



# Start it @KBC Press Kit

October 2017



<b>2</b>	<b>Contents</b>
<b>3</b>	<b>Start it @KBC: An international ecosystem</b>
<b>4</b>	<b>Agenda</b>
<b>5</b>	<b>Demo Day</b>
<b>6</b>	<b>A brief history</b>
<b>9</b>	<b>Meet the founder</b>
<b>10</b>	<b>Media contact &amp; partners</b>



# Start it @KBC: An international ecosystem

Start it @KBC is an accelerator programme that supports and promotes innovative and scalable entrepreneurship. Representing around 550 start-ups, it is the largest start-up community in Belgium. Its success has a lot to do with the partnerships it has forged with companies and organisations that have the same pay-it-forward mentality. As a result, Start it @KBC is able to power a diverse ecosystem and dynamic network of start-ups, scale-ups, incubators, accelerators, mentors, VC's, support partners and strategic partners.

Thanks to the founding partners (Accenture, Cronos, Flanders DC, imec, joyn, KBC, Mobile Vikings, Telenet Kickstart and various local centres of expertise) and a rapidly growing group of expertise partners, the start-ups within the Start it @KBC community can rely on vast expertise, an enormous global network, state-of-the-art business premises and quality mentorship.

Start it @KBC is continuously evolving, expanding and improving its offer as part of a co-creative process with its start-ups. The accelerator currently operates through hubs in Antwerp, Brussels, Ghent, Hasselt, Leuven, Kortrijk and New York coupled with a clear international focus in Europe and the U.S. as a member of the Global Accelerator Network (GAN).

Start-ups with an innovative business idea are encouraged to submit their idea via the website at any time. The best candidates are then invited to pitch their idea in person to a professional jury which convenes 3 times per year.

## **Submitting a business idea to Start it @KBC:**

1. Go to [www.startit.be](http://www.startit.be) and submit your business idea online under 'next wave'.
2. A professional jury will evaluate your idea based on its innovativeness, the composition of your team and its scalability. If your idea passes this round, you will receive an invitation for Pitch Day, when you can present your idea in person.
3. During Pitch Day, you will introduce the jury to your idea and your team in person. They will let you know later that day by telephone whether or not your start-up has earned a place within the Start it @KBC community.



# Agenda 2017

- 16 OCT**      **New wave Kick-off Day / 16 October 2017 / Antwerp.**  
The new start-ups are handed 'the keys' and are officially inducted into Start it @KBC.
- 9 NOV**        **Housewarming at the new Start it @KBC Brussels hub / 9 November**
- 30 NOV**      **Demo Day / 30 November 2017 / 6.30 pm - 10.30pm, Antwerp**  
15 entrepreneurs pitch their promising start-up to an audience of 300 investors and captains of industry. Each start-up has 5 minutes to demonstrate the pioneering spirit, innovative thinking and public speaking skills they have developed at Start it @KBC.

*Interested in attending one of our events?  
Please get in touch with Saar Dietvorst via [startit@contentcats.be](mailto:startit@contentcats.be)  
or on +32 468 19 75 07.*



# Demo Day

Start it @KBC organises 3 Demo Days per year where promising start-ups and scale-ups pitch their business to a critical audience of 300 captains of industry, entrepreneurs and venture capitalists. Each start-up is given 5 minutes to demonstrate the pioneering spirit, innovative thinking and public speaking skills they have developed during their short time at Start it @KBC.

Start it @KBC presents 2 awards on Demo Day:

## **People's Award**

The audience votes on which start-up they find most convincing. The People's Award comes with a handsome cash prize.

## **Start it @KBC Award**

The much-coveted Start it @KBC Award goes to the entrepreneur who has made the most progress at Start it @KBC between Kick-off Day and Demo Day, and who did so with the most commitment. This award also includes a considerable cash incentive.





# Start it @KBC: A brief history

**20 November '13** - Spurred on by founder, Lode Uytterschaut and the joint efforts of Accenture, Cronos, Flanders DC, KBC, Mobile Vikings and the University of Antwerp, a brand-new incubator is launched to offer assistance and support to start-ups: Start it @KBC. Their objective? To support innovative and scalable entrepreneurship while making a positive contribution to the Belgian economy at the same time. A unique project in a unique location! Within just three weeks, no fewer than 96 companies were vying for a place at Start it @KBC.

**29 January '14** - The first 28 start-ups take up residence on seven floors of the Boerentoren in Antwerp.

**15 February '14** - Digital research centre iMinds joins Start it @KBC as strategic partner. Start it @KBC also strikes up a partnership with startups.be and BetaGroup to give an extra boost to innovative entrepreneurship in Belgium.

**10 March '14** - Following its early success and under the impulse of Mobile Vikings, Start it @KBC opens a second hub at the Corda Campus in Hasselt.

