

# STATE OF THE STARTUP MARKET



LEAPFUNDER

Startup  
Directory

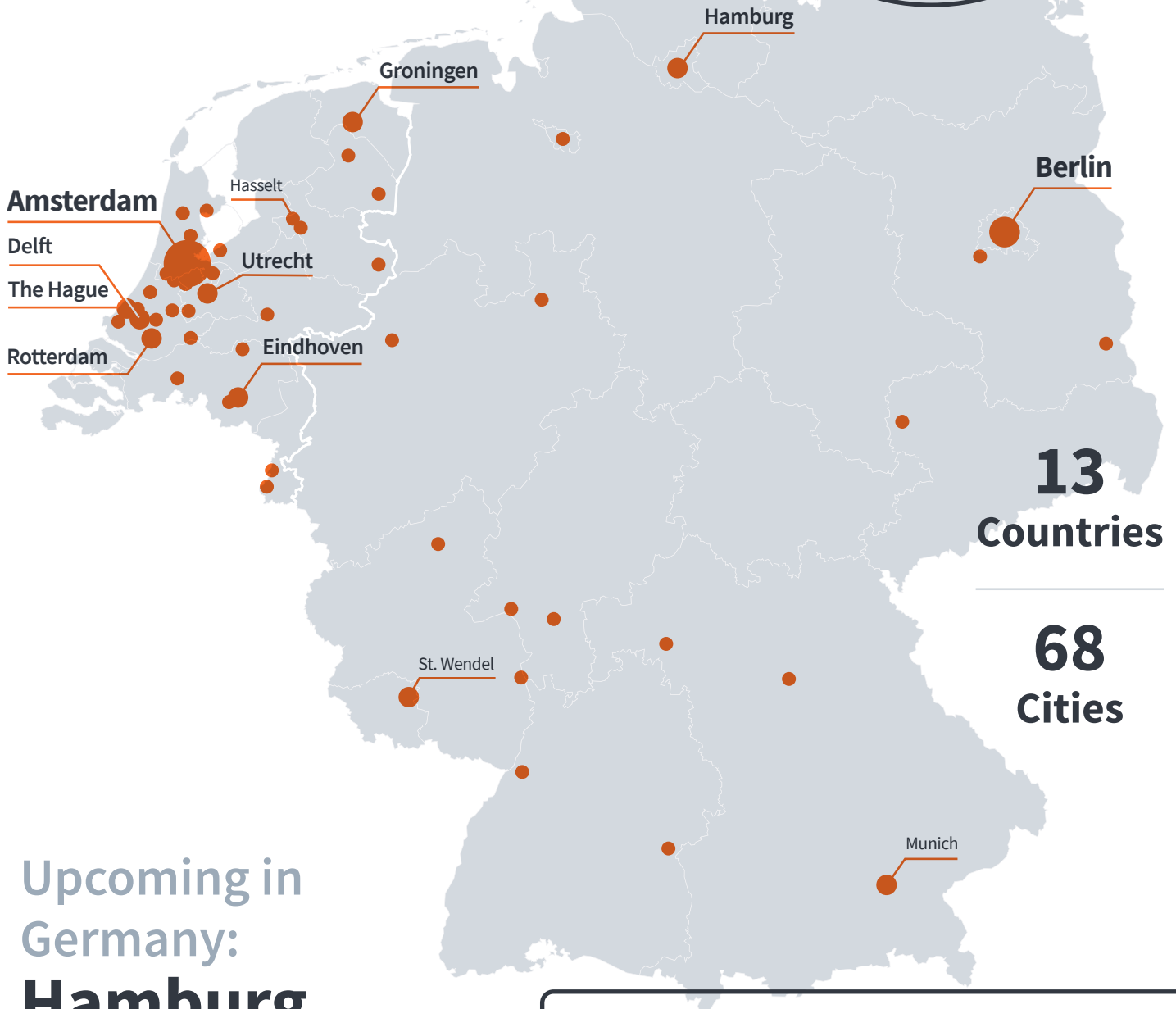
Quarterly Report  
Q3 2021





# Upcoming in The Netherlands: Eindhoven

Eindhoven is one of the oldest tech-hubs in the ecosystem, and still it is up and coming. It has a very high density of technical knowledge and is more and more driven by newly created companies, such as ASML.



# Upcoming in Germany: Hamburg

The ecosystem in Hamburg is rapidly developing. Hamburg has seen a growth in startups in the area as well as interesting initiatives to facilitate meetings between startups and investors.

