



## New York City - Smart Cities Bootcamp Program 2018

**MAY 7-11, 2018**

**[Join the Dutch Smart Cities startup/scale-up bootcamp to New York City!](#)**

**An intense 5-day program to immerse your company in the New York market, strategize your expansion to the US, explore business opportunities and strengthen the ties between the Dutch and US Smart Cities ecosystem.**

### **Who?**

Dutch startups and scale-ups in the Smart Cities sector, including, but not limited to, the themes circular economy, smart & green mobility and urban tech.

### **What?**

The Smart Cities program is organized by the Consulate General of the Netherlands in New York and is designed to get a Smart Cities startup/scale-up delegation acquainted with the US Smart Cities ecosystem. The mission aims to strengthen collaborations and partnerships between the Dutch ecosystem and organizations in New York; and to provide Dutch Smart Cities scale ups the opportunity to further look into expansion or business opportunities in the East Coast of the US.

The program is organized around the annual [Smart Cities New York](#) conference. Throughout the visit to the US from May 7 to May 11, 2018 other program elements include workshops on practical elements on expanding to the US, pitching events, participation in the Smart Cities NYC conference, and visits to relevant companies and organizations.

The startup group will be a part of a larger Smart Cities delegation from the Netherlands, including the city of Rotterdam, city of Amsterdam, Eindhoven/Brainport as well as larger companies.

## The conference: Smart Cities NYC

Smart Cities New York (SCNY) is North America's leading global conference to address and highlight critical solution-based issues that cities are facing as we move into the 21st century. With the global smart city market expected to grow to \$1.6 trillion within the next three years, guided by its "Powered by People" theme, SCNY brings together top thought leaders and senior members of the private and public sector to discuss investments in physical and digital infrastructure, health, education, sustainability, security, mobility, workforce development, to ensure there is an increased quality of life for all citizens as we move into the Fourth Industrial Revolution. More information: <http://smartcitiesny.com/>

## Program Details

Date: May 7<sup>th</sup> – May 11<sup>th</sup> 2018 in New York City

Costs: +/- €500 (excl. BTW) per participating organization representative. A second organization representative will cost €250 (excl. BTW).

Who: Only C-level company representatives with a maximum of 2 attendees per organization.

These costs will cover:

- Costs of the program and content
- Access to the Smart Cities NYC Conference

\* Please note that other costs such as accommodation, flights, transport and food expenditures are not included

## The Program Includes

- April 2018: Mandatory kickoff event and preparation workshop in the Netherlands, including pitch training
- May 7 – May 11: An intensive soft landing program for Dutch Smart Cities scale-ups to immerse themselves in the US market. This program surrounds the Smart Cities NY Conference. Program elements include but are not limited to:
  - o Workshops: Marketing/PR, business development, legal issues (IP and Immigration)
  - o Mentor meetup: meeting successful (Dutch) entrepreneurs in NY
  - o Site visits to relevant organizations and companies in the NY Smart Cities ecosystem
- May 8 – May 10: Access to the 2018 Smart Cities New York conference

## Selection Process and Timeline

The bootcamp is on a rolling admission basis. The final application deadline is **March 26<sup>th</sup>, 2018.**

You can fill out your application form [here](#).

***If you are interested in participating, please contact Julia Knoeff, Senior Economic Officer at the Consulate General of the Netherlands in New York, ASAP at [Julia.knoeff@minbuza.nl](mailto:Julia.knoeff@minbuza.nl)***

