



Startup jobs in Amsterdam

What's at stake?

Third edition
June 2020



How important are startups to jobs in Amsterdam? And how are these jobs impacted by Covid-19?

Third edition

This is the third edition of the Amsterdam startup jobs report, after the first edition in November 2017, and the second edition in April 2019. This edition covers data from Dec 2016 to Dec 2019.

The primary goal is to understand how important startups are to job growth in the city. This report also aims to provide a better understanding of the composition of the startup job market: how many startups are there? How concentrated/distributed are the jobs?

Covid-19 impact

The Covid-19 crisis makes this report even more relevant. How many jobs are most at risk? What frameworks can we apply to better understand and navigate the crisis?

We already have first indications of which types of startups are hit hard (travel, event tech), which are benefiting from accelerated digital adoption (groceries, health tech) and which are defensible.

Early analysis indicates that roughly 30% of startup jobs and 24% of startups are in areas most affected by Covid-19.

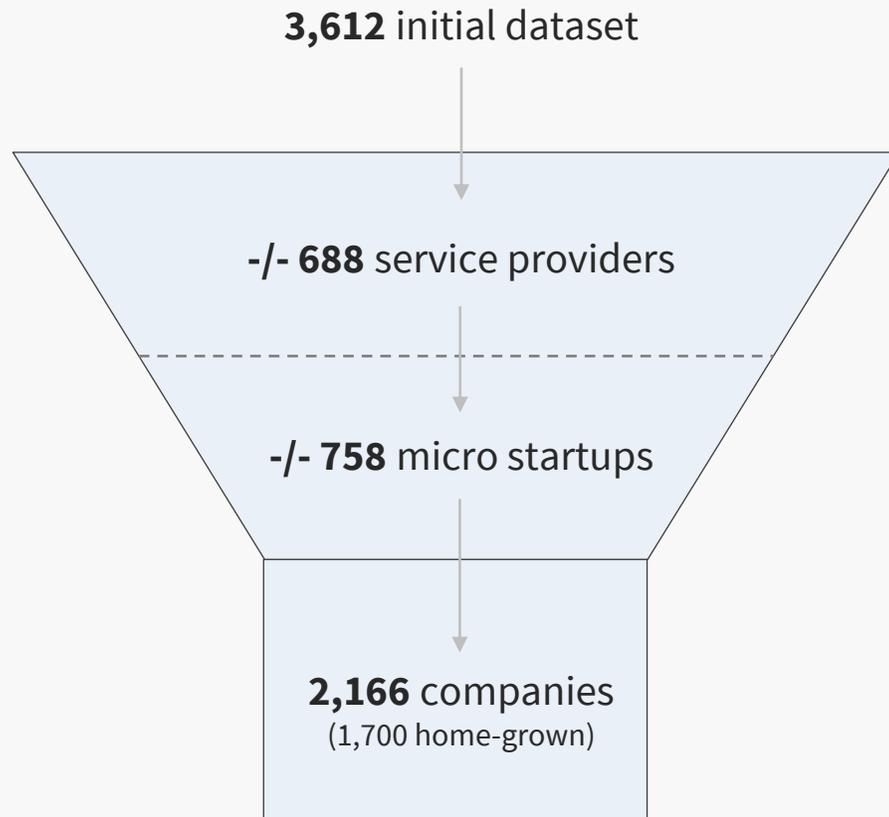
Conclusions

In total, home-grown tech companies have created 43K jobs, while foreign tech companies provide another 34K jobs to Amsterdam's economy. This total of 77K jobs is 14% of the total number of 557K jobs.

With 11K new jobs added since 2016, Amsterdam tech companies continue adding more jobs than any individual sector.

Moreover, with startup jobs it's not all about the big companies. The top 10 employers represent 85% of combined valuations but provide only 26% of jobs, the remainder coming from smaller companies.

About the dataset.



3,612 companies captured via StartupAmsterdam's startup database, which is powered by Dealroom's API. Dealroom sources data by harvesting public data through machine learning, KvK data, user-submitted contributions and manual research. Additionally, we have manually identified 466 foreign tech companies in Amsterdam. We include only companies in Amsterdam, Zuid-Oost, Amstelveen, Schiphol and Hoofddorp.

Removed 688 service providers (consulting, digital/ legal/recruitment services, non-profits, workspaces, incubators), as well as cohorts of startups founded before 1990.

758 startups lacking employment data or that appear to have only 1 employee or less.

2,166 companies of which 1,700 home-grown and 466 foreign tech companies.

Startup terminology.

