



Demo Day: 14 pitches, 2 awards!

Start it @kbc: 3 years of Belgian start-up culture

Press file

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START IT @KBC

INTRODUCTION

Three years ago, Start it @kbc gave our country a hefty injection of innovative entrepreneurship; the establishment of the nation's largest start-up community brought about a seismic shift in Belgian start-up culture. At Demo Day on 30 November, we will be looking on the past few years as well as to the future.

14 pitches

Convince a critical audience of 300 captains of industry, investors and entrepreneurs of an innovative business idea in just three minutes... This is the challenge set to 14 young, home-grown entrepreneurs. At the very first Demo Day, and in true Silicon Valley style, they will showcase the courage, innovative thinking and public speaking skills that they have made their own within just a short period of time.

2 awards

Two Belgian start-ups will be presented with an award at Demo Day. The start-up chosen by the audience as being the best pitcher will go home with the Eddy de Nys Award, while Start it @kbc will be awarding the coveted Start it @kbc Award to the company that best symbolises the start-up spirit.

3 years of start-up culture

Discover the story behind 3 years of incubator work in Belgium. What is the founders' vision on the start-up landscape? And what should the community expect in 2017?

PROGRAMME

- 18u30 Welcome with G&Ts and appetizers
- 19u00 Pitch competition
- 20u30 Presentation of the Eddy De Nys Award by Dirk Deroost, Commercial Director at Cronos
Presentation of the Start it @kbc Award by Katrien and Lode, founders of Start it @kbc
- 20u40 Three years of start-up culture in figures
- 20u50 Walking dinner
- 22u00 End

WHERE AND WHEN?

30 November 2016
KBC Tower – Schoenmarkt 35 – 2000 Antwerp (3rd floor)

Want to take an exclusive look back at three years of Belgian start-up culture?

Eager to witness the pitching skills of 14 high-potential start-ups?

Be sure to confirm your attendance at Demo Day before 25 November by sending an e-mail to saar@contentcats.be.

AN EXCLUSIVE SHOWCASE: 14 PITCHES

The Start it @kbc community currently numbers 439 start-ups. And if you think that start-ups are bohemians who just come to the co-working space for the free coffee, then think again. These entrepreneurs are working round the clock to make a success of their business, fourteen of whom will convince you of that by giving a strong pitch at Demo Day.

ARTLEAD



Artlead is an online inspiration platform where you can discover and purchase hidden art gems. Founder Thomas Caron collaborates with museums, art institutions, publishers and galleries to offer the best works of art on one platform. Collecting art has never been easier.

Speaker: Thomas Caron, founder of Artlead

BOOKS IN BELGIUM



Books often tend to end up on dusty bookshelves or in forgotten boxes once they've been read. A terrible waste, according to Dieter Byttebier and Michael van den Reym. Aiming to give books a second lease of life, they launched Books in Belgium – an online platform where you can easily and securely buy and sell used books.

Speaker: Dieter Byttebier, founder of Books in Belgium

CHALO



Chalo brings Funky Feel Good Food to the market; a brand that inspires people to eat healthier and to try foreign ingredients more often. Chalo started an Indian Chai Latte range with four different flavours. The drinks are made from natural ingredients and are produced fairly and sustainably.

Speaker: Gita Van den Boer, CEO

AN EXCLUSIVE SHOWCASE: 14 PITCHES



CONVERSATION STARTER

The ConversationStarter app allows people to network successfully at your event by matching visitors with similar interests and revealing the demand for certain expertise. You can get a lot more out of your networking event with ConversationStarter.

Speaker: Dries Hendrickx, Head of Sales & Marketing



FLAVR

You can use Flavr to order delicious home-cooked meals from hobby chefs in your neighbourhood. Explore a wide variety of dishes, from traditional to exotic and spicy, all for a fair price. In addition to new recipes, you also get to know the people living in your neighbourhood. Would you rather cook for your neighbours? Then register as a Flavr hobby chef!

Speaker: Alexander Van Laer, CEO



FLUVES

Fluves helps large contractors, engineering firms and government bodies to monitor energy and water transport over long distances. Using sensor networks, they analyse various technical parameters to monitor the operation of water pipes, high-voltage cables, etc.

Speaker: Thomas Van Hoestenbergh, founder

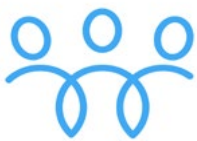


GECKOMATICS

Geckomatics focuses on location-based intelligence and designs tools that organisations can use to produce geographical data, thus creating their own digital maps and keeping them up-to-date.

Speaker: Bert Cattoor, CEO

AN EXCLUSIVE SHOWCASE: 14 PITCHES



KUMULAID

Companies that want to donate to a charity often find it difficult to see the wood for the trees since there are so many different charities out there. KumulAid matches companies to a charity. A win-win for everyone: it makes it easier for people to donate, NGOs receive more money and businesses find great charitable projects to rally behind.

