

**Digital Economy in Berlin**  
Start. Grow. Invest.

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## “Berlin – at the helm of the digital economy.”



Berlin is the best! The German capital is a digital hotspot both at home and abroad. This is mainly due to its active founding scene: With a self-employment rate of 14 percent and 40,000 new companies each year, Berlin is without a doubt the founder capital of Germany. And one of the key start-up cities in Europe. Roughly 7,300 companies generate revenue of around eleven billion euros annually with 80,000 employees.

Berlin hustles harder. A new company is created every 20 hours. In addition to the wide range of software solutions offering new services, applications and e-commerce offers, the share of hardware in the digital economy is growing and gaining in importance.

Berlin does 4.0. The future of intelligent urban planning lies in digitizing the economy. In Berlin, more than 300 research groups and companies are working on Internet of Everything solutions or in the field of industrial gaming, which is key to Industry 4.0.

Berlin is international. Companies and investors from around the world choose Berlin as their location. Berlin is the European leader when it comes to VC investments. International experts, creators, talent and creatives benefit from the multicultural city. Conversely, innovative start-ups and products from Berlin are able to convince an international audience and exist on the global market.

Berlin has vision. And provides the digital economy with new perspectives. New and innovative dynamics bring Old Economy and New Economy together so that innovation-oriented start-ups and established companies mutually benefit and can capture new markets together.

Berlin makes it possible. Berlin is the ideal sparring partner for an industry that is always moving and constantly reinventing itself. Self-employment in motion offers an atmosphere that encourages innovation and creativity. With the best economic, social and infrastructural conditions.

Berlin makes sense. As a location for the digital economy. We've compiled this brochure so you can see for yourself. It gives you an overview of companies and initiatives, funding opportunities and events happening in the digital scene. Let yourself be inspired and persuaded by an innovative and vibrant city.

See you in Berlin.

Cornelia Yzer,  
Senator for Economics, Technology and Research



Revenues of Berlin's Digital Economy in 2013:

**11 billion euros**

This corresponds to **5.5 %** of total revenues of Berlin's economy

Companies of the Digital Economy  
Berlin **2013:**

**7,300**

Source: [www.projektzukunft.berlin.de](http://www.projektzukunft.berlin.de)

People employed in the Digital Economy  
Berlin **2014:**

**80,000**

Berlin's start-ups receive the most venture capital in Europe:

In 2015,

VC totaled **2.2 billion euros**

(compared to 2014 with a total of 882 million euros).

Berlin continued to top London in the **leading 10** European cities for venture capital investments.

Source: EY Startup-Barometer 2015

**Global winners:**

In the Growth Index of the Compass Global Startup Ecosystem Ranking 2015, Berlin was ranked the highest. Reason: the IPOs from Rocket Internet and Zalando along with a sharp increase in exits (Delivery Hero, Wunderkid, etc.)

Source: Global Startup Ecosystem Ranking 2015

Largest festival in Europe's digital scene:

in 2015, over

**20,000 visitors**

from around the world visited **30 events** at the Berlin Web Week.

<http://berlinwebweek.de/about/>

Political clout:

**39 % of start-ups**

evaluated the **support from local politics** in Berlin as very **positive**.

(In Silicon Valley, this figure is 23 %, 24 % is the European average).

Source: Compass Global Startup Ecosystem Ranking 2015

## FIGURES AND FACTS Digital location Berlin

Berlin has the **largest concentration** of

**VC-backed companies**

in Germany and is in **second place** behind Munich as the **location for VC companies and investment managers**.

Sources: Deutscher Hightech Atlas, study from the University of Munich, 2014

The **IT departments in companies** will **increase by up to 30 %** in the next 5 years.

Source: BerlinValley, May 2015 issue

Berlin is the most popular university town in Germany.

**18,500 students**

are currently enrolled in **IT and digital-related programs** in the capital. Of these, 17 % are international students and 32 % women

Source: Berlin Senate Department for Economy, Technology and Research

Around **75 million euros** of funding flows annually into companies and projects for

information and communication technology as well as the media and creative sectors.

Source: Berlin Senate Department for Economy, Technology and Research

Equal opportunities and multicultural: Berlin's start-ups employ the most women throughout Europe:

**27 %**

of employees are female here (Europe: 22 %, Silicon Valley 29 %).

**49 %**

of start-up employees are not German citizens (Europe: 30 %, Silicon Valley 45 %).

Source: Global Startup Ecosystem Ranking 2015

The **majority of the start-ups with the highest turnover in Germany** (annual revenue of over 10 million) are **headquartered in Berlin**.

Source: Deutscher Startup Monitor 2014

All figures are approximate numbers.

## Berlin, city of possibilities

# Welcome to the digital capital

**Start-up Mecca, Silicon Allee, Digital Hotspot – Berlin is one of the most important locations for the digital economy in Europe and globally. Berlin stands for creativity and innovation. Year after year, this is something that attracts young creative minds from all over the world who want to turn their business ideas into reality here. And the founding dynamics in Berlin continue to grow. Turnover and employment show above-average growth in the capital's digital sector.**

### Huge selection

The digital economy is made up of companies in the information and communications sector (ICT), such as telecommunications companies, device manufacturers, IT Services, IT consulting services, developers as well as on-line businesses and start-ups.

A large range of opportunities in digital business areas are present: open IT, business software and solutions, data management, digital security, e-Commerce, social media, gaming, digital marketing, smart city, geo-information, Internet of things and much more. Meanwhile, the industry can recount numerous success stories from IT and Internet start-ups that became established as a company and have attracted worldwide attention. Besides Zalando, some examples include the online food delivery service Delivery Hero, the online eyeglass distributors Mister Spex, the keyless entry system for front doors KIWI.ki, the hearing aid platform audibene, and ZenGuard GmbH with security and privacy solutions for browsers and mobile devices.

### Unique ecosystem

Berlin offers digital companies unique conditions that are not found anywhere else in the world: highly skilled professionals, opportunities for networking, synergies between the creative branch and research environment, relatively low cost structures and a high quality of life in an inspiring environment. Berlin is versatile, vibrant, international. English is spoken in companies, used for the global market and develops global thinking. That's why many companies working in the online sector are here, and which are also developing financial clout. They digitally reinvent the world in Berlin.

The digital scene is welcome in Berlin. The numerous start-up initiatives, campaigns, consultations, funding and financing offers from Berlin are proof. A commitment that strengthens the German capital in its role as a founder-magnet and digital location.



**“In my opinion, Berlin is a city of makers. Unlike in other German cities, ideas are easily turned into reality here, regardless of how much money you have. I think Berlin is exciting and innovative.”**

STEFANIE TRZECINSKI,  
CEO of KOPF, HAND + FUß



**“Berlin is a city for doers!  
And is an international hub  
when it comes to digitalization.  
The city is digital in thought  
and action, especially within  
companies. Berlin is always my  
city.”**

KARSTEN RENZ,  
cofounder and CEO of the  
OPTIMAL SYSTEMS Group

## Trendsetters and international market leaders at home in Berlin

# Global players in the digital city

**B**erlin is a leading location for IT and the digital economy with an outstanding company and product landscape and an important center of technological innovation in Europe. The extremely diversified digital industry in the region includes innovative young companies as well as established SMEs and major global players.

Global leaders like SAP, Cisco and Amazon have founded research and development centers in Berlin during the past few years. Start-ups like Zalando, ResearchGate and SoundCloud began in Berlin to attain global success. Since January 2015, Doodle has also become part of the community with its first international subsidiary in the digital capital. 30 jobs are planned over the next 3 years.

They all benefit from the international character of the city with its many different nationalities and cultures. English has become the main language in companies, at events, in shops, cafes and restaurants. The city's cosmopolitan flair makes it easy for companies to attract top talent to Berlin. As a rapidly growing city, Berlin is well equipped to face the challenges of the future and drive ahead networked, intelligent and integrated solutions for a Smart City.

