WELCOME

utrechtinc
startup incubator

&

ICT entrepreneurship

stefan@utrechtinc.nl

STEFAN BRAAM

startup incubation lead

- startup co-founder
- digital product innovations
- lean startup (silicon valley)

sogeti anwb KLM &dtg rtlxl VIDEOLAND BY RTL utrechtinc.

utrechtinc.
startup incubator

We connect students, scientists and tech entrepreneurs

to the right entrepreneurial skills, people and funding

to turn their ideas into successful technology companies.

Universiteit Utrecht

HOGESCHOOL UTRECHT

UMC Utrecht

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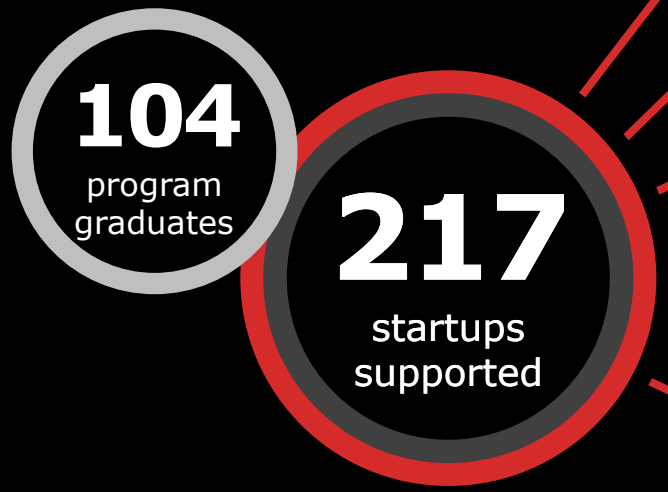
RESULTS
2009 - 2019



