

# Berlin Startup Monitor



**Google**  
for Entrepreneurs

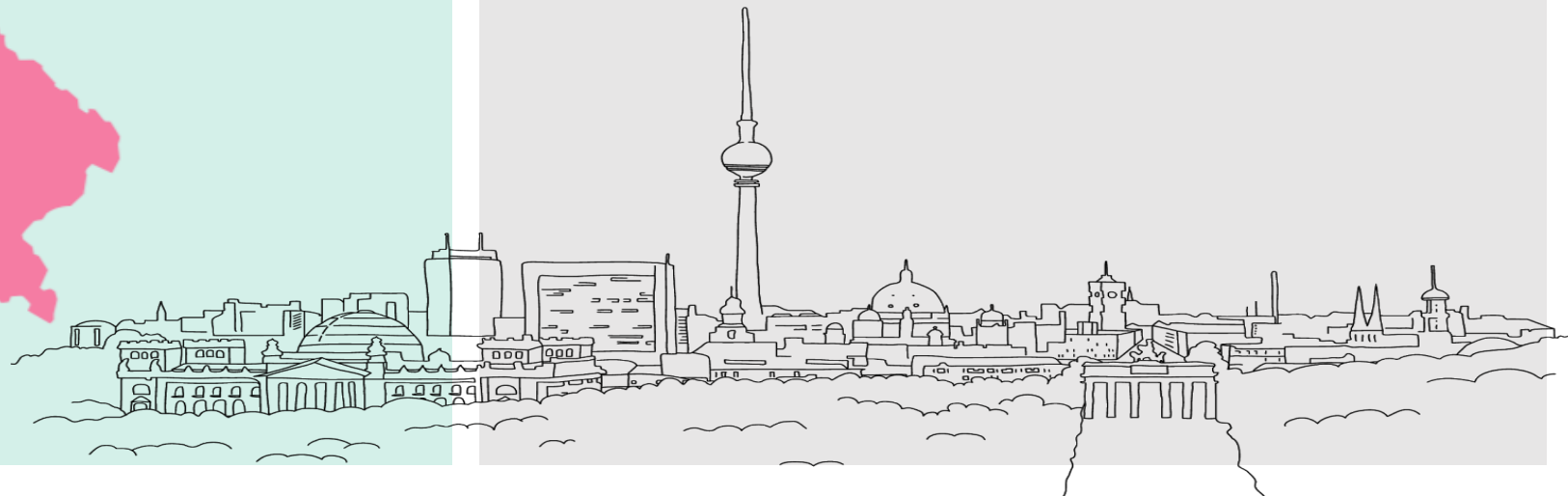
 Bundesverband  
**Deutsche  
Startups** e.V.

