

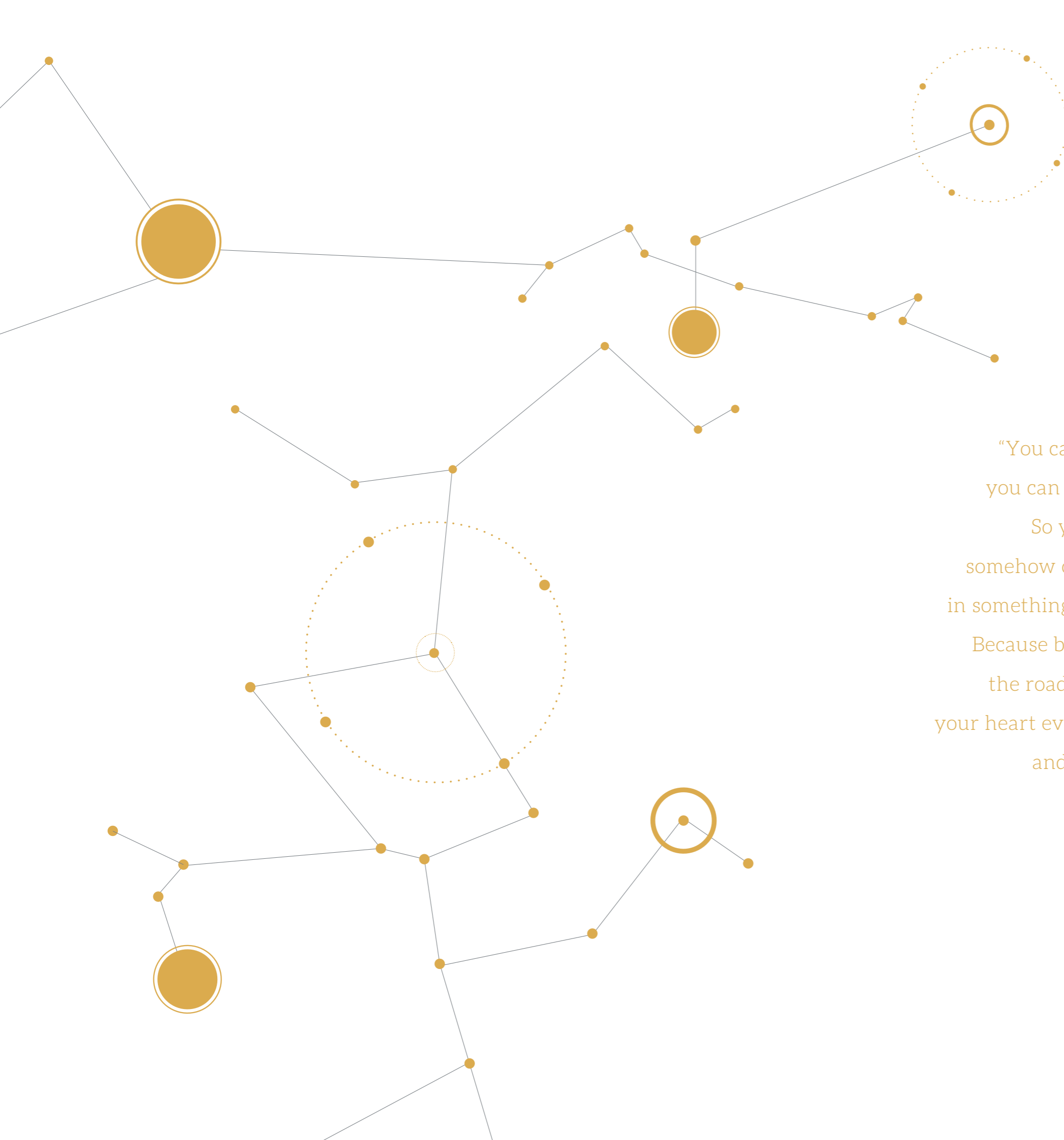
THE

Hundert

NUMBER 03

CONNECTING
THE DOTS
OF THE BERLIN
STARTUP
ECOSYSTEM

*100 international entrepreneurs reflecting on the most important points in building a company in Berlin.
Chad Fowler, Stefan Jörgensen, David Knight, Jess Erickson, Derk Marseille, Tao Tao, Linsey Fryatt,
Hessam Lavi and 92 other startup experts from 47 nations- living in Berlin!*



“You can’t connect the dots looking forward;
you can only connect them looking backwards.
So you have to trust that the dots will
somehow connect in your future. You have to trust
in something – your gut, destiny, life, karma, whatever.
Because believing that the dots will connect down
the road will give you the confidence to follow
your heart even when it leads you off the well worn path;
and that will make all the difference.”

Steve Jobs



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KLAUS WOWEREIT

Klaus Wowereit has been the governing mayor of Berlin since 2001, and the longest-serving head of government in office of any German state.



Mavericks, creatives, techies, researchers, doers, investors, incubators and accelerators- a unique ecosystem for entrepreneurs and startups has developed in Berlin. No other place in Germany has such a concentration of talent and such dense and multifaceted networks - a decisive factor for a successful company launch.

Berlin stands out as a startup hub, not only at the national level. Berlin's entrepreneurs and its location have given it an international status by now. More than half of the 50,000 new city residents have an international background. Many of them come to our city to become a part of the startup ecosystem. For this reason, I am pleased that the third - already! congratulations! - issue of "the Hundert" focuses on international entrepreneurs.

The Berlin Senate, institutions such as the Chamber of Commerce and Industry, Investitionsbank Berlin, Berlin Partner, associations such as the Verein Berliner Kaufleute und Industrieller, media.net, the German Startups Association, and well-established companies such as Telekom, Springer and Bayer, are among many others now geared to the new German founder era. They connect entrepreneurs and provide help where it may be needed. To all those involved, my warmest gratitude for your engagement in our hub, wishing you success in all further developments.

