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CBRE

# Netherlands Startup Employment 2022

Fourth Edition, December 2022



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## Useful terms to navigate this report.

**Startup** A company designed to grow fast. Generally, such companies are VC-investable businesses. [» read more](#)

**Unicorn** Tech enabled company founded after 1990, valued over \$1 billion. [» read more](#)

**Homegrown startup** Startups with current main center of business in the Netherlands. On some occasions, startups founded abroad, which later relocated to the Netherlands, are included (Mambu). Dutch startups which relocated abroad are also included (Elastic).

**Local jobs** Jobs created by dutch startups in the Netherlands. Part-time, contract-based and internships are generally included, but self-employed jobs assimilated to the “gig-economy” are not.

**Global jobs** All jobs created by Dutch startups in the Netherlands and abroad.

*Note: unless otherwise mentioned, “jobs” refer to local jobs throughout this report.*

More detailed information on the methodology and underlying data can be found in the dedicated section at the end of this report, and on [knowledge.dealroom.co](https://knowledge.dealroom.co).

## This is the 4<sup>th</sup> edition of the Netherlands Startup Employment report by Techleap.nl, CBRE and Dealroom.co



# What you need to know.



## Dutch startups support 135K jobs, with more growth potential

The Dutch startup ecosystem currently supports 135K+ jobs with an annual growth of 7.6%. This represents an increase of 64.5K net new jobs since 2018.

The Dutch startup employment have showed resilient during the first half of the year, with layoffs mainly affecting big tech companies.

There's still untapped potential in the Dutch startup employment landscape. Research on Employee Stock Option Plans reveals that there's up to 116,000 jobs that Dutch startups can provide by 2030.



## Impact startups are becoming a major employer

550+ startups in the Netherlands have sustainable development goals at the core of their business.

Impact startups with at least 2 employees currently generate 10% (or 13.9K) of the total number of startup jobs, up from 7% last year.

Rising stars like Lightyear, EVBox and VanMoof are amongst some of the startups contributing for this ongoing growing trend.



## Tech talent remains in high demand across the Netherlands

Tech related roles are amongst the hardest-to-fill positions, with job vacancies typically staying online on average 69 days, above the national average of 65 days.

Some of the biggest success cases, innovation and job creation is happening across the country. 62% of the total startup jobs is created outside of North Holland.

Connectivity between the Dutch regions remains top of the bill, and talent from all universities can be found migrating throughout the country.



# 1 | Startup jobs in the Netherlands

# Companies in this report.

## Grownups

Former startups & scaleups.  
More than 500 people globally.  
Founded in the Netherlands  
after 1990 (in the information age).



## Scaleups

Former startups.  
50-500 people globally.  
Founded in the  
Netherlands after 1990.



## Startups

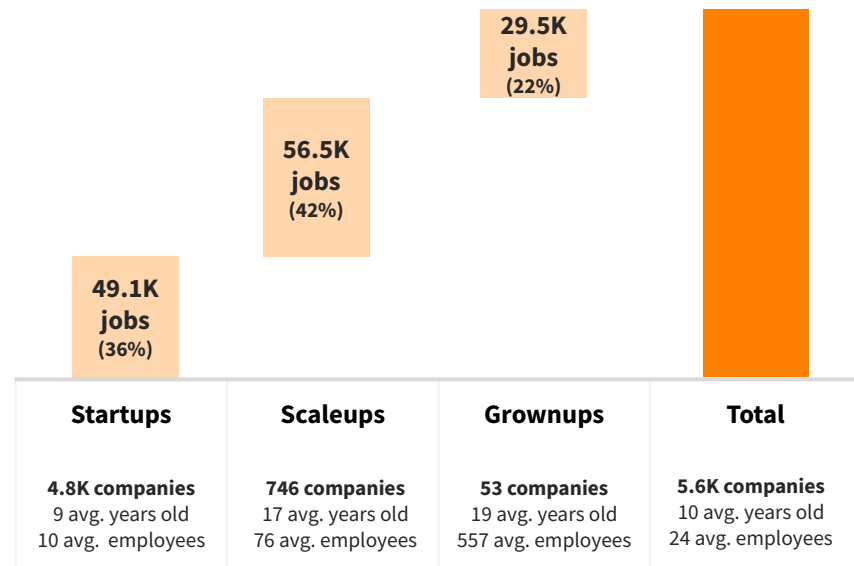
Companies designed  
to grow fast.  
VC-backable business model.  
Less than 50 people.  
Founded in the  
Netherlands after 1990.



# Employees by company type.

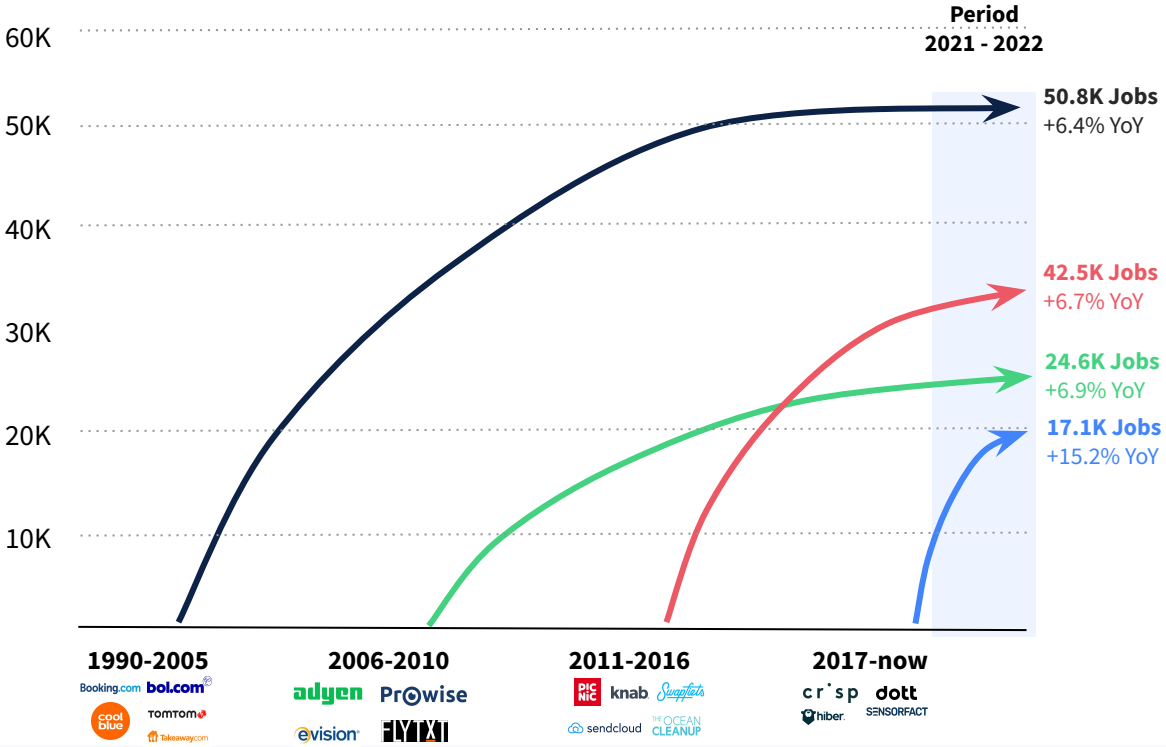
## Employees by company type.

135.2K local jobs  
at homegrown startups,  
scaleups and grownups.



# Startups in the Netherlands currently generate 135K jobs, with younger companies adding most of the new positions.

## Total jobs



The overall Dutch economy grew by 4.8% last year, its strongest registered growth since 1998\*. Following a similar trend observed in previous reports, startups are an above average growing industry with an annual growth of 7.6%.

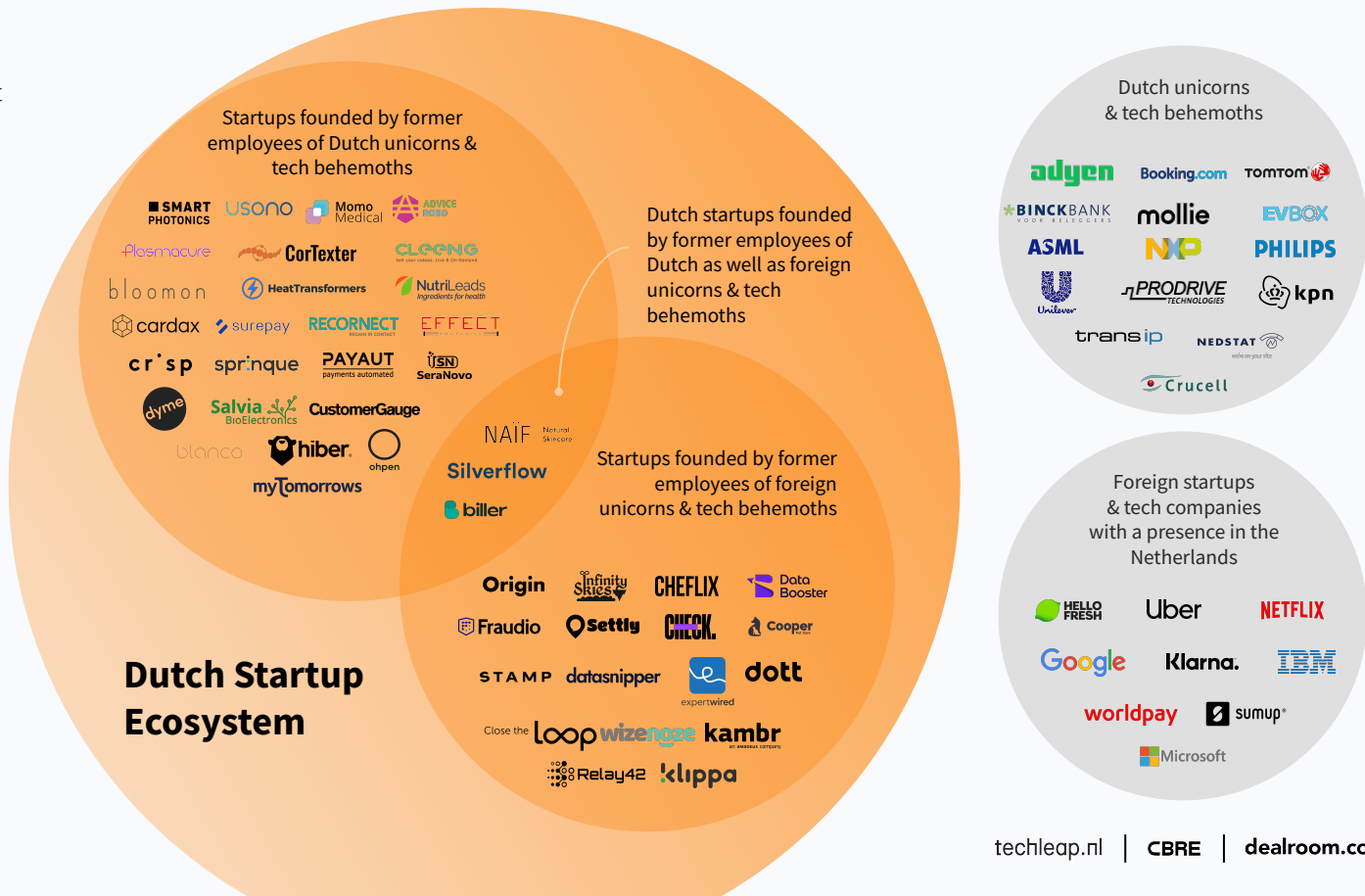
Companies founded before 2005 remain the biggest employers in the dutch startup and scaleup ecosystem, currently employing nearly 51K people across the country. However, this cohort of companies now records the slowest growth, at 6.4% year-over-year on average. The youngest cohort of companies is now contributing to >17K jobs.

