

WELCOME

utrechtinc.
startup incubator

&

ICT entrepreneurship

STEFAN BRAAM

startup incubation lead



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

We connect students, scientists and tech entrepreneurs
to the right entrepreneurial skills, people and funding
to turn their ideas into successful technology companies.

RESULTS

2009 - 2019

104
program
graduates

217
startups
supported

€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

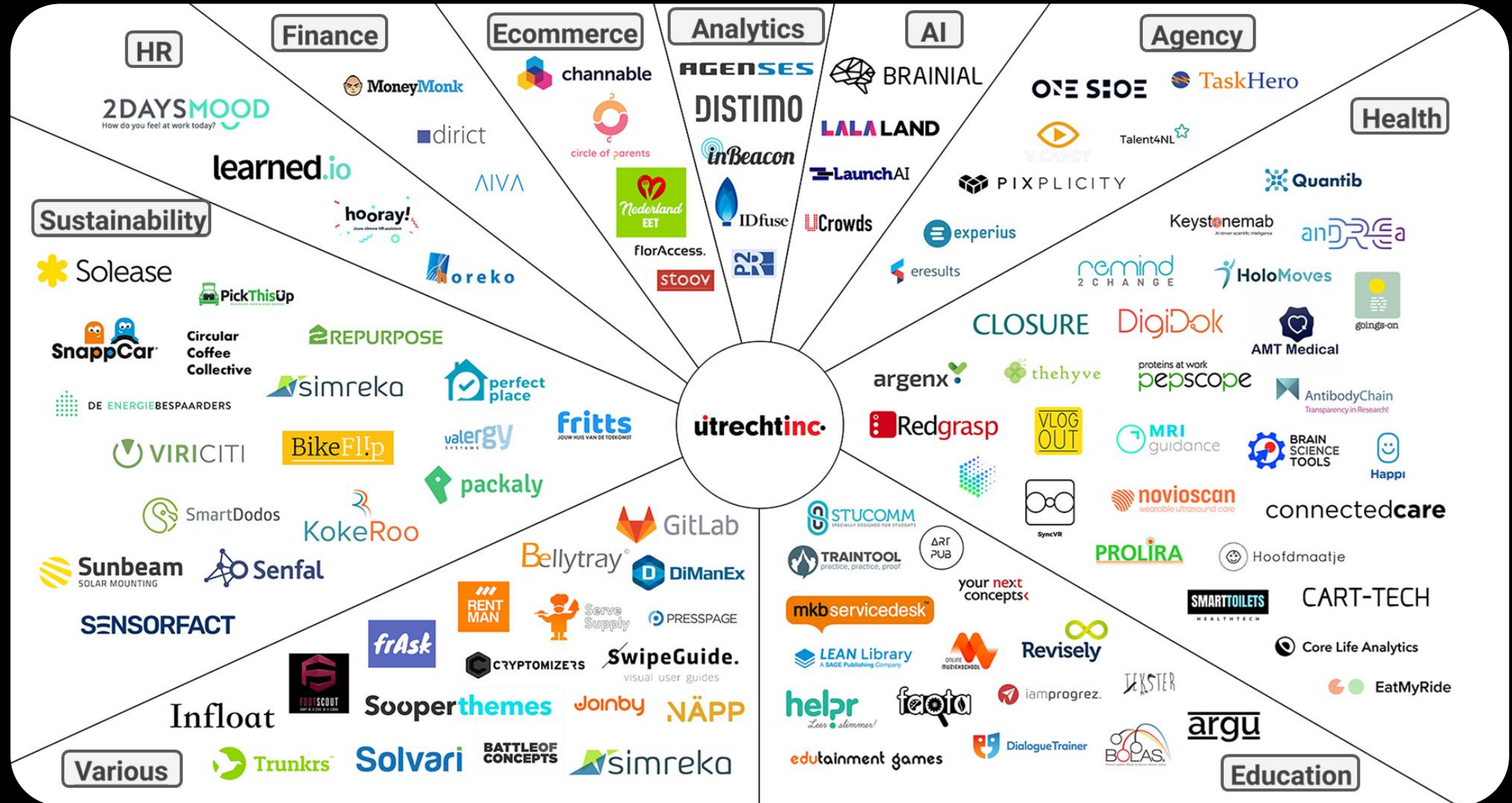
Top 10

university
incubator
in the world

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



OUR STARTUPS



OUR EXTENDED FAMILY



Universiteit Utrecht



UMC Utrecht



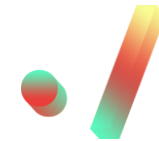
Rabobank



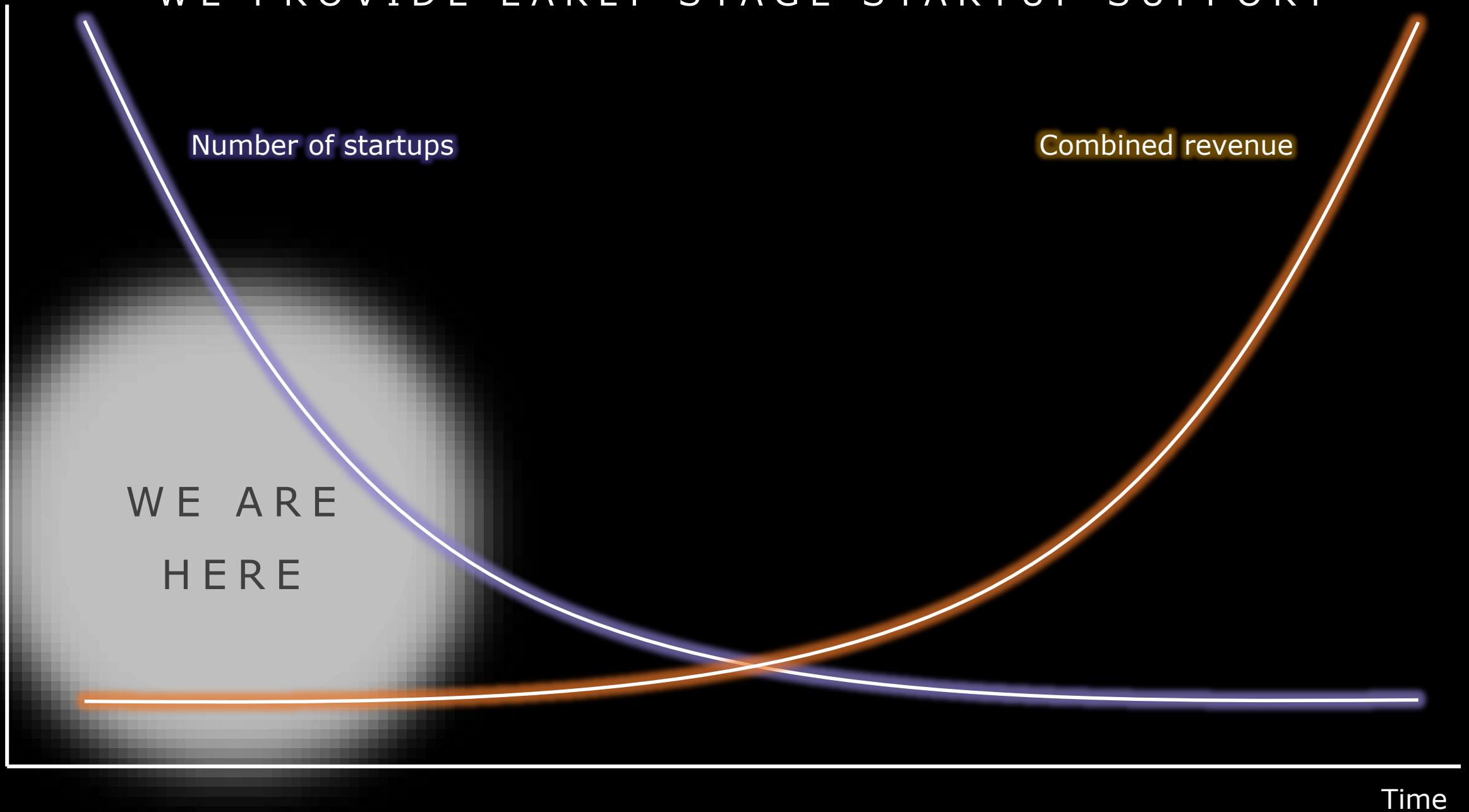
PROVINCIE UTRECHT



