



# START IT @KBC

accenture

joyn

cronos  
e-business integrator

FLANDERS  
DC

umec  
embracing a better life

KBC

  
MOBILE VIKINGS

 telenet

 Local Academic  
Partners

 Universiteit  
Antwerpen

# WE BUILD UNUSUAL BUSINESSES TOGETHER







# WHAT WE OFFER

**A year long programme**

**Free office space**

**Academy of workshops**

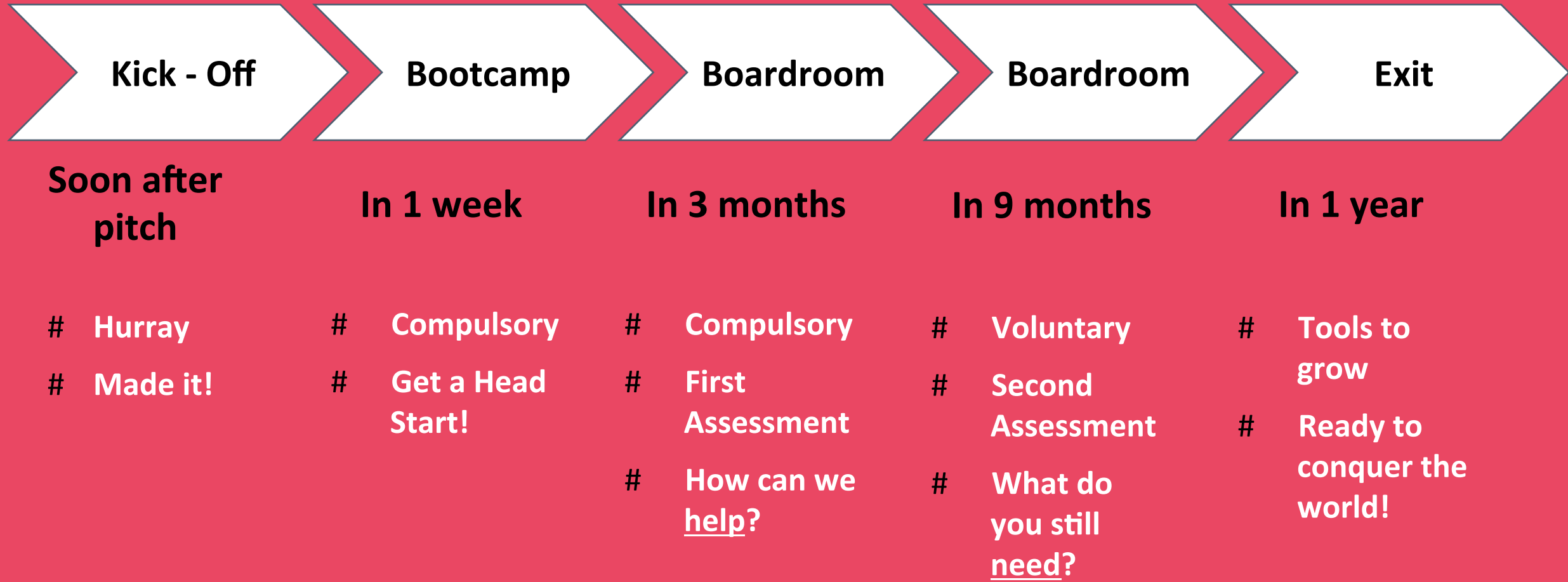
**Ecosystem**

**Connections to our partners and other corporates**

**Membership to Global Accelerator Network**

**Network events**

# A YEAR LONG PROGRAMME



# FREE OFFICE SPACE

**BELGIUM**

**Antwerp  
Brussels  
Ghent  
Hasselt  
Kortrijk  
Leuven**

**UNITED STATES**

**New York  
San Francisco**

**HUNGARY**

**Budapest**



# START IT @KBC ACADEMY



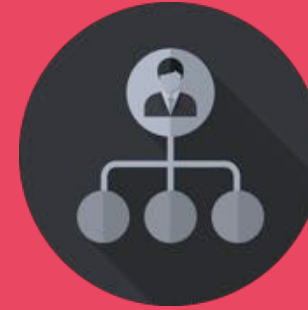