# A flywheel is starting to show in the Netherlands where founders who gained experience at large domestic & foreign companies turn to entrepreneurship.

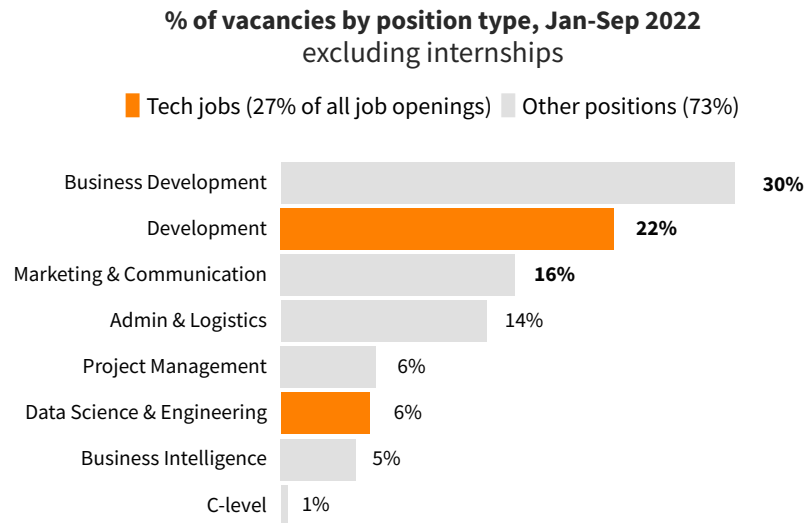
We identified **100+** startups (co-)founded by individuals who first gained experience as employees of one of the 29 Dutch unicorns, or in tech & R&D intensive Dutch corporates.

This new generation of startups already generates **3K** local jobs, and over **5K** jobs globally.

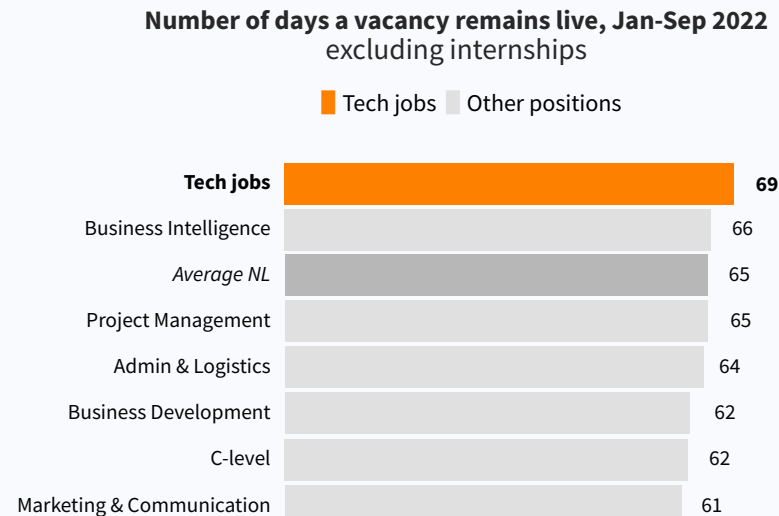
The Netherlands is also home to many secondary offices of foreign **startups** and **tech companies**. Former employees of these companies also increasingly turn to entrepreneurship, helping to build a new generation of promising startups in the Netherlands and creating over **1K** jobs locally.



## Startups are hungry for talent across different skill sets.

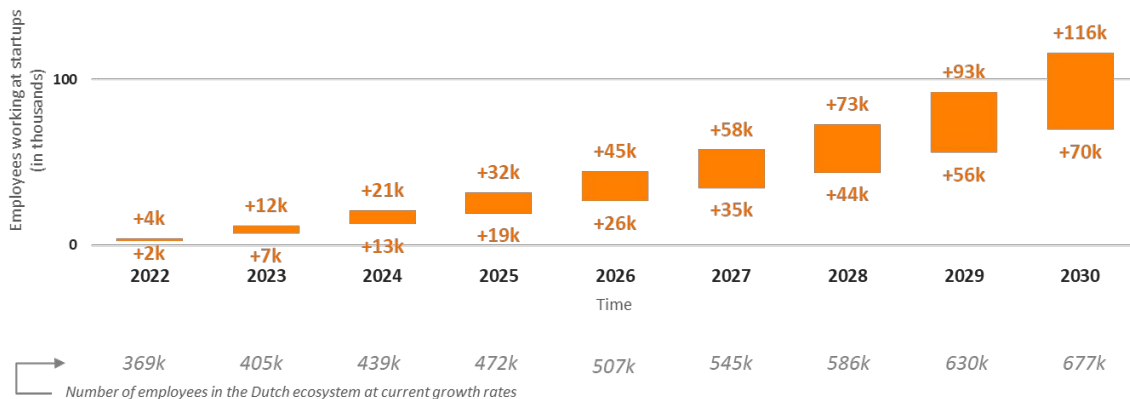


## Tech roles remain the hardest-to-fill positions, staying active for an average of 69 days.



# The impact of better stock option policy is up to 18% on employment growth by 2030.

**Growth opportunity in startup jobs with ESOP effectively implemented**  
(from 2022 to 2030)



[techleap.nl](https://techleap.nl)

Employee benefit plans that give workers shares of stock (ESOP) can align the interests of employees with those of the company, as the company's success translates into future financial rewards.

They also help staff to feel more appreciated and better compensated for the work they do. Effectively increasing innovativeness and firm performance.

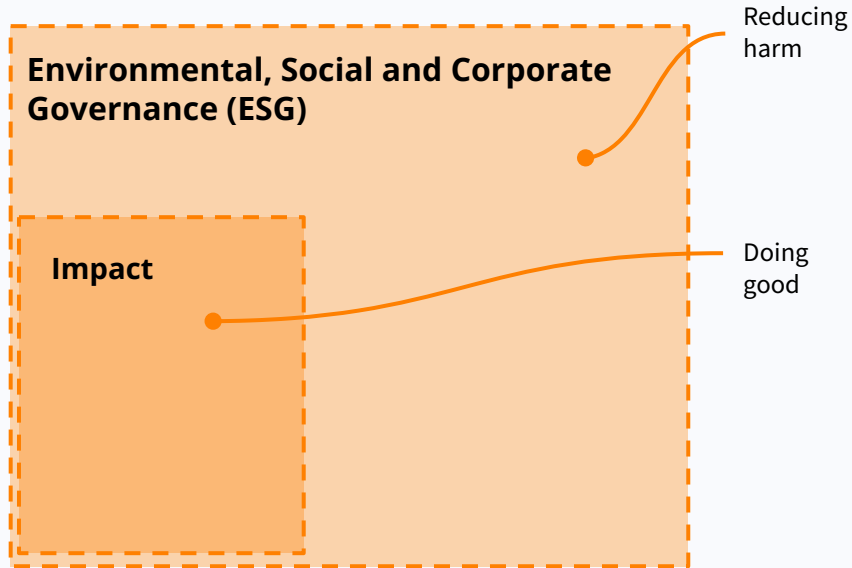
When The Netherlands implements similar stock option policy as in benchmark countries like the UK, United States and Sweden, there is an ecosystem growth within reach of up to:

- 116K in additional startup jobs by 2030
- 470-690 million in yearly additional available early stage funding
- €1.4 - 2.3 billion in returned taxes per year

# 2 | Impact startups & jobs



# To be an impact company means having sustainable development at the core of the business's values.



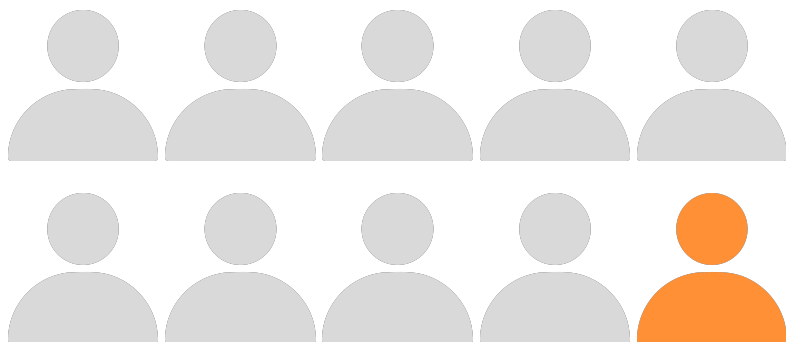
In this report, an impact startup is a company that addresses one or more UN Sustainable Development Goal (SDGs) at the core of its business and the potential to scale. Our litmus test: if you remove the impact, you also remove the business.

The Sustainable Development Goals are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including poverty, inequality, climate change, environmental degradation, peace and justice. Learn more and take action.


