

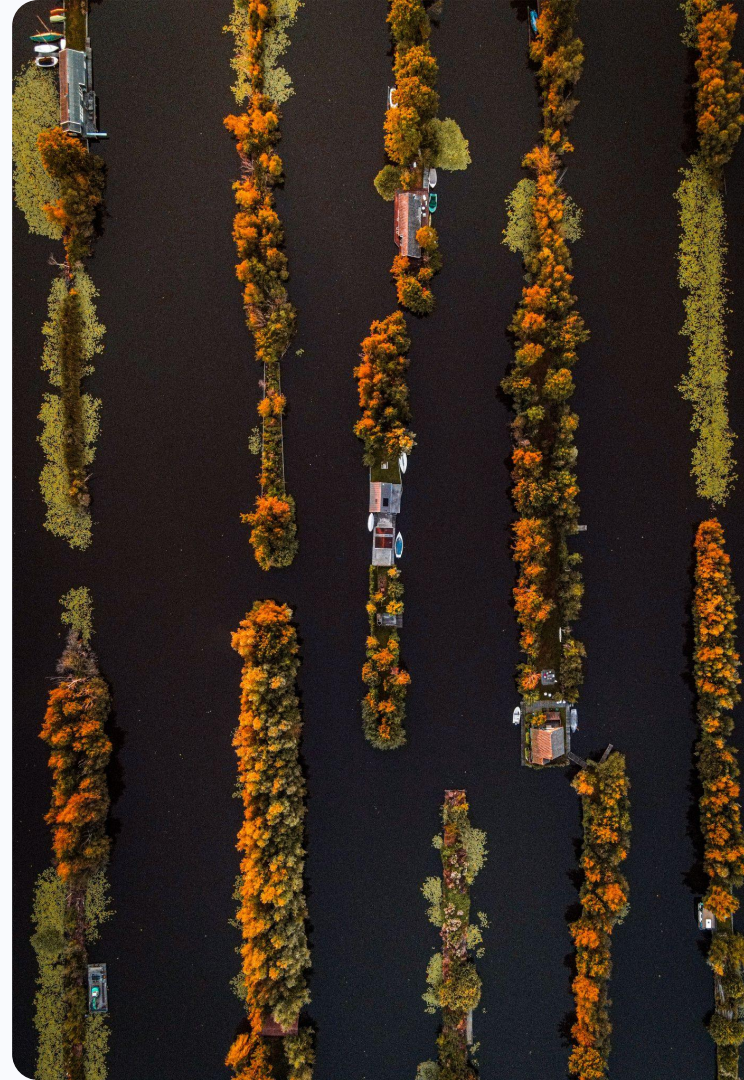


techleap.nl

CBRE

Dutch Tech Startup Employment 2023

Fifth Edition, December 2023



“

In a year where the markets are finding their feet, The tech sector in the Netherlands continues to be a thriving space for innovation and building new businesses, fostering an environment that encourages not just the birth of new companies but a space for them to scale. The culture of innovation can be felt throughout our entrepreneurial ecosystem, and this report once again underscores the important role played by startups, scaleups, and grownups as key job creators in the Netherlands.

While a lot has been achieved over the past year, it is important to acknowledge the challenges that persist. In the realm of scaling businesses, despite several remarkable success stories, in the Netherlands still a relatively limited number of companies are breaking through the startup phase to achieve significant scale. One of the notable hurdles is the pressing issue of skills, particularly in the tech sector.

We're seeing that 65% of companies still struggle to find talent locally and with approximately 6000 open roles in startups, the demand for certain critical skills in sales and engineering remain a perennial issue. The recent adjustments to the 30% ruling this year furthermore places a question mark about what the impact on international talent might be and whether it will further intensify the existing skills gap.

Besides the skills gap, company culture remains an important subject for companies to remain competitive in this ever changing landscape. It is a given that being inclusive as an employer becomes more and more essential to be able to attract and retain talent. 76% of employees are looking for a diverse and inclusive employer when deciding on changing jobs. On the gender pay gap, as one of the factors that give an indication of inclusivity, with a pay gap of 23% in the Netherlands, it is clear that there is a lot to be done. And that starts with the right data. That is why I believe this report is important, not only as a snapshot of our current status but as a call to action for companies and policy makers to invest time and energy into the areas that are necessary to keep building a thriving space that empowers both new and existing companies in the Netherlands.

Marieke van Iperen
CEO & Co-founder
at **Settly**



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What you need to know.



Dutch startups create 256K jobs globally, 155K of which are located in 50+ cities across the Netherlands.

6 out of 10 jobs created by Dutch startups in the Netherlands are outside of Amsterdam. Whilst Amsterdam remains a key ecosystem with global relevance, this report shows that the next generation of Dutch tech successes can come from anywhere.

The story of the Dutch ecosystem is one of excellence and innovation. Increasingly so, it is also one of local value creation driven the improvement of local know-how to scale companies, the rise of new leading segments like impact and deep tech around knowledge hubs across the country, and a growing number of academic spinouts within them.



Startups with small teams (<50) form the bedrock of the Dutch startup job market, providing 37% of all jobs and the vast majority of new jobs created this year.

The Netherlands is home to 6.1K startups with teams up to 50 employees. These startups jointly create 72K jobs, 80% of which are in the Netherlands. While these startups already provide a significant share of employment, and nearly all net new jobs created this year, they also constitute a largely underused source of future growth. Indeed, many of these startups have not (yet) embarked on a venture-backed journey. Being tied to their current revenue to grow and create jobs means that they do so at a much slower pace.



The Dutch startup sector is hungry for talents with a variety of skills. Startups face tough competition to attract those that are most in demand, like Tech roles, and they must compete to retain them.

In spite of slower headcount growth at well-known Dutch startups, the broader Dutch startup sector remains a catalyst for job creation: this report includes 16K jobs that weren't tracked last year, many of which are net new jobs, as well as existing jobs at companies that did not follow a startup-like growth trajectory previously. The job board powered by Dealroom and Techleap includes 6K job openings at Dutch startups, a quarter of which are Development roles. However startups are facing significant challenges to attract and retain talent, especially on these roles in tension, as those are in high demand across the entire economy.

This is the 5th edition of the Netherlands Startup Employment report by Techleap.nl, CBRE and Dealroom.co

Jobs at Dutch startups in the Netherlands

108K

The 1st comprehensive report on the local value and job creation of Dutch startups in the Netherlands.

2019



109K

The 2nd report featuring an analysis of COVID-19's impact on Dutch startup employment

2020



130k

The 3rd report featuring an analysis of COVID-19's impact on Dutch startup employment

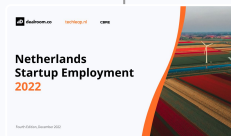
2021



135K

The 4th report featuring an analysis of COVID-19's impact on Dutch startup employment

2022



151K

Our most recent report with 6.9K startups and 151K jobs distributed across The Netherlands

2023



» View all reports

This report focuses on Dutch startups at various stages of maturity and funding, so long as they create jobs in the Netherlands.

 Climate Savers

MYTHRONICS

TerraWaste

BondProtocol

beaddy

 cawa



tagworks

microsure

TENWAYS

sprinqe

Magneto

carbon equity

valyuu

Birds.ai

IN OVO



pal

wetransfer.com

study portals

Otrium

Airborne

sendcloud

MEATABLE

bunq

Recycle

MOSA MEAT

cr'sp

LUMXCHS



adyen

Booking.com



NXP ASML

Wolters Kluwer



Future startups

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

Startups

6.1K

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

Scaleups

750+

Former startup. 51-500 people globally, founded in the Netherlands after 1990.

