

Building Tomorrow's Leading Tech Firms

Accelerator program

Program guide



Agenda

- Why YES!Delft
- Introduction
- Program goals
- Selection criteria
- Methodologies
- Program structure & team
- YES!Delft ecosystem
- Costs/commitment
- Application process and YES!Services

About us

YES!Delft is the leading Tech Incubator in The Netherlands.

We support entrepreneurs who build complex products (both hardware and digital) in challenging markets, often with a run-up time, long development trajectories and expensive prototyping involved.

We take zero equity as we are a non-profit organisation.

Statistics

500+

Startup applications every year

250+

Incubated startups

700m

Funding received by our startups

2000+

Jobs created by our startups

80%

Startups are still active or acquired

One of the largest tech ecosystems in Europe

Introduction

You prepare for rapid acceleration with the help of our experts, and through custom designed masterclasses based on your needs, as well as one-on-one sessions. As a part of the **YES!Delft ecosystem**, you receive continued support: build your dream team with **YES!Talents**, keep on track with **periodic check-ins**, secure funding with **YES!Funded** and continue learning from experienced entrepreneurs and experts with customized and focused sessions.

The program starts with an intensive kick-off period where your peers (other selected entrepreneurs) get to know your company. After the kick-off period, there will be **weekly masterclasses** to get you up to speed on **different topics** and **quarterly check-ins** to evaluate how fast your startup is progressing.

- **For who**

Startups with a stable and fully committed founding team and a validated product-market fit, and an idea that is competitive, unique, and scalable.

- **Why**

You receive access to the one of a kind YES!Delft ecosystem with experienced trainers will guide and help you in building your strategy. YES!Delft takes zero equity but instead works on a split success fee which is reinvested into the incubator.

Program goals

Startup founders have a lot on their mind and are short on time and financial resources. We help you to focus on the **essential next steps** to take. Not to run like crazy for their first customers but to **prepare and build a scalable and sustainable business in the future**. We challenge our startups to think short and long term about the following topics. We strive to provide custom guidance and masterclasses based on the need of the individual startups

- **Personal development and leadership**

We focus on your personal development as a founder to improve the leadership skills to scale up your business

- **Team**

With YES!Talents we support you in building a team, manage people, attract and retain talent without losing the customer focus.

- **Funding and finance**

You will learn how to fund your startup, pay salaries of team members and product development. With our service YES!Funded we will evaluate your long term financial planning, look at when is the best time for you to attract (external) funds and what subsidies/grants are a good fit.

- **Marketing and sales**

We help you think critically about which markets to target first, and how to approach the right people with the right message.

- **Strategy**

You build a strong foundation of your company and develop the strategy to scale up as fast as possible.

Selection criteria

- **Team**

You have a committed and available co-founding team and you are willing to give it back to the community with peer-2-peer sessions.

- **Problem-solution fit**

Your startup identified an existing problem in society, that can be solved with an innovative technical solution.

- **Technology and IP**

Your startup is able to operate freely with the intellectual property used in your technology.

- **Funding and finance**

You are able to present a feasible financial plan for at least the first year of your startup.



“As an entrepreneur, you have to be very diversely skilled - finding great employees, cold sales, technically understanding your product. But the most important skill is something we learned in the YES!Delft Accelerator. They force you to go out, meet your customer/user and understand the smallest aspects about their life and how your product could be valuable to them.”

- Pieter Smakman, co-founder of Manometric



Methodology

- **Custom (need-based) Masterclasses**

After the kickoff period, your startup has continued access to the ecosystem through specialized masterclasses. Experts from a range of fields, finance, legal and HR, share their expertise in thematic and specially tailored sessions.

- **Personal, Team & Company Assessments**

With the help of the HR experts in our network and within the YES!Delft team, you evaluate both your personal development as well as your team's development to facilitate the rapid growth that's essential in this phase of your company.

- **Peer2Peer Sessions**

We believe that entrepreneurs are best coached by other entrepreneurs. Thus, we have created a program which has an emphasis on peer-2-peer sessions where your fellow entrepreneurs will coach you in the process.