Gemeente Utrecht

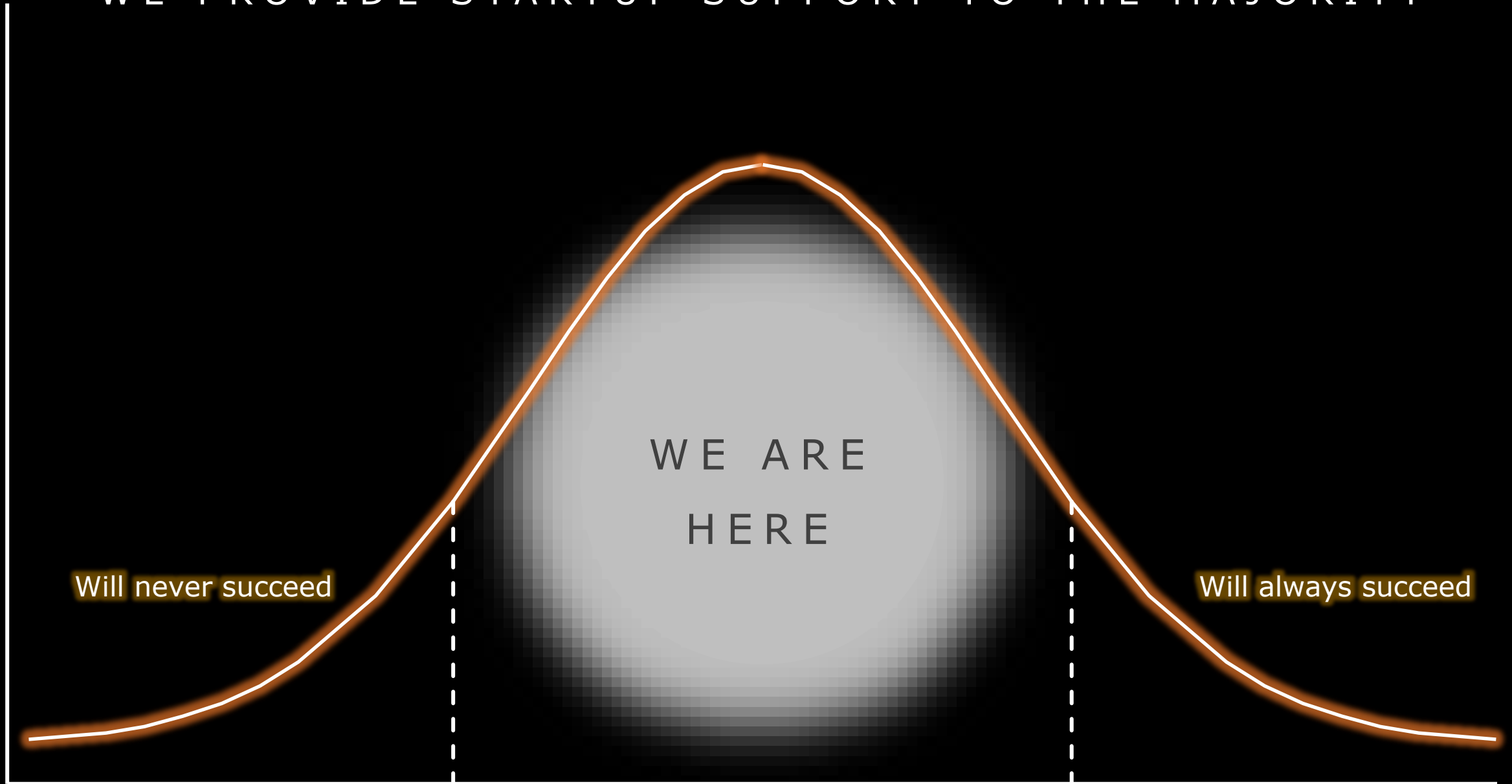


WE PROVIDE EARLY-STAGE STARTUP SUPPORT



WE PROVIDE STARTUP SUPPORT TO THE MAJORITY

Number of startups



Chances to succeed

WHAT WE OFFER

SUCCESSFUL
COMPANIES

COMMUNITY OF
ENTREPRENEURS

- VALIDATION PROGRAMS
- ACCELERATION PROGRAMS
- MATCHMAKING EVENTS

BASIC FACILITIES

- 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.

