



# UPSTREAM 2022 IMPACT REPORT

# TABLE OF CONTENTS



<b>INTRO</b>	<b>03</b>
<b>ACCESS TO CAPITAL</b>	<b>04</b>
<b>ACCESS TO MARKETS</b>	<b>05</b>
<b>ACCESS TO TALENT</b>	<b>06</b>
<b>CONNECTIONS</b>	<b>07</b>
<b>EVENT METRICS</b>	<b>08</b>
<b>MARKETING METRICS</b>	<b>10</b>
<b>PR &amp; MEDIA</b>	<b>11</b>
<b>TESTIMONIALS</b>	<b>12</b>
<b>SPEAKERS</b>	<b>14</b>
<b>PARTNERS</b>	<b>15</b>



# DRIVEN BY YOU. THE CHANGEMAKERS

**3 DAYS**  
**45 EVENTS**  
**2100+ VISITORS**

From 31 May until 2 June 2022 the Rotterdam Metropolitan Region transformed again into the place where startups, scale-ups, investors, bold corporates, policy makers and students come together to make a positive impact on the world. Upstream provided access to capital, new markets and talent for entrepreneurs who want to scale their business.



## THIS IS WHERE YOU MEET, LEARN AND CONNECT

Through a plethora of events, carefully curated and focusing on individual topics with a common goal: providing the founders of our regions' fastest growing and most innovative startups and scale-ups with better access to talent, markets and capital.

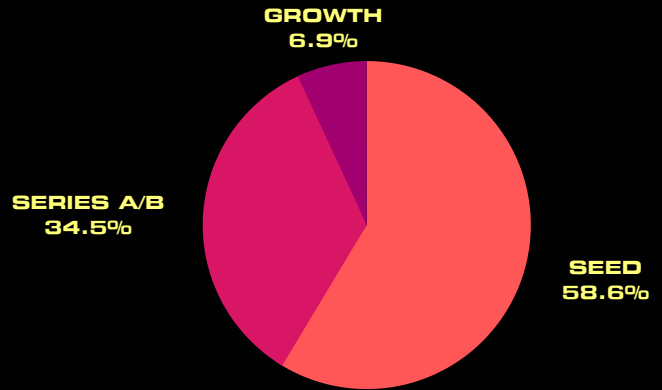
"When I walk out with a smile, which I do now, it is because I also get inspired again from other people's stories."

- Duncan Stutterheim - co-founder ID&T



# ACCESS TO CAPITAL

**127** CURATED INVESTOR MEETINGS WITH **22** INVESTORS FROM SOFTWARE TO DEEPTECH AND FROM IMPACT FUND TO CORPORATE VC



**€2.5+ BILLION**  
ASSETS UNDER MANAGEMENT

**32** INVESTORS ACROSS ALL INVESTMENT STAGES



**INCLUDING**  
**ANTLER**  
**COTTONWOOD**  
**ENDEIT CAPITAL**  
**SPEEDINVEST**  
**GRADUATE**  
**ENTREPRENEUR**  
**ICOS CAPITAL**  
**IQCAPITAL**  
**RABOBANK**  
**SIFR**  
**AND MORE**

“We are astronauts of spaceship Earth with limited resources. With the right capital we can create better food technologies, better energy and better transportation.”

- André Kuipers  
Astronaut & Earth Ambassador



# ACCESS TO MARKETS

**141** STARTUPS AND  
SCALE-UPS  
PARTICIPATED IN  
**175** SPEED DATES  
**114** SERENDIPITY DATES



"The main purpose is to meet scale-ups, because we want to help them grow, to be successful."

