

# STATE OF THE STARTUP MARKET



LEAPFUNDER

Startup  
Directory

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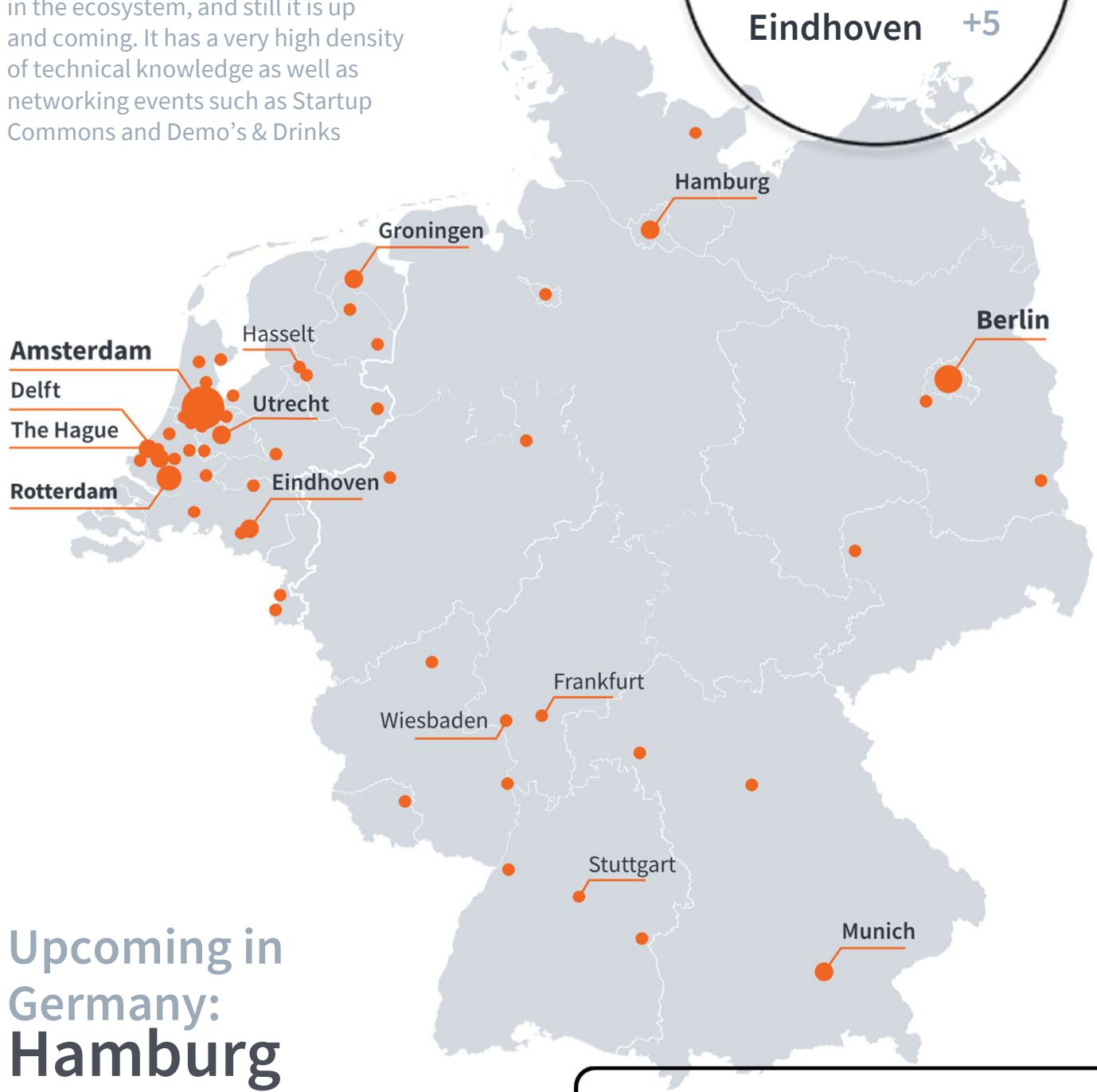
Quarterly Report  
Q2 2023





