

Venture capital & tech in Amsterdam: one year into the pandemic

startup 
amsterdam

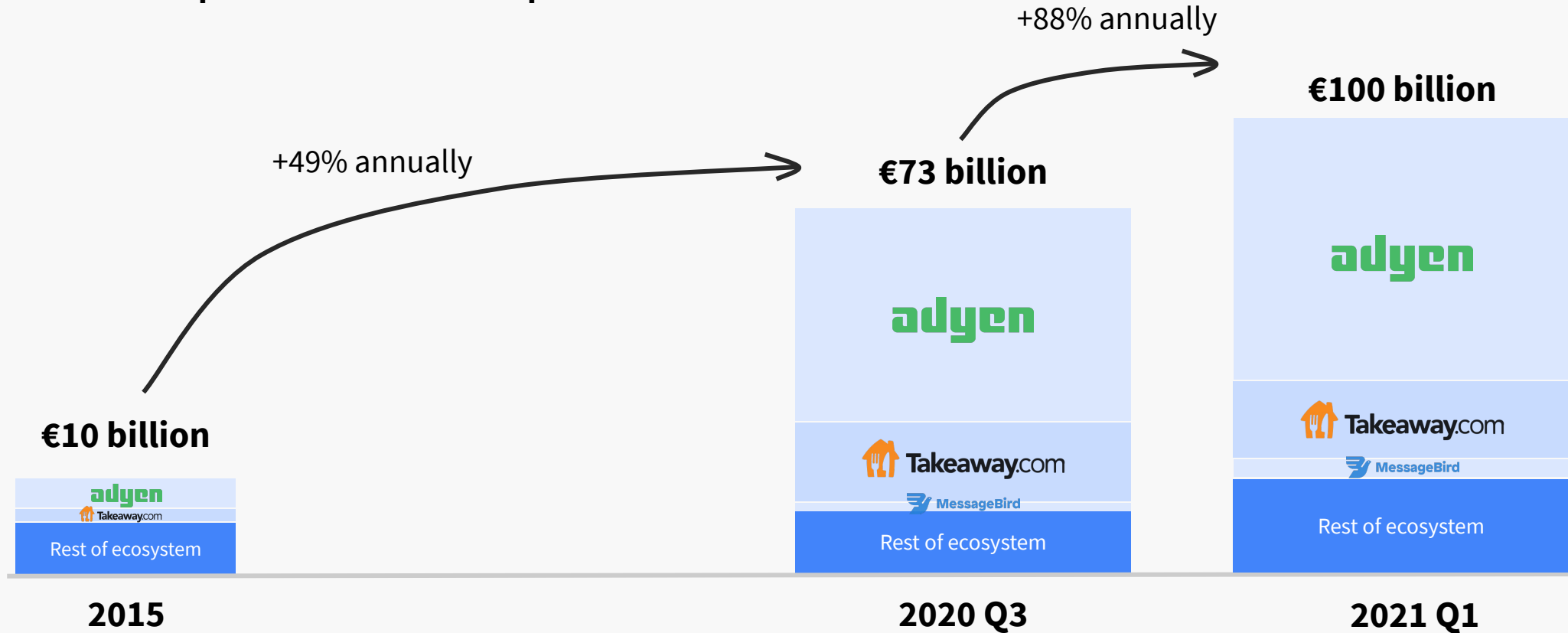
 dealroom.co



Presented at Amsterdam Capital Week
March 2021

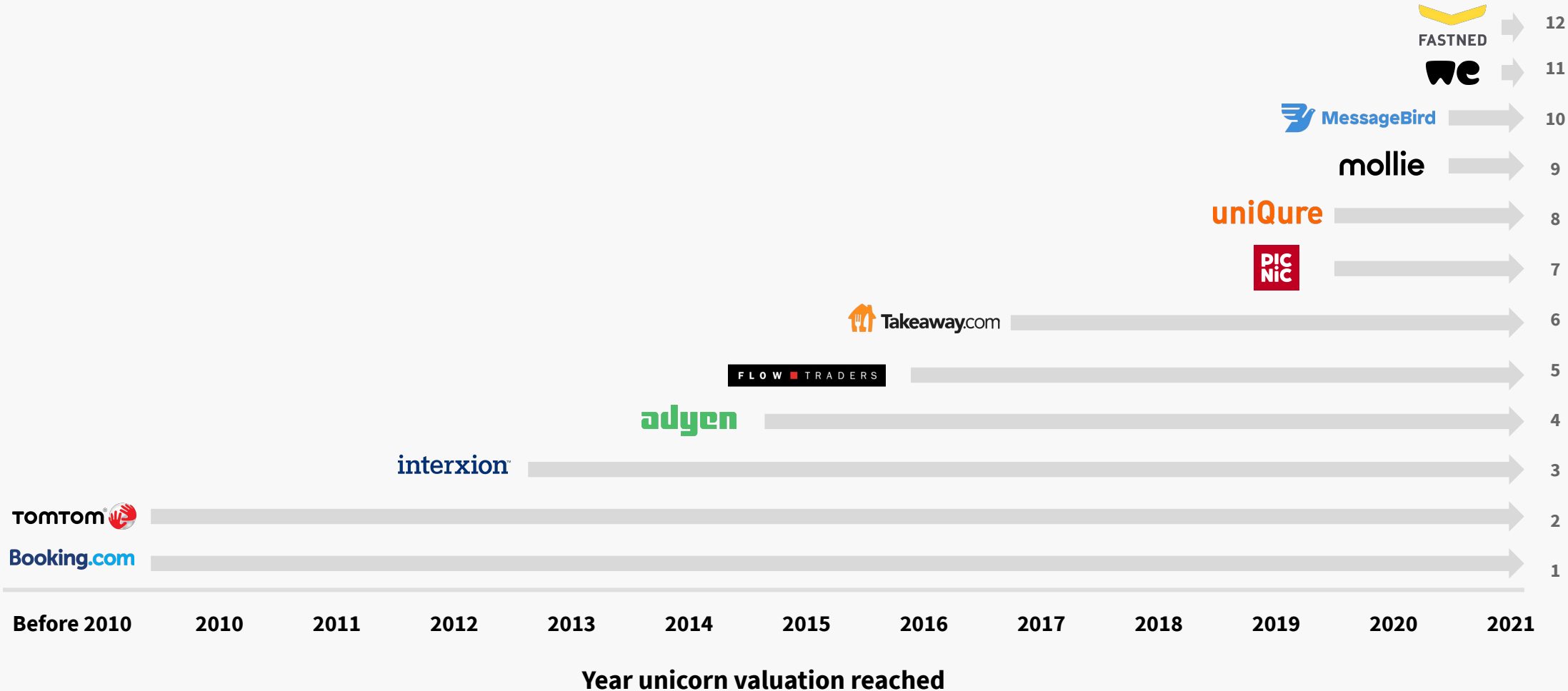
Amsterdam's tech ecosystem hit €100B in value (€187B if you include Booking).