## Largest Industry

**18 Leisure in Amsterdam**

**6 Fintech in Amsterdam**

**4 Consumer Software in Berlin**



# The Fields in which Startups Operate:

Fastest Grower

**Health**  
**+13**

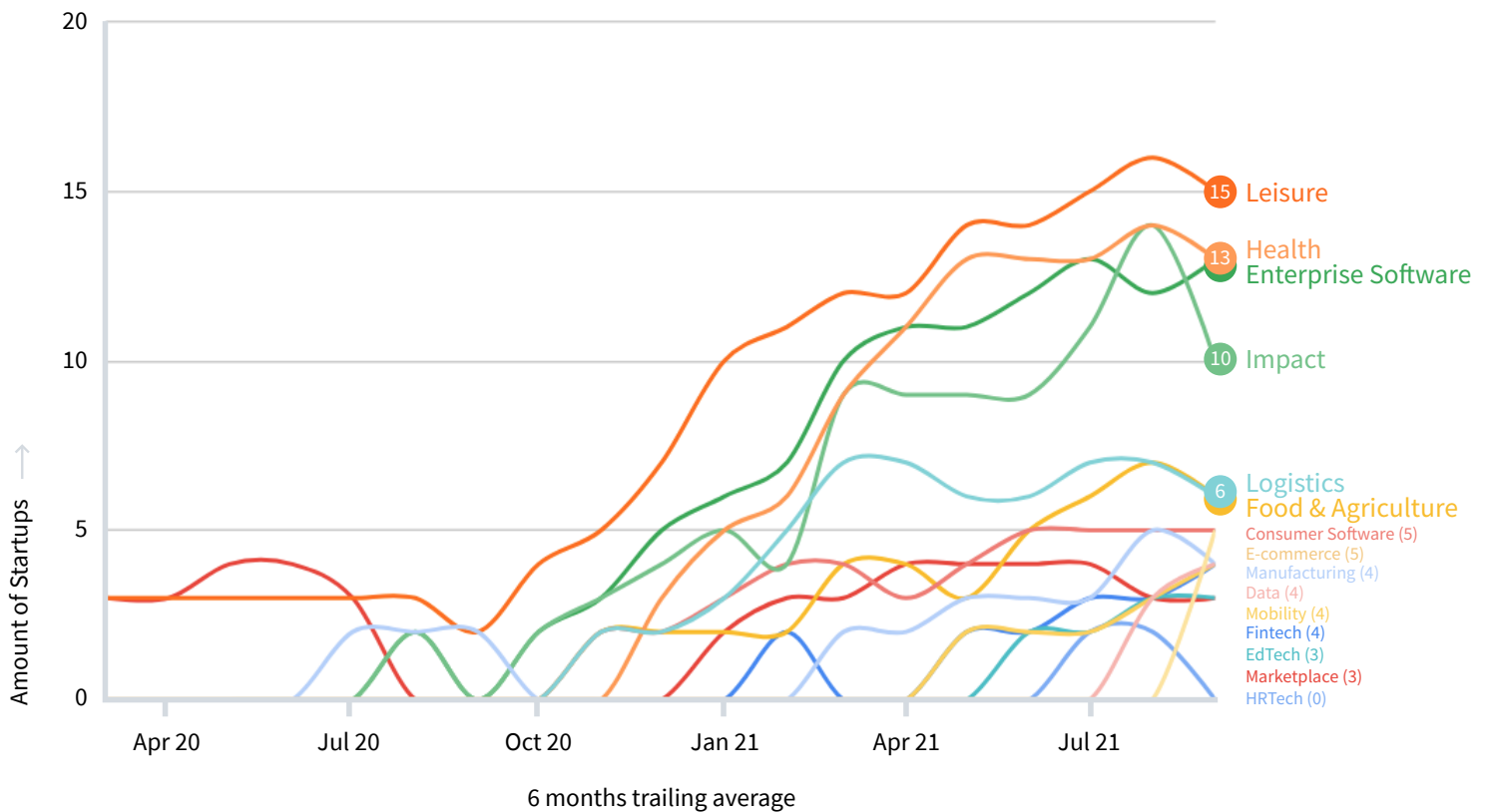
Interesting Newcomer

**Data**  
**4**

Biggest Overall

**Leisure**  
**15**

Below you will see the rate at which startups have signed up with Leapfunder, using specific industry tags. Generally, we show the most frequently used tags which reflect the main thrust of innovation. We also show emerging trends which could be predictive of the future.