- Ronald van Raaij - Director SME Rabobank

## **23** CORPORATES

INVITED BY KPN INCLUDING  
CITY OF ROTTERDAM

ABN AMRO

ACHMEA

ALBERT HEIJN

ANWB

DELL

MICROSOFT

RABOBANK

TBI



# ACCESS TO TALENT

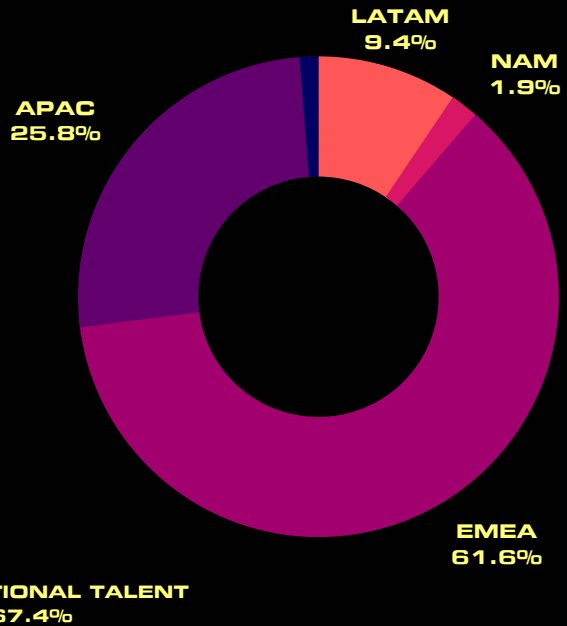
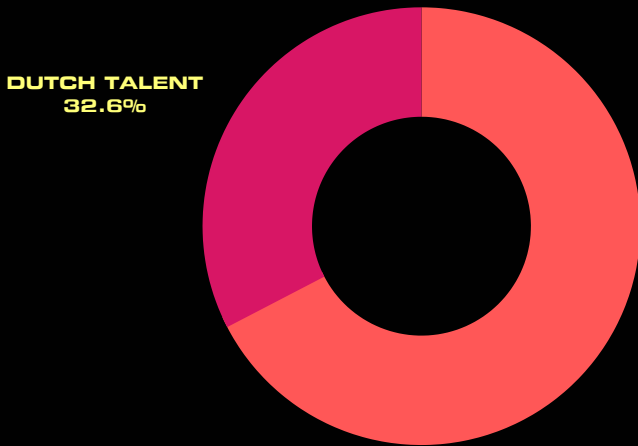
**25 SCALE-UPS AT CAREER FAIR**

**391 STUDENTS AND YOUNG PROFESSIONALS**

**500+ NEW JOB CONNECTIONS MADE**

"My colleagues were very positive on the applicants."

- Herbert ten Have -, CEO at Fizyr



**1.086 STARTUP AND SCALE-UP JOBS PROMOTED**  
**HACKYOURCAREER.COM**

**TALENT COMING FROM**  
 ERASMUS UNIVERSITY ROTTERDAM  
 ROTTERDAM SCHOOL OF MANAGEMENT  
 DELFT UNIVERSITY OF TECHNOLOGY  
 TECHGROUNDS  
 IT CAMPUS ROTTERDAM  
 ROTTERDAM UNIVERSITY OF APPLIED SCIENCES  
 THE HAGUE UNIVERSITY OF APPLIED SCIENCES  
 WILLEM DE KOONING ACADEMY ROTTERDAM  
 AND MANY OTHERS

# CONNECTING CHANGEMAKERS



**EXCLUSIVE SCALE-UP DINNER  
WELCOMED 93 CEOs AND CTOs**

**"Founders often have the same questions, the same challenges. Meeting each other, sharing and connecting is really important for a well-functioning startup community."**

**- Constantijn van Oranje - Special Envoy Techleap**



## SUPERCONNECTORS



**13 SUPERCONNECTORS PROVIDED  
10 SELECTED FOUNDERS WITH  
40 DIRECT INTRODUCTIONS**

**UPSTREAM WELCOMED STARTUP  
REPRESENTATION FROM ACROSS NL**

**INCLUDING**

**RVO**

**FOUNDED IN FRIESLAND**

**FOUNDED IN GRONINGEN**

**NOVEL-T**

**TECHLEAP**

**STARTUP AMSTERDAM**

**UP!ROTTERDAM / DELFT / SCHIEDAM**

**HIGHTECH XL**

**DUTCH STARUP ASSOCIATION**

**STARTUPUTRECHT**

**BRAVENTURE**



# EVENT METRICS

UPSTREAM FESTIVAL  
31 MAY - 2 JUNE 2022

3 DAYS  
42 CO-CREATORS  
45 EVENTS  
2100+ VISITORS

AVERAGE RATING 4.3 OF 5



"A very well organised and inspiring event"

"Great new contacts, we'll keep in touch"

"Rotterdam was beaming innovation energy during Upstream"

"Typically Upstream: All expectations exceeded"

"Thanks for this sublime event!"

