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Jasper Mutsaerts is Chairman of the World Tourism Forum Lucerne Startup Innovation Camps. As The Startup Coach © he has coached around 200 founders and CEO's of startups. He is lead trainer at ImpactHub Amsterdam, an incubator for social entrepreneurs; and Booking Booster, Booking.com's €2 million grant fund and accelerator programme to support scale-ups in sustainable tourism. He has a background in entrepreneurship (Founder Dutch travel agency Bohemian Birds Group and co-working space ScaleHub) and consulting (McKinsey) and writes about entrepreneurship for Emerce (The Dutch Wired).