**Bootcamp**



**Sales**



**Marketing**



**Lean  
Startup**



**Funding**



**Legal**



**Pitching**



**Team**



**Tech**



Mentors/coaches

Startups

# ECOSYSTEM

Start it @KBC

Experts



PR  
Saar Dietvorst



Start Up expert  
Omar Mohout



Legal  
Anneleen Vander Elstraeten



Funding  
Frank Maene



Entrepreneurship  
Cedric Donck



Jordan Shlipf







**START IT**  
#FANS



**START IT**  
#FANS

# CONNECTIONS TO PARTNERS AND OTHER CORPORATES

accenture



joyn

FLAN  
DERS DC

PICANOL



SONY



televic



# MEMBERSHIP TO GAN

**# Global Accelerator Network**

**# A highly curated community of independent accelerators all over the world.**

**# Lots of perks**



# NETWORK EVENTS



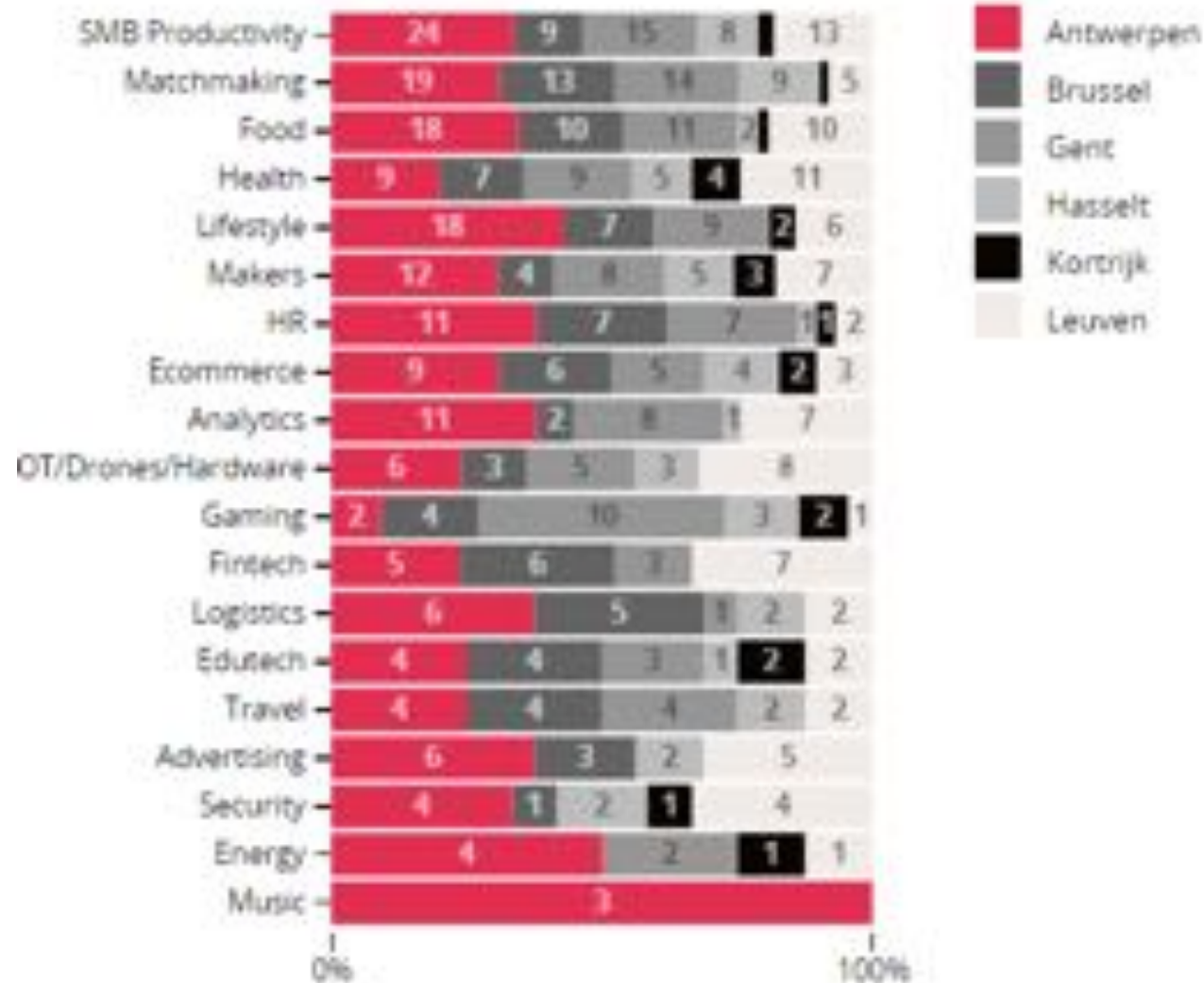
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# WHO ARE OUR STARTUPS?

