

Welcome to my portfolio

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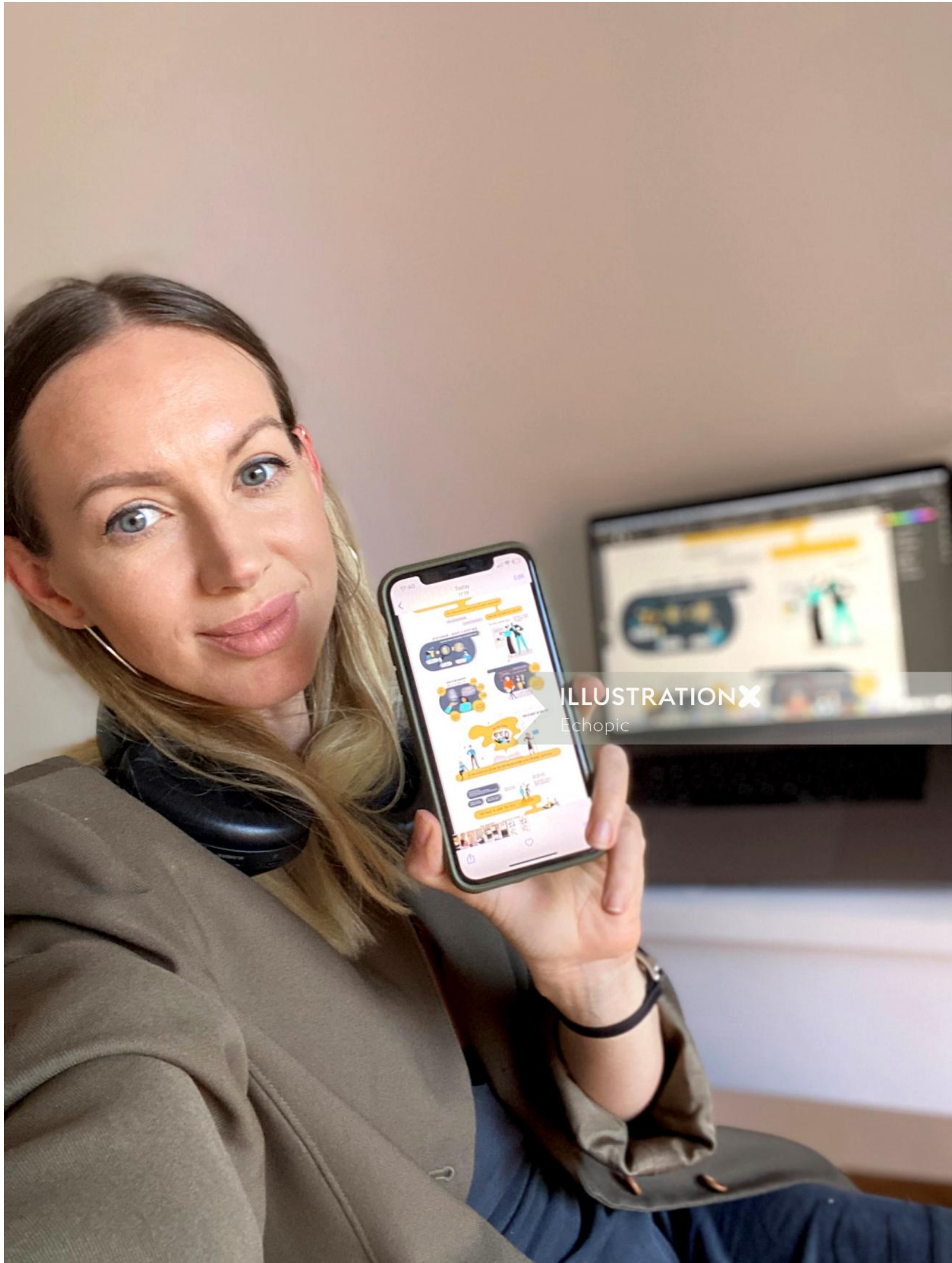
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STAYING AT HOME IS EASIER FOR SOME



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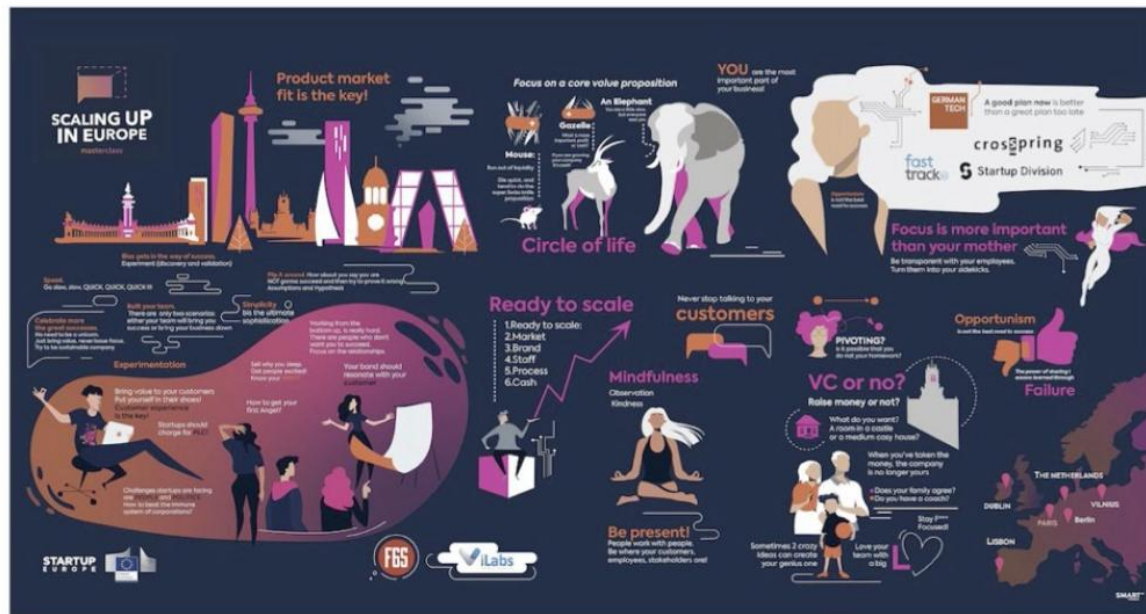
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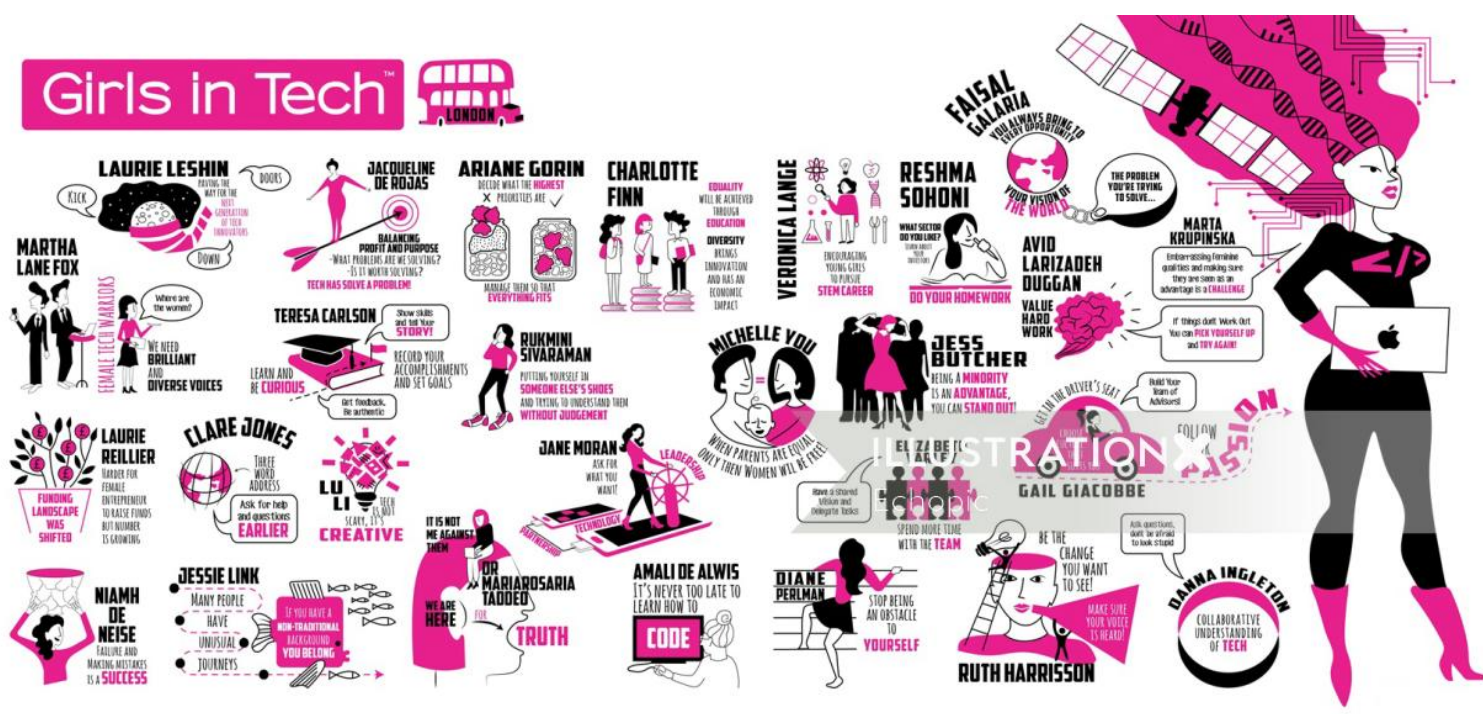
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FUTURE WORLD OF TECHNOLOGY

