



Értékteremtés innovációval

Varga-Tarr Sándor
Business Unit Director



What should we talk about?

- Opening joke
- Why startups fail
- Solution
- DBH model for innovative companies





Ben Horowitz
ANDREESSEN HOROWITZ

As a startup CEO,
I slept like a baby.
I woke up every
2 hours and cried.

#STARTUPQUOTE - 09

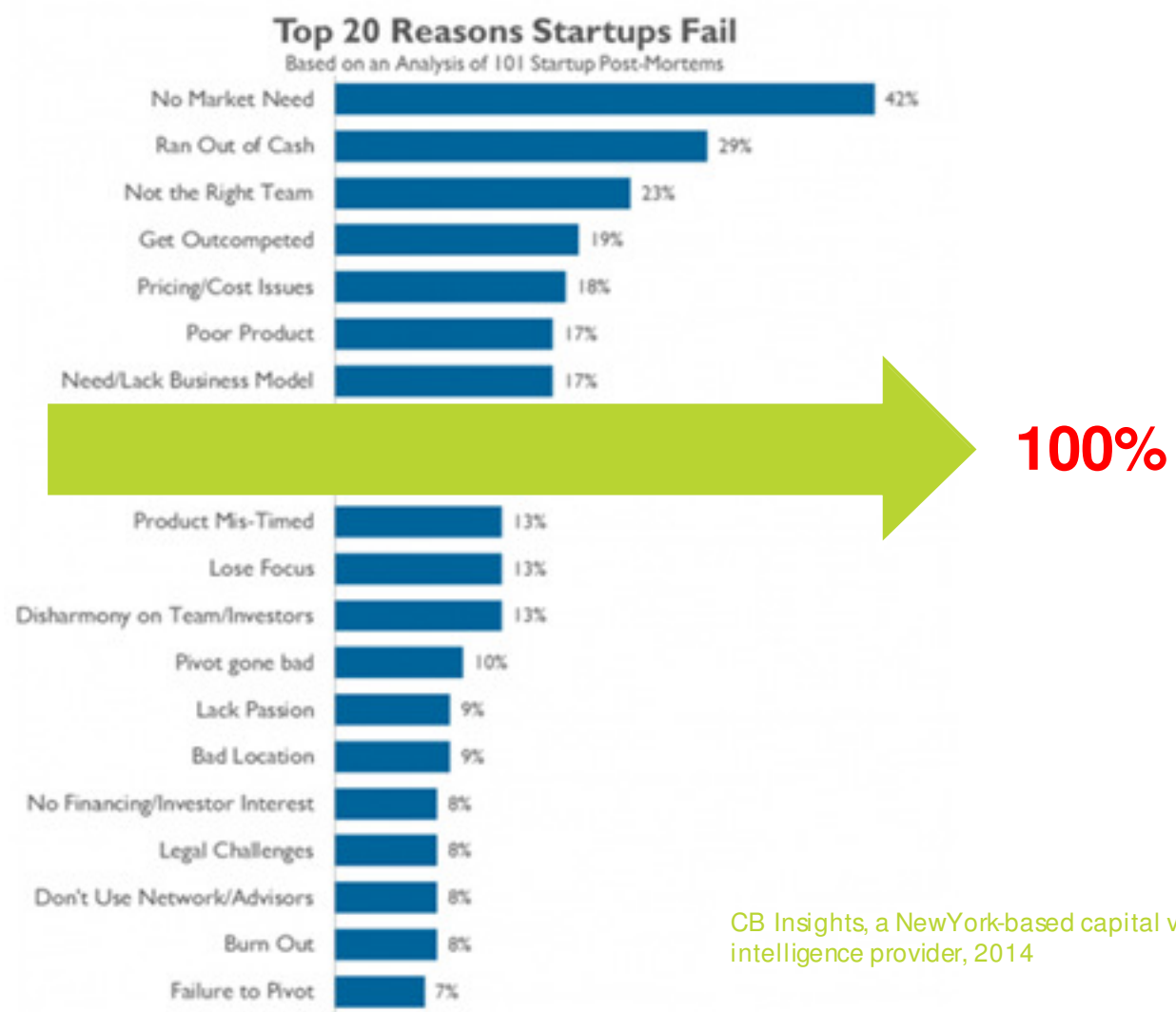
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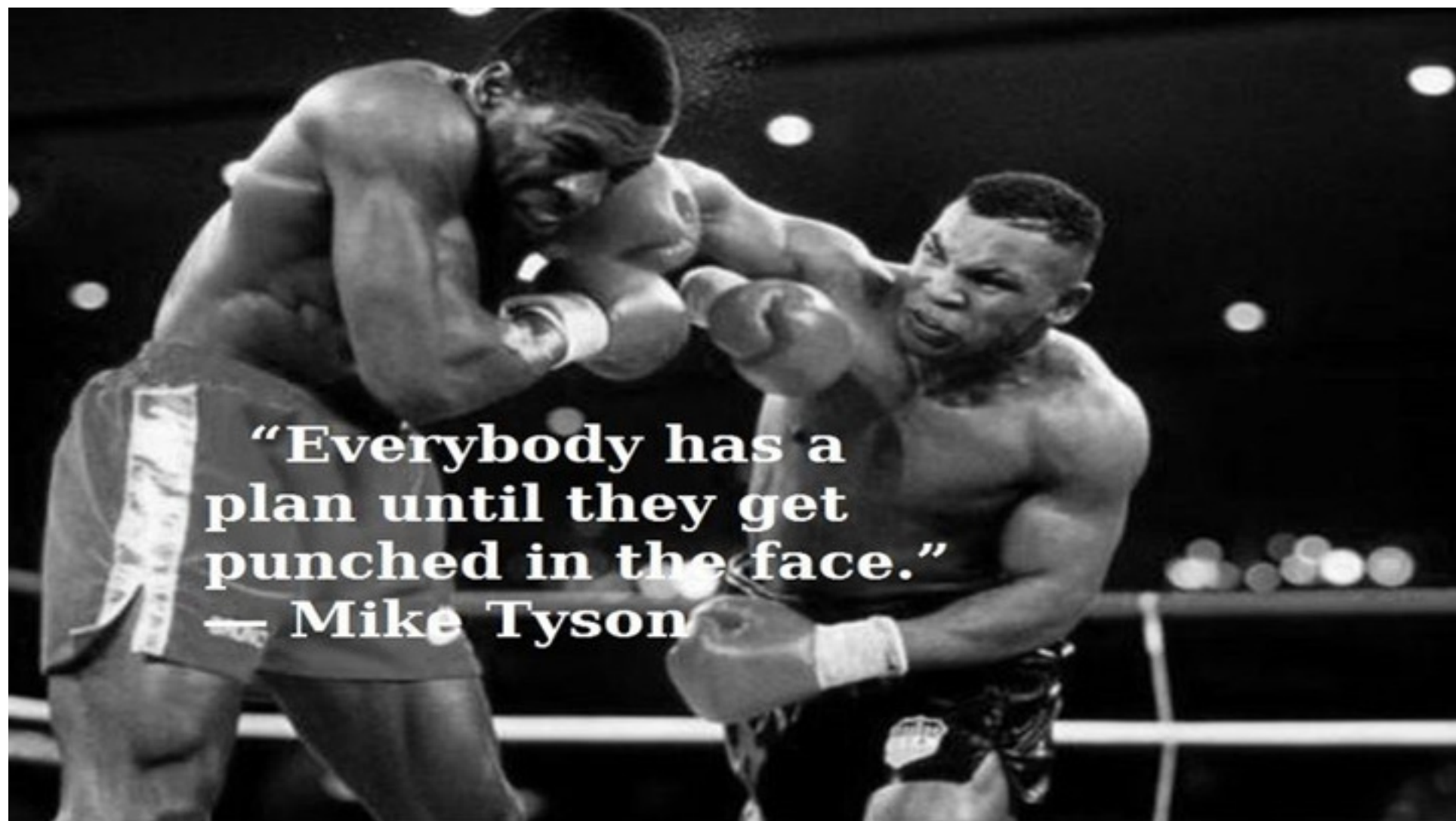
Why startups fail?



