



Shayp

Shaping the future of water.

Alexandre McCormack Founder Shayp

Why did you found your startup in Belgium?

We were living here already when we started. We all studied in Belgium so we have a good network and know the system quite well. We created our first prototypes here as well as our first proof of concept with the support of many different local actors: the City of Brussels, the Brussels Region, beAngels, Start it @KBC and Imec.

We have found that Belgian investors are very risk-averse even in the early rounds. This puts a brake on the velocity of growth. **Lots of startups here have to bootstrap their business much more than in other countries:** it's a big cultural difference compared to the UK, Germany and the US.



Nationalities

- **Co-founders:**
French/Irish, Algerian, Belgian.
- **Team members:**
Albanian, Guinea, French, Senegal, Spanish and Belgian.

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How have you experienced working with an international startup team?

International talent and diversity are really strong in Belgium, especially in Brussels. We have six different nationalities in our team alone!

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We've noticed *international talent and diversity* are really strong in Belgium.

This leads to diverse ideas and gives us a deeper understanding of different cultures. Though it also requires us to spend more time discussing and making sure everyone is on the same page.

Why did you join Start it @KBC?

The network was our main driver to join the accelerator. The insight and support of the different advisors and mentors we were connected with have been really helpful in developing Shapp.