*Industry Expert:*

# Robin Toorneman

*Operations Director & Health Innovator at Medscaler*

*Robin Toorneman, the Operations Director & Health Innovator at health innovation platform MedScaler, combines a strong academic background in life sciences & health with hands-on experience in innovating healthcare. He co-founded MedScaler and specializes in market introductions for MedTech and digital health innovations.*

**1. Hi Robin, thank you for agreeing to share your insights with us. Could you tell us a bit about your background and how you entered the start-up world?**

From an early age, I've been fascinated by innovative technologies – especially in the life sciences and health industry. How will synthetic biology impact society? When will we be able to create a bionic human? I went on to study Innovation Sciences and took two Masters degrees in Drug Discovery and Health Economics. If I'm being honest, I learned most about startups from the things I did alongside my studies. I worked at a small pharmaceutical startup, gained experience at a venture builder and subsequently co-founded MedScaler. Often, innovative technologies originate from startups. I really enjoy being at the centre of this stage, hearing inspiring stories of founders on a daily basis and helping them scale their companies.

**2. What's your mission as co-founder of MedScaler?**

There is a lot of beautiful technology out there that could improve the lives of patients or create efficiencies that may lower healthcare costs. But many of these technologies never make their way to the clinic. There is a substantial gap between what is technologically possible and the actual, daily use of innovative MedTech and digital technology in healthcare. At MedScaler, we aim to bridge this gap. Together with our international network of innovation-minded healthcare professionals, we help scale innovative MedTech and digital health companies worldwide. Scaling up, especially internationally, is quite challenging in the healthcare industry. Our team has the right background to understand the ins and outs of different healthcare systems and by now we have a solid track record of over 50 market introductions in five countries.



### **3. In the last quarter, we've seen interesting growth in MedTech related startups. How have you been experiencing this?**

As a MedTech enthusiast, this trend excites me. I am not quite sure how to explain the fact that Leapfunder sees more MedTech startups, but it may have to do with the world opening up again. Due to the COVID-19 pandemic, clinical trials got delayed and involving healthcare workers for co-development or user testing was difficult. Pushing these milestones often also affects valuation. Many startups struggled with this and completed a bridge round with current investors or sought governmental support. Perhaps now is the time to start raising again?

### **4. What are the trends regarding MedTech you think investors should know about? And can you explain them a little?**

The next transformation in healthcare will be a digital one: digitization, robotization and artificial intelligence. There are several macro-trends, such as the rising costs of healthcare and the tremendous shortage of healthcare workers, that catalyze this transformation. We need to work smarter, more efficiently and digitize care that can be digitized. This allows patients to receive care in the comfort of their own homes. Also, you see a lot of innovation in areas that have a high burden on patients and health insurers. Chronic wounds for example – many startups offer digital wound monitoring solutions or even entirely new treatments. With a total cost of two to three billion euros per year, there is a big need for game-changing innovations in wound care.

### **5. What would your advice be for investors that are considering investing in MedTech related startups?**

Investing in MedTech and eHealth solutions is something else. You're in for the long run, because development time, clinical testing, market access and lead times are longer than in other industries. Don't expect substantial ROI after just a couple of years. If you're new to investing in healthcare startups, make sure you talk to experts in the field before investing. For example, have a befriended doctor under speed dial for a sanity check or co-invest with a seasoned MedTech investor. In terms of a sweet spot, startups that offer better outcomes for patients, less work for healthcare workers and lower costs are the ones you might want to check out extra closely.

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*“In terms of a sweet spot, startups that offer better outcomes for patients, less work for healthcare workers and lower costs are the ones you might want to check out extra closely.”*

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# SpotLight



## Vinolyze

a virtual sommelier widget

Vinolyze is a recommendation software based on objective data to match consumers and wine online with >75% accuracy. Up to 93% of consumers struggle to select wine, especially when buying online. For businesses, it's missed sales opportunities (up to 140% and 8.4 bn USD annually). We have built a wine recommendation system (a virtual sommelier) that matches consumers with wine online and solves these problems. It is a plugin that can be easily embedded into a retailer website or app and helps businesses sell more wine and helps consumers navigate through the wine selection process.

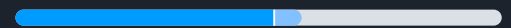
### 4 investors in this round

- ✓ match consumers and wine with >75% accuracy
- ✓ >90% of consumers eager to use it again
- ✓ 2 paid pilots live

Type	Convertible
Cap	€1,500,000
Discount	20%

€75,000 raised

35 days left



### 5 investors in this round

- ✓ Built smallholder farmer community of 1,000
- ✓ Contracted ARR of 30k+
- ✓ Launched product version 1.0

Type	Convertible
Cap	€1,500,000
Discount	25%

€100,000 raised

8 days left



## Mavuno

AgTech startup for African farmers























Mavuno is an AgTech-Startup with the mission to empower smallholder farmers in Africa to increase their harvest yields with a satellite imagery and machine learning data powered mobile app. We offer membership subscriptions via partnerships with local farmer associations which come with farming services delivered by our farming operators, who professionally apply organic crop protectants to the farmers' fields. As operators we use existing freelancers we then equip with our mobile app and temporarily employ based on current market demand. Our app enables the operators to precisely apply crop protectants by visualizing on a map of the farmer's fields, where action is needed. This reduces application of harmful substances whilst increasing harvest yields.

