

# MANIFESTO



## What is STIKK?

STIKK (Startups In a Knowledge Klimate) is a collaborative collective of innovative high-tech companies, specialized in internet, technology, design and new media. We form an important and expanding group within the current circle of innovative entrepreneurs in Amsterdam.

## STIKK raises the chance of success in innovation

Innovation is one of the core principles of the Amsterdam entrepreneurial vision. STIKK facilitates and helps starting entrepreneurs in the technology sector in an early stage, by offering office space, access to the network and sharing of knowledge. The companies have international ambitions but often lack experience. STIKK has access to a strong network that shares and centers knowledge about entrepreneurship. STIKK can offer starting entrepreneurs knowledge that can't be offered by higher education. A constant flow of new knowledge is generated by the constant flux of new companies entering and leaving STIKK.

## For who?

STIKK exists exclusively for high-tech companies who have international ambitions. This is a specific group of young companies which are internationally known as 'startups'. A startup is a young company that is creating a brand by offering their technology, service or product to the market. The majority of this technology, service or product is being developed in-house in regard to an international focus. A STIKK startup has a unique idea, vision and passion and has enough knowledge to execute this.

## STIKK connects knowledge

At this moment there are several startups spread all over Amsterdam, creating specific networks spread over the city. There is need for a central location (a 'hub') where ambitious and innovative companies can congregate to work together and share knowledge. A location that embodies innovation and passion and sets an example for the internationally focused internet entrepreneur in Amsterdam. An economic epicenter of new-style entrepreneurship. STIKK is creating this 'central hub' where several companies can get housing, and where others can exchange knowledge on a regular basis.

## STIKK prospects

The collaboration of the Municipality of Amsterdam, real-estate organizations and the STIKK members will lead to the chance of gaining success in innovation and prosperity within Amsterdam. These parties will be regarded as sponsors and affiliates and can profile themselves as innovation-driven leaders.

## Current status

The initial members of STIKK are ready to start collaborating with the Municipality of Amsterdam, real-estate organizations and other interested parties. Several initiatives have been started and STIKK is looking for the leading parties within the city of Amsterdam. A corporate sponsor has already been found; Amazon.com will grant STIKK members \$50.000 in service credits per year if other sponsors meet an equal amount of subsidies or sponsoring funds per year.

## Initial STIKK Members

The definitive members of STIKK are not defined. There is a small group of companies that took the initiative of founding STIKK. These founding members are E, Marvia, Soocial and Wakoopa. These companies employ a total of 50 people.

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