



## Standort Berlin – Magnet für eine wachsende Gründerszene

## What is our vision?

# A DAY IN THE SMART CITY BERLIN

- 5:30** Do the laundry with the energy saving rate from the photovoltaic system offered by *Wohnungsbaugesellschaft Stadt und Land*
- 6:00** Update the heating control in the Smart Home and adjust it with the weather forecast online on the Smart Phone, thanks to *umetriq*
- 7:30** Drive to work with the electric vehicle equipped with route planner by *VMZ*
- 8:45** Work on the *EUREF Campus* with regenerativ energy via smart grid
- 8:00** Park and charge at the next street lamp with *Ubitricity*
- 10:00** purchase delivery by E-Bike from *Urban-E*
- 12:00** Lunch, fresh fish and tomato salad will be served by courtesy of the *ECF-Container with Aquaponik*
- 14:45** take a look at the ozone levels for Tiergarten online at the *Berliner Open Data Portal*, cancel running for the evening
- 16:30** Splash with the children in the river Spree, thanks to the project *Spree 2011*
- 17:00** open the door with a wireless technology from *KIWI.KI*
- 18:00** online shopping with the App from *barcoo* and *Wunderlist*
- 20:00** Control grandma's health condition online, did she take her pills?  
Catch the latest data via computer with *Smart Senior*

<http://www.youtube.com/watch?v=cq-EhpfJSyg>





## BERLIN – THE CAPITAL OF TRANSFORMATION



- > Two phases of major urban transformation, after 1945 and after 1990
- > Since 1990 € bns for
  - > reconnection of divided city
  - > implementation of large-scale urban renewal, urban development
  - > major modernization of infrastructure
- > Wealth of experience and competence in urban transformation

**Berlin – a success  
story of transformation**



## StartUps-Enabler for innovations

- **PlugSurfing**, which utilises smart phones to let drivers locate and, crucially, share private charging points, should help to pick up the pace of adoption.



- **KIWI** opens doors. Safely, comfortably, and intelligently. Works hands-free without buttons or searching through your pockets



- **Parku**: Don't lose precious time searching for parking next time you visit your favorite city (including airport), get yourself the best spot in town, save money and the environment



- **Tado**: The Smart Thermostat that uses your phone's location to cut your heating bill. A smart solution: It helps you save energy and will pay for itself in under a year.

**Smart StartUps for: Co2 reduction – better quality of life – efficient mobility – convenience – sustainable-energy saving**

Sales in Berlin's digital economy in 2011:

**€8.9bn**

Equivalent to

**5.3%**

of the total turnover volume of Berlin's economy

**5.800**

digital companies in Berlin

**62.400**

people are employed in Berlin's digital sector.

Berlin's digital companies are international.

In 2012, the share of foreigners in regular

jobs totalled

**10%**

Monthly rent prices for commercial space average at

**€12.50**

per sqm., heating and service charges not included.

All figures are approximate values.

**Around 500**

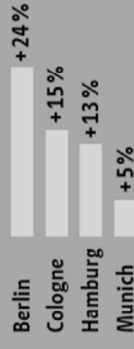
startups in the digital economy in 2012

IT and Internet startups in Berlin receive the most venture capital in all of Germany.

**€133 million**

was invested in these startups in 2012.

A city-based comparison of employment in the digital economy/ICT; increase from 2008 to 2012:



more than

**400**

special events each year addressing digital

issues > [www.berlinwebweek.com](http://www.berlinwebweek.com)

**10.000**

professional visitors to the Berlin

Web Week in spring 2013

Berlin is Germany's most popular university city.

**15.000**

students are currently registered in IT or digital courses in the capital city.

**13%**

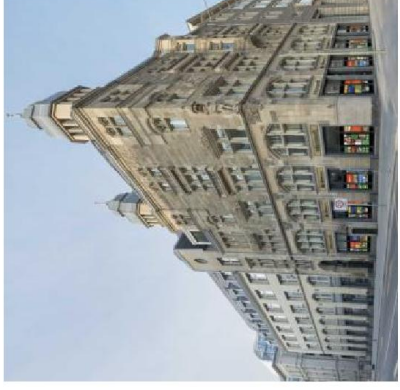
of these students are foreigners.

