

The Netherlands STIB US III Program Kansas City - Dallas

April 2026



NL

Netherlands

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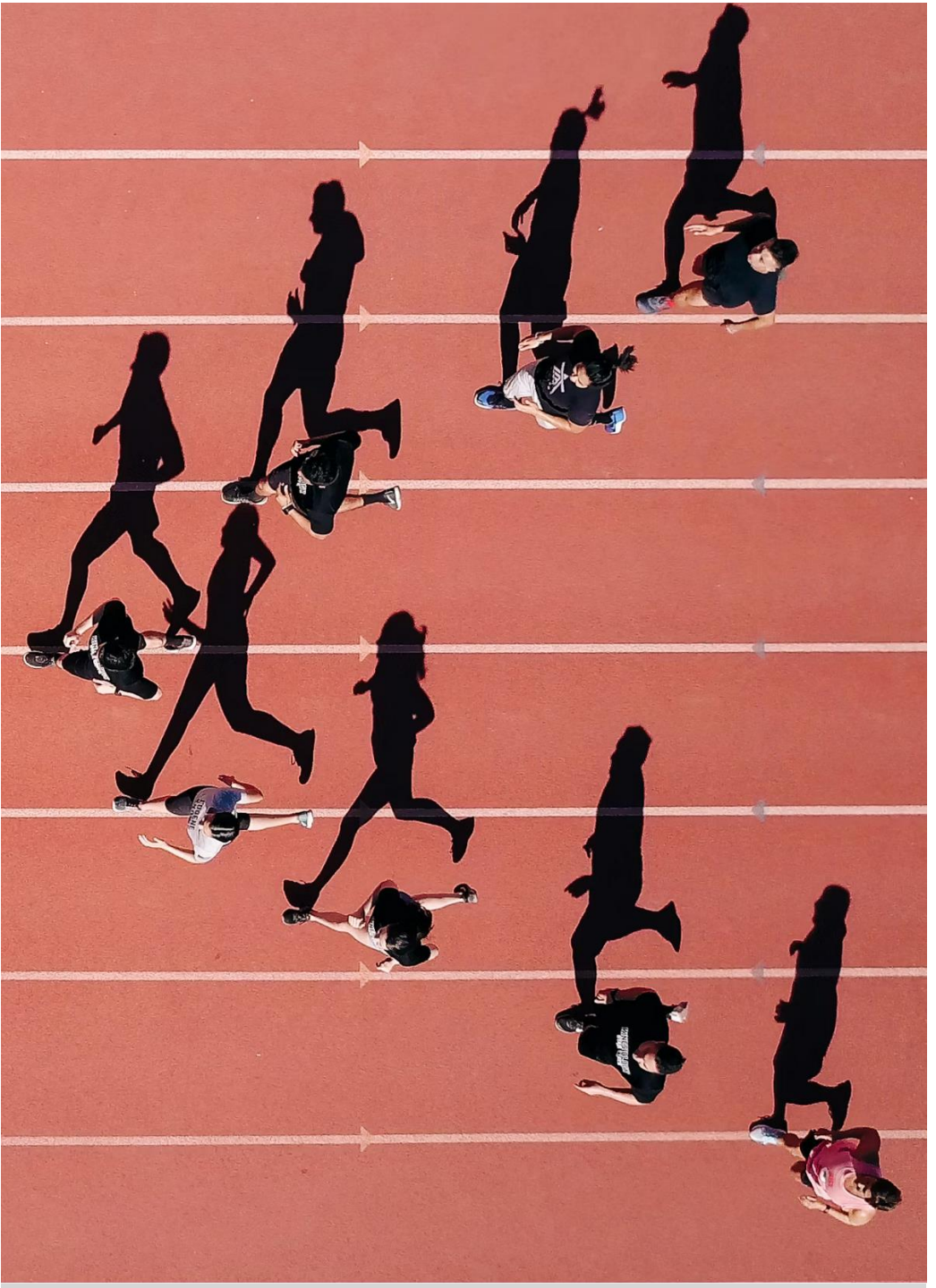
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Foreword



Ministry of Foreign Affairs



Netherlands Enterprise Agency

On behalf of the Ministry of Foreign Affairs of the Netherlands and the Netherlands Enterprise Agency, we are thrilled to celebrate the unifying power of sport – a force that transcends borders and builds bridges between people and communities.