# Upcoming in The Netherlands: Eindhoven

Eindhoven is one of the oldest techhubs in the ecosystem, and still it is up and coming. It has a very high density of technical knowledge as well as networking events such as Startup Commons and Demo's & Drinks



# Upcoming in Germany: Hamburg

More and more startups have started discovering Hamburg. It's not uncommon for Berlin startups to travel to Hamburg in search of smart capital. This has given rise to more local startups as well





# The Fields in which Startups Operate:

Fastest Grower

**AI / ML**  
**+11**

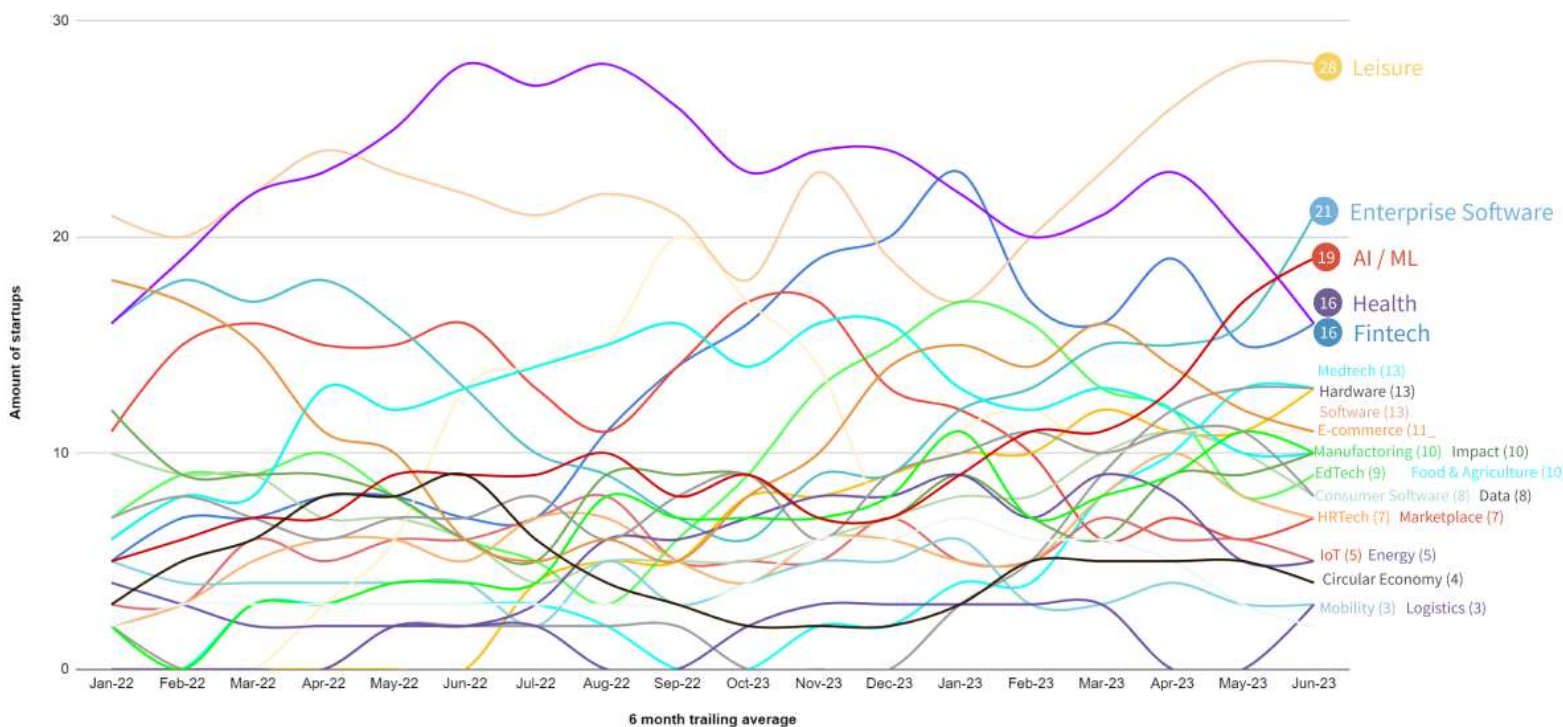
Interesting Growth

**Enterprise software**

Biggest Overall

**Leisure**  
**23**

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.



