

STATE OF THE STARTUP MARKET



LEAPFUNDER

Startup
Directory

Quarterly Report
Q4 2023





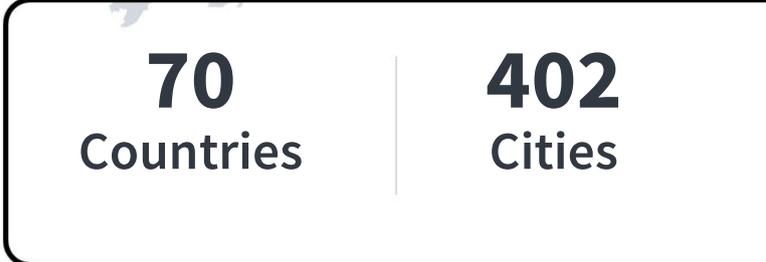
Upcoming in The Netherlands: Utrecht

The ecosystem in Utrecht is rapidly developing itself further. Initiatives and events by local players have helped create access to talent and capital.



Upcoming in Germany: Munich

Well-known for its fintech ecosystem, other startups have now also discovered Munich. According to the German Startup Monitor (DSM) it's the second greatest hotspot in the country.





The Fields in which Startups Operate:

Fastest Grower

Fintech
+12

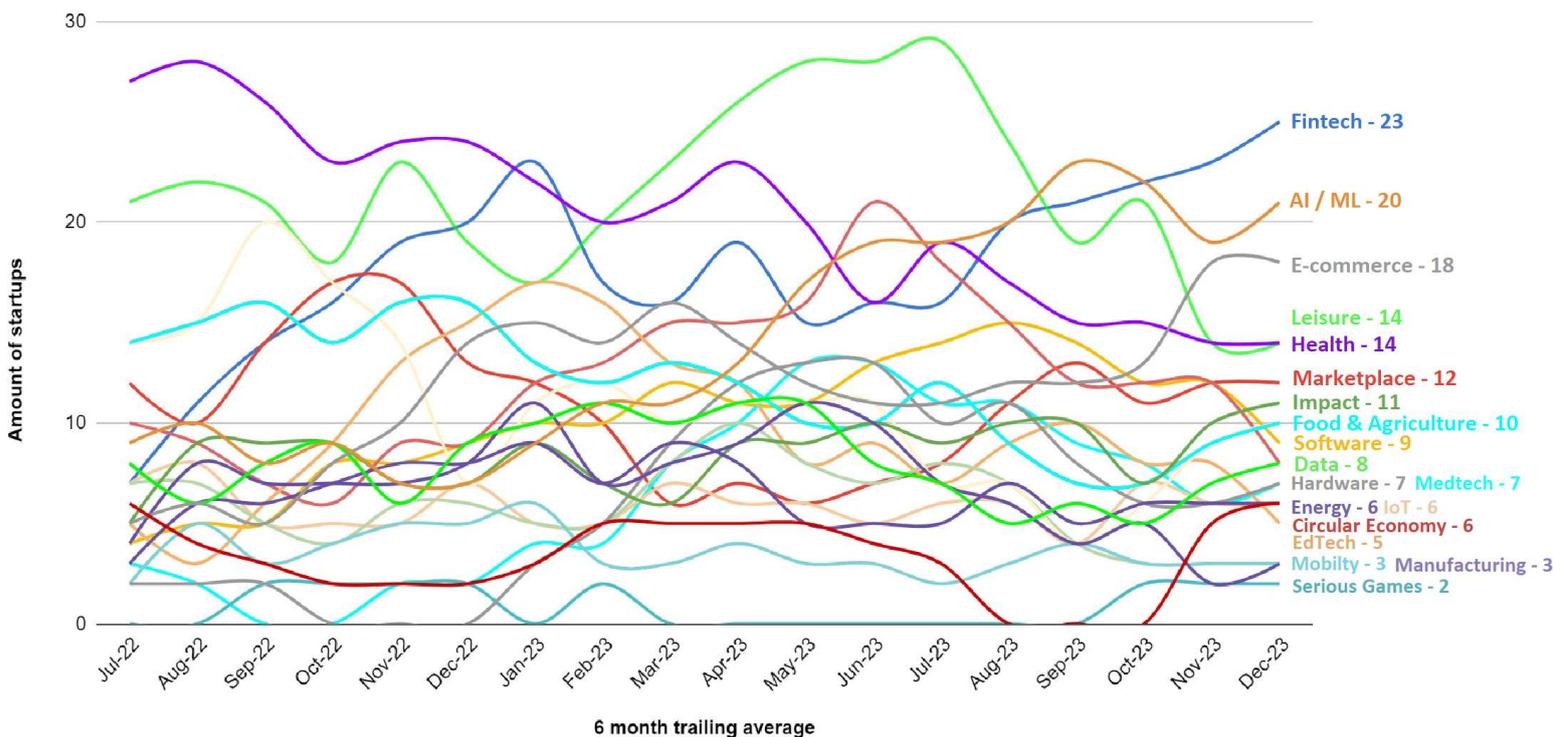
Interesting Growth

Circular Economy

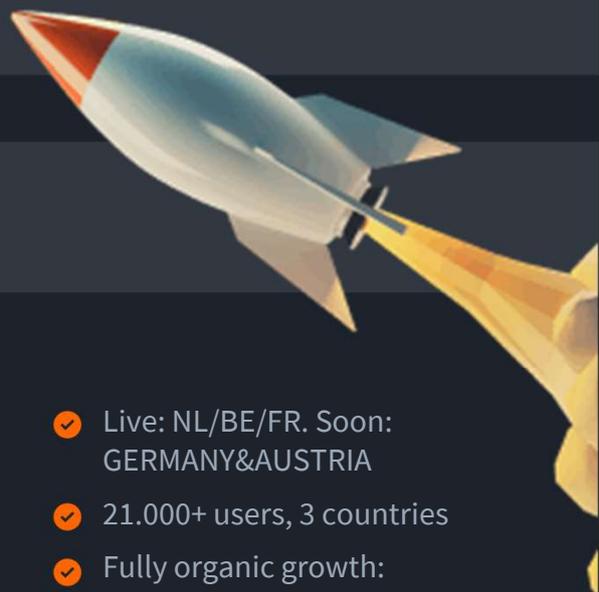
Biggest Overall

Fintech
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



Gearbooker

AirBnb for equipment enters GER/AUS

Gearbooker is a creative community and marketplace of 21.000+ content creators and P2P equipment rental platform for photo, video and audio, as well as other electronic gear.

Gearbooker is currently active in Benelux and France. We are currently preparing to acquire a major gear rental platform in Germany and Austria.

- ✓ Live: NL/BE/FR. Soon: GERMANY&AUSTRIA
- ✓ 21.000+ users, 3 countries
- ✓ Fully organic growth: without paid marketing

Type Convertible

- ✓ Leading D2C brand in its category
- ✓ 100.000+ orders, 50+ retailers such as LIDL
- ✓ 3.5M EUR in 2023, 50-100% growth YoY

Type Convertible

Soltako

D2C leader in its category



SOLTAKO is building the leading D2C brand for kitchen essentials made of premium wood.