Grownups

48

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

Mature companies

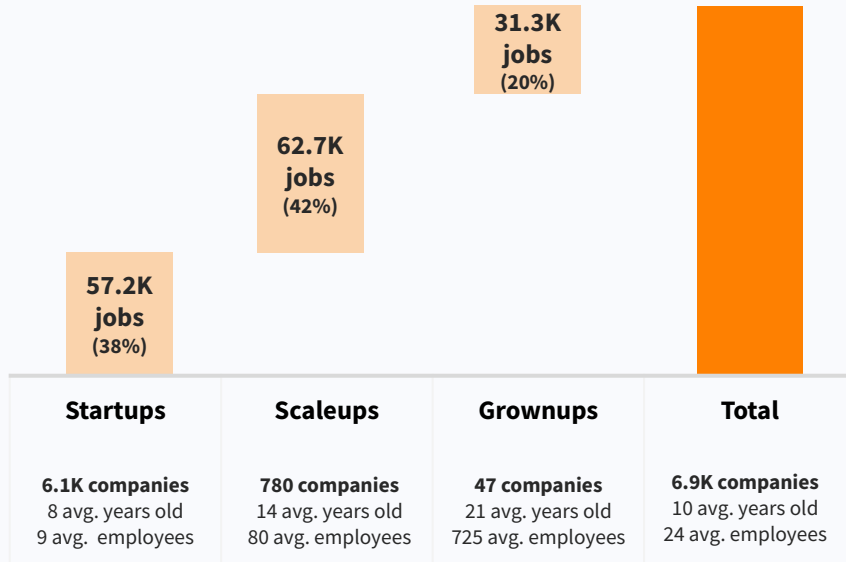
Large (tech) companies which are not startups.

1

Where do Dutch startups create jobs & value.

Employees by company type.

**151K local jobs
at homegrown startups,
scaleups and grownups.**



Introduction by **techleap.nl**

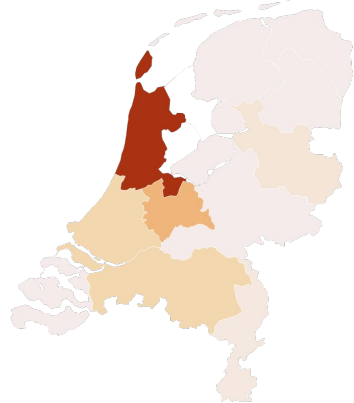
“ In the vibrant landscape of the tech ecosystem in the Netherlands, 151,000 jobs stand as a testament to the pivotal role played by VC-backed startups, scale-ups, and grown-ups as architects of employment. Beyond this reported number, the employment statistics from the entire community, including bootstrapped startups, nascent startups which do not yet support the livelihoods of their founders, foreign startups, are expected to even double or quadruple this number. These entrepreneurial companies are not just businesses; they are architects of a new employment era, each job a catalyst for a ripple effect of opportunities. The employees working at these companies create and innovate, they work on future challenges and contribute to the economic strengths of the Netherlands.

» Explore the Dutch tech ecosystem

The Dutch startup ecosystem is growing increasingly decentralized: the next generation of successes can come from anywhere, and already creates value and jobs across the country.

47 Grownups make up 22% of total jobs in Netherlands

Jobs at grownups by province



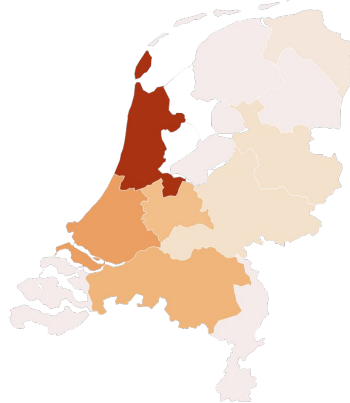
0-25k jobs 25-50k jobs 50k+ jobs

31.3K jobs
20% of jobs

47 grownups
Founded in the last 21 yrs (avg.)
725 avg. employees

780 scaleups create 42% of all jobs tracked in this report.

Jobs at scaleups by province



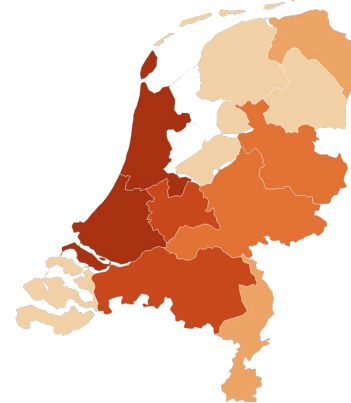
0-25k jobs 25-50k jobs 50k+ jobs

62.7K jobs
42% of jobs

780 scaleups
14 avg. years old
80 avg. employees

6.1K startups create over 57K jobs right across the country.

Jobs at startups by province



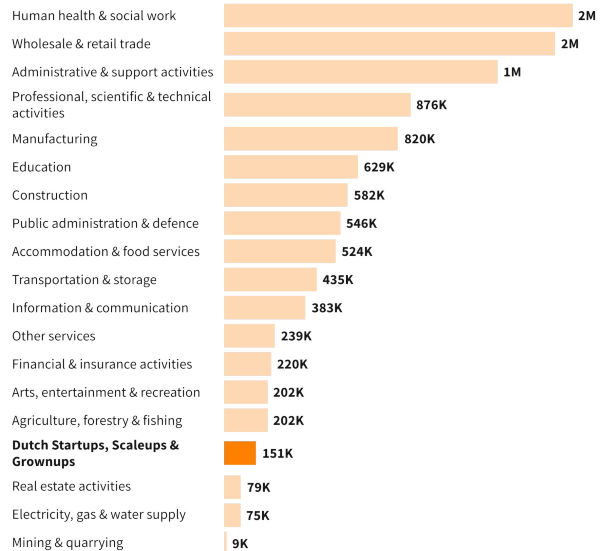
0-25k jobs 25-50k jobs 50k+ jobs

57.2K jobs
38% of jobs

6.1K startups
8 avg. years old
9 avg. employees

As a standalone sector of the economy, Dutch startups represent a significant, but most importantly, fast growing employment pool.

Jobs in the Dutch economy by sector



Jobs added in 2023 by sector



“

The ever-growing tech sector provides a strong foundation for the Dutch office market.”

Despite economic headwinds, the tech sector has become a stable and well established economic force in the Netherlands. And not just in the Randstad area, with growing numbers across the Netherlands. With their growth they have become an important counterforce for various traditional corporates that are reducing their office demand in recent years.

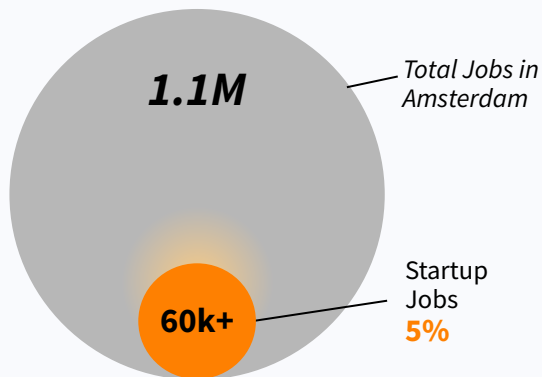
Daan van der Velden
Associate Director
at **CBRE**



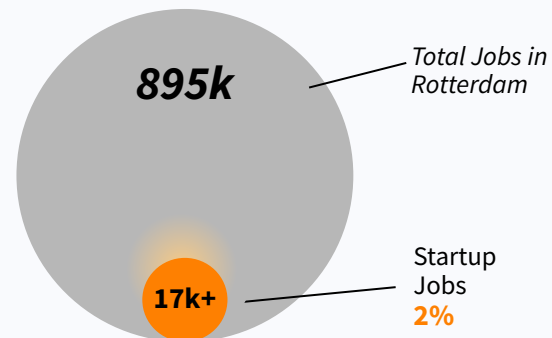
Dutch Startups are significant employers, but their importance on a local scale varies widely across the country.

In Amsterdam, Dutch startups account for 5% of all jobs in the city. Jobs at startups out of the scope of this report, including bootstrapped, foreign startups and domestic micro-startups, are likely to at least double this figure. In other Dutch cities, this proportion is significantly lower, albeit on the rise in recent years.