# SpotLight



## Urban Agrotech

Cost effective container farms

We sell cost effective plug-and-play vertical farms to high-end restaurants, resorts, and grocery stores while reducing CO2 emissions significantly using minimum amounts of water.

We are able to lower the OpEx by 30% when compared to the industries top performer.

- ✓ Cost effective vertical farming in containers
- ✓ No growth skills needed
- ✓ 30% lower OpEx than industry top performer

Type      Convertible

Early Bird

- ✓ We are entering a blue ocean in education
- ✓ German "Startup of the year 2023" - 2nd place
- ✓ Traction for B2B & B2C with high satisfaction

Type      Convertible

## 21Done

Empowering employees to thrive

21DONE

70% of employees report that they don't have mastery of the skills needed to do their jobs . However, training programmes currently rarely provide a suitable solution.

Our award-winning solution empowers employees to build the right skillset for value creation through most effective learn-experience-repeat methodology to build new impactful habits in most relevant development areas: self-worth, mental and physical health, creativity, communication and team play. For lasting behavior change, more growth and well-being.

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



# 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.























# Fresh Arrivals

	Industry ▾	Last update ▾	Stage ▾	Looking for ▾	Country ▾
 <b>Corona Media B.V.</b> TygerCub is an investment platform that allo...	investment platform	10-04-2023	Idea	€300,000	
 <b>iSitara</b> iSitara is a new AI prototype that is being ...	Your AI Surrogate	14-04-2023	Idea	€500,000	
 <b>Ansana</b> Unique and patented smart sterilization cont...	Med-Tech	11-04-2023	MVP	€700,000	
 <b>DATOUPE</b> "Why don't you go where they braide...	Beauty innovation	12-04-2023	Idea	€50,000	
 <b>Zoffie B.V.</b> Our company is an international social media...	Recruitment	12-06-2023	MVP	€500	
 <b>Sustainacy</b> Sustainacy is a Sustainability-as-a-Service ...	ClimateTech	12-04-2023	MVP	€580	
 <b>Kaufpedia</b> Kaufpedia is a marketplace that aims to empo...	Marketplace	14-04-2023	First Revenue	€500,000	
 <b>Vchained by Votan Ventures</b> VChained is a flexible solution that enables...	Sustainability	17-04-2023	MVP	€700,000	
 <b>Vontage Point</b> Our platform uses the latest Generative AI a...	Artificial Intelligence	20-04-2023	MVP	€100,000	
 <b>AI Atlas Inc</b> AI Atlas Inc. is tech enterprise that create...	AI	20-04-2023	MVP	€500,000	

























# Fresh Arrivals

	Industry ▾	Last update ▾	Stage ▾	Looking for ▾	Country ▾
 <b>Opn World LLC</b> Invest in this proptech startup revolutioniz...	proptech	20-04-2023	MVP	€2,000,000	
 <b>BGB</b> We creating a fundamentally new banking, ind...	Banking	01-05-2023	MVP	€500,000	
 <b>couchvibes GmbH</b> Revolutionizing live music experiences with ...	Streaming Plattform	26-06-2023	First Revenue	€150,000	
 <b>Innovirtual Software GmbH</b> Innovirtual Software is developing the inno....	Software	24-04-2023	MVP	€350,000	
 <b>RedService</b> Our platform offers a range of services for ...	IT	24-04-2023	MVP	€20,000	
 <b>Mooi Hakkie bv</b> Wij geven schoenen met hogere hakken een 2e ...	Schoenrenovatie	24-04-2023	Scaling		
 <b>Xandar</b>	Metaverse GameFi	26-04-2023	MVP	€480,000	
 <b>Nexity Network Ltd.</b> Building blockchain-enabled, circular, more ...	Fintech	26-04-2023	Scaling	€2,000,000	
 <b>HIGHCAT GmbH</b> HIGHCAT develops, designs and manufactures u...	UAV	26-04-2023	First Revenue	€400	
 <b>Elevated Industries Corp.</b> Elevated is an AI-powered platform that revo...	FinTech Data AI SaaS	04-05-2023	Idea	€300,000	