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

**In this report, we examined over 550+Dutch impact tech startups.**

**1 in every 10 startup employee in the Netherlands works at an impact startup.**



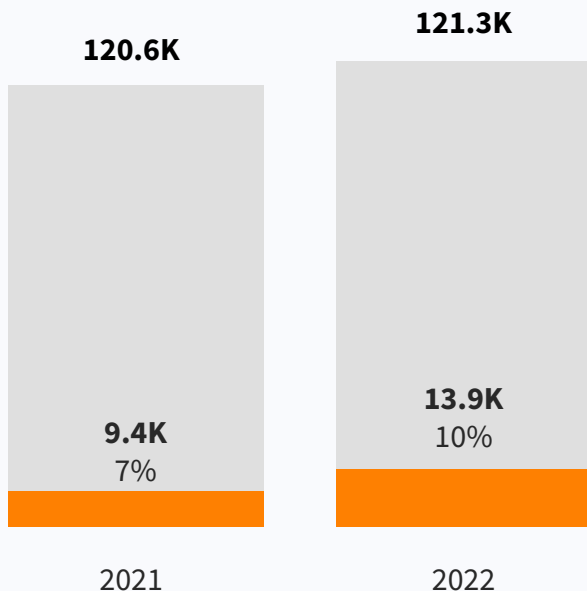
### Largest Dutch impact startup employers

Company	Impact topic	Location	Netherlands-based Employees (2022)
 Lightyear	Electric Mobility	Helmond	500+
 EVBOX	EV Charging Stations	Amsterdam	400+
 VANMOOF	Electric Mobility	Amsterdam	300+
 EBUSCO®	Electric Mobility	Deurne	300+
 ACT	Climate Fintech	Amsterdam	250+
 avantium	Biofuels	Amsterdam	200+
 felyx®	Electric Mobility	Amsterdam	150+
 Otrium	Sustainable Clothing Retailer	Amsterdam	150+
 SUSTAINALYTICS	Sustainability Measurement	Amsterdam	150+
 dott	Electric Mobility	Amsterdam	150+

# With over 13.9K jobs created to date, Dutch impact startups are becoming a pillar of the tech ecosystem in the Netherlands.

## Startup jobs at Netherlands-based impact startups, 2022 vs 2021

■ Total homegrown jobs    ■ Jobs at impact startups



## Fastest-growing impact startups over the past year

 **seenons**  
Sustainable Waste Solutions

 **ROCSYS**  
EV Charging

 **sympower**  
Clean Energy Tech










 **Gradyent**  
Clean Energy Tech

 **ELED**  
EV Battery Tech






 **DOCKR**  
EV Mobility

# Prominent global impact companies attract Dutch talent, creating (foreign) ecosystem value, increasing pressure on available talent for startups, but also helping to mature the ecosystem.

## Foreign impact unicorns creating jobs in the Netherlands

 <b>TESLA</b>	1.3K+
 <b>Vinted</b>	70+
 <b>LUCID</b>	80+
 <b>FLIX</b>	20+
 <b>inform</b>	15+
 <b>via</b>	15+
 <b>BEYOND MEAT</b>	60+
 <b>XPENG</b>	60+
 <b>THE ORIGINAL OATLY!</b>	60+

## Foreign impact scaleups creating jobs in the Netherlands

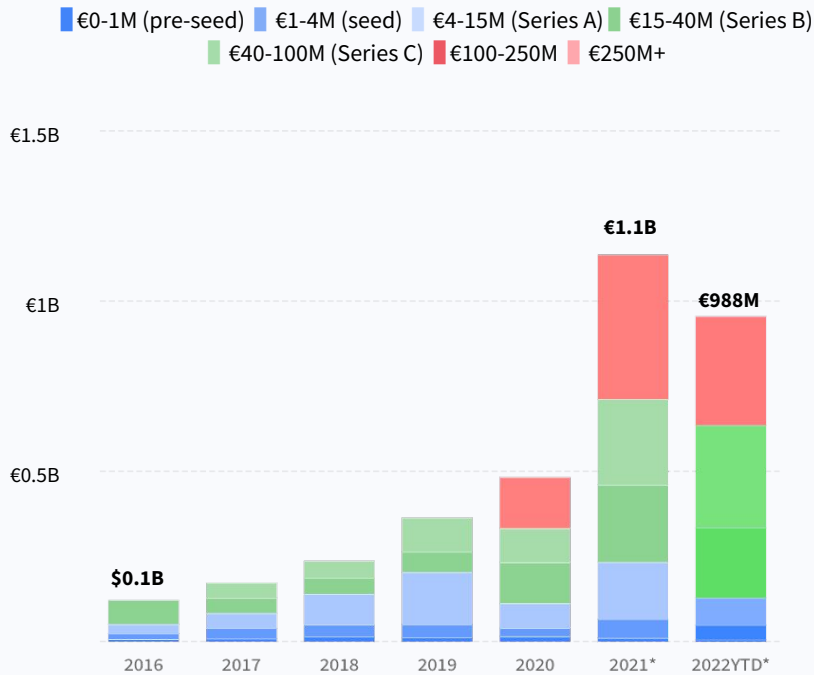
 <b>HYZON</b>	60+
 <b>tibber</b>	10+
 <b>Flo</b>	30+
 <b>MEATLESS FARM</b>	20+
 <b>AGENDIA</b> PRECISION ONCOLOGY	50+

## Foreign impact grownups creating jobs in the Netherlands

 <b>sama</b>	10+
 <b>APOLLO AGRICULTURE</b>	10+
 <b>AMCS</b>	40+

# With nearly €1B raised so far in 2022, Dutch impact investment already surpassed 2020 levels.

## Venture capital investment into Dutch impact startups [» view online](#)

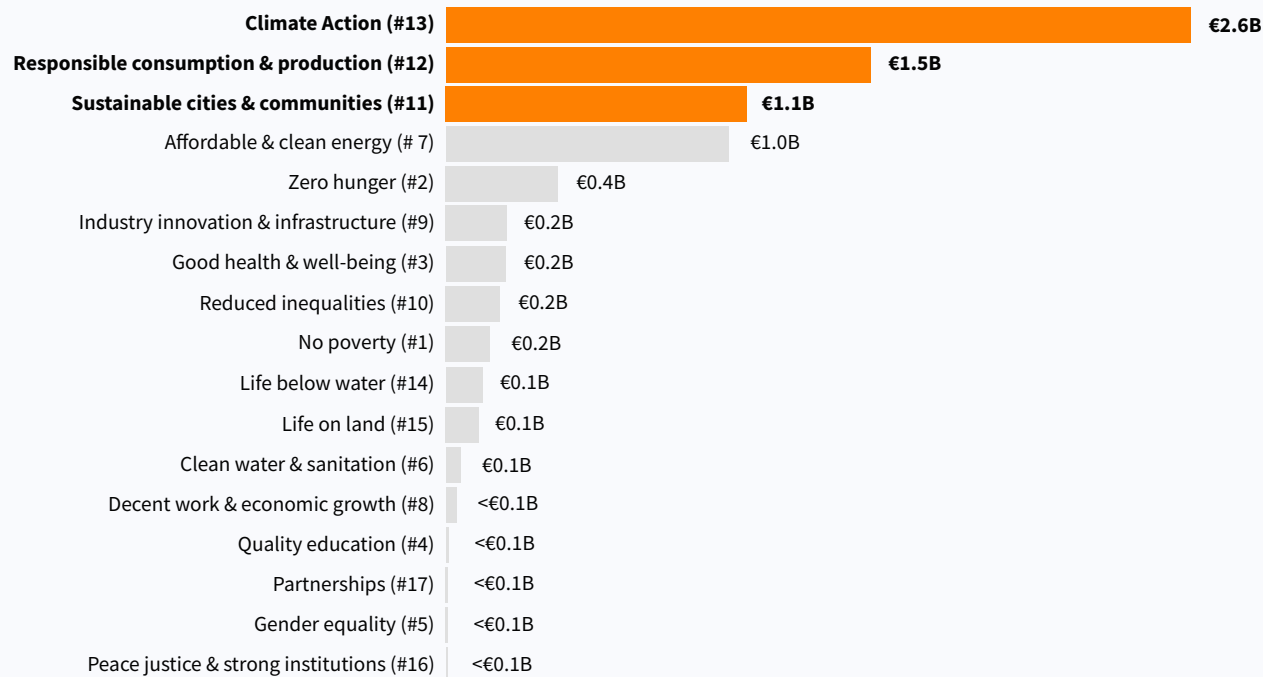


## Over 100+ Dutch impact startups raised in 2022 [» view online](#)

NAME	DEALROOM SIGNAL	MARKET	TYPE	GROWTH 12 months growth	LAUNCH
<b>SeaCurrent</b> ★ 🗑️ ❤️ A start-up created to make electric...	30	B2B energy providers clean energy	deep tech hardware commission manufacturing	-	De
<b>Bio Nippy Technologies B.V.</b> 🗑️ One-Stop-Shop for organic, sustai...	-	B2B, B2C food home living in-store retail & restaurant tech innovative food food logistics & delivery	mobile app advertising commission selling own inventory marketplace & ecommerce	-	Se
<b>DemaTrading.ai</b> 🗑️ Ready-to-invest index implementa...	-	B2B, B2C fintech wealth management crypto and defi	blockchain artificial intelligence big data machine learning deep learning	-	Ja
<b>Micreos</b> ★ 🗑️ ❤️ Micreos develops the world's first t...	35	B2B health biotechnology	commission manufacturing	13%	2
<b>Fastned</b> ★ 🗑️ ❤️ Fast car charging along the highway	43	B2C energy transportation mobility	hardware commission manufacturing	41%	Fe
<b>Eavor Technologies</b> 🗑️ ❤️ Tech company that has invested a ...	39	B2B energy clean energy	commission manufacturing	10%	
<b>Almacena Platform</b> ★ 🗑️ ❤️ An award-winning Agtech and Fint...	68	B2B fintech food financial management solutions agritech	big data iot internetofthings mobile app blockchain commission	-	Ju
<b>Aliter Networks</b> ★ 🗑️ ❤️	27	B2B, B2C hosting	hardware commission sell own inventory	10%	2

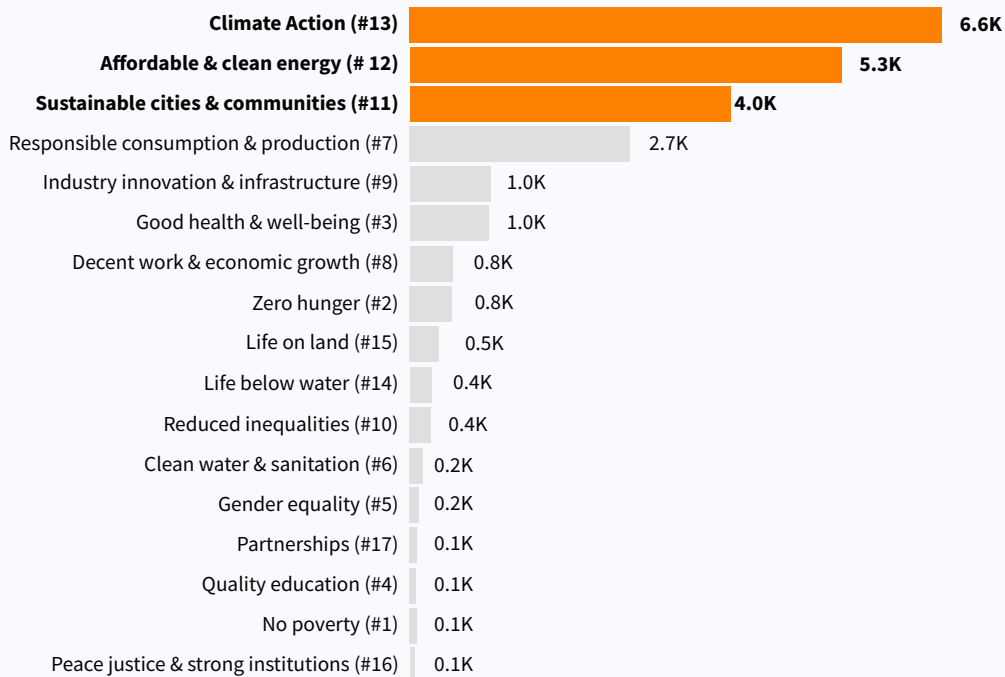
# Climate Action, Responsible Consumption & Production and Sustainable Cities & Communities are the most funded SDGs since 2016.

