



Innovation Origins

Your Sneak Preview of the Future

Who we are

We are *the* European platform for innovation, start-ups, and technologies that will shape the world of tomorrow. Our independent journalists prefer to show what tomorrow's world can look like, rather than focus on who failed yesterday or what goes wrong today. We tell the story of innovation across Europe. We are Your Sneak Preview of the Future!





Bart Brouwers

CEO & Founder

Full Professor in Journalism at
Groningen University, former editor-in-
chief at Spits, De Limburger



Merien ten Houten

CxO & Founder

Founder nu.nl,
founder Ilse media,
founder Amber



Frans van Beveren

COO

Development & Organization
IT-specialist



Arjan Paans

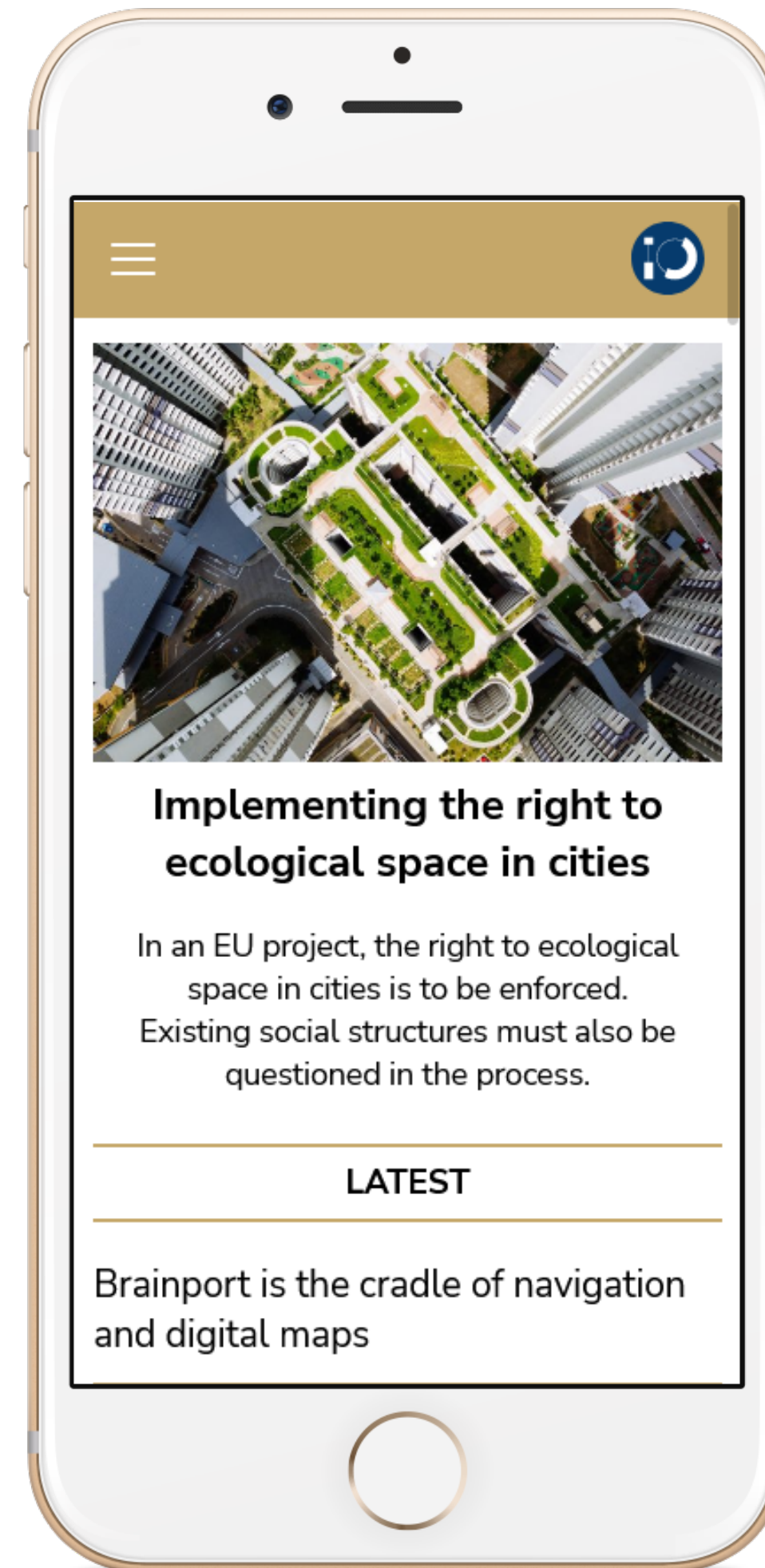
Editor-in-Chief

Former editor-in-chief at Metro,
Noord-Hollands Dagblad,
former Berlin correspondent



...together with 40+ journalists all over Europe

Our Vision



Your Sneak Preview of the Future

Your Sneak Preview of the Future is more than just a slogan for us. It is what we offer many thousands of users every single day. We are curious about our future and optimistic about what that future holds.



Curious

Curiosity is one of our driving forces. We are always searching for people with solutions for today's global challenges. Our reporters, working all over Europe, are combining their curiosity with journalistic experience and thematic expertise.



Optimistic

Innovative entrepreneurs can always count on our sympathy. In fact, it's because of these optimistic souls that the world can keep moving forward. Without losing our sense of reality, their optimism inspires us in our daily work.



Future-focused

Innovation Origins is not about the things that failed yesterday, it's all about tomorrow's big ambitions. We follow the people and organizations with an answer to all our challenges; we are your sneak preview of the future.



