

**Program Training ministries Amsterdam
20-21-22 March 2017**



Representatives from:

- **Ministry of economic affairs the Netherlands**
- **Startup Amsterdam/Amsterdam City Council**
- **Ministry of Economic Development and Trade of Ukraine**
- **Ministry of Education and Science of Ukraine**
- **Ministry of Education and Science of Georgia**
- **Ministry of Education, Republic of Moldova**
- **Ministry of Energy of Georgia**
- **Kharkiv City Council**
- **Kharkiv Regional State Administration**
- **Chamber of Commerce and Industry of Moldova**
- **International Foundation for Education Policy Research**
- **Universities from Ukraine, Moldova and Georgia (partners EANET)**
- **Businesses connected to the EANET partners**

Program Strategy Workshop Ministries Tempus EANET – March 2017

Creating and Nurturing an Ecosystem for start up and scale up entrepreneurship

Target group:

- Ministry of Economics
- Ministry of Education
- Department of employment / entrepreneurship
- Municipal government representative responsible for entrepreneurship (and employment)
- University representative responsible for entrepreneurship incubator / accelerator and/or technology transfer
- Representative of the Chamber of Commerce
- Alumni (high growth) entrepreneurs who have benefited from an incubation programme

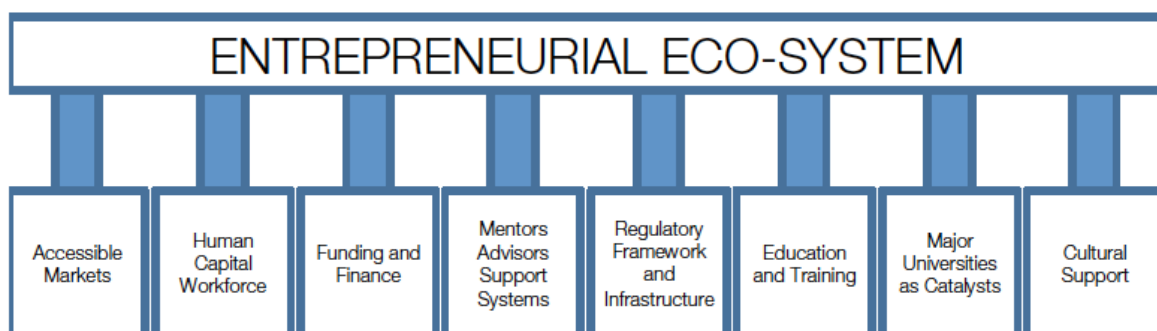
Objective:

Share knowledge, experience and insight in what it takes to stimulate the formation of an ecosystem for entrepreneurship that creates economic growth, innovation and jobs and that attracts talent and investment.

Preparation:

Prepare a discussion document answering the following questions:

- How does your culture embrace entrepreneurship?
- What does your organisation do to stimulate entrepreneurship?
- What does your organisation need to stimulate entrepreneurship?
- What barriers to you experience in building an entrepreneurial ecosystem in your country/city?
- What should the training bring you? (lessons learnt/connections made)



