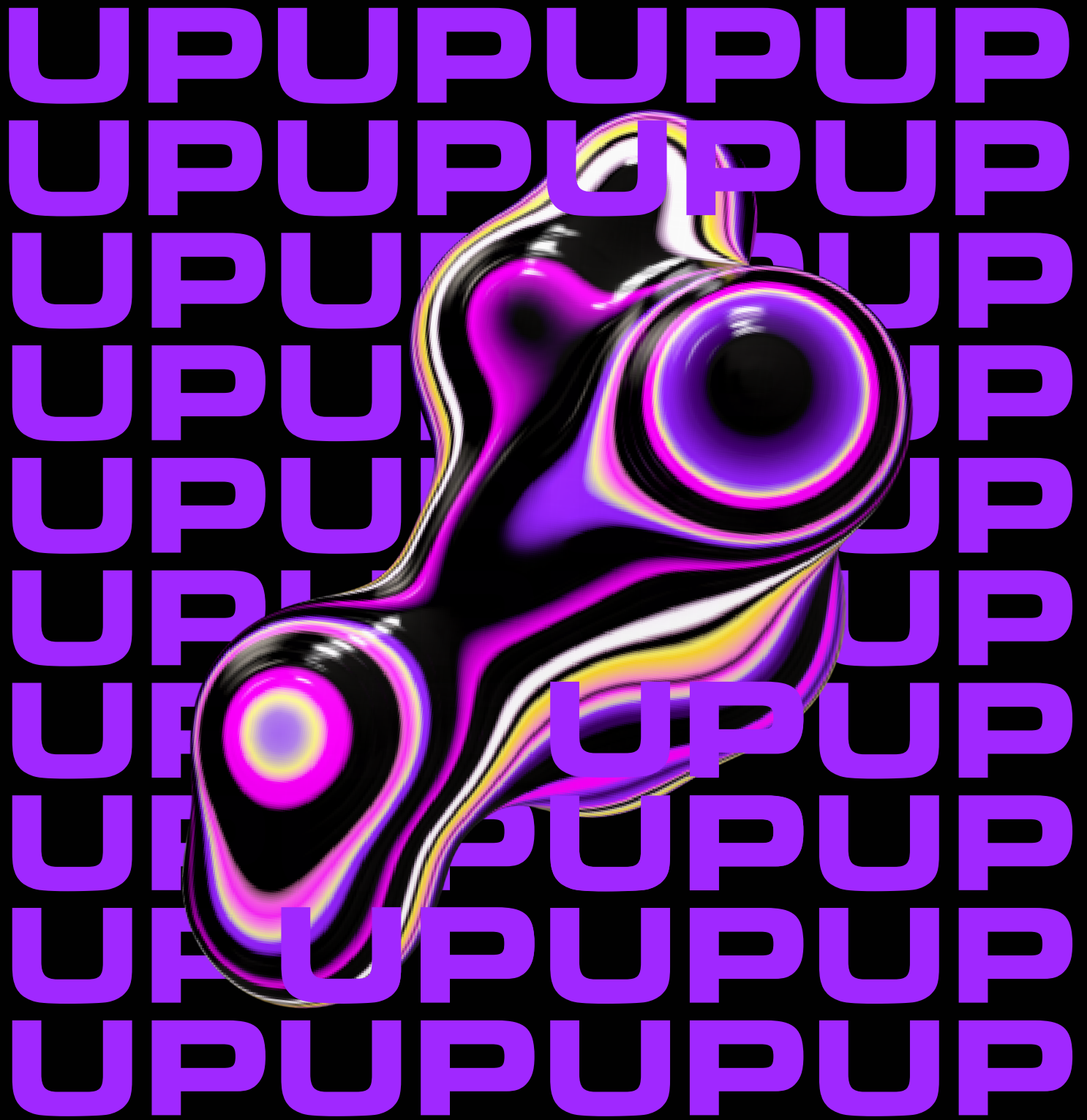




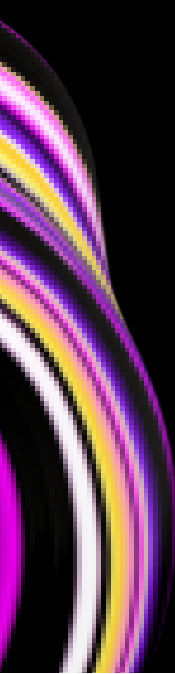
UPSTREAM 2022 IMPACT REPORT

UPSTREAMFESTIVAL.COM

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DRIVEN BY YOU. THE CHANGEMAKERS

3 DAYS
45 EVENTS
2000+ 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, is because I also get inspired again from other people's stories."