**# All industries**

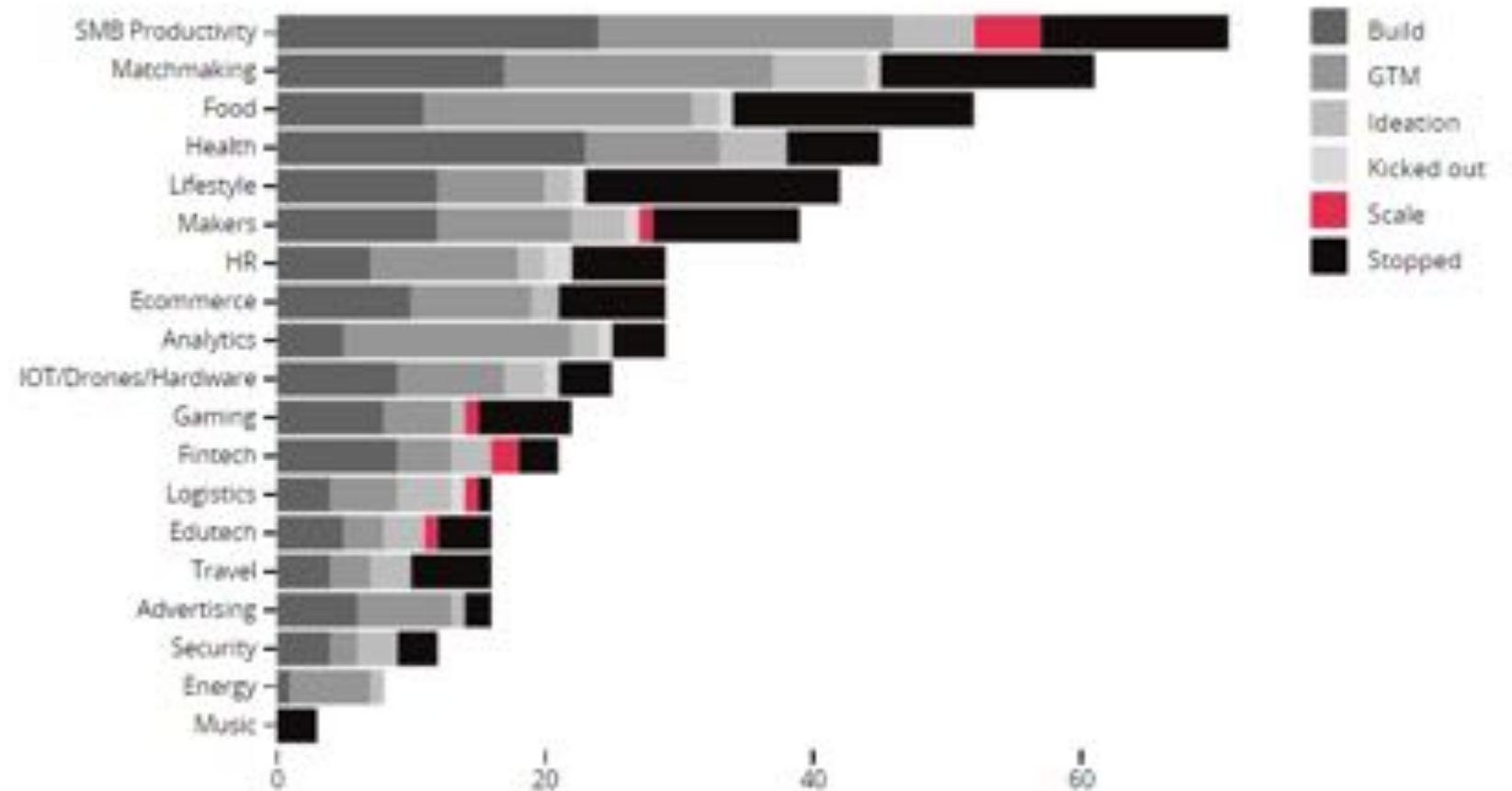
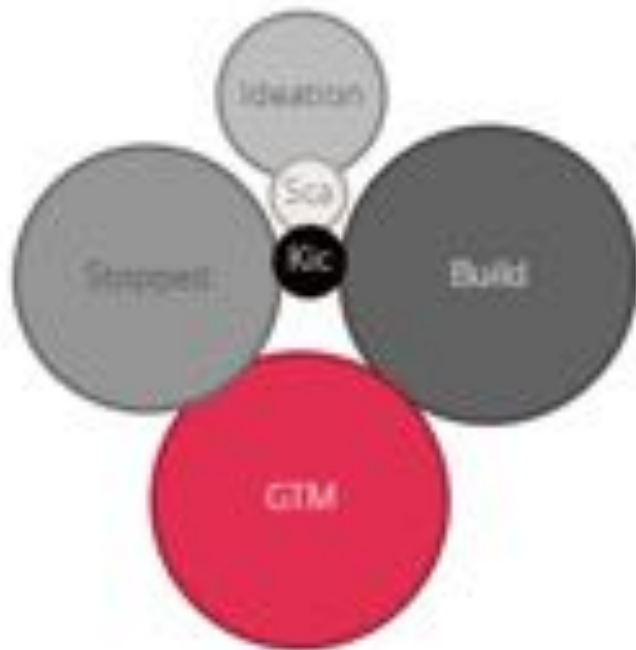
**# All phases**