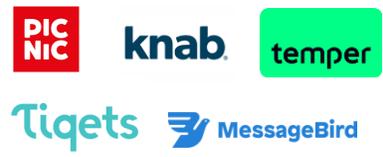
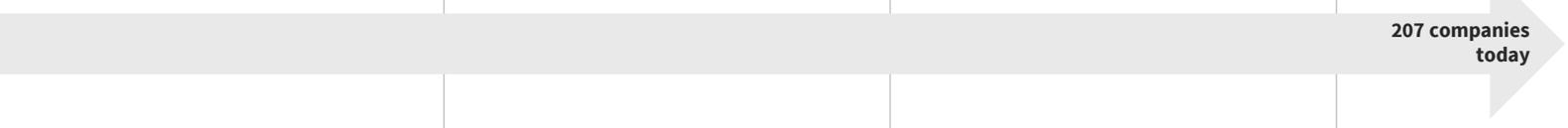
“Tech company” in the context of this report

	Startup	Scaleup	Grownup	Foreign tech company
Definition	Companies designed to grow fast VC-backable business model ⁽¹⁾ Less than 50 people Founded in Amsterdam	Former startup 50-500 people globally Founded in Amsterdam	Former scaleup More than 500 people globally Founded in Amsterdam	Foreign tech companies with a major presence in Amsterdam
Examples				

Source: Dealroom.co

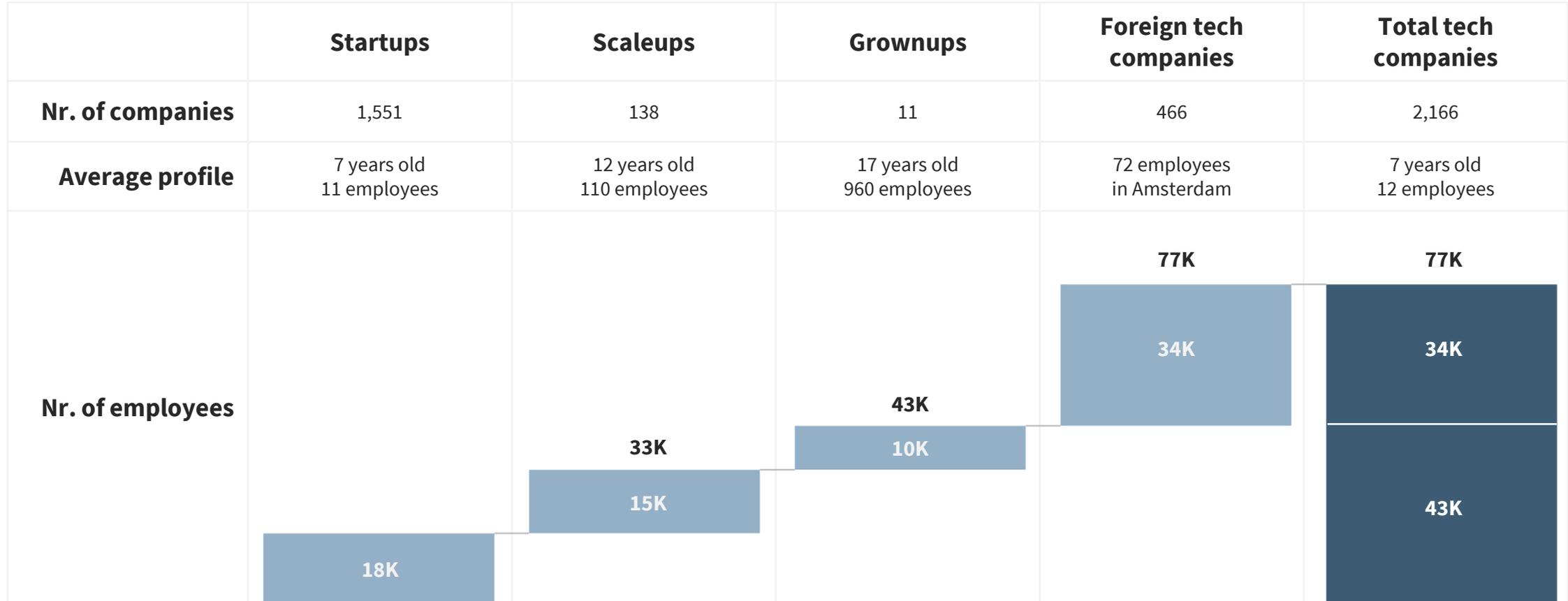
1. Designed to grow fast means the company is potentially attractive for VCs. In practice, less than 20% are also VC backed. Many founders choose not to be VC backed.

This report tracks cohorts of startups since 1990, some of which have developed into very big employers over the years.

