

Women Entrepreneurs Trade Mission to Toronto

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Netherlands

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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 sustainable solutions for the most liveable world.



The Netherlands your partner in sustainable solutions

Worldwide rankings

1st

Largest flower exporter
(Source: OEC, 2022)

3rd

Largest exporter of agricultural products in the world
(Source: WUR/CBS, 2023)

4th

Largest importer of goods in the world, 842.05 billion US dollars
(Source: Statista, 2023)

4th

Largest exporter of goods in the world, 934,57 billion US dollars
(Source: Statista, 2023)

4th

Leading economy worldwide by Foreign Direct Investment (FDI) inward stock, 2,86 trillion US dollars
(Source: Statista, 2023)

6th

Greatest place to live
(Source: World Happiness Report, 2024)

7th

on the Global Innovation Index
(Source: WIPO, 2023)

9th

on the World Competitiveness Ranking
(Source: International Institute for Management Development, 2024)

Women Entrepreneurs Trade Mission to Toronto

Overview Mission to Toronto

The Women Entrepreneurs Trade Mission to Toronto aims to promote the expansion of Dutch women-led startups and companies into Canada. The mission helps entrepreneurs to take the next steps in exploring or entering the Canadian market, including access to capital. In collaboration with local partners, we provide them with market insights, financial knowledge, access to a relevant network, and introductions to investors and/or other contacts of interest.

The main focus of the mission is for the delegation to:

- Gain better knowledge of the Canadian market and doing business in Canada, with a focus on the Toronto/Ontario region.
- Understand the differences between the U.S. and Canadian business environments, cultures and opportunities.
- Connect with local market-entry support organizations.
- Explore funding opportunities and gain access to capital to support their expansion into Canada.
- Network with peers, Dutch and Canadian business professionals, including women business leaders.
- Meet with potential partners, investors, clients, mentors and/or other relevant contacts.



Founder and Company profiles



Martine de Leeuw
Founder & CMO

ChatLicense

ChatLicense is a mission-driven tech and digital wellbeing company that helps children and parents navigate the online world safely through an interactive learning platform. The company partners with telecom providers, insurers, schools, governments and other organizations to reach families with parents and children (first-time device users) as primary target audience.

About the founder

Martine de Leeuw is co-founder & CMO of ChatLicense. Based in NY area, mom of two kids (9 and 11y), angel investor and serial entrepreneur. Her philosophy is doing good by doing business, with her experience as an entrepreneur she get things done and drive real impact.

Unique Selling Points:

- **Science-backed**, gamified learning method developed with Erasmus University Rotterdam.
- **B2B2C** distribution model through telecoms, insurers, schools and municipalities, reaching whole families at scale.
- **Award-winning**: Best Solution Worldwide for Digital Wellbeing of Kids & Teens (Singularity University, 2024); no ads, no data sold to third parties.

Current position in North-America/Canada

With one of the founders on the ground the first steps of potential expansion and scientific collaborations are already made with the Canadian market. The product is ready with availability in English & French. Our ambition is to launch with a partner early 2027 and continue to build on the network of partners and stakeholders in digital literacy and child online safety for structured expansion into Canada.

Funding

For 2026 any non-dilutive award or grant program is always welcome to support the business. As our product is ready, we prefer to grow our business with revenue.

I'm looking to connect with:

- **Distribution partners**: telecom, insurers, banks, hardware, retail, employee benefit programs
- **Expert partners**: based on our topics we always love to connect with experts in the field of online safety, children, wellbeing, AI, social media, etc.
- **Communication partners**: It takes a village to raise a child. So, any relevant partner (NGO, expert or enterprise) that is communicating and advocating about children & their online world, we like to connect with.

ChatLicense B.V.

Aert van Nesstraat 45
3012 CA Rotterdam
chatlicense.com/en/



Veerle Witte
Founder & CEO

Travel Diaries

Travel Diaries is a travel journaling app for web and mobile that enables travellers to capture, share and preserve their journeys through digital journals and printed books. Today, the platform has more than 250,000 users across 100+ countries. On top of that, Travel Diaries helps travel brands become part of their customers' stories with their unique B2B integration, turning travellers into ambassadors and making UGC a strong marketing asset.

About the founder

Veerle Witte is founder & CEO of Travel Diaries (part of Journal Lab). A former travel journalist for National Geographic Traveler, she started the company after struggling to find a good way to document her own trips. She raised ~€2M to date and is looking for investors to help fuel international growth.

