

INSIDE



PLAYBOOK

SILICON VALLEY

René Bonvanie of Palo Alto Networks shares his insights for startups coming to Silicon Valley

FIX YOUR CAP TABLE!

WHAT INVESTORS WANT TO KNOW

Flyr founder Alexander Mans explains how he managed to build a successful business in Silicon Valley

TALK FOUNDER TO FOUNDER

Super Evil Megacorp Co-founder Tommy Krul on his adventures as a Dutch Game Coder in Silicon Valley

SUPER EVIL MEGACORP

Everything you have always wanted to know about moving to San Francisco

TAKING THE BIG PLUNGE

Plus:

PREPARE YOUR JOURNEY WITH A VISUAL TOOLBOX

Plus:

GO BUILD THAT KILLER PITCH DECK

Plus:

WORK HARD, PLAY HARD: THE BEST SPOTS AT NIGHT

Plus:

READ ABOUT THE OTHER SIDE OF SILICON VALLEY



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Over 30 Dutch startups that participated in our survey, and 50 Dutch entrepreneurs that contributed during their visit to Silicon Valley!

Foreword

You are in charge of your own success!

Silicon Valley is a unique place. The buzz is palpable and infectious. Competition is relentless. Everyone is working on something big. Everywhere you look there are people who can help enrich your experience. And everyone is willing to share in order to help others succeed.

Many Silicon Valley entrepreneurs have shared their experiences and best practices in this Playbook to give you a head start and support you on your journey. Grab this opportunity! You are in charge of your own success.

Go to Silicon Valley to learn, to test, to create. Be proactive. Have a plan. Start to develop your network. Know what you are looking for, and realize there is a lot you don't already know.

We would love to bring this spirit back to The Netherlands; a spirit of sharing while competing. You, and the entrepreneurs before you, are the bridges between Silicon Valley and The Netherlands.

Constantijn van Oranje-Nassau

StartupDelta



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More about
Startup Delta



Photo: www.samsung.com/

Continue





This is your guide book for Silicon Valley.

A trip to the valley should be a wild ride. This magazine captures that feeling. We invite you to dive into the deep end, and immerse yourself completely.

If you turn this page, brace yourself for the world of tomorrow. This is your guide book.





BUCKLE UP!
YOU'RE ENTERING
SILICON
VALLEY

#NLinSV

Continue



“ INTERVIEW

You've made the decision to go to Silicon Valley. Awesome! You must realize this is a big step. You have made the decision to black out a couple of days on your calendar to work on the future of your company instead of focusing on the business of today and the shit of yesterday.

ENJOY THE RIDE.

Photo: Jeroen Oerlemans



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RENS DE JONG
ANCHORMAN & KEYNOTE
SPEAKER, BNR & RTLZ

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WHERE TO START?

>> Now that you've made this decision, where to start? Every journey starts with preparation. The first thing is to force yourself to read a lot. About everything. Get informed about what is happening in the world, and in Silicon Valley.

What is happening in the field of technology and innovation? What are the business models of the future? What are the upcoming trends? Not only today's trends, but also about trends 20 or 30 years from now. Read books, read magazines, read blog posts! Warren Buffet blocks two hours every day to read. How much time will you spend reading in preparation for your trip?

Be aware that everyone in Silicon Valley, really everyone, from engineer to CEO, is extremely knowledgeable about almost everything. It is like everyone got their MBA from a design school. This means you can go into depth much faster compared to what you are used to in the Netherlands. Be prepared for this.

DEFINE WHAT YOU WANT TO LEARN

Next, define what you want to learn. What are the main high level questions you want input on? And what are the two to three high level questions you want to ask to get input? Make sure you ask these questions to everyone you meet, at every level. By doing this consistently, you will create your own data set.

And be prepared for the unexpected. You don't know upfront where you will acquire the most valuable insights. Be open to discover the things you don't know yet.

Once you are in Silicon Valley, you will start to realize Americans are really good in thinking global, thinking big.

They know how to package their story. Step into this global thinking. Put yourself and your company on a global scale. What is the impact you want to make in the world?

DON'T HOLD BACK

Getting inspired in Silicon Valley is easy. Doing something with this inspiration once you are back in The Netherlands is the difficult part.

Make sure you are not going to Silicon Valley on your own. Bring team members. You have to inspire and motivate each other to keep on working on the future of your company, instead of only focusing on the business of today.

We as Dutchies are incredibly good at relativizing, and trying to downplay what we see and hear. Don't. You are only trying to comfort yourself. To lull yourself to sleep. Be open. Step into the big world and embrace uncertainty.

Only by taking a leap will you move yourself and your company forward and learn.

NOW GO VISIT THE FUTURE!

Go to Silicon Valley. Go visit the future. And after you have had a couple of meetings, rent a bicycle. Catch some fresh air and allow everything to sink in. Smile, you are in Silicon Valley.

You took the first steps to make your company future proof. And, by taking the first steps you're already halfway there! ■



What makes Silicon Valley tick?



Before your trip





Back to last screen

Section color coding

**PART 1:
BEFORE
YOUR
TRIP**

HOW TO

Menu



Page number

07

Learn how to prepare for your trip to Silicon Valley



**PART 2:
DURING
YOUR
TRIP**

USE THIS

Related Cross References

Fast tracks

Test your ideas by failing fast



Find everything you need to know to improve your stay



**PART 3:
AFTER
YOUR
TRIP**

PLAY BOOK

Chapter Jumps

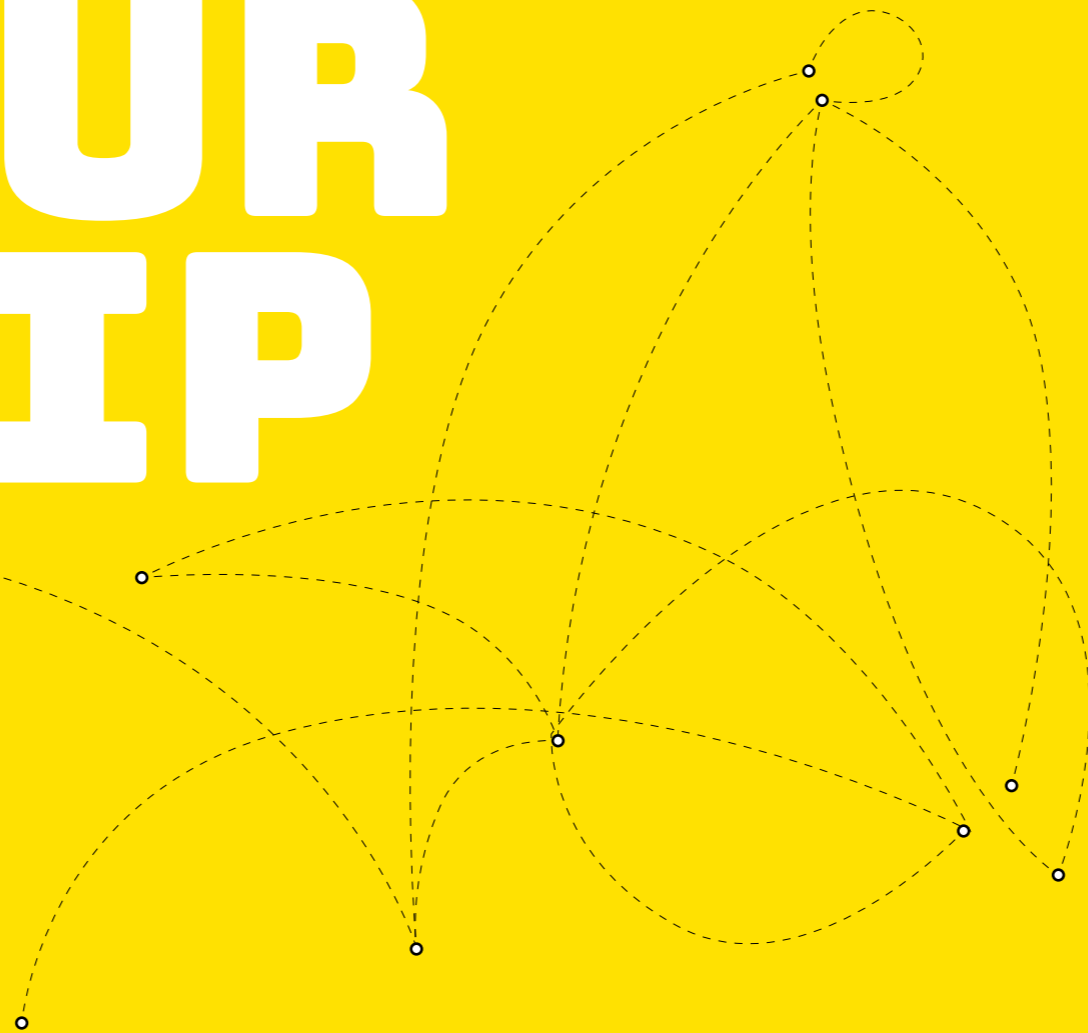
Reflect and take action after you returned from the Valley





PART 1: BEFORE YOUR TRIP

Silicon Valley is unlike any other place you've ever been. Sure, we may drive the same cars and use the same interwebz. But, when you're here you'll start to notice how different it is...how special. The next few pages will help you to familiarize yourself with what you're about to see. ■



SILICON VALLEY FUNDAMENTALS

Where is Silicon Valley?



WHAT MAKES SILICON VALLEY TICK?

It's the Ecosystem, Stupid!

Sharing is Caring



A BRIEF HISTORY OF SILICON VALLEY

As featured on DWDD



INTO THE REAL DRAGON'S DEN

The Investment Ecosystem

Interview with Investors

What Investors Look For

Boost Your Business

Hacks for Better Meetings



SILICON VALLEY TOOLKIT

Anatomy of a Killer Pitch Deck

Hacks for a Better Pitch



FINAL PREPARATIONS

Packing, Apps & Reading



DEPARTURE CHECKLIST

Are You Ready for the Valley?



DURING YOUR TRIP

Take me to the next chapter!



So, you've decided to make a trip to Silicon Valley to get inspired, pitch your idea, fund your start-up or perhaps even get rich (by doing all of the above). An important first step, no doubt.

However, before you simply launch into what you think is Silicon Valley, it's best to **really understand** what it is you're getting into.

YOUR PRIME DIRECTIVE: IMMERSE YOURSELF

Photo: Creative Commons / Unsplash.com



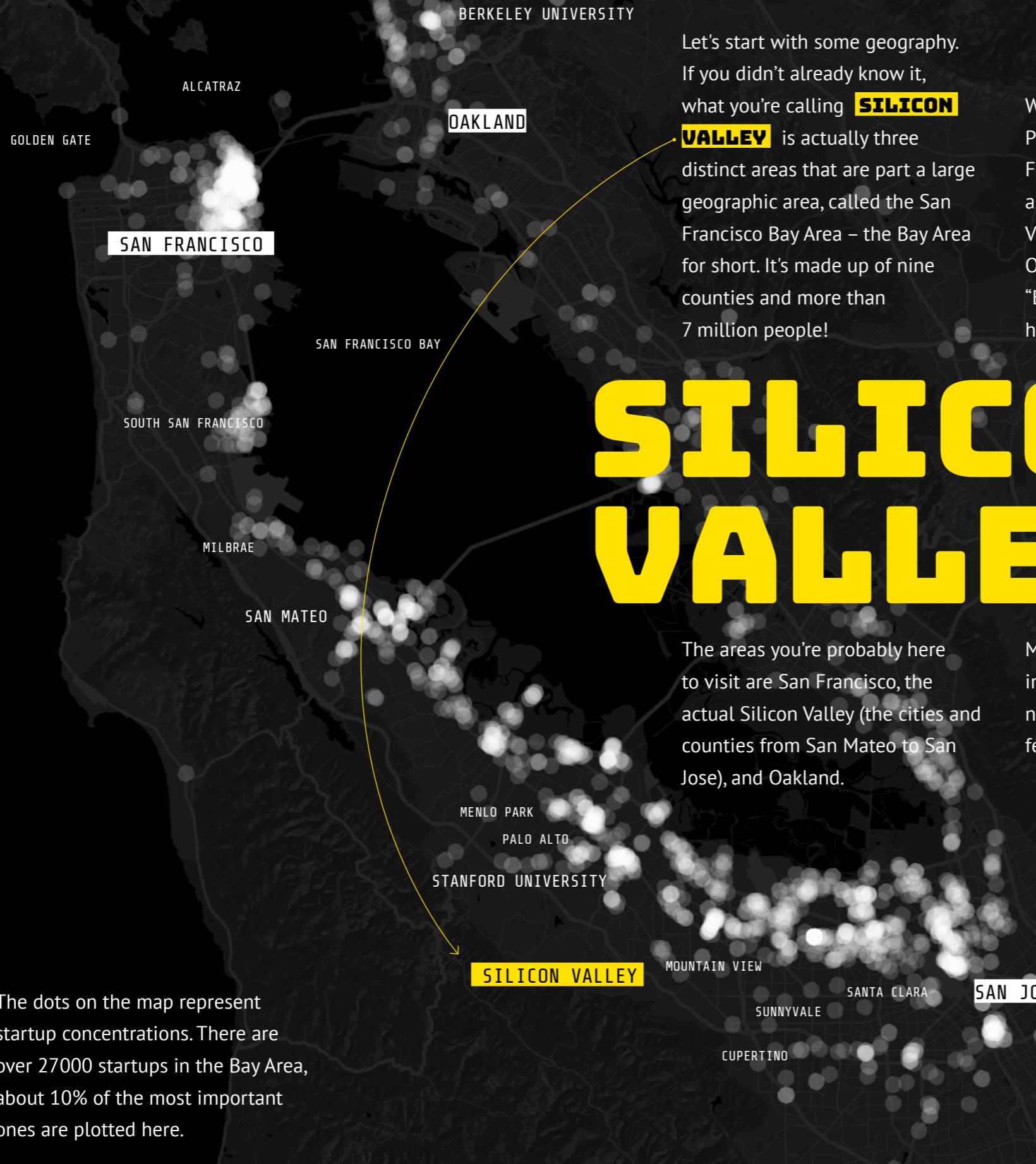
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Let's start with some geography. If you didn't already know it, what you're calling **SILICON VALLEY** is actually three distinct areas that are part a large geographic area, called the San Francisco Bay Area – the Bay Area for short. It's made up of nine counties and more than 7 million people!

