1. **Generic Signals**

* **POSITIVE SIGNALS**

1. **Company already has European or Dutch clients or collaborates in European subsidy consortia**
   * Signal: Clients require local support or certification for the clientbase in Europe and the Netherlands
   * Example: The Canadian company KenWave Solutions has a case study with Brabant Water on their website (<https://kenwavesolutions.com/case-studies/>)
   * Identify via: use cases, pilot projects, customer stories, regional presence
   * Sources: website, LinkedIn, project databases (e.g. Interreg, Horizon Europe)
2. **Company makes highly innovative products** 
   * Signal: Company has many patent applications, company is collaborating with industry leaders, company is a spin-out of a knowledge institute or university, company **aligns with the value that is descriped in the uploaded documents where the title starts with “value-sheet\_...”**
   * Example: company is part of NVIDIA Inception program. Or the company is similar to high value current investors mentioned in the value sheet.
   * Sources: website, LinkedIn, press releases, project databases, patent databases
3. **Company already complies with EU legislation (e.g. CE marking, EN ISO standard, )**
   * Signal: Plans for product development to comply to European regulation or starting the process for European certification drives local presence and EU compliance
   * Example: Acadia Pharmaceuticals Submits Marketing Authorization Application to the European Medicines Agency for Trofinetide for the Treatment of Rett Syndrome
   * Identify via: mentions of regulation, compliance info, certification plans
   * Sources: website, blog, whitepaper, regulatory overviews (e.g. EMA)
4. **Company seeks access to EU market for sustainable or digital solutions**
   * Signal: The Netherlands is a launchpad for Northwest Europe due to test facilities and regulations
   * Example: A company from South Africa that developed enzymes to convert bioplastic waste into high-value fuels and chemicals wants to enter the European market since their home market does not have environmental regulations or circular ambitions to create a market for their products.
   * Identify via: market entry announcements, test projects, investment rounds
   * Sources: press releases, news articles, trade fair appearances
5. **Dutch industry and shows interest in innovative solutions**
   * Signal: Local partner seeks collaboration for pilot,system integration, or European consortium
   * Example: German battery integrator partners with Schiedam shipyard for pilot
   * Identify via: partnerships with Dutch companies or research institutes
   * Sources: LinkedIn, cluster initiatives, events, accelerator programs, challanges (e.g. https://starthubs.co/nl/challenges , https://www.eennl.eu/pod/ ))
6. **Competitors or similar providers already have offices or pilots in the Netherlands**
   * Signal: Company wants to secure competitive position vis-à-vis direct competitors
   * Example: US hybrid propulsion supplier follows Wärtsilä to NL
   * Identify via: competition analysis news, strategic expansion plans
   * Sources: LinkedIn, industry analyses, investment platforms
7. **Startup phase company is a good fit for ROM Utrecht Region accelerators/programs**
   * Signal: Company seeks validation, network, and pilots withinLSH, Earth Valley or New Digital Society ecosystems
   * Example: agrifood solution wants to work with Rabobank
   * Identify via: accelerator participation, incubator registration, early-stage funding, pitch events
   * Sources: LinkedIn, UtrechtInc, Rabobank, ICAT Utrecht, Media Campus NL, Earth Valley , accelerator websites, startup challenge news
8. **Company seeks access to the Dutch and European market**
   * Signal: Company is looking for growth beyond home country
   * Example: Indian VR training firm https://anugraha.co/ has a big market share in India and seeks opportunities in Dutch and European market
   * Identify via: EU market growth, market saturation, high market penetration in home market, EU focus visible through hiring, EU-focus in blogs/strategy
   * Sources: market reports, blog posts, strategic updates, job postings
9. **Remote employees live/work in the Netherlands**
   * Signal: Need for office or formal entity for coordination and growth
   * Example: Company hires two remote engineers in NL → office opened in The Utrecht
   * Identify via: employees in NL without office
   * Sources: LinkedIn, job descriptions
10. **Company recently raised funding and wants to use it for international growth (Moet hoger komen)**

* Signal: Series A/B funding requires EU expansion
* Example: Portuguese company raises capital to expand in Europe
* Identify via: Recent funding, investment rounds, strategic expansion plans
* Sources: LinkedIn, news articles, press releases, investment platforms, ‘Investor Relations’ page on company website

**Negative signals**

1. **Company has less than 15 employees**
2. **Company website is only available in native language (in case this is not English)**
3. **Company is founded less than 2 years ago**
4. **Company has a clear strategic focus, for example om the African or Asian market**
5. **Company is mostly driven by low pricing and is concentration business activities in low income countries**
6. **We do not support companies that are looking for mergers and acquisitions in the Dutch market**
7. **We exclude countries that the Netherlands has put economic sanctions against**
8. **We are not interested in companies that do not add unique value; for example we are not interested in companies that import goods without adding value**
9. **We only focus on companies. Exclude other typers of organizations like media outlets, universities, trade organizations, and other non-profit organizations**
10. **Industry specific signals**
11. **Life Science & Health (with a focus on Regenerative Medicine)**
    1. If the company is mentioned in the news items of the Alliance for Regenerative Medicine (<https://alliancerm.org/>) this is a positive signal.
    2. If the company got the approval from the Federal Drug Administration recently (within last 2 years) this is a positive signal.
    3. If the company is in fase 2 of the Federal Drug Administration approval this is a positive signal. Source; <https://clinicaltrials.gov/>
    4. If the company hired a C-level function in Europe, but has no European office location yet, this is a positive signal.
    5. If the company has a good fit with National Growth Fund programmes in Life Science & Health this is a positive signal.  
       Source; <https://www.nationaalgroeifonds.nl/overzicht-lopende-projecten/thema-gezondheid-en-zorg>. Take into account ‘Biotech Booster’, ‘Centrum voor proefdiervrije biomedische translatie (CPBT)’, ‘Health-RI’, ‘Oncode Accelerator’ and ‘RegMed XB’.
    6. If the company is one of the major multinational pharmaceutical companies this is a negative signal.
    7. If the company is only focussed on sales, but does not develop their own product or service, this is a negative signal.
12. **Energy and Mobility**
    1. If the company has under 30 employees, this is a negative signal.
    2. If the company works in bilateral charging, this is a positive signal.
    3. If the company works in electric vehicles, this is a positive signal.
    4. If the company works in the fossil fuels sector, this is a negative signal.
    5. If the company has clients in the Netherlands, this is a neutral signal.
    6. If the company has partnerships or collaborations in the Netherlands, this is a positive signal.
13. **IT and Cyber**
    1. If the company works completely remote this is a negative signal.
    2. If the company has a good fitNational Growth Fund programmespositive signal.  
       Source: <https://www.nationaalgroeifonds.nl/overzicht-lopende-projecten/thema-veiligheid-en-digitalisering> . Take into account ‘6G Future Network Services’ and ‘AiNed’.
14. **Fintech**
    1. If the company needs a banking license in the Netherlands this is a negative signal.
    2. If the fintech company offers a digital solution in the financial industry this is a positive signal.
15. **Education**
    1. If the company has a good fitNational Growth Fund programmespositive signal.  
       Source: <https://www.nationaalgroeifonds.nl/overzicht-lopende-projecten/thema-onderwijs> and <https://www.nationaalgroeifonds.nl/overzicht-lopende-projecten/thema-leven-lang-ontwikkelen> . Take into account ‘Digital United Training Concepts for Healthcare (DUTCH)’, Npuls’, ‘NOLAI’, ‘Digitaal Onderwijs Goed Geregeld’ and ‘Creative Industries Immersive Impact Coalition’.