- **Check-ins**

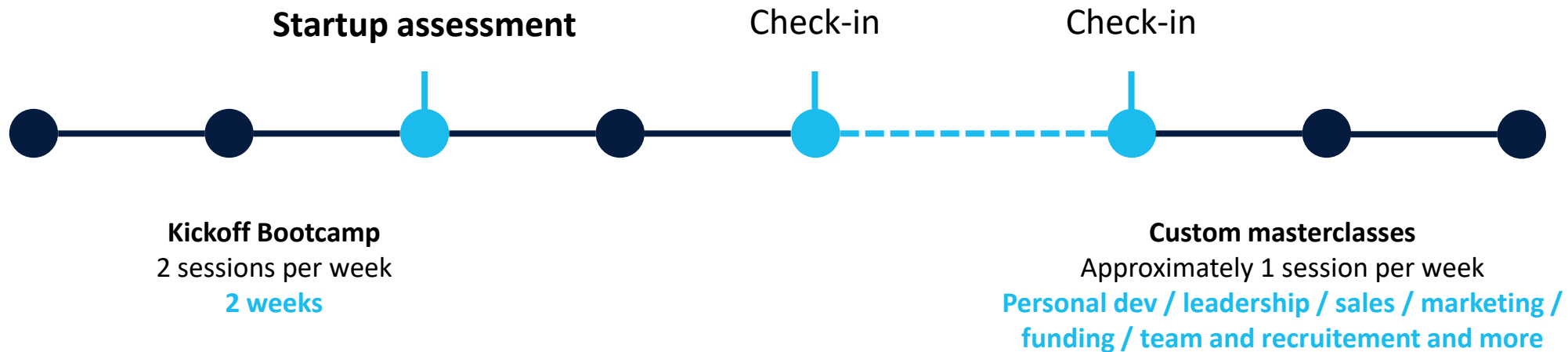
In periodic check-ins with your dedicated mentor and startup trainer you work on identifying the next problem areas and chances for growth. Four times a year you check in to evaluate the last quarter. Together you build a solid roadmap to success.

- **1-on-1 Sessions with Mentors & Experts**

You are individually matched with an experienced mentor who is dedicated to helping you build your company. Moreover, you get access to a wide range of experts from the YES!Delft ecosystem to help you on your journey.

Program structure

During the **kickoff bootcamp**, you focus on getting to know the ecosystem, your peers, and all the tools available in our community. After, you will be evaluated by a team of experts to see what your **startup-specific needs** are to create a **customized program of masterclasses** to get you up to speed.



In addition

- Office hours with experts and EiR
- 1-on-1 meeting
- Meeting with YES!Delft partners

Why join a masterclass?

- **Continuous learning**

You build a strong company foundation. As your startup grows, continue learning and stay on top of your personal and your companies development with regular check-ins and specialized masterclasses tailored to your needs.

- **Get ahead of the game**

Learn from experienced entrepreneurs and experts who walked the walk. Learn from the best about everything from legal/IP to a financial strategy, to the company structure, become investor-ready, and how to find your launching customer.

- **Pay it forward**

Keep on learning from your peers and pass on your own knowledge and experience: that's how we thrive as a community and ecosystem. And don't forget to celebrate success!



Team

YES!Delft

A dedicated team from YES!Delft will coach, support and connect you to our ecosystem.

- **Mentors and experts**

Our mentors and experts are either investors and entrepreneurs and/ or have deep and specialized industry and technology knowledge. They are part of our community to share their network, knowledge and experience and want to help you build and run a successful startup.

- **Entrepreneurs in residence**


Our Entrepreneurs-in-Residence are amongst the most valuable resources in our community. They know everything about the pitfalls of starting a company while providing both strategic and operational advice to ambitious founders.



