

INSIDE

LOS ANGELES

PLAYBOOK

LA is a very good example
why SIZE matters

LA: A GIANT TREASURE HUNT

SPINOFF FROM
THE ORIGINAL
SILICON VALLEY
PLAYBOOK

WHY YOU WANT TO BE IN LA 🌴

Q&A with Damian Bradfield (WeTransfer)
and other entrepreneurs about living in LA

MORNING CITY

What do zero emission supercars and
remote controlled coffee machines have in common?

COFFEE AND CARS

Tony Martens (Plantible Foods)
on the ups and downs of scaling big time

PEANUT BUTTER SANDWICH

Plus:
**DOING BUSINESS
IN LA: DO'S & DONT'S**

Plus:
**MAKING THE BEST
COAST DECISION:
WHY MOVE TO LA?**

Plus:
**WHAT WOULD IT
LOOK LIKE IF LA
WERE A BICYCLE?**

Plus:
**TREASURE TIME!
WHERE TO BE IN LA
(PREPARE TO DRIVE)**



The Playbook Los Angeles was published by the Consulate General of the Netherlands in San Francisco.

Production, design, content and interviews Business Models Inc. San Francisco.

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Thank you to the following people (without you this magazine could never have been created!):

The Consulate General of the Netherlands in San Francisco:
Gerbert Kunst | Sietze Vermeulen | Skadi Tirpak

Investors, founders and experts:
Tony Martens (Plantible Foods) | Cor Steenstra (Steenstra GCM) | Damian Bradfield (WeTransfer) | Roderick de Rode (Spinn Coffee) | Joachim de Wild (We.Stream) | Olivier Koelemij (Mediamonks) | Rem D. Koolhaas (United Nude) | Bastiaan den Braber (Lumolabs) | Diederik van Hoogstraten (Elsevier) | Hidde de Vries (Orange Popcorn Media) | Jeff Keasberry (Dig the Dutch) | Joris Debeij | Kevin van 't Klooster | Marieke Oudejans (Holland Hollywood Connection) | Nina Markus Ramer (Twentieth Century Fox) | Sacha van der Most van Spijk (HUP)

You are in charge of your own success!



02

Continue



This is your business guide to Los Angeles.



03

So, you think LA really is just Hollywood and movie stars?! Think again. California is booming and is the 5th largest economy in the world! If the US is an amusement park, LA is a giant, wooden rollercoaster, ready to take you on a crazy ride. As a spin-off of the Silicon Valley Playbook, this magazine is your business guide to the LA scene ...and not the one you know from movies either.

Continue





04

**YOU'RE ABOUT
TO ENTER
LOS
ANGELES**

#amazing

Continue



Most people who travel – often for the first time – to California assume at least one of two things are true: 1) that LA & San Francisco are a short drive from one another; and/ or 2) that there are only a couple of industries that matter: tech and media. In fact, California is huge. LA & San Francisco are more than 600KM apart. And, given its size (in area, population, and economy), California is at the forefront in many industries,

such as the creative industries (TV, Film, Fashion, Digital Media, AR/VR, Fashion, the green economy (resiliency, logistics, e-mobility, sport, sustainability, agriculture), sports, and the tech industry overall.

So, what makes LA...LA? LA has its own unique vibe and culture, especially compared to the rest of California. While the most cutting-edge robotic pizza delivery drone companies in San Francisco

will certainly get a ton of hype there, LA is the epicenter of green tech, creative industries, and agriculture. What's more, LA boasts its own unique startup scene that rivals many others, including Silicon Valley. LA is home to Snap, the company behind Snapchat, Ring, the smart doorbell (recently acquired by Amazon), and even Dollar Shave Club, which became such a disrupter in the razor blade industry that the company was acquired by

Unilever for \$1BN. In fact, a report by Amplify, an LA incubator, showed that Los Angeles ranks first in gaming, e-commerce, and online media.

LA is truly made up of a booming collection of creative industries in what's becoming a green smart city. ■



WHAT LA IS/ ISN'T

WHAT MAKES LA, LA?

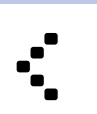
Los Angeles is the largest metropolitan region in the United States by land area.

LA is HUGE!



Start your journey





Back to last screen

Section color coding

**PART 1:
BEFORE
YOUR
TRIP**

**PART 2:
DURING
YOUR
TRIP**

**PART 3
AFTER
YOUR
TRIP**

HOW TO

USE THIS

PLAY BOOK

Menu



Page number

06

Taste the LA
vibe before your
arrival



Related Cross References

Fast tracks

LA isn't just about
entertainment



Find everything
your need to
know to im-
prove your stay



Chapter
Jumps

Reflect and Take
Action after you
returned from LA

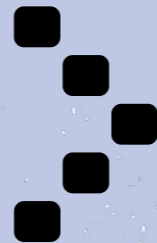




PART 1:

BEFORE YOUR TRIP

LA is big and sunny and totally foreign to most Europeans. Our shoes are different. Our bikes are different. We even work totally different. But don't be fooled into thinking LA is a place to relax. It's high energy with real doers. The next few pages will help to familiarize yourself with what you're about to see. ■



Continue

LA FUNDAMENTALS

How big is Los Angeles?



WHAT IS LA ALL ABOUT?

The LA Vibe

Connected city

If LA was a bicycle...



ALSO READ...

The SV-playbook on how to prepare



DURING YOUR TRIP

Take me to the next chapter!



