



**German
Startups
Association**

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PRESS RELEASE

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The 4th German Startup Monitor shows: the German startup ecosystem has become more regionally dispersed, more gender diverse, and evermore international

On the 18th of October 2016, the German Startups Association presents its 4th German Startup Monitor (Deutscher Startup Monitor, DSM) in Berlin, Germany. The 4th DSM represents 1.224 startups, 3.043 founders and 14.513 employees of startups in Germany. The aim is to bring transparency to the foundation location Germany and to present the development and significance of startups. The DSM is an annual study initiated by the German Startups Association and executed in cooperation with the Chair of E-Business and E-Entrepreneurship at the University of Duisburg-Essen. The DSM is supported and published by KPMG in Germany. The three most significant developments of the 4th DSM are:

- The trend continues: the share of female founders rose to 13.9 % (2013: 12.8 %, 2014: 10.7 %, 2015: 13 %)
- Staff and strategy of German startups evermore international: 30 % of employees are not German (2015: 22 %) and over 80 % of DSM startups plan a (further) internationalization of their business (2015: 75 %)
- Berlin is still the major startup-hotspot but other regions are catching up: the region Oldenburg/Hannover has been identified as the sixth regional hotspot in Germany

Florian Nöll, Chairman of the German Startups Association, said: „The findings of the DSM provide guidance to political decision makers for policies that make founding a company in Germany easier and more successful. Since the DSM is already in its 4th edition we are now able to identify trends, such as the increasing regional startup activities all throughout Germany. With the identification of the region of Hannover/Oldenburg as the sixth startup hotspot in Germany, the DSM 2016 captured a prime example of this development. The German Startups Association highly welcomes this development! Although Berlin is still the major startup hotspot in Germany, the increasing regional dispersion is a good sign for the future competitiveness of Germany. Furthermore, we also highly appreciate the ever growing share of female founders.“

Prof. Dr. Tobias Kollmann, chair-holder for E-Business and E-Entrepreneurship at the University of Duisburg-Essen, commented: „I am very pleased to see that the numerous initiatives for female entrepreneurship were effective and we could identify an increase in the share of female founders. Furthermore, looking at the high share of non-German employees, the demand for specialist in the IT field in Germany as well as the attractiveness of Germany as a founder location seem to attract a lot of international attention. All of this corresponds with

the development that successful startups can be founded everywhere in Germany. As a result, more and more regional hubs are emerging. Thus, the DSM points in one direction: Germany is on its way to become a country for founders!”

Tim Dümichen, Partner Corporate Tax at KPMG AG, added: „The results show that the German startup ecosystem became more mature. Berlin is still the flagship of the German startup scene but more regions started to develop and expand their own ecosystems. This can be seen as evidence for the increasing relevance of startups to the German economy. Said relevance is also reflected in the high percentage of 70% of DSM startups that cooperate with the established economy.”

The 4th DSM offers valuable insights into the structure of the German startup ecosystem with regards to industries, sectors, characteristics of founders and employees, developments of the labour market, financing of startups as well as the political framework conditions.

The project management was carried out by Lisa Schreier from the German Startups Association and Dr. Christoph Stöckmann from the Chair of E-Business and E-Entrepreneurship at the University of Duisburg-Essen.

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