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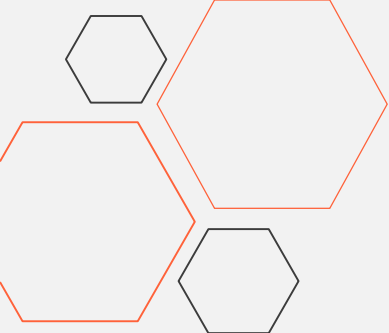


Gender Diversity in The Netherlands






Startup & Scaleup Report

October 2019





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FOREWORD

GENDER DIVERSITY

Venture capital firms play an important role in building tech companies and supporting them to accelerate their growth. **Venture Capital is funding the future.** 7 of the most valuable companies in the world today, one day started with VC funding. In 2018 over 580 million dollars were invested by Venture Capital in the Netherlands. We observed that for all investments, including Venture Capital, since 2008, only 5.7% of was invested in teams with a female founder. Compared to the global numbers, the Netherlands is definitely not the best in class. Specifically, of the Dutch teams that received an investment since 2008, only 0.8% consisted of just women and 4.9% were mixed teams.

The current situation in which we invest in such a homogeneous group of entrepreneurs is problematic: we do not only leave a lot of **opportunities** on the table, but a lot of potential remains unused as well.

Research shows that bias, network and stereotypes play an important role in the decision making process of venture capital investors. Venture capital investors invest in the products and services that they can relate to: they invest in what they know. This is referred to as an "affinity bias". Investors tend to invest in similar deals, at around the same time, in closed networks that are often dominated by people from the same gender, a shared educational background or a shared previous employer. The majority of the investment leads tend to come from referrals within this closed networks. The networks of the entrepreneur play a crucial role in the search for a suitable investor.

Women are evaluated and judged differently than men. While men are judged on their potential, women are judged on their actual performance. Women get backward-looking questions, men get forward-looking questions. Additionally, research shows that investors tend to have prejudgments about woman. The vocabulary used to evaluate female entrepreneurs tends to be more negative, while there is no significant difference among men and women in risk-taking preferences or performance.

The above mentioned behaviour is human, it applies to both men and women. It also confirms the need for diverse teams. In a world dominated by men this means investment mainly goes to that group. Research confirms that the lack of investments in diverse teams is significantly related to the limited team diversity at Venture Capital funds themselves. The Dutch data on Venture Capital financing demonstrates a similar trend; VC funds with a diverse partner team invest in diverse entrepreneurial teams more often. Currently only 6% of partners at Dutch VC firms are women, and only 16% of Venture Capital firms invest in teams with a female founder.

A level playing field should be created to make sure there is equal opportunity for everybody, regardless of gender, age, background and the network you have access to. That is why **#FundRight** is such an important initiative. Setting a target will require people to change their behaviour towards the way they source deals, hire people and discuss gender diversity with their portfolio companies. The fact that this comes from the realization that we leave a lot of opportunities on the table is a good indicator that actual change will happen.

It will result in better decision making, financing for a diverse group of entrepreneurs and better financial results and will lead to a more inclusive society where products and services are inclusive as well. We all have a responsibility here. By asking questions, continuing the discussion, challenging each other, requiring diversity and investing in gender diverse teams.



Venture Capital is funding the future. Let's all work together to make sure that future is inclusive.

JANNEKE NIESSEN
CO-FOUNDER, **CAPITALT**





AT A GLANCE



17% OF STARTUPS & SCALEUPS ARE FOUNDED BY AT LEAST ONE FEMALE FOUNDER

-  11,9% of the 2.362 founders are female.
-  9,7% of total employees are employed by mixed- and female-founded startups.

5,7% OF FUNDING SINCE 2008 TO MIXED- AND FEMALE-FOUNDED STARTUPS & SCALEUPS

-  3,5% of 2018 funding went to mixed- and female-founded startups.
-  13% of funding rounds in 2018 went to mixed- and female-founded startups.