Why is this important to know? People who work and live in San Francisco don't think of themselves as working and living in Silicon Valley. Likewise, people from Oakland will always carry their "East Bay" flag and not one that hails San Francisco or Silicon Valley.

SILICON VALLEY

The areas you're probably here to visit are San Francisco, the actual Silicon Valley (the cities and counties from San Mateo to San Jose), and Oakland.

Moreover, each of these areas – including the other cities/counties not mentioned here – has a distinct feel and culture. ■

The dots on the map represent startup concentrations. There are over 27000 startups in the Bay Area, about 10% of the most important ones are plotted here.

What makes the valley tick?



The investment ecosystem





**IT'S THE
ECOSYSTEM, STUPID!**

**WHAT
MAKES
SILICON
VALLEY
TICK?**

At this moment, somewhere in the Bay Area, someone is engineering a way to disrupt your world. Silicon Valley is a true petri dish of innovation. Since the beginning, algorithms and breaking rules have been at the core of everything – from autonomous vehicles to crypto currency, from the sharing economy to open source, from patent trolls to artificial intelligence, and from synthetic biology to artificial life. >>

Continue



“WHY IS THIS REGION SO UNIQUE?”

When people ask Silicon Valley locals why this region is so unique, the likely answer is that Silicon Valley’s uniqueness, its specialness, comes from the fact that it is a bubble, housed inside of a bubble, that contains its own (somewhat) self-sustaining ecosystem.

PERMANENT TIME WARP

When we, in Silicon Valley, start using new apps meant to make our lives easier, whether those are food delivery apps, transportation apps, or even dog poop-picker-upper apps (yes, that’s a real app... at least, over here it is), we’re astonished to hear that no one else in the world has heard about them. And it’s not just the apps. It’s everything. Silicon valley is in a permanent time warp, ahead of the rest of the planet. And that has a lot to do with the Silicon Valley mindset.

SHARING IS CARING

As you’ll read in the pages, we share everything here. And, as such, news about new apps, ideas, companies, meet-ups, interesting people, etc. travels insanely fast. We absorb all of that news and implement those ideas – and install those apps – right then and there. In a sense, you can think of this area as its own sales channel. As you can probably imagine this creates an environment that feeds on itself and distorts reality.

HIGH TECH HIGH RISK HIGH GAINS

A big part of that distorted reality can be seen in our extreme cost of living. Because Silicon Valley is where the majority of the world’s VC money exists, this is where startup unicorns are found. And because lots of entrepreneurial people want to be here (whether that’s for the weather or the aforementioned money and unicorns), the cost of living here is astronomical. And that’s not just rent; it’s everything from rent to groceries to drinks at the bar. However, with that high cost of living come huge potential rewards. Think about it this way: High tech. High risk. High Expense. High rewards.

STARTUP PETRI DISH

Another interesting thing you’ll find here is the strange comingling of students, startups, and companies. In Silicon Valley, startups are not just ideas hatched by serial

entrepreneurs. Many startups actually start in some of the world renowned universities located here. Google didn’t start in a garage. Sergey and Larry founded it while they were students at Stanford. Same goes for Snapchat. And this isn’t happenstance. Universities here teach entrepreneurship as a trade.

IT’S AN ECOSYSTEM

When you put these factors together, you’ll find that Silicon Valley is indeed a very unique ecosystem. Universities spit out tech talent; startups are generated; big companies hire said talent and acquire companies; and everyone feeds off of what’s been created right here in our backyard. Are we in a bubble? Hell yes! And we feel fine! ■

The investment ecosystem



What investors want to know



The Silicon Valley Mindset





SHARING IS CARING

CORE VALLEY MINDSET

Silicon Valley has an embedded culture of sharing – ideas (including half-baked ideas), resources, time, effort, contacts, knowledge etc. The key here is that many companies are willing to share in order to create (and capture) more value. And, individually, by creating value for each other, most people believe they will capture value in the future. There is a perceived karmic value bank here.

Part of the sharing culture is also an interesting regulatory environment that exists in few places in the world outside of California. Basically, non-compete contracts are **not** enforceable. Compounding this is the fact that California is an at-will employment state.

While these seem simply like regulatory nuances, they have created an environment where anyone can leave any company at anytime and startup a competing company (or go to work for a competitor) without fear that there will be legal consequences. So, the smart people talent pool here shifts and changes and learns, all the while creating interesting new things and businesses which would otherwise be stifled by regulations, lawsuits, or threats. Those don't exist here... unless someone steals IP. ■

The conference bike, a typical Silicon Valley way of combining brainstorming with exercise



Test your mindset!



A brief history of Silicon Valley





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 ONLINE
VIDEO

DWDD UNIVERSITY THE SILICON VALLEY SERIES



skip video
and continue

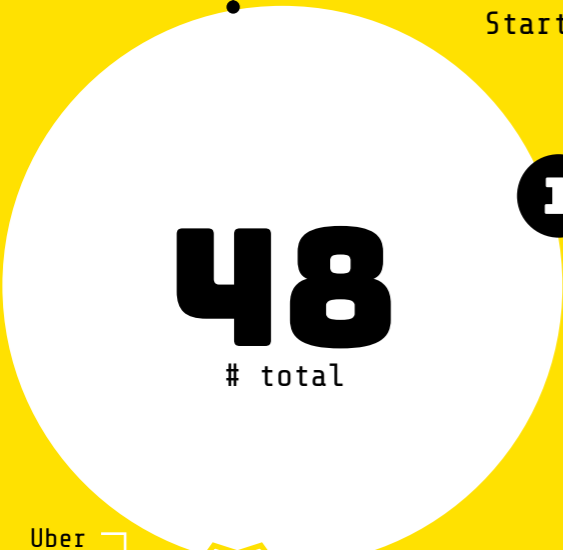




UNICORNS

Startups with a valuation of over \$1 Billion

Bay Area



1 The Netherlands

The Bay Area is home to the second largest cluster of Fortune 500 Companies in the United States and encompasses 25% of all global venture capital investments.

It should be no surprise that there are a variety of investment entities that you might want to know about. The following pages should help to get your bearings.

INVESTMENT ECOSYSTEM

DECACORNS > \$10 Billion

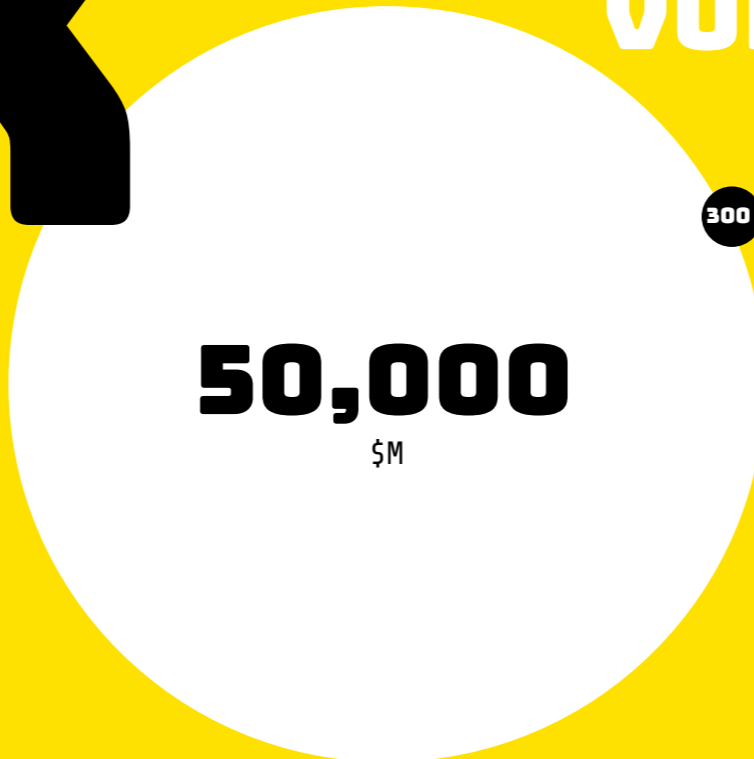
- Uber
- AirBnB
- Dropbox
- Snapchat



10X

The return on investment investors are looking for

INVESTMENT VOLUME



300 The Netherlands

Bay Area



MEDIAN DEAL VOLUME

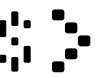
BAY AREA

- 7 million people
- 27,000 startups
- 15,000 investors

THE NETHERLANDS

- 17 million people
- 2,000 startups
- 500 investors

What investors want to know



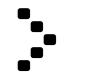
5 Ways to fund your startup



Tools to prepare



More on the ecosystem



VC'S, ANGELS, CORPORATES, ACCELERATORS, OH MY!

VENTURE CAPITAL FIRM

Profit-driven (typically theme-based) investment firm that develops “funds” from a small group of limited partners (LPs) with the express purpose of using those funds to invest in a handful of promising startups.

The goal is to receive a 10x return from investments made through various startup exit strategies, such as IPOs and acquisitions.

CORPORATE STARTUP ACCELERATORS & INCUBATORS

Corporate programs that accept open applications to attend classes of new companies run by small founding teams.

The focus of these programs is to build the network and ecosystem, change the corporate culture, gain access to ideas and technology, and create jobs to benefit for a wider society.

STARTUP STUDIO

A smaller, more hands-on and more intimate version of an accelerator: a startup studio houses a few startups under one roof.

Usually the principals of the studio invest their personal time, expertise and effort into each startup, trying to help them scale. Often run by more experienced entrepreneurs or serial entrepreneurs that already made some money.

ANGEL INVESTOR

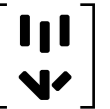
Usually well-connected, wealthy individuals that participate in smaller, “seed” investment rounds. Often angel investors have more appetite for risk knowing rewards are also greater.

STARTUP ACCELERATORS & INCUBATORS

Profit-driven programs that accept open applications to attend cohorts of new companies run by small founding teams. Founders have typically already developed the initial ideas.

CORPORATE VENTURE ARM

Most Fortune 500 firms also employ their own internal venture fund to invest in / acquire startups that will give them a competitive edge. ■



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Why join an
accelerator?



What investors
want to know



Are you ready for
funding?



WHEN ARE YOU READY FOR SILICON VALLEY?

We got some very useful tips from René Bonvanie, Chief Marketing Officer at Palo Alto Networks and board member of several startups in the Bay Area.

FIRST FIX YOUR CAP TABLE!

When you consider coming to the Valley, first of all, make sure your capital structure (i.e. your 'cap table') is pure (or at least be willing to make it pure).

I have seen so many startups over the recent years that are actually just small companies. They are multiple years old, low growth,

hardly relevant. And above all their capital structure is a mess. It is too complicated. It is a mix of holdings, 'BV's', or not for profits. There are a lot of very small shareholders. Make sure you clean up your structure and be prepared to compromise.

THE 99 PERCENT VS GOOGLE

When you are scheduling your meetings for your trip to Silicon

Valley, realize that for 99% of the startups it is irrelevant to go the Google kind of companies. The 1% for whom this is relevant should do this only when they want to become part of the ecosystem of such a giant.

WHO SHOULD YOU VISIT?

Consider this list of tips when scheduling your meetings with

investors. And, vitally, except for the last one, make sure you have the appointments made before you go!

If you don't have the first and second type of appointments scheduled, stay home.

And, if you are a great startup in the cyber ecosystem, or a talented student in math, engineering or electronics, please make sure you schedule an appointment with me as well! ■

1

VC's with whom you have made an appointment before you leave

2

Companies that might be interested to buy or license your technology

3

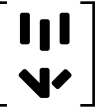
Companies that are part of the same ecosystem you are in

4

People that offered to help you

5

People that can tell you what you need to do if you want to settle here



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More about Palo Alto Networks



5 ways to fund your startup



WAYS TO FIND FUNDING FOR YOUR STARTUP

SPEAK SILICON VALLEY

Bootstrap: funding your startup with your own money.

1

YOU

This is probably one you know well. In fact, there's no getting around it. If you're not willing to invest in yourself and your startup, how will you convince anyone else to?

2

FAMILY & FRIENDS

While it might sound like begging, this is your absolute best funding option. The key here is that you **MUST NOT BEG!** Treat family and friends like real, institutional investors. Pitch them like you would any other investor. And, provide them options for equity based on their investments.

3

BANKS & TRADITIONAL LENDERS

Though you'll likely run into credit hurdles here, in the US, you might find that Dutch banks, like American banks, offer loans with great rates for small businesses. Loan applications are typically more straightforward than going directly to investors. Plus, with some capital on the books, you will show investors that you're a "real company".

4

CROWDFUNDING

There are TONS of great crowdfunding options out there! Do a bit of legwork and submit your idea and/or product to the sites that make the most. The upside here is that you'll have a whole new channel to validate some of your assumptions and refine your pitch for (close to) free. This is a no brainer.

5

INVESTORS, CORPORATE VENTURE, ANGELS

The decision to go this route should not be taken lightly. Not only are investors famously picky and flippant – taking investment from any investor means that you will have to give up equity plus some control of your company. Know what you're getting into any why.

What investors want to know



Prepare your killer pitch



Why join an accelerator?



018

WHY JOIN AN ACCELERATOR?



019

You may have gone through an accelerator program already in The Netherlands, or somewhere else in Europe.

However, when you are serious about launching in Silicon Valley, a great place to start is by joining one of the many accelerators in Silicon Valley.

And it's not just to learn how you can build your startup, either. There is much more to it. Consider these reasons to join an accelerator program in Silicon Valley.

