

Amsterdam Startup Employment Report 2022

December 2022



Why this report.

This is the fifth edition of the Amsterdam startup jobs reports series with a continued goal of understanding the important role that Amsterdam's startups play in job growth and creation.

After five consecutive years, we've been able to gain a greater understanding of the longer term trends of the Amsterdam's startup ecosystem and its relationship with local job creation through different macroeconomic conditions.

This edition covers Amsterdam employment data analysed from December 2016 to July 2022. The majority of this data within this report was made available by StartupAmsterdam on the [Startup Map](#), which is powered by Dealroom.

In this report, we find that despite a challenging economic period, Amsterdam startups and tech companies have created more new jobs in the last year than in any previous 12 month period.

“

With this report, we're happy to notice that not only have impact-driven tech startups in the Amsterdam region been on a rapid upward trajectory when it comes to funding, but also have shown double increase in the number of jobs created since 2017.

Bas Beekman

Program Director

startup >>
amsterdam

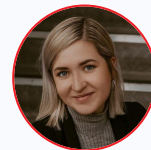




Created in 2015, StartupAmsterdam is an action programme run by the City of Amsterdam that brings the public and private sectors together to support the startups, scale-ups, entrepreneurs and other players in the local ecosystem. By taking part in dozens of projects and initiatives promoting innovative and sustainable entrepreneurship, it's helped the Dutch capital become a major player in the global scene.



Bas Beekman
Program Director



Alexandra Belicova
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Startup Liaison



Dealroom.co is the foremost data provider on startup, 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 venture capital activity. Our offerings include data sets via SaaS and API as well as custom reports and bespoke ecosystem platforms.



Carla Napoleão
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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).



Scaleups

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



Startups

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



Foreign startups

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



What you need to know.

More new jobs generated by Amsterdam-based startups than ever before.

Net employment is on the rise despite the challenging economic period: Amsterdam's homegrown startups are responsible for over 49K jobs, adding over 16K net new jobs since 2017. 260+ foreign startups add another 23.5K jobs.

Moreover, Travel has recovered since last year, adding more jobs compared to the previous sector peak (7.2K YTD vs 6.9K in 2019). Energy and Food are the fastest growing sectors.

Startups and venture capital are powerful job growth engines.

There's a strong positive correlation between the amount of VC funding and job creation.

Although the majority of jobs are spread across non-VC-backed, bootstrapped companies, VC-backed startups scale their headcount faster.

Impact jobs have more than doubled since 2017.

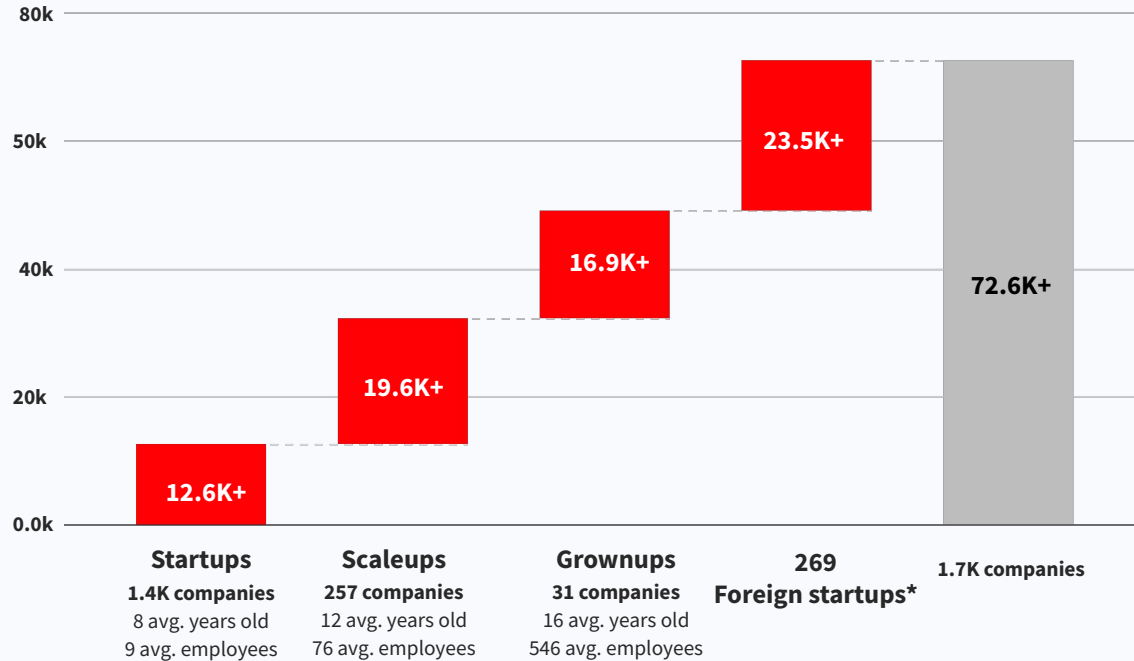
Beyond the prominent sectors, there's a new generation of startups targeting emerging sectors which are creating a growing number of jobs.

The 180 impact startups based in Amsterdam employ 11% of the total startup workforce in Amsterdam.

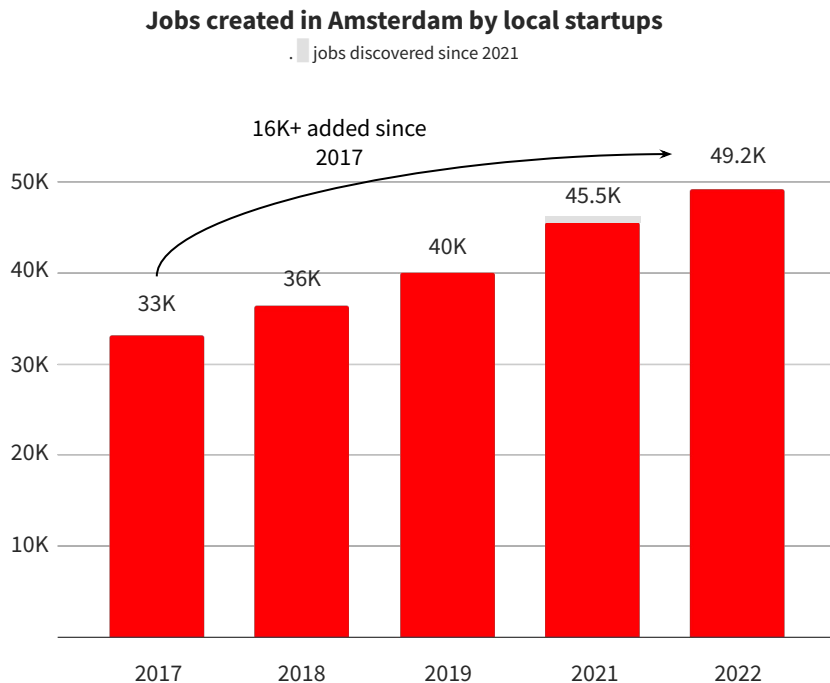
1 | Startup jobs in Amsterdam

Homegrown tech companies provide 49K local jobs in Amsterdam. Foreign startups add another 23.5K jobs.

Number of Amsterdam-based jobs by company type.



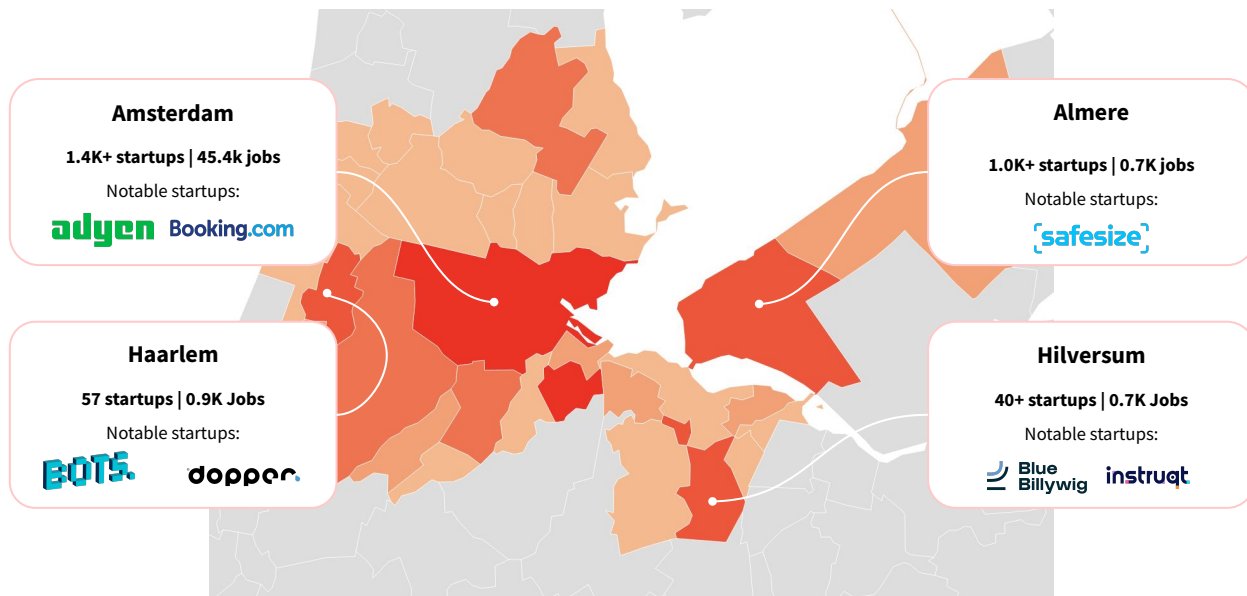
More people are employed by Amsterdam startups than ever before.