**21 October '14** - Start it @KBC Leuven opens its doors. Start-ups from across Flemish Brabant now take up residence in KBC's offices near the railway station.

**March '15** - The number of submissions continues to increase after every pitch wave. With almost 180 start-ups, Start it @KBC is now officially the largest start-up community in Belgium.

**13 July '15** - The Start it @KBC Academy is launched, comprising a unique and comprehensive training programme tailored to meet the needs of start-up entrepreneurs. Experienced mentors coach the start-ups in business plan design, finance, sales, marketing, communication, etc.

**15 September '15** - Brussels duly follows suit with the opening of the Start it @KBC Brussels hub in the heart of the European District. The community now spans more than 30 different nationalities. Start it @KBC also renews its partnership with the BetaGroup tech community.

**14 October '15** - The Spirit of the Valley powered by Start it @KBC, kicks off under the mentorship of Peter Hinssen, Steven Van Belleghem and Harry Demey, inviting hundreds of start-ups to visit the hubs in Brussels, Ghent, Hasselt and Antwerp and discover what they can learn from Silicon Valley.



**8 December '15** - 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 '15** - Start it @KBC Kortrijk opens its doors, taking the tally of Start it @KBC hubs to 6. 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 before an audience of West-Flemish start-ups.

**January '16** - Start it @KBC rolls out Buy from Start-ups, a structural programme designed to match start-ups with established companies. A first reference customer opens the door for other customers and makes it easier to get funding.

**11 April '16** - 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, pitches at Techstars and other accelerators, visits to FIT and Belcham, etc. A real eye-opener for the start-ups.

**10 May '16** - Start it @KBC continues its international march, striking up a structural partnership with U.S. accelerator Techstars. Together with #BBNY and Techstars, Start it @KBC start-ups learn the importance of a good pitch, laying the groundwork for future advanced pitch workshops.

**31 May '16** - Start it @KBC partners up with Telenet Kickstart. The Start it @KBC Academy expands as a result, offering start-ups even easier access to digital expertise and a broad international network.

**23 August '16** - Start it @KBSEA opens its doors to more than 100 start-ups and coaches who take up temporary residence in Kursaal Oostende, combining numerous workshops with work, sun, sea and sand.

**7 October '16** - Pitch Day! The Start it @KBC community continues to grow, taking its numbers beyond 430 start-ups. The community is surrounded by a growing network of coaches, businesses and investors.

**15 November '16** - Imec, a world leader in nano-electronics and their integration within the Internet of Things becomes a Start it @KBC strategic partner. Start-ups now have access to high-tech expertise, know-how and infrastructure.



**30 November '16** - Demo Day. To mark the 3rd 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 '17** - Start it @KBC holds official presentation of the first wave of 38 start-ups in 2017. The accelerator launches the Start it Boardroom, takes specific action to attract more female entrepreneurs and launches a corporate venturing service for large companies.

**8 March '17** - Start it @KBC links up with partner Straffe Madammen for a campaign aimed at stimulating female entrepreneurship on the Belgian start-up scene.

**4 October '17** - Start it @KBC opens Hangar K – the City of Kortrijk's new incubator – together with 7 unique partners.

**16 October '17** - 42 new start-ups join the community. Start it @KBC joins Global Accelerator Network (GAN), the exclusive club uniting some of the world's best accelerators. Start-ups now have even better access to major tech companies and new international markets.





# Meet the founder

Lode Uytterschaut is the Founding Father of Start it @KBC. As a pioneer on the Belgian start-up scene, he and his team are proud to have helped hundreds of start-ups and scale-ups on the road towards innovative and sustainable entrepreneurship.

In 2017, Lode opened up Start it @KBC's services to internal innovation teams within large companies in the form of the corporate venturing programme, Start it Boardroom. He also launched a new campaign to promote female entrepreneurship and expanded Start it @KBC's international outreach.

Lode Uytterschaut works for KBC and has a background in architecture. He presented his idea for forming an incubator together with Katrien Dewijngaert in 2012 to Erik Luts, Senior General Manager at KBC. They then developed the concept further and began the search for suitable partners. The companies Cronos Group, Mobile Vikings, Accenture and the University of Antwerp immediately put their weight behind the new incubator, which was launched in November 2013 under the name Start it @KBC.



*Lode Uytterschaut*



# Press contact

**For more information about Start it @KBC, please contact:**

Saar Dietvorst | [startit@contentcats.be](mailto:startit@contentcats.be) | +32 468 19 75 07  
Start it @KBC | [startit@kbc.be](mailto:startit@kbc.be) | +32 3 202 95 17

**Start it @KBC on**



[Sign up for our press mailing list here](#)

[Visit the Start it @KBC press room](#)

[Download Start it @KBC logos and images](#)

# Partners

