



Welcome to Berlin!

I. Berlin Facts

II. Startup Hub Berlin

III. Berlin Partner Services



Berlin - the city

Germany's capital and largest city

Germany's political, social and cultural center

Germany's largest regional market:

gross domestic product (2013) 103.6 billion EUR (133.1 billion USD; similar to Hungary)

GDP per capita 29,455 EUR (38.000 USD)

Strategic proximity to Central and Eastern Europe

Powerful and versatile R&D landscape

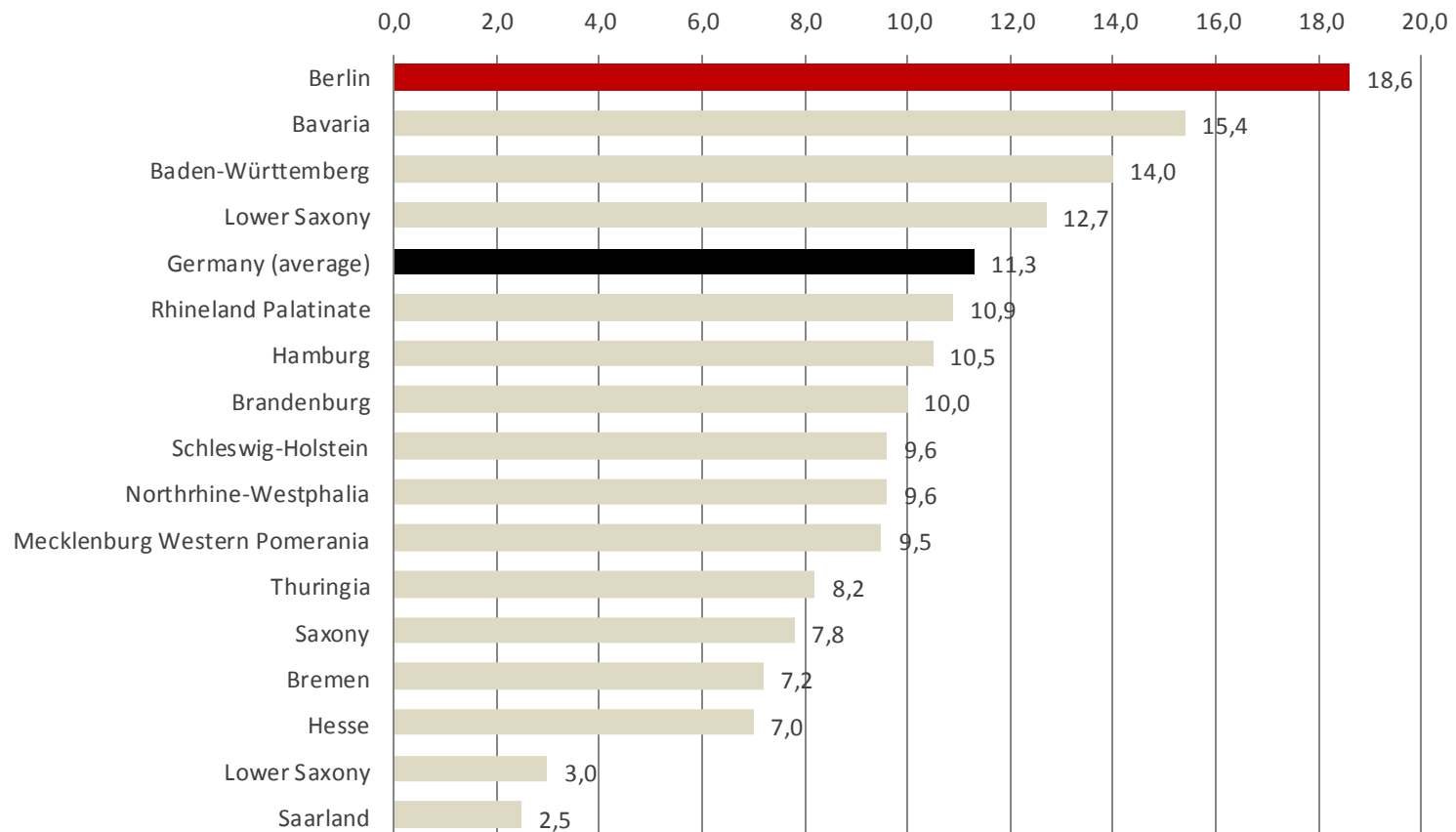
Strong clusters in future technologies

Population of Berlin: 3.501 million

Population of Brandenburg: 2.495 million

[Welcome to Berlin!](#)

Percentage of growth of the real GDP from 2005 – 2013 (cumulated)



