



# **Press File** **Brussels demo day:** **higher, stronger, bigger!**

**30 March 2017**



- 3 Brussels Demo Day: higher, stronger, bigger!**
- 4 The start-ups**
- 7 Demo Day Awards**
- 8 Agenda for 2017**
- 9 Start it @kbc: an ecosystem**
- 10 History**
- 13 Meet the founders**
- 14 Press enquiries & partners**





# Brussels Demo Day

Higher, stronger, bigger!

Dear journalist,

## **Welcome to our first Demo Day of 2017.**

The ability to present high-impact proposals to potential (international) clients and investors can significantly increase your company's chances of success. Nonetheless, this often proves difficult for Belgian start-ups, despite the quality and the potential of their innovations.

Start it @kbc aims to remedy this situation once and for all by encouraging start-ups to perfect their pitch and by coaching them so they can make a clear and powerful presentation to a critical audience.

Today, 16 start-ups will be doing their utmost to convince 30 investors and entrepreneurs to support their business idea... in just three minutes!

**The 16 start-ups are Around Media, Ava & Trix, Bookwidgets, Datylon, Investimmo, Kayzr, Noho, POM, Postbuzz, Pozyx, Qwibl, Ritchie, Scriptbook, The Kobi Company, Tsjing, and Zendo.**

You can vote for the best pitch and decide which start-up will receive the People's Award worth € 5,000. The winner of the prestigious Start it @kbc Award, which is awarded to the start-up that has made the most progress, will also receive a cash prize of € 5,000.

In addition, for the first time ever, we will be unveiling our new Virtual Reality Pitching boxing ring, which the start-ups can train in to make their pitch even better. This original concept was developed in collaboration with our partner Telenet Kickstart!

Higher, stronger, bigger! That is the best way to describe this Demo Day. Plus it will be taking place at our brand-new location, because Start it @kbc Brussels was bursting out of its seams. With the co-working space of 700 m<sup>2</sup> on the Avenue du Port, we have doubled our capacity!

You will find out why tonight.  
Start it @kbc and partners



# The start-ups

## **Around Media**

Around Media empowers virtual communication. They help people to communicate about real estate with new technology, but in an accessible and affordable way.

*Speaker: Wannas Vanspranghe, CEO*

## **Ava & Trix**

Getting young children to like science and technology can be a challenging task for teachers. The videogame 'Ava & Trix' helps schools to stimulate children's interest in this field. The app is already being used in 300 schools in Flanders.

*Speaker: Jill Vanparys, Co-founder*

## **BookWidgets**

BookWidgets allows teachers to create fun and interactive lessons that are suitable for tablets. The recent cooperation with SmartSchool means that teachers can score tests automatically, and offer interactive, digital exercises to their pupils.

*Speaker: Bart Buckinx, Managing partner*

## **Datylon**

Make your insights more actionable by transforming them into beautiful and compelling data stories with Datylon. Share them online and start the conversation!

*Speaker: Erik Laurijssen, CEO*

## **Investimmo**

Investimmo created a community platform for private real estate investors. An online portfolio tool enables the investor to monitor his units, calculate his return, benchmark his performance, automate administration, communicate with his tenants, etc. People that are looking for a new investment can use several benchmarks, tools and simulators in order to evaluate their new investment.

*Speaker: Xavier Carbonez, Founder*

## **Kayzr**

Kayzr is a social and competitive gaming platform that gives local gamers – of all skill levels – a revenue model and a stage. Kayzr brings gamers together in a community and offers companies a chance to reach this target group in an efficient way. [www.kayzr.com](http://www.kayzr.com) is the home base where every gamer can start their road to glory.

*Speaker: Joris De Koninck, CEO & Co-founder*



### **Noho**

Noho is the first company in the world to bring a connected solution for compression therapy based on Internet of Things and Big Data technology. Noho has developed a self-adjustable bandage full of pressure sensors. Patients use a mobile application to easily adjust the bandage tension, significantly improving the speed and efficiency of the treatment.

