

# Acceleration program "Toekomstbestendig Bouwen"

**NOM**

**HORIZON»**

**ROM**  Utrecht  
Region

 **ROM  
InWest**  
INNOVEREN + INVESTEREN

**Gritd.**

**TOEKOMST  
BESTENDIGE  
LEEF  
OMGE  
VING**

# Innovations for future-proof construction in the Netherlands

The acceleration program is intended for impact-driven startups and spin-offs from SMEs (Small and Medium-sized Enterprises) that aim to make an impact through innovation and are involved in:

- **biobased and/or circular construction**
- **data-driven management and maintenance of infrastructure**



## For whom is this program of interest?

- Have you created a groundbreaking product with substantial growth opportunities but are uncertain about the most effective market entry strategy?
- Are you facing challenges in advancing your sales efforts?
- Does your company offer a solid solution, but don't have a clear sense of whether this is the best solution to the customer's problem?
- Do you already understand your ideal client clearly?
- Have you developed a technological innovation and wish to engage potential customers in the further development of your prototype?

## Selection criteria

- **Ambition:** to build a scalable company that contributes to sustainability transitions within the construction and infrastructure sector.
- **Product:** a prototype has been developed and preferably validated in a relevant environment (if applicable).
- **Market:** you have established connections with multiple (potential) customers.
- **Team:** you can, preferably together with a co-founder/colleague, commit sufficient time to the program. Assume an average of at least 0.5 fte for about ten weeks. This translates to an average of 20 hours per week from your company.

# A proven method for startup growth

## Accelerating startups by achieving milestones and ensuring consistent growth

The program relies on Gritd's Startup Framework® to provide foundational support for innovative companies. This Framework enables us to assess a company's progress through identifiable milestones, allowing for effective measurement of its growth.

By conducting comprehensive market validation, startups gain valuable insights on how to expand their market share and grow to the next milestone.

Startups that consistently concentrate on reaching the next milestone tend to experience accelerated growth, resulting in the creation of more value. This not only reduces the risk of failure but also gives them a competitive edge in the market.

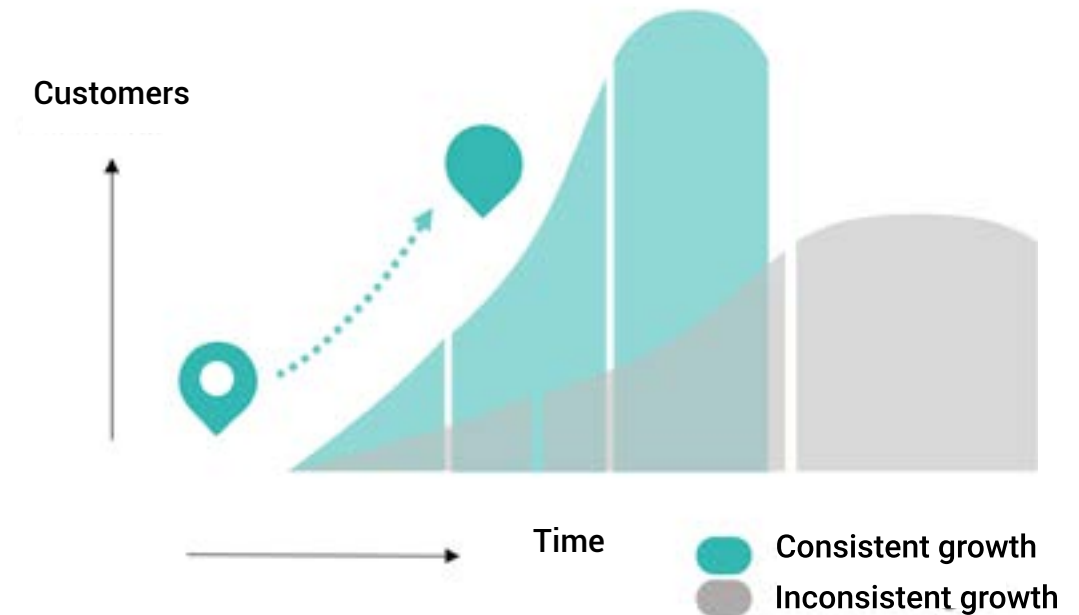
Some examples of acceleration programmes based on the **Startup Framework®**:

[Business Innovation Program Food \(BIPF\)](#)

[Green Chemistry Accelerator](#)

**Investor Readiness Program**

**Market Readiness Program.**



# The program

## Phase 2

A business scan to identify key objectives

### **Kick-off**

100-day development plan

Venture partner and expert support

## Phase 2

Regroup day (three-weekly)

Content sessions on customer problems, customer interviews and access to value chain partners

Group reflection on your goals with feedback from fellow entrepreneurs and experts.

Regular meetings with a venture partner to assess progress

1 : 1 sessions with experts to provide support for achieving your specific objectives

Sessions with relevant industry experts to provide inspiration and insights

**Evaluation and adjustment for continuous improvement**

## Phase 3

Regroup day (three-weekly)

Content sessions on problem/solution fit, customer commitment and 100-day development plan (after program)

Group reflection on your goals with feedback from fellow entrepreneurs and experts.

Regular meetings with a venture partner to assess progress

1 : 1 sessions with experts to provide support for achieving your specific objectives

Sessions with relevant industry experts to provide inspiration and insights

**Graduation**

# Planning

Application deadline: **September 17, 2024**

Kick-off: 1 October 2024

Graduation: 14 January 2025

**Six in-person group sessions**

Location [PRICE Hub](#), Archerpad 8, Almere

**Weekly individual digital sessions** by your personal facilitator from one of the Regional Development Companies.



# What's in it for you?

- A significantly higher success rate moving from idea to sustainable business model.
- A strong focus on prioritizing attention, time, and financial resources during the startup phase.
- In-depth understanding and insight into your customer base and the revenue model. Clear communication of your idea or business, identification of suitable collaboration partners, and a well-defined step-by-step plan for the upcoming growth phase.
- A useful and instructive cross-pollination between other participating companies also active within the construction and infrastructure sector.
- A valuable contribution to a more sustainable economy.
- This programme is in line with the NGF's mission: Transition to Emission-Free, Circular and Climate Resilient Buildings and Infrastructure.



# Successes

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- 'Ensure that you validate assumptions with minimal effort while reinforcing your intuition. This skill can be developed over time.'  
**Jobmatix** - on key lesson during Market Readiness Program
- 'In addition, accelerator means accelerate. In that respect, the program helped us gain focus to get faster progress in the company.'  
**Pacques Biomaterials** - Green Chemistry Accelerator
- 'Through this program, we learned to focus better on what we need now. That was an important change in our mindset. In addition, we now get in touch with potential investors and partners more easily.'  
**ETB Global** - Green Chemistry Accelerator
- 'And most importantly, I learned to listen to the market. As a startup entrepreneur, you are quickly convinced of your solution and product. But what if your market doesn't need it? You need to be able to listen well to demonstrate the relevance of your problem. To ultimately make money from it.'  
**LightDrop** - on key lesson during Market Readiness Program
- Solid advice, though, because you learn not to think from 'technical benefits', but from the problem to be solved. Do you have a problem/solution fit? A problem/solution-fit is offering the best alternative to a problem, but that's not all, according to Josefien: 'It's about validating the problem/solution-fit and building on it. Validating, validating and validating.'  
**Qlayers** - Investor Readiness Program
- 'Thanks to the program and interviews, I got serious leads and clients and made confident choices in where I want to grow.'  
**Southern Swamp** - Business Innovation Program Food
- 'Luck plays a part in entrepreneurship, but we didn't want the success of AgroExact to depend too much on luck. The program helped to make reasoned choices. We talked to potential customers a lot to find out the real problem and whether most potential customers experience the same problem.'  
**Agro Exact** - Investor Readiness Program

# Sign up

Apply by September 17, 2024 using the button below

[Sign up](#)

We request a pitch deck in which we would like to see the following details;

A description of:

- your business model
- your growth goals and ambitions for the next 24-36 months
- an overview of your financials (if available)

## Get in touch



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