Combined enterprise value of tech companies created since 2000

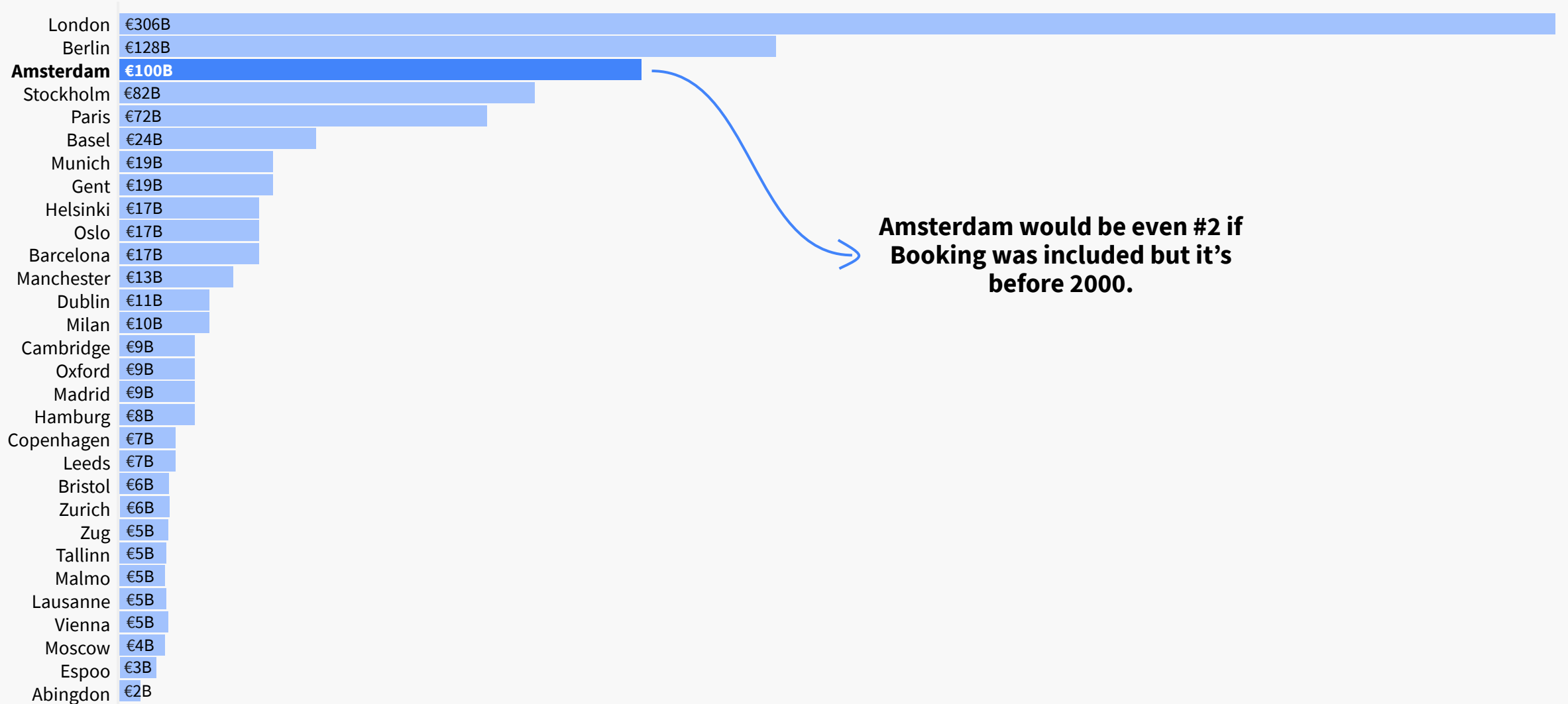


1. Sum of the valuations of all startups in the ecosystem founded after 2000. Using estimated valuations based on most recent VC rounds, public markets and publicly disclosed valuations as of September 1st, 2020.

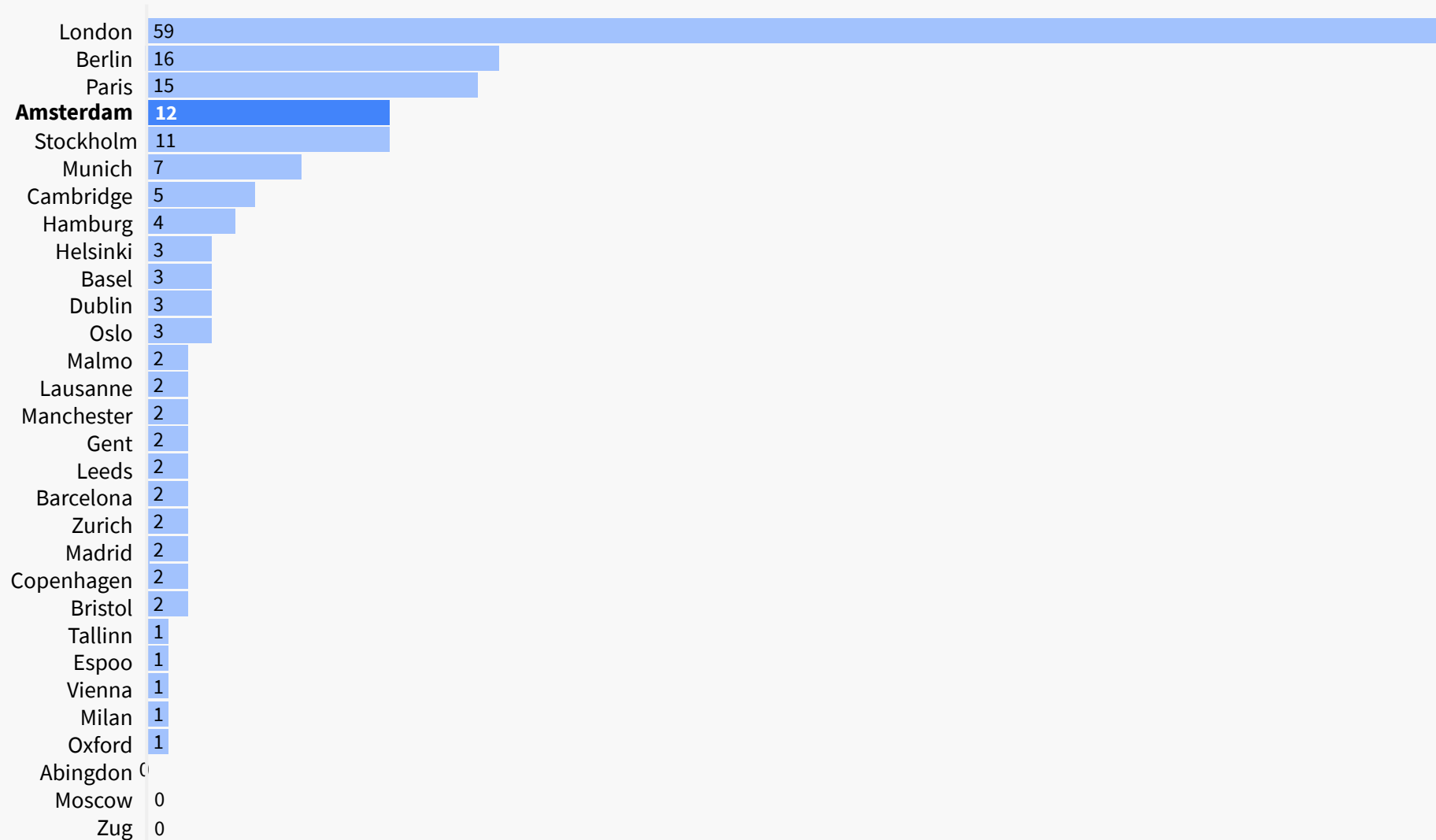
Amsterdam now counts 12 companies valued over \$1B+, since Booking: almost one per year on average, but almost two every year since 2019.