Domains of the Entrepreneurship Ecosystem



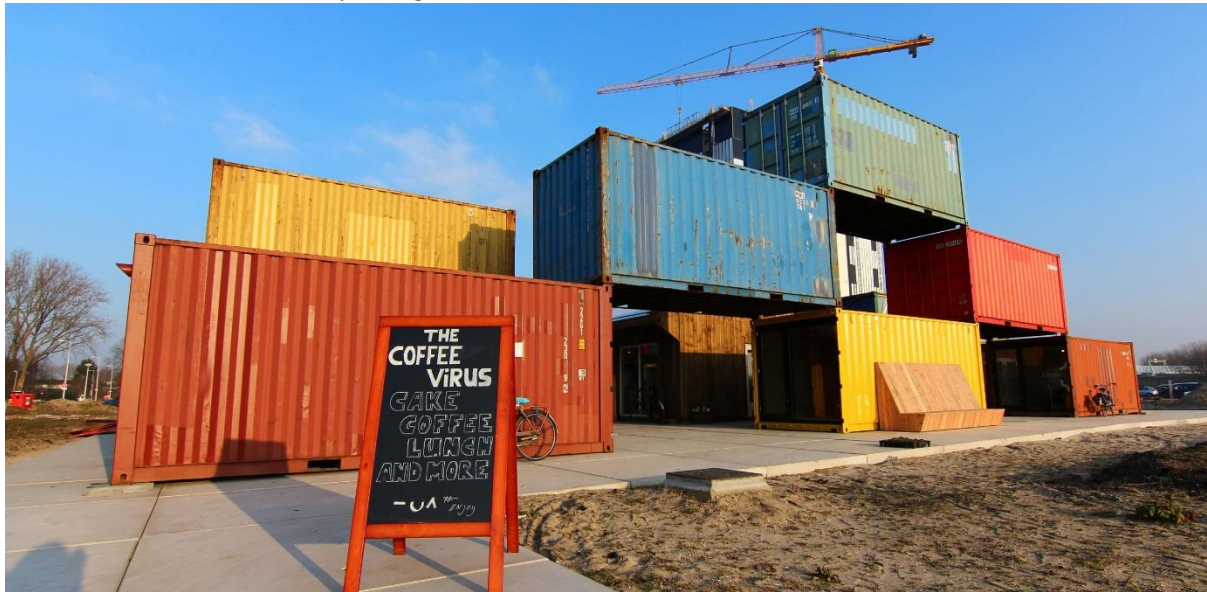
PROGRAM

Day 1 Mon 20 March 2017

Government and University perspective

- 09.00-09.30 Registration – Floor, 2nd floor [Wibauthuis, Wibautstraat 3B, Amsterdam](#)
- 09.30-10.00 Welcome & Introductions (Michael Tuguntke & Willem Baumfalk)
- 10.00-10.15 Intro in building ecosystems for start-ups and scale ups (A. Timmermans)
- 10.15-10.45 Break out sessions:
Round table discussion on the topic of creating favourable ecosystems for entrepreneurship.
- What does your country / city do (currently) to stimulate (start up) entrepreneurship?
 - What does your university do to transfer technology and inventions to markets?
- 10.45-11.00 Break
- 11.00-11.45 Continued round table discussion (break-out sessions)
- If you were to have unlimited resources, what would you do to create your ideal start-up ecosystem?
- 11.45-12.30 What are the benefits of an attractive entrepreneurship climate for a city/nation? And what does it take to create one? (Dr I. Wakkee – Lector Entrepreneurship)
- 12.30-13.00 Departure for [Science Park 1012WX Amsterdam](#)
- 13.00-14.00 Lunch at [Oerknal, Science Park 306 Amsterdam](#)

- 14.00-14.45 What made Amsterdam one of Europe's start-up capitals? And how did government contribute to its success? (Mr Ruben Nieuwenhuis)
<http://www.slideshare.net/BlackSeaSummit/how-to-develop-startupcity-ruben-nieuwenhuis>)
- 15.00-15.45 What is the role of technology transfer from universities to markets? How can tech transfer be organized such that innovations do reach markets? (Ronald Mooijer – IXA (TTO – HvA, UvA, VU))
- 15.45-16.15 Tour Start up Village



- 16.15-17.00 What can university incubators contribute to tech transfer and a start up scene in general? (Drs Eric Boer, Director Amsterdam Center for Entrepreneurship)
- 17.00-17.30 Short presentations by various entrepreneurs at the incubator on the benefits of starting their company in the setting of a university incubator. (Joost Reimert, Bart Vredereg)
- 17.30 Cycling back to Wibauthuis, Wibautstraat 3b
- 19.00-21.00 Dinner at [Amstelhaven, Mauritskade 1 Amsterdam](#)