€ INVESTMENTS
annually

1.5 billion
EUR

↑ TOP INSTITUTES
in Berlin

100

↑ TECHNOLOGY CENTERS
in Berlin

22



- Systematic promotion of research and development
- Germany's leader in R&D spending
- Top research and training networks consisting of top institutes and technology centers
- Ongoing transfer of know-how among companies and research institutes
- Sustainable expansion of cutting-edge technologies like biotech, IT/media or medtech

Source: Business Location Center

 **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

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



NUMBER OF COMPANIES
in the ICT sector

↑ **7,000**

EMPLOYEES
In the IT sector

↓ **72,000**

REVENUE
in IT industry

€ **> 10 billion €**

**WIRELESS LAN
HOTSPOTS** Within the city, more than

📶 **1,000**

BROADBAND NETWORK
DSL connections, more than

📶 **1.4
million**

- **Stronghold** in the ICT sector
- Longest **digital communication network** in Germany
- Europe's largest **comprehensive broadband distribution net**
- Germany's capital for **digital start-ups**: Nationwide the highest startup dynamic – 500 new startups every year
- **Highest amount of investments in startups** nationwide: **200m €** in the first half-year of 2013
- **Synergies** with the **creative industries**
- Vast **research community**
- **15.000 students** are currently registered in **IT or digital courses/** 13 % are foreigners
- The capital region is the site of large international companies like **SAP, Microsoft, Siemens, IBM, Motorola, Oracle, eBay** and **Cisco**

Source: IHK Berlin, Medienboard Berlin-Brandenburg GmbH, Senatsverwaltung für Wirtschaft, Technologie und Forschung

Top location for startups



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
1,1 Billion US\$
in financing rounds

Every 20 hours, a startup sets
up in Berlin

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



Helping your hospitality
business take flight



Europe's leading expert
in mobile app marketing



Secure and convenient
hands-free access for doors



Personal shopping service
for men



Recharge your EV anywhere



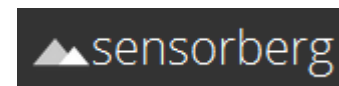
Payments between friends –
simple and secure



Awesome media monitoring
technology

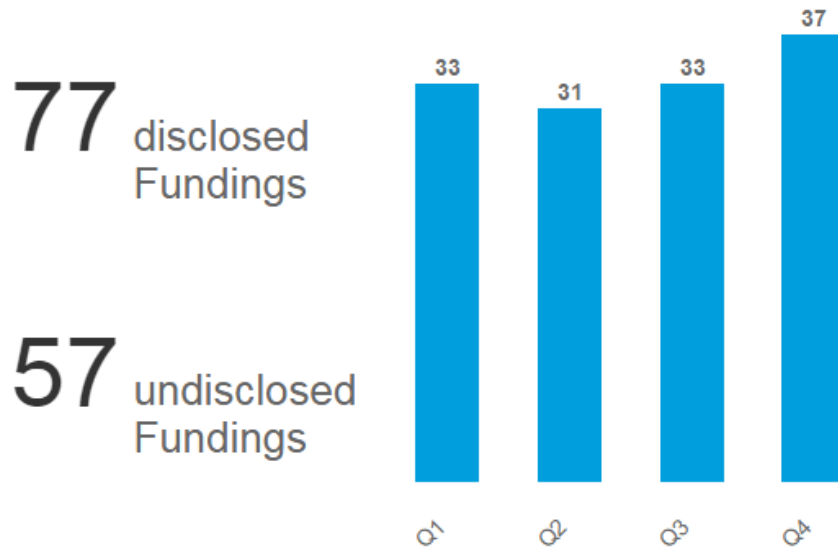


Ask a dermatologist online

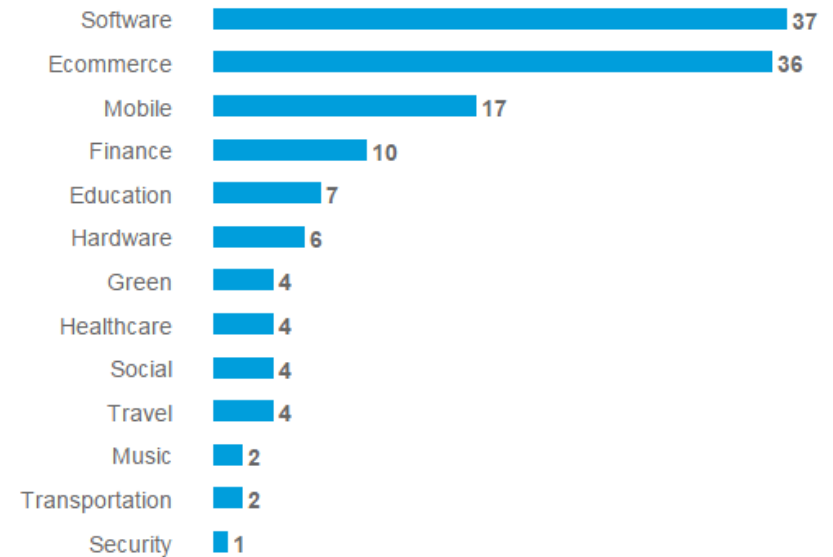


iBeacon management platform:
Location based services
delivered. Finally.