€1.6 bln
funding

64%
survival rate

€300 mln
revenue 2019

2560
jobs created

93 soft loans by Rabo pre-seed fund worth €3.85 mln

OUR COMMUNITY

35 startups in-house

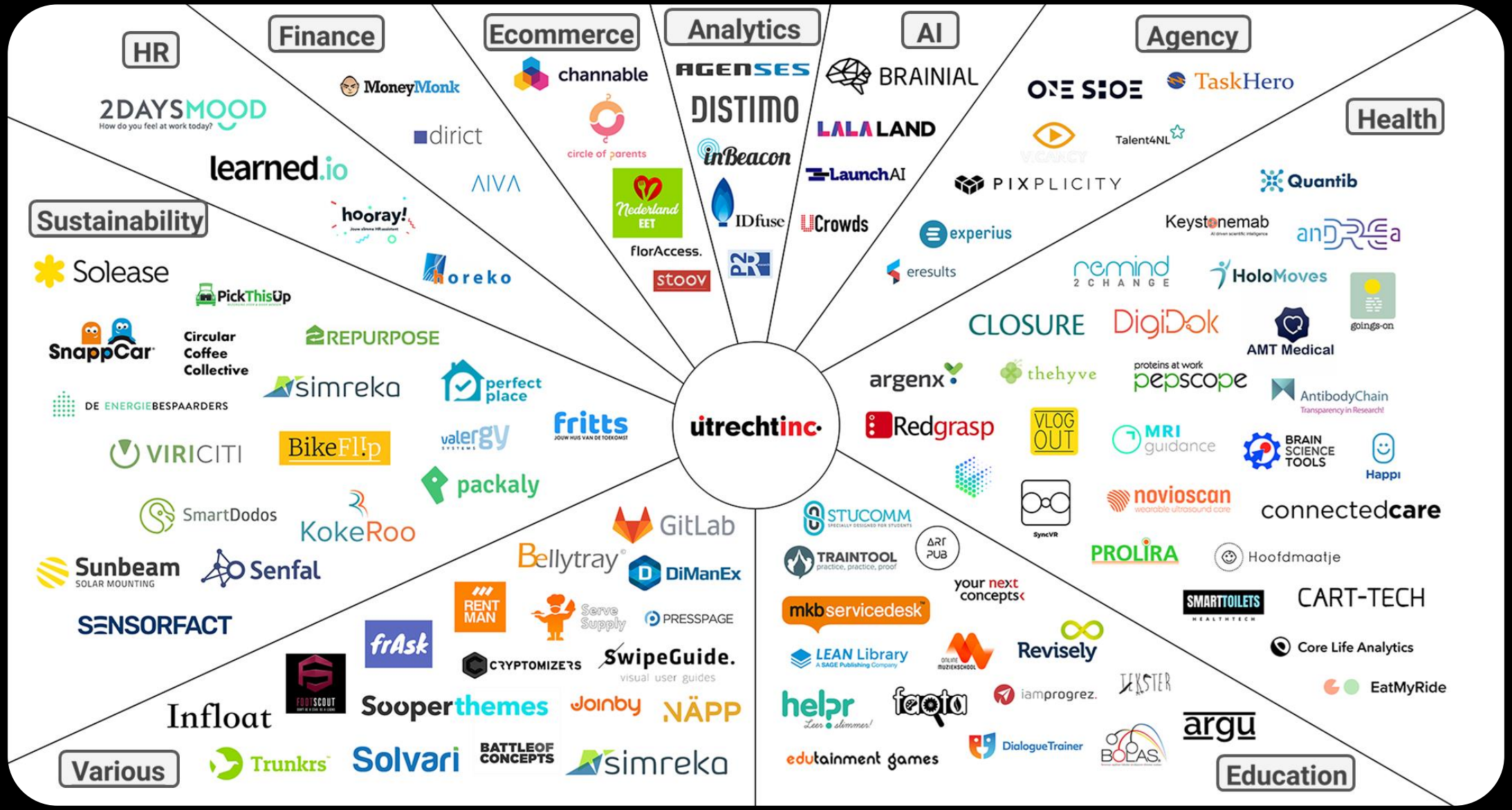
150 mentors &experts

…and a network of investors, service partners and institutions.