Physicists believe that at the tiniest scales, space emerges from quanta

Einstein never got very far
Down the black hole

What does the future work look like?

Even if scientists and marketers can't get access to our brains for neurohacking or neuromarketing, can they get access to our data?

Space exploration has taken some hits in the 21st century, with cuts to the U.S. and other international space program budgets.

(MATTER) = SPACETIME • (SQUARED)

What is Spacetime?

WHAT IS OUR IDENTITY?
How do we relate to it?

Who owns it?
Curious
Cautious
Capable
You need to inspire a sense of curiosity!
What your measure of success?

How can we enhance our productivity?
Computer companies encourage brands making creativity and some look at this with more curiosity in mind to predict where technology is headed.

THIS OUR STORY!

THIS IS WHAT WE WILL DO NEXT!

MANY INVENTIONS ARE BORN IN THE LAB AND NEVER MAKE IT INTO THE CONSUMER MARKET

FutureB's can dish out some exciting and downright scary visions for the future of machines and science.

Where are we going and WHY?

What does the 6th sense even mean?

Forecasting the future of technology.

Next, we'll take a look at some sound-looking efforts, tiny tools for molecules, huge bunches of data and some disgruntled bands of people who may want to set all of this innovation back with the stroke of a keyboard.

We need to walk the talk

TEAM MINDSET

PLANTING SEEDS

The VCR became obsolete before many of us learned how to program one.

DISCONNECT

A kitchen magnet neatly demonstrates the problem that physicists face. It can grip a paper clip against the gravity of the entire Earth.



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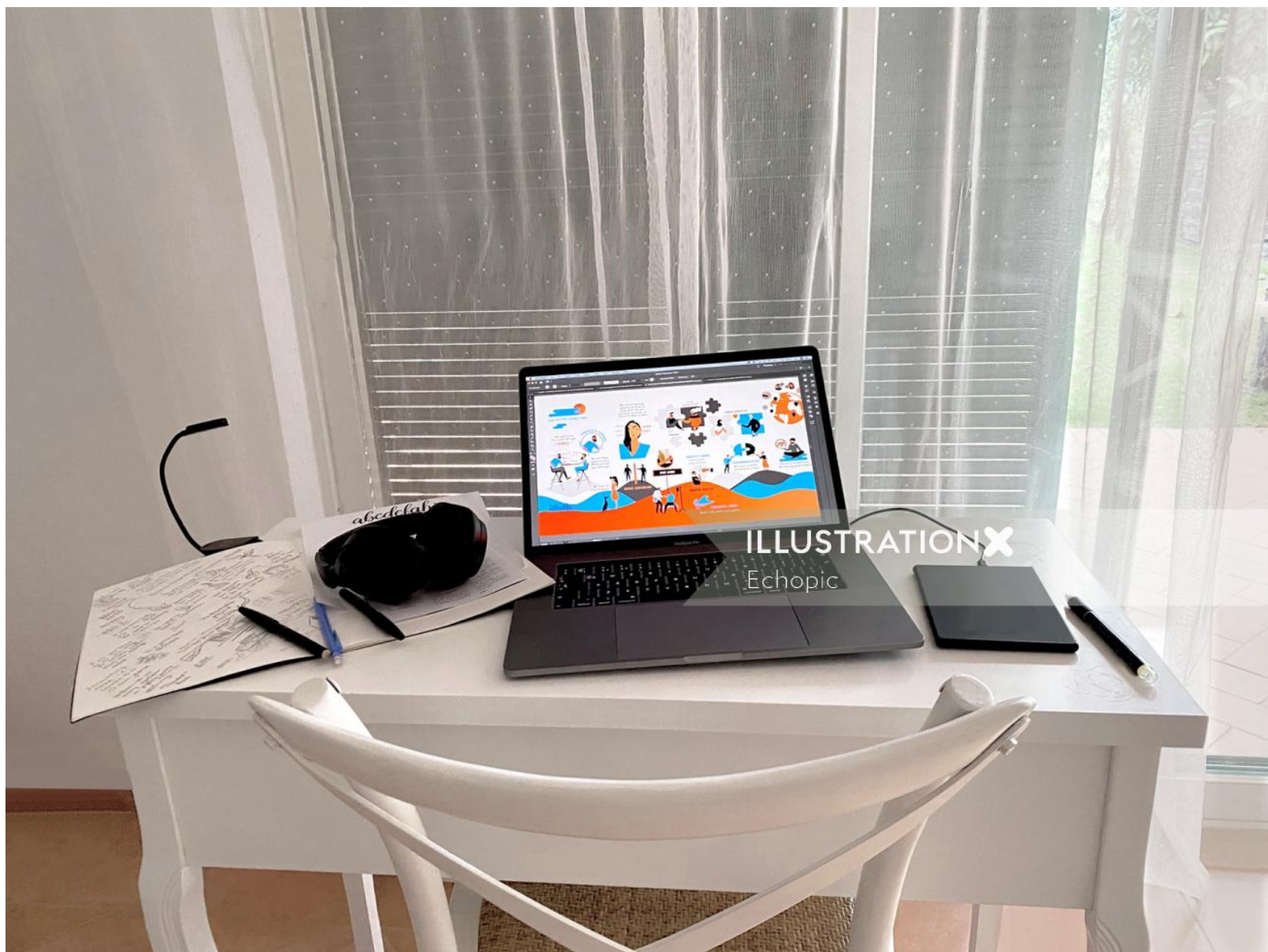
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A PITUITARY PATIENT JOURNEY



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Computer brains (or chips) have continued to take a huge leap forward by just 100 times, and in some cases down the road.