Kick off

Lean startup

Coaching

Pitching

Coaching

Customer
discovery

Coaching

Team
design

Coaching

Business
Model Canvas

Coaching

Experiments

Coaching

Funding

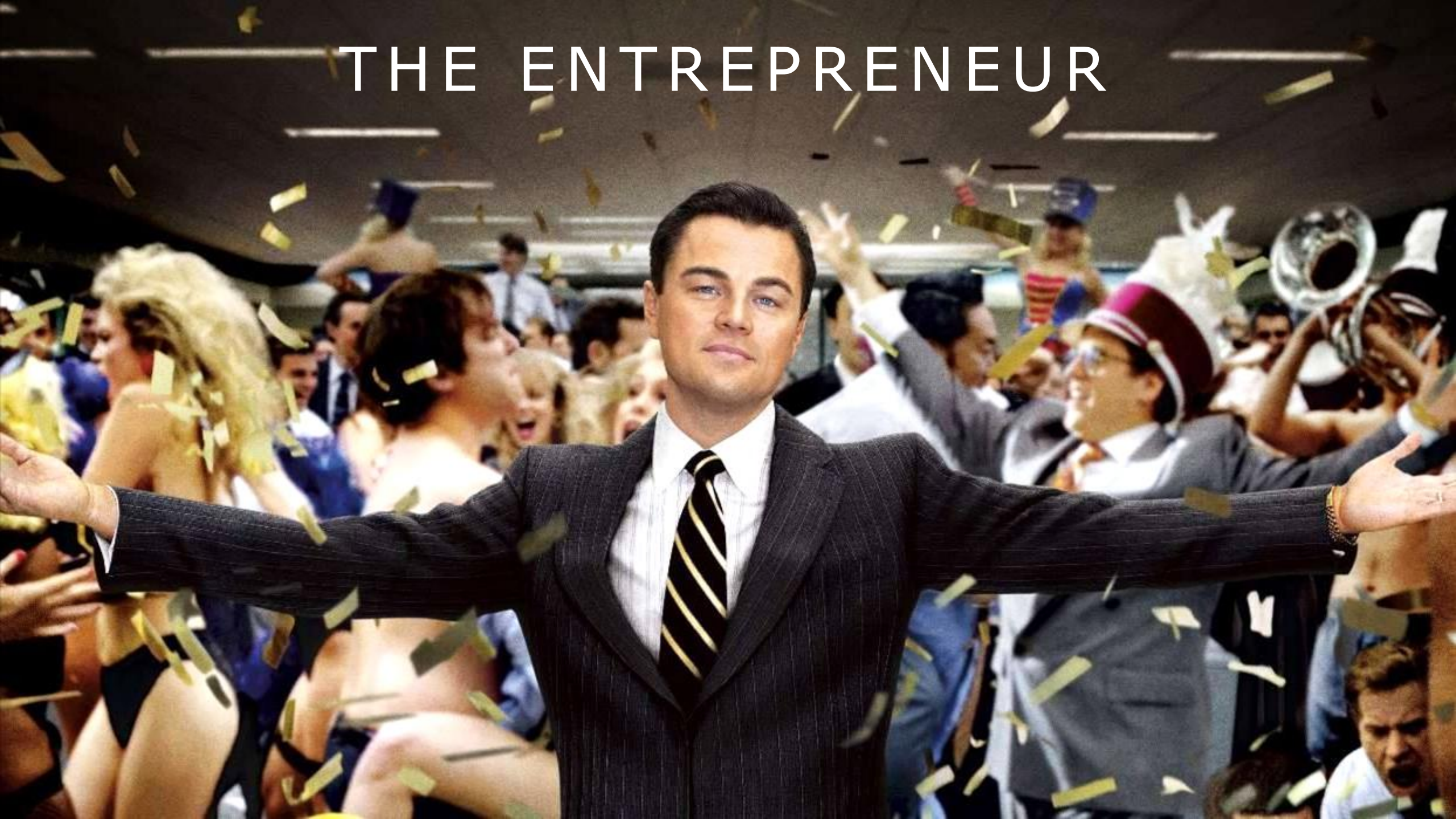
Coaching

Demo day

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




THE ENTREPRENEUR

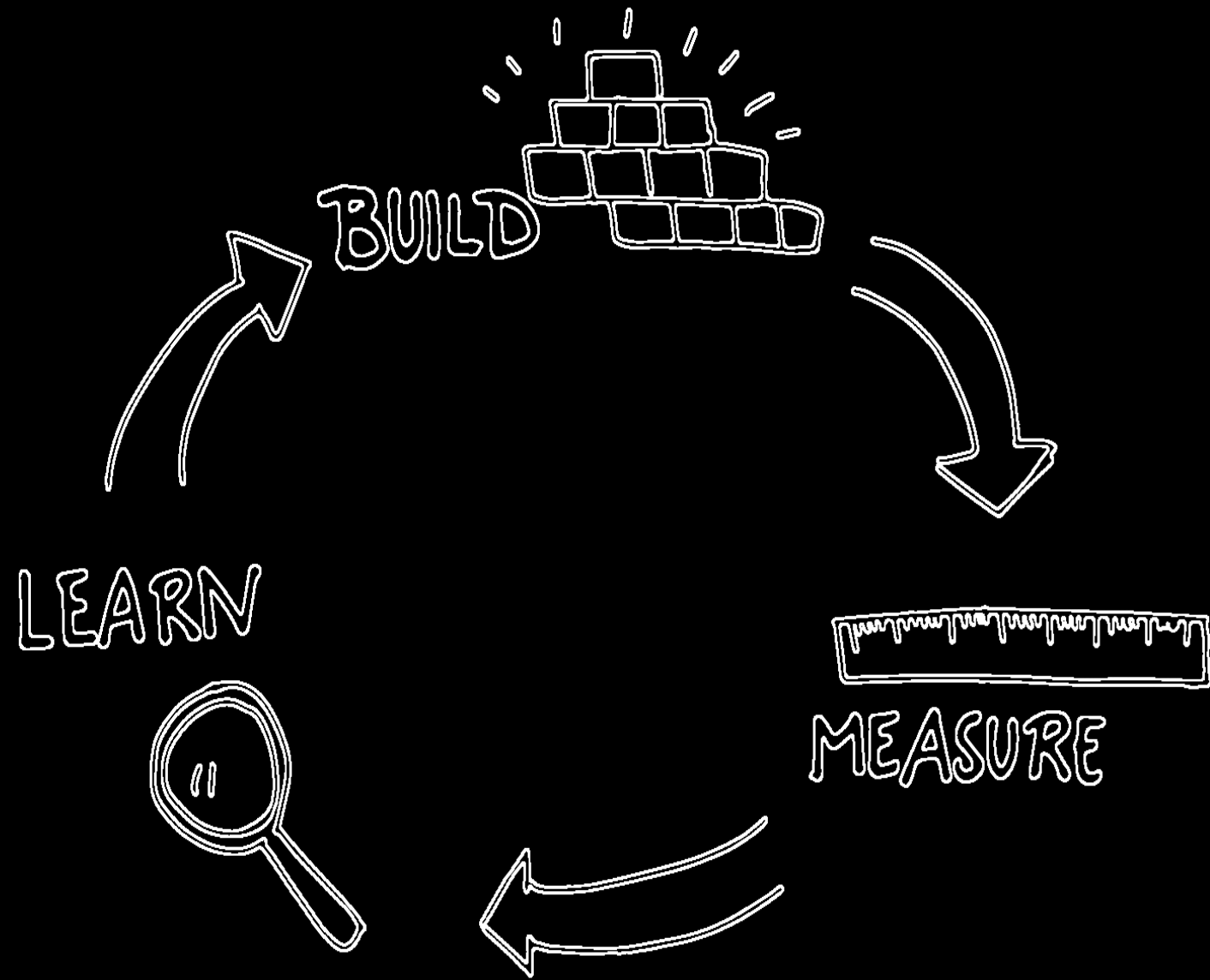


THE ENGINEER

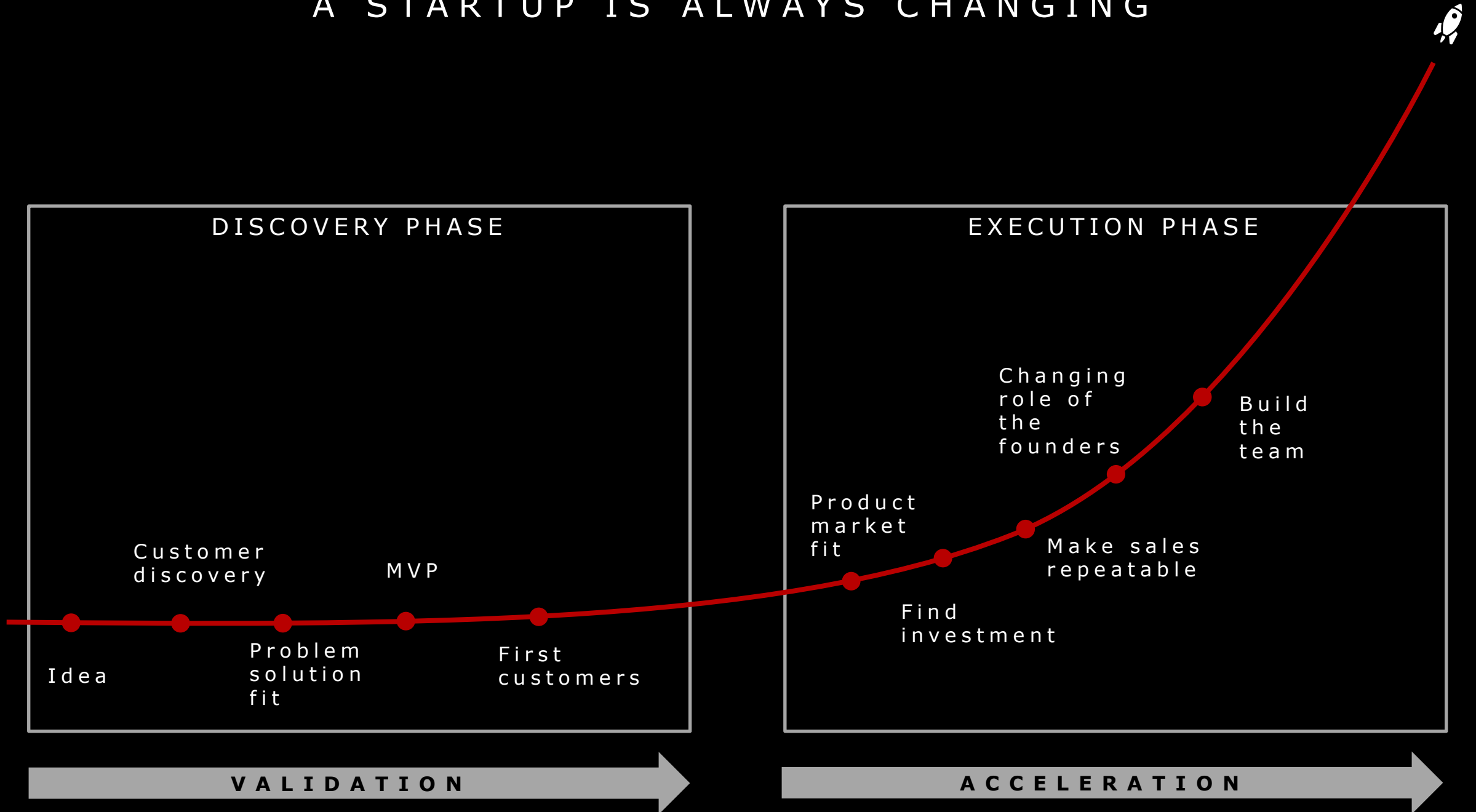