Unique Selling Points:

- Combines digital journaling, sharing and printed travel books in one platform, used by **over 200,000 travellers worldwide**.
- Helps travel brands become part of their customers' stories, turning travellers into **authentic brand ambassadors** while driving B2C growth.
- **AI-powered dashboard** transforms user stories into ready-to-use marketing assets and actionable product insights.

Current position in North-America

North America is our key market. The U.S. is our largest market, and Canada is already in our top five, representing around 10% of our customers. With French launching soon, we see strong growth potential in Canada.

Funding

We closed a €475,000 financing tranche this year, consisting of €300,000 from Invest International and €175,000 from our existing investors. We are now opening this bridge round to additional investors, who can participate through SAFEs or convertible loans. The total round will be expanded to a maximum of €1.5 million.

The objective of this round is to achieve the key commercial and product milestones required to prepare the company for a larger institutional Series A financing in 2028.

I'm looking to connect with:

- **Tour operators and travel brands** interested in turning customer stories into authentic marketing content and insights.
- **Investors** who can contribute not only capital but also relevant expertise and an international network in areas such as:
 - Travel
 - SaaS
 - Consumer platforms
 - Marketplaces
 - International expansion.

Travel Diaries

Regentessenlaan 15
3233DJ Oostvoorne
traveldiariesapp.com/en



Mariëtte Brouwer
Founder

FindNFund

FindNFund is a social impact tech company (SaaS) building shared grantmaking infrastructure for the philanthropic sector. It connects nonprofit organizations and social initiatives (Finders) with foundations, governments and other grant-making organizations (Funders), simplifying discovery, grant applications, and grant management. It is a shared layer that lets funders work together while keeping their own processes and systems, creating a more efficient and collaborative funding ecosystem.

About the founder

Mariëtte Brouwer is co-founder and CEO of FindNFund. She started the company with Patrick Eppink after struggling to find funding for a school project in Rio de Janeiro. She brings a background in management consulting and finance to building FindNFund as a social enterprise with an "Impact First" mission.

Unique Selling Points:

- **A shared application portal that actually scales.** Earlier attempts at common applications stalled on the same obstacle: funders were asked to give up their own forms and adopt one standard. FindNFund cracked the code. Funders keep their own processes; applicants build one profile and use it across participating funders.
- **Built with the sector to connect it.** Developed in the Netherlands with funders and applicants and designed to plug into existing workflows. Shared infrastructure makes collaboration the default, and the sector as a whole more effective.
- **Free for applicants;** costs are covered by funders, removing the financial barrier for nonprofits.

Current position in North-America

Not active yet, but ready for international growth to English speaking countries. Wants to get a better understanding of the local philanthropic sector first.

Funding

No active search for funding as of now.

I'm looking to connect with:

- The Ontario Nonprofit Network.
- Toronto Foundation.
- Social impact investing.
- Environment Funders Canada.
- Ontario Trillium Foundation.
- Foundation House.
- Grantbook.
- Atkinson.
- Toronto Global.
- Philanthropic Foundations Canada.
- CCNDR.
- Community Foundations of Canada.

FindNFund

Oosteinde 13-1
1017WT Amsterdam
findnfund.com/en



Anniek van Veldhuizen
Co-Founder & CCO

MyHives

MyHives builds BEEKON, the world's first everyday safety AI assistant. It acts when a person can't. BEEKON reaches the right local emergency number in 190+ countries, speaks for the person in the responder's language, and tells their trusted circle and/or employer what is happening and where. BEEKON+ makes it physical: a 3-millimeter thin card that clips magnetically to a phone on the way out or stays behind at home or at the workplace on guard against fire, gas and intruders. Privacy-first, built and hosted in the EU. For lone workers, travelers, elderly, and everyday people who want to move with confidence.

About the founder

Anniek van Veldhuizen is co-founder & CCO of MyHives, leading go-to-market strategy, enterprise sales and partnerships. An engineer by training (TU Delft), she previously worked in ESG at Invest International and co-founded ESG-reporting startup Varen AI. She built MyHives' B2B pilot program from zero to over 35,000 covered workers.