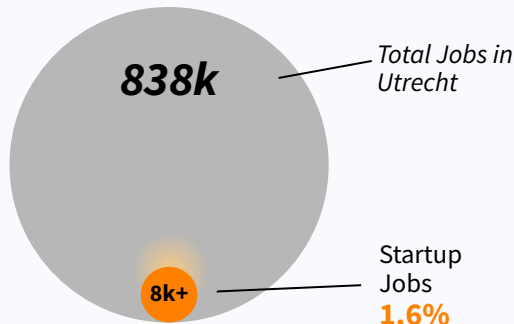
Amsterdam



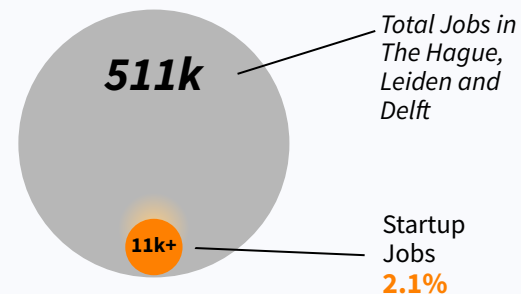
Rotterdam



Utrecht



The Hague incl. Leiden and Delft

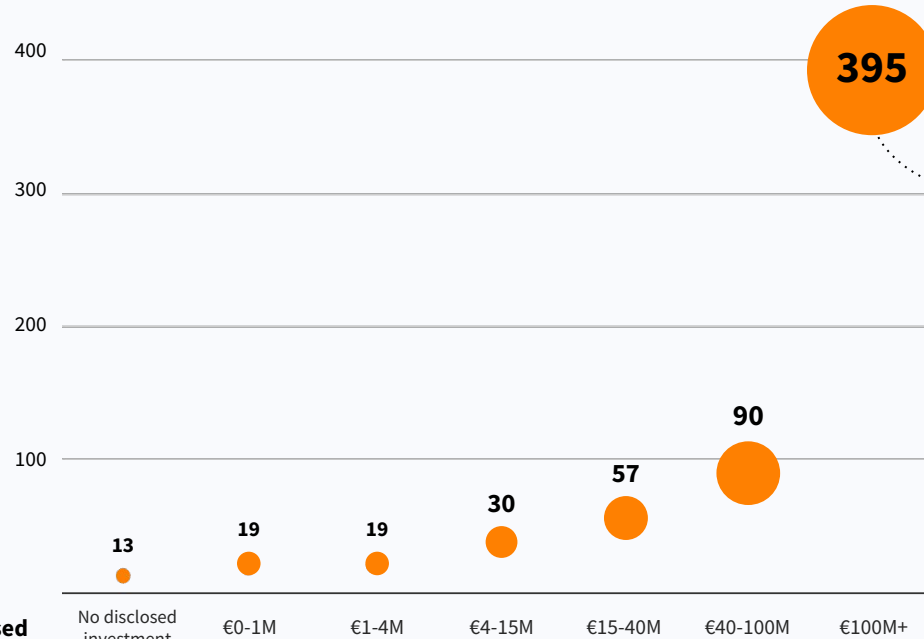


3

How venture backing unlocks growth, job and value creation.

VC investment boosts headcount growth overtime: on average, Series A+ startups scale over 3x faster than startups in Seed stage.

Average team size in the Netherlands by VC funding

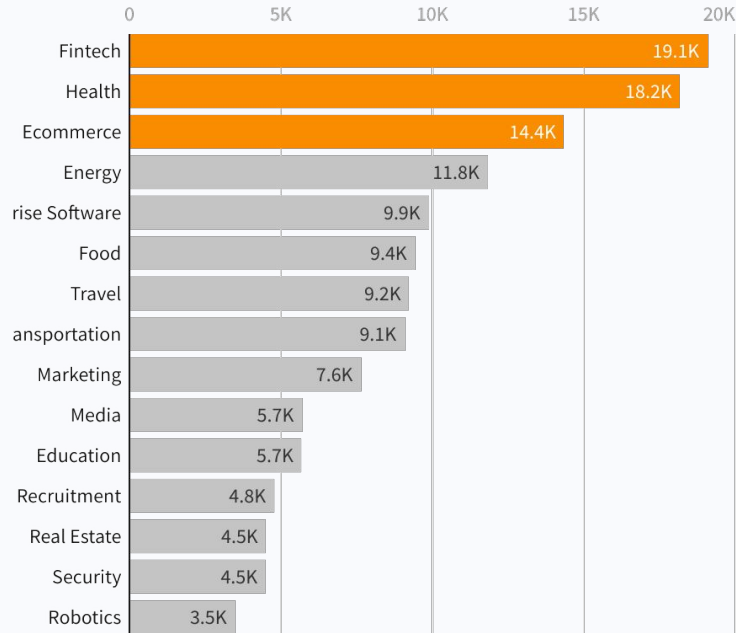


Investment fuels job growth:
venture-backed startups and scaleups grow their teams **3x faster.**

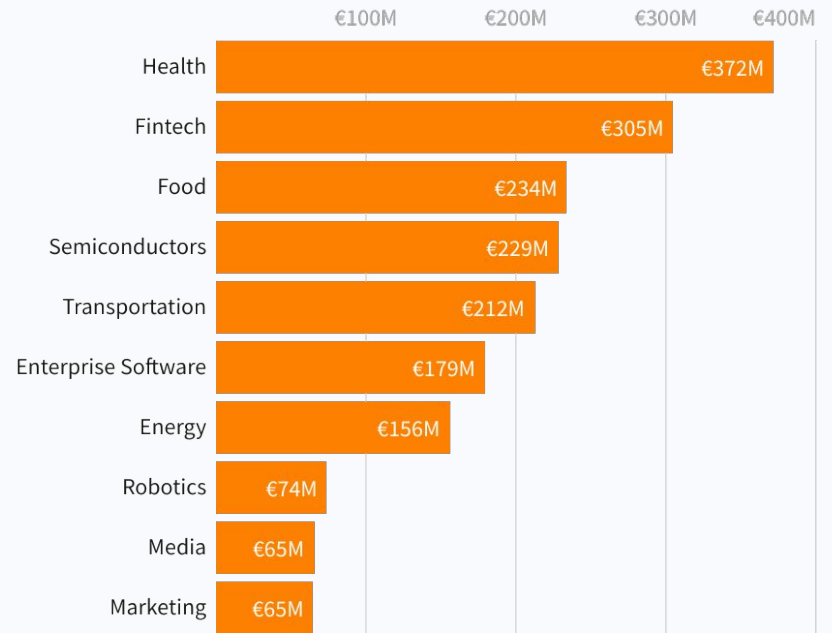
VC funding raised	No disclosed investment	€0-1M	€1-4M	€4-15M	€15-40M	€40-100M	€100M+
Number of startups	3.9K	626	383	271	108	52	35

1/3 of startup jobs are at Fintech, Health and eCommerce startups.

Startup jobs by industry, 2023*



VC investment by industry, 2023



**Startups in 50 cities
right across the
Netherlands have
raised VC funding so
far in 2023.**



NAME	DEALROOM SIGNAL	MARKET	TYPE	GROWTH 12 months growth
Prodrive Technologies Design and manufacture electroni...	81	B2B robotics semiconductors	deep tech manufacturing	
Weaviate ★ 🏆 Weaviate is a cloud-native, real-ti...	71	B2B enterprise software	artificial intelligence deep tech machine learning subscription saas	
Incision ★ ❤️ E-learning and performance supp...	70	B2B health education education providers learning tools and resources health platform	artificial intelligence recognition technology computer vision 3d technology mobile app	
Carbon Equity ★ 🏆 ❤️ The climate investing platform for ...	69	B2C fintech wealth management	commission marketplace & ecommerce	
NewAmsterdam Pharma ★ ❤️ Developing transformative, clinica...	67	B2B health biotechnology pharmaceutical	commission manufacturing	
Tarucca ★ 🏆 ❤️ Tarucca provides structural health ...	66	B2B energy clean energy	saas	
Saia Agrobotics ❤️ Greenhouse automation for scalab...	65	B2B food robotics agritech	artificial intelligence hardware deep tech selling own inventory manufacturing	

Over 700 Dutch startups have raised in 2023 so far

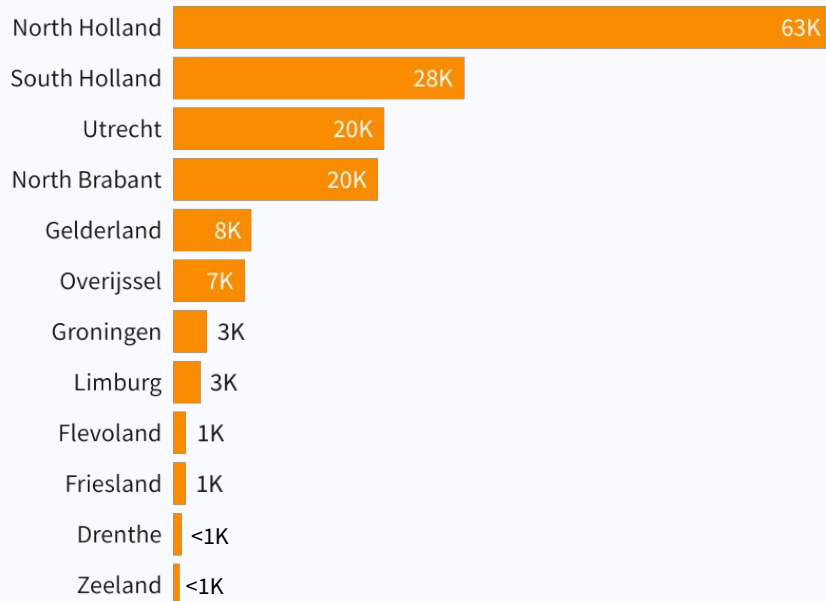
[View online »](#)

