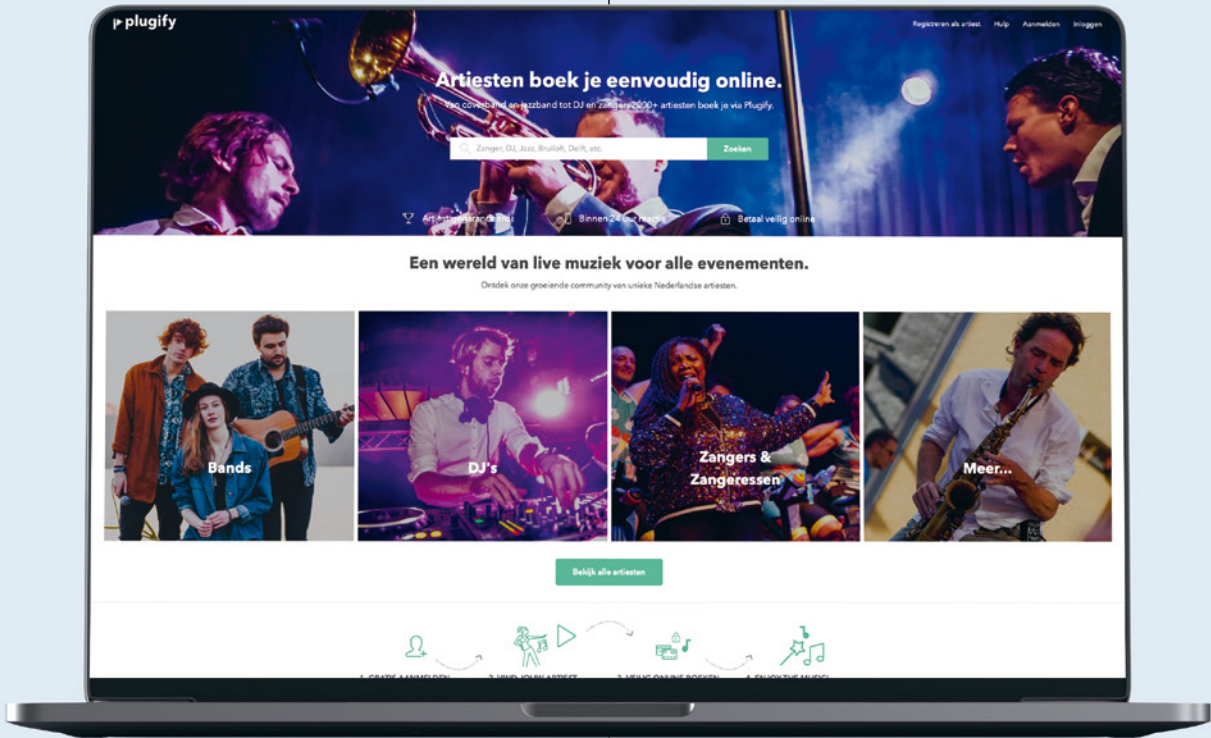
Social platform for the silver generation

Klup is a social platform (app) for the silver generation (50+), facilitating online connections with likeminded people with the main purpose to meet real life offline. Via the Klup platform thousands of users are connected on a daily basis through user generated activities. Their positive and innovative approach has led to several rewards in which the social impact on kluppers (users) lives is valued.

founders
Michelle Wolters, Michiel Van den Berg

funding stage	employees	launched
Seed	2–10	2016

www.kluppen.nl



Plugify

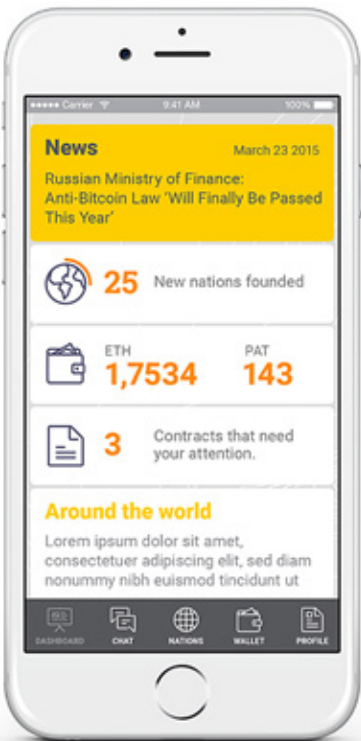
Plugify is the leading online platform for booking live music performances. Offering 2,000+ bands to DJs to singer-songwriters, Plugify has made it ridiculously easy to book an artist online so that we can all Celebrate Live.

founders
Eline Leijten, Bas Dielissen, Ashima Malik

funding stage	employees	launched
Series A	2–10	2016

www.pluginify.nl

Booking platform for musicians



BitNation



Voluntary nation that records vital records, identity and other legal events using blockchain technology.

founders
Susanne Tarkowski Tempelhof

employees **launched**
11–50 2014

www.bitnation.co

AidInnov



AidInnov is the open tendering platform for aid. AidInnov is a workflow and collaboration platform for procurement and tenders in the aid sector, including an open-access catalog of products and services within the sector.

founders
Claire Barnhoorn, Robert Simpson,
Jaime ter Linden

funding stage **employees** **launched**
Seed 2–10 2018

www.aidinnov.org

Bookings2work.com

Your one-stop-shop for flexible workspaces. An online platform where you can directly book and pay for workspaces.

founders
Patrick Kremer, Gabrielle Henskens

funding stage **employees** **launched**
Seed 2–10 2016

www.bookings2work.com

RightBrains



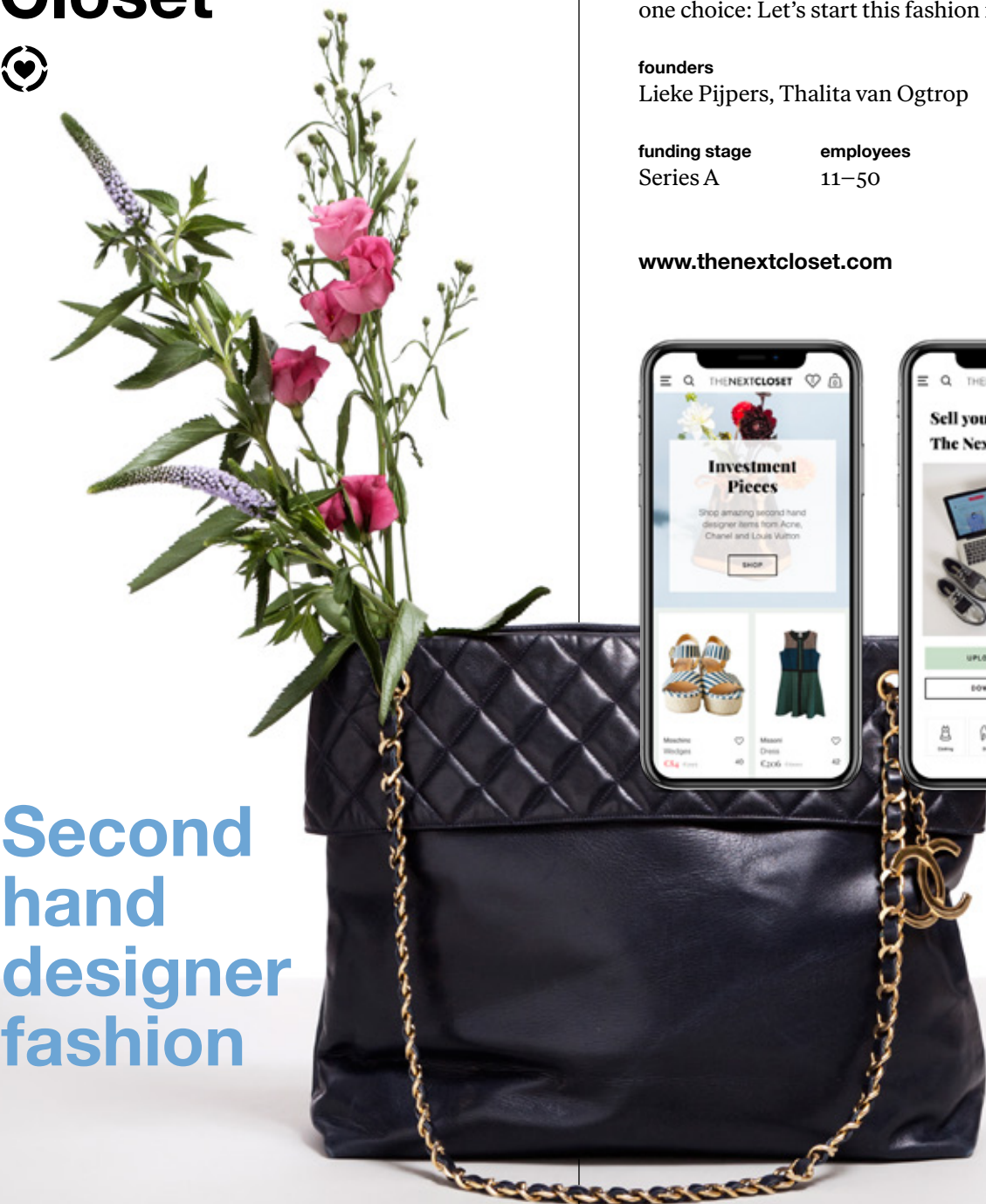
Career development & mentoring platform growing the number of women in digital technology thereby closing the digital talent gap.

founders
Geke Rosier

funding stage **employees** **launched**
Seed 2–10 2014

www.rightbrains.nl

The Next Closet



Second hand designer fashion

The Next Closet is the leading circular marketplace for second hand designer fashion in the Benelux. They are disrupting the fashion industry by making it super easy for you to sell and shop pre-loved items online. The Next Closet was launched in 2013 and has been growing rapidly ever since. So far they have given 100.000+ items a second life. Their mission is to make second hand fashion your number one choice: Let's start this fashion revolution!

founders
Lieke Pijpers, Thalita van Ogtrop

funding stage **employees** **launched**
Series A 11–50 2013

www.thenextcloset.com

Meetingselect

Meeting management

Meetingselect is specialised in Meeting Management and offers solutions to corporates, meeting planners, travel agencies, OTA's, hotel chains & meeting venues and content aggregators. Organizations can easily manage and control all the meeting & event spend while meeting planners & event professionals make use of Meetingselect.com, the online meeting booking tool for reservations for meetings & events worldwide.

founders
Judith Huisman

employees **launched**
11–50 2007

www.meetingselect.com



JAM

Online platform for side jobs, vacancy jobs, internships and start jobs for young people focused on province North Brabant in the Netherlands.

founders
Martijn Schippers, Miranda Schippers, Ruud Schippers

employees **launched**
11–50 2014

www.jamwerkt.nl

Afternote

Afternote allows you to make your last wishes known, to leave messages for your loved ones and to record your life story.

founders
Bianca de Witte, Tamar Goudsmit

funding stage **employees** **launched**
Bootstrapped 2–10 2019

www.afternote.com

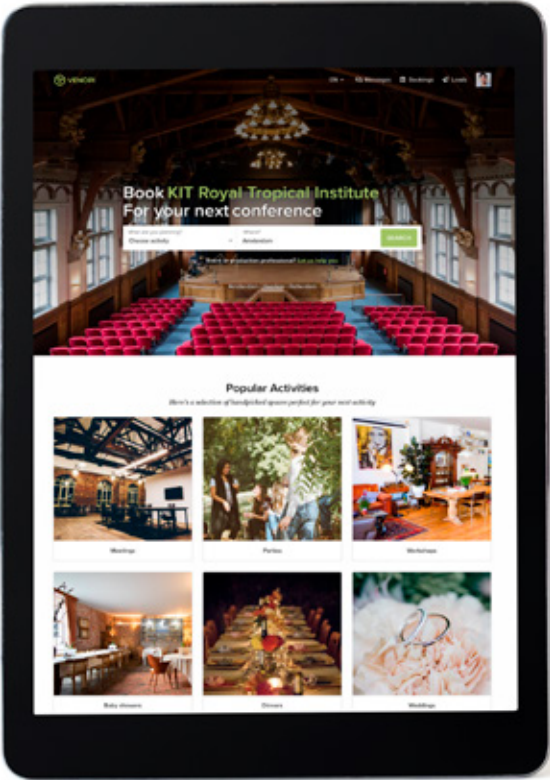
Venopi

Marketplace for commercial and non traditional spaces. We enable businesses to rent out their space when they're not using it, for example, a cafe that closes on Mondays or after 17:00h.

founders
Ivana Setiawan

funding stage **employees** **launched**
Bootstrapped 2–10 2017

www.venopi.com



Looking
for more
gender
diverse
startups?

Check
out the
TechLeap
finder

<http://bit.do/GenderDiverse>

Scan
the QR code



Design Fashion Art



Thegreenlabels



Thegreenlabels is an online sustainable fashion platform & e-shop curating green labels, educating & inspiring people.

founders
Claudia Angeli

funding stage	employees	launched
Pre-seed	2–10	2017

www.thegreenlabels.com

Nowa



Nowa stands for No waste. We create unique and timeless jewelry by using gold and silver extracted directly from old phones.

founders
Josette de Vroeg

funding stage	employees	launched
Pre-seed	2–10	2018

www.thisisnowa.com

Workwhile

Platform that enables top independent creators and ambitious clients to discover, connect, and collaborate on design and digital projects.

founders
Amanda Cardinale

employees	launched
2–10	2017

www.workwhile.agency

Street Art Cities

Creating the perfect platform to discover murals worldwide.

founders
Thomas Schoffelen, Ahsan Fazal, Bart Temme, Sanne Gijsbers, Tim Marschang

employees	launched
2–10	2017

www.streetartcities.com

SimplyEdit



SimplyEdit removes the need for development skills, just design skills and knowledge of HTML and CSS are needed.

founders
Lizanne Overkamp, Yvo Brevoort

employees	launched
2–10	2017

www.simplyedit.io

Project Cece



An online marketplace that makes shopping sustainable fashion easy.

founders
Noor Veenhoven

employees	launched
2–10	2015

www.projectcece.nl



Labfresh

Life-proof menswear

Innovation is all around us, but our every clothing is pretty much made the same way as 50 years ago. Labfresh manipulates the fibers in cotton to make stain & odour repellant shirts. To us this is the only way to clean up the fashion industry, so we all wash our clothes less, wear it for more days, and most importantly buy less of it.

founders
Kasper Brandi Petersen, Lotte Vink

funding stage	employees	launched
Seed	2–10	2017

www.labfresh.eu

Bundleboon

Unboxing awesomeness



Bundleboon is a data-driven online curated shopping service, specialized in kidswear. Their customers receive a box with personalized outfits, uniquely styled for their child.

founders
Monique Janke, Nelli Jeloudar

funding stage	employees	launched
Seed	2–10	2018

www.bundleboon.com

Victory Art

Art branding company changing office & interior design.

founders
Viktória Pikovská

employees	launched
2–10	2018

www.victoryart.eu

Atelier PHI



Atelier PHI is a sustainable fashion label with the mission to make clothing personal again.

founders
Philine van Zinnicq Bergmann

employees	launched
2–10	2017

www.atelierphi.nl

Creative Fabrica

Creative Fabrica offers subscription based access to digital designs for designers and crafters.

founders
Anca Stefan, Roemie Hillenaar

funding stage	employees	launched
Seed	11–50	2016

www.creativefabrica.com

#FUNDRIGHT

Be the change!