For more info & other deals:  
[leapfunder.com/rounds](https://leapfunder.com/rounds)























# Fresh Arrivals

	Industry	Last Update	Looking for	Country
 <b>Winkt</b> Winkt mission is to become the most minimal...	Consumer software	01-10-2021		
 <b>Boon &amp; Bliss BV</b> Mobile app that takes away waste from giftin...		30-09-2021	€200,000	
 <b>LifeTap GmbH</b> LifeTap is a group recommendation engine for...	Artificial Intelligence	30-09-2021		
 <b>Target Mobility GmbH</b>	Mobility	30-09-2021		
 <b>Clustered U.G.</b> Clustered is a course builder and facilitati...		24-09-2021		
 <b>Find &amp; Order</b> Strong algorithms to boost picking operation...	Logistics	17-09-2021	€500,000	
 <b>Ludimos</b> Ludimos platform boosts coaching efficiency ...		17-09-2021	€1,500,000	
 <b>Fortoff</b> Fortoff OU is company based in Estonia with ...	recycling	17-09-2021	-€1,950,000	
 <b>Robin rover</b> We mix online purchasing data with demograph...	Data	17-09-2021	€300	
 <b>Green + Kode</b> Our company is aiming for social impact by m...		15-09-2021	€300,000	























# Fresh Arrivals

	Industry	Last Update	Looking for	Country
 <b>Muna.io</b> Muna.io is a privacy-first mobile app where ...		14-09-2021	€500,000	+ 
 <b>Attica</b> Owiwi is a fun and engaging psychometric too...		14-09-2021	€750	
 <b>Vairtual</b> With VAIRTUAL, we'll revolutionize the A...		10-09-2021	€400,000	
 <b>Refocus On Life B.V.</b>	Leisure	09-09-2021		
 <b>PM REHAB</b> PM Rehab improves project management capabil...	pre-employment assessments	07-09-2021		
 <b>Dynaxion BV</b> Dynaxion develops a security scanning system...	Security	07-09-2021	€2,000,000	
 <b>Skytale GmbH</b> Skytale is building a chain-agnostic, enterp...		06-09-2021	€750,000	
 <b>COKO</b> Climate action for e-commerce. We calculat...	ecommerce	02-09-2021		
 <b>BestelBewuster B.V.</b> BestelBewuster makes every meeting with cate...		01-09-2021	€175,000	
 <b>Satelleat B.V.</b> <i>Satelleat reshapes the way consu...</i>		01-09-2021	€200	

























# Fresh Arrivals

	Industry	Last Update	Looking for	Country
 <b>Genezers B.V.</b> Web and mobile based application for facilit...		31-08-2021	€100,000	
 <b>Luggage Pool</b> Deliver furniture or move homes with 2500+ d...		31-08-2021		
 <b>TipDo BV</b>	Leisure	26-08-2021	€150,000	
 <b>Volvero</b> Volvero is an app for sharing vehicles that ...		25-08-2021		
 <b>Parking House</b> Parking House is a project company and part ...		25-08-2021	€9,000,000	
 <b>moteams</b> moteams is the engagement platform for distr...		25-08-2021		
 <b>Deutsche Streaming Allianz GmbH</b> German Streaming Allinaz is a foundation of ...	Consumer software	24-08-2021		
 <b>Naq Cyber</b> Naq makes cyber security and GDPR compliance...	Enterprise software	24-08-2021		
 <b>Anywyse B.V.</b> Anywyse provides quality guaranteed, bran...	EdTech	24-08-2021	€300	
 <b>Gut Feeling</b> Gut Feeling helps to reduce the need for cos...	Health	24-08-2021	€50,000	