					3.7K Employees
					15K Employees
					7.6K Employees
					16.5K Employees
1990-2005	2006-2010	2011-2015	2016-now	Employees today	

Source: Dealroom.co

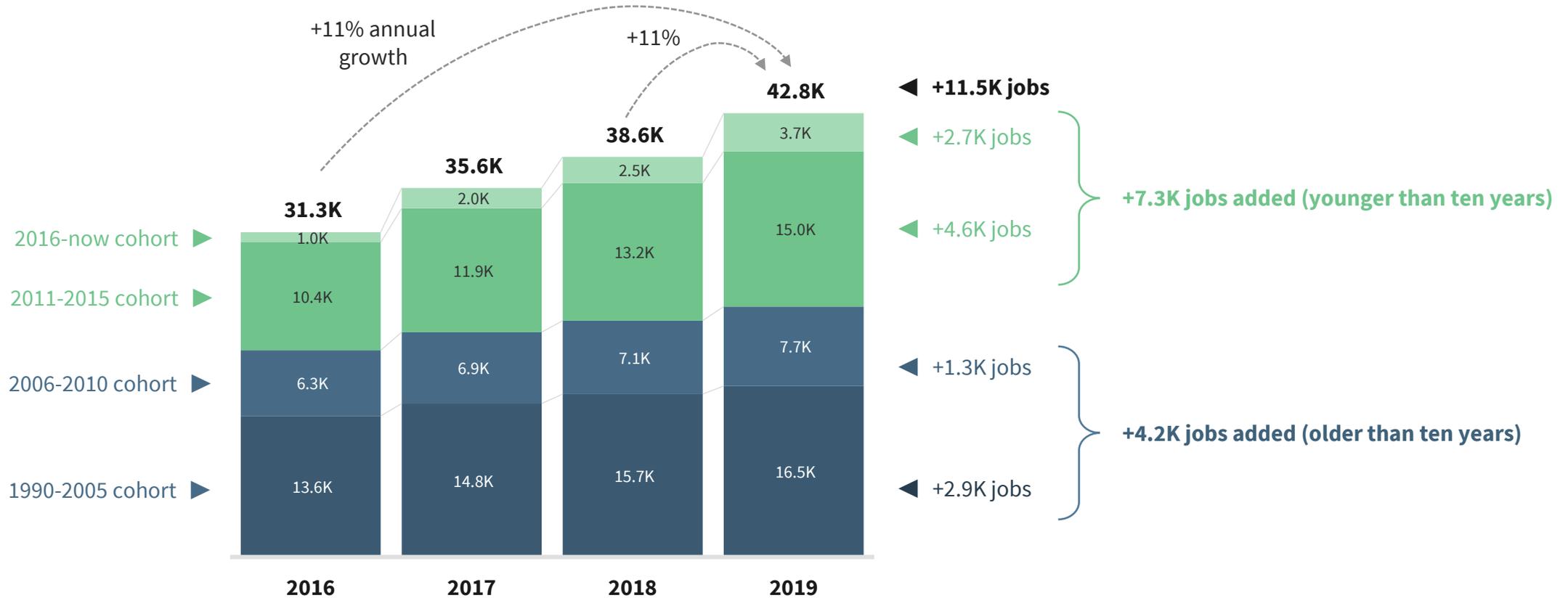
In total, home-grown tech companies have created 43K jobs. Foreign tech companies provide another 34K jobs, bringing the total to 77K jobs.



Source: Dealroom.co

In 2019, jobs grew by 4.2K or 11% to 42.8K. Younger tech companies are adding the most jobs.

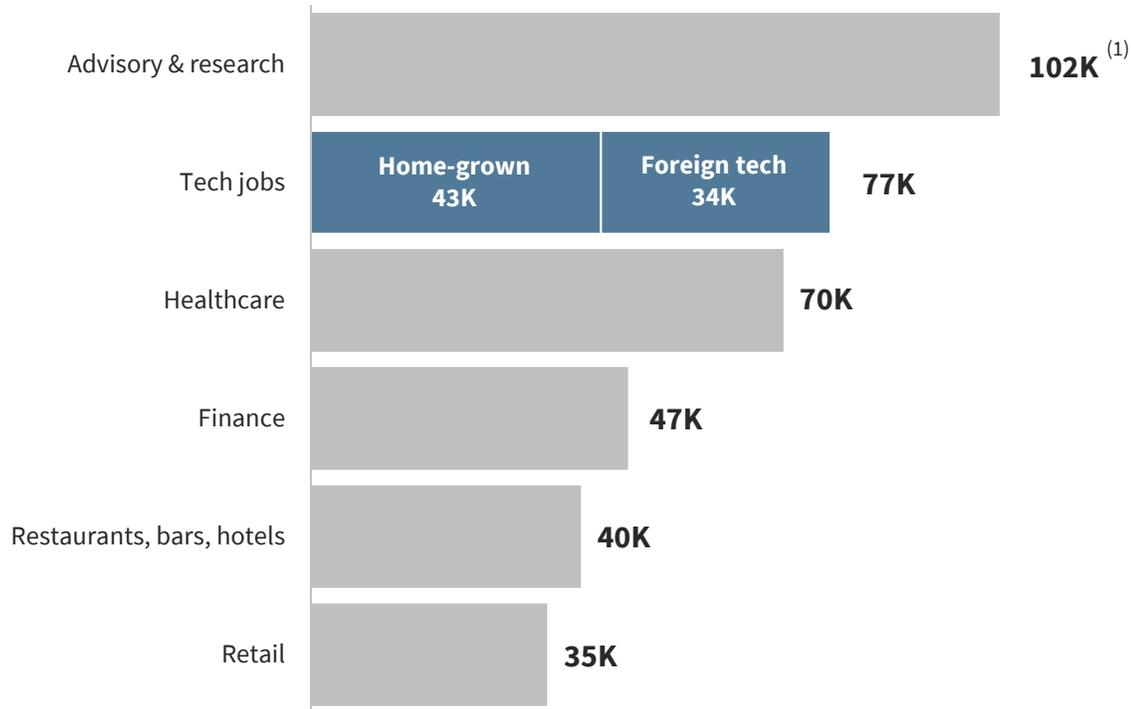
Number of employees by home-grown tech companies



