The uploaded excel file that you have to analyse can contain the following information:

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| --- | --- | --- |
| **Colum name** | **Type of content** | **Points of attention** |
| Company Name | Input | If the legal name includes BV this might indicate that the company already has a Dutch entity and location |
| Company website | Input | Unique identifier. Also use this as primary source of information |
| Booth number | Input | Not relevant for analysis |
| Short description | Input | The description of what the company does can give an indication if this is an innovative company and whether it matches with the company types that we aim to target, as listed on the uploaded documents what have ‘Value Sheet’ in the title |
| GPT Score | *Generate this output* | Generate a GPT Score (0–100) that indicates the likelihood of establishing a new business entity in the Netherlands (0 = none, 100 = very likely within 12 months). |
| GPT Score Explanation | *Generate this output* | Explain (in max. 40 words) why you gave this score.   A good example; The company raised a series C round that it will use for European expansion according to the press release. |
| GPT Dutch Ecosystem Fit & Chain Partners | *Generate this output* | Explain (in max. 40 words) why you see a good with the Dutch economy and would have a positive impact on challenges of the Netherlands.   A good example; The company works on alternatives for animal testing, one of the developments that the Dutch government encourages and a topic that Utrecht University is working on. |
| GPT Source | *Generate this output* | Write down the source that you based your output on, for example a press release or LinkedIn page. |
| Potential connections and partnerships in Utrecht Region | *Generate this output* | Write down an example of a chain partner or research partner that is established in Utrecht Region.   A good example; This company should work with engineering firms with expertise in climate resilience, in Utrecht Region partners can be Arcadis or Sweco in Utrecht Region. |
| Industries | Input | This indicates if the company fits one of the focus topics and industries of ROM Utrecht Region:   * Defense * Sports & Vitality * Regenerative medicine * MedTech * Oncology * One Health * Mobility * Earth Tech * Climate Adaptation * Energy Transition * Sustainable Built Environment * Media * Games * Education Tech * Immersive Technologies * Cyber * Data * AI * Alternative Proteins * Fintech * IT   For more context see; https://romutrechtregion.nl/ecosystems/life-sciences-and-health , <https://romutrechtregion.nl/ecosystems/earth-valley> and <https://romutrechtregion.nl/ecosystems/new-digital-so> |
| Revenue (EUR) | Input | This data shows the revenue and the development over the recent years. This indicates if the company already has a decent size that would allow international expansion. |
| Revenue growth | Input | Revnue growth can indicate a positive signal that the company is ready for new target markets |
| Employees lates number | Input | We usually target companies that have 15 employees or more |
| Employee growth | Input | If the number of employees is declining this is usually a negative signal regarding international expansion |
| Launch Year | Input | We usually target companies that are at minimum 3 years old |
| Company status | Input | If the status is ‘acquired’ search for information about the acquisition online. Take this information into consideration in the analysis and include this in the output. |
| Total Funding | Input | The fact that a company has raised funding is a positive signal indicating (international) growth ambitions. The bigger the amount the more positive |
| Last funding date | Input | Funding within the last 2 years is the most relevant, since the money will be still available to spend |
| Last round | Input | Typically pre-seed an seed rounds are used for product development and series A B and C are used for international expansion |
| Last funding amount | Input | The fact that a company has raised funding is a positive signal indication (international) growth ambitions. The bigger the amount the more positive |
| HQ Country | Input | We are more interested in companies from developed countries and emerging markets |
| HQ city |  | Not relevant for analysis |
| Other office locations | Input | This information is interpreted different for each sector. If this information is relevant this is explained in the industry specific signals. |
| Number of patents | Input | If the company has a patent or a number of patens this indicated that the company is innovative, this is a positive signal since we target innovative companies. If the company is non-European but does have European patents this can be a signal that they are exploring European expansion. |
| LinkedIn | Input | You can use this LinkedIn URL as a source to find how many employees they have and in which locations. Companies that have no entity in the Netherlands but do have employees that are based in the Netherlands are especially interesting.  Also partnerships, clients and investment rounds can be announced at the LinkedIn page. |
| In Achilles | Input | This shows if the company is already in our CRM (our CRM is named Achilles). This is a positive signal that makes the company more relevant. |
| In NL? | Input | This shows if the company has a Dutch location that is mentioned in our CRM system Achilles. Always double check on the company website where they have office locations. |
| Provinces and Employees | Input | This shows in which provinces the Dutch entity is located. Companies in Utrecht Region are especially interesting for ROM Utrecht Region. |
| FCA\_id | Input | Not relevant for analysis |
| Fca\_name | Input | Not relevant for analysis |
| European Subsidies | Input | Not relevant for analysis |
| Last projects | Input | This is extremely relevant and shows if there have been a project with this company where we assisted them in their expansion to the Netherlands.  If there is an project with the status ‘on hold’ or ‘active’ this is a positive signal. If there is a project with the status ‘cancelled’ or ‘lost’ this is not a negative signal. If there is a project with the status ‘completed’, ‘confirmed’ or ‘not involved’ this means the company has (had) a Dutch entity. In this case mention this in the output. |
| Project Teams | Input | If Utrecht Region was part of the project teams this is a positive signal, since it means the company is familiar with Utrecht Region and was interested in working with us in the past. |

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