*Speaker: Victor Matia*

### **POM**

POM is a mobile solution that can process all your invoices in just 2 clicks. The application is simple, safe and free!

*Speaker: Johannes Vermeire, Co-founder*

### **Postbuzz**

Check your Postbuzz to discover what is buzzing in your neighbourhood. Hyperlocal news, events, promotions, shopping brochures, local council info... A truly unique platform that allows you to connect with your neighbours and the entire neighbourhood.

*Speaker: Nick Decrock, Co-founder & CEO*

### **Pozyx**

Pozyx Labs specializes in precise (indoor) positioning. The system provides an accuracy of 10 cm by using wireless ultra-wideband technology and state-of-the-art algorithms. Pozyx was founded after a successful Kickstarter campaign, and today we have already sold 6,000 units in over 45 countries.

*Speaker: Vadim Vermeiren, Co-founder & COO*

### **Qwibl**

Qwibl is a digital dialogue marketing tool. The app allows users to unlock unique content behind brands or ads and each time they are rewarded with 10 eurocents. In the backend, the unique technology of Qwibl analyses and predicts consumer behaviour, which results in a higher ROI of campaigns.

*Speaker: Frederik Malsevic, CEO*

### **Ritchie**

Ritchie is a traditional Belgian lemonade based on an old family recipe and made with 100% natural ingredients. The lemonade is sold in retro glass bottles with a twist-off crown cork and with vintage labels in pastel colours.

*Speaker: Jan Verlinden, Chief Lemonade Maker*



### **Scriptbook**

Scriptbook is a technology firm that uses artificial intelligence (AI) to predict the success of movies. Their script2screen technology offers producers, film studios, investors, and distributors a range of analyses based on the film script. This enables Scriptbook to only select and produce movies that have the potential to be a commercial and critical success.

*Speaker: Pieter Engels, Business Developer*

### **The Kobi Company**

The Kobi Company has developed the world's first multi-functional gardening robot. Their robot Kobi can mow the lawn, clean up leaves and remove snow. Kobi has fully autonomous navigation, and does not need a perimeter wire to operate. The Kobi Company has offices in Hasselt (Belgium) and New York City.

*Speaker: Steven Waelbers, Co-founder*

### **Tsjing**

Tsjing eliminates waiting to order or pay in the hospitality and events sector. The Tsjing app enables guests to send an order and/or payment directly to the cash register. The app is not only beneficial for guests but also for hospitality business owners, event organizers and beverage producers.

*Speaker: Mark Willems, CEO & Founder*

### **Zendo**

Zendo is a refreshing drink that helps you stay calm and keep focussed with a combination of magnesium, vitamin B and passiflora. These healthy ingredients fuel your mind by fostering optimal brain functioning and help you to overcome stress and improve your focus.

*Speaker: Laurent Karim, COO & Co-founder*



# Demo Day Awards

Start it @kbc will be presenting two awards during the Demo Day. Start it @kbc hopes these awards will encourage start-ups to learn how to sell their ideas to an audience in a convincing and effective way. Both awards come with a cash prize of € 5,000, which the start-ups can use to invest in the future of their business.

## **People's Award**

The audience can vote for the start-up they thought gave the most convincing pitch. Damien Vanrenterghem, CEO of KBC Brussels, will present the People's Award for best pitcher at Demo Day Brussels 2017.

## **Start it @kbc Award**

Start it @kbc founders Lode Uytterschaut and Katrien Dewijngaert will present the prestigious Start it @kbc Award. This award pays tribute to the entrepreneur who made the most progress during the Demo Day Brussels 2017 preparations, and who showed the most passion and commitment.

