



Start it @kbc presents

**NEW WAVE OF START-UPS
AND REVEALS ITS
AGENDA FOR 2017**

PRESS FILE
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START IT

CONTENTS

WELCOME	3
NEW WAVE OF START-UPS IN 2017	4
AGENDA FOR 2017	8
START IT @KBC: AN ECOSYSTEM	9
HISTORY	10
MEET THE FOUNDERS	13
PARTNERS & CONTACT	14





START IT @kbc

MEET THE NEW WAVE OF START-UPS AND DISCOVER START IT @KBC'S AMBITIOUS PLANS FOR 2017

Dear journalist,

Welcome to the media presentation of our first wave of start-ups in 2017.

After a rigorous selection procedure, these 38 innovative teams were selected from the 143 business proposals that were submitted on our first Pitch Day on 12 January. Under the guidance of Start it @kbc, over the coming months these teams will implement these proposals to launch a business or to make an existing business more scalable.

What are the products and services of the future? How ambitious are these start-ups? And what is their business plan? You can put all these questions and more to the start-ups yourself today. In addition, Start it @kbc will be launching several new initiatives over the coming year. We will be setting up the Start it Boardroom and optimising our range of training courses. We will be taking specific action to attract more female entrepreneurs. And we will be launching a corporate venturing service for large companies.

We will be telling you more about these initiatives during the rest of today and over the coming weeks.

PROGRAMME

10.30 am	Welcome
10.45 am	Start it @kbc's agenda for 2017, by Lode Uytterschaut and Katrien Dewijngaert, founders of Start it @kbc
11.05 am	2017 newbie program, by Mark Herman, founder of sympl and mentor at Start it @kbc
11.15 am	Presentation of the new wave
11.25 am	Photo opportunity
11.35 am	Interviews and buffet lunch
12.30 pm	End

Vous êtes garé(e) au parking Grand Place ? Demandez-nous un ticket de parking gratuit à la fin de la présentation.

Thank you for coming,
Start it @kbc and partners

THE 38 NEW START-UPS OF START IT @KBC

On 12 January, Start it @kbc held its first Pitch Day of 2017. Out of the 143 submitted business proposals, 73 teams were selected to present their ideas in person to the panel of experts on 2 February. After a rigorous assessment, 38 of these teams will now go on to launch their business and make it scalable under the guidance of Start it @kbc. In addition to office space, they will be assigned a dedicated mentor and be given the opportunity to follow numerous training courses and workshops at the Start it Academy.

The new wave of start-ups at Start it @kbc in 2017 are:

ADVOCAS

Advocas is an independent digital platform that provides a meeting place for clients and providers of legal services.

APPLEADS

AppLeads helps businesses to maximize exhibition returns by digital lead generation. They also design customer feedback apps to create growth hacks in retail.

CAREBY

Careby is a peer-to-peer platform for non-medical home assistance services, facilitating matchmaking and collaboration between local caregivers and receivers.

CARGOCOPTER

CargoCopter is a rapid transport solution for small loads in urgent or emergency situations.



CROQ 'N GO

Croq 'n Go supplies a varied and healthy range of sweet and savoury croques to shops selling lunch.

CROWDFILMS

Crowdfilms provides an online crowdfilm ordering service. A crowdfilm is a customised television programme based on a theatre performance, concert, sports event, seminar, or business convention.

CYCLEVALLEY

CycleValley provides a comprehensive service for company bicycles.

THE 38 NEW START-UPS OF START IT @KBC

DOINN

The Doinn online platform allows Airbnb hosts and property managers to book all the housekeeping and laundry services they need.

ELEWA

Elewa is an online learning and training system which transforms assessment of learning into assessment for learning.

ENERGY KIOSKS

Energy Kiosks installs smart solar kiosks and solar panels in West Africa.

ENIGMOO

Enigmoo is a chatbot-based quest creation platform which helps tourism offices, museums, and event agencies to provide a better service and a unique experience to their customers.

EPIHUNTER

Although Epihunter does not prevent epileptic seizures, it helps children with non-convulsive seizures where it can have the biggest impact on their lives: in the classroom.

EQUICTY

Equity launches Horse Management Solutions, an online SAAS platform for stable owners linking planning, data, and media management with billing processes.



ESTATE ELEVEN

Estate Eleven is a solution for owners of vacant commercial property in Belgium, with an online auction platform for short-term leases.

FIBRICHECK

FibriCheck detects the most common heart rhythm disorders to prevent strokes.

GLUON

Gluon extends existing back end/cloud systems to mobile devices and enables the Enterprise Mobile platform using a cross-platform Java API.

HACK LEAGUE

Hack League works to inspire people to push their limits, together, in a fun way by creating exciting and challenging code competitions.

IKHEBAUTOSCHADE.BE

ikhebautoschade.be allows to compare car repair quotations from local businesses based on location, review ratings, and price.

THE 38 NEW START-UPS OF START IT @KBC

JURU

Juru is a customer-centric identity platform using blockchain technology that allows to build up a reliable reputation and share identities with other individuals and corporate services.



LABORATE!

Laborate! helps jobseekers to improve their chances of getting a job.

LIBERTAS

Libertas is an online marketplace that connects freelancers directly with businesses offering short-term and long-term contracts.