600 job openings at Dutch startups which raised this year

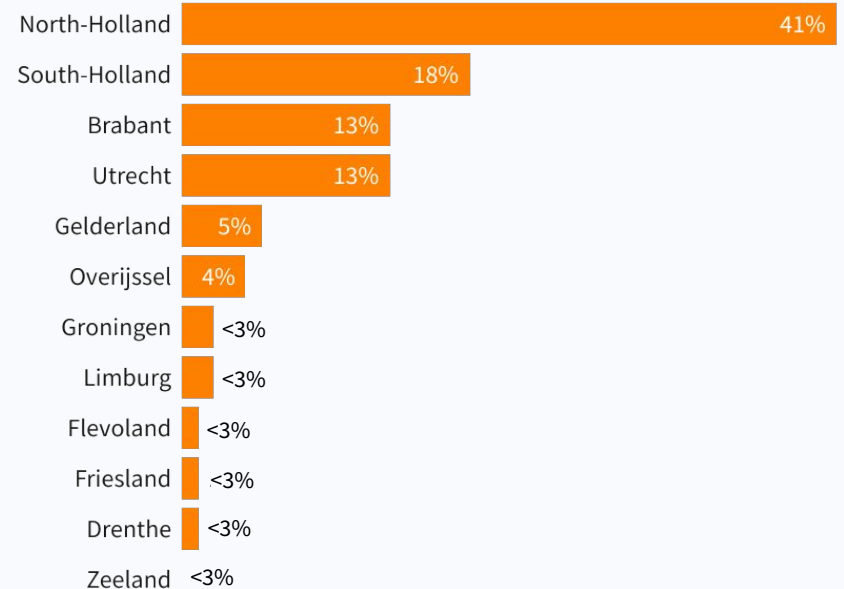
[View online »](#)

VC funding is a catalyst for job creation, startup jobs are highly concentrated in the West. This has a seizable impact on the geographical distribution of startup jobs

Startup jobs by province in 2023



Geographical distribution of startup jobs across Dutch provinces.

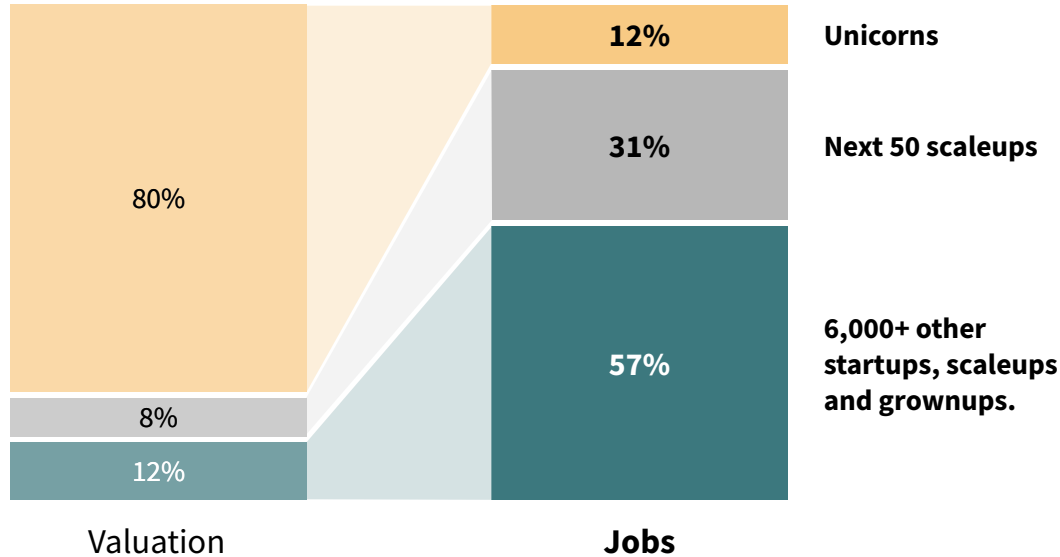


2

Which Dutch startups create jobs & value.

Whilst unicorns lead for ecosystem valuation, it's the smaller startups and scaleups that create over 3 out of 4 startup jobs in the Netherlands.

Proportion of Dutch ecosystem valuation and startup job employment by company size



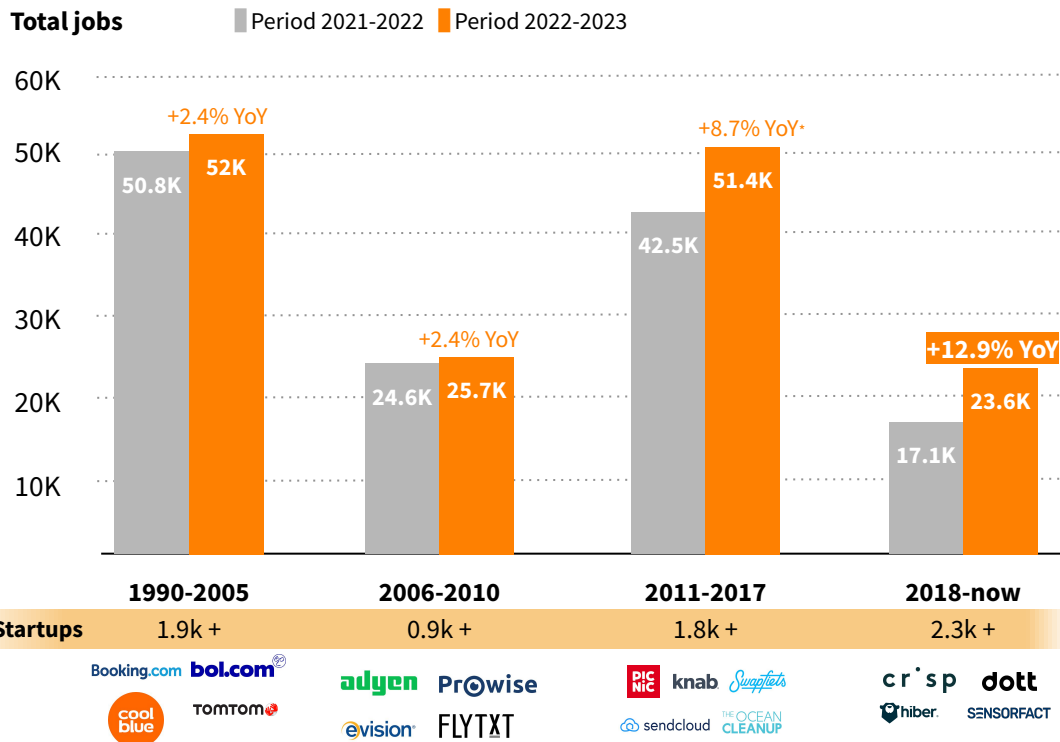
Dutch startups with teams of up to 50 support 57,000 jobs within the country and 72,000+ jobs globally. This represents 37% of total Dutch startup employment.

Many of these companies are future successes and add the most new jobs year-on-year, especially at a time when more established and larger companies have been downsizing.

Unicorns, despite their notoriety, only provide about 12% of all opportunities in the Dutch startup ecosystem.

Booking.com remains the largest employer in our dataset, supporting 5,900 jobs within the Netherlands.

Most new jobs are being created by startups founded in the last 12 years.



Age matters in startups: companies founded up until 2005 have historically provided the lion's share of total jobs with early successes of the Dutch ecosystem likes of Booking.com and TomTom and thousands of employees on their payroll.

For the first time this year, another cohort of startups founded in a short 5-year interval, between 2011 and 2017, is now providing as many jobs.

On the whole, hiring pace and headcount growth has significantly slowed in all but one cohort. The youngest group of companies, i.e. those founded since 2018, already supports >23K jobs and most importantly, records the fastest growth rate year-on-year.

280+ Dutch startups & scaleups (co-)founded by women support 6.2K+ jobs.