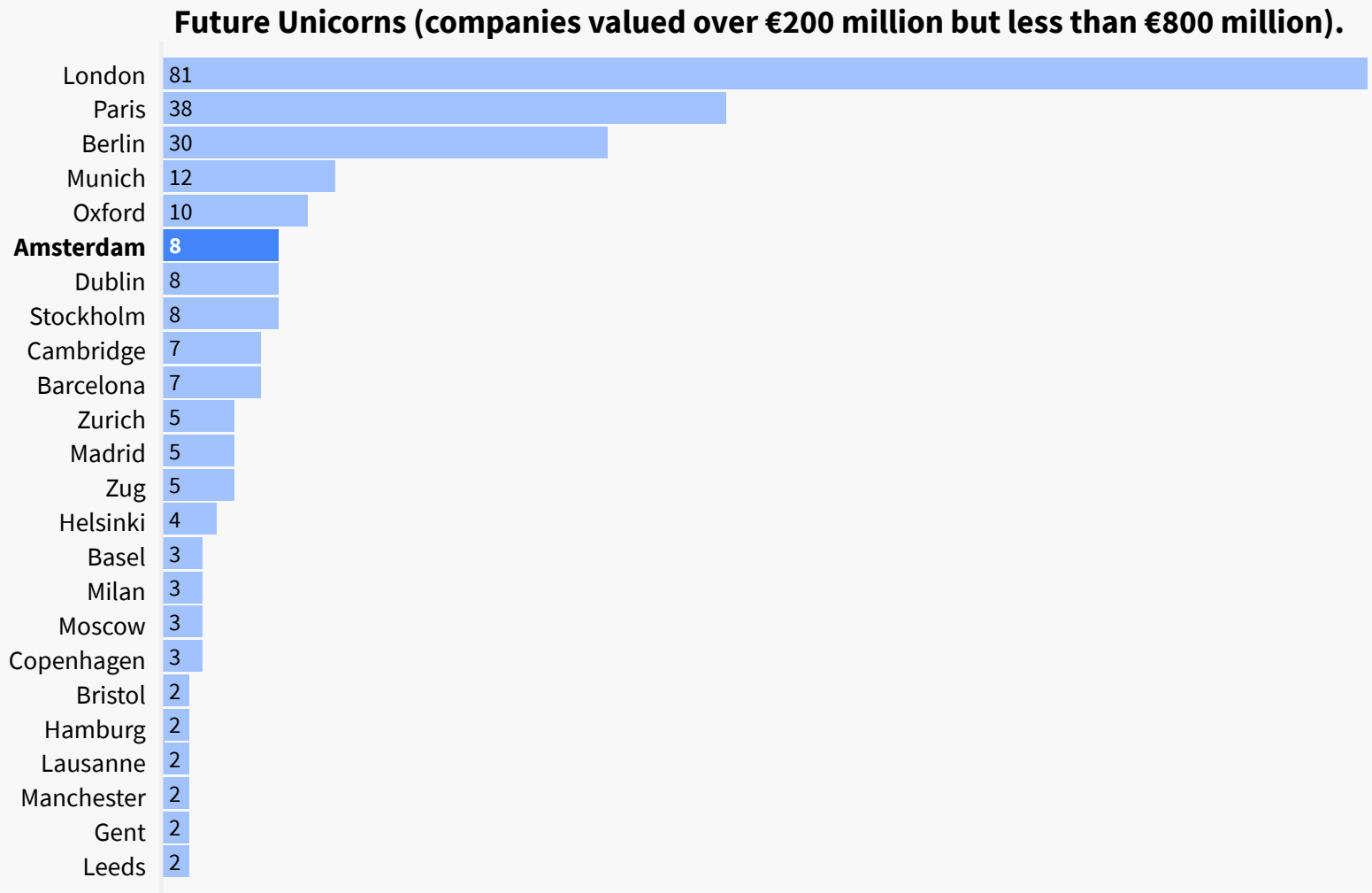
Amsterdam is the #3 European hub by combined enterprise value of venture-backed companies founded since 2000.



In Europe, Amsterdam ranks #4 by number of unicorns.

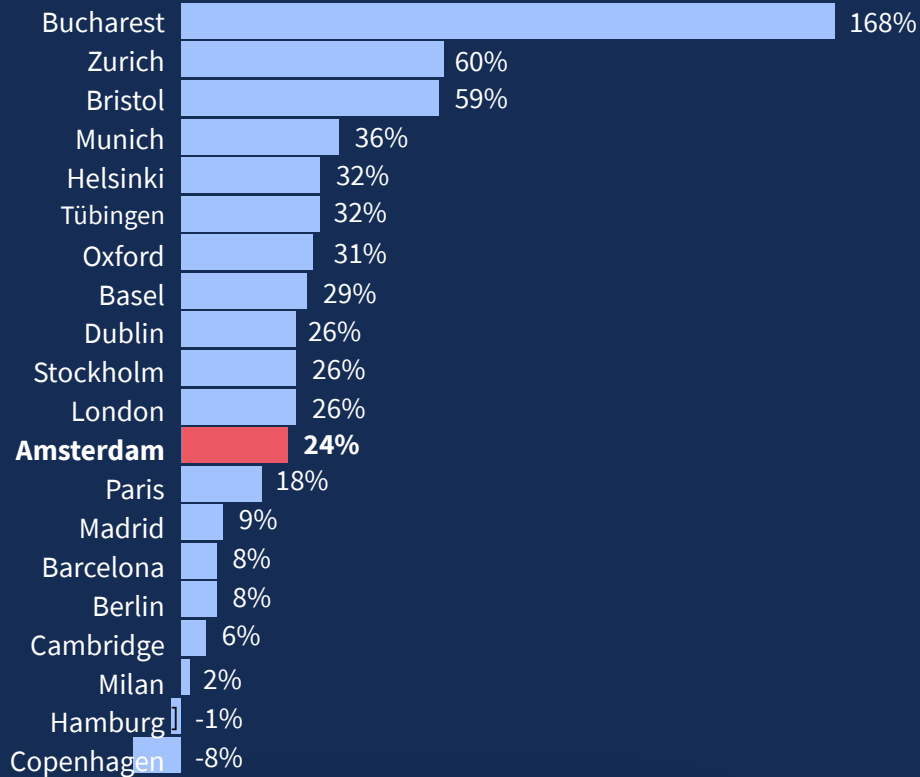


The visible unicorn pipeline is a little thinner, Amsterdam ranks “only” joint sixth of European hubs by number of future unicorns.



Amsterdam has been ranking between #5 and #8 in Europe by VC investment. But investment has not grown at the same rate as many other tech hubs.