VC and looking to join the statement

Go to
fundright.nl



House of Einstein

House of Einstein is an online personal shopping service for men, in which you receive a box with handpicked outfits.

founders
Jantien Herfst, Mei Ling Tan

funding stage	employees	launched
Seed	11–50	2012

www.houseofeinstein.nl

LENA fashion library

LENA the fashion library is the first on and offline fashion library of the Netherlands, where you can borrow your whole wardrobe.

founders
Angela Jansen, Diana Jansen, Elisa Jansen, Suzanne Smulders

funding stage	employees	launched
Series A	2–10	2013

www.lena-library.com

Fest Amsterdam

Fest Amsterdam is known for its comfortable and stylish made-to-order sofas that can be composed by combining different modules and upholstery.

founders
Femke Furnee

employees	launched
11–50	2013

www.festamsterdam.com

Rain Couture

A multifunctional solution protecting against all-weather in all seasons. A hybrid between an outdoor coat, raincoat & design coat.

founders
Daphne Gerritse

funding stage	employees	launched
Series B	2–10	2015

www.rain-couture.nl

SuperBra

SuperBra is an online and offline shop for bras. SuperBra offers the largest size range and the best advice for reasonable prices.

founders
Floor van Pavert

funding stage	employees	launched
Bootstrapped	2–10	2016

www.superbra.nl

Style Script



StyleScript empowers fashion retailers with digital tools to serve their customers on the highest individual style level. StyleScript helps fashion retailers to provide personal style advise to their customers through the whole omni-channel experience to improve UX, sales and decrease costs and returns.

founders
Jonna Fassbender

funding stage	employees	launched
Seed	2–10	2017

www.stylescript.com



individual style personalization



Better Future Factory



Plastic recycling

Better Future Factory is a sustainable product design and engineering studio based in Rotterdam, the Netherlands. The company helps clients finding new ways of transforming waste streams into valuable and scalable products, in particular plastic waste streams. Next to this the company also initiates their own projects which sometimes grow into individual start-ups, dedicated to one product or service.

founders
Laura Klauss, Casper van der Meer, Bart Bleijerveld

funding stage	employees	launched
Bootstrapped	2–10	2013

www.betterfuturefactory.com

Enterprise software & solutions



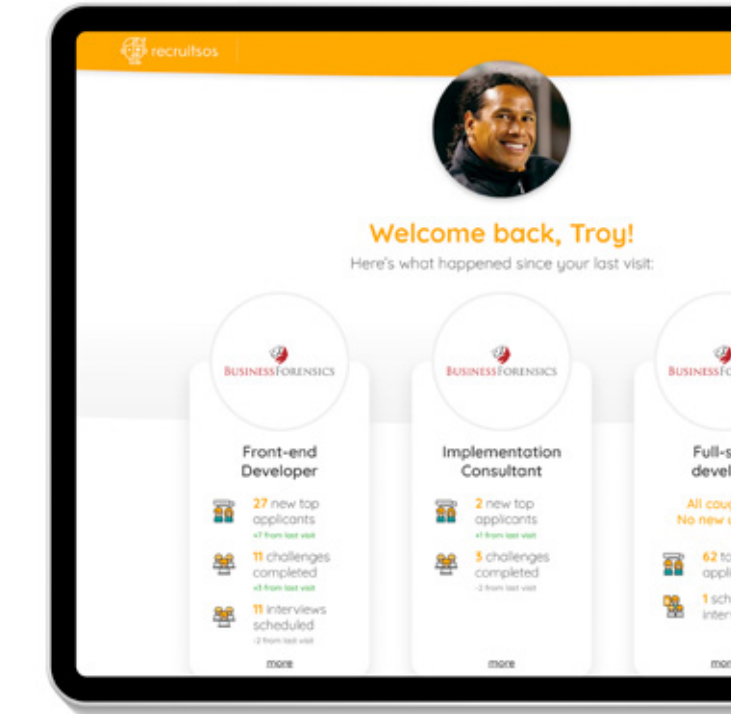
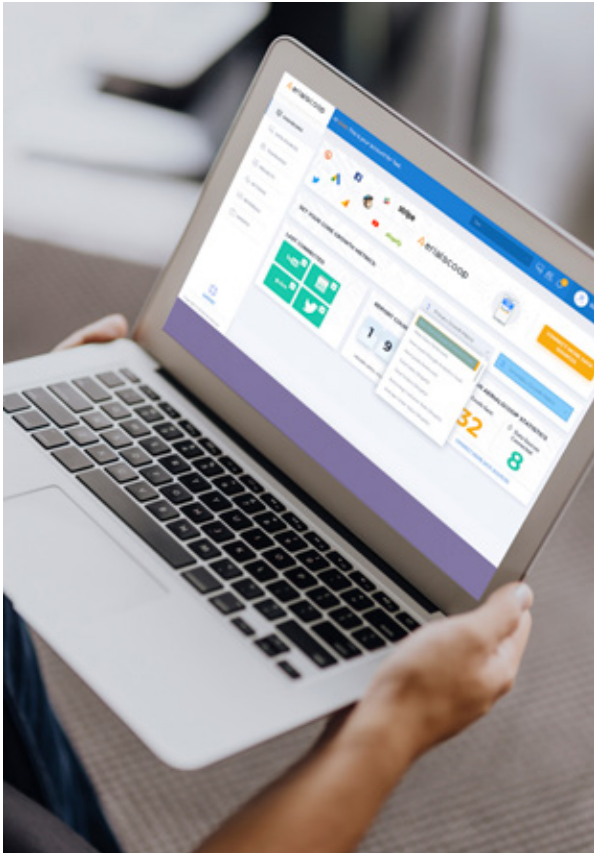
Aerialscoop

Aerialscoop helps companies drive growth through data-driven insights, not guesswork. Our platform uses your own analytics to spot growth opportunities, sending daily tips and tricks on how to grow directly to your inbox.

founders
Kirsty Sharman

funding stage	employees	launched
Pre-seed	2–10	2019

www.aerialscoop.com



Recruitsos



Recruitsos is a smart applicant tracking system that uses machine learning and automation to attract passive and active talent to your open jobs.

founders
Fionna Faulk, Christiaan Haas

funding stage	employees	launched
Pre-seed	2–10	2019

www.recruitsos.io

Serious VR



VR Training and Training Performance Analytics for Operational Excellence in the Industry.

founders
Marjo Nieuwenhuijse, Ton Kuper

funding stage	employees	launched
Pre-seed	2–10	2016

www.serious-vr.com

Gustein

Gustein is a B2B SaaS E-commerce platform that supports personal shopping on scale.

founders
Mei Ling Tan, Jantien Herfst

funding stage	employees	launched
Pre-seed	2–10	2019

www.gustein.com

BuzzerBase



With BuzzerBase you switch to Service Management 4.0. The time of periodic maintenance, frustrated customers and manual operations is over.

founders
Diana Krieger

employees	launched
2–10	2016

www.buzzerbase.com

Tur.ai

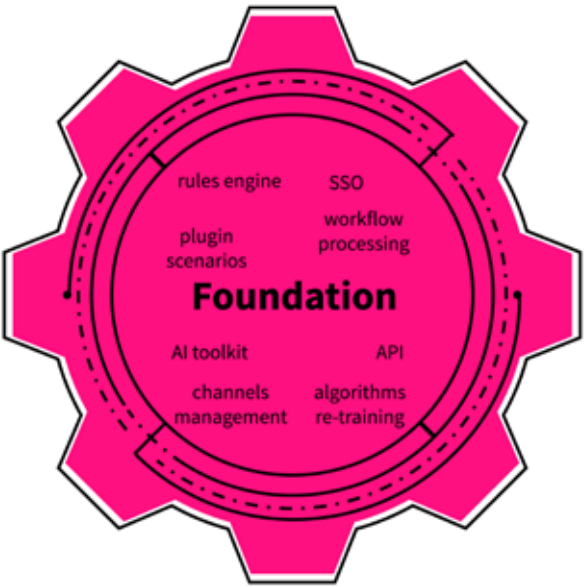


Tur.ai is on a mission to span a chasm between AI and businesses. They believe in Intelligent automation that is accessible, suitable and understandable by organizations. Their product, platform as a service – which significantly improves enterprise’s workloads by offering solutions tailored and adapted to deliver business processes effectiveness.

founders
Elvire Jaspers, Mario Grunitz, Jack Myasushkin

funding stage	employees	launched
Pre-seed	11–50	2018

www.tur.ai





Aiir Innovations



Aiir Innovations is an AI startup that focuses on the automation of jet engine inspections. Over time, jet engines are subject to loss of performance. In the engine upkeep cycle, visual inspections of the rotors play a critical role. To facilitate a better and more reliable method of visual inspection that is not susceptible to the weaknesses of human performance, Aiir has developed an AI system for visual inspection and registration of results to assist mechanics during inspections.

founders
Cassandra Loor, Miriam Huijser, Fritjof Büttner, Jan van Gemert, Steve Nowee, Bart Vredereg

funding stage	employees	launched
Seed	2–10	2016

www.aiir.nl

Datenna



Track Chinese companies, research projects, connections and industry developments, using data mining and machine learning.

founders
Christoph Messagie, Nicole Shen, Jaap van Etten

employees	launched
2–10	2017

www.datenna.com

Inpedio



Inpedio provides device-independent software that is integrated into the operating system to deliver powerful, invisible security against incoming threats.

founders
Avi Rubinstein, Rotem Farkash

funding stage	employees	launched
Seed	11–50	2015

www.inpedio.com

Flavour

Flavour uses game mechanics and storytelling to help people learn, solve complicated problems and change behaviour.

founders
Emily Jacometti, Jain van Nigtevegt, Tim Murck

funding stage	employees	launched
Seed	11–50	2008

www.flavou.nl

Equalture



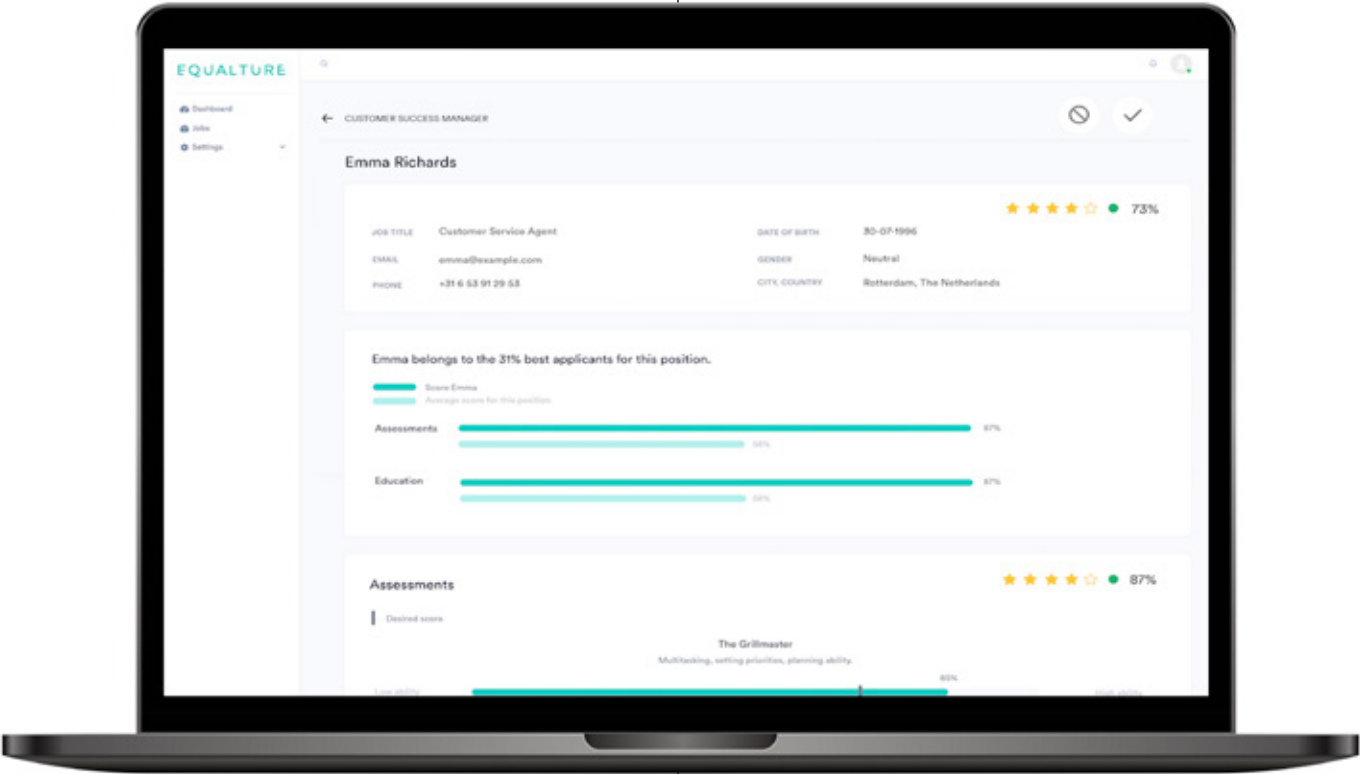
Predictable hiring

Equalture’s pre-hire assessment technology helps you predict an applicant’s future performance to rock your hiring practices and build a winning team.

founders
Charlotte Melkert, Fleur Melkert

funding stage	employees	launched
Seed	2–10	2018

www.equalture.com



TryLikes



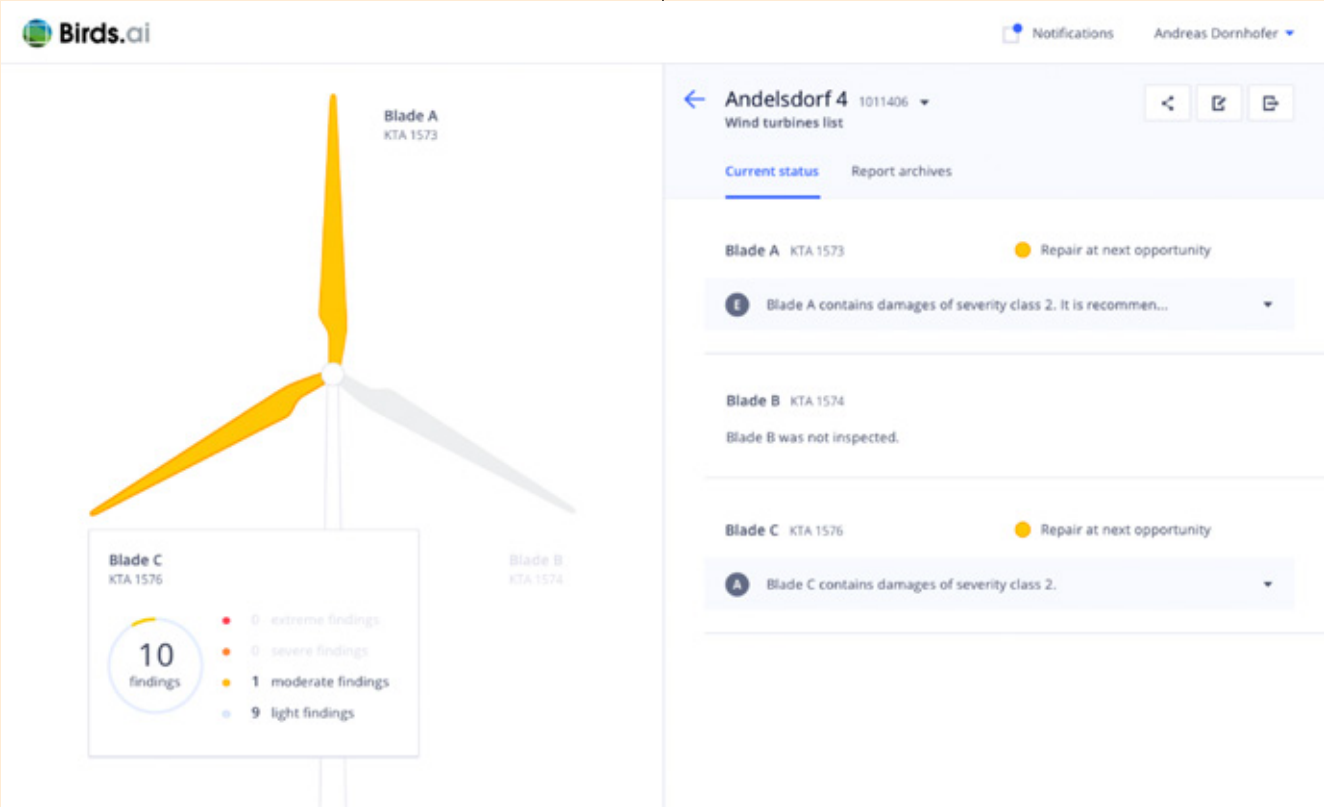
Real-time feedback

TryLikes is an Internet of Things (IoT) agency that improves the customer journey of ambitious companies by making their offline environment measurable and improving the customer experience with our real-time and predictive data insights and result driven improvement programs.

