



startup 
amsterdam

By the City of Amsterdam

Startup jobs in Amsterdam in 2021

Fourth edition, October 2021



What you need to know.

Tech companies are responsible for 78K jobs in Amsterdam.

Startups jobs are not only growing in numbers, they also create new local jobs. Net employment is on the rise in spite of the pandemic: Amsterdam's homegrown tech companies are responsible for 44K jobs, while foreign tech companies established in the region add another 34K jobs. Moreover, job creation is also accelerating in impact startups, contributing to 8.6% of jobs, up from 4.6% in 2018.

Younger companies add the most new jobs.

Job growth is resolutely driven by younger companies. Just 680 companies founded in Amsterdam since 2016 account for 60% of all local jobs created since January 2020. But older companies, those founded before 2010, still account for a majority (54%) of tech jobs in Amsterdam.

While some specific sectors have contracted headcount, others have accelerated.

Companies in the Travel, Events and HR tech events faced major challenges leading many to contract their headcount, in the shadow of their respective traditional industries, albeit to a somewhat lesser degree. Their recovery also proves slower than the startup sector as a whole. On the contrary, Foodtech and Healthtech stand out as fastest-growing startup sectors for employment, recording a 20% year-on-year growth since January 2020.

Startups seek more than technical talent.

Often startups are perceived as hotspots for talent with technical skills. However, the pool of skills needed is broadening. Startups are creating roles in diverse area, from data and development, to sales, marketing and product management.

Why this report.

This is the fourth edition of the Amsterdam startup jobs reports series. As we publish this report, over 1.5 years into a game-changing, global pandemic, we are looking at not just how Amsterdam's startups are coping from an employment point of view, but how the city's entrepreneurial core and its various sectors adapt to a new paradigm.

This report sheds light on job creation by homegrown companies and employment at local branches of international tech companies in the Amsterdam Region.

This edition builds [on previous reports of the series](#), with fresh data collected on 1.6K companies from December 2016 to May 2021. Most of this data is made available on the Amsterdam Startup Map, initiated by [StartupAmsterdam](#) and powered by [Dealroom](#).

Table of Contents.

1 Update on startup jobs

2 Deep-dive by sector

3 Methodology

1

Update on startup jobs

What this report covers.

This report focuses on startups from different generations, founded after 1990. Not every company qualifies as a startup. **Only about 2% of all new companies do.** The term “startup” is defined in the methodology section.

We also look at different cohorts (i.e. generations) of startups founded since 1990. People often ask why we include older cohorts. The purpose of a startup is to grow fast and then become very big. This is what makes startups relevant to the economy. Getting big often takes two decades (although sometimes shorter). Not including these startups would defeat the purpose of this report.

‘Homegrown’ companies are startups, scaleups or grownups founded and maintaining their main center of business (headquarters) in Amsterdam. A handful of companies founded elsewhere are included, so long as they achieved their main growth whilst in Amsterdam (e.g. Catawiki, Takeaway.com). Similarly, Amsterdam-founded companies maintaining a significant presence in the city, albeit with headquarters elsewhere, are also included (e.g. Elastic).

This report also includes foreign tech companies with a significant presence in Amsterdam, i.e. foreign companies which chose Amsterdam for their regional headquarters, R&D centers or major centers of operations.

Companies in this report.

Grownups

Former startups & scaleups.
More than 500 people globally.
Founded and/or HQ'ed in Amsterdam
after 1990 (in the information age).

Booking.com tomTom adyen

knab EVBOX PICNIC

Scaleups

Former startups.
50-500 people globally.
Founded in Amsterdam.

mollie MessageBird we
VANMOOF Swagfests Tigtets

Startups

Companies designed to grow fast.
VC-backable business model.
Less than 50 people.
Founded in Amsterdam.

cobase THENEXTCLOSET TestGorilla
impraise Founda Health cargoroo

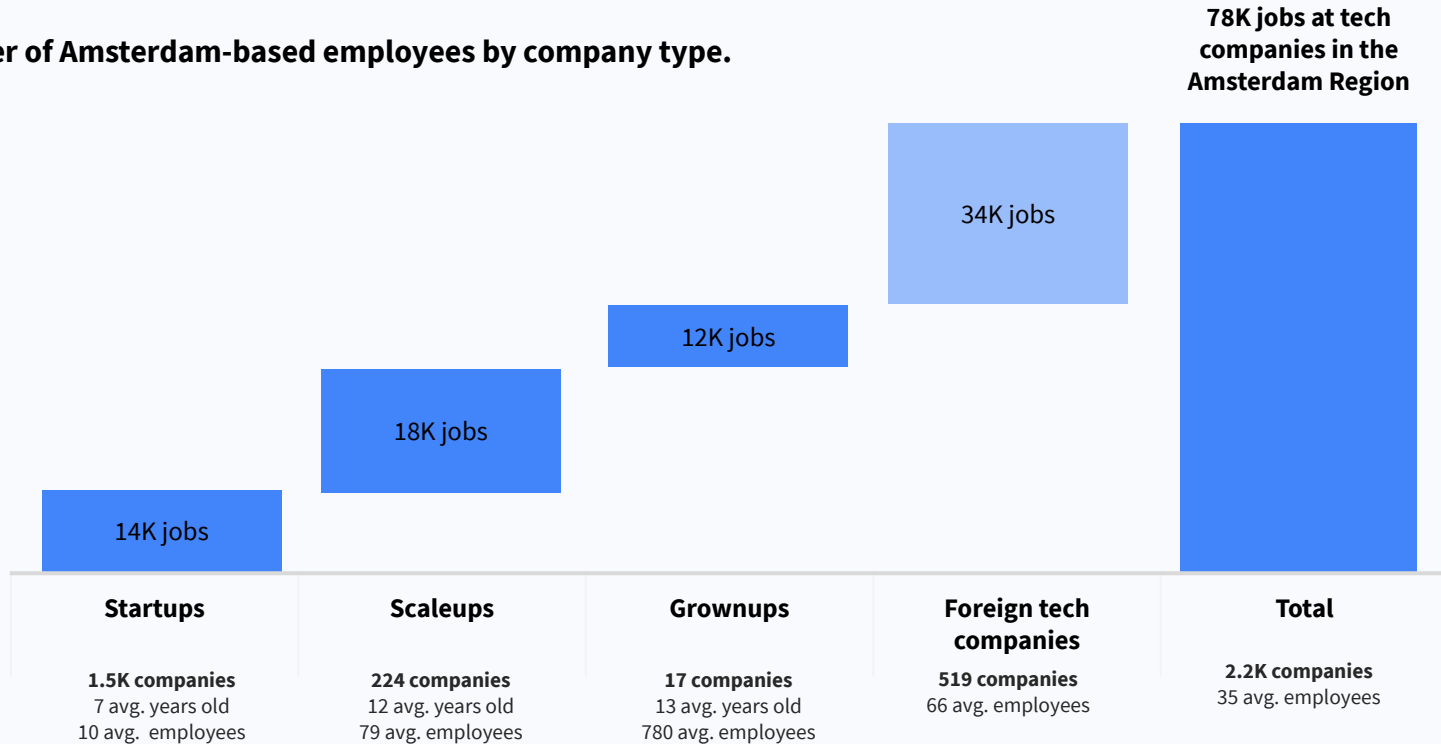
Foreign tech companies

Tech-intensive companies with headquarters
overseas and a significant presence
(R&D, European HQs, ...) in Amsterdam.