*Katrien Dewijngaert, founder of Start it @kbc, and Dieter Byttebier, founder of Books in Belgium, the winner of the Demo Day People's Award in November 2016.*





# Agenda for 2017

- 23 MARCH**     **Webinar – Wanted: Female Founders**  
From idea to sustainable business. You already have a great business idea, but something is holding you back.
- 28 MARCH**  
**Antwerp Start-Up Fair**
- 29 MARCH**     **Webinar – Wanted: Female Founders**  
Think big! You already have a business, but now you want to make it scalable.
- 6 APRIL**        **Webinar – Wanted: Female Founders**  
Play (even) bigger. Learn how to really expand your business!
- 11 APRIL**      **Webinar – Wanted: Female Founders**  
Ask us everything you want to know! You want to submit your business plan to startit.be but you still have some questions.
- 17 APRIL**      **Deadline for the Second Pitch Day**  
Submit your business idea via [www.startit.be](http://www.startit.be).
- 2 – 5 MAY**        **Pitch Days**  
selected start-ups will present their ideas to a jury during the second wave of Pitch Days.
- 11 - 12 MAY**    **Start it @kbc Boardroom**  
start-ups present their progress.
- 10 OCT**         **Deadline for the Third Pitch Day.**

*For more information, please get in touch with Saar Dietvorst via [startit@contentcats.be](mailto:startit@contentcats.be) or +32 468 19 75 07.*







# 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 477 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 meet the needs of young companies. They receive coaching in a number of areas: sales, how to get funding, marketing, team formation, etc. Through storytelling they also learn how to **pitch** their business to an audience of potential customers and investors. Start it @kbc helps start-ups to get in touch with their first reference customers by using the **Buy from Start-ups** programme to match them with 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 the rest of 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](#), [Cronos](#), [Flanders DC](#), [Imec](#), [joyn](#), [KBC](#), [Mobile Vikings](#), [Telenet Kickstart](#) and **a number of local academic partners**. In addition, start-ups can count on a growing number of mentors and partners with tons of experience, a huge network, a business location, etc. These partners all embrace the Pay it Forward philosophy, and everyone who gains knowledge also shares it with others.

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 [PitchDays](#). For more information, please visit [www.startit.be](http://www.startit.be).

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# A brief history

**20 November 2013** – Spurred on by founders Lode Uytterschaut and Katrien Dewijn-gaert, 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.

**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 meet the needs of start-up entrepreneurs. Experienced mentors 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 Lousbergskaaai.

**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 Kamagurka in front of a crowd of West-Flemish start-ups.

**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 takes its numbers to 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, 15 of the most promising start-ups pitch their business ideas to an audience of 300 captains of industry, investors and other entrepreneurs.

**7 February 2017** – Start it @kbc holds its official presentation of the first wave of 38 start-ups in 2017. The incubator launches the Start it Boardroom, takes specific action to attract more female entrepreneurs, and launches its corporate venturing service for large companies.

**8 March 2017** – Start it @kbc and its partner Straffe Madammen launch a campaign to attract more female entrepreneurs to the Belgian start-up scene.

**30 March 2017** – Sixteen start-ups pitch their business ideas to an audience of 300 captains of industry and investors at the Brussels hub's new location. The two best pitchers receive the Start it @kbc Award and the People's Award (and a cash prize of € 5,000).





# Meet the founders

Lode Uytterschaut and Katrien Dewijngaert are the Founding Father & Mother of Start it @kbc. As pioneers in the **Belgian start-up scene**, together with their team they have helped more than 470 start-ups and scale-ups on the road to becoming **innovative and scalable businesses**.

In 2017, Start it @kbc opened up its services to internal innovation teams in large businesses, launched the **Boardroom**, and started a campaign to attract **more female entrepreneurs**.

Lode Uytterschaut and Katrien De Wijngaert both have a background in architecture, but they first got to know each other when they were working as colleagues at KBC. In 2012 they presented their idea for an incubator to Erik Luts, Senior General Manager at KBC. They developed their concept in more detail and started to look for partners. The companies Cronos, Mobile Vikings, Accenture and the University of Antwerp recognised the potential of the idea and immediately put their weight behind the new incubator, which was launched in November 2013 under the name Start it @kbc.

*Lode Uytterschaut  
& Katrien Dewijngaert*





# Press enquiries

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