**The AI Pitch competition for ambitious startups in Brabant**

“Artificial intelligence is the future. There are endless possibilities. That’s why this technology is one of Brabant’s key growth drivers,” said Liesje Goldschmidt. She is Head of Business Development at Erasmus Enterprise and one of the organizers of the AI Pitch Competition in Brabant. Startups play an important role in developing AI and making a social impact, in domains such as the energy transition or healthcare. To help startups take their first steps, the province of North Brabant, Erasmus Enterprise, Braventure, and Innovation Origins are organizing the second AI Pitch Competition this year. “Of course, we hope this will create the new ASML,” Goldschmidt states.

**Innovate, connect and grow**

AI startups with a link to the province of North Brabant can participate in the competition.  “Companies can already be based in Brabant or intend to be. In addition, they can join the competition through knowledge institutions or other companies in the province. This gives the event a national and even international character. Of course, we work here with international students and employees of large companies. But we keep the Brabant sociability in it.”

**Why Brabant?**

Brabant is home to a thriving ecosystem for AI startups and scale-ups. With its renowned universities, innovation hubs like Brainport Development and Braventure, and a supportive community, Brabant offers the ideal environment for budding AI enterprises.

**Workshops, networking and prize money**

Participants will have the opportunity to attend a pitch workshop and engage in networking events, such as the startup event LEVEL UP on September 29 where they can build essential connections. In addition, we are hosting an intensive “How to Pitch?” workshop on October 25. This interactive session will provide valuable insights into crafting captivating pitches, understanding your audience, and help you elevate your startup in a competitive market. The competition will culminate on November13, 2025, at the AI Summit Brainport, where finalists will present their pitches to a jury of industry experts.

The stakes are high: the winner will receive €50,000, with additional cash prizes for second and third places. The winner of the public prize will also take home €10,000. Other rewards include tickets to the Hello Tomorrow Global Summit in Paris and vouchers for relaxing activities.

**More than just a competition**

Join us for a journey of innovation where you will gain access to a vast network and deep knowledge of AI, entrepreneurship, and social impact. “Taking part is more important than winning,” Goldschmidt emphasizes. “Our focus is on fostering specialized knowledge that will define the world of tomorrow.”