Pablo Beneitez
Event & program manager



Leonne Dieleman
Program coordinator
& startup coach



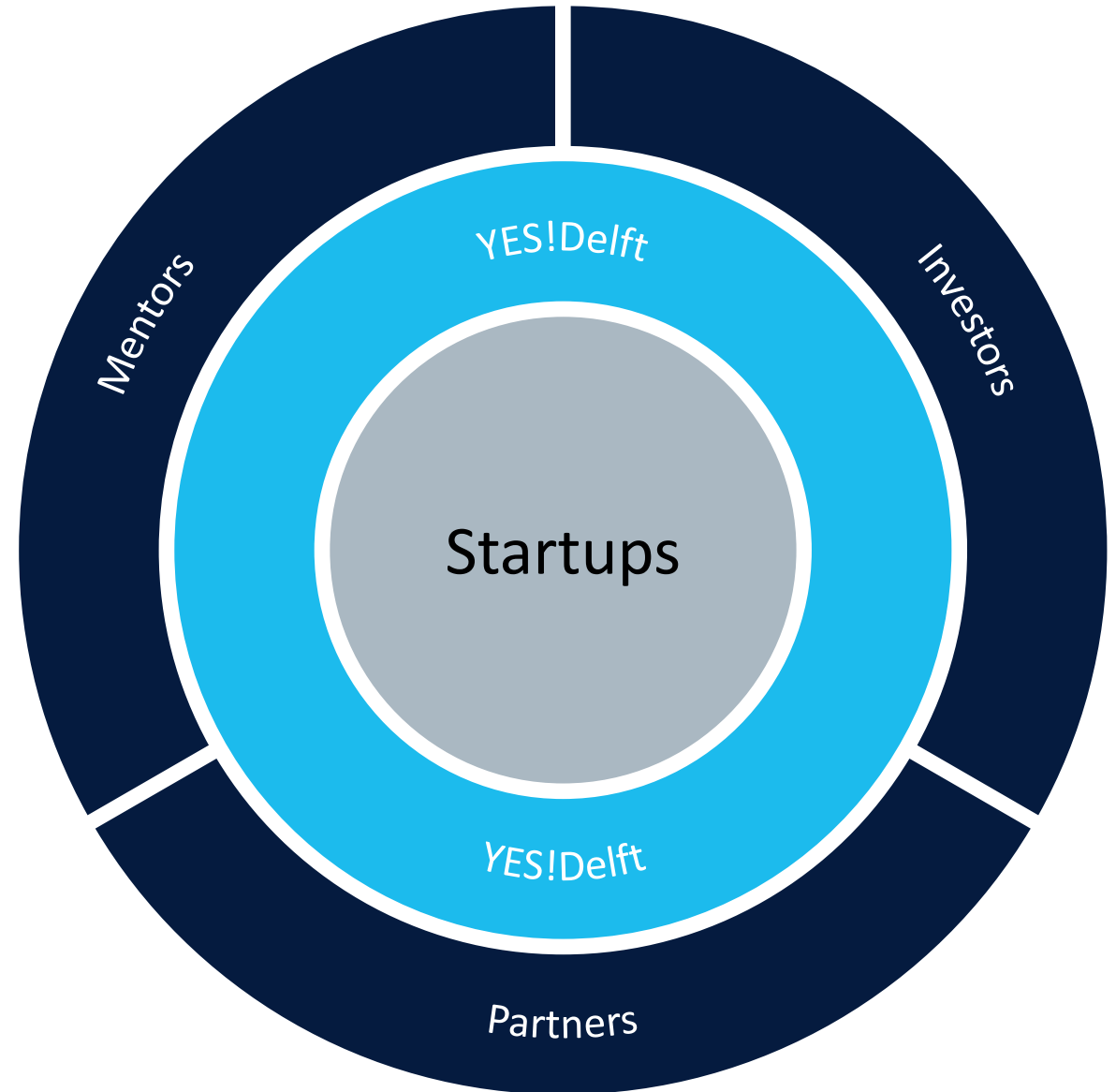
Black Bear is my third startup and certainly not my easiest. I went from the bits and bytes to the physical world. It's great that you can combine making money by doing something really good for the world. My experience now is that you need a certain run-up time, and after that, you can scale up hard and build multiple factories at the same time.