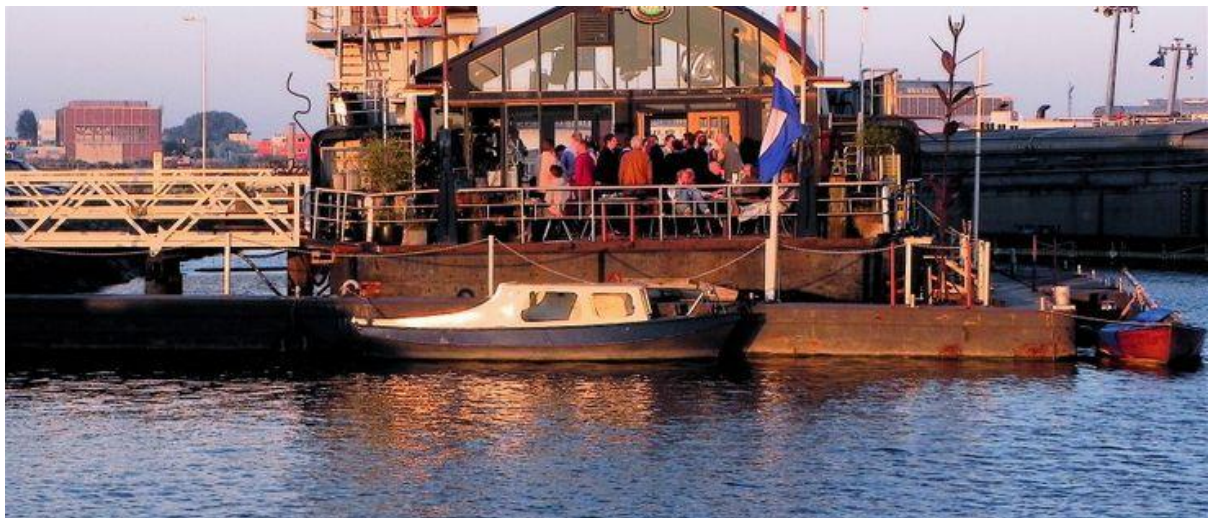
PROGRAM

Day 2 Tue 21 March 2017

Private and Corporate perspective

- 09.00 -09.30 Registration at [Rockstart \(Herengracht 182, Amsterdam\)](#)
- 09.15 -10.15 How to facilitate the growth of start-ups by trainings program and investors? (Oscar Kneppers CEO of Rockstart)
- 10.15-10.30 Walk to TQ (4th floor, [TQ, Singel 542, Amsterdam](#))
- 10.30-10.45 Coffee at TQ (4th floor, TQ, Singel 542, Amsterdam)

- 10.45-11.15 Attracting investment to an entrepreneurial ecosystem & crowdfunding
Ronald Kleverlaan – Founder Crowdfunding Hub
- 11.15-12.00 Creating a vibe that attracts entrepreneurs and talented staff for start up companies (Boris Velthuisen van Zanten, serial entrepreneur + Tobias Szarowicz from Berlin start-up scene)
- 12.00-13.00 Lunch at TQ
- 13.00-13.30 Role of Chamber of Commerce in supporting start up scene (Remco de Bruijn)
- 13.30-15.30 Break out session in countries: Discussion how EANET partners and delegates present can help each other build and/or strengthen their entrepreneurial ecosystem(s)
- 15.30-16.00 Meet the entrepreneurs at TQ
- 16.00 Wrap up sessions (per country): new insights, new questions, new actions, how to embed lessons learnt in EANET project, preparing for International Highlight event in Tbilisi
- 17.00 Pick up by boat to [Pont13 Haparandadam 50 Amsterdam](#)



- 17.30-21.00 Dinner
- 21.00-23.00 Evening program, walk through the red light district and Karaoke.

