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# Accelerating Entrepreneurship

A new role of the Government

Ger Baron - Amsterdam Economic Board

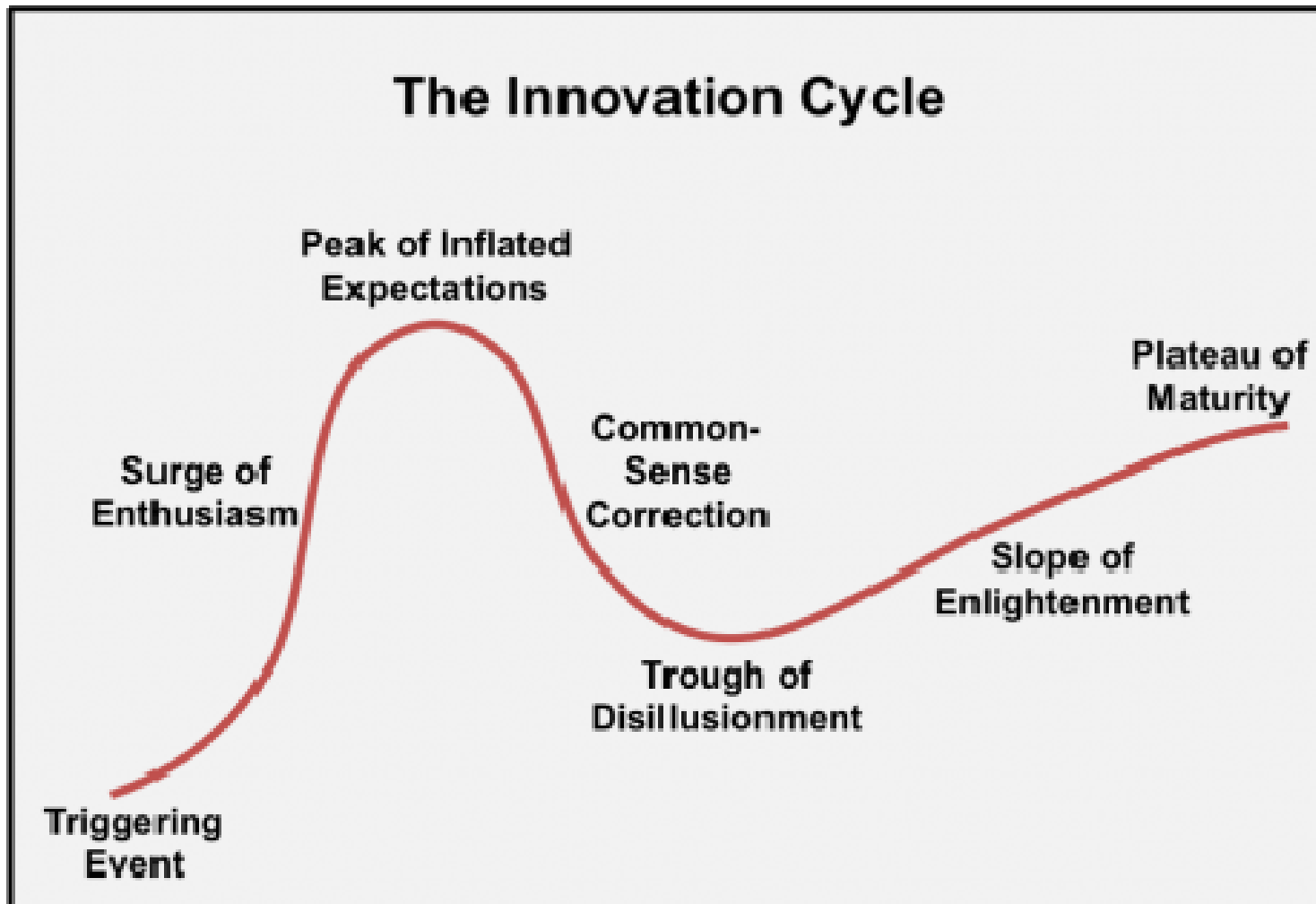
I amsterdam.