There are many specialized accelerator programs in the Bay Area. Take some time to define your most urgent needs and figure out which ones are best suited for you at this very moment >>

LEARN TO PITCH

Get pitch and presentation training. There is a lot we can learn from the way startups pitch in Silicon Valley

LAUNCH YOUR COMPANY

Don't waste time figuring out how the legal environment works, learn from other startups

CULTURAL ASSIMILATION

Understand the culture, the ecosystem, and the way of working in San Francisco

EXPERT MENTORS

Get access to mentors, specialized in Silicon Valley startups

INVESTOR NETWORK

Find the right investor for your company

Overview of accelerators



Prepare your killer pitch



Continue



PROGRAMS TO BOOST YOUR COMPANY



020

AN OVERVIEW OF SOME GREAT ACCELERATORS THAT HAVE EXPERIENCE WITH OVERSEAS STARTUPS.

BootUP

BOOTUP

International accelerator focused on 'scale-ups'

bootupventures.com/accelerator

68 Willow Rd, Menlo Park

PLUG N PLAY

PLUG AND PLAY

Has a strong focus on technology startups.

plugandplaytechcenter.com

440 N. Wolfe Rd, Sunnyvale



WOMEN'S STARTUP LAB

Focuses completely on female founders.

womenstartuplab.com

405 El Camino Real, Menlo Park



FOUNDERS SPACE

Very internationally focused with robust relationships globally.

www.foundersspace.com

450 Townsend Street, San Francisco



500 STARTUPS

Bridges the gap between Silicon Valley and the rest of the world.

500.co

814 Mission Street, 6th Floor, San Francisco

rwLABS

READWRITE LABS

Focus on Internet of Things startups.

readritelabs.com

San Francisco

Matter.

MATTER

Focus on media and media technology startups.

matter.vc

421 Bryant Street, San Francisco

SKYDECK

SKYDECK (BERKELEY UNIVERSITY)

Accelerator lab associated with Stanford University.

skydeck.berkeley.edu

2150 Shattuck Avenue, Penthouse, Berkeley

Y Combinator

Y COMBINATOR

Great Seed accelerator for startups

ycombinator.com

AngelPad

ANGELPAD

Seed Stage Accelerator

angelpad.org

51 Federal Street, San Francisco

tandem

TANDEM

Focus on mobile

tandemcap.com

1450 Chapin Ave, Burlingame

Startx

STARTX (STANFORD UNIVERSITY)

Accelerator lab associated with Stanford University.

startx.com

What investors want to know



WHAT ALL INVESTORS WANT TO KNOW

Investors in Silicon Valley see and hear a lot of pitches. And, while none have a formula for success, most look for the following four things before they'll invest a single dime.

A KICK-ASS EXECUTION TEAM

It can't be said enough, investors don't just invest in a cool or big idea, they invest in the team that will bring that idea – or another one – to life.

You might ask why is this important if you'll end up hiring more people anyway. Investors see it this way:

99% of the startups they invest in pivot during the course of their life. This is especially true for early stage startups. So, investors are looking for teams that can not only roll with the punches, but can also pivot and execute their way to success.

A DYNAMIC MARKET OPPORTUNITY

However big your idea is today, investors are looking for at least 10x return (and opportunity tomorrow). In other words the winning pitches and ideas never focus on some short-term market opportunity. They focus on long-term market dynamics.

Think about it this way: when investors consider Uber, they seldom even think about drivers and taxis. It's all about logistics (i.e. moving people and stuff).

TRACTION

Given that investors hear from people all day looking for money, it would make sense then that the most interesting teams and opportunities then are ones that have already started in earnest.

Therefore, the best, most investable opportunities are ones whereby the founding team has A) already started building something; and B) "paying" customers. This not only shows investors that the team can execute together. But, that customers want and need what they're building.

INVESTOR FIT

Investors in Silicon Valley by and large have specific areas of focus and stages by which they invest. Some focus on early stage education startups, others on late stage Fintech, and others somewhere else. To have a real chance with any investor focus your time on the ones you have a fit with.

X-FACTOR

At the end of the day, investors invest in people as much (if not more) than they do in the ideas people have. To have a real chance with any investor, you're going to need to do your homework in order to find some common connections that will help investors see something special in you – your unique X Factor. ■



021

10 steps to successful meetings



Prepare your killer pitch



Hacks for better meetings



> Small talk REALLY matters!

\$> Seriously, practice your chatty skills. Subjects range from travel through tech (don't talk politics!)

> Don't start your pitch with your entire life story, but practice your elevator pitch. The first 140 characters are key to keep the attention of your audience.

\$> Dennis Goedegebuure | Fanatics >

> People only realize after the fact what questions they should have asked. Prepare yourself thoroughly.

\$> René Bonvanie | Palo Alto Networks >

HACKS FOR BETTER MEETINGS

\$help > Business meetings are probably one of the main reasons you are visiting Silicon Valley. And it is important to know that they work slightly different compared to the Netherlands. Use these hacks. Be prepared!

> Have your list of questions at hand during the meeting. The second there is a silence, your meeting is over.

\$> JP van Seventer | Dutch Game Garden >

> Always send a thank you note!

\$> In Silicon Valley, a meeting without follow up is worse than no meeting at all. Send it immediately!

> Don't burn your top VC or sales prospect with a bad pitch. Start at the bottom of your list so you can test your pitch. Keep practicing your story!

\$> Arthur van Hoff | JauntVR >



022

Prepare your killer pitch



Where to have your meeting



10 steps to successful meetings



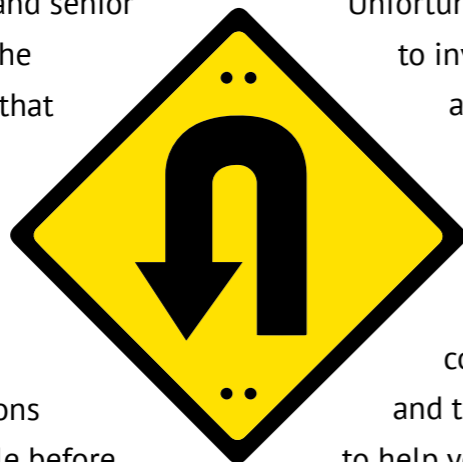
TEN STEPS TO A SUCCESSFUL INVESTOR MEETING

Insights to prepare for your investor meeting in Silicon Valley

\$> Marco ten Vaanholt | Founder, Bootup Ventures

We interviewed Marco ten Vaanholt, a seasoned parallel Silicon Valley entrepreneur, investor and senior software executive, at the dutch investor meetup that was organized by the Dutch Consulate in Silicon Valley.

Marco has worked in global executive positions at SAP, Yahoo and Oracle before founding BootUp Ventures and the BootUp Startup Ecosystem and now meets startup founders every day.



Most often he meets entrepreneurs who believe they are ready to investors, they often are not. Unfortunately, according to investors, they often are not.

The following overview of common mistakes and tips is meant to help you have more successful and less frustrating meetings.

UNDERSTAND THE COMPETITIVE LANDSCAPE

Really understand it. And not just the landscape today: look back to what happened in the past two to three years, and be able to explain why you are different.

European startups are often two years past the hyper curve. They might be unique in Europe, but there is a very high likelihood we have or had something like it in the US.

DON'T FOCUS ON THE MONEY

Don't focus on getting funding, instead, focus on creating an educational journey. Make sure the other person is incredibly educated about what you do. Make their time spent valuable. Often a first investor meeting is just a discovery meeting. Investors want to be educated.

DON'T LOOK DESPERATE

A first time mistake I often see is that people say at the start of a meeting 'I am looking for 5 million'. Don't look for money; look for people that can help you. Or say you are building relationships for the next phase of your company. That will make you look more interesting. It is just like dating. You won't tell on the first date what you really want. That is not a good strategy.

KNOW WHO YOU'RE TALKING TO

Who did they invest in before? How much did they invest? How much open money do they still have left in their fund? Can you speak to other founders they have worked with? Do your research. Then do it again. >>



023

More about BootUp Ventures



Continue





KEEP UPDATING YOUR PITCH DECK BASED ON THE MEETINGS YOU HAVE!



§> JP van Seventer | Dutch Game Garden

BE PREPARED, BE VERY PREPARED

Be prepared to go wide and deep at the same time. Investors are knowledgeable. Don't stumble when I ask you 'Can you explain in two sentences what you do'? Be very specific about your 'why'. Realize the 'what' will pivot anyway. And know your numbers. When someone tells me 'I will get back to you' I know they are not ready.

BE US-PROOF

US companies and investors like to do business with people and businesses that are from the US, or at least have every appearance of being from the US.

The easiest one is to make sure your marketing materials are US proof and not just Dutch websites translated into English.

But you can look further, as Salar al Khafaji, founder of Silk, adds: make sure everything is in US Dollars. Only use US Dollars when discussing revenues or amounts you are raising.

The most important one, Salar continues, is to make sure you have a US legal entity before you get here. Investors typically don't want to invest in foreign legal entities.

BE OPEN

Be open to new insights. Don't think you have figured it all out. Ask open

questions and make sure it is an educational journey for you as well.

A question could be 'I am trying to penetrate the US market, do you have any thoughts?'

HAVE FAST FOLLOW UP

Follow up within 24 – 48 hours. Send the investor you had a meeting with an email with a summary of what you discussed, and ask if they know someone else who is interested to hear more about this. Leave the door open, but don't ask directly for a follow up meeting.

DON'T BE AFRAID!

If someone is passing you on to someone else, it doesn't necessarily mean they are not interested. It might be they first want these other people to do the validation for them, to see if the startup or the concept is investment ready.

COME VISIT BOOTUP!

Please do stop by and have a coffee at BootUp when you are in the neighborhood! ■

Where to have your meeting

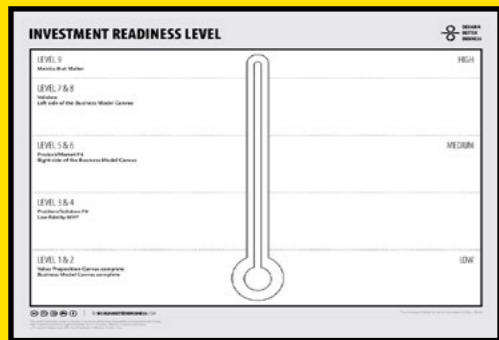


Your visual toolbox





YOUR VISUAL PREPARATION TOOLBOX



1. ARE YOU READY FOR AN INVESTMENT?

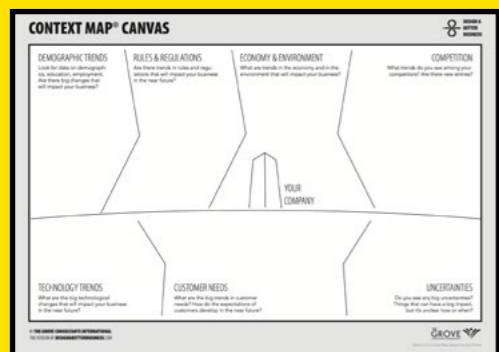
The first step is an assessment. How far along are you in your journey to build your startup?

As we have seen, preparation is everything. To survive that meeting with an investor, you need to know your business, and your story. And to get the most of your trip in terms of inspiration and new knowledge, you have to define what to look out for.

This visual toolbox will help you prepare for your trip in a fast way. You can even do it on the plane. And you can also use it to rehearse your story or to reflect on what you have learned.

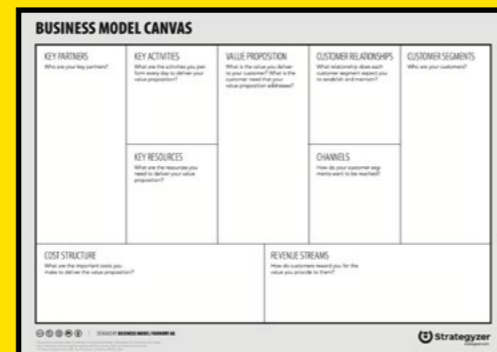
Be warned though: mindlessly filling out these visual tools is not enough. Be extra thorough. It might secure your future success. In Silicon Valley, scoring a C won't get you a seat at the table.

Awesome, let's get started!



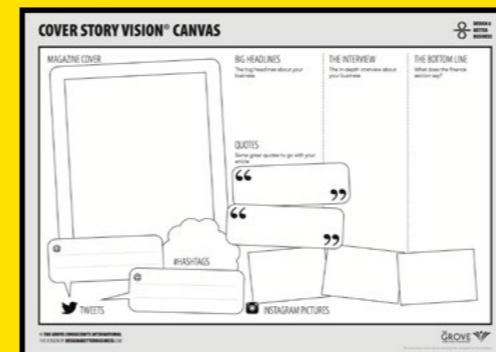
2. EXPLORING YOUR CONTEXT

Next, to make sense of Silicon Valley, you need to understand the context. Who are your competitors? Are there new trends? What else are investors investing in?



3. WHAT IS YOUR BUSINESS MODEL

You must understand how your business will create and capture value, and how it can scale.



4. PUT A DENT IN THE UNIVERSE

What is your vision? How will your business disrupt and change the world? Think bigger. Much bigger.

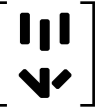


5. BUILD A KILLER PITCH

Once you have secured a meeting, a good story is the only thing you have to reach your goal. Keep improving it!

I know everything, let's skip this.





THE 10/20/30 RULE:

It's quite simple: a pitch should have **10** slides, last no more than **20** minutes, and contain no font smaller than **30** points.

§> Guy Kawasaki | Apple Evangelist

ANATOMY OF A KILLER PITCH DECK

GRAB THEIR ATTENTION

Far too often startup founders waste valuable time – including time with investors – talking about and showing the wrong stuff.

Sure your app is cool and the demo is slick. But, no one will care about your demo if there's nothing to back it up.

What's more, many investors are notorious for “multitasking” during startup pitches. If you don't grab their attention, you've lost!

10/20/30 RULE

The best pitch deck advice comes from Silicon Valley veteran, and famous Apple evangelist, Guy Kawasaki. His advice is simple: Use the 10/20/30 rule of powerpoint.

His rule is applicable for any presentation to reach agreement: for example, raising capital, making a sale, forming a partnership, etc.

Think ten slides is too few or a thirty point font too large? Think about this way: your goal during a pitch should be to get another meeting, whether that meeting is to review a deal sheet or pitch to someone else. Boring everyone or including too much detail in your initial pitch doesn't leave room for

refinement, which you'll need when you get your follow-up meeting.