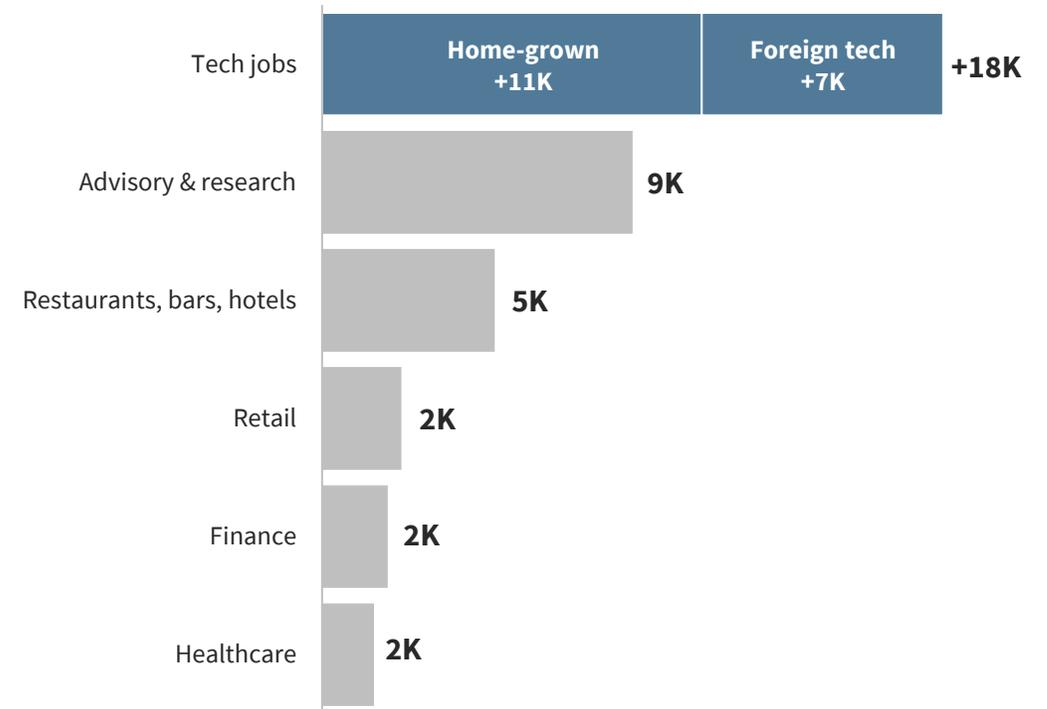
Source: Dealroom.co

With 11K new jobs added, Amsterdam tech companies have been contributing more than any individual sector. Foreign tech companies added another 7K new jobs.

Jobs as of Dec 2019



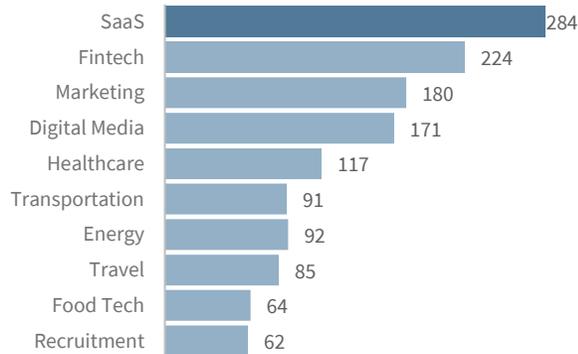
Net jobs added from Dec 2016 to Dec 2019



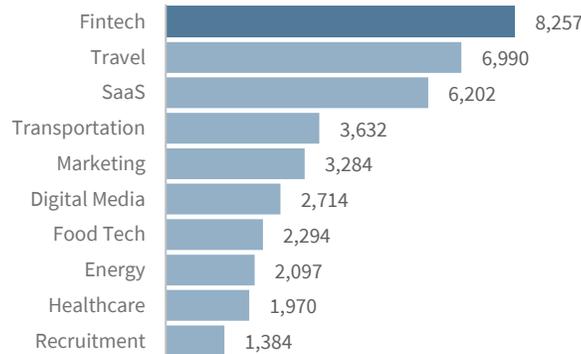
1. Includes: Legal, HR, R&D, Marketing & Advertisement.
Source: Dealroom.co, Amsterdam Statistics Bureau.

Fintech and SaaS (enterprise software) have been the top producers of new jobs. Food Tech is the fastest growing industry, followed by Digital Media and Healthcare.