From the vibrant streets of Amsterdam to the iconic stadiums of Kansas City and Dallas, sport has the power to unite people, spark innovation, and build lasting connections. This April, the Netherlands is honored to lead a delegation of forward-thinking companies to Kansas City and Dallas as part of the STIB-US trade mission. An initiative that celebrates how sports, and the industries surrounding them, bring nations and communities together.

The sports industry is about much more than the game itself. It is a dynamic platform for technology, health, sustainability, and fan engagement. Whether through data-driven performance, AI-enhanced stadium experiences, or groundbreaking innovations in recovery and well-being, Dutch companies are at the forefront of shaping the future of sport worldwide.

This mission comes at a special time, as the world prepares for the FIFA World Cup, a global celebration of how sports transcend borders and create shared moments of joy and inspiration. Just as the World Cup unites fans across continents, we aim to foster long-lasting friendships and partnerships that extend beyond the field.

The delegation represents the culmination of the STIB-US program, which has prepared a select group of Dutch sports innovators through workshops, mentorship, and competitive pitching. Now, these organizations are ready to showcase their solutions and collaborate with American partners, building bridges across sectors and geographies.

We believe that sport is one of the most powerful languages in the world. By working together, we can co-create a healthier, more connected, and more inclusive future.

We invite you to meet these companies, explore new opportunities, and join us in making sports a shared engine for innovation and impact.

See you on the field, on both sides of the Atlantic

The Netherlands

Introducing the Netherlands

How do the Dutch make a difference?

Through their interactive approach to finding innovative solutions to the big challenges facing the world today. The Dutch way of thinking and working has been shaped by centuries of living in the low-lying delta of the Netherlands. Through the ages, the Dutch have joined forces to find ingenious ways to tackle challenges like water, urbanisation, energy, food, health and security. By being inventive, pragmatic and

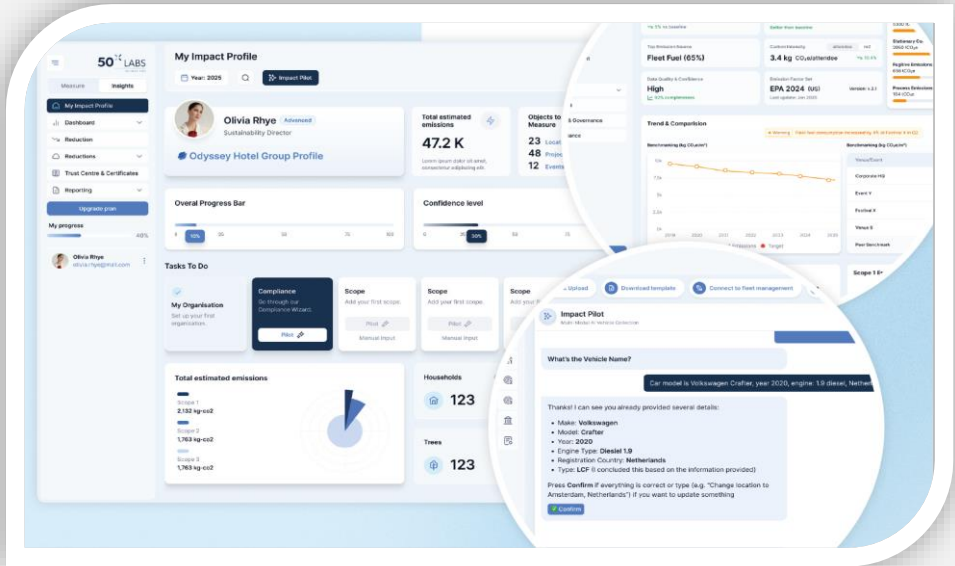
open to new challenges, the Dutch have created a flourishing and resilient land.