Uber facebook NETFLIX
GROUPON HUAWEI

Homegrown tech companies provide 44K local jobs in Amsterdam. Foreign tech companies add another 34K jobs.

Number of Amsterdam-based employees by company type.



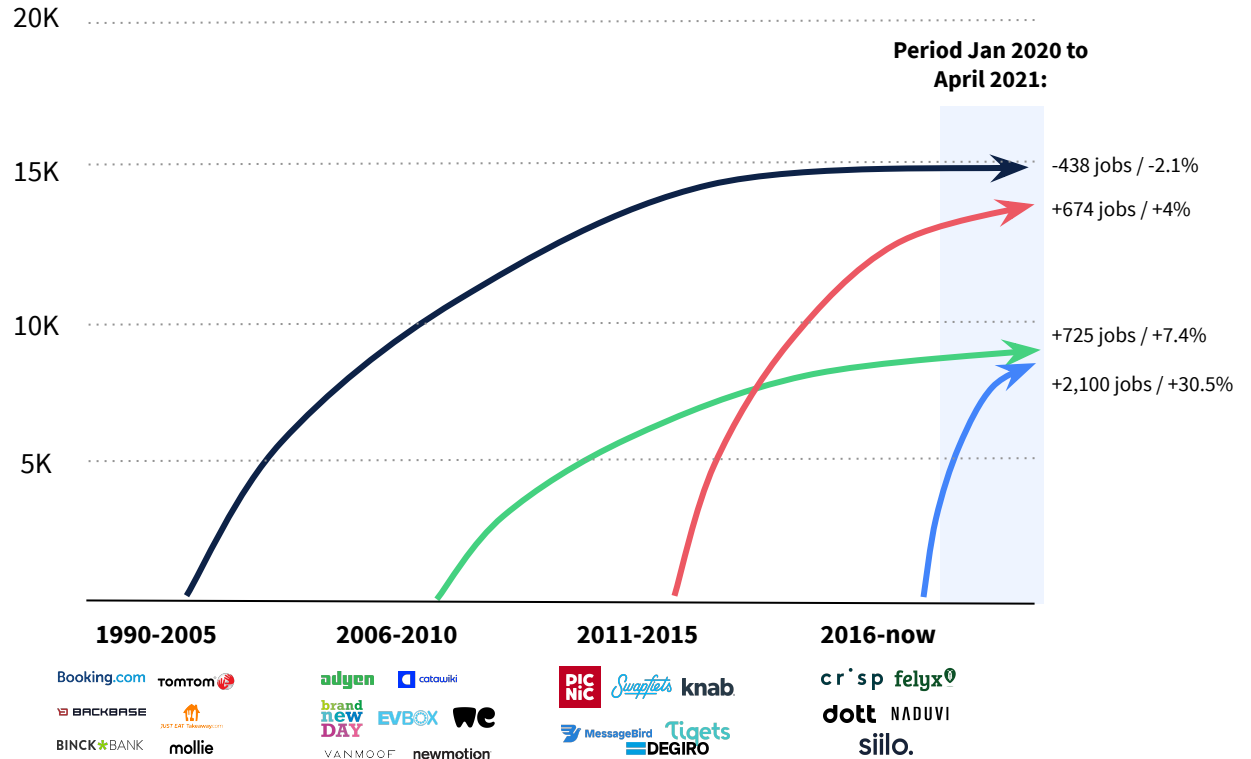
Younger cohorts of companies are emerging as the top job creators.

In our previous reports, older homegrown companies founded before 2005 were the biggest employers, having had most time to grow. But now a younger generation of startups is taking over.

Companies founded after 2010 grew their ranks the fastest at 12% year-on-year since January 2020, creating 79% of all new local jobs at homegrown companies.

The youngest cohort of startups (founded after 2016) provided a boost to job creation in Amsterdam: just 686 companies added 2.1K jobs since January 2020.

Total jobs



Source: Dealroom.co

dealroom.co

Startups outgrow the sectors they operate in, and accelerate the overall economy.

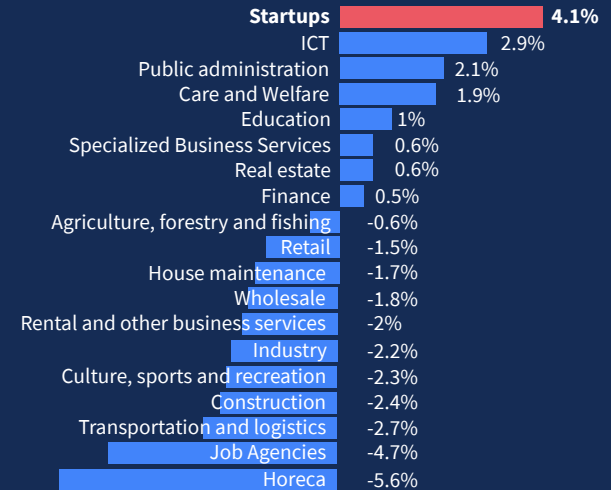
Startups are not a sector by itself. Startups are rather a business operating philosophy and growth strategy, focused on rapid growth. But with greater growth comes also more risk. In aggregate, do startups still outperform?

To answer this question, it is still interesting to compare the growth of startups with that of individual sectors. That way we can assess what kind of growth rate accelerators the overall economy.

Following a similar trend observed in previous years, startups have recorded a stronger growth rate than any conventional sector.

Annual job growth since 2019

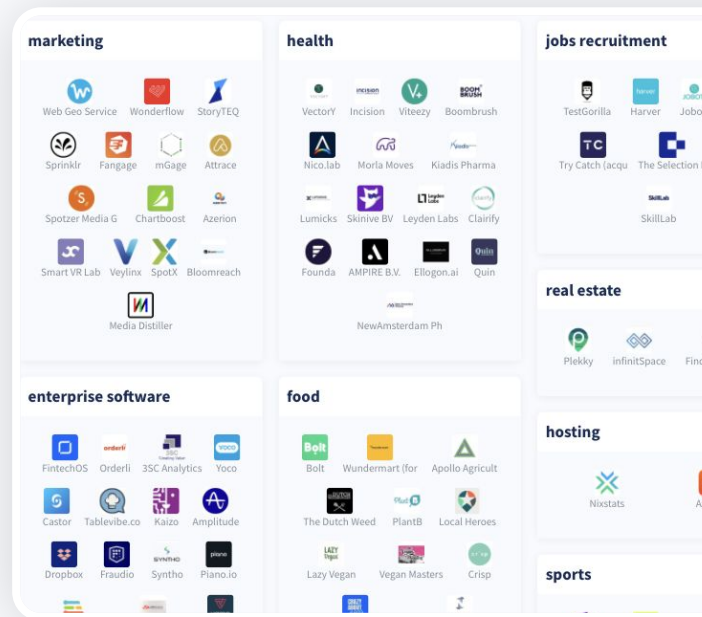
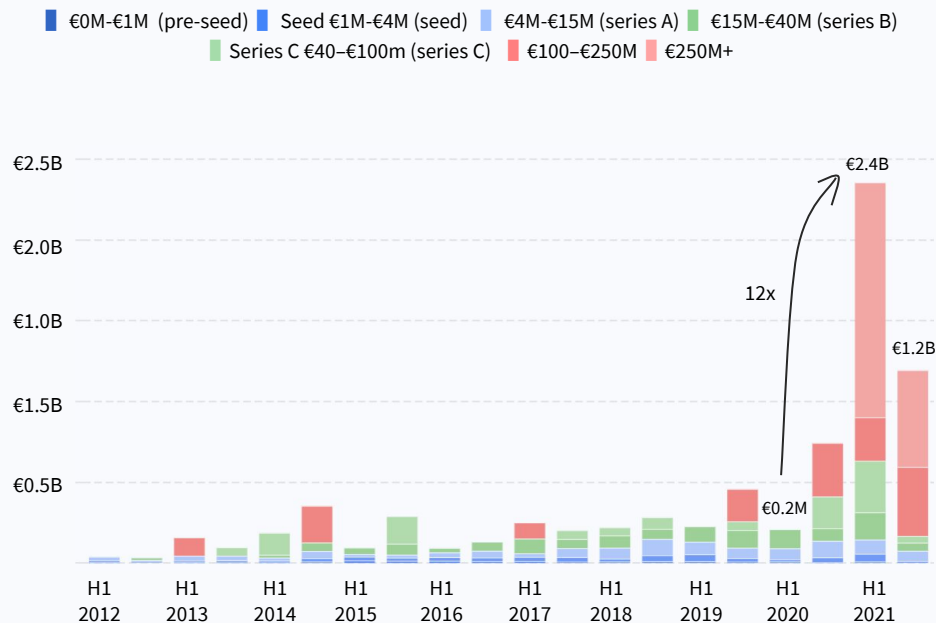
- Conventional industries in the Netherlands, annual growth forecast for 2019-2021
- Startups sectors in Amsterdam, recorded growth 2019-2021



