



Web and Mobile Business

in the Capital Region Berlin-Brandenburg



Microsoft Accelerator



re:publica and MEDIA CONVENTION Berlin

Companies

Ally
Amazon
Babbel
Brands4friends
CarJump
Crate
CoModule
DaWanda
Drivy
Dubsmash
eBay
Exozet
EyeEm
Funding Circle
Fyber
Game Duell
Glispa
Google
Hello Fresh
Helpling
HERE
Home24.de
Immobilienscout 24
Iversity
Kiwi.ki
Komoot
Lieferando
Lieferheld
Lock8
Mobile.de
Number26
Onefootball
Orderbird
Outfittery
Payleven
PayPal
Quandoo
reBuy
sociomantic
SoundCloud
Strato
SumUp
Twitter
Wooga
Zalando
Zanox

Berlin-Brandenburg as a hot spot in the digital scene

In recent years, Berlin-Brandenburg has evolved into a globally recognized center of the digital economy, while Berlin has become one of the most important startup cities in Europe. The capital region offers excellent conditions and infrastructure for implementing web-based and mobile business models. The region is also characterized by a wide range of startups and a high level of energy as well as by a variety of established and successful digital companies.

Appealing living and working conditions attract highly educated people with new ideas from around the world. You will find intense and effective networks between politics, associations and companies promoting the digital economy here.

In total more than 9,700 companies with over 96,000 employees are involved in information and communication technology in the capital region. Many of them focus on web and mobile business. Strengths can be found in, but are by no means limited to, the areas of FinTech, Ad-Tech, e-Commerce, games, mobility and Industrial Internet.



Anna Alex
Founder & Managing Director
OUTFITTERY GmbH

»Berlin is creative and full of energy and its large network of hungry entrepreneurs offers the perfect conditions for founders. There are numerous founder events and a real startup scene in some districts.«



Dr. Heinrich Arnold
SVP Innovation & Laboratories and
Managing Director T-Labs (Telekom Innovation
Laboratories)

»Berlin is one of only three hot spots for innovation worldwide where there's a realistic chance of quickly building up new businesses with international relevance. Hence, the Telekom Innovation Laboratories are active in Berlin, Tel Aviv and the Silicon Valley.«

Successful players, innovative entrepreneurs and established companies

Internationally recognized examples of successful e-commerce companies are the online fashion retailer Zalando, the food delivery service Lieferando or myToys for children's and family products. There are also numerous successful digital companies like ImmobilienScout24, the leading real estate platform online in German, Zanox AG, Europe's largest provider of affiliate marketing, SoundCloud, one of the most important music platforms and the game providers Wooga and Strato, the second largest player in the European web-hosting market. The map service HERE offers location-based services and TomTom is the leading provider of navigation solutions.

And of course the great international online companies that have settled here are worth mentioning: eBay in Kleinmachnow, Twitter and Groupon in Berlin. Google's German headquarters is located in Berlin and is also investing in the startup campus Factory. In 2015, Cisco opened an Innovation Center for the Internet of Things. Amazon develops software in Berlin and operates a customer care center and a logistics center in Brandenburg.



eBay

- Major digital location: Around 9,700 companies in the information and communications technology sector, mainly from the web and mobile business, generating a turnover of 13.4 billion euros with more than 96,000 employees.
- High startup dynamics: On average every 20 hours a new Internet company is founded in the capital.
- Excellent education opportunities: The region offers a host of study, education and training options for the ICT industry at universities, colleges, art colleges, private universities and research institutions.
- Location for European and German headquarters: eBay, Groupon, HERE, Twitter and Mozilla, and many startups and digital companies such as SoundCloud, Zalando, Strato, Wooga, ImmobilienScout24 and Betterplace
- International meeting point: Not only during the Berlin Web Week, but as a year-round melting pot for the international digital scene

Networks and initiatives in the digital scene

In just a few short years an extensive network around the digital economy has formed in Berlin and Brandenburg. The central meeting point for international players is the Berlin Web Week: in 2015 it had more than 20,000 visitors and over 850 speakers, making it one of the largest platforms of the digital economy in Europe. Other highlights include the re:publica, a conference for the digital society, the international media congress MEDIA CONVENTION Berlin, the Android developer conference droidcon and the Tech Open Air technology festival. Numerous other events also take place throughout the year, including the startup conference Heureka, the web conference Webinale, the WhereCamp Berlin, the Lange Nacht der Startups or Europe's largest YouTuber meet-up, Video Days. Networks such as media.net, Berlin 2.0, SIBB region, Silicon Sanssouci or the matchmaking platform Startup Match additionally facilitate the exchange within the industry. The Berlin initiative Projekt Zukunft, the Medienboard Berlin-Brandenburg, Berlin Partner for Business and Technology and the ZAB Brandenburg support the industry with various activities.