# # All industries





# # All phases



# HOW DO WE FOLLOW UP?

**# Data collection**

**# Monitoring of startups**

**# KPI's Start it @KBC**

# # DATA COLLECTION





# # DATA COLLECTION

## SURVEY AFTER SELECTION

(1) Survey on founders and team members

- Gender
- Date of birth
- Nationality
- Contact details

# # DATA COLLECTION

A faint, light gray background illustration depicting a group of stylized human figures. In the upper center, a speech bubble contains the text "# DATA COLLECTION". The figures are arranged in a loose cluster, with some appearing to be in conversation.

## (2) Survey on startup

- Background info
- Revenue
- Finances: breakdown
- Runway
- Problems they need help with

# # DATA COLLECTION

## SURVEY DURING STAY

Survey on startups (2 x year)

- Revenu
- Finances
- Team members
- Runway
- NPS
- Problems they need help with

# # DATA COLLECTION

## SURVEY AFTER STAY

Survey on startups (1 x year)

- Revenu
- Finances
- Team members
- Runway
- NPS
- Problems they need help with



# # MONITORING OF STARTUPS

*We do not feel it is our role to set goals for such a wide range of industries and phases.*

*Instead we monitor our startups and give them the support they need, adjusted to their specific startup journey.*

# **# MONITORING OF STARTUPS**



- **Surveys**
- **Roadmap**
- **Boardroom**
- **One-on-ones with community manager**
- **Follow up through experts and coaches**

