

Building a Startup Ecosystem – Are you Ready for the Tech?



About me....



STARTUP CHALLENGES

... a blog providing advice for early-stage #startups, telling startup stories from European #entrepreneurs and smart minds. Powered by Maren Lesche, storyteller & Social Media Specialist from Berlin



LINK: INVE ARE LOOKI! COCKROAK



Gastbeitrag von Maren Lesche
7 Krankheiten, an denen Start-ups leiden



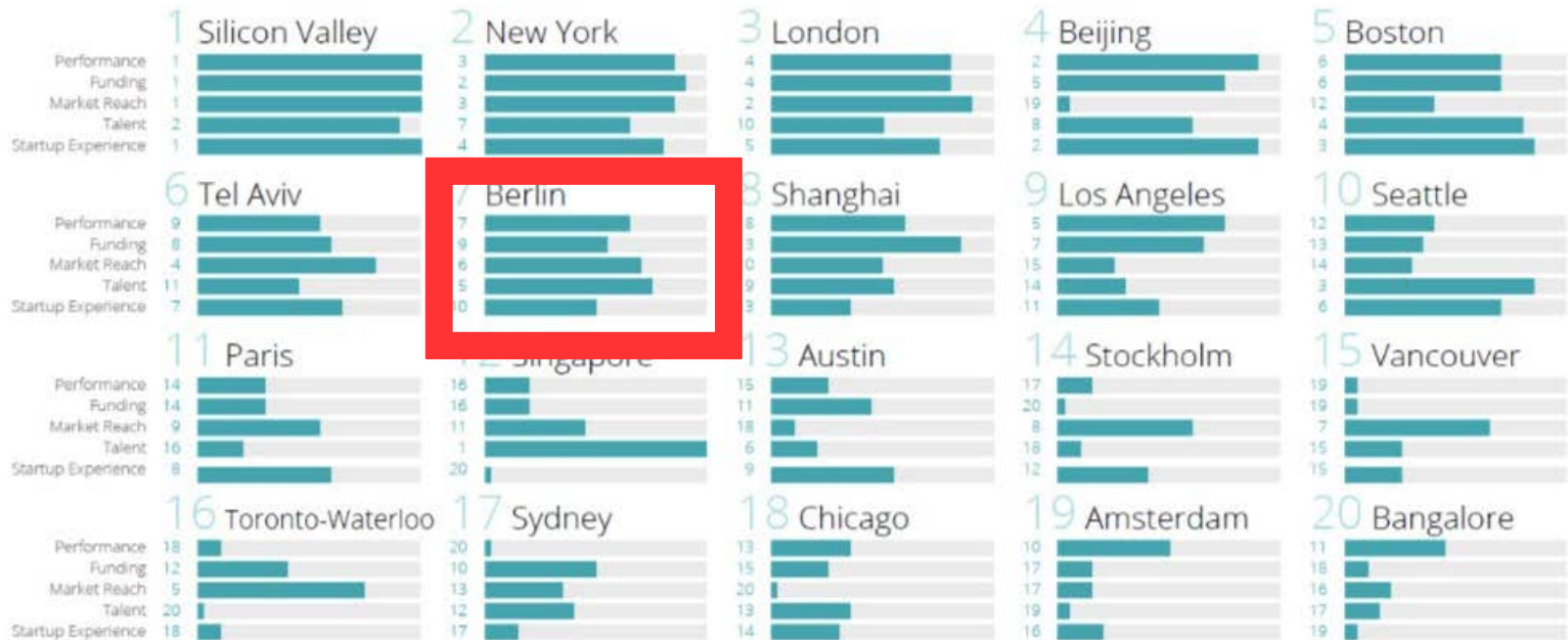
Jede kleine Fehlentscheidung kostet Geld. "Trial & Error"-Strategien sind gut, zu viele kleine Fehler können dem Startup jedoch unwiderrüflich schaden. Performt eine neue App nicht, ist die Anmeldung bereits schwierig, wird sie sofort vom Smartphone gelöscht - eine zweite Change erhält sie selten von Nutzern.