Not only are more people employed by Amsterdam startups than ever before, but Amsterdam startups have also created more *new* jobs in the last year than in any previous year. Across the city, 49K jobs are filled across 1.7K local startups. This represents a **+6% increase**, year-on-year.

Over 16K net new jobs have been created by the city's startup community since Dealroom and StartupAmsterdam started tracking startup jobs in the city in 2017, just five years ago.

Startup jobs are distributed through the Amsterdam Metropolitan Area (MRA).

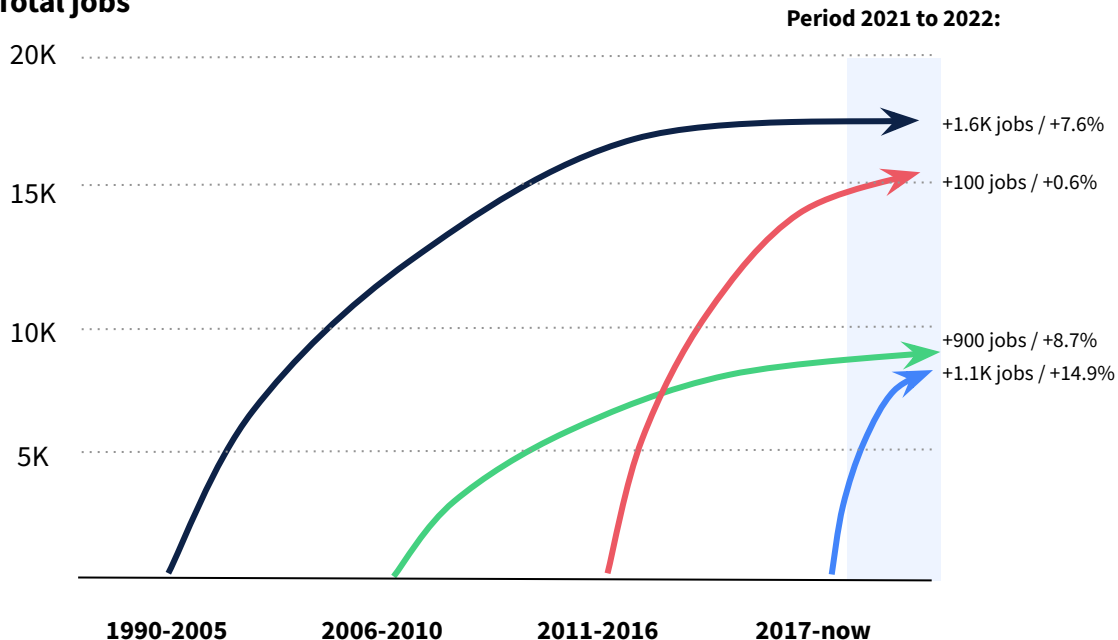


Amsterdam remains the dominant municipality, concentrating the majority of startups and jobs within the metropolitan area.

But startups are employing people throughout the surrounding urban areas. Almost 1K startup workers are employed in each of Haarlem, Hilversum and Almere.

Younger cohorts of companies are adding most of the new positions.

Total jobs



In a promising note, Amsterdam's startup job creation has increased in the past 12 months. Growth has particularly come from the ecosystem's oldest and youngest companies.

Companies founded between 1990 and 2005 have grown 7.6% since last year, thanks in part to Booking.com's post-pandemic recovery. This cohort of 195 companies provide 17.7K jobs in Amsterdam, representing over a third of all startup jobs in the city.

These mature companies created 1.6K jobs in the last 12 months, 43% of the total new startup job creation.

However, we see the highest relative percentage growth on the previous year amongst the youngest cohort of companies. Companies founded within the past five years, have added 1.1K jobs in Amsterdam, representing a 14.9% growth on the previous year.

So far layoffs mostly affected large tech companies, leaving job creation trends largely unaffected, as smaller startups create most jobs.

Selected startups with layoff plans announced in 2022



14.5K
jobs at
20 unicorns

10.8K
jobs at the
next 50 biggest scaleups

23.8K
jobs at all other
Amsterdam-based
startups and scaleups

Selected startups with recent job openings



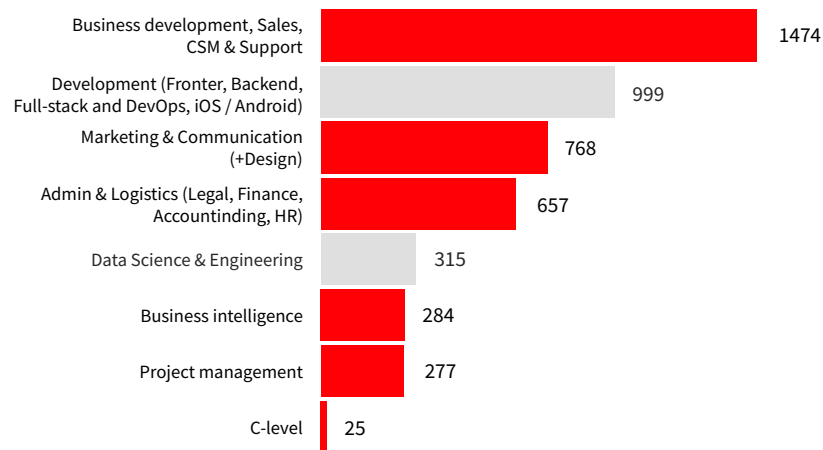
In Amsterdam, 3 out of 4 tech company vacancies are for non-technical jobs.

Amsterdam-based startups are hungry for talent across different skills sets.

Out of the 4.8K job openings with known that opened and closed at Amsterdam-based startups in the last year, 73% are non-technical positions. Business development is the most target job role, followed by Development and Marketing.

Number of vacancies by position type, Jan-Sep 2022
excluding internships

■ Tech jobs (27% of all job openings) ■ Other positions (73%)



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

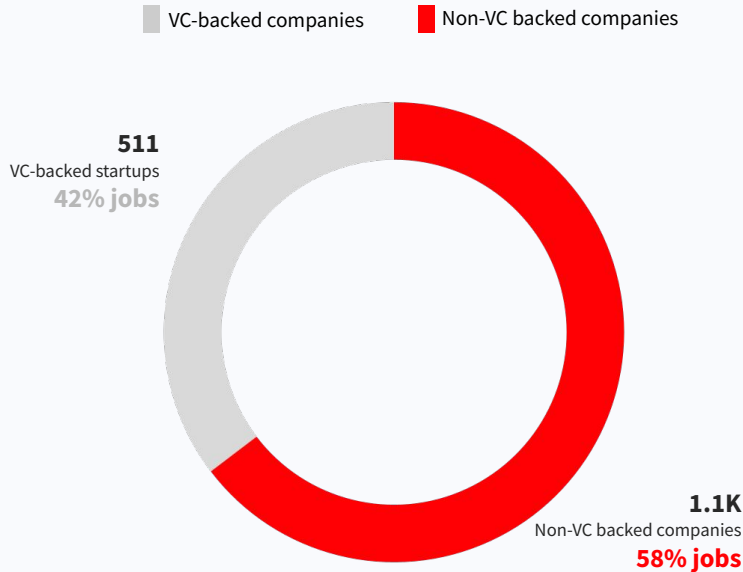
The screenshot displays the 'startup amsterdam' job board interface. At the top, there is a search bar with the text 'Search for companies, investors, people, lists & innovations' and a user profile for 'Yoram Wijngaarde' with an 'Admin account' label. The main content is a grid of job listings, each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

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

2 | Venture capital and job creation

Venture-backed startups make up just a small proportion of overall startups. The majority of startup jobs are created by non-VC-backed, bootstrapped companies.