A person from the chest up, wearing a grey t-shirt, holds a white rectangular sign in front of their torso. The sign contains a definition of a startup. The background is a solid dark grey.

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



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

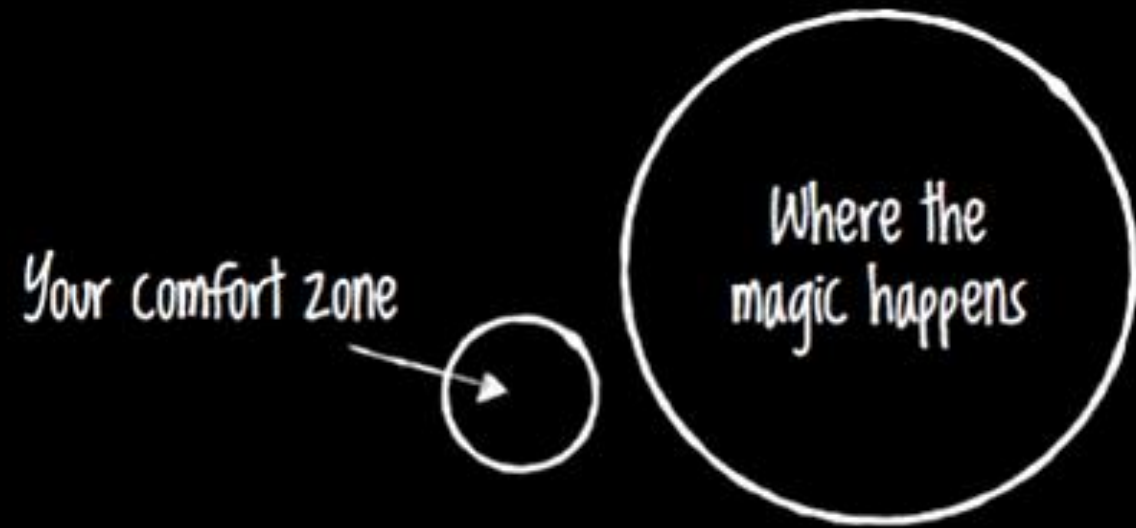
Get outcompeted

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



TEAM DIVERSITY



- UX & UI
- Branding
- Marketing

Hipster
(Designer)

Hustler
(Business)

- Sales
- Pitching
- Finance

the
typical
startup
team

- Tech
- Development

Hacker
(Engineer)

Hound
(Researcher)

- User research
- User analytics

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

A silhouette of a person stands on the peak of a dark, jagged rock formation. The background is a vast, dark night sky filled with stars, with the bright, glowing band of the Milky Way galaxy arching across the upper half of the frame. The foreground shows the dark, silhouetted shapes of other rocks and the ground.

Thanks

utrechtinc.

A blurred background image showing several hands raised in the air, suggesting a crowd or a group of people participating in an event. The image is overlaid with a semi-transparent dark rectangle.

QUESTIONS?