LA: A GIANT TREASURE HUNT

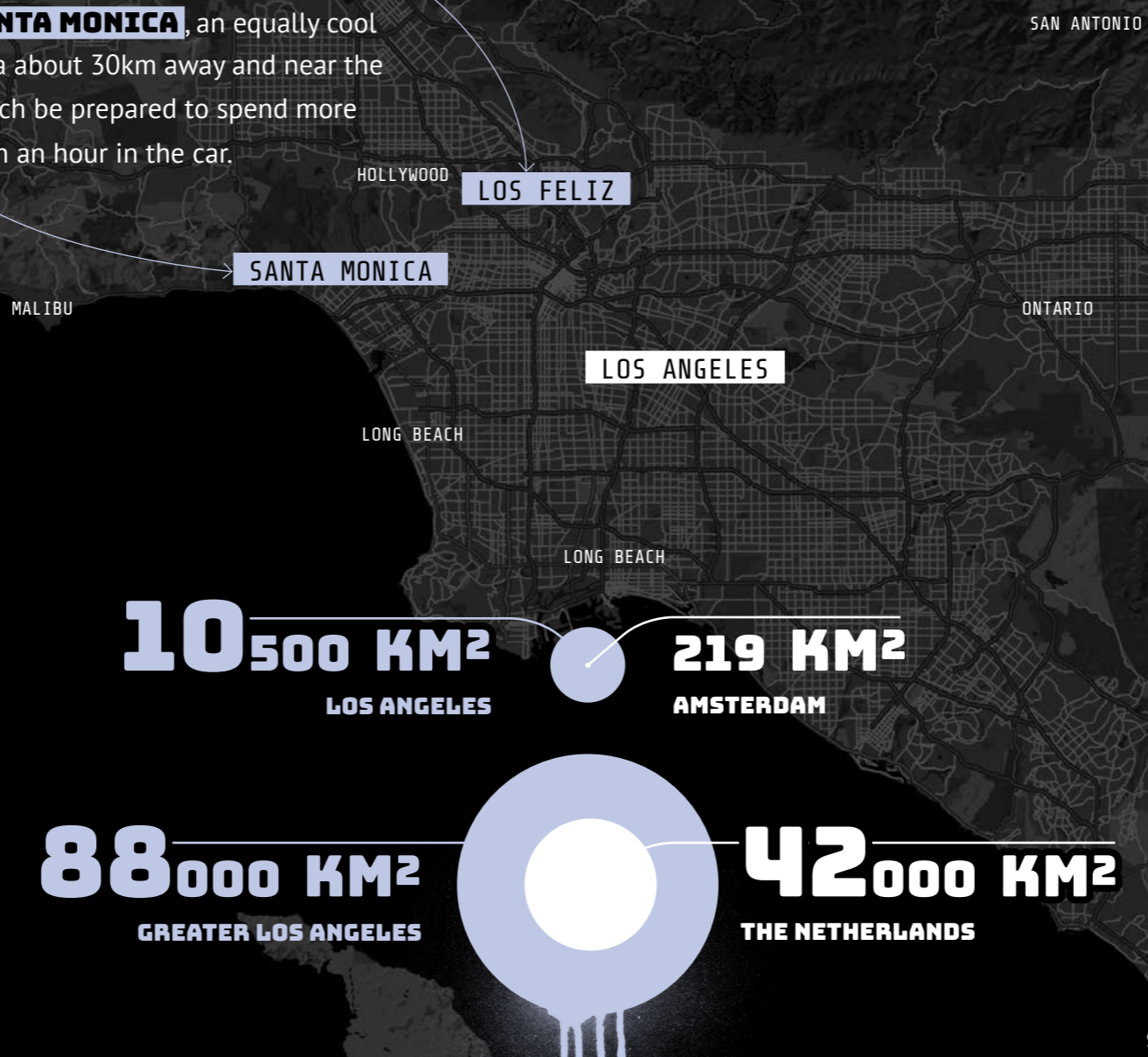


LA is giant. Whereas New York City is compact and tall, LA is low and sprawling. Because of this, LA is made up of tons and tons of interesting (and not so interesting) areas...some of which are hot startup hubs. One of the hottest of the hot is on the west side of LA, where there is a high concentration of startups (more than 500 at last count!).

A well known "feature" of LA is its traffic. Though there are increasingly decent public transit options available, most of these are a bit tough to use...especially given the distance between most of the areas you're likely to visit. Hence, everyone drives. Everyone. Drives.

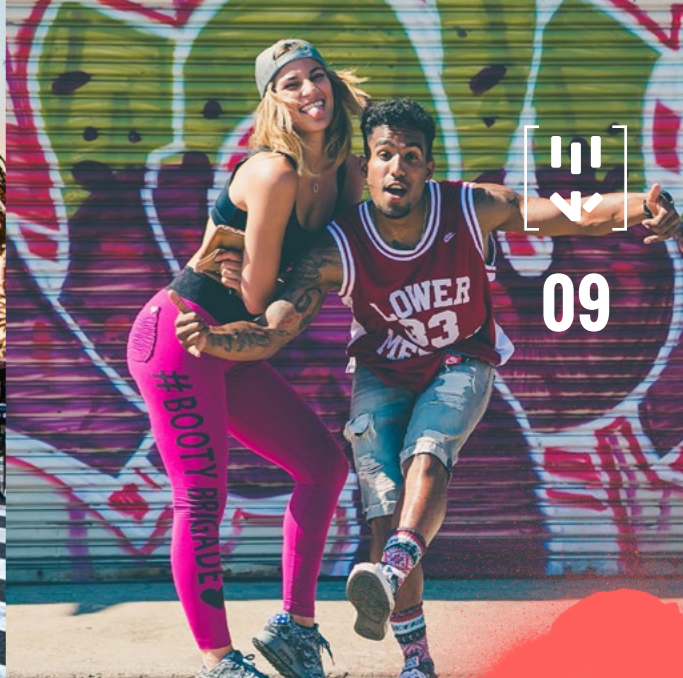
Simply put, if you're meeting people for lunch in **LOS FELIZ**, a cool spot near the Hollywood hills, then grabbing coffee or drinks in **SANTA MONICA**, an equally cool area about 30km away and near the beach be prepared to spend more than an hour in the car.

Add to that the time it takes to park etc. and you're probably looking at a 1.5-hour trip...minimum.