Speaker: Pieter-Jan Cluyse, co-founder

OFFICEPULSE



When faced with an information overload, companies often find it a challenge to filter out the relevant information. OfficePulse enriches information with additional context. This means that companies get complete and clear information that enables them to improve their decision-making.

Speaker: Vincent De Munck, co-founder

OJOO



OJOO makes it possible for everyone, young or old, to develop games. Creating interactive games for both indoors and outdoors is easy with their intuitive tool. Digital apps and quizzes, without the need for technical knowledge. You can also share your game with others, and even sell it. Augmented Reality, your way!

Speaker: Peter Symons, founder

PREDICUBE



Companies often find it a challenge to make sure their ads are seen by the right audiences. Predicube collects data about relevant prospects using big data technology and makes your online advertising process a whole lot easier.

Speaker: David Martens, founder

AN EXCLUSIVE SHOWCASE: 14 PITCHES



PRO-ALLIANCE

ProAlliance offers retailers greater insight into their logistics chain by collecting their data, sorting it out and displaying it in a simple way. The tool connects retailers with their suppliers and transporters. Companies can use the new insights to make their logistics operations more efficient, cheaper and more sustainable.

Speaker: Biren Van Herck, co-founder & CCO



SYMPL

sympl is the first solution to recruit or look for a job on Facebook. Job seekers can apply for jobs at any time via the talent bot (a fully automated chat system). They are screened and get quick feedback – all within Facebook Messenger.

Speaker: Steven Pyck, co-founder & CEO



WINWINNER

WinWinner is the platform for the win-win loan and tax shelter for start-ups. Young companies that are looking for financial support can use WinWinner to communicate their concept and needs to potential investors. And those who are looking for an interesting investment can find the ideal candidate through WinWinner.

Speaker: Aelbrecht Van Damme, co-founder



START IT @KBC

START IT @KBC:

AN ECOSYSTEM OF START-UPS, SCALE-UPS, ESTABLISHED COMPANIES, COACHES AND INVESTORS

Start it @kbc supports and promotes innovative and scalable entrepreneurship and, with 439 start-ups, it is the largest start-up community in Belgium.

The community establishes partnerships with organisations and companies that are equally committed to fostering entrepreneurship. In doing so, Start it @kbc is building an ecosystem and dynamic network of start-ups, scale-ups, incubators, accelerators, experts, experienced (internal and external) entrepreneurs, venture capitalists, etc.

Start it @kbc continuously evolves, expands and optimises its training, tutoring and event services in co-creation with the start-ups. They can take advantage of extensive coaching as part of the Start it Academy, a unique training programme tailored to young companies. They receiving coaching in a number of areas: sales, how to get funding, marketing, team formation, etc. Through storytelling they also learn to pitch their business to an audience of potential customers and investors. Start it @kbc helps start-ups get in touch with their first reference customers by using the Buy from Start-ups programme to match them to established companies

Start it @kbc has hubs in Antwerp, Ghent, Hasselt, Leuven, Kortrijk and Brussels, and is taking the concept beyond the Belgian border to Europe and the United States; Start it @kbc is working with the US incubator Techstars, , the Belgian-American Chamber of Commerce BelCham and the export agency FIT.

Start it @kbc's strategic partners are Accenture, joyn, Cronos, Flanders DC, Imec, KBC, Mobile Vikings, Telenet Kickstart and several local academic partners. In addition, start-ups can count on a growing number of supporting partners with tons of experience, a huge network, a business location, etc. These partners all embrace the pay it forward philosophy.

Start-ups with an innovative and scalable business idea can submit this idea all year round via the Start it @kbc website. Three times a year, selected start-up founders can present their idea before a professional jury at the Start it @kbc Pitch days.

For more information, please visit www.startit.be



THREE YEARS OF START IT @KBC: A BRIEF HISTORY

- ▼ 20 November 2013 – Spurred on by founders Lode Uytterschaut and Katrien Dewijngaert, Accenture, Cronos, Flanders DC, KBC, Mobile Vikings and the University of Antwerp launch a brand-new incubator to provide assistance and support to start-ups: Start it @kbc. Their objective? To support innovative and scalable entrepreneurship, thereby strengthening the Belgian economy. A unique project in a unique location! Within just three weeks, no fewer than 96 companies were vying for a spot at Start it @kbc.
- ▼ 29 January 2014 – The first 28 start-ups take up residence on seven floors of the Boerentoren in Antwerp.
- ▼ 15 February 2014 – Digital research centre iMinds joins as a Start it @kbc strategic partner. Start it @kbc also enters into a supporting partnership with startups.be and BetaGroup to give an additional boost to innovative entrepreneurship in Belgium.

