

# Press release



## Startup Weekend in Amsterdam – on September 24<sup>th</sup> – 26<sup>th</sup> 2010

### A fun, intense, risk-free way to get a startup off the ground

Startup Weekend is a 54 hour event starting on a Friday evening with anyone pitching a startup idea. The crowd of 150 or so attendees (a mix of hackers, creative's and business people) then vote on the best pitches. About 10 teams are formed around the best ideas which then work through to Sunday evening. The best startups are awarded prizes ranging from cash to in-kind support from companies.

The event is open to anyone interested in the local entrepreneurial community, and it puts them in a setting where anything is possible.

In the past 3 years, 500+ startups have started & 15,000+ entrepreneurs have been inspired. Teams have even started to generate revenue during the 54hr event, and others have even gone on to raise funds from Business Angels or Venture Capitalists. None of these numbers take into account the networking, on-going professional relationships, and amazing experience that take place at every event.

Startup Weekend's motto: **Build Community. Start Companies. No Talk. All Action.**

### Why Amsterdam?

Amsterdam is one of the cultural and business hubs of not only the Netherlands, but also of mainland Europe. With the numbers of startup companies growing heavily year on year, with 67,617 companies that were started in 2000, growing steadily until 2006, where there started an entrepreneurial boom leading to 227,369 companies created in 2009 alone\*. Through this trend we feel the time is right for Startup Weekend to come to Amsterdam to not only help bring together the entrepreneurial community, but also help foster its growth for many years to come.

\*SOURCE: [www.kvk.nl](http://www.kvk.nl)

## The event

Around 100-150 entrepreneurs are expected to take part in the 52 hour startup marathon. James Digby, one of the Organizers explains: "Startup Weekend is an adrenalin rush of epic levels from the first pitch through to the last presentation. Coming in alone with an idea on the Friday night and leaving on the Sunday evening with a fledgling startup company, and a bag full of new network contacts is a unique experience only found at a Startup Weekend".

The weekend is being hosted at Portal2C, of which is the business incubator space of Dutch law firm Kennedy Van der Laan. We expect in the region of 100 – 150 entrepreneurs turning up for the weekend. With these attendance levels, we anticipate between 8-12 "mini startup companies" being formed with the statistic of 1/3 managing to survive after 6 months.

The winners of this event will be presented with an office space free of rent, courtesy of our partner, ACE @ Science Park.

## Past companies

Here is a snapshot of some companies that have come out of various Startup Weekends around the globe:

<http://www.foodspotting.com/>

<http://twitpay.com/>

<http://mugasha.com/>

<http://gpsassassins.com/>

<http://www.friendmosaic.com>

<http://playgowar.com/>

## What we need

Please help us tell the story of the amazing things that happen at a Startup Weekend in our community. Pre-event coverage will help us spread the word, but we invite you to join us anytime over the weekend to capture the amazing things this community can accomplish.

## Practical information

Date: 18:00 Friday September 24<sup>th</sup> – 20:00 Sunday September 26<sup>th</sup> 2010

Venue: Portal2C, Van Slingelandtstraat 63, Amsterdam  
(Law firm: Kennedy Van der Laan)

Event hours: Friday 18:00 to 24:00  
Saturday 08:30 to 24:00  
Sunday 08:30 to 21:00  
(come by anytime)

Registration: <http://swamsterdam.eventbrite.com/>

Cost: €60 / €40 for students

Attendees: We expect approx. 150 attendees

Food: 7 meals and drinks are provided throughout the weekend

Prizes: We expect to be able to award prizes to the best startups, depending on sponsorship support

## Contact information

Please contact us with any questions, and get more information on our website.

Web site: <http://amsterdam.startupweekend.org>

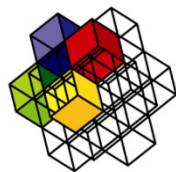
James Digby: [james@startupweekend.org](mailto:james@startupweekend.org); +45 2891 5911

Pictures, testimonials and other material are available upon request.

## Past Startup Weekend Sponsors and Press



## Current sponsors:



Amsterdam Center for Entrepreneurship  
**ACE** @ Science Park

Kennedy Van der Laan

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