### COMPANIES IN FOCUS

#### 30 AMAZON OFFICES:

- Tech Hub of the e-Commerce giant employs 150 software developers and managers, system engineers and web developers to work on new technologies for analyzing large sets of data to determine specific patterns
- Creation of 450 jobs within the next five years is planned
- Launch of the Amazon Academy is a network that will be implemented in Europe and aims to bring together entrepreneurs who wish to benefit from the digital transformation

#### 29 CISCO IOE INNOVATION CENTER:

- The American company focuses on the innovative potential of the “Internet of Everything”, connecting people, processes, data and things
- In Innovation Centers around the world, they develop and demonstrate solutions to help companies effectively generate more profit
- openBerlin specializes in the areas of production, transportation and logistics

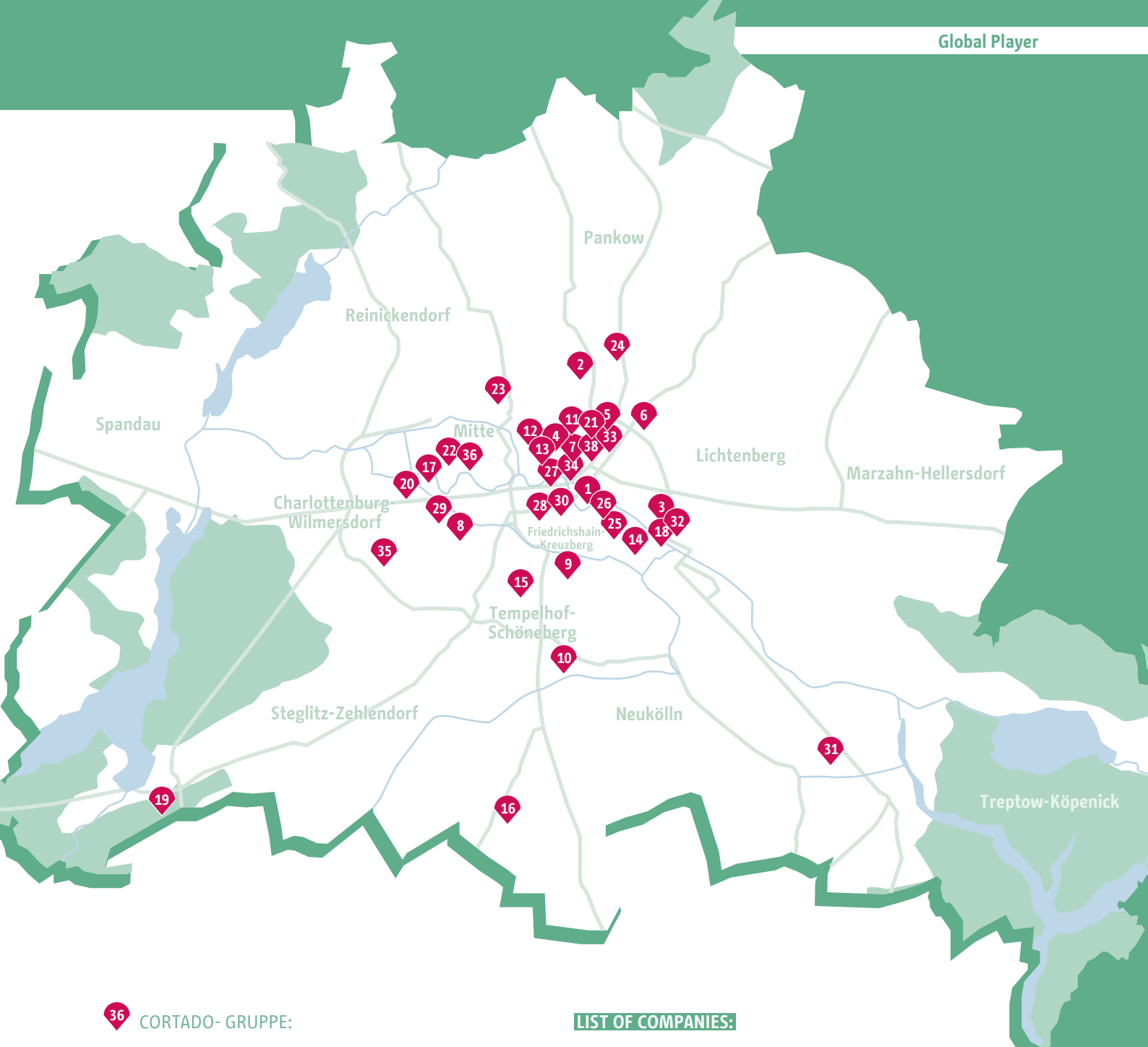
#### 19 EBAY INTL:

- more than 17 million active buyers, 5.4 million private sellers, 175,000 commercial providers and more than 100 brand manufacturers and large distributors

- A constant average of 70 million articles in more than 50,000 categories on offer
- Success: Peter Chaljawski, founder and owner of the Berlin e-Commerce empire Chal-Tec, began his career as a salesman for DJ equipment and event technology on ebay and now employs 300 people

#### 35 OPTIMAL SYSTEMS:

- The Group was founded in Berlin in 1991 and has more than 330 employees throughout Europe
- OPTIMAL SYSTEMS develops and distributes software solutions for enterprise content management (ECM)
- In 2014, there were 1,719 software installations throughout the world



### 36 CORTADO- GRUPPE:

- A holding company – three individual companies: Cortado AG is the owner of ThinPrint GmbH, Cortado Mobile Solutions GmbH and Teamplace GmbH
- From Berlin out into the world: 200 employees work at the company headquarters in Berlin and at offices in the USA, UK, Australia, France and Japan
- Best employer award: winner of the Great Place to Work® award in the “Best Workplaces in Berlin-Brandenburg” competition two times in a row

### LIST OF COMPANIES:

- |    |                       |    |                         |
|----|-----------------------|----|-------------------------|
| 1  | YOC                   | 20 | Deutsche Telekom/T-Labs |
| 2  | Zalando               | 21 | Bigpoint Berlin         |
| 3  | ZANOX.de              | 22 | Beta Systems Software   |
| 4  | SAP                   | 23 | AVM Computersysteme     |
| 5  | Wooga                 | 24 | Ableton                 |
| 6  | SoundCloud            | 25 | jinit[                  |
| 7  | PSI                   | 26 | Immobilien Scout        |
| 8  | Microsoft Deutschland | 27 | MAGIX                   |
| 9  | Pixelpark             | 28 | GameDuell               |
| 10 | Oracle                | 29 | Cisco Systems GmbH      |
| 11 | Nokia                 | 30 | Amazon Offices          |
| 12 | HERE (formerly Nokia) | 31 | ICE Gateways            |
| 13 | Neofonie              | 32 | Care.com Europe GmbH    |
| 14 | NATIVE INSTRUMENTS    | 33 | Searchmetrics           |
| 15 | Infopark              | 34 | Yandex                  |
| 16 | IBM                   | 35 | Optimal Systems         |
| 17 | GRAVIS Computer       | 36 | CORTADO AG              |
| 18 | exozet interact       | 37 | Doodle AG               |
| 19 | eBay Intl.            | 38 | Insiders Technologies   |

Venture capital, incubators and business funding

# Investments with foresight



**Money matters in Berlin, and that's a good thing: A fast-growing ecosystem of support has proven that Berlin has become a center for start-ups in Europe. Young, imaginative companies will find plenty of offers to meet their capital needs while setting up and growing, while connecting with the right business angels, investors and sponsors.**

## Public funds

Funding the digital economy is a key element of Berlin's business policy. Public institutions such as the Investment Bank Berlin (IBB), which is the key funding institution from the state of Berlin, IBB Beteiligungsgesellschaft, Berlin Partner for Business and Technology as well as other backers and initiatives provide extensive financing, consultation and funding services. These range from microcredits to shares in the form of VC funds in the millions; from business immigration service to support in international projects; and from coaching to recruiting skilled workers. The ProFIT innovation funding program from IBB funds projects having an innovative character by means of grants and loans. In this framework, there is a special early phase module for extremely young start-ups. The Point of Single Contact team in the Senate for Economics, Technology and Research is Berlin's one-stop agency for local and

foreign companies. The [www.crowdfunding-berlin.com](http://www.crowdfunding-berlin.com) displays current crowdfunding and crowd-investing projects from Berlin; successful projects are regularly awarded the Berlin crowdfunding award by the Projekt Zukunft.