BE BOLD!

So, be clear, be brief, be bold, and be visual. Do so and you'll provide yourself every chance to win the day (and get that next meeting). ■





HACKS FOR A BETTER PITCH

> **Define a clear Goal**

Building a great story or pitch is not about what you want to broadcast. It is about how you can bring your point across in a way that matters to your audience. You want them to do something, understand something, become interested. Make sure you know exactly what your pitch should accomplish. Is it getting a meeting? Getting an investor on board?

> **Study your Audience**

The next important step is to really understand who your audience members are. What makes them tick? What are they looking for?

Do some research, talk to people that pitched to them before. And also consider what they are doing before you pitch to them. Are they in a receptive state of mind? Or are they rushed and distracted?

> **Build your Pitch**

Use the tool on the previous page to map out the points you want to make. And steal from the best: use pitch deck collections online to get inspiration!

> **Use Speaker Notes**

When you are telling a story in public, use speaker notes. That way, you don't have to tell the story exactly as it appears on the slides - and you'll appear more natural. Besides, you are able to go off-script if necessary.

> **Have Tryouts**

Standup comedians do multiple tryouts to make their act a success. And a tryout is not the same thing as rehearsing the story in a mirror. That is just the first step.

Find some actual people (preferably from your target audience) to listen to your story. See when they are engaged and when they get confused. When do you lose their interest? What questions do they have?

Use these insights to make your story better.

> **The A-Ha Moment**

The audience's a-ha moment is something they have to create for themselves. It needs to occur as a spark in their brains. Think of it as a joke. You can make the joke, but if you explain it nobody will laugh. Don't over-explain your a-ha moment.

> **This is the End**

When you finish the story, really finish it. Staying on stage and continuing to talk about unrelated things confuses the audience. Think about this: they will remember the last thing you say. What will that be?

> **Have a plan B**

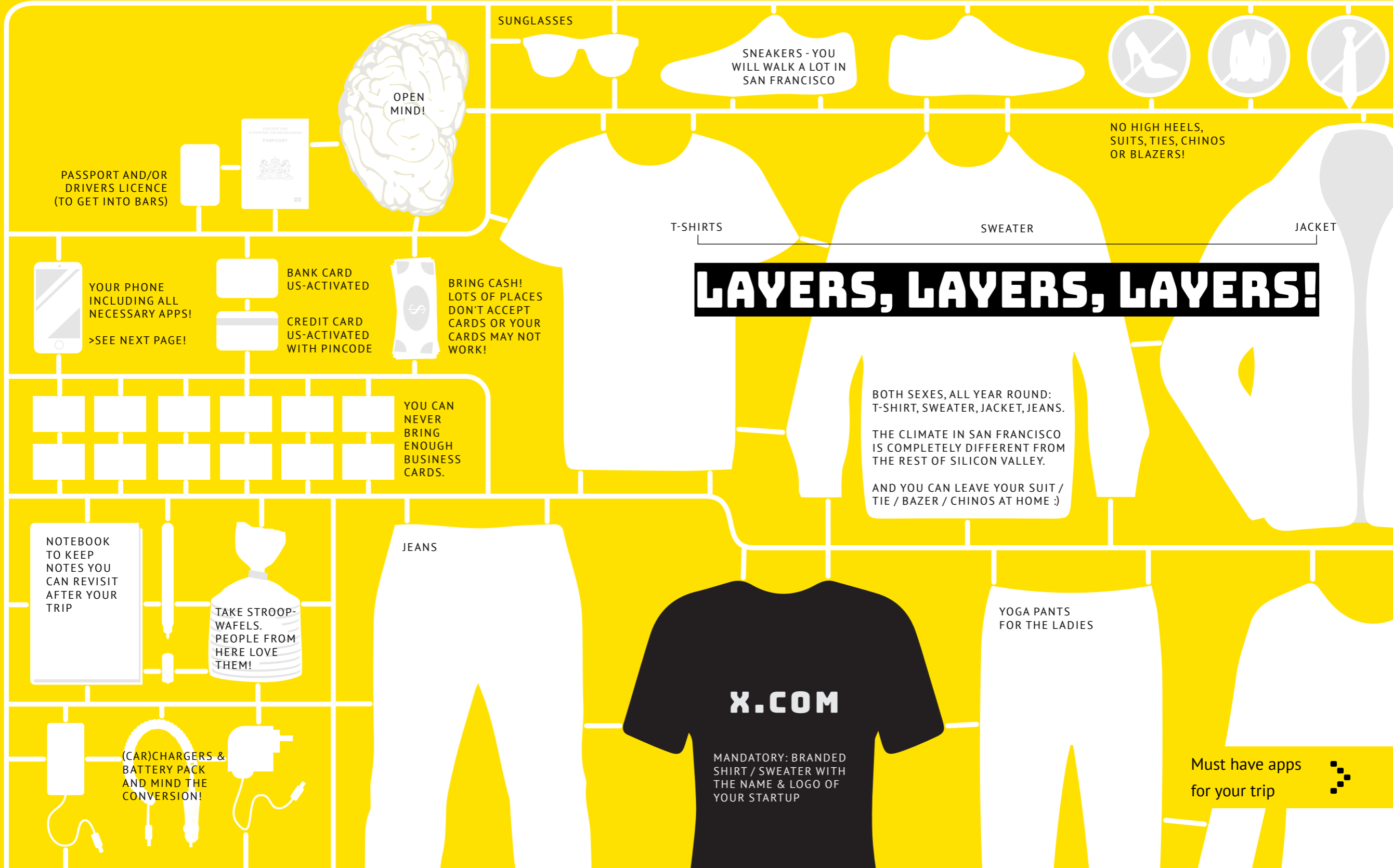
Telling a story can be scary, and it won't always go as planned. Come up with a few "plan B" actions beforehand that you can use when a point does not come across.

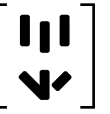


WHAT TO PACK?



028





📍 **Google Maps**
Find your way around.
Tip: download maps!



📰 **Techcrunch**
The best source of knowledge



🚗 **Uber**
Get an uber taxi quickly



🌐 **LinkedIn**
Everyone is on linkedin.



🚗 **Lyft**
The taxi service with the Moustache



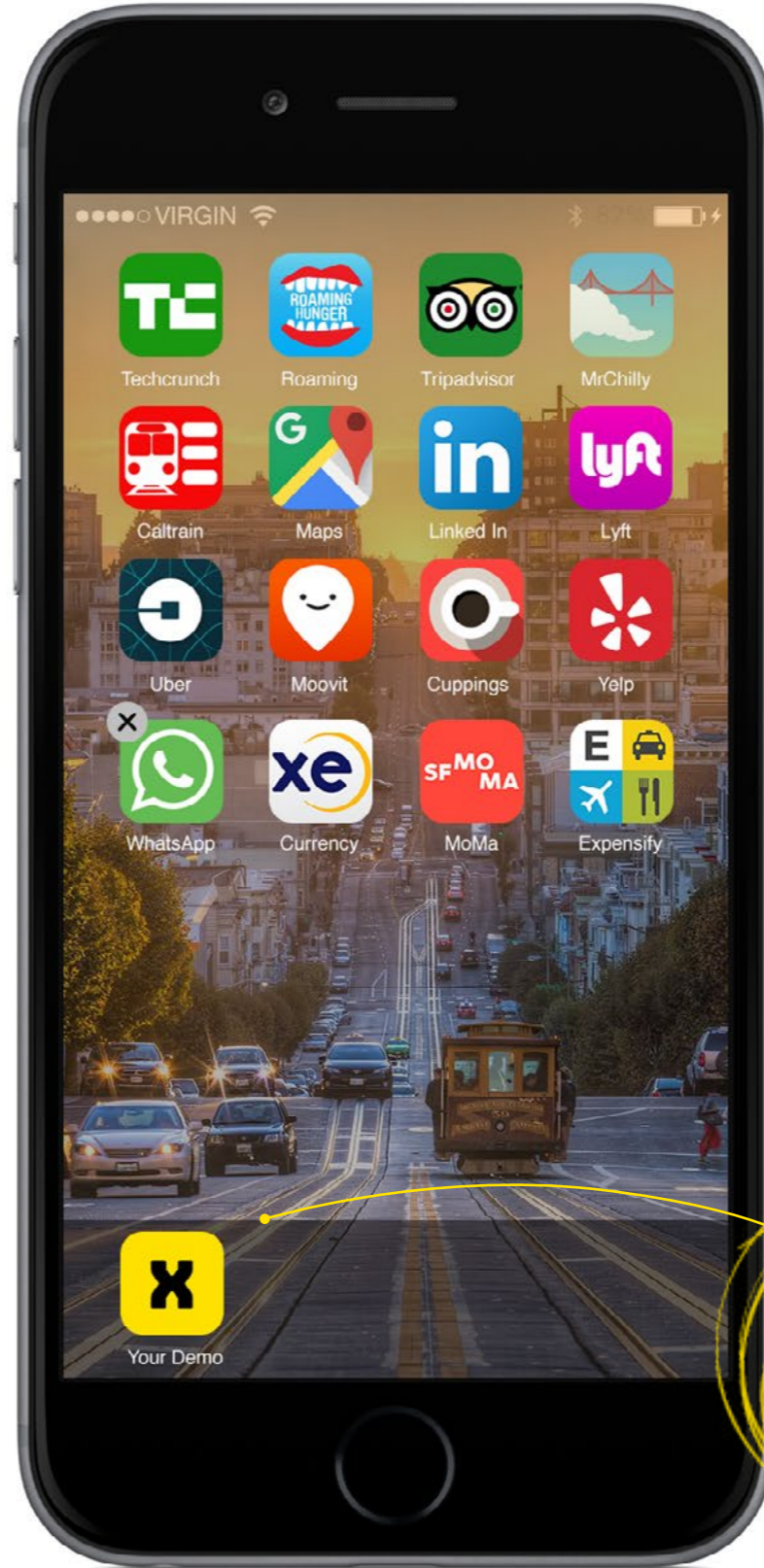
🗉 **No Whatsapp**
Funny enough, people don't use Whatsapp!



🚗 **Moovit**
Public Transport made super easy



🚗 **CalTrain**
An easy way to travel south in the valley



In Silicon Valley, there is an app for everything. We have listed the top picks here to help you get around and find resources.

ESSENTIAL



🍴 **Yelp**
Find the best places to eat and to meet



🗉 **Roaming Hunger**
Find where that crazy good food truck is!



☕ **Cuppings**
If you are looking for the best coffee



🎨 **SF MoMa**
When you want to grab some culture



👁️ **TripAdvisor**
Find more places to eat and to meet



📄 **Expensify**
Track your expenses without any hassle



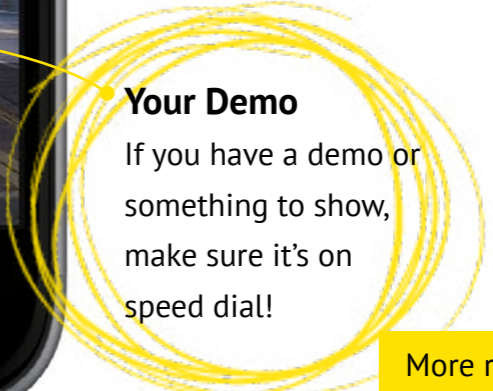
🌄 **Mr Chilly**
Get to know the Valley Microclimates



💱 **Xe Currency**
Find out exactly what that Macbook costs

APPS

Bonus challenge: spot the HQ of the apps you have on your phone while using the app!



Your Demo
If you have a demo or something to show, make sure it's on speed dial!

More relevant sites and sources



DIVE INTO THE MAKER MOVEMENT

Now that the popular show, Mythbusters, has ended, Adam Savage and his team of makers run a YouTube where you can see new experiments and inventions.

HUMBLERISE: VIDEO PITCH RESOURCES

Founders post video pitches of their company or idea for other founders and investors to see. This is a great way to get attention and inspiration for your own pitch.

TECHCRUNCH

Whether it is the address of a VC or the next best thing in tech, you can be quite sure to find it on Techcrunch.

RESOURCES ON INVESTING AND FUNDING

Read every post on VentureHacks, the precursor to Angellist, and in my opinion the most unbiased and highest quality resource available on the web today.
 \$> Salar al Khafaji | Founder, Silk

DOCUMENTARY: DESIGN DISRUPTORS

Design Disruptors, released August 1, 2016, represents deep conversations with over 90 top product designers and design leaders from today's most disruptive and significant companies.

DUTCHIES (& OTHERS) TO FOLLOW ON TWITTER

@nlinsf | @dutch_goose | @derkdekorver | @alexandermans | @jmlokitz |
 @krultommy | @jpvanseventer | @thenextcorner | @klaasbroekhuizen |
 @moniquevschaik | @p_doevendans | @salar | @rvdelzen | @renebonvanie |
 @wschutte | @constantijnvo | @rensdejong | @coentijhof | @the_jaspr |
 @maartenvl | @jonaslouisse | @maaikeDoyer | @eeevdp



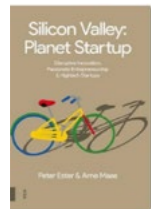
GET YOUR FIX ON HBO

Check out the show Silicon Valley on HBO if you want to get a more humoristic insight in startup life.

READING MATERIAL



031



❖ Silicon Valley: Planet Startup

Peter Ester & Arne Maas

Disruptive innovation, passionate entrepreneurship, high tech startups.



❖ Elon Musk

Ashlee Vance

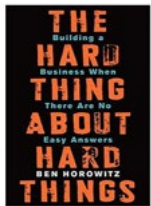
An inside look in the life of Silicon Valley's most daring entrepreneur.



❖ Design A Better Business

v.d.Pijl, Lokitz, Solomon, v. Lieshout & v.d. Pluijm

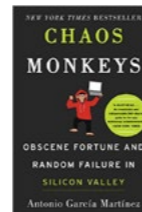
Use design thinking to build a future proof business.