They don't use
DBH model



CB Insights, a New York-based capital venture data intelligence provider, 2014



**“Everybody has a
plan until they get
punched in the face.”
— Mike Tyson**

How?

M.D.

FVA



Do or do not.
There is no try.

Startup Quote!
ANNIVERSARY EDITION



YODA
JEDI GRAND MASTER

Ask for help

The survival rate of startups
using business incubators is **87%**
compared to **44%**
for startups that didn't use incubators *



*2010 study by the National Business Incubation Association (NBIA)







Networks and partners



EINDHOVEN



Brainport
Development

HIGH TECH CAMPUS
EINDHOVEN



Kingdom of the Netherlands



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←
**RICHARD
BIJLARD**

High-tech Connector, -
Trendwatcher and -
Scout



←
**AKOS
WETTERS**

Founder of Innovation
Booster



←
**ANTONIO
HIDALGO**

Founder of Growthride



←
**JOHAN
LAVRYSEN**

Owner of Terra Incognita



←
**HANK
KUNE**

Founding Partner, Future
Center Alliance



←
**GABOR
BODO**

Business Development
Manager



←
**JOHN
BRUIJNINX**

General Manager at
Philips Healthcare



←
**MAXIM
HODAK**

Managing Partner at
FMSA Capital Group



←
**JOHN A.M.
SANDIFORD**

Online, offline media
expert



←
**GUIDO
VRIES**

Director/Owner of
Alcuza



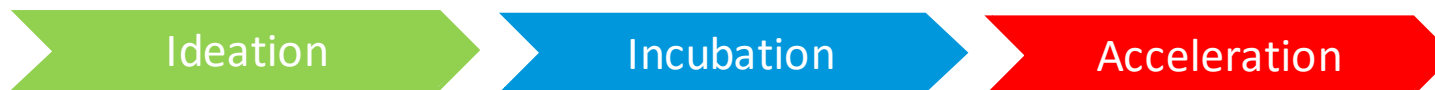
←
**LÁSZLÓ
ÜRGE**

ThalesNano Zrt.,
Member of Board



←
**TAMÁS
LADOMÉRY**

CEO of Norma
Instruments Zrt.



	Ideation	Incubation	Acceleration
Timeline	1 – 3 month	1 – 6 months	1 week – 3 months
Startup Characteristics	1-2 persons Ideas validation	2 – 4 persons Looking for initial costumers & funding	3 -6 persons comp. Looking to grow and expand
What will happen?	Ideas feasibility Market validation Business Modelling Business Planning	MVP – Minimum viable product Initial Costumers Pitch deck development	Regional expansion Costumer scale International partnerships Seious A funding
What we will provide? Signature Products	Ideation Support	Incubation services	Acceleration services in the Netherlands
Supported by...	Coaching Networking events Office space	Business Coaching DBH Services Virtual mentoring Networking events Office space Workshops Trainings	Tailor-made programs One-on-one mentoring w international mentors Warm introductions Workshops and trainings by int. Experts Office space Fundraising support Pitch opportunity Participation on high-end start-up events
Basic products	Full DBH Service portfolio	Full DBH Service portfolio	Full DBH Service portfolio



DBH acceleration program in the Netherlands



Netherlands = 'Startup paradise'

Neelie Kroes, Special Envoy for startups,
→ In 19 months the Netherlands becomes Europe's
start-up paradise – **Start-up Delta Initiative**

Aims:

- strengthen the international position of startups in the Netherlands
- persuade innovative foreign startups to establish their businesses in NL



Start-ups with 'unfair advantages'

#1

**GATEWAY TO THE REST
OF THE WORLD**

#2

**10+ TECH CLUSTERS
WITHIN A 90 MINUTES REACH**

#3

**IF IT WORKS HERE, IT WORKS
ANYWHERE ON THE PLANET**



Startup **Delta**

'Smartest Place on Earth'





Networks and partners



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LEWIS^{PR}

DBH acceleration program in the Netherlands

One-to-one mentoring



Involvement of one or more topmentor(s)

Warm introductions



5 - 10 meetings with local partners and prospects

Workshop



Workshop on 'Western style' pitching, developing own pitch deck

Training



Training on Funding opportunities and How investors think?

Visit start-up events



Visiting 1-2 local high-end (start-up) events, timing!

Meeting with investors



Meeting couple of 'serious A-ranked' investors - feedback and validation

Pitching



Pitch opportunity on 1 or 2 events

Visit Brainport Dev.



Visit to Brainport Industries and the High Tech Campus



IS
IT
WORTH
IT?



STARTUPQUOTE

SOMETIMES YOU
GOTTA *run* BEFORE
YOU CAN *walk*.

- TONY STARK



www.dbh-seedstar.com

QUESTIONS?