Number of jobs at VC-backed vs non-VC backed, 2022



Largest bootstrapped startups



Local jobs: 40+
Industry: Education



Local jobs: 40+
Industry: Education



Local jobs: 40+
Industry: Energy



Local jobs: 40+
Industry: Education

Largest bootstrapped scaleups & grownups



Local jobs: 1.3K+
Industry: Transportation



Local jobs: 400+
Industry: Fintech



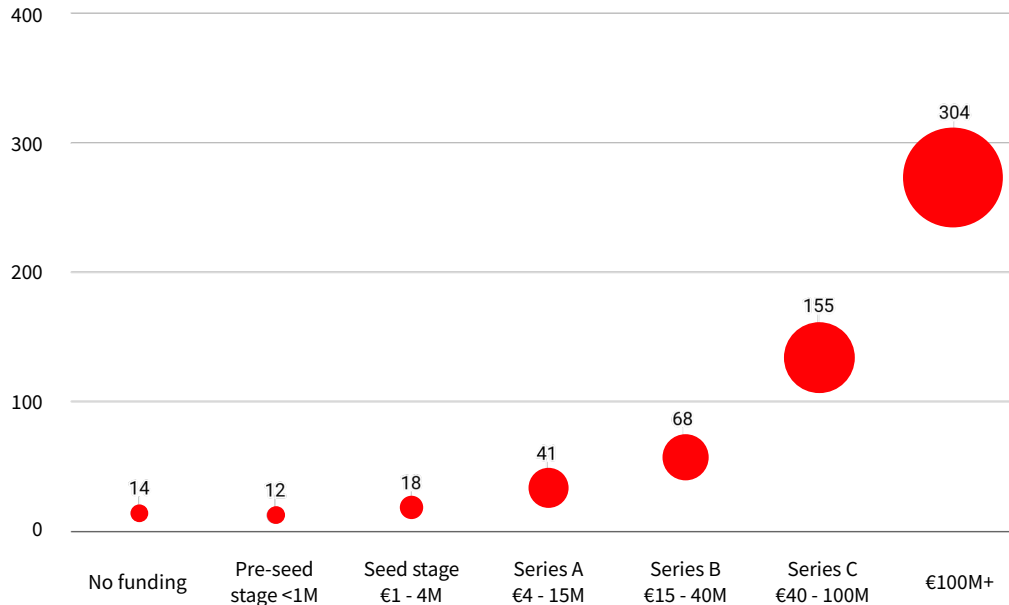
Local jobs: 200+
Industry: Hosting



Local jobs: 400+
Industry: Transportation

Venture capital funding is a catalyst for accelerated job creation. More funding = more jobs.

Average team size (local) by total VC funding in Amsterdam-based startups, 2022



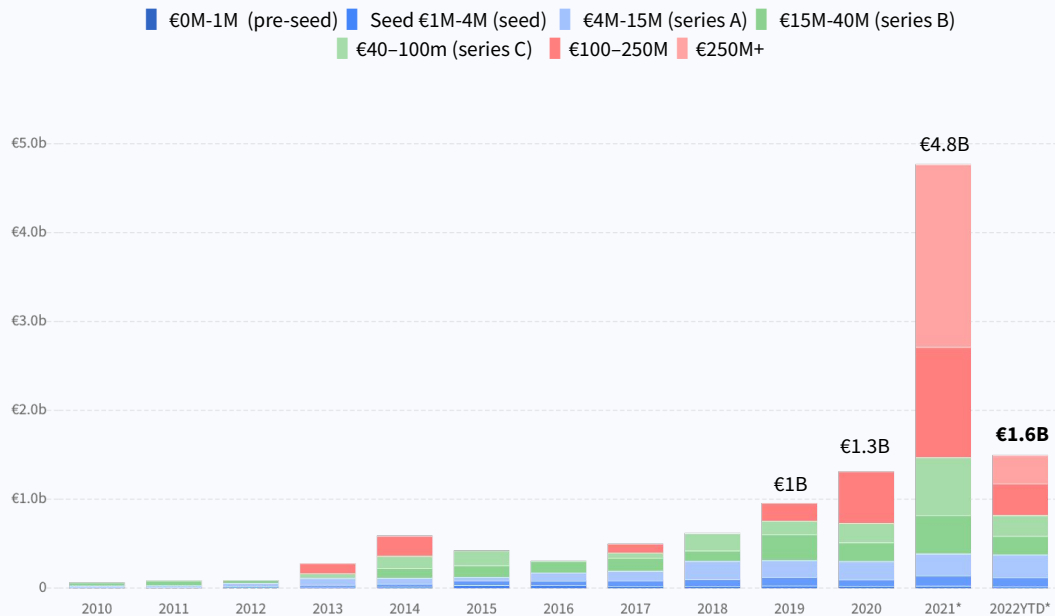
As observed in previous Amsterdam employment reports, we see a strong positive correlation between the amount of VC funding that Amsterdam startups receive along with the average team size within those funded startups.

Whilst most startups may not end up receiving funding, they still represent an important role in this economy, contributing over 58% of jobs in the start-up sector.









On the other end of the scale, we see that the funded startups that have raised more than €15M represent 3% of total startups, provide almost a quarter of all Amsterdam startup employment highlighting the impact that VC funding can make in terms of job creation within this ecosystem.

2022 has already become the second-highest year on record for VC investment in Amsterdam, albeit at a (much) lower level than a record-breaking 2021.

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



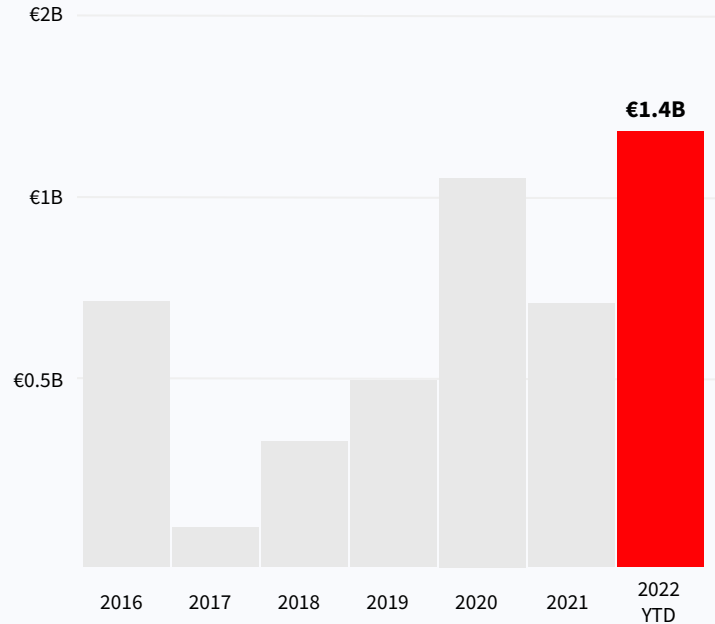
Largest rounds raised by Amsterdam-based in Q1-Q3 2022

 PERPETUAL NEXT €320M Series A	 Leyden Labs €140M Series B
 BACKBASE €120M Growth Equity VC	 pyramid €120M Series E
 crisp €75M Series C	 TestGorilla €90M Series A
 motive €55M Series A	 Greener Power Solutions €45M Late VC

Amsterdam-based VCs also have record levels of dry powder at their disposal, which will be deployed in the coming years.

New funds raised by Amsterdam-based investors

[» view online](#)



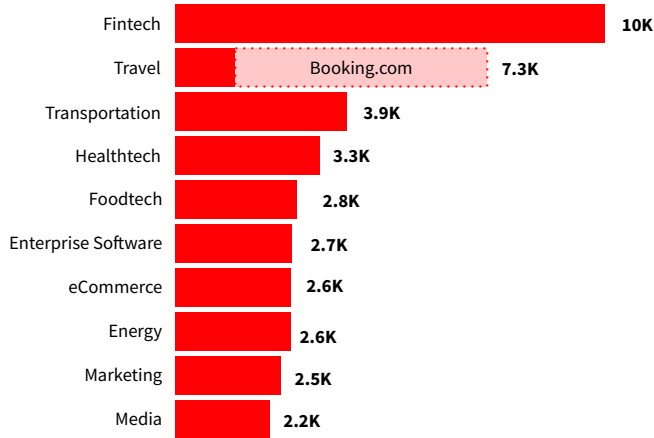
Selected new funds announced in 2022 YTD

Name	Amount	Date
endeit	€303M	Mar/2022
anterra*capital	€252M	May/2022
PureTerra Ventures	€250M	Nov/2022
CONNECTED CAPITAL	€1564M	Feb/2022
neulion	€130M	Oct/2022
SHIFT	€75M	May/2022
GLOBAL CLEANTECH CAPITAL	€72M	Feb/2022
curiosity	€50M	Jan/2022
ACROBATOR VENTURES	€30M	Jun/2022

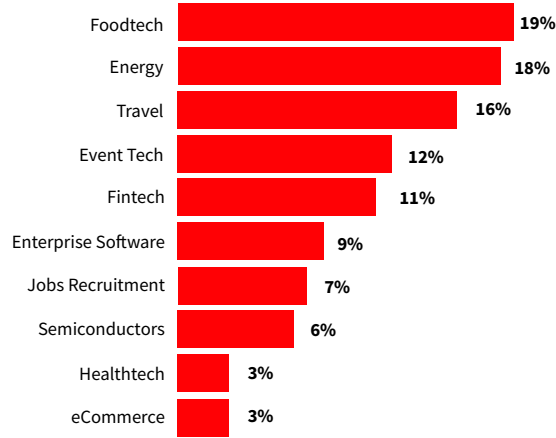
3 | Jobs by industry

The top three sectors for tech jobs remain the same, while Foodtech and Energy are adding new jobs faster.

Top sector by jobs by sector, 2022



Annualized job growth (2021 vs 2022)



Looking at each sector, Fintech remains the largest employer in the Amsterdam ecosystem comprising over 20% of all startup jobs in the city as well as adding an impressive 1.2K jobs since last year.