VC funding reached an all-time high in H1 2021, growing 12x (!) year over year.

VC investment in Amsterdam startups » [view online](#)

Over 200+ Amsterdam-based startups raised in 2021 » [view online](#)



As VC funding levels are breaking records in Amsterdam, a steep job growth curve may lie ahead.

Venture backing has become the norm for many startups.

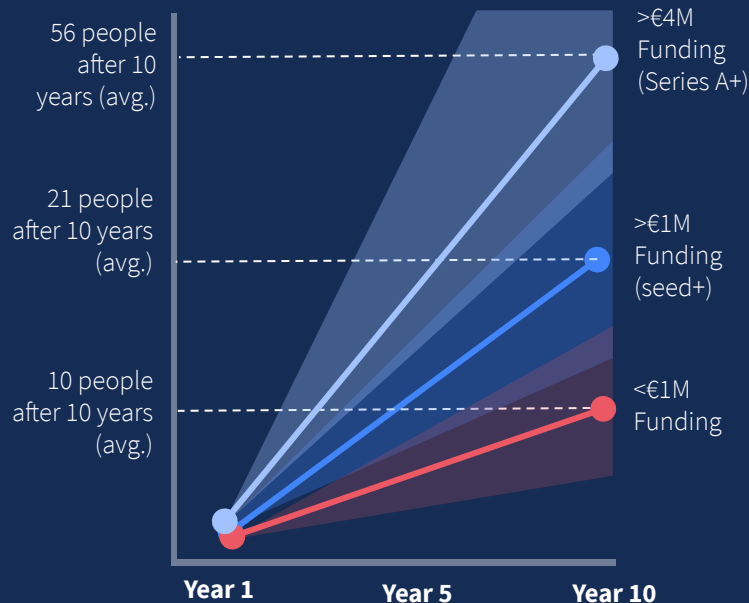
Today, 82% of unicorns are VC-backed, compared with 20% a decade ago. And it's no surprise that VC-backed startups scale faster.

VC funding is a catalyst for job growth. On average, startups receiving seed funding scale two times faster than those that didn't. Series A+ startups grow six times faster.

VC funding at a record level in 2021 bodes well for further employment growth.



VC-backed or not: very different growth trajectories



Amsterdam's startup scene is looking for talents across the board.



Dieter Oude Kotte

International Business Lead



“StartupAmsterdam is exploring collaboration with commercial partners and tech companies to unlock a pool of hidden talent that is not aware of the career opportunities in these roles.”

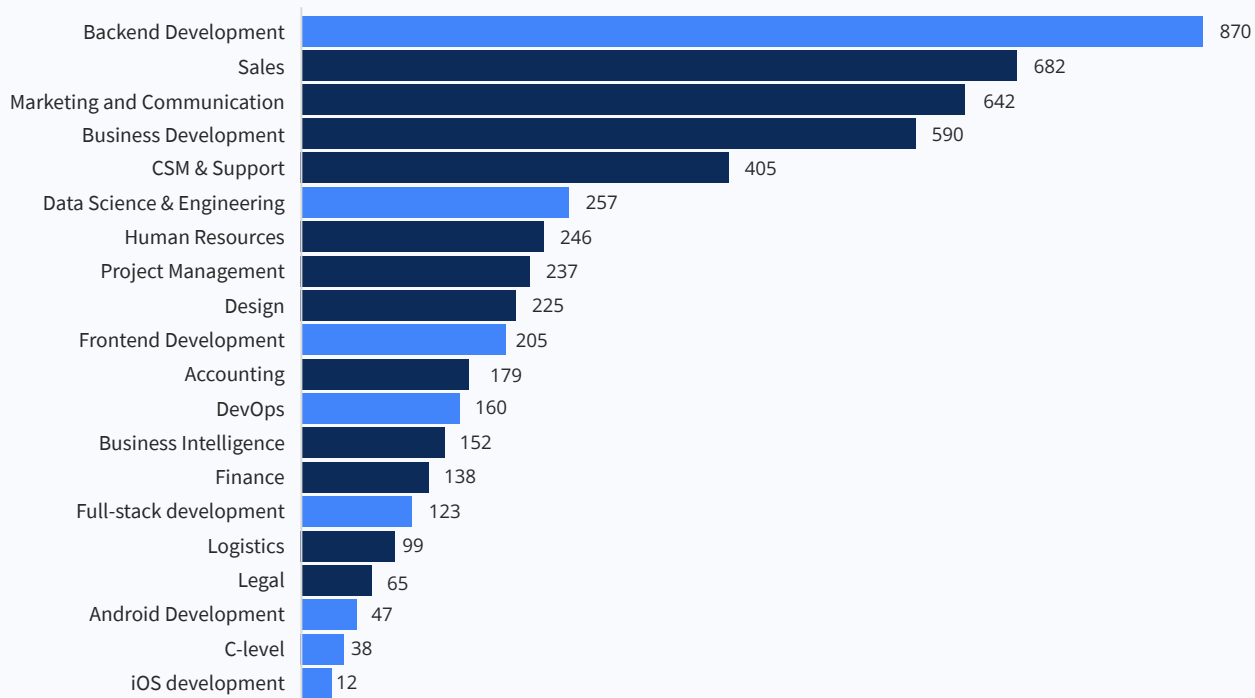
Here are some of the fastest-hiring roles in the city, according to StartupAmsterdam:

- Sales & business development
- Sales development reps (SDR)
- Account executive
- Customer success (CS)
- Revenue operations (revops)Marketing
- Growth marketer
- Content marketer
- Visual design

Startup jobs doesn't just mean software developers. Amsterdam startups are in need of a diverse range of talent to help them scale.

Job openings in Amsterdam

Tech jobs Other positions



Scaling teams and scaling culture.