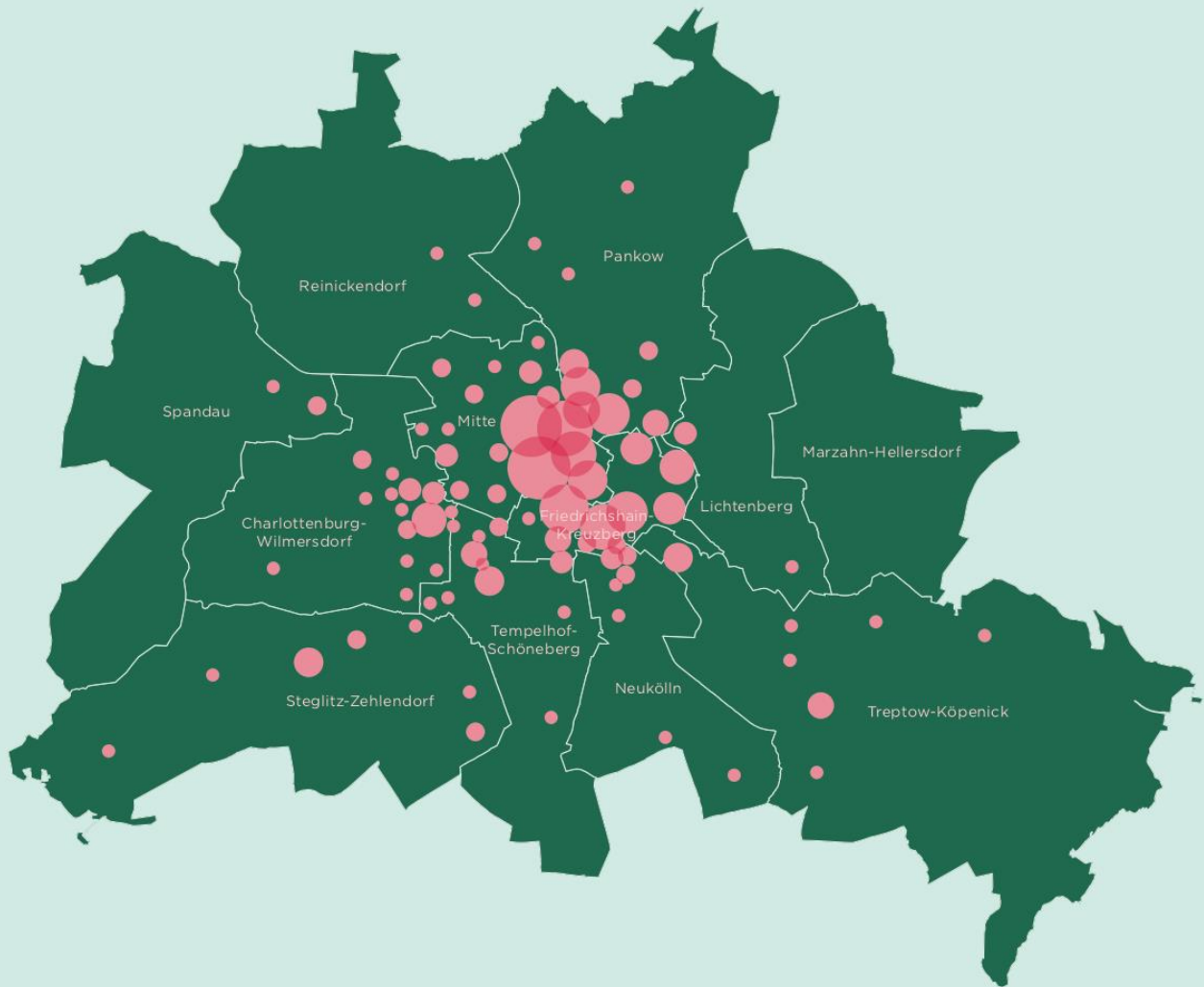
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## Berlin is THE #1 Startup Hotspot

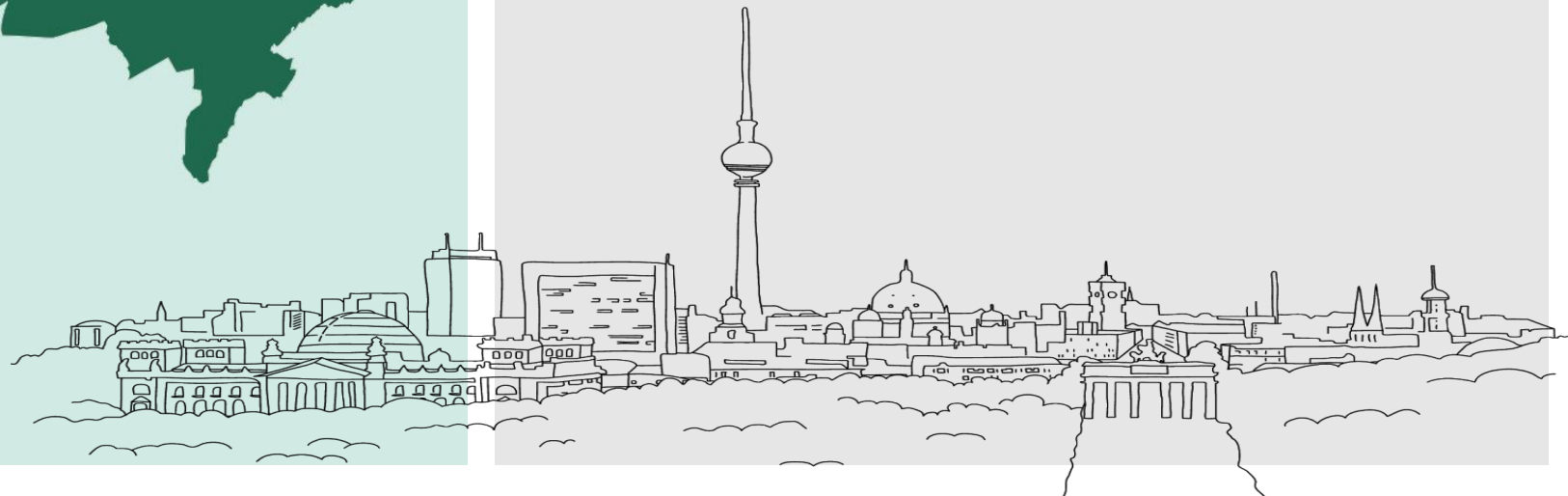
- 309 out of 1,837 startups
- That's 17% of Germany's startups, and
- 42% of all startup jobs