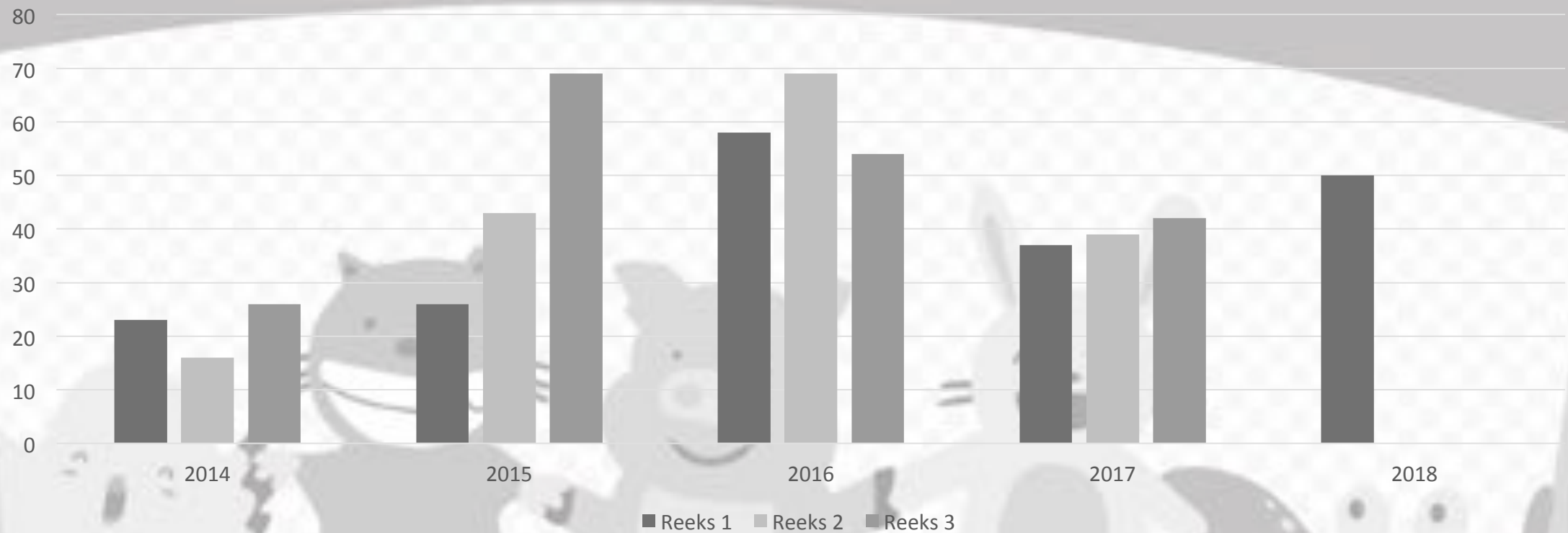
# # KPI's START IT @KBC

- **Community growth**
- **Female entrepreneurship boost**
- **NPS > 55**
- **Survival rate > 70%**
- **Economic and social impact**