James Lesner
Head of Recruitment



“We’re recruiting heavily across all areas of the business with the most volume in Tech, Customer Experience, and of course, our Experts who review and select only the best items for our auctions.”

“While the scale-up phase is exciting and super fast-paced, we want to ensure we maintain and build upon the culture that helped us be successful in the first place. By integrating our values in everything we do, from hiring to performance reviews and appointing culture ambassadors across the organisation we’re already on a good track. We also want to make sure people have a healthy work-life balance. We’re solving for this by hiring more people across the business (currently 150 open roles!), so we can divide and conquer without placing the burden too much on any one person.”

[» Read the full interview](#)

Over 1,500 jobs at Amsterdam startups listed.

Detailed search possibilities. For instance: “Jobs at VC-backed impact startups at Series A stage”

» Search Jobs

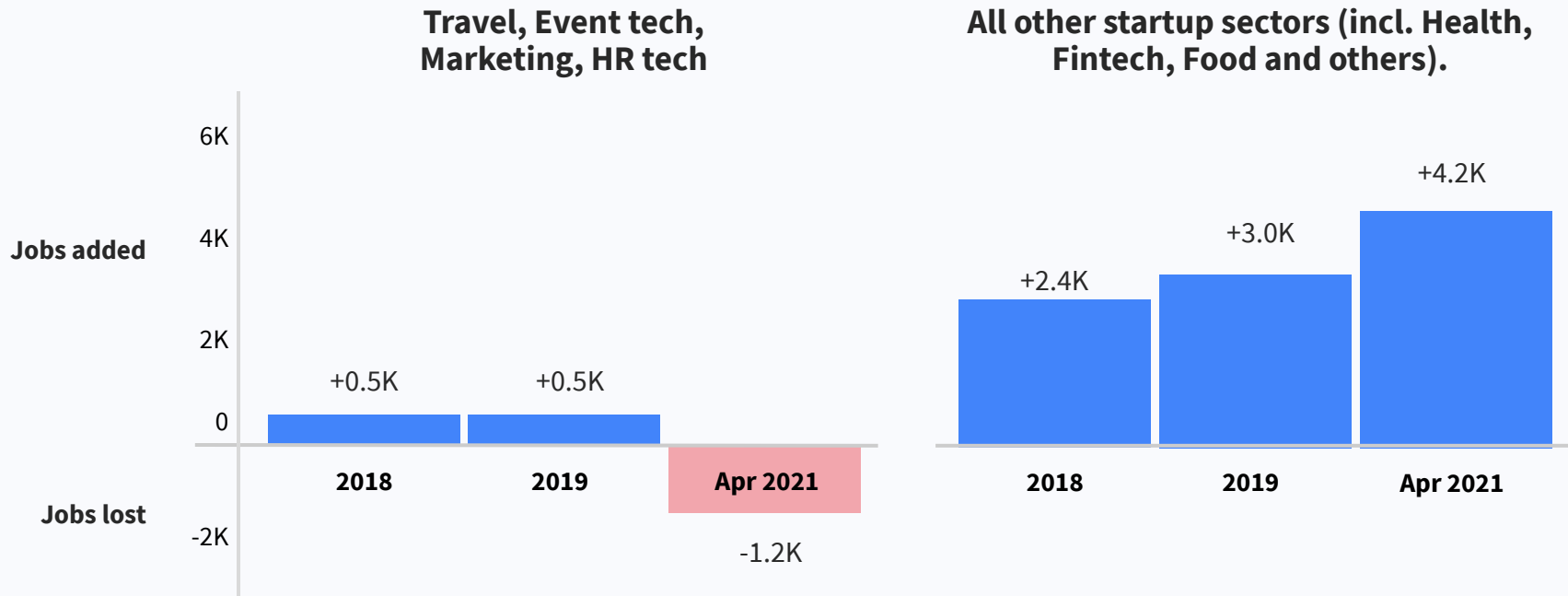
The screenshot displays the 'startup amsterdam' job board interface. At the top, there is a search bar with the text 'Search for companies, investors, people, lists & innovations' and a user profile for 'Yoram Wijngaarde' with an 'Admin account' label. The main content is a grid of job listings, each featuring a company logo, the company name, a hiring status, a job title, location, and posting date. Below each listing is a line graph showing employee growth and a bar chart showing funding and valuation. A 'View on Indeed' link is provided for each job.

Company	Job Title	Location	Posted	Employees	Funding	Valuation	View on Indeed
3D Hubs	Junior Test Engineer (QA Automation)	Amsterdam	19 Mar 2021	156	€26.8M	€255M	View on Indeed
Felyx	Office Manager / Bookkeeper	Amsterdam Zuid	12 Mar 2021	138	€27.4M	€96-144M	View on Indeed
3D Hubs	Office Manager	Amsterdam	12 Mar 2021	156	€26.8M	€255M	View on Indeed
Adyen	Ops Academy Lead	Amsterdam	10 Mar 2021	2,110	€293M	€55.5B	View on Indeed
NewMotion	Customer Advisor	Amsterdam	10 Mar 2021	326	€13.6M	€34-51M	View on Indeed
GreenFlux	Technical Support Engineer (2nd line) - EV Charging - SaaS - Platform	Amsterdam Oost	10 Mar 2021	60	€11M	€44-66M	View on Indeed
Bynder	Project Manager - Customer Onboarding (German speaking)	Amsterdam	10 Mar 2021	340	€20.2M	€81-121M	View on Indeed
3D Hubs	Junior Software Engineer in Test (QA Automation)	Amsterdam	9 Mar 2021	186	€26.8M	€255M	View on Indeed

2

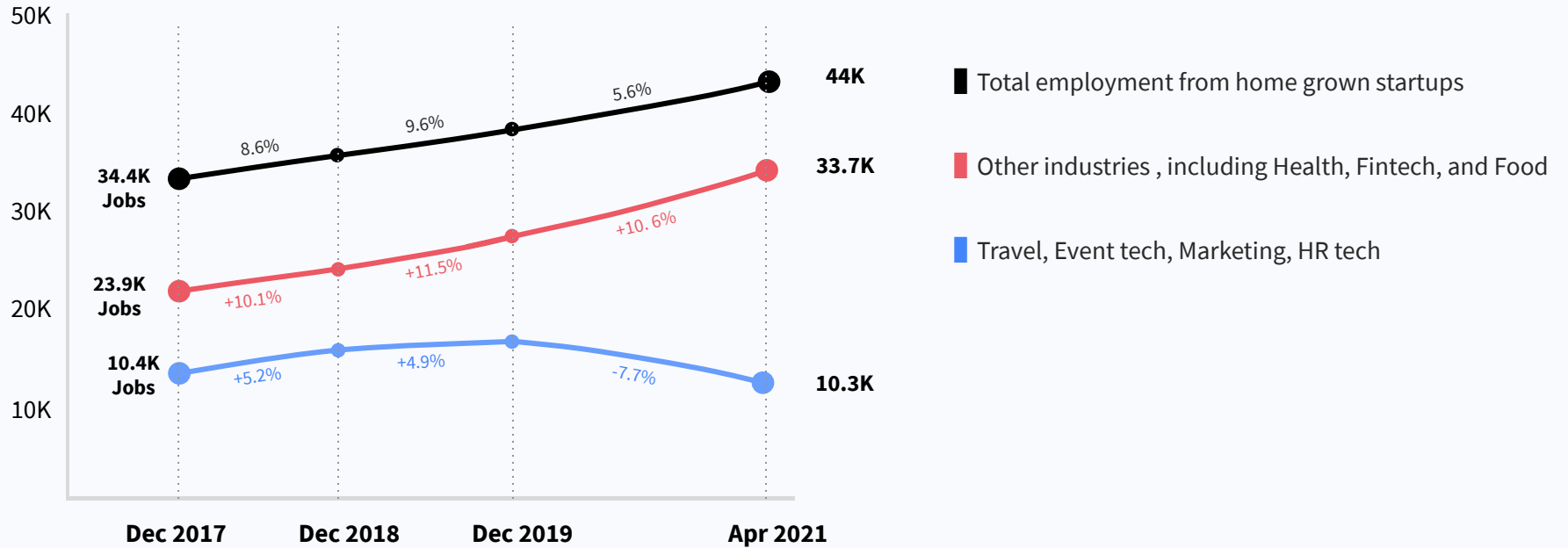
Deep-dive by sector

Most sectors create jobs, with the notable exception of travel, event, marketing and HR tech.