VC funding 2015-2020 CAGR

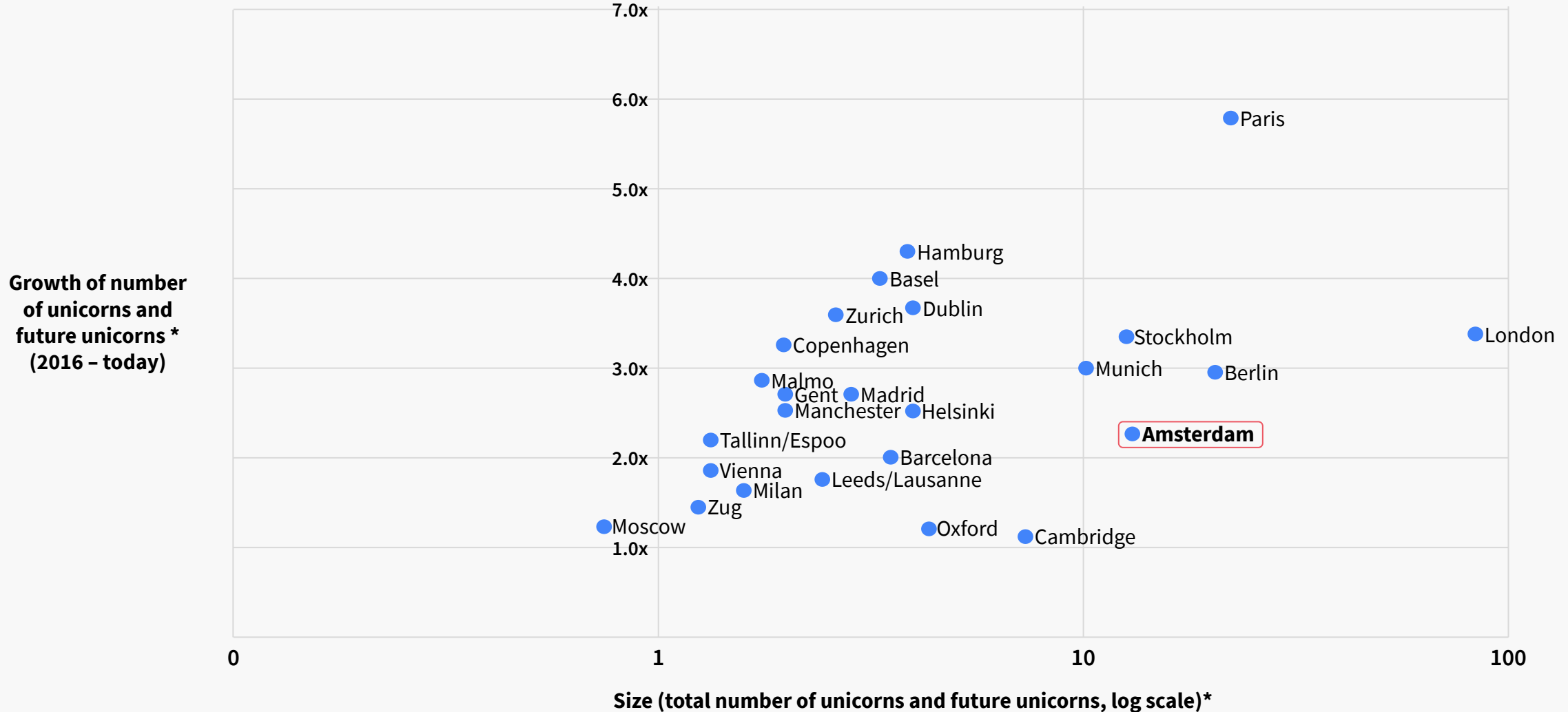


Analyze the data

dealroom.co Search for companies, investors, people, lists & innovations Yoram Wijngaarde Admin account

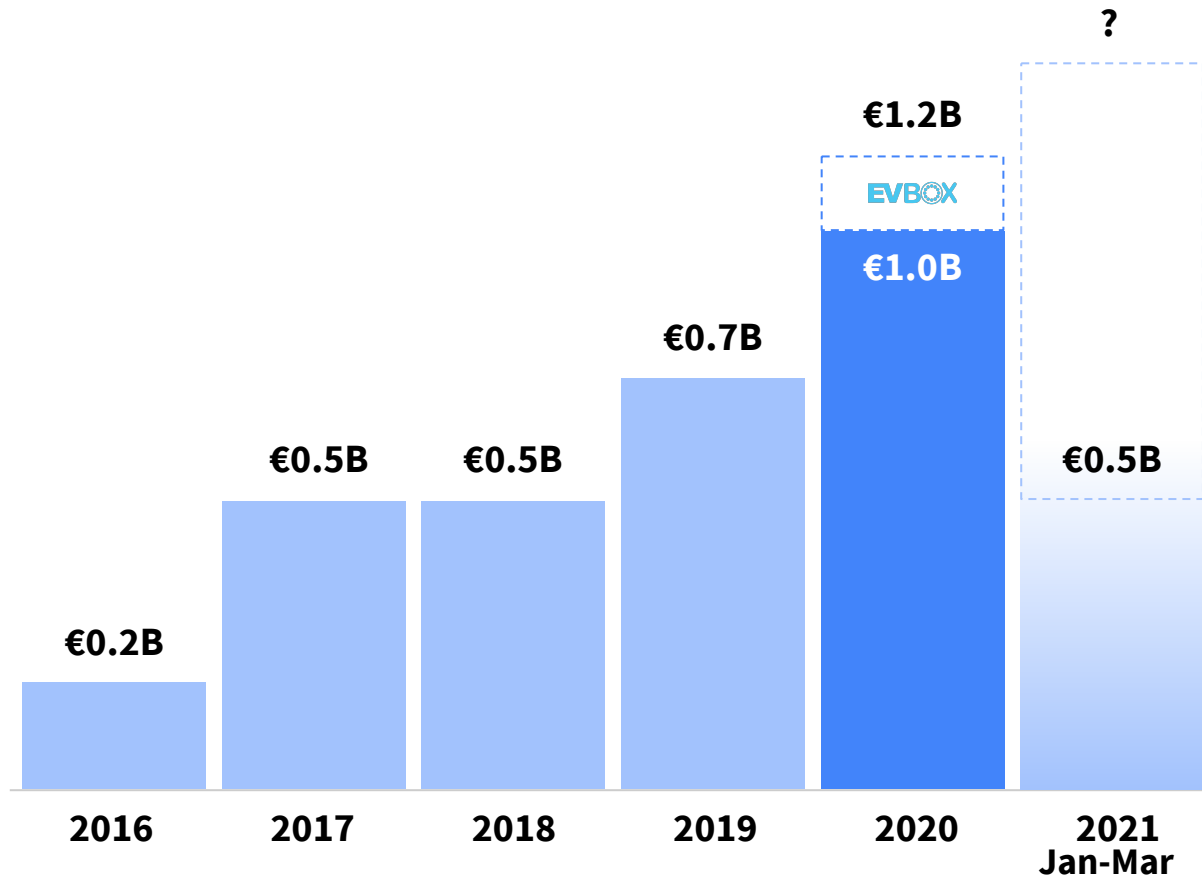
AMOUNT INVESTED Cities	2015	2016	2017	2018	2019	2020	2021
London	€3.2b	€3.3b	€5.8b	€5.4b	€9.7b	€9.4b	€5.7b
Paris	€1.3b	€1.2b	€1.6b	€2.4b	€3.0b	€3.4b	€1.4b
Berlin	€1.9b	€1.1b	€1.9b	€2.3b	€4.0b	€2.6b	€1.1b
Stockholm	€705m	€913m	€549m	€723m	€2.3b	€2.2b	€1.5b
Tel Aviv-Yafo	€529m	€995m	€692m	€1.4b	€2.0b	€1.9b	€1.0b
Atlanta	€440m	€354m	€549m	€773m	€987m	€1.5b	€701m
Seoul	€2.0b	€615m	€440m	€2.9b	€2.2b	€1.4b	€676m
Munich	€238m	€254m	€376m	€521m	€862m	€1.2b	€445m
Amsterdam	€372m	€182m	€416m	€480m	€637m	€1.1b	€189m
Dubai	€116m	€695m	€465m	€635m	€433m	€523m	€196m
Oxford	€125m	€192m	€172m	€511m	€125m	€498m	€416m
Zurich	€43.6m	€46.2m	€533m	€264m	€470m	€465m	€31.9m
Helsinki	€112m	€151m	€141m	€306m	€324m	€464m	€614m
Dublin	€227m	€866m	€235m	€374m	€298m	€441m	€60.4m
Espoo	€15.9m	€22.1m	€53.5m	€169m	€57.7m	€388m	€13.6m

In Europe, London and Paris stand out by growth and size.















Tech is a resilient sector. Despite the pandemic, 2020 had the highest level of investment yet.