Day 3 Wed 22 March 2017

- 10.00-12.00 Networking and Round table discussion with Niels Tigchelaar, trade advisors and at Dutch Ministry of Economic Affairs; Netherlands Enterprise Agency (<http://english.rvo.nl/>) - in The Hague.
- 12.00 Travel back to Amsterdam
end of program

Speaker Profiles



Michael Tuguntke

1st

Sr. Projectmanager, Teacher Entrepreneurship
Amsterdam Area, Netherlands | Higher Education

Current Hogeschool van Amsterdam
Previous Hogeschool van Amsterdam, Tuguntke Management BV, XWITS
Education Design Thinkers Academy

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Michael Tuguntke is Project Manager of Tempus EANET



Willem Baumfalk

2nd

Voorzitter Faculteit Business en Economie Hogeschool van Amsterdam

Amsterdam Area, Netherlands | Education Management

Previous Hogeschool van Amsterdam, Altra jeugdzorg en onderwijs, Hogeschool Utrecht
Education Vrije Universiteit Amsterdam (VU Amsterdam)

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Willem Baumfalk is Dean of faculty of Business and Economics at the Amsterdam University of Applied Sciences School and of the Amsterdam School for International Business



Anoesjka Timmermans

Entrepreneurship Facilitator - Teaching, Training, Research & Doing

AMFI International • The University of Birmingham

Amsterdam Area, Netherlands • 500+

Message

Is "owning nothing" the new "everything"?

If so; why wait for the world to change us if we can change the world?

Anoesjka Timmermans is Trainer and Dissemination Officer in the Tempus EANET project



Ingrid Wakkee

1st

Lector Ondernemerschap at Hogeschool van Amsterdam
| Amsterdam University of Applied Sciences

's-Hertogenbosch, North Brabant Province, Netherlands | Higher Education

Previous Paleiskwartier Wijkbelangen, Vrije Universiteit, IXA Innovation Exchange Amsterdam

Education Vrije Universiteit Amsterdam (VU Amsterdam)

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<https://nl.linkedin.com/in/ingrid-wakkee-64a92a3>

Contact Info

As HvA professor in Entrepreneurship, Ingrid Wakkee is responsible for managing the practice based research on entrepreneurship across the different faculties and to translate the research findings to teaching and practice.



Ronald Kleverlaan

2nd PREMIUM

Crowdfunding strategy, CrowdfundingHub, advisor European Commission,
co-founder European Crowdfunding Network

Amsterdam Area, Netherlands | Internet

Current CrowdfundingHub, Cambridge Centre for Alternative Finance, Cambridge Judge Business School,
European Commission

Previous Eureeca, European Commission, SpeedUP Amsterdam Accelerator

Education Universiti Malaya

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<https://nl.linkedin.com/in/kleverlaan>


Contact Info

Ronald Kleverlaan is one of the most important innovators on Alternative Finance in Europe.

He is founder of CrowdfundingHub, the European Expertise Centre for Alternative and Community Finance. CrowdfundingHub is a research institute for applied research and consultancy on Alternative Finance for national and local governments, NGOs and financial institutes, combining in-depth qualitative research with high-level strategic consultancy.

Ronald is also a senior advisor for the European Commission on Alternative Finance, co-founder of the European Crowdfunding Network and member of the advisory board of several leading international crowdfunding platforms and associations in Europe, China, Africa and the USA. He is also member of the Alternative Finance Industry Leadership Board of Cambridge University.

Ronald contributed to several books and international publications on alternative finance and is a well-known speaker (including a TED Talk on Crowdfunding) on the trends and future of crowdfunding and community finance.



ronald mooijer 2nd
 CEO at mtc ditems
 Amsterdam Area, Netherlands | Design

Current UvA HvA, mtc ditems, Hybris Management BV
 Previous Xtracold Amsterdam, Ditems Group, Hogeschool van Amsterdam
 Education University of Amsterdam

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connections

Ronald Mooijer is responsible for technology transfer from University Lab inventions to market.