How can we involve our stakeholders?

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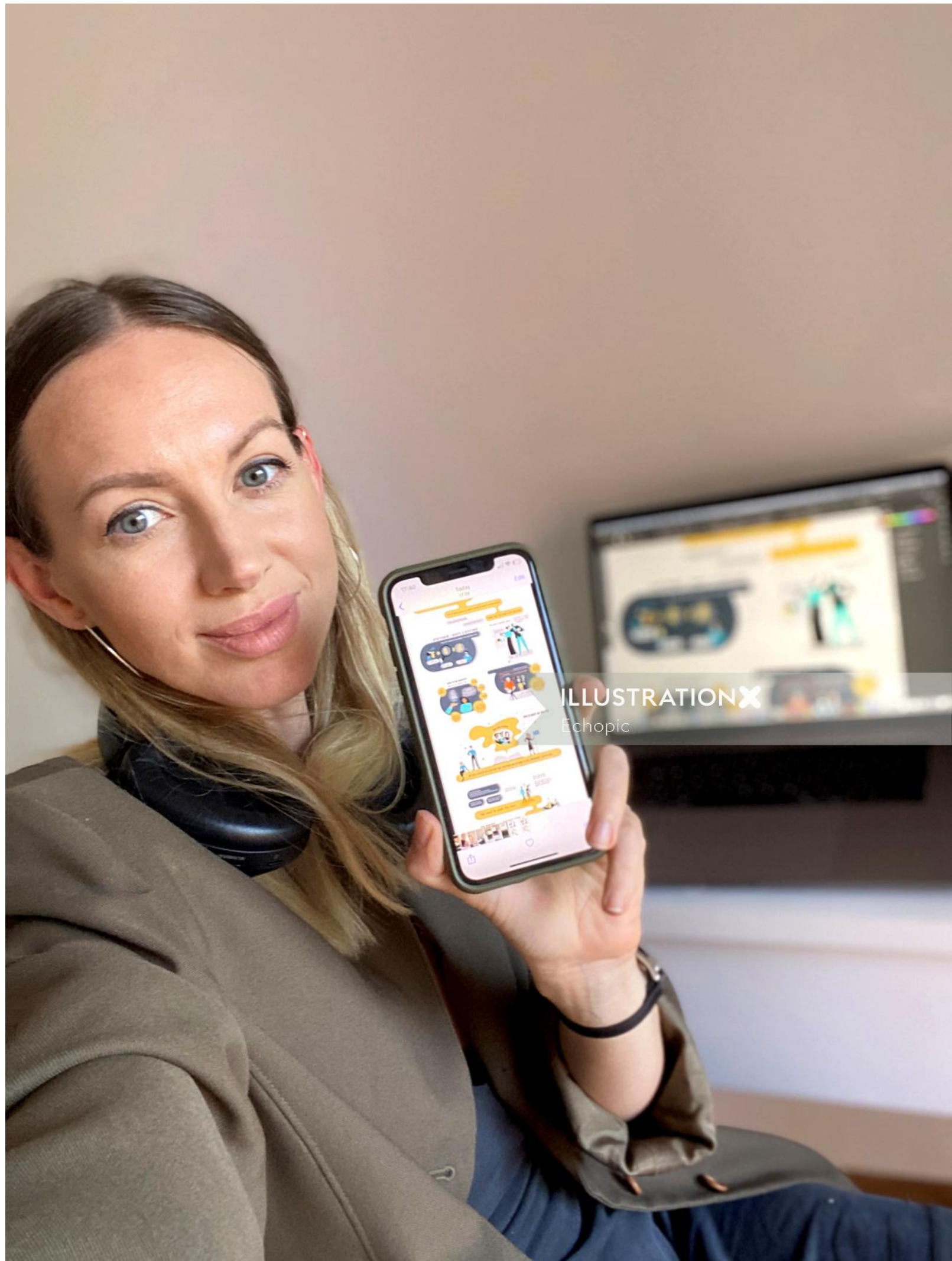
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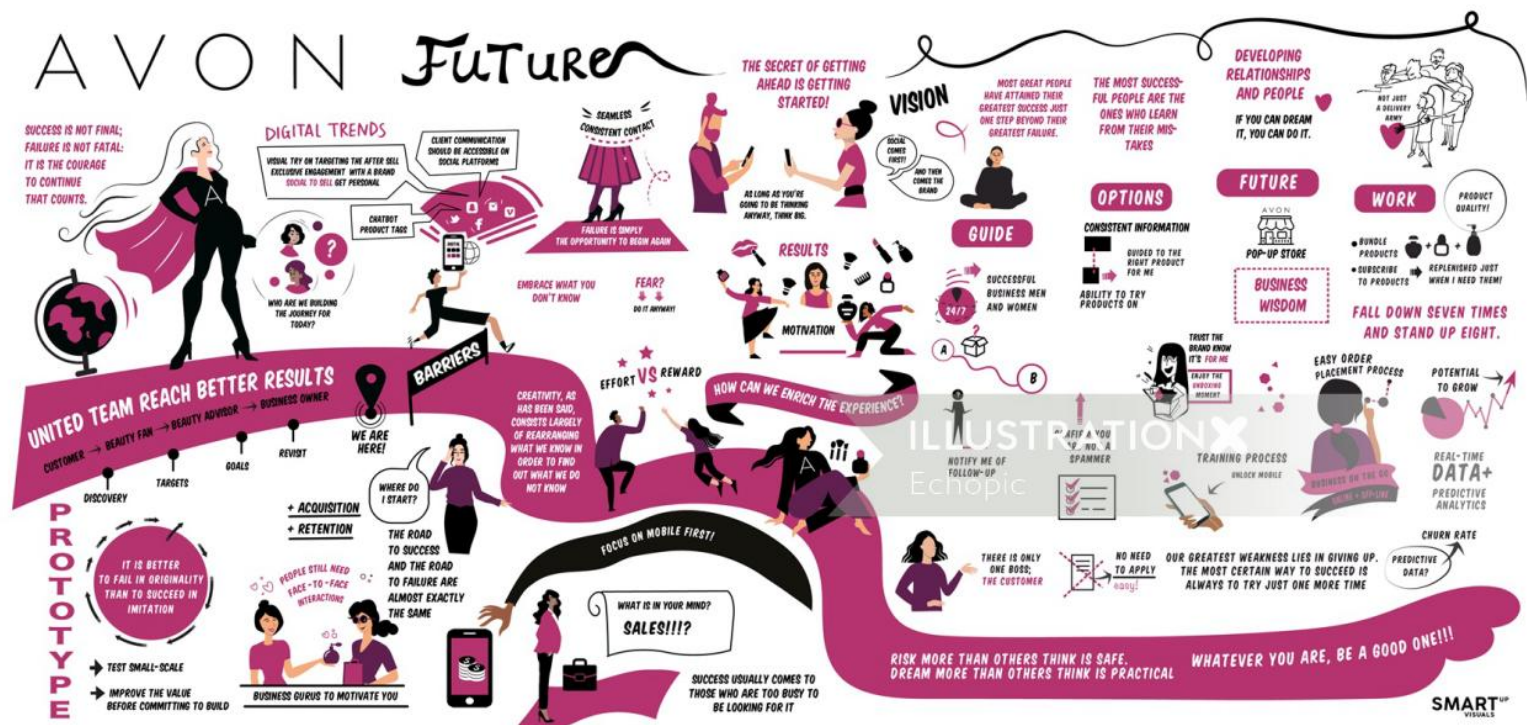
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SCALING UP IN EUROPE masterclass

Product market fit is the key!