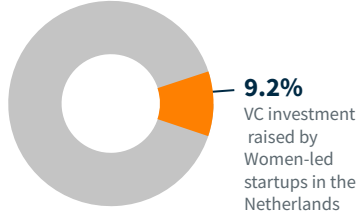
€1.3B raised

by Dutch startups & scaleups (co-)founded by women over the past 5 years.

Half of these startups were **founded** **In the last 7 years.**

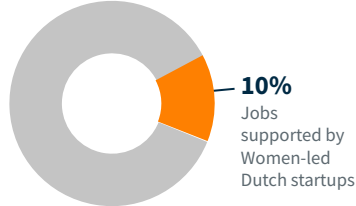
14K Jobs at Women-led Dutch startups, incl. 6.2K in the Netherlands.

Distribution of VC investment (2018-2023) for startups with disclosed founder gender*



just **288 startups & scaleups** (co-)founded by Women raised 9.2% of the combined volume of VC investment in the Netherlands over the past five years, *in startups with known founder gender.*

Job creation by founder gender, 2023 for startups with disclosed founder gender*

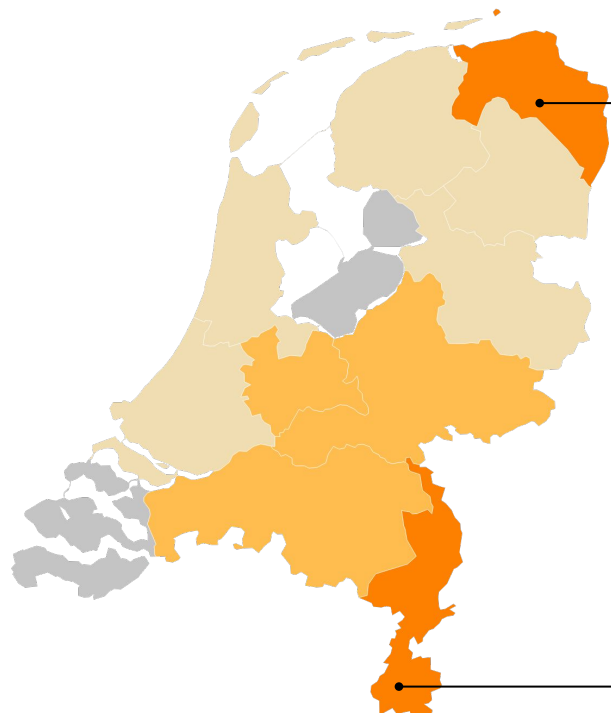


these 288 startups support 10% of jobs created by Dutch startups

280+ Dutch startups with 1+ (co-)founder who is a Woman

	NAME	INVESTORS
	Mambu SaaS banking engine powering in...	Bessemer Venture Partners Runa Capital Technology Crossover Ventures Tiger Global Management Acton Capital
	NorthSea Therapeutics Pan-European biotech company w...	BioGeneration Ventures (BGV) Ysios Capital Forbion Capital Partners New Science Ventures Hercules Capital
	Zola Electric (formerly Off Grid Electric) Powering off-grid homes across Af...	Tesla Motors Cercano Management (Formerly Vulcan) GÉ Ventures Helios Investment Partners TotalEnergies Carbon Neutrality Ventures
	Creative Fabrica Offers premium content from lead...	AIVEN Peak Felix Capital TriplePoint Capital FJ Labs
	Zola Electric (formerly Off Grid Electric) Powering off-grid homes across Af...	Cercano Management (Formerly Vulcan) Helios Investment Partners Total Energies DBL Partners Lyndon Rive
	NorthSea Therapeutics Pan-European biotech company w...	BioGeneration Ventures (BGV) Forbion Capital Partners New Science Ventures venBio Partners Novo Seeds
	VectorY Combines the therapeutic potenti...	BioGeneration Ventures (BGV) Forbion Capital Partners Eli Lilly

In Limburg and Groningen, spinouts account for a record number of jobs.



50+ academic spinouts in Groningen account for over 6% of the Province's 6K startup jobs.

Spinouts from:

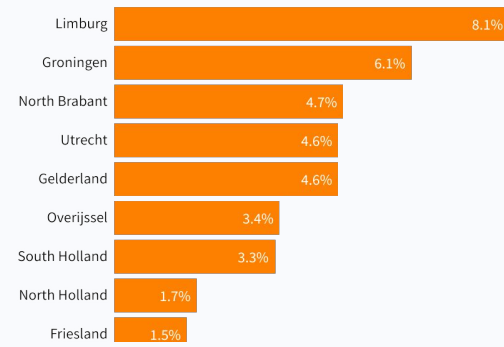
Notable spinouts in Groningen

30+ spinouts from Limburg - just 5% of all Dutch spinouts - account for 8% of all startup jobs in Limburg.

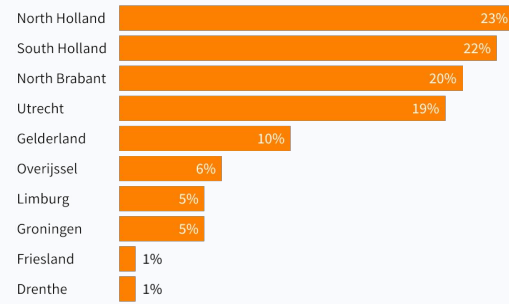
Spinouts from:

Notable spinouts from Limburg

Share of jobs at spin-offs, compared to all startup jobs, 2023



Geographic distribution of Dutch spinouts across provinces, 2023



There is a growing community of foreign alumni from Dutch universities. Many stayed on to found startups in the Netherlands, delivering value and creating jobs locally.

Many European and international students chose the Netherlands to study. Dealroom identified over **250 founders** who relocated to the Netherlands to pursue postgraduate education (Masters, MBA, PhD) at Dutch universities, after earning a first degree abroad (bachelor or college education).

Over half of these students stayed in the Netherlands and (co-)founded **100 Dutch startups**. These startups have already gone to raise over €50M and created 500 jobs in the Netherlands.

Another 120+ founders relocated abroad after their studies in the Netherlands. They went on to (co-)found 130 VC-backed startups in 46 countries, creating 5.1K jobs globally. These startups jointly raised \$310M in 2023 so far, and \$1.4B over the past 5 years.

NAME	DEAL ROOM SIGNAL	MARKET	TYPE	GROWTH 12 months growth	LAUNCH DATE
 Reefy  Structures enhance marine life rec...	 74	B2B energy engineering and manufacturing equipment	commission manufacturing	 114%	2019
 eWening star  Platform developer for Renewable ...	 67	B2B energy clean energy	natural language processing machine learning big data artificial intelligence subscription	 100%	Aug 2020
 Mithra-Ai Solutions  Cognitive Spend Intelligence platf...	 63	B2B enterprise software	deep tech natural language processing machine learning big data artificial intelligence	 175%	Oct 2021
 BIOND Solutions   (BI/OND) Empowers biological innovation b...	 57	B2B health medical devices biotechnology	nanotech hardware deep tech 3d technology selling own inventory	 25%	2017
 Qphox   A quantum transduction company ...	 57	B2B semiconductors	deep tech hardware quantum technologies commission selling own inventory	 47%	Apr 2021
 Kitepower   Takes wind energy to the next leve...	 55	B2B energy energy providers clean energy	deep tech hardware commission manufacturing	 50%	2015
 Cano-ela  New generation of plant-based ing...	 54	B2C food innovative food	selling own inventory manufacturing marketplace & ecommerce	 60%	Jun 2020
 SG Papertronics  Democratising wet lab testing in th...	 52	B2B health food medical devices agritech biotechnology	artificial intelligence mobile app hardware subscription commission	 8%	Jul 2016
 Tree Index  We automate trees at risk identific...	 51	B2B real estate	machine learning big data		Jun 2021

