



Start-up Accelerators

Session

Course ICT Entrepreneurship

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Advancing through accelerators



- Natural growth
 - Acquire customers by approaching them separately
 - Do marketing in generic forums
 - Cold call customers
- Accelerated growth
 - Some decision made by the entrepreneur to sell much more of his product quickly



Example 1: Ledensite.com

- Sell to Associations separately or
- Do marketing through KvK
 - New associations come up in a database
- Do marketing through mother organizations
 - Verenigingen.nl
 - Rotterdam Sport Support
 - Etc.



Example 2: Rovio Games

- Selling through a site?
- Of course not: the AppStore!

Example 3: Planon Real Estate



- Planon have a facility management product
- A real estate management firm contacted Planon about their software
- Found too complicated, not specific enough
- Some market research
 - decision made to create a Real Estate version
 - Three months later, small investment, done
- 40% increase in revenue in the first year

Example 4: From Qash to Yunoo.nl



- When Qash changed their name to Yunoo
 - They received a ton of Radio coverage
 - A large party was thrown
 - Press coverage (nu.nl)
- Increase of 20k users in 1 week