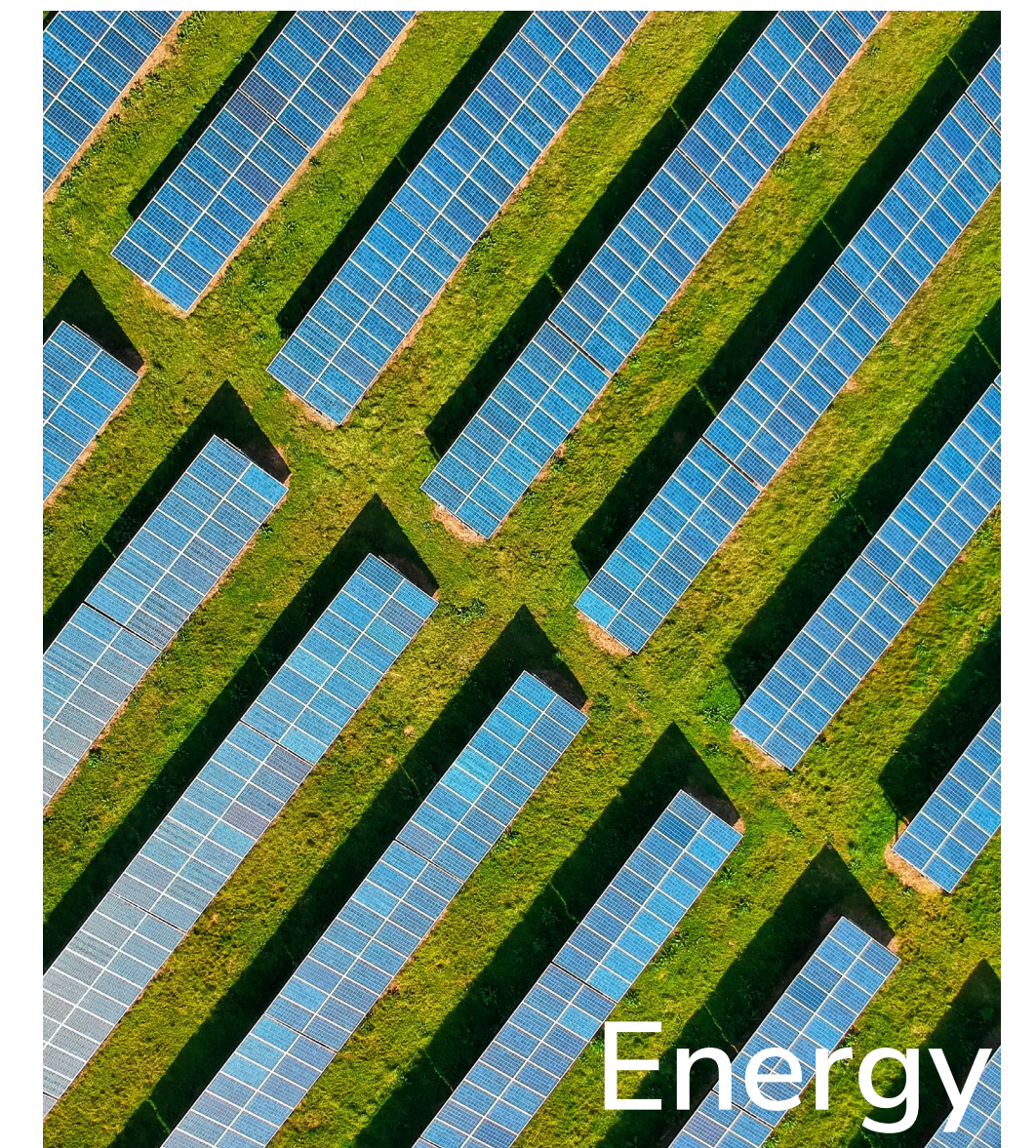
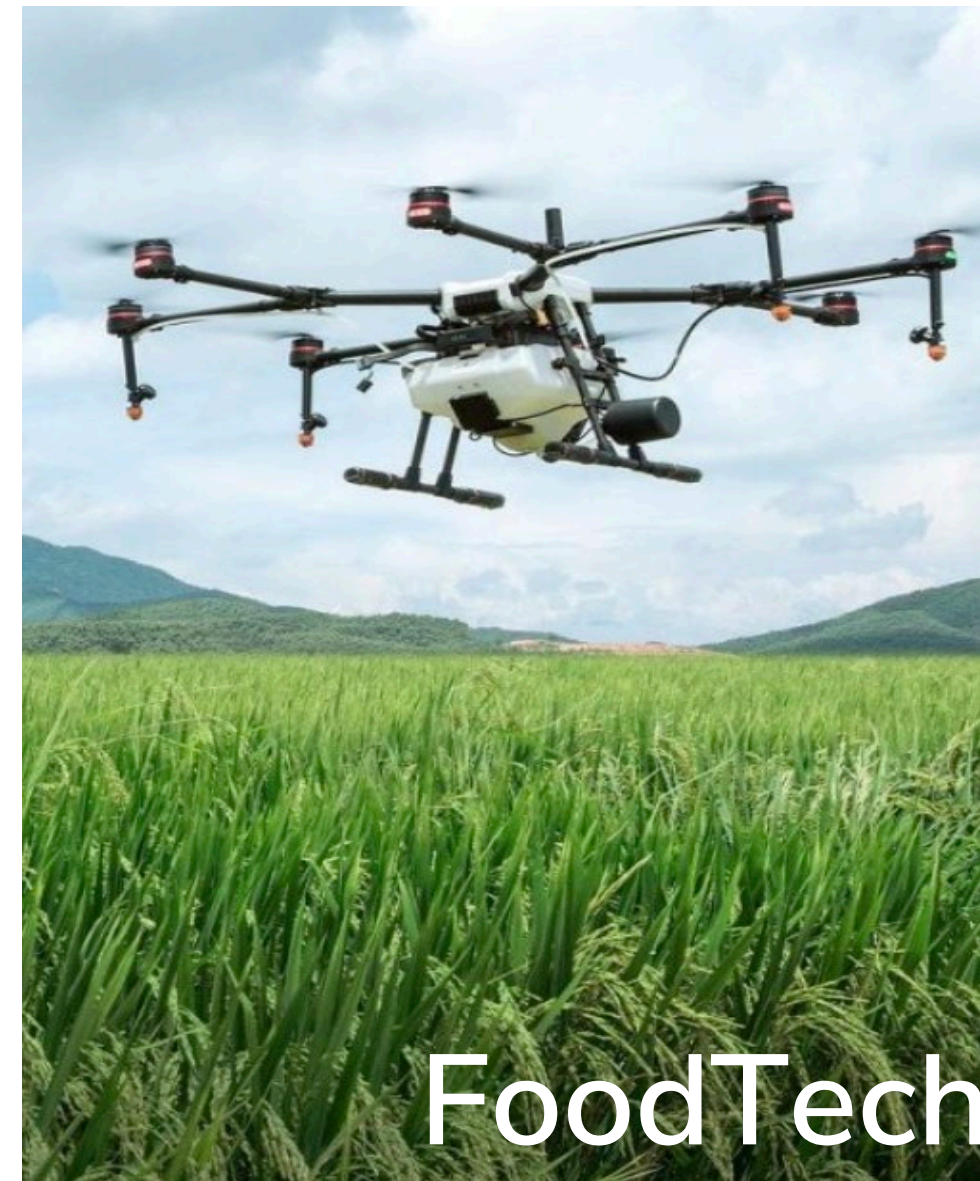
We help people understand a rapidly changing world