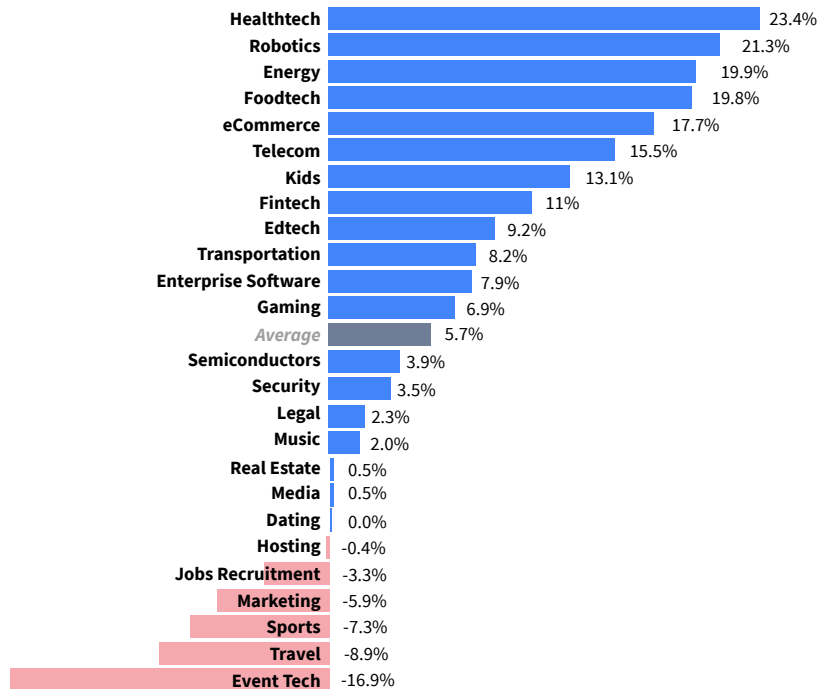
Startup jobs overall have shown remarkable resilience over the last 18 months, even with impacted sectors, demonstrating strong fundamentals in startup jobs.

Total jobs



Food and Healthtech are adding new jobs fast, but Events, Travel and Sports tech companies still employ fewer people than in 2019.

Annualized job growth (January 2020 to Apr.2021)



Fueled by the pandemic and consequential increase in demand for (digital) health solutions, Healthtech is now the fastest-growing sector, ahead of Foodtech. Robotics, Energy and eCommerce startups are also leading in terms of job growth, owing here again, to a crisis-induced surge in interest for disruptive solutions as well as evolving consumer priorities and behaviours.

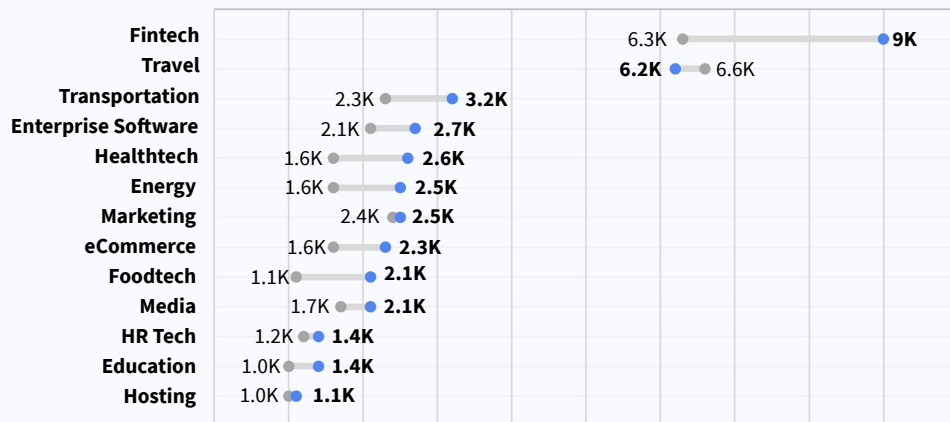
Foodtech still remains one the fastest-growing startup sectors, at an annual growth rate of 20% between January 2020 and April 2021, bringing the total of jobs to 2.1K, boosted by successful homegrown heroes including Picnic and delivery behemoth Just Eat-Takeaway.

Mirroring the wider travel industry, Travel has resorted to large-scale downsizing, with an average of 54 local jobs lost per month since January 2020. Further, a handful of startup sectors were also affected in various degrees, including Marketing, Sports, and HR tech.

Fintech has taken over travel as the largest employment sector in Amsterdam. It also created more jobs than any other startup sector.

Current local jobs by sector

■ 2017 ■ Today



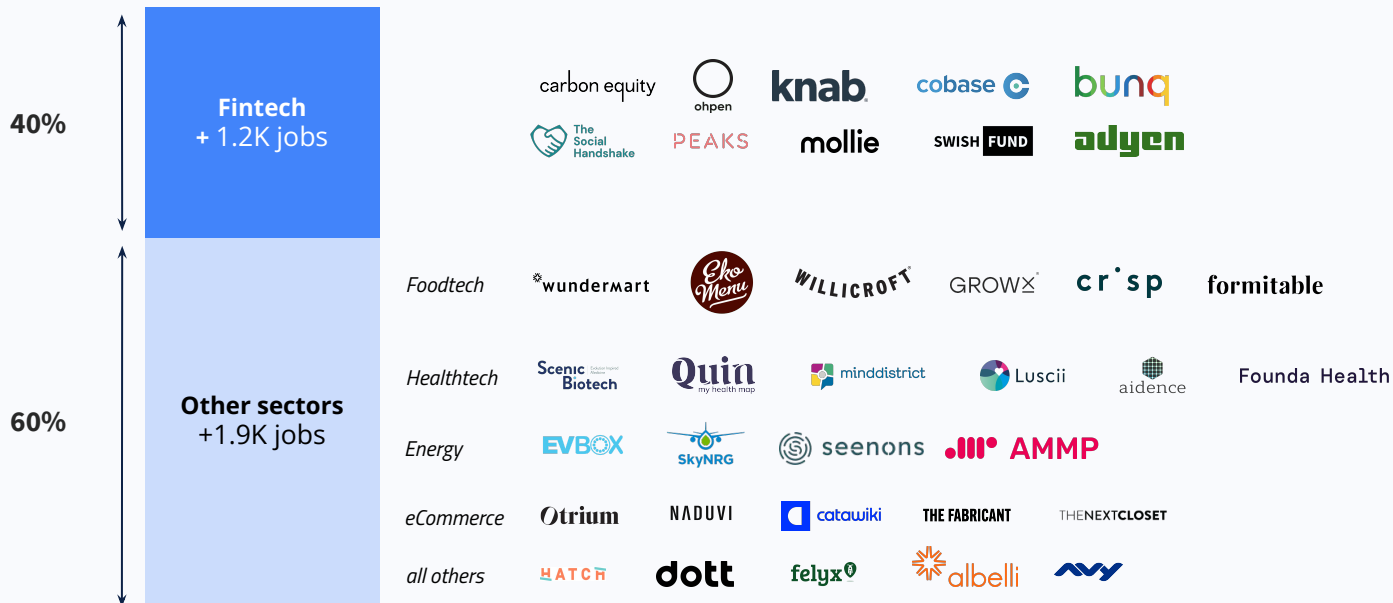
Amsterdam's Fintech success story is driven by global heavyweights and scaleups born in Amsterdam such as **Adyen**, **Mollie**, Amsterdam's latest Unicorn **Bunq** and many more.