# Fresh Arrivals

	Industry	Last Update	Looking for	Country
 <b>Helpdose</b> Helpdose supports Health & Wellness expe...	Health	24-08-2021	€200,000	
 <b>Mind Monks</b> We are a software company that aims to close...	HRTech	24-08-2021	€50,000	
 <b>ShoutOut VIP BV</b> ShoutOut.vip is a media startup creating the...	Leisure	24-08-2021	€250,000	
 <b>Peer.Page</b> Peer.page brings the benefits of human inter...	Consumer software	24-08-2021	€300	
 <b>Time Travel</b> Time Travel/History Alive is a start-up from...	Leisure	24-08-2021		
 <b>Belel</b> Video outreach software designed for sales. ...	Enterprise software	24-08-2021	€0	
 <b>Spoons of Taste GmbH</b> Spoons of Taste is rapidly growing Food star...	Food & agriculture	24-08-2021		
 <b>Vialysis SARL</b> Smart IoT labels to provide trust and securi...	Health	24-08-2021	€250,000	
 <b>ClickCall Ltd</b> Selling by SaaS to the global biggest compan...	Entprise software	24-08-2021		
 <b>We-Buy.net</b> We are the Uber for the booking of "per...	Marketplace	24-08-2021	€80,000	























# Fresh Arrivals

	Industry	Last Update	Looking for	Country
 <b>Zenon Energy</b> Zenon Energy provides 25-year energy storage...	Energy	24-08-2021	€350,000	
 <b>WOCOO</b> WOCOO is a social network for Video on Deman...	Leisure	24-08-2021	€60,000	
 <b>ZeeWijn</b> ZeeWijn is a wine expert who offers more tha...	Food & agriculture	24-08-2021		
 <b>4 OMID</b> 4 OMID has stood to enable the next generati...	Leisure	24-08-2021		
 <b>TuBe UG (haftungsbeschränkt)</b>	Health	24-08-2021		
 <b>KaaS Kitchen / Kitchen as a Service</b> We are offering a turn-key solution for deli...	Logistics	24-08-2021		
 <b>DutchGrowMaster</b> DutchGrowMaster offers a 3 step concept to g...	Leisure	24-08-2021		
 <b>ELEMENTA LABS B.V.</b> The current way of data documentation in the...	Health	24-08-2021		
 <b>DeMonth bv</b> DeMonth is an online subscription based plat...	Health	24-08-2021	€100,000	
 <b>Grow MDCL GmbH</b> Grow MDCL aims to be a leading European medi...	Leisure	24-08-2021		























# Fresh Arrivals

	Industry	Last Update	Looking for	Country
 <b>Beyond.Inc</b> Beyond leadership "coaching" is wh...	Enterprise software	24-08-2021		
 <b>Lenzbox GmbH</b> Lenzbox develops next-generation lens care s...	Health	24-08-2021		
 <b>Invisible Foods Holdings</b> We deliver an end-to-end Waste Manag...	Impact	24-08-2021		
 <b>Johnny Cashew Nederland BV</b> Currently cashew makes a detour of over 12.5...	Food & agriculture	24-08-2021		
 <b>Staiy</b> Staiy is empowering consumers to have a posi...	Impact	24-08-2021		
 <b>Cyan Reef B. V.</b> Cyan Reef promotes sustainable finance in th...	Impact	24-08-2021		
 <b>System1</b> System1 offers a digital solution for the ci...	Impact	24-08-2021		
 <b>Fashu</b> We will take an order from a consumer on our...	Leisure	24-08-2021		
 <b>Avenue Ideas Lda</b> Our Vision is to become an international pro...	Marketplace	24-08-2021		
 <b>Major21</b> Together with bigdata from customers and art...	Health	24-08-2021		























# Fresh Arrivals

	Industry	Last Update	Looking for	Country
 <b>Primo Office doo</b> CARIAL - World's first patented smart se...	Health	24-08-2021		
 <b>promiseQ</b> promiseQ enables security companies to reduc...	Enterprise software	24-08-2021		
 <b>Wankel SuperTec GmbH</b> • developer & manufacturer of state-of-t...	Manufacturing	24-08-2021		
 <b>Forest Wool</b> Forest Wool develops the extraction techniqu...	Impact	24-08-2021		
 <b>Last Second Group</b> 54.000 Local Tour Operators, providing trave...	Consumer software	24-08-2021		
 <b>Glouv B.V.</b> We are now creating the Samsonite of...	Health	24-08-2021		
 <b>Cohecive Holding BV</b> Cohecive Holding BV is well invested in the ...	Impact	24-08-2021		
 <b>YourID</b> YourID is the world's first trusted identity...	Enterprise software	24-08-2021		
 <b>Invictum</b> Zsports.com (run by Invictum) is an online re...	Leisure	24-08-2021		
 <b>Valyuu B.V.</b> Vision: A world where no product unused. Mis...	Impact	24-08-2021		