The world is changing faster than ever before, and it can be hard to keep up. To make it a bit easier to understand our future, our journalists discover the most relevant innovations every day and turn them into stories that are easy to understand.

This Sneak Preview of the Future not only shows the importance and the fun of innovation, but it also prepares you for what is to come.

Our Themes

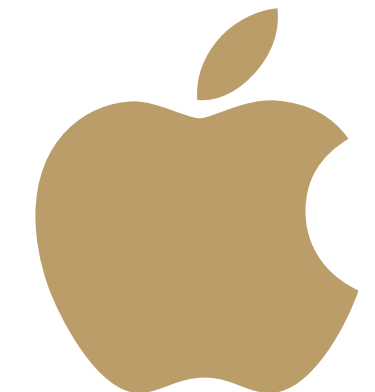
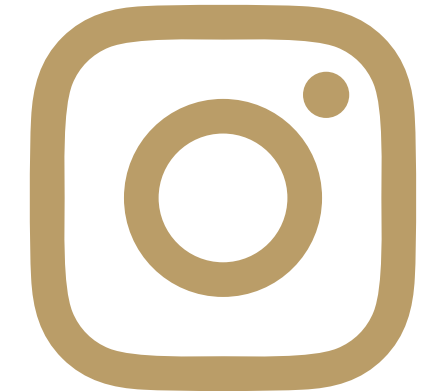
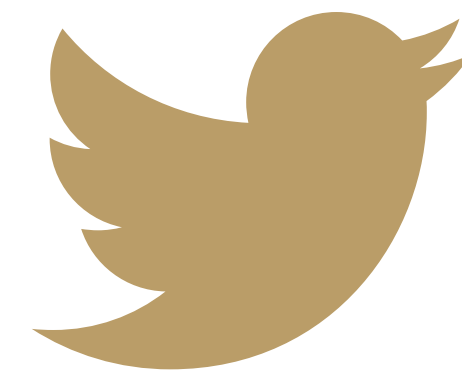
At Innovation Origins, we can't be bothered by the latest gadgets. Instead, we focus on all innovations that make a large impact and play an important role in our future.



Our content, available everywhere

As a modern media outlet, we publish and share our stories on every available platform. We have an audience on all social networks, as well as on Apple News.

For direct communication, we use newsletters, but also stay in contact with our readers via WhatsApp and Telegram.