Top 10

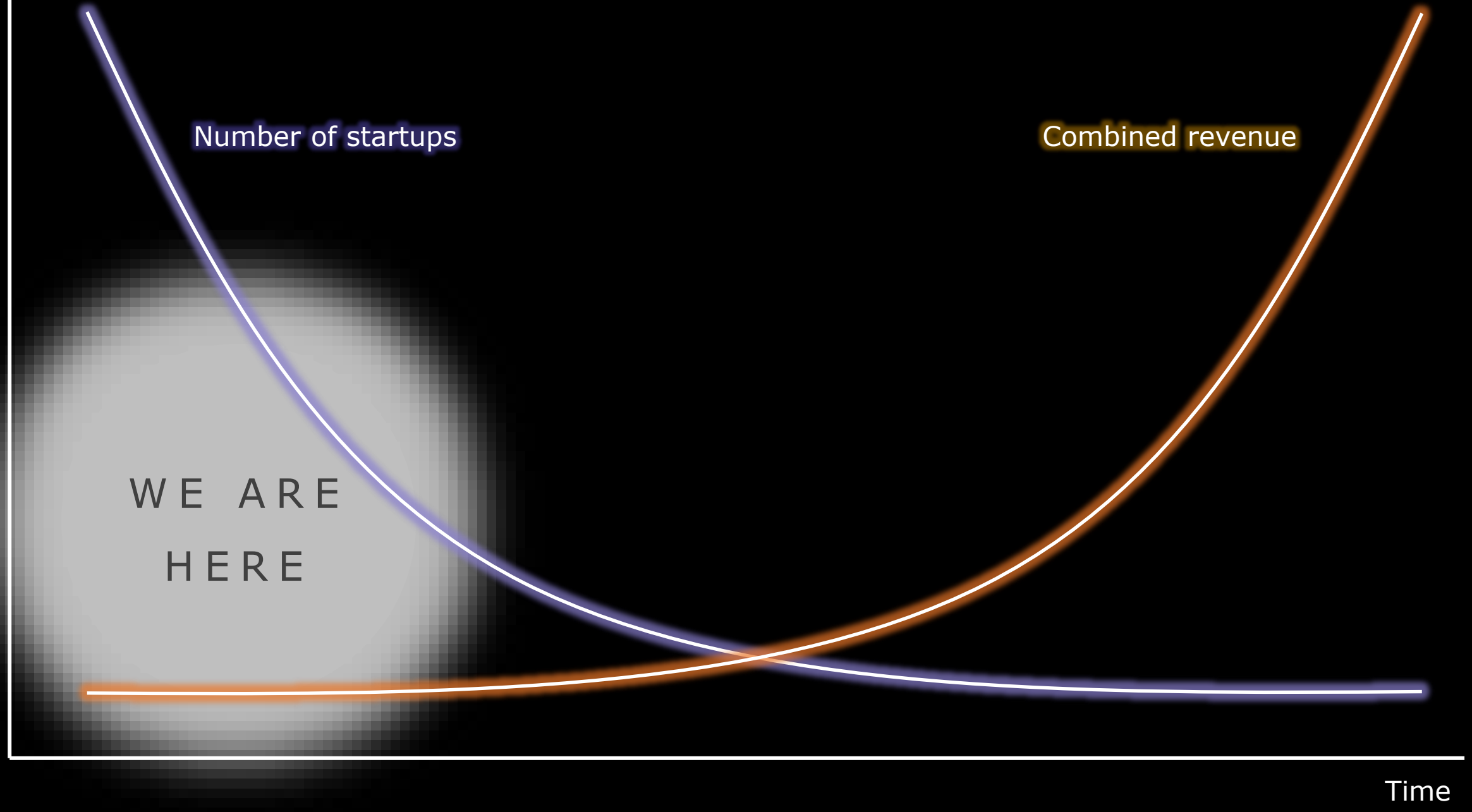
university incubator in the world

OUR STARTUPS

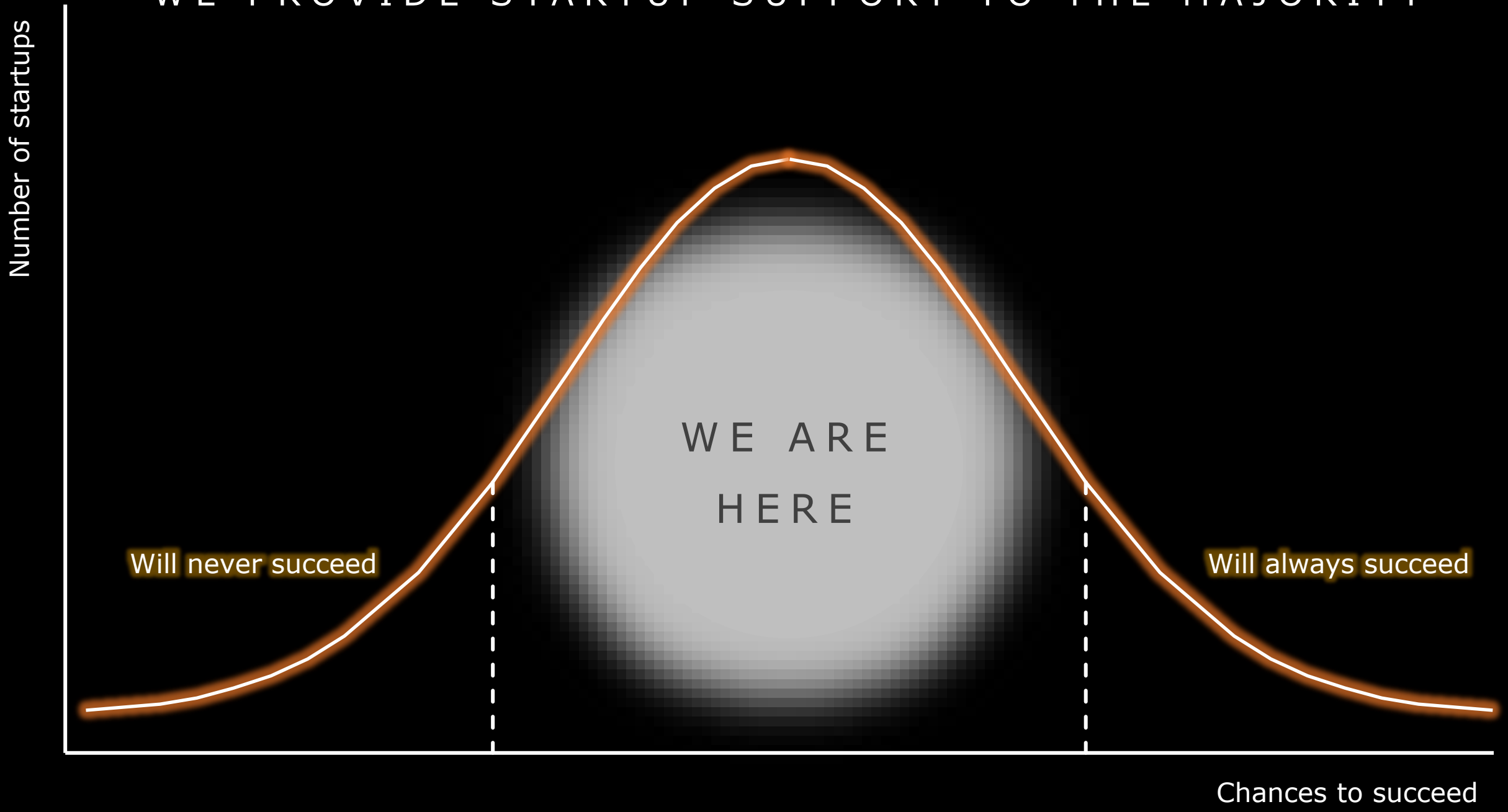


OUR EXTENDED FAMILY

WE PROVIDE EARLY-STAGE STARTUP SUPPORT



WE PROVIDE STARTUP SUPPORT TO THE MAJORITY



WHAT WE OFFER

- Find network
- Get mentoring
- Get introductions

- Learn entrepreneurial skills
- Get coaching
- Find funding and investors