500+ jobs

created in the
Netherlands

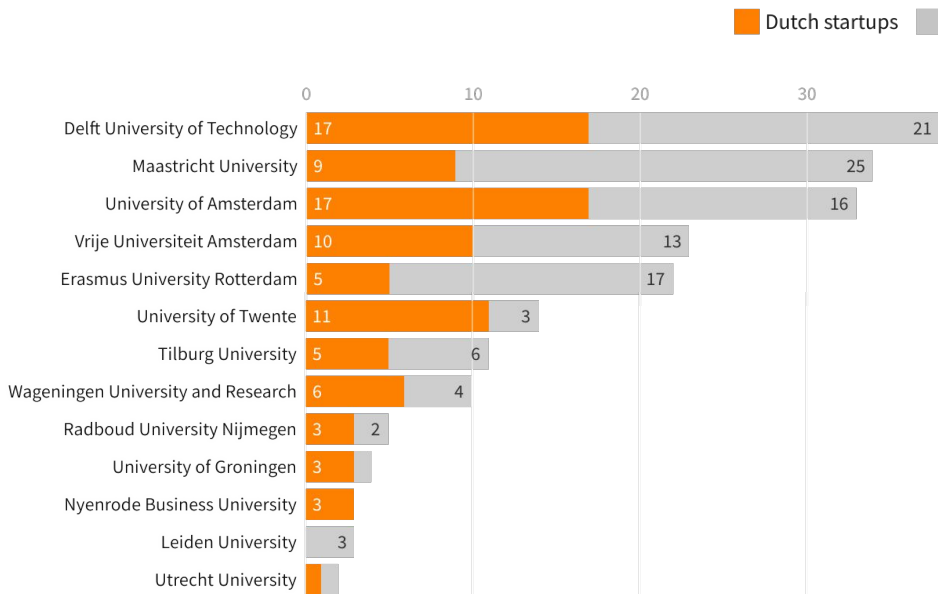
€50M+

In VC funding raised
across 75 deals

» View 100+ startups

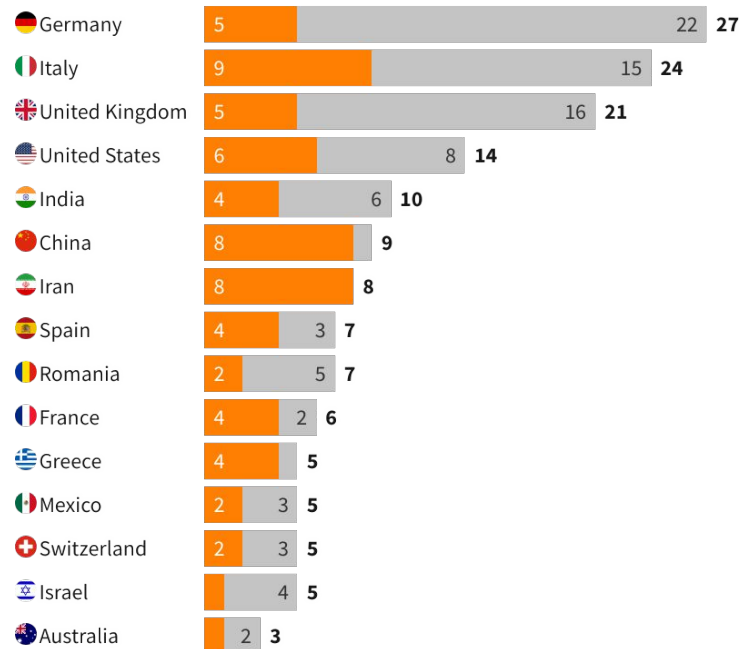
This pool of foreign is scattered across all Dutch research universities concentrating over half of them. Most of those who came from outside the EU remain in the Netherlands to found their startup.

Top universities by number of startups founded by (post-)graduate alumni with an undergraduate degree earned abroad.



Top countries of origin:

Countries where founders who pursued postgraduate education at a Dutch university earned their first degree.



Many Dutch startups move parts of their operations overseas as they scale. A handful of them relocate altogether.

But most keep significant activity in the Netherlands, along with over 4.5K jobs.

Netherlands-founded startups with HQ in **Europe**

AERCAP¹ Ncardia

Spotcap bidroom[®]

[+ others](#)

Netherlands-founded startups with HQ in **North America**

elastic MotherDuck

Ambogon^{THE BIOTECH} AGENDIA

[+ others](#)

Netherlands-founded startups with HQ in the **Rest of World**

carepay Silicon Integrated

LI VE OFFERZEN

[+ others](#)



4

What is next for the Dutch startup job market.

With insights from

ravio

Ravio is on a mission to empower companies to build high performing teams and ensure they are paid fairly, with compensation intelligence designed specifically for high-growth technology companies. Companies like Delivery Hero, Personio, Alan, Vestiaire Collective, and WeTransfer use Ravio to attract, retain, and motivate world class talent.

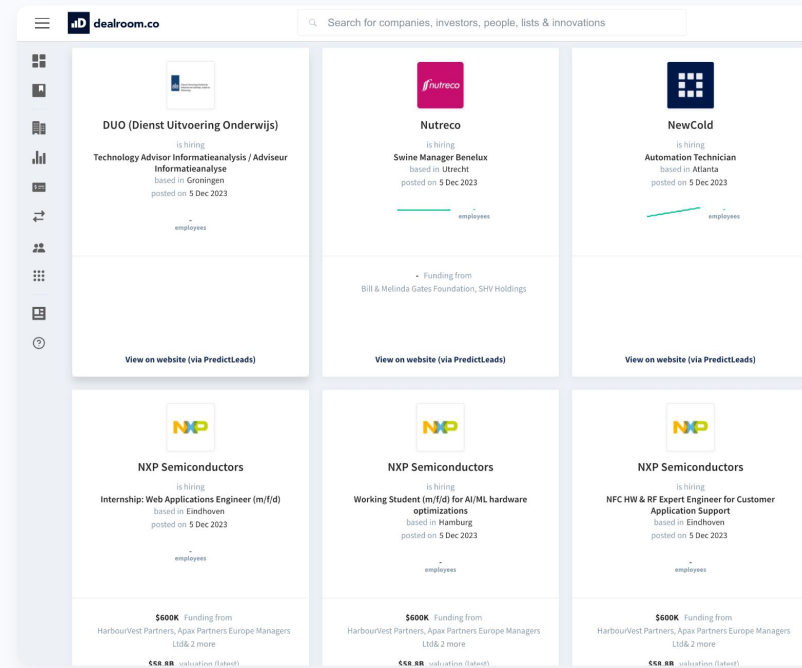
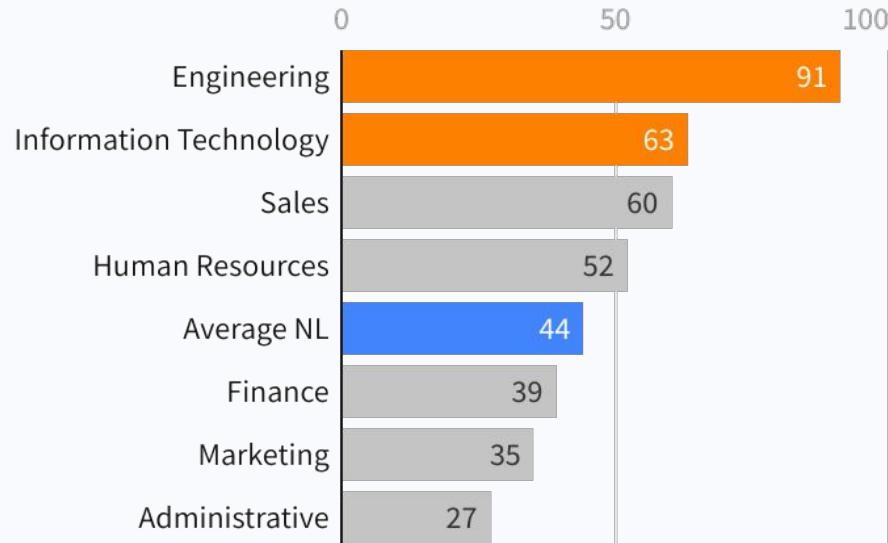


Talent Solutions

LinkedIn Talent Solutions provides access to a comprehensive database of talent profiles, along with real-time insights into market trends and competitor activity.