Unique Selling Points:

- **BEEKON acts even when a person can't reach their phone.** Nine ways to trigger help, eight of which ask nothing of the person. With BEEKON+, it reaches the right local emergency number in 190+ countries.
- **Live translation** lets responders and users communicate in real time, and every incident produces a time-stamped record of audio, location and timeline that the person owns.
- **Built and hosted in the EU**, backed by Trigion, Marsh.
- **Environmental detection without cameras:** BEEKON+ senses an intruder moving through a room, fire, and gas, and escalates on its own. One card, carried or left behind.

Current position in North-America

Not active yet, interested in market expansion to North America through distribution partnerships and finding clients.

Funding

Interested in funding Deeptech VC's (Early stage), Insurtech-focused funds, family offices with security/safety of workforce mandate.

I'm looking to connect with:

- **Insurance companies** with commercial-lines and duty-of-care exposure, and with property lines.
- Field with many **alone workers** (home care, facilitair, oil/gas, mining, utilities, retail, hospitals).
- **Distribution partners**, such as security and alarm centrals.

MyHives

Laan van NOI 207 b
2593BP 's-Gravenhage
myhives.nl/en-GB



Pleuni Holthausen
Founder

MOAI

MOAI is an accessible lifestyle watersports brand that designs high-quality stand-up paddleboards, accessories, and outdoor gear inspired by Polynesian heritage and designed in the Netherlands. The company serves outdoor enthusiasts and paddleboarders.

About the founder

Pleuni Holthausen founded MOAI in 2017 as part of her family's watersports business, which has since become an independent, founder-led company. Having grown up on the water, she started out importing dinghy boats before moving into inflatable paddleboards. Her focus: an affordable, high-quality product with a distinctive design that stands out against big-brand competitors.

Unique Selling Points:

- **Distinctive design** inspired by Polynesian heritage, standing out in a crowded, commoditized SUP market.
- Founder-led brand with deep watersports expertise, offering **high-quality gear at an accessible price point**.
- **Product range** spans boards, kayaks and accessories, with dedicated designs for kids and families.

Current position in North-America

Already operates in US (Florida), 20 retailers selling her products.

Funding

Funding is always welcome to fund her stock upfront. No preference in type of funding yet. Wants to expand in Canada, as the country and the lifestyle is a good fit with her brand. Has a lot of experience with entrepreneurship in other countries, so feels confident to take next steps into Canada.

I'm looking to connect with:

- Distributors or business partners who want to build the MOAI brand in Canada, ideally with experience or a network in the Sport, Outdoor, Recreation, or hospitality markets.

Most important: people that believe in her brand and have feeling with it.

BYBORRE®



Mijke van Ballegooijen
CEO

ByBorre

BYBORRE is a textile innovation company that develops custom-made, high-performance knitted textiles through a digital design and on-demand production platform. The company partners with architects, interior designers, hospitality companies, manufacturers, and fashion brands to deliver fully customizable and responsible textile solutions.

About the founder

Mijke van Ballegooijen is a customer-driven leader with a passion for impactful, sustainable business growth. With 18+ years of expertise in customer experience, digital transformation, and operational excellence, her expertise spans corporate, mid-sized firms, and scale-ups. She previously led commercial, digital and operational teams at Air France-KLM and Guidion, while now advising ventures and serving on the Dutch Cancer Society's Board. As BYBORRE's CEO, she brings essential expertise to drive the company's ambitious goals and expand its impact in the industry.

Unique Selling Points:

- **Creative control** – Accessible custom design with flexibility in scale, colour, and patterns
- **On-demand & responsible production** – Made-to-order production model with no stock or unnecessary overproduction
- **Knit innovation** – Proprietary knitting language enabling the creation of a wide range of textures, colours, and patterns
- **Digital creation platform** – Digital Design platform that enables users to develop knit creations from uploaded files and designs

Current position in North-America

BYBORRE is looking to expand its presence in North America, with a focus on both the US and Canada. The company already has a representative in Toronto, giving it a local presence in the Canadian market. In 2025, BYBORRE participated in IDS Toronto, where they built a network of potential clients and business contacts. Production is currently based in Europe, but ideally, BYBORRE would also like to establish production capabilities in North America as part of its long-term growth strategy.

Funding

Open to funding. BYBORRE is currently funded through equity investment from four institutional investors and a number of angel investors.

I'm looking to connect with:

- Architects
- Furniture brands
- Designers
- Brand partners
- Hospitality companies (such as hotels) – head of designs
- Mobility companies – head of designs
- Big office companies – head of designs

ByBorre

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byborre.com

Team

Consulate General of The Netherlands in Toronto

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Netherlands