

## Community invests in startups after Pressure Cooker #8

The eighth edition of UtrechtInc's [Pressure Cooker](#) concluded on 12 January with the ThumbsUp Award ceremony. The Pressure Cooker is a four-month program for startups to learn how to quickly and efficiently hone their business model. [IamProgrez](#), [De EnergieBespaarders](#), [Trunkrs](#) and [Sigrow](#) showed how they'd grown and pitched to [mentors](#), other [startups](#) and members of the [UtrechtInc community](#).

Paper money for the best startup

This audience decides who wins the ThumbsUp award, given to a startup after successfully completing the Pressure Cooker. To decide which pitch was the best, the audience invested in each startup with paper money. After totaling up the investments, the startup [De Energiebespaarders](#) was chosen as the big winner. The team from [Stucomm](#), last edition's winners awarded the prize. The prize: a special trip to a startup hub in Europe.

What's next?

This Thursday these four startups will present to an independent [Advisory Committee](#). This committee will decide which startups get access to [UtrechtInc's follow-up program 'Build'](#) and who qualifies for an equity-free loan from the Rabo Pre-seed Funds. This financing of €18.000 can be used to further scale and build the company. During [Build](#), companies focus on scaling up with a strong market strategy for growth in sales and in customers. The program builds healthy companies and addresses marketing, talent recruitment, formation of company culture, leadership, financing and lead generation.

More video? Check back next week for the video report of the ThumbsUp award.

---

### ABOUT UTRECHTINC

Business incubator UtrechtInc accelerates the growth of early stage (IT) startups

during their first years of existence. We have created an ecosystem for startups to build innovative products, develop teams, attract funding and grow a successful business. Since 2009 we have supported and guided over 100 startups in Utrecht.

## Partners



---

030-253 6169 [info@utrechtinc.nl](mailto:info@utrechtinc.nl) [@utrechtinc](https://twitter.com/utrechtinc)

© 2015 UtrechtInc — Created by Luyfel

**utrechtinc.**  
bright entrepreneurs, healthy society