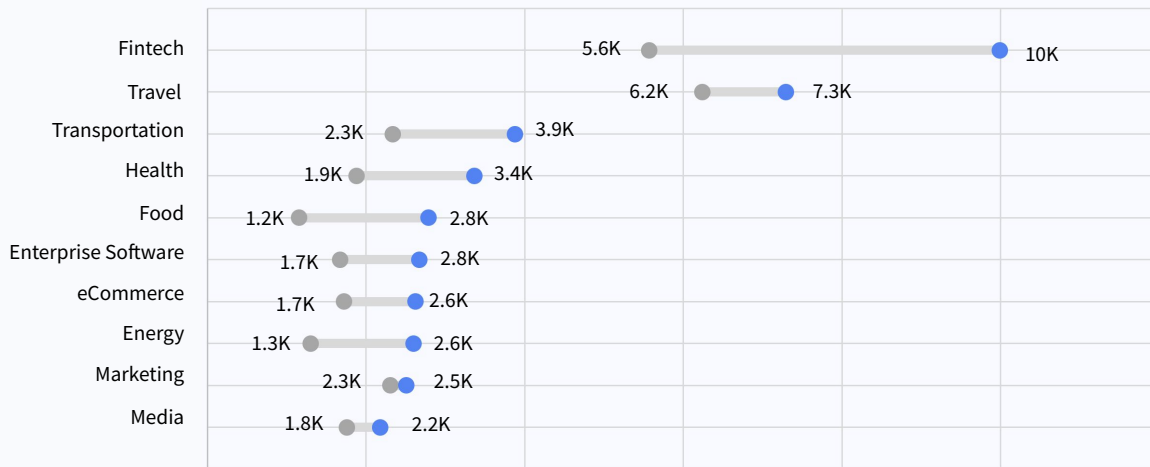
We also observe a swift recovery in the travel sector which saw a 16% growth on employment on last year, now employing more people compared to the previous 2019 post pandemic sector peak (7.2K YTD vs 6.9K in 2019).

Furthermore, the recent successes of Foodtech startups such as Just Eat Takeaway, Picnic and Crisp have also driven job growth in Amsterdam, creating the third largest amount of jobs per sector year to date.

Fintech is the largest startup employment sector in Amsterdam. It also created more new jobs than any other startup sector.

Current local jobs by sector

● 2017 ● Today



Fintech, Travel and Transport have been top consistent job providers in Amsterdam over the last 5 years

As previously mentioned, Fintech leads the way in terms of employment creation and number of startups in Amsterdam. Adyen, Mollie and Bunq are some of the success cases that continue to drive this trend.

Notably, Foodtech remains a dynamic sector, only second to Fintech in terms of number of jobs added since 2017 (1.6K), well-thanks to Picnic, Crisp and Source.

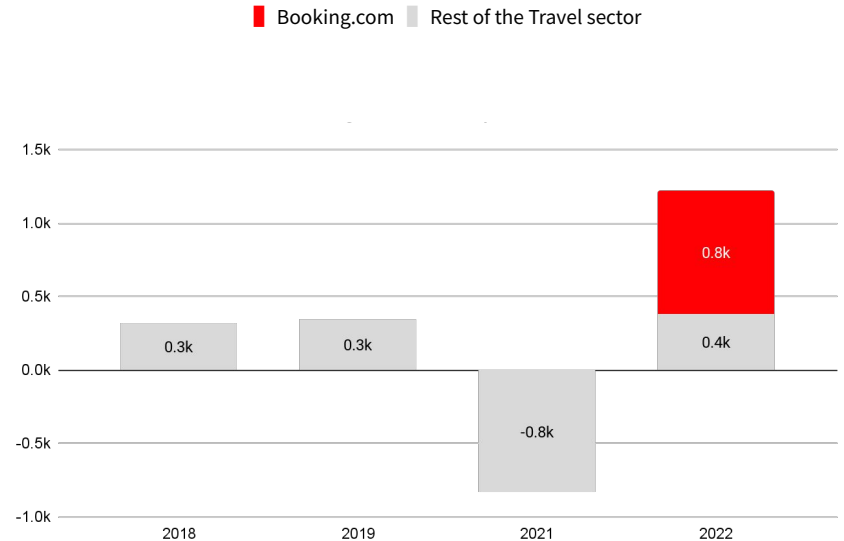
The travel industry has had a swift bounce back, now creating more jobs than the pre-pandemic peak.

After a rough couple of years, Travel startups have made a swift recovery over the last year. 64 Travel startups created over **1.2K jobs since April 2021**, with an average 42 new jobs added per month.

This recovery is largely due to the giant **Booking.com**. Alone the grown up represents over 80% of jobs in the tech Travel sector in Amsterdam, and since last year added 69% of all new jobs in the sector. Today, 4 in every 5 Travel jobs are employed at Booking.com.

Beyond Booking.com, other scaleups like **Tiqets, Otravo** or **FindHotel** are rapidly growing their workforce.

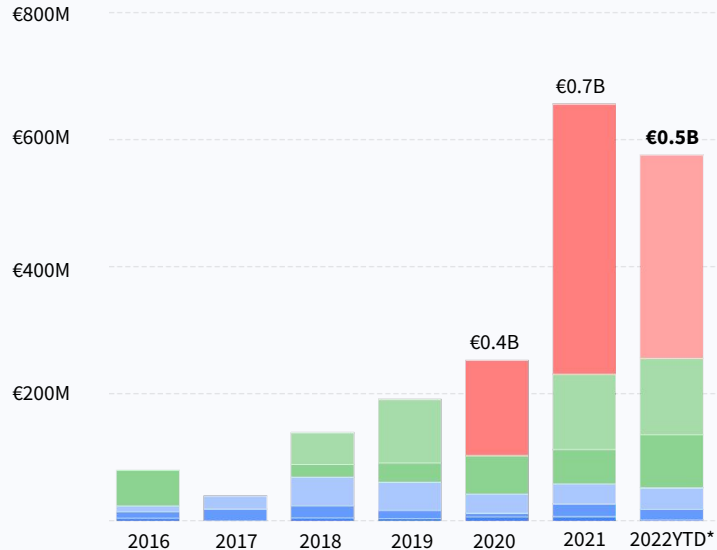
Net new jobs over the past 5 years in the travel sector



Amsterdam impact startup investment has been on a rapid upward trajectory, and is on track to match or better last year's record total.

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

■ €0M-1M (pre-seed)
 ■ Seed €1M-4M (seed)
 ■ €4M-15M (series A)
 ■ €15M-40M (series B)
 ■ €40-100m (series C)
 ■ €100-250M
 ■ €250M+

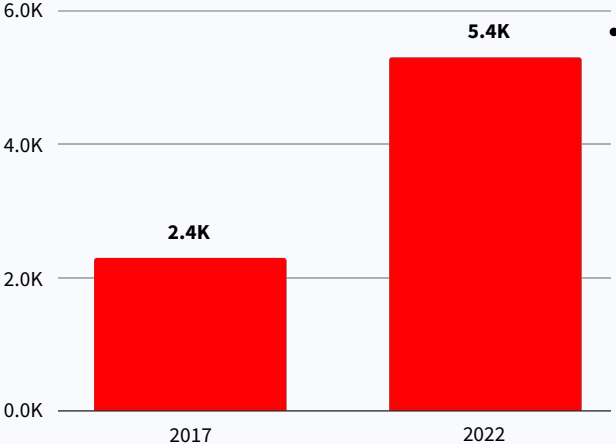


Over 40+ Netherlands-based startups raised in 2022 [» view online](#)

NAME	MARKET	TYPE	GROWTH 12 months growth	LAUNCH DATE	VALUATION
Perpetual Next Renewable carbon, biochar, green ...	B2B energy clean energy	commission manufacturing	126%	2019	€1.3-
Dott Amsterdam-founded e-scooter sta...	B2C transportation mobility	mobile app commission marketplace & ecommerce	46%	2018	€38-
Greener Power Solutions Provides mobile battery energy st...	B2B real estate energy construction energy storage	commission manufacturing		2017	€180-
ParkBee Provides the best place to park an...	B2B, B2C transportation mobility	commission subscription marketplace & ecommerce saas	-7%	2013	€20-
Sympower Sympower's solution manages the...	B2B energy energy efficiency clean energy	commission saas	56%	Jun 2015	€88-1
Aidence Aidence is improving healthcare u...	B2B health enterprise software health platform	big data computer vision deep tech machine learning artificial intelligence	23%	2015	€40-
The Fabricant A Digital Fashion House that produ...	B2B fashion apparel	3d technology commission manufacturing	69%	Jan 2018	€51-
Check Technologies Search, find and book the nearest ...	B2C transportation mobility	mobile app subscription saas	60%	Mar 2019	€40-

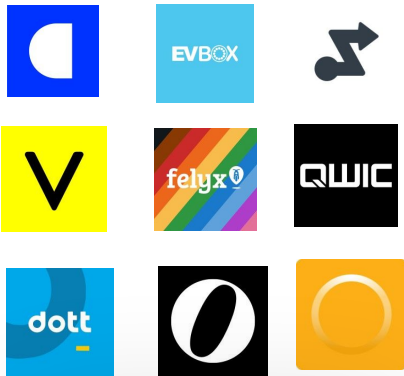
Inward investment has fuelled job creation. Impact, or tech-for-good startup jobs have more than doubled since 2017.