Berlin = Silicon Allee



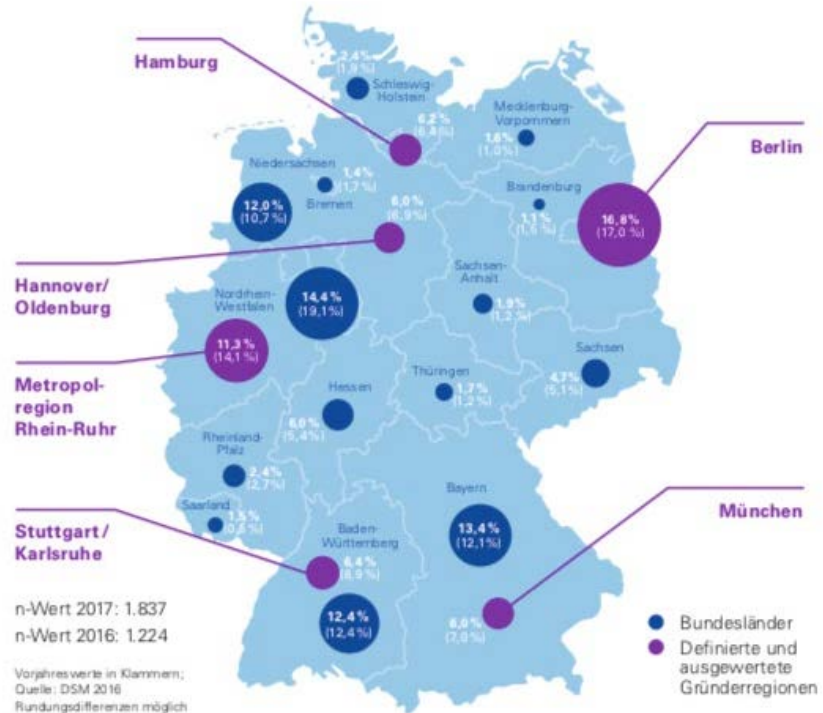
2017 Global Startup Ecosystem Ranking



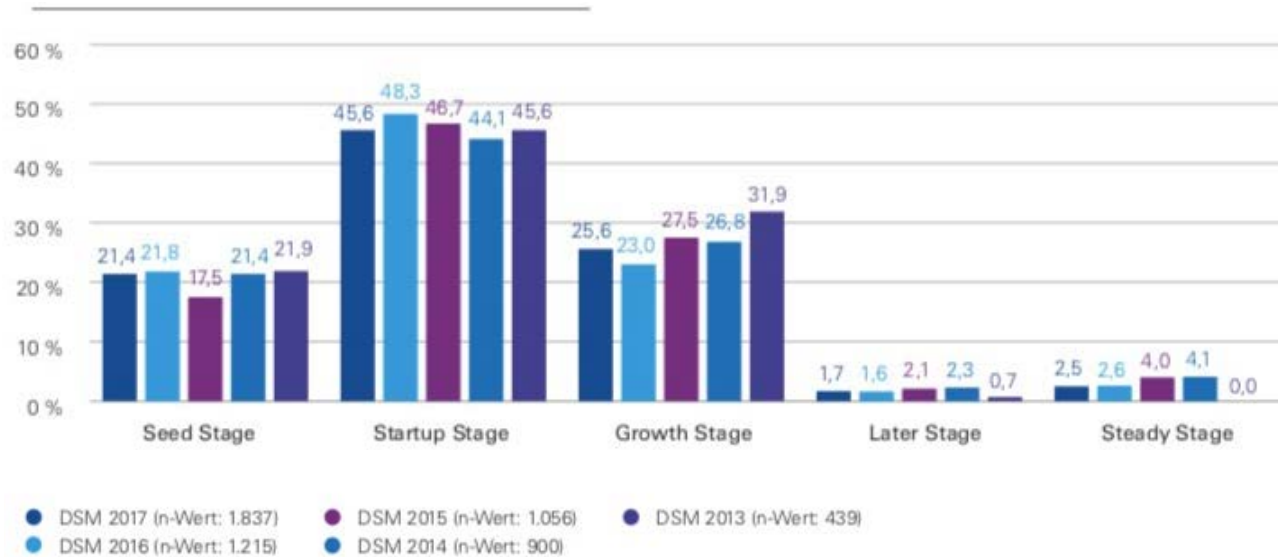
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8,000+
startups.