Best regards,

Klaus Wowereit
Governing Mayor of Berlin



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Dear Readers,

Here we go again! Proud, satisfied and exhausted, we glance back at the past four months. Proud and happy because the feedback we received on our past issue shows that "the Hundert" has found its own place in Berlin's start-up scene. Proud and happy as well because we were able to work on this issue - as we have done repeatedly - with awesome, special people - in particular our wonderful photographer Evelyn Bencicova. Yet, "the Hundert" will always be a "community work" in which many talented heads and hands collaborate. This issue is also the result of collective enthusiasm. To all supporters, aides, partners and sponsors, our most sincere gratitude. Most particularly, I would like to mention here Katarzyna Oldziejewska who made "the Hundert" her own heart's affair and worked tirelessly to make the third issue once more a unique experience.

The copy of "the Hundert - Connecting the Dots of the Berlin Startup Ecosystem" in your hands is our international issue. We present here founders, entrepreneurs, and "doers" from 48 countries. They all have in common that they came to Berlin to find their luck. Rebuy founder Markus Börner foresaw already after our first issue: "If you were a gold-digger, you would be in Berlin". Even though he winked an eye while stating this thesis, the Berlin start-up scene does indeed recall the venerable gold rush times. Luck can be found here, lying in the streets, and anyone believing in their idea is welcome to participate. A small miracle occurs in this manner: the international character of Berlin and its start-up scene has turned it into a sort of urban prototype for coming generations. People representing the most diverse cultural backgrounds live and work here in a peaceful and friendly manner. When you share common goals, origin becomes a matter of secondary importance.

In the present issue of "the Hundert", we want to further this positive spirit of Berlin. We also want to show the multifaceted opportunities Berlin offers founders and explain why one should establish in good conscience a start-up in Berlin. In his legendary Stanford Commencement speech, Steve Jobs explained several years ago the reason why you can only evaluate and connect the single "Dots" in your life in retrospect. Based upon this assertion, we have invited the one hundred international participants of "the Hundert - Vol. 3" to think back upon the "Dots" of the Berlin start-up scene that they consider most relevant and to define these.

Each of their contributions is creative, personal and wonderfully varied. Just like Berlin. It is thus a special pleasure for me to wish you lots of fun while undertaking one hundred small tours through the city of possibilities.

Sincerely,

Jan Thomas
Editor in Chief, "the Hundert"



PS - If you are wondering how you can support this ambitious project: you can download the magazine for free at: www.the-hundert.com. We would appreciate your feedback and, in particular, your recommendations sent via E-mail, Facebook or Twitter. Make sure to inform your good friends and colleagues. Our kindest thanks in advance!

THANK YOU!

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In this context we would also like to highlight our printing company, Laserline, who have once again taken care of producing our magazine in the best possible quality.

www.laser-line.de



ANDRE ALPAR,
CEO - AKM3

When I move to Berlin, I first search "oldschool" - like on LinkedIn or Xing, for people I might know who live there. Then I make a decision to invite two of them every week to lunch. The important thing here is to NOT have a fixed goal in mind for the chats. After that I look for local SEO events like omcap.de so I can dive deeply into Berlin's online marketing scene.



AYDOGAN ALI SCHOSSWALD,
FOUNDER AND CEO - HY!

Just don't do "Berlin on Bike" tours. Use your feet, walk around, talk to people who look the part. Go with the flow. And if you are an entrepreneur jump on the U8. That is where most companies in our industry have their offices - somewhere between Mitte and Kreuzberg.



CHRISTIAN THALER-WOLSKI,
EARLY STAGE TECH INVESTOR

First you sign up to the Berlin newsletter on Startupdigest.com and then you come see me.



JAN BOHL,
CFO AND SHAREHOLDER - ABLETON AG

If you plan to create your own startup in Berlin, I recommend building up your network quickly. There are endless possibilities and platforms like incubators (e.g. Hub:raum, Plug & Play), co-working spaces, early stage investors (e.g. Point 9), universities (e.g. TU Berlin) and places like St. Oberholz and Soho House.



MARKUS SCHRANNER,
CO-FOUNDER AND CHAIRMAN -
STARTUP GERMANY E.V.

In Berlin you will meet tons of people and they all work on some project. Now choose your own project and join one of our Startup Weekends in Berlin, go party all night long, get back to work all day long, go party for another night. If it still feels like that's the life you wanna live - Berlin's your place!



PHILIPP HARTMANN,
MANAGING PARTNER - RHEINGAU FOUNDERS

Berlin is special, very special. You will be aware of this when you drink ClubMate for the first time - it tastes bitter sweet, but you need to be used to it to cut a nice figure during your first networking event. If you want to meet other startup people - and that's probably one of the most important things - you should visit St. Oberholz between 8 and 10am or subscribe to Berlin Valley's newsletter, which informs you about upcoming events. Wondering how to get to a location? Use DriveNow! Driving your "own" car is the best way to discover Berlin.



DANIEL P. GLASNER,
SERIAL ENTREPRENEUR AND BUSINESS ANGEL

Before you emerge into Berlin's startup scene to start your own business, do what I did when I came to Berlin: use your first weekend to see some young art galleries in Mitte and Schöneberg during the day and go to Berghain or some of the other clubs at night because once you get started with your own business you will have little time to take advantage of Berlin's vibrant nightlife and art scene.

WHAT IS THE FIRST THING YOU SHOULD DO AFTER MOVING TO BERLIN?