- Find co-founders
- Find potential clients

- Turn-key offices
- Flex desks
- Coffee, Wi-Fi, etc.

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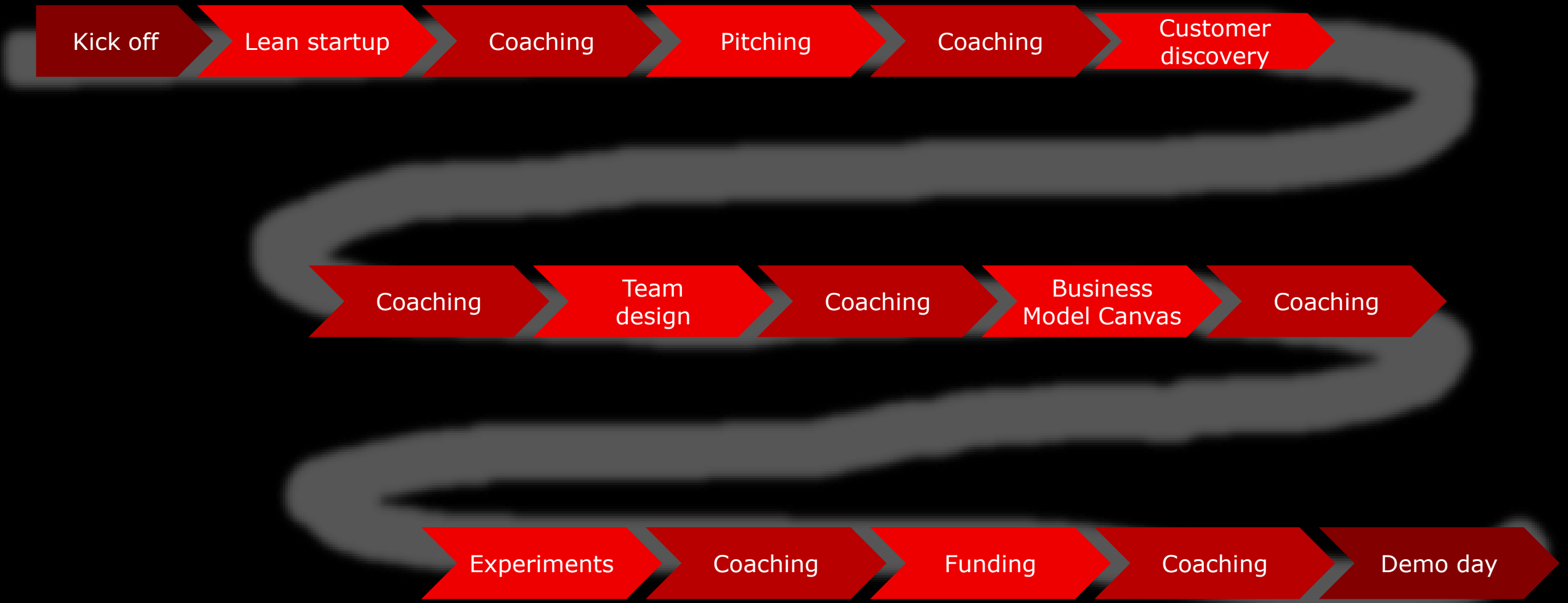
Kick off
Lean startup
Coaching
Pitching
Coaching
Customer discovery
Coaching
Team design
Coaching
Business Model Canvas
Coaching
Experiments
Coaching
Funding
Coaching
Demo day