Germany is a rather young startup ecosystem



Four sectors where German startups have succeeded

FinTech

- Credit related and consumer business
- Large market for consumer finance
- Population which travels a great deal

 Kreditech

CHECK24

N26

AdTech

- Big data, data analytics, data mgmt, SEO
- E-commerce companies as customers
- High small- & mid-cap M&A-activity

 Fyber

zanox.

 searchmetrics

eCommerce

- Fashion, auctions, and food delivery
- Largest market for fashion in Europe
- Lean and cost competitive, low margin

AUTO 1

 zalando

 Delivery Hero

Leisure

- E-sports, gaming, travel, and music
- Travel culturally important
- Large number of consumers

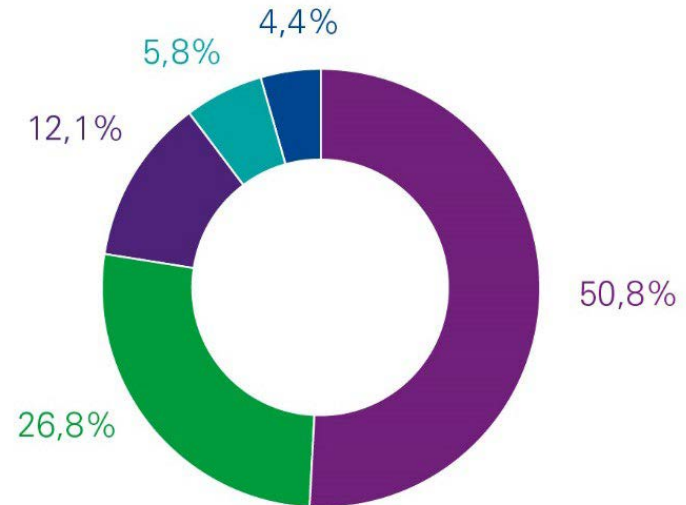
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 SOUNDCLOUD



49.1% of founders
are serial
entrepreneurs



- No previous foundation
- One previous foundation
- Two previous foundations
- Three previous foundations
- Three or more previous foundations





The share of female founders rises to 14.6%

n: 1.220
Source: DSM 2016



Why do you need a Startup Ecosystem?



Millennials: “The Me Me Me Generation”