Number of Announced Fundings in Berlin per Quarter in 2014



Number of Funded Companies by Industry



Recent startup investments



Soundcloud: valued at 2bn US\$

sociomantic

Sociomantic: 175m US\$



Skobbler: 28m US\$



Motain: 15m US\$



Delivery Hero: 800m US\$

6wunderkinder

6Wunderkinder: 30m US\$

OVER 100 INTERNATIONAL VCs ACTIVE IN BERLIN



Zalando & Rocket Internet:

IPOs of 6,9bn US\$ and 8,4bn US\$

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

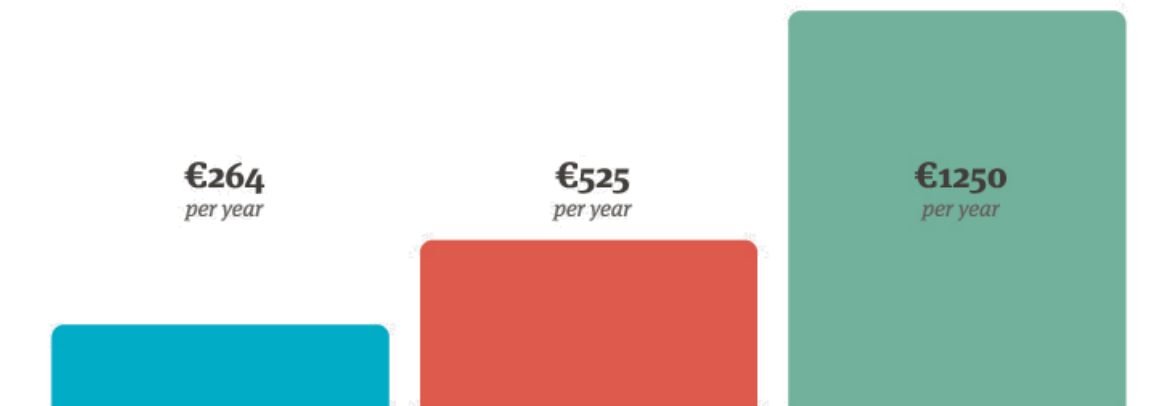


Source: <http://www.startupbootcamp.org/blog/2013/may/where-should-you-start-your-startup.html>

Average Apartment Rent *(for 85 sqm in the city centre)*



Average Office Rent *(per square metre)*



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

Average Employee Cost

(6 employees + 4 interns)



Employee: €2.500/month
Intern: €400/month

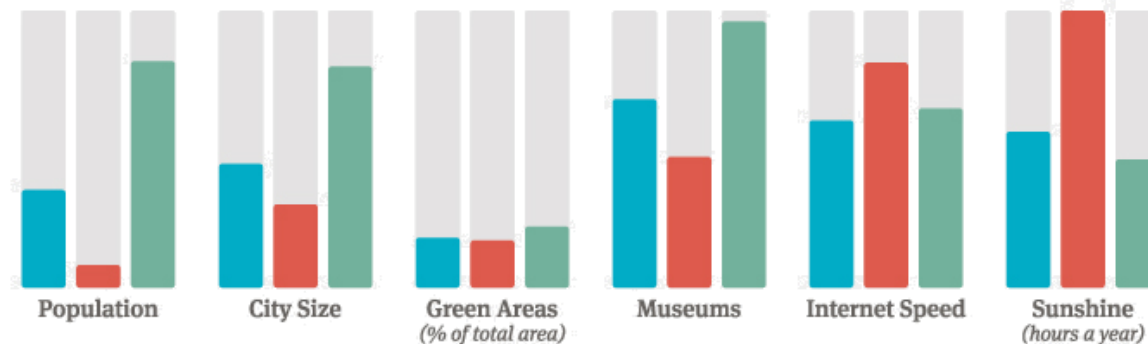


Employee: €6.025/month
Intern: €3.000/month



Employee: €4.700/month
Intern: €1.750/month

Random Facts



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

Building blocks of success: Incubators, Accelerators, Company Builders



betahaus |



..  Deutsche Telekom
Laboratories

hub:raum



EARLYBIRD

- Investor Earlybird considers Berlin close behind Silicon Valley.