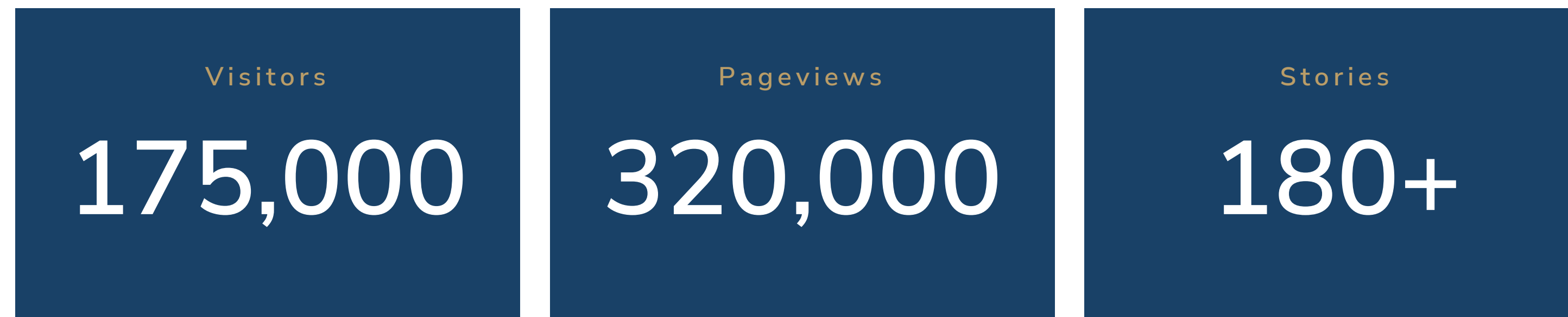


From Europe to the world

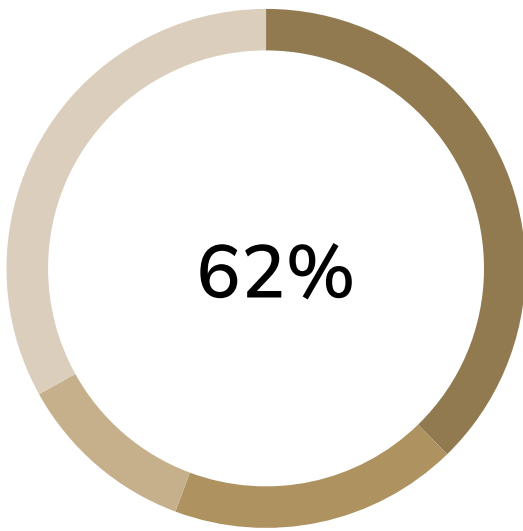
Europe has a rich diversity of universities and institutes, as well as a lot of bustling start-up hubs. Our journalists are all over Europe and form a network that brings you the latest news on innovation and introduces you to promising start-ups.



Our average month

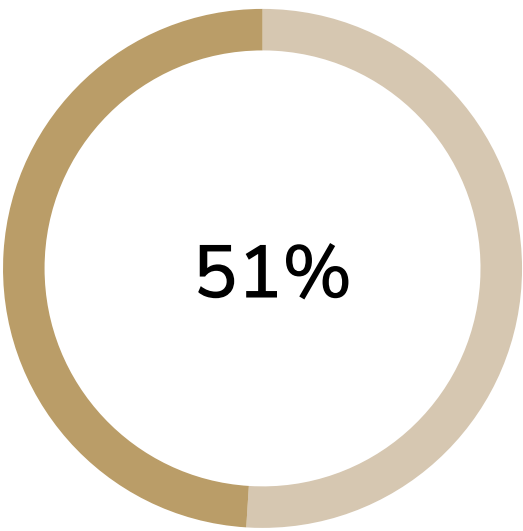


Our Audience is



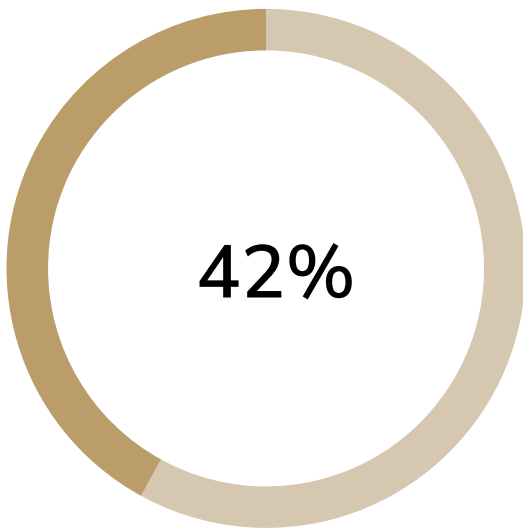
International

Netherlands	38%
Germany	18%
United States	12%
Belgium	5%
UK	4%
India	4%



Young

Over half of our visitors are under 45 years of age.