Millennials are... Multitaskers

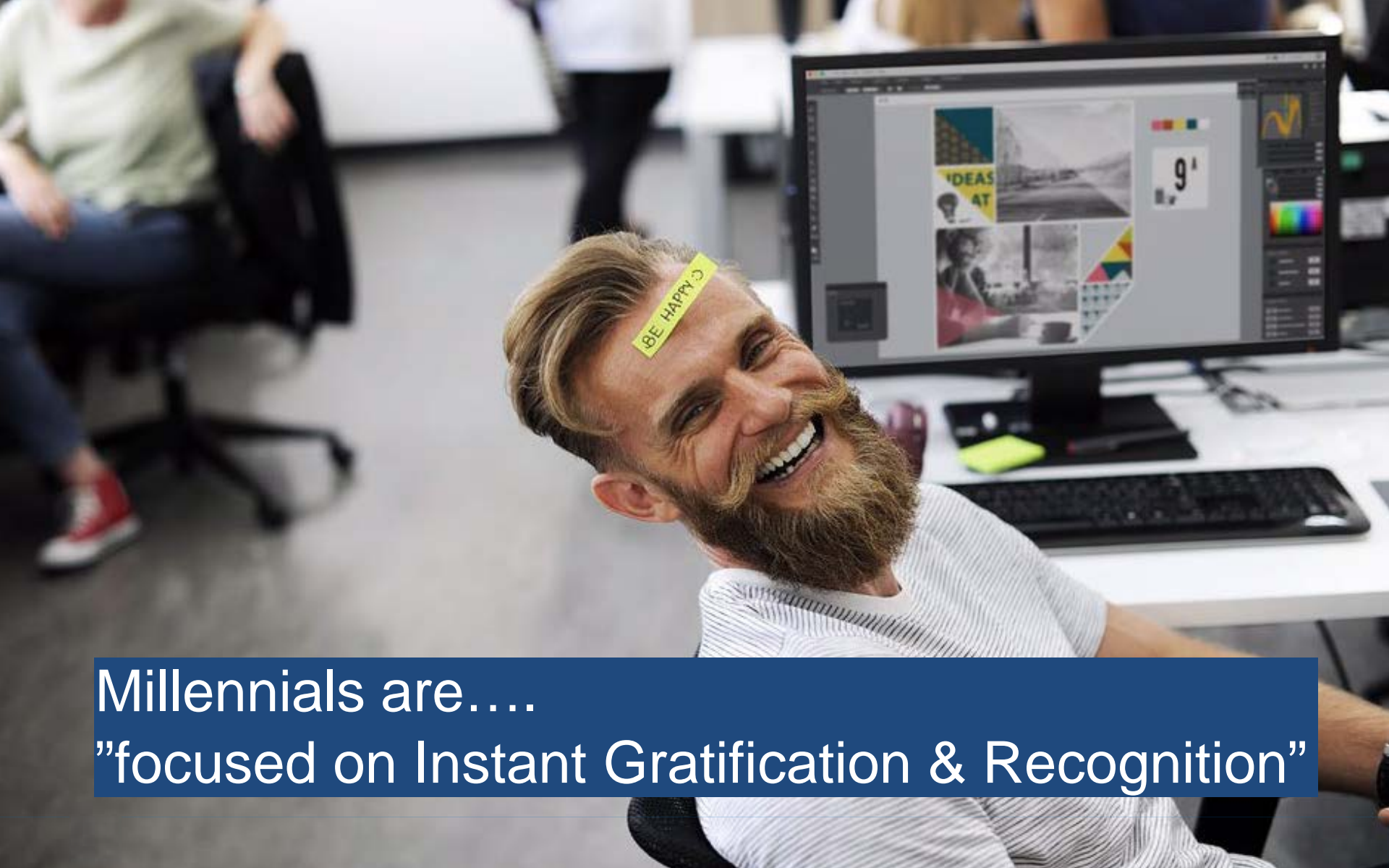




Millennials are.... "Connected"



Millennials are.... "Tech- and Data Driven"



Millennials are....
"focused on Instant Gratification & Recognition"



Millennials are....

”not willing to sacrifice Work-Life Balance & Flexibility”

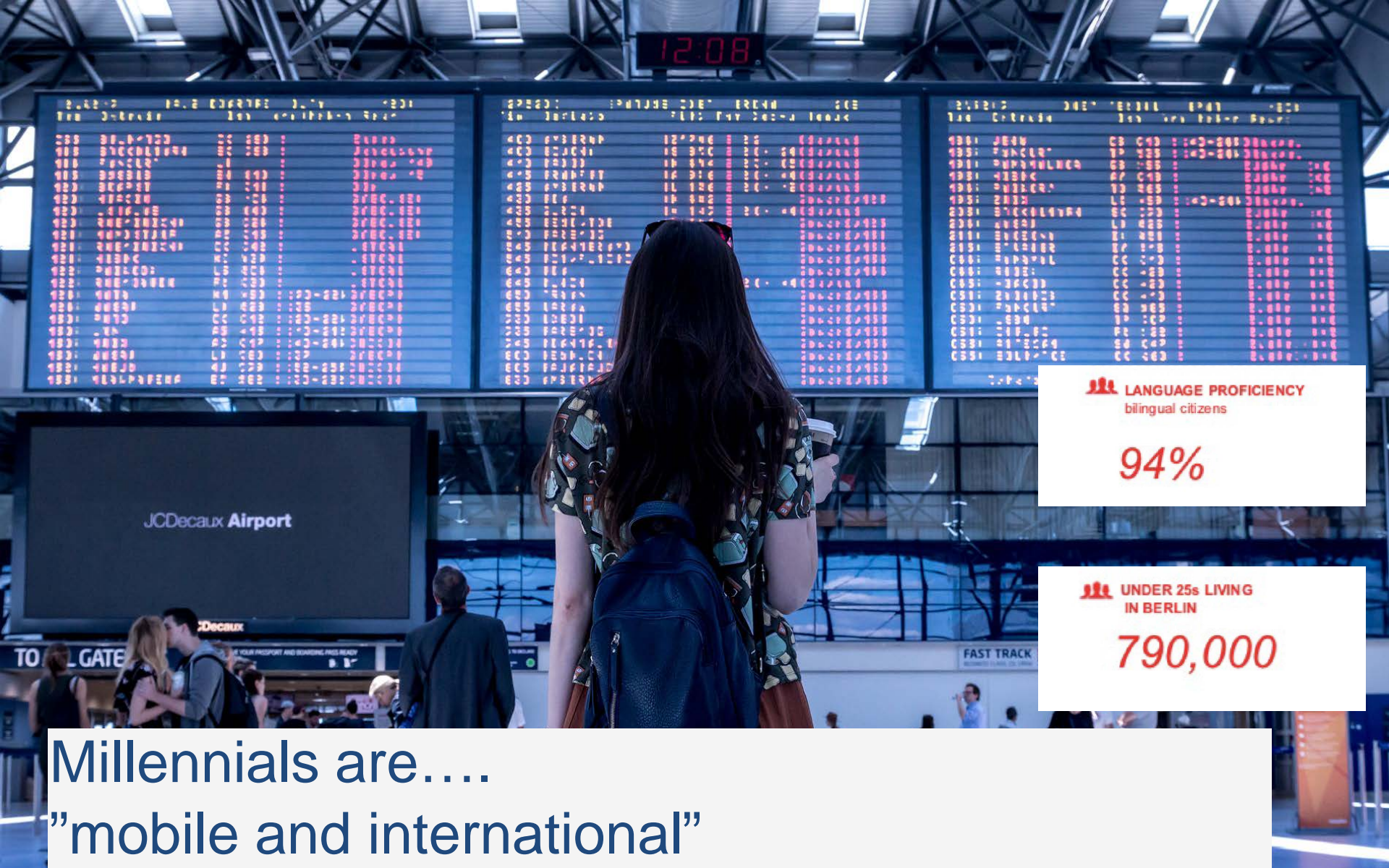
Millennials are... “collaborative”



Millennials are....