- Martin Lopez Cardozo, Entrepreneur in residence

Our ecosystem

YES!Delft has a vast one of a kind ecosystem. We have over **160 tech startups** in our portfolio, spread over **nine focus areas**: Blockchain, Artificial Intelligence, BioTech, CleanTech, MedTech, EdTech, Aviation, Robotics, and Complex Technology. Integral to our ecosystem are our partners. We work with **corporate partners** to speed up their innovation process in a startup way. Our services partners offer their expertise to the ecosystem: from legal to HR. Our experienced YES!Funded team is your **gateway to investors and grants**.

Moreover, as a not-for-profit organization, we have strong ties to the **regional government in Delft and The Hague**. We work closely with the **TU Delft, TNO** and with that Research and Field lab in various industries, granting access to sophisticated test sites and academia.



Costs and commitment

Program fee

€ 2.750,- (exc. VAT) per team. Additional terms may apply for the Investor Readiness Program and other services of YES!Funded.

Kickback fee

Get access to endless community support, services (YES!Programs, YES!Funded & YES!Talents), coaching, networking, showcase events and extra sessions. You will only be asked to pay this one-time kickback fee of 5K when you reach 250K in annual revenue and a fee of 20K when you reach 1M in annual revenue.

Full commitment

Thorough preparation in strategy & check-in sessions. Reporting of revenue, FTE and changes in company structures. Pay it forward by mentoring new founders and share your experience in lectures.

Application process

Application form

Apply through the form on YES!Delft website

Pre-selection

Startup scout and program manager filter the application

Interview with startup scout

Startup scout invite startups for an interview to get to know each other

Pitch to selection committee

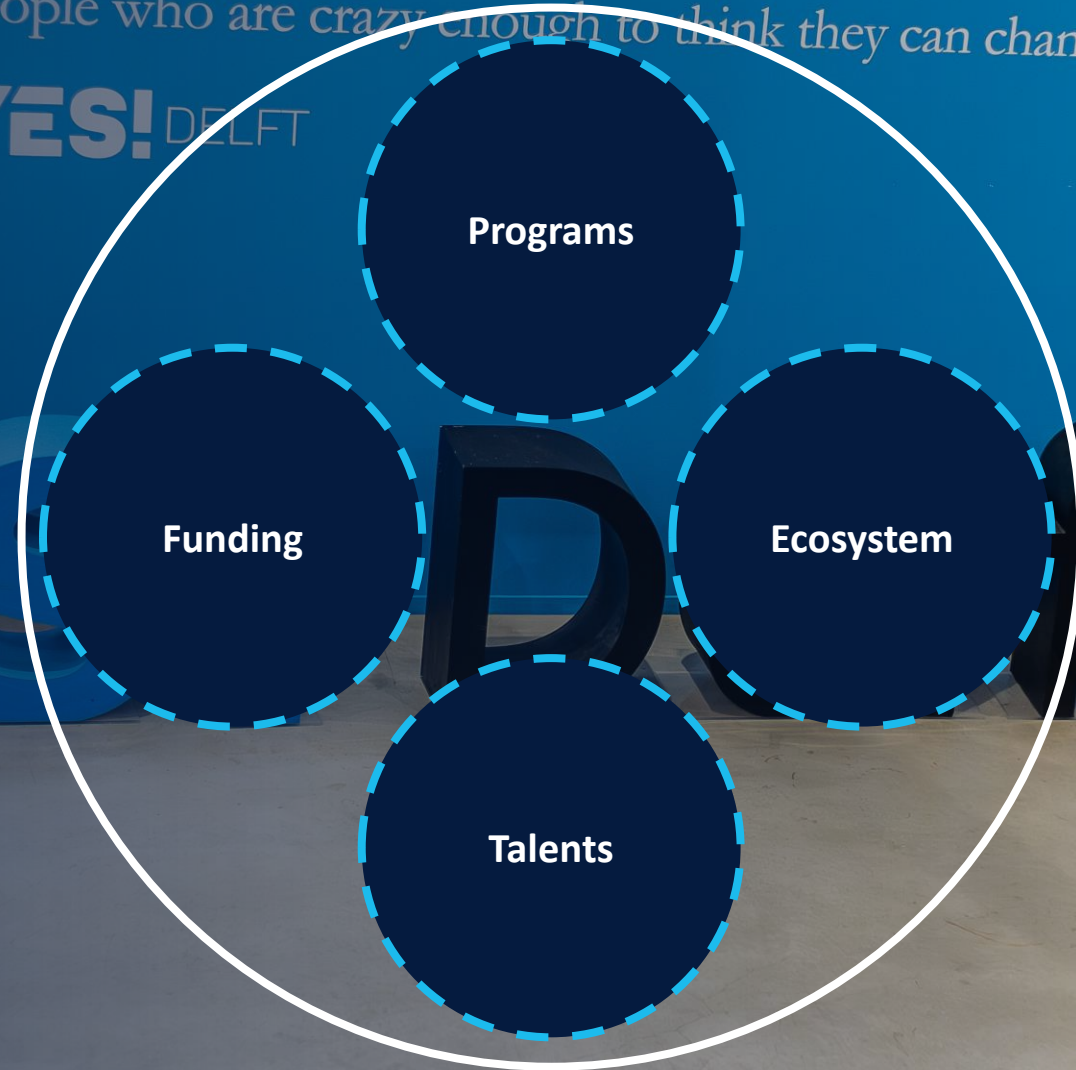
You pitch your startup idea in front of the selection committee