- Duncan Stutterheim, co-founder ID&T



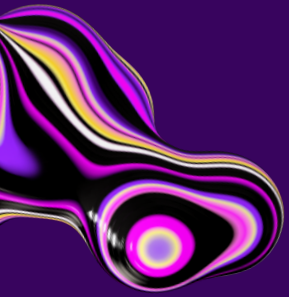
ACCESS TO CAPITAL

127 CURATED INVESTOR MEETINGS WITH
22 INVESTORS IN SOFTWARE, DEEPTech
AND IMPACT



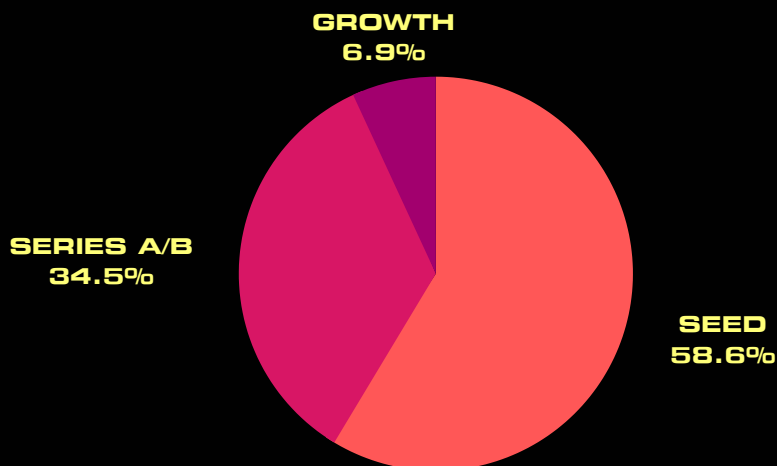
€2.5+ BILLION
ASSETS UNDER MANAGEMENT

**32 INVESTORS ACROSS ALL
INVESTMENT STAGES**



"We are astronauts of spaceship Earth with limited resources, and with the capital we can create better food technology, better ways of energy, better ways of transportation and make it a beautiful place."

- André Kuipers (Astronaut & Earth Ambassador)



INCLUDING
ANTLER
COTTONWOOD
TECHNOLOGY FUND
ENDEIT CAPITAL
SPEEDINVEST
GRADUATE
ENTREPRENEUR
ICOS CAPITAL
IQCAPITAL
AND MORE.