Combined venture capital investment into Amsterdam

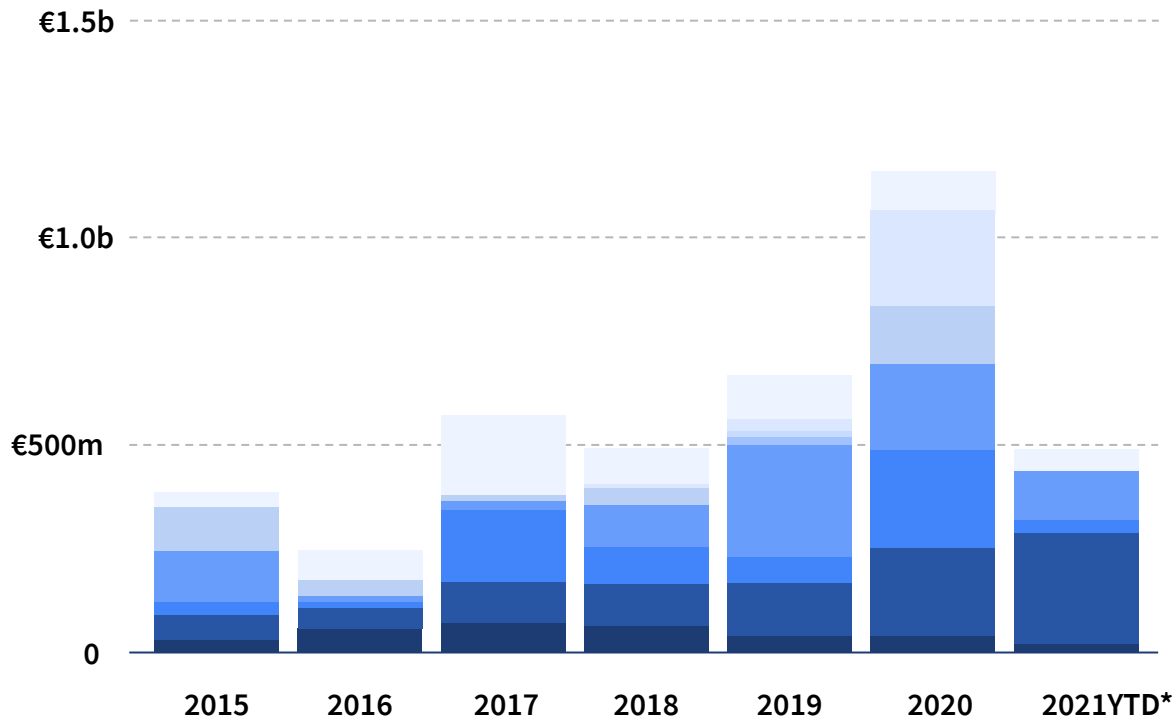
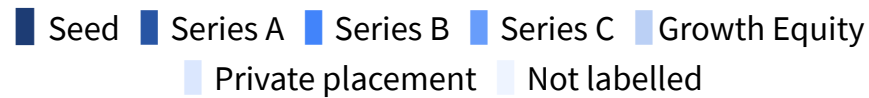


Largest rounds in 2020

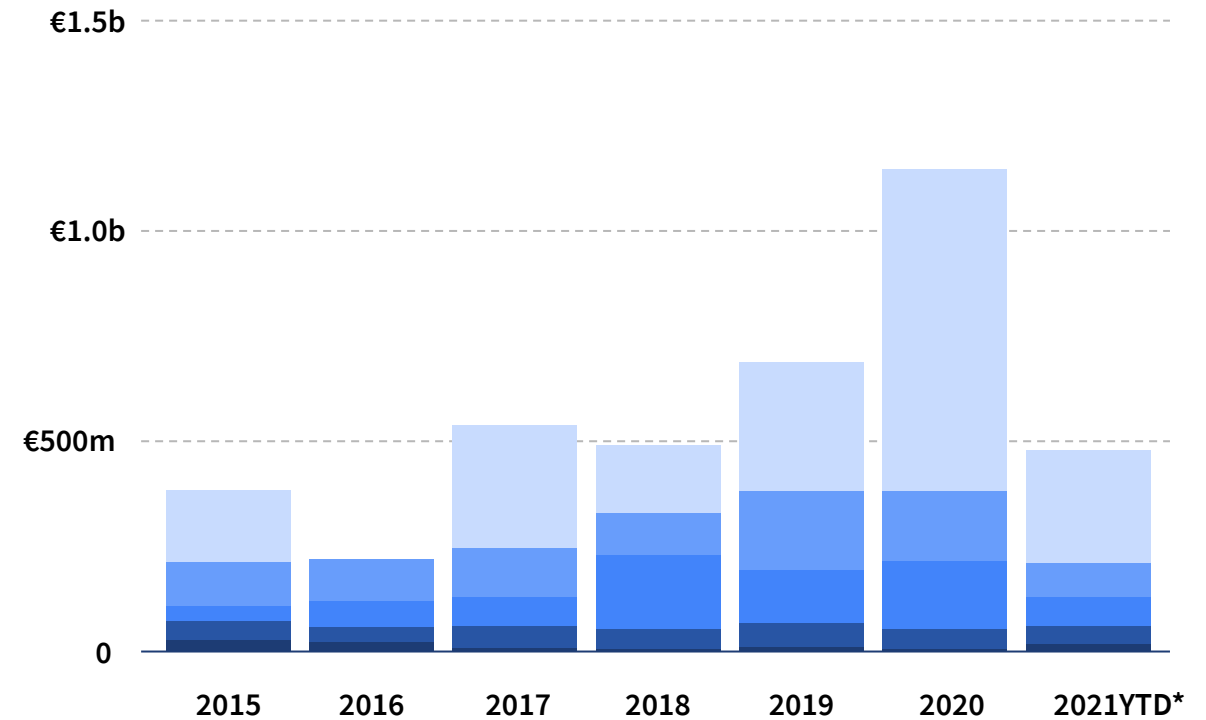
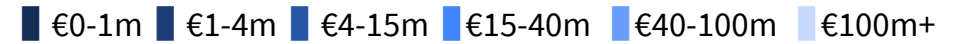
 €200M Private Placement (SPAC)	 €185M Series C	 €150M Growth Equity
 €100M Series A	 €100M Series B	 €36M Series B
 €24M Series B	 €22M Late VC	 €22M Late VC
 €20M Series C	 €20M Series B	 €15M Early VC

€100M+ Series As, innovative raising routes like SPACs and a rapidly evolving VC landscape mean standardized rather than self-reported rounds reveal true ecosystem dynamics.

