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*"Put very simply, we had already applied for these kinds of tenders on TenderNed. And so we had experienced how difficult it was to participate in governmental projects and to gain experience within the government. We were aware of our business potential L.I., but as a small company it is just very difficult to get in on your own. And then Startup in Residence came along, with a theme very close to us: finding a solution for the crowded canals, commissioned by the managing authority Watermet. That was perfect for us. Eventually we applied for it, not so much with the goal of quickly signing a contract, but purely in order to start building our track record in working with the government. That has been quite successful actually; so much that it has become one of our main projects. We have seen that this form of collaboration can open many doors, both nationally and internationally. The prospects for the future are great."*

**Global Guide Systems**

(SIR Amsterdam 2.0)

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## **Why startups join a government incubator:**

### **1. Access to the network of the city**

The majority of the startups involved in the Startup in Residence programme indicate that access to the network of the city is an important reason for applying. They expect that the programme will give them the opportunity to find the right people to talk to, encourage willingness for cooperation from civil servants and eventually open the door to building a track record in the public domain by having the city as a (launching) customer.

The programme positively contributes to this accessibility. Various startups mentioned that being 'in residence' at the city has made it much easier for them to introduce themselves to relevant partners and potential clients, to network and to plan meetings with decision-makers. Even in cases where they already knew who they needed to get into contact with, being 'on the inside' of the city made their efforts much more effective. (see more about 'being in residence' on page 37).

### **2. The opportunity to work on a social challenge**

The specific set-up of Startup in Residence implies that the startups that are selected have a unique added value for the city. The Request for Tender is organised around social urban challenges put forward by the city. We ask startups to indicate which one they are applying for and how they believe they will fulfil the required criteria.

A key characteristic of the startups that participate in the programme is their social ambition. Rather than being focused solely on developing their own business case or closing a deal, it seems the participants are highly motivated to make a positive contribution to the city – whether it is reducing housing fraud, connecting vulnerable people to the right care facilities or increasing household waste separation.

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*"The masterclasses are brilliant. They cover general topics, like crowdfunding and business models. I myself am an attending radiologist, so I know very little about those things. It's just not my profession. It is really good that we learn more about these types of things – it's one of the main added values of the whole Startup in Residence trajectory."*

**KOPPL** (SIR Amsterdam 3.0)

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