Jobs at Amsterdam-based impact startups



The 180 analysed impact startups provide 5.3K local jobs, or 11% of all startup workforce in Amsterdam. Impact startups have grown 11% in the last year.

A selection of Amsterdam's largest homegrown impact startups



» Explore Amsterdam-based impact startups

Discover Amsterdam startups in health and life sciences.

150+ startups create over **3.3K** local jobs in Amsterdam, growing at **12% annually since 2017**, with notable acceleration in some sectors, such as Biotechnology, Health platform and Femtech.

UniQure, LUMICKS and VectorY are amongst the fastest-growing companies in this sector.

3.3K+

Local jobs at Health and Life Science startups

NAME	DEALROOM SIGNAL	MARKET	TYPE	GROWTH 12 months growth	LAUNCH DATE
UniQure Delivering on the promise of gene...	50	B2B health biotechnology		12%	19...
Leyden Labs Develop broad-spectrum, self-ad...	44	B2C health biotechnology	commission	148%	202...
Neogene Therapeutics Developing technologies to enable...	45	B2B health biotechnology	commission manufacturing	73%	203...
Lumicks A supplier of dynamic single-mole...	70	B2B health medical devices biotechnology	manufacturing	29%	Mar 2...
NewAmsterdam Pharma Developing transformative, clinica...	41	B2B health biotechnology pharmaceutical	commission manufacturing	23%	203...
NorthSea Therapeutics Pan-European biotech company w...	-	B2B health biotechnology		-	Nov 2...
Kiadis Pharma Engaged in the clinical developme...	-	B2C health pharmaceutical biotechnology	manufacturing	-33%	199...

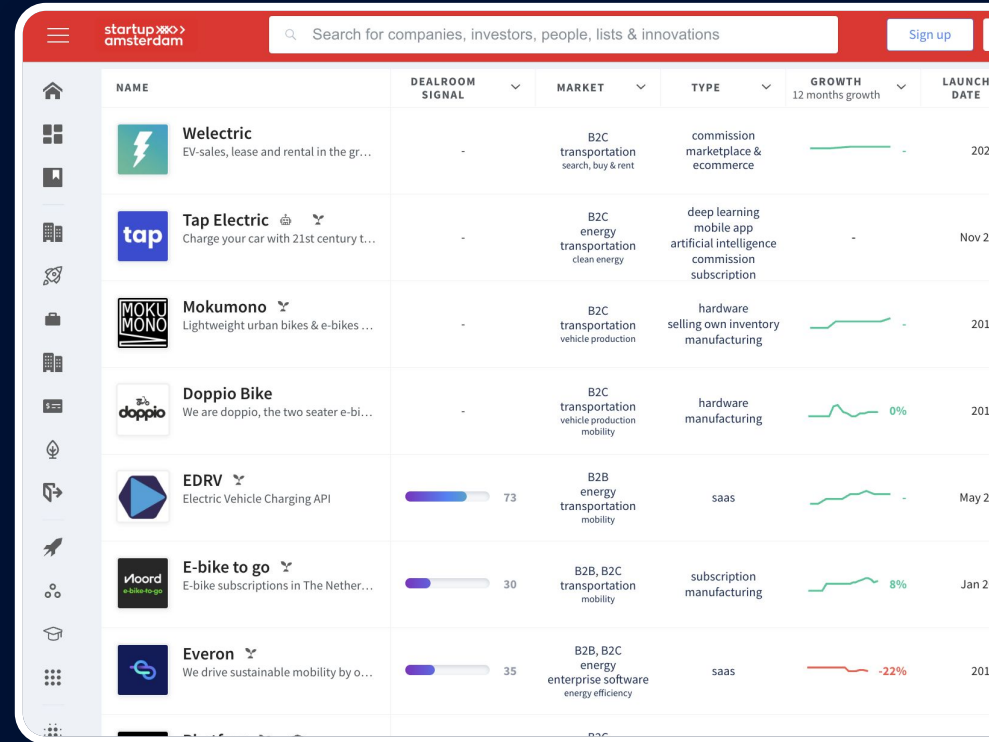
Discover Amsterdam startups powering smart mobility.

15+ smart mobility startups create over 1.1K jobs in Amsterdam, growing at **31% annually since 2017**.























Fastned, Dott and VanMoof are amongst the fastest-growing companies in this sector.

1.1K+

Local jobs at
Smart Mobility startups



The screenshot shows the DealRoom Amsterdam interface with a search bar at the top and a list of startups. The table columns are: NAME, DEALROOM SIGNAL, MARKET, TYPE, GROWTH (12 months growth), and LAUNCH DATE. The startups listed are Welectric, Tap Electric, Mokumono, Doppio Bike, EDRV, E-bike to go, and Everon.

NAME	DEALROOM SIGNAL	MARKET	TYPE	GROWTH (12 months growth)	LAUNCH DATE
 Welectric EV-sales, lease and rental in the gr...	-	B2C transportation search, buy & rent	commission marketplace & ecommerce		202
 Tap Electric   Charge your car with 21st century t...	-	B2C energy transportation clean energy	deep learning mobile app artificial intelligence commission subscription	-	Nov 2
 Mokumono  Lightweight urban bikes & e-bikes ...	-	B2C transportation vehicle production	hardware selling own inventory manufacturing		201
 Doppio Bike We are doppio, the two seater e-bi...	-	B2C transportation vehicle production mobility	hardware manufacturing	 0%	201
 EDRV  Electric Vehicle Charging API	 73	B2B energy transportation mobility	saas		May 2
 E-bike to go  E-bike subscriptions in The Nether...	 30	B2B, B2C transportation mobility	subscription manufacturing	 8%	Jan 2
 Everon  We drive sustainable mobility by o...	 35	B2B, B2C energy enterprise software energy efficiency	saas	 -22%	201

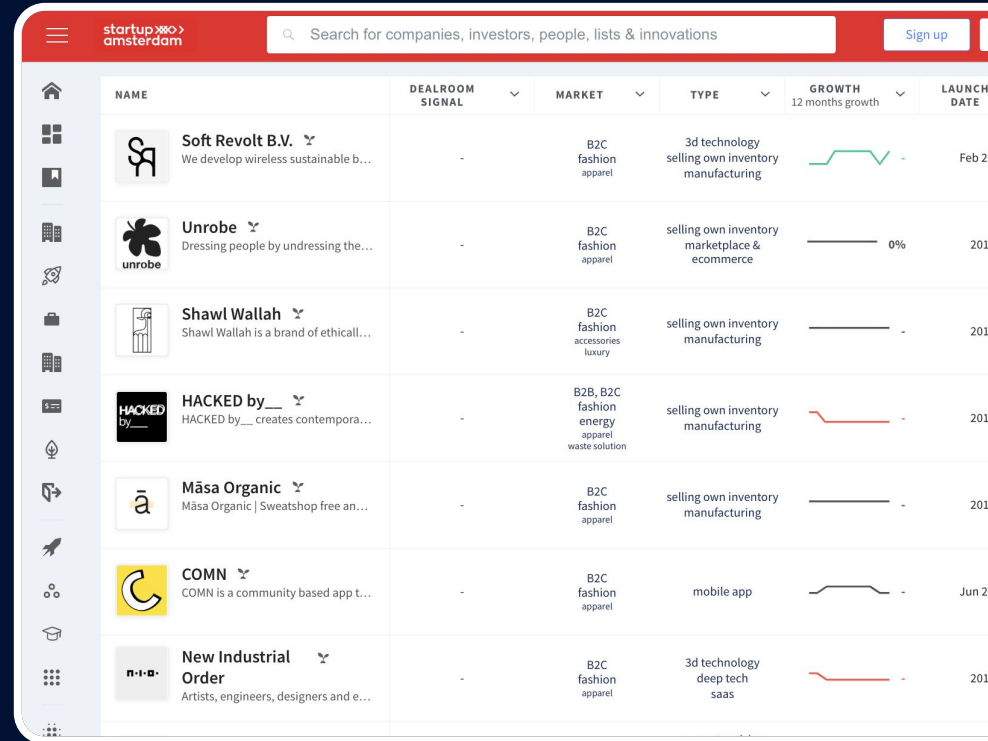
Discover Amsterdam startups disrupting sustainable fashion.

10+ startups create over 300 jobs in Amsterdam, growing at **31% annually since 2017**.















Led by **Otrium**, job growth at sustainable fashion startups has accelerated over the past five years.

300+

Local jobs at Sustainable Fashion startups



The screenshot shows the DealRoom Amsterdam interface with a search bar and a list of startups. The table below represents the data shown in the image.