# JOIN THE COMMUNITY!

## #KPI: COMMUNITY

### Number of startups per wave

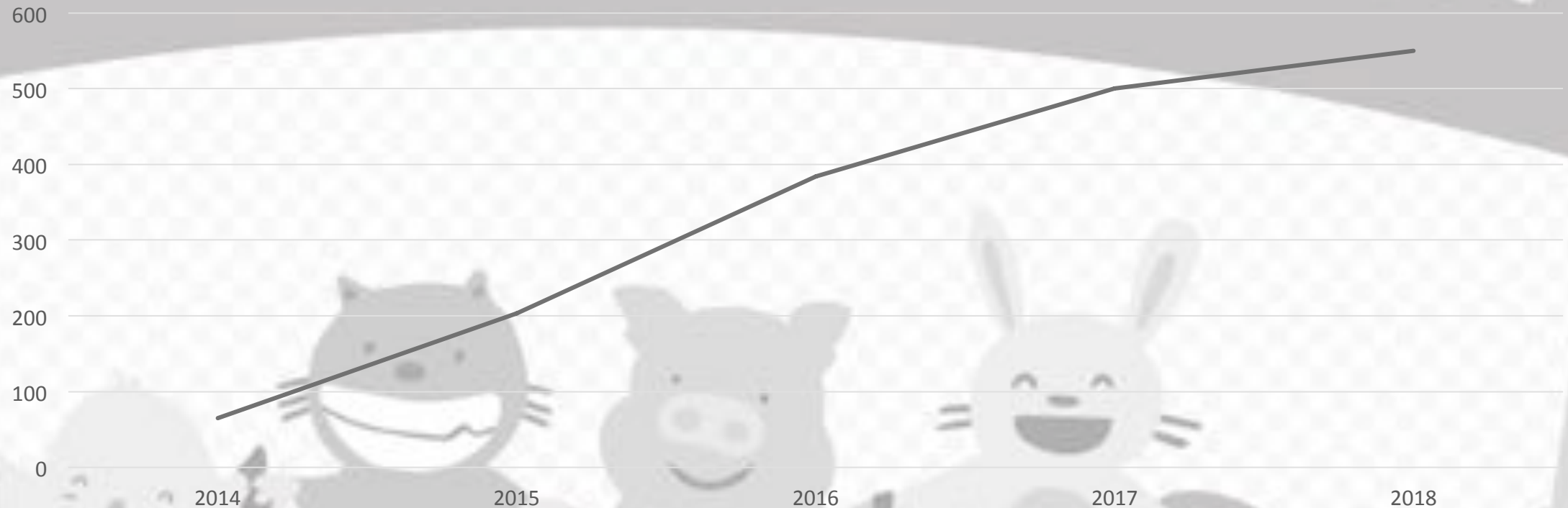




# JOIN THE COMMUNITY!

## #KPI Community

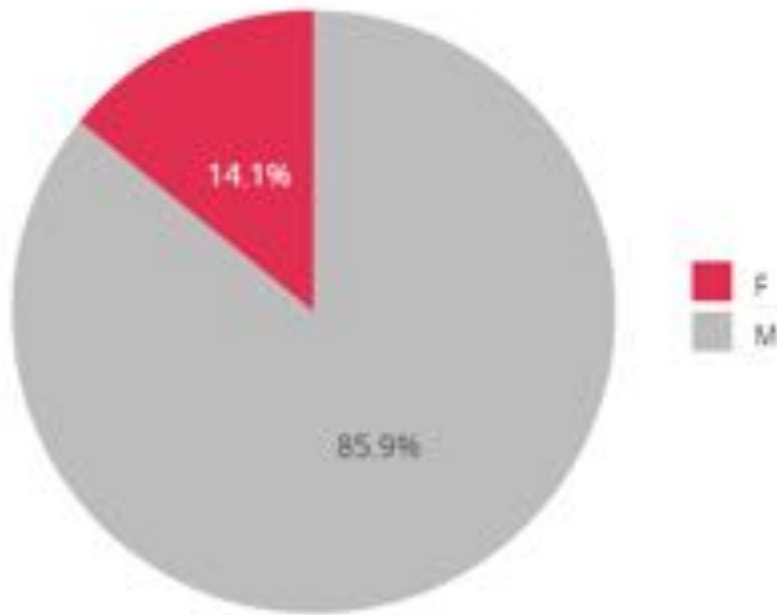
# Startups in total



— # Startups in total

