



★ good practices ★

WG ENTR & SMEs

**Theme:** *Building entrepreneurial ecosystems in cities*  
**Project title:** *Groningen Startup Ecosystem*

City: Groningen, The Netherlands  
Target group: Startups in every phase:  
from inspiring potential entrepreneurs to  
scaling up successful startup companies

FOUNDED IN GRONINGEN 

**Context, issue(s) to tackle**

Groningen is home to two large knowledge institutions, a sizeable University Medical Hospital and a vibrant IT sector. As a result, the city hosts several innovative companies, including numerous startups. The latter are often started by graduate students with an entrepreneurial spirit. Oftentimes these startups are operated from garages before evolving into a real startup company. A startup normally goes through six stages: inspire, learn, founder, startup, scale-up and champion. In the Groningen startup ecosystem we cooperate with the knowledge institutes, cluster organisations and business networks to develop an innovative and supportive climate for the startup community.

**Objectives**

The city of Groningen, together with its partners, wants to facilitate the structural promotion of and education on entrepreneurship. Moreover, there has to be a dedication to an accelerator programme and early-phase financing. Finally, the Groningen startup ecosystem wants to use the combined energy of its partners to identify, connect and facilitate high-potential startup companies. By combining the efforts of the different stakeholders in the city we are able to facilitate startups at each of the six stages.

The startup ecosystem is explained in a one-minute movie at <https://www.dropbox.com/s/1aefa0sl1n2ackd/Animatie%20FIG.mp4?dl=0>

**Key steps and activities**

The city of Groningen has already had a number of (co-)working spaces, accelerators, incubators and funding schemes for startups available. However, an overview of the whole ecosystem was lacking. When the special envoy for the Dutch startup scene, Neelie Kroes, visited the city, momentum was created to move to the next step. Groningen, together with prominent members of the startup scene, made an inventory of the startup ecosystem and drafted a plan for its improvement. A number of key representatives of the different knowledge institutes and other institutes involved met to brainstorm on how to further improve this ecosystem.

As a result, the startup community established Founded in Groningen in the summer of 2015. This is going to be a new online portal to brand and connect our startups with our startup ecosystem. It is currently being developed by the local startups themselves via hackatons, etc.

You can read more about the process (in English) at the temporary website

[www.foundedingroningen.com](http://www.foundedingroningen.com).



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### *Budget and its origin*

A modest award to be granted to the best portal concept.

### *Results and impact*

While mapping Groningen's startup ecosystem, the city has identified a number of great initiatives. However, these were not always connected or coordinated. Founded in Groningen offers an online and offline platform for the local startup community to connect and share. We believe that this way we can reach out to even more fledgling entrepreneurs and help them on their journey towards becoming more successful. Moreover, the platform will make the startup scene of Groningen more visible nationwide and internationally and attract more economic activity.

### *Transferability tips for cities willing to implement a similar scheme*

- Although there are numerous partners with sometimes conflicting interests, creating a future goal from which all can benefit stimulates cooperation
- A visit by a high official or another authoritative person on a specific theme can accelerate developments and cooperation. The momentum is there - seize it.