2016-2022 YTD investment per Sustainable Development Goal\* [» view online](#)



# Climate Action, Affordable & Clean Energy, and Sustainable Cities & Communities provide the most jobs.

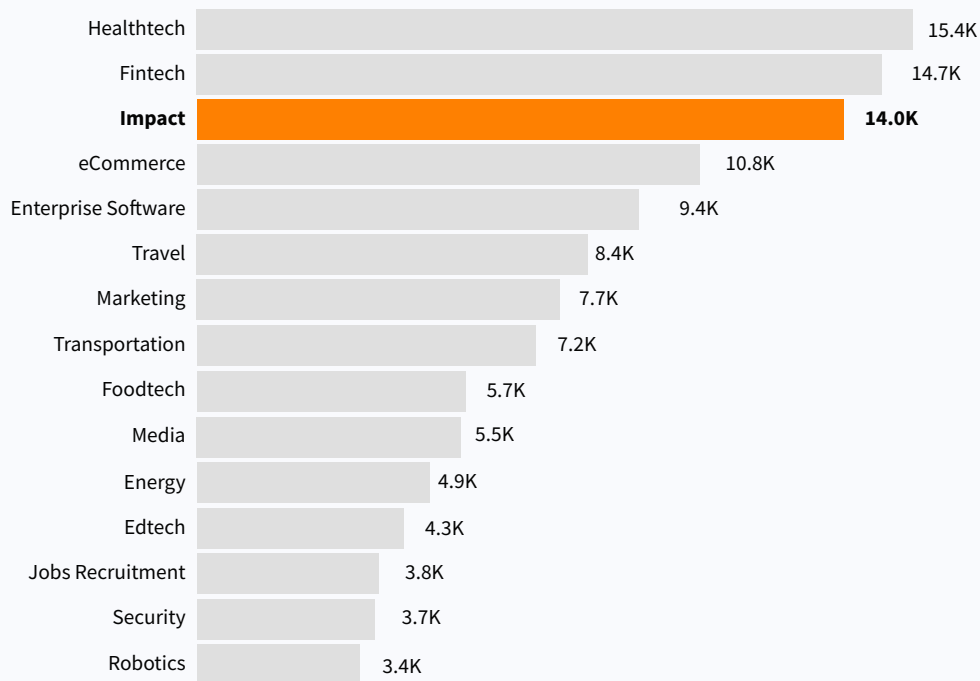
Startup jobs by SDG, 2022\*





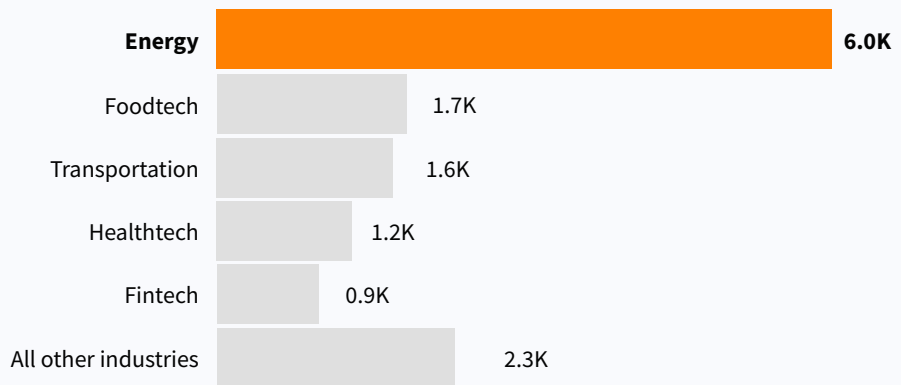
# Impact startups are the third largest employer in the Dutch ecosystem, only behind Healthtech and Fintech.

Startup jobs by industry, 2022\*



# Energy is by far the most impact intense industry, followed by food and transportation.

Impact jobs by industry, 2022



## 40% of impact jobs are created by Energy startups.

Energy is the largest impact sector with 6K jobs. Lightyear, Fastned and Ebusco are some of the rising number of homegrown success cases in this space.

Since 2019, energy-related impact startups have added 2.8K jobs to the Dutch startup ecosystem.

# South Holland, North Brabant and Gelderland are key regions for impact entrepreneurship.

Percentage of startup jobs at Impact startups by Province.



# dealroom SIGNAL

**Dealroom has launched a powerful predictive algorithm to discover the most promising companies, Dealroom Signals.**

Despite a downturn quarter in funding, there's still potential for investment opportunities. Don't miss out on up and coming startups, and stay ahead of the market with Dealroom Signals.

The input for each Signal's algorithm includes company growth (team size, product growth), job openings, completion score and contextual data (does the company fit into segments of interest), timing (is the startup likely to raise their next round soon) and team composition.



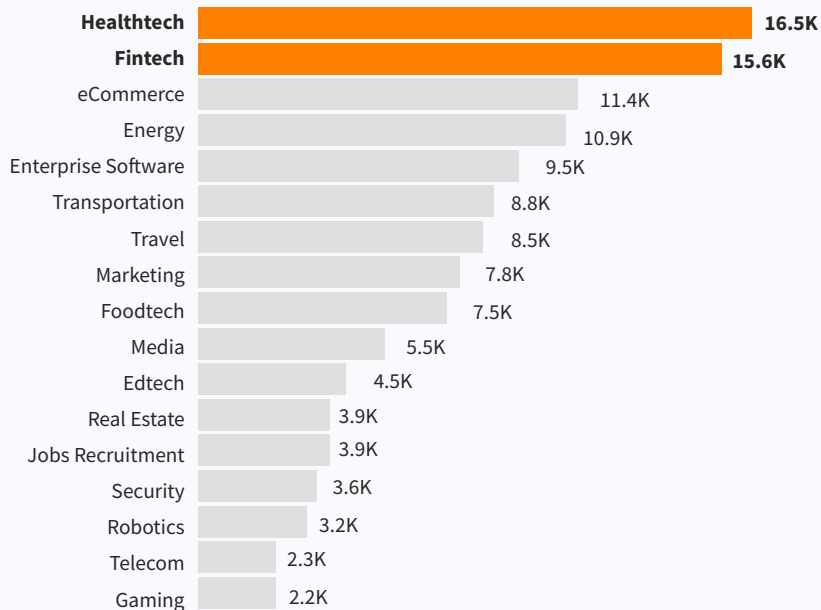
100 impact startups to watch out for [» view online](#)

NAME	DEALROOM SIGNAL	MARKET	TYPE	GROWTH	LAUN
<b>Otrium</b> ★ 🗑️ ❤️ Connecting brands with excess inv...	77	B2B, B2C fashion apparel	machine learning artificial intelligence commission marketplace & ecommerce	-11%	
<b>GO Sharing</b> ★ 🗑️ ❤️ Offers shared electric vehicles as a ...	73	B2B, B2C transportation search, buy & rent mobility	mobile app subscription marketplace & ecommerce	36%	
<b>Meatable</b> ★ 🗑️ ❤️ Developing next generation of clea...	72	B2B food innovative food	deep tech commission manufacturing	70%	
<b>Onera</b> ★ 🗑️ ❤️ Medical devices for sleep diagnosi...	66	B2B health medical devices	deep tech	24%	
<b>Venturi Aviation</b> ★ 🗑️ ❤️ Building world's first all Electric ze...	64	B2B transportation vehicle production	selling own inventory manufacturing	-	
<b>Envision Technologie</b> ★ 🗑️ ❤️ Offers a range of visual recognition...	64	B2C health medical devices	connected device machine learning mobile app big data computer vision	-	
<b>VanMoof</b> ★ 🗑️ ❤️ Dutch company that builds and sel...	62	B2B, B2C sports transportation vehicle production	iot internetofthings hardware connected device commission selling own inventory	30%	
<b>Circularise</b> ★ 🗑️ ❤️ Using blockchain to bring transpar...	62	B2B enterprise software	blockchain deep tech commission saas	-	
<b>Sensity AI (formerly</b> 🗑️ ❤️		B2B	artificial intelligence		