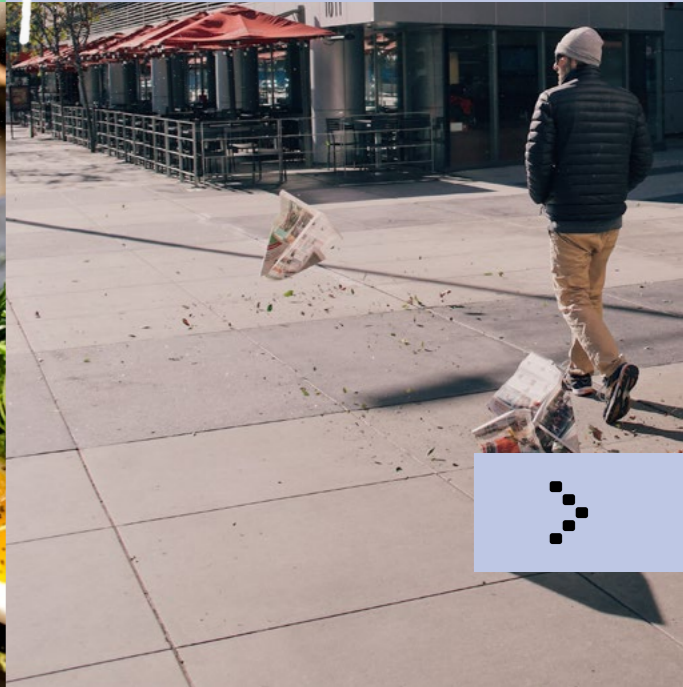


Where to dig for treasure?

The LA vibe



LA VIBE



LET'S DO LUNCH

It goes without saying: LA is home to lots and lots and lots of celebrities. On any given day, in almost any neighborhood, you might just spot someone on the street that looks so familiar – and perhaps so good looking – that you simply can't place how on earth you might know that person. Chances are it's a movie/rock/television/art star. And, of course, with celebrities comes wealth and style (or at least the appearance of wealth and style).

Given the larger than average celebrity population in LA, many people try to emulate celebrity wealth and style in their own unique way. So, while LA overall has a very laid-back vibe (think year-round flip flops), you're likely to see laid back done quite differently than your average beach town, like Scheveningen.

See those denim jeans that guy's wearing? Those are \$2,500...and he doesn't want you to miss that. See those flip flops? Those are \$100. And don't get us started on the handbags and jewelry.

With all of the glitz, glamour, and laid-back-but-look-at-me-vibe, LA's meeting culture is also quite different. Meetings and social networking can be summed up in three words: lunch, parties, and bars. Whereas in Silicon Valley, coffee meetings are THE THING, in LA you "do lunch". And, you don't just do any lunch. There's a system to finding the right lunch spot with outside seating where you can see and be seen...meeting. If you want to meet a bunch of people at once, it's off to the trendiest bar or private party. Finding these places is half the fun of living in LA. ■

it's not about
entertainment



where to go
for food/drinks



The inter-
connected city



010



Hey! Where should I meet my new prospective client (fingers crossed) for lunch?

Ooooh! Great question! If you're DTLA, I would take her to Café Gratitude. Just make sure you hit the 110 freeway after 10:30 or before 2. Otherwise you'll be stuck forever. Alternatively you can just take Sunset all the way there.

I like it! Is that the one in the arts district?!

What else is there to do nearby?

Yep! It's actually in the DTLA arts district. Once you're there you should check out little Tokyo. LACMA is on hit as well. Super great exhibit right now. Funny enough, there's also a kick-ass vegan ice cream shop in the same area as Café Gratitude with a Dutch name (Van Leeuwen Ice Cream). I think the owner's dad is Dutch.

If DTLA won't work, there are a bunch of cool cafes on Abbot Kinney Blvd in Venice. But whatever you do avoid the 405 at all costs. It's a nightmare! If I were you I would take La Cienega to Pico to 4th. Though the 110 to 10 might work as well. Either way, you'll probably be a bit late. Hahahah!

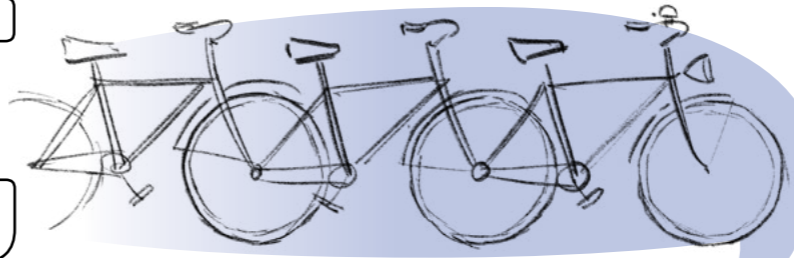
Hahahah! Thanks for the suggestions.



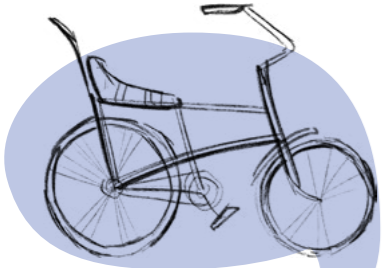
Use of mobile phones is peaking everywhere, but LA definitely takes the biscuit uhh... the gluten free, vegan cake..minus refined sugar of course.



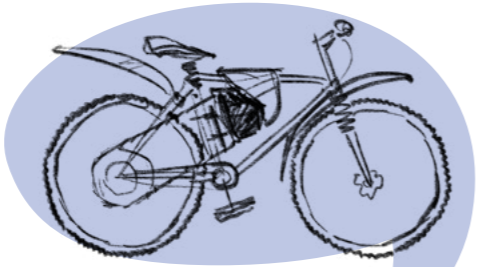
IF LA WERE A BICYCLE, WHAT WOULD IT LOOK LIKE?