The Netherlands is a constantly evolving ecosystem of cities, industry, agriculture and nature, all integrated through smart infrastructure. It is a source of knowledge and experience that the Dutch are keen to share with others. Learning from the past to create a better future. Together, seeking innovative solutions for the most liveable world.



The Netherlands your partner in innovative solutions

Company Profiles



Jeroen Bakker 
CEO Co-founder
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50X Labs

50X Labs helps sports, venues and events measure, manage, and monetize their sustainability efforts, and empowers organizations to turn fragmented ESG reporting into real-time business intelligence. Our platform, making environmental and social responsibility a clear business advantage. By offering sector-specific insights, full data transparency, and actionable dashboards, we accelerate the path toward a more sustainable and profitable future.

Unique Selling Points

50X Labs transforms sustainability from a cost into a business driver. We deliver real-time, sector-specific sustainability intelligence for sports venues and events, enabling organizations to measure impact, manage performance, and unlock new revenue streams through sustainability. With unmatched transparency, compliance readiness, and monetization tools, 50X Labs turns sustainability into your competitive advantage.



**THE AUDIO LAYER FOR LIVE
SPORTS AND EVENTS.**



Alwin Lindeboom



Co-founder & CCO

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Gazeti

Gazeti is a real-time audio platform that adds a new layer to live sports and events. By delivering synchronized live commentary directly to fans' smartphones, Gazeti enhances engagement, context and emotional connection during live moments. What started as an accessibility solution has evolved into a scalable fan engagement tool for clubs, leagues and event organizers. Gazeti transforms spectators into active listeners, extend their reach beyond the venue and unlock new opportunities for content, data and commercial partnerships.

Unique Selling Points

Gazeti delivers ultra-low latency live audio (under 0.5 seconds delay), perfectly synced with the live action. The platform requires no app or login, making it instantly scalable across large audiences. By introducing an audio layer to live events, Gazeti increases fan engagement, extends reach globally through a single link and creates new monetization opportunities through sponsor integration and branded audio experiences.

Optional GPS geofencing allows the stream to be limited to the stadium environment. Supporters listen with a single click on a link; no app downloads or logins required. Because every fan deserves to experience the game, live and without barriers.



Wladimir Nijenhuis

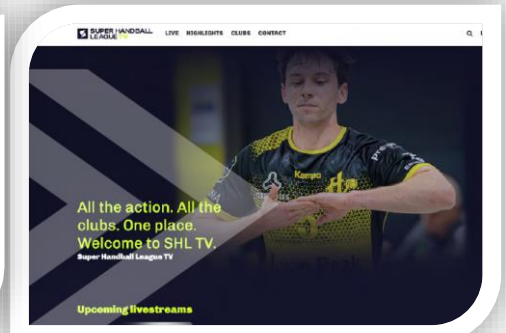



Co-founder & COO

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Winner of the Sports Tech
Innovation Bridge US III 2026



Patrick van Mil 
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JUMP

JUMP is the all-in-one streaming platform developed by sports media and marketing agency ByTomorrow. It enables clubs, leagues and federations to launch their own professional streaming service, fully tailored to modern sports audiences. With JUMP, organizations take full control of their content and distribution, streaming matches, highlights and exclusive content while unlocking new revenue streams through subscriptions, pay-per-view and advertising. Built with innovation at its core, JUMP integrates seamlessly with AI-driven camera systems, making high-quality production accessible without large crews or complex setups.

Unique Selling Points

JUMP is a sport-first streaming platform giving clubs, leagues and federations maximum control, flexibility and growth potential. It offers full monetization through subscriptions, pay-per-view and advertising, and integrates seamlessly with AI-driven camera systems for efficient, automated production. A key innovation is JUMP Live Director, enabling remote control and real-time graphics from anywhere in the world. Fully brandable, cost-scalable from grassroots to elite level, with complete ownership of data, content and revenue.

JUMP
[JUMP - Where sport owns the stage](#)



Niels van Meurs



Chief Operating Officer

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Panna Park


Panna Park is building the 'Popstroke of Soccer' in DFW by transforming the sport into a gamified, Social Foot Golf experience where everyone, from novice to pro, can experience the thrill of scoring.