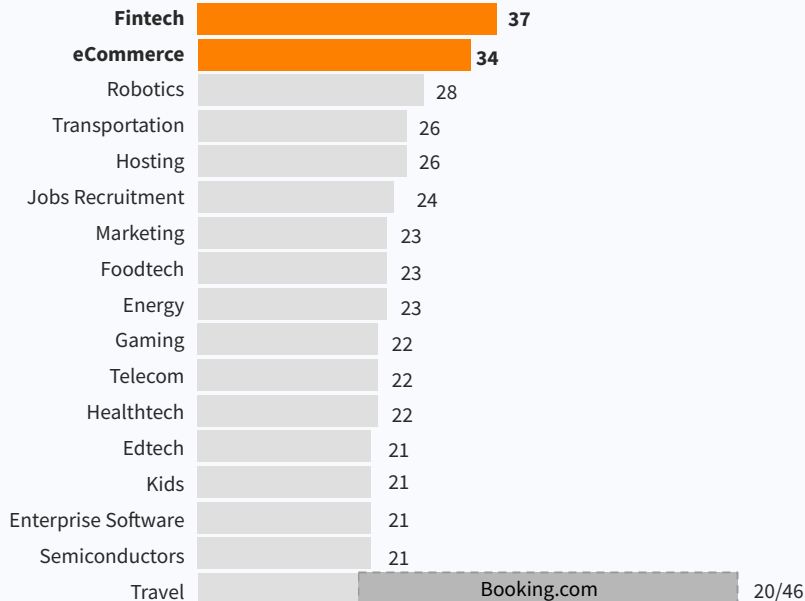
# 3 | Startup jobs per sector

# Healthtech and Fintech provide the most jobs while eCommerce and Fintech have the largest teams on average.

Startup jobs by sector, 2022

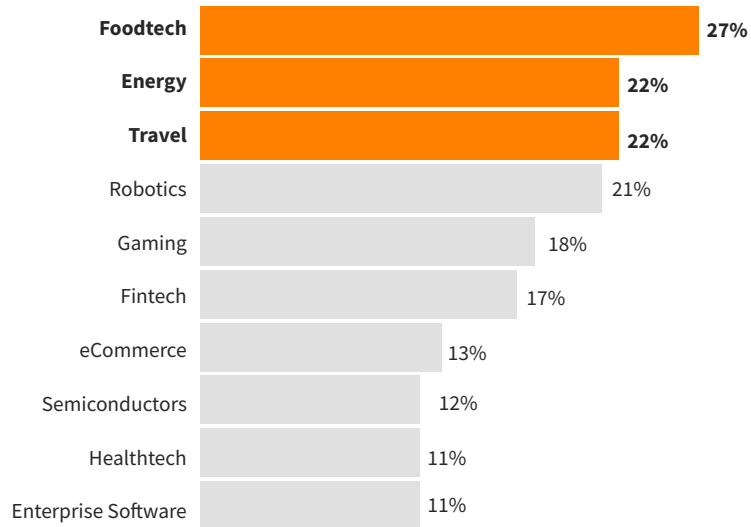


Average team size by sector, 2022



# Foodtech, Energy and Travel provided the fastest employment growth of the past year.

**Fastest-growing sectors of employment over the past year**  
annual job growth, 2021-2022



**Foodtech** remains a high-growth sector, **growing at an annual growth rate of 27% since April 2021**, adding 1.3K new jobs. Success cases like Crisp, Protix and Mosa Meat are some of the startups contributing to this trend.

Beyond Foodtech, **Energy** startups are also leading in terms of job growth in the past year.

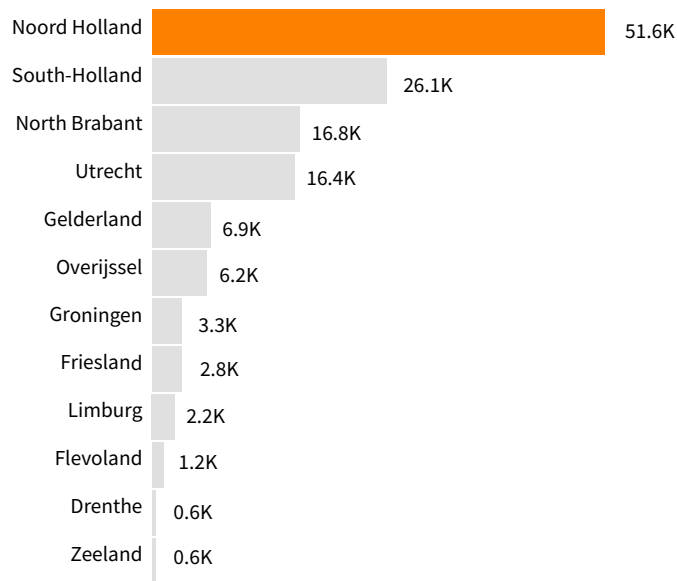
With over 1.2K new local jobs added to the ecosystem, the **Travel** sector has made a post pandemic recovery now within the top three fastest growing sectors for local employment, thanks partially to the resurgence of industry giant Booking.com.



# 4 | Geographical distribution

# North Holland: the largest pool of startup jobs.

Startup jobs by Province in 2022



North-Holland leads as the most mature ecosystem, **home to over 1.8K startups and 51.6K startup jobs**. Representing 38% of the startup workforce in the country. Some of the country's biggest success cases have been founded in North Holland, including the likes of Adyen, Picnic and Mollie.

(International) VCs and incubators have located here and in turn, help grow the ecosystem year on year. The region's particular strength lies in Fintech, Travel, Transportation and Health sectors.

In close connection to North-Holland is **Flevoland**. Though small in startup numbers, the region stands out for its Food Tech industry, with several hubs having been created in the province in recent years, such as research institute Flevo Campus.

## Key Facts about North Holland startup ecosystem

51.6K+

Total number of jobs created by North Holland startups

1.8K

Number of startups with at least 2 employees

14K+

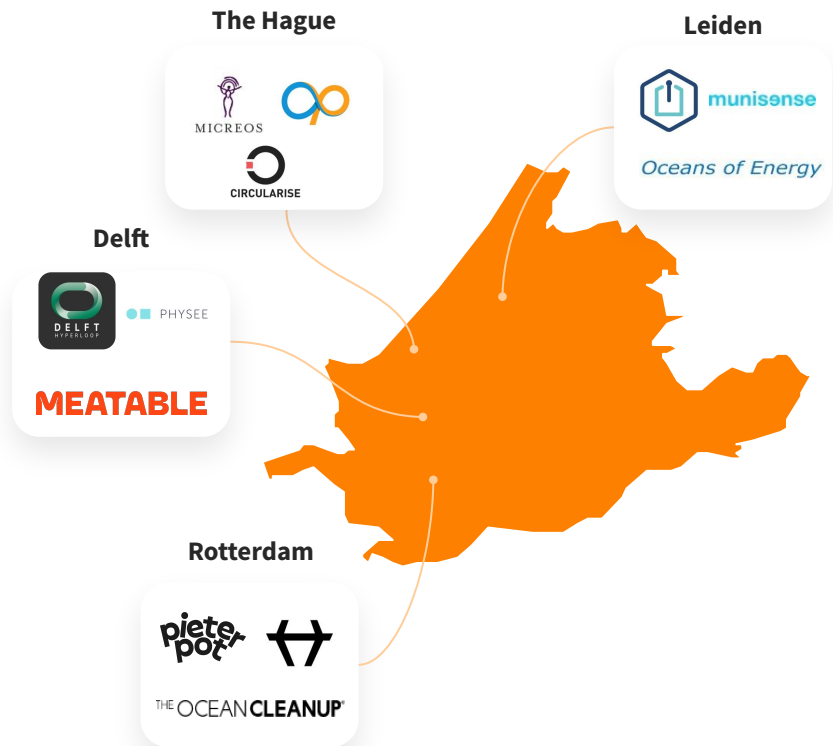
Number of jobs created since 2018

# Explore the Amsterdam ecosystem

» Amsterdam startup employment



# South Holland: a key province for Impact focused startups.



The South Holland province is becoming an ever more important pillar of the national startup ecosystem, now has a combined value of nearly €50B with over 1.3K startups which in turn support over 26.2K local jobs combined.

With **150+ impact based companies** in the province, startups in South Holland benefit thanks to deep talent pools from leading education institutions such as Rotterdam Erasmus University, TU Delft and the University of Leiden.

Thanks to the aforementioned benefits of a host of established education institutions and the proximity to each others ecosystems, South Holland is growing as a key startup province within the country, experiencing consistent year on year growth over the past decade. This year the province saw an **annual job growth of 8%**.

## Key Facts for South Holland Impact Startups

8%

Growth in Impact jobs,  
year-on-year

150+

Impact Startups in  
South Holland

1 in 4

Impact job in the  
Netherlands is in  
South Holland

# North Brabant: a key Dutch province for deep tech startups.

## Largest deep tech employers in North Brabant



**Prodrive Technologies**

Netherlands-based employees: 1.5K+



**Lightyear**

Netherlands-based employees: 600+



**Sioux**

Netherlands-based employees: 500+



**Adimec Advanced Image Systems**

Netherlands-based employees: 100+



**Smart Robotics**

Netherlands-based employees: 100+



**EFFECT Photonics**

Netherlands-based employees: 80+

North Brabant is home to nearly 700 startups which makes it the third largest province count in The Netherlands. The region's strength lies in deep tech. The **124 deep tech startups generate over 5K jobs**, representing more than a quarter of the region's startup workforce.

Driving this trend are homegrown startups in the province such as Prodrive Technologies, Lightyear and Smart Robotics.

## Key Facts about North Brabant's Industrial tech startups

27%

Growth in deep tech jobs, year-on-year

120+

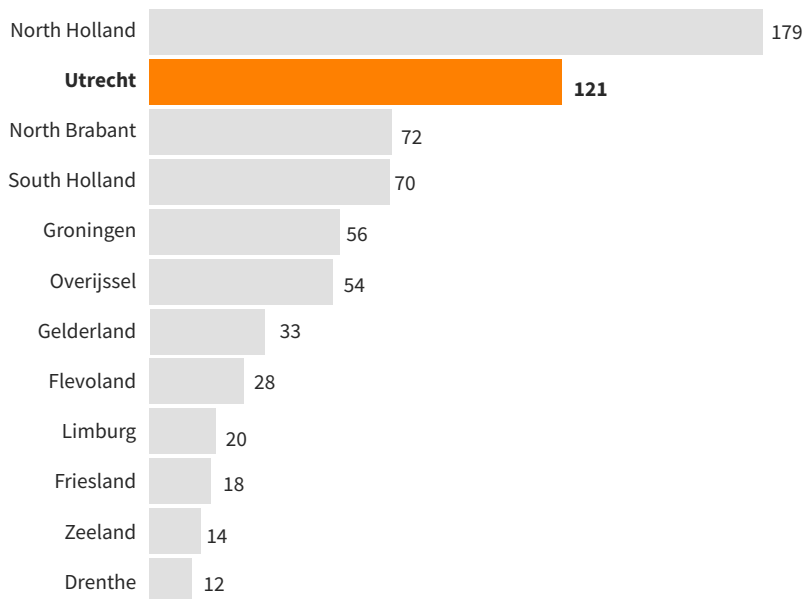
Number of deep tech startup

850+

New added deep tech jobs since 2021

# Utrecht: ranks second in startup jobs per 1M inhabitants.

Startup jobs per 1M inhabitants, 2022



Utrecht stands out as the **4th region by number of startup jobs**, with **over 16.4K jobs created** by 600+ startups in 2022.

The region also stands out startup jobs per capita, only second to North Holland, with over 100 startup jobs created per 1M inhabitants in 2022. Some of the region's biggest employers include Bol.com, AFAS Software and Ultimaker.

Utrecht's key industries include Health, Fintech and eCommerce.