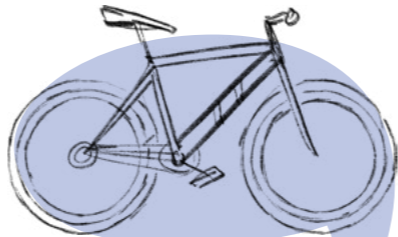
XL TANDEM (6+ SEATS)
*everything is huge and sluggish
TONY MARTENS



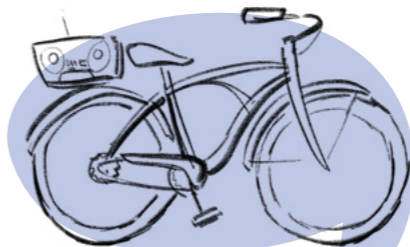
CHOPPER
*just because
JEFF KEASBERRY



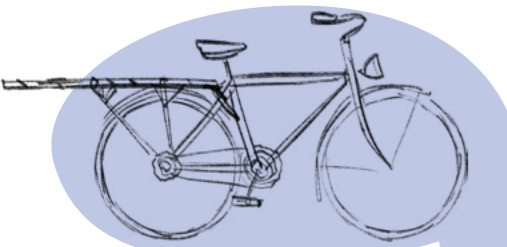
A MOTORIZED MOUNTAINBIKE
DAMIAN BRADFIELD



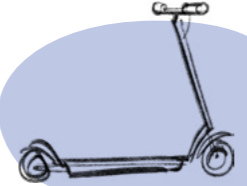
FIXED GEAR
*it's all about freedom
KEVIN VAN 'T KLOOSTER



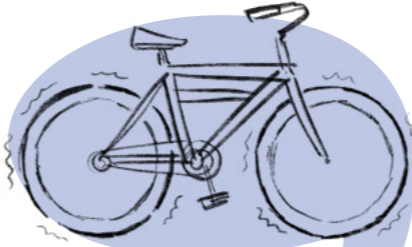
BEACH CRUISER
HIDDE DE VRIES & SACHA VAN DER MOST VAN SPIJK



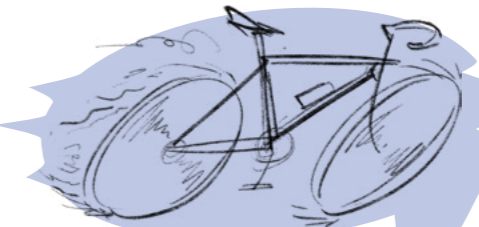
WITH XL BIKE RACK
*everybody wants to hitch a ride
MARIEKE OUDEJANS



THE BIRD
*the new Californian way
OLIVIER KOELEMIJ



EXTRA STURDY TIRES
*the roads are in need of repair
REM D. KOOLHAAS



OVERINFLATED TIRES & REALLY FAST
NINA MARKUS RAMER



PART 2: DURING YOUR TRIP

Yeah, it may be sunny most of the time in LA. However, that doesn't mean you shouldn't prepare.

There's just so much to do and see and so many people you should meet! How are you going to fit it all in?! This chapter will put you in the right mindset. So...are you ready? ■



Continue

THE ENTREPRENEURIAL STORY

Interview: Tony Martens



IT'S NOT JUST ABOUT ENTERTAINMENT

What Dutchies say about LA



Q&A WITH ENTREPRENEURS FROM LA

interview: Damien Bradfield
interview: Rem D. Koolhaas
interview: Cor Steenstra
interview: Roderick de Rode



TREASURE MAP OF LA

How to dig for treasure in LA



AFTER YOUR TRIP

Take me to the next chapter!





\$> Tony Martens - co founder Plantible Foods

PEANUT BUTTER SANDWICH

Tony Martens is co-founder of Plantible Foods, a startup that produces plant-based protein from water lentils, founded in 2017.

How did you come up with the business model for duckweed?

TM: My co-founder Maurits van de Ven came up with the concept to produce protein out of water lentils (duckweed) during his study in Barcelona. Together with the University of Wageningen we started various tests. We developed

a revolutionary production method that is way more sustainable compared to traditional production of protein. We immediately saw the business potential and realized it is a long shot, but the upside is big!

How did you get started?

TM: We started to write a business plan to get some Angel funding in The Netherlands. This included a move to the US as we knew the US would be the best market for us to get started. US regulation is

more open than European. And, they really enable startups to push the boundaries and conventional production methods.

Why did you choose LA?

TM: Firstly, for the climate. Our plant grows best in the Southern Californian climate. Next to that, the vegan trend is really booming in California, so we felt we could jump on it. We were also lucky to be in touch with someone selling a farm perfect for our production.

We considered San Francisco, but the climate is not as good for the duckweed and it's extremely expensive. We also considered San Diego. But LA has a larger market potential.

How did you prepare for your move to the US?

TM: We started our E2 visa process early on; it's a long process. While we were waiting for our visa, we gathered lots of information. >>



// PEANUT BUTTER SANDWICH

We really wanted to understand how we could scale. While we were preparing for the US we started a small pilot farm in The Netherlands. It was a struggle for us to keep focused on the US. We knew we had to build a network there. We went to a lot of large tradeshows, where we collected tons of business cards. We sent follow up emails to all of them. But you will only get a response on 1 in 10.

What was your crucial pivot?

TM: Being an entrepreneur is a true roller coaster. As a start up you need to listen carefully to your potential customers and understand their needs. We started talking with large food companies. We developed our own consumer product based on water lentils and recently we developed a method that allows us to produce a flavor and smell-free protein concentrate.

There are moments you only have enough money for peanut butter sandwiches!

What are the main cultural differences between NL and LA?

TM: In LA, entrepreneurship is almost above the law. Everyone creates space for entrepreneurship. People really believe in it. Go big or go home. In NL there are so many obstacles if you want to be an entrepreneur, so many people who

retired. They have the time to stroll through the area. That was dangerous. I had a startup to build. So, I decided to move to Pasadena.

What's the best moment for an entrepreneur to go to LA?

TM: The sooner the better. Or really later, once you have an established business in The Netherlands. We went in between. We had our concept, some angel investment in The Netherlands, but didn't really



015



We also approached people within the food industry via LinkedIn where the average response rate is only 1 out of 50. However, persistence wins, and we slowly built our network in the US. One big difference is that we attracted another co-founder, who is studying at MIT. Leveraging that network has been really beneficial to us.

What have been your biggest learnings?

TM: It's a big step. I was working in a comfortable corporate environment. All of a sudden you are an entrepreneur! There are so many decisions you have to make every day. So many uncertainties...including leaving the comfort of The Netherlands to start an uncertain journey as an entrepreneur on the other side of the world. Also, financially this is a big step.

try to talk you out of it and who are very risk averse.

Which part of LA did you decide to go to?