founders
Janneke van den Heuvel, Steven Kroon

funding stage	employees	launched
Seed	2–10	2014

www.trylikes.com



AI for Wind Farms

Birds.ai

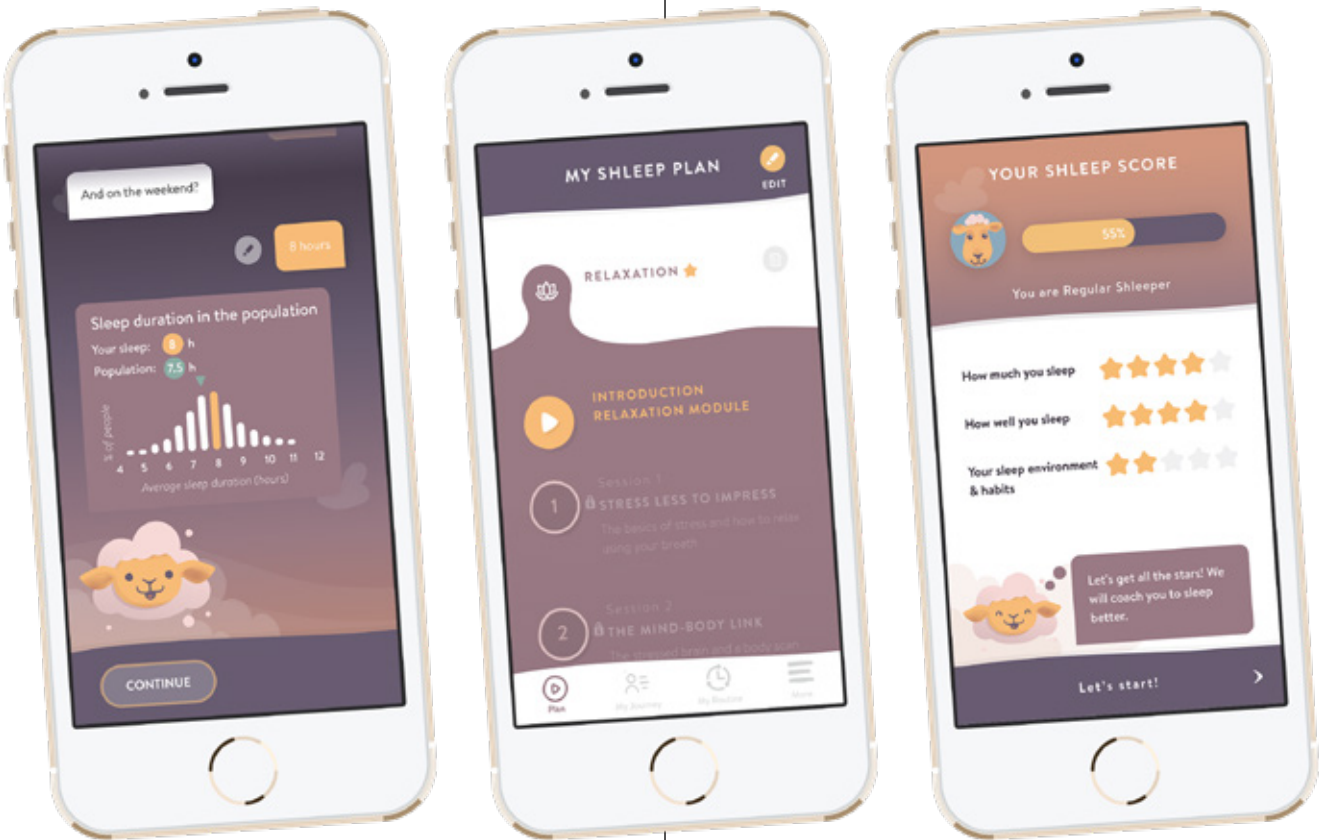


At Birds.ai we cut costs of clean energy by prolonging the life of clean energy plants. We provide our customers with a digital copy of the asset in our software platform. This digital copy contains information about defects, and how to repair them, based on the analysis of visual data by our AI. This provides our customers with data driven insights, and allows them to plan proactive maintenance.

founders
Camiel R. Verschoor, Anouk Visser

funding stage	employees	launched
Seed	2–10	2016

www.birds.ai



Shleep

Sleep coaching platform

Shleep improves the performance of organizations by boosting the sleep of their leaders and teams with their digital sleep coaching platform.

founders
Els van der Helm, Joeran Albers

funding stage	employees	launched
Series A	2–10	2017

www.shleep.com

Goodup

GoodUp offers purpose employee engagement software that helps companies to align the corporate purpose to their employees' purpose.

founders
Bart Lacroix, Anna Chojnacka

funding stage	employees	launched
Seed	11–50	2016

www.goodup.com

Mechanica.ai



Embed AI in the most important industrial processes to predict and improve their outcomes.

founders
Alexander Khaytin, Elena Samuylova

employees	launched
2–10	2018

www.mechanica.ai

Treams

Our platform allows people and teams to grow. Supported by the software, employees can set and achieve clear goals, ask and give continuous feedback and increase their knowledge and skills.

founders
Iris Zonneveldt

employees	launched
11–50	2012

www.treams.nl

&Wider



&Wider helps companies improve workers' lives along their global supply chains by providing better data and accurate insights on their working conditions. Using our online platform, we call workers on their mobile phones. The results of these calls appear on easy-to-read dashboards. With a clear picture of working conditions, companies now know where workers' lives need improvement and are better able to manage reputational, legal and ethical risks.

founders
Lea Esterhuizen

funding stage	employees	launched
Series A	11–50	2014

www.andwider.com



SwipeGuide

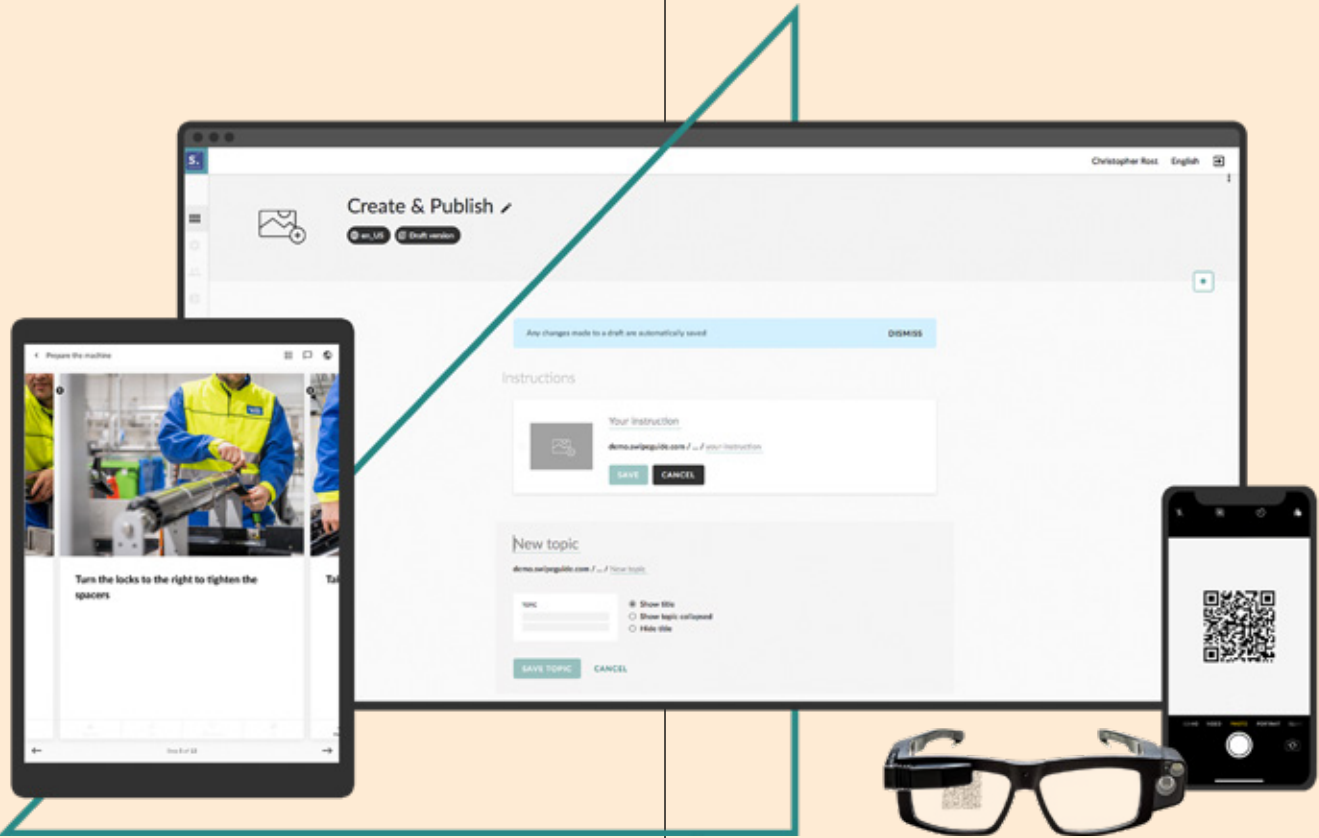
Effortless
instructions
on the
shop floo

SwipeGuide empowers teams to create effortless instructions, reduce waste, and maximize efficiency on shop floors around the world.

founders
Willemijn Schneyder, Daan Assen

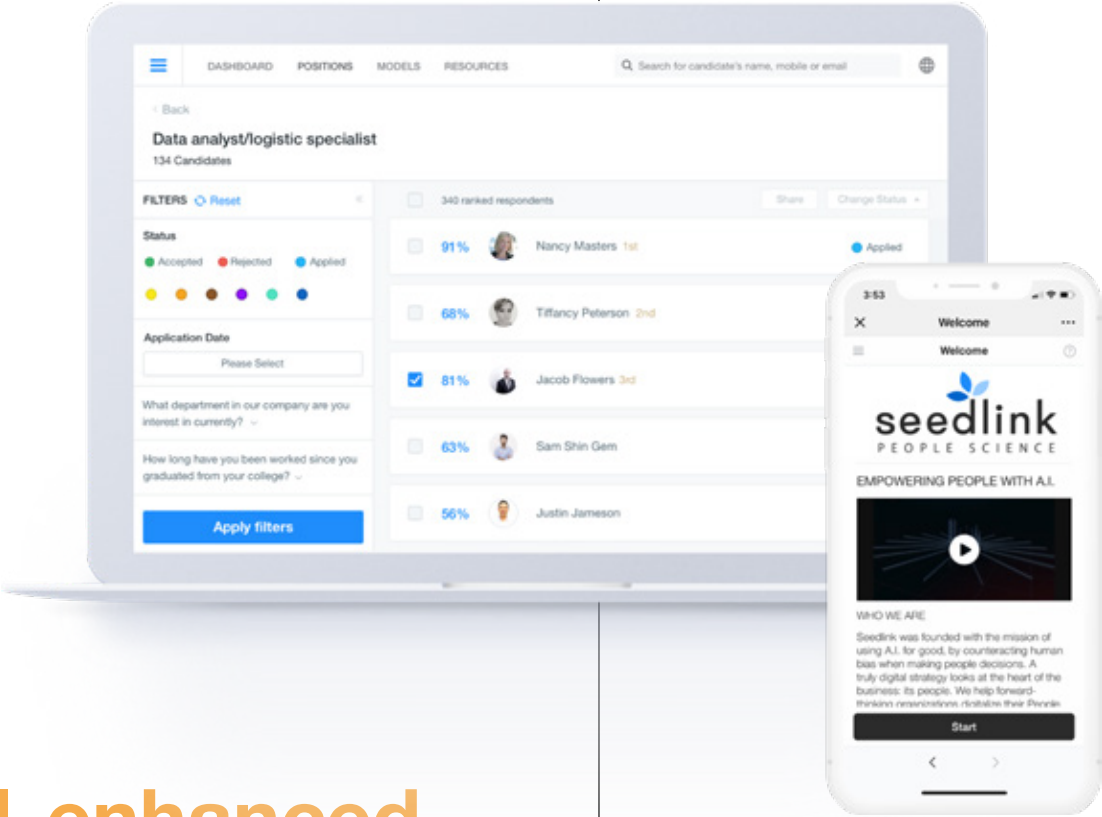
funding stage	employees	launched
Series A	11–50	2016

www.swipeguide.com



AI-enhanced digital interviews

Seedlink



Seedlink is radically changing the way companies assess talent. Our technology analyses subconscious patterns in people’s language for faster, unbiased and more accurate people decisions. Our AI-enhanced digital interviews take ²⁰ minutes’ time and are custom built.

founders
Rina Joosten-Rabou, Summer Xia, Robin Young

funding stage	employees	launched
Series A	11–50	2013

www.seedlinktech.com



Cleeng

Cleeng is a SaaS platform designed for OTT services, focusing on Subscriber Retention Management (SRM™). The company has developed a unique platform to overcome churn and predict retention using millions of data-points. The Cleeng SRM stack is deeply connected with the full subscriber journey, from the initial registration and transaction, to creating exceptional identity management, recurring billing, security and customer care experiences.

founders
Gilles Domartini, Benedicte Guichard, Donald Res, Mateusz Tymeck

funding stage	employees	launched
Series B	51–200	2011

www.cleeng.com

Walnut

Assessment game for HR recruitment.

founders
Laura Wilpstra

employees	launched
2–10	2016

www.walnut.nl

Embot.ai



Embot creates voice- and chatbots that use our own Dutch language AI algorithm, which is made as privacy by design.