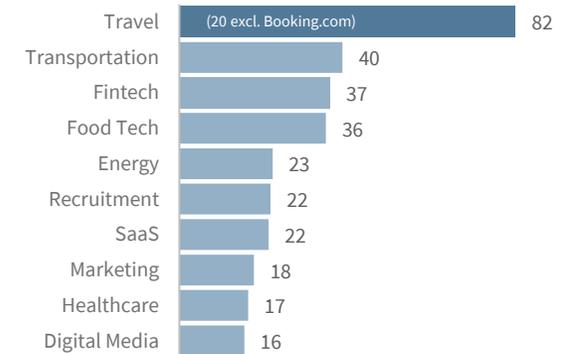
Nr. of companies



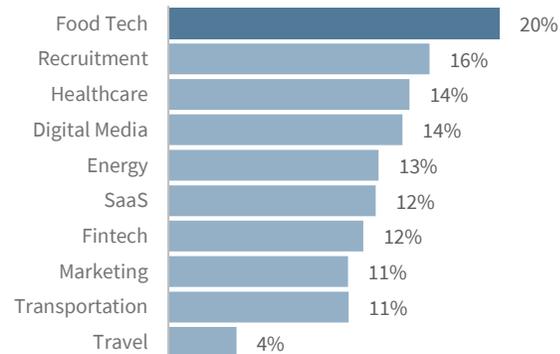
Total nr. of jobs



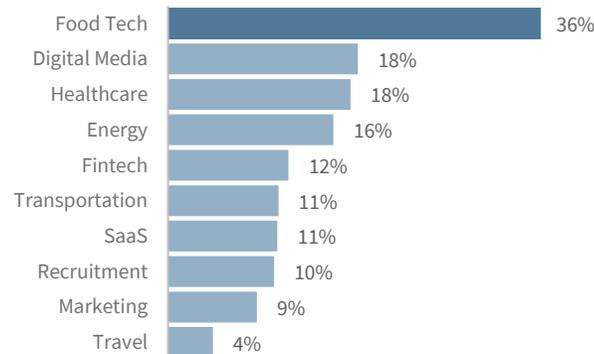
Average team size



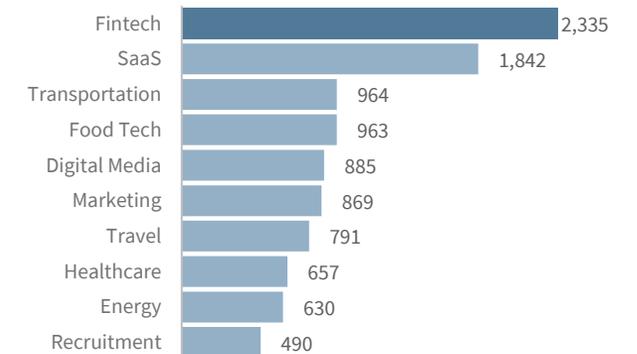
Annual growth 2016-2019



Annual growth 2018-2019

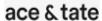


Jobs added 2016-2019



Source: Dealroom.co

Amsterdam's biggest employers and impact from Covid-19.

	Founded	Indicative employees in Amsterdam and neighbouring areas	Impact from Covid-19
 Booking.com – hotel bookings	1996	5.3K	-/- Share price down 50% since 31 Jan ⁽¹⁾
 TomTom – navigation	1991	1.3K	-/- Share price down 40% since 31 Jan
 Picnic – online grocer	2015	1.1K	++ Rapid growth of online grocers during lockdown, expected to be a structural shift in behaviour
 Adyen – retail payments	2006	800	+/- Share price up 17% since 31 Jan
 GlobalCollect – online payments, acquired by Ingenico in 2014	1994	500	+/-
 Backbase – backend solutions for banks	2003	450	+/-
 BinckBank – online bank for investors, acquired by Saxo Bank in 2019	2000	400	++ Thrive on volatility
 Takeaway.com – food delivery	2000	350	++ Shift from eating in to delivery
 Knab – online bank backed by AEGON	2012	300	+/-
 LeaseWeb – web hosting	1997	250	+/-
 Flow Traders - electronic market making business	2004	250	++ Traders generally thrive on volatility
 Guerrilla Games – game studio acquired by Sony in 2005	2000	250	++ Gaming industry generally thriving during lockdown
 Travix – travel websites (incl. Cheaptickets) acquired by BCD in 2018	2011	250	-/- Travel industry severely impacted in the short term. Recovery could be slow
 Albelli – photo albums and products	2003	200	+/-
 Vandebron – marketplace for renewable energy	2013	200	+/-
 Ace & Tate – eyewear retail	2013	200	+/-
 EV-Box - charging solutions for electric vehicles	2010	200	+/-
 Fietsenwinkel – online and offline bicycle shops	2009	200	++ Bicycle sales have seen an uplift

Source: Dealroom.co

1. January 31 is roughly when Covid-19 started to impact stock markets.

Roughly 30% of jobs are in areas most affected by Covid-19, such as travel and event tech.