”all about Transparency and Empowerment”





12:08

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3499	BERLIN	ON TIME	3500	BERLIN	ON TIME	3501	BERLIN	ON TIME

 LANGUAGE PROFICIENCY
bilingual citizens

94%

 UNDER 25s LIVING
IN BERLIN

790,000

Millennials are....
"mobile and international"

Millennials are...eager to change



COMPLEX
EXPERIENCES



BROKEN
TRUST



REDUNDANT
INTERMEDIARIES



LIMITED
ACCESS

Startups are the perfect environment...

Uncertainty

Innovation

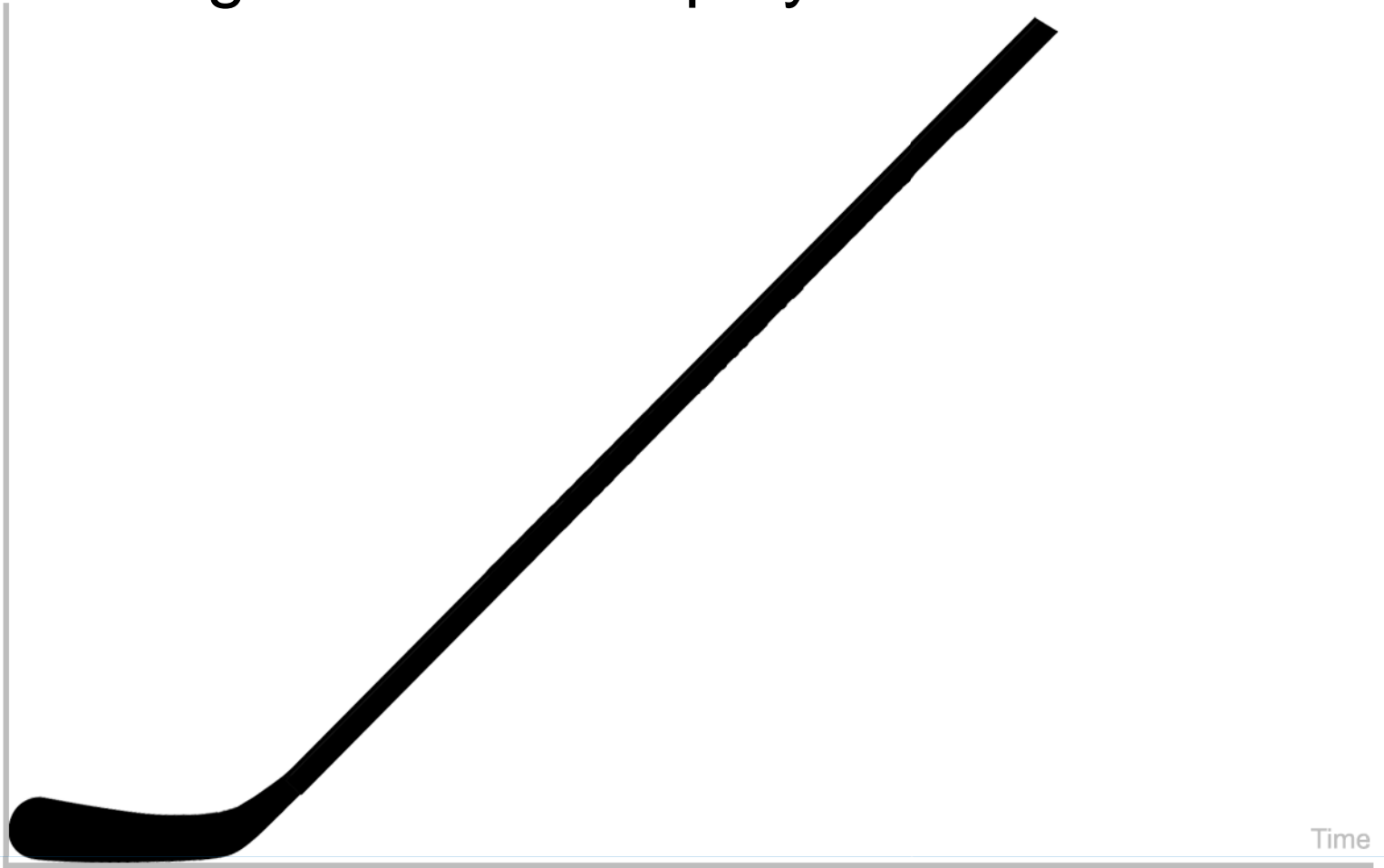
Time



Startups are also providing growth and employment...