Great tips by ten experts that know the city inside-out



JAN BECKERS,
FOUNDER AND CEO - HITFOX GROUP

First of all, look for the right partners for your plans to help make Berlin your home turf. And then, why not drop by for one of our boat parties to celebrate a new beginning...



**JULIAN RIEDLBAUER, PARTNER -
INTERNATIONAL TECHNOLOGY INVESTMENT
BANK GP BULLHOUND.**

"Work hard, play hard..." Explore Europe's party capital in the first few weeks after you move here. But don't enjoy the party too much and focus on your startup or new job. Berlin's around-the-clock party challenge might be too much for you.



DR. JENS MÜFFELMANN,
CEO - AXEL SPRINGER DIGITAL VENTURES

Deep dive into the Berlin start-up scene and learn how money is burned. Then take the train to Hamburg, home of Google, Facebook and Twitter, and learn how money is earned. Go back to Berlin and start your own venture.



CHRISTOPH GERLINGER,
CEO - GERMAN STARTUPS GROUP

To understand this constantly changing city, Tempelhof is the place to go. It simultaneously stands for the darkness of the Nazi era and the new beginning symbolised by the Berlin Airlift. Today the airport represents Berlin's lust for life as its area is now used for all kinds of activities.



RIGHT FROM THE START

lindenpartners

ADAM WOOLWAY // CO-FOUNDER AND CEO OF PLUGSURFING. I'M A CO-FOUNDER OF PLUGSURFING, AN APP TO HELP DRIVERS OF ELECTRIC VEHICLES FIND CHARGING POINTS AND PAY FOR CHARGING TIME ALL WITH ONE APP. I'M A FORMER TOURING MUSICIAN AND HAVE OBSESSED OVER ENOUGH MODERN CITIES TO SPOT THE INTEGRAL PROBLEMS OF MODERN LIVING SUCH AS POLLUTION AND NOISE. I THRIVE ON THE CREATIVE PROBLEM-SOLVING THAT THE STARTUP WORLD ALLOWS, AND FOUNDED ONE TO SOLVE THESE PROBLEMS. www.plugsurfing.com

CLIMATE-KIC / ACCELERATORS You don't have to go it alone! Find accelerators that can support your idea and, if you're a startup tackling climate change, then make sure this is Climate-KIC. They offer office space at the Green Garage, powerful business support and - different to most accelerators - grants to startups. **ASK YOUR NETWORK, AND ANSWER** The reason that Berlin is the digital capital of Europe is because everyone really does help each other out. You can get legal advice, tax advice and strategy advice all for the price of a coffee. But remember, this will only remain if you offer your expertise too. **PERFECT YOUR PITCH** Berlin is getting more competitive than ever before, so you have to take your chances. The best way to do this is to perfect your pitch with a proven pitch coach. Beth Susanne and the Pitch Doctor are two great ones who are often in Berlin.

ADAM WOOLWAY

PlugSurfing



ANNE KJÆR RIECHERT

Kids Have a Dream

OPENVIDEO

Collaboration is key - "I have a great idea - but I can't tell you what it is" - this sentence makes my ears bleed. Building a successful business is 1% having a good idea and 99% perspiration. So don't be afraid to share your ambitious plans and don't be too proud to ask for advice!

MCFTI

Healthy business - Start-up life is hard work, involves high personal risk and social sacrifices. Be sure to take care of yourself. Stay active, get enough sleep and get a good tax advisor. Should the above fail, LIDL has great ice cream!

BERLIN PEACE INNOVATION LAB

Give back - Berlin provides a generous platform for entrepreneurs and I believe we have a responsibility to give back to help the city progress. I founded the Berlin Peace Innovation Lab together with Stanford University to connect social innovators and the start-up scene.

ANNE KJÆR RIECHERT // FOUNDER OF KIDS HAVE A DREAM

I AM A KAOSPILOT. LITERALLY, I GRADUATED FROM THE ACCLAIMED MANAGEMENT SCHOOL. METAPHORICALLY, MY WORK IS TO HELP COMPANIES AND INDIVIDUALS NAVIGATE THE TURBULENT PROCESS OF INNOVATION. I FOUNDED KIDS HAVE A DREAM, A SOCIAL MOVEMENT THAT EMPOWERS YOUTH TO SHARE THEIR DREAMS FOR THE FUTURE WITH A GLOBAL AUDIENCE. I ENCOURAGE AND SUPPORT THEM TO TAKE THE FIRST STEP TO MAKE THEIR DREAM COME TRUE. www.kidshaveadream.com



PAWEL CEBULA // COO AND CO-FOUNDER OF MEDIGO
 WHILST STUDYING AND WORKING INTERNATIONALLY
 I PICKED UP FIRST-HAND EXPERIENCE OF HOW COST,
 QUALITY AND ACCESSIBILITY OF HEALTHCARE
 VARIES BETWEEN COUNTRIES. INSPIRED BY MY
 PHYSICIAN FATHER, I FOLLOWED MY VISION OF A
 PLATFORM THAT MAKES MEDICAL TRAVEL SIMPLE.
 I BELIEVE THAT MEDICAL TRAVEL COULD BE THE
 SOLUTION TO MANY OF OUR HEALTHCARE
 PROBLEMS - MEDIGO MAKES QUALITY
 TREATMENT AVAILABLE TO ALL.

www.medigo.com

ATLANTIC INTERNET

Atlantic Internet, our seed investor, was founded by Christophe Maire, Berlin's most well known angel. It's like one big family, with companies working to develop disruptive products. I like the learning process that comes with having multiple companies facing various challenges at the same time.

ELANCE

There's no need to waste time on laborious tasks when they can be completed more efficiently elsewhere - and there's no need to take on more full-time staff to do them either. Hiring a virtual assistant for admin tasks or using Elance to find freelancers can dramatically increase your productivity.