The main products with +60% of the revenue are beautiful cutting- & serving boards. Customers like to top up their order with utensils (cooking spoons, spatula), bowls, mortars, pepper mills etc.

Discover their beautiful cutting- & serving boards, utensils, bowls and join our community of over 100.000 happy customers!

For more info & other deals:
leapfunder.com/rounds



TIPS

On Becoming a Leapfunder Investor

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.

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.

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 ▾
 Varoli UG (haftungsbeschränkt) Varoli is a B2B software that connects biome...	B2B	10-10-2023	MVP		
 My Dear Beer BV My Dear Beer is a unique beer platform that ...	Craft beer platform	10-10-2023	Scaling	€100	
 Colecti B.V. On our platform, publishers host their own c...	Fintech	10-10-2023	MVP	€800	
 Dliwr Technologies GmbH Dliwr designs and operates e-mobility hardwa...	Mobility & Transport	12-12-2023	First Revenue	€150,000	
 LEAVV Europe's camper industry is shifting to elec...	Leisure and Travel	11-10-2023	Scaling	€750,000	
 Arkitech International Arkitech offers a unique solution to increas...	Datadriven solutions	28-11-2023	First Revenue	€500,000	
 Belú Travel Specialised online travel agency, curating u...	Online Travel Agency	19-10-2023	Idea	€50,000	
 Invendor Invendor is building AI-enabled self-checkou...	Industrial tech	19-10-2023	First Revenue	€1,500,000	
 Growth Creek South Africa We are an alternative investment firm commit...	Investment	24-10-2023	Idea	€500,000	
 Peer4 GmbH We address the huge potential of lack of ene...	Energy Efficiency	24-10-2023	First Revenue	€499,999	



