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Preface

At Startupbootcamp we have been involved in almost five hundred start-ups in the last five years. So far, we've had a great ride, but we know that we've only just begun. Surely not all those start-ups will become a success. Despite our high 'survival rate' of over 80%, most of the start-ups perform like any other company. They're doing well, they are profitable, but nothing special.

Sometimes you meet a team of founders and you instantly realise that they are special. It's a stunning moment. You sense that you may be close to something huge. I had that exact feeling when I first met Ronald Kouvelt and William Viveen, the founders of StuComm, the guys which this book is about.

Early stage investing is all about the team, the idea really comes second. So, when you meet driven personalities with complementary skills and, moreover, a great idea, then you should do your utmost to get involved.

It took a few meetings to convince them that it was worth giving up a small stake in StuComm in return for the network, the mentoring and other services we would deliver. But as soon as we started working together, we mutually felt that this cooperation was a right decision.

StuComm is still in its infant stage, but is already showing great progress. These guys are rapidly conquering the huge world of universities and other educational institutions. They deliver a great communication tool while gathering extremely valuable data at the same time. It is no surprise to me that after becoming a market leader in the Netherlands, they are now well on their way to doing the same in the United Kingdom, France and Germany.

Just like us, Ronald and William have only just begun. The courage and power they show in this phase of their growth proves how ambitious they are and how far they can get. StuComm will one day be as familiar and a standard application in the EdTech world as Slack in the corporate world.

What a great idea they had with the author to have this story written down. Read all about the making of StuComm and what the founders learned in those first three exiting years.

I wish you a lot of reading fun and inspiration!

Amsterdam, September 2017

Ruud Hendriks

It's now or never.