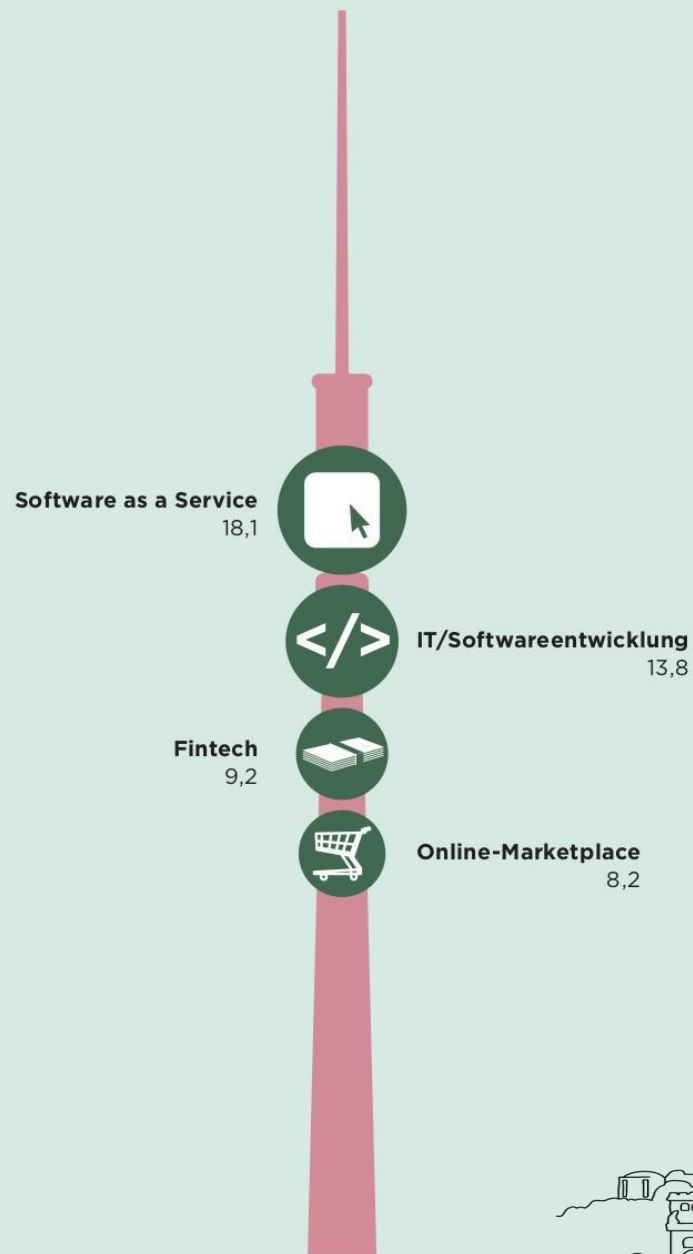


## Berlin's Top 3 Startup Hotspots

1. Mitte
2. Friedrichshain-Kreuzberg
3. Pankow

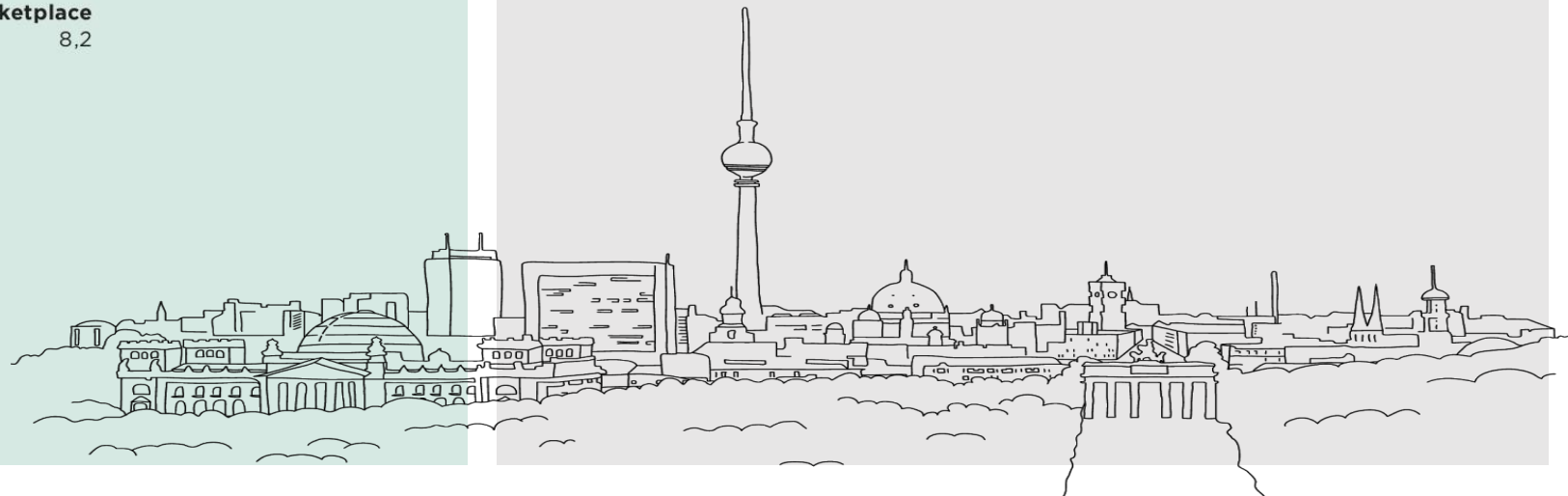