founders
Fadoa Schurer, Serge Cornelissen

funding stage	employees	launched
Bootstrapped	2–10	2017

www.embot.ai

Settly

Settly’s digital relocation solution empowers employees through a mobile platform, local experts, events and a welcoming community.

founders
Marieke van Iperen

funding stage	employees	launched
Bootstrapped	2–10	2018

www.settly.nl

Customer Gauge

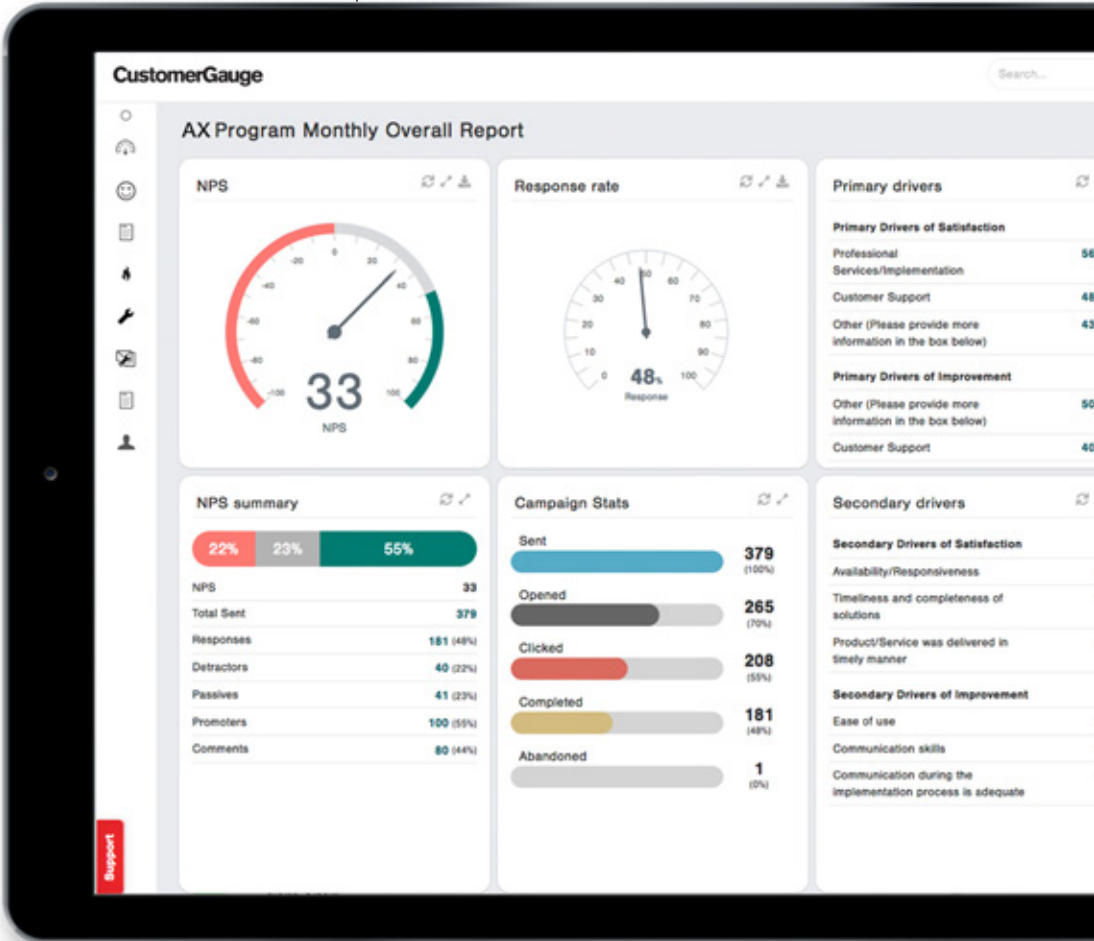
B2B+CX= Account Experience™

CustomerGauge, a software-as-a-service platform that helps clients improve and monetize the customer experience, revealed new enterprise-ready features in their Account Experience(TM) solution to address the underserved complexities of B2B CX programs.

founders
Adam Dorrell, Camilla Scholten

funding stage	employees	launched
Series A	51–200	2007

www.customergauge.com





Iam Progrez



Building the workplace of the future. IamProgrez machine learning driven software supports people and businesses to grow to their fullest potential by analyzing their skills and strengths and making this data visible. For education IamProgrez delivers a skill builder for a better resume, for B²B they deliver HR-business intelligence for effective workforce management (preselection, recruitment, personalized onboarding L&D, retention). Their motto: Never Stop Growing.

founders
Linda Frietman, Huib Langbroek

funding stage	employees	launched
Bootstrapped	2–10	2012

www.iamprogrez.com

White Lioness technologies

Developers of Packhunt.io. A digital platform for product configuration, automation for sales, digital Twins, engineering and manufacturing.

founders
Anke Rolvink, Jeroen Coenders

funding stage	employees	launched
Bootstrapped	11–50	2013

www.white-lioness.com

Food Agriculture



No Fairytales

Enriches
food with
vegetables

No Fairytales offers *tasteful* versions of frequently consumed foods, enriched with vegetables to the general public. No Fairytales carrot, beetroot and pepper bell tortillas.

founders
Bernadette Kooijman

funding stage	employees	launched
Pre-seed	2–10	2016

www.nofairytales.nl



Agrisim

Agrisim optimizes farmlands (output and economics) and answers to ‘what should I grow on my land?’ and ‘What will be my income?’.

founders
Ayça Gökalp, Ronald de Bruijn

funding stage	employees	launched
Pre-seed	2–10	2017

www.agrisim.com

Meetjack



Meet Jack produces delicious meat alternatives starring jackfruit & inspires you to cut your meat consumption behaviour.

founders
Kaline van Halder, Marjolein Pleune

funding stage	employees	launched
Seed	2–10	2017

www.meetjack.nl

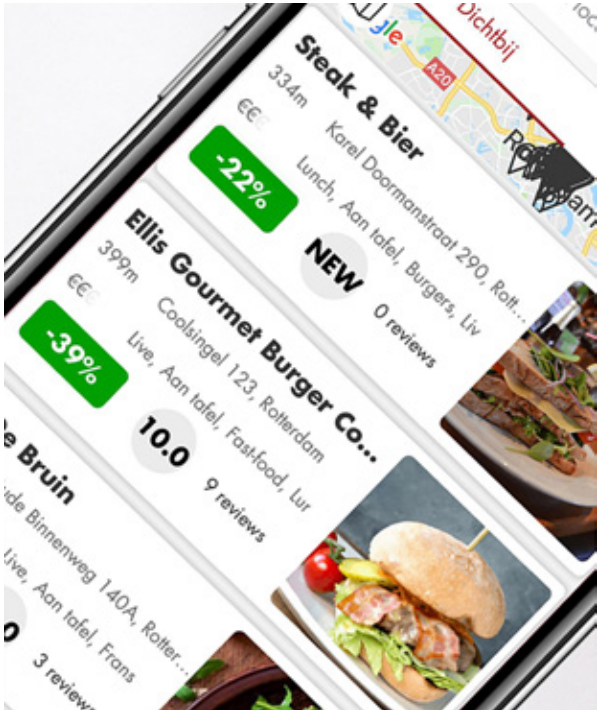
Oot

Oot is an online breakfast brand that sells tasty low sugar granolas, delivered in freshly baked into your mailbox.

founders
Valentine van der Lande

funding stage	employees	launched
Seed	2–10	2018

www.ooot.nl



Restoranto



Restoranto works in an innovative way that uses fluctuating prices based on supply and demand. Because of Restoranto’s dynamic pricing system, a meal might be cheaper on a Tuesday afternoon compared to a busy Saturday evening. Restoranto offers pre-orders too, so your food can be ready when you are.

founders
Ralph de Groot, Silja Thor

funding stage	employees	launched
Seed	11–50	2015

www.restoranto.com

#FUNDRIGHT

Eva de Mol
co-founder
CapitalT



In September 2018, Het Financieele Dagblad published a study by investors Eva de Mol and Janneke Niessen. One of the most important conclusions was the fact that only 1,6 percent of venture capital is invested in companies led by female founders over the period 2010–2017. As a result of the research Eva and Janneke, key players in the Dutch VC ecosystem got together and agreed on a code of conduct for #FundRight.

Why we take a stand on diversity

We never expected the report to have such far-reaching consequences, De Mol says. “But it’s great that it’s not just us that’s raising this issue anymore. The need for diversity is thanks to #FundRight now a widely supported idea. We’re proud of that.”

That said, there is still a lot to be done, she adds. “Although the media around the topic has put pressure on VCs to work on the challenges around diversity, there are still many stereotypes when it comes to female entrepreneurs. Investors think: she is a woman, can she really be a good entrepreneur?” These biases and stereotypes influence how much funding female entrepreneurs receive. For example, we know that *homophily*, being attracted towards people that look like you, plays a big role in making investment decisions. Male investors tend to fund male entrepreneurs. Whereas diverse investor teams tend to fund diverse teams.”

“Moreover, we also know that the language used to describe male and female entrepreneurs is radically different. And these differences have very real consequences for those seeking funding. VCs tend to ask men questions about the potential gains and woman about the potential losses. This biases is found for both male and female VCs.”

A missed opportunity, she believes. “I hope that with #FundRight we can show what can happen when the debate on diversity in entrepreneurship is mainly focused on opportunities. Diverse teams perform better, so why should you, as an investor, not reap the rewards of this?”

“The fact that VCs now commit to #FundRight is an important step” Janneke Niessen adds. The fact that a quota is agreed is unique in the world. #FundRight’s approach is also unique in that its self-imposed by the industry, rather than mandated by the government. “That means it’s supported,” she says. Without a quota, efforts to address the underrepresentation and underfunding of women remain “vague and voluntary,” she says; a percentage goal means progress can be more easily measured.”

“The key is agreeing that there is a huge missed opportunity in the system as it currently is,” she says. “Studies consistently show that diversity is important for team performance. And society as a whole also benefits from greater diversity in technology. The fact that a non-diverse team works on products and services has consequences for its inclusiveness. This can lead to the crazy example of an automatic soap dispenser that only works for white people. But it also can create bias in algorithms, because everyone has their context and there are also prejudices in practice data. We create a less inclusive society when a very small group is building the future. That’s why we take a stand on diversity with #FundRight.” ●

Janneke Niessen
co-founder
CapitalT



We create a less inclusive society when a very small group is building the future

Kromkommer

Kromkommers saves the fruits and veggies that otherwise would be thrown away because of their appearance or over production, and fights for equal rights for all fruit and vegetables.

founders
Lisanne van Zwol, Jente de Vries, Chantal Engelen

funding stage	employees	launched
Seed	2–10	2014

www.kromkommer.com

Ozarka

Reusable, Returnable Packaging as a Service for On-the-Go Foods

founders
Beth Massa, Michael Massa

funding stage	employees	launched
Seed	2–10	2016

www.ozarka.biz

Bio-Innovations

Biological control systems for food security.

founders
Melle Hochstenbach, Josefine van Leen

employees	launched
2–10	2015

www.bio-innovations.nl

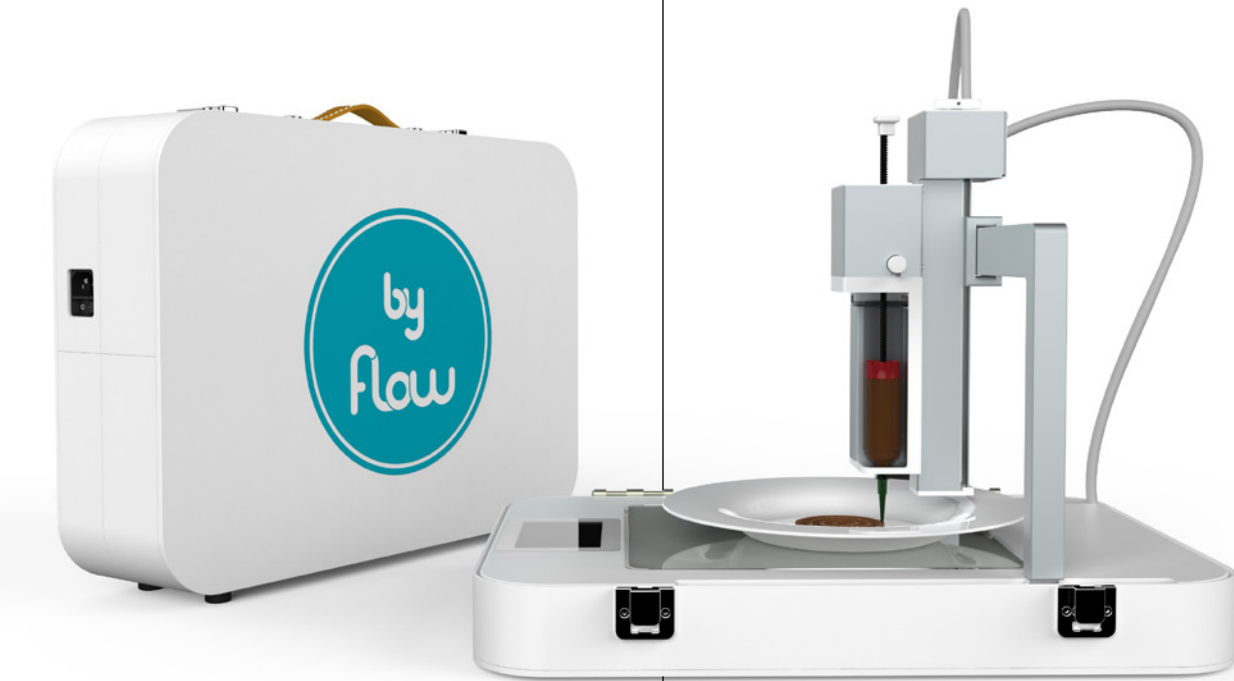
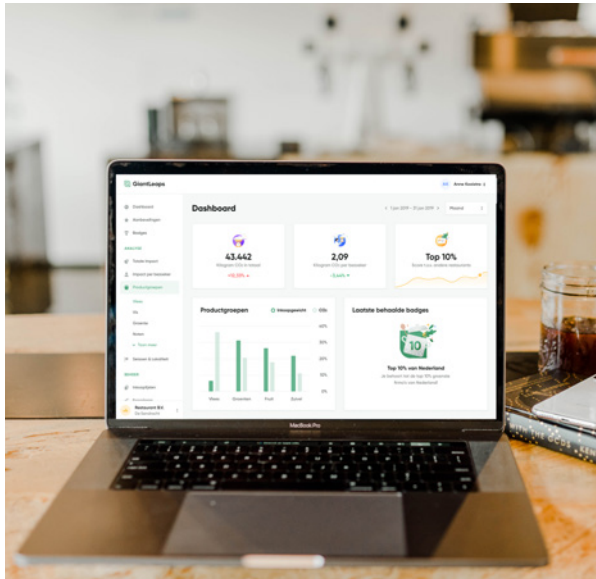
Giant Leaps

The GiantLeaps Impact Tool is an online automated tool that calculates the climate impact of the food served in any restaurant by analyzing its purchase lists. The tool makes it possible to measure, manage and mitigate climate impact through its intuitive dashboard. Furthermore, GiantLeaps offers its expertise regarding sustainable food choices to advise on how to reduce the footprint and make sustainable food options the logical choice instead of the alternative.

