

JOIN THE BENELUX CATALYST 2020

APPLICATIONS ARE NOW OPEN FOR DUTCH SCALE-UPS

Are you a Dutch scale-up/entrepreneur with ambitions to scale internationally and are you exploring to set up shop in New York City? Do you want to be part of a tailor-made program, and join an exclusive cohort with high-potential scale-ups from Belgium, the Netherlands and Luxembourg (Benelux)?

The Consulate General of the Kingdom of the Netherlands and the Netherlands Enterprise Agency (RVO) are collaborating with partners in New York City and from Belgium and Luxembourg for the Benelux Catalyst, a **fast-paced, three-week, no-equity based virtual accelerator program**. This virtual program will take place in November 2020, targeting high-growth tech scale-ups working together to kick-start their international growth.

ABOUT THE PROGRAM

The Benelux Catalyst is a three-week virtual accelerator program from November 2-20, 2020 targeting scale-ups from the Netherlands, Belgium and Luxembourg. The program is designed to have a transformative impact on the mindset, ambition and international expansion strategies of participating companies. Daily virtual sessions (Monday-Thursday) combine workshops, peer insights, office hours, and on-demand content and matchmaking.

- Company specific matchmaking and personal introductions
- Presentations and workshops by experts and service providers
- Knowledge sharing and peer mentoring by fellow entrepreneurs
- Access to the larger NYC community through events

Additional programming for Dutch companies

In addition to the Benelux collaborative program, dedicated preparation sessions for and by Dutch entrepreneurs, kick-off, follow-up, and matchmaking sessions will be organized by the Netherlands Consulate in NYC, inviting experienced Dutch founders in New York City sharing tips and tricks on their successful US expansion.



FOR WHO?

- The call is open to scale-ups from the Netherlands, Belgium, and Luxembourg
- Each company can select a maximum of two founders/executives
- The Program Partners from each country will select the final participating scale-ups

SELECTION CRITERIA FOR DUTCH SCALE-UPS

In order to be selected an (partially) sponsored, the following criteria have to be met:

- Must be a scale-up having a demonstrated, scalable model, and proven product-market fit
- (or startup with significant traction)
- Must be a Dutch scale-up, intending to expand to the USA (ideally looking to incorporate within approx. one year)
- Member of founding/leadership team must be able to commit to joining 80% of the program (approx. three hrs per day)
- Must have achieved traction and revenues in home market (ideally also in other international markets)
- Must have a devoted and talented team, and committed founder
- Must be an SME, according to the “[MKB toets](#)” by the Netherlands Enterprise Agency (RVO)
- Must meet the CSR guidelines set by OESO, according to the “[MVO zelfscan](#)”
- Preferred: Active in other international markets other than home market

IMPORTANT DATES

Due to the current COVID-19 crisis, the Catalyst Program will take place online

Application are open: September 9 2020

Information Webinar (‘Office Hours’): Every Wednesday in September at 10AM EST, we will host an information webinar. Join to hear more about the program and the opportunities it offers.

Application Deadline: September 30, 2020

Admission Decision: Decision will be made by October 9, 2020

Virtual Catalyst Program: November 2-20 2020, daily live sessions between 9am-12pm EST or 15h-18h CET

In-person program (2021): Optional and at the discretion of participating companies and partners

PROGRAM FEE & SPONSORSHIP

The program fee for the Catalyst virtual accelerator program (November 2-20 2020) is €3.000/company. Given the small cohort size and given the tailor-made experience for this program, the Consulate General of the Kingdom of the Netherlands will select three Dutch scale-ups to participate in the program and sponsor €2.250 per selected company. In addition, this means that **selected Dutch scale-ups pay a contribution of €750 per selected company** to join the Catalyst virtual accelerator program (November 2-20 2020).

MORE INFO

Ready to join?

Apply today by filling in the application form at the top of [this page](#)

Do you want to join our next info webinar?

Fill out the registration form at the bottom of [this page](#) and we will provide you with the details!

Other questions?

Reach out to [Jorn Poldermans](#), Senior Economic Officer for Tech Start-ups and Scale-ups at the Consulate General of the Kingdom of the Netherlands in New York.