Fintech is **now the largest employment sector with 9K jobs**. Fintech also **created more new jobs than any other startup sector (2.7K jobs created since 2017)**.

In spite of difficulties, travel remains a significant sector for employment in Amsterdam's tech scene: it currently accounts for over 6.2K direct jobs.

40% of all new jobs are created in Fintech startups.

3.1K net new jobs added since January 2020, by sector



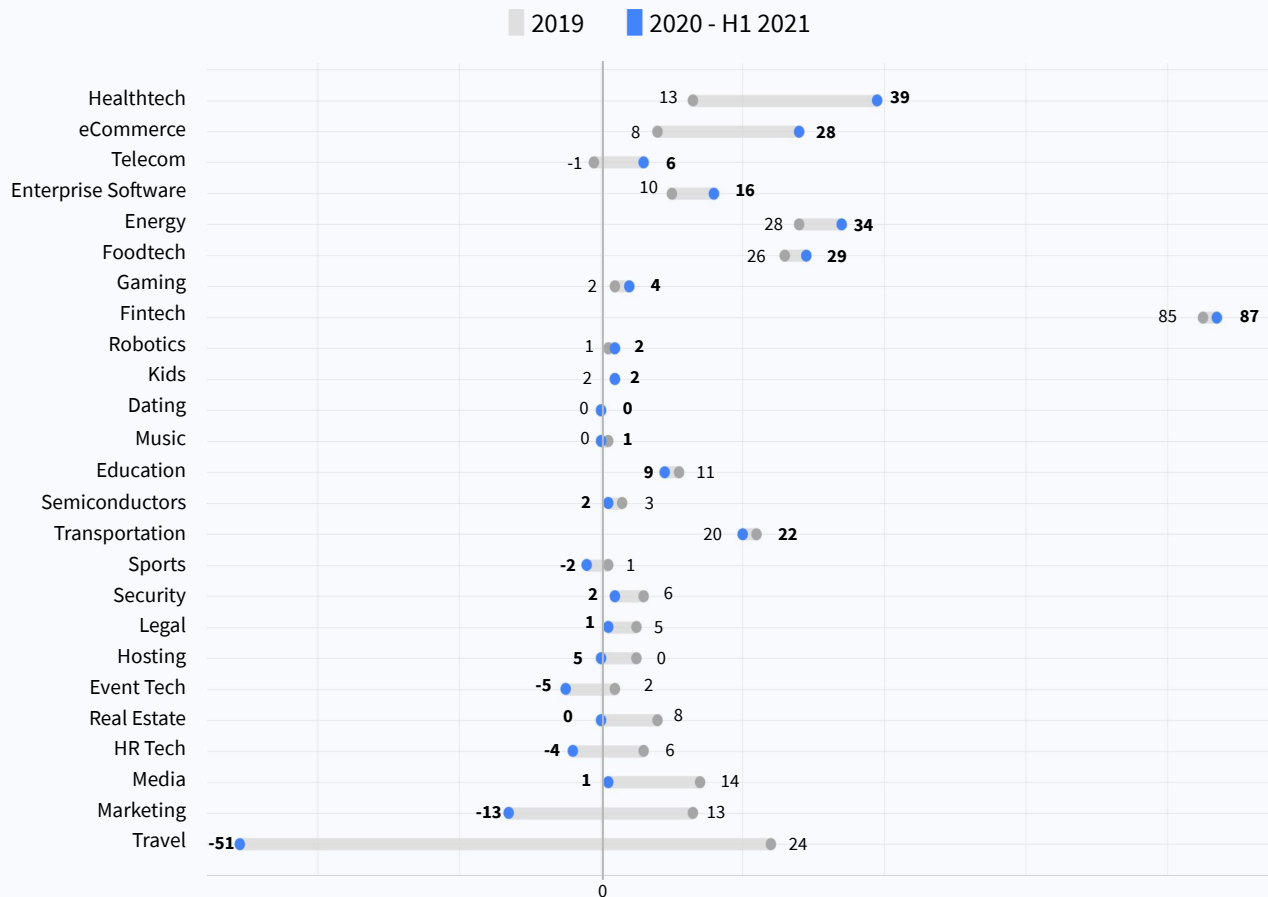
Hirings have significantly accelerated in many sectors during the pandemic. This includes eCommerce, Energy and Enterprise Software.

Healthtech is creating jobs 3x faster compared to pre-pandemic levels. It is now ahead of Fintech and Foodtech, having recorded the largest acceleration across all sectors: healthtech has created an average of 39 new jobs per month since January 2020, up from just 13 in 2019.

The ecosystem's recovery has recorded a dual dynamic: **while there's accelerating growth and recovery in most sectors, others have recorded large losses.**

Despite the disruption over the past year, Amsterdam's startups, scaleups and grownups are now employing more people than ever before. As the dynamic in affected sectors reverses and new startups emerge, most sectors are on course to be net job creators this year.

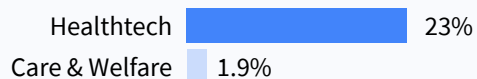
Monthly jobs added (lost)



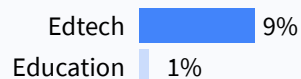
Startups add jobs faster than their conventional industries.

■ Conventional Industries in the Netherlands, growth forecast for 2019-2021 (annualized)
■ Startups in Amsterdam, recorded growth 2019 - H1 2021 (annualized)

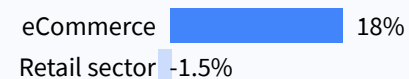
Healthcare



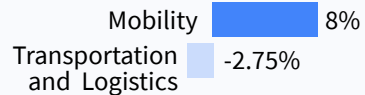
Education



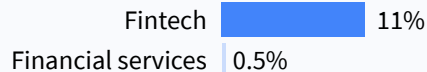
Retail



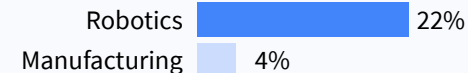
Transportation



Finance



Industrial



Startup sectors: see Glossary p.32. Source: Dealroom.co. Annualized job growth, based on data collected between 12.2019 and 04.2021.

Conventional industries: "SBI 2008" classification. Source: "[UvW Arbeidsprognose 2021](#)" by the Uitvoeringsinstituut Werknemersverzekeringen(UVW), based on CBS and CPB data. Annualized job growth, based on projected growth between 2019 and 2021.