HEALTH 2.0 BERLIN

Health 2.0 organise meetups for people interested in healthcare startups in Berlin, providing the chance for like-minded people to exchange ideas and experiences. With the amount of interest there is around health startups right now, these meetups are invaluable.

PAWEL
 CEBULA

Medigo

GERMAN ACCELERATOR

Having validated our idea in the US, by winning the Founder Showcase in SF we wanted to set up shop in the Valley and the German Accelerator provided the perfect platform to do just that. The right amount of connections, events and networking to make a difference if you're not afraid to work for it.

MENTORING AT THE FOUNDER INSTITUTE

The Founder Institute put 3 CEOs in front of me per week through their programs. Today many of these are investors in itembase and I'm a mentor myself. The Founder Institute allows me to attend sessions and network with entrepreneurs and mentors from over 50 cities worldwide from SF to Manilla.

HOUSE DINNERS AND PARTIES

First thing I did when in Berlin, was to invite interesting people I met at events to my house for dinner and a party. Allowing everyone to bring friends is very typical in Denmark, but not really in Germany it seems. This resulted in me knowing 60 key people pretty well within one month.

STEFAN JØRGENSEN

itembase

STEFAN JØRGENSEN //

CEO AND FOUNDER OF ITEMBASE

I CAME TO BERLIN TO FOUND MY NEXT COMPANY A LITTLE OVER 3 YEARS AGO WITHOUT KNOWING A SINGLE PERSON. AFTER HAVING LIVED IN SPAIN, THE US, GERMANY AND DENMARK BEFORE, I HAD DONE RESEARCH ONLINE ABOUT WHICH EUROPEAN CITIES WERE MOST SUITABLE FOR STARTUPS. BRINGING A FEW IDEAS WITH ME, I ENDED UP CHOOSING ITEMBASE, AN ONLINE INVENTORY PLATFORM WHICH HELPS CONSUMERS TAKE CONTROL OF THEIR PURCHASES.

www.itembase.com

SAUNA BRAIN RESET

Your mind is always going to be buzzing with ideas, to-dos and plans. If you don't clear your head and really switch off once in a while, you'll put yourself in a permanently reactive state. Going to the sauna once a week acts as a reset for my brain and it's where I come up with my best ideas!

RHEINGAU FOUNDERS

My favorite investors in Berlin. I can't stand people who take themselves too seriously, but Philipp and Tobias at the Rheingau Founders are the most chilled guys in town when it comes to talking about millions.

JONATHAN COURTNEY // CO-FOUNDER OF AJ&SMART

I ARRIVED IN BERLIN IN 2010 AFTER GRADUATING FROM A BACHELOR IN DIGITAL MEDIA PRODUCTION. I WAS THROWN INTO THE DEEP END, LANDING A JOB AS A LEAD DESIGNER AT AN ENTERPRISE SOFTWARE COMPANY. THIS IS ALSO WHERE I MET MICHAEL SMART. WE SHARED THE SAME LOVE OF USABILITY, WHISKEY AND PIERCE BROSNAN. EVENTUALLY, WE FOUND A FEW OF OUR OWN CLIENTS, QUIT OUR DAY JOBS AND STARTED AJ&SMART.

www.ajsmart.com

MAKE A BUSINESS PLAN ON A CANOE

Canoeing around Berlin is a great way to get away from the distractions of the everyday office or co-working space. Just grab your co-founder or partner, rent some canoes and let the creativity flow.

JONATHAN COURTNEY

AJ&Smart



DON'T BE LAZY. LEARN SOME FUCKING GERMAN

Guess what? You're in Germany. Even though Berlin is a really cosmopolitan city and English is spoken everywhere, it's not an excuse. It will also help you to integrate, and learn about the weird eco-system of the city.

WEFOUND

WeFound is a supportive environment for business and tech women on a personal and technical level. They have really great energy and a genuine interest in bringing the community together.

SOMEWHERE

Somewhere is a great place to get inspired and to show how the nature of work is changing. You can discover people doing what they love, and to find out how they're doing it. They raise the bar every day.

YAKNEL ELORZA

Plumage

YAKNEL ELORZA // FOUNDER OF PLUMAGE
PLUMAGE IS A PLACE WHERE TATTOO ARTISTS CAN SHOWCASE THEIR WORK, COMMUNICATE DIRECTLY WITH CLIENTS, AND HANDLE THEIR BOOKINGS. FOR BOTH COLLECTORS AND FOR PEOPLE WITHOUT TATTOOS, IT'S A PLACE TO DISCOVER QUALITY ARTISTS. WE WANT TO BRING THE TATTOO COMMUNITY TOGETHER. WE WANT TO CHANGE THE WAY SOCIETY VIEWS TATTOOS AND WE WANT TO GIVE THIS FORM OF ART THE RECOGNITION IT DESERVES.

www.plumage.io



IZBM / CHIC

Having a place for your office is important, having the right place is essential. CHIC not only provides office space at favourable conditions but they also really know what a start-up needs! For example, they have introduced us to investors and proposed us for the MOBIP European start-up contest.

BERLINER VOLKSBANK

Maybe not the first thing you think of, but sooner or later you need to have a good relationship with your bank. Not all banks are the same. Volksbank has a special team for start-ups that understands our business. Make sure to know each other before the shit hits the fan, good or bad...