## Focus on Software and IT

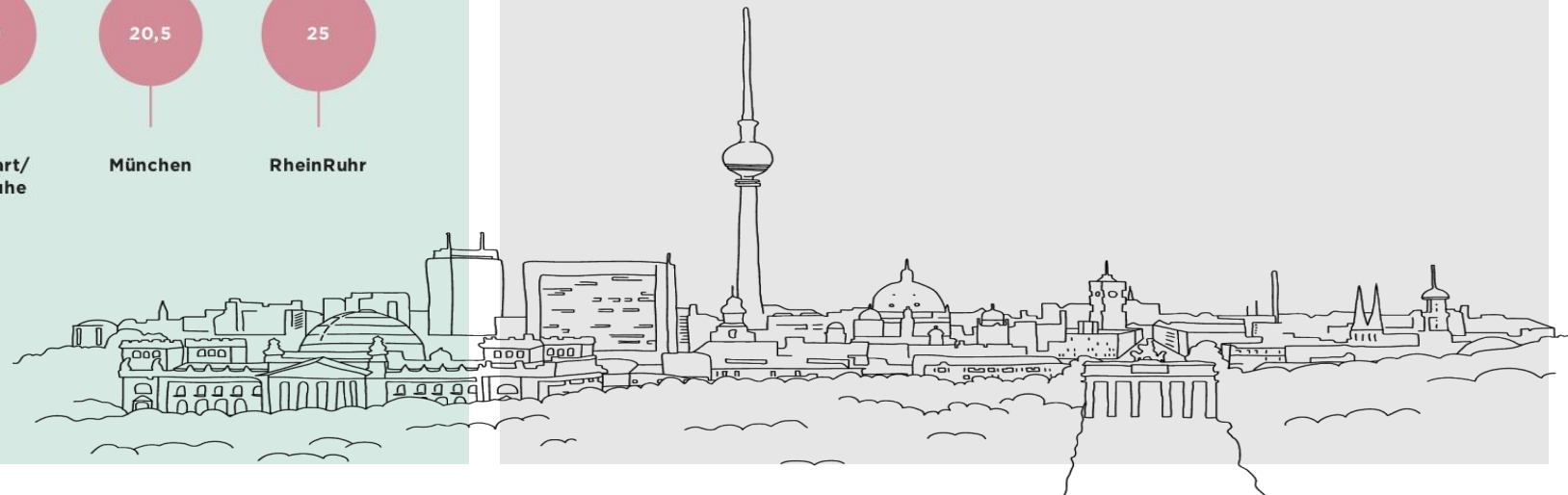
- Part of the digital economy
- Top 4 sectors make up half of the Berlin startups
- Strong in innovative fields like FinTech