# Fresh Arrivals

	Industry ▾	Last update ▾	Stage ▾	Looking for ▾	Country ▾
 <b>Delta 24.7 GmbH</b> Delta 24.7 is a digital only insurance broke...	Digital insurance	06-05-2023	MVP	€350,000	
 <b>Particula GmbH</b> Particula is the first data and rating platf...	B2B SaaS	02-05-2023	MVP	€100	
 <b>Genera BV</b> Purpose: reduce women's anxiety by preve...	AI. Radiology.	02-05-2023	MVP	€3,400,000	
 <b>CityLegends</b> CityLegends, a multiple VC-backed start-up, ...	Sports	21-06-2023	Scaling	€200,000	
 <b>Green speed micro mobility Ltd</b> We are developing the next generation of the...	Cargo bike	10-05-2023	MVP	€500,000	
 <b>LOF Branding</b> LOF Branding automates data-driven branding ...	branding	02-06-2023	Idea	€0	
 <b>Plurana</b> Plurana generates 1000+ designs in a minute ...	AI design SaaS	12-06-2023	MVP	€100,000	
 <b>abracadabra</b> Abracadabra offers a special workflow automa...	automation	01-06-2023	MVP	€400,000	
 <b>Mr. Winston B.V.</b> Mr. Winston is an intuitive, comprehensive a...	SaaS	25-05-2023	First Revenue	€500,000	
 <b>Astrotwig</b>	Social Music App	31-05-2023	MVP	€50,000	





# Fresh Arrivals

	Industry ▾	Last update ▾	Stage ▾	Looking for ▾	Country ▾
 <b>Noa</b> Our app provides personalized guidance to he...	mental health	07-06-2023	MVP	€50,000	
 <b>Mental Pin pre-seed</b> Mental Pin is a first-of-its-kind device tha...	Health Tech	31-05-2023	MVP	€100,000	
 <b>OOSOO® The Change Maker Empowerment Tool</b> We will modernize and scale our unique real...	SaaS for CoCreation	01-06-2023	Scaling	€0	
 <b>Kcalculated B.V.</b> KCALculated is a service that provides meals...	fitness and food	01-06-2023	MVP	€500,000	
 <b>EUROPEAN INFORMATION NETWORK</b> The European Information Network provides li...	innovation	26-06-2023	MVP	€10,000	
 <b>Dressmycrib</b> AI-powered Augmented Reality solution enabl...	AR	13-06-2023	MVP	€200,000	
 <b>büene</b> büene is an ad-free live-streaming network f...	#creatoreconomy	15-06-2023	MVP	€200	
 <b>Jet Set Maldives</b> Unforgettable fishing adventures in the stun...	Fishing Charter	15-06-2023	First Revenue	€70,000	
 <b>KubeLab B.V.</b> KubeLab is: A powerful self-service ...	Kubernetes Platform	15-06-2023	MVP	€200,000	
 <b>Bitskout</b> Bitskout is building a platform where users ...	process automation	19-06-2023	First Revenue	€300,000	



# Fresh Arrivals

Industry ▾

Last update ▾

Stage ▾

Looking for ▾

Country ▾

**Relms**RELMS offers an innovative event  
organizatio...

Social Media

16-06-2023

MVP

€300,000

**Hubql GmbH**Collaboration platform for software  
developm...

SaaS

26-06-2023

MVP

€500,000

**The Every Yoga Company**Software Company. Creating a Noise-  
Free Plat...

Marketplace

26-06-2023

MVP

€150,000





## Veronica Ostring: Supporting Early-Stage Startups

Veronica Ostring is a Senior Startup Account Manager and the Early Stage Startups Vertical Lead in EMEA North at Amazon Web Services. Her mission is to help early-stage startups across EMEA North, including Benelux, with their growth journey. Find out why she fell in love with the startup scene in the first place, which advice she shared for founders looking to scale, and what she thinks is necessary to accelerate the ecosystem's growth further.