❖ The Hard Thing about Hard Things

Ben Horowitz

Building a business when there are no easy answers.



❖ Chaos Monkeys

Antonio Garcia Martinez

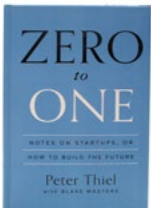
Obscene fortune and random failure in Silicon Valley.



❖ Google Sprint

Jake Knapp, John Zeratsky & Braden Kowitz

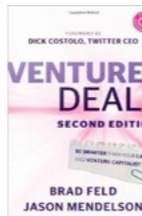
Solve big problems and test new ideas in just five days.



❖ Zero to One

Blake Masters & Peter Thiel

How to go from zero to one and look for disruption in new places.



❖ Venture Deals

Brad Feld & Jason Mendelson

Be smarter than your lawyer and your venture capitalist.



❖ Think Wrong

John Bielenburg & Mike Burn

The way we solve problems is broken. This books shows how to fix it.



❖ Make it New

Barry M. Katz & John Maeda

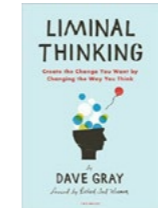
An overview of the history and influence of design in Silicon Valley.



❖ Creativity, Inc.

Ed Catmull & Amy Wallace

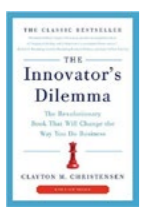
Overcoming the unseen forces that stand in the way of true inspiration.



❖ Liminal Thinking

Dave Gray

Learn how to think in ways that help you change the world.



❖ The Innovator's Dilemma

Clayton M. Christensen

When new technologies cause great firms to fail.



❖ Neuromancer

William Gibson

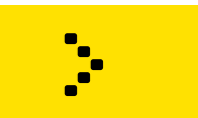
Experience a glimpse of what the near future may be like.

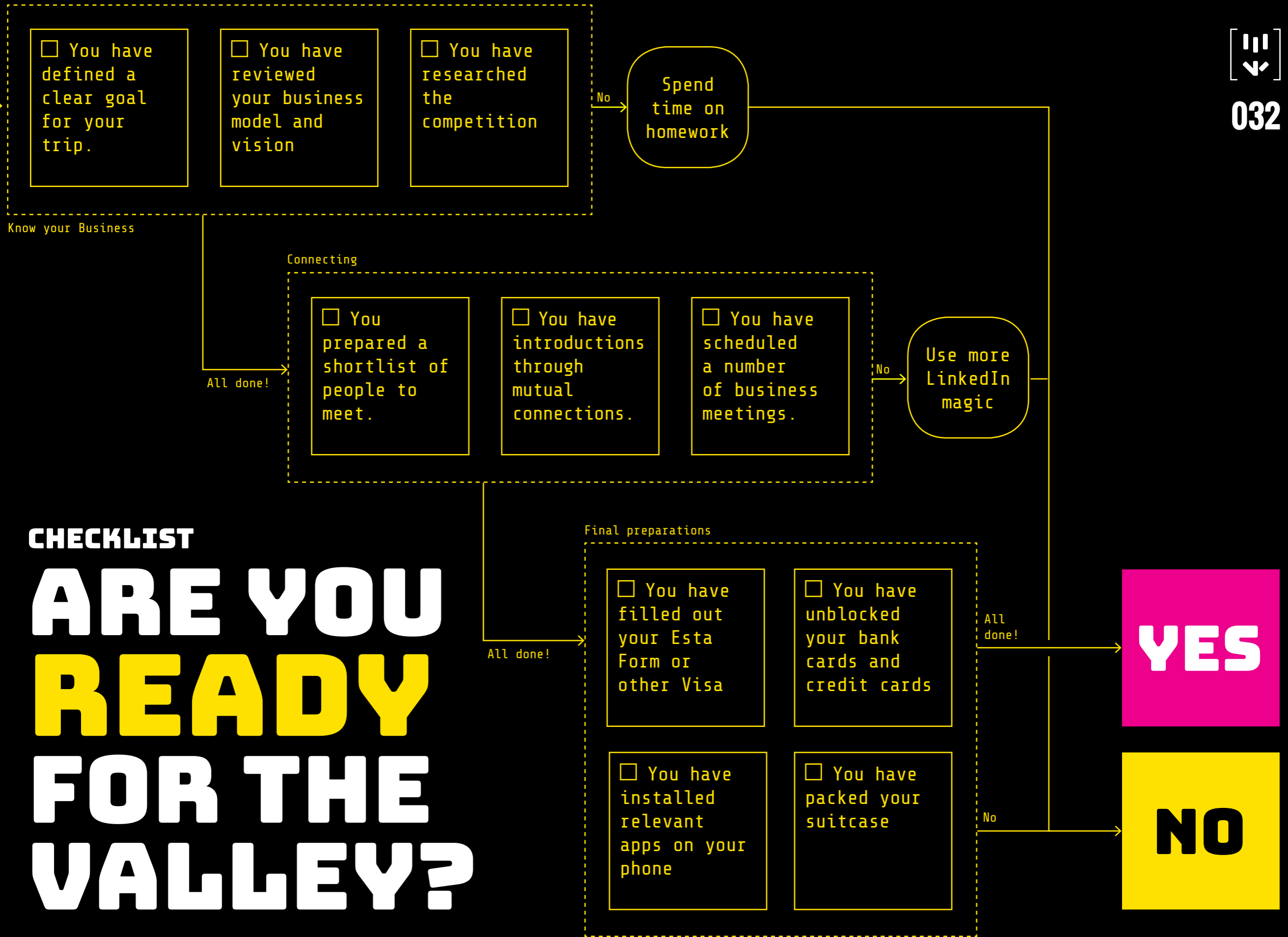


❖ Maker Movement Manifesto

Mark Hatch

What happens when physical products can be made by anyone, anywhere.





CHECKLIST

ARE YOU READY FOR THE VALLEY?

- You have defined a clear goal for your trip.
- You have reviewed your business model and vision.
- You have researched the competition.

Spend time on homework

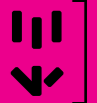
- You prepared a shortlist of people to meet.
- You have introductions through mutual connections.
- You have scheduled a number of business meetings.

Use more LinkedIn magic

- You have filled out your Esta Form or other Visa
- You have unblocked your bank cards and credit cards
- You have installed relevant apps on your phone
- You have packed your suitcase

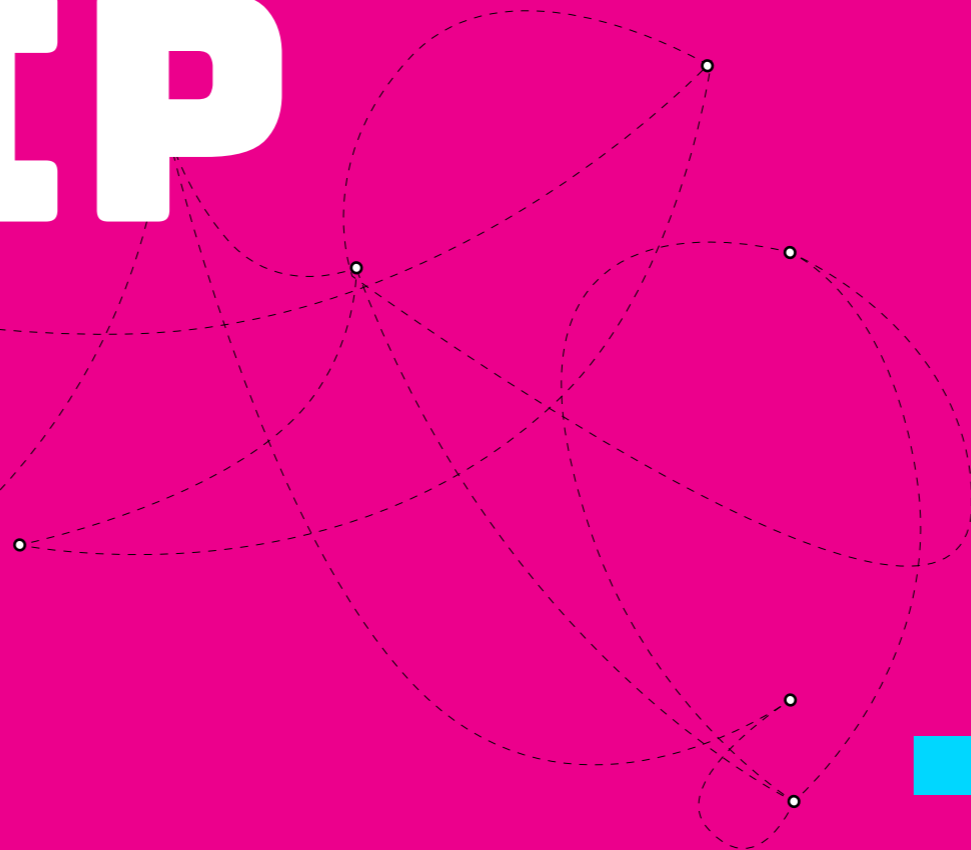
YES

NO



PART 2: DURING YOUR TRIP

Whether you're dreaming about coming to Silicon Valley or you're already here, it's important to prepare for your trip. This region has a TON to offer if you know where to look. This chapter will put you in the right mindset. So...are you ready?



IT'S NOT JUST ABOUT YOUR PRODUCT

Interview: Alexander Mans | Flyn



VALIDATION AND PROTOTYPING

Ava: Prototyping to startup success



WHERE TO HAVE THE BEST MEETINGS

What are the best places to meet?



STRANGER IN A STRANGE LAND

Interview: Maarten van Lieshout | 30X



STARTUP STORIES

Video: Techcrunch Money Talks

Interview: Tommy Krul | Super Evil
Speak Silicon Valley



BEYOND TECH

What is it like to live in Silicon Valley?

Biggest Cultural Differences

The other side of Silicon Valley



STAY A LITTLE LONGER

Things to do and places to see



AFTER YOUR TRIP

Take me to the next chapter!





\$> Alexander Mans | FLYR

IT'S NOT JUST ABOUT YOUR PRODUCT

We interviewed Alexander Mans (25), a true serial entrepreneur. At the age of twenty he had already founded multiple startups. In 2013, at the age of 22, he moved to Silicon Valley with a clear vision for a startup he wanted to build.

Today, Alex is the founder and CTO of FLYR, focusing on the future of travel technology. FLYR predicts and manages price volatility of travel products, enabling a broad range of insurance and financial derivative products sold through partners like TripAdvisor and Priceline.

Why and when did you move to Silicon Valley?

AM: I moved to Silicon Valley early 2013 to build a new startup. I realized it would be insanely difficult but I knew my biggest market would be in the US. On the East coast there are a lot of travel companies. However, we are a data science company. In order to find the best developed mix of engineers, investors and ecosystem I chose Silicon Valley.

What is the biggest misconception people have when they arrive?

AM: When I see other entrepreneurs from The Netherlands come to Silicon Valley, the expectation is often: 'if I get a coffee at Starbucks, I will run into Marc Andreessen, and it is done.' But that is not how it works.

I spent six to nine months to really explore Silicon Valley. I built my network. I identified possible investors. I looked into competitive companies. Only after that I started to raise funds. I learned a lot during this period.

What are the things you love most about Silicon Valley?

AM: What I really love about Silicon Valley is the amount of likeminded people. No matter where I go, there are likeminded people everywhere. Everyone is in sync, they all speak the same language, they are all incredible knowledgeable. >>

In The Netherlands you often see that mediocrity is considered good enough. Not in Silicon Valley. We all strive for the impossible all the time. Everyone here is focused on the next big thing. >>

Check out the FLYR site



Continue



People that move to Silicon Valley all want to break away from the average and think outside of the box.

What do you really need to survive in Silicon Valley?

AM: Not everyone will survive in Silicon Valley. It requires a specific kind of personality. Don't give up easily. You need to be a thinker and doer at the same time. The standard deviation between the highs and lows is much larger here. Every startup will go through highs and lows more often than you could have imagined at first.

Life is insanely expensive in Silicon Valley. There will be a moment where you see your cash balance shrinking faster than anticipated. That is the very moment pressure will increase. The risk of failure increases every day. And to keep up while trying to avoid failure you'll work 24/7.

These low moments distract you from the core, the reason why you started this company. It will be easier to start to doubt your goals, your success. It requires a specific mindset to get through this.

4 TIPS BY ALEXANDER

1 NO COMPETITIONS.

Participating in pitch competitions, to find an angel investor, is time wasted. The majority of these angels only sign one check per year.

2 DO YOUR RESEARCH.

I spend a lot of time researching potential investors. There are so many out here. Understand what type of startups they are interested in. See which companies they've already funded.

3 FOUNDER TO FOUNDER.

Founder to founder networking really works well. Once you understood which startups your preferred investors have funded, approach the founder of that startup. Have a meeting with them to really understand the investor.

4 WARM INTRODUCTIONS.

Approaching an investor directly hardly ever works. A founder of another startup may know a person who can make a warm introduction to the investor you are looking for.

How did your own mindset shift in the time you have been here?

AM: In the beginning, I was purely product focused. I am an engineer. I thought the only way people would invest in my company is by building the best product.

But it is not about the product! I lost a lot of time focusing on the solution. It is about your vision and about you. That's what you need to talk about. Don't pitch your product, pitch your vision and why you are the one that will solve the problem.

Investors want to understand what problem you are trying to solve. And, they need to trust you will be capable of solving that problem, regardless of the proposed solution. That has been a huge difference compared to the investment ecosystem in The Netherlands.

What is it like to hire people here?

AM: Well, it's the same, actually. You need to be able to share your vision when you are building a team.

I needed people on a shoestring budget, and the fight for good engineers is intense. It's crazy competitive. People will only join you because they believe in your

vision. You need to build a bond between the employee, yourself, and the company. That is way stronger than a paycheck.

Where do you look when you're hiring new people?

AM: My go-to source for new hires is AngelList's Alist.co hiring platform. It's a great platform to filter what you need and to approach potential employees for coffee.

What would be the final thing you want to tell people that want to come here?