Ruben Nieuwenhuis 2nd
 International Advisory Board at Amsterdam Economic Board
 Amsterdam Area, Netherlands | Information Technology and Services

Current Amsterdam Economic Board, StartupAmsterdam, StartupDelta
 Previous FutureWorkForum, dutch.com, FellowForce
 Education University of Nijmegen

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<https://nl.linkedin.com/in/rubennieuwenhuis> [Contact Info](#)

Ruben Nieuwenhuis director StartupAmsterdam - Private Lead
 partner in StartupDelta
 founder CodeUur [Hour Of Code - The Netherlands]
 founder DutchBasecamp

Ruben is entrepreneur, and now Entrepreneur in Residence acting as director StartupAmsterdam. He was a driving force in connecting the leading Dutch Startup Initiatives & Tech Clusters into a catalyst program: StartupDelta. His goal is to create the space in Amsterdam where entrepreneurs standup, startup and then scale-up.

Co-author of the book StartupCity. StartupCity is designed to provide administrators, civil servants and public-private initiatives the guidance on how they can think and work as a startup. It gives a comprehensive look at how the public sector can engage with the private sector to form initiatives that boost the startup worlds ecosystem and nurture the city as a breeding ground for innovation and job growth.



Erik Boer

1st

Founder & Director at ACE Venture Lab b.v. | Universiteit van Amsterdam

Amsterdam Area, Netherlands | Higher Education

Current Venture Lab b.v., Amsterdam Center for Entrepreneurship

Previous Vrije Universiteit, Erasmus Universiteit Rotterdam, Hogeschool Windesheim

Education University of Amsterdam

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<https://nl.linkedin.com/in/erikboer>

Contact Info

Erik Boer has broad experience at universities in many different subjects and different institutions. For example in

- creating new degree courses (BSc and MSc International Business Administration Rotterdam, MSc Entrepreneurship Amsterdam)
- establishing new organizational units (International Office VU University Amsterdam, Center for Entrepreneurship Amsterdam)
- coordinating strategical processes (introduction Bachelor - Master structure at VU University Amsterdam, international education strategies at Windesheim University of Applied Sciences, Erasmus University Rotterdam, VU University Amsterdam)
- managing director (Communication VU University Amsterdam, Amsterdam Center for Entrepreneurship)



Joost Reimert

2nd

Entrepreneur in residence at Amsterdam Venturelab

Amsterdam Area, Netherlands | Internet

Current Amsterdam Venturelab

Previous LevaLeva | E-commerce, Hom3decorator | SaaS, Het Innovatieplatform | consultancy

Education University of Amsterdam

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<https://nl.linkedin.com/in/joost-reimert-53a8049>

Contact Info

Creative start-up mind, enthusiastic and effective. Expert in business development, launching & growth of start-ups in established and upcoming market. Seed, early and growth state. Turning ideas into business and growth.



Bart Vredereg

1st

Co Founder at Aiir Innovations

Amsterdam Area, Netherlands | Computer Software

Current Aiir Innovations, Huurdersvereniging Arcade

Previous Textkernel

Education University of Amsterdam

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Bart is Co-Founder and CEO of Aiir Innovations B.V., a high-tech startup applying image recognition to visual inspections in the maintenance industry.

During his studies he worked in data analytics and was a board member of various student organizations where he discovered his passion for organizing and entrepreneurship. Along with his background in Artificial Intelligence this results in the right mix of technical and entrepreneurial qualities needed for innovation!



Remco de Bruijn

2nd

EU Public Affairs Coordinator at the Netherlands

Chamber of Commerce

Netherlands | Public Policy

Current Netherlands Chamber of Commerce, Leiden University

Previous Netherlands Ministry of Economic Affairs - Europe & International Affairs Directorate, Netherlands Chamber of Commerce, Talent Search People

Education Universiteit Leiden

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- EU Public Affairs & stakeholder engagement professional, specialized in EU information management & advocacy
- Wealth of experience in influencing EU policies & legislation
- Extensive personal network of contacts within the EU institutions, national government and business associations.
- Speaker at events, trainer and university lecturer
- Passion to succeed in everything I do: Serial marathon-runner and cross-continental swimmer.
- Multilingual & tech-savvy

Specialties: EU Public Affairs, Government Relations, EU public policy, stakeholder engagement, eCommerce & platforms, data protection, online content, digital skills & learning, e-government, SME policy, Digital Single Market, international relations, SME internationalisation, economic diplomacy.