### 1. Hi Veronica. Thank you for agreeing to do the interview. Could you tell us about your background and connection to the startup world?

I'm originally from Finland but studied in the UK and have lived there most of my life, except for being in New York and Dublin for some time. Now, I'm living in Amsterdam, which I love.

I started my career at a startup in London, a B2B SaaS similar to Crunchbase, where we provided analysis, insights, and data on VC/M&A deals. We also hosted many executive networking events with hot startups (like Airbnb, Spotify, and YPlan). Since then, I have fallen in love with the energy, passion, and mind-boggling ideas in the startup sphere.

While seeking to build a diverse background in my career, I jumped onto the "other side" to work for [Citi](#) in New York and [Barclays](#) in London on the digital team for the app for a couple of years. Working closely with the executive team taught me a lot about how large corporates are structured and how the machine behind it all runs. At Barclays, I co-founded the Digital Unleashed Conference, where startups and big techs shared inspiring stories.

By then, it was time to jump back into working closer daily with startups. So I joined the startup team at [AWS](#) in Amsterdam. I'm now working with early-stage startups – leading the Early Stage Priority for EMEA North (Benelux, Nordics, Baltics, DACH, and CEE) in beautiful Amsterdam.

### 2. Tell us more about your mission of helping early-stage startups at [Amazon Web Services](#).

At AWS, we love startups. We have local teams worldwide and work closely with startups from their earliest stages. From experience and building the cloud since 2006, we've always worked backward from our customer needs (90% of our roadmap and features directly result from customer feedback).

For example, whether startups are in the MVP, growth, or scaleup phases, we have Startup Solutions Architects who can help brainstorm, advise, and review the customers' architecture. We also have partners who can help with hands-on building. On the technical side, we have many Benelux Case Studies for inspiration, for example, [Smartocto](#) or [Leadinfo](#).



When founders need help brainstorming their go-to-market strategy, we have industry experts on both the technical and business side in almost all verticals. We work with startups to co-sell with us via the AWS Partner Network and the AWS Marketplace, where more than 300,000 customers go to find, subscribe to, and deploy third-party software.

As a result of having the industry's largest customer and partner community and millions of active customers every month, we naturally often act as an ecosystem connector, for example, in helping founders find new business opportunities, investments, or introductions between customers through events we host like the Founders Circle in Benelux.

If you're interested in connecting, I'd suggest looking at our [Startup Resources](#), online and local [events](#) (both Business and Technical tracks), technical [Ask an Expert sessions](#), or applying to our [Startup Loft Accelerator](#) program.

### **3. Which advice would you give to startup founders looking to grow and scale internationally?**

Growing from a local startup to an international scaleup is an exciting move and a topic we discuss with founders often. Taking the time to strategically plot which markets make the most business sense by looking at addressable market size, talent, regulations, competitors, and national government agenda (especially for grants) is essential. Considering culture and cultural differences is also vital for building a successful international team and addressing the local market and customer needs.

Another piece of advice I often give startups is to network in the ecosystem, attend events, and connect with founders who have previously expanded into new markets. Don't be shy to ask for help and advice, and choose investors that can help.

### **4. What's going well in the startup ecosystem in the Netherlands at the moment? Which challenges is the ecosystem facing? How do you feel you're contributing?**

Right now, to me, it seems like investors are more cautious with their capital in taking "bigger bets" and performing higher due diligence, dispersing out smaller deals while the focus seems to be shifting more to earlier-stage businesses.

Where are the significant sums going? Last year's [VC Analysis of the Dutch Market](#) showed that climate investors and investment predominated substantial sums like Lightyear with €81M and Elestor with €30M.

Many new funds have been added in the Netherlands recently, including Peak Capital's €150M Seed Fund, Endeit Capital with €303M, and Newion with €130M. In my opinion, it's encouraging, and we see depth and resilience in the Dutch startup scene.

If startups need help with their funding journey, at the [AWS Loft Accelerator](#) program, we help them become funding-ready with hands-on workshops and concrete use cases, all designed to validate and perfect their go-to-market strategy, pitch deck, and storytelling. Through the program, startups benefit from the extensive AWS network of industry leaders, technology experts, serial entrepreneurs, investors, startup organizations, advisors, and partners.



