



15KM as involved facilitator

15KM: from idea to success

Incubator 15KM provides support for international start-ups and growing businesses 'from idea to success'. We do this by providing all the knowledge, experience, creativity, networks, financing and support that the international entrepreneur requires as a (new or growing) business. Our core activities are supporting:

- Startups
- Scale-ups
- Financing starting and growing businesses.

STARTUP

We provide start-ups with step-by-step support to enable them to successfully establish and expand their own business. To do so, we actively deploy our committed team and network of experienced experts, entrepreneurs, partners and organizations, all of whom and which are very familiar with various disciplines and sectors. We also have access to many types of financing, to enable the starting entrepreneur to successfully establish, start and expand his new business. We also offer fully operational workplaces.

Involved facilitator

As reliable, experienced and involved facilitator 15KM supports also the international start-up with the application (of IND (Immigration and Naturalisation Service) and RVO (Netherlands Enterprise Agency), for the purpose of residence 'Startup' working on a self-employed basis in the Netherlands. The residence permit allows ambitious entrepreneurs to start an *innovative* business for a year. During the application procedure 15KM as official facilitator:

- provides the start-up entrepreneur with a tailor-made package with, for example, help with market research, development of the product of services, connection and network, bank account, entry in the Commercial Register of the Chamber of Commerce, etc.
- supports the drawn up of the step-by-step plan to advance the idea to a business within one year
- helps with to gather and fill in all the documents (means of evidence)

After the application procedure 15KM helps the startup to develop and establish his/her business.

Expand your business

15KM supports the international entrepreneur to establish new business in the Netherlands. In setting up this business we distinguish two stages:

1. Business and product development (tailor-made support f.e.):
 - a. Product development (design etc.)
 - b. Import and/or export plan
 - c. Business expansion plans
 - d. Financing
 - e. Strategic partners, launching customers, suppliers
 - f. Connect you (your business) to relevant networks and potential business partners
 - g. Location research
2. Start (tailor-made support f.e.):
 - a. Help in choosing business location
 - b. Organization and recruitment
 - c. Assist in obtaining work visa and/or residence permits

d. Marketing & Communications (corporate identity, website, postal services)

For the international entrepreneur 15KM is also the account manager and/or contact in the Netherlands.

Our approach in general terms

In the process of active support of a start-up, we use two tools:

- Business Model Canvas: the internationally renowned business plan, which describes the development of your business in a dynamic manner
- Our Five-phase Model or Programme, as structure of your business development:
 - Phase 1. Explore: description of the business idea; action plan phases 1-2-3; scan, analysis of the environment; assessment of the market and customer potential; explore strategic partners; investigate IP and brand registration
 - Phase 2. Develop: test assumptions; proof of concept of envisaged product/service; prepare IP; business model takes shape; strategic partners identified
 - Phase 3. Validate: validate the assumptions made in the business case (if necessary by means of pilot projects); product/service can be presented; finance plan, investment needs, strategy and approach to external financing; strategic partners approached
 - Phase 4. Underpinning and constructing: arrange financing successfully; describe business processes; build an organization; marketing and sales (strategy, plan); organise sales channels, customer relationships; prepare market introduction; governance
 - Phase 5. Starting, expanding, maintaining: core team operational; market introduction; establish business processes to guarantee quality, continuity and cash flows; invest in healthy organization and growth; strategy and action plan for the medium and long-term

SCALE-UP

15KM stimulates the growth of existing businesses. By developing a new product or service together, by improving business practices and by winning new customers. And by doing the foregoing, realising a growth in turnover and profit. We do this through our GROWTHSPURT programme.

Our approach: tailor-made approach and package

As part of the GROWTHSPURT programme, we support the entrepreneur in formulating his ambitions, identifying opportunities and potential obstacles, and in preparing a strong business plan and action plan. As sparring partner, sounding board or business developer, we also offer him, if required, direct access to our extensive network of businesses, experts and organizations.

FINANCING

We also help start-ups and expanding businesses to find financing. To that end, 15KM has excellent contacts and 'hot leads' at various financial institutions with regard to bank financing, financing for small and medium enterprises, crowd funding, informal investors and subsidies (the Netherlands Enterprise Agency (RVO) and also regional investment funds (for example Innovation Quarter, Oost NV, EBU or BOM).

Our approach

Along with the business owner and with our financial advisors, we determine which activities are required for successful financing of the envisaged business. Consider, for example:

- fine-tuning the business case
- calculating the financing components or aspects
- testing the basis of the financing application for the financiers
- defining the financing application, objective and requested and/or relevant type(s) of financing; research the use of options in terms of guarantee, subsidy, location-related

financing, etc.

- check by financial 15KM partner EY
- contact the relevant financiers
- preparation for financing-related discussions with financiers
- support during negotiations about the financiers' terms and conditions
- establish the outcome and evaluation

ABOUT US

With a large and professional team of mentors, experts, partners and suppliers they provide support for all kind of starting and growing international entrepreneurs in several economic sectors, for example food, automotive, ict, architecture and constructions, applications, media, communications, energy, internet of things, etc.

Partners of 15KM are s.a. EY (accountancy), De Clercq (advocacy, notary), Het Nieuwe Kantoor (HNK, work locations), and Inter College Business School. 15KM works together with several organizations s.a. RVO (Netherlands Enterprise Agency), financial institutes, marketing agencies, research agency Direct Research, etc.

15KM is located in several cities in the Netherlands at the working areas of Het Nieuwe Kantoor (HNK). HNK has the ultimate (net)work locations for hard-working people, with workspaces and services for flexi-workers, the self-employed, SME's and multinationals.