16% OF VC FIRMS INVEST IN MIXED- AND FEMALE-FOUNDED STARTUPS

-  These firms are 42% smaller than the other VC firms.
-  Their round sizes are also 46% smaller than other VCs.

282 FEMALE-FOUNDED STARTUPS & SCALEUPS EMPLOY OVER 3.900 PEOPLE, ACT IN HEALTH, FASHION, ACTIVITIES AND FOOD, HAVE LESS INVESTMENT FROM VENTURE CAPITAL, INVESTORS AND MORE FROM CORPORATES, ANGELS AND CROWDFUNDING.



1.650 COMPANIES SAMPLED. WITH 2.362 FOUNDERS TOTAL AND 40.242 EMPLOYED.



11,6% (274) OF FOUNDERS ARE FEMALE.



9,7% (3.922) OF EMPLOYED ARE IN MIXED- OR FEMALE-FOUNDED STARTUPS.



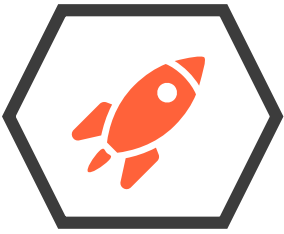
FEMALE-FOUNDED STARTUPS & SCALEUPS DRIVEN TOWARDS SOCIAL & LIVING IMPACT.



7TH IN EUROPE BY PERCENTAGE OF MIXED- OR FEMALE-FOUNDED STARTUPS.



STARTUPS AT A GLANCE



GENDER DIVERSITY STARTUPS

2.362

FOUNDERS, OF WHICH 274 ARE FEMALE

83%

1,368 Startups
MALE
ONLY MALE FOUNDERS

7%

119 Startups
MIXED
BOTH MALE AND FEMALE FOUNDERS

10%

163 Startups
FEMALE
ONLY FEMALE FOUNDERS



83%

111,387 Startups
MALE
ONLY MALE FOUNDERS

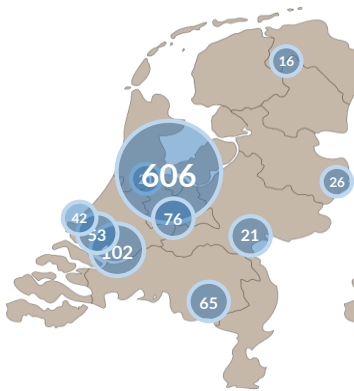
17%

22,682 Startups
MIXED & FEMALE
AT LEAST 1 FEMALE FOUNDER

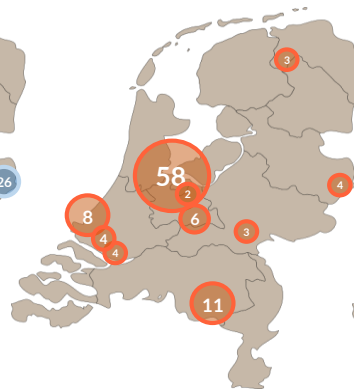
LOCATIONS

MAPPING THE TOP 10 DUTCH CITIES PER CATEGORY

For cities with data on all three founder team categories, Groningen, Eindhoven, The Hague and Nijmegen count with the largest proportion of startups & scaleups with female presence in the founder teams (30,4%, 19,8%, 19,2% and 19,2% respectively). Arnhem, Delft, Haarlem and Leiden with the lowest (13,3%, 10,2%, 8,7% and 7,7%).



MALE
ONLY MALE FOUNDERS



MIXED
BOTH MALE AND FEMALE FOUNDERS



FEMALE
ONLY FEMALE FOUNDERS

EUROPEAN RANKING

ICELAND LEADS WITH 29% OF STARTUPS & SCALEUPS WITH AT LEAST ONE FEMALE FOUNDER

The Netherlands is 7th by percentage of gender diverse startups, preceded by Romania and the top 5 below. In 2018, there were 30 exits total for the top 5 countries. The Netherlands had 1 exit by NightBalance for an undisclosed amount in 2018.