# Fresh Arrivals

	Industry	Last Update	Looking for	Country
 <b>ParcelP</b> Utilizing existing freight capacities to cre...	Logistics	24-08-2021		
 <b>Acrobatics in Acryl</b> The core of the company is the distribution ...	Leisure	24-08-2021		
 <b>DeeFormed</b> create, share and follow fitness training gu...	Leisure	19-08-2021		
 <b>Telos</b> Telos   The next social framework. A...		19-08-2021		
 <b>Mavuno Technologies GmbH</b>	Impact	19-08-2021		
 <b>Moonshiners</b> Moonshiners is bringing back the offline mar...		10-08-2021	€100,000	
 <b>nOa climate UG</b> nOa climate stands for investing in the futu...		10-08-2021	€400,000	
 <b>Cooper Pet Care B.V.</b> Cooper Pet Care is a mobile-first pet care p...		06-08-2021	€1,000,000	
 <b>frufree Trottnow e.K.</b> More than 30% of europeans have food intoler...		03-08-2021		
 <b>elmira industrial supplies ug</b> Elmira aims at becoming a leader in bio-aro...		02-08-2021		























# Fresh Arrivals

	Industry	Last Update	Looking for	Country
 <b>OB Trading B.V.</b> One Button (OB) Trading is a fintech softwar...		02-08-2021	€200,000	
 <b>Araka On Demand Services Limited</b> Go is a super mobile app marketplace providi...		28-07-2021	€250,000	
 <b>Harmony ContentBase Inc.</b> Collaborative, nocode development for produc...		28-07-2021	€700,000	
 <b>RPAIR</b> Our company, RPAIR, have developed an online...		28-07-2021	€630,000	
 <b>Fallov Internet OPC Private Limited</b> Fallov is a trusted global online match-find...		28-07-2021	€45,000	
 <b>Pantheon Art Ltd</b> Pantheon is a decentralized platform for int...		27-07-2021		
 <b>Orissa</b> SYFT now offering digital learning solution...		27-07-2021		
 <b>Redistri B.V.</b> .	Logistics	26-07-2021		
 <b>Mantiz Atelier</b> We are specializing in Organic and Natural D...		26-07-2021		
 <b>E Waste Social</b> We are looking to organise this 95 percent u...		26-07-2021	€500,000	









# Fresh Arrivals

	Industry	Last Update	Looking for	Country
 <b>SEED CYCLING UG i. Gr.</b> We are two ex Googlers who founded SEED CYCL...	Health	25-07-2021		
 <b>OrderThis</b> We are a Dutch-Macedonian team, covering man...		23-07-2021	€75	
 <b>GiroNac</b> GiroNac specializes in trajectory analysis a...		22-07-2021		
 <b>SKD Publishing, LLC</b> SKD Publishing L.L.C is a publishing company...		22-07-2021	€510,000	
 <b>CloudKanteen GmbH</b> With CloudKanteen we want to make meal deliv...		21-07-2021	€1,500,000	
 <b>eBallR Games Ltd</b> eBallR's MetaverseME project is a social pla...		19-07-2021	€300,000	
 <b>Cittamap</b> We want to see a world that is safe from cli...		16-07-2021		
 <b>Sourcing Eco</b> Sourcing.eco has the goal of making sourcing...		16-07-2021		
 <b>YourDesq</b> YourDesq is the third workplace solution for...	Logistics	15-07-2021		
 <b>Termz Legal Tech GmbH</b> Legal Tech Company offers simple and intuiti...	Enterprise software	14-07-2021		





# Fresh Arrivals

	Industry	Last Update	Looking for	Country
 <b>The Bamboovement BV</b>	Manufacturing	09-07-2021		
 <b>edon - electronic donations</b> We are building CSR- and sustainability soft...	Impact	06-07-2021	€200,000	
 <b>TiQiT B.V.</b> TiQiT is an IT company in the construction s...	Logistics	02-07-2021	€500,000	



# 3 TIPS

## On Becoming a Leapfunder Investor

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### 1

#### **Network with other investors**

A big part of any investment decision is usually to discuss it with your investor friends. Even if you do not agree with them, there is still value in talking. When you are just starting off as an investor it is important to go out networking. Making investor friends is an important part of getting set up.

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### 2

#### **Invest slowly**

When you start building your portfolio it is best to start by investing amounts that you can easily afford to lose. By playing peanut poker for a few years you will build valuable experience, and after this you can start to increase the amounts you invest. It is an old wisdom that it is 'faster to grow lemons than pearls'. There will be early failures of some of your companies. But the bigger successes will likely take as much as 6 years to materialize. By saving your cash at the beginning you can learn a lot from the first failures before starting to build your mature portfolio.

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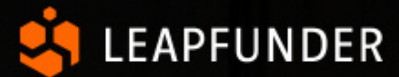
### 3

#### **Build a portfolio**

You probably have great insight in technology developments in some areas. But believe it or not: you will not be able to pick a winner. Experienced investors stop trying to pick companies that will be winners: there are too many things that can happen. Rather than picking winners you should cash a wider 'net' by building a portfolio of 5-10 companies that all look solid. You should be ready to re-invest, and re-investment should be into companies that have earned the extra investment through performance. That way you start to concentrate your cash in the companies that have created the most value.



