

**We're working for growth.**  
Berlin is our passion.



## Berlin – What makes it so special?

# 1. Berlin Partner: Fast facts

Settlement of Companies



Marketing Campaigns



Account Management



Technology Transfer



**be**  **Berlin**  
**STARTUP**  **UNIT**



# Why is Berlin so *special*?

# Berlin ist, wenn man nicht weiß, ob's ein CEO oder ein Obdachloser ist.

Tucholskystraße, Mitte



morgenpost.de

Berliner  Morgenpost

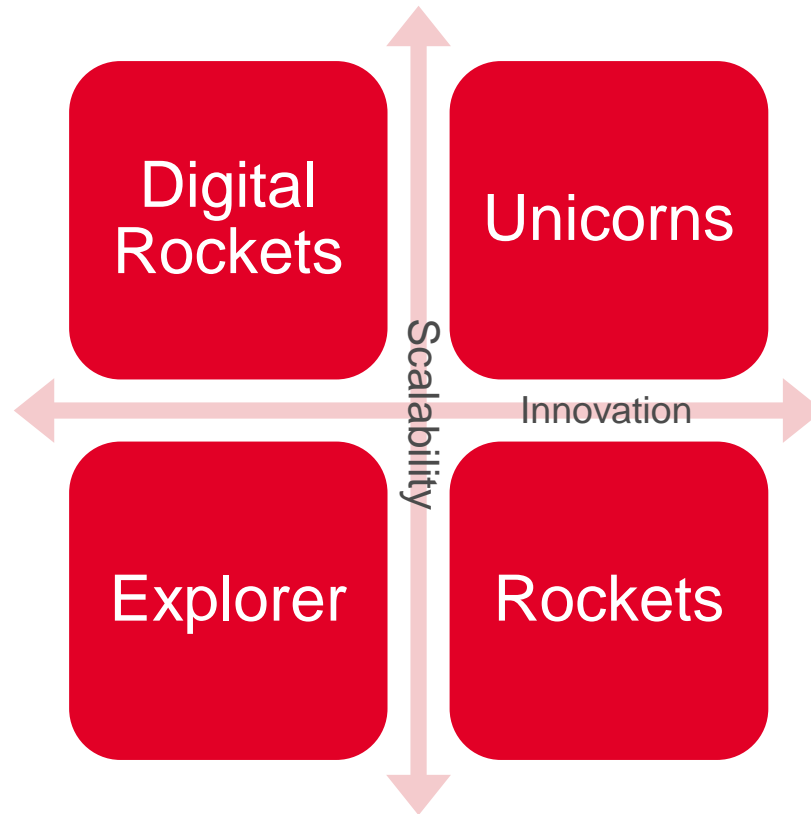
DAS IST BERLIN

---

**More looking  
like this....**



## Our definition for “Startups”



## Let's sum up some facts & figures

New Digital Startups: More than  
**59,000 people**  
are employed in Berlin's digital economy

Berlin has the  
**highest density of VC-backed  
companies in Germany**

Since 2008, every  
**8th job created**  
was created in the digital economy

**65 % of German startups** view  
basic conditions in Berlin more positive than in  
the rest of Germany

In 2014 Berlin startups raised  
**2.2 Billion US\$**  
in financing rounds

Output out of the universities:  
**More than 28,000**  
highly skilled graduates

In Q1 of 2015 Berlin Startups raised more than  
**500 Million US\$**

**36.9 % of startups**  
have a foosball table, ping pong or  
gaming equipment

More than  
**145 financing rounds**  
in 2013/2014

**Teamwork: 83.8 %**  
of Berlin based startups are  
founded by a team

Innovation: **Almost 90% of startups** create new products and services



# What are the blocks of *success*?



# 1. Talent



## Young and vibrant workers

- People who speak two or more languages:  
**70%**
- Residents in Berlin younger than 35 years:  
**790,000**
- Higher education graduates:  
**>25,000 annually**
- Different nationalities in Berlin:  
**>180**

# 1. Talent: The reason for ResearchGate



*„When we made the decision of where to set up our company, we chose Berlin over San Francisco because so many people from different countries live here. (We knew) we could build an international team with them. I am excited about this city’s diversity – in both its culture and population.”*

*Ijad Madisch, Managing Director ResearchGate GmbH*

**ResearchGate**

## 2. The cost factor

### Where should you start your startup?

One of many challenges startups are facing is the costs involved. Whatever stage of funding your business is at, you have outgoing payments. So how much is a beer in 3 of the top startup ecosystems in the world? Find out this and much more in our comparative infographic below.