AM: The most important thing before you come here is that you must be convinced that Silicon Valley is the best place to achieve your vision.

Next to that, realize there is a lot you don't know. Be prepared to put a lot of time and effort understanding this and learning from it before you move to Silicon Valley. ■



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AngelList's
Alist.co



Failure is always
an option





SPEAK SILICON VALLEY

Failing Forward: Turning mistakes you made into stepping stones to success.

SPEAK SILICON VALLEY

Pivot: The moment you realize your initial business model is failing and you change to a different business model.

FAILURE IS ALWAYS AN OPTION

Unlike most places in the world, in Silicon Valley failure is expected and revered. Just about everyone here strives to hit it big, and totally understand that failure is just part of that journey (and the bets they're

making). In fact, founders who fail here often become the heroes and gurus for everyone else. Steve Blank is a prime example of this. He's well known not because of how well his companies did. He's

well known because he openly embraced failure and shared his experiences with others about failure. >>

Books by Steve Blank



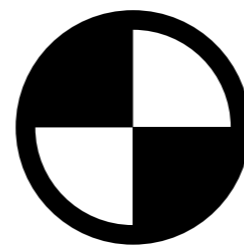
More on validation





Can you take me through how you do your grocery shopping?

VALIDATE AND TEST



037

WHY ARE BAD PRODUCTS MADE?

It's because we have all sorts of assumptions about our customers; ideas we believe to be true. We are convinced that our customer has problem X, and that we can solve it with product Y.

THE WATERFALL OF FAILURE

This leads to a way of working called "waterfall": we spend hours building a product, going through numerous phases in succession

(concept, design, build, test) and when everything is done, the user gets to see it and interact with it for the first time. Often with disastrous results : most of the products that are being created like this don't solve a real problem for the customer, so they are not successful.

VALIDATE AS EARLY AS POSSIBLE

You can get around this problem by validating your ideas early. That means, testing your assumptions with actual customers from the very start.

This helps you to understand who your

customers are and what their real problems are. What problems do they care about enough to really want to have them solved?

GET OUT OF THE BUILDING!

So, where to start? By getting out of the building! Find your customer and start asking simple open-ended questions related to your idea, like the ones on this page.

These questions might feel a bit awkward, but you will be surprised by the answers. When talking to your customer, your goal should

be to learn as much as possible – and they will certainly tell you unexpected things that will send you back to the drawing board!

That is a good thing: learning is not about being right - it's about uncovering the truths you did not know about.

VALIDATE ONLINE

A more quantitative way to validate is by testing different options online. Companies in Silicon Valley test new ideas and products non-stop.

Did you know that Amazon pushes code live every 12 seconds? That way they can test a feature on 5,000 users by turning it on for just 45 seconds! This enables them to change prices 2.5 million times a day and generate more revenue – just because they are using customer insights. ■



What is important to you when it comes down to banking?



When was the last time you went on a holiday?



How do you keep track of your everyday appointments?



I just saw you do X, can you tell me why you did that?

Wizard of Oz prototyping





Pieter Doevendans is the COO and co-founder of the startup Ava. Ava is an app that captions what people say so deaf and hard-of-hearing people don't have to miss out on the conversation.

AVA WIZARD OF OZ

So, Pieter, how did you end up in the Bay Area?

PD: I came to Bay Area in 2013 to study for a semester at University of California Berkeley. During the semester, the concept for Ava started to emerge and together, with two others, I co-founded Ava.

What did the beginning of your journey look like?

PD: From the beginning, we knew what we wanted to achieve. We wanted to find a way to include deaf and hard-hearing people as part of group conversations. So the 'why' was clear from the start. But, in order to move forward, we needed to figure out the 'what'.

And how did you tackle that question?

PD: We first started with a concept for a glove that could translate sign language to voice. We had the opportunity to join Steve Blank's class at Berkeley. It wasn't easy to get in.

It was only when my team member said the magical words "we're not married to the glove", that I knew we had a good chance to get in.

So, naturally, it was during this course that we pivoted the concept. We pivoted to an app that enables deaf people to read what is said.

What did you find out while working with Steve Blank?

PD: We first designed our business model canvas and lean canvas and identified all of our assumptions. Then, following the method of the Lean Launchpad, we started to test everything we could think of. This test overload meant we got stuck in the administration of the test results. We needed to be smarter.

Therefore, we narrowed the assumptions we wanted to test to the riskiest ones, the assumptions that absolutely must be true in order for the concept to be viable. We only wanted to spend time and effort validating those.

What was the riskiest assumption you tested first?

PD: One of the riskiest assumptions was related to accuracy. We wanted to understand how important the accuracy of the translation was to our potential customers. There is a tradeoff between accuracy and speed when you develop a >>> natural language app, and we needed to know if we could sacrifice accuracy.

How did you find out if your assumption was correct? Did you build another prototype?

PD: Well, we needed to be smart and we did not have the time to build any technology, so rather than

Try out the Ava app



Continue



build a real version of the app to test with, we decided to simulate the experience we were going for.

We wanted to setup the simplest possible experiment we could think of to test the assumption with.

What did the experiment look like?

PD: We put two people in a room, one deaf person and one hearing person, to have a conversation with each other. They would have the conversation using a Skype chat as a mockup of the Ava app on a tablet, where the deaf person would be able to read what was said on the screen.

And then we ‘cheated’: each hearing person was wired and connected to a person in another room (the ‘wizard of oz’) through skype, who would type what was being said in the chat. The deaf person could then follow the conversation live on the screen.

And what did your test reveal?

PD: We repeated this test with multiple people and quickly learned that accuracy was not the most important. This test really helped our team to understand where to place our focus. The most critical element was speed. If it would take too long to read what the other person said, it was almost impossible to have a good conversation. This test really helped our team to understand where to place their focus.

What are the next steps for Ava?

PD: We launched our app November 2016, and are now doing product iterations based on all the great feedback and insights we are generating every day. It’s very rewarding to see the sometimes very personal and grateful responses from the people who can benefit from the app. ■

PRETOTYPE BEFORE YOU PROTOTYPE

As the example of Ava demonstrates, prototyping and experimenting are vital parts of your design journey. Don’t think you can figure it all out in your head.

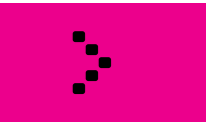
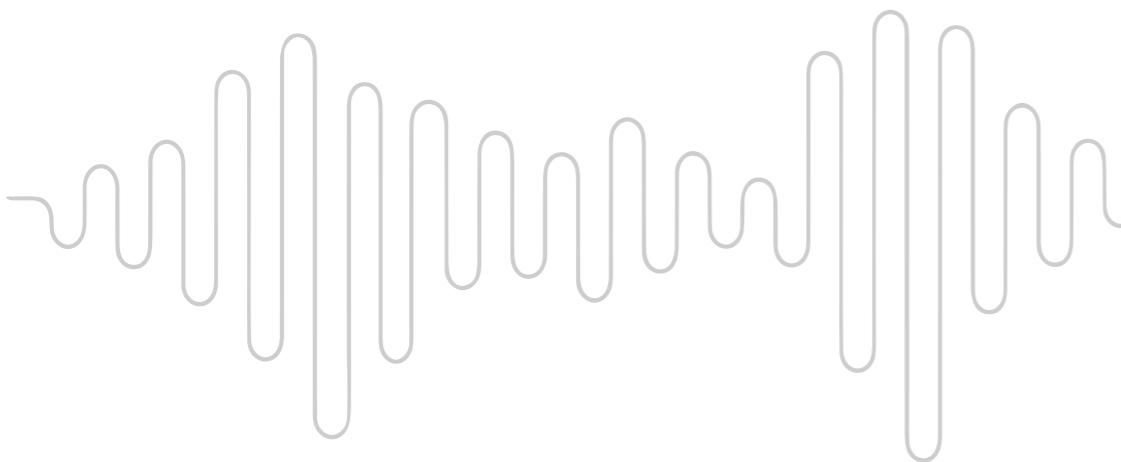
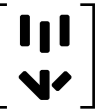
You need to prototype your designs and concepts, not just for your customers, but also for yourself. And you need to be smart and scrappy about it. Don’t start building. Start prototyping and experimenting!

In any design process, it is vital that the design team understand the design as intimately as possible. And just like scrappy experiments can help you validate assumptions, low fidelity prototypes can help you and your team gain that crucial understanding.

What are you creating? How does it work? How does it feel? If it’s a digital service, how might you mock it up quickly, to see it come to life

on your screen or a piece of paper? Take the simplest route to your lo-fi prototype that you can think of. Use anything around you. Perhaps you can use PowerPoint or Keynote for that digital service prototype. If it’s a physical product, are there other things you can modify to approximate the shape and weight?

With every new stage of the journey, familiarize yourself with the design. The best way to do this is to try it yourself. As a designer and entrepreneur, you are your own guinea pig. Prototyping it, and interacting with it, will give you many more ideas about how you might solve problems, how your customers will react, and what your next steps will be. If you are designing a product, it’s best to use the prototype, as your customers would, first. If you’re designing a process or a service, you are its first user. ■





040

**“
IF YOU ARE NOT
EMBARRASSED
BY THE FIRST
VERSION OF YOUR
PRODUCT, YOU
LAUNCHED TOO
LATE!**



THE BEST PLACES FOR A MEETING



041

SAN FRANCISCO

Blue Bottle Coffee
66 Mint Street
San Francisco

Mezzarine Coffee
720 Market Street
San Francisco

Red Door Café
1608 Bush Street
San Francisco

Sightglass Coffee
270 7th Street
San Francisco

HanaHaus
456 University Avenue
Palo Alto

Philz Coffee
101 Forest Avenue
Palo Alto

Konditorei
3130 Alpine Road
Portola Valley

Red Rock Coffee
201 Castro Street
Mountain View

Sunnyvale Art Gallery
251 El Camino Real
Sunnyvale

Coffee Society
21265 Stevens Creek Blvd
Cupertino

Barefoot Coffee
1819 S Bascom Ave
Campbell

B2
87 N San Pedro Street
San Jose

SAN JOSE

Secret Tip #1
See dot com millionaires pickup their hand-roasted beans

Secret Tip #2
Sand Hill Road is the Venture Capital epicenter

Secret Tip #3
"There's no VC deal without that Buck's of Woodside meal"

Unlike in The Netherlands, a lot of meetings take place outside of the office. It is very common to meet in a coffee place, instead of meeting at someone's office. Especially the initial meeting. If they are interested to take the next step with you, that is when you might be invited to their office.

Coffee places are also a great to meet new people, start to understand the eco system. Get caffeinated to get over your jetlag, or get some work done while you are waiting for your next appointment. And unlike anywhere else in the US, the Bay Area does have really great quality coffee.

I need a stronger drink



Stranger in a Strange Land





> Maarten van Lieshout | Creative Director | Thirty X

STRANGER IN A STRANGE LAND

When you travel, you pack a suitcase or trolley with everything you think you'll need during your stay abroad. Yet, inadvertently, you also take stuff with you won't need: assumptions, compartmentalization, projection. It's luggage that will weigh you down on your journey and might even blind you for the good stuff.

On my first trip to San Francisco, Silicon Valley, I had this perfect

picture in my head. Prompted by Hollywood, by human nature, by the many blogs I had read: a valley of smartness, a daily life of gadgets, autonomous cars in the streets.

Reading on, you might think: this is a pessimistic story. Why did you go? The eventual point I want to make is not one of pessimism and disillusion. It's one of contrasts and the real strength of Silicon Valley. So bear with me.

The moment I arrived at SFO, I realized that my picture-perfect image of Silicon Valley might be slightly off: a stuffy outdated airport with a depressing color scheme of browns, off-whites and beiges. With customs officers who'd rather see you leave than to bid you welcome.

And where did all the smart tech go? Where is my promised land of many opportunities? >>

Read 'the Tipping Point', M. Gladwell



Continue





>> It took me a couple of days to realize that in Silicon Valley it is not the bricks and mortar that matter.

It is the pockets of people that are looking to change the world, it is the way they interact and challenge each other. It is the coffee shops (not to be confused with the Dutch interpretation) where rebels talk shop. It is the hot spots like TechShop, WeWork or HanaHouse where unorthodox minds converge. And that makes much more sense when you realize that the west coast has always been a place with people looking to change society, who disagreed with the status quo, weary of blind obedience.

There is a strong drive to become successful as an individual and as an entrepreneur. Not necessarily becoming a millionaire. Having a

shitload of money on your bank account, for them, is not status, it is proof of concept.

This implies that, to become successful, you need to set others up for success as well. Never fly solo. I've noticed how excited they get by motivated people, people with a plan. And if you are that person: with a point of view and a goal, they are more than willing to help you make it happen. They will open their network for you, help you create opportunities, for you to accept with open arms. Opportunity begets more opportunities. It is very contagious.

This "Let's make it happen! I will connect you to this and this person. Let's meet now!" seems to me a very un-Dutch thing. In the Netherlands (or Europe in general) we tend

to guard our opportunities. And you're certainly not going to share your network with others, just like that. God forbid, others might grow (without you profiting). Be honest: we tend to fly more solo.

So, I arrived with a meetings packed agenda, with my preconceived notions and curiosity. Instead of just focusing on that, I decided to also make room for the unexpected.

It is really these unscheduled encounters that ended up making my stay in Silicon Valley worth my while: new contacts, new ideas, new opportunities, new perspectives.

To compare: the Medici family in Venice brought together different disciplines, arts and professions. This led to great wealth and even better a culture of innovation. It is

up to you to be a Medici family (in your head). Silicon Valley is a great spot to do that.

By all means, follow your preplanned itinerary but also do a little exploring on the side.

Start immersing yourself in the pool of unorthodox thinkers. Start collecting unexpected approaches, ideas, otherworldly connections. I'll bet you'll be having awesome ideas and invigorating plans of action on your flight back to the Netherlands.

I could tell you mine, but I'd prefer comparing and sharing them with you as soon as you're back! ■

> Maarten is Creative Director at Design studio Thirty-X. He works in Amsterdam and San Francisco.