ICELAND
29% OF STARTUPS & SCALEUPS



ITALY
20% OF STARTUPS & SCALEUPS



SPAIN
20% OF STARTUPS & SCALEUPS



ESTONIA
18% OF STARTUPS & SCALEUPS



UK
18% OF STARTUPS & SCALEUPS



"I have been in boardrooms full of males: all highly experienced and intelligent men that I like and highly respect. And I have felt the unconscious bias towards me. If we want to change this, we need more women in leading positions! One third is the tipping point if we want to create a more balanced workplace."

Eline Vrijland-van Beest, **NightBalance**



GENDER DIVERSITY STARTUPS

3.922

PEOPLE EMPLOYED IN DIVERSE DUTCH STARTUPS



90%

36.320 Employees
MALE
ONLY MALE FOUNDERS

6%

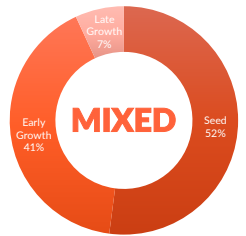
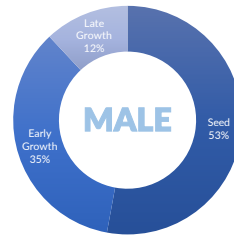
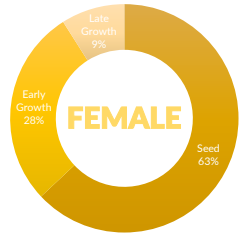
2.217 Employees
MIXED
BOTH MALE AND FEMALE FOUNDERS

4%

1.705 Employees
FEMALE
ONLY FEMALE FOUNDERS

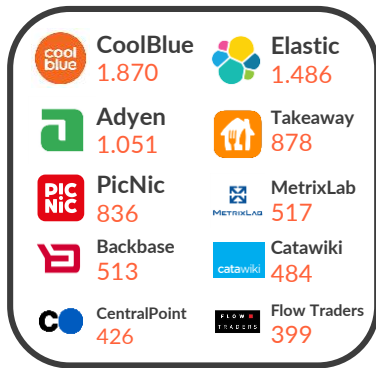
Male founded startups & scaleups tend to be larger, better funded and older than their Female and Mixed counterparts. Male startups & scaleups have an average of 31,3 employees, compared to 21,1 and 12,4 for Mixed and Female respectively. Male startups & scaleups have an average age of 6,5 years, compared to 4,9 and 4,6 for Mixed and Female respectively.

MATURITY¹
FEMALE AND MIXED ARE YOUNGER AND SMALLER



TOP 10 BY EMPLOYEES

Male's Top 10 represents 23% of the total for employees in that category, whilst Mixed represents 36% and Female 26%.



MALE
ONLY MALE FOUNDERS



MIXED
BOTH MALE AND FEMALE FOUNDERS



FEMALE
ONLY FEMALE FOUNDERS



"Scientific research repeatedly points out that investors treat and assess female entrepreneurs differently from male entrepreneurs. I believe we shouldn't condemn one another for that- we're human after all. Instead: lets actively work on reducing bias together, so we can be the change we wish to see."