NAME	DEALROOM SIGNAL	MARKET	TYPE	GROWTH 12 months growth	LAUNCH DATE
 Soft Revolt B.V. We develop wireless sustainable b...	-	B2C fashion apparel	3d technology selling own inventory manufacturing		Feb 2...
 Unrobe Dressing people by undressing the...	-	B2C fashion apparel	selling own inventory marketplace & ecommerce	 0%	201...
 Shawl Wallah Shawl Wallah is a brand of ethicall...	-	B2C fashion accessories luxury	selling own inventory manufacturing		201...
 HACKED by__ HACKED by__ creates contempora...	-	B2B, B2C fashion energy apparel waste solution	selling own inventory manufacturing		201...
 Māsa Organic Māsa Organic Sweatshop free an...	-	B2C fashion apparel	selling own inventory manufacturing		201...
 COMN COMN is a community based app t...	-	B2C fashion apparel	mobile app		Jun 2...
 New Industrial Order Artists, engineers, designers and e...	-	B2C fashion apparel	3d technology deep tech saas		201...

Discover Amsterdam startups in sustainable building.

11+ sustainable building startups create over 200 jobs in Amsterdam, growing at **9% annually since 2017**.

GRESB, De Energiebespaarders and Hero Balancer are amongst the fastest-growing companies in this sector.

200+

Local jobs at
Sustainable Building startups

The screenshot shows the DealRoom Amsterdam interface with a search bar and a list of startups. The table below summarizes the data visible in the image.

NAME	DEALROOM SIGNAL	MARKET	TYPE	GROWTH 12 months growth	LAUNCH DATE
Tree Index We automate trees at risk identific...	25	B2B real estate real estate software	machine learning big data artificial intelligence subscription saas	-	Jun 2...
Planalogic A radical new approach to designi...	-	B2B real estate enterprise software	saas		201...
Clairify Smart data platform improving in...	-	B2B real estate enterprise software workspaces real estate services	machine learning iot internetofthings artificial intelligence selling own inventory subscription	40%	201...
Energie in Huis Specializes in the fields of installat...	30	B2C real estate energy clean energy	commission marketplace & ecommerce	-29%	200...
OMRT Optimizing the built environment ...	50	B2B real estate enterprise software	iot internetofthings	33%	201...
Woon Duurzaam An innovative one-stop-shop clou...	33	B2C real estate energy clean energy energy storage energy efficiency	deep tech hardware commission subscription selling own inventory		May 2...
Bambooder Bambooder produces and develop...	-	B2B real estate transportation construction	deep tech manufacturing		Sep 2...

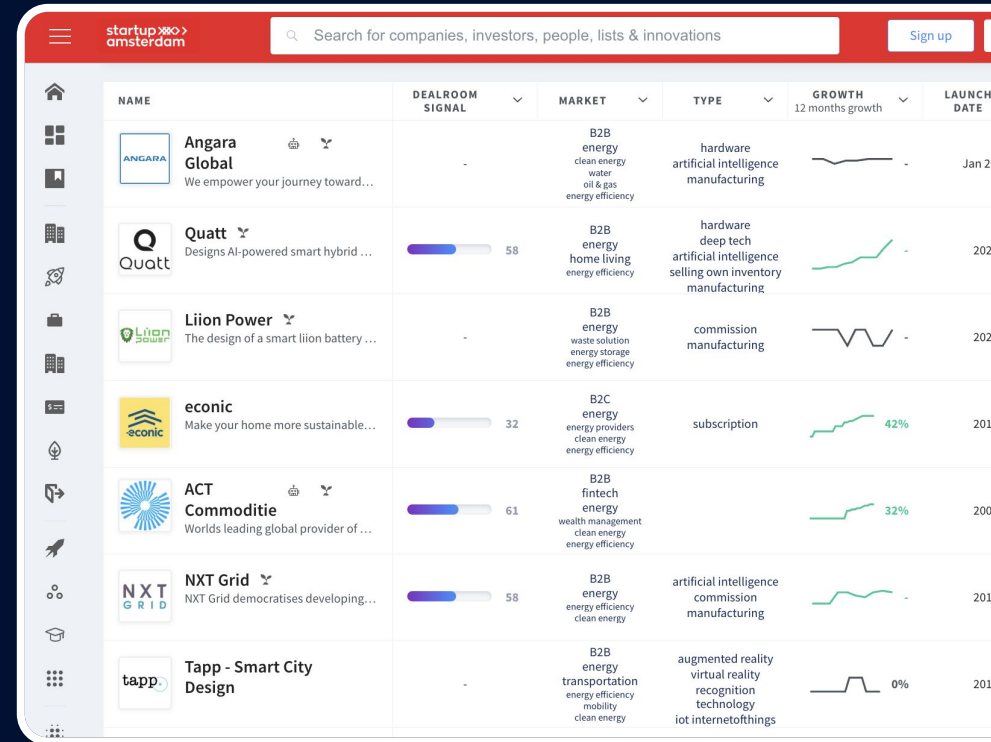
Discover Amsterdam startups accelerating energy transition.








41+ sustainable energy transition startups create over 1.6K jobs in Amsterdam, growing at **13% annually since 2017**.

Sympower, De Energiebespaarders and Ecochain Technologies are amongst the fastest-growing companies in this sector.

1.6K+

Local jobs at
Energy Transition startups



NAME	DEALROOM SIGNAL	MARKET	TYPE	GROWTH 12 months growth	LAUNCH DATE
 Angara Global We empower your journey toward...	-	B2B energy clean energy water oil & gas energy efficiency	hardware artificial intelligence manufacturing	-	Jan 2021
 Quatt Designs AI-powered smart hybrid ...	58	B2B energy home living energy efficiency	hardware deep tech artificial intelligence selling own inventory manufacturing	-	2021
 Liion Power The design of a smart liion battery ...	-	B2B energy waste solution energy storage energy efficiency	commission manufacturing	-	2021
 eonic Make your home more sustainable...	32	B2C energy energy providers clean energy energy efficiency	subscription	42%	2019
 ACT Commodite Worlds leading global provider of ...	61	B2B fintech wealth management clean energy energy efficiency	-	32%	2009
 NXT Grid NXT Grid democratises developing...	58	B2B energy energy efficiency clean energy	artificial intelligence commission manufacturing	-	2019
 Tapp - Smart City Design	-	B2B energy transportation energy efficiency mobility clean energy	augmented reality virtual reality recognition technology iot internetofthings	0%	2019

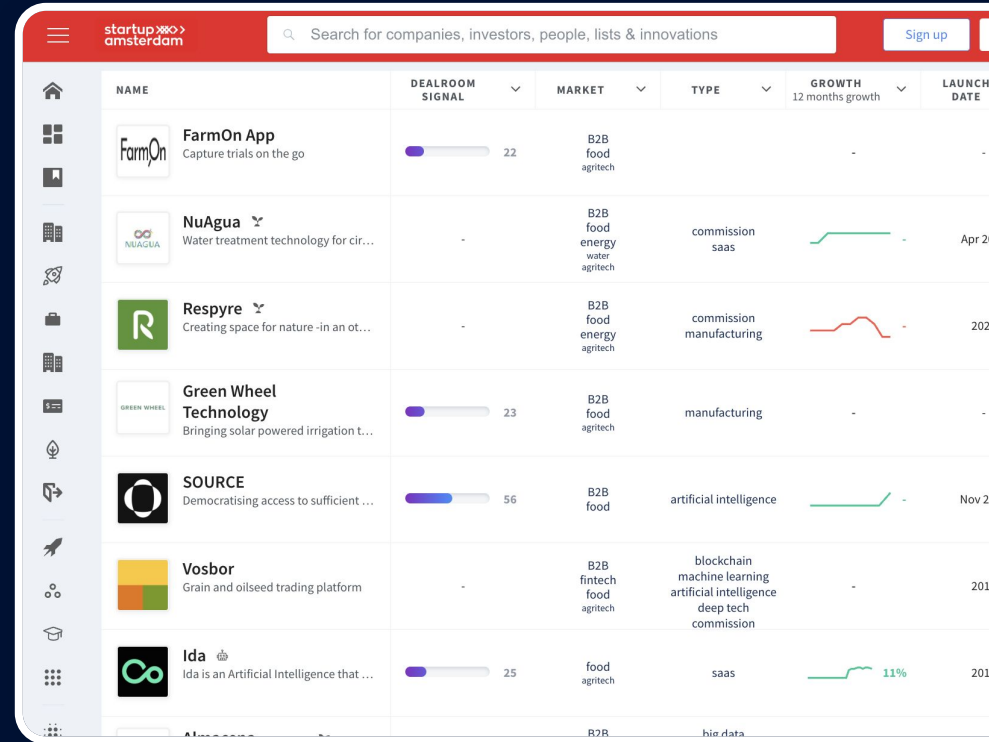
Discover Amsterdam agritech startups.

19+ agritech startups create over 300 jobs in Amsterdam, growing at **14% annually since 2017**.




















Land Life Company, Odd.Bot and Growy are amongst the fastest-growing companies in this sector.