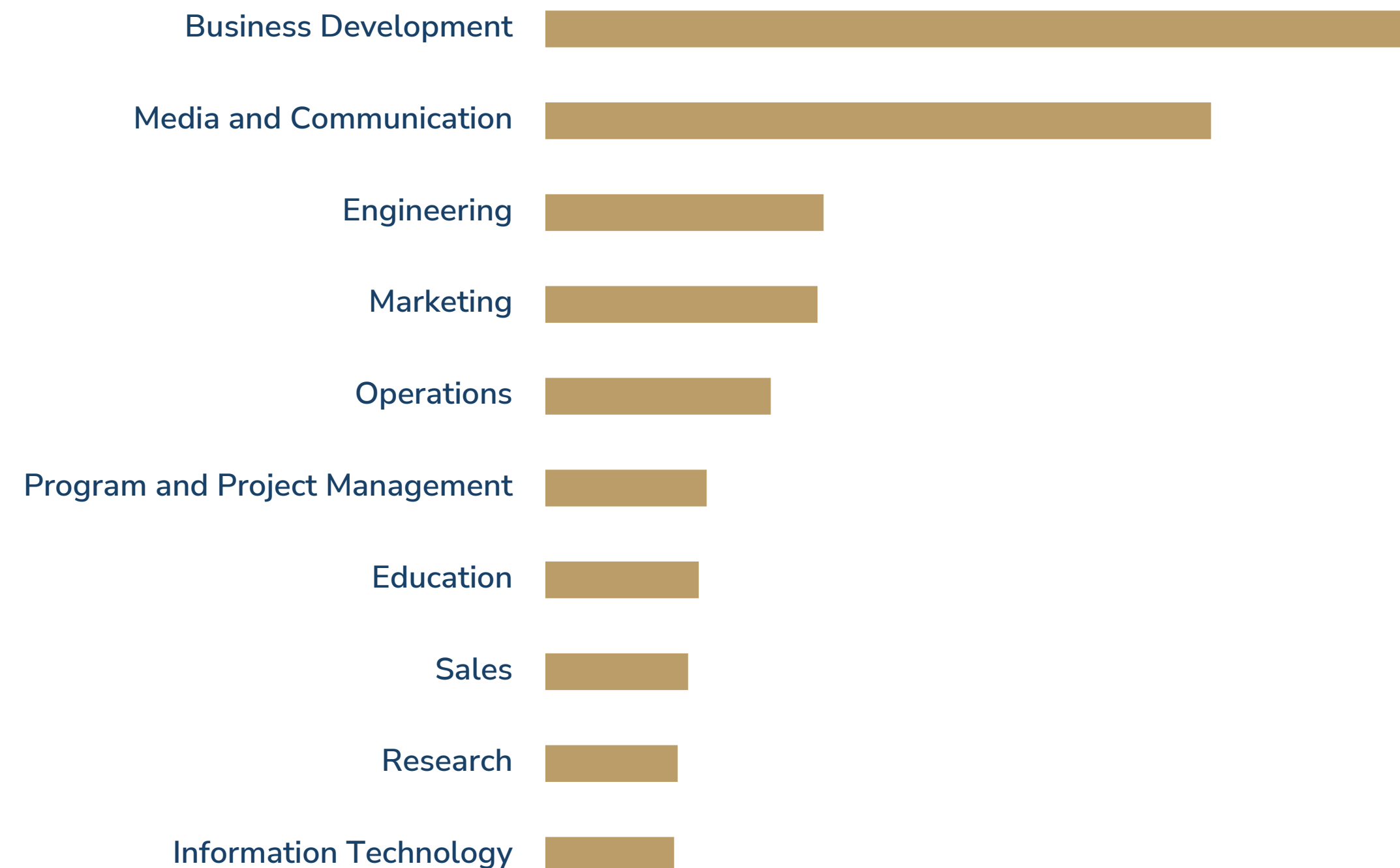


Diverse

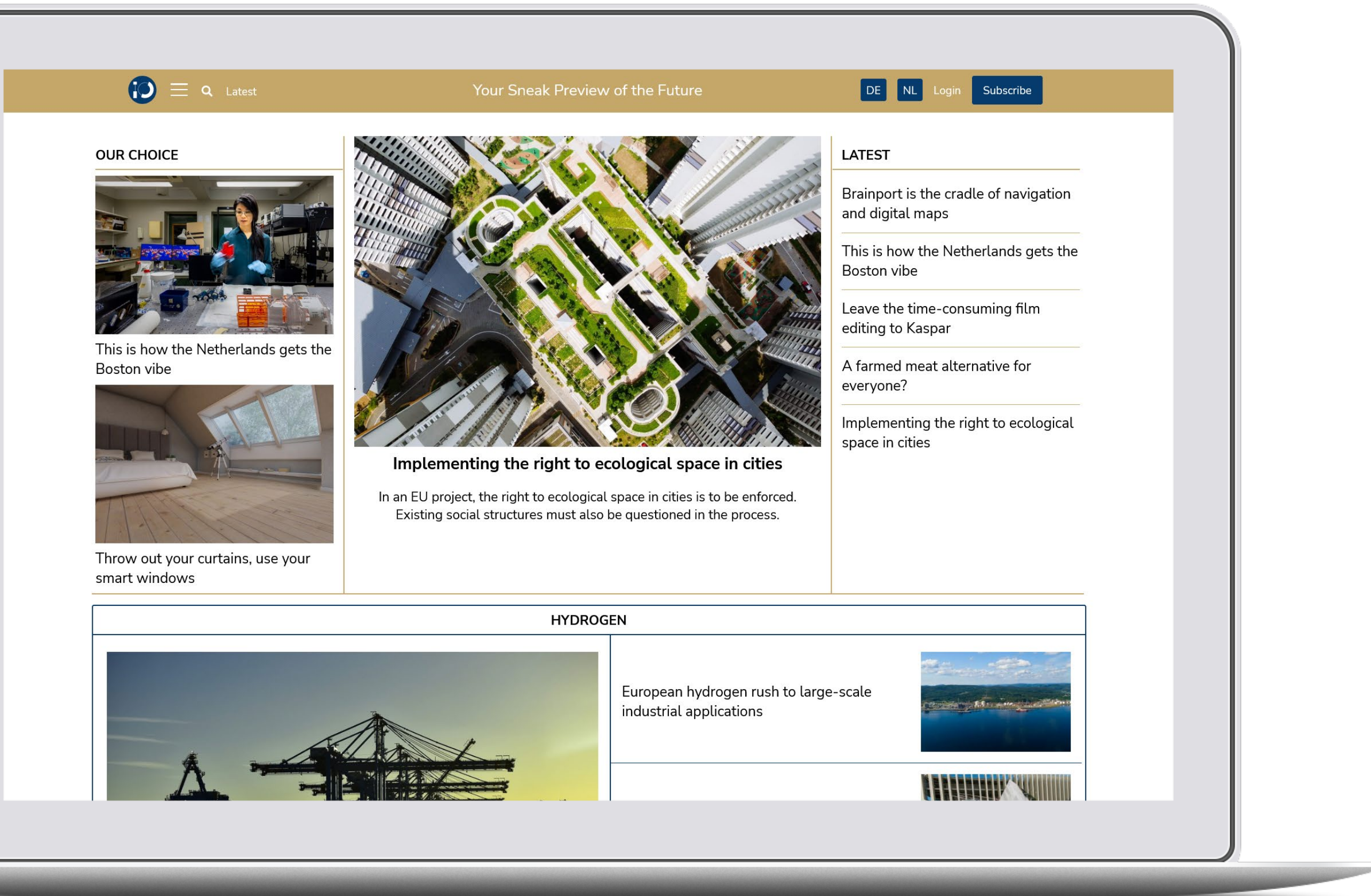
42% of our audience is female, far more than the average in the tech industry.

Our audience works in:

Our audience is highly educated and is working in innovation-related sectors, such as Business Development, Engineering and Management.