### *Contact*

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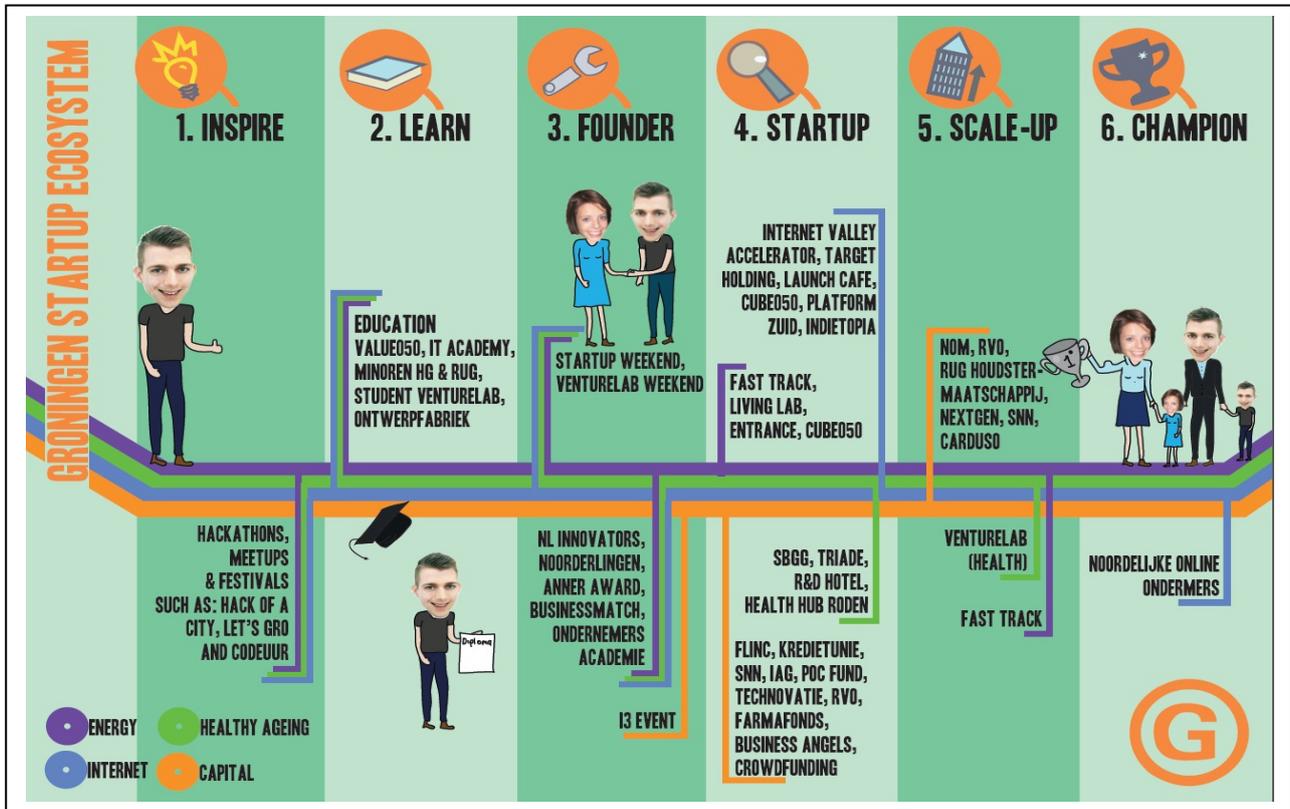
### *Website, social media*

[www.foundedingroningen.com](http://www.foundedingroningen.com)

<https://www.dropbox.com/s/1aefa0sl1n2ackd/Animatie%20FIG.mp4?dl=0>

Short movie: <https://vimeo.com/138094290>

Pictures



PHASE	GRONINGEN STARTUP ECOSYSTEM			
	ENERGY ⚡	HEALTHY AGEING 🧑	INTERNET 📡	CAPITAL 💰
<b>1 INSPIRE</b>	Hackathons, meetups and festivals Such as: Hack of a City, Let's Gro and CodeUur			
<b>2 LEARN</b>	Education Value050, minoren HG & RUG, Student VentureLab, IT academy and Ontwerpfabriek			
<b>3 FOUNDER</b>		Startup Weekend, VentureLab Weekend		I3 Event
	NL Innovators, Noorderlingen, Anner Award, BusinessMatch, Ondernemersacademie			
<b>4 STARTUP</b>	Fasttrack	SBGG, Triade	Internet Valley Accelerator, Target Holding	Finc, KredietUnie, SNN, IAG, Technovatie, Farmafonds, PoC fund, RVO, Business Angels, Crowdfunding
	Living Lab, Entrance, Cube050	R&D hotel, Health Hub Roden	Launch Café, Cube050, Platform Zuid, Indietopia, Ondernemersfabriek	
<b>5 SCALE-UP</b>	Fasttrack	VentureLab (Health)		NOM, NextGen, SNN, RVO, RUG Houdstermaatschappij
<b>6 CHAMPION</b>			Noordelijk Online Ondernemers	