## Key Facts about Utrecht startup ecosystem

121

Startup jobs per 1M inhabitants

8%

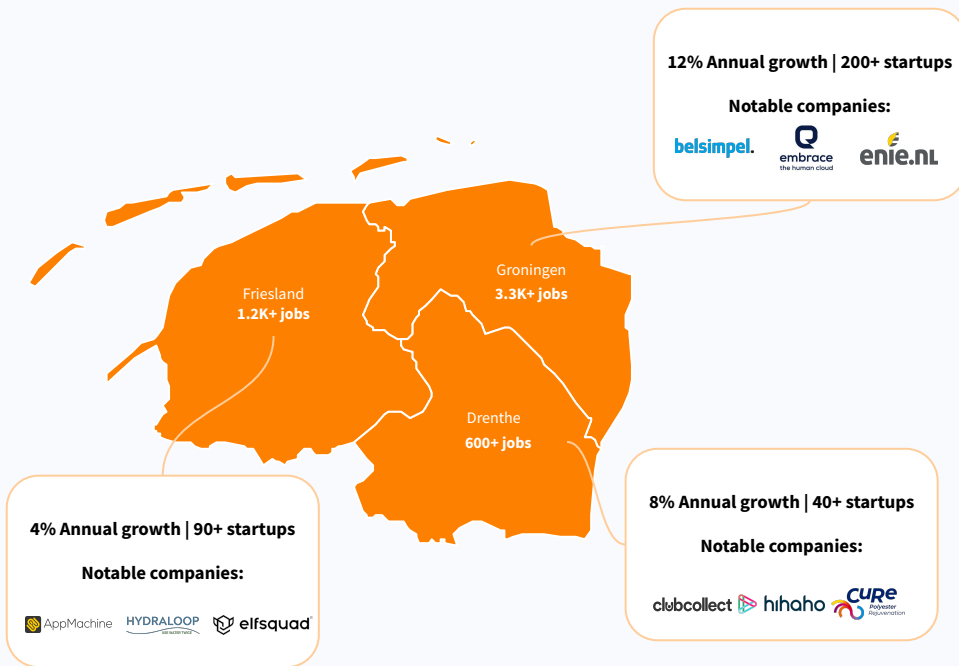
Growth in jobs, year-on-year

3.4K+

Jobs created since 2018

# Northern Netherlands stands out by fast growth.

## Spotlights & key figures in Groningen, Friesland and Drenthe



**Groningen** continues its track record for a second consecutive year as the fastest-growing region in terms of job growth. Home to ~200 startups supplying 3.3K jobs. Since 2018, the province has grown its job count by 12% - growing faster than any other province in the country. Within the period, approximately 1.2K new local jobs have been created by Groningen based startups.

Although **Friesland** is one of the smaller regions by number of startup jobs, the region is home to several innovation hubs. In the municipality of Leeuwarden sits campus Fryslân, a faculty of the University of Groningen, located in the province of Friesland. Hubs such as the BioBizz Hub in Balk and the Watercampus in Leeuwarden host scaling businesses.

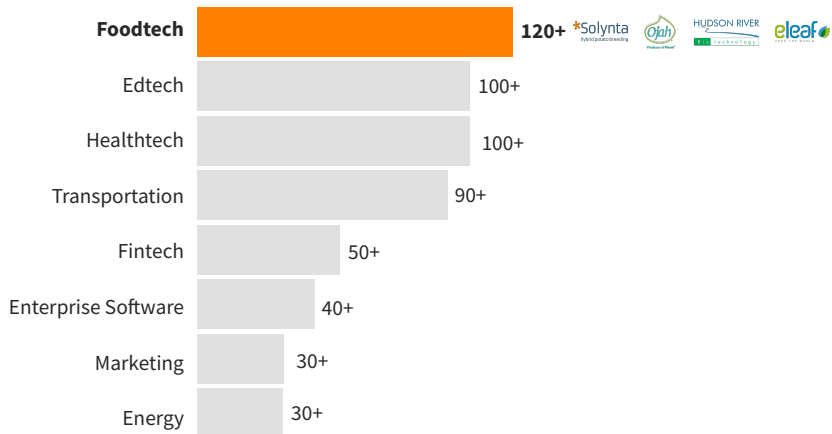
One of the smallest startup regions, **Drenthe** has shown the impact that even smaller innovative businesses can make. With only two people employed, local competition winner SimCPR is improving CPR feedback for first responders.



# Gelderland

In Gelderland, **Foodtech** startups are adding jobs faster than any other sector. Between 2021 and 2022, Foodtech startups added nearly one fifth of new jobs in the region. Wageningen University and Research (WUR) are amongst the top universities globally in the Food field, ranking #1 in Agriculture and Forestry and #5 in Environmental Sciences. Notable spinouts include: Rival Foods, FUMI Ingredients and plant-e.

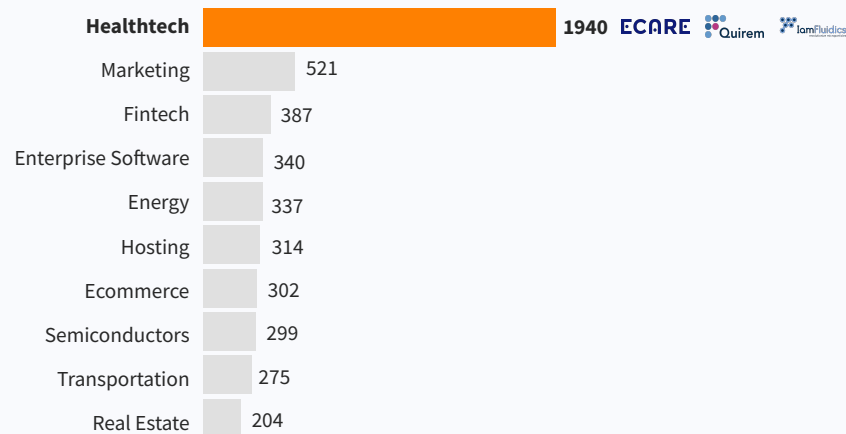
**Net local jobs added by Gelderland-based startups  
2021-2022**



# Overijssel

**Healthtech** jobs are more equally distributed across the country, however, in regions like Overijssel the sector contributes a significant share of the total of startup jobs. In 2022, Healthtech startups contribute to over 30% of the total of startup jobs in the region.

**Number of jobs per sector by Overijssel-based companies, 2022**



# Limburg

Limburg is centrally located in the heart of the Eindhoven, Leuven, Aachen Technology Triangle (ELAT) with quick access to the large German market.

In the vicinity of important knowledge institutions and key sources of talent such as the universities of Maastricht, Leuven and Aachen. In 2022, the province supports 2.2k jobs, which represents a 6% increase on the previous year.

# Zeeland

Although Zeeland is the smallest Dutch province by number of startups and jobs, the region shows a potential strength in its local food and transport industry.

The 2022 acquisition of Meatless\*, which enables production of plant textures for fish and meat alternatives, is a further core component for the ongoing foodtech megatrend happening in the region.

Visit [finder.techleap.nl](https://finder.techleap.nl) to explore the Dutch startup ecosystem in greater depth.

The screenshot shows the TechLeap.nl website interface. At the top, there is a search bar with the text "Search for companies, investors, people, lists & innovations" and a user profile for "Carla Napoleão Admin account". The main header features the title "Explore the Dutch Startup Ecosystem" and a sub-header "Join 7,000 Dutch ecosystem members getting exclusive insights every month. Sign up for the TechLeap.nl newsletter". Below this, three large statistics are displayed: 11,157 STARTUPS, 5,476 ROUNDS, and 2,889 JOBS. The background of these statistics is a night view of a city skyline reflected in water. A navigation menu at the bottom includes "OVERVIEW", "CURATED CONTENT", "THE SCALE LAB", "REPORTS", and "TOOLS". Below the navigation, there is a "Searches" section with three columns: "NORTH HOLLAND", "NETHERLANDS", and "FINTECH". Each column contains a list of search results with icons and text.

Region	Startups	Rounds	Jobs
Netherlands	11,157	5,476	2,889

Searches:

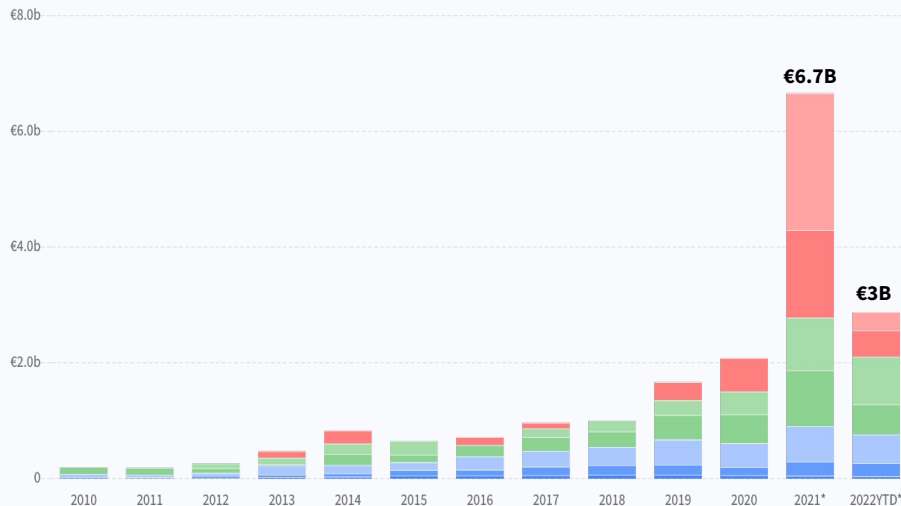
- NORTH HOLLAND**
  - Energy transition
  - CBRE: Greater Region Amsterdam
  - Amsterdam Ecosystem
- NETHERLANDS**
  - Blockchain startups in fintech | Netherlands
  - Female founded startups | Netherlands
  - AI-driven health tech companies
- FINTECH**
  - Blockchain startups in fintech | N
  - Fintech early stage
  - InsurTech startups

# 5 | **Jobs & investment in context**

# 2022 has already become the second-highest year on record for VC investment in the Netherlands, although with levels much lower than last year.