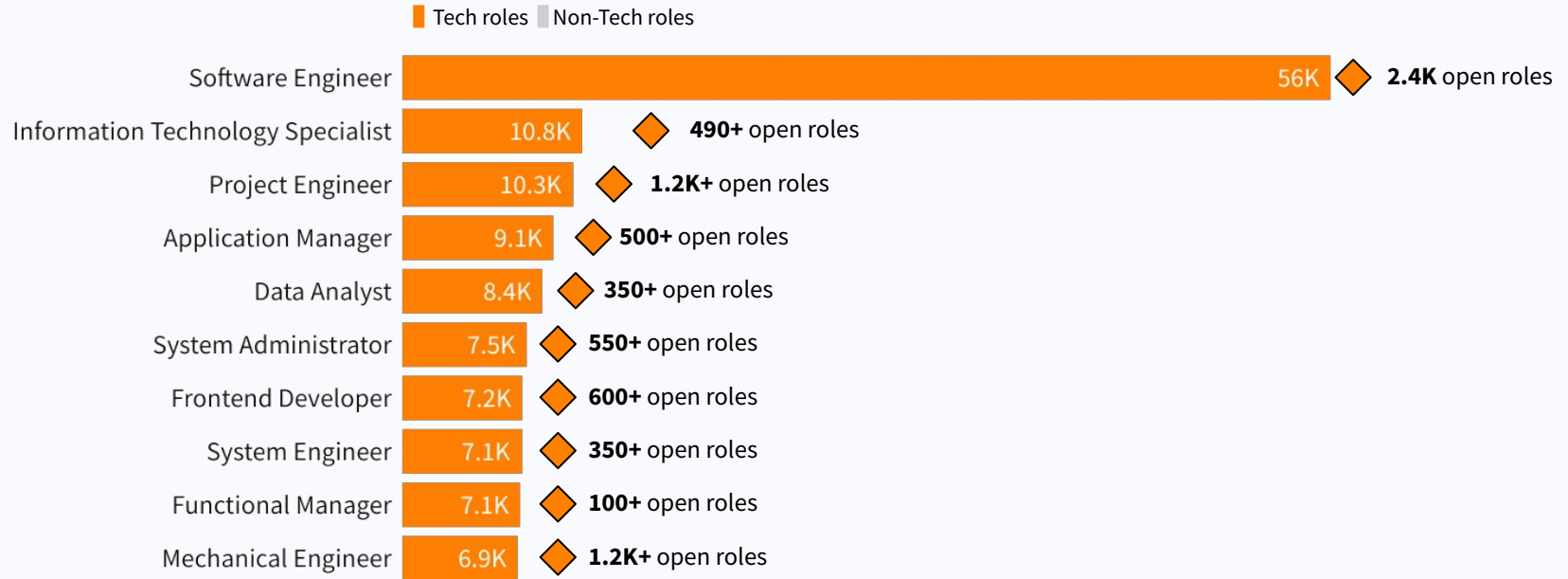
The Dutch job market has become notoriously tight, with “tech” roles in great demand right across the economy. LinkedIn data shows that Engineering and IT roles across every sectors are the most in demand.

Dutch open job posts on LinkedIn per 1000 professionals by job category, 2023



“Tech” jobs are difficult to fill for every company, including startups. LinkedIn Data shows that Software Engineers are by far the most in demand.

Number of professionals by job type and associated open roles, 2023

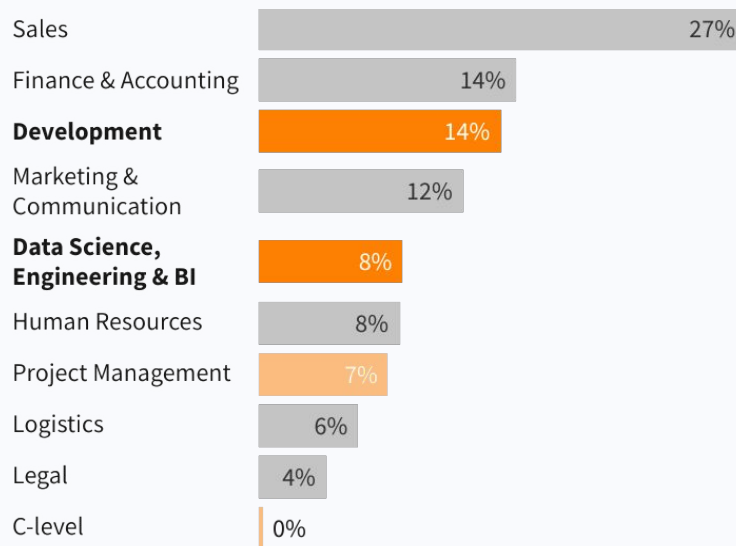
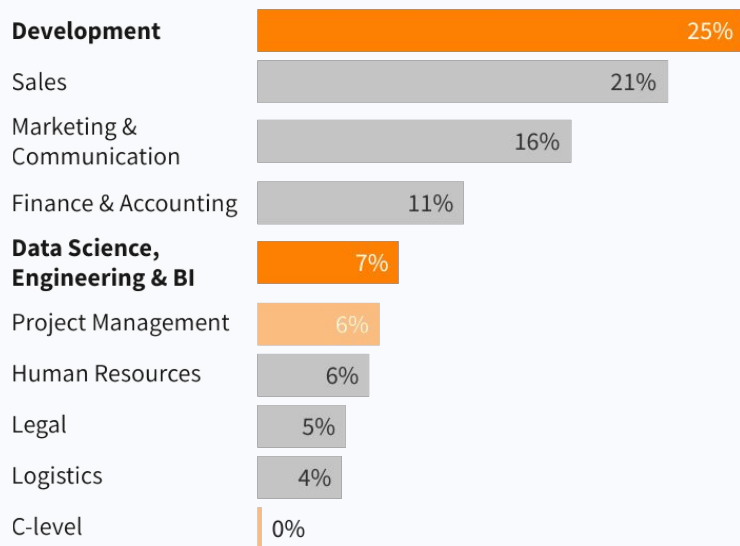


A quarter of all open positions at Dutch startups in the Netherlands are for Dev roles. This compares to just 14% globally. But you do not need a tech background to join a Tech startup: 70%+ of open positions are for non-tech roles.

% of vacancies by roles at startups in the Netherlands
January-November 2023, 6.5K openings

% of vacancies by roles at startups globally, 2023
January-November 2023, 0.9M openings

■ Tech roles ■ Other roles



The job board on **finder.techleap.nl** tracks 6,000+ open positions across 190+ Dutch cities.

Dutch startups currently hiring

Browse sales jobs openings abroad at **Dutch startups**

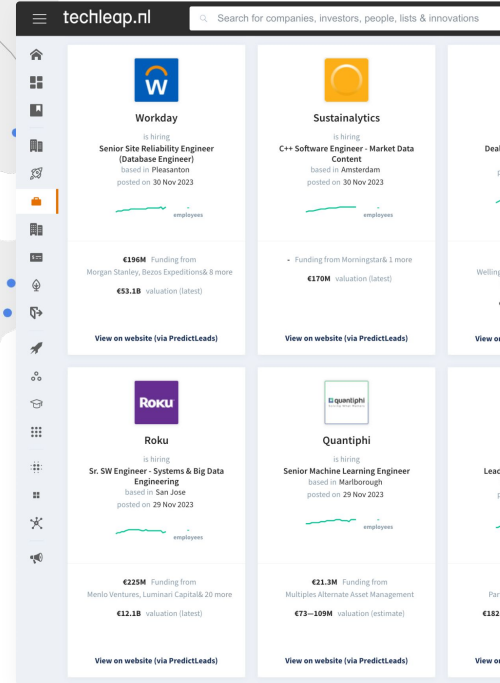
» Explore more

Browse job openings at **Dutch startups** which raised in 2023

» Explore more

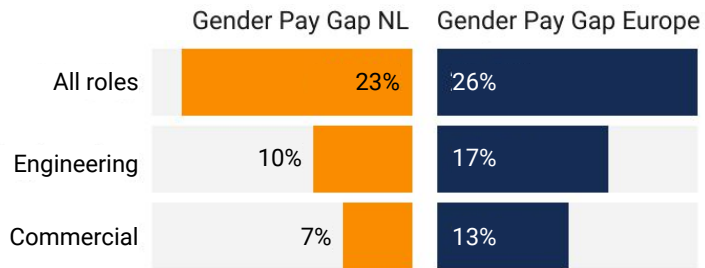
Browse job openings at **Dutch startups** with a recent Seed round

» Explore more



The Gender Pay Gap remains a significant challenge for startups across Europe. Dutch startups are not immune: although they fare better as a whole, the disparities remain high in high-paying and senior roles.

Gender Pay Gap by seniority level



with Data from **ravio**

On average, Dutch companies are doing a better job than Europe at reducing the Gender Pay Gap.

In both in Engineering and Commercial roles, and particularly in the more junior and lower management roles.

Ravio Gender Pay Gap

“European tech startups have a key role to play in eliminating gender inequality, and addressing bias in pay to close the gender pay gap.