## Business investors

There are numerous support services and offers for companies in their early stages. In addition to a number of business angels and offers for start-up companies, there are also many highly qualified accelerators, incubators, company builders and incubation units in Berlin. These include, among others, hub:raum (Deutsche Telekom), Axel Springer Plug and Play, YouIsNow (Scout24 Group), Rocket Internet and the German Tech Entrepreneurship Center. A powerful trend is incubators from established companies. The Metro Group is one of the latest newcomers with TechStars Metro Accelerator.

## Paying in pays off

Proof of just how strong Berlin is situated based on an international comparison comes from the venture capital invested in Berlin – whereas the regional competition in Germany as well as Europe trails far behind. In 2015, a total of 2.2 billion euros in venture capital was invested in Berlin start-ups. The fact that an investment pays off is demonstrated by exits such as 6Wunderkinder (estimated 100-200 million US dollars), Quandoo (nearly 200 million euros), Plista (30 million euros) brands4friends (150 million euros), Fyber (nearly 200 million US dollars) and Glispa (32 million euros). Convincing arguments for international venture capital firms and family offices are, for example, Earlybird, Partech Venture and Mangrove Capital, who set up their own offices and settled in the city.

## List of Links

Business Angel Club Berlin Brandenburg e.V.  
[www.bacb.de](http://www.bacb.de)

Senate Department for Economics, Technology and Research  
[www.berlin.de/sen/wirtschaft/en/](http://www.berlin.de/sen/wirtschaft/en/)

Point of Single Contact [www.berlin.de/ea/en/](http://www.berlin.de/ea/en/)

Crowdfunding projects from Berlin  
[www.crowdfunding-berlin.com/de](http://www.crowdfunding-berlin.com/de)

Berlin Partner for Business and Technology  
[www.berlin-partner.de](http://www.berlin-partner.de)

Investitionsbank Berlin [www.ibb.de](http://www.ibb.de)

IBB Beteiligungsgesellschaft  
[www.ibb-bet.de/en/home.html](http://www.ibb-bet.de/en/home.html)

Bürgerschaftsbank Berlin-Brandenburg  
[www.buergerschaftsbank-berlin.de](http://www.buergerschaftsbank-berlin.de)

Projekt Zukunft Initiative  
[www.berlin.de/projektzukunft/en/](http://www.berlin.de/projektzukunft/en/)

Medienboard Berlin-Brandenburg  
[www.medienboard.de](http://www.medienboard.de)





About the investment fund from the State of Berlin

## MISCHA WETZEL, Investment Director, IBB Beteiligungsgesellschaft



### Profile in Brief

IBB Beteiligungsgesellschaft (IBB-Bet) provides venture capital (VC) to innovative companies in Berlin and has established itself as one of the largest VC investors in Berlin. It is currently investing from two funds: the “VC Fonds Technologie Berlin II” (60 million euros) and the “VC Fund Kreativwirtschaft Berlin II” (40 million euros). Since 1997, the IBB Beteiligungsgesellschaft has invested around 141 million euros in Berlin’s creative and technology com-

panies and thus mobilized co-investments of around €865 million. Important exits have succeeded as a result. This shows that the international focus is on Berlin: for example, the software developers inubit were taken over by the Bosch Group, the online advertising company nugg.ad by Deutsche Post, the audio streaming platform Aupeo from Panasonic, and more recently the “Radiology as a service” providers medneo from the MARCOL group.

### 1. What does IBB-Bet do?

*IBB Beteiligungsgesellschaft invests venture capital, i.e. equity, in fast-growing companies in Berlin. We therefore enable technology and creative companies to bring their products and services to market faster and to scale. Ultimately, our job is also to invest our VC funds economically, meaning that we can increase added value through our shares in the form of an exit, or in other words, by selling our company shares.*

### 2. Who is funded by the IBB-Bet?

*We have four specialized teams that focus on the growth areas in Berlin: Information and Communication Technologies, Life Science, Industrial Technologies and Creative Industries. We focus on start-ups in the early business*

*stages – from seed to early expansion – and accompany them very actively, usually over a period of three to five years.*

### 3. What does a start-up have to do to get funding?

*First, it is important that the company has a scalable business model and can plausibly demonstrate that rapid growth is possible within a few years. In addition to analyzing the business plan and the addressed market, we pay special attention to the founding team: To lead a start-up through all its ups and downs until it’s successful, the management must have expertise and skills relating to the product and technology as well as areas such as marketing, sales and business management, and the founders also have to be convincing as entrepreneurs.*

### 4. What is the environment like for capital-seeking entrepreneurs in Berlin?

*Berlin has established itself as a hot-spot for VC-funded start-ups: No other city in Germany finances more companies through venture capital. At the European level, Berlin is playing in the premier league and attracts international investors. Founders have access to capital during all stages of their business: from angel investors, incubators and accelerators that facilitate the start, to funding and investment programs, and all the way to VC funds and strategic investors.*

Overview of funding programs for companies and entrepreneurs in Berlin: <http://bit.ly/Foerderfibel>

## Start up with public and private funds

# Funded: ZenGuard GmbH



Simon Specka and Markus Hänel

**S**urf the Internet undetected – that’s what ZenMate promises. The browser plug-in protects your privacy while you surf, because it hides your computer’s IP address. A clear competitive advantage of the device-independent security solution is how easy it is to use: ZenMate is installed and activated with just one click. The browser no longer connects directly to a website, but will be diverted via a virtual private network (VPN), which does not reveal the identity of the user. ZenMate is the ideal partner for anyone who uses public Wi-Fi hotspots in cafés or hotels. The plug-in is also available as an app for iPhone and Android smartphones. The company won the European Award for Best Security/Privacy Startup for its software in 2014.

Simon Specka and Markus Hänel founded ZenGuard in February 2013 and have been on the road to success ever since with their product ZenMate. More than 60 employees are involved in the development and support from ZenMate, which is used by about 27 million people from 180 countries. A number that is increasing every minute. The start-up’s biggest challenge is therefore time and speed, during which the development of the company must be driven

forward together with the rapid increase in user numbers.

The “Startup of the Year 2014” (deutsche-startups.de) could acquire several early investors from the private and the public sector, which complement each other perfectly and provide ZenGuard with security and stability during the different stages of growth.

In fall of 2013, shortly after its founding, ZenGuard belonged to the first round of funding from Axel Springer Plug & Play and was able to procure a six-figure sum in the seed round. In 2014, another 3.2 million dollars came from investors like Holtzbrinck Ventures, Project A, T-Venture and Shortcut Ventures. The same year, the Investitionsbank Berlin (IBB) also provided funding, which supported Simon Specka and Markus Hänel with 838,000 euros: The funding program from IBB, ProFIT, contributed around 240,000 euros as a grant. The rest of the money came in the form of a subsidized loan to hire so-called innovation assistants.

The money was and will be invested to optimize the product and for enhancing the offers. Again success: Meanwhile, ZenMate is also available as a premium

version for a fee, which offers many additional security and privacy features. “The paying users have increased nicely since the introduction of this freemium model,” says Specka. Up to 28% per month, to be exact. ZenGuard plans to expand its product in the future and optimize the interface of websites: “Our vision is to provide an extensive range of security offerings.” And along the way, to continue to write ZenGuard’s success story.



**“Berlin has become THE European capital for venture capital backed companies. I’m very excited about the current dynamics in Berlin’s start-up scene. We have observed a trend towards internationalization both in the capital investors as well as the founders and employees. Keep it up – because international investors and entrepreneurs are driving this city forward!”**

THOMAS SCHRÖTER,  
CEO at förderbar and Chairman of the Board for the IT industry association, SIBB

## Berlin's digital infrastructure

# Excellent network connections



The fast and safe exchange of knowledge and information as well as reliable digital infrastructure are the basis for innovation and economic success. More and more applications, devices and objects send and receive an increasing amount of data. A powerful, comprehensive network in Berlin ensures seamless communication across all channels.