**Berlin**

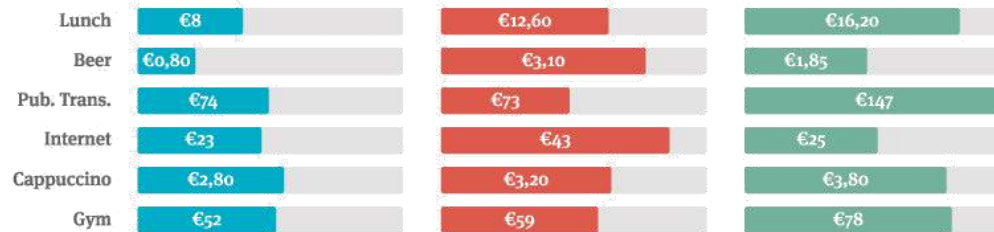


**San Francisco**



**London**

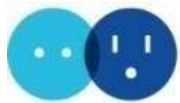
#### Average Living Cost



Source: <http://www.startupbootcamp.org/blog/2013/may/where-should-you-start-your-startup.html>



### 3. Berlin's ecosystem: Breeding ground for innovation



AXEL SPRINGER  
PLUG & PLAY  
ACCELERATOR



*betahaus*



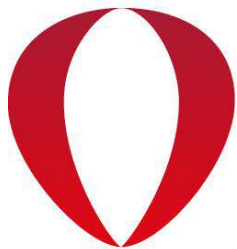
#### Global corporations taking advantage of Berlin's innovative landscape

- A recent study already counts around than 100 Labs / Coworking facilities and Incubators / Accelerators in Berlin
- Every year 500 startups are founded in Berlin to develop their innovation
- Global corporations like Telekom or Microsoft have chosen Berlin for their Startup & Innovation Hubs
- Other Global players like General Electric, Cisco, Volkswagen and Lufthansa are actually following

### 3. Berlin's ecosystem: International Events



3,000 visitors



● **startup  
safary**



**HEUREKA**  
CONFERENCE

**tech  
openair**

### 3. Berlin's ecosystem: Public Services

#### Investitionsbank Berlin (IBB)

- Support programmes, e. g. *Pro FIT*
- Non-repayable **grants** of up to EUR 400,000 and low-interest **loans** of up to EUR 1.0 million (per project)




#### Business Immigration Service (BIS)


- Unique collaboration of the relevant players from business & administration
- Quick and non-complicated issuance of residence permits




## 4. Germany's highest concentration of academics

 HIGHER EDUCATION  
GRADUATES  
annually

24,400

 STUDENTS at Berlin's  
Institutions of higher education

153,600

 GRADUATION RATE  
Germany's highest

82.4 %

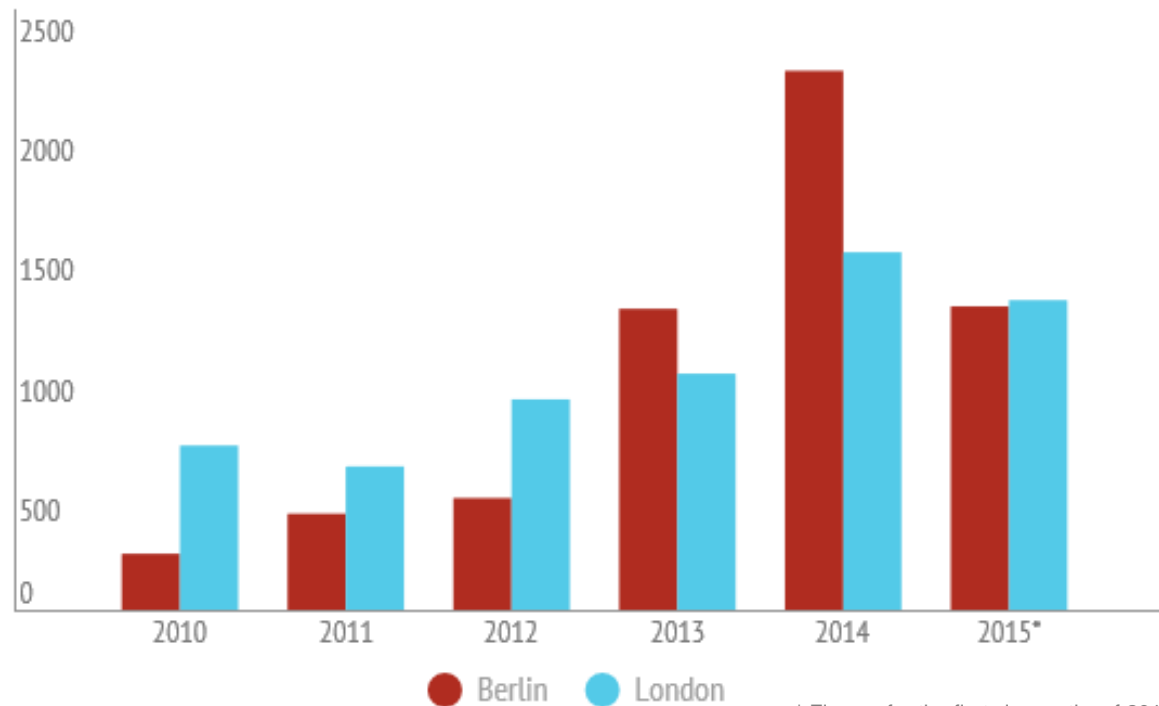


- The many students in Berlin ensure ideal recruiting conditions
- High quality of graduates – excellent graduation rate
- Germany's highest per-capita density of academic professionals provides enormous potential of highly qualified talent
- Future-oriented training in natural sciences and engineering
- Berlin is highly attractive for international students

Details: [Business Location Center](#)

Source: Amt für Statistik Berlin-Brandenburg (Dec 2012)

## 5. Venture capital



\* Figures for the first six months of 2015.  
All figures in millions of dollars.  
Source: Dow Jones VentureSource.