Eline Leijten, CEO, **Plugify**

AGE MALE-ONLY STARTUPS ARE BECOMING LESS POPULAR

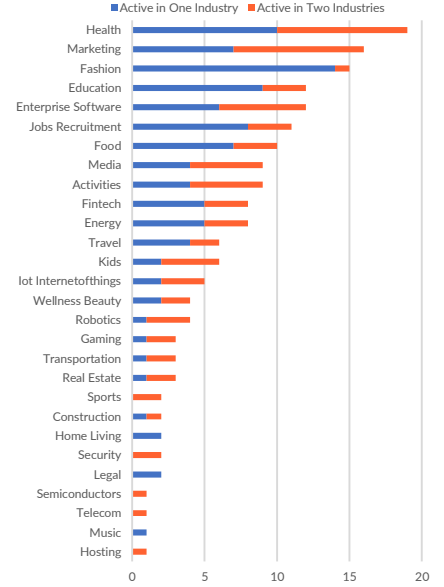
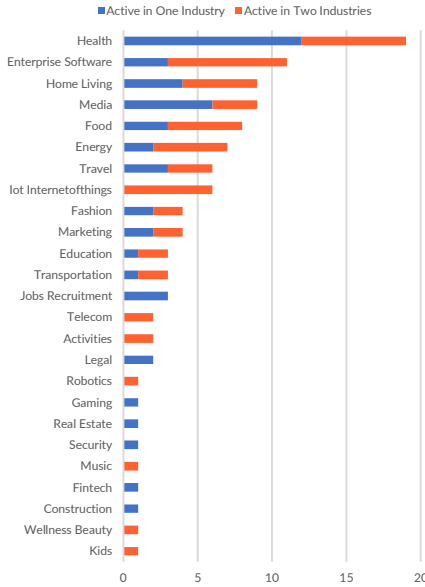
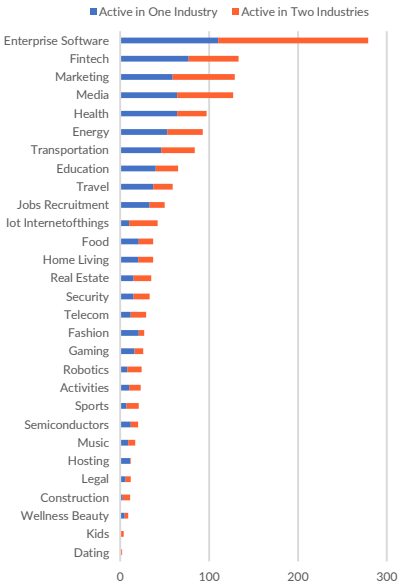




GENDER DIVERSITY STARTUPS

SOCIAL FEMALE AND MIXED FOUNDED STARTUPS DRIVEN FOR SOCIAL & LIVING IMPACT

TOP INDUSTRIES TOP INDUSTRIES¹



MALE ONLY MALE FOUNDERS

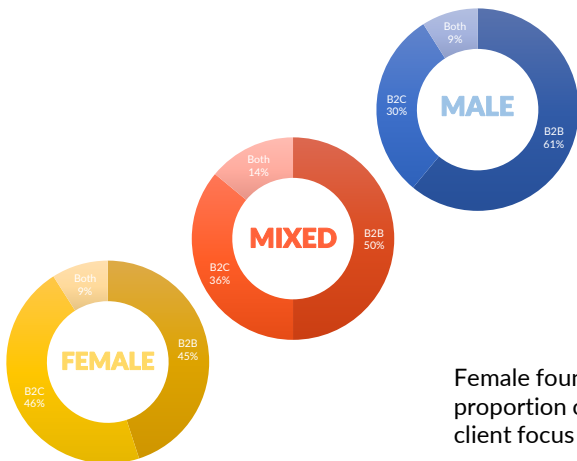
MIXED BOTH MALE AND FEMALE FOUNDERS

FEMALE ONLY FEMALE FOUNDERS

FEMALE AND MIXED FOUNDED STARTUPS MORE IN FASHION, HEALTH AND HOME LIVING

Mixed startups & scaleups scored relatively much higher than Male on Health, Food and Home Living and scored much lower on Enterprise Software, Fintech and Marketing. Female startups & scaleups scored on the same basis much higher than Male on Fashion, Health and Activities and much lower on Enterprise Software, Fintech and Transportation. In comparison with the Mixed category, the Female category placed relatively much higher in Marketing, Fashion, Education and Fintech and much lower on Home Living, Health and Fintech.