TM: The farm we acquired is in San Marcos, south of LA. We wanted to be close, so we decided to open our office in LA. We are currently working out of a WeWork in Pasadena. When I first arrived, I was in Venice Beach. Really relaxed environment, but it seems like everyone around there is already

build anything yet. We had no network in LA. If you are looking for investment, in The Netherlands you can start with \$250K. In the US, \$1M is the starting point. That is the mindset. ■





SPORTS

LA is home to several professional and collegiate sports teams and has ten major league professional teams. LA area sports teams have won a combined 105 Championship Titles. And don't underestimate University sports teams. LA area colleges have produced upwards of 200 National Championship Teams.

Sacha van der Most van Spijk: Sustainability and clean tech are big topics in LA. Our Mayor is very progressive.

Nina Markus Ramer: Where The Netherlands is about work life balance, LA is about work life integration. You are always on. You will be rewarded for what you put in. Everything is possible. It is a very competitive world, the bar is set very high, so you need to work hard to stick out.

LA IS NOT (JUST) ABOUT ENTERTAINMENT

"Come out to the coast, we'll get together, have a few laughs..."

LA is known for celebrity. But celebrity and entertainment aren't everything here. People here work

hard. It may not always seem like it on the surface. But, almost everyone aspires to something much bigger. And they'll work every day, all day and night to get there.

Joris de Beij: LA is a real treasure map. It won't show its real value on the surface. You need to dig. The further you dig, the more you will find (www.lamlosangeles.com). You have to invest in this city.

Bastiaan den Braber: This city really has everything to offer. You can go snowboarding and surfing in one day! Almost nobody works at a corporate. It is a very entrepreneurial city - which is really contagious.

Joachim de Wild: Silicon Beach in LA is the new hub for Tech companies. If you are serious about the US market, you have to be there locally.

Q+A

WITH

ENTREPRENEURS

FROM LA

We talked to several accomplished entrepreneurs who've made their mark in LA. Here's what they had to say...



017



Damian Bradfield is the president, CMO, and founding shareholder at WeTransfer, one of the world's most trusted online brands, helping people to discover and share in every country of the globe. WeTransfer started in late 2009 and has today over 40 million active monthly users.

Photo: Damian Bradfield

LA IS A MORNING CITY

> DAMIAN BRADFELD

Why did you decide to move to LA?

DB: It all came down to scale. The US has the largest market potential. We could have chosen New York for advertising or San Francisco for tech. However, we found LA to be a great mix of both...plus it's super creative. In my mind it's the most exciting place in the US.

And, that's only increasing.

Another key differentiator here, in LA, is that we are one of the big players and relatively new at that.

It's much easier to stand out. Plus, you can't beat the weather!

However, public transit in LA is pretty bad. A word of advice: if you come here and startup fresh, find a place to live relatively close to where you're going to work.

Where do you live and work?

DB: The WeTransfer office is located in Venice, mostly because there's good access to technology companies, media companies, and architecturally speaking, the buildings are more interesting. I

About
WeTransfer



Continue



// Q&A WITH PPL FROM LA

live in Santa Monica, which is >> relatively close by. Both are also close to the beach!

What are some of the key culture differences between The Netherlands and LA?

DB: Culturally the two are vastly different. LA is a morning city. People are generally active early in the morning, often starting at 7 or 8am and work until 5 or 6pm. They tend to be very open minded, sociable, and want to get things going...fast! People also eat out a lot in LA! They meet up for breakfast, lunch and dinner. That doesn't happen in the Netherlands to the same degree. LA also gets a bad reputation for being superficial. But I've found that's not true. People here are generally interested in everything. In fact, so much so that it's very common for people to accept three invites for an evening but only go to one. Lots of Europeans struggle with this as it seems superficial. However, as everyone is so genuinely interested here, they tend to go with the flow.

What do you miss from NL?

DB: There's not much I miss. With an increasing number of Europeans moving out here, there is a good,

TIPS FROM LOCALS:

1 SACHA VAN DER MOST

VAN SPIJK Realize LA has a big Latino population. It's a huge market. Being in LA puts you with one foot in Central and South America. Make sure you have your sales materials in Spanish as well.

2 JEFF KEASBERRY

Join a local network and save yourself a lot of time and frustration. For example [Dig the Dutch](#), [NAF SoCal](#) or [Holland Hollywood Connection](#).

3 NINA MARKUS RAMER

Be aware of your title. Don't translate 'directeur' into director since no one will listen to you if you are a director. Present yourself as chairman or president.

4 MARIEKE OUDEJANS

Make it interesting for your audience to participate in your plans. Be very specific about what is in it for them. Talk about results and change your story with every conversation to align with the needs of your audience.

growing social network. Plus, I love the team we've build up here. We share similar values and there's a really good connection between the two offices. The toughest thing to deal with is the time difference with our HQ in NL. I always have calls starting at 7AM. Basically I jump right into work before even waking up!

JUST AS EUROPE IS TREMENDOUSLY COMPLEX, SO IS THE US

How did you prepare for your first visit to LA?

DB: First step was to sort out the visa which took a long time. That was the hardest, most painful thing. We also reached out to real estate agents, accountants, lawyers, HR professionals to get sense for what we'd be dealing with. I also immediately tried to broaden my network by scheduling 2 – 3 meetings every day. One thing we learned pretty quickly was that we couldn't use EU employment principles here; people can basically leave whenever they want. So, we learned we have to offer lots of flexibility, holidays, gym memberships, paid lunch,

healthcare, money for training, etc.

What is the biggest misconception about LA?

DB: Beyond what I mentioned about LA being superficial – which it's not – New Yorkers think Californians are lazy. Quite the contrary! Californians take advantage of the climate. They take meetings while hiking,

walking, and nearly anytime they want fresh air. It's pretty normal that people here work through the weekends, wherein social and business are combined. We do brunch for business and connect hobbies and work all of the time.

What tips do you have for people that want to move to LA?

DB: Raise capital and leave modesty at the door. Dutchies are used to other people asking the questions. I've learned that the questions won't just happen here. You have to pitch for the thing you're asking for. ■



018



BE CLOSE TO YOUR CUSTOMERS



Rem D. Koolhaas, nephew and namesake of architect Rem Koolhaas, established United Nude shoes back in 2003. Each pair of United Nude shoes is a reinterpretation of an architectural object or seen an exploration of the

possibilities offered by movement, colors and materials. The shoes are sold in over 50 countries. Rem moved to LA early 2017 to run a large part of the business from there.