Fresh Arrivals

	Industry ▾	Last update ▾	Stage ▾	Looking for ▾	Country ▾
 HussarX We develop cutting edge and highly innovativ...	Hardware	24-10-2023	MVP	€2,000,000	
 Snapio BV Snapio is a global platform of photographers...	photography	22-10-2023	First Revenue	€300	
 Diamond Bubbles BIOPHARMACEUTICALS, B.V. Main Point: Introducing innovative chewing ...	anti-infectiousness	24-10-2023	Idea	€300,000	
 Skipper XL BV io Charter Company Day trips in the Netherlands...	tourist	24-10-2023	Idea	€235,000	
 Stormbringer Energy GmbH STORMBRINGER SYSTEM Generate your own electr...	Manufacture powerful	24-10-2023	Idea		
 Myriad Myriad is work technology for HR leaders to ...	HR ops/marketplace	24-10-2023	MVP	€250,000	
 Spark-E Invest in Spark-E, revolutionizing ASD thera...	AI Learning App	30-10-2023	MVP	€750,000	
 www.yourbook.shop yourbook is a online bookshop seemles combin...	social bookshop	13-11-2023	First Revenue	€250	
 VentureCapital.nl Get your company funded, connect with invest...	Venture Capital	31-10-2023	First Revenue	€100,000	
 Infusion Games OÜ We address the entertainment needs of young ...	Gaming	31-10-2023	MVP	€2,370,000	



Fresh Arrivals

	Industry ▾	Last update ▾	Stage ▾	Looking for ▾	Country ▾
 Reposable.org Reposable is an AI SaaS company that focuses...	AI SaaS	30-10-2023	Idea	€2,500,000	
 DREA AS We offer a platform that uses a cutting edge...	real estate	30-10-2023	MVP	€300,000	
 Vortza B.V. Vortza helps you train efficiently towards y...	digital health	31-10-2023	First Revenue	€150,000	
 NATIXAR Natixar: AI-Powered ESG All-in-One Solution...	greentech	07-11-2023	MVP	€300,000	
 Amplio Pharma B.V. Amplio Pharma focusses on sustainable drug d...	Biotech	07-11-2023	MVP	€750,000	
 Acsel.tv We're a Content Creators Factory, where ...	Content Creation	07-11-2023	Idea	€36,000	
 ELNAV.AI LLC ELNAV's mission is to improve the safety...	Maritime Safety	01-01-2024	MVP	€1,000,000	
 WeAI WeAI is an AI text generation tool designed ...	AI	16-11-2023	Idea	€25,000	
 Foodtech Ventures Private Limited We bake your pizza while delivering, such th...	FoodTech	14-11-2023	Scaling		
 CapIQ Capital AB CapIQ is the next generation finance company...	Finance	23-11-2023	Scaling	€505,000	



Fresh Arrivals

	Industry ▾	Last update ▾	Stage ▾	Looking for ▾	Country ▾
 MarketOwl, Inc. AI marketing department for SMB: 30x cheaper...	Marketech	21-11-2023	First Revenue	€130,000	
 belofte international inc We are 'B2B Supply Chain Aggregator' (Global...	B2B global is local	05-12-2023	Scaling	€3,000,000	
 MealGood GmbH MealGood offers reusable containers for larg...	Biobased Packaging	05-12-2023	First Revenue	€500	
 Hytribe Technologies Ltd Hytribe is a pioneering social community and...	Digital Healthcare	05-12-2023	MVP	€300,000	
 CHOSAY CHOSAY, e-commerce retail offering the fines...	e-commerce	05-12-2023	First Revenue	€750,000	
 Matthew dienstverlening We want to rent out vans to companies and pr...	rent out vans	05-12-2023	MVP	€50,000	
 Primary Target GmbH The CodeX SaaS solution automates threat ana...	Threat Analysis	14-12-2023	MVP	€500,000	
 Gemnex B.V. StocksFC is a sports stock trading platform ...	Financial Service	11-12-2023	Scaling	€1,300,000	
 Adoram Therapeutics Adoram Therapeutics, a University of Geneva ...	medicine	11-12-2023	First Revenue	€500,000	
 TALI CONNECTED TALI CONNECTED creates forward-thinking moto...	IoT	11-12-2023	MVP	€500,000	