CLIENT FOCUS¹ FEMALE LESS DIRECTED TOWARDS BUSINESS SECTOR



The Business-to-Consumer client focus is of greater popularity for Mixed and Female founded startups. Female founded startups have the lowest percentage of startups & scaleups focused on Business followed by Mixed.

Female founded startups also have the highest proportion of both Business and Consumers as a client focus across all categories.

¹Startups & scaleups acting in a single industry are classified as "Active in One Industry". If they are active in two industries they are classified as "Active in Two Industries".



€538M INVESTED IN 2018. €19M (3,5%) IN MIXED- OR FEMALE-FOUNDED STARTUPS.



228 FUNDING ROUNDS IN 2018. 30 (13%) IN MIXED- OR FEMALE-FOUNDED STARTUPS.



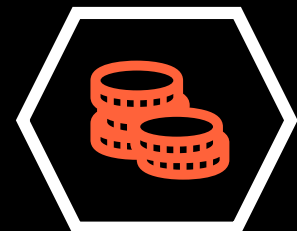
45% OF FEMALE-FOUNDED STARTUPS' FUNDING IS NOT FROM VENTURE CAPITAL.



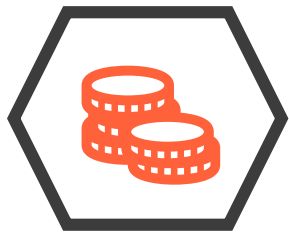
0,8% OF ALL INVESTMENTS SINCE 2008 WENT TO STARTUPS WITH ONLY FEMALE FOUNDERS.



5,7% OF ALL INVESTMENTS SINCE 2008 WENT TO MIXED- OR FEMALE-FOUNDED STARTUPS VS. THE 7% EUROPEAN AVERAGE¹.



INVESTMENTS AT A GLANCE



GENDER DIVERSITY INVESTMENTS

45%

OF FEMALE FOUNDED STARTUPS' FUNDING IS NOT FROM VENTURE CAPITAL

INVESTMENT TOTALS VARY

FEMALE FOUNDED STARTUPS SHOW LOWER AVERAGES FOR VENTURE CAPITAL FUNDING

Female founded startups are more likely to get investment through Crowdfunding, Corporate and Angel investments than Male founded startups. It is interesting to note that Venture Capital represents merely 55% of the investor base for Female founded startups in comparison to 86% for Mixed founded startups and 83% for Male founded startups.

In 2018, Female founded startups had no Series A or Early VC rounds. Most rounds for these startups were Seed, Grants or Angel investments. For Male founded startups, Series A, B, C, F can be found along with Convertibles, Grants, Early VC investments, Seed, Growth Equity and Late VC.

AVERAGE FUNDING

€5,6M €2,5M €1,0M

Per Startup Median: €1,0M Per Startup Median: €0,6M Per Startup Median: €0,5M

MALE **MIXED** **FEMALE**
ONLY MALE FOUNDERS BOTH MALE AND FEMALE FOUNDERS ONLY FEMALE FOUNDERS

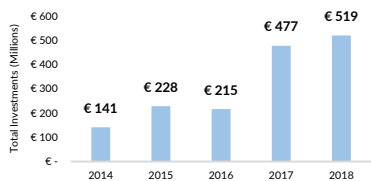
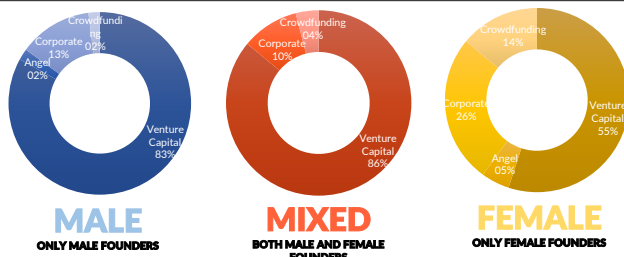
TOTAL STARTUPS¹