Circle of life

Ready to scale

Mindfulness

Be present!

Opportunism

Failure

Logos: STARTUP EUROPE, FGS, iLabs, SMART

Check out the #ScalingMasterclass resources!

Logos: SCALING UP IN EUROPE, SOFT LANDING, Startup Lighthouse, STARTUP EUROPE

MEET THE SOFT-LANDERS

Connect with our alumni: +300 startups, scaleups and ecosystem leaders who can guide you through scaling-up in Berlin, Paris, Vilnius, Zoetermeer, India and the United States

soft-landing.eu/alumni

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Logos: SOFT LANDING, STARTUP EUROPE

Ready to scale? Make sure you've nailed these first:

Market

Staff

Brand

Process

Cash

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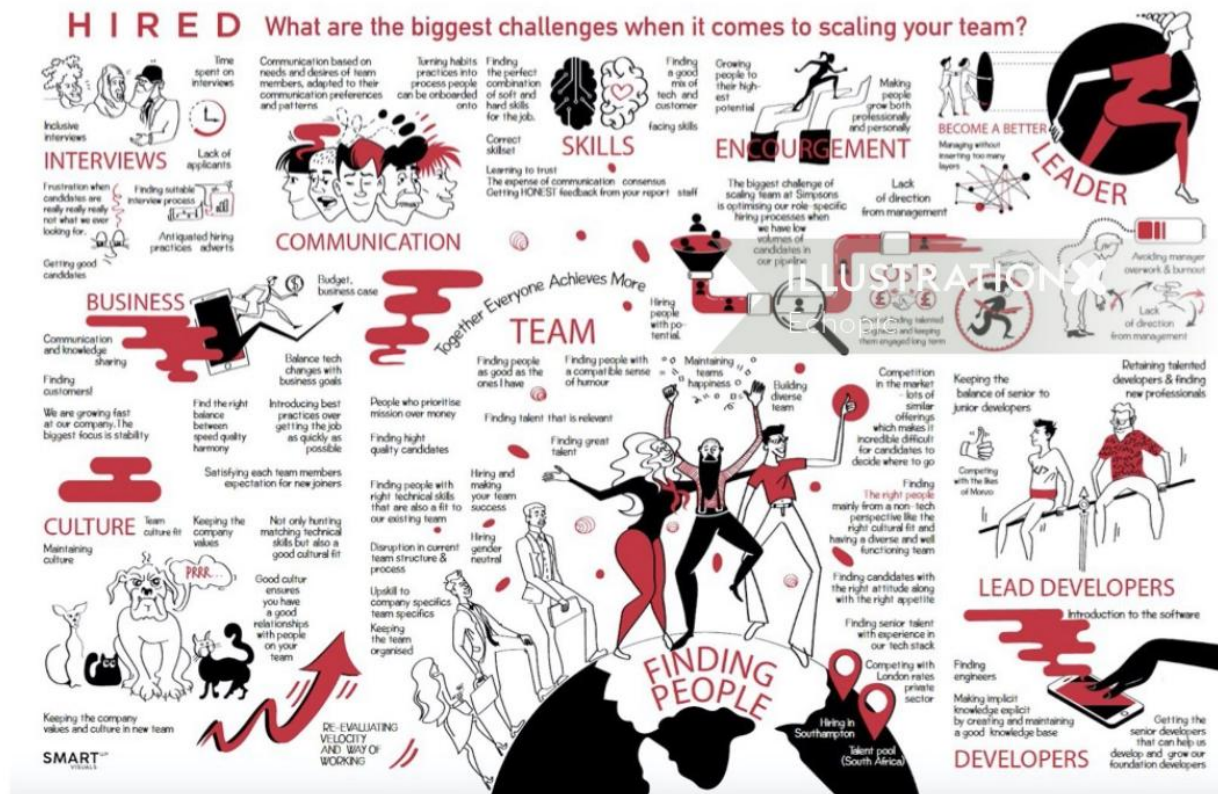
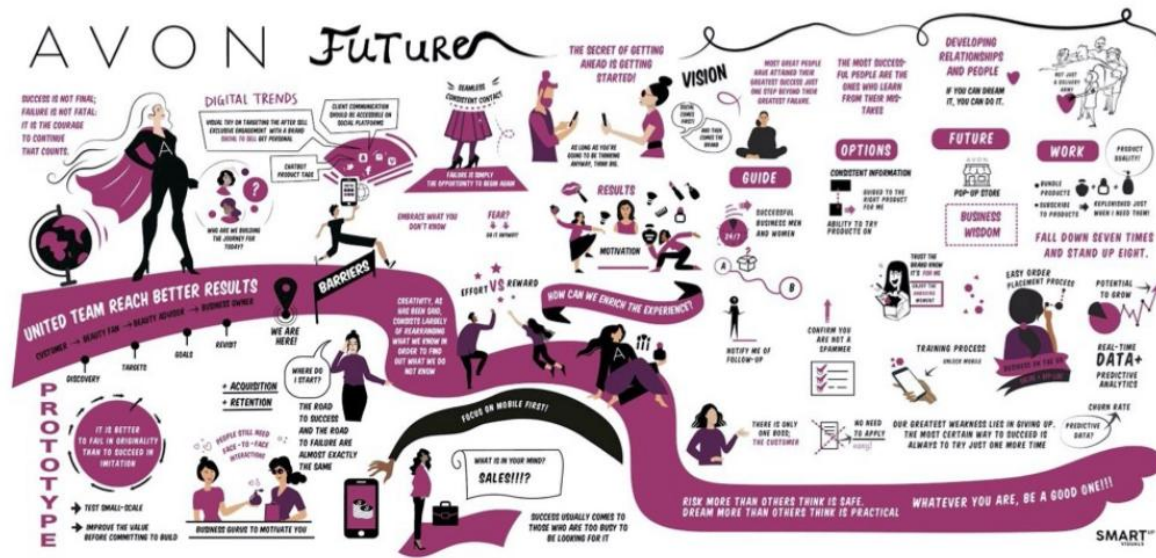
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SCALING UP IN EUROPE
masterclass

Product market fit is the key!
Bias gets in the way of success. Experiment (Discovery and validation).
Convent. Oh slow, slow, QUICK, QUICK, QUICK!!
Calculate more. The grand measures. No need to be a unicorn. And being cute, never seems to try to be sustainable company.
Build your team. There may only two scenarios: either your team will bring you success or bring your business down.
Simplicity. It's the ultimate sophistication.
Fill it around. How about you say you are NOT gonna succeed and then try to prove it wrong. Assumptions and hypotheses.
Working from the bottom up. It really hard. There are people who don't want you to succeed. Focus on the relationships.
Your brand should resonate with your customer.
Set why you sleep. Get people excited. Know your...
How to get your first Angel?
Startups should change for...
Bring value to your customers. Put yourself in their shoes! Customer experience is the key.
Startups should change for...
Challenges startups are facing and how to beat the immune system of corporations?

Circle of life
Focus on a core value proposition
An Elephant: The slow, steady, and sure.
Gazelle: The quick, and agile.
Mouse: Run out of liquidity. The quick, and dead. It's the mouse that kills the elephant.
YOU are the most important part of your business.
A good plan now is better than a great plan too late.
fast track Startup Division
Focus is more important than your mother. Be transparent with your employees. Turn them into your sidekicks.

Ready to scale
1. Ready to scale.
2. Market
3. Brand
4. Staff
5. Process
6. Cash
Never stop talking to your customers.
Mindfulness: Observation, Kindness.
Be present! People work with people. Be where your customers, employees, stakeholders are!