ACCESS TO MARKETS

175 SPEED DATES
114 SERENDIPITY
MEETINGS

**WELCOMED 35 START-UP
VISA FACILITATORS**



**141 STARTUPS AND SCALEUPS
PARTICIPATED IN CURATED
MARKET ACCESS
MATCHMAKING EVENTS**

23 CORPORATES

INCLUDING

KPN

DELL

RABOBANK

MICROSOFT

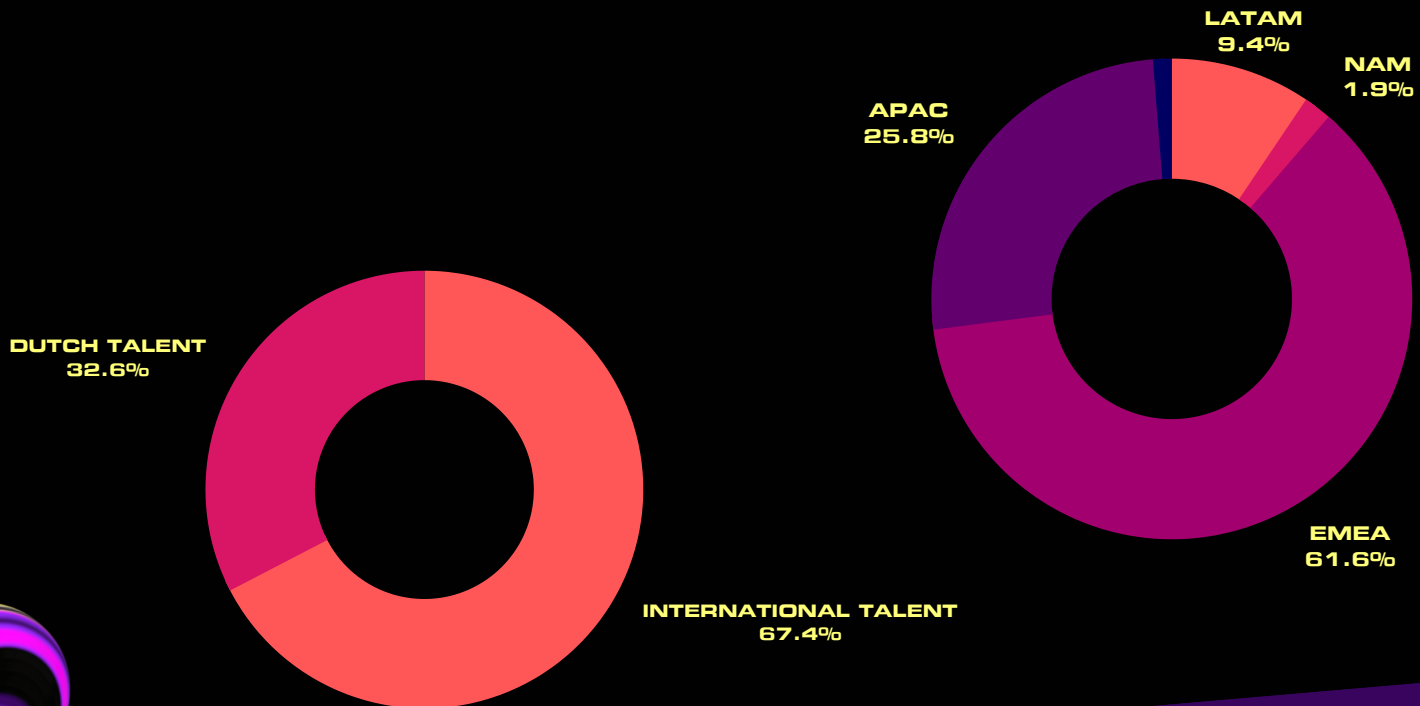
ALBERT HEIJN

TBI

UPSTREAM
CONNECTING
CHANGE MAKERS

ACCESS TO TALENT

X CO-CREATION PARTNERS HOSTING
X SESSIONS REACHING
X STUDENTS AND YOUNG PROFESSIONALS



**1.086 START-UP AND
SCALEUP JOBS PROMOTED
(HACKYOURCAREER.COM)**



**25 SCALE-UPS AT CAREER
FAIR, LEADING TO XXX
NEW CONNECTIONS WITH
JOB SEEKERS**

CONNECTING CHANGEMAKERS



WE WELCOMED **93** CEOs AND CTOs FOR AN
EXCLUSIVE SCALE-UP DINNER

"Founders very often they have the same questions,
the same challenges, so meeting each other, sharing
things, connecting is really important for a very
well-functioning start-up community."