Covid, culture and communication.



Thomas van Til
VP Marketing

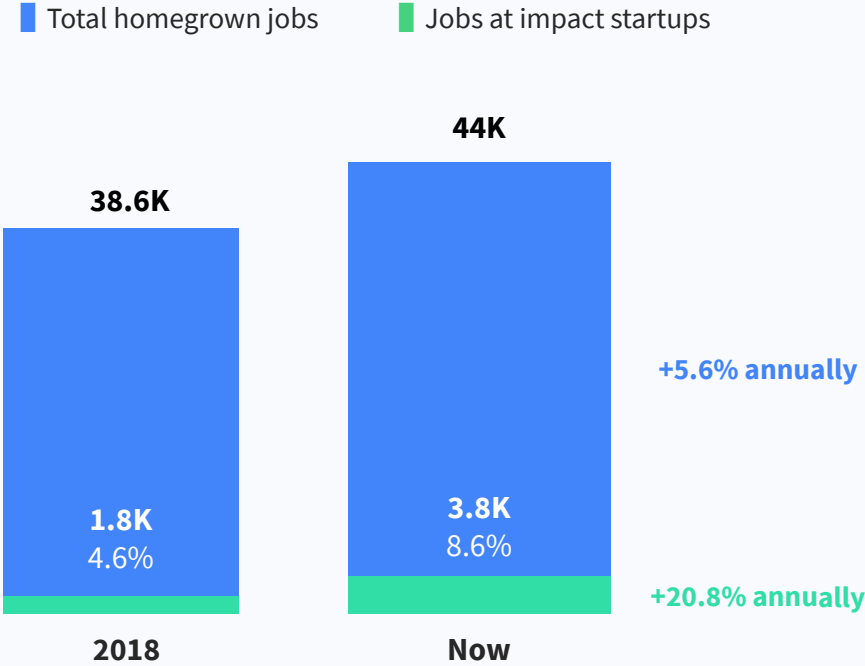


“Scaling the organisation structure, hiring new people, maintaining a healthy culture and growing the team is exciting, but also comes with its own challenges of constantly communicating our vision and plans for the future.”

Our CEO is doing a good job of keeping everyone informed and up to date with the latest developments, as in a startup things tend to resemble a heavy rollercoaster ride from time to time.”

[» Read the full interview](#)

Impact startups have grown jobs 6x faster and as a result doubled their share of jobs since 2018. There are now 3.8K jobs at impact startups, or 8.6% of total.



some of Amsterdam's homegrown impact startups

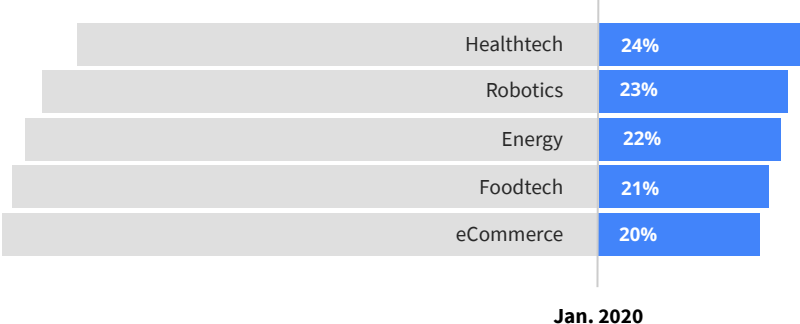
- carbon equity
- MANUFY
- FAIRPHONE
- reNature.
- Ozarka
- Otrium
- SWAPBOX
- Ecochain
- VANMOOF
- packaly

[» Explore Amsterdam-based impact startups](#)

In 5 startup sectors, over 20% of all current jobs didn't exist pre-pandemic.

In Healthtech, nearly 25% of all current jobs didn't exist pre-pandemic. On the whole, in sectors with a positive job growth compared to pre-pandemic levels, on average 1 in 10 job didn't exist just 18 months ago. In 5 sectors, over 1 in 5 jobs are new. This impressive performance has largely helped offset job losses overall. It also suggests that Amsterdam's startup scene is diversifying, with emerging sectors becoming new pillars of the city's startup ecosystem.

■ Share of jobs created before January 2020
■ Share of jobs created since January 2020



Hiring during hypergrowth.



Roline Spijkervet

Head of Talent Acquisition at Picnic



“At scale, the exciting challenge is to focus on building enough new things to stay ahead, keep operations of the existing business low, and find a healthy balance between moonshots, roof shots, and day-to-day ops.”

“Our business has been growing very fast since the early days, but in the last two years we saw exceptional hypergrowth. Finding unique talent has never been easy. However, at scale we have now a new challenge that we need talent with very specific experience.”

[» Read the full interview](#)

3

Methodology

What is a startup?

The word *startup* is often used and seldom understood.

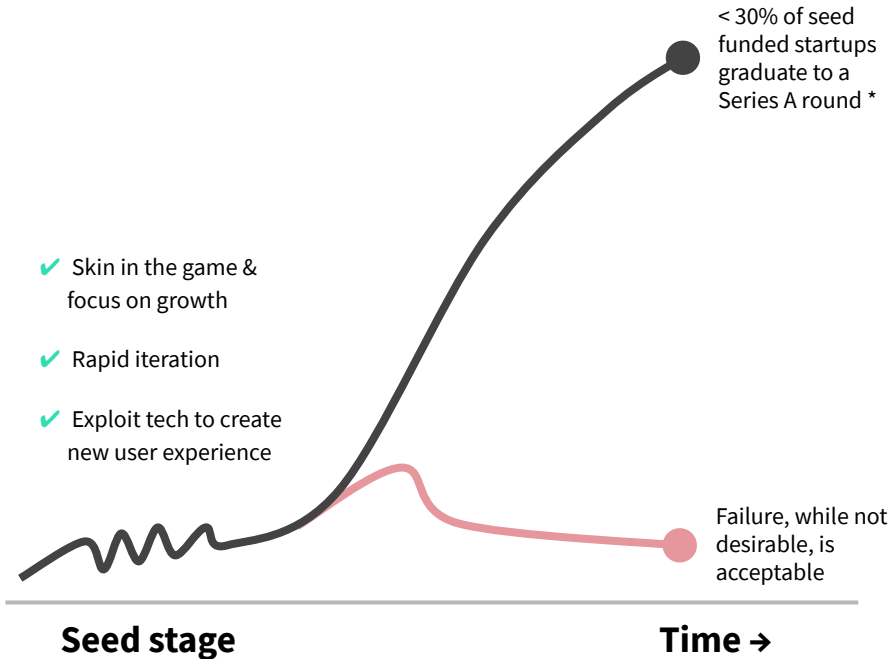
“A startup is a company designed to grow fast” wrote [Paul Graham](#), the legendary startup builder, investor and co-founder of Y Combinator. Notice the absence of the word “tech”. This is deliberate:

“Being newly founded does not in itself make a company a startup. Nor is it necessary for a startup to work on technology, or take venture funding, or have some sort of “exit.” The only essential thing is growth. Everything else we associate with startups follows from growth.”

At Dealroom, we’ve found this the most useful explanation of the term startup.