# German Startup Changemakers: Fridtjof Gustavs & MotionLab.Berlin



Fridtjof Gustavs is the Founder of MotionLab.Berlin, a HardTech innovation hub, which provides HardTech startups with tailored tools to improve our way of living. In addition to coworking offices, and meeting rooms, they primarily offer access to a large machine park consisting of 3D printers, laser cutters, electronics, and a creative community of engineers, designers, creators, and inventors. With the MotionLab.Academy, Fridtjof supports the community in terms of knowledge and services. Find out what is it about entrepreneurship that attracts him, what he thinks is the next big thing in the startup world and more about his mission at MotionLab.Berlin.

## 1. Hi Fridtjof, thank you for agreeing to do the interview. Could you tell us a bit about your background and how you entered the startup world?

I was born and raised in Potsdam. When I was 17, I made my first attempt at starting a company in the men's clothing online shopping sector but ended up studying economics at the Technical University Berlin (TU Berlin). Shortly before graduating, I got to know the Formula Student TU Berlin project (FaSTTUBe) and quickly took over project management for two years. The time at FaSTTUBe shaped me a lot. I learned a great deal and made amazing contacts. Amongst other things, I got to know great companies and manufacturers who supported FaSTTUBe and met my current co-founders from MotionLab.Berlin. At the same time, I experienced all the challenges of building a hardware product and asked myself, 'How do we want to shape the future when it is nearly impossible to invent new technologies without big budgets?'. So we decided to change that and make HardTech innovation possible for everyone.

## 2. You're the Founder of MotionLab.Berlin, a HardTech innovation hub & makerspace, which offers exclusive access to high-end machinery for prototyping in combination with office space, coworking, startup services, and a HardTech driven community. Tell us more about your mission and the idea that got it all started!

Think of MotionLab.Berlin as a huge coworking space with a lot of space, machinery, and crazy people. Our mission is to create an inspiring environment and provide tailored tools for HardTech startups to improve our way of living, driving us to give the brave ones in our society a place to create the future. When we look into the future, we strongly believe that we will see HardTech startups that will fundamentally change our everyday lives by creating revolutionary new technologies.

HardTech startups are companies that find new ways to connect hardware and tech. They develop physical products with an innovative technological character to disrupt society and improve our way of living.



At MotionLab.Berlin, we offer you everything to help you turn your ideas into reality in a quick and cost-efficient manner. In addition to coworking, offices, and meeting rooms, we primarily offer access to a large machine park consisting of 3D printers, laser cutters, electronics, and a creative community of engineers, designers, creators, and inventors. With the MotionLab.Academy, we support our community in terms of knowledge and services to develop physical products with an innovative technological character.

This is how it got started: At the end of 2017, my two co-founders and I were in our current location in Alt-Treptow, and we thought, 'Wow! This is the perfect place for something that's hardware-related where anyone can invent and build anything, no matter how big or crazy it is.' We saw it as a once-in-a-lifetime opportunity, but there was a challenge: 2500 square meters of space costs both rent and a deposit – which is money that I, was a student, and my co-founders didn't have at the time.

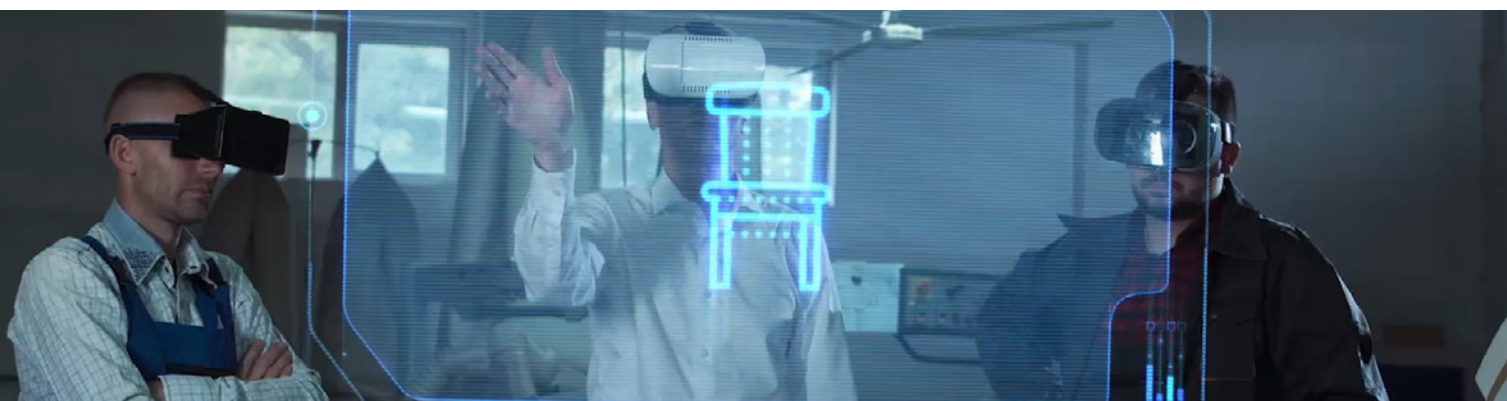
We activated our network and met the founder of Berlin.Industrial.Group, Igor Hascke, who was, at the very least, as crazy as we were and gave us the capital to start. In the end, it was way too little, but that was the best thing that could have possibly happened.