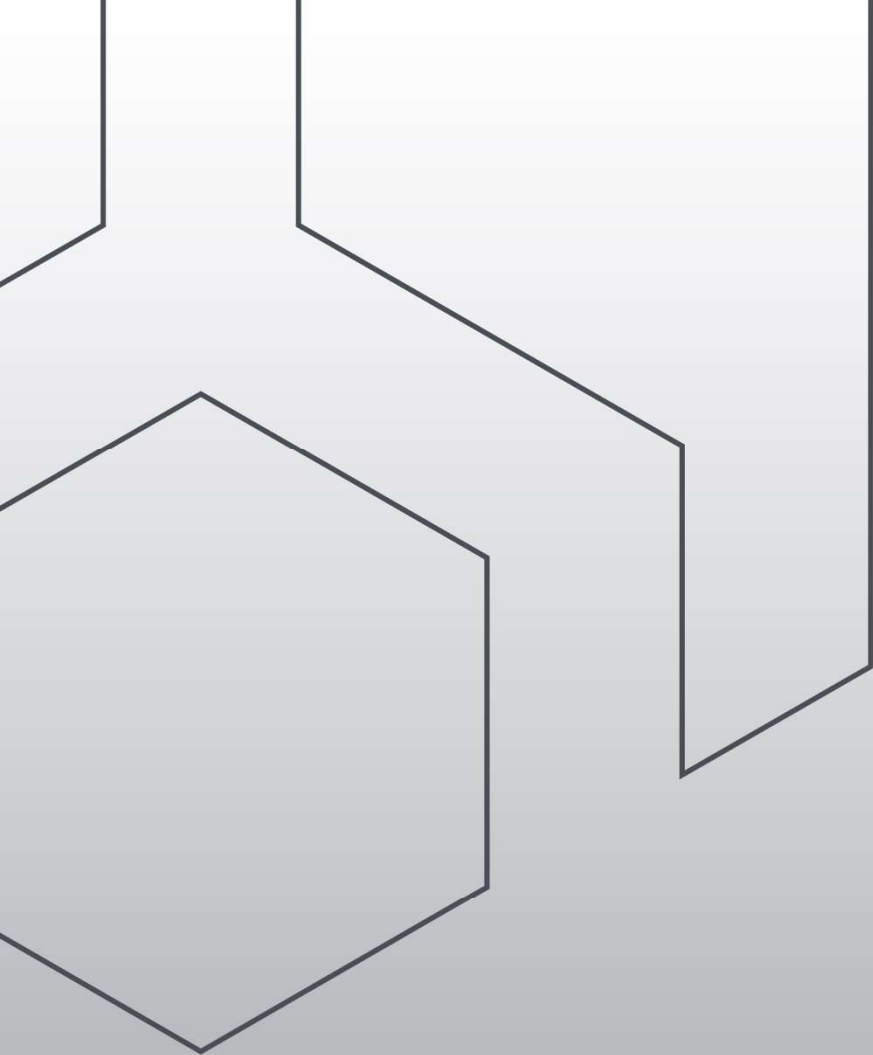


## 5. What do you predict for the ecosystem in the Netherlands in the near future?

Dutch startups are already thriving in many ways, and the Netherlands has the potential to become a leader in the ecosystem across Europe. According to [McKinsey's report](#), the Netherlands ranks fourth in terms of startup value creation in Europe, and among cities, Amsterdam is one of Europe's fastest-growing startup hubs.

For a drive in further acceleration in growth, I would personally like to see more diversity, especially around founder background and an increase in the share of female founders (according to [Silicon Canals 2022 report](#), female founder share was at 36%) to bring an increasingly diverse set of ideas and businesses into the market. In addition, generally increasing favorable conditions for startups and incentivizing more top talent to the region through creating favorable taxation, increasing employee stock option ownership plans, and allocating more capital to entrepreneurship and innovation. Overall, I think it's an inspiring time for the region, and I'm very thankful to be part of it.

**Thank you for sharing your story and insights, Veronica. We wish you the best of luck in your future endeavors.**



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