

Case Study

“Swipe Right”: A speed dating platform for startups and mentors.

Startupbootcamp is a global leader in industry-focused startup accelerators, empowering early-stage tech founders by providing direct access to an international network of mentors, investors, and partners. Since 2010, it has supported over 1,600 startups through its programs across 20+ countries. The three-month accelerator program helps startups achieve in months what would typically take years, driving a 2.5x increase in valuation and raising an average of €1.5m within a year. With its mission to scale innovative, sustainable solutions, Startupbootcamp is committed to helping startups thrive globally.



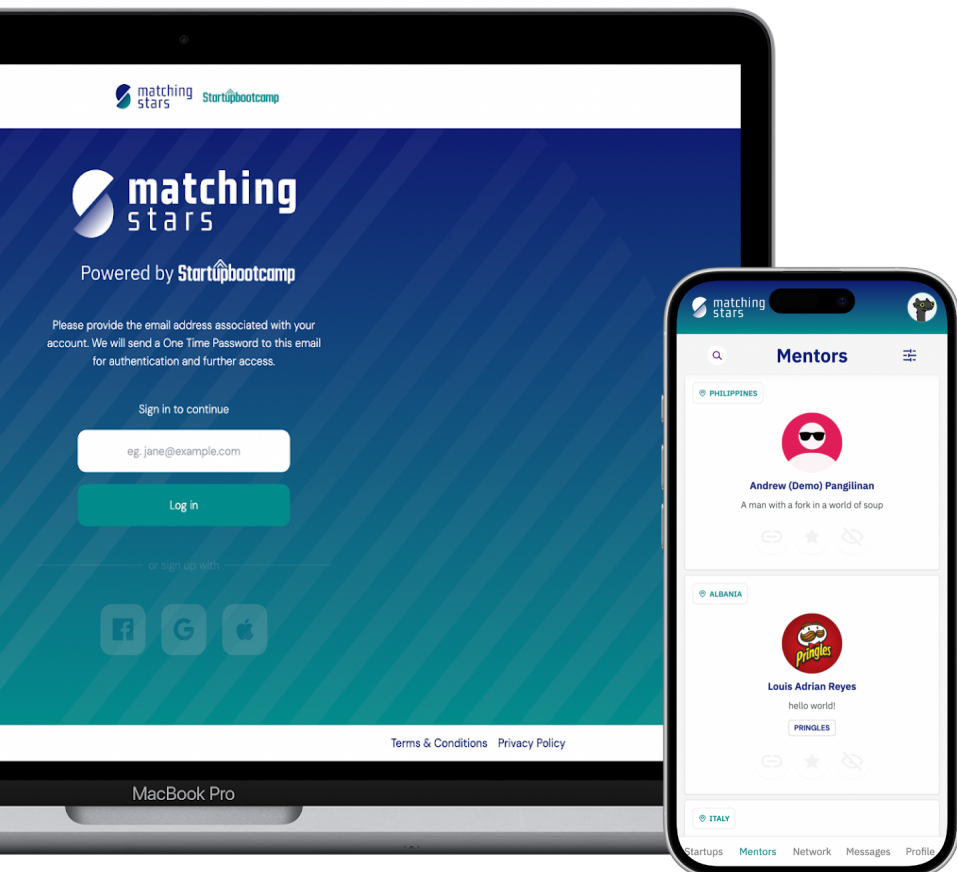
The challenge

Startupbootcamp’s accelerator programs are designed around specific cohorts, such as FinTech, Food & AgriTech, and Energy & Climate. Each year, thousands of startups apply, but only a select few are handpicked for each accelerator round. The selection process is rigorous, beginning with pre-application screening and shortlisting, culminating in the intense 3-day Selection Days. During these days, startups pitch their ideas to a panel of investors, mentors, corporate leaders, and the Startupbootcamp team.

Selection Days are a high-pressure event where, after thorough evaluation, the cohort committee makes the final decision on which startups to enroll in the accelerator program.

For committee members, the challenge lies in gathering all the necessary information to make well-informed decisions, especially within the fast-paced, high-stakes environment of Selection Days. To improve the preparation process, Startupbootcamp envisioned a platform that allows startups to present themselves online ahead of time, streamlining the match-making process between mentors and startups.





The solution

The objective was to create a future-proof platform that centralized all key information and connected all stakeholders, boosting process efficiency and paving the way for future opportunities. CC.Create (part of CC.Talent Group) built Matching Stars, an integrated platform that offers essential features such as secure login, messaging, appointment scheduling, application approvals or rejections, and dashboards that facilitate informed decision-making. Additionally, the platform includes advanced administrative tools, enabling cross-cohort and cross-country reporting on startup performance, making it easy to track and assess startups across different programs and regions.

The Matching Stars platform has helped Startupbootcamp

- 1 select 100+ startups for their accelerator programs
- 2 match 1000+ mentors to startups
- 3 decrease time spent by 50% during the application, selection & onboarding process



Marc Jellema
Startupbootcamp- CTO

“The development team from CC.Talent always delivers on what we task them with. No matter what challenge lies ahead, they always find a way to deliver a working solution within the agreed time frame. Our company heavily depends on working software platforms so I’m extremely happy we have the development team from CC.Talent making sure we can do what we need to do.”



Rik van Geffen
CC.Create - CTO

“We’re incredibly proud to be at the forefront, supporting Startupbootcamp’s mission, standing at the cradle of so many promising startups. Seeing the Matching Stars platform empower founders and mentors to connect and collaborate seamlessly has been rewarding. Helping drive these early-stage innovations forward is what we’re all about.”

Let’s get things moving!

Our team of experts is here to support you with Tailored Staffing and Custom Development Solutions.



Reach out to us