## An extensive telecommunications network and broadband coverage

The capital provides comprehensive (V) DSL and cable network offerings – full coverage with LTE is almost complete. In addition, optical fiber connectivity is possible throughout most of the city for commercial and professional users. This is also confirmed by the latest detailed analysis for broadband coverage in Berlin based on the Breitbandatlasses des Bundes (Germany's Broadband Atlas), whose results can be accessed here: [www.berlin.de/projektzukunft/ikt-wirtschaft/breitband/hintergrundinformationen/](http://www.berlin.de/projektzukunft/ikt-wirtschaft/breitband/hintergrundinformationen/). Almost all future locations, technology centers and centers of the digital economy recorded in the study have proven that they have an excellent supply of commercial, professional broadband products.

Since 2002, the BCIX (Berlin Commercial Internet Exchange e.V.) has been operating a Berlin Internet exchange point. This is a key part of the broadband infrastructure in regional online data exchange within the economic region of Berlin-Brandenburg, as well as its high quality national and international connections. Currently, peering ports with 100 MB/s to 100 GB/s are being offered at five locations spread throughout the city through peering infrastructure, using a redundant design in connection with online data centers. This makes Berlin a popular and important location for large telecommunications and Internet service providers, including many Internet providers and network operators, as well as associations and interest groups who work here for the city's technologically receptive market conditions and the development of Internet-related technologies.

## Public funds

Berlin is always online. Free Wi-Fi for all – numerous providers and associations have taken up the cause to increase this offer for the future. And have implemented it successfully. Above all, the activities of the Medienanstalt Berlin-Brandenburg, with its pilot project "Public Wi-Fi" in cooperation with the Senate Department for Economics, Technology and Research, have sent the right signal early on. Users have free access without registration at the 100 hotspots located at busy public places and public facilities in Berlin as part of this project alone.

New possibilities like Wi-Fi sharing and the growing number of non-commercial providers, like the free wireless operator scene, constantly serve to expand the offer by creating free wireless networks.

By the summer of 2016, a free Wi-Fi network with 650 free hotspots will be set up at tourist locations and public buildings in the city by the Senate Chancellery. In addition, the Berlin Transport Services (BVG) want to equip around 100 subway stations with Wi-Fi starting in 2016.

## List of Links

Projekt Zukunft  
[www.berlin.de/projektzukunft/en/](http://www.berlin.de/projektzukunft/en/)

Medienanstalt Berlin-Brandenburg  
[www.mabb.de](http://www.mabb.de)

Berlin Commercial Internet Exchange BCIX e.V.  
[www.bcix.de](http://www.bcix.de)

Verband der deutschen Internetwirtschaft  
eco e.V. [www.eco.de](http://www.eco.de)

Förderverein Freie Netzwerke e.V.  
<https://foerderverein.freie-netzwerke.de/>



## Training opportunities for entrepreneurs in Berlin

# Learning to launch



**“Berlin is a center of innovation for IT, web and mobile. Whether it be in science with its numerous universities and research institutes, or in business with its dynamic and international start-up scene. Collaborating and networking between practice, science and research is a clear ‘Berlin advantage’. Neofonie is the best example: We were founded 15 years ago as a spin-off of the TU Berlin and developed ‘Fireball’ – the first German Internet search engine.”**

SINAN ARSLAN,  
Marketing and Corporate  
Communications at neofonie

**L**earning entrepreneurship from the bottom up, practicing programming languages or intensifying marketing strategies for the launch – founders and potential founders will find the optimal education and training programs in Berlin, regardless of what phase their company is in.

All universities in Berlin and numerous colleges provide media, IT and digital-related programs, in which more than 18,500 students are currently enrolled.

The universities and large colleges in Berlin support start-ups with their own start-up initiatives, entrepreneurial networks or with founder workshops that serve as start-up incubators tied closely to research. Career Centers at the universities promote the development of social, personal and organizational skills through special workshops, coaching sessions and mentoring programs. The B!GRÜNDET network brings together ten founder initiatives from Berlin universities and research institutes. In addition, there are twelve founder centers in Berlin to accompany students who want to found their own company during their studies: from the idea to creating a business plan, how to apply for grants and funding, all the way to networking with partners and entering the market. Public consultancies in the capital city (Senate Department for Economics, Technology and Research, Chamber of Commerce, Investitionsbank Berlin, among others) publish information for founders on the basics, important topics, locations and events in nine languages on the

[www.gruenden-in-berlin.de](http://www.gruenden-in-berlin.de).

Vibrant grassroots initiatives enrich the educational offers in Berlin’s digital scene. The OpenTechSchool offers free workshops on programming skills and knowledge related to IT. The Rails Girls Berlin offer “Ruby on Rails” programming workshops to give girls and women the necessary tech skills to realize their ideas – from the initial design and prototyping to implementation and programming. Initiatives such as Womenize!, Berlin Geekettes, Digital Media Women and WITAS Women in Tech and Startups strengthen female entrepreneurship and women in tech industries through seminars, mentoring programs and networks.







**“No other city is as multicultural and diverse as Berlin and that’s what makes this city what it is. With a moving and unique history, Berlin has become a metropolis full of contrasts. Berlin is exactly the right place for our plans: The endless leisure activities, good food, cultural diversity and people from around the world bring together lifestyle and work like no place else.”**

JOSHUA MARTINEZ, Co-Founder / Chief Marketing Officer at simply

## Research and science in Berlin

# Open to innovation

**Innovations are created in an atmosphere of openness, creativity and tolerance. Berlin’s “everything is possible” mentality is the perfect lab. This is where the path for digital solutions of the future is prepared. The capital’s unique research and development landscape, its many university educational offers and distinguished expertise in key digital growth areas guarantee innovative and outstanding ideas.**

### Universities and research

Berlin features an extensive IT-related research and university infrastructure. Renowned institutions include the seven Fraunhofer Institutes, the Zuse Institute Berlin and the Hasso Plattner Institute for Software Systems Engineering in Potsdam. The Free University of Berlin, Humboldt University of Berlin (HU) and the Technical University of Berlin (TU) have proven their value as universities in the German Universities Excellence Initiative for their top-notch research. In addition, EIT ICT Labs have a location in Berlin – the independent research center for information technology of the European Institute of Innovation & Technology, established by the European Union.

### Innovation and Creative Labs

Implementing new ideas, testing new areas of business and exploring new business models – that’s what more

than 80 grassroots labs, maker spaces, university-related labs, corporate innovation centers, incubators and accelerators do in Berlin. These experimentation labs are an interface between innovative ideas, creatives, founders and industrial users. The powerful creative sector in Berlin plays a particularly important role: As an industry that spans various branches, it ensures decisive results in innovation processes, both in the area of the digital economy as well as in other industrial sectors (“cross-innovation”).

The Deutsche Telekom Laboratories (T-Labs), the Group’s central research and innovation area of activities, are developing new products, services and infrastructure for the digital communications market together with the TU Berlin and the Berlin University of the Arts. The corresponding Design Research Lab conducts interdisciplinary research on topics such as interaction design, wearable computing and gender

specifics in the IT sector. The research focus of the Alexander von Humboldt Institute for Internet and Society (HIIG) is on the development of the Internet in conjunction with socio-cultural, technical and legal changes.

The Daimler Center for Automotive Information Technology Innovations (DCAITI), an institute of Daimler AG and the TU Berlin, specializes in future scenarios for the cars of tomorrow. In the Distributed Artificial Intelligence Laboratory (DAI-Labor), also located at the TU Berlin, agent technologies and digital system solutions are researched and developed. Realistic testing environments and Living Labs are used to make the solutions developed at the DAI-Labor under real conditions tangible for the public and industry.

## Working in Berlin

# Room for ideas

Those who want to found a company need a good and readily available office infrastructure. The city of Berlin itself is founded on creatives, freelancers, founders and established companies and offers jobs for every type of interest.

### To go: Meet-up Cafés

Turn on your computer and work a few hours – that's possible in numerous cafés with Internet access. Many of them can be found around Rosenthaler Platz in Berlin-Mitte

### To connect: Coworking Spaces

With over 100 coworking spaces, Berlin is the European pioneer for creating a new work culture. World renowned companies are, for example, betahaus, Ahoy! Berlin, Agora, Factory and mobilesuite. Work spaces can be rented on a daily, weekly or monthly basis and shared services include Internet, copy machines, conference rooms and coffee makers. Coworking is particularly popular with young start-ups that still cannot afford their own office space or are not ready to invest in one. Perfect side effect: they help to expand your own network, pave the way for business opportunities and find new employees. Some companies and SMEs consciously place their teams in coworking spaces on a daily basis so they can get access to creative talent.