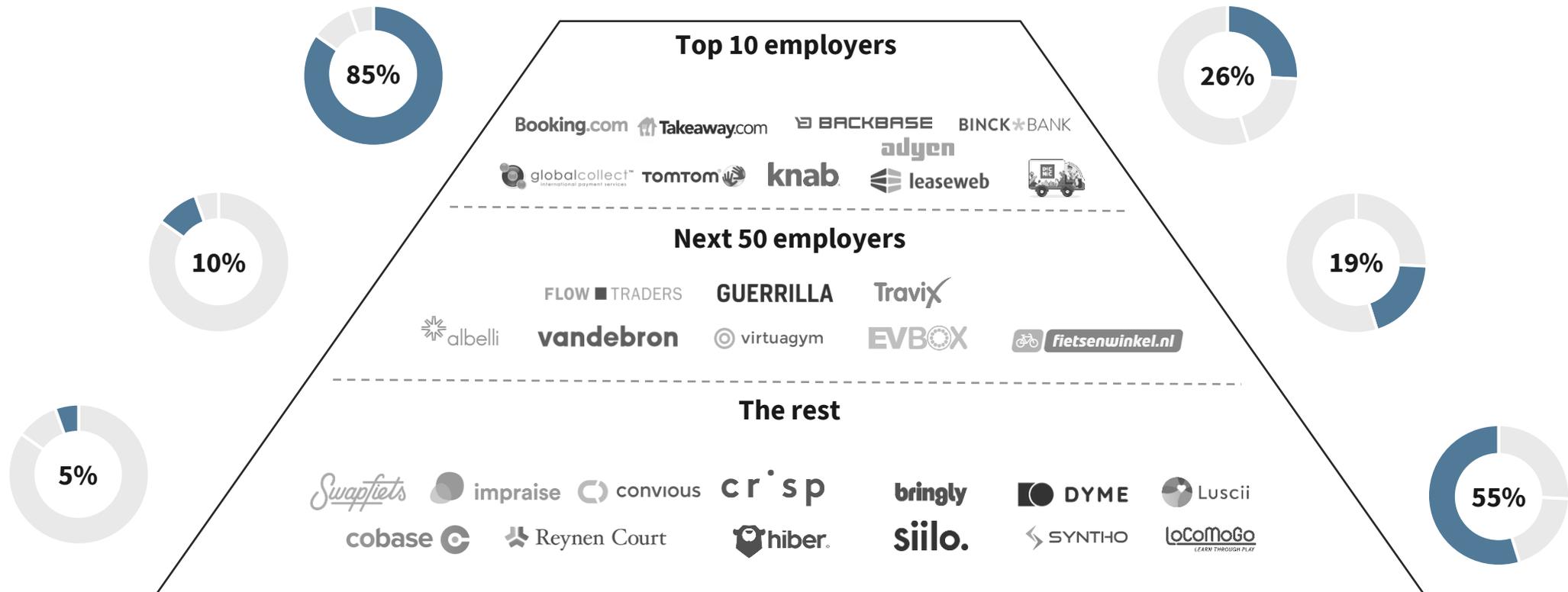
Net positive 356 companies (23%) 7.9K jobs (19%)	Digital health 1,970 jobs at 117 companies 	Gaming 905 jobs at 28 companies 	Food 2,294 jobs at 64 companies 	eCommerce 2,694 jobs at 147 companies 
	Defensible or short-term impact (V-shaped recovery) 802 companies (53%) 22.0K jobs (52%)	Education 1,445 jobs at 69 companies 	Cleantech 2,097 jobs at 92 companies 	Fintech 8,257 jobs at 224 companies 
Prolonged impact (L-shaped recovery) 368 companies (24%) 12.5K jobs (30%)	Enterprise Software 4,047 jobs at 219 companies 	Hosting 1249 jobs at 30 companies 	Mobility 3,632 jobs at 91 companies 	Proptech 654 jobs at 41 companies 
	Travel 6,990 jobs at 85 companies 	Event tech 864 jobs at 41 companies 	Recruitment 1,384 jobs at 62 companies 	Marketing 3,284 jobs at 180 companies 

Source: Dealroom.co indicative analysis based on share price movements of public comparable, website and app analytics, news and anecdotal evidence.

With startup jobs, it's not all about the big companies. The top 10 employers represent 85% of combined valuations, but provide only 26% of jobs, the remainder coming from smaller startups.