creative exchange and attracting new talent.«

Dr. Stephan Zoll
Vice President
eBay Germany

»Berlin has succeeded in attracting loads of creative international talent in recent years. This among other things has helped it become a very promising startup scene. Even eBay, a »long-established« company, has benefited from these developments, for example through



companies in the web and mobile business.«

Thomas Schildhauer
Director
Alexander von Humboldt Institute for Internet and Society

»Berlin's university and startup scene has dynamic potential that's unique worldwide. Systematic and excellent education combined with sophisticated and optimized startup support programs allow both the successful development and entrepreneurial transformation of existing

Education and talent

The capital region's pull that attracts talent from around the world is enormous. Altogether some 225,000 students are enrolled in Berlin-Brandenburg at universities, art schools and colleges, including 16,000 in IT and digital-related programs.

Numerous degree programs in media and communications, journalism and technical studies, computer sciences and design provide extensive educational opportunities. Many universities also have a department for entrepreneurship and a startup service. Similarly, there are also numerous opportunities for managers in the creative sector to attend schools like the European School of Management and Technology ESMT, the Hertie School of Governance and the Steinbeis-Hochschule to receive further qualifications using a hands-on and academic approach. The Alexander von Humboldt Institute for Internet and Society, founded in 2012, explores the dynamic relationship between the Internet and society.

Labs

Amazon Development Center
SAP Innovation Center
T-Labs
YouTube Space

Investors/Incubators/ Accelerators/Funding

Axel Springer Ventures
BC Brandenburg Capital
Berlin Venture Partners
Frühphasenfonds Brandenburg
IBB Beteiligungsgesellschaft
Investitionsbank Berlin
Investitionsbank des Landes Brandenburg
HitFox Group
hub:raum
Microsoft Accelerator
Point Nine Capital
Rocket Internet
Seedcamp
VC Fonds Kreativwirtschaft
WestTech Ventures

Events

Berlin Web Week
deGUT
Droidcon
Entrepreneurship Summit
GeoMonday
Heureka
MEDIA CONVENTION Berlin
Mobile Advertising Summit
NOAH Internet Conference
re:publica
Startup Weekend
Startup Safari
Tech Open Air Berlin
VideoDays
WhereCamp Berlin
World Usability Day

Support and financing

- Berlin-Brandenburg supports the web and mobile business segment through a joint economic policy in the Cluster ICT, Media and Creative Industries. Dense support in the form of consulting, financing and subsidies provides the perfect environment for inward investment, startups and innovative projects.
- The two economic development agencies, Berlin Partner for Business and Technology and Brandenburg Economic Development Board (ZAB), as well as the Medienboard Berlin-Brandenburg provide information about the range of support and financing options.
- The Berlin Senate Department for Economics, Technology and Research and the Brandenburg Ministry for Economic Affairs and Energy assist the industry with subsidies or loans for capital investment, salaries and technology-oriented R&D projects, as well as with infrastructure projects, competitions and trade show presentations.
- To invest in startups during their initial and growth phases, the investment banks in Berlin and Brandenburg have set up venture capital funds. There are also innovation and technology funding programs.
- Medienboard offers support through the funding program for interactive and innovative development and production of games, apps, transmedia, virtual reality and other innovative projects.

businesslocationcenter.de/ikt brandenburg-business-guide.de
medienboard.de projektzukunft.berlin.de loginberlin.de

PUBLISHER: Berlin Partner für Wirtschaft und Technologie GmbH in cooperation with ZAB ZukunftsAgentur Brandenburg GmbH and Medienboard Berlin-Brandenburg GmbH, commissioned by the Berlin State Senate Department for Economics, Technology and Research and the Brandenburg State Ministry for Economic Affairs and Energy.

PHOTOS: COVER: GaudiLab-shutterstock. Inside: Microsoft, MaxThreiffallPhoto, ebay

DESIGN: Büro Watkinson, Berlin

© Februar 2016



Berlin Partner for Business and Technology

Fasanenstraße 85
10623 Berlin
www.berlin-partner.de
Twitter: @BerlinPartner

Contact:

Michael Stamm
Phone +49 30 46302 414
michael.stamm@berlin-partner.de



Brandenburg Economic Development Board (ZAB)

Steinstraße 104-106
14480 Potsdam
www.zab-brandenburg.de

Contact:

Stephan Worch
Phone +49 331 660 3109
stephan.worch@zab-brandenburg.de



Medienboard Berlin-Brandenburg GmbH

August-Bebel-Straße 26-53
14482 Potsdam
www.medienboard.de
Twitter: @medienboard

Contact:

Dr. Anna Sarah Vielhaber
Phone +49 331 74387 83
a.vielhaber@medienboard.de



Senate Department for Economics, Technology and Research

Martin-Luther-Straße 105
10825 Berlin
www.projektzukunft.berlin.de

Contact:

Katrin Tobies
Phone +49 30 9013-7404
katrin.tobies@senwtf.berlin.de