Growth



Time

Internationals welcome!

Deutscher Start-up-Monitor: Berlin

Anteil Berlins an allen deutschen Start-ups

Berlin ist mit seinen 2000
Start-ups die deutsche Nr. 1




56 000


Mitarbeiter sind in der
Berliner Start-up-Szene tätig

24 000

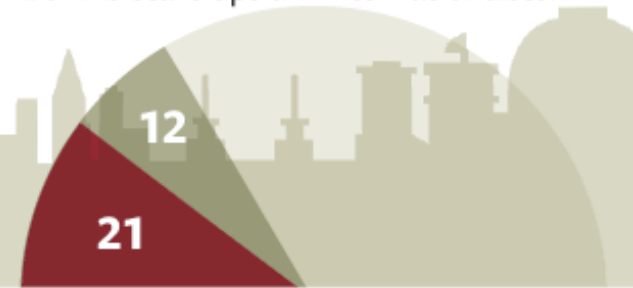
neue Jobs entstehen innerhalb der
nächsten zwölf Monate in Berlin

Herkunft der Mitarbeiter

 EU-Staaten

 Nicht-EU-Staaten

Mit einem Anteil von 33 Prozent
ausländischen Mitarbeitern sind
Berlins Start-ups am internationalsten



What are the Key Factors for a vibrant Startup Ecosystem?



Fertile Environment



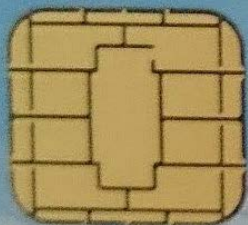
An aerial night view of Berlin, Germany, featuring a complex network of glowing light trails in yellow, orange, and green. The trails form a grid-like pattern across the city, with a prominent bright yellow starburst pattern in the center-right. The background is dark, with some faint city lights visible.

25. JAHRE MAUERFALL
LICHTGRENZE

BERLIN 7.-9. NOVEMBER 2014

EESTI VABARIIK
REPUBLIC OF ESTONIA

DIGITAALNE ISIKUTUNNISTUS
DIGITAL IDENTITY CARD



**KAWAGISHI
MASAYUKI**

KEHTIV KUNI / DATE OF EXPIRY

17.08.2018

DOKUMENDI NUMBER / DOCUMENT NUMBER

NO

ISIKUKOOD / PERSONAL CODE

3

AINULT ELEKTROONILISEKS KASUTAMISEKS
ELECTRONIC USE ONLY



Financial Support



Talent





Game Maker - Spielmacher





Diese Übersicht basiert auf meinen subjektiven Erfahrungen, Nachforschungen und persönlichem Netzwerk. Logos sind Firmenbeteiligungen oder Gründungen der jeweiligen Personen. Es fehlen zahlreiche Firmen und Namen aufgrund der hohen Komplexität. Bitte eine Email an f@bootstrapping.me senden, wenn diese Übersicht ergänzt werden sollte.



Successful Startup Hubs in Europe?





A stylized map of Europe with five countries highlighted in different colors: Ireland (light blue), United Kingdom (red), Netherlands (yellow), France (teal), and Germany (orange). Each country has a black dot representing a major city, with the city name and a small icon above it. The icons are: a harp for Dublin, a Big Ben tower for London, a windmill for Amsterdam, the Eiffel Tower for Paris, and a Brandenburg Gate for Berlin. The map is set against a light blue background with dark blue outlines of other landmasses.