Share of combined market capitalisation

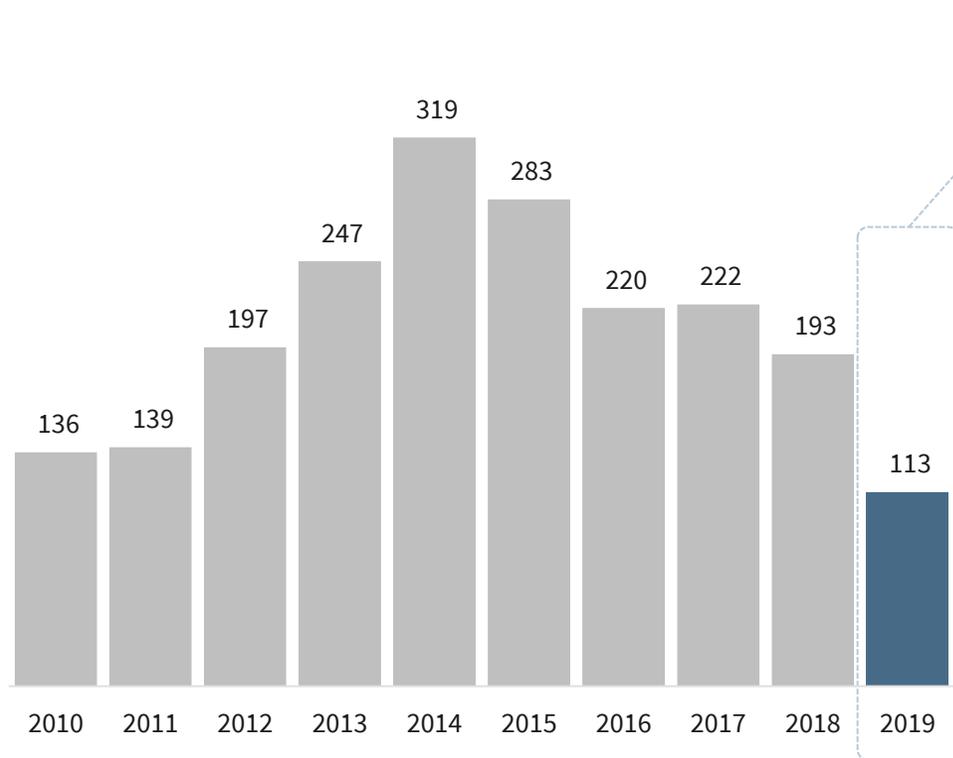
Share of total jobs



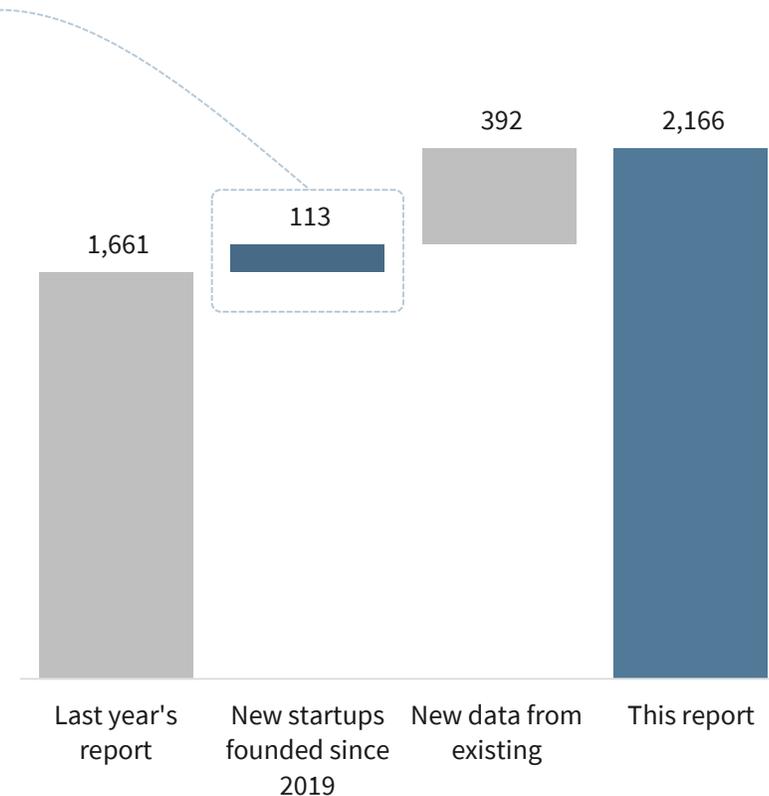
Source: Dealroom.co. Valuations are computed using valuation estimates based on Venture Capital rounds.

The number of companies increased from 1,661 to 2,166, driven by companies founded and by new data on existing companies.

New Amsterdam startups founded per year ⁽¹⁾



Number of companies with employment data in report



Source: Dealroom.co

1. Sourced from Dealroom and KVK data. There are likely more startups founded in 2019 that are not on the radar yet as they have no reported employees yet or are still operating under the radar.

Methodology and data sources.

Data source

Most underlying data from the report is sourced from and available via the Amsterdam startup map <https://startupmap.iamsterdam.com>

This platform is powered by Dealroom. Dealroom's proprietary database and software aggregate public information via machine learning and APIs. This includes the Dutch Chamber of Commerce, news flow, and user-generated data verified by Dealroom. All data is verified and curated with an extensive manual process.