Self reported

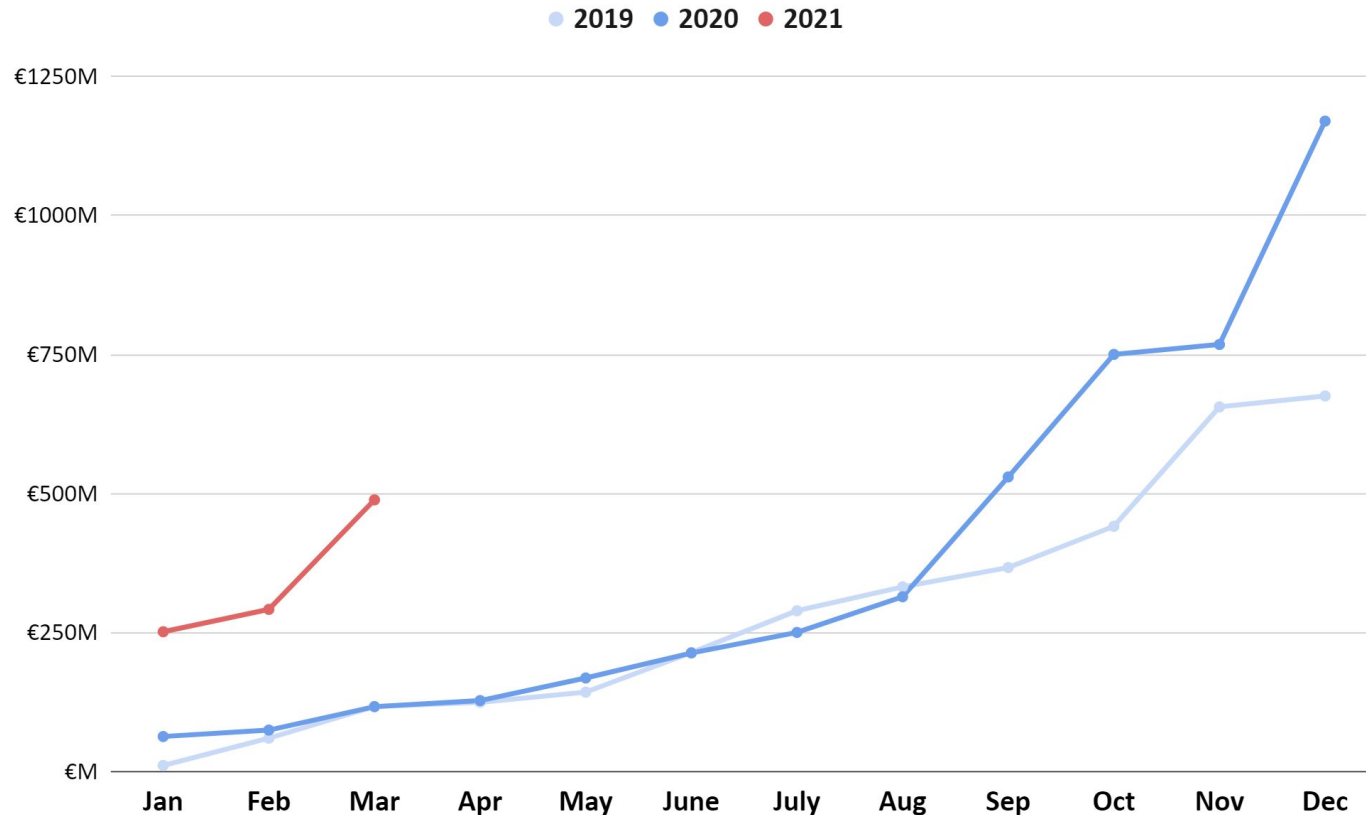


Standardized



Venture capital funding in 2021 started strong.

Monthly venture capital investment in Amsterdam



Largest rounds in 2021



€160M
Series A

Otrium

€108M
Series B



MAPS.ME
€45M
Late VC

crisp

€30M
Series B



€26M
Blended Financing

Quin

€25M
Series A



€24M
Series A

founda

€13M
Seed

Spot emerging categories and investment trends.

INDUSTRIES

Fintech
Music
Fashion
Health
Food
+25 more...

SUB-INDUSTRIES

Banking
Business travel
Cloud & infra
Data protection
Fitness
+150 more...

INCOME STREAMS

Subscription
Commission
Advertising
Selling own inventory

BUSINESS MODELS

Manufacturing
SaaS
Marketplace &
eCommerce

TECHNOLOGIES

Deep tech
AI & ML
3D printing
Blockchain
Hardware
IOT
+13 more...

SDGs

Quality education
Reduced inequalities
No poverty
+14 more...

Amsterdam region HQ Region Type to filter results Clear all Advanced filters

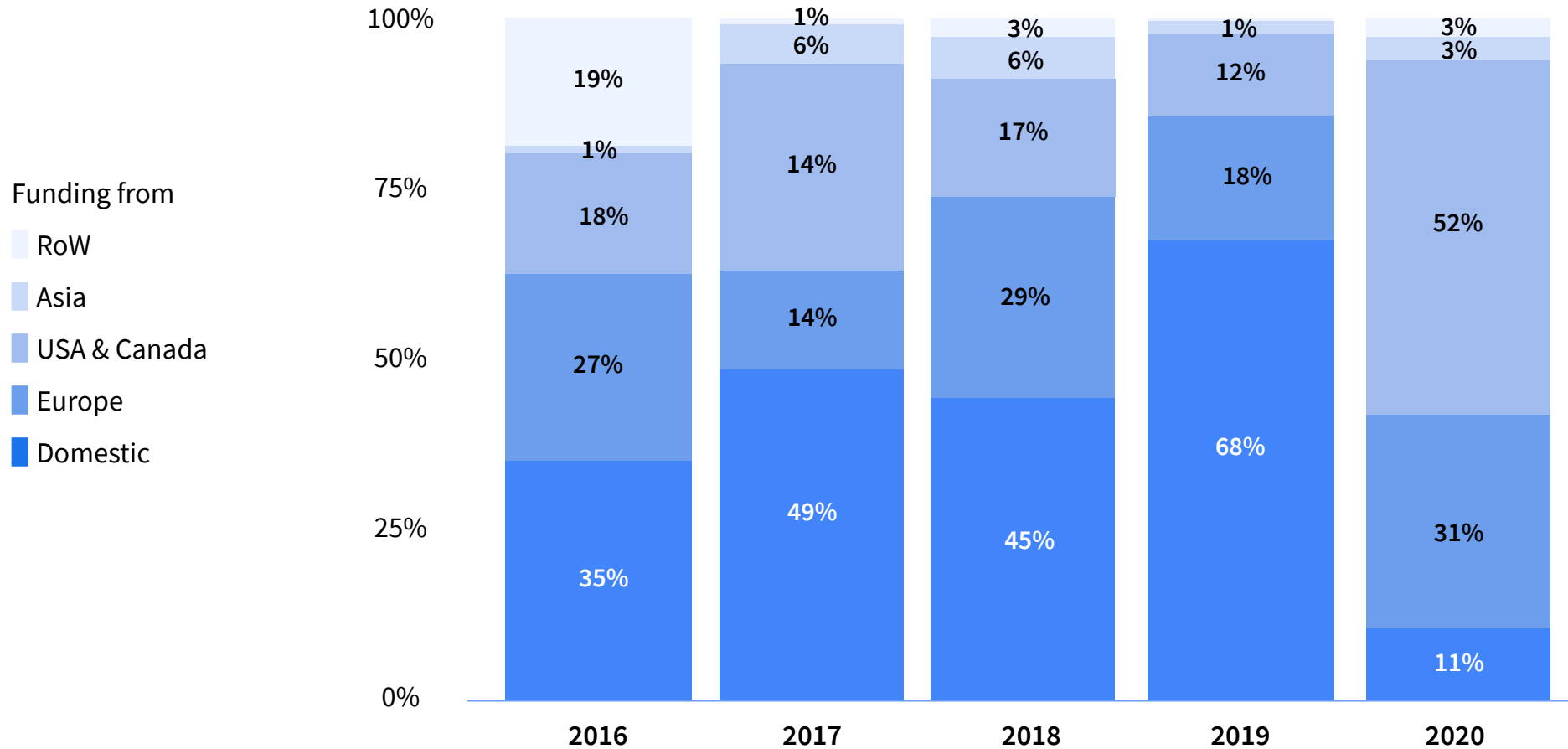
Location Company Size Round Founders Admin only

Change view Export

AMOUNT INVESTED Sub Industries	2015	2016	2017	2018	2019	2020
Mobility	-	€3.9m	€8.2m	€39.1m	€49.5m	€254m
Ecommerce Solutions	€78.5m	€24.9m	€455k	-	€10.3m	€151m
BioTechnology	€2.5m	-	€34.1m	€6.4m	€20m	€149m
Payments	€54.2m	€277k	€5m	-	€32.4m	€111m
Fitness	€2.1m	€900k	€6.7m	€10.3m	€7.5m	€48.9m
Vehicle Production	€1m	€1.3m	€11.6m	€10m	€14.5m	€48.9m
Banking	-	€9.2m	€24m	€59.5m	€3.1m	€28.2m
Apparel	€520k	€1.9m	€500k	€1.8m	€9.1m	€24.3m
Financial Management Solutions	€450k	€4.9m	€5.5m	€3.9m	€5.3m	€23.2m
Cloud & Infrastructure	-	€6.8m	€14m	-	-	€20m
Mortgages & Lending	€518k	-	€2m	€2.5m	€3m	€20m
Accessories	-	-	-	-	€15k	€14.5m
Device security & Antivirus	€1.1m	-	€3m	€10.9m	-	€14.4m
AgriTech	€500k	€4m	€2.4m	€9.7m	€3.7m	€13.2m
Health Platform	€855k	€2.5m	€14.8m	€8.2m	€13m	€10.7m
Food Logistics & Delivery	-	-	€100m	€3.1m	€205m	€9.7m
Self-service and Lawyer Marketplace	€1.4m	-	-	€6.9m	-	€6.8m
Investing	€11.2m	€14.8m	€30.2m	€3.0m	€37.4m	€6.2m