It is the first scalable Eatertainment venue built around soccer, bringing its flagship location to Dallas to anchor a new entertainment district in DFW. Our Social Foot Golf model features two eleven hole outdoor courses, a full soccer bar, and a range of soccer themed games, all designed so that anyone can experience the thrill of scoring a goal. With a 360° bar keeping food and drinks within reach at all times and panoramic views for spectators, Panna Park is built to keep guests playing, eating, and staying longer.

Unique Selling Points

Soccer is the world's most popular sport, yet it has no scalable Eatertainment venue to call its own. Panna Park fits a high volume entertainment venue onto just 2.5 acres, drastically improving the CapEx to Revenue ratio compared to competitors. With a repeat visit mechanic built into the Social Foot Golf format and the exact execution partners behind Topgolf's national rollout already on board, Panna Park is perfectly positioned to lead a category that is wide open.



Arnoud Fiolet 
Managing Partner,
RSI SPORTS Group

RSI SPORTS GROUP

RSI Sports Group is a global leader in sports infrastructure, delivering high-quality, sustainable, and cutting-edge solutions for community pitches, stadium fields, and mobile applications. Committed to innovation and performance, RSI redefines sports surfaces with advanced technologies that enhance both playability and aesthetics by having developed the Polyprint technology. A way to customize sports courts - stadiums - facades - flooring through the printing of plastic / ceramic / pvc tiles.

Unique Selling Points

Our USP is our PolyPrint Technology. PolyPrint is redefining how (sports) flooring is designed and experienced. Custom courts and floors are the future, and PolyPrint is the gamechanger.

With our cutting-edge court printing solution, PolyPrint Technology, you can now brand, customize, and urbanize your flooring / courts like never before.

We give clubs / communities the power to brand, customize, and urbanize their courts with high-impact, UV-stable, scratch-resistant, and slip-resistant graphics. Every surface becomes a bold expression of identity - from club branding to community storytelling.

RSI SPORTS GROUP

[PolyPrint - RSI Sports Group](#)

<https://polyprinttechnology.com>



KNVB



Michael van der Star



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KNVB - ROYAL NETHERLANDS FOOTBALL ASSOCIATION

With 1.2 million members, the KNVB is the country's largest sports association. In 1904, the KNVB was one of the founding members of FIFA. From 1904 until today, the KNVB has helped develop football into the sport we all know and love.


We are not the biggest association in the world, but our contribution to the game is impressive. Key to this is education, innovation and an ongoing focus on youth and coach development. This has brought us Total Football, the development of VAR and world-class players and coaches. Our football colors the world orange, the color that defines our DNA and the symbol of our unique football landscape. Every weekend, hundreds of thousands of people visit football clubs and stadiums and millions more follow the game from home. This strong base has already produced many great things. With our clubs and national teams, we have been competing for prizes for over 50 years. Supported, of course, by our Dutch national teams.

Unique Selling Points

The KNVB supports global football development through initiatives like the WorldCoaches program, using football for social impact. We contribute to international committees, exchange knowledge with global football colleagues, and host them at our KNVB Campus. Recently, we launched the International Academy to share philosophies and expertise, creating initiatives that benefit players, coaches, referees, clubs, associations, and the wider football community.

**KNVB - ROYAL NETHERLANDS
FOOTBALL ASSOCIATION**
www.knvb.com



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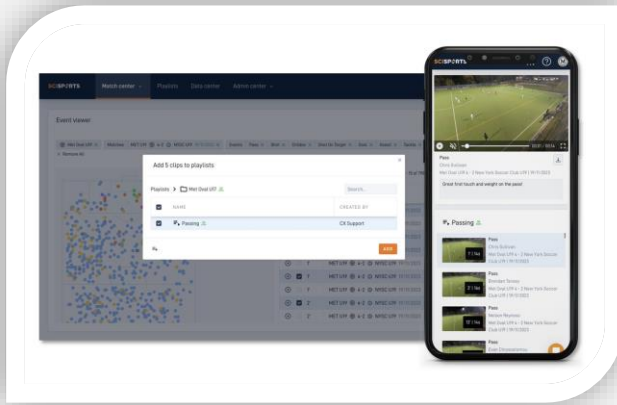
Olympic Echelon