For more info please visit dealroom.co or contact support@dealroom.co

Jobs data

The words “jobs” and “employees” are used interchangeably. Number of jobs represent the total number of employees at Amsterdam-founded startups, before the Covid-19 pandemic.

Employees not based in the Netherlands are not included.

The number of jobs is sourced from publicly available data including company statements and professional social media accounts as well as interviews.

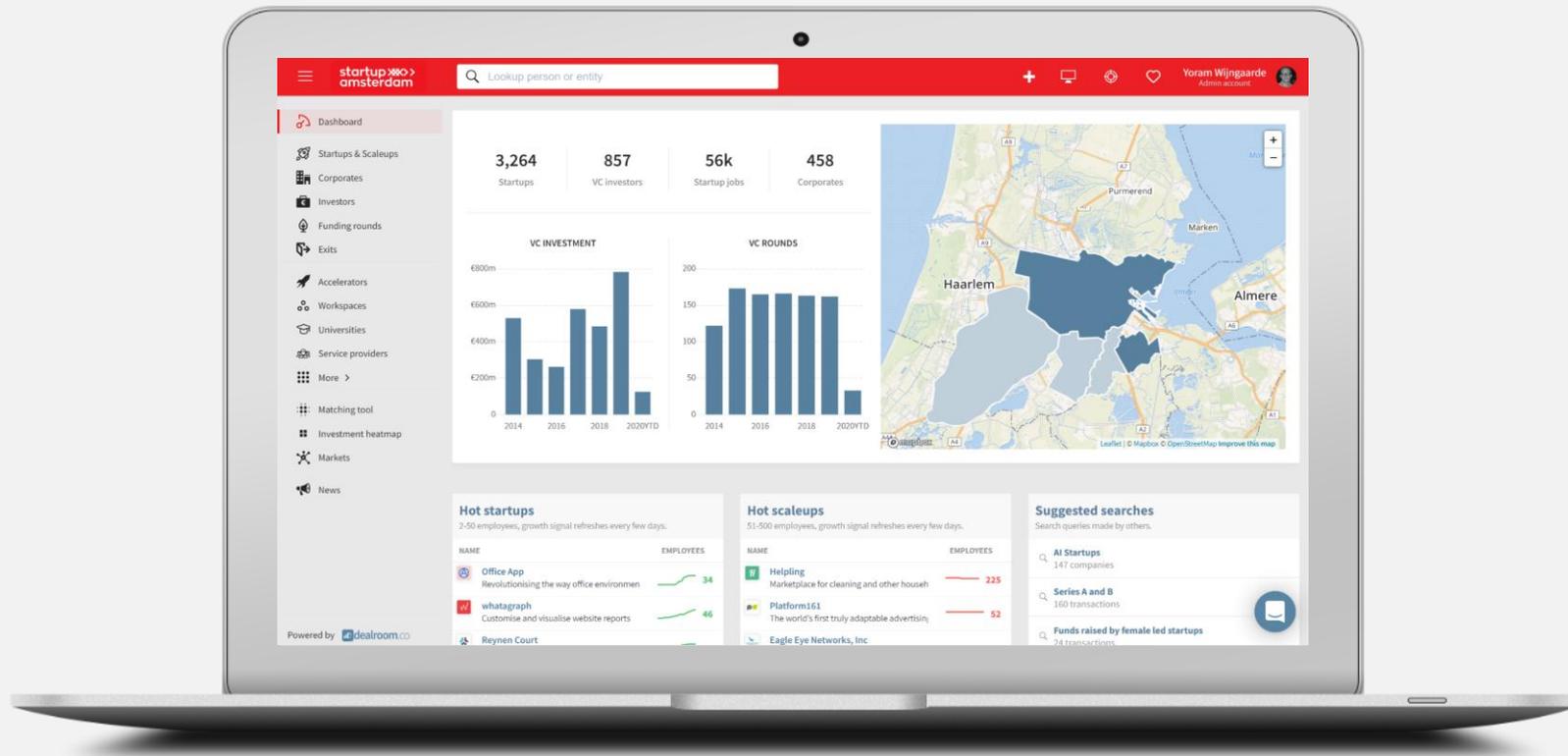
This report counts all jobs at startups, not just tech jobs (mechanics, receptionists, concierges, helpdesk etc are all counted). Gig workers (e.g. riders at Uber) are not counted.

Tech jobs at other companies not covered in the report are not counted.

Valuation

The combined valuation of startups based on their market cap or latest transaction value. Transaction value is realised from exit or implied unrealised valuation from the latest VC round, which is either announced or estimated by Dealroom based on market-based assumptions for dilution.

The most complete and detailed picture of Amsterdam's tech ecosystem: <https://startupmap.iamsterdam.com>



Powered by Dealroom.co

Dealroom.co is the foremost data provider on start-up, early stage and growth company ecosystems in Europe and around the globe.

Founded in Amsterdam in 2013, we now work with many of the world's most prominent investors, entrepreneurs and government organizations to provide transparency, analysis and insights on startup ecosystems.