- Constantijn van Oranje - Special Envoy Techleap



SUPERCONNECTORS



X SUPERCONNECTORS PROVIDED
X SELECTED FOUNDERS WITH X
DIRECT INTRODUCTIONS

UPSTREAM WELCOMED STARTUP
REPRESENTATION FROM ACROSS NL

X STARTUP REGIONS OF THE NETHERLANDS

FOUNDED IN FRIESLAND
FOUNDED IN GRONINGEN
NOVEL-T

TECHLEAP

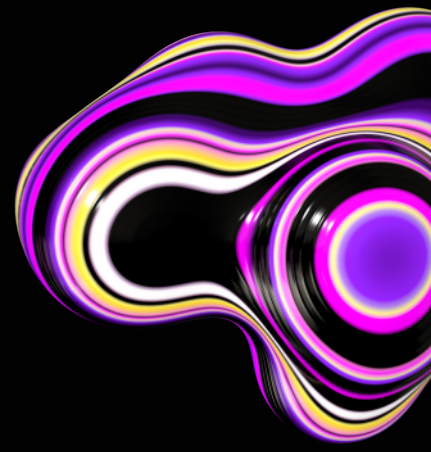
STARTUP AMSTERDAM

UP!ROTTERDAM / DELFT / SCHIEDAM

HIGHTECH XL



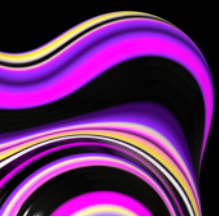
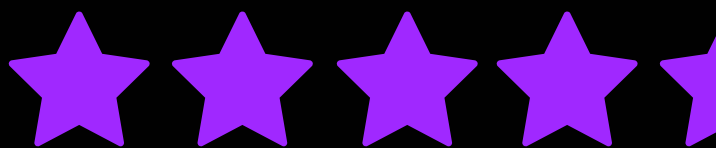
EVENT METRICS