MANUAL.TO

Manuals.to is an online platform that makes it easy for you to design and make your own user guides and manuals, in any language and on any device.

MATTI

Matti is an interactive mat with integrated LEDs and pressure sensors that physiotherapists can use to enhance the effectiveness of their therapy.

MY ADD ON

My Add On provides a range of universal attachments that improve the user-friendliness and design of crutches and wheelchairs, and thus increase the self-reliance of the users.

OMNIFLY

OmniFly is creating a comprehensive system of compact, autonomously piloted drones as a solution for passenger transport issues.

PINOTIC

Pinotec is an application that allows you to take a look around any shop using your smartphone. You can then choose the products you want, pay online, and either pick them up yourself or have them delivered to your home.

PLACE.GURU

Place.Guru is probably the best free web app on the internet to create and share places.



PLANNYMAP

PlannyMap is a social media tool that inspires and helps you to organise leisure activities for friends and family.

THE 38 NEW START-UPS OF START IT @KBC



PLUGINVEST

PlugInvest is building a network of electric vehicle charging stations via co-funding and the share economy.

PROJECT SCENT

Project Scent makes a high end, all-natural fabric softener that transforms laundry care into a sensorial ritual by combining the washing of clothes with the rich world of perfume.

RECOGNITION

Recognition is developing the training courses of the future: interactive, paperless, and open to everyone.

ROBINFOOD

RobinFood aims to reduce food waste by connecting local shops with consumers.

SKILLHACKER

Skillhacker is a micro-internship platform that lets you find digital marketing work experience opportunities or allows you to outsource your specific marketing needs whenever you want.

SLEEK

Sleek is the 21st-century explorer that ends file, bookmark and cloud chaos. Get organized, effortlessly!

SLIC

SLIC technology increases the scalability and performance of websites and reduces the required number of web and database servers by up to 86%.

SMALL TEASER

Small Teaser is a collaborative blogging platform with a nifty built-in ad server. The start-up encourages writers and publishers to work together in blogging their content by rewarding all contributors with a royalty-based share of the ad revenue.

WEAREFRONT

Wearefront makes digital promotion and music distribution easy for both artists and agents.

WEFEED

WeFeed is a tool to improve the way employees give feedback to each other. The idea is to replace the traditional appraisal with continuous feedback.

AGENDA FOR 2017

Over the past three years, Start it @kbc has been a pioneer in many different areas. With the *Bumpy Road* sessions, we confronted the taboo subject of 'failure', and explained why it is sometimes a necessary part of success. Via the Buy From Start-ups programme, we helped start-ups to connect with corporate customers. We taught start-ups how to pitch their company to potential buyers and investors. And in 2017 we will continue to fulfil the role of pioneer in new ways.

- ▼ We will be setting up a **Boardroom** where the start-ups have to report on their progress after three months. On the one hand this will help start-ups to prepare for their own board. It is very important for start-ups to be able to clearly present your main challenges and focus areas for the coming months. On the other hand, it gives the mentors an opportunity to evaluate the progress and commitment of the start-ups. In the Boardroom, the start-ups are given clear feedback and find out if they can continue to use the resources offered by Start it @kbc, such as mentors, coaches, workshops, events, etc.
- ▼ Start it @kbc and its partners also want to attract **more female entrepreneurs** into the start-up scene in 2017. We are inviting female entrepreneurs to submit their innovative business proposals via www.startit.be. Proposals are welcome that are still at the ideation stage, but also from businesses that want to make an existing business scalable. During intensive bootcamps, they will learn how to pitch their business and be able to share knowledge and experience with other entrepreneurs.
- ▼ Start it @kbc will also be launching a new **corporate venturing** service for large companies in 2017. Internal innovation teams will now be able to make use of the expertise, training courses, networks, and facilities of Start it @kbc in the same way as start-ups. This will allow businesses to give their enterprising staff the tools they need to develop innovations and prepare them for the market.

Here are some important dates in our calendar:

- 30 March – Demo Day (Brussels): 15 selected start-ups get the chance to present their business in true Silicon Valley style to an audience of entrepreneurs, investors, and mentors.
- April (Antwerp): Bootcamp for female entrepreneurs.
- 5 May: Second Pitch Day 2017
- 10 October: Third Pitch Day 2017

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**, **joyn**, **Cronos**, **Flanders DC**, **Imec**, **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.



THREE YEARS OF START IT @KBC: 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 Ant-werp 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.



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 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.

THREE YEARS OF START IT @KBC: A BRIEF HISTORY

- ▼ **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, 15 of the most promising start-ups pitch their business idea 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.

MEET THE FOUNDERS

The founders of Start it @kbc, 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 just seven years, Katrien worked her way up to become Head of Product and Web Design at KBC, while Lode became the chief strategist for Direct Channels. Alongside his career at KBC, he was also running two businesses of his own.

In 2012 they presented their idea to Erik Luts, Senior General Manager at KBC. Together, they developed the concept further, and KBC management immediately gave them the go-ahead – provided they could find partners to help set up the project. Cronos, Mobile Vikings, Accenture and the University of Antwerp saw the potential of the idea and 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

Want more information about Start it @kbc?

Or would you like to do an interview with one of the new start-ups? Please contact:

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Local Academic Partners