DUBLIN

LONDON

AMSTERDAM

BERLIN

PARIS



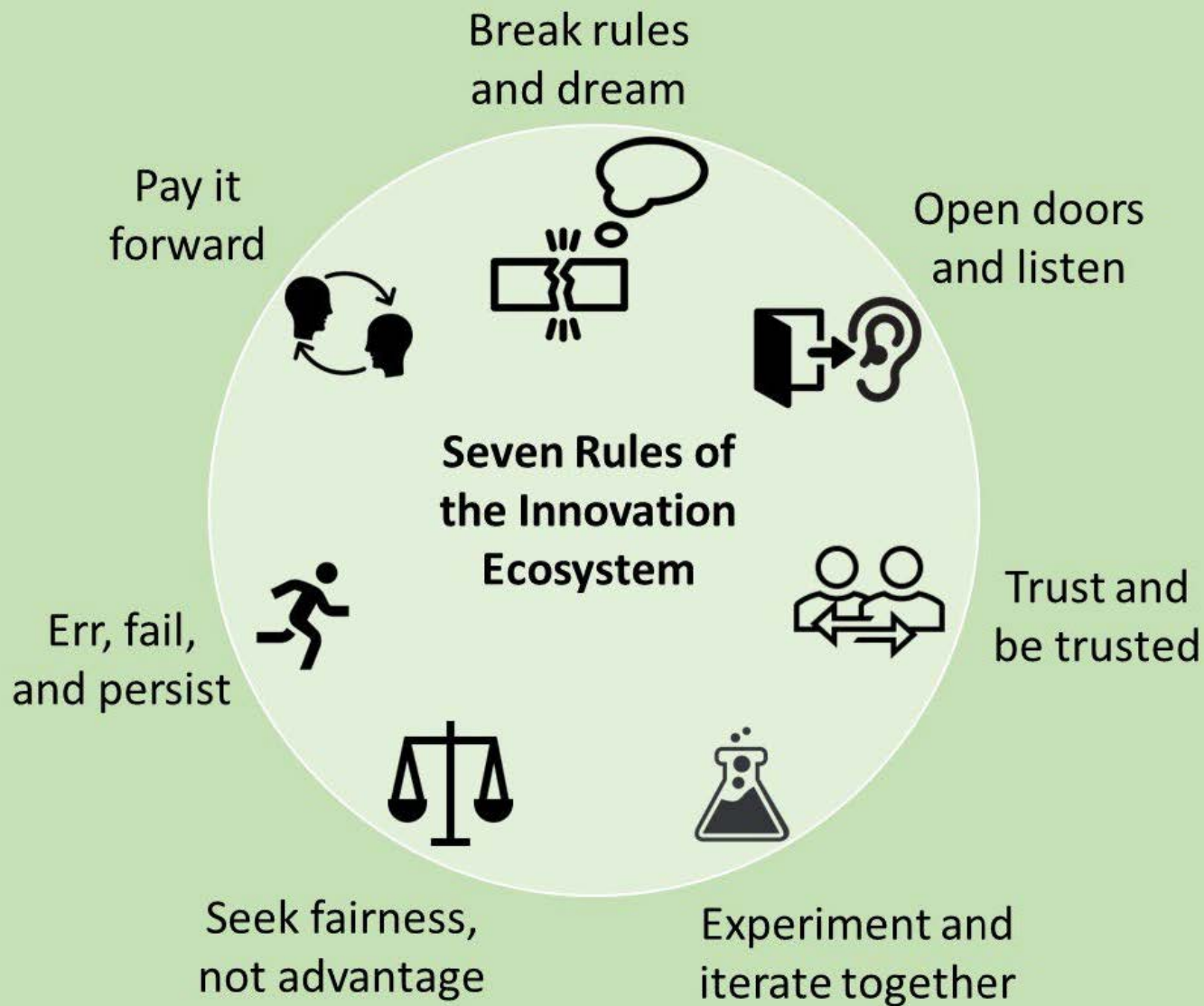
How to Become a Successful Startup Hubs in Europe?



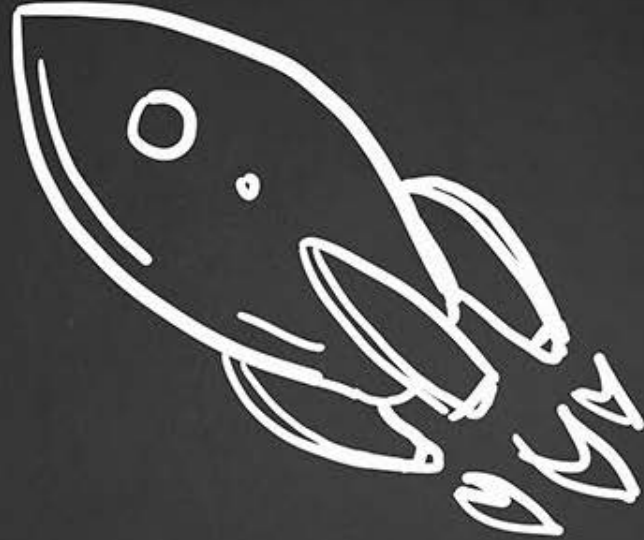
A photograph of a dirt path winding through a forest during autumn. The trees are covered in vibrant orange, yellow, and red leaves. Sunlight filters through the canopy, creating a warm, golden glow. The path is covered in fallen leaves and leads into the distance. The overall atmosphere is peaceful and natural.