> REM D. KOOLHAAS

Why did you choose LA?

RK: We wanted to give the US market a push. In LA there are many global influencers whom we want to cooperate with...many of whom we create custom designs for. Not to mention, social media has become so much more important!

What's your opinion about traditional retail?

RK: The traditional channels no longer work. The rent of brick and mortar retail is increasing, and we need to compete with online sales. Running a store is really intensive. In the beginning you can get the attention, but it just gets more complex after that. We believe in temporary stores and have setup a bunch of pop-ups, in regular retail

locations as well as at special events, like art exhibitions.


What have been your biggest learnings?

RK: We started here 1.5 years ago. So, everything is still new! It's pretty complicated to set up your business in the US. There's a lot of paperwork and lots of regulations you need to comply with. I did a lot of research before I settled for the location in LA. It's such a large, wide-spread city. Every neighborhood is a city on its own.

You have to visit the city a couple of times before you make your decision on where to settle. Ask yourself: "What do I want to get out of my location? What fits my company? Where are my clients? How far away will I live from the office? How are the schools in the area?"

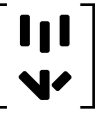
Once you find your spot, you'll find it's an amazing city to live in, with lots of opportunities. ■

5 KEVIN VAN 'T

KLOOSTER LA is a city you really need to get to know. If you look at LA through Dutch eyes, you won't be able to understand it. It is like a **treasure hunt.** 


6 JOACHIM DE WILD

Visit conferences. It is not easy to get started in the US. Before we went to the US I did a lot of outreach through many different channels. I hardly got a reply. Being at the CES conference really helped. In Europe we never go to these conferences, in the US you have to. That is THE place to be.



019

Treasure time! 

unitednude.com 





GCM Styletto



“Our customers will receive training on how to control a supercar like this using technology like VR”

ZERO EMISSION SUPERCAR

Continue





Cor Steenstra (on the left) is the founder of Steenstra GCM, a manufacturer of zero emission automobiles. Throughout his career, Cor has involved himself intensively in creating a long-term vision for the future of transportation, realizing that people would always want to retain the freedom and individuality they had gained with the automobile. To address this, he developed a solution for sustainable, safe, fast and clean infrastructure. Recognizing that this was a massive undertaking, Cor decided that he could have a major impact by involving himself with several clean and green start-ups in different segments. This is his story...

> COR STEENSTRA

Why are you in LA?

CS: California is trendsetter for the automotive industry. When I moved to the US over 20 years ago, all big brands had a satellite studio in LA. Today LA is the trendsetter. All major trends start here and spread to the rest of the world. Here you have direct influence on the latest trends. All my potential customers are here.

They all want something original. And everyone here loves the fact that the car is Californian. And don't underestimate the strength of the beautiful weather we have in LA. It is not uncommon to develop ideas while you are sitting at the pool. Those ideas are definitely different than the ones that are developed inside an office while rain is pouring down outside.

What kind of supercar are you working on?

CS: We are building a zero-emission supercar. Starting 2025, all car manufacturers are required to build clean cars. We want to be ahead of that trend. We will launch our supercar during the Concours d'Elegance in August 2020. We don't want to be only zero emission. We want to be reliable and durable in all aspects. For example, our customers will receive training on how to control a supercar like this - using technology like VR - so when they get in, they are able to safely drive the car.

What is the investment climate like for a high-end product like yours?

CS: First of all, you need to gather the right people around you. Don't try to do this on your own. Having the right people as your advisors is crucial. I didn't look for Silicon Valley investors, as they are primarily focused on tech and a fast ROI. The investors here, in LA, are more used to investing in hardware and backing sustainable, long-term companies.

What is your tip for Dutch entrepreneurs?

CS: Stay who you are. The Dutch down to earth mentality really works well here. Don't get ahead of yourself or get carried away by a single success. ■



Concours d'Elegance



Cars & Coffee LA



Every last Sunday of the month a car fanatic gathering in LA



DOUBLE SPINNER LATTE WITH EXTRA SUGAR

Roderick de Rode is one of the founders of Spinn Coffee, a company that makes connected coffee machines you can control remotely that uses centrifugal force to brew a cup of coffee. The journey started at the Highway1, an accelerator focused on hardware startups.

> RODERICK DE RODE

Wow! Cool new business model!

RR: Spinn is not just a company that sells hardware. We noticed the trend of local, artisan preferences from consumers. So, we started an online platform for coffee roasters. Our coffee maker is connected to this platform and can order your beans of choice automatically.

How did you get funding?

RR: Producing hardware is a capital intense activity. We went to New York where we secured our first angel investment. That was proof we were on the right track. Initially we started our legal entity in The Netherlands, but soon learned we had to have an US legal entity, otherwise investors were not interested. During our trip to NY we

met several other investors. One of them called us to see if we were interested in going to Silicon Valley to join Highway1. This gave us access to more investors. At the end of the program we secured \$4M USD in investment. After building a couple of prototypes we were ready to start a pre-order Kickstarter campaign, which led to a pre-order of 10,000 coffee makers!

Why did you move to LA?

RR: LA is much more consumer electronics focused than Silicon Valley. I got a great housing opportunity in Venice Beach in LA, for a much better price compared to anything in Silicon Valley. >>





The vibe in LA is completely different, way more consumer, lifestyle and health oriented - which fits us better than the tech vibe in Silicon Valley. And the climate is much better. I travel

amazing and sometimes doubt the American spirit and optimism. But we really don't understand the US culture. You really have to live here to fully understand it. The way you can scale here is different. The US

THE WAY YOU CAN SCALE HERE IS AMAZING.

YOU CAN REACH NUMBERS YOU WOULD NEVER REACH IN THE NETHERLANDS.

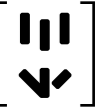
a lot to Silicon Valley, since that is still the epicenter for the VC community.

When is the right moment to go to the US?

