

UPSTREAM 2022 IMPACT REPORT

TABLE OF CONTENTS



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



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.

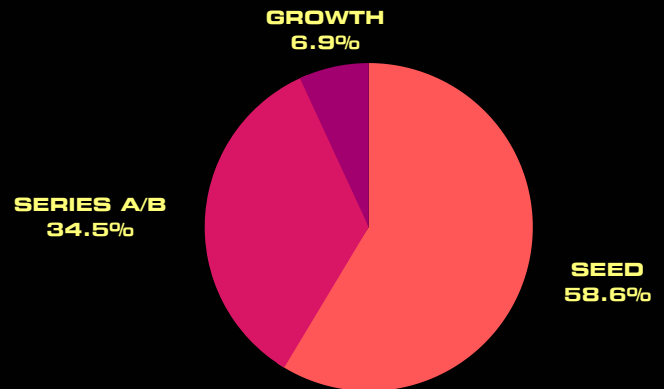
"When I walk out with a smile, which I do now, it is because I also get inspired again from other people's stories."

- 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"

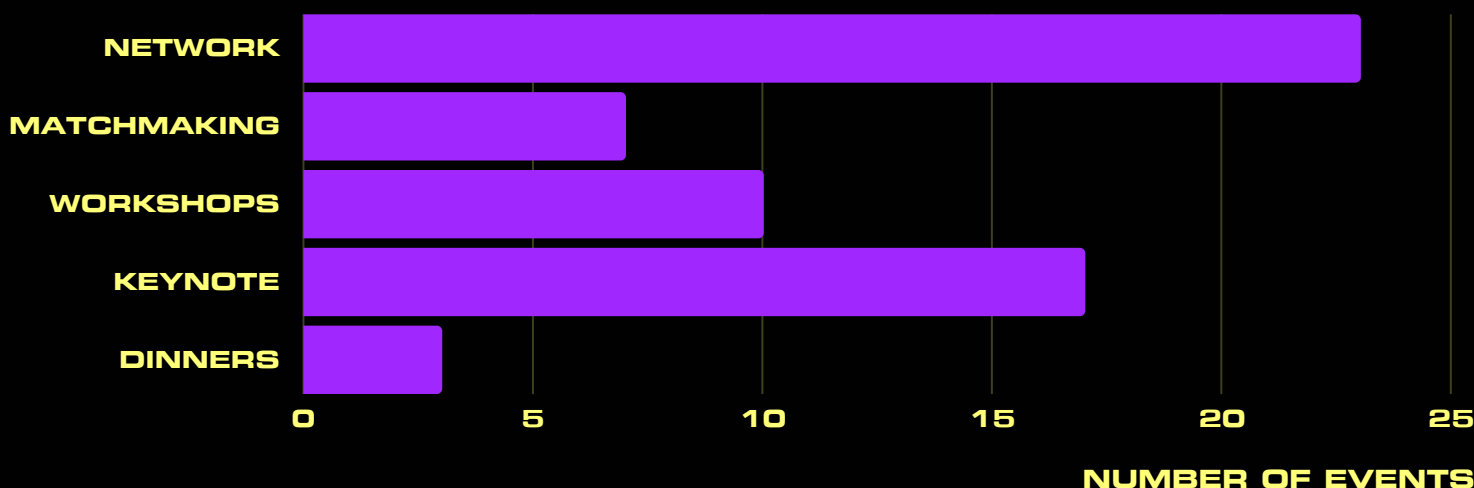
"Thanks for this sublime event!"

TOP MATCHMAKING EVENTS
HOUSE OF CAPITAL
SCALE-UP CAREER FAIR
MEET THE BUYER

EVENT METRICS

UPSTREAM FESTIVAL
31 MAY - 2 JUNE 2022

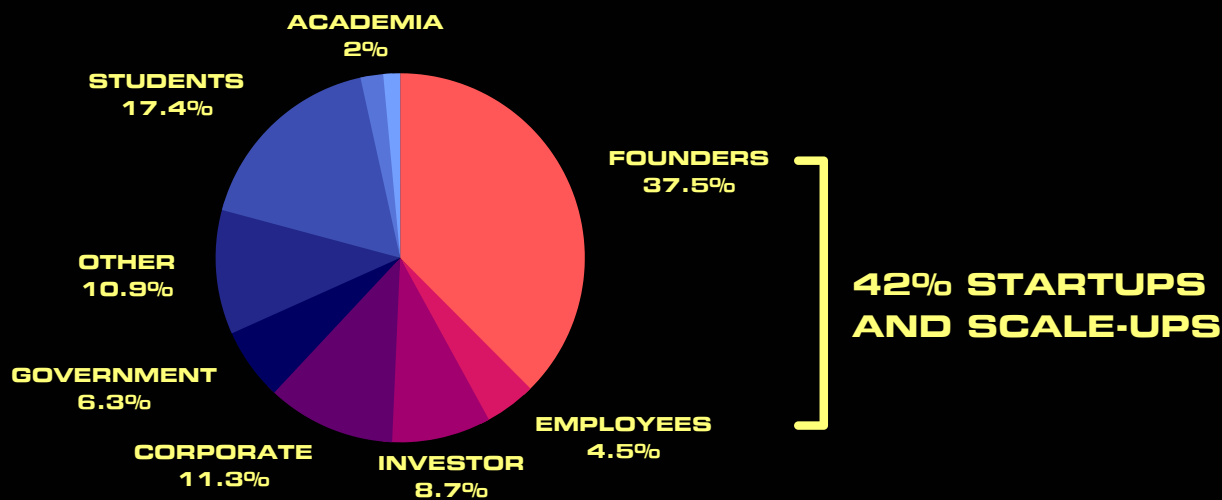
20 SPEAKERS AND PANELISTS
45 EVENTS
42 PARTNERS



80% WOULD
RECOMMEND
UPSTREAM
TO A FRIEND

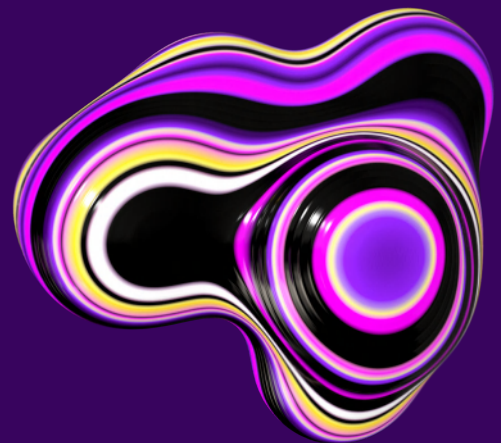
MARKETING METRICS

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 Z 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



MACHTELT 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

UPUPUPUP
UPUPUPUP
UPUPUPUP
UPUPUPUP



SEE YOU AT
#UPSTREAM2023



UPUPUPUP
UPUPUPUP
UPUPUPUP
UPUPUPUP