Even well-known international providers like WeWork (USA) and Mindspace (Israel) have started co-working spaces in Berlin. The Senate's Economic Department/Projekt Zukunft have put together an overview of all providers.

### To do: Maker Labs

Berlin is setting another trend with maker labs, open workshops and do-it-yourself workshops, for example, the Open Innovation Space, Fab Lab Berlin and the Open Design City. The idea: learn how to deal with the latest technical devices, develop your own ideas and produce highly individualized prototypes quickly without producing your own high costs. Enthusiasts of all professions can experiment with professional tools, high-tech equipment (3D printers, laser cutters, computerized cutting, sewing machines), materials (wood, metal, fabric), software and electronics.

### To stay: Renting office spaces

Growing founder teams have excellent development opportunities in Berlin: Well-equipped and affordable office

space can be found quickly in all parts of the city, Broadband Internet connections are available everywhere and commercial rents are affordable compared to other cities internationally. Office space in Berlin, with an average of 17.50 euros net basic rent per square meter per month, is significantly cheaper than in London, Paris, Hamburg or Munich.

### To synergize: Campus facilities

New campus complexes are constantly popping up in Berlin, at which numerous players from the digital economy and science come together to form an ecosystem of their own. The proximity to each other as well as the networking and advisory services helps them to develop new business ideas successfully. These include The Factory, the GTEC German Tech Entrepreneurship Center, the Campus Charlottenburg, the Euref Campus and Adlershof Technology Park. Another start-up campus will come to life in Berlin in 2016 – the "Rocket Tower" from the company builders Rocket Internet AG. And the Senate plans to turn the buildings of the former Tempelhof airport into a creative and start-up center.

### List of Links

Business Location Center  
[www.businesslocationcenter.de](http://www.businesslocationcenter.de)

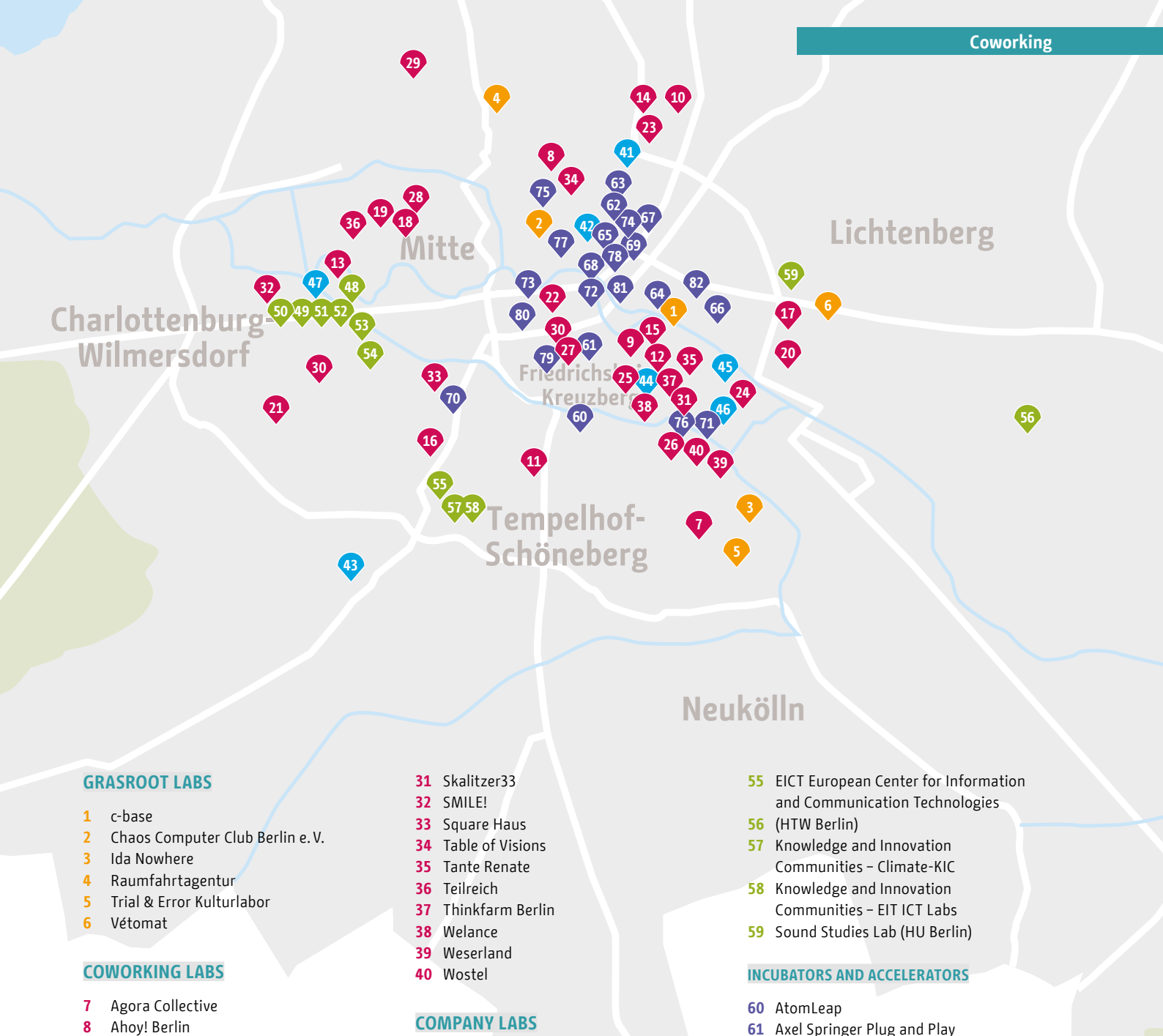
Coworking Spaces in Berlin: [www.berlin.de/projektzukunft/standortinformationen/coworking-spaces-in-berlin/](http://www.berlin.de/projektzukunft/standortinformationen/coworking-spaces-in-berlin/)

Future Locations in Berlin: [www.berlin.de/sen/wirtschaft/wirtschaft-und-technologie/technologiezentren-zukunftsorte-smart-city/zukunftsorte/artikel.109346.php](http://www.berlin.de/sen/wirtschaft/wirtschaft-und-technologie/technologiezentren-zukunftsorte-smart-city/zukunftsorte/artikel.109346.php)

Berlin Start-up Map  
<https://startup-berlin.com/startupmap/>

Tempelhofer Freiheit  
[www.thf-berlin.de](http://www.thf-berlin.de)





## GRASROOT LABS

- 1 c-base
- 2 Chaos Computer Club Berlin e. V.
- 3 Ida Nowhere
- 4 Raumfahrtagentur
- 5 Trial & Error Kulturlabor
- 6 Vétomat

## COWORKING LABS

- 7 Agora Collective
- 8 Ahoy! Berlin
- 9 betahaus Berlin
- 10 BUEROW
- 11 B+Office
- 12 co.up
- 13 CoworkINN
- 14 CubicMeter
- 15 D36 Coworking Space
- 16 element berlin
- 17 Esdip\_Berlin
- 18 fritz46
- 19 House of Clouds
- 20 LAUNCH/CO
- 21 Meeet – Coworking Space
- 22 MINDSPACE
- 23 mobilesuite Coworking Berlin
- 24 NEST
- 25 Open Design City
- 26 Pulsraum
- 27 Rainmaking Loft
- 28 Raumstation
- 29 Raumatelier 16
- 30 Satellite Office

- 31 Skalitzer33
- 32 SMILE!
- 33 Square Haus
- 34 Table of Visions
- 35 Tante Renate
- 36 Teilreich
- 37 Thinkfarm Berlin
- 38 Welance
- 39 Weserland
- 40 Wostel

## COMPANY LABS

- 41 360° lab
- 42 Co:llaboraty
- 43 Disruptive Innovation Lab  
(MediaBusiness Transfer Center)
- 44 Etsy Labs
- 45 Medienwerkstatt Berlin
- 46 social impact lab
- 47 Telekom Innovation Laboratories (T-Labs)

