AMSTERDAM'S STARTUP-IN-RESIDENCE PROGRAMME CONNECTING STARTUPS TO URBAN CHALLENGES

INTERREG EUROPE WEBINAR ON **HACKATHONS AND CHALLENGE PRIZES**
17 MAY 2023

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SETTING

Beyond the hackathon: how to benefit form the energy and the ideas in a more structured and effective innovation process?

Features:

- Challenge-based: "mini-missions"

- Public procurement of innovation with a buying option vs. off-the-shelf solutions

- Startups: innovators, risk-takers, flexible business models

Startup in Residence

Clean municipal trucks Come up with an innovative solution to make the municipal's (garbage) vehicles emission-free

Sustainable municipality Come up with an innovative solution to make the municipal organisation more sustainable

Connect citizens to gas-free living Come up with an innovative solution for interaction between Amsterdammers and the municipality about gas-free living in Amsterdam.

Heat for later Find an innovative solution to capture or utilise heat locally (for example, from surface water, air, soil or bricks)

Collect commercial waste over water Develop a smart solution for waste collection using the waterways for transportation

Entice locals to compost Develop an innovative solution for local organic waste collection and processing

Green deliveries & waste collection for businesses Come up with a smart solution for cleaner and more efficient deliveries and waste collection for businesses

Trees in need Develop an innovative solution to enable trees to 'express their needs'

Green up our car parks! Come up with an innovative solution to use the municipal car parks for more sustainable purposes

Clean & green energy Come up with an innovative solution to embed clean energy in the Amsterdam cityscape

Green homeowners' association Find a solution to make it easier for the members of homeowners' associations to make their homes sustainable

Arena's circular trash Develop an innovative solution to improve waste sorting and processing in and around the Johan Cruijff ArenA

No waste in this household! Come up with an innovative solution that motivates residents to recycle their household waste

Sustainable sports city Come up with an innovative solution to connect sport and sustainability during EURO 2020 and beyond
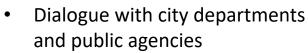
Food from the hood Find an innovative solution that brings local food producers closer to Amsterdam consumers

GreenPee's 'liquid gold' Find a solution to use collected urine in the local circular economy
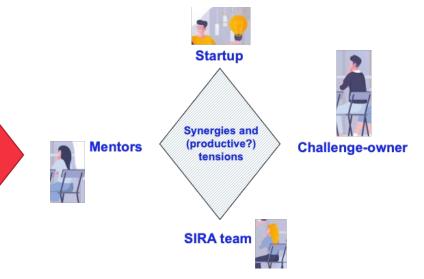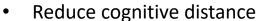
PROCESS

Stage 1: challenge identification

- Dialogue with city departments and public agencies
- Optimal scope for the challenges

Stage 2: startup selection

- Reduce cognitive distance
- Idea: "good" for city & startup

Stage 3: 6-month in-residence

Development & learning cycles | Shaping visions & expectations | Weekly follow-up & conflict management |Training | Seed funding | Resource access: infrastructure, stakeholders, users, "brand"

BOOM
BRIX
Climate Action Company

The Great
Bubble Barrier
from Amsterdam that is saving
the waters from plastic

HIGHLIGHTS

1. Mobilizing entrepreneurial forces vs. pure hobbyism

2. Formal commitment and challenge-owners vs. loose relations

3. Co-creation in special purpose ecosystems, driven by local challenges

4. Sistematic maturation, experimention and evaluation vs. a 2-day effort

5. Seed funding and resources during a process vs. a prize afterwards

THANK YOU