Olympic Echelon helps individuals, teams, and organizations improve performance through a structured performance system. Built on Olympic-level experience, we translate elite insights into scalable formats such as coaching, programs, and keynotes. Our approach integrates technique, mindset, and behavior to drive consistent performance, stronger engagement, and sustainable growth across sport, leadership, and professional environments.

Unique Selling Points

Olympic Echelon replaces fragmented approaches to performance with one integrated system. By combining technique, mindset, and behavior into a structured approach, we create measurable improvements in performance, consistency, and engagement. Our model scales from individual performers to teams and organizations, translating Olympic-level thinking into high performance across sport, leadership, and professional environments.

Olympic Echelon
<https://olympicechelon.com>



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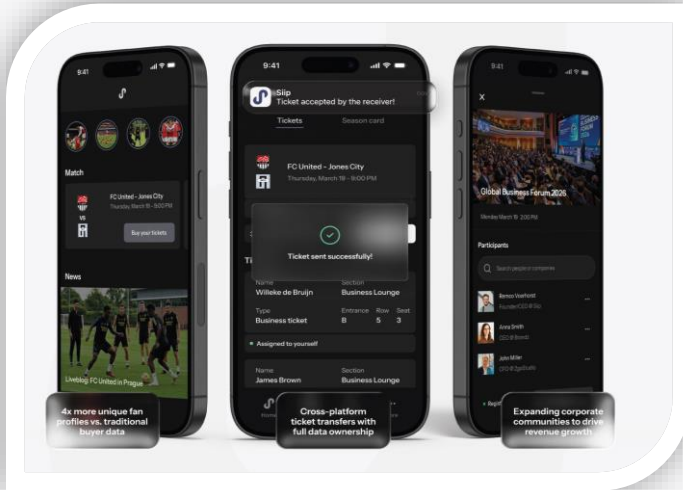
SciSports Inc.

SciSports is one of the world's fastest-growing sports analytics companies and a leading provider of football data intelligence. Founded in the Netherlands in 2013, SciSports blends data with emotion - turning insight into impact for professional clubs, leagues, agents and players worldwide.

Using proprietary AI models, computer vision and cloud-based platforms, SciSports captures and analyses every second of football to deliver actionable insights for recruitment, performance analysis and match preparation.

Unique Selling Points

SciSports Elevate creates a personal video and data profile for every soccer player - regardless of level or age. Coming from the professional game, we now bring the same intelligence to every player on the pitch. Players can own their game: track performance, showcase highlights and build their profile over time. One platform, every player.



SIPP Group

Siip Group is a Dutch technology company transforming how clubs and venues manage identity and access.

Siip develops innovative identity-based solutions for sports and live events. With proven success in professional sports, where Siip handles tens of thousands of verified fans every matchday, the company demonstrates that large-scale identity management works. Week after week. Year after year.

The foundation is trust through verification: knowing who your customers really are. By eliminating passwords and stopping credential sharing, fraud collapses and visitor experience improves. Siip is Agentic AI ready. Our platform integrates with existing infrastructure and complies with privacy standards, helping organizations modernize operations while keeping control of their data and relationships.

Unique Selling Points

- Ticketless entry, instant verification, and personalized communication
- Full data ownership for clubs and event organizers
- Verify actual people behind every ticket and transaction
- Fans can transfer tickets easily within the organizer's rules
- Fully compliant with privacy and security standards
- Enhances safety by enabling enforcement of stadium bans and access restrictions
- Proven in professional sports, scalable across all live events

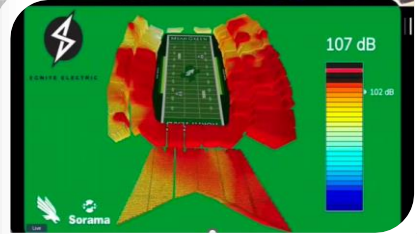


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Sorama



Rick Scholte



Founder & CEO

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Sorama

Sorama is a high-tech leader in acoustic cameras and sound detection solutions. Sorama's ground-breaking acoustic cameras are globally used within OEM and R&D acoustic design departments, noise reduction, Smart cities, industrial inspection and Smart stadiums. Sorama partners with industry leaders like Boston Dynamics. Their innovative products excel in detecting industrial gas leaks and mechanical anomalies, ensuring safer and more efficient operations.