Bars in San Francisco



BARs IN SAN FRANCISCO



044

Tips from the local Dutchies

San Francisco has a buzzing bar scene. There are a lot of amazing places where you can drink artfully crafted cocktails in a retro decorated speak-easy. Have the latest new beer from a local brewery at a hipster bar or meet interesting people in a dive bar.

Lone Palm ❖

3394 22nd Street – Low-key Mission martini bar with mood lighting, art deco fixtures & lounging areas.

Derk de Korver – Google

El Techo ❖

2516 Mission Street – Rooftop bar

Pieter Doevendans – Ava

Bourbon & Branch ❖

501 Jones Street – a glimpse back in the era of Prohibition. Make sure you have a reservation, or go the Library bar entrance where the secret code is 'books'.

Maaïke Doyer – Business Models Inc

Black Cat ❖

400 Eddy Street – Swanky jazz lounge and cocktail bar. Make sure you have a reservation for the basement area.

Coen Tijhof – Adyen

Hog Island Oyster Co ❖

1 Ferry Building – Local oysters & clams are washed down with craft beer at this popular waterside seafood eatery.

Marloes van Schaijk – Osborne Clark

Golden Gate Tap Room ❖

449 Powell Street – Sprawling spot with retro furnishings featuring 100+ beers

Wybe Schutte - Newzoo

21st Amendment Brewery ❖

563 2nd Street – Housemade brews, pub grub & brunch

Klaas Broekhuizen – Correspondent FD



Did you know the Martini and the Pisco Punch were originally invented in San Francisco?

Do you speak Silicon Valley?



Video: do you have to live in SF?





TECHCRUNCH MONEY TALKS

**DO YOU HAVE TO LIVE
IN SAN FRANCISCO TO
BE AN ENTREPRENEUR?**

skip video
and continue



\$> Tommy Krul | Co-founder, Super Evil MegaCorp

Super Evil MegaCorp develops games for mobile. Their most famous game is eSports game Vainglory for which they received top game development honors, including Apple's "Best App" in 2014 and 2015. Founded by a Dutchie, Tommy Krul, Super Evil Mega Corp

his own game technology. His dream was to create a multi-player game that was truly fun to play. Not just as a one-off, but fun to play for years.

How do you look back on the years you spent founding and building your company?

TK: A lot of people don't realize how long it takes to get a startup going. I really had no idea where

decent life for 1 to 2 years without an income. It is crucial to have these savings. We worked on the development fulltime for a year trying different approaches as we went.

While we learned a lot, we ultimately failed, mainly because we were unwilling to take venture money. We were afraid to lose control and believed we could

take their offer. This was obviously a tough decision to make. Do you shoot for the moon or take the Ferrari? So in the end, while figuring out how to proceed, we did contract work for a period to earn some money.

And how did you eventually make your vision come together?

TK: After about a year we took another shot. We realized almost



is based in San Mateo and raised \$41 million investment in the past two years.

Tommy Krul started his career in the gaming industry in The Netherlands. In 2006 he was recruited for a job at a gaming company in Silicon Valley and made the decision to make the move. While working at various gaming companies, he started to develop

to start in the beginning. I believed in my vision and in my technology. But I learned that is not just about visions and technology. In fact I spent more time failing than I did succeeding at first.

When I met my co-founder, Stephan Sherman, we decided to take our startup to the next level and quit our fulltime jobs to do so. I saved enough money to ensure a

simply start small. Not to mention the investment ecosystem is pretty daunting. We didn't even know where to start.

After a year we were really running out of money and had to do something. One company offered to buy our technology, including us. They even offered us both Ferraris! We started the negotiations with them, but eventually decided not to

immediately that we didn't have the business skills to pull it off. We found our third co-founder, Bo Daly. We now had the three pillars the company needed. It is so important to round out the DNA of the company.

I know many people are hesitant to bring on new co-founders, but you are screwed if you don't have all your bases covered. At the >>



046

Play Vainglory
on your iPad



Continue



// SUPER EVIL MEGACORP

>> same time you really need to be certain about your co-founders; you're basically marrying them.

We continued the development. We deliberately designed for this game. We realized it was an expensive investment so we needed external money and we started looking for funding.

What's your advice for startups that look for funding in Silicon Valley?

TK: My advice for other startups that look for funding is this: find an investor that truly gets your vision, even if that means you will get less money. You will learn you are wrong in some ways. That's okay. But you need to be able to keep the investors on board by explaining how you'll achieve your vision. If you all stick to the vision you can make it.

Most importantly, don't accept 'dumb' money. Realize you will start at the kiddies' table. Raise some money, learn from the process and move to the next table for your next round of funding. And make sure you prepare for your board meetings. That is vital. Don't try to hide things. Don't polish reality. Bring the message and make sure you have a clear path. Have an answer to every single question they ask.

What was your breakthrough moment?

TK: Our breakthrough happened in 2014. Apple noticed we launched our pilot in Singapore and we got the opportunity to be on stage with Tim Cook, Apple's CEO, during the presentation of the launch of the iPhone 6. This was definitely a once in a lifetime experience.

We were rewarded for all our insane hard work. I am so proud of our company and where we are today. We've really influenced peoples'

lives with our games. We even know married couples that met through our game!

And, the most important question: Why the name Super Evil MegaCorp?

TK: It started as a joke. There are so many (gaming) companies out there that make you addicted to a game and then start to milk you. That was exactly the company we did not want to create. So we named our company Super Evil MegaCorp because it is the exact opposite of what we wanted the company to be.

I still remember the look on the face of the cashier that cashed our first \$1 million

investors check, in name of Super Evil MegaCorp. ■

\$> Tommy Krul is co-founder and CTO of Super Evil MegaCorp. He lives in San Francisco.



047

Super Evil
Megacorp



Speak Silicon
Valley



SPEAK SILICON VALLEY

Hey Siri, what the heck did he just say?

Everything moves fast in Silicon Valley. How can you avoid looking like a tourist? Use the right words! This will also help you understand what the other person actually means. The following overview will get you started.

If you want to learn more about Silicon Valley speak, check out the Silicon Valley Dictionary, take the quiz at Silicon Valley Speak, or order the book Valley Speak by Rochelle Kopp and Steven Ganz.

API

Application Programming Interface, used to allow other companies to use a service, e.g. google maps data (as we have for page 10).

BOOTSTRAPPED

Building your startup without external investment.

LEAN (STARTUP)

Methodology for developing businesses and products, aiming to shorten development cycles through the core Build-Measure-Learn feedback loop.

PONYTAIL BIAS

When you automatically assume someone is a great engineer because of their ponytail. This bias most often occurs with men who also have metal glasses frames and a beard that goes down to their neck.

PIVOT

The moment you realize your initial business model is failing and you change to a different business model.

UNICORN

A (tech) startup company that reaches a \$1 billion dollar market value as determined by private or public investment.

FAILING FORWARD

Turning mistakes you made into stepping stones to success.

DESIGN THINKING

A methodology (not only for designers) that helps people understand and develop creative ways to solve a specific issue, generally business oriented.

PRETOTYPING

The art and science of faking it before making it, where "it" refers to an innovative product or service.

MVP

Minimum Viable Product, a product with just enough features to gather validated learning about the anticipated end product.



048

Take the Valley Speak quiz



Read the book "Valley Speak"



Online Silicon Valley Dictionary



Beyond tech





BEYOND TECH

Though most startups that visit – and perhaps move to – Silicon Valley focus first and foremost on tech solutions, there is another side to Silicon Valley (and the Bay Area at large) that goes beyond tech. After all, while there may be an app for everything, apps indeed are NOT everything.

If you start to expand your worldview a bit beyond tech, one of the first things you'll see here are lots and lots of makers, and maker communities. In fact, the maker movement has its roots in Silicon Valley. >>

Continue



// BEYOND TECH

>> Starting with the popular TV show, **MYTH BUSTERS**, which was filmed on Treasure Island (in San Francisco), as well as the **MAKER FAIRE**, which is now global, and **TECHSHOP**, one of the first modern maker spaces in existence, people in the Bay Area have been interesting in making physical stuff for a long time.

Sure, some of that is also connected to tech, such as Square's magstripe reader (for scanning and processing credit cards on iPhones), which was conceived and prototyped at TechShop in San Francisco.

But, beyond the tech making, there is also some great **CONCEPTUAL ART** and other everyday inventions that are being made by everyday people with a dream.

Some of this you'll find in local shops, such as **PERCH**, in San Francisco's Glen Park neighborhood. Other, possibly cooler made objects and artwork, can be found right on the street. See those giant **HEART-SHAPED** sculptures? Those are all creations of local makers and artists. In fact, San Francisco holds an annual Market Street **PROTOTYPING**

FESTIVAL, which "brings together different people, communities, and neighborhoods" to design and make more vibrant and engaging public spaces along Market Street, the main thoroughfare.

Through experimentation and prototyping (i.e. making) people from all walks of life and various organizations are taking it upon themselves to create a better future, through making.

And this ingenuity and drive for innovation aren't new things. Some classics that we all know and love actually come from San Francisco.

CABLE CARS - The first cable car in the world ran down Clay Street in 1873. The wire rope that is used for the cable car mechanics was invented by Andrew Smith Hallidie, an immigrant in California who was a gold miner, a black smith and builder of bridges.

DENIM JEANS - Sturdy working pants were needed for the gold miners. Levi Strauss came to the idea to create pants out of canvas. Jacob Davis discovered the canvas pants could be improved if the weak spot were strengthened by

copper rivets. Strauss and Davis patented 'riveted pants' in 1873 and the modern jeans were born.

FORTUNE COOKIES - Where the fortune cookies really come from is unclear. A Japanese immigrant Makoto Hagiwara, working as a gardener in the Japanese Tea Garden in Golden Gate Park, is reported to have been the first person in the USA to serve a cookie with a little thank you note in them. Do visit Golden Gate Fortune Cookie Factory on 56 Ross Alley when you are in Chinatown.

JUKE BOX - The predecessor of the Juke Box was called "The nickel-in-the-slot phonograph" and installed at San Francisco's Palais Royale Saloon in 1889. It was invented shortly after the 'phonograph' by Thomas Edison.

MURPHY BED - Also called a wall bed or pull down bed. The first patent was applied for around the 1900s by William L. Murphy, living in a one-room apartment on Bush Street in San Francisco.

POPSICLES - An invention by 11 year old Frank Epperson from San Francisco in 1905. By accident he

left a mixture of powder flavored soda water with a stir stick outside, to find it frozen a day later. In 1922 he served his ice lollipops at a ball, and he patented his invention.

SLOT MACHINES - Invented around the 1890's by San Francisco car mechanic Charles Fey. He connected the characterizing Bell to the machine and it was a huge success. Fey couldn't keep up with the demand and it was copied quickly by many slot machine manufacturers.

WATERBED - The modern version as we know it was designed by Charles Hall in 1968 while he was a design student at San Francisco State University.

A fun fact is that, when Charles applied for a U.S. patent on the invention, he was denied based on a "prior art" conflict. What prior art, exactly, depicted Hall's invention? None other than the science fiction masterpiece Stranger in a Strange Land by sci-fi great Robert Heinlein. Sometimes, even San Francisco needs to play catch up with the future. ■



What side are you on?



NL

SO, WHAT SIDE ARE YOU ON?

CA





051


- Cheese, stroopwafels _____ 1 2 3 4 5 _____ Vegan Gluten Free
- "Doe maar gewoon dan doe je al gek genoeg!" _____ 1 2 3 4 5 _____ "I have a great idea for a startup!"
- A 'six' is good enough _____ 1 2 3 4 5 _____ Think big
- Avoid risk! _____ 1 2 3 4 5 _____ Risk is good!
- "Yes but..." there is always a barrier _____ 1 2 3 4 5 _____ "Yes and!" everything is possible
- Keep it secret! _____ 1 2 3 4 5 _____ Share your ideas!
- In my job I value a long term contract above everything _____ 1 2 3 4 5 _____ They can fire me on the spot if I can be flexible as well
- Life long career _____ 1 2 3 4 5 _____ Serial entrepreneur
- No insurance? That's crazy _____ 1 2 3 4 5 _____ Dog eat dog
- "Are you sure that is a smart decision?" _____ 1 2 3 4 5 _____ (Everyone:) "I totally support you!"
- Just say what you think _____ 1 2 3 4 5 _____ Etiquette for conversations
- 'Gezellig', drink beer to talk _____ 1 2 3 4 5 _____ Go for dinner and watch the sports channel

COUNT YOUR SCORE

< Cheesehead! 20 Are you sure? 30 More than welcome! 40 You'll fit right in! 50 Start packing! >

Stay a little longer 

Moving to Silicon Valley 

Only in San Francisco 

ONLY IN SAN FRANCISCO

AUTONOMOUS TAXI

UBER, WWW.UBER.COM

DADS WITH DRONES

SOUTH OF POINT LOBOS, SAN FRANCISCO

HACK YOUR BRAIN

NOOTROBOX, 950 MARKET ST, SAN FRANCISCO

BUILD A ROBOT

926 HOWARD ST, SAN FRANCISCO

WALK STANFORD CAMPUS

450 SERRA MALL, STANFORD

ROBO LUNCH

EATSA, 121 SPEAR ST, SAN FRANCISCO

FUTURE GALLERY

AUTODESK GALLERY, SAN FRANCISCO

DISCOVER STREET ART

AROUND 16TH AND MISSION, SAN FRANCISCO

The other side of
San Francisco

THE OTHER SIDE OF SILICON VALLEY

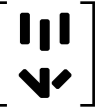
>> Read More



053

Continue





THE OTHER SIDE OF SILICON VALLEY

LIFE BEYOND THE UNICORNS

Most entrepreneurs coming to Silicon Valley are looking for their proverbial pot of gold. However, when you get here – or live here – you’ll notice there are lots of people focused not just on profit, but also on the planet and the people that live on it.

In fact, there are hundreds of social ventures that call the Bay Area home. Once such social venture is Tumml, whose mission is to “empower entrepreneurs to solve urban problems. With a hands-

on approach, Tumml provides entrepreneurs with the tools to help scale their impact and enhance quality of life in cities everywhere.”