CORNÉ VAN PUIJENBROEK //
CEO AND CO-FOUNDER OF TRACEWAVE
I AM A TECHNOLOGY NOMAD, PIONEERING
DECT, WIFI, ZIGBEE AND LTE. I'VE WORKED
ALL OVER EUROPE BUT BERLIN IS MY
FAVORITE PLACE. WE HAVE DEVELOPED
A REVOLUTIONARY AND ROBUST 3D LOCATION
TECHNOLOGY WHICH WORKS WITHOUT
INFRASTRUCTURE. IT WORKS BOTH OUTDOORS
AND INDOORS (UNLIKE GPS) AND DOES NOT
NEED SATELLITES OR WIRING. OUR MISSION:
TO MAKE THIS WORLD A SAFER PLACE.

www.tracewave.com

CORNÉ VAN PUIJENBROEK

TraceWave

EMMINVEST

This is a European program that helps startups to improve their chances for investments, by training for business plans, elevator pitches etc. We participated and won the Best Presentation Award in Thessaloniki. It doesn't pay the rent, but it's great motivation - showed us we're on the right track.



collaboration made with IBM Cloud

Princess Cruises connects its network of 18 ships with social business tools supported by IBM Cloud. Now a global network of thousands of employees can share ideas across oceans. ibm.com/madewithsocial

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ABOUT THE BERLIN STARTUP SCENE.

FROM THE MAKERS OF
THE *Hundert*

HACKER RETREAT

I spent one month learning from top programmers at Hacker Retreat, where coders come together to study computer science concepts, pair program, hack on projects and give lectures. I wanted to immerse myself in a learning environment that would help me to upgrade my technical skills.

ABLETON

I hacked on hardware at Ableton, where I had the chance to interview DJs, understand the world's best music scene more and build technologies that musicians would want to use. Working at Ableton gave me an opportunity to explore my personal interests in hardware in preparation for my next startup.

RAMIT'S BRAIN TRUST

Since I came to Berlin on my own, I didn't have a network when I came to the city. To meet new friends and have engaging conversations, I turned to American blogger Ramit Sethi's network of followers and other like-minded peers to find friends in Berlin.

EDEN FULL // FOUNDER AND CEO AT SUNSALUTER

I AM AN ASPIRING MAKER AND THE INVENTOR OF THE SUNSALUTER, A LOW-COST MECHANISM THAT OPTIMIZES SOLAR PANELS WHILE PROVIDING CLEAN WATER FOR RURAL, OFF-GRID COMMUNITIES IN NINE COUNTRIES. NAMED ONE OF THE 30 UNDER 30 IN FORBES' ENERGY CATEGORY THREE YEARS IN A ROW (2012-2014), I STUDY MECHANICAL ENGINEERING AT PRINCETON UNIVERSITY AND AM A THIEL FELLOW.

www.sunsaluter.com



EDEN FULL

SunSaluter

PLAY FOOTBALL

Play some sports, it's the best way to find a new opportunity. Join this soccer group and be treated as an instant insider. Every Tuesday at 6.30pm at Bergstr. 6 (Mitte!) and Sundays at 12.30pm at Wilhelmstraße in Mitte as well. You don't need a helmet to play, but the Facebook group is invite only.

HANG OUT AT THE BACKFABRIK FOR LUNCH

No, this is not The Factory. It might be even better. If you are looking for a job just hang out here during lunch time. The founders of Wooga (online gaming), Daily Deal (ecommerce), WestTech Ventures (venture capital) might be able to help you further. Be ready to pitch them.

SILICON ALLEE BREAKFAST

The first event I visited after arriving in Berlin. It brings together people who are willing to listen. Not your usual event where everybody brags about their venture which has yet to show traction or lacks a decent team.



DERK MARSEILLE

FridayatSix

DERK MARSEILLE // FOUNDER OF FRIDAYATSIX

I AM A JOURNALIST WHO LIKES TO DIG DEEP, WHICH IS NOT ALWAYS EASY IN A SCENE WHERE INTRANSPARENCY IS A PART OF THE GAME. WITH THE HELP OF LOTS OF INTERNATIONAL FOUNDERS WE COLLECTED 80 HOURS OF RAW TV MATERIAL ABOUT FOUNDING A BUSINESS IN GERMANY. OVER THE YEARS FRIDAYATSIX HAS BECOME AN INVALUABLE DATABASE.

www.fridayatsix.com

KAROLINA KUKIELKA // FOUNDER OF EVENCKI
EVENCKI WAS FOUNDED IN 2012 WITH A SIMPLE GOAL: TO MAKE BED LINEN BEAUTIFUL AGAIN. OUR PASSION IS CREATING ELEGANT SHEETS THAT BRING THE BEDROOM TO LIFE. WE BELIEVE LINEN SHOULD BE A JOY TO BUY, TO OWN, AND TO SLEEP IN EVERY NIGHT.

www.evencki.com

KAROLINA KUKIELKA

Evencki

GRÜNDERSZENE SPÄTSCHICHT

Berliners who follow Gründerszene, probably know Spätschicht very well. For locals, so to speak, it is a perfect place to see friends and simply catch up, for new-comers it might be the event in terms of networking and getting to know Berlin's startup scene.

STARTUPBOOTCAMP FINALE - PITCH DAY

Almost every skill can be acquired with adequate training and commitment! In the startup environment, pitching is unfortunately part of the game. For those that don't feel too comfortable in making good presentations, Startupbootcamp Pitch Day is an excellent opportunity to see how things should be done!

NEXT BERLIN

The place to be! It is both inspirational and interesting! It connects technical people, marketers and entrepreneurs, and provides a creative scene to explore trends that will probably change the way most of us do our business.