Source: Digital Economy, Senate for Economics, 2013



# Building blocks of success: Incubators, Accelerators, Company Builders

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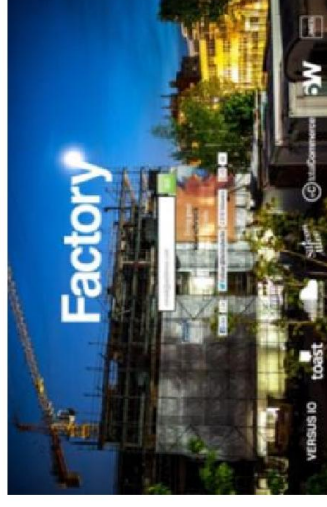
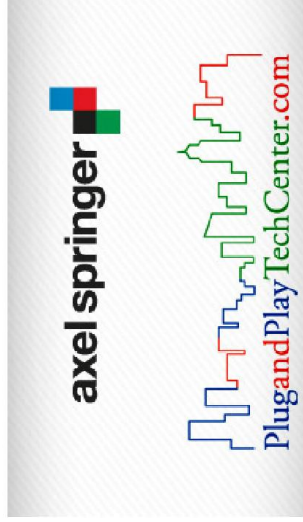


***betahaus*** |

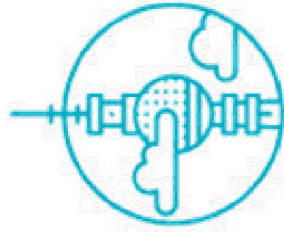
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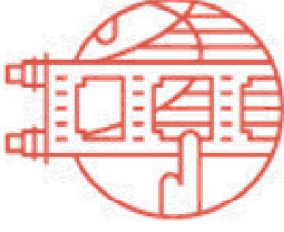
**hub:raum**



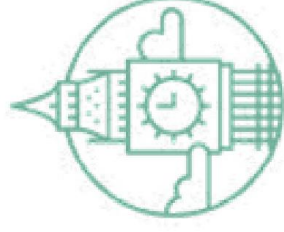
# Building blocks of success: The cost factor



**Berlin**



**San Francisco**



**London**

Average Office Rent  
*(per square metre)*

€264  
per year

€525  
per year

€1250  
per year

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



# Building blocks of success: Internationalisation



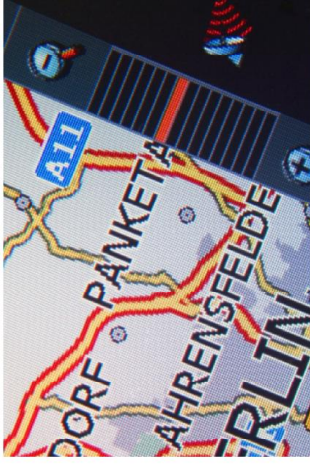
# Building blocks of success: Success Stories



Lieferando: ~50m US\$



Sociomantic: 175m US\$



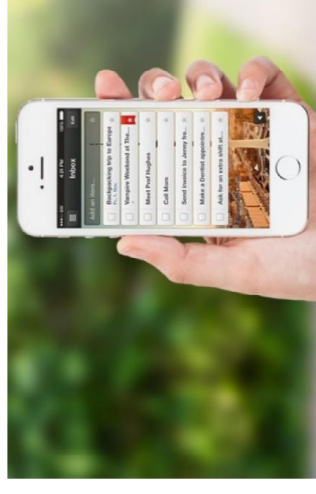
Skobbler: 28m US\$



Motain: 15m US\$



Delivery Hero: 173m US\$



Wunderkinder: 19m US\$



# Building blocks of success: Success Stories



**Zalando & Rocket Internet:**

**IPOs of 5,9bn € and 6,7bn €**



## The Berlin Startup Unit

The state of Berlin initiated the Berlin Startup Unit together with partners from business, science and the startup scene. The unit is based in the premises of Berlin Partner for Business and Technology. The common task is to continue developing the startup capital Berlin.

## The Initiatives

Seven initiatives are working together for the advancement of the startup capital Berlin. The initiatives are daily coordinated by a tandem: an institution and a founder. The initiatives have the task to analyze the existing structures for startups, reveal gaps and elaborate new offers. Hence, the work process of the unit allows completing existing initiatives or creating new ones depending on the needs of the startups:

|                                    |   |
|------------------------------------|---|
| ■ Corporate Service Startup        | > |
| ■ New Welcoming Culture for Berlin | > |
| ■ Venture Capital                  | > |
| ■ Infrastructure   Founder Campus  | > |
| ■ Networking                       | > |
| ■ Internationalization             | > |
| ■ Startups from Universities       | > |

...just think about it...

**What could be your  
benefit?**