- Microsoft founder Bill Gates investing 39m US\$ in Berlin startup Research Gate



- „The startups getting visibility in Berlin tend to have a more international footprint and therefore attract the interest of the silicon valley venture capital community.“



- NYCEDC: „It is amazing what happens in Berlin“



- Union Square Ventures investing 15m US\$ in Berlin startup Motain



Free University Berlin



Technical University Berlin



Humboldt University Berlin



University of Arts Berlin



University of Medical Science Berlin



The network of entrepreneurship
Centers in Berlin: Access to talent and
startups from the universities



Talent

Cost factor

Academics

Internationalisation

Venture Capital

Success Stories

Helpful Ecosystem

Life Quality

**Not a singular one, but all these factors COMBINED
make Berlin so strong.**

be inspired, be successful, be Berlin!





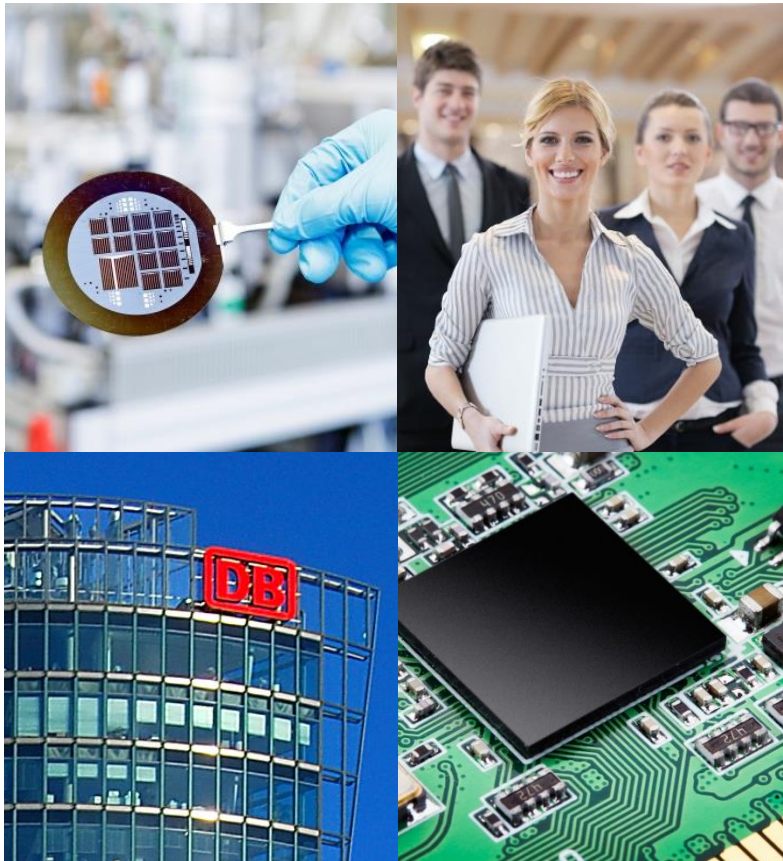
53 private
shareholders and
195 Berlin-Partners
from business and
science



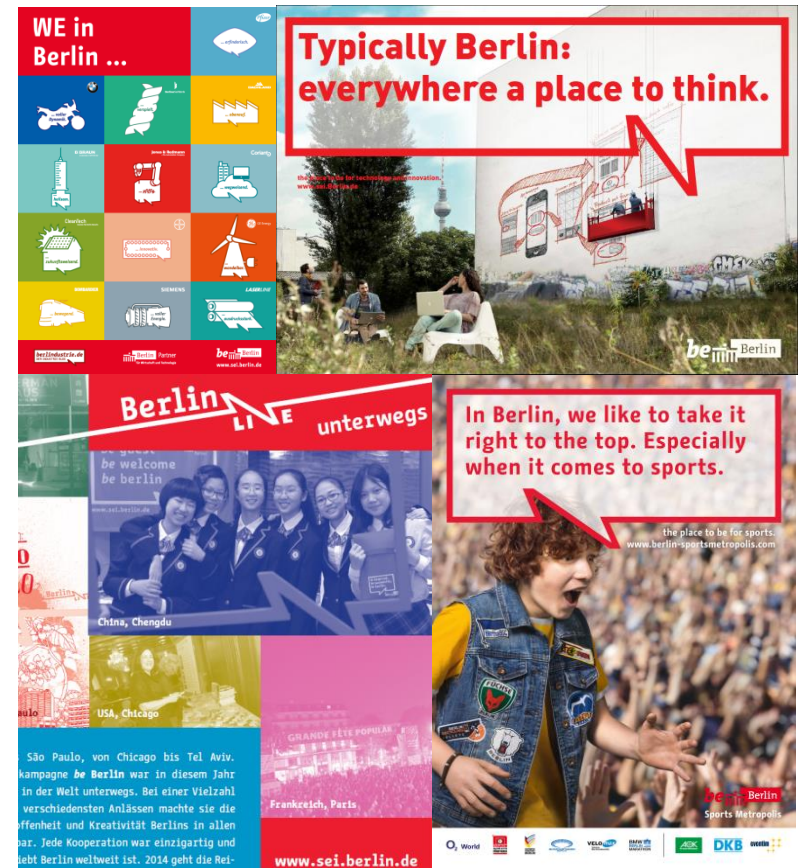
Powerful partners for a prosperous Berlin