TOP MATCHMAKING EVENTS

HOUSE OF CAPITAL

SCALE-UP CAREER FAIR

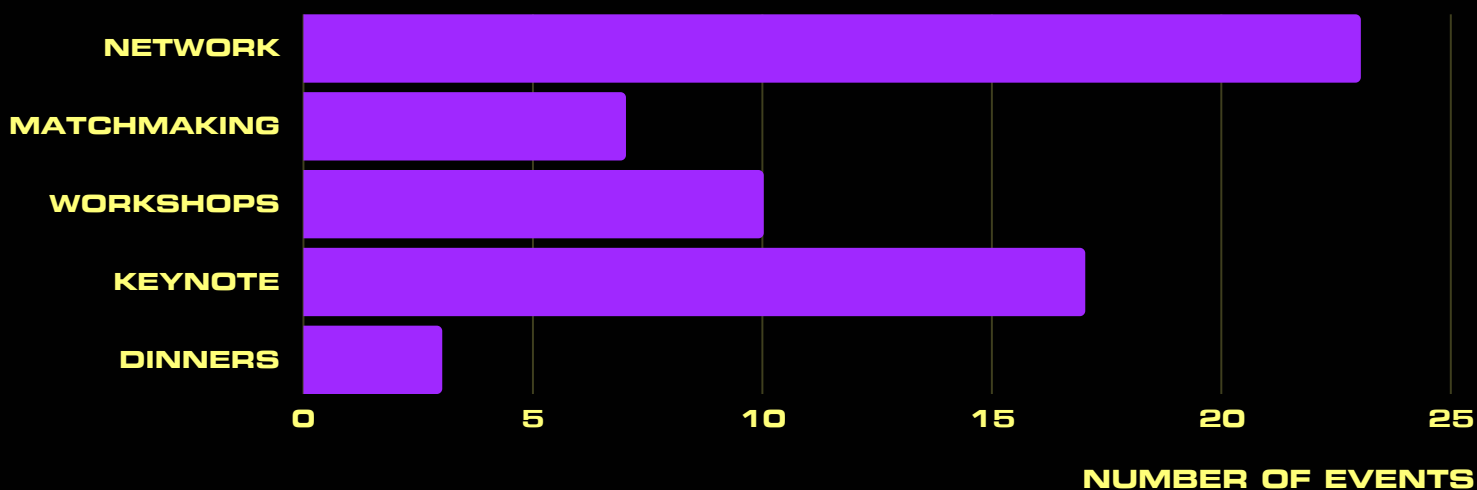
MEET THE BUYER



# EVENT METRICS

UPSTREAM FESTIVAL  
31 MAY - 2 JUNE 2022

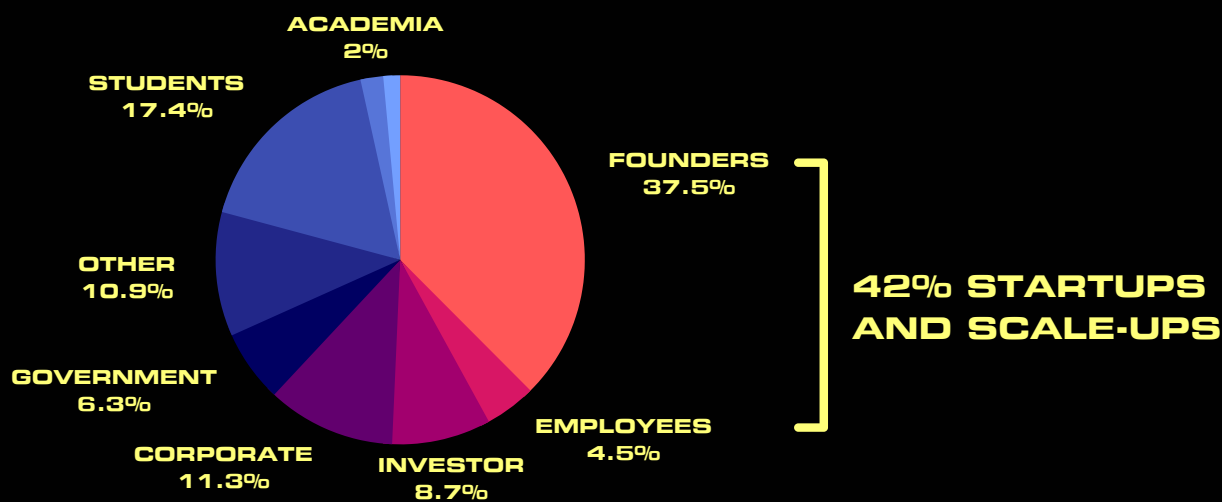
20 SPEAKERS AND PANELISTS  
45 EVENTS  
42 PARTNERS