EVGENI KOURIS // CO-FOUNDER AND CEO OF TOYWHEEL

I FELT IN LOVE WITH BERLIN IN 2005 WHILE ON TOUR WITH MY BAND, TIMID TIGER. SEVEN YEARS LATER, AFTER SPENDING FIVE YEARS AT BCG/PLATINION AS A STRATEGIC CONSULTANT AND RELEASING 3 ALBUMS WITH MY BAND, I MOVED HERE. I FOUNDED TOYWHEEL TO BUILD GAMES AND TOOLS THAT EMPOWER FUTURE GENERATIONS TO DEVELOP CREATIVITY, CURIOSITY AND COURAGE. OUR FIRST GAME, TOY CAR RC, HAS BEEN DOWNLOADED OVER 100K TIMES ON IOS.

www.toywheel.com

EVGENI KOURIS *Toywheel*

HY! BERLIN

Toywheel started with a vision to equip kids with roots and wings, and a product concept. I took these to the first hy! Berlin competition in 2012 and won first prize, which was valued at over €30K. This provided the company with our initial capital and launched us on the journey to where we are today.

SANDBOX NETWORK (NOW HQ)

I was able to find my first friends in Berlin pretty quickly, and I realize this was largely thanks to the magic Sandbox network. I applied in 2013 and became part of an awesome global community of inspiring young thought leaders. This helped me connect with like-minded people across the globe.

BERLIN ENTREPRENEURSHIP CIRCLE (BEC)

I've visited Silicon Valley a few times over the past two years and learned a lot about the essence of this unique ecosystem, especially the role of academia in developing unique IP. As an alumnus of the German National Academic Foundation, I started BEC to better connect the startup world with academia.

ONLY ASK FOR TWO INTRODUCTIONS

Startupbootcamp Berlin has over 150 mentors. That wasn't true when we got here in 2012. I started with the ten or so people I already knew. Once I described what we're doing and why, I only asked each person for two introductions, not more. Berliners will open up their network, but be sharp.

WALK AND TALK

I was inspired by my partners at Rain-making to do walking meetings with my teams and now I'm hooked. For some reason it leads to more open and honest talk. If I can pick the street then it's Kastanienallee which has it all.

LAUNCH A STARTUP IN 54 HOURS

If you're new to Berlin and want to build a network quickly, then attend a Startup Weekend or similar hackathon. These are not normal people: they work on a weekend with total strangers on ideas they've never heard before. The right stuff for your startup.

ALEX FARCET // CO-FOUNDER AND MANAGING DIRECTOR AT STARTUPBOOTCAMP
 STARTUPBOOTCAMP IS LIKE THE ROCKET BOOSTER ON THE SPACE SHUTTLE. WE BURN VERY INTENSELY FOR 3 MONTHS THEN WE FALL OFF AS THE STARTUPS ESCAPE GRAVITY. THE FUEL IN THE BOOSTER IS OUR MENTORS, MOST OF WHOM ARE SERIAL ENTREPRENEURS. I AM A BORN AGAIN ENTREPRENEUR. IN 2006 AND 2007 BOTH MY SON AND I FOUGHT OFF CANCER SO I WAS COMPELLED TO GO BACK TO MY STARTUP ROOTS.

www.startupbootcamp.org



ALEX FARCET *Startupbootcamp*

ZALANDO

Working for Zalando was the reason why I moved to Berlin. Great companies like this nurture and encourage people to spin off and start their own businesses. My suggestion is to gain 1-2 years of experience in a well-funded company and then start your venture.

DIGITALY BERLIN

Digitaly is a group of Italian people living in Berlin with a strong passion for the digital world. Only a few years from its foundation, it now counts more than 1000 people! I had the chance to periodically present my project and I always received valuable feedback and business opportunities.

FELIX WUNDERWALD

I met Felix Wunderwald, great online marketing expert and valuable business consultant, here in Berlin. From the first moment, he has been my biggest supporter and closest partner. Developing a network of people with great knowledge and insights of the domestic market is essential to the success.



FABIO CORFONE
Marzapane

FABIO CORFONE // FOUNDER AND CEO OF MARZAPANE

I AM AN EXPERT IN ONLINE MARKETING, ESPECIALLY PERFORMANCE-RELATED MARKETING. AFTER A FEW YEARS AS SEM CONSULTANT FOR MANY INTERNATIONAL VENTURES, I DECIDED TO OPEN MARZAPANE, AN ONLINE ITALIAN DELI SHOP. MARZAPANE SHIPS THROUGHOUT GERMANY A BOX WITH ALL THE INGREDIENTS TO PREPARE A TRULY ITALIAN DINNER AT HOME. YOU CHOOSE THE MAIN DISH, AND WE THINK ABOUT THE REST!

www.marzapane.de

GARRETT P. WHITMORE //

MANAGING DIRECTOR OF FOUNDATION POINT

I FOUNDED FOUNDATION POINT TO PROVIDE BESPOKE MANAGEMENT CONSULTING SERVICES IN THE EU MARKET AS WELL AS IDENTIFY, ASSESS AND LEAD ANGEL INVESTMENTS IN THE MOST PROMISING BERLIN BASED START-UPS. I HAVE MORE THAN 15 YEARS OF GLOBAL EXPERIENCE HELPING COMPANIES ACHIEVE THEIR GOALS, DELIVER INCREASED SHAREHOLDER VALUE AND IDENTIFY GROWTH OPPORTUNITIES.

www.foundation-point.com

MEET THE FOUNDERS

The best source of advice, coaching, connections and learning in Berlin comes from the founders who are already here. I found it invaluable to talk with other founders who have "walked your walk" and can share the best practices for moving forward and tackling the common issues of start-ups.

FIND A GOOD LAWYER

Nothing is more important to the success of a start-up overall than good legal advice. German laws are complex - tax laws even more so. Find a lawyer you can call a friend, who will help in all areas of running a business and stick with them. Dr. Patrick Hohl at BMH Bräutigam is my choice.