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YOU CAN'T LEARN KUNG-FU BY WATCHING MOVIES…

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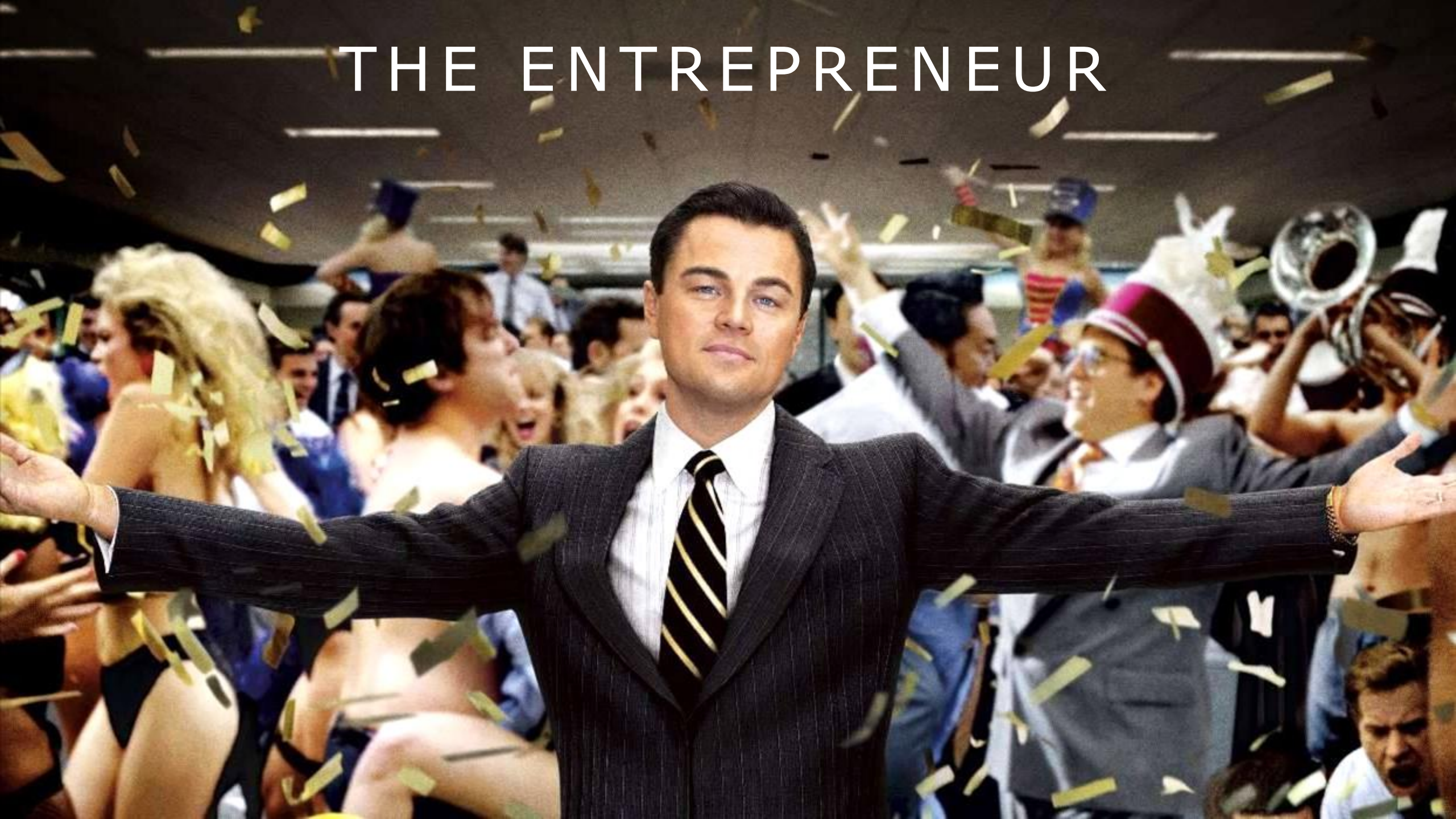