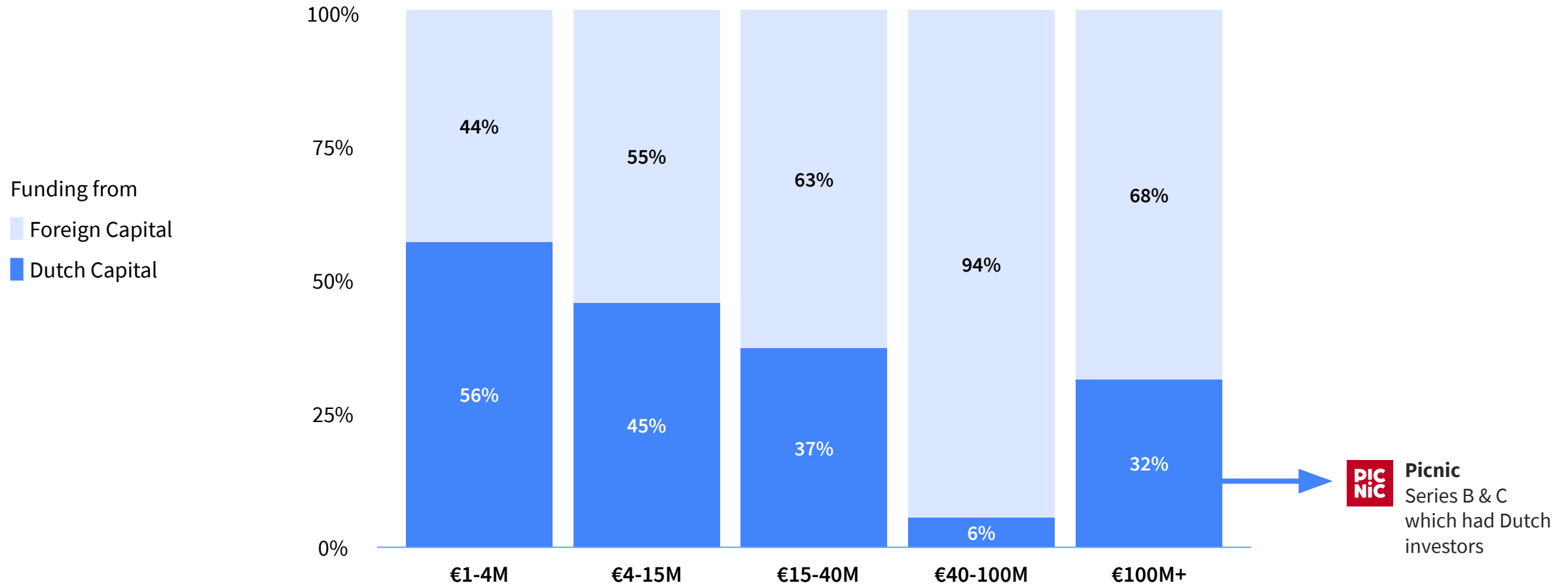
2020 showed a very low domestic participation in funding rounds, as a number of megarounds were dominated by international investors.

Investment in Amsterdam startups by source of capital (2016-2020)



Lack of domestic late-stage participation. €100M+ domestic driven by Picnic.

% of investment in Amsterdam (2015-2020) by source and round size



Dutch VC landscape.

Ordered from seed to series B+ stage



VCs: submit your investment data



The VC Prominence Rank

Every year Dealroom releases a quantitative ranking of Europe's most prominent venture capital investors. This is a transparent practical ranking of the world's top tech investors (of over 100k tracked by Dealroom). The rank, is based primarily on the number of unicorns and future unicorns backed by investors and level of deal activity. [More on the methodology here.](#)

Showing 697 investors

NAME	PREFERRED ROUND	LOCATION	DEAL SIZE RANGE \$ min - max	PROMINENCE RANK Global combined ranking 2021	NR. OF ROUNDS All Time
Forbion Capital Partners 674th Netherlands-based venture capital fir	SERIES B	Naarden	15M - 50M	674th	73
INKEF Capital 676th An early stage investor focusing on Hi	SERIES A	Amsterdam	0K - 5M	676th	61
LSP Life Sciences Partners 745th Investing in health care companies	SERIES B	Amsterdam		745th	116
ING Ventures 751st A EUR 300 million fund that invests in	SERIES A	Amsterdam		751st	36
DOEN Participaties 860th DOEN Participaties invests in innovat	SEED	Amsterdam	50K - 1M	860th	38
ABN AMRO Ventures 867th Digital Impact Fund - ABN AMRO Gro	LATE VC	Amsterdam		867th	19
Rockstart 947th Rockstart is a global accelerator-VC w	SEED	Amsterdam	0 - 100K	947th	139
Peak Capital 959th Early-Stage VC - 100% funded by four	SEED	Amsterdam	200K - 2.5M	959th	37

Where the data comes from.



AGGREGATING PUBLIC DATA

Machine learning, research



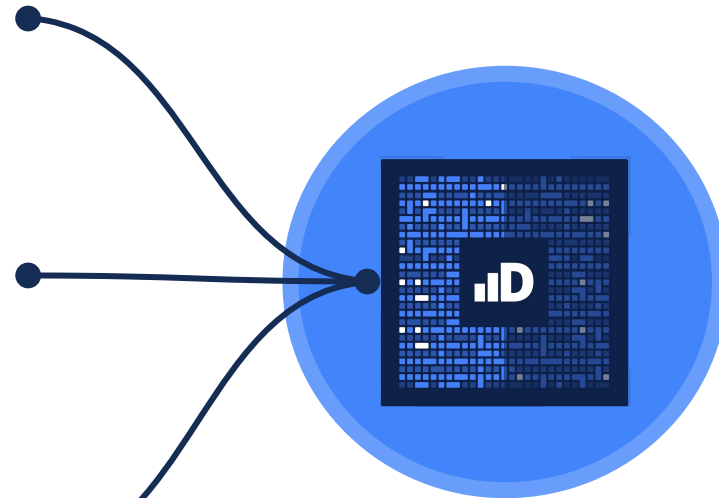
LOCAL APIs & PARTNERSHIPS

Local data, knowledge & sources in the Netherlands

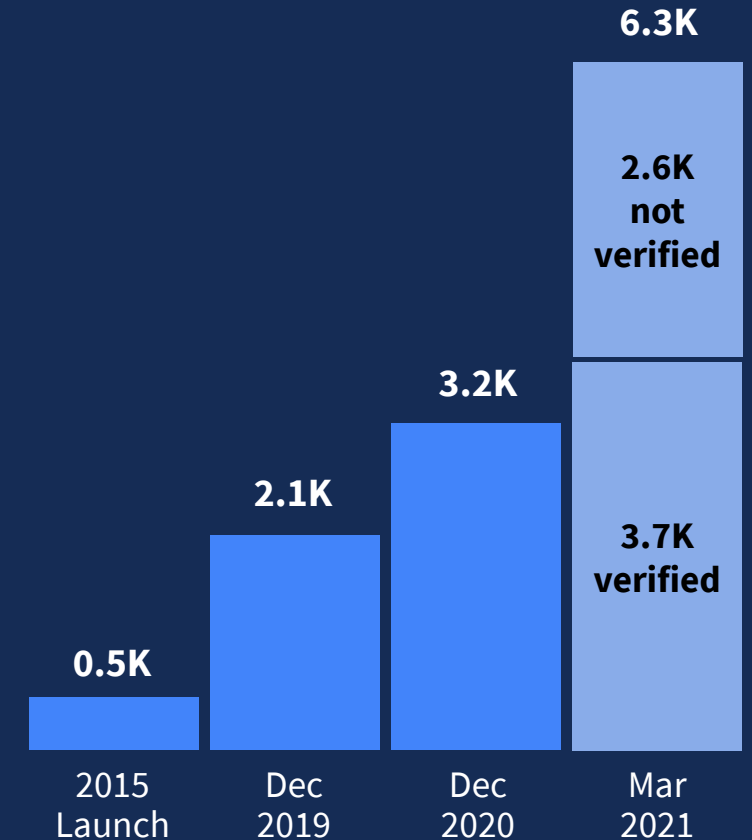


COMMUNITY SOURCED

Data submitted by startups, angels, VC, accelerators, universities, regional development banks, etc



The number of startups has grown 13x to over 6,300.