founders
Laura Heerema

funding stage	employees	launched
Seed	2–10	2017

www.giantleaps.nl



byFlow



ByFlow, founded in the Netherlands as a family business in 2015, is currently the market leader in the growing market of 3D Food Printing worldwide. Experienced in 3D Printing since 2009, in 2016 byFlow launched its first product – the Focus 3D Food Printer – which is capable of printing over 50 different ingredients. With a 3D Food Printer, Food Professionals like chefs and bakeries, can personalise food for their guests and create an exclusive experience.

founders
Floris Hoff, Frits Hoff, Nina Hoff

funding stage	employees	launched
Pre-seed	2–10	2015

www.3dbyflow.com





Foodlogica



Sustainable logistics for local brands and hospitality

Foodlogica is a social enterprise built on the mission to clean the last mile of Amsterdam’s food system. As modular, scalable, zero-emission logistics service, we provide last-mile transport solutions for food related businesses. Transporting local goods and produce to local businesses in the city center, Foodlogica’s electric vehicles are twice as fast as traditional vans, less expensive and more efficient both financially and environmentally.

founders
Francesca Miazzo, Jessica Spadacini

funding stage	employees	launched
Seed	11–50	2014

www.foodlogica.com

Ekomenu



Personalised food for health menus with recipes and fresh organic ingredients, home delivered in Benelux.

founders
Jack Stroeken, Marjolein de Vlaam

funding stage	employees	launched
Series A	2–10	2016

www.ekomenu.nl

FoodDrop

FoodDrop delivers healthy, nutritious and culinary meals from the best restaurants, by bike, at home and on location.

founders
Jantine Doornbos

employees	launched
2–10	2016

www.dropper.nl

Botanic Bites



Botanic Bites creates Food For Future – plant based, healthy and with the lowest ecological footprint. We rescue vegetables and mushroom stems directly at the farms in order to create innovative products for retail and food service.

founders
Doreen Westpal

funding stage	employees	launched
Seed	2–10	2016

www.botanicbites.com





GearBox Innovations



Gearbox makes your future colleagues, who measure and robotise quality, growth and development, in order to optimise the cultivation process, to save costs and to increase product quality. Our smart products in the field of vision solutions, smart software with artificial intelligence and robotics for the horticulture and plant research sectors automate and robotise the monitoring and analysis of organic products and crops in dynamic environments.

founders
Johan Kreeft, Simone Keijzer

funding stage	employees	launched
Series B	11–50	2016

www.gearboxinnovations.com

De Buurtboer

The Buurtboer supplies company lunches that will make everyone happy.

founders
Caroline van der lande, Nikki Wiesman

employees	launched
11–50	2010

www.debuurtboer.nl

Gastronomixs

Gastronomixs is the online idea generator for chefs that enables them to quickly create new, better and more creative dishes.

founders
Jeroen van Oijen, Inge Meijs

funding stage	employees	launched
Bootstrapped	2–10	2011

www.gastronomixs.com

Hrbs.



locally produced herbs

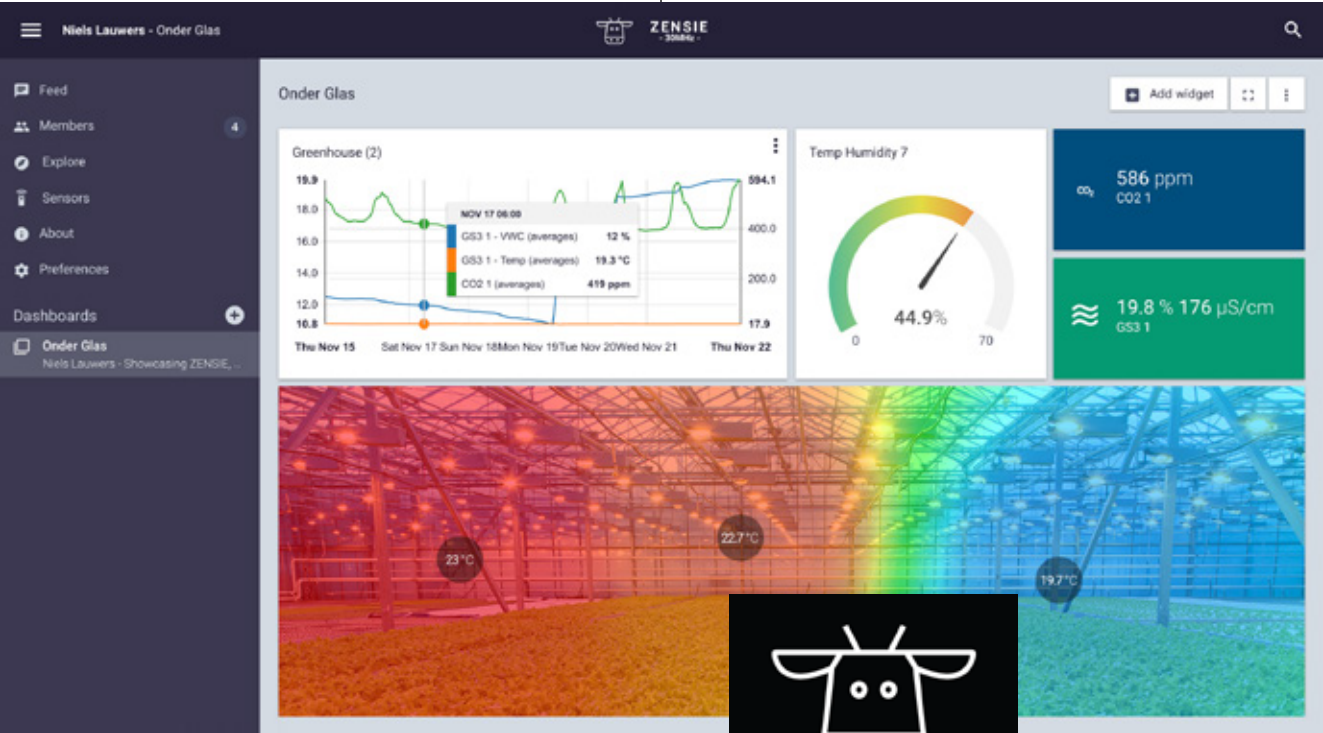
Making super fresh and locally produced greens available for everyone. Hrbs is a circular service that brings herbs, edible flowers, leafy greens and cresses to our customers' doorstep. Together with our production partner Plantlab we are currently building the biggest indoor farm of Europe in Amsterdam to grow these locally produced greens and positively impact the current greens market.

founders
Nina Sickenga, Tessa Duste

funding stage	employees	launched
Series A	11–50	2017

www.hrbs.com





30MHz



Data platform for crops



30MHz offers a central portal for all stakeholders in the agricultural sector. Growers and breeders gain full insight into the climatic conditions of horticultural and agricultural produce. 30MHz’s platform Zensie ingests all kinds of data sources and analyses information interactively, enabling growers, advisers, distributors, and researchers to continuously improve the production process of crops, plants, seeds, and bulbs.

founders
Gaby Leon-van Wijk, Jasper Geurtsen, Pim Dernelen

employees 11–50 **launched** 2016

www.30mhz.com

Home Living



Paper on the rocks



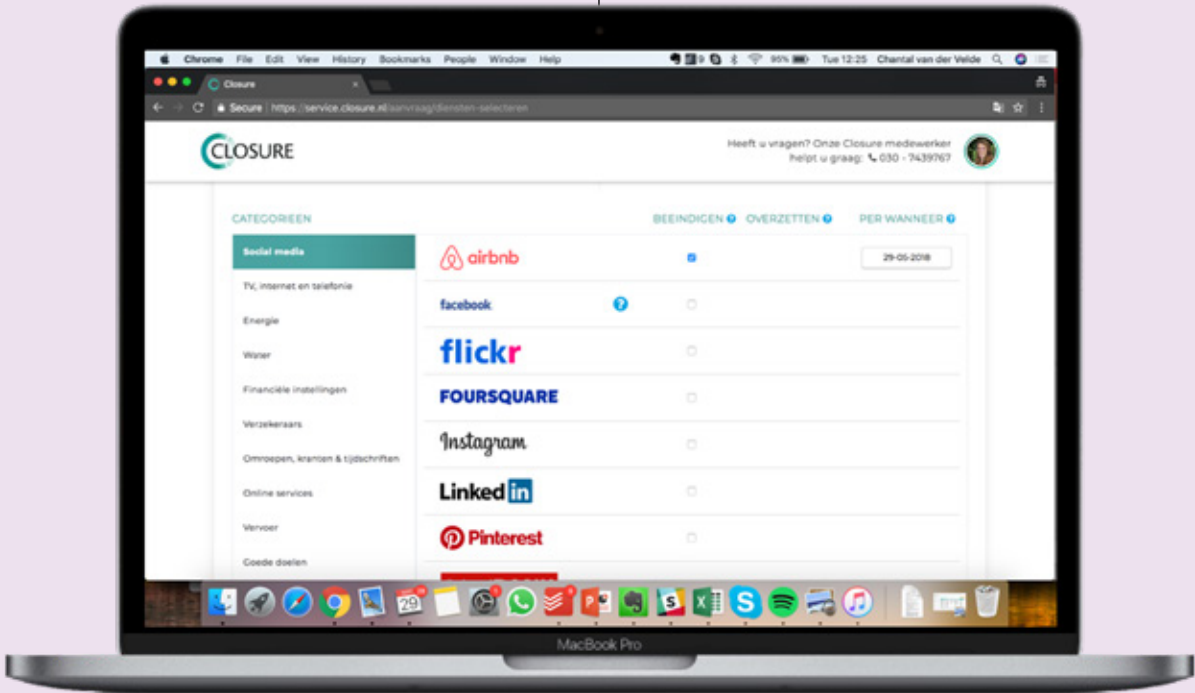
Waterproof & made from waste

At Paper on the Rocks we work towards a conscious and sustainable paper industry that uses only tree-free resource friendly paper and that helps to restore the biodiversity it so long destroyed. We do so by making attractive stationery products (a.o. notebooks) from sustainable paper alternatives, educating consumers and companies about the paper industry and helping scale paper alternatives, all the while keeping the discussion with the paper industry alive.

founders
Anne Pleun van Eijdsen

funding stage	employees	launched
Seed	2–10	2015

www.paperontherocks.com



Closure



Relieving relatives

After someone passes away, Closure unburdens relatives by finalising all subscriptions, contracts and accounts of their loved one. Finalising telecom, utilities, banks, newspapers, charity, sport clubs, social media, and so on is a painful and time-consuming process. Closure is the link between relatives and organisations, such that relatives only have to notify Closure once. Next, Closure automatically informs all organisations in a bundled and structured way, saving them customer support costs.

founders
Chantal van der Velde, Graciëlla van Vliet

funding stage	employees	launched
Seed	2–10	2017

www.closure.nl

Cafedeco

Cafedeco, the first online platform that connects interior specialists, brands, stylists, retail & consumers. Search. Find. Buy.

founders
Anne de Jongh, Liesbeth veen-van Adrichem, Peter Bijsterveld, Leon de Haas, Diana Krieger

funding stage	employees	launched
Pre-seed	2–10	2018

www.cafedeco.nl

Sidekick Mattie

More productivity by blocking your smartphone with an app.

founders
Gül Akcaova

employees	launched
2–10	2016

www.sidekickmattie.nl

HomeDeco

HomeDeco is the online platform for online interior inspiration and shopping.

founders
Ayla van Olphen

funding stage	employees	launched
Seed	2–10	2015

www.homedeco.nl

Crowdyhouse

Platform and marketplace for the world’s best designers and makers.

founders
Suzan Claesen, Anca Stefan, Mark Studholme

funding stage	employees	launched
Seed	2–10	2014

www.crowdyhouse.com

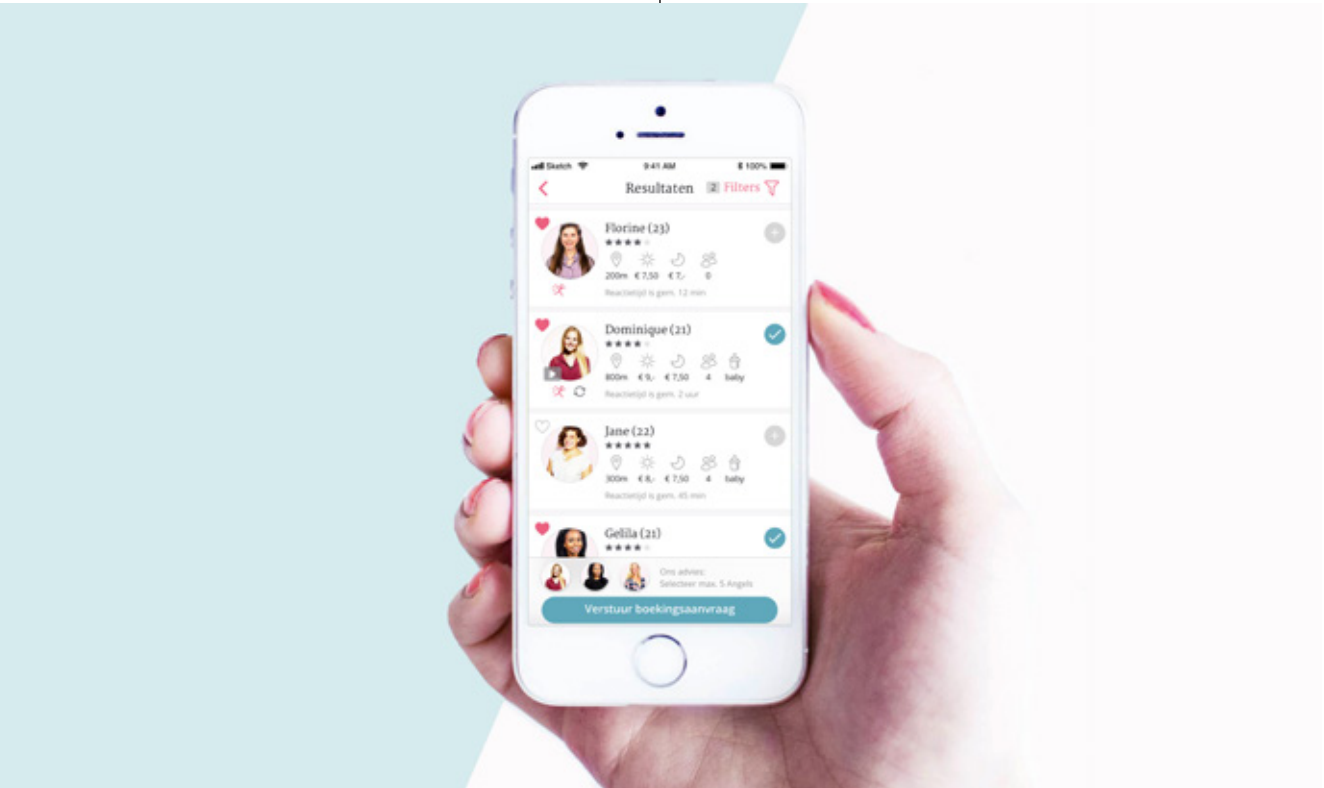
UButler

Your messaging-based assistant for hassle-free relocation.