534 47 25

With Funding Data In 2018: 175 With Funding Data In 2018: 15 With Funding Data In 2018: 12

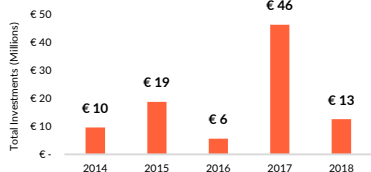
MALE **MIXED** **FEMALE**
ONLY MALE FOUNDERS BOTH MALE AND FEMALE FOUNDERS ONLY FEMALE FOUNDERS

INVESTOR TYPES



TOTAL YEARLY INVESTMENTS MIXED AND FEMALE SEE THE STRONGEST UPTRENDS

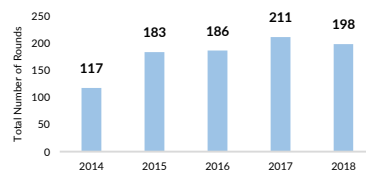
Female founded startups see the greatest positive trend from all categories. Female's 2018 investments saw a growth of +200% in comparison to 2017. Nonetheless, both Female and Mixed's totals represent merely 3,7% of Male's investment totals.



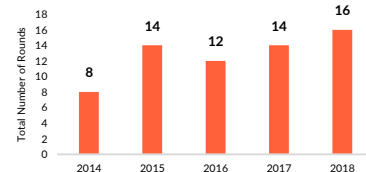
Some key 2018 investments for Female founded startups & scaleups include Prolira's €2,5M Horizon 2020 Grant, Aectual's €1,8M Series A by DOEN Participaties and AKEF and The Next Closet's €1M Seed by angel investors and Participatiefonds Duurzame Economie Noord-Holland.

TOTAL YEARLY ROUNDS FEMALE GROWS THE MOST PERCENTUALLY

Despite this strong growth in deal numbers, and also even when combined with Mixed's 2018 total, Female and Mixed's 2018 total round values represent just 15,1% of Male's 2018 total.

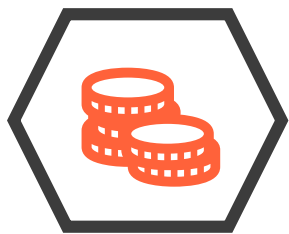


Female founded startups have not seen a significant change in terms of average amount invested per round, declining from €0,5M in 2014 to €0,4M in 2018. Male founded startups increased from €1,2M to €2,6M and Mixed remained at €0,8M for both years (with high variance). Nonetheless, average round sizes for Female and Mixed are much smaller than those for Male founded startups.



"Yes, the VC-sector is a boys' network and yes - because of that: they are more likely to like what they can easily identify with. We can talk about this for a long time, but we can only break this pattern if we actually commit ourselves to more women in participating VC-companies and the management of our current portfolio companies."

Alexander Ribbink, General Partner and Co-Founder, **Keen Venture Partners**



GENDER DIVERSITY INVESTMENTS

0,8%

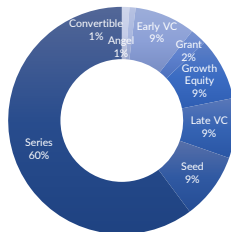
OF ALL INVESTMENTS SINCE 2008 GO TO STARTUPS WITH FEMALE FOUNDERS

SMALL ROUNDS

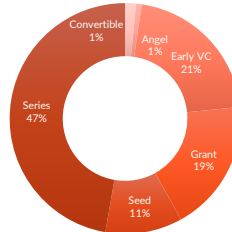
FEMALE FOUNDED STARTUPS HAVE ROUNDS DIRECTED TOWARDS EARLY GROWTH

Not only do Female (and Mixed) founded startups obtain smaller rounds, but they also represent a smaller share of the pie in the national investment scene. For all rounds since 2018 with presence of at least 1 foreign investor, Male founded startups represent 94,2% of the investment total, Mixed represent 4,9% and Female 0,9%. For rounds with only Dutch investors, Male represent 91%, Mixed 8,6% and Female 0,4% of the total.