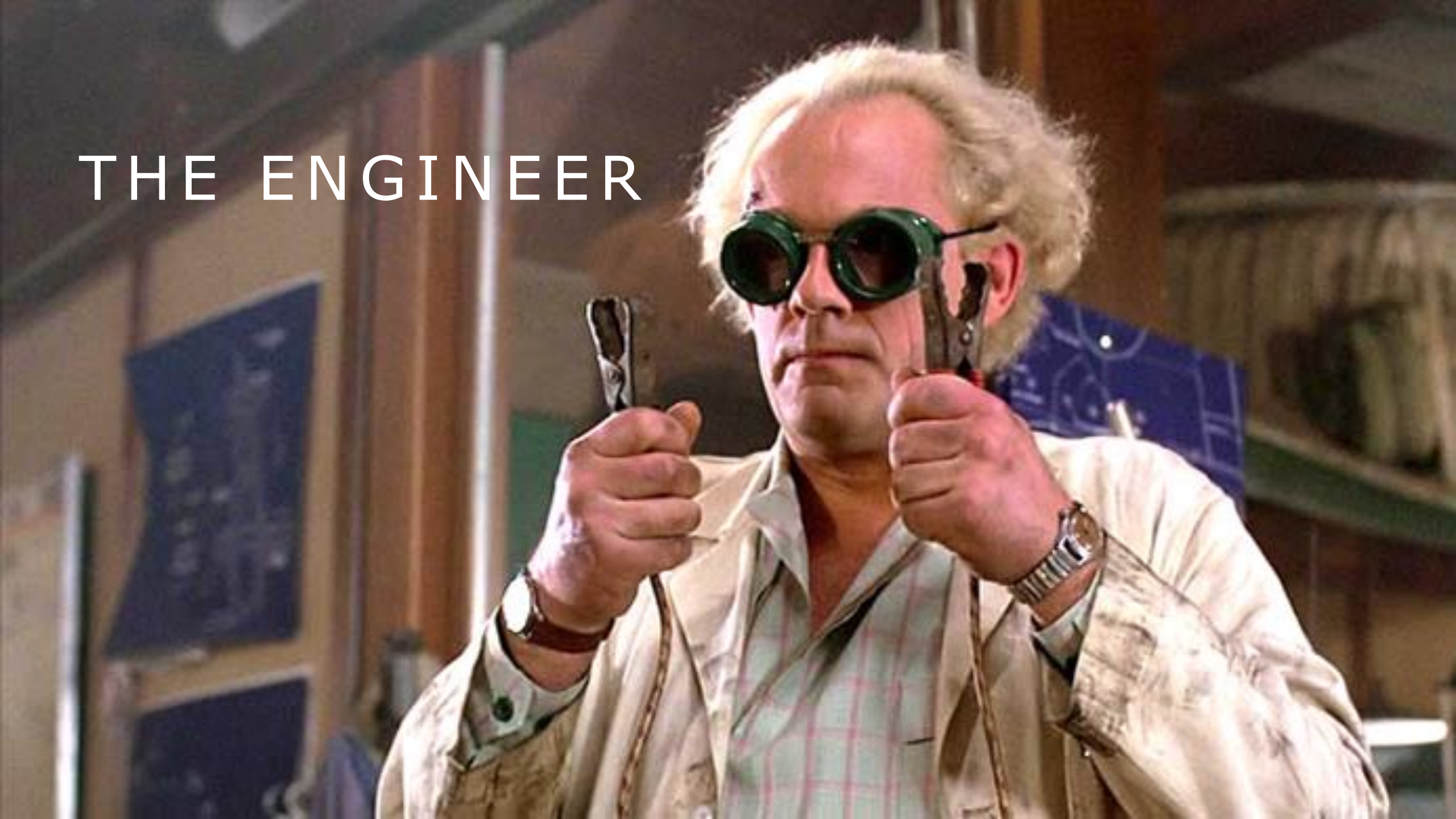
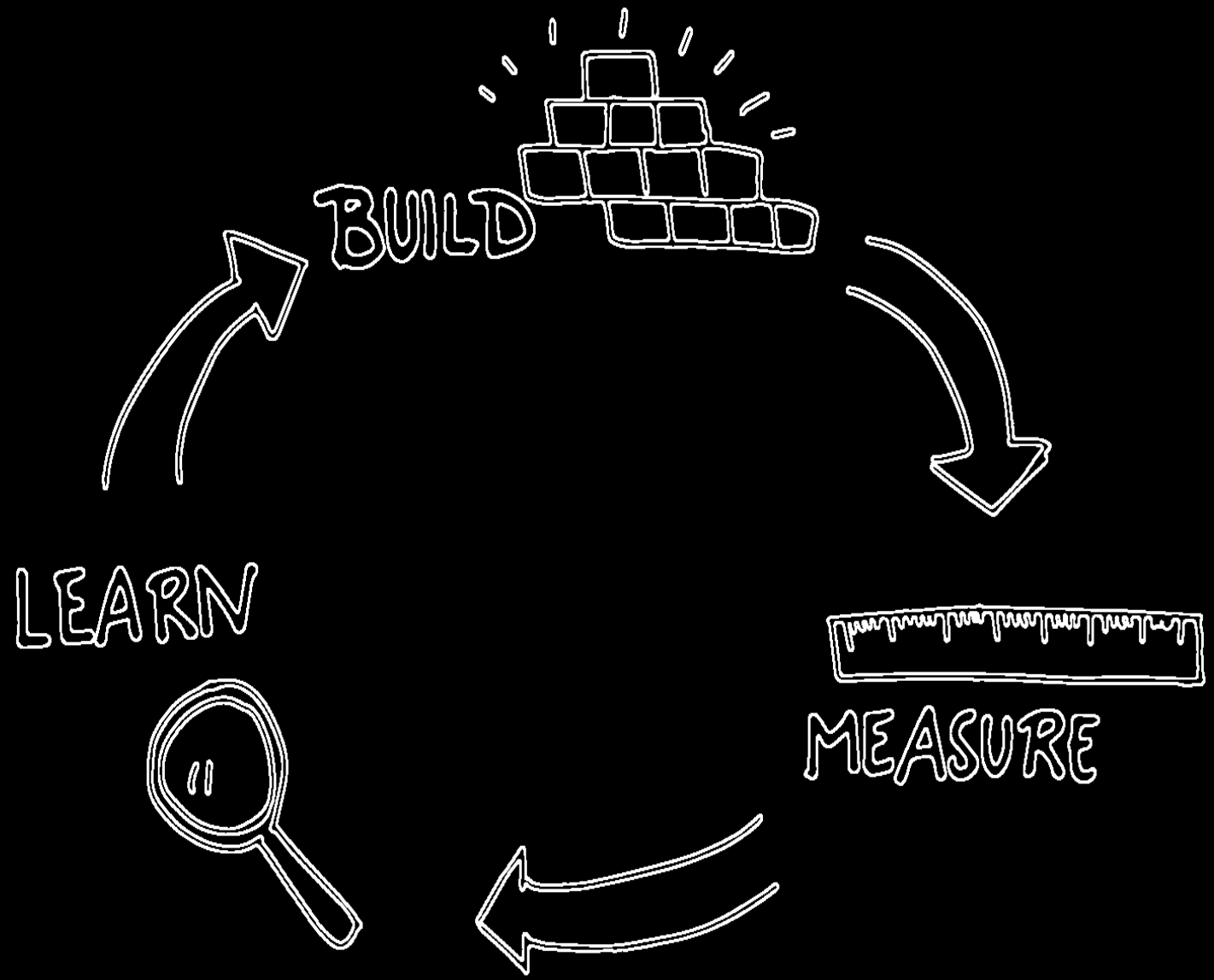
THE ENTREPRENEUR