## VC investment in the Netherlands [» view online](#)

■ €0–1M (pre-seed) 
 ■ €1–4M (seed) 
 ■ €4–15M (Series A) 
 ■ €15–40M (Series B) 
 ■ €40–100M (Series C) 
 ■ €100-250M 
 ■ €250M+



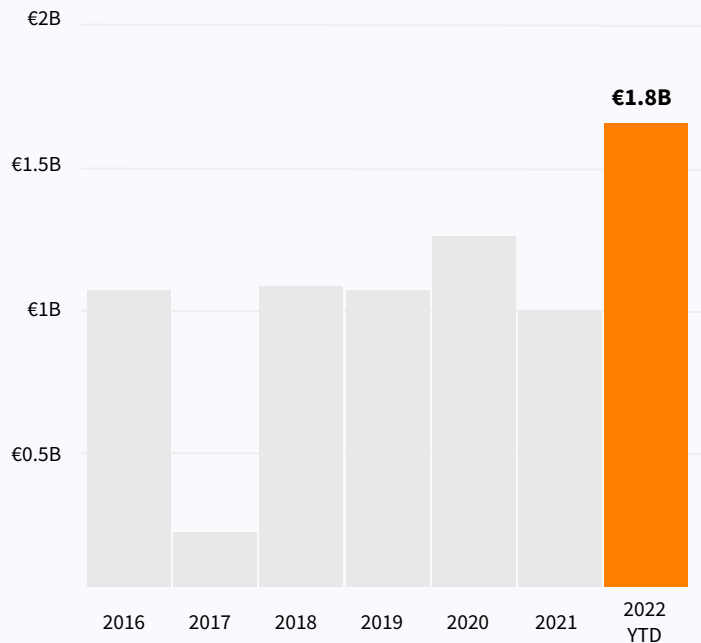
## Over 460+ Netherlands-based startups raised in 2022 [» view online](#)

NAME	MARKET	TYPE	GROWTH 12 months growth
<b>Perpetual Next</b> ★ Renewable carbon, biochar, green ...	B2B energy clean energy	commission manufacturing	106%
<b>NewAmsterdam Pharma</b> ★ Developing transformative, clinica...	B2B health biotechnology pharmaceutical	commission manufacturing	25%
<b>Lightyear</b> ★ The electric car that charges itself	B2C energy transportation clean energy vehicle production	deep tech manufacturing	110%
<b>Pyramid Analytics</b> ★ Recognized innovator in business ...	B2B enterprise software	big data deep tech commission saas	63%
<b>Leyden Labs</b> ★ Develop broad-spectrum, self-ad...	B2C health biotechnology	commission	155%
<b>Dott</b> ★ Amsterdam-founded e-scooter sta...	B2C transportation mobility	mobile app commission marketplace & ecommerce	39%

# Over €1.8B has been raised across 20 new VC funds in the Netherlands, already beating previous year's records, ready to be deployed in upcoming months.

## New funds raised by Dutch investors

[» view online](#)



## Selected new funds announced in 2022 YTD

[» view online](#)

Name	Amount	Date
endeit	€303M	May 2022
anterra capital	€260M	May 2022
CONNECTED CAPITAL	€154M	Feb 2022
Innovation Quarter / <small>first &amp; foremost in Greater Rotterdam - The Hague</small>	€143M	Apr 2022
neulion	€130M	Oct 2022
SHIFT	€110M	May 2022
DEEP TECH XL	€100M	May 2022
GLOBAL CLEANTECH CAPITAL	€75M	Feb 2022
DUTCH FOUNDERS FUND	€70M	Jan 2022

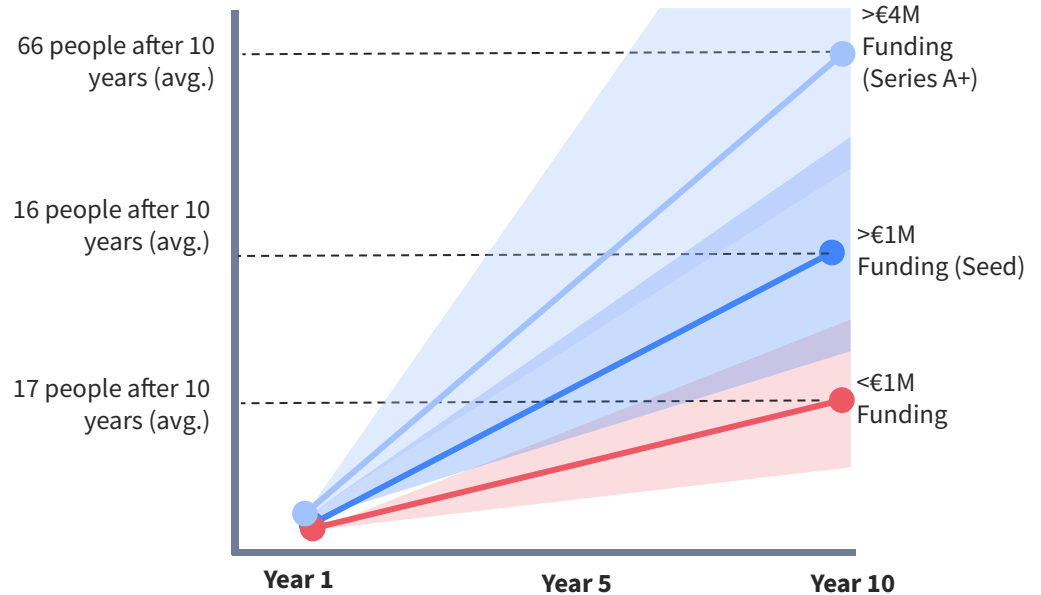
# VC funding fuels job creation.

Investment-backed startups and scaleups hire in larger quantities and faster than non-funded startups.

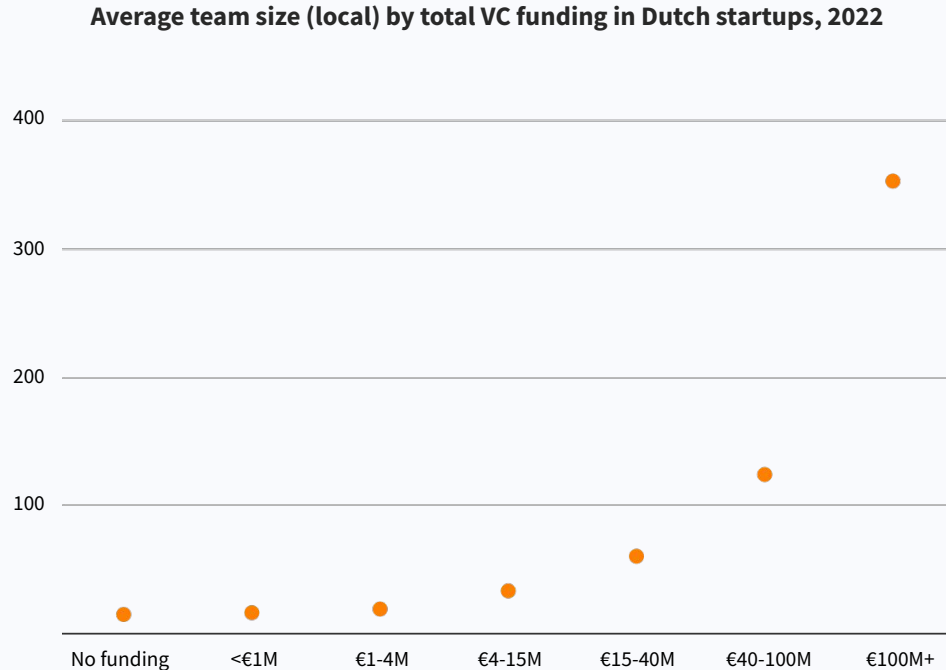
Within The Netherlands, there exists a positive correlation between funding raised and jobs growth.

Furthermore, Venture-backed startups grow their teams 4x faster than their peers.

Average team size per growth stage and company launch year in the Netherlands

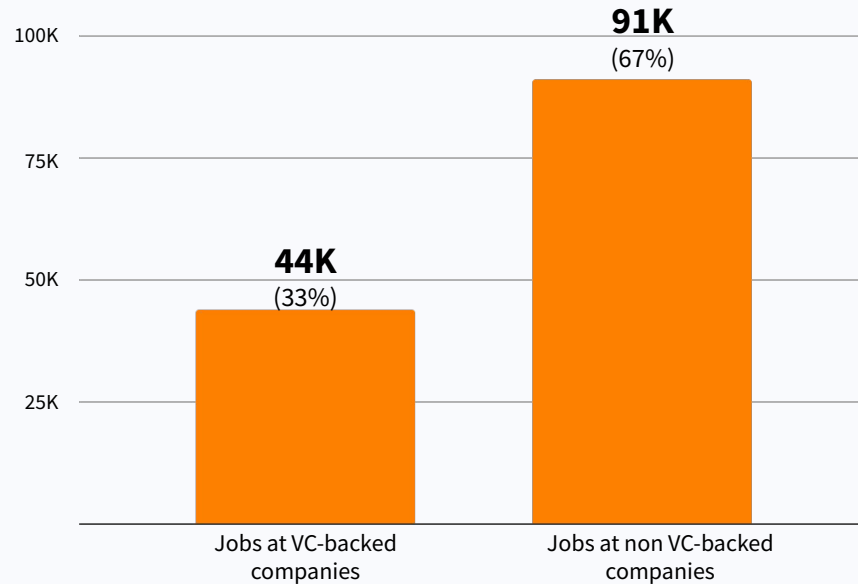


# Average team size correlates in an upward direction relative to total VC funding.



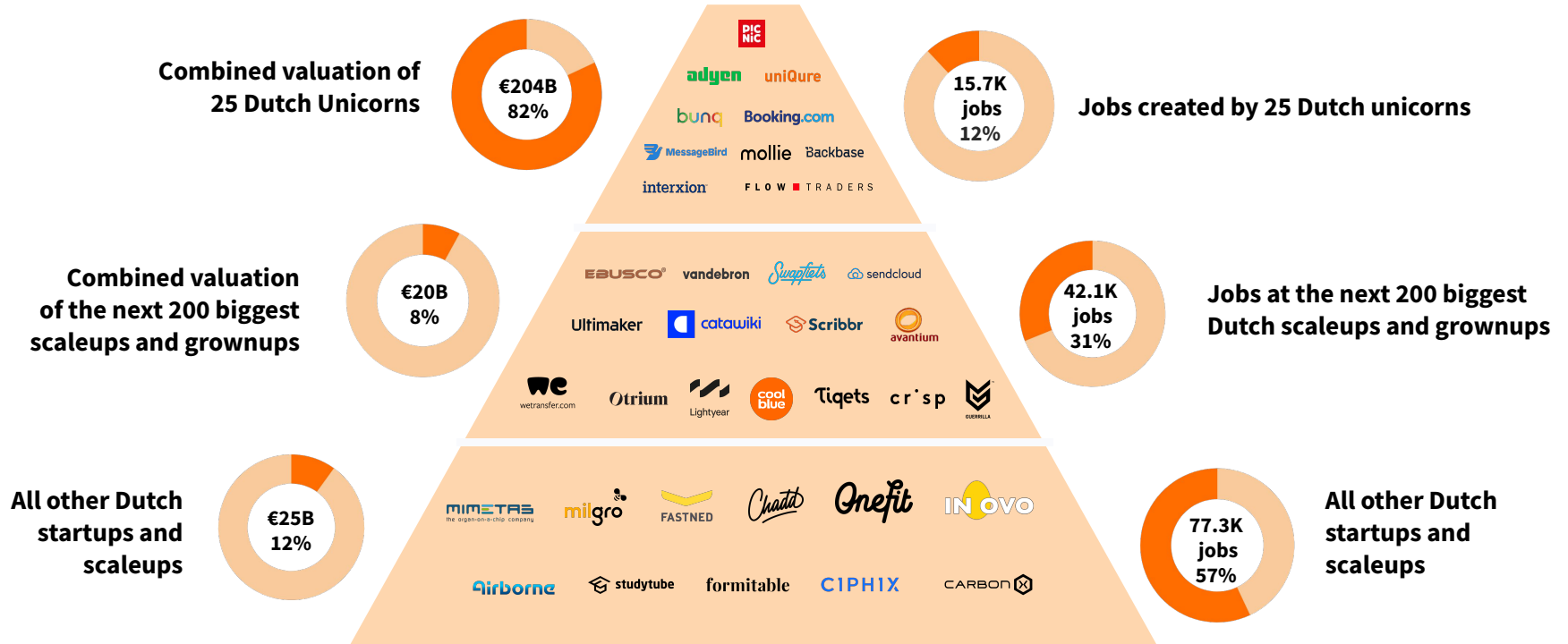
# Most startup jobs are at companies which are not (yet) VC-backed.