What we
can do for
your
organization



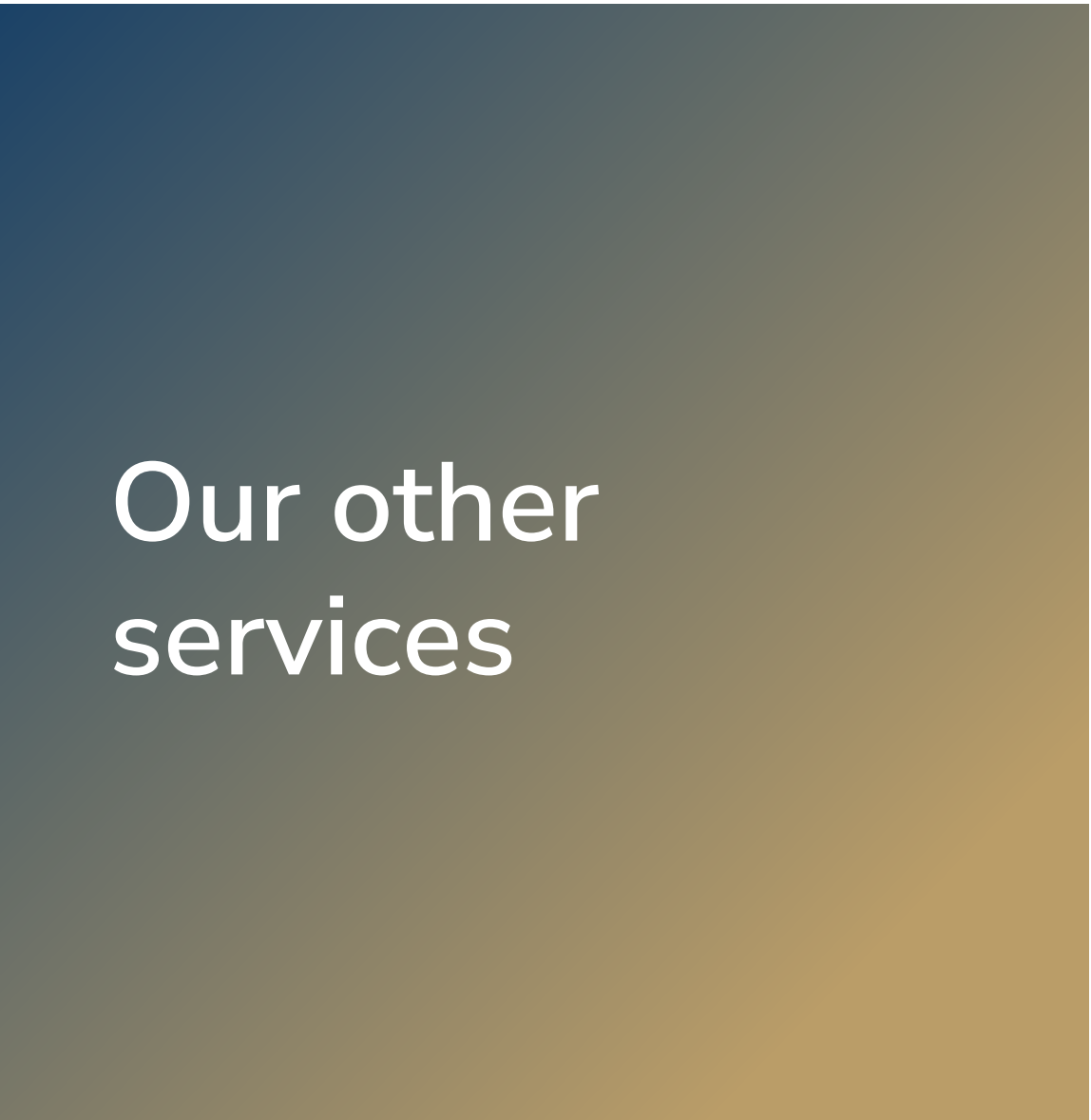
Your story of innovation

We make your story relatable

Our journalists understand innovation and know how to explain your story to a broader audience. We translate the technical into the practical to help people understand what your innovation means to the world.

We reach your audience

Our readers are highly educated and work in innovation-related sectors. We present your story to the people that you want to reach and use our network to achieve just that.



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And many more

Contact us

Have we piqued your interest? Contact us by sending an email. We will come back to you as soon as we can!

Let's partner up and give your audience a
Sneak Preview of the Future!

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✉ partners@innovationorigins.com