300+

Local jobs at
Agritech startups



The screenshot shows the DealRoom Amsterdam interface with a search bar and a list of startups. The table below summarizes the visible data:

NAME	DEALROOM SIGNAL	MARKET	TYPE	GROWTH (12 months growth)	LAUNCH DATE
 FarmOn App Capture trials on the go	 22	B2B food agritech		-	-
 NuAgua  Water treatment technology for cir...	-	B2B food energy water agritech	commission saas		Apr 2
 Respyre  Creating space for nature -in an ot...	-	B2B food energy agritech	commission manufacturing		202
 Green Wheel Technology Bringing solar powered irrigation t...	 23	B2B food agritech	manufacturing	-	-
 SOURCE Democratising access to sufficient ...	 56	B2B food	artificial intelligence		Nov 2
 Vosbor Grain and oilseed trading platform	-	B2B fintech food agritech	blockchain machine learning artificial intelligence deep tech commission	-	201
 Ida  Ida is an Artificial Intelligence that ...	 25	food agritech	saas	 11%	201
 Alvato		B2B	bia data		

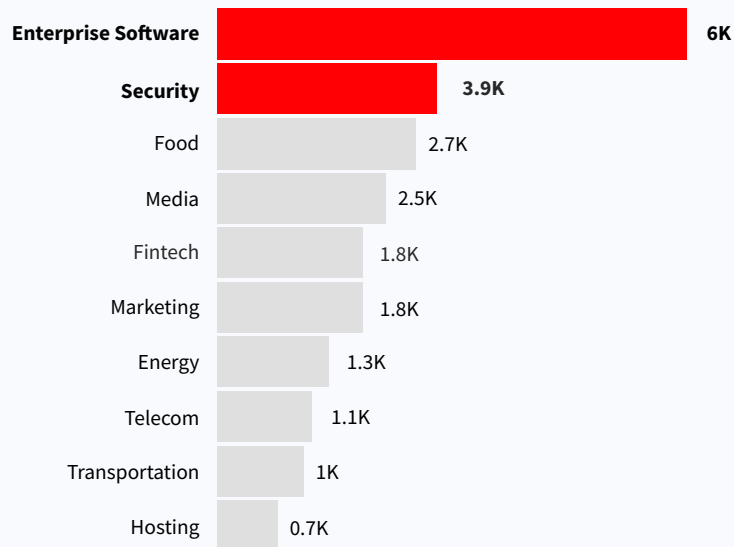
4 | Foreign startups & local jobs creation

Foreign startups are also tapping into local talent, and have created 23.5K jobs in Amsterdam. Enterprise Software and Security startup jobs make 30% of the total.

23,500+

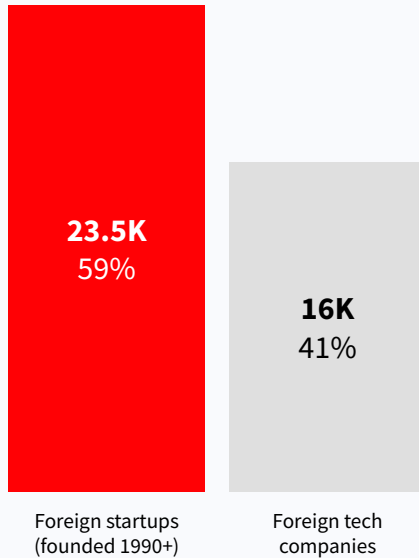
local jobs created by foreign startups

Top 10 industries by number of jobs created by foreign startups



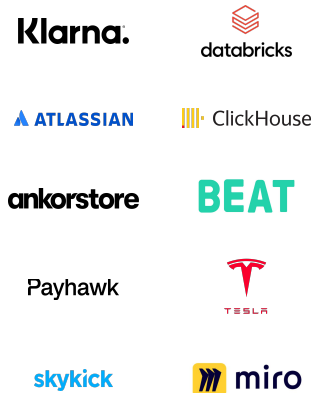
Foreign startups such as Atlassian and Tesla collectively create more jobs in Amsterdam than mature (foreign) tech companies such as Microsoft and IBM.

Number of local jobs created by foreign startups vs foreign tech companies, 2022



Foreign startups (250+)

[» view online](#)



Foreign tech companies (91)

[» view online](#)



Foreign startups with significant presence in Amsterdam.

Amsterdam is an attractive hub for tech startups looking to expand their geographical print. This report includes foreign startups with significant presence in Amsterdam, i.e foreign startups founded since 1990 which chose Amsterdam for their secondary office. We identified over 260 companies which provide 23.5K jobs.

» Explore the list

NAME	DEALROOM SIGNAL	MARKET	TYPE	GROWTH 12 months growth	LAUNCH DATE
Uber ★ ❤️ Connecting riders with private driv...	-	B2C food transportation mobility food logistics & delivery	artificial intelligence commission marketplace & ecommerce	12%	Mar 2009
Klarna ★ ❤️ Makes shopping smooth with the...	55	B2B, B2C fintech payments	mobile app commission marketplace & ecommerce	4%	Feb 2005
Lucid Motors ★ 🚗 ❤️ Silicon valley company that design...	52	B2C energy transportation energy storage vehicle production	selling own inventory manufacturing	60%	2007
Databricks ★ ❤️ Accelerates innovation by unifying ...	61	B2B enterprise software	big data deep tech machine learning artificial intelligence commission	82%	2013
Palantir Technologies ★ ❤️ Offers software applications desig...	52	B2B security enterprise software data protection	big data deep tech machine learning artificial intelligence subscription	37%	May 2003
Xiaopeng Motors ★ 🚗 ❤️ Xiaopeng Motors integrates auton...	39	B2C energy transportation vehicle production autonomous & sensor tech	artificial intelligence autonomous & sensor tech deep tech selling own inventory	55%	2014
Flexport ★ ❤️ A full-service global freight forwar...	52	B2B transportation enterprise software logistics & delivery	commission saas	12%	Mar 2013
Stripe ★ ❤️ A technology company that builds ...	70	B2B fintech payments	machine learning artificial intelligence subscription commission	57%	2010

Explore the full Dutch ecosystem

» Netherlands startup employment out on Dec. 6th



5 | Methodology

Where the data comes from.



AGGREGATING PUBLIC DATA

Extensive manual research, powered by machine learning



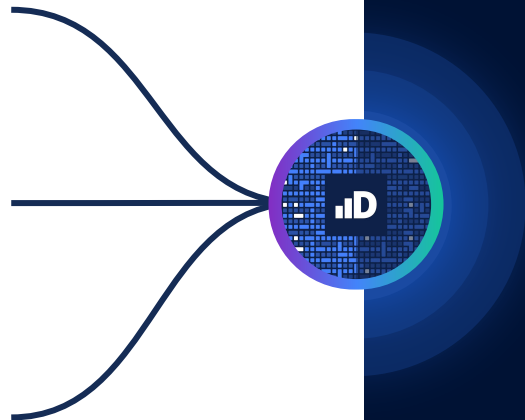
LOCAL APIs & PARTNERSHIPS

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 the Techleap.nl Finder finder.techleap.nl. 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.com for more information.

How we arrived at the final dataset.

Starting point of **7.0K** startups, scaleups and grownups with an office in the Amsterdam region. These companies were detected via the methods described on page 37.

3.7K verified companies.

3.1K homegrown startups, scaleups and grownups.

260+ startups in Amsterdam with foreign headquarters.

1.7K 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, founded after 1990.

Companies founded after 1990 with known employment data as of July 2022.

Additional criterion:

- **Active startups:** excludes stealth & closed (failed) startups.
- **Job-creating startups:** micro-startups or startups without employees are excluded.

Scope of this report.

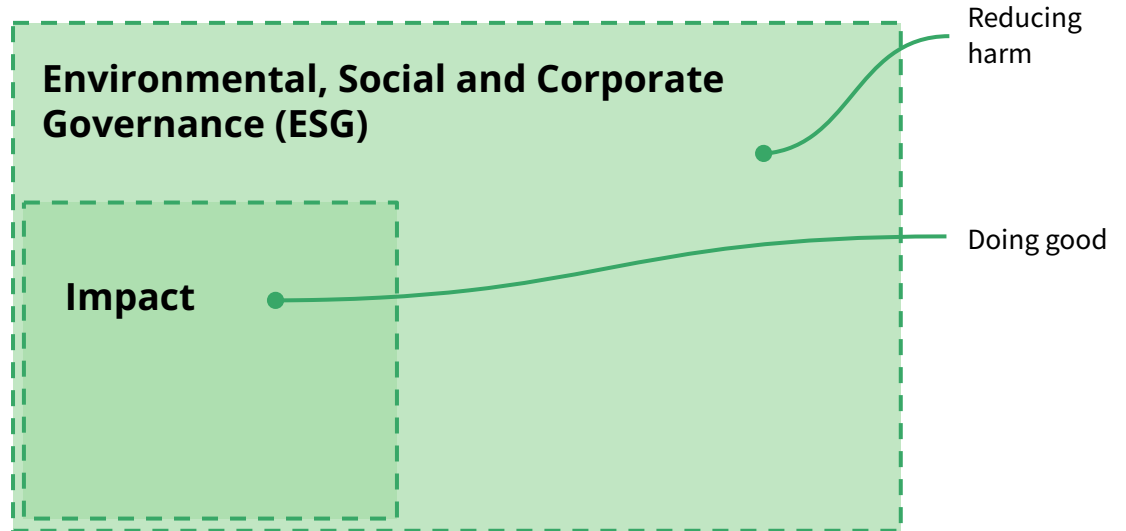
Impact is to have sustainability at the core

In this report, an impact startup is a company that addresses one or more UN Sustainable Development Goal (SDGs) at the core of its business and the potential to scale. Our litmus test: if you remove the impact, you also remove the business.