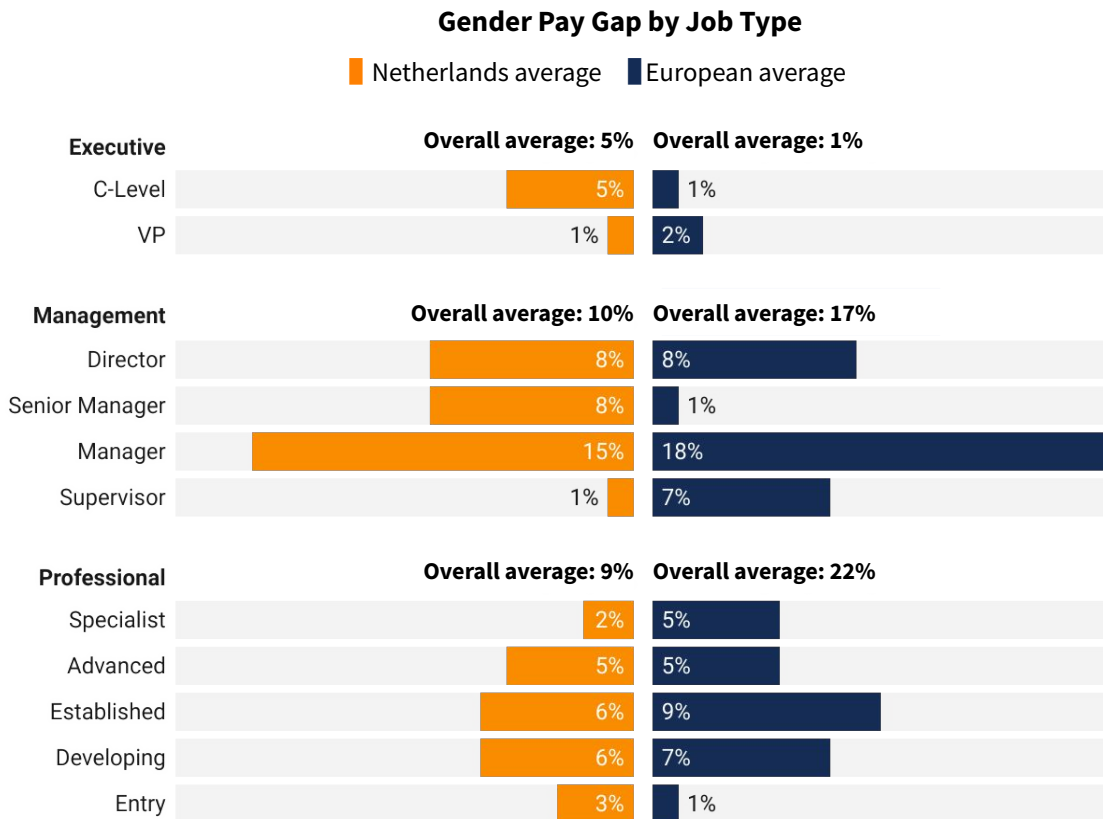
Companies are under increasing scrutiny to do so, with stricter gender pay gap reporting soon to come into effect under the EU Pay Transparency Directive. Plus, today's employees expect the companies they work for to be driving progress on diversity and inclusion, so it's essential to create a strong employer value proposition and be competitive in today's compensation market.

Provided by **ravio**

» Read more

Persistent disparities continue to exist when it comes to the Gender Pay Gap in the Netherlands. High-paying jobs and those with more responsibilities within management to executive positions are most affected.

with Data from **ravio**



5 | Methodology

Scope of this report.

Innovation ecosystem in the Netherlands.

30K businesses with main center of business (HQ) in the Netherlands. incl. startups, conventional SMEs and other innovative businesses.

Enablers

INVESTORS

CORPORATES

GOVERNMENTS

SERVICE PROVIDERS

WORKSPACES

ACCELERATORS

6.9K startups, scaleups and grownups, founded in the Netherlands after 1990, with employment data and at least 2 jobs created.

What changed since last year?

Startups in this report series change from one year to the next, as it follows the fast-paced evolution of startup ecosystems. Up to 70% of startups ultimately fail according to Dealroom research. Startups generate value Throughout their lifecycle, including in terms of job creation, value and opportunities brought to their local communities.

Therefore this report includes all job-creating startups operating independently, i.e. non-acquired, funded startups with employees which are not part of the founding team. Some acquired startups may be included so long as they maintain distinct and quantifiable operations from their acquiror.

Methodology

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.

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](#)

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

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

What is a startup?

“A startup is a company designed to grow fast” wrote [Paul Graham](#), the legendary startup builder, investor and co-founder of Y Combinator. At Dealroom, we’ve found this the most useful explanation of the term startup.

Read more: [“What is a startup?” by Dealroom.co](#)

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. The real common denominator is not tech, but the intention to scale very rapidly.

Startup jobs?

This reports focuses on jobs created by Dutch startups in the Netherlands. Startups founded abroad, which later relocated to the Netherlands (Mambu), and those which relocated abroad (Elastic), are also included.

Part-time, contract-based and internships are included, but outsourced and “gig-economy” jobs are not. Jobs created by Dutch startups outside of the netherlands (i.e. global jobs) are not included.

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](#)

Venture Capital, Investors

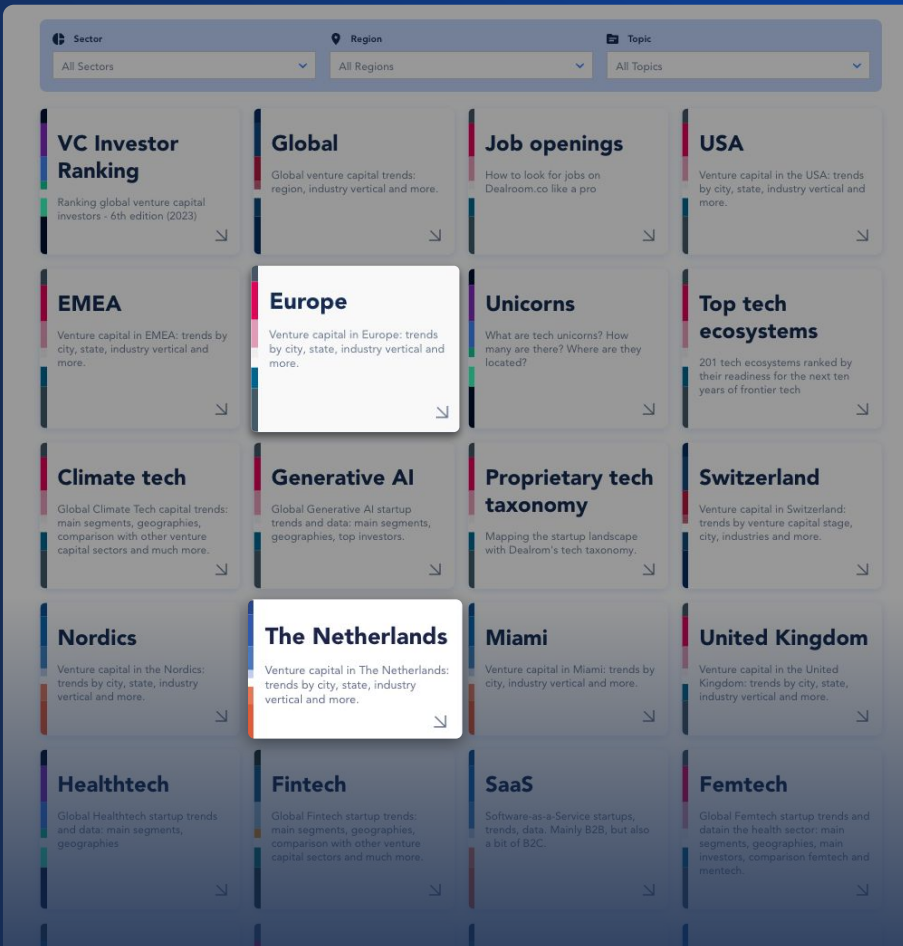
Investment numbers refer to rounds such as Seed, Series A, B, C, ... late stage, and growth equity rounds. VC investment figures exclude debt or other non-equity funding, lending capital, grants and ICOs.

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

For live updating data on the Netherlands startup ecosystem visit dealroom.co/guides

Netherlands Guide

Europe Guide



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.



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