Rainforest Approach

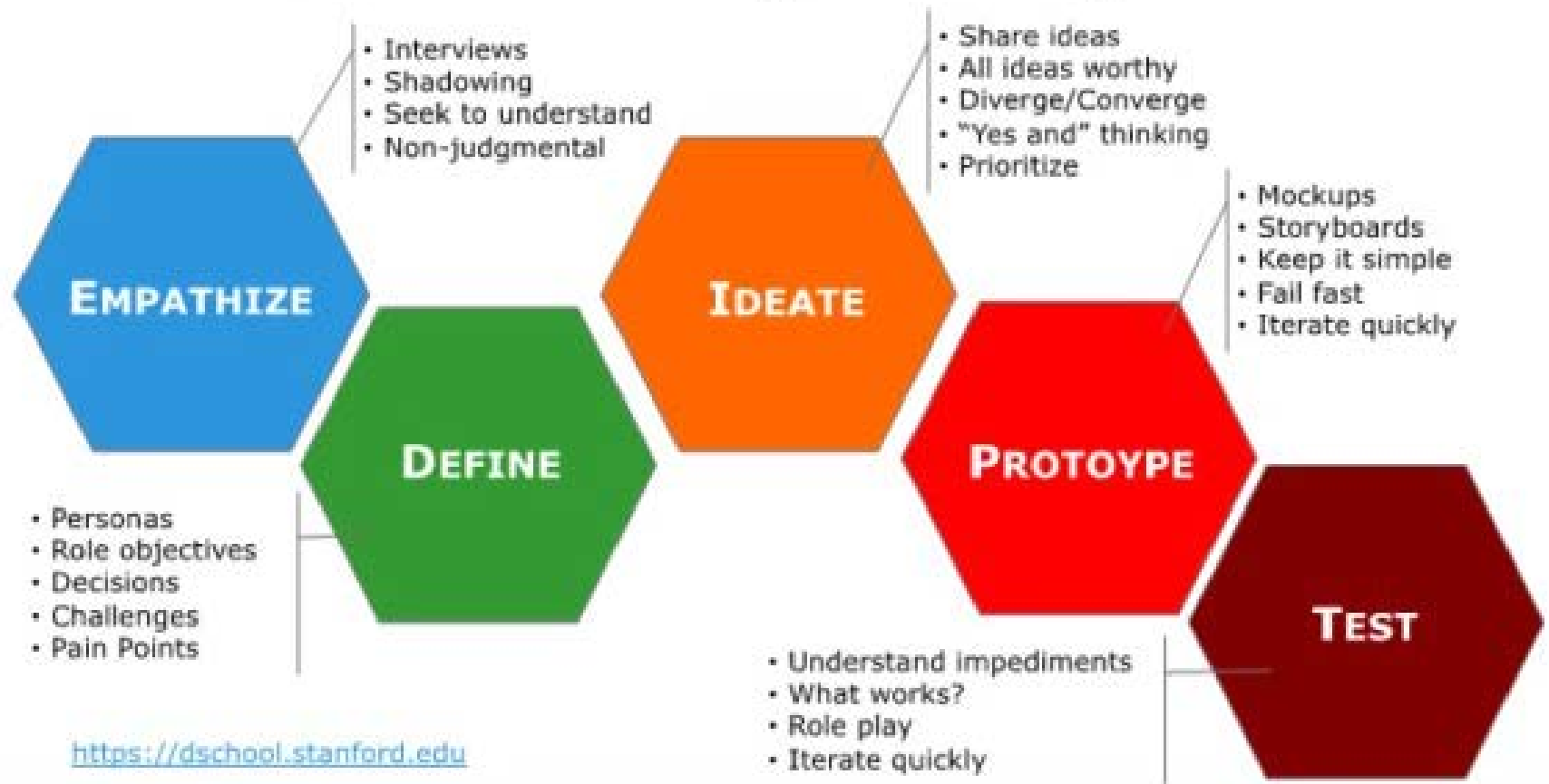
“The Rainforest flourishes based on diversity and a seemingly unstructured balance of collaboration and competition.”



Treat your Ecosystem
as a Startup.



Stanford d.school Design Thinking Process



Copy Smartly!



Reach Out!

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