## RESEARCH LABS

- 48 3D Innovation Center  
(Fraunhofer Heinrich Hertz Institute)
- 49 3D Labor (TU Berlin)
- 50 Charlottenburg Innovation Centre  
(CHIC)
- 51 DAI Labor (TU Berlin)
- 52 Daimler Center for Automotive  
Information Technology Innovations  
(DCAITI) (TU Berlin)
- 53 Design Research Lab (UdK Berlin)
- 54 Discover Markets (Fraunhofer Society)

- 55 EICT European Center for Information  
and Communication Technologies
- 56 (HTW Berlin)
- 57 Knowledge and Innovation  
Communities – Climate-KIC
- 58 Knowledge and Innovation  
Communities – EIT ICT Labs
- 59 Sound Studies Lab (HU Berlin)

## INCUBATORS AND ACCELERATORS

- 60 AtomLeap
- 61 Axel Springer Plug and Play
- 62 Berlin Start-Up Academy
- 63 Covus Ventures
- 64 Deutsche Bahn Accelerator
- 65 Found Fair Ventures
- 66 Founder Institute
- 67 FoundersLink
- 68 GTEC
- 69 HitFox Games Ventures
- 70 hub:raum
- 71 M Cube
- 72 MAS Angel Fund
- 73 Microsoft Ventures Accelerator
- 74 Open Innovation Space / ottobock
- 75 Project A Ventures
- 76 Rheingau Founders
- 77 Rocket Internet
- 78 Springstar
- 79 Startupbootcamp Berlin
- 80 Team Europe
- 81 TechStars Metro Accelerator
- 82 YOU IS NOW



## The hardware scene in Berlin is growing

# Hard facts and tangible success

**The digital transformation of the Internet of Things needs good software on the one hand, and innovative hardware on the other. Hardware companies get the attention they deserve in Berlin. In the form of investors, accelerators as well as a thriving infrastructure with festivals, conferences and awards.**

young digital experts from the onset. Their award-winning Hacking Box, which consists of various hardware components, is geared towards children and adolescents to inspire them to experiment digitally.

### Hardware Meet-ups

Berlin offers numerous opportunities to exchange information in the hardware sector: at ThingsCon, IoT Con, the ExA-Summit, the IoT Tech Expo Germany, FASHION TECH Berlin, Berlin Maker Faire and various meet-ups, to name a few. ThingsCon is Europe's leading conference for new hardware and connected devices. The Internet of Things Conference (IoT Con) mainly provides expertise on design, business models and technical developments from IoT solutions. The ExA-Summit brings IoT experts from Europe and Asia together and gives Berlin start-ups access to hardware production in Asia. The Maker Faire gives hardware-oriented players from electronics, 3D printing, robotics and wearables the opportunity to present themselves to the public.

### Definite Favorites

There's also proof that Berlin is top-notch in all things hardware. The KIWI.ki solution for keyless door opening is already used by many property management companies throughout Germany. Relay's WunderBar smartphones make it possible to wirelessly connect to

objects. Another global company has made a home in Berlin with the Cisco Innovation Center. The Open Innovation Space from Otto Bock, the global leader in orthopedic technology, promotes inventions and product developments.

### Brilliant idea

Hardware is an important growth factor for Berlin. In order to recognize the dedication and innovation of hardware companies, the Senate Department for Economics, Technology and Research along with the SIBB and the Business Apps Network awarded the Deep Tech Award in 2015 for the first time.

### List of Links

AtomLeap <https://atomleap.com/>

Hardware.co <http://www.betahaus.com/berlin/spaces/hardwarelab/>

Schleicher Incubator Zoom Zone Labs <http://sizzl.berlin/>

Fab Lab Berlin <https://fablab.berlin/de/>

Technologiestiftung Berlin [www.technologiestiftung-berlin.de/en/home/](http://www.technologiestiftung-berlin.de/en/home/)

Open Innovation Space <http://www.openinnovationspace.de/en/>

ThingsCon <http://thingscon.com>

Maker Faire <http://makerfaire.berlin/en/>

Internet of Things Conference <https://iotcon.de/>

ExA-Summit [www.exa-summit.com/](http://www.exa-summit.com/)



### Jump start from Berlin

Flotations in the hardware sector are characterized by high innovation potential and have an even harder time finding investors. Accelerators, incubators and Labs are created in Berlin specifically for this scene. Often hand in hand with companies from the electronics industry.

Hardware.co is an initiative from the founders of betahaus and Conrad Electronic and sees itself as a central platform and lab for innovative technology developers. The hardware accelerator AtomLeap advises different teams in their development process as part of their program. The Fab Lab in Berlin provides access to production tools: 3D printers, platinum cutting, laser cutters and other high-tech devices. Hardware founders find a mixture of incubator and lab at sizzle.berlin. The initiative by Schleicher Electronic Engineering GmbH brings electronic hardware start-ups and experienced employees in the electronics industry together.

The Technology Foundation wants to support new ideas and the career of



## Female entrepreneurs in Berlin

# On the road to success



### POWERFUL NETWORK

Grassroots initiatives, special offers and events – Berlin has a strong and dynamic network for women that is specifically committed to female entrepreneurship in tech industries.

### ► GEEKETTES

The Geekettes support innovative women in the tech sector. Promoting female entrepreneurs and the female perspective in entrepreneurship is at the heart of workshops, hackathons and mentoring programs. Founded in Berlin, they operate globally and cooperate with a number of tech companies.

### ► RAILS GIRLS

The Rails Girls Berlin offer “Ruby on Rails” programming workshops to give girls and women the necessary tech skills to realize their web ideas – from the initial design and prototyping to implementation and programming.

### ► WOMENIZE!

This platform from Berlin facilitates networking amongst women from the tech, digital and media industries. Conferences, workshops, coaching sessions, recruitment and information are offered here. The platform also provides information about initiatives happening in Berlin on the topic of Female Entrepreneurship.

### ► VENTURE LADIES

The network includes more than 300 women from different fields who are involved in the venture capital scene. They meet up every month to share their knowledge and experience and to support the female entrepreneurial scene.

### ► COWORKING TODDLER

Even the idea of “coworking” has been redefined and has developed new meanings: Coworking Toddler has launched a model for working with children – jobs with child care under one roof, but spatially separated.

### ATTRACTIVE INVESTMENT OPPORTUNITIES

From initial funding to a successful exit – Berlin’s start-ups founded by women are very attractive to investors.

### ► AMORELIE

The online shop for erotic lifestyle products was founded by Lea-Sophie Cramer together with Sebastian Pollock in 2012. Renowned venture capitalists and business angels supported the shop from the very beginning. Early in 2015, ProSiebenSat.1 took over the online shop, which is expanding to other European countries.

### ► FOX AND SHEEP

Offering the best apps for kids – that’s Verena Pausder’s goal. Together with Moritz Hohl, she founded the digital publishing house “Fox and Sheep”, which develops its apps in collaboration with children’s book authors and illustrators around the world and is marketed worldwide. Meanwhile, the toymaker “Haba” holds the majority of shares in the company. Verena Pausder was chosen as one of the “Young Global Leaders” by the World Economic Forum in 2016.

### ► BLOOMY DAYS

This is the name of the flower subscription service and online flower delivery shop from Franziska von Hardenberg. Only in early 2015 was the founder able to pull off a round of funding in the seven digits. The bouquets are found in people’s homes or are sent by companies to loyal customers as tokens of appreciation.

### List of Links

Berlin Geekettes [www.geekettes.io](http://www.geekettes.io)

Rails Girls Berlin [www.railsgirlsberlin.de](http://www.railsgirlsberlin.de)

Womenize! [www.womenize.net](http://www.womenize.net)

Venture Ladies <https://ventureladies.com>

Coworking Toddler [www.coworkingtoddler.com](http://www.coworkingtoddler.com)



## Berlin's entrepreneurs on Berlin

# Point of View



### FinLeap

#### Profile in Brief

FinLeap is a company builder that is specialized in the financial services industry. The aim is to assist entrepreneurs in building up sustainable, customer-oriented and technologically powerful companies. The start-ups should have access to extensive expertise in the financial services sector from the very beginning.