Impact sits within a broader framework of Environmental, Social and Corporate Governance (ESG) which seeks to reduce the harmful impact of business.

Our full taxonomy is available at [this link](#).

In this report we examined over 180 Amsterdam-based impact startups.



Methodology & definitions.

Startups, scaleups, grownups and tech.

A startup is a company designed to grow fast. Generally, such companies are VC-investable businesses. Read more about our methodology [here](#).

When startups are successful, they develop into **scaleups** (>50 people), **grownups** (>500 people) and result in big companies, like Booking.com or Mollie. Some become very big (e.g. \$1B+ valuation). Read more about our unicorn methodology [here](#).

In this report, the term “tech ecosystem” refers to all startups, scaleups and grownups headquartered in Amsterdam. Only companies founded in or after 1990 are included in this report. This report may refer simply to startups as a container for startups, scaleups and grownups.

What is a Startup?

Startup jobs?

The words “jobs” and “employees” are used interchangeably. Number of jobs represent the total number of employees at homegrown startups. It is assumed that Amsterdam-based employees work at the company’s headquarters.

The number of jobs is sourced from publicly available data, incl. company statements and professional social media. This report counts all jobs at startups, not just tech jobs (i.e. mechanics, receptionists, helpdesk, ...). However, gig workers (e.g. riders, babysitters, ...) are generally not counted. Jobs at companies not covered in the report are not counted.

Venture Capital, Investors

Investment numbers refer to rounds such as Seed, Series A, B, C, ... late stage, and growth equity rounds. VC investment figures exclude debt or other non-equity funding, lending capital, grants and ICOs. Investment rounds are sourced from public disclosures including press releases, news, filings and verified, user-submitted information.

Sectors & Industries

Industry classification follows Dealroom's proprietary taxonomy, which was built specifically for startups. A given startup may belong to up to two industries.

Glossary & Definitions

Valuation

The combined valuation of the tech ecosystem is based on their market cap or latest transaction value.

Transaction value is realized from exit or implied unrealised valuation from the latest VC round, which is either announced or estimated by Dealroom based on benchmarks.

Underlying Data

Dealroom's proprietary database and software aggregate data from multiple sources: harvesting public information, user-submitted data verified by Dealroom, data engineering. All data is verified and curated with an extensive manual process.

Foreign startups and foreign tech companies

In order to bring more transparency and coherence to the ecosystem employment analysis, for the first time since this series first edition, the analysis of jobs created by foreign companies with presence in Amsterdam focus only on companies classified as startups, excluding foreign tech companies.

- **Foreign startups:** companies founded after 1990 with a secondary office in Amsterdam
- **Foreign tech companies:** mature tech companies founded prior to 1990 with a secondary office in Amsterdam

The data on which this report builds is available on startupmap.amsterdam.com.
For more info please visit dealroom.co or contact support@dealroom.co.

Put your startup on the map.

Let the best VCs find you

Attract top talent

Contribute to an open dataset

» Claim your profile

The screenshot shows the profile page for 'YourCampus' on the startup.amsterdam website. The page includes a navigation sidebar on the left, a main header with the company logo and name, and a detailed overview of the company's metrics and tags. Below the overview, there are tabs for 'Overview', 'Similar companies', 'Analytics', 'Team (7)', 'Notes', 'Jobs (0)', 'Innovations (0)', and 'Patents'. The 'Analytics' tab is active, showing a line graph of employee growth and a table of key metrics. The 'Overview' section also features a 'RELATED LANDSCAPES AND LISTS' section with a 'Top 100 Startups to Watch in Amsterdam' carousel.

startup.amsterdam Search for companies, investors, people, lists & innovations

YourCampus

Flexible employee benefits that attract and retain talent

Launch date: 2021
Employees: 25 people
Ownership: angel, venture capital
Market cap: -
Net debt: -
Firm valuation: €11–16m (Dealroom.co estimates Oct 2022.)

Amsterdam North Holland (HQ)
<https://yourcamp.us>

Tags: B2B, saas, subscription, jobs recruitment, enterprise software, mobile app

Dealroom.co signal: 57

Analytics: Employees

Top 100 Startups to Watch in Amsterdam

Related companies: BOOM BRUSH, borzo, felix0, Toll:340, E-Flux

	CURRENT	GROWTH RANK
Web users	-	-
App users	-	-
Social engagement	-	-
Employees	25	-
Top countries	-	-

DATE	INVESTORS	AMOUNT	ROUND
Oct 2021	Dutch Founders Fund	€500k	Seed

YOURCAMPUS FUNDING

YOURCAMPUS INVESTORS

YOURCAMPUS TEAM

Founders

Visit startupmap.iamsterdam.com
to explore Amsterdam's tech
ecosystem in greater depth.

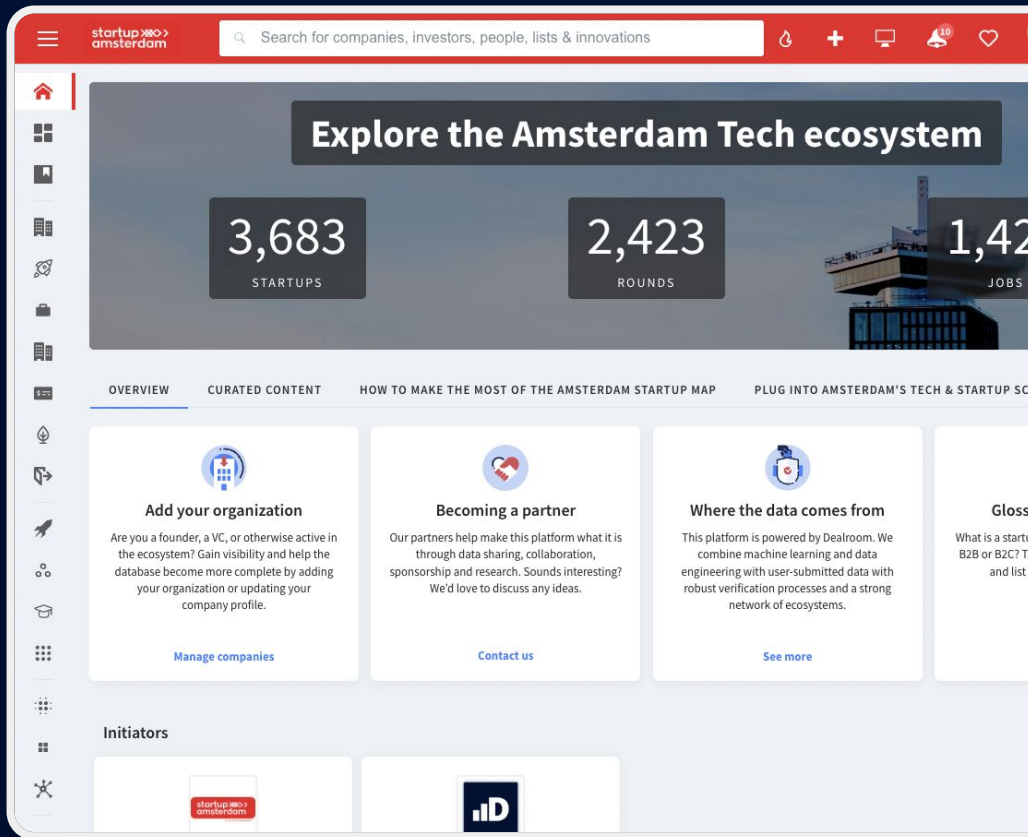
Initiated by

startup 
amsterdam

By the City of Amsterdam

Powered by

 dealroom.co



The screenshot shows the homepage of the Amsterdam Tech ecosystem platform. At the top, there is a search bar with the text "Search for companies, investors, people, lists & innovations". Below the search bar, the main heading reads "Explore the Amsterdam Tech ecosystem". Three large statistics are displayed: 3,683 STARTUPS, 2,423 ROUNDS, and 1,423 JOBS. The navigation menu includes "OVERVIEW", "CURATED CONTENT", "HOW TO MAKE THE MOST OF THE AMSTERDAM STARTUP MAP", and "PLUG INTO AMSTERDAM'S TECH & STARTUP SC". The main content area features three cards: "Add your organization" (with a "Manage companies" link), "Becoming a partner" (with a "Contact us" link), and "Where the data comes from" (with a "See more" link). A "Glossary" section is partially visible on the right. At the bottom, there is an "Initiators" section with logos for startup amsterdam and dealroom.co.



by the City of Amsterdam



dealroom.co