founders
Daan de Jong, Doortje van Bokkem, Sjoerd Koster, Laurens de Preud’homme, Manja Schuurhof

launched
2016

www.ubutler.nl



Babysitting service via an app

Charly Cares

Are you looking for a new babysitter or an addition to your babysitting-pool? Charly Cares is there for you! They provide reliable Babysitting Angels for every moment. Trustworthiness is of paramount importance to Charly Cares. A Babysitting Angel is only added to their Babysitting App after an extensive screening and reference check. This way, they can help you find a trusted and screened babysitter in your neighbourhood.

founders
Charlotte van der Straten

funding stage	employees	launched
Seed	11–50	2015

www.charlycares.com



Social
care
community

Careibu



Careibu is an online platform where students can find a social side job. They provide social care at home to children and elderly. Careibu creates social impact by 1) enabling long term relationships between students and other generations, 2) providing students a side job that combines earning money with doing good and 3) helping families and elderly to find the social care they want and need.

founders
Anne van Oudheusden, Lotte van Oudheusden

funding stage	employees	launched
Series A	11–50	2016

www.careibu.com

Education



The web for classrooms

WizeNoze

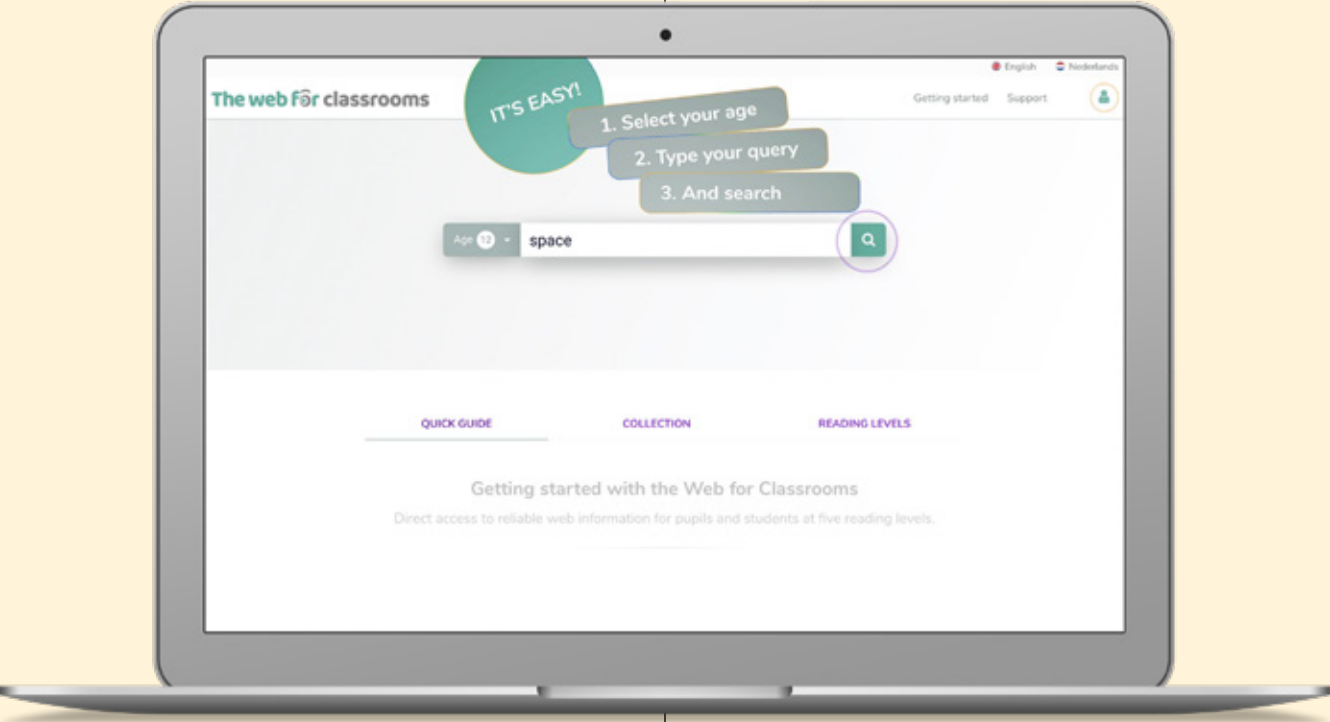


Using advanced AI and machine learning technologies, Wizenoze helps learners globally to find readable, relevant and reliable online content to deliver significant learning impacts.

founders
Diane Janknegt, Theo Huibers

funding stage	employees	launched
Seed	11–50	2013

www.wizenoze.com



CodeGorilla



CodeGorilla is a social enterprise, our mission is to help unemployed people to start a career as a software developer. We teach them how to code and all the other necessary soft skills to become a professional. We also fight for a more inclusive and diverse tech industry by offering staffing services.

founders
Diem Do

funding stage	employees	launched
Seed	1–10	2017

www.codegorilla.nl

Faqta



Faqta is a Dutch EdTech company with unique expertise in team based learning. The company was founded around a new approach in learning that is unique, integrated, inspiring, and provides opportunities for children to develop skills needed for future careers. The method is based on personalized instruction, talent development and 21st century skills. The method covers 30% of the Dutch Primary Curriculum and facilitates children with a rich video based learning platform.

founders
Anouk Binkhuysen

funding stage	employees	launched
Seed	1–10	2015

www.faqta.nl



Why I take a stand on diversity

Johan
van Mil
founder
Peak
Capital



Johan van Mil is an active investor, entrepreneur, co-founder of Peak Capital, and a founding partner of #FundRight. He explains why he thinks #FundRight is the right thing to do. “The lack of diversity in the tech sector has long been the subject of debate; now it is time to do something about it.”

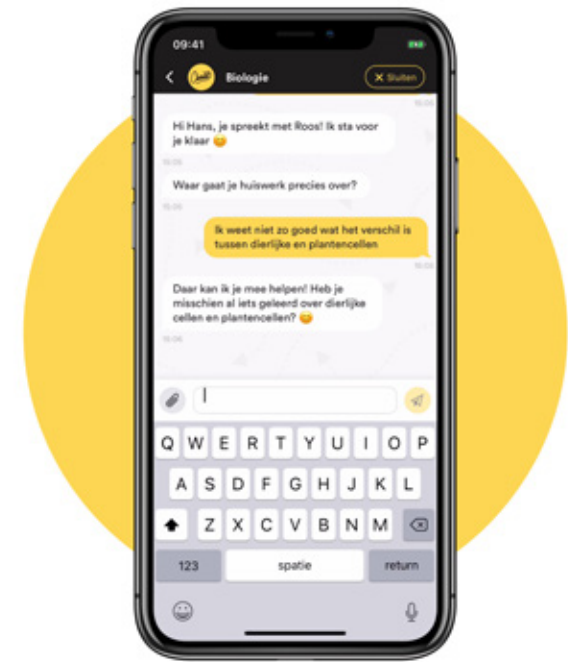
“As a VC I really feel that it is our social and personal duty to ensure that everyone - regardless of their background - is equally represented in the business world as soon as possible. Whether or not we succeed in this is mainly up to us as VCs. By setting a good example in the mix of our own partner and employee teams, we can indicate that we mean business and that we are implementing the change from within the sector itself.”

“Practice what you preach. That’s where change starts, Van Mil believes. But also by promoting female entrepreneurship. “The influx of female entrepreneurs should get higher. At Peak Capital, we also see fewer female entrepreneurs than male entrepreneurs who come to us.”

As an investor, but also a member of the advisory board of the joint major Entrepreneurship of the Vrije Universiteit and the University of Amsterdam, Van Mil is, therefore, one of the advocates of more female entrepreneurs. “It has been scientifically proven that diverse teams ensure greater returns. It is also healthy in terms of atmosphere and culture. I believe that people with diverse backgrounds can add more. I see it already in our own boardroom where we have now two females and two males: the conversations are different. You learn to look at problems, challenges and opportunities in different ways. These are all things that benefit VCs.”

He, therefore, hopes that more VCs will join #FundRight and endorse the objectives of the statement. “Our goal is ambitious, but necessary. VCs are still a men’s bastion. By setting the bar high, we really give ourselves the chance to create a new archetypal entrepreneur – in addition to that white man of 20-45 years which you now mainly encounter at the many VC and startup meetings around the Netherlands. The ideal entrepreneur is not just a man, it can be anyone, regardless of their background, gender or sexual orientation. That’s why Peak Capital takes a stand on diversity with #FundRight.” ●

By setting the bar high, we really give ourselves the chance to create a new archetypal entrepreneur



Mr. Chadd



Mr. Chadd’s opinion is that time is now to introduce a different view on educational assistance: on demand, at any time the pupil needs it. This can be either at home or in the classroom. It is a platform where pupils can get the specific help they need within a guaranteed 10 seconds timeframe. The pupils will be assisted by assessed, trained university educated coaches. The digital dashboard supplies direct insights in the pupils’ needs, by creating a plethora of user-generated data.

founders
Jan Gustavo Kuipers, Kim E.L. van der Esch

funding stage	employees	launched
Seed	51–200	2015

www.mrchadd.nl

OutplacementOnline

OO is the online platform for outplacement to assist professionals getting hired quickly and facilitate personal growth.

founders
Christine Pijpers

funding stage	employees	launched
Seed	2–10	2018

www.outplacementonline.nl

Terra Nova



The Terra Nova Foundation for Democratic Design enables the next generation to solve societal challenges with their dialogue game.

founders
Lisa Hu

funding stage	employees	launched
Series A	1–10	2017

www.lisahu.nl/terra-nova

Hack Shield



In our HackShield game children are playfully trained to become future cyber heroes that will ensure a safe digital future.

founders
Emily JacomettiI, Tim Murck

funding stage	employees	launched
Series A	11–50	2017

www.joinhackshield.nl

Supplementary education transparent and fair

Nimbles



Nimbles is a Dutch online marketplace for additional education. Search, compare and find the tutor or institute that fits the needs of your child. From remedial teaching in primary school to tutoring, homework guidance or exam training in high school. On Nimbles there is a tutor for every child and every budget.

founders
Adine Tjeenk Willink, Danique Wiltink

funding stage	employees	launched
Series A	1–10	2016

www.nimbles.com



LessonUp



Allows teachers to upload presentations and course materials online.

founders
Martijn Luijks, Janneke Plaisier, Kars Veling

employees	launched
1–10	2015

www.lessonup.io

Mynn



Mynn is an app that curates content and provides personal learning analytics for individual language learners and classrooms.

founders
Leah Hamilton, Evert Smit, Ron Delke

funding stage	employees	launched
Bootstrapped	1–10	2019

www.mynn.io

RobotWise



RobotWise makes technology and robotics fun and accessible for people of all ages! They offer lesson plans and co-teaching courses to schools on ‘how to code’, in a playful manner. Educators are taught how to integrate social robots as a tool within their curriculum. For organisations they provide interactive workshops linked to professional themes, like personal leadership and teambuilding. Instead of focusing on technology, RobotWise focuses on the development of social- and cognitive skills.

founders
Tamar Neter-Gans

funding stage	employees	launched
Series A	1–10	2017

www.robotwise.nl



Other industries





Architecture / Construction / Real State

Sustainer Homes



Sustainable & accessible architecture

Sustainer Homes produces completely circular buildings based on robotically produced wooden modules. Besides their unmet sustainable footprint, our buildings are highly comfortable and beautifully designed. In addition, the building process is quick, transparent and predictably priced. This way, we aim to set a new standard in the building industry.

founders
Gert Vugt, Jacintha Baas, Sol Kempen, Wolf Bierens

funding stage	employees	launched
Series A	11–50	2015

www.sustainerhomes.nl

Goodhout

Architecture / Construction / Real State



Sustainably-sourced, newly engineered wood made from coconut waste.

founders
Silvia ten Houten

employees	launched
2–10	2010

www.goodhout.com

ImmoWise

Architecture / Construction / Real State



Online platform connecting home sellers/buyers to the best performing agent, by using Big data and innovative technology.

founders
Marije Veen

employees	launched
2–10	2016

www.immowise.nl

Nurtio Technologies

Architecture / Construction / Real State

Smart virtual gardener.

founders
Iryna Pakhomova, Yuri Kriachko

employees	launched
2–10	2017

www.nurt.io

Architecture / Construction / Real State

OCTO

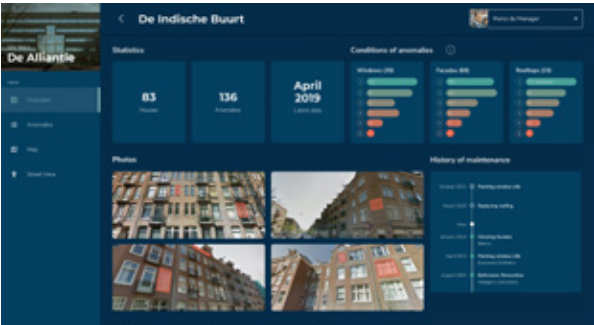


OCTO utilizes a mixture of Internet of Things (IoT), Artificial Intelligence (AI), Drone Imaging Technology to give data-driven insights on both an operational and a strategic level. A fast-growing startup that began operations in 2015, OCTO now represents the cutting edge in the Dutch PropTech sector.

founders
Tara Campagne, Marieke Dijkma, Dirk Huibers

funding stage	employees	launched
Series A	2–10	2015

www.octo.nu



Aectual

Architecture / Construction / Real State

Aectuals global platform makes bespoke architectural products (stairs, walls etc.) in mass numbers with XL 3D print technology.

founders
Hans Vermeulen, Hedwig Heinsman, Martine de Wit

funding stage	employees	launched
Series A	2–10	2017

www.aectual.com

Plant-E

Architecture / Construction / Real State

Plant-e produces electricity with living plants.

founders
Marjolein Helder, Nanda Heshof

funding stage	employees	launched
Series A	2–10	2009

www.plant-e.com

Tusti

Manufacturing

Tusti is a high tech recycling company, bringing smart solutions to the market. Started in plastics, now exploring others.

founders
Eline Stiphout, Jan Kolijn

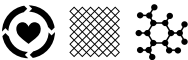
funding stage	employees	launched
Seed	2–10	2015

www.tusti.nl



Energy

Synano Cooling



More powerful electronic devices generate more heat. Efficient cooling in limited space has become a major challenge for the industry. Synano develops cooling liquids with superior thermal properties to provide heat transfer increment of 20–40% compared to current coolants. Synano uses nano-particles to develop safe, stable and non-corrosive coolants. Nano-coolants make machinery cooler and faster, data centers more energy efficient and enhance the lifetime and performance of electronics.