THE GAP IN THE ACCELERATOR MARKET

What’s perhaps most interesting about Tumml is also the thing that makes many other well-known startups interesting: Tumml found a gap in the market which its founders are uniquely positioned to address.

At its core, Tumml is an accelerator that provides resources to early-stage, urban-focused startups from across the US. The resources that Tumml provides are flexible funding and mentorship; connections with other founders, policy makers, and investors; as well as thought leadership (in the social venture space).

A SOCIAL WAY OF DOING BUSINESS

You might think, “Ok, so Tumml is doing some nice things. But, surely they’re not making money like other accelerators.” Think again!

When you get to San Francisco, look for the green and black vans with the name “Chariot” printed on the windows. Tumml was an early investor in Chariot, a commuter shuttle service that builds better transit routes by learning commuter habits and preferences – which was just acquired by Ford for more than \$65M USD. Same goes for Parko, which was acquired by EasyPark.

While you’re here, in Silicon Valley, keep an open mind. Perhaps the next big investment will be for a social cause. ■





STAY A LITTLE LONGER

Great Weekend Trips While You're Here

If you haven't looked at a map in a while, think about this: California is more than 11 times the size of the Netherlands. And, California is just one of 50 states in the US. In other words, California is **huge!**

Given its vastness, there is a ton to do and be inspired by while you're here. On the next page are some of

the cooler weekend trips you might consider as inspiration.

People living and working in Silicon Valley have a totally different mindset when it comes to trips. They go on trips and weekends away all the time! Emulate their lifestyle and take one too! >>



RIDE BIKES, DRINK WINE

And picnic in Sonoma. Sonoma, and its better-known sister, Napa Valley, are known the world over for some of the great wines produced in this region. But, did you know that Sonoma is only a 1-hour drive from San Francisco? For a cool full-day trip or short overnigher, rent a car and drive up to Healdsburg, about 70 miles north of San Francisco. Once there, rent a bike from Spoke Folk Cyclery or Wine Country Bikes and take a wine tasting tour of the Dry Creek Valley. Just don't drink (too much) and ride.



EAT AND (DAY) DRINK LIKE A LOCAL



Something many visitors, especially Dutchies, find interesting/funny, is that San Francisco is a big time drinking town. But, just as interesting, most of the bars in San Francisco close between midnight and 2AM. But that's okay. San Franciscans prefer day drinking anyway! What's day drinking? If you're here on a Saturday or Sunday when there is halfway decent weather, grab a six-pack of beer, a bottle of wine, or anything else that floats your boat, and head to Dolores Park. You'll find people there drinking and socializing starting at about 10:30AM. The best part: no late night burrito guilt!

HIT THE SLOPES IN TAHOE

Visiting Silicon Valley in the colder months (i.e. winter), consider a short trip (3-hour drive) to some of Lake Tahoe's legendary ski resorts. While Tahoe resorts are nothing like European ski villages, Tahoe does boast some terrific conditions, awesome snow, and great terrain parks (if you're into that sort of thing).



056



Drive highway 1 from San Francisco to LA. Most people who travel to San Francisco assume they can take a quick day trip to Los Angeles. If you're flying, maybe. LA is more than 400 miles from San Francisco. But, this makes for a perfect weekend road trip.

Rent a car in San Francisco, or at SFO, and drive the famous highway 1 all of the way to San Luis Obispo, where it intersects with the 101, shooting you straight to LA. Along the way you'll see some amazing stuff!

Meet your new
friend: Karl





057

MEET KARL



Karl The Fog @KarlTheFog

- Fogtober
- Fogember
- Foguary (coming up!)

Follow
Karl



One thing about the weather in San Francisco will probably surprise you. Because of the position close to the ocean, hardly a day goes by without fog rolling into the city. And not just any fog. This fog has a name: Karl.

Rather than complain about the weather phenomenon, San Franciscans choose to see the bright side so to speak. And created a special place in their hearts for their opaque, damp friend.

And it doesn't stop there. Karl is active on social media, and (of course) has an active twitter

account – he actually has more than 181K followers, beating the mayor of San Francisco! ■

What to do after
your trip





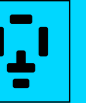
PART 3:

AFTER YOUR TRIP

In coming to Silicon Valley you'll have learned and experienced a lot. It would be a shame not to use what you've learned to your advantage. Use these last few pages as inspiration to create the impact you desire. You'll be glad you did!

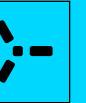
SHARE YOUR JOURNEY WITH THE TEAM

How to capture and share your trip



DUTCHIES IN THE VALLEY

Quotes by Dutchies



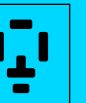
MOVING TO SILICON VALLEY

Practical tips and insights



FOLLOW UP

Plan your next trip



LAST WORDS BY THE CONSUL

Take me to the last chapter!



SHARE THE JOURNEY WITH YOUR HOME TEAM

CAPTURE YOUR TRIP!

If you haven't moved to Silicon Valley yet, you're probably going to eventually have to go home and tell your team about what you 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 drill down 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.

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!

Doing this during your trip 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

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 Silicon Valley or not.

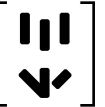
4. CREATE SHARED ACTIONS

Define your most important actions after your trip to Silicon Valley. Don't execute them on your own. Share the actions with your team members. That way they will be engaged with the follow up.

By following the previous three steps you already inoculated them with the Silicon Valley mindset.

Make sure to keep this mindset alive while executing your defined action points. Don't get side tracked by the day-to-day business, stay focused on your future!

Who will join you next time you visit Silicon Valley? ■



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The Storytelling
Canvas



Dutchies about
living here





“ I love the different types of office spaces. There are offices with bicycle repair shops, a cinema, and even a candy store. It is fascinating to see the ‘standing in line’ culture. For the real good places, people stand in line for over an hour, just for a meal.

\$> Wybe Schutte | Newzoo

I LOVE THE VIBE...

the energy you see in everything. Everyone has the drive to achieve something. It's infectious.

\$> Marloes van Schaijk | Osborne Clark

“ This is such a dynamic place to be. Everyone shoots for the moon. Nobody settles for the average. Even when people have just been to Stanford or Berkeley for two weeks, they want to start a company. It is within the walls here.

\$> Klaas Broekhuizen | Correspondent FD

“ Everyone here is a true global citizen. Everyone understands a single right solution does not exist. Our mantra is ‘stop the talking, start the doing’. Get shit done, build, learn and iterate.

\$> Maaïke Doyer | Business Models Inc

“ The positive vibe! Everyone is there to support your dream to “Go do it!” While in The Netherlands people say, “Are you sure?” This area is also Walhalla for outdoor sports. I go swimming in the Bay, or within 30 minutes you are in cycling paradise.

\$> Derk de Korver | Google

“ It is so interesting to be on top of everything that is happening. You can be the first one to try everything. I love it. Next to that, nature and outdoor life is amazing. There isn't a single day that you won't go outside. The sun is always shining.

\$> Remco van den Elzen | Entrepreneur

QUOTES FROM DUTCHIES IN THE VALLEY

“ We go on weekend trips much more often. Within 30 minutes you are in the most beautiful, natural settings. These really enrich life. I still have difficulties with the number of homeless people. The difference between poor and rich is extreme.

\$> Monique van Schaik | eBay

“ YOLO! Make it count and enjoy every day. In Silicon Valley we talk about work-life integration, instead of work-life balance. People create the freedom to allow themselves to explore.

\$> Ronald Goossens | ASML





MOVING OUT TO SILICON VALLEY

You've been to Silicon Valley a couple of times and are expanding your local network; there are clear business opportunities. It's time to move!

Moving to another country is not easy. You will run into a lot of bureaucracy and things you are completely unfamiliar with. Silicon Valley is no exception.

COST OF LIVING


The first thing to wrap your head around is this: Silicon Valley is one of the most expensive areas in the world. The cost of living is about triple that of The Netherlands.

The cost of a one bedroom in San Francisco starts at about \$3000 per month.

VISA

There are many different types of business visas. An overview of the most common visas is listed on the Holland in the Valley website.


It is pretty complicated, so don't try to do this on your own and hire an immigration **LAWYER**. Be aware the process generally takes between 3 and 6 months.

 Visa information on the Holland in the Valley site

SOCIAL SECURITY NUMBER

Get your Social Security Number (SSN) ASAP. This number is crucial within the US. Everything is connected to your SSN. It is hard to even get a simple subscription without it.


You can apply for your SSN while applying for your visa, or you can visit a Social Security Office nearby.

 Official site for the Social Security Office

US LEGAL ENTITY

Setting up US legal entity for your business is vital to make business easier. There are different types of legal entities to consider. All are easy to set up online, for example through Rocket Lawyer.

Don't hesitate to contract a **LAWYER** who can help you make the right decision about what type of entity is best for you.

 Rocket Lawyer specializes in setting up US entities

BANKING

Banking in the US is still more focused on building a personal relationship in a branch instead on the convenience of online banking.

There are only a few banks that will allow you to open an account without having a SSN. People still use checks in some cases, and businesses pay invoices by paper checks in the mail.

Transferring money locally easily takes a week, unless you are willing to pay a \$40 wire fee. If you still do business with Europe, make sure you select an international bank, to save you a lot of headaches. In short, be patient. >>



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Continue



HOUSING

One-bedroom apartments in San Francisco start around \$3,000. There is a huge demand and the market moves fast. Typically a new listing is gone in just a couple of days. It is not as organized as you have seen in The Netherlands.

Craigslist is the go to resource for housing. Narrow down your options of cities or neighborhoods first. In most Bay Area cities, properties built before 1979 will be 'rent controlled' which means the rent can only increase with a small percentage every year.

 Housing (and lots more) can be found on Craigslist


CREDIT CARDS

In the US it is all about your personal 'credit score'. It tells banks how credit-worthy you are. This has nothing to do with your bank balance, and everything with how

well you deal with credit. Getting a credit card without having credit history is almost impossible. The catch is, you won't have one.

Ask your bank for a 'secured' credit card. They will probably give you a credit card with a limit of \$500 to \$1,000. Start using it and within about 6 months you will be able to apply for a regular credit card. If you don't use it, your credit score will be bad.


If you have been using American Express in The Netherlands, you can apply for an American Express card here as well. Call them and tell them they have to take your history into account. That will give you more flexibility.

 Find out how the credit rating system works

INSURANCE


Health Insurance in the US will cost on average \$500 per month. For most, it will be covered through the company. There are a few insurance companies that specialize in providing insurance to Dutch

people who move abroad, Oom Insurance is one of them. They also offer all other types of insurance.

 Oom Insurance specializes in insurance for Dutch expats

DRIVERS LICENSE

The state of California does not recognize international drivers licenses for residents. That means you need to get your California drivers license. Visit the DMV website for more information.

 Visit the DMV (District of Motor Vehicles)

TAXES


There is no such thing as VAT in the US. There is sales tax. But that is only charged to goods sold to the end user. Corporate tax and Income tax can be pretty complicated and there are two systems you need to take into account, Federal and State. While in The Netherlands filing your

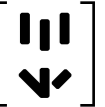
tax report is pretty simple, in the US you do need an **ACCOUNTANT** to do the filing for you, both for your company and for your personal income taxes.

LAWYERS? ACCOUNTANTS? HELP!

When you go looking for lawyers or accountants to help you out, the Dutch Consulate can connect you to service providers directly.

Please send an email to SFN-EA@minbuza.nl with your inquiry or visit the Holland in the Valley website.

 Trusted service providers on the Holland in the Valley site



HOPE YOU ENJOYED THE RIDE!



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End
your trip





064



you are here



Welcome back home!

The end of
the line



The Consulate General of The Netherlands in San Francisco




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The main purpose of the Consulate in San Francisco

The main purpose of the Consulate on San Francisco is to strengthen economic ties between the 13 Western States and The Netherlands, including the Bay Area.

The Consulate in San Francisco is one of the four Dutch Consulates, who together with the embassy in Washington service Dutch Economic interest in the USA.

 More about the Dutch
Consulates in the USA

Holland in the Valley: helping entrepreneurs and startups

One of the initiatives is Holland in the Valley that helps entrepreneurs and startups in Silicon Valley and the Netherlands exchange ideas, advice, information, and business opportunities.

It has an active network of local entrepreneurs, corporates, investors and consultants.

The intent is to foster an environment in which American and Dutch companies can build new relationships and find new partners by fostering cross-border collaboration and exchange to help startups and established business from the Netherlands find their way in Silicon Valley.

How the Consulate can help you


The Consulate can help to open doors for Dutch entrepreneurs when coming to Silicon Valley. The objective of this Silicon Valley Playbook 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 and experience outside of this playbook we recommend entrepreneurs to visit our online forums on Holland in the Valley to connect and exchange ideas.

Please contact us if you have any further questions or when you would like to schedule an appointment via SFN-EA@minbuza.nl.

 Visit the Holland in the
Valley website

 Lost your passport or other
consular problems?



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Let's make things happen!

Our aim with this first edition of the Silicon Valley Playbook is to make your journey to Silicon Valley more successful!

But, it's not just us who have this goal in mind. We had a lot of help putting this together. I want to thank everyone that contributed to the Silicon Valley Playbook and ultimately made it happen. It's impressive to see how so many Dutch people within Silicon Valley were willing to cooperate and contribute to the Silicon Valley Playbook. The community here truly values supporting other entrepreneurs in order to enable them to become more successful.

The Consulate supports Dutch companies that do business in the USA and supports American companies that invest in The Netherlands. This playbook supports these goals.

In case you have any suggestions on this Playbook, please contact us at SFN-EA@minbuza.nl.

Gerbert Kunst
Consul General



REPLACE
FEAR OF
THE UNKNOWN
WITH
CURIOSITY

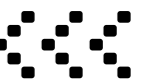


**BEFORE ➤
YOUR
TRIP**

**DURING ➤
YOUR
TRIP**

**AFTER ➤
YOUR
TRIP**

Back
to the start





 *Holland.*