Within its sport vertical Sorama gives stadium a superpower: see sound. Acoustic cameras mounted inside stadiums show which sections are cheering the loudest, bringing fan engagement to the next level. Connect with Sorama today to transform your operations and elevate your acoustic standards.


Unique Selling Points

Revolutionizing Fan Engagement in North America. Enhance fan experience and drive revenue with Sorama FanSound's unique sound mapping technology. Sorama's system maps sound levels of every seat in the stadium, capturing audio and noise statistics throughout the game. Fans interact via big screens, social media, and loyalty apps, tracking their fan stats. These highly engaging activations and locations offer valuable sponsorship assets, transforming North American sports into a vibrant, data-driven spectacle that captivates audiences and maximizes returns.

Sorama B.V.

<https://sorama.eu/>



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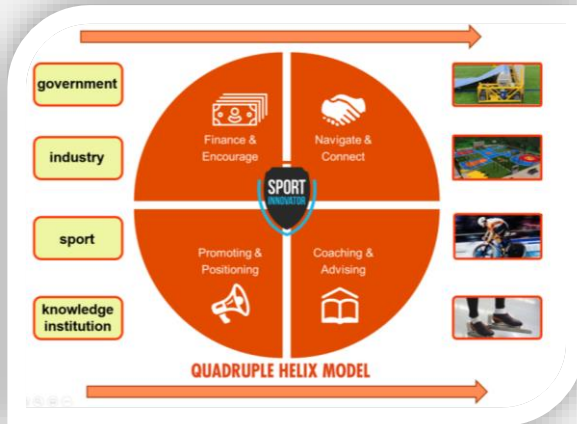
SPEQ Innovations


SPEQ Innovations is an innovative company based in Hardenberg (The Netherlands), founded in 2014, focused on designing and delivering innovations in the sports world that truly make a difference. SPEQ stands for Sports, Performance & Quality and develops products that provide convenience and added value for athletes, coaches, and clubs.

The company started with the development of the TarQa, an automatic ball pump that quickly and accurately inflates all balls. In addition to offering convenience and practical benefits, the TarQa also delivers significant cost savings for sports clubs. The TarQa has become a well-known name in the European top of football and is now an indispensable tool for over 2,000 sports clubs across Europe.

Unique Selling Points

The TarQa is an automatic electric ball pump that quickly and accurately inflates all balls to the desired pressure, eliminating frustration over balls that are too hard or too soft. With easy operation, plug-and-play functionality, and no broken needles, it saves time daily and provides cost benefits by extending the duration of balls. The TarQa is used by thousands of clubs, top European football clubs, and many national federations across Europe.



Paul van der Kolk 
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Sportinnovator


Sportinnovator is the Netherlands' leading sports innovation network. Our mission is to drive and implement innovative solutions for a lifetime of enjoyment playing sport and taking exercise.

Sportinnovator also supports innovations that boost performance improvement in elite sport and innovations that increase sustainability in sport and sports facilities. The main objective is to accelerate innovations and to ensure that innovations are successfully brought to market and actually applied in practical settings. The Sportinnovator ecosystem consists of Sportinnovator centres, sports institutions, businesses, knowledge institutions and municipalities.

Unique Selling Points

Operating on a quadruple helix model, it unites municipalities, businesses, sports institutions, and research organisations to co-create impactful solutions. With over 1,250 ideas assessed and more than 500 initiatives supported since 2015, Sportinnovator accelerates innovation via funding, coaching, and promotion. Its nationwide network of certified centres and the Sport Data Valley platform further drive sustainable and inclusive sports innovation.