UPSTREAM FESTIVAL
31 MAY - 2 JUNE 2022

3 DAYS
42 CO-CREATORS
45 EVENTS
2000+ VISITORS

AVERAGE RATING OF
4.3 STARS

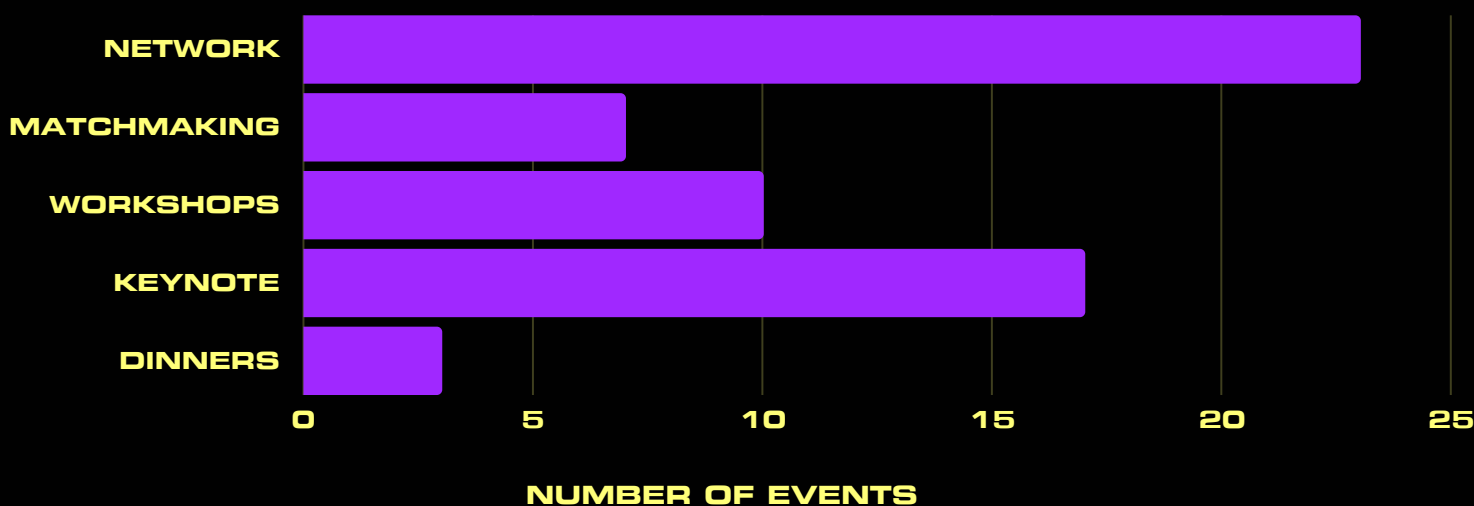




EVENT METRICS

UPSTREAM FESTIVAL
31 MAY - 2 JUNE 2022

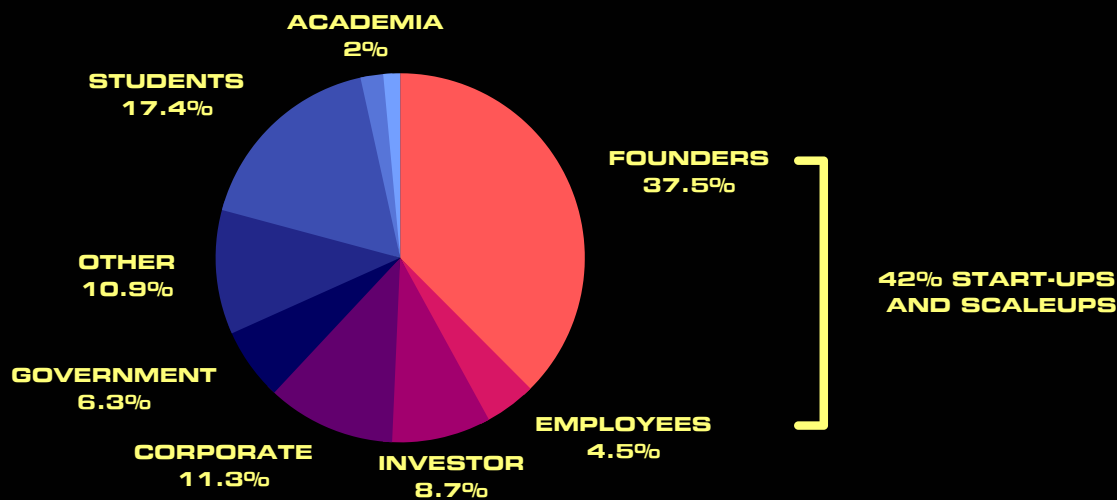
22 SPEAKERS AND
PANELISTS. 45
EVENTS. 42 PARTNERS



80% WOULD
RECOMMEND
UPSTREAM TO A
FRIEND

MARKETING METRICS

VISITOR DEMOGRAPHICS



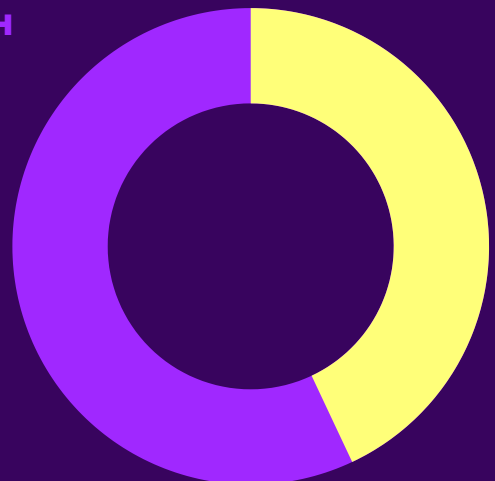
BRINGING IN

210K+ SOCIAL MEDIA IMPRESSIONS

X%
INTERNATIONAL
ONLINE VIEWER
AUDIENCE

DUTCH

INTERNATIONAL





MARKETING METRICS

**33 PUBLICATIONS IN
VARIOUS MEDIA**

**EVENTS.NL
INNOVATIONORIGINS
FONKMAGAZINE
CLICKNL
AGRE-CHEMIE
MARKETINGTRIBUNE
DUURZAM-ONDENEMER
WIJNOORDHOLLAND
INSIDEROTTERDAM
EMERCE
DEONDERNEMER
INNOVATIONORIGINS
MENA
RTLNIUWS
WIJZUIDHOLLAND
DUTCHITCHANNEL
DUURZAM-BELEGGEN
BNR NIEUWSRADIO
RADIO RIJNMOND
TELECOMPAPER**





PR & TESTIMONIALS

"Last week I was invited to a CEO dinner organized by Upstream Festival in Rotterdam thanks to Tech Netherlands Advocates and I was happy to see that the room was filled with more diversity (gender, ethnicity, age, and sexuality)."

ANIEKE LAMERS - FOUNDER OF PEEKABOND



"Had so much fun participating in Upstream Festival last week. Reacquainted with a lot of 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

"What a great event yesterday, really enjoyed it. Loved the informal setting, an afternoon well spent."