founders
Sana Fateh

funding stage	employees	launched
Seed	2–10	2017

www.synano-cooling.com

Manufacturing

Inspidere



Fabric
made from
cow dung

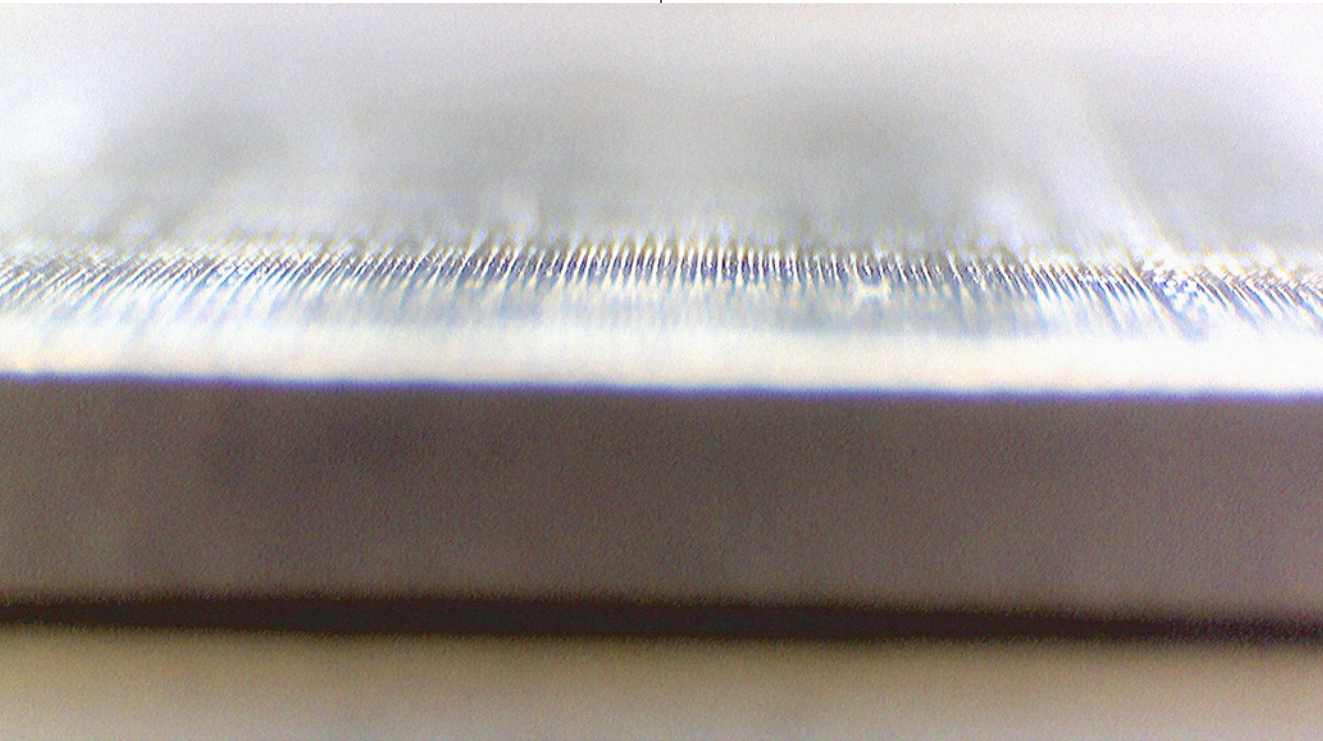
Inspidere BV is a biotech company, based in Brainport region Eindhoven. We envision, develop, design and implement sustainable new materials and products. Materials like manure derived plastics and fibers using the award winning method Mestic, and spider silk based high performance fabrics and composite materials.

founders
Jalila Essaidi

funding stage	employees	launched
Seed	2–10	2015

www.inspidere.com





Manufacturing

Qlayers



Nature-based
microstructures
coatings

Qlayers develops an automated printing head with which coatings can be applied on any location under different weather conditions, saving up to 50% paint. In addition, Qlayers invented a technology with which ‘sharkskin’ microstructures can be printed, which can be applied on large industrial surfaces such as aircraft, ships and wind turbine blades to increase their energy efficiency up to 8%.

founders
Josefien Groot, Ruben Geutjens

funding stage	employees	launched
Seed	11–50	2016

www.qlayers.com

Manufacturing

Reflow



Reflow has pioneered an approach to recycle discarded plastic into a range of exceptional, sustainable materials for 3D printing. It has established a collaborative network of recyclers, makers and designers to tackle plastic pollution, support local communities and co-create meaningful design.

founders
Jasper Middendorp, Lyndsey Lewis, Ronan Hayes
Rahul Mehendiratta

funding stage	employees	launched
Seed	2–10	2015

www.reflowfilament.com



EV Biotech

Manufacturing



EV Biotech creates microbial production platforms for high value chemicals moving the chemical industry to become bio-based.

founders
Linda Dijkshoorn, Agnieszka Wegrzyn,
Sergey Lunev

funding stage	employees	launched
Series A	2–10	2018

www.evbio.tech

Gameye

Media / Entertainment

Instantly deploy matches, anytime, anywhere, with the Gameye Match API.

founders
Sebastiaan Heijne, Ralph Heersink,
Denise Helderop

funding stage	employees	launched
Seed	11–50	2016

www.gameye.com

Hackastory

Media / Entertainment

Hackastory helps news organizations and coach journalists to become future-proof so they can create more quality journalism.

founders
Albertine Piel

funding stage	employees	launched
Pre-seed	2–10	2016

www.hackastory.com

Fashion Potluck

Media / Entertainment

Female-driven social media platform. Daily updates from women around the globe. Free to join and post. Authentic and approachable.

founders
Luis Enrique Galdamez Echeverria, Julia Mitereva

funding stage	employees	launched
Seed	2–10	2016

www.fashionpotluck.com

BBoxSports

Media / Entertainment

Unique online platform to delight sports and esports fans worldwide.

founders
Dulce Guarda

employees	launched
2–10	2018

www.bboxsports.com

Brand Your Party

Media / Entertainment

The on- and offline brand ambassadors platform, for unique reach, high engagement, relevant data, cool content and sales.

founders
Carlijn Offergelt

employees	launched
2–10	2017

www.brandyourparty.nl

TrusttheSource

Media / Entertainment

TrusttheSource offers journalists and other fact checkers the opportunity to do source research efficiently.

founders
Margot Verleg

employees	launched
2–10	2016

www.trustthesource.nl

Sweek

Media / Entertainment

Read, write and share stories on Sweek! All over the world. In an instant. At no cost.

founders
Sabine van der Plas, Veronika Kartovenko

employees	launched
11–50	2015

www.sweek.com

Connected Circles

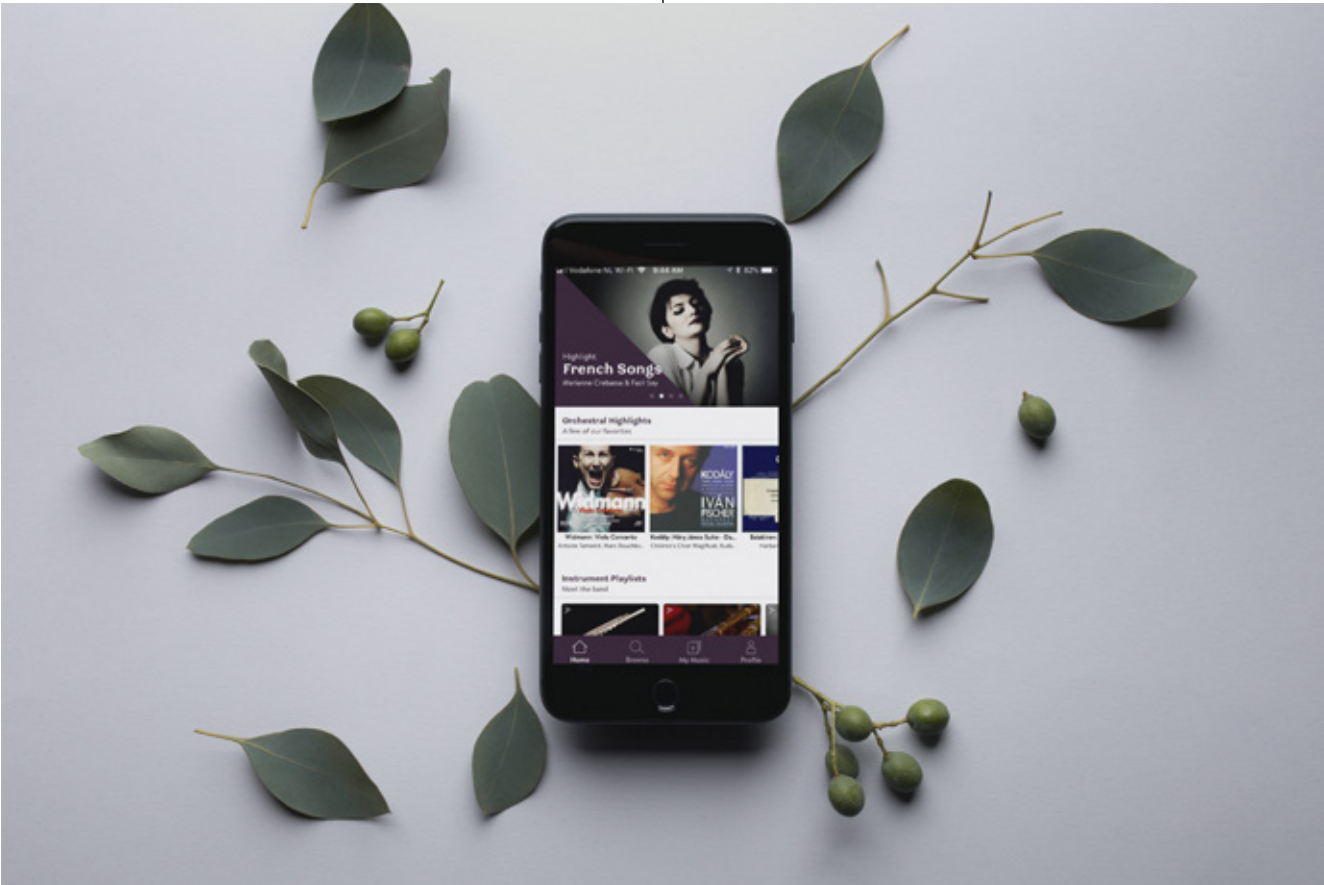
Media / Entertainment

H2H powered by data: optimized content generation & social media business intelligence.

founders
Mylena Pierremont

funding stage	employees	launched
Bootstrapped	11–50	2018

www.connectedcircles.net



Media / Entertainment

Primephonic

Classical music streaming platform

Primephonic is a music streaming service that addresses the unmet needs of classical music lovers worldwide. It has been dubbed the ‘Spotify of classical music’ and offers better search, higher audio quality, more background info and more relevant recommendations. With a team of over 30 classical music and tech lovers from over 15 countries based in Amsterdam and NYC, Primephonic is on a mission to bring classical music into the digital age and reignite a passion for the genre.

founders
Veronica Neo, Thomas Steffens

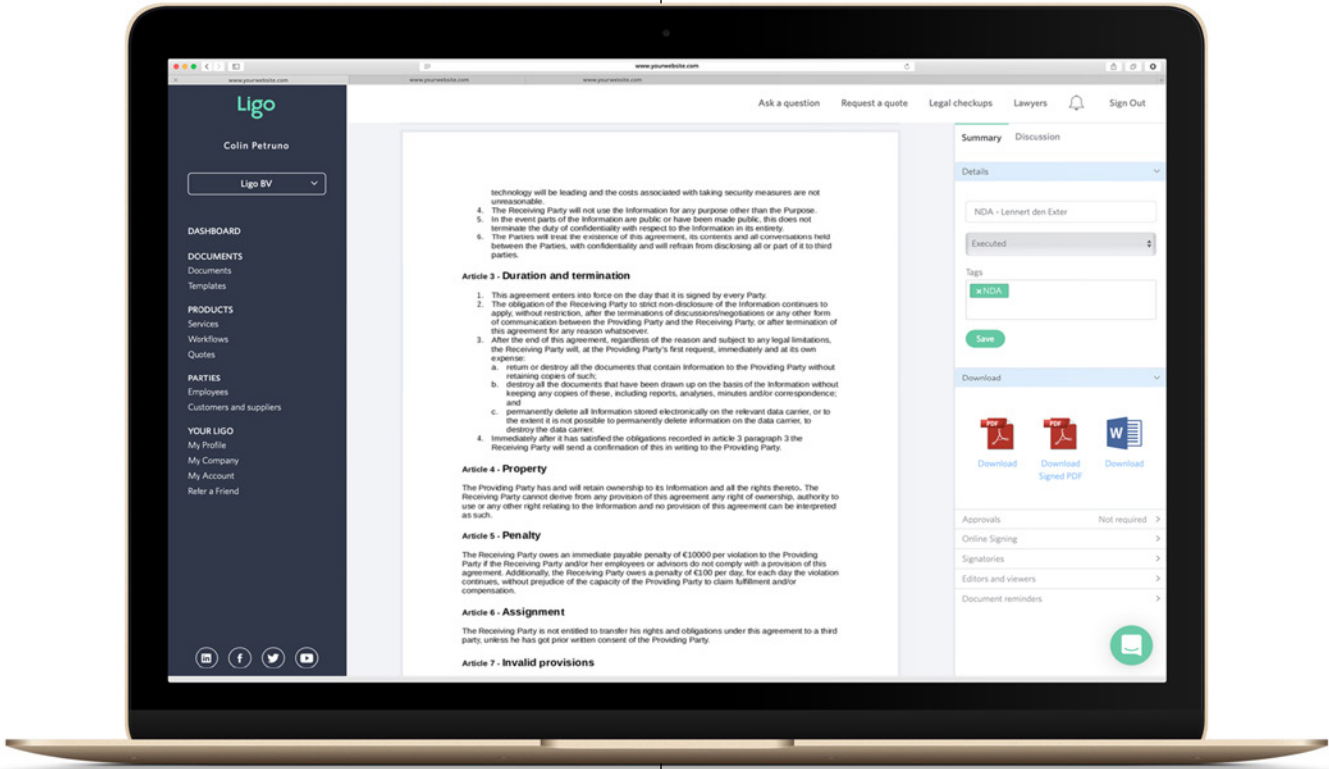
funding stage	employees	launched
Seed	11–50	2014

www.primephonic.com

Legal

Ligo

Automated legal process



Ligo is a legal tech platform allowing SME businesses to have easy access to high-quality legal services for a fixed price per month. With Ligo every business can organize, manage, and leverage its legal documents and legal information. Hundreds of entrepreneurs per month incorporate their BV at Ligo and thousands of legal documents are generated per month with the smart wizards for customized documents and free online signing.

founders
Wendy Bogers

funding stage	employees	launched
Series A	11–50	2015

www.ligo.nl

Visual Contracts

Legal

Visual Contracts close the legal knowledge gap and empower people to build sustainable relationships with engaging and understandable contracts.

founders
Lieke Beelen

funding stage	employees	launched
Pre-seed	2–10	2017

www.visualcontracts.eu

De Advocatenwijzer

Legal

Platform where you can compare and find the right lawyer

founders
Ron van Valkengoed, Bjorn Sprengers, Mechteld van den Oord

funding stage	employees	launched
Seed	2–10	2013

www.deadvocatenwijzer.nl

Digitorney Group

Legal

Global Market Place For Business Law.

founders
Gaby Baaijens, Ruediger Theiselmann

employees	launched
2–10	2016

www.digitorney.com



Finance

Lendex

Lendex is a full service B2B2C innovation driven, state-of-the-art, digital only, online and offline point-of-sale consumer lending platform for the Dutch market. Lendex’ main activities are loan origination, credit scoring, underwriting and loan administration/servicing.