Arno Harmsen 
Co-founder
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TurfTalents

TurfTalents delivers innovative turfgrass solutions that shape the playing fields of tomorrow. Whether it's natural grass or hybrid systems: our technologies ensure top-quality performance in all conditions, with fewer cancellations and maximum usage.

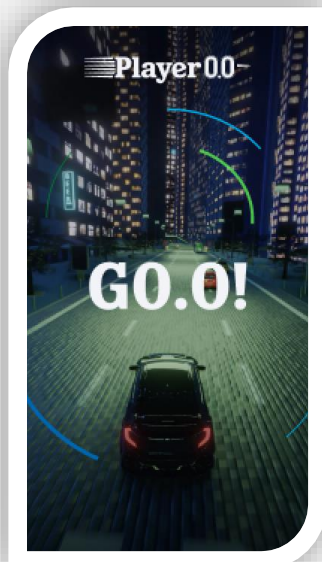
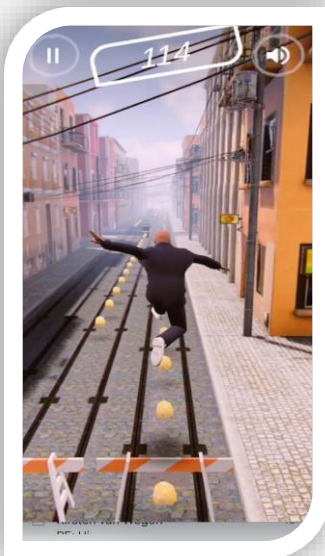
Benefits:

- Faster grass recovery through advanced grow light technology and smart water management.
- Stronger roots thanks to optimal soil conditions, more resistant to wear and disease.
- Sustainability at the core: reduced water consumption, improved soil quality, and longer field lifespan.

Unique Selling Points

With TurfTalents, you combine the best of natural and hybrid grass. Our integrated systems—such as DrainTalent drainage, Fieldfactors water storage solutions, Stogger grow lights, and Bio-degradable hybrid turf—work seamlessly together for a playing surface that always performs at its best. And with integrated sensors and smart software, you can effortlessly manage everything via your phone or tablet. From anaerobic to aerobic conditions—all in one click.

Wave



Erik van Mourik 
Co-founder & Head of Wave
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Wave

At Wave, we harness the power of creativity and technology to create unforgettable and impactful fan experiences. As a global leader in fan engagement, we specialize in mobile game development, interactive experiences, and digital innovation to connect with fans in a way that's personal, impactful, and memorable.

Unique Selling Points

From global activation campaigns for the likes of Heineken and Max Verstappen, Lays and Lionel Messi and Pepsi and the Champions League, to boosting traffic and engagement on the NBA app, to in-stadium activations for Formula 1, Manchester City and FC Barcelona, we build experiences that resonate.

Our clients include:



Wave

<https://www.wecreatewaves.com/>

Organization

Organization

Netherlands Enterprise Agency
/ Rijksdienst voor
Ondernemend Nederland

<https://www.rvo.nl/>



Daniël Wang 

Director of Business
Development USA

Embassy of the Kingdom of the
Netherlands in the USA

<https://www.netherlandsandyou.nl/web/united-states>



Maurice Ouderland 

Program Director World Cup
2026 & Sports Diplomacy
Lead

Consulate-general of the
Netherlands in Chicago, United
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[Consulate General Chicago - United States | The Netherlands and United States](#)



Steven Trijsburg 

Deputy Consul General & Head of
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Sports Innovation Space

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Bob Heere 

Executive Director UNT
Sports Innovation Space

KNVB - Royal Netherlands
Football Association

<http://www.knvb.com/>



Daphne van Dijk 

Business Lead Innovation
KNVB – #11 Football
Innovation Hub

Sportinnovator

<https://www.sportinnovator.nl/>



Paul van der Kolk 

Business Development Director
– Director International
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Contact details

For more information on STIB US III or other government programs from the Netherlands to the United States of America you can contact the following people.



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