

# New York Today

Tuesday, April 9, 2019

NYTimes.com »

## New York Today



Jos Wielen, the mayor of Haarlem, during a visit to Harlem.  
Mike Rijvers

### And finally: Harlem vs. Haarlem

*The Times's Corey Kilgannon reports:*

[Harlem vs. Haarlem](#): As rivalries go, it's not exactly Yankees vs. Red Sox.

But the like-named teams poured their hearts into their pitches — pitching their tech start-ups, that is — when they faced off on Monday in Harlem in a “Shark Tank”-style competition called the Harlem 2 Haarlem Pitchfest.

Harlem, in Manhattan, was founded in the 1600s by the Dutch, who named it after the Netherlands city of Haarlem. In recent years, the two places have developed a connection that goes far beyond their (nearly) shared name.

A partnership between Gale Brewer, the Manhattan borough president, and Mayor Jos Wielen of Haarlem has helped support tech and start-up companies from both areas, including the regular Pitchfest showdowns.

“It became a friendly-competitive thing,” said Clayton Banks, a founder of [Silicon Harlem](#), the innovation and technology hub where the Pitchfest occurred in front of venture capitalists and six judges — three Dutch and three New Yorkers.

Monday's was the fourth such matchup in recent years, and the winner — Andrea Madho, a Brooklyn entrepreneur with a clothing manufacturing start-up called Lab141 — evened the score at two wins apiece between New York and the Netherlands.

The Haarlem contingent that visited Harlem included officials for the economy, culture and education. The group toured the neighborhood, visiting [Sylvia's](#) soul food restaurant and spots that feature live jazz in an effort to recruit Harlem bands for a Haarlem jazz festival.

“The two places have more than just resemblance of name, said Mr. Wielen, the Haarlem mayor. “They both have rich histories but are also working to be part of the quickly developing digital world.”

After a local presenter, Karen Rios, pitched forcefully for Lifesaver, her financial health platform, Mr. Banks, of Silicon Harlem, told the Dutch contingent: “That’s how New Yorkers talk — they say things quick and get it over with.”

*It's Tuesday — befriend your name twin.*