RR: There is never a right moment. Just go. If you really want to do it, dare to leave behind your 'certainties' in The Netherlands. 'Not yet' is not an excuse. We have a very secure environment in The Netherlands. But it is also somewhat limited. LA is the Wild West and there are a lot of cowboys. We Dutch often believe we are

has a population of more than 300 Million people. That's a big market compared to 19 Million Dutchies. You can reach numbers you would never reach in The Netherlands. You have to be a big dreamer with tangible dreams. That's certainly a hard combination.

Five years from now I want you to walk into a Starbucks or any other coffee shop and ask for a double Spinner latte with extra sugar! ■





024

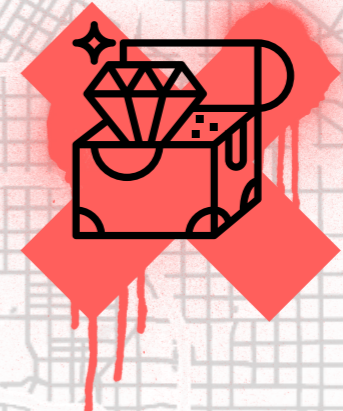
LOS ANGELES

TREASURE TIME!

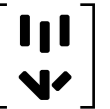
finding good spots in LA is like looking for hidden treasures. It's actually littered, but you have to dig deep.

In pulling together the LA Playbook, we got the chance to speak with lots of people – both Dutchies and LA natives – about where to go when you're here. From all of our conversations one thing stood out: there's no one place to go. There are A LOT of places to go.

The following are some of the most mentioned places, situated conveniently on a map for your viewing pleasure. Though, if you really want to find these places you should probably google them ;-).



DOING BU\$INE\$\$ IN LA



025

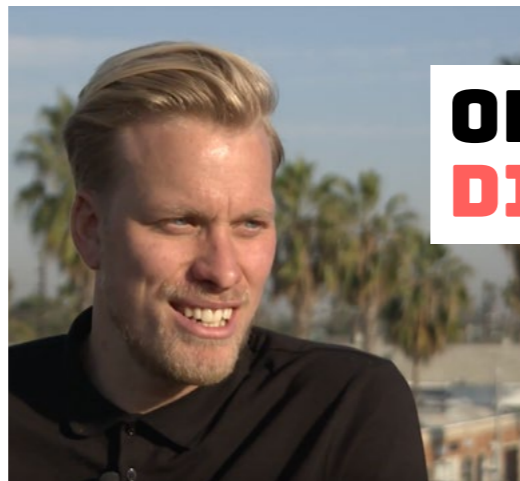
Doing business in LA is really the premier league, so be ready. It all starts with your sales pitch – which has to be super strong. Starting a business in LA is a challenge, but if you really go for it, it will be rewarding.

The same goes for finding new employees. Not an easy task. There are so many job opportunities.

Work with recruiters and offer a bonus to your current employee if they find their new colleague. During their job interview dig deep.

Americans are very seasoned in giving you an amazing sales pitch about themselves. The great thing here is that the workforce is so diverse.

We have 10 different nationalities in a team of 65 people!



OLIVIER KOELEMIJ MANAGING
DIRECTOR MEDIAMONKS LA

BASTIAAN DEN BRABER
PRESIDENT / COO SAMO VR

Technology is changing many industries. One of the largest industries in LA is still entertainment. At SAMO VR we create business solutions for the music industry, based on emerging technologies like VR.



LA is the market where we can test these new technologies at scale. All the players of the eco system are here. VR is serious business in LA. Building a new eco system and being able to monetize on the solutions that VR is offering is the quest. LA is the place to find the answers.





PART 3:

AFTER YOUR TRIP

In making the trip to LA you'll definitely have seen a lot. Likely more than you bargained for. So now what? Use these last few pages as inspiration to create the impact you aspire to. You'll be glad you did it!



Continue

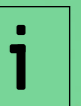
SHARE YOUR JOURNEY WITH THE TEAM

How to capture and share your trip



MAKING THE BEST COAST DECISION

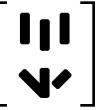
Ready to move to LA?



LAST WORD BY THE CONSUL

Take me to the last chapter!





CAPTURE YOUR TRIP

If you haven't moved to LA yet, you're probably going to eventually have to go home and tell your team about what you've learned. This is not going to be easy.

One way to do this is to use the Storytelling Canvas. But even if you use that, you're going to need to be very visual in telling your story. There's simply too much here and words won't do justice to the experience!

1. TAKE LOTS OF PICTURES

Take lots and lots of photos and videos and post or sync these to Google Photos, Flickr, Facebook, or whatever your favorite online photo app happens to be.

You can easily share an online photo album ahead of time with your team so that they get a sense of what you're experiencing. Photos – and even more so videos – will help you recall interesting findings.

SHARE THE JOURNEY WITH YOUR HOME TEAM

2. HAVE LIVE UPDATES

Tweet and check-in (to Facebook or another social network) often. Better yet, tweet photos and add a trip-specific hashtag! This will help to create an ongoing conversation with your team and will likely get followers to notice and possibly provide new recommendations (or open new doors).

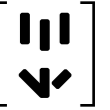
3. ORGANIZE A CHALK TALK

Finally, and perhaps most importantly, put together a short presentation or chalk talk and schedule some time with your team to lead them down the path that you've taken.

The key here is that you want to infuse them with knowledge thereby sparking their interest in designing a new future together... whether that future is in LA or not.



MAKING THE BEST COAST DECISION



028

WHAT'S A DUTCHY TO DO FIRST?

First things first: as a Dutchy you're used to setting up BVs and bank accounts and EU citizenship and the like. Throw all of that away. Before you make your trip to LA, you should familiarize yourself with some of the things that will need to happen first should you decide to move here. As Damian mentioned in

his interview, getting a visa is a big deal...and it isn't easy. Start looking into that immediately.

Depending on what visa route you go, you may actually need to show that you have some real money in the bank. Same goes for bank accounts. Setting up a bank account in the US is a lot tougher than it should be. Figure out if your current bank is connected with anything in the US to make things a bit easier. You should also have some ideas about what your company structure would look like in the US.

They don't do BVs here. It's all about the C-Corps, S-Corps, and LLCs.

DON'T DO THE CELEBRITY TOURS!

The real LA is...well...real! It's not about celebrity bus tours or tourist traps. Plan to visit some of the places mentioned in this guide and be open to speaking with anyone about what they do and why you're in LA.