MARC-PETER PIJPER - SPEAKER TALENT DAY

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

DIRECTOR SME KPN



"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



2022 SPEAKERS

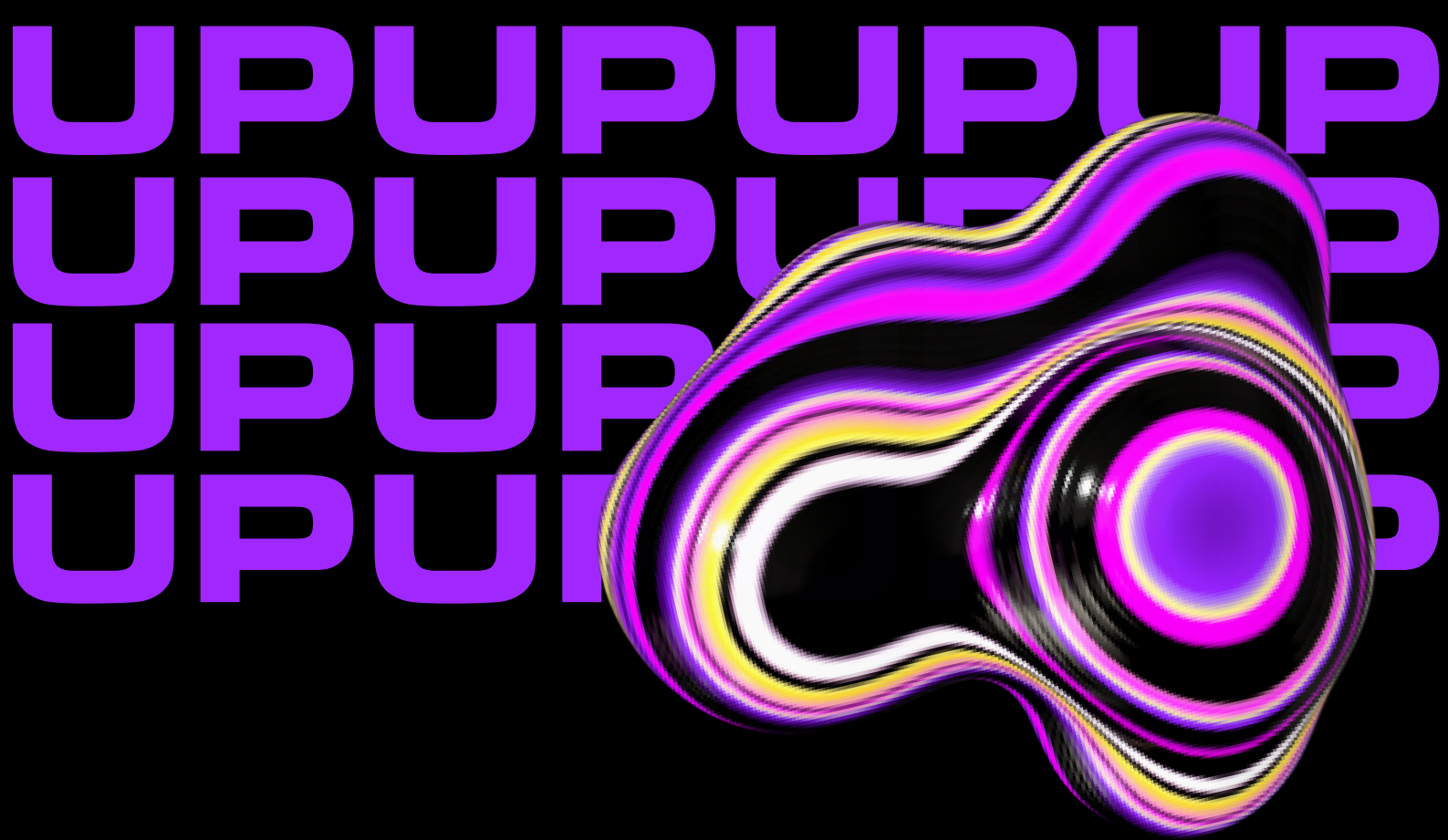




2022 PARTNERS



**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**



**THANK YOU FOR ATTENDING.
SEE YOU NEXT YEAR AT
#UPSTREAM2023.**