Oscar Kneppers 1st
 at Rockstart
 Amsterdam Area, Netherlands | Venture Capital & Private Equity

Current Rockstart, Iconomy
 Previous Bright TechMedia, Emerge, IDG
 Education Academie voor de Journalistiek

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[Founder Rockstart](#)

January 2011 – Present (6 years 2 months) Amsterdam Area, Netherlands

Rockstart Founder **Oscar Kneppers** is considered a successful serial entrepreneur and a celebrated internet publisher – focused on new media, innovation and technology. After selling his media businesses (Emerge in 2001 and Bright in 2008) **Oscar** launched Rockstart in 2010.

Rockstart helps startups be more successful in their first 1,000 days through funding and mentorship (Rockstart Accelerator and Rockstart Impact), community and office space (Rockstart Spaces) and startup events (Rockstart Answers) in over 25 cities across Europe.

Rockstart has accelerated 98 startups in 10 programs: 5 in the web & mobile domain, 3 in smart energy industry and 2 in digital health. To date, over 75% of Rockstart alumni have attracted €45 million+` funding from national and international investors.



Boris Veldhuijzen van Zanten 2nd
 Serial Entrepreneur, Co-founder & CEO of The Next Web
 Amsterdam Area, Netherlands | Internet

Current The Next Web, TwitterCounter, pr.co
 Previous Mila Industries, Hogeschool van Amsterdam, Wakoopa.com BV
 Education Rijks Akademie

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Currently working on TNW Conference 2017 which will take place May 18 & 19 (Amsterdam, The Netherlands). See you there? <https://thenextweb.com/conference/>

I'm a Serial Internet Entrepreneur and for the past 11 years I have been running TNW (The Next Web), as its co-founder and CEO.



Tobias Szarowicz

3rd

Founder YOBO App

Berlin, Berlin, Germany | Government Relations

Current YOBO, Bundesverband Deutsche Startups
Previous Humboldt-Universität zu Berlin, Zentrum für Interdisziplinäre Compliance-Forschung (CICR), Bundesverband Deutsche Startups
Education Europa-Universität Viadrina Frankfurt (Oder)

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Founder & kind of CEO Company NameYOBO
Dates Employed Jul 2016 – Present Employment LocationBerlin
<http://yobo-app.com/> - We make hyperlocal communication possible



Martin Haring

Netherlands · Higher Education

Current Program manager entrepreneurship at Hogeschool van Amsterdam
Education University of Amsterdam, Hogeschool van Amsterdam, University of Amsterdam, Pink Roccade, Hogeschool INHOLLAND, Christelijk pedagogische...



Valerie Bos

Founder Concept Nerd - Co-founder Startup Almere

Netherlands · Program Development

Current Community manager at Drijfveer, Coach & adviseur Startpunt Spreekuur at Windesheim Flevoland, Co-founder at StartupAlmere, Motiverende...
Past Communitymanager Digitale Innovatie at de nieuwe bibliotheek Almere, Journalist at Almere Zaken, Freelance fotograaf at TMG (Telegraaf...
Education Hogeschool van Amsterdam
Summary Founder & Owner Concept Nerd Concept & Business development: events, education, tech, startups, green, governmental....



David de Vries

Managing Director Urban Management at university of applied sciences of Amsterdam

Netherlands · Higher Education

Current TEMPUS EANET at University of applied sciences of Amsterdam, Managing Director Urban Management at University of applied sciences, HvA ,...
Past Director School of Social Work, university of applied sciences at Hogeschool van Amsterdam, Teamleader Department of social and cultural...
Education Utrechtse school voor bestuurskunde en organisatiewetenschappen, Utrecht University, Amsterdam University of Applied Sciences
Summary Specialties: Development Higher Education & Research Strategic Management Change Management Competence based Higher Education ...