Opportunism
Is not the best road to success.
Failure: The power of starting is more learned through.
Raise money or not? What do you want? A room in a castle or a medium cosy house?
When you've taken the money, the company is no longer yours.
Does your family agree? Do you have a coach?
Stay Focused!
Sometimes 2 crazy ideas can create your genius one. Love your team with a big L.

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SOFT LANDING, STARTUP EUROPE

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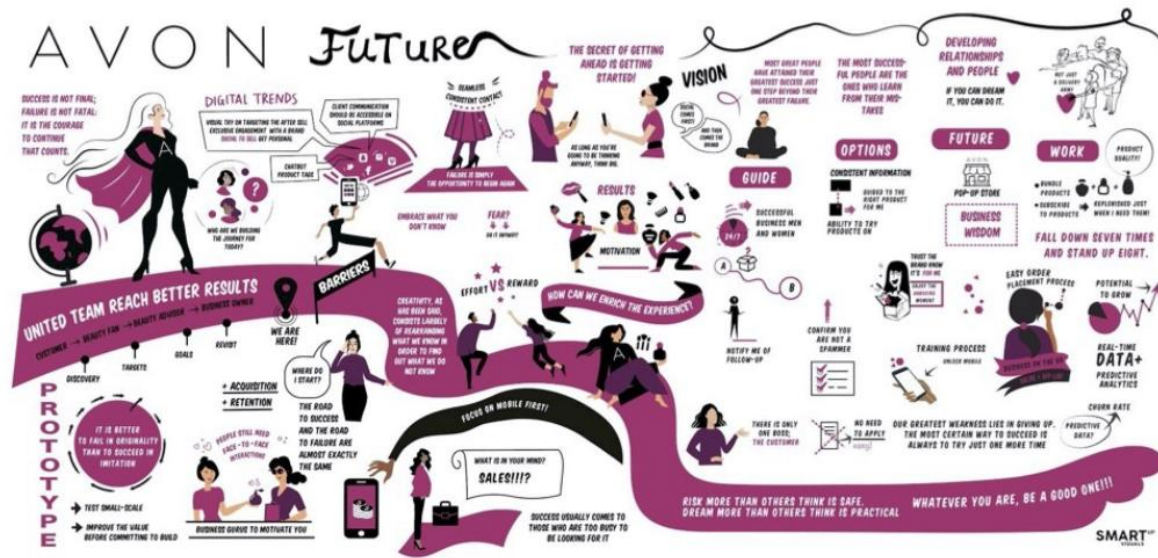
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Moon, Mars, More!
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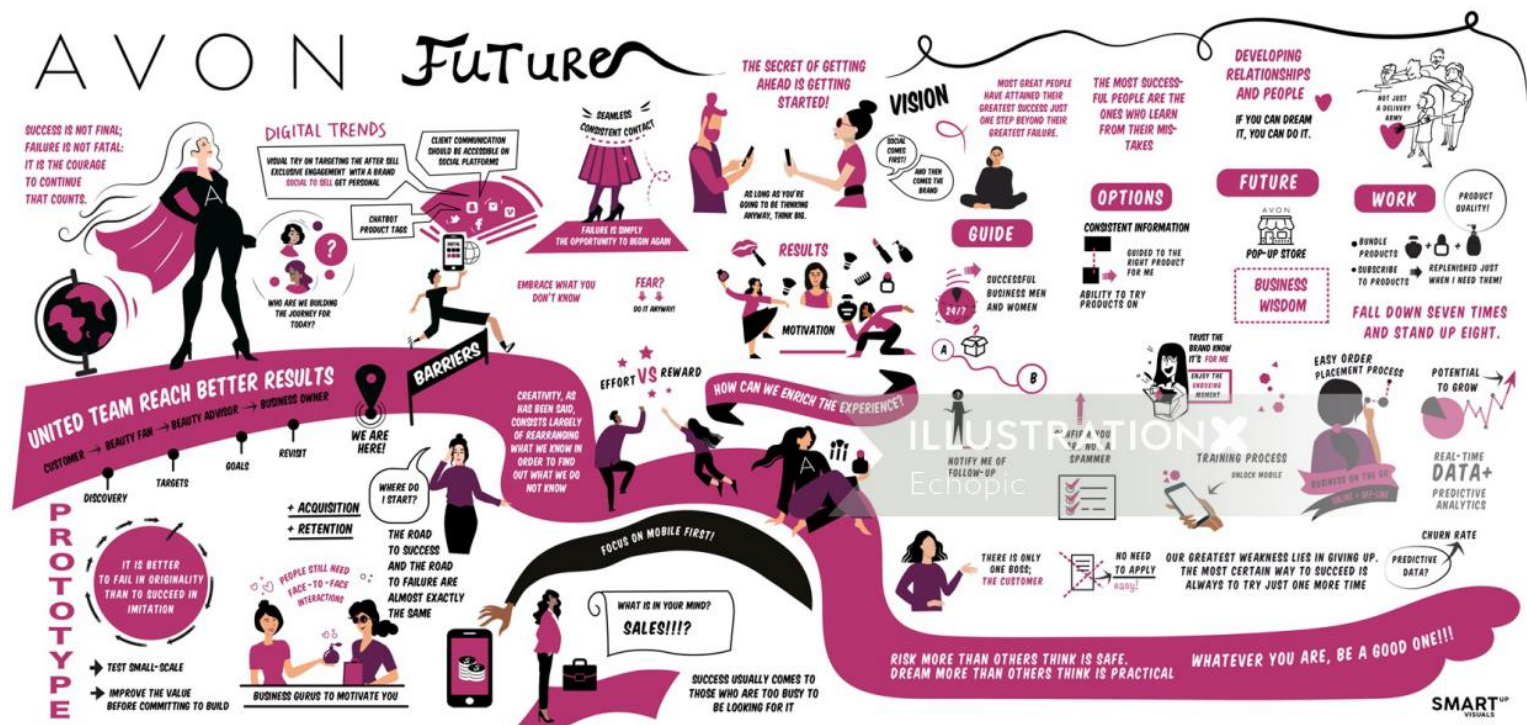
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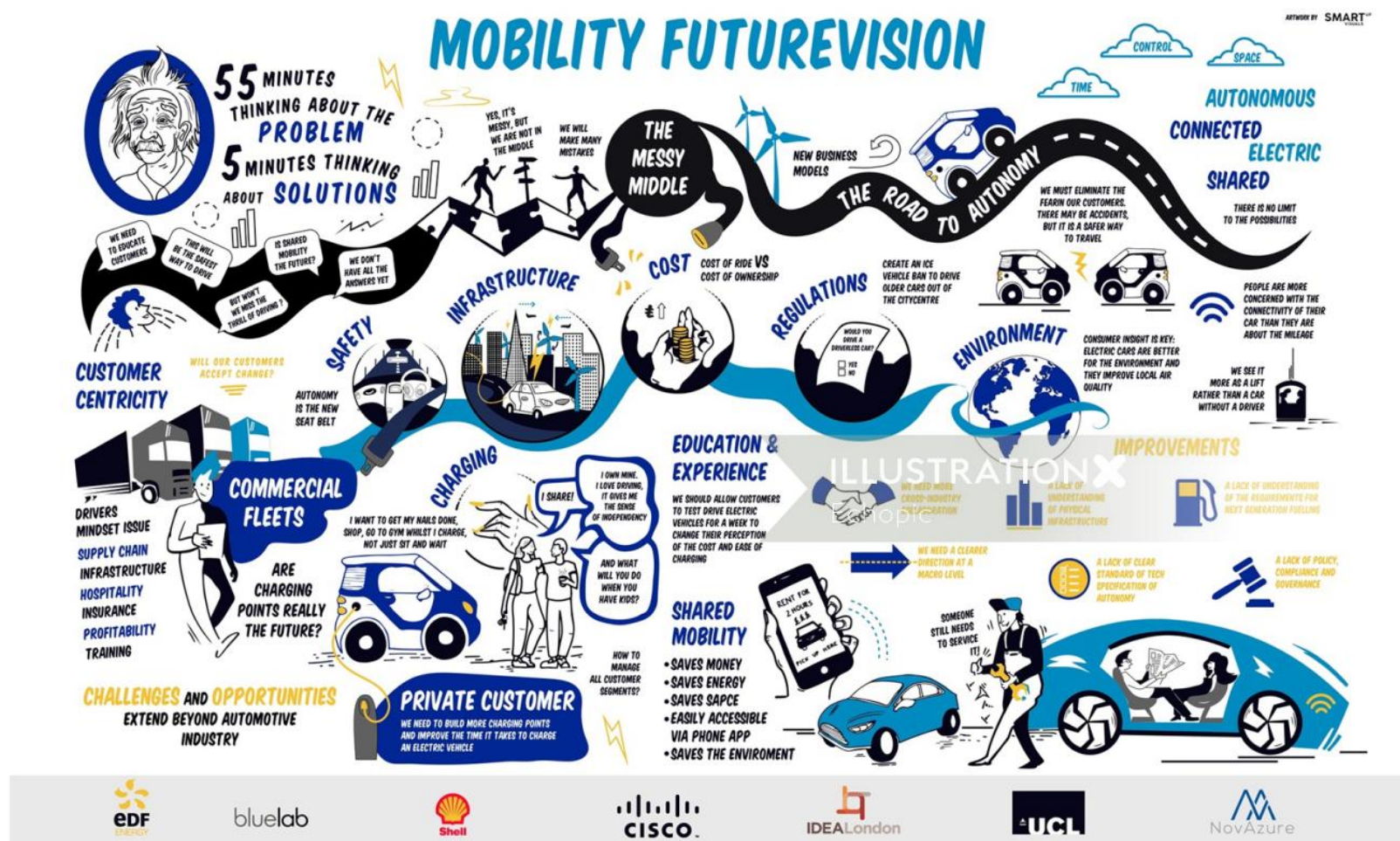
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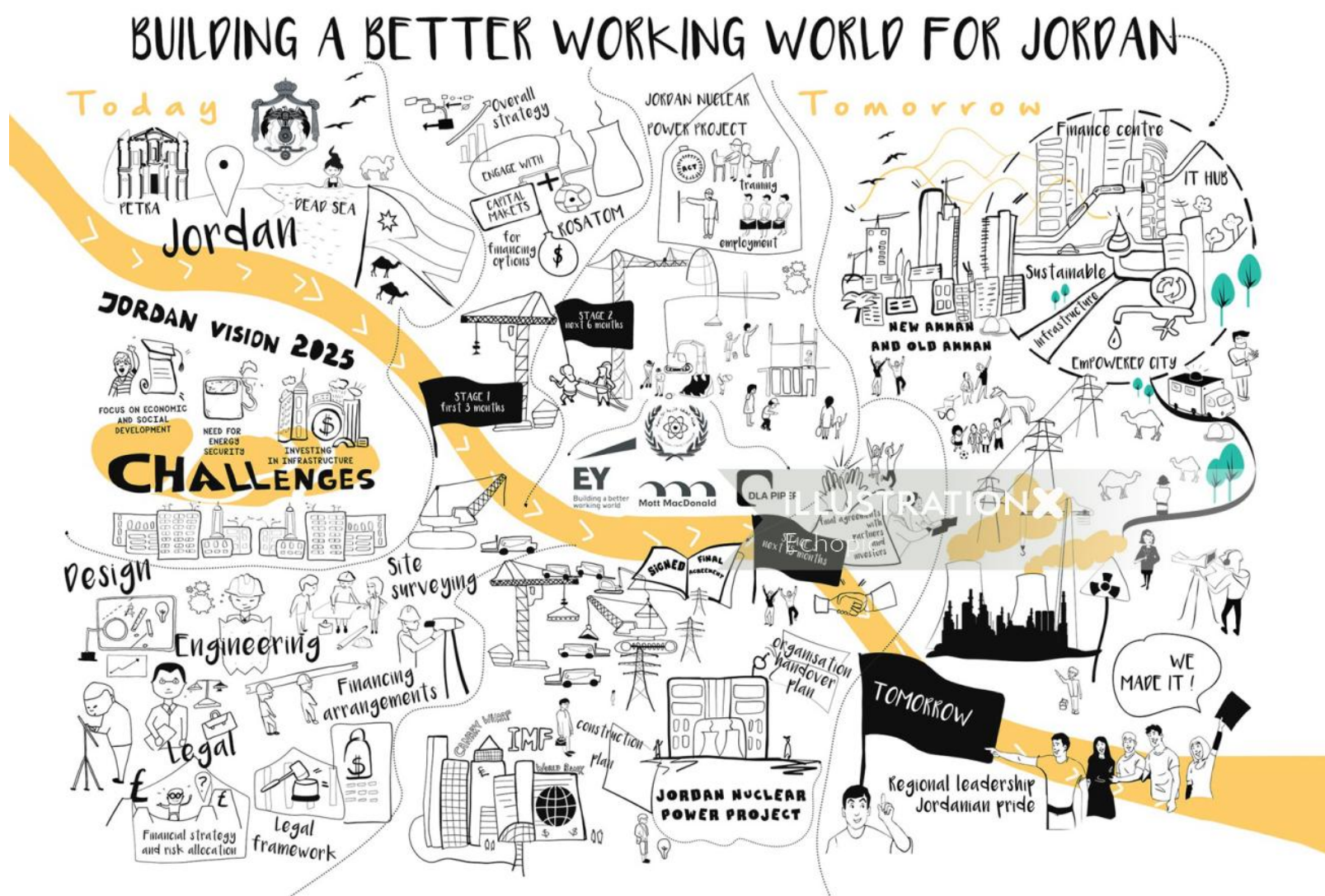


