

BRIGHT BRABANT

A satellite view of Europe at night, showing city lights and a glowing horizon. A red dot is placed on the Brabant region, with a vertical white line extending upwards from it towards the top of the image.

Beyond boundaries, Brabant's
solutions to global challenges

* LEVEL UP 2023

Investors Café



Level Up Event 2023. The event for the startup community.

STARTUP ECOSYSTEM BRABANT

Collaboration as the key for startups

Entrepreneurship plays a vital role in regional economies, as it not only creates new value through the development of innovative products and services but also stimulates established businesses to foster innovation. It is common knowledge that the majority of startups yield within five years. However, the situation in the Brabant region is different. Here, an incredibly innovative ecosystem exists to support startups, with “collaboration” serving as the key ingredient for success.

Venture building approach

Collaboration turns out to be the fertilizer that startups need to thrive. This collaboration unfolds within an ecosystem of incubators, accelerators, co-working spaces, and investors dedicated to supporting startups. And instead of utilizing separate programs, all parties involved with startups in the Brabant region have adopted what’s known as the venture building approach. This is a guidance methodology where a

startup’s current position is assessed and, based on that, provided with the appropriate support within the network of partners.

Startup Readiness Program

Within the startup ecosystem, this spirit of collaboration has led various parties to come together and create the Startup Readiness Program. Developed by the Brabant Development Agency (BOM), Braventure, and the Province of North Brabant, this program is designed to support emerging tech companies in their crucial early stages. Comprising four comprehensive modules, this program serves as a guiding hand for startups, helping them navigate the challenges of their initial journey. It covers vital aspects such as understanding specific customer demands, honing the search for the ideal product-market fit, and equipping entrepreneurs with the skills and knowledge they need to succeed. By fostering collaboration between businesses, educational institutions, and government bodies, this program plays a pivotal role in building a thriving startup ecosystem in the Brabant region.

Most active investor in Dutch startups

Of all venture capital investors in Dutch startups, the

Brabant Development Agency (BOM) is the most active, according to a report released in November 2023 by Dealroom. BOM focuses as the most active investor on startups contributing to societal challenges, such as climate-neutral energy solutions, a healthy future, promising key technologies, and sustainable food systems. In the recent period, BOM invested in startups including Astrape Networks, FononTech, IM Efficiency, RIFT, and Autoscriber.

Brabant leads the way in solutions for societal challenges. Startups play a crucial role in innovation, and an appropriate investment climate is indispensable.

“Brabant leads the way in solutions for societal challenges. Startups play a crucial role in innovation, and an appropriate investment climate is indispensable. The Dealroom report shows that in Brabant, together with businesses, knowledge institutions, and the government, we have a solid foundation to build upon in the coming years.”

Brigit van Dijk – Van de Reijt, CEO of BOM

Brabant40 award

In 2023, Brabant introduced the Brabant40 award for disruptive startups. The vast majority of stakeholders in Brabant’s startup landscape have united to launch this award, including key players like Braventure, AgriFood Capital, Brainport Development, Midpoint Brabant, REWIN, BIM, The Gate, and the Brabant Development Agency (BOM). This competition aims to identify the top startups in Brabant, selecting the best 40 from a

large pool of candidates annually. “Our goal is to highlight Brabant’s innovation through this award. The startups in Brabant are making significant strides in AI, biotechnology, energy transition, medtech, deeptech, gaming and more. It’s time we offer these innovative companies a global stage, and the Brabant40 accomplishes just that’

Brigit van Dijk – Van de Reijt, CEO of BOM

HealthTechXL

HighTechXL and BOM have joined forces in the venture building program HealthTechXL to nurture and cultivate healthcare and MedTech ventures from the ground up. This program emerged during a major reorganization at Philips, where numerous projects in the Eindhoven region were halted, resulting in a significant number of talented individuals in the health technology sector being laid off.

The program offers access to intellectual property and entrepreneurial talent, forming teams around a specific technology and proposition. These teams engage in the venture building program to validate their propositions and secure the necessary capital for further development and growth.

BOM is an experienced venture capitalist with a range of financing instruments tailored for startups. Its Venture Developers possess knowledge in the medical, clinical, and regulatory domains, which are critical for the development of such enterprises. HighTechXL brings extensive experience in assembling teams and developing deeptech propositions related to technology.

The program commenced on September 1, 2023, with 13 startups, out of which 8 are still in active development. The remaining startups either had to swiftly part ways with their technology and proposition or transitioned to another program in the region unrelated to health technology. ●



Relement received award most promising startup in Brabant

In 2023, Relement was announced as the winner of the Brabant40 award. They are recognized as the most successful Brabant-based startup contributing to solving a significant societal challenge. Minister Micky Adriaansens (Ministry of Economic Affairs and Climate) presented the award to CEO Roger Blokland.

Relement is the first company worldwide that can

offer specialty biobased aromatics suitable for difficult to recycle products such as coatings, lubricants, adhesives and specialty composites. These specialty bio-aromatics are not only more sustainable, they provide better quality.

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**BRABANT
IS BRIGHT**
POWERED BY  **BOM**