## Berlin - A Scaleup Ecosystem

- Large investments
- 54% of Berlin startups received €1 million or more
- Double the size compared to other hotspots



## Berlin

27,2 — Durchschnittliche Anzahl Mitarbeiter (absolute Zahl)

47,7 — Anteil ausländischer Mitarbeiter (in Prozent)



## München

11,1

44



## Hamburg

9,2

43,2



## RheinRuhr

8,6

28,3



## Stuttgart/ Karlsruhe

8

23,2



## HanOld

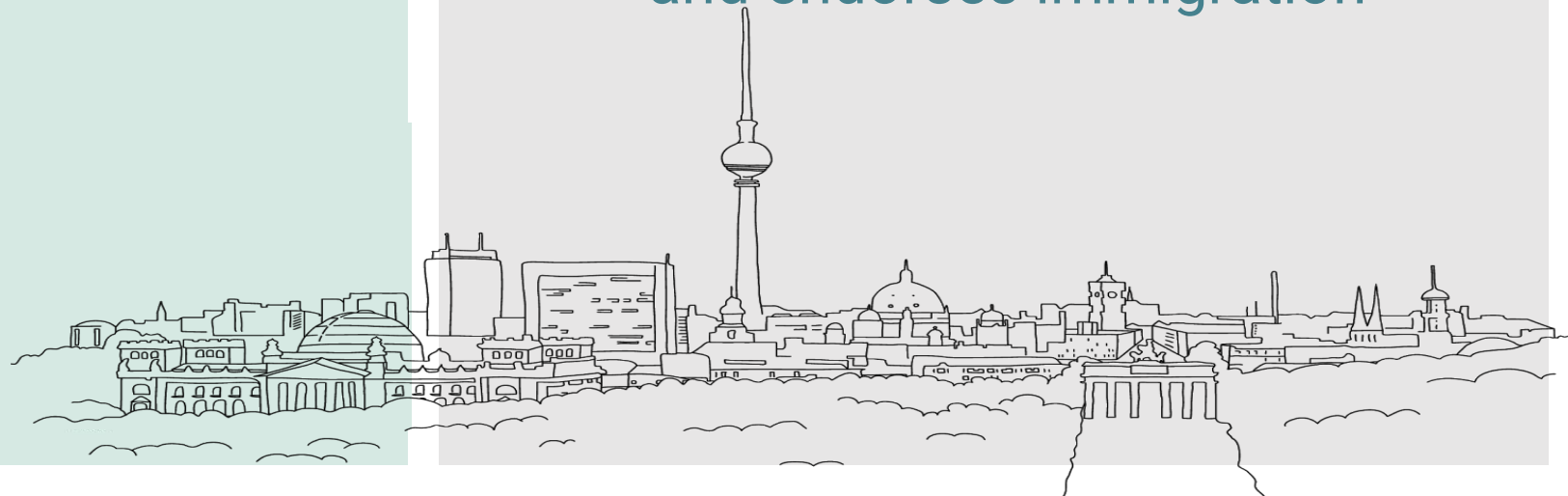
7,9

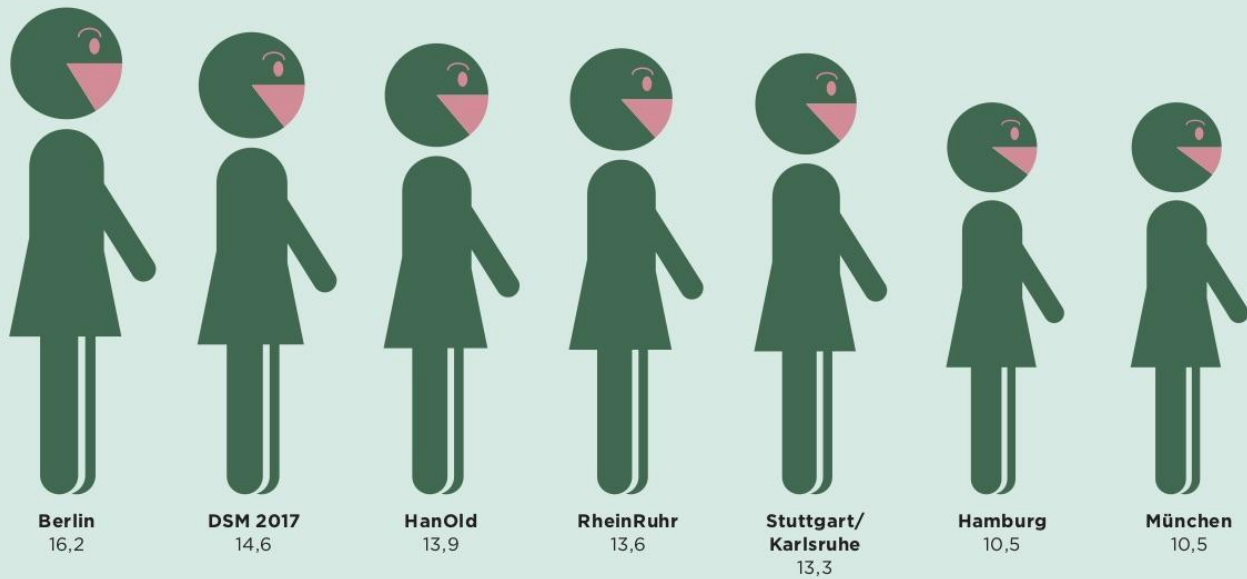
12,5



# Berlin Thinks Big and is Open-Minded

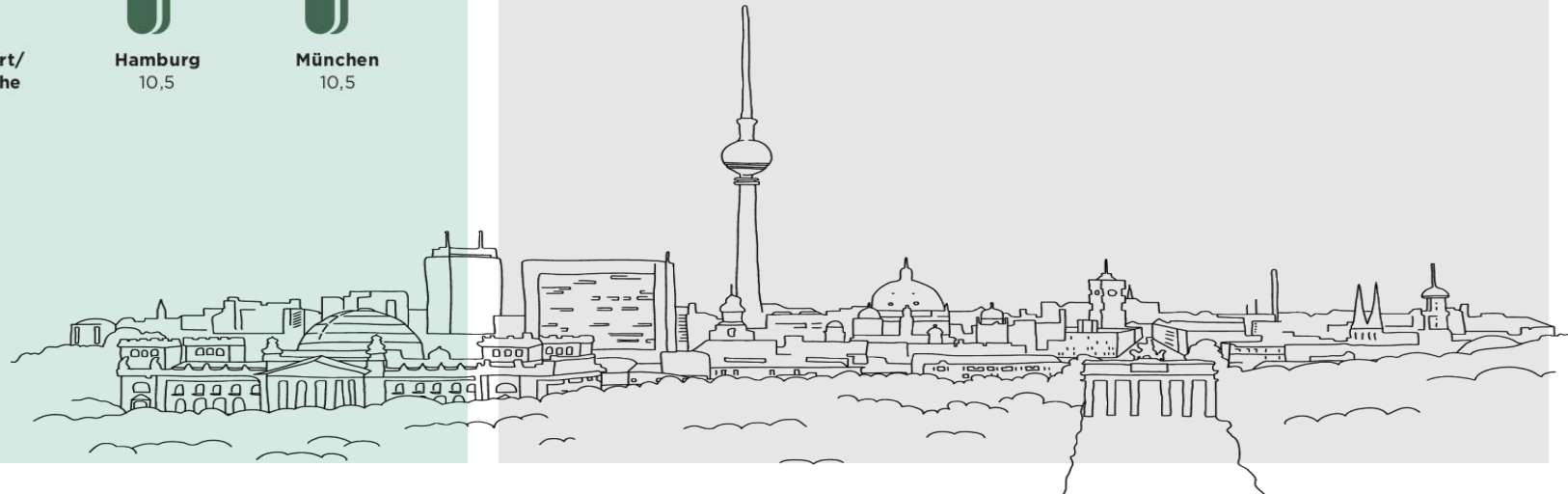
- 27 employees on average compared to 11 on the national level
- Berlin attracts international talent
- and endorses immigration