**Founded:** 2014, employees: 200

**"The environment in Berlin provides us with the best conditions for establishing strong Fintech start-ups. Highly educated technology specialists, experienced entrepreneurs, financial experts along with a closely knit network of investors can all be found here. Founders in Germany can't get around Berlin."**

RAMIN NIROUMAND, Co-Founder and Managing Partner, FinLeap GmbH

#### Profile in Brief

AtomLeap is an accelerator specializing in digital hardware and high-tech start-ups. On the one hand, researchers and aspiring entrepreneurs are supported in building up their start-ups to create solutions for relevant challenges. On the other hand, AtomLeap advises established companies in finding solutions and supports the work with high-tech start-ups.

Founded in mid-2015, AtomLeap has already grown to nine team members.

**"Berlin is the perfect location for AtomLeap to bring together start-ups and established companies. Why? New solutions are only created in open spaces, but also need resources in order to be truly put into practice. The city's internationality and diversity is second to none both in Germany and Europe. We are working hard to ensure that Berlin creates an economic and sustainable position consisting of high-tech start-ups and innovative SMEs and corporations."**

ROBIN TECH, Co-Founder and CEO of AtomLeap



### AtomLeap

#### Profile in Brief

The KIWI.KI GmbH develops and operates KIWI, an intelligent door access system that can unlock front doors of apartment buildings without a key. For this, the user simply carries the authorized transponder (KIWI.KI) with them or uses the KIWI app to open the door for friends or themselves. Postal services, waste management companies and emergency services, as well as housing associations can save time and make their services more efficient with KIWI. Around 19,000 residential units are already connected to the KIWI infrastructure in Berlin.

**Founded:** February 2012

**"As a place to live, a tourist destination or as an economic center, Berlin's leading innovative atmosphere, special creative environment and the comparatively affordable cost structures have an unbelievable appeal for young entrepreneurs, making it the top location for founders in Germany. The high concentration of universities and colleges encourages the research & development spirit and Berlin's unique cultural scene attracts talent to the city from around the world. Berlin's start-ups are even extremely well networked among themselves and can mutually benefit from each other's work."**

PETER DIETRICH, DR.-ING. CLAUDIA NAGEL, DR.-ING. CHRISTIAN BOGATU, Founder and CEO, KIWI.KI GmbH

### KIWI.KI



## OUTFITTERY

### Profile in Brief

OUTFITTERY makes it easy for men to purchase fashion online. Customers answer questions about sizes and style at [www.outfittery.de](http://www.outfittery.de). Then a stylist from OUTFITTERY puts together customized outfits that are conveniently sent to the customer's home. The customer keeps what they like and sends back the rest. This innovative service is free.

**Founded:** April 2012, employees: 300

**"Berlin has the right mix of inspiration, creativity, adventure and networking. The city is an enormous playground. The dynamic start-up scene, just like the creative scene, attracts talent from around the world. This is fantastic for start-ups like ours that work for several countries simultaneously from Berlin and are constantly looking for new and amazing employees for their international team. The city is also very inexpensive, especially when compared to other start-up cities such as London. Prices for rent and eating out are totally fair here!"**

ANNA ALEX UND JULIA BÖSCH,  
Founder and CEO, OUTFITTERY GmbH



## Searchmetrics

### Profile in Brief

Searchmetrics GmbH is the European market leader in the rapidly growing digital marketing sector and is quickly developing on the US market. The pioneer and leading provider of inbound marketing services for companies and online agencies has an innovative, interactive Enterprise SEO Platform at its disposal with the Searchmetrics Suite. It allows companies to increase their visibility and success in the digital world by means of intelligent online strategies. This software solution is unique worldwide and is being used by companies such as T-Mobile, eBay, Siemens and Symantec.

**Founded:** April 2005

**"There's no other city that brings the innovative and pioneering spirit to life as much as here. Berlin no longer attracts only 'new Berliners' from Germany, but is becoming an international center – you can feel it everywhere these days. Creative ideas do not only remain an idea here, but are also implemented and – most importantly – driven forward. Oftentimes in the past, Berlin was overlooked as an economic location due to its reputation as a 'party city'. But the truth is that the digital scene has grown up to provide optimal economic conditions for founding companies and helping them grow. That's something more and more international investors recognize. Berlin hasn't needed to try and keep up with London for a long time now. It's holding its own among biggest tech centers of the world."**

VOLKER SMID,  
CEO of Searchmetrics



Events, networks and associations in the digital scene

## Get in contact – and remain in contact

**Berlin is one giant network: This is because of the numerous events in the bustling digital scene. They range from small informal meet-ups to large multi-day, international conferences.**

### Conventions and conferences

With more than 20,000 visitors from home and abroad, the Berlin Web Week is one of the biggest festivals of the digital scene throughout Europe. For one week every year, it brings together numerous concepts on hot topics happening in the digital economy and sends off endless ideas into the digital hotspot of Berlin.

Events such as the Startup Camp Berlin, Heureka Conference, DeGUT or the Lange Nacht der Startups focus primarily on topics pertaining to start-ups and entrepreneurship. Even the oldest digital conferences such as re:publica, webinale, droidcon, tools or Tech Open Air now offer special start-up tracks. Each year new events are born, including the prestigious Internet Conference NOAH, Apps World and the Maker Faire hardware festival. What they all have in common is that things aren't only talked about, they are actually done: Successful apps and prototypes have already come out of hackathons and pitching sessions here.

### Profitable business relations

Matchmaking between entrepreneurs and investors or companies is just a matter of course here, which leads to funding for the early and growth phases as well as strategic partners. This includes investor dinners or the Demo

Days from the many incubators and accelerators. The State of Berlin also supports networking abroad through delegation visits and joint booths at trade fairs in the US, Dublin, Tel Aviv and London. Numerous lectures, workshops and speed networking events are also offered to gain helpful insight into relevant topics on founding a company and digitization.

### Networks and associations

The digital scene in Berlin has a strong lobby: Numerous initiatives, associations and organizations are committed to networking start-ups and digital companies and for proper political advocacy of their interests. In addition to many others, the Bundesverband Deutsche Start-ups e.V., Bundesverband Digitale Wirtschaft e.V., BITKOM e.V. and derSIBB e.V. represent implementing future-oriented economic policies and founder-friendly conditions. The Projekt Zukunft initiative from the Senate Department for Economics, Technology and Research organizes exchanges between industry, science and politics and drives forward future topics through competitions. The media.net berlin-brandenburg also offers a number of networking opportunities as well as investor events. START Berlin e.V., the entrepreneurship initiative from all universities in Berlin, networks students with players from, and topics relevant to, the start-up scene.

### List of Links

Apps World [apps-world.net](http://apps-world.net)  
 Berlin Web Week [www.berlinwebweek.de](http://www.berlinwebweek.de)  
 DeGUT Deutsche Gründer- und Unternehmertage [www.degut.de](http://www.degut.de)  
 Deutsche Gamestage [www.deutsche-gamestage.de](http://www.deutsche-gamestage.de)  
 droidcon [droidcon.com](http://droidcon.com)  
 Heureka Conference [www.heureka-conference.com](http://www.heureka-conference.com)  
 Maker Faire [www.makerfaire.berlin](http://www.makerfaire.berlin)  
 NOAH Internet Conference [www.noah-conference.com](http://www.noah-conference.com)  
 re:publica [www.re-publica.de](http://www.re-publica.de)  
 Startup Camp Berlin [www.startupcampberlin.de](http://www.startupcampberlin.de)  
 Social Media Week [www.socialmediaweek.org/berlin](http://www.socialmediaweek.org/berlin)  
 TechOpenAir [www.toa.berlin](http://www.toa.berlin)  
 Tools [www.tools-berlin.de](http://www.tools-berlin.de)  
 webinale [www.webinale.de](http://www.webinale.de)  
 Berlin Startup Unit [www.berlin-partner.de/standort-berlin/the-place-to-be-for-startups/die-berlin-startup-unit/](http://www.berlin-partner.de/standort-berlin/the-place-to-be-for-startups/die-berlin-startup-unit/)  
 BITKOM e.V. [www.bitkom.org](http://www.bitkom.org)  
 Bundesverband Deutsche Startups [www.deutschestartups.org](http://www.deutschestartups.org)  
 Bundesverband Digitale Wirtschaft e.V. [www.bvdw.org](http://www.bvdw.org)  
 Entrepreneurs Club Berlin [www.entrepreneursclub.de](http://www.entrepreneursclub.de)  
 Industrie- und Handelskammer zu Berlin (Chamber of Commerce and Industry of Berlin, CII) [www.ihk-berlin.de](http://www.ihk-berlin.de)  
 Projekt Zukunft [www.berlin.de/projektzukunft](http://www.berlin.de/projektzukunft)  
 media.net berlinbrandenburg [www.medianet-bb.de](http://www.medianet-bb.de)  
 SIBB Digital Business Association Berlin und Brandenburg [www.sibb.de](http://www.sibb.de)  
 START Berlin e.V. [www.start-berlin.com](http://www.start-berlin.com)