Fresh Arrivals

	Industry ▾	Last update ▾	Stage ▾	Looking for ▾	Country ▾
 AccoApp UG AccoApp is a real estate platform using AI f...	Real estate platform	19-12-2023	Idea	€50,000	
 KAI GmbH Our SaaS platform solves two problems: We co...	B2B SaaS	12-12-2023	MVP	€500,000	
 Originy.ai A digital legacy service where elders can pr...	AI	19-12-2023	Idea	€200,000	
 MergeLabs GmbH AI assistant for resource bookings that requ...	B2B SaaS	02-01-2024	First Revenue	€160,000	
 WECARRY GmbH WECARRY is the first deposit system for reus...	Circular Economy	02-01-2024	First Revenue	€700	
 Blogshop Media ltd Blogshop is a unified platform that combines...	Social commerce	02-01-2024	MVP	€100,000	



Laura Di Santolo is the Managing Director and Co-Founder of Forward·Inc, an Amsterdam-based, internationally operating organization devoted to helping newcomers pursue their entrepreneurial dreams. They have a program dedicated to supporting people through all stages of entrepreneurship. Learn more about their programs and find out what Laura predicts for the Dutch startup ecosystem in the near future.

1. Hi Laura, thank you for agreeing to do the interview. Could you tell us a bit about your background and how you're connected to the startup world?

My pleasure! I am originally from Luxembourg but have lived and worked in the Netherlands for the past ten years. I studied Business in Rotterdam and moved to Amsterdam once I started working on Forward·Inc. I never really thought about becoming an entrepreneur or working in a startup. It just happened all organically.

2. You're the Managing Director and Co-Founder of Forward·Inc, an Amsterdam-based, internationally operating organization devoted to helping newcomers pursue their entrepreneurial dreams. Tell us more about your mission.

Our mission is to enable entrepreneurial refugees, forcibly displaced people, and newcomers at large to start, grow, and fund their businesses by following our programs and attending our events. We do so by delivering top-quality training and emphasizing individual support and networking.

This is possible through our fantastic network of volunteers ranging from successful entrepreneurs to corporate experts, and dedicated university students. We aim to grow and scale our programs and events because we see that our method works and leaves a lasting positive impact.

3. Could you tell us a bit about the various programs for entrepreneurs you have at Forward·Inc?

We offer roughly 7 different programs at different times of the year.

We start with the Digital Entrepreneurship Program, which educates people on entrepreneurship and business principles. It allows them to move from a rough idea to a clear concept on paper.

Next, we have an Incubator program focussed on experimenting if the idea is feasible, desirable, and viable in the market & if the newcomers can execute it. This program is unique because all the entrepreneurs are matched with business coaches and university student consultants, helping them to test ideas.



From the Incubator, people can move into the Growth Program. In the Growth Program, we work with registered businesses that want to grow their customer base, improve their operations, and build a strong commercial and marketing strategy.

We also run an accelerator program, focussed on investor readiness and further maturing the team, operations, financial management, execution, and strategy.

This spring, we ran the Investor Readiness Program for the first time because we saw it was the main focus of all the applicants to our Accelerator.

We're also experimenting with a 100% remote Accelerator for entrepreneurs in Africa and the Middle East in collaboration with Orange Corners.

Finally, for all the participants in our programs, we offer one-on-one mentorship matching. We match an entrepreneur with a specific challenge with a mentor, and they meet at least 3 times to work on this together.

4. What do you think is going well in the startup ecosystem in the Netherlands at the moment? Which challenges is the ecosystem facing?