THE ENGINEER

A STARTUP IS A HUMAN
INSTITUTION DESIGNED TO
DELIVER A NEW PRODUCT OR
SERVICE TO THE MARKET UNDER
CONDITIONS OF HIGH
UNCERTAINTY.



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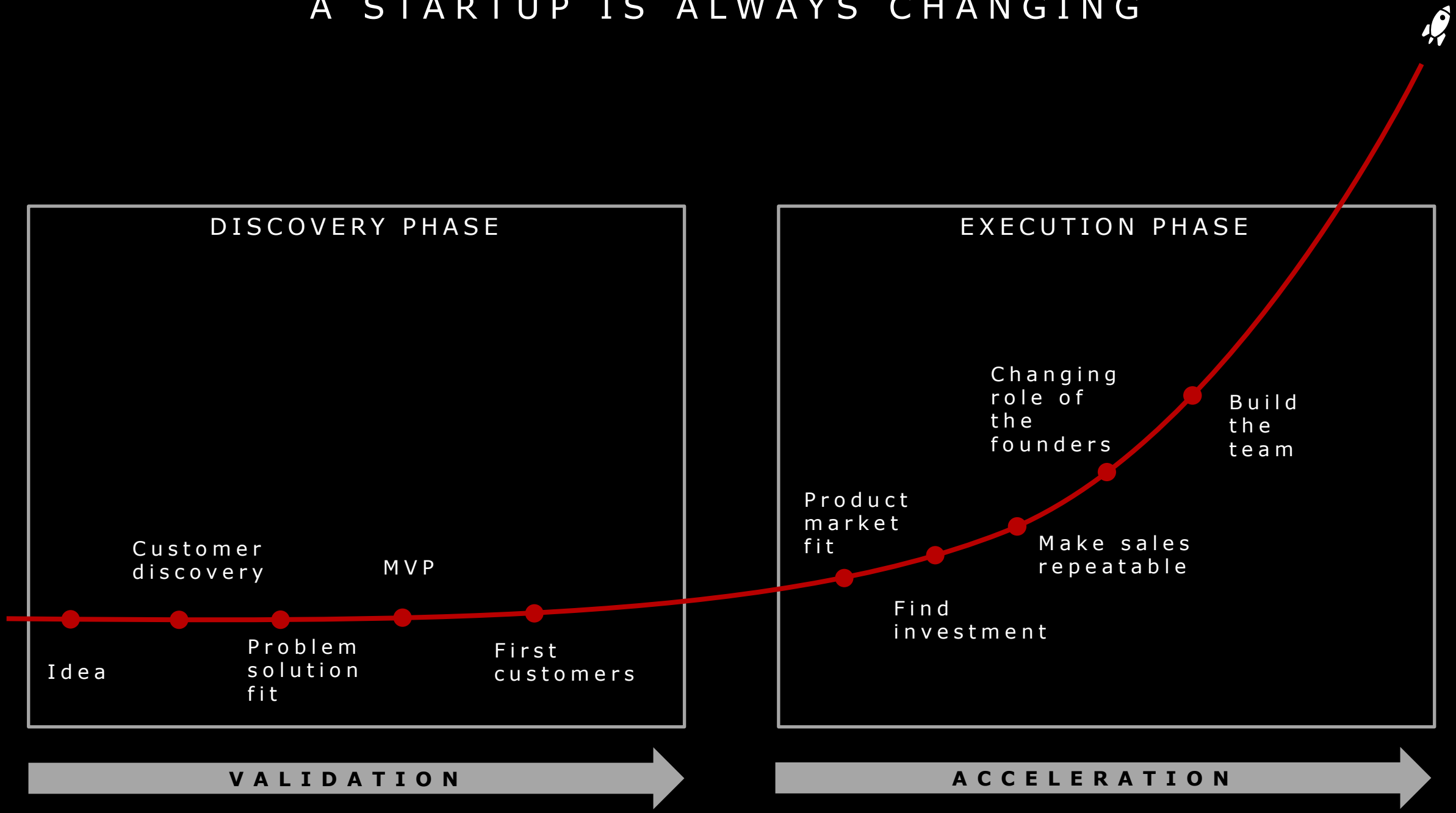
A STARTUP IS ALWAYS CHANGING



REASONS STARTUPS FAIL

Building something nobody wants

Not the right team

Lack of focus

Bad sales and marketing

Chasing investors, not customers

Not making sure you have enough money

Failing to ask for help

Get outcompeted

Legal challenges

Poor product

ENTREPRENEURS SOLVE PROBLEMS AND PEOPLE PAY FOR IT

1. Know the problem
2. Know the problem owner
3. Know the underserved need
4. Find the business model
5. Finetune the solution
6. Find the team
7. Find the funding
8. Build and sell solution

Your comfort zone
Where the magic happens

TEAM DIVERSITY

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the typical startup team

Hipster
(Designer)

- UX & UI
- Branding
- Marketing

Hustler
(Business)

- Sales
- Pitching
- Finance

Hacker
(Engineer)

- Tech
- Development

Hound
(Researcher)

- User research
- User analytics

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WHY NOT TRY IT YOURSELF?

- 4 month program
- Parttime (about 8 - 12 hours per week)
- Free of charge for UU students
- We start 2x per year
- Next deadline for application is 29 March (program starts 13 April)

WWW.UTRECHTINC.NL

stefan@utrechtinc.nl

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Thanks
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QUESTIONS?

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