RAISE FUNDING

It is not easy, but all start-ups need to fund-raise. It requires all the right ingredients to be successful. This is where your lawyer and your mentor can help. Bounce ideas off them, practice your pitch, and refine everything before you approach investors.

GARRETT P. WHITMORE

Foundation Point



WE DON'T KNOW ABOUT THE FUTURE, BUT WE KNOW WHERE IT WILL BE BUILT.

Berlin TXL. The new urban DNA.



The conversion of Berlin's Tegel airport will open up a unique location for Berlin TXL – The Urban Tech Republic. This will be a fascinating research and industrial park for future technologies and the cities of tomorrow. It will provide space for creative people, for innovators, and for the makers. At Berlin TXL there will be lots of room for experiments and for developing new ideas. It's the place where you can help shape the future.

Tegel Projekt GmbH
Lietzenburger Strasse 107
D-10707 Berlin
Tel. +49 30 577 04 70 10
info@berlintxl.de

www.berlintxl.de

USE FÖRDERBAR TO GET LOCAL GRANTS Berlin wants you to succeed and will put money where their mouth is. Nevertheless, writing the application is a full time job and you already have 4 jobs. Förderbar will guide you through drafting the application and increase your chances of success.

SCHUYLER DEERMAN I met Schuyler 4 years ago in a tech meetup. He was the dreamy kid with big ideas. Being his friend was the only smart thing I did that year. He has the rare gift to articulate complex ideas in one sentence. Every time I have a problem, he is the first (and last) person I turn to.

FORGET MITTE, COME TO NEUKÖLLN You'll be tempted to settle down in Mitte - where the cool kids are. I decided to be in Kreuzberg, where the real hard working people live. It will help you maintain your focus and remember that life is not in tech-crunch. Save money on real estate to invest in your real assets - employees.

Fit Analytics **ASAF MOSES**



ASAF MOSES // CEO OF FIT ANALYTICS

AFTER SPENDING MOST OF MY LIFE IN ISRAEL, I CAME TO BERLIN IN 2004 TO STUDY ECONOMICS AT HUMBOLDT UNIVERSITY. DURING SCHOOL, ME AND MY FELLOW CLASSMATE, SEBASTIAN SCHULZE, WERE PLAYING WITH DIFFERENT BUSINESS IDEAS AND ONE IDEA STUCK WITH US - HELP FIND THE RIGHT CLOTHING SIZE ONLINE. THE REALIZATION TODAY IS DIFFERENT, BUT THE GOAL IS THE SAME - CHANGE THE WAY PEOPLE BUY CLOTHES ONLINE. FIT ANALYTICS NOW HELPS 2 MILLION PEOPLE FIND THE RIGHT SIZE ON SOME OF THE WORLD MOST FAMOUS E-TAILORS.

www.fitanalytics.com

IHK BERLIN STARTUP UNIT

One of the interesting things I found out is the support IHK Berlin can offer. They are the only IHK in Germany with a dedicated team for startups. We had a nice informal dinner with Mia Konew and she helped us so much in starting our business. I highly recommended them!

PITCH YOUR IDEA

I can't emphasize this enough: share your ideas with others and practice your elevator pitch with all the people you know. Christoph Sollich did a great presentation about pitching. It changed my pitch dramatically. Watch and learn from his video on Ryde My Pony.

BUSINESS ANGELS CLUB BERLIN BRANDENBURG

One of the things I looked for in Berlin is funding. As our product was not ready yet and we had no traction, we looked for a business angel. So I contacted the BACB. Once we passed their selection process they offered great support (for free). Their network in Berlin is of great value.

HUGO HENRAAT

Project Decision Maker



HUGO HENRAAT // CEO OF PROJECT DECISION MAKER

I HAVE A PROFESSIONAL BACKGROUND IN HIGH IMPACT BUSINESS PROJECTS AND A MASTERS IN HISTORY. MY BUSINESS PHILOSOPHY IS INSPIRED BY HEGEL'S - DIALECTIC AND SCHUMPETER'S - CREATIVE DESTRUCTION. BUSINESSES HAVE TO CHANGE TO IMPROVE OR CEASE TO EXIST. PDM IS CREATED FOR COMPANIES TO MAKE BUSINESS CHANGES SUCCESSFUL AND SUPPORT PEOPLE IN LEVERAGING VALUABLE KNOWLEDGE FROM THE PAST.

www.projectdecisionmaker.com

BECOME AN ENTREPRENEUR IN RESIDENCE

Moving to Berlin and thinking about founding a company? There are dozens of accelerators, and some offer EIR programs. You get to work with talented people and meet mentors and investors. My time as an EIR at Startupbootcamp was the best professional experience I've had.

CREATE A MUST-MEET LIST FOR EVENTS

Every Berlin Startup event uses a Facebook group, an Eventbrite page, or one of the popular conference apps like Bizzabo. I use Bizzabo to comb through the attendee list and figure out the top ten people I want to connect with, and then I reach out prior to the event to schedule coffee.

GET A LAWYER

This tip makes me sound very American, but if I could pass on one piece of advice it would be to hire a lawyer for anything important. Germany has a lot of rules, and from applying for a visa to setting up stock options for your startup, it is better to have legal help from the beginning.

KALIE MOORE // FOUNDER OF BERLIN STARTUP GIRL
AFTER MOVING FROM SAN FRANCISCO, I LAUNCHED BERLIN STARTUP GIRL, A BLOG DETAILING THE INS AND OUTS OF THE BERLIN SCENE AND OTHER INTERNATIONAL STARTUP ECOSYSTEMS. MY BLOG HAS BEEN PICKED UP BY VARIOUS INTERNATIONAL MEDIA OUTLETS, INCLUDING THE SUNDAY TIMES AND FRANCE24 TV. I CURRENTLY MANAGE MARKETING AND PR FOR STARTUPS LOOKING TO EXPAND TO THE US MARKET.

www.kaliemoore.com

KALIE MOORE

Berlin Startup Girl



SANKT OBERHOLZ

The "Creamery" was where all the deals got done in San Francisco, and Sankt Oberholz is similarly the epicenter of startup culture in Berlin.