**Jobs at VC-backed startups  
vs not VC-backed startups in the Netherlands (2022).**





# Although most of the ecosystem value residing in more mature, VC-backed companies, most jobs are being created by a larger number of startups and scaleups.



# With the hiring demand of tech talent another year very high, layoffs in big tech might offer some room that the startup market is looking for.

## Recent layoffs announced by startups & tech companies with a presence in the Netherlands

Foreign Tech with secondary offices in the Netherlands



Dutch scaleups, grownups and corporates

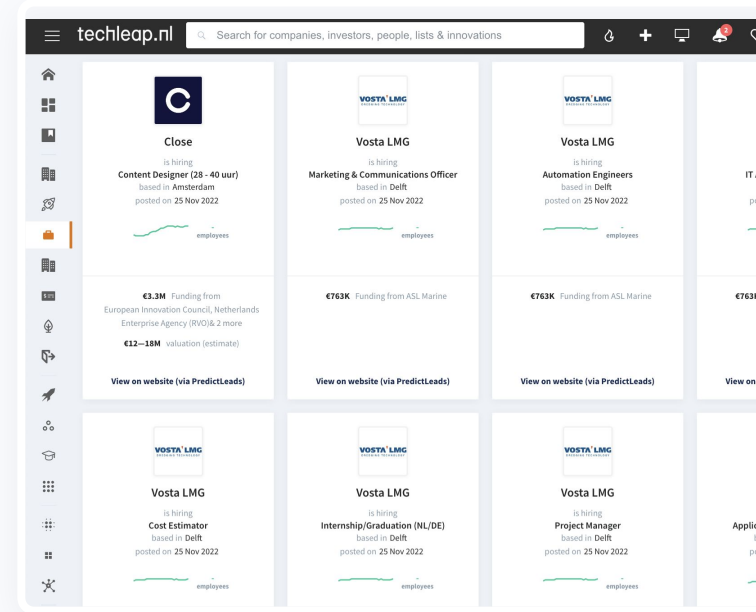


## Selected startups actively hiring in the Netherlands

Dutch startups actively hiring



Foreign startups hiring in the Netherlands



» Browse each startup's job openings

# 6 | Methodology

# Companies in this report.

 Asthmaware

**TOMMIE THE CAT** **gymspaces**  
**YOUTAP**

 Edu-Suite™  
all-in-one edtech solution

 FiglinQ



 URBANDINE

 flowlet

 purgatoria

 Tulip Solutions

**wavy. Ocean**

 LOANWISE

## Micro-startups

Projects or products which are not (yet) job-creating and/or incorporated, and/or in stealth.

 WILLICROFT

**ODYSSEY**

 COOL GAMES

 MLabs  
The digital marketing agency

 PastBook

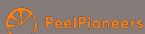
**PROFORTO**  
BEDRIJFSKLEDING VOOR MEERDEN

 MAINBLADES  
Aircraft Drive Inspectors

 Pharmean  
Maakt zorg bereikbaar

 feedback company

 HARDT  
HYPERLOOP

 PeelPioneers

**CAMP TOO**

 D.E.L.F.T.  
HYPERLOOP

 ZONNEPANELEN DELEN

 E-Flux

 Ecochain

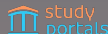
## Startups

Companies designed to grow fast. VC-backed business model. Between 2 and 50 people, Founded in the Netherlands after 1990.

 we  
wetransfer.com

**Otrium**

**cr'sp**

 study portals

 Recycle

**bunq**

**Airborne**

**MOSA Meat**

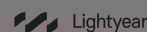
 sendcloud

**MEATABLE**

**LUMIXCS**

 cool blue

**adyen**

 Lightyear

 CM.com

**Booking.com**

## Grownups

Former scaleup. More than 500 people globally. Founded in the Netherlands after 1990.

**NXP** **ASML**

 Wolters Kluwer

 LapsePlan

## Mature companies

Large (tech) companies which are not startups.

# How did we arrive this dataset.

Starting point of **30.9K** businesses with an office in the Netherlands on the [Techleap.nl Startup Finder](#), which is powered by Dealroom.  
These companies were detected via the methods described in this section.

Of which **10.1K** **verified, homegrown** startups, scaleups and grownups.

Of which **5.6K** homegrown startups, scaleups and grownups with employment data.

- Verified means manually verified to qualify as a startup.
- Homegrown companies = founded in, and current HQ in the Netherlands.

Removed: companies without employee data or <2 employees (micro-startups).

## Scope of this report.

*Note: After an extensive cleaning process, the data in the Startup Finder is even more reliable in 2022 compared to previous years. This also means that we use a smaller set of startups for our final analysis this year.*

# 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 or Adyen. 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 the Netherlands. 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 Netherlands-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.

This report analysis startup jobs generated by Dutch-based startups as of July 2022.

# Methodology & definitions.

## 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.

The data on which this report builds is available on [finder.techleap.nl](https://finder.techleap.nl).  
For more info please visit [dealroom.co](https://dealroom.co) or contact [support@dealroom.co](mailto:support@dealroom.co).

## Where the data comes from.



### **AGGREGATING PUBLIC DATA**

Extensive manual research, powered by machine learning



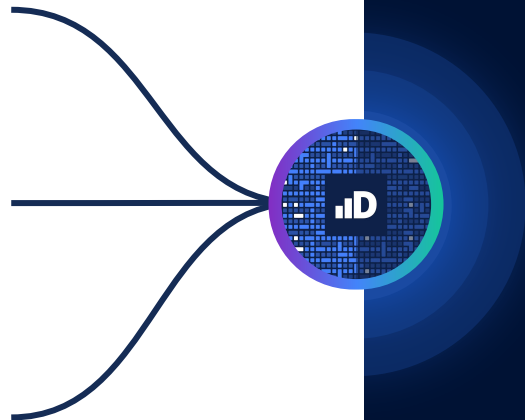
### **LOCAL APIs & PARTNERSHIPS**

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](https://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](https://dealroom.co) or contact [support@dealroom.com](mailto:support@dealroom.com) for more information.



# 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 a detailed profile for Lightyear on the Dealroom.co platform. The profile includes a logo, a tagline 'The electric car that charges itself', location 'Helmond Noord-Brabant (HQ)', website 'https://www.lightyear.one/', and social media links for B2C, manufacturing, energy, transportation, clean energy, vehicle production, and maintenance. It also lists various industry categories and tags like 'sustainable development goals', 'automotive', 'solar energy', 'electric vehicle', 'sustainable cities & communities (#11)', 'affordable & clean energy (#7)', and 'climate action (#13)'. The navigation bar includes Overview, Similar Companies, Analytics, Team (9), Notes, Jobs (61), and Innovations (0). The main content area features a 'RELATED LANDSCAPES AND LISTS' section with a 'Dutch Funding Landscape - H1 2021 » Transportation' visualization showing logos for Lightyear, dott, GO+, felix, and shyppe. The 'ANALYTICS' section shows a line graph of 'Web visits' from Sep 2019 to Sep 2021YTD, with a table below comparing 'CURRENT' and 'GROWTH RANK' for metrics like Web users, App users, Social engagement, Employees, and Top countries. The 'COMPANY INFORMATION' section lists details such as launch date (Nov 2016), employees (262), ownership (angel, venture capital), and firm valuation (€132–198m).

**Lightyear** ✓  
The electric car that charges itself  
Helmond Noord-Brabant (HQ)  
https://www.lightyear.one/

B2C manufacturing energy transportation clean energy  
vehicle production maintenance

sustainable development goals automotive solar energy electric vehicle  
sustainable cities & communities (#11) affordable & clean energy (#7) climate action (#13)

OVERVIEW SIMILAR COMPANIES ANALYTICS TEAM (9) NOTES JOBS (61) INNOVATIONS (0)

RELATED LANDSCAPES AND LISTS

lio Dutch Funding Landscape - H1 2021 » Transportation

dott GO+ felix shyppe & 17 more

ANALYTICS Employees Web visits

300  
200  
100  
0  
Sep 2019 Mar 2020 Sep 2020 Mar 2021 Sep 2021YTD

	CURRENT	GROWTH RANK
Web users	109K monthly visits	16,509th (top 10%)
App users	-	-
Social engagement	8K followers	-
Employees	262	10,609th (top 5%)
Top countries	-	-

COMPANY INFORMATION

Launch date Nov 2016  
Employees 262 people  
Ownership angel, venture capital  
Firm valuation €132—198m (Dealroom.co estimates Sep)

TECH STACK

## CBRE

CBRE Group, Inc. is the world's largest commercial real estate services and investment firm, with 2019 revenues of \$23.9 billion and more than 100,000 employees (excluding affiliate offices). CBRE offers a broad range of integrated services, including facilities, transaction and project management; property management; investment management; appraisal and valuation; property leasing; strategic consulting; property sales; mortgage services and development services.

## techleap.nl

At Techleap.nl, it is our mission to establish the Netherlands as the ideal place to start, scale, and internationalize innovative businesses. With our unique connection to the government, corporations, investment funds, startups, and innovation hubs, we aim to merge the Dutch startup ecosystem into one single connected and ambitious hub. We break down barriers and improve access to talent, capital and markets. Special Envoy to Techleap.nl is Constantijn van Oranje.

## dealroom.co

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.



techleap.nl

CBRE