# # KPI: Female entrepreneurship

## Founders



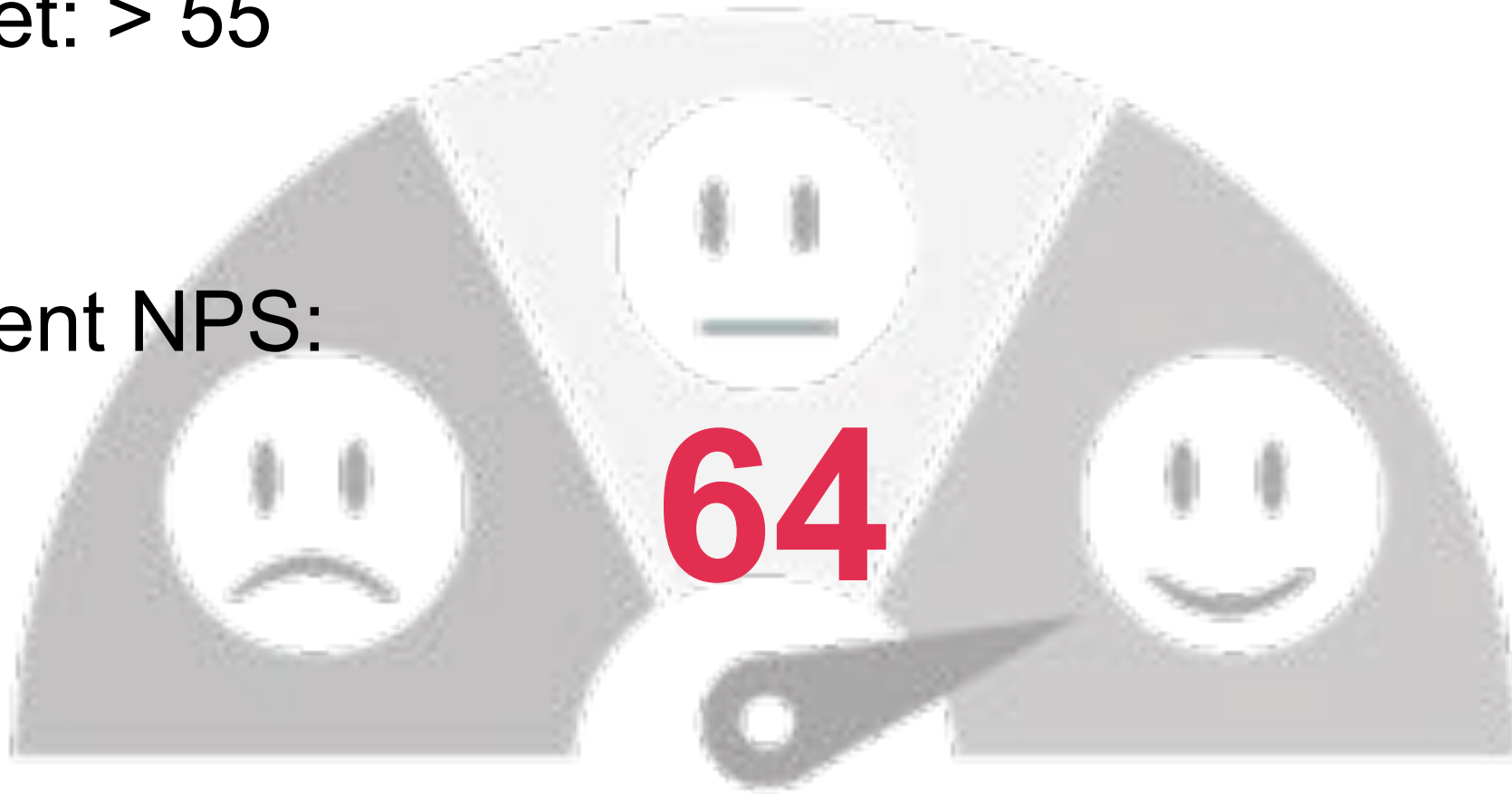
## Team members



# # KPI: NPS

Target: > 55

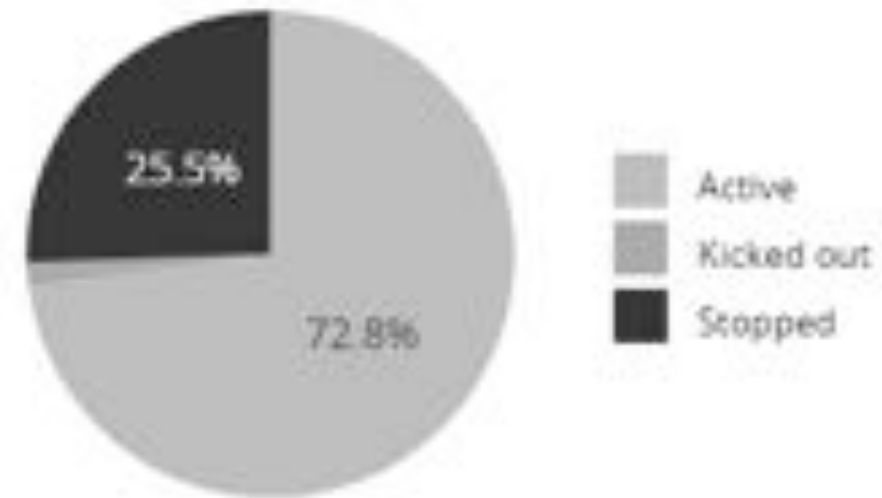
Current NPS:



# # KPI: SURVIVAL RATE

Target: > 70 %

Current situation:





# QUESTIONS ?



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