80% WOULD  
RECOMMEND  
UPSTREAM  
TO A FRIEND

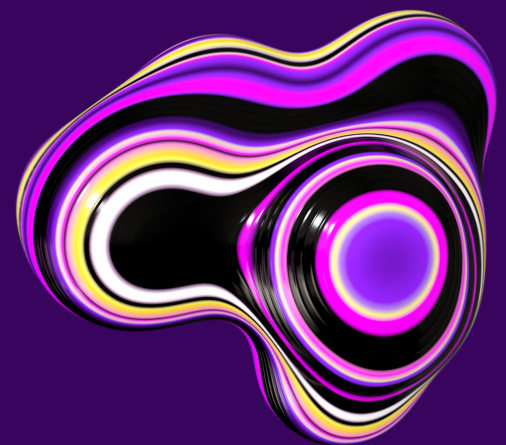
# MARKETING METRICS

## VISITOR DEMOGRAPHICS



**SOCIAL MEDIA REACH OF 210K+ IMPRESSIONS**

**56% OF ATTENDEES CONNECTED WITH 2497 INTERACTIONS ON EVENT PLATFORM**





# PR & MEDIA

**33 PUBLICATIONS IN  
VARIOUS MEDIA  
INCLUDING**

**EMERCE  
RTL 2 NIEUWS  
BNR NIEUWSRADIO  
RADIO RIJNMOND  
STARTUPGENOME  
INNOVATIONORIGINS  
DE ONDERNEMER  
MARKETINGTRIBUNE  
FONKMAGAZINE  
EVENTS.NL  
CLICK NL  
AGRE-CHEMIE  
DUURZAAM ONDERNEMEN  
DUURZAAM BELEGGEN  
WIJ NOORDHOLLAND  
WIJ ZUIDHOLLAND  
INSIDE ROTTERDAM  
DUTCH IT CHANNEL  
TELECOMPAPER**

**"Pressure cooker for new economy, top entrepreneurs and talent"**

**"Rotterdam hotbed for future-proof economy"**

**"Tech startups raise investment during Upstream"**






# SELECTION OF TESTIMONIALS

"Straight off the train from World Economic Forum and UNICC to one of my top events of the year... Upstream Festival chatting all things #web3 #genz and the #futureofwork"

**ESTHER O'CALLAGHAN - FOUNDER OF HUNDO.XYZ**



"Reacquainted with familiar faces and had lots of interesting conversations. But most importantly, I got inspired and energised by seeing so many great ideas, founders and companies up close."

**STEIN FORTUIN - FOUNDER OF VARIAS**

"I was invited to the CEO dinner organized by Upstream Festival in Rotterdam and I was happy to see that the room was filled with more diversity (gender, ethnicity, age)."

**ANIEKE LAMERS - FOUNDER OF PEEKABOND**

"Thank you for hosting Superconnectors at Upstream Festival. I am grateful to be given the opportunity to pitch Breeze in front of 40 influential connectors."

**THOMAS VAN DER PLAS - FOUNDER OF BREEZE**



"3 amazing days of Upstream Festival! Hundreds of great people with absolutely fantastic ideas, skills, stories and passion. Sharing experience, success stories and fuckups with each other."