The Dutch ecosystem is very busy and active. You could attend events every day. There are also serious efforts to create a more diverse ecosystem, and that is, of course, where Forward-Inc plays a role. We showcase talented entrepreneurs with different backgrounds.

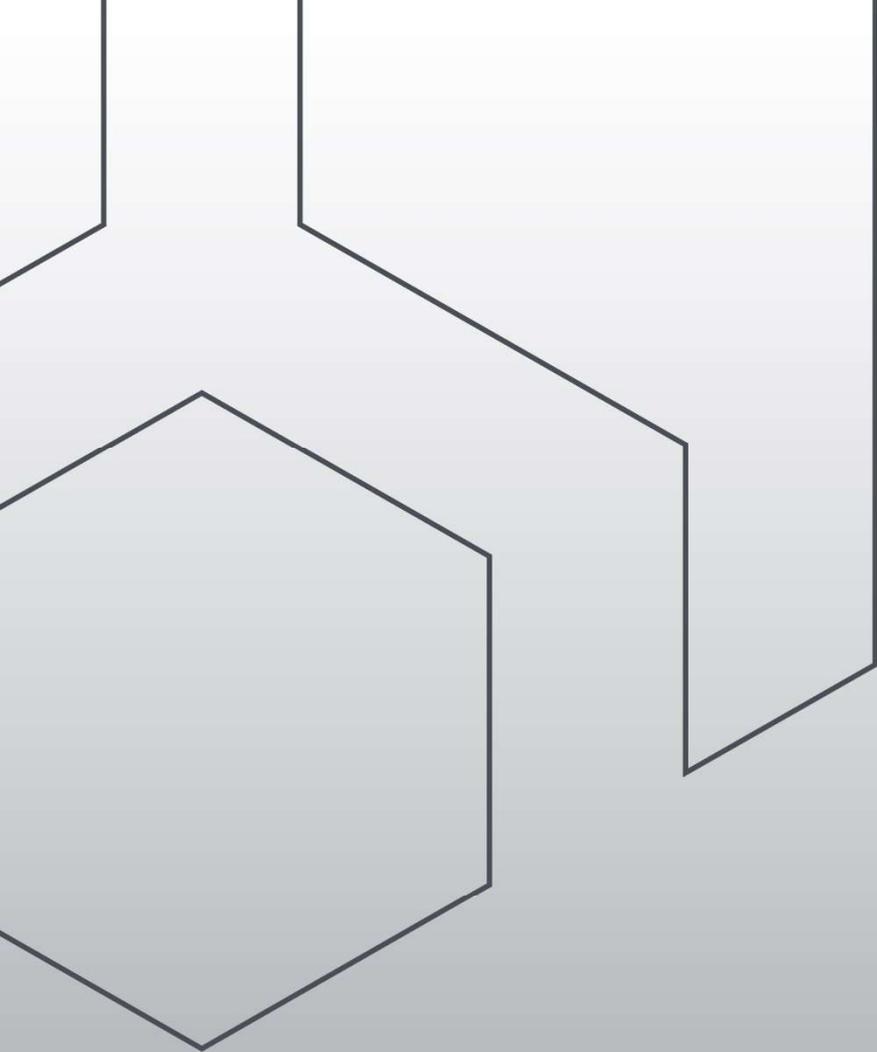
However, the ecosystem does not only lack diversity in terms of gender and nationality; a lot could be done to make the scene more accessible to people who didn't go to university.

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

I'm optimistic! We tend to complain a lot, but the Netherlands is a great environment for entrepreneurs. The level of digitalization is very high, English is widely spoken, and the tax system is very competitive. I feel like, in general, people are open to new ideas and less risk-averse than in other neighboring countries.

I hope the Dutch ecosystem embraces its diverse population more in the future. It will truly benefit everyone. I believe that more diverse teams are better equipped for all types of challenges, especially when it comes to scaling, which is an area where the Netherlands could grow a lot in. I'm excited to be part of it all.

Thank you for sharing your story and insights, Laura. We wish you & Forward-Inc the best of luck in future endeavors.



STATE OF
THE
STARTUP
MARKET



LEAPFUNDER
Startup
Directory