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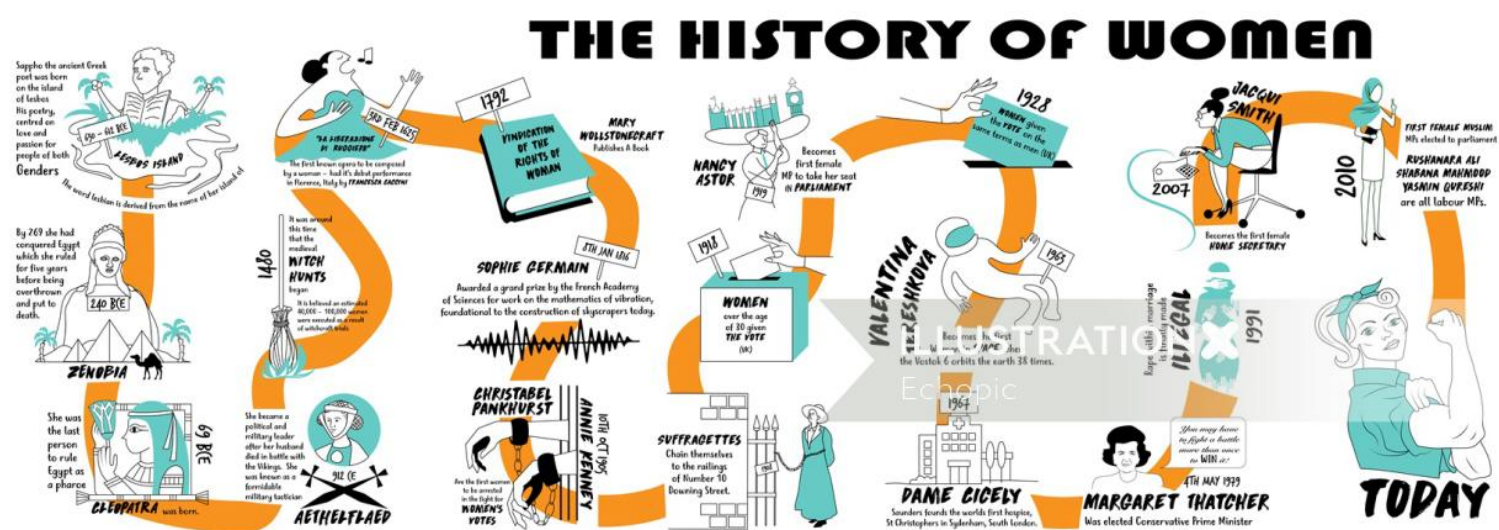






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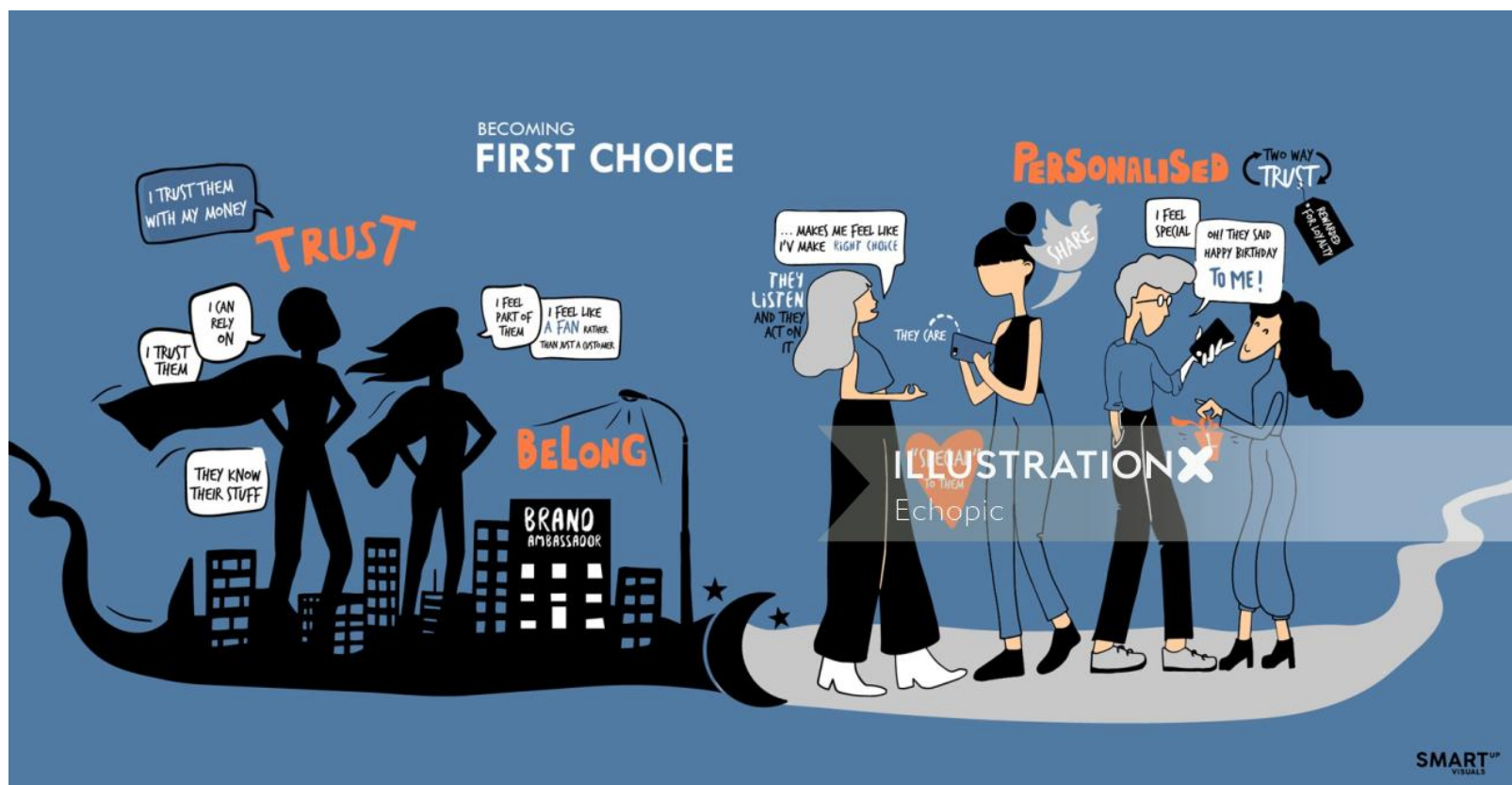
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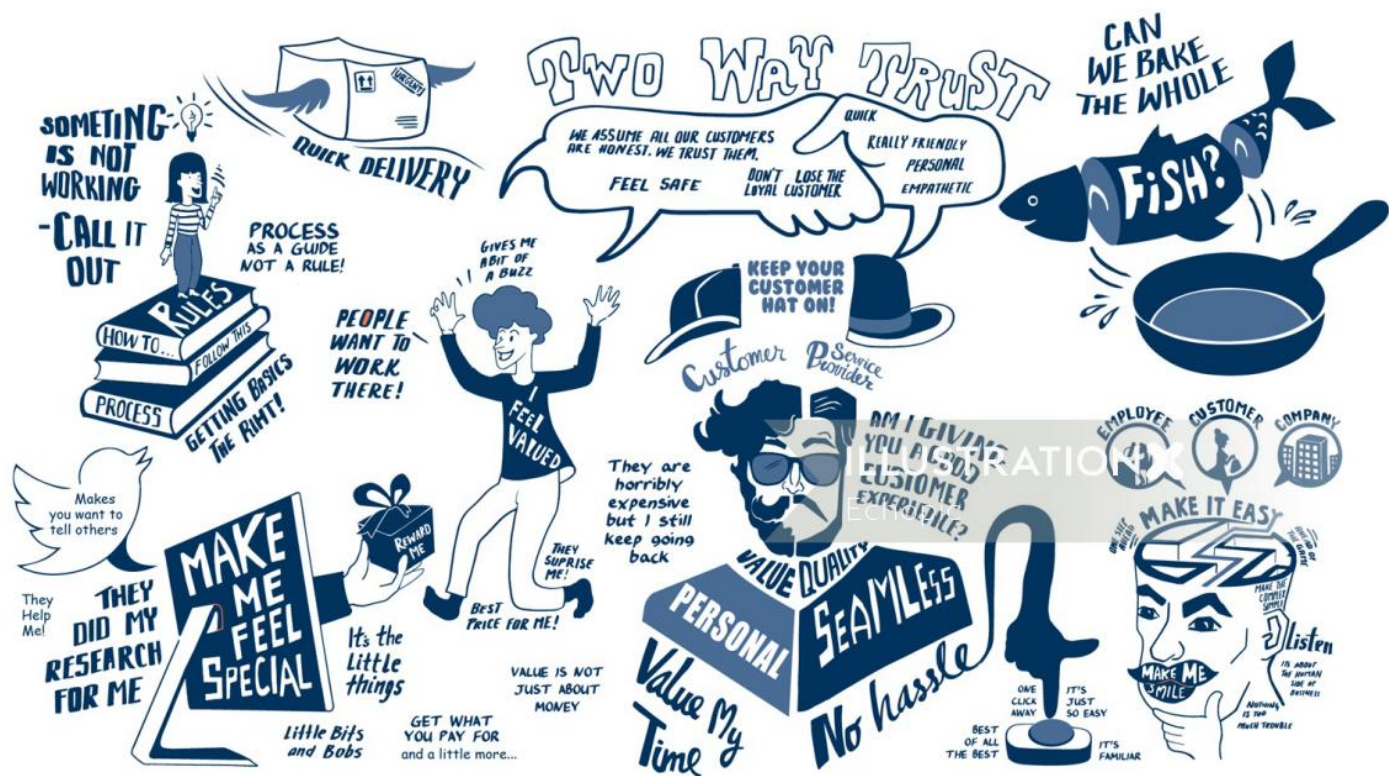
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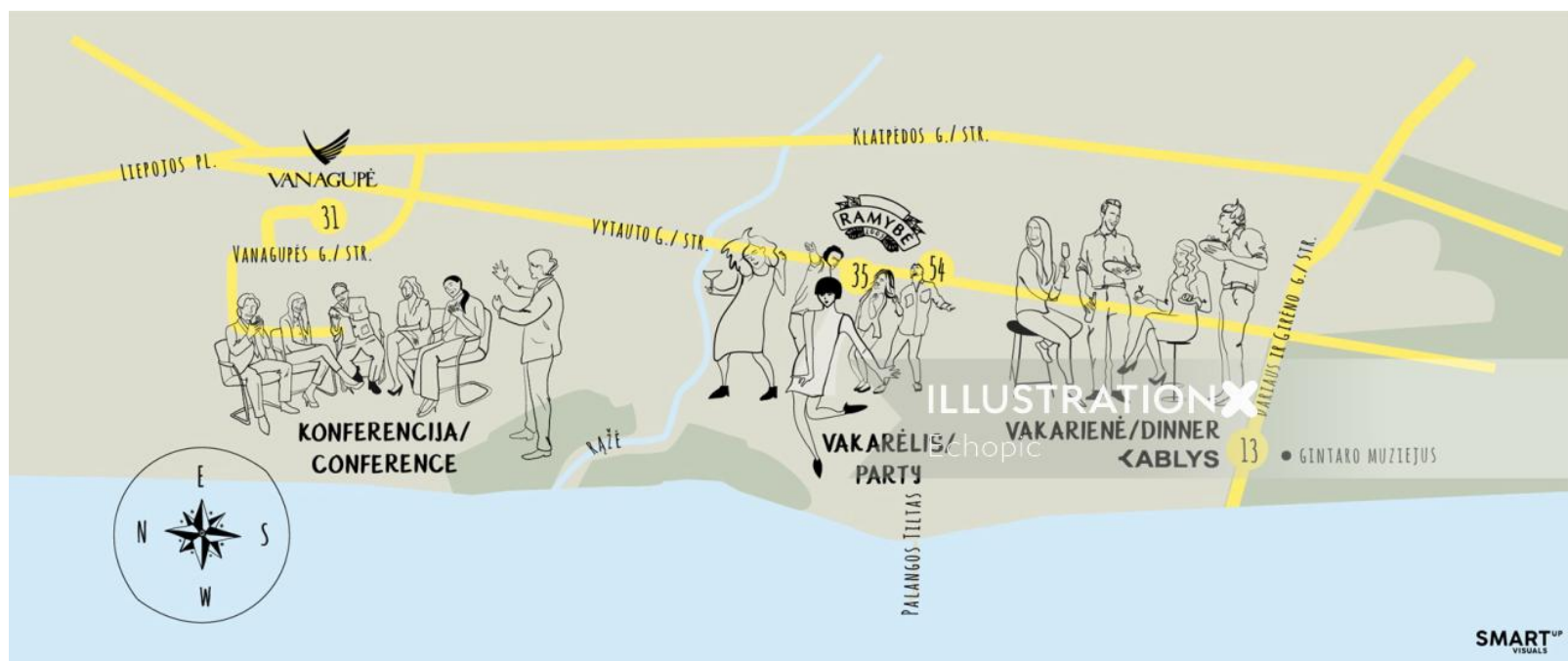
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SMART UP VISUALS

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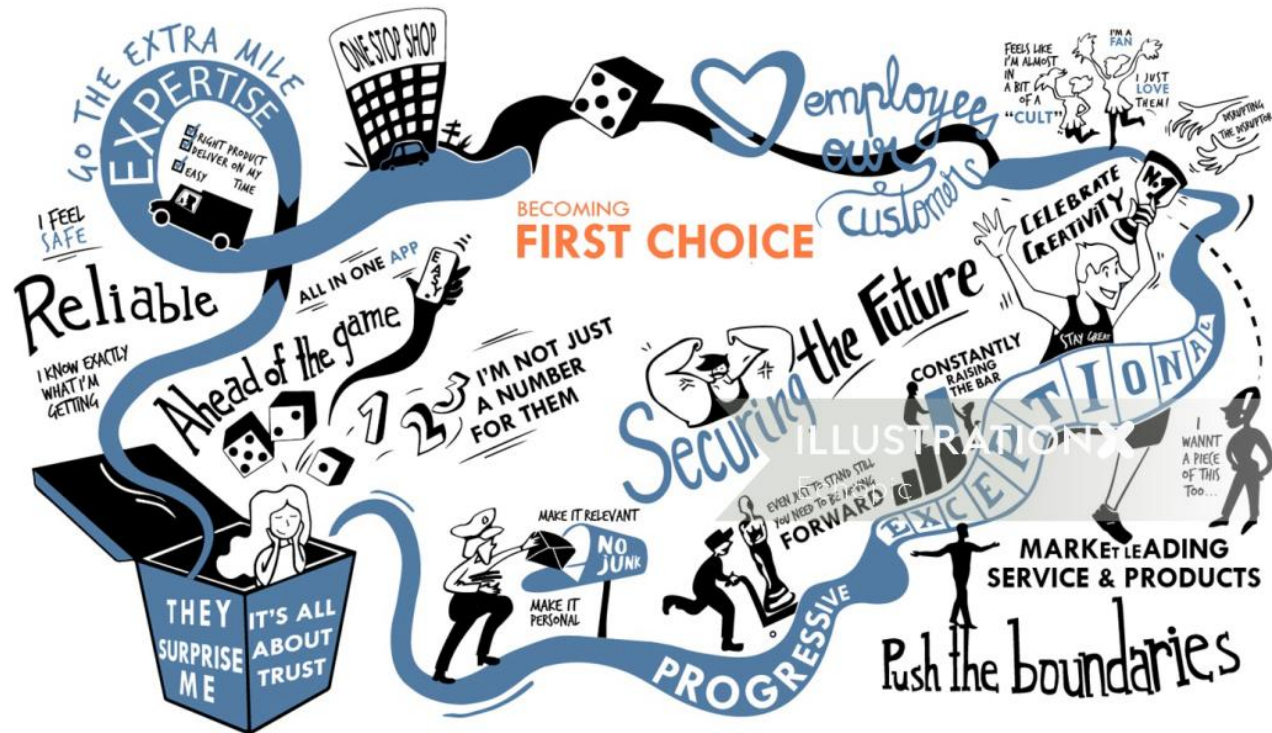
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