LODE UYTTERSCHAUT & KATRIEN DEWIJNGAERT





START IT @KBC

THREE YEARS OF START IT @KBC: A BRIEF HISTORY

- ▼ 10 March 2014 – As a result of the great success, and driven by Mobile Vikings, Start it @kbc opens a second hub at the Corda Campus in Hasselt.
- ▼ 21 October 2014 – Start it @kbc Leuven opens. Start-ups from all across Flemish Brabant can now come to the KBC offices near the railway station.
- ▼ March 2015 – The number of registrations increases after every wave of pitches. With almost 180 start-ups, Start it @kbc is now officially the largest start-up community in Belgium.
- ▼ 13 July 2015 – Launch of the Start it @kbc Academy, a unique and comprehensive training programme tailored to start-up entrepreneurs. Experienced tutors coach the start-ups in various areas: business plans, finance, sales, marketing, communication, etc.
- ▼ 15 September 2015 – Brussels duly followed suit. Start it @kbc Brussels opens its doors in the heart of the European District. The community now comprises more than 30 different nationalities. Start it @kbc renews its partnership with tech community BetaGroup.
- ▼ 14 October 2015 – Kick-off event The Spirit of the Valley, powered by Start it @kbc, by Peter Hinssen, Steven Van Belleghem and Harry Demey. Hundreds of start-ups pay a visit to the hubs in Brussels, Ghent, Hasselt and Antwerp to find out what they can learn from the Valley.
- ▼ 8 December 2015 – Start it @kbc opens its doors in Ghent with a memorable fast pitch night. The start-ups that were previously located in the same building as Start it @kbc's partner iMinds move to the Cronos buildings on the Lousbergskaaï.
- ▼ 16 December 2015 – Opening of Start it @kbc Kortrijk, the 6th Start it @kbc hub. Start-up specialist Omar Mohout launches his book on the Belgian start-up landscape (Het Belgische Start-uplandschap) and gets into the ring with mayor Vincent Van Quickenborne and Kamagaruka in front of a crowd of West-Flemish start-ups.



START IT @KBC

THREE YEARS OF START IT @KBC: A BRIEF HISTORY

- ▼ January 2016 – Launch of Buy From Start-ups; Start it @kbc rolls out this structural programme to match start-ups with established companies. A first reference customer opens doors to other customers and makes it easier to get funding.
- ▼ 11 April 2016 – As part of the Be Bold in New York (# BBNY16) concept, Start it @kbc, Telenet Kickstart and Startups.be head to New York with 16 promising start-ups. On the agenda: workshops at Google, Spotify and HBO, among others, pitches at Techstars and other accelerators, visits to FIT and Belcham, etc. An eye-opener for start-ups.
- ▼ 10 May 2016 – Start it @kbc takes international mindedness to the next level. The American accelerator Techstars and Start it @kbc enter into a structural partnership. #BBNY and Techstars teach Start it @kbc the importance of a good pitch. The idea of advanced pitching workshops begins to take shape.
- ▼ 31 May 2016 – Telenet Kickstart and Start it @kbc become strategic partners. The collaboration further expands the Start it @kbc Academy and offers start-ups digital expertise and a broad international network.
- ▼ 23 August 2016 – Start it @kbSea opens its doors to more than 100 start-ups and coaches. They take up temporary residence at the Kursaal Oostende and combine numerous workshops with work, sun, sea and sand.
- ▼ 7 October 2016 – Pitch day! The Start it @kbc community continues to grow and numbers more than 430 start-ups. The community is surrounded by a growing network of coaches, businesses and investors.
- ▼ 15 November 2016 – Imec, a world leader in nanoelectronics and the application thereof in the Internet of Things, becomes a strategic partner of Start it @kbc. Start-ups now have access to high-tech expertise, know-how and infrastructure.
- ▼ 30 November 2016 – Demo Day. To mark the 3-year anniversary of Start it @kbc, 14 of the most promising start-ups pitch their business idea to an audience of 300 captains of industry, investors and other entrepreneurs.

2 AWARDS

EDDY DE NYS AWARD

The audience votes to decide which start-up gave the best pitch, and the winner receives the Eddy De Nys Award. As Cronos CFO, Eddy de Nys was involved with Start it @kbc from the very beginning. He died unexpectedly on 9 November 2016. Dirk Deroost, Commercial Director at Cronos, will present this people's award for best pitcher at Demo Day in 2016.

START IT @KBC AWARD

Start it @kbc founders Lode Uytterschaut and Katrien Dewijngaert will be presenting the very first Start it @kbc Award at Demo Day. This award pays tribute to the entrepreneur who made the most progress during the Demo Day preparations and who showed the most passion and commitment. Start it @kbc hopes that this award will encourage businesses to learn how to sell their concept to an audience. The importance of a good pitch is one of the key things that start-ups learn during #BBNY and through the cooperation with Techstars.



PRESS ENQUIRIES

- [Click here for images of Demo Day.](#)
- [Click here to subscribe to our press list.](#)

Want more information about Demo Day? Or would you like to do an interview with one of the companies in the Start it @kbc community?

Please contact:

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PARTNERS START IT @KBC



Local Academic
Partners