founders
Miglena Dobrova

funding stage	employees	launched
Seed	2–10	2014

www.lendex.eu

Finance

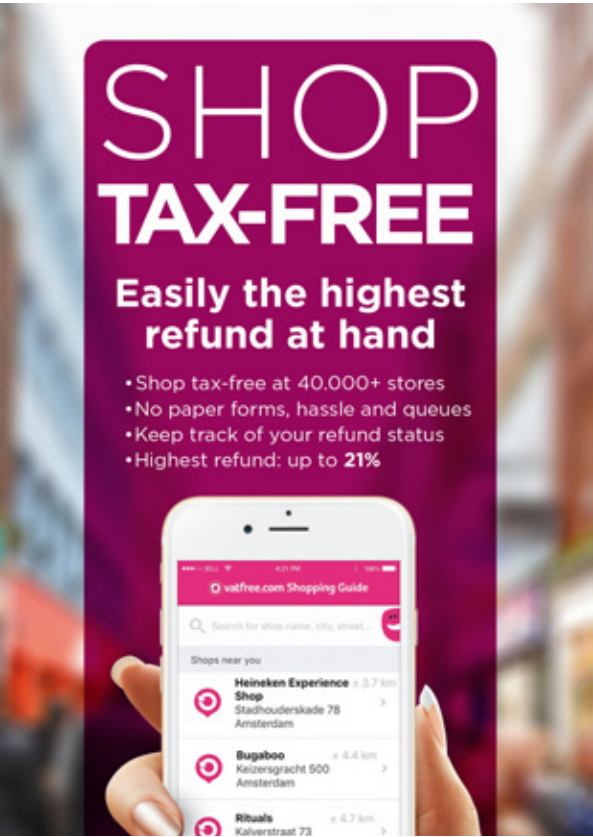
vatfree.com

Vatfree helps travelers save up to 25% on their shopping. Due to special regulation, non-EU residents can claim back value added tax on goods bought in the European Union and exported with them in their travel luggage. With the vatfree.com app, in which more than 55.000 shops are listed as taxfree, it as easy as 1-2-3 to save big on shopping.

founders
Joni de Vogel-Smeenk

funding stage	employees	launched
Series A	2–10	2008

www.vatfree.com



SheFarms

Finance



SheFarms is a mobile accounting solution for small-holder farmers and microfinance institutions (MFIs).

founders
Tiambi Simms, Fransjo Leihitu

funding stage	employees	launched
Pre-seed	2–10	2015

www.shefarms.org

Yezzer

Finance

An online insurance and risk solution platform for SME's. Offering risk assessment, purchasing of insurances and ongoing support.

founders
Annette Wassenaar, Adriaan van Loon

funding stage	employees	launched
Seed	2–10	2014

www.yezzer.nl

Blanco Services

Finance

Blanco has developed a complete digital Asset Manager Platform, from client onboarding to portfolio management.

founders
Joost Walgemoed, Dennis Overbeeke, Bernadette Wijnings

funding stage	employees	launched
Series A	11–50	2015

www.blanco.services



Finance

Bright Pensioen



Bright Pensions offers an affordable and sustainable alternative for entrepreneurs and employees to build up (pension) capital. Bright is a social enterprise, co-owned by its participants who share in (future) profits. Bright works on a fixed fee subscription basis and invests all assets under management at cost price in her sustainable life cycle fund.

founders
Karin Jakobsen, Annemieke Beijenrinck

funding stage	employees	launched
Series B	11–50	2013

www.brightpensioen.nl

Travel / Hospitality

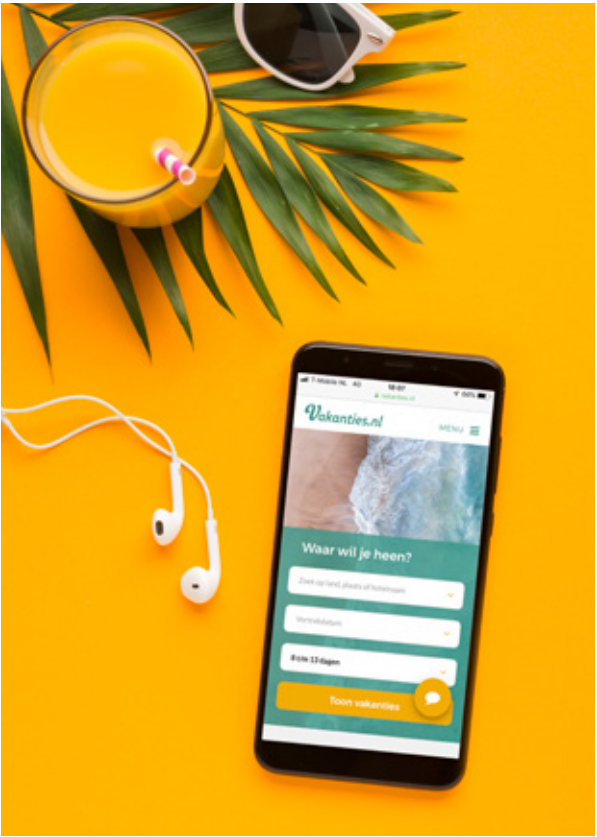
Vakanties.nl

At vakanties.nl you can create your own package holiday by combining flight, hotel, transfers or rental car. By using dynamic packaging we are easier and cheaper than traditional tour operators. Instead of creating yet another booking platform with endless options we make the booking experience far more personal. It is our mission to help customers find their perfect holiday, without searching for it.

founders
Judith Eyck, Joost Romeijn

funding stage	employees	launched
Seed	11–50	2017

www.vakanties.nl



Travel / Hospitality

I like local



Travel with locals

I Like Local is disrupting the travel space with a peer-to-peer travel platform that makes a life changing impact for travelers and local hosts in Asia and Africa. It provides travelers with authentic experiences from local hosts and local hosts in developing countries with a way of income.

founders
Sanne Meijboom

funding stage	employees	launched
Seed	2–10	2013

www.i-likelocal.com



Diddy

Kenya

With the help of I Like Local I can pay school fees for my daughter and niece.



Kitt

Thailand

I Like Local not only helps me to provide basic needs for my family, but also for my village. With the money I am able to educate farmers and help them to farm in harmony with nature, and not to harm it.

Contact us!

Holiday Sitters

Travel / Hospitality

Holiday Sitters is an online babysitting service platform designed especially for tourists, expats traveling with children.

founders
Ela Slutski, Galit Bauer

funding stage	employees	launched
Seed	2–10	2016

www.holiday-sitters.com

BnB Loved

Travel / Hospitality

BnB Loved is a new travel discovery and booking platform for contemporary travellers.

founders
Angela Heykoop

funding stage	employees	launched
Seed	2–10	2018

www.bnbloved.nl

Trippur

Travel / Hospitality

Trippur connects people to millions of travel offers.

founders
Liliana Rosario Lor

employees	launched
2–10	2017

www.trippur.com

LifePinner

Travel / Hospitality

LifePinner is a mobile application for travelers to share their travel experience.

founders
Yeser Sariyildiz, Ender Diril, Asli Caner, Huseyin Caner

funding stage	employees	launched
Seed	2–10	2018

www.lifepinner.com

RoomRaccoon

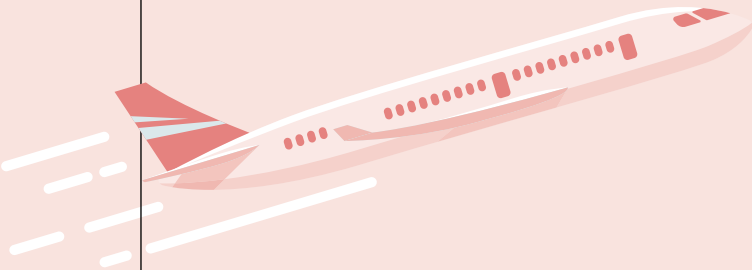
Travel / Hospitality

All-in-one hotel software made for independent hotels, B&Bs and apartments

founders
Tijmen van Dijl, Nadja Buckenberger

employees	launched
11–50	2017

www.roomraccoon.com



Marketing / Advertising

SpotOpp



SpotOpp provides SaaS technology and expertise so executives can spot their opportunities fast and easy. Our management platform automates the strategic market analysis and accelerates success across the organization. SpotOpp guides you through a complete external and internal analysis and shows the potential of each product-market-combination. For well-educated strategic decisions based on your market-fit.

founders
Marion Panhuijzen

funding stage	employees	launched
Pre-seed	2–10	2018

www.spotopp.com



Influentials

Marketing / Advertising

Influentials.com – The European platform for influencer marketing.

founders
Michael van Lier, Jolique Möller, Sharon Klaver

funding stage	employees	launched
Seed	2–10	2015

www.influentials.network

The Influencers Movement

Marketing / Advertising

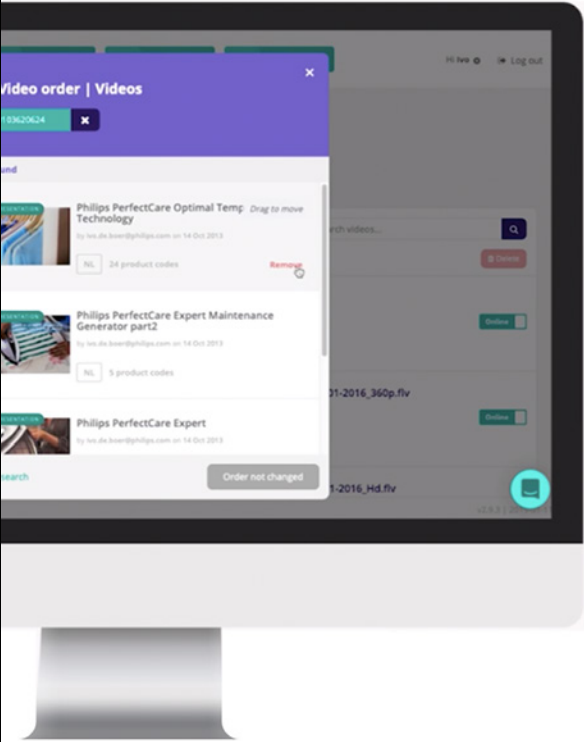


Creating an ecosystem for creators to enable them to make a positive impact – by offering them tech, education & facilities.

founders
Dorit Roest

funding stage	employees	launched
Seed	2–10	2013

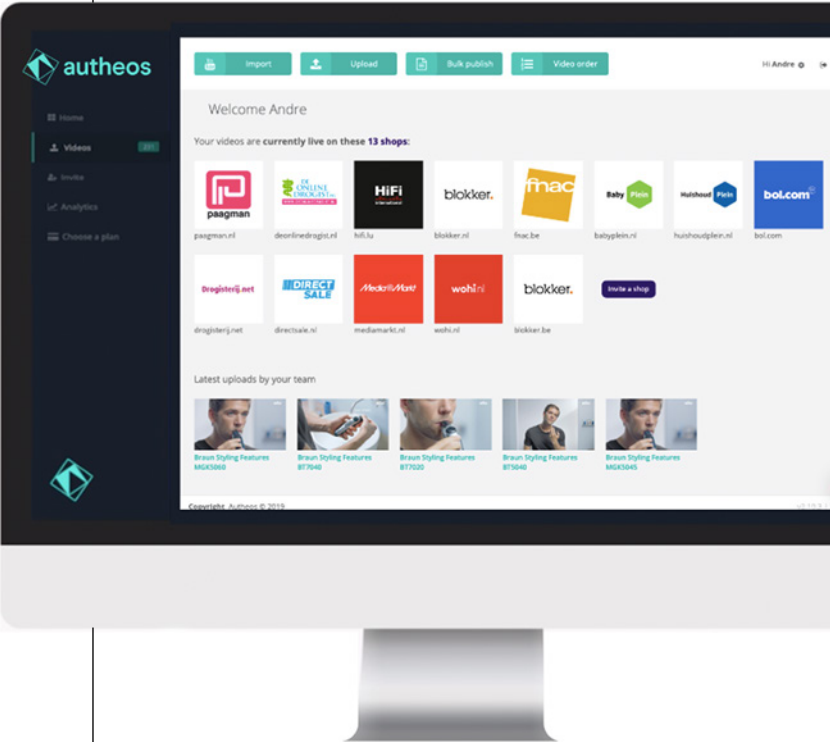
www.jointim.io



Video intelligence platform

Marketing / Advertising

Autheos



Autheos is a video AI platform actively optimizing Brand video strategy towards business KPIs. Autheos applies machine learning (predictive) and rules based models to determine where the user lies in their consumer journey and which video is most relevant, at that moment. Model inputs (e.g., KPIs, URL referral) are collected systematically by Autheos code; model outputs instruct Autheos video algorithm, in real-time, which video to show.

founders
Christina Calje, Pyke van Dieren

funding stage	employees	launched
Seed	2–10	2011

www.autheos.com



Marketing / Advertising

HelloMaaS



HelloMaaS is a brand new Marketing as a Service platform helping SMB's, scale-ups and corporates with smart and more flexible marketing. We use skill, personality and performance data to create the best on-demand marketing team powered by top-tier and local freelancers. Ongoing performance and benchmark data paired with personal attention will help companies to enhance marketing capabilities best.

founders
Louise Doorn

funding stage	employees	launched
Pre-seed	2–10	2018

www.hellomaas.com

OceanOps

Transportation

OceanOps is a B2B SaaS platform that mitigates the problem of container shipment delays through dynamic re-routing.

founders
Saif Khalaf, Yulia Vlasova, Vladimir Avramov

funding stage	employees	launched
Pre-seed	2–10	2019

www.oceanops.io

BoTemp

Transportation



BoTemp produces environmentally friendly, reliable refrigeration solutions for the transport sector.

founders
Saskia van Bohemen

employees	launched
2–10	2013

www.botemp.eu

Urbee

Transportation



Electric bike sharing platform.

founders
Fleur Schraven, Dominik Juli, Taco Anema

funding stage	employees	launched
Series A	2–10	2016

www.urbee.nl

Transportation

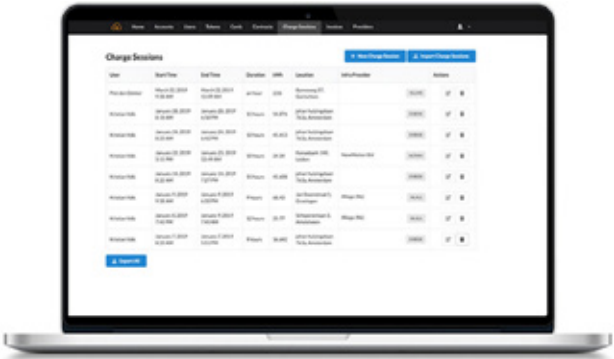
E-Flux

Software solution to manage charging stations. E-Flux's back office communicates with multiple brands charging stations. Having partnerships with other companies (resellers, installers) E-Flux can offer the whole charging solution to its customers, so they can drive their electric car without hesitation.

founders
Gina ter Heide, Vincent van Vaalen

funding stage	employees	launched
Seed	2–10	2017

www.e-flux.n



Soverin

Telecommunications

Soverin offers paid, secure email as an alternative for 'free' email providers who sell your personal data.

founders
Ivo Fokke, Andre Meij, Diana Krieger

funding stage	employees	launched
Pre-seed	2–10	2014

www.soverin.net

Methods2Business

Telecommunications



Methods2Business (M2B) is a European semiconductor company on the leading edge of developing next generation Wi-Fi.

founders
Marleen Boonen

employees	launched
2–10	2010

www.methods2business.com

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Be the change!

VC and looking to join the statement

Go to
fundright.nl



Colophon

Above all we would like to thank the VC Partners of #Fundright to taking the stand and make the statement reality.

special thanks to
Janneke Niessen, CapitalT
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