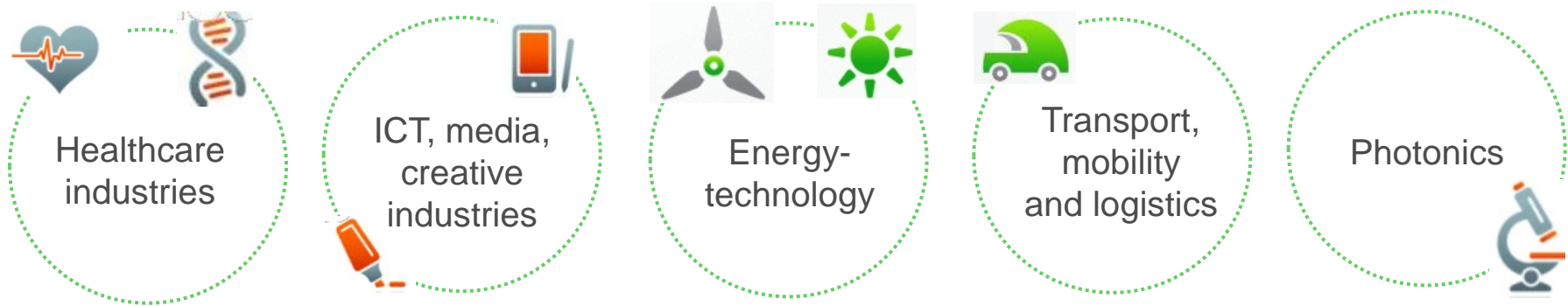
Business and technology development



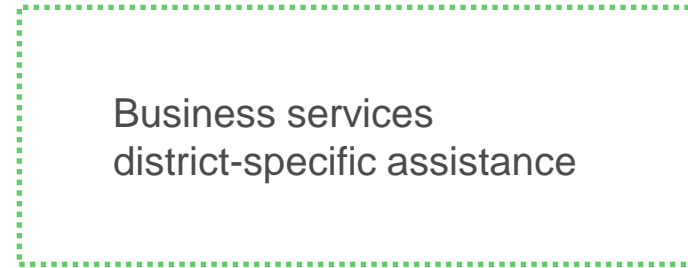
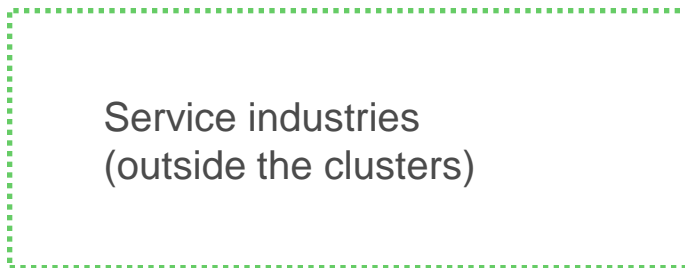
Capital city marketing



1. Promoting Berlin clusters



2. Promoting auxiliary sectors



Source: Investitionsbank Berlin

Our service packages for investors in Berlin

Business Welcome Package	Business Location Package	Business Financing Package	Business Talent Package	Business Technology Package	Business International Package	Business Marketing Package
Office	Location Information	Project Development	Recruitment	Trends and Potential	EU Cooperation Service	Business Location
Apartment	Real Estate Portal	Financing Opportunities	Qualification	Technology Transfer	EU Funding	Key Account Support
Consulting	Location Search	Incentives for Innovation	Access to Graduates	Funding for Innovation Projects	International Services	Partner Acquisition
Package price starting at 3,100 EUR	Location Tours	Intermediaries	Welcome	Scouting and Networking	Trade Show Services	Networking
	Housing Market		Business Immigration Service		Delegation Services	

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