**IRYNA PRANOVICH - STUDENT AND DATA SCIENTIST**

"Very cool to finally be able to attend a physical networking event again and to get in touch with interesting companies, brands and entrepreneurs."

**YILLMAZ SCHOEN - FOUNDER OF TRADECAST**





# SELECTION OF TESTIMONIALS

"Very energetic event with interesting talks with startups and scale-ups that are having great opportunities on collaboration, learning and data usage."

**KPN**



"House of Capital was a fantastic afternoon! Too bad we couldn't be in all 12 places at once."

**KOMPAS VC**

"Thank you for convening such a strong stakeholder group during the unconference at Upstream. We focused on the challenges in attracting and retaining the right talent for this growing sector."

**BURO RIETVELD**

"It was an absolute pleasure to partner with Upstream for Growth Day."

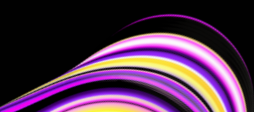
**ICOS CAPITAL**

"We had several interesting conversations with entrepreneurs who are looking for funding."

**INVESTOR MATCH**

"On behalf of our team I would like to thank you again and especially congratulate you on this successful Upstream edition, it was great. Inspiring keynotes, good vibes, tight communication/marketing and Bird was a central and intimate location."

**JOYCE KORNET - GENERAL MANAGER AT CIC**





**ANDRÉ KUIPERS**  
ASTRONAUT



**DUNCAN STUTTERHEIM**  
ID&T



**DJORDY SEELMANN**  
HOUSING ANYWHERE



**CONSTANTIJN VAN ORANJE**  
TECHLEAP



**LAURA DI SANTOLO**  
FORWARD INC



**MACHELTT GROOTHUIS**  
RUBIO IMPACT VENTURES



**MATTHIJS INGEN-HOUSZ**  
INGEN HOUSZ



**JEROEN KLERKX**  
PICNIC TECHNOLOGIES



**MARIE WEIJLER**  
COTTONWOOD TECHNOLOGY



**BAS VAN ABEL**  
FAIRPHONE



**MARC-PETER PIJPER**  
VIISI



**LAURENS GROENENDIJK**  
DUTCH FOUNDERS FUND



**ILAN GOUDSMIT**  
ENDEIT CAPITAL



**MELISSA ABLETT-JORDAAN**  
CIC ROTTERDAM



**IRENE VAN DULLINK**  
PEOPLEFINDERS



**RIEN KAMMAN**  
SOURCE



**VIVIENNE DE LEEUW**  
PORT OF ROTTERDAM



**ESTHER O'CALLAGHAN**  
HUNDO



**BAS BOORSMA**  
CITY OF ROTTERDAM



**CHRISTINA CALJÉ**  
AUTHEOS

# 2022 PARTNERS

THANK YOU FROM UP!ROTTERDAM TO:

CITY OF ROTTERDAM  
GEMEENTE DELFT  
GEMEENTE SCHIEDAM  
RABOBANK  
ICOS CAPITAL  
RVO  
KPN  
INNOVATIONQUARTER  
42WORKSPACE  
ARCHES CAPITAL  
BLUECITY  
BUILDERS STUDIO  
CCI FRANCE PAYS-BAS  
CIC ROTTERDAM  
COLLEGE LIFE  
DE INVESTERDERS CLUB  
DUTCH BASECAMP  
DUTCH FRESH PORT  
ECE  
ECE STUDENTS  
ERASMUS ALUMNI CLUB  
ERASMUS ENTERPRISE  
FORTIFY  
GEMEENTE SCHIEDAM  
ICOS CAPITAL  
ITANKS  
KPN  
LEAPFUNDER  
LUNATECH  
MICROLAB  
NO SUCH VENTURES  
PHI FACTORY  
RABOBANK  
ROTTERDAM THE HAGUE  
INNOVATION AIRPORT  
RVO  
SCALEUPNATION  
STARTUP ROULETTE  
TNW  
VARIAS  
VENTURE CAFÉ  
VOORGOED AGENCY  
YES!DELFT  
ZUID-HOLLAND AI  
STARTUP ACADEMY  
BNR

UPUPUPUPUP  
UPUPUPUPUP  
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**SEE YOU AT  
#UPSTREAM2023**



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