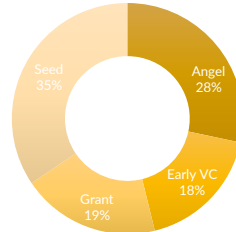
ROUND TYPES



Percentage of Total Investment Values
MALE
ONLY MALE FOUNDERS



Percentage of Total Investment Values
MIXED
BOTH MALE AND FEMALE FOUNDERS



Percentage of Total Investment Values
FEMALE
ONLY FEMALE FOUNDERS

TOP 5 2018 ROUNDS



AVERAGE ROUND SIZES THE MEAN ROUND FOR FEMALE STARTUPS BY DUTCH VCS SINCE 2008 IS €0,32MM COMPARED TO €2,74MM FOR MALE STARTUPS AND €4,16MM FOR MIXED. THE MEDIAN FOR FEMALE IS €0,20MM AND MALE €0,60MM AND €0,88MM FOR MIXED.

Company	Round	€, Millions
BitFury	Late VC	72,7
Xenikos	Series B	30
Mimetas	Series B	26,4
Framer	Series B	21,8
Tiqets	Series B	20,9

Company	Round	€, Millions
Cleeng	Late VC	5
Blanco Services	Series B	2
Aectual	Series B	1,8
SwipeGuide	Series B	1,2
Sustainer Homes	Series B	1

Company	Round	€, Millions
Prolira	Late VC	2,5
The Next Closet	Seed	1
Ligo	Series B	0,5
Great Bubble Ba.	Series B	0,5
Careibu	Series B	0,4

MALE

ONLY MALE FOUNDERS

MIXED

BOTH MALE AND FEMALE FOUNDERS

FEMALE

ONLY FEMALE FOUNDERS

TOP 10 TOTAL FUNDING



AVERAGE ROUND SIZES THE MEAN ROUND FOR FEMALE STARTUPS BY INTERNATIONAL VCS SINCE 2008 IS €0,74MM COMPARED TO €5,18MM FOR MALE STARTUPS AND €3,25MM FOR MIXED. THE MEDIAN FOR FEMALE IS €0,53MM AND MALE €0,59MM AND €0,90MM FOR MIXED.

BitFury €154,5M	CoolBlue €140M
PicNic €100M	Catawiki €85M
Xeltis €79,4M	Kommodore64 €78M
MessageBird €54,7M	Dott €50M
Protix €45M	Tiqets €41,3M

MALE

ONLY MALE FOUNDERS

NorthSea Th. €25M	Cristal Th. €21,3M
In2Care €9,3M	Onera €8,5M
Self-Screen €6,8M	Cleeng €6,6M
Blanco Services €4M	Hy2Care €3,8M
LifeSense €3M	Incrowd €2,3M

MIXED

BOTH MALE AND FEMALE FOUNDERS

Vakanties.nl €5M+	WizeNoze €3,1M
The Next Closet €3M	Prolira €2,5M
Innatoss €2,5M	NovioCell €1,1M
Plugify €1M	Careibu €0,8M
iLost €0,7M	Equalture €0,6M

FEMALE

ONLY FEMALE FOUNDERS

For funding, the share of the pie taken by the Top 10 also differs per category. Male's Top 10 represent 25% of the total, Mixed 80% and Female 77%. Acquired, or companies having filed for an IPO, are excluded from this list.



313 VCs (OF WHICH 220 IN NL). 16% OF VCS INVEST IN FEMALE STARTUPS.



VCS THAT INVEST IN FEMALE FOUNDERS HAVE 42% FEWER COMPANIES IN THEIR PORTFOLIO.



VCS THAT INVEST IN FEMALE FOUNDERS HAVE 46% SMALLER ROUND SIZES.