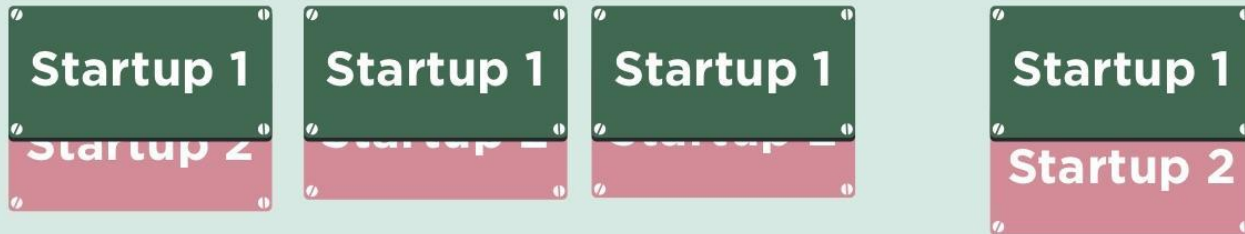
## Closing the Gender Gap

- 16,2% founders in Berlin are female
- That's above the average of 14,6% in Germany
- But still far too low!



“Did you previously found a startup?”

“If your present startup fails, what would you do next?”



Berlin  
55,9

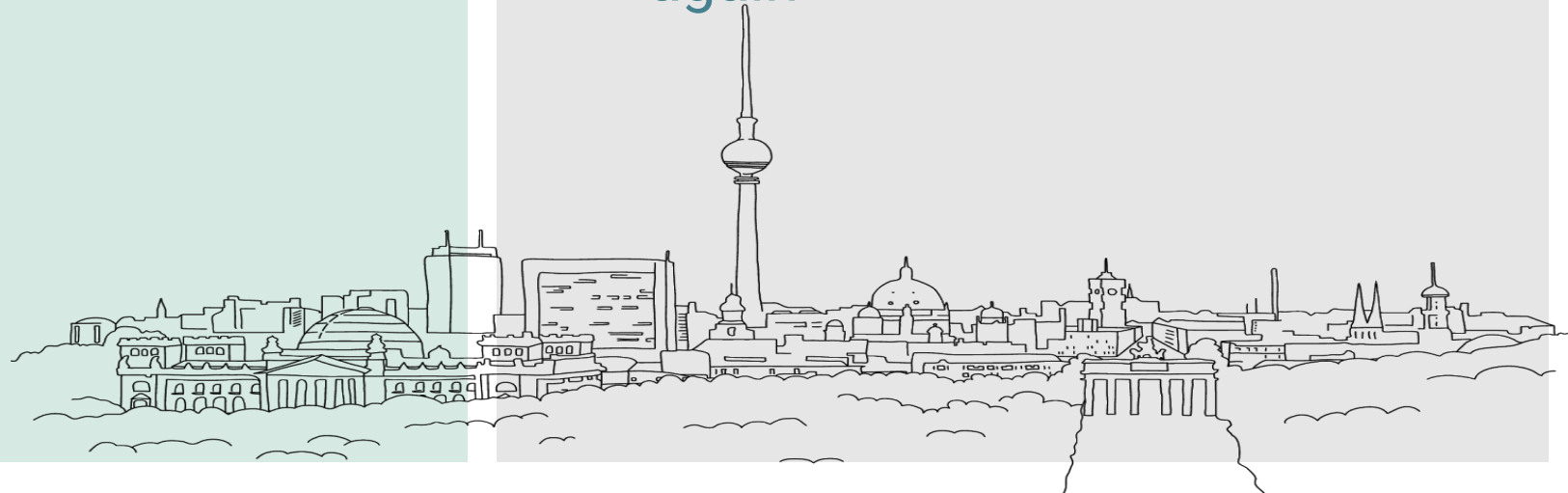
München  
47

Hamburg  
45,6

Berlin  
74,1

## A City Full of Entrepreneurs

- Berlin founders don't give up easily
- They tend to found another business after the first one
- Even if they fail, they'll do it again





# Berlin Startup Monitor



[deustchestartups.org/forschung](https://deustchestartups.org/forschung)

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