The amount of information per startup has grown significantly.



Similar companies & strategic landscapes



Jobs & hiring data



Tech stack



Founder score

3D Hubs ✓
 Makes on-demand manufacturing easy and risk-free, from prototyping to end-part production
 Amsterdam Netherlands (HQ)
 http://www.3dhubs.com

Deals in the last 12 months undisclosed

B2B, manufacturing, commission, semiconductors, deep tech, 3d technology

printing, startupamsterdam2020, industrial technology, startupamsterdam, 3d printing, industrial automation, space tech, industrial marketplaces, space tech related, 3D printing, Other

OVERVIEW | SIMILAR COMPANIES | INVESTMENTS (1) | ANALYTICS | TEAM (24) | NOTES | JOBS (51) | INNOVATIONS (0)

COMPANY INFORMATION

Launch date: Apr 2013
 Employees: 156 people
 Ownership: subsidiary, angel, venture capital
 Firm valuation: €255m (Dealroom.co estimates Jan 2021.)

3D HUBS FUNDING | 3D HUBS INVESTORS

DATE	INVESTORS	AMOUNT	ROUND
Aug 2013	Balderton Capital, Rockstart, DOEN Participaties, Marcel Beemsterboer	N/A	SEED
Sep 2014	Balderton Capital, DOEN Participaties, Marcel Beemsterboer	\$4.5m	SERIES A
Aug 2016	Balderton Capital, DOEN Participaties, Marcel Beemsterboer, EQT Ventures, Arthur Kosten	\$7m	SERIES B
Mar 2019	Balderton Capital, Endeit Capital, Hearst Ventures, EQT Ventures, Arthur Kosten	\$18m	SERIES C
Jan 2021	Protolabs	\$280m Valuation: \$280m	ACQUISITION
Total Funding		€26.8m	

ANALYTICS (Employees, Web visits)

Line graph showing growth from Dec 2018 to Mar 2021 YTD. Y-axis ranges from 0 to 200. The line shows a steady upward trend with some fluctuations, reaching approximately 150 by Mar 2021 YTD.

	CURRENT	GROWTH RANK
Web users	484K monthly visits	81,697th
App users	-	-
Social engagement	76K followers	-
Employees	156	82,711th (top best)
Top countries	United States, United Kingdom, France, Germany	

RECENT NEWS ABOUT 3D HUBS

Amsterdam-based 3D Hubs acquired by Protolabs for €272.1M; here's what you need to know Jan 2021 via siliconcanals.com

3D Hubs lanceert productiefonds in de strijd tegen COVID-19 Mar 2020 via link magazine

3D Hubs launches COVID-19 Manufacturing Fund to facilitate production of medical equipment Mar 2020 via Tech.EU

"My main learning is to act faster": Interview with 3D Hubs founder Bram Dec 2019 via EuStartups

3D Hubs manufacturing platform expands to France, backed by iPod inventor Tony Fadell

TECH STACK

algolia realtime search, angularjs, amazon web services, attending, contentful, critico, algolia, angularjs, amazon web services, attending, contentful, critico, d3, docker, drupal, facebook, facebook pixel, fastly, flask, freshdesk, ghost, github, google, google analytics

8,500 jobs at startups listed with detailed search possibilities.

For instance:
“Jobs at VC-backed impact startups at Series A stage”

Search jobs

The screenshot displays the 'startup amsterdam' website interface. At the top, there is a search bar with the text 'Search for companies, investors, people, lists & innovations' and a user profile for 'Yoram Wijngaarde'. Below the search bar, a grid of job listings is shown, each for a different startup. Each listing includes the company logo, the job title, location, posting date, employee count (with a small line graph), funding amount, and valuation. A 'View on Indeed' link is provided for each job.

Company	Job Title	Location	Posted	Employees	Funding	Valuation	Action
3D Hubs	Junior Test Engineer (QA Automation)	Amsterdam	19 Mar 2021	156	€26.8M	€255M	View on Indeed
Felyx	Bookkeeper	Amsterdam Zuid	12 Mar 2021	138	€27.4M	€96–144M	View on Indeed
3D Hubs	Office Manager	Amsterdam	12 Mar 2021	156	€26.8M	€255M	View on Indeed
Adyen	Ops Academy Lead	Amsterdam	10 Mar 2021	2,110	€293M	€55.5B	View on Indeed
NewMotion	Customer Advisor	Amsterdam	10 Mar 2021	326	€13.6M	€34–51M	View on Indeed
GreenFlux	Technical Support Engineer (2nd line) - EV Charging - SaaS - Platform	Amsterdam Oost	10 Mar 2021	60	€11M	€44–66M	View on Indeed
Bynder	Project Manager - Customer Onboarding (German speaking)	Amsterdam	10 Mar 2021	340	€20.2M	€81–121M	View on Indeed
3D Hubs	Junior Software Engineer in Test (QA Automation)	Amsterdam	9 Mar 2021	156	€26.8M	€255M	View on Indeed
Felyx							
ParkBee							
Adyen							
Felyx							

Put your startup on the map.



Let the best VCs find you



Attract top talent



Contribute to an open dataset

Claim your profile!

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TECH STACK

Methodology & definitions.

Startups, scaleups, grownups and tech

A startup is a company designed to grow fast. Generally, such companies are VC-investable businesses. Sometimes they can become very big (e.g. \$1B+ valuation).

When startups are successful, they develop into scaleups (>50 people), grownups (>500 people) and result in big companies, like Adyen or Takeaway.

In this report, the term “tech ecosystem” refers to startups, scaleups grownups from different vintages/cohorts. Only companies founded after 2000 are included in this report (which excludes Booking.com).

Venture capital investment

Investment numbers refer to rounds such as seed, series A, B, C, late stage, and growth equity rounds

Venture capital investment figures exclude debt or other non-equity funding, lending capital, grants and ICOs

Buyouts, M&A, secondary rounds, and IPOs are treated as exits: excluded from funding data

Investment rounds are sourced from public disclosures including press releases, news, filings and verified user-submitted information

Valuation

The combined valuation of the tech ecosystem is based on their market cap or latest transaction value. Market share price taken on March 20th, 2021.

Transaction value is realised from exit or implied unrealised valuation from the latest VC round, which is either announced or estimated by Dealroom based on benchmarks.

For Dealroom’s Unicorn Club we include tech companies founded since 1990, that are current valued at over \$1B. We exclude companies that passed \$1B as a subsidiary, but we include companies that may now be worth less than \$1B, but exited at \$1B+. More information on the methodology can be found [here](#).

Future unicorns are companies valued over €200 million but less than €800 million.

Data source

Dealroom’s proprietary database and software aggregate data from multiple sources: harvesting public information, user-generated data verified by Dealroom, data engineering. All data is verified and curated manually.

Most underlying data from the report is available online via <https://startupmap.iamsterdam.com/>

Amsterdam region includes Amsterdam Zuid-oost, Schiphol, Amstelveen, Haarlem, Hoofddorp

For more info please visit dealroom.co or contact support@dealroom.co



March 2021