

Building Tomorrow's Leading Tech Firms

Validation Lab
Program guide



Agenda

- About YES!Delft
- Validation Lab
- Application process
- Selection criteria
- Cost and commitment
- YES!Delft team and ecosystem

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

Validation Lab

By participating in the Validation Lab, you acquire the **right skills**, receive an **extensive toolset** & get access to the **YES!Delft ecosystem** to tackle the biggest challenges you'll face during the whole lifecycle of your startup. Joining the program allows you to **validate your business idea**, find your **Problem-Solution Fit**, whilst learning about **different aspects of your business**, e.g. legal & IP, funding and team.

From day one, every week, you will be guided and challenged to **Get Out Of The Building (GOOB)** and start **talking with your customers**. By the end of the program, you will know whether you and your team should pursue the dream of building your own business.

- **Tech community**
- **Peer-2-peer coaching**
- **Broad network**
- **No equity taken**
- **Focus and structure**
- **Extensive experience**

“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



Validation Lab goals

- **Customer goals**

You will unveil the greatest pains of your customer while learning about the job your customer wants to get done. We don't want you to be spending time on building products that nobody wants, thus we will get you to talk with actual potential customers to validate your idea.

- **Market goals**

Focus is your friend! This is why you will be able to structure your beachhead markets, find your end market and validate your riskiest assumptions before committing to these markets.

- **Value proposition goals**

You will build a solid value proposition that solves your customer's problem, articulate the benefits and validate it in the market.

- **Pitch goals**

You have a strong pitch and are able to pitch anywhere, anytime. You know who you need to convince and your own needs without going into sales-mode.

- **Foundation goals**

You understand what it takes to build your company and are ready to take the next steps in getting funding, structuring your company and filing IP, and building your team.

Validation Lab structure



In addition:

- Ongoing customer interview and validation
- 1-on-1 meeting with mentor
- Meeting with YES!Delft partners and experts

Validation Lab methodology

- **Plenary workshops**

Every week we dive into subjects that are relevant for startups. From building your value proposition and customer interviews to IP and legal challenges and team dynamics – we have got you covered.

- **Mentor**

YES!Delft is surrounded by a vast network of mentors. Each startup is linked with a dedicated mentor that is available for individual coaching during the whole duration of the Validation Lab.

- **Expert sessions**

During the program, we host several expert sessions. In this one-on-one setting, you can meet Entrepreneurs-in-Residence, partners and experts to get feedback, ask your burning questions and build your network.

- **Peer-to-peer sessions**

Receive coaching through our peer-to-peer methodology. We believe that entrepreneurs are best coached by other entrepreneurs, thus we have created a program which has an emphasis on peer-to-peer sessions where your fellow entrepreneurs will coach you in the process.

As an entrepreneur, I recognize many of the challenges that these startups face. I find it very inspiring to share my experience and helping these startups become successful. It feels great being part of the YES!Delft ecosystem!

- David Cerda Salzmann, co-founder of Ampelmann, partner Forward.one and mentor at YES!Delft



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



Selection criteria

- **Ambitious team**

Building a strong team with matching skills and a cultural fit, requires people that are not only ambitious, but disciplined, willing to learn from others, open for feedback. These are the teams that perform better.

- **Business potential**

Your business idea has the potential to scale and disrupt the status quo in your end market.

- **Tech innovation**

We are a tech incubator that supports complex hardware and digital startups. A patent or protected know-how can be a threshold for other companies to easily copy your business idea.

- **Commitment**

Presence of at least two co-founders is mandatory and key for the program.



Costs and commitment


- **Program fee**

€799,- (exc. VAT) per team of two founders + €500,- (exc. VAT) for every next founder.

- **Commitment**

We want you to focus on your startup, but we ask commitment of at least two founders to participate in the program.



A man wearing glasses and a dark suit is smiling broadly while sitting at a table in a restaurant. He has his hand on a document on the table. In the background, two other people are seated at a table, and the restaurant has a warm, dimly lit atmosphere with brick walls and hanging lights.

“The YES!Delft Validation Lab really helped us, giving us a structure and peer group for assessing opportunities and priorities. A heavy investment, especially given our travel overhead, but the sharpened focus and market framing has ultimately saved the Ocean Protocol a lot of time and money.”

- Bruce Pon, founder Ocean Protocols

YES!Delft team

- **YES!Delft**

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

- **Mentors and experts**

Our mentors are successful entrepreneurs themselves and our experts have deep and specialized industry, topic or technology knowledge. They are part of our ecosystem and want to share their network, knowledge and experience 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. These serial entrepreneurs know everything about the pitfalls of starting a company and provide strategic, legal, HR and operational advice to ambitious founders.