At the very beginning, we were able to win great customers like ONO and Citkar; and together with our community, we created a place we believed could make HardTech startups successful. Due to the low budget, we had to keep asking ourselves what was urgent and important, and soon realised that having our customers around us helped us a lot, and that's how we set up MotionLab.Berlin, together.

**3. You're also the Founder & Chairman of the Board of the IoT+ Network, a platform for the joint implementation of projects and for an equal exchange between startups, business, and science; and MotionLab.Academy, which specialises in a holistic workshop design that focuses on the didactic integration of digital media in training courses. What is it about entrepreneurship that particularly attracts you? How are you shaping the startup ecosystem in Berlin?**

What inspires me about entrepreneurship is working on new ideas with others, having a chance at success, or failing, and learning from it. At the same time, I feel a strong sense of community in which people stand up for each other and motivate and cheer one another.

How am I shaping the startup ecosystem in Berlin? I think we have great inventors and founders in Berlin, but I don't count myself as one of them. What I'm perhaps, not that bad at is empowering people to live and realise grand visions. I try to do this through my work with great people in the IoT + Network, MotionLab.Academy and MotionLab.Berlin. In addition to that, I firmly believe that we need more courageous founders in the field of HardTech because we can only solve the challenges of our time with new technologies. We don't need another great app. We need technological progress in all areas of life. My mission is to support everyone in realising their ideas and developing a culture of optimism and courage. If I can help a founding team invent a world-changing technology that fundamentally changes our everyday lives with one of my projects, I am more than happy, and my hard work has paid off. future when it is nearly impossible to invent new technologies without big budgets?'. So we decided to change that and make HardTech innovation possible for everyone.





# “ Getting started, Persistence, Consistency ”

## 4. As a successful entrepreneur, which lesson for founders would you like to share with our readers?

When I look at the successful startups at MotionLab. Berlin and in the Berlin startup ecosystem, I think of a mixture of the following three points:

- Getting started
- Persistence
- Consistency

I think the foundation of a successful founder and building a successful business is always the mindset. In the beginning, it's all about getting started. After the first steps have been taken, and the first small successes have been celebrated, a low period will come at some point. And that's okay, that's how life always goes, isn't it? It doesn't always go as planned, so you have to go through it with persistence when the low period comes. Because in the long run, working consistently on your dream will bring you further. I think it's not always about whether you have the best idea, but how and with whom you start implementing it! You have to dare!

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*I think the foundation  
of a successful founder  
and building a successful  
business is always  
the mindset.*

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## 5. What's the next big thing in the startup world?

That is a great question. I love thinking and discussing what the next big thing could be, but it always depends on who I'm discussing it with. I don't think there will be one thing, but what I'm sure of is that the next big thing will not be another Facebook or Google, but rather something different. Let me explain: When we think of the 20th century, we think of the revolution in communication and free access to information for everyone. That means the most significant technological revolution was in the areas of computers and communication. But what about mobility? MedTech? Energy? Imagine creating a HardTech entrepreneurship culture where people can dream as big as they did during the computer industry revolution. Here are some potential dreams:

- Mobility solutions so fast that national borders, even planetary borders, will become obsolete
- Energy sources that make access to energy as natural as access to the air that we breathe
- Agriculture and nutrition solutions that enable us to grow crops on one-hundredth of today's land
- Medical (bio)technologies that will make us dream of eternal life by curing diseases like cancer and preventing pandemics

By imagining these huge changes, ask yourself, what will be the next big thing? It will not be just another app. It will be something even bigger. And I'm so excited about what we will see in the next 50 years!

Thank you for sharing your story and insights with us, Fridtjof. We wish you the best of luck in your future endeavours.

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