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The General Publisher's Association launches "Renew the Book" startup competition

GAU challenges startups to write the next chapter for the book and publishing industry

AMSTERDAM – 15 September 2015 – The General Publisher's Association (GAU), the leading representative voice for books in the Netherlands, today announced the launch of **Renew the Book** - a startup competition aimed at bringing innovative technologies and ideas to the publishing business.

Wiet de Bruijn, Chairman of the General Publisher's Association explains, "everywhere in the world publishers, whether in news, music or books, struggle with the internet. With the 'Renew the Book' project we say we want to stimulate change and we are not afraid to admit that the best ideas might come from outside the publishing industry. I hope there will be revolutionary ideas among them."

Amsterdam's Rockstart will lead the startup competition in a proven intensive 4-week program bringing experts, mentors and investors together to guide entrepreneurs through a series of workshops and 1:1 mentoring with deep dive sessions about topics specific to each startup.

"Having founded 3 media startups over the last 20 years I have always had a passion for media and publishing. I've also seen how technology has profoundly changed the very foundation of how the media business works," said Oscar Kneppers, (founder of Emerge in 1998, Bright in 2005 & cofounder of Sync in 2007). "When I founded Rockstart in 2010 my goal was to help startups succeed as they tackled big challenges - from digital health and smart energy to publishing. The Rockstart team is very excited about being a part of Renew the Book and looks forward to working closely with GAU to reveal and help initiate the next wave of innovation in publishing."

Renew the Book is a global initiative and open to entrepreneurs and startups with a focus on the publishing business. Applications will be taken through 12 October 2015 and the program begins in Rockstart's Amsterdam's offices on 5 November 2015 concluding with a Demo Day on 10 December 2015.

For more information about Renew the Book, please visit: www.renewthebook.com

About General Publisher's Association (GAU)

GAU is the leading representative voice for books (physical and digital) in the Netherlands. With almost 70 members we represent over 90% of the general book

market. We represent our publishers in various institutions, we support our members by providing information on legal, economic and social matters and we lobby for their interests in politics in The Netherlands and Europe.

About Rockstart

Amsterdam based Rockstart 'The Global Startup Machine', was founded in 2011 by Dutch serial entrepreneur Oscar Kneppers (formerly Emerce & Bright). The first Rockstart Accelerator program launched in 2012. To date, Rockstart has accelerated 58 startups in 6 programs: 4 in the web & mobile domain and 2 focused on the smart energy industry. Two of these programs are currently running in Amsterdam and a third focused on Digital Health launches this fall in Nijmegen. Over 70% of Rockstart alumni (including 3D Hubs and Peerby) have attracted over €18 million of funding from national and international angel and venture capital investors including Greylock Partners, Balderton Capital, XAnge Private Equity and Walvis Participaties.

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