Pablo Benítez

Program manager



Jan Geert van Hall

YES!Funded Investment Director



Leonne Dieleman

YES!Talents manager

Entrepreneurs in residence



**Duke
Urbanik**



**Joëlle
Frijters**



**Dimmes
Doornhein**



**Peter
Stas**



**Hessel
Jongebreur**



**Martjin
Lopes Cardozo**



**Art
de Boo**



**Edward
de Jager**



**Philip van
Verschuer**

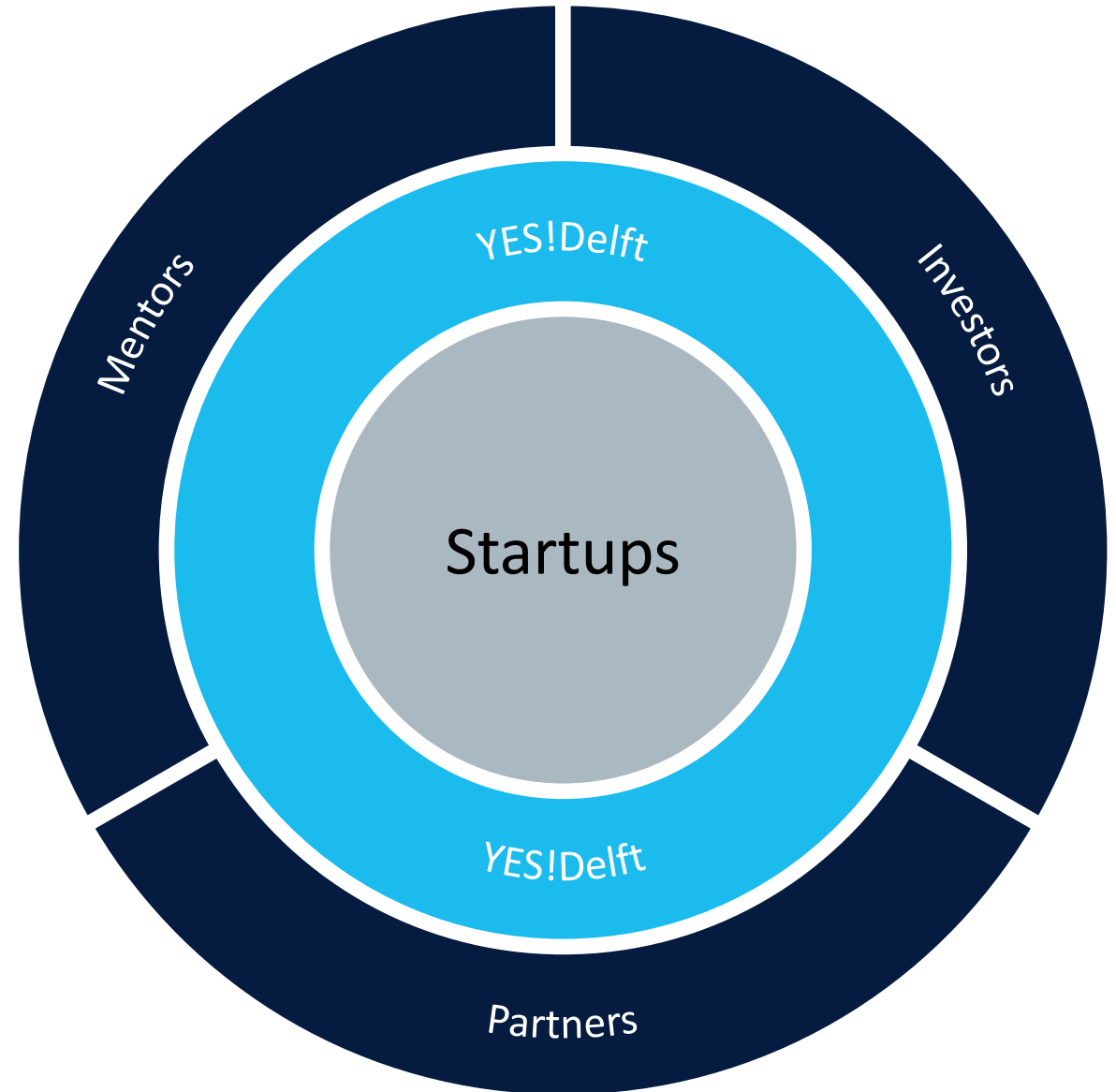


Rolf Rijkmans

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.



YES! DELFT

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