Media and communication in Berlin

## Mouthpiece of the digital scene



**If you have a good idea, talk about it. The developments happening in Berlin's digital economy offer the media sufficient material for endless reports. Conversely, business ideas, products and services can be easily and quickly presented to a wider audience. In the field of advertising and communication, there are plenty of agencies and PR experts to develop the right communication strategies for start-ups and established companies alike.**

### The latest from Berlin – for Berlin and the world

The dynamic founder scene and the media world are in close contact in Berlin. That's how publications are born that deal specifically with the start-up scene. Perhaps the most well-known is the online magazine "Gründerszene", which now belongs to the Springer Group, and features editorials on the digital economy as well as scientific articles, a personal database and a job search portal. The online platform "deutschestartups.de" has also made a name for itself. Interviews, portraits and market overviews are published here daily. The online English language magazine Heureka (formerly Venture Village) and Silicon Allee produce news and videos about founder-relevant topics and are important to the international community.

Current and important new entrants are the magazines "The Hundert", considered the number one brand of the digital economy, and its sister magazine "Berlin Valley".

### From and for female founders and entrepreneurs

New and successful online magazines from Berlin focus on topics for female founders and entrepreneurs. Edition F, a business and lifestyle magazine from Susann Hoffmann and Nora-Vanessa Wohler, offers editorial articles and services such as a job search portal and a marketplace for business fashion.

The aim of Maxi Knust's magazine "Fempreneur" is to inspire and encourage women to realize their start-up ideas, especially in the digital domain.

### Cross-regional and international

The topic of Berlin as a digital city is often a cross-regional topic in, for example, Die Zeit and Zeit Online, Süddeutsche Zeitung, Die Welt, Spiegel and Spiegel Online as well as in the Handelsblatt, Wirtschaftswoche and other manager magazines.

The success stories of German start-ups are also of global interest: An

increasing amount of international media are looking to gain direct access. This includes the influential online magazine "TechCrunch" from the US, for which their journalists report directly from the Berlin digital scene.

### Digital center – techberlin.com

The TechBerlin platform collects all information about the steadily growing tech and start-up scene in Berlin: News, databases, funding opportunities, event overviews, vacant jobs, office spaces and offers for starting a business.

### redefine the possible. log in.berlin

Berlin Partner for Business and Technology and the Berlin Senate Department for Economics, Technology and Research are responsible for advertising Berlin as a location for the digital economy on a large scale: The "log in.berlin" campaign has around 200 partners and launches the strengths and expertise of Berlin's digital and IT industry out into the world. The initiatives include advertisements in regional, national and international media, trade shows and a blog that reflects the diversity of the digital economy.

### List of Links

Berlin Valley [www.berlinvalley.com](http://www.berlinvalley.com)

The Hundert [www.the-hundert.com](http://www.the-hundert.com)

deutsche startups [www.deutsche-startups.de](http://www.deutsche-startups.de)

Gründerszene [www.gruenderszene.de](http://www.gruenderszene.de)

Heureka (Venture Village)  
<http://theheureka.com/>

TechCrunch [www.techcrunch.com](http://www.techcrunch.com)

Berlin Startup Girl (Blog)  
[www.berlinstartupgirl.com](http://www.berlinstartupgirl.com)

log in.berlin [www.loginberlin.de](http://www.loginberlin.de)

TechBerlin [www.techberlin.com](http://www.techberlin.com)

Silicon Allee [www.siliconallee.com](http://www.siliconallee.com)



# SURVIVAL GUIDE BERLIN

## Getting settled in digital Berlin



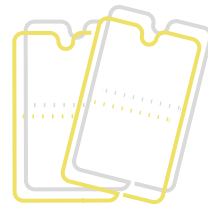
### WHERE TO? TIPS FOR GOING IN

Betahaus Café <http://www.betahaus.com/berlin/>  
 St. Oberholz [www.sanktoberholz.de](http://www.sanktoberholz.de)  
 Mein Haus am See [www.mein-haus-am-see.blogspot.com.es](http://www.mein-haus-am-see.blogspot.com.es)  
 Kaffee Mitte [www.kaffeemitte.de](http://www.kaffeemitte.de)  
 Five Elephant [www.fiveelephant.com](http://www.fiveelephant.com)  
 Luzia [www.luzia.tc](http://www.luzia.tc)  
 Soho House [www.sohohouseberlin.com/de](http://www.sohohouseberlin.com/de)



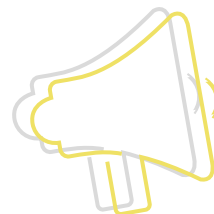
### WHERE TO? TIPS FOR GOING OUT

Badeschiff Berlin [www.arena-berlin.de/badeschiff](http://www.arena-berlin.de/badeschiff)  
 Haubentaucher [www.haubentaucher.berlin](http://www.haubentaucher.berlin)  
 Tempelhofer Feld [www.thf-berlin.de](http://www.thf-berlin.de)  
 Umspannwerk Kreuzberg [www.umspannwerk-kreuzberg.de](http://www.umspannwerk-kreuzberg.de)  
 Klunkerkranich [www.klunkerkranich.de](http://www.klunkerkranich.de)



### IN THE KNOW

Exberliner (engl.) [www.exberliner.com](http://www.exberliner.com)  
 Radio Spätkauf (engl. Podcast) [www.radiospaetkauf.com](http://www.radiospaetkauf.com)  
 Savoteur Berlin <http://www.savoteur.com/germany/berlin/en>  
 Zitty Berlin [www.zitty.de](http://www.zitty.de)  
 Tip Berlin [www.tip-berlin.de](http://www.tip-berlin.de)  
 Visit Berlin [www.visitberlin.de](http://www.visitberlin.de)  
 Stil in Berlin [www.stilinberlin.de](http://www.stilinberlin.de)



## PROJEKT ZUKUNFT INITIATIVE

Projekt Zukunft – from the Senate for Economics, Technology and Research – is the Berlin state's initiative to promote the cluster ICT, Media and Creative Industries. As the link between business, science and politics, Projekt Zukunft creates optimal conditions for businesses located in Berlin, supports their innovative capacity and strengthens the capital as a center for the digital transformation. Projekt Zukunft develops strategies for the city, creates networking and marketing opportunities as well as structures for cross-industry innovation initiatives. In the digital economy, this includes networking start-ups with SMEs, corporates and industry, presentation opportunities at home and abroad, start-up funding in the context of competitions, developing platforms such as the Berlin Web Week and the "log in.berlin" IT marketing campaign, and advancing funding instruments together with the industry.

<http://www.berlin.de/projektzukunft/>

[www.creative-city-berlin.de](http://www.creative-city-berlin.de)

<http://www.berlin.de/sen/wirtschaft/>



Contact:

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Senate Department for Economics, Technology and Research, Berlin

[katrin.tobies@senwtf.berlin.de](mailto:katrin.tobies@senwtf.berlin.de)

Tel +49 30 9013-7404

## BERLIN PARTNER FOR BUSINESS AND TECHNOLOGY

Business and technology support for companies, investors and research institutions in Berlin – that's what Berlin Partner for Business and Technology offers. Numerous experts create the best possible range of offers through working with customized services and an excellent science network in order to lead innovation, resettlement, expansion and job security projects to success. As a unique public private partnership, the Senate Department for Economics, Technology and Research as well as more than 200 companies back the Berlin Partner for Business and Technology's commitment to Berlin. Berlin Partner for Business and Technology is also responsible for globally marketing the German capital, for example, the successful "be Berlin" campaign.

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