Incubator 4.0

About the only thing you can't do is ignore them. **Because they** are the ones who are pushing the human race forward. And while some may see them as the crazy ones, I see them as the people who are crazy enough to think they can change the world.

YES! DELFT



YES!Talents

- **CO-Lab | Half a day workshop to find your co-founder**

There is a reason why people don't climb Everest on their own. With a team, you can overcome obstacles that seem impossible just by yourself. Research over the past 4 decades has shown that startups that are co-founded by a team are more successful.

- **Talents list | Apply to our talents list and get hired by the best tech startups**

"Startups place loads of responsibility on their employees. They'll hire you because of your skills, but founders expect much more. You help with everything at a startup. Often, it's work outside your job description, so opportunities for learning and growth abound." Laurence Bradford, digital entrepreneur

- **Matching tool | We scout, select and match your vacancies with talents**

YES!Talents is also a recruiting tool for our startups in the incubator. Are you struggling with finding the right people for the vacancy you have on your website? We will recruit, select and match your vacancy with the best talents on our list.

YES!Talents is the YES!Delft service that supports startups in different stages with their needs to find talent to build their team. Are you looking for a co-founder? Do you want to work at a startup, or are you looking for a CFO to complete the management team of your scaleup? YES!Talents will help you out!

YES!Funded

- **Workshops**

Attend workshops especially designed for early stage startups and learn all you need the must-know about funding your company, from the basics to an overview of the most common funding options in the Dutch tech startup landscape.

- **In-House Experience**

Meet the YES!Funded team, with a combined experience of 40 years in the field of finance and investments, and ask them all your questions.

- **One-on-one sessions**

Get to work with YES!Funded on your financial plan, investor readiness, get access to the investor network, even let them negotiate with investors and banks on your behalf or write your grant application (and much more) for a small success fee.

YES!Funded is the YES!Delft service assessing the financial needs of your company and identifying the appropriate funding sources for you. Moreover, we can write your grant application and negotiate the right deals with investors on your behalf.

YES!Programs

- **Content**

You build a strong company foundation and find your product-market fit. As your startup grows, continue learning and stay on top of your development with regular check-ins and specialized masterclasses tailored to your needs.

- **How we do it**

Learn from experienced entrepreneurs and experts who walked the walk. Learn from the best about everything from legal/IP to a financial strategy, to the company structure, become investor-ready, and how to find your launching customer.

- **Why we do it**

Keep on learning from your peers and pass on your own knowledge and experience: that's how we thrive as a community and ecosystem. Continuous learning and don't forget to celebrate success!

By joining YES!Programs, you receive access to industry specific Validation Labs and continued modular support through masterclasses and services. Build your dream team with YES!Talents, keep on track with periodic check-ins, secure funding with YES!Funded and continue learning from experienced entrepreneurs and experts with customized and focused sessions. YES!Delft takes zero equity in supporting you to become a genuinely scalable, innovative tech company.

YES! DELFT

Follow us on:

