

# Startup in Residence

Startup in Residence is an innovative collaboration between startups and the City of Amsterdam.

The Programme invites Dutch and international startups to devise innovative solutions to different social challenges related to four themes: *Urban Mobility, Healthy City, Circular Economy and Vibrant City.*

*The Startup in Residence Programme will run from December 2017 until May 2018. The startups will be offered an intensive training programme as well as the support of professional coaches and mentors. The startups will also be provided with working space and have access to the municipality's network and the opportunity to pilot/validate their product or service in the city.*

*If solutions prove successful the City can invest or become **launching customer** and thereby significantly kick-start a startups career.*

 **WILD PEEING, NO MORE!**  
Find an innovative way to diminish public urination of the visitors in and around the Rembrandt Square area.

 **ENERGISE AMSTERDAM**  
Find an innovative way to inform and motivate people to get physically active, using Amsterdam sports activities and facilities.

 **FULL ACCESS**  
Find an innovative solution to improve the accessibility of shops in Amsterdam's shopping areas and public spaces.

 **INCLUSIVE, DIGITAL & LEARNING CITY**  
Develop an innovative solution to reach vulnerable Amsterdam residents and to teach them basic skills (in language, arithmetic, computer and internet, and/or financial management).

 **SUSTAINABLE CITY**  
Increase the waste separation rate and encourage the re-use of materials by the City of Amsterdam.

 **HEALTHY HEARTBEAT**  
Develop an innovative solution to measure the health of the city and its population.

 **MAKE AMSTERDAM BREATHE AGAIN**  
Develop an innovative solution to improve the air quality in Amsterdam by reducing nitrogen emissions.

 **SAFE AND SOUND REMBRANDTPLEIN**  
Find an innovative way to diminish misbehaviour of the visitors of the Rembrandt Square area.

 **FUTURE TEACHERS**  
Find innovative ways to improve the match between child day-care/schools and potential pedagogical workers/teachers, thereby contributing to a greater availability of personnel.

 **VIBRANT ZUIDAS**  
Find an innovative solution to increase the liveliness of the Zuidas district and that contributes to the transition from just a business zone to a business/housing zone.

 **CIRCULAR PUBLIC SPACES**  
Develop an innovative solution that helps Amsterdam's public spaces become part of the circular economy.

 **NEW AMSTERDAM CITIZENS**  
Develop a solution that offers everyone (status holders as well as professionals) an easy and accessible overview of the available programmes in terms of work/education and activation programmes.

 **RESPONSIVE & ENGAGING CITY**  
Find an innovative solution to help Amsterdam become a more responsive and engaging city.

## WILD CARD

Do you have a great solution for a social challenge that we did not define? Please apply for the wildcard!

 **SMART ROADS**  
Develop an innovative solution to improve (with the aid of data technology) the management of the city's road network.

 **WASTE AWAY**  
Find a good solution to keep bulky waste off the street.

 **UNDER CONSTRUCTION**  
Develop an innovative tool to monitor the nuisance caused by construction-related traffic, and which can serve as an interactive communication tool with the local population.

 **SAFE SOCIAL MEDIA**  
Develop an innovative instrument to help reduce discrimination on social media.

 **HELP WANTED!**  
Develop an innovative tool to encourage victims of discrimination to seek help sooner in an easily accessible manner and to gain access to the appropriate professional organisations.

 **NO FOOD TO WASTE**  
Find a smart solution to counter food wastage by Amsterdam households.

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AMSTERDAM

Gemeente  
Amsterdam