You'll be surprised at how open people are to helping make connections and will often give you free advice on where to go next!

PLAN AHEAD!

As mentioned at the beginning of this guide. LA is BIG! Plan your trip accordingly, leaving time to wander and experience what LA has to offer without sitting in the car for a whole week. ■



HOPE YOU ENJOYED THE RIDE!



029



End
your trip

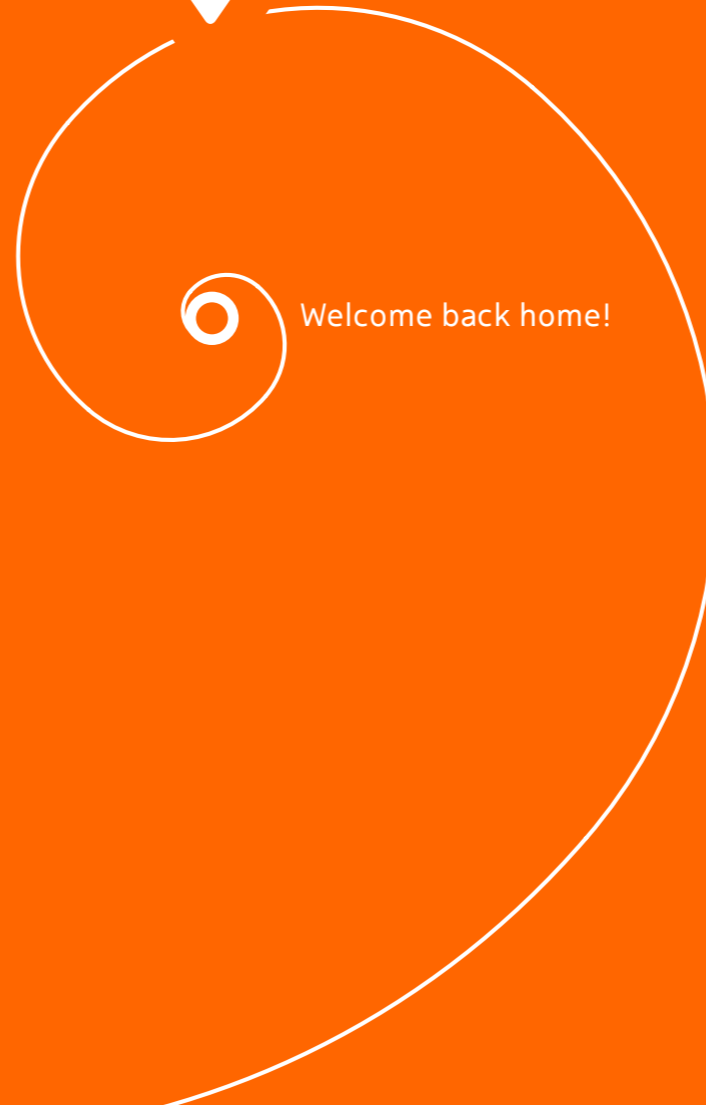




030



you are here



Welcome back home!

The end of
the line





Make your dreams come true

From waitress to superstar: Los Angeles is the place where dreams come true. But if there's anything we hope you realize by now, is that in La La Land, dreams not only come true for artists. From tech innovation, to agriculture and fashion: LA is booming and your business could be part of it.

If LA were a country, it would be the 16th largest economy in the world. The area is investing heavily in public transport, infrastructure and foreign trade. With the largest port on the American west coast and a diverse economy, it is set to become the North-American center of cross-pacific trade for the next century.

LA is expansive, chaotic and somewhat alien to Dutch people. I hope that this Playbook gives you a head start to understand how (and where!) to do business in this city of cities. The stories of successful Dutch businesses show you how LA works and also how it doesn't work. Take the leap, get on that plane and explore the opportunities that await you in the City of Angels. The Consulate General is here to help you connect.

I'm happy that LA is back on the map. And with this Playbook, you have no more reason to get lost!

Gerbert Kunst,
Consul General of the Netherlands in San Francisco



031

Ask me your questions about doing business in LA:

iMessage
310-261-4003

Twitter / LinkedIn
@NLinSF

Facebook
NLintheUSA

Email
sfn-ea@
minbuza.nl





The Consulate General of the Netherlands in San Francisco connects the US west coast with Dutch businesses.

Linking the Netherlands and the United States

More than 130.000 jobs on the US west coast are the result of the strong economic relations between the Netherlands and the United States. The Consulate General of the Netherlands in San Francisco connects the Netherlands and the 13 Western States of the United States, including Los Angeles. We link American businesses and organizations to Dutch expertise and innovation, and help Dutch businesses and organizations find partners or a soft landing in the US.

What the Consulate does

- The Economic Affairs team promotes trade relations between our

two countries and helps Dutch companies with a soft landing on the US West Coast – for example, economic missions, market scans, public private cooperation and matchmaking. We provide Dutch students to gain work experience through the Internships in the Valley platform.

- The Netherlands Foreign Investment Agency (NFIA) assists American businesses to establish or expand operations in the Netherlands.
- The Holland Innovation Network (HIN) stimulates international cooperation between companies, knowledge institutes and governments in the fields of innovation, technology and science.

The Consulate General in San Francisco is supported by Honorary Consuls in Los Angeles, Anchorage, Denver, Honolulu, Phoenix, Portland, San Diego and Seattle.

How the consulate can help you

The Consulate can help to open doors for Dutch entrepreneurs when coming to Los Angeles. The objective of this Playbook Los Angeles is to be even better prepared. The more specific your needs are, the better we can support you. The Consulate can also help you with consular affairs.

Where to find more information and how to get in touch

For more information about business in the USA please check www.nlintheusa.com or www.rvo.nl.

Please contact us if you have any further questions or if you want to meet.

SFN-EA@minbuza.nl
Twitter/Linkedin: @NLinSF
Facebook: NLintheUSA

 Visit the website



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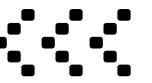


BEFORE ➤
YOUR
TRIP

DURING ➤
YOUR
TRIP

AFTER ➤
YOUR
TRIP

Back
to the start





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