What about tech? Indeed, most startups are tech enabled. But so are lots of companies. Many traditional companies work more deeply on technology than the majority of startups. When talking about “technology” in the context of startups, we actually mean information-age technologies (internet, software, AI, algorithms) that can enable companies to decouple output from costs and achieve non-linear growth. The real common denominator is not tech, but the intention to scale very rapidly.

What makes startups so effective at innovating?



* for instance, see [Journey to Series A](#) report.

Where the data comes from.



AGGREGATING PUBLIC DATA

Extensive manual research, powered by machine learning



LOCAL APIs & PARTNERSHIPS

Official local data, knowledge & sources in the Netherlands.



COMMUNITY SOURCED

Data submitted by startups, angels, VC, accelerators, universities, regional development banks, etc



The Dealroom API.

The set of companies in the report is sourced from startupmap.iamsterdam.com. This is an open access database, 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.

Please visit dealroom.co or contact support@dealroom.co for more info.

How we arrived at the final dataset.

Starting point of **6.5K** startups, scaleups and grownups with an office in the Amsterdam region. These companies were detected via the methods described on page 29.

3.4K verified companies.

2.9K homegrown startups, scaleups and grownups.

519 tech companies in Amsterdam with foreign headquarters.

1.6K homegrown startups, scaleups and grownups with employment data.

Verified means manually verified to qualify as a startup (including scaleups and grownups).

Homegrown = founded and currently headquartered in the Netherlands.

Companies with no employee data or <2 employees were not included.

Scope of this report.

Definitions.

Companies

A startup is a company designed to grow fast. Generally, such companies are VC-investable businesses. Sometimes they can become very big (e.g. \$1B+ valuation). When startups are successful, they develop into scaleups (>50 people), grownups (>500 people) and result in big companies, like Adyen or Picnic. In this report, the term “tech ecosystem” refers collectively to the startups, scaleups and grownups headquartered in Amsterdam. Only companies founded in or after 1990 are included in this report. This report sometimes refers simply to startups as a container for startups, scaleups and grownups.

Venture capital

Investment numbers refer to rounds such as Seed, Series A, B, C,...late stage, and growth equity rounds. Venture capital investment figures exclude debt or other non-equity funding, lending capital, grants and ICOs.

Buyouts, M&A, secondary rounds, and IPOs are treated as exits: excluded from funding data.

Investment rounds are sourced from public disclosures including press releases, news, filings and verified user-submitted information

Jobs data

The words “jobs” and “employees” are used interchangeably. Number of jobs represent the total number of employees at homegrown startups. 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.

Impact

We consider impact startups to be companies that address one or more of the UN Sustainable Development Goals (SDGs). A detailed methodology of Dealroom’s impact classification is provided on the [Impact Database](#).

Startup sectors.

Ecommerce Online retail, connecting buyers to sellers and products on shopping sites and digital marketplaces.

Gaming Startups involved in the development, marketing, and monetisation of games (video games, online games, board games...)

Foodtech Startups addressing agrifood (from production to distribution), innovating on the products, distribution, marketing or business model.

Education Startups developing solutions, software and tools designed to enhance teacher-led learning in classrooms and improve students' education outcomes

Energy Startups working towards transitioning to sustainable energy, making our energy consumption more green and more efficient, solutions for recycling and handling waste.

Fintech Computer programs and other technology used to support or enable banking and financial services. Technology and innovation that aims to compete with traditional financial methods in the delivery of financial services.

Security Cyber security or information technology security are the techniques of protecting computers, networks, programs and data from unauthorised access or attacks that are aimed for exploitation.

Semiconductors Startups developing innovative semiconductors (chips), working on processors, chips for sensors, the automotive sector, AI, IoT, data centres ...

Enterprise software Startups developing computer software designed to satisfy the needs of an organisation rather than individual users.

Transportation Startups developing solutions, software, tools and machines used to solve problems or improve conditions in respect to the movement of people and goods

Healthtech, or digital health, uses technology (databases, applications, mobiles, wearables) to improve the delivery, payment, and/or consumption of care, with the ability to increase the development and commercialisation of medicinal products

Real estate Real Estate tech or PropTech (property technology) is the use of information technology to help individuals and companies research, buy, sell and manage real estate

Travel Startups developing services and products focused on travel and tourism, including booking services, search and planning platforms, on-demand travel, and recommendation sites.

HR Tech Startups developing solutions, services & software designed to improve the recruitment process within a business or for individuals seeking a job.

Robotics Startups dealing with the design, construction, operation, and use of robots, as well as computer systems for their control, sensory feedback, and information processing

Marketing Marketing technology (also known as MarTech) describes any number of systems and tools that help marketers better engage with potential and existing customers.

Event Tech Startups developing solutions and technologies helping you plan, manage, and organise data when putting on an event (conference, wedding, party, etc)

Legal Legal technology, also known as Legal Tech, refers to the use of technology and software to provide legal services.

Telecom Startups developing solutions aiming at disrupting the telecommunications industry: startups offering mobile plans, internet subscriptions, better communication services...

Kids Startups developing products, solutions and tech for children or to help parents with their children

Sports Startups developing tech products and services designed to improve sporting performance, provide sporting activities and engage sports fans.

Media Media technology is any hardware, software, or tool that is used to compose, create, produce, deliver and manage media including audio, video, images, information, interactive media, video games, virtual reality, and augmented reality environments.

Put your startup on the map.

Let the best VCs find you

Attract top talent

Contribute to an open dataset

» Claim your profile

3D Hubs ✓
Makes on-demand manufacturing easy and risk-free, from prototyping to end-part production
📍 Amsterdam Netherlands (HQ)
http://www.3dhubs.com 🐦 📘 🌐 CB 📄

Deals in the last 12 months undisclosed

🏷️ B2B \$ manufacturing \$ commission 🏷️ semiconductors 🔍 deep tech 🔍 3d technology

🔍 printing 🔍 startupamsterdam2020 🔍 industrial technology 🔍 startupamsterdam 🔍 3d printing 🔍 industrial automation 🔍 space tech

🔍 industrial marketplaces 🔍 space tech related

❤️ 3D printing ❤️ Other

OVERVIEW SIMILAR COMPANIES INVESTMENTS (1) ANALYTICS TEAM (24) NOTES JOBS (51) INNOVATIONS (0)

COMPANY INFORMATION

Launch date Apr 2013
Employees 156 people
Ownership subsidiary, angel, venture capital
Firm valuation €255m (Dealroom.co estimates Jan 2021.)

3D HUBS FUNDING 3D HUBS INVESTORS

DATE	INVESTORS	AMOUNT	ROUND
Aug 2013	Balderton Capital, Rockstart, DOEN Participaties, Marcel Beemsterboer	N/A	SEED
Sep 2014	Balderton Capital, DOEN Participaties, Marcel Beemsterboer	\$4.5m	SERIES A
Aug 2016	Balderton Capital, DOEN Participaties, Marcel Beemsterboer, EQT Ventures, Arthur Kosten	\$7m	SERIES B
Mar 2019	Balderton Capital, Endeit Capital, Hearst Ventures, EQT Ventures, Arthur Kosten	\$18m	SERIES C
Jan 2021	Protolabs	\$280m Valuation: \$280m	ACQUISITION
Total Funding		€26.8m	

ANALYTICS Employees Web visits

	CURRENT	GROWTH RANK
Web users	484K monthly visits	81,697th
App users	-	-
Social engagement	76K followers	-
Employees	156	82,711th (top half)
Top countries	United States, United Kingdom, France, Germany	-

TECH STACK

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