VENTURE CAPITAL AT A GLANCE



GENDER DIVERSITY VENTURE CAPITAL

16%

OF VC FIRMS INVEST IN MIXED- OR FEMALE-FOUNDED STARTUPS



84% 15% 1%

264 VC Firms

MALE

INVESTED IN ONLY MALE FOUNDERS

48 VC Firms

MIXED

INVESTED IN BOTH MALE AND FEMALE FOUNDERS

1 VC Firm

FEMALE

INVESTED IN ONLY FEMALE FOUNDERS

VENTURE CAPITAL INVESTING IN FEMALE-LED STARTUPS FOCUS ON SMALLER ROUNDS

VC firms that invest in startup founder teams with females also have less companies in their portfolio. The average portfolio size for VC firms only investing in male founders is 64 compared to 37 for VC firms who also invest in female founders. The average round sizes also differ considerably, with the average for male-only VC firms being €10,4M and for VC firms who also invest in female founders €5,6M. From VC firms in the Netherlands 6% have female partners, and early stage VC firms have more female partners than later stage funds (7,7% vs. 3,2%).¹ This is behind nations like the UK and USA, with 13% and 9% respectively. Only 3.8% of VC firms has gender balance in their partner team in the Netherlands.¹

SUMMARIZING FACTS

BOM BRABANT VENTURES LEADS DUTCH VCS BY HAVING

5

GENDER DIVERSE STARTUPS IN THEIR PORTFOLIO.

87% OF NL-BASED VC FIRMS HAVE ZERO WOMEN INVESTORS.¹

31 FUNDING ROUNDS TO STARTUPS FOUNDED BY AT LEAST ONE FEMALE BY DUTCH VCS SINCE 2008.

27 STARTUPS FOUNDED BY AT LEAST ONE FEMALE HAVE VC-FUNDING BY DUTCH VCS.

6% OF DECISION-MAKERS IN NL-BASED VC FIRMS ARE WOMEN.¹



“I hope that with this report and #FundRight we can show what can happen when the debate on diversity in entrepreneurship is mainly focused on opportunities. Diverse teams perform better, so why should you, as an investor, not reap the rewards of this?”

Eva de Mol, Co-Founder, **CapitalT**



HOW THIS REPORT WAS MADE

METHOD

Facts and Figures shown in this report was generated using the [StartupDelta Finder](#) data, built together with [Dealroom.co](#), per August 21st 2019. The data was filtered using a query filtering for companies with complete data on founders' genders as well as TechLeap.NL selected filters. This resulted in 1.650 startups and scaleups. We apply TechLeap.NL's current definition for startups and scaleups for classification in the database. These are:

- Companies based in the Netherlands or received funding in the Netherlands
- No service providers (such as financial advisors and consultancies)
- Do not have only 1 employee
- Are 20 years old or younger
- Are not "closed" for business
- Are not subsidiaries

Funding and financial values are based on [funding round data](#) based on diverse news and ecosystem websites. Employee numbers are based on LinkedIn values.

SPECIAL THANKS

We'd like to thank the people that helped us build this report by sharing their knowledge with us on the Dutch Ecosystem. In particular, we'd like to thank Francis Quint, Linze Rijswijk, Eva Bandelj, Marian Spier, Fancy van der Vorst, Eva de Mol and Janneke Niessen.

HOW CAN YOU BE INCLUDED IN THIS DATA?

Don't fret if we haven't seen you yet! The startup scene is dynamic, and we do our best to make sure we capture the entire ecosystem in real-time.

In case you're not in our reports, or the Finder, and would like to be a part of our ecosystem just [register here](#) for free and add your company – just like that. You may also designate your account to the company and become verified.

Questions? Reach out to us on info@techleap.nl.

INTERESTED IN FOLLOWING DUTCH
GENDER DIVERSE STARTUPS?

FIND & TRACE THEM ON THE
TECHLEAP.NL FINDER



<https://bit.do/GenderDiverse>