

BMW Group Startup Symposium.
Profiles of the jury members.

Daan Roosegaarde
Dutch artist and founder of Studio Roosegaarde



Dutch artist and innovator Daan Roosegaarde (1979) is a creative thinker and maker of social designs which explore the relation between people, technology and space. Roosegaarde has been driven by nature's gifts such as light emitting fireflies and jellyfishes since an early age. His fascination for nature and technology is reflected in his iconic designs such as Smart Highway (roads which charge from sunlight and glow at night), Waterlicht (a virtual flood) and Smog Free Project (the largest outdoor air purifier in the world which makes jewellery from smog).

Roosegaarde graduated from The Berlage Institute with a master in architecture. He founded Studio Roosegaarde in 2007, where he works with his team of designers and engineers towards a better future. Together they develop 'Landscapes of the Future' building smart sustainable prototypes for the cities of tomorrow. Roosegaarde is a Young Global Leader at the World Economic Forum and named Artist of the Year 2016 in The Netherlands.

Roosegaarde has won the London Design Innovation Medal, the INDEX Design Award, the World Technology Award, two Dutch Design Awards, the Charlotte Köhler Award, and China's Most Successful Design Award. He exhibited at the Design Museum in London, Stedelijk Museum Amsterdam, Rijksmuseum Amsterdam, Tate Modern, Tokyo National Museum, Le Musée des Arts Décoratifs Paris, Victoria & Albert Museum and various public spaces in Europe and Asia. Selected by Forbes and Good 100 as a creative change maker, Daan Roosegaarde shares his visionary ideas frequently at conferences across the world such as TED and Design Indaba.

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Datum BMW Group Startup Symposium.
September 2017
Onderwerp Profiles of the jury members.
Blad 2

Evert Jaap Lugt
Managing Director of YES!Delft



Building Tomorrow's Leading Firms

YES!Delft is a tech incubator that helps entrepreneurs to build and grow leading technology companies. Our programs turn promising ideas and teams into solid startups and grow them to successful companies. YES!Delft offers graduates, scientists, engineers and professionals guidance and support in their startup journey. Our programs focus on customer validation and long term growth of complex technologies. YES!Delft offers access to mentors, experts, investors and partners who share their know-how, network and experience.

Evert Jaap Lugt - or EJ - is a successful serial entrepreneur and currently Managing Director of YES!Delft. He founded Nimbuzz in 2006, raised 50 million in capital and eventually sold the company to the British internet company New Call Telecom for 137 million euros. One of the largest tech exits in the Dutch startup scene to date. This 57-old Rotterdam native brings in years of entrepreneurial experience having founded various successful companies including NGTI and @Media (sold to Dutch Public Broadcast – NOS). He's active in the European start-up scene as a mentor, investor and gives lectures about innovation management.

Datum BMW Group Startup Symposium.
September 2017
Onderwerp Profiles of the jury members.
Blad 3

Menno Kleingeld
Managing Director of VDL Enabling Transport Solutions



Menno Kleingeld is currently working as Managing Director for the newly founded VDL Enabling Transport Solutions (ETS) company since September 2015. VDL ETS is aimed to providing (technical) solutions for the e-mobility market for heavy duty transport (bus, truck, AGV) in the broad sense. Solutions include (amongst others) energy, energy storage, e-mobility building blocks, software, prototype vehicles, software solutions and new business models.

Menno throughout his professional life, has been working in business environments facing technical and business model disruptions and has successfully managed these in various instances. His passion is to drive these from a customer, user and technical perspective and form teams to successfully storm these disruptions.

Previously, Menno has been working in various business and marketing positions in different Philips divisions. Prior to his current position, Menno occupied a number of international business management and marketing posts at Philips Lighting, Philips Business Electronics and Philips Semiconductors / NXP Semiconductors. In his last role as VP & GM Indoor Professional Lighting Solutions Europe, he was responsible for the transition from conventional to LED lighting in the professional luminaires business of Philips.

A Dutch national, Menno holds a master's degree in business administration from the Eindhoven University of Technology, the Netherlands. Menno Kleingeld was born in 1972; he is married and has 2 children.

Datum BMW Group Startup Symposium.
September 2017
Onderwerp Profiles of the jury members.
Blad 4

Jochem Cuppen
Global Director Get in the Ring



Jochem Cuppen is the Global director of the Get in the Ring Foundation and partner in H&K Consultancy. With the Get in the Ring Foundation Jochem and his team are on a mission to impact challenges faster by utilizing the potential of startups. Since 2012 they have been building and innovation network of spotters and licensed partners in 100+ countries. Together they have been able to find thousands of promising startups and match them to the right partners that include leading corporates, governments and investment funds.

Next to Get in the Ring Jochem was part of the founding team of the Erasmus Centre for Entrepreneurship. He was responsible for setting up a variety of startup and investor programmes and was the project leader behind the development of the Rotterdam Science Tower, a 30,000m² office building where science meets business. The Rotterdam Science Tower offers facilities to startups, educational programmes (the ECE Campus) and medical startups that need laboratory facilities. Within 2 years the Rotterdam Science Tower attracted over 15,000 visitors and attracted over 100 new companies. The Erasmus Centre for Entrepreneurship is 100% subsidiary of the Erasmus University Rotterdam and has a leading research group on entrepreneurship. As part of its programmes the centre was the first university in the Netherlands to introduce a special talent programme for student entrepreneurs that is similar to programmes for topsport players.

Jochem has a bachelor degree in business administration and a masters degree in Entrepreneurship & New Venturing at the Rotterdam School of Management, Erasmus University.

Datum BMW Group Startup Symposium.
September 2017
Onderwerp Profiles of the jury members.
Blad 5

Anne-Wil Lucas
Program Manager Talent, Knowledge and Skills Startup Delta



Anne-Wil Lucas is Program-director Talent, Knowledge and Skills at StartupDelta. Before joining StartupDelta she was a member of parliament for the liberal party in the Netherlands, from 2010 till 2016. In parliament she proposed a startup-bill which led to the founding of StartupDelta. Anne-Wil is passionate about building a sustainable future by paving the way for ambitious entrepreneurs, who can find smarter and cleaner solutions for the grand challenges the world faces.

Drs. Pieter M. Waasdorp
Director Entrepreneurship at the Ministry of Economic Affairs



Mr. Pieter Waasdorp is EU SME envoy since 2014 and director Entrepreneurship, at the Ministry of Economic Affairs in the Netherlands. Mr. Waasdorp has a vast experience since 1991 in the Dutch administration. He has worked at the Ministry of Economic Affairs in several management functions and as programme manager. Also he worked as a programme manager for a joint programme of the ministries of Economic Affairs and Education, Culture and Science.

International affairs is a topic which runs as a red thread through his curriculum vitae. This is expressed in his current role as EU SME Envoy, but also in his role in coordination the Dutch input for the OEDC-EDRC and as delegation leader during several bilateral missions.

Mr. Waasdorp has a university degree in economics