# What is Happening in the World?

JOIN THE BATTLE TO CREATE  
AND INNOVATE



# Innovation.



# Innovation. The old way.

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## Electric Vehicles

1835 (*Professor Stratingh*)

## Telefoon

1871 (*Anthony Meucci*)

## Car Sharing

1948 (*Selbstfahrergenossenschaft*)

# Innovation. Now. Examples.

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**1996 - Booking.com**

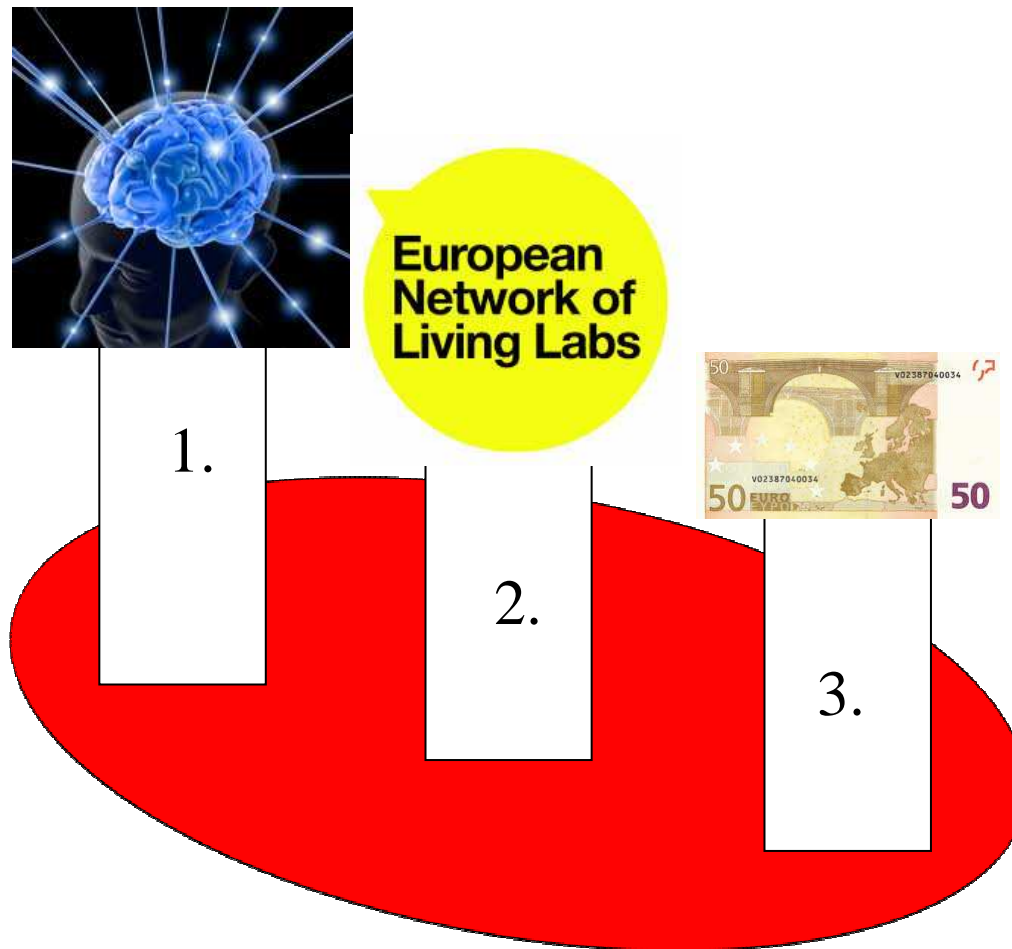
**1997 - Google**

**2004 - Facebook**

**2009 - What's App**

**2010 - Instagram**

# How does Amsterdam supports this?



# How does Amsterdam supports this?

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*In the field of Urban Solutions*

**1. *A new institute***

**Amsterdam Metropolitan Solutions**

**2. *Open Innovation Platform***

**Amsterdam Smart City**

**3. *Stimulate Entrepreneurs***

**Accelerator Programs**

# Accelerate Innovation

rockstart



amsterdam economic board



# Accelerate Innovation: Approach

## Smart Energy Program

130 applications, supports startups for 100 days, backed by 80 mentors. Focus on Smart Energy.

### What Rockstart offers:

- A cash investment of €20,000
- In kind investment of €55,000 (office, legal & fiscal support, mentoring, events, international road trip, deals)
- Intensive coaching by 80 mentors: successful entrepreneurs, industry executives & specialists
- Pitching in front of 200+ investors & VIPs at Demo Day
- International roadtrip taking you to smart energy hot spots, meeting potential investors, customers, startups & partners

# Role of the City

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**Subsidies -> Investments**

**Supply Driven-> Demand driven**

**Slow -> Agile**

*And: Everybody has his own role*

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Video



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