Value of funding rounds in Berlin in 2014 (without IPOs and exits):

**2.2 BILLION US-DOLLAR**



## 5. Venture Capital: Investment Bakery

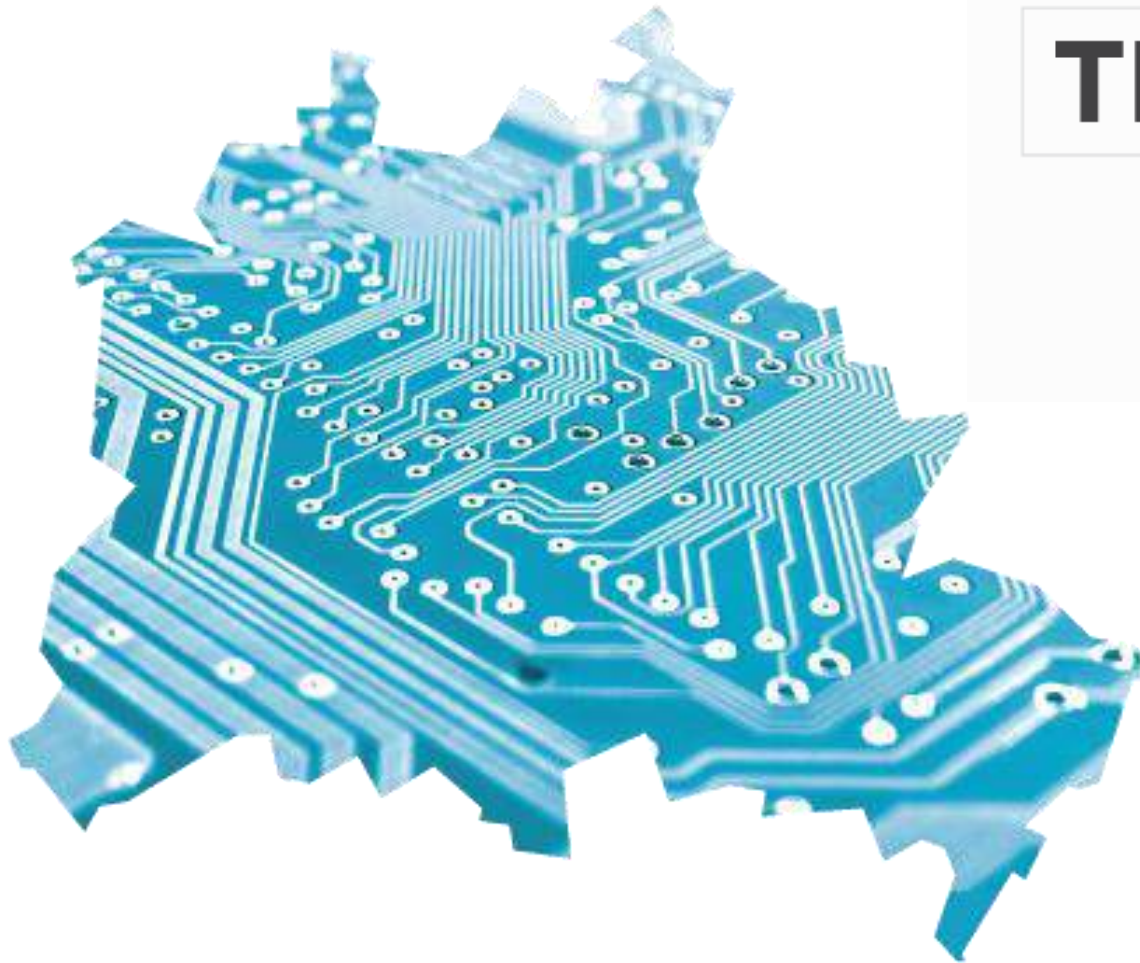


Total investments in Berlin in 2014:  
**2.4 BILLION US-DOLLAR**



Do you want to  
*learn more?*

# techberlin.com



**TECH**

**BERLIN**

Berlin's hub for  
tech & startups

**be**  **Berlin**  
**STARTUP**  **UNIT**



# Questions?

## Your contact person

Christian Herzog, Head of Division  
Digital Business | Service Industries  
T +49 (0)30 46302-394  
[christian.herzog@berlin-partner.de](mailto:christian.herzog@berlin-partner.de)

## Berlin Partner for Business and Technology

Ludwig Erhard Haus  
Fasanenstr. 85 | 10623 Berlin  
T +49 (0)30 46302-500 | [info@berlin-partner.de](mailto:info@berlin-partner.de)  
[www.berlin-partner.de](http://www.berlin-partner.de) | [www.businesslocationcenter.de](http://www.businesslocationcenter.de)



Some projects of the Berlin Partner für Wirtschaft und Technologie Berlin GmbH are funded by the federal state of Berlin and the Investitionsbank Berlin, cofunded by the European Union – European Regional Development Fund. Investing in your Future.