PAYING IT FORWARD

One of the things that makes Silicon Valley great is a culture that promotes helping. It is clear that more successful companies out of Silicon Valley is good for all. Everyone got a little help in the beginning, and therefore the more experienced are helping the newcomers.

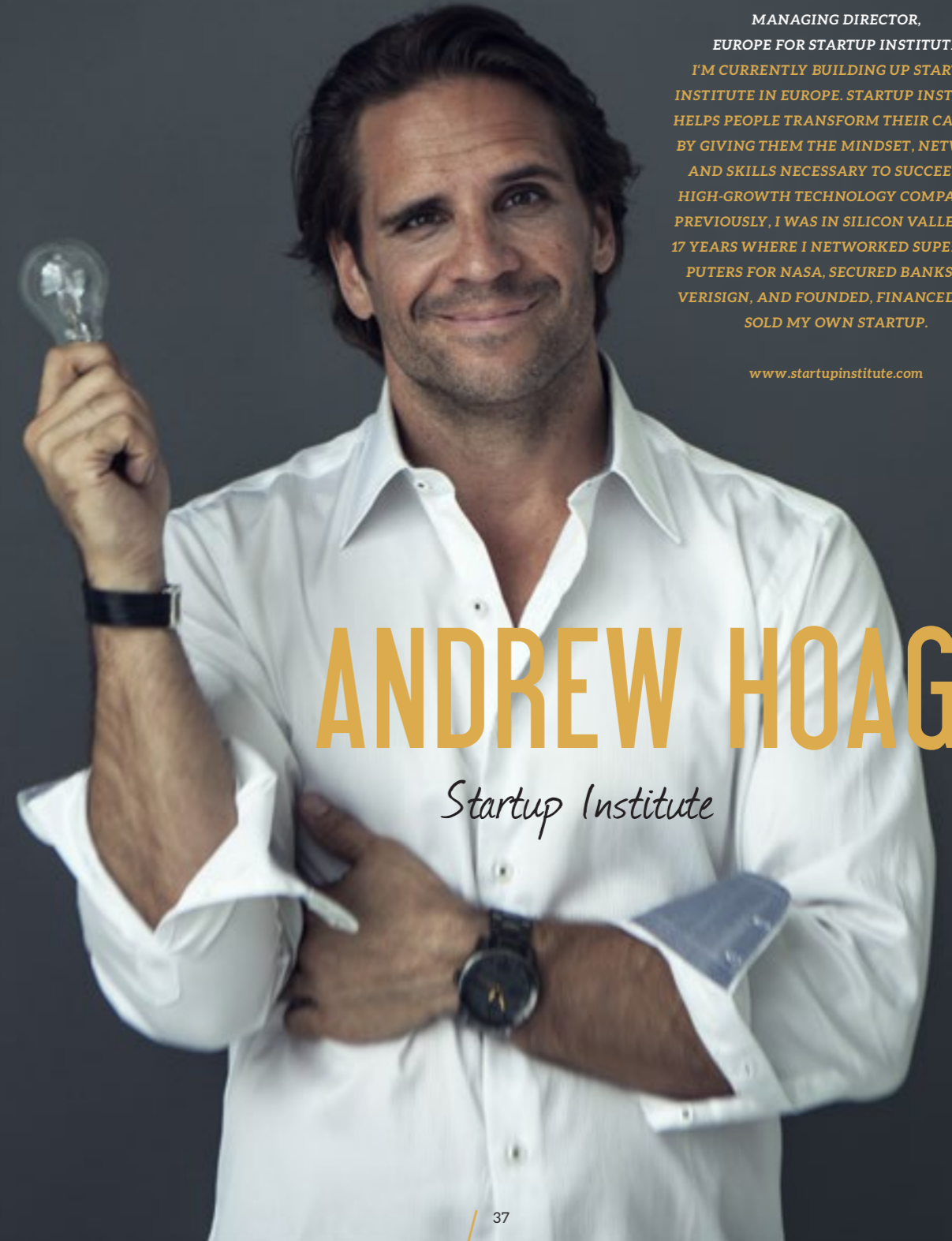
TALENT

Berlin is attracting talent from all over the world, and not just for new ways to sell shoes online. If you are starting a company, think about how you can capitalize on the tremendous engineering education and culture that Germany has, and leverage that talent into a global market. This is one of the things that makes Berlin most exciting for me.

ANDREW HOAG //
MANAGING DIRECTOR,
EUROPE FOR STARTUP INSTITUTE

I'M CURRENTLY BUILDING UP STARTUP INSTITUTE IN EUROPE. STARTUP INSTITUTE HELPS PEOPLE TRANSFORM THEIR CAREERS BY GIVING THEM THE MINDSET, NETWORK AND SKILLS NECESSARY TO SUCCEED IN HIGH-GROWTH TECHNOLOGY COMPANIES. PREVIOUSLY, I WAS IN SILICON VALLEY FOR 17 YEARS WHERE I NETWORKED SUPERCOMPUTERS FOR NASA, SECURED BANKS FOR VERISIGN, AND FOUNDED, FINANCED AND SOLD MY OWN STARTUP.

www.startupinstitute.com



ANDREW HOAG

Startup Institute



WOSTEL CO-WORKING As I was preparing myself to transition from working as a creative in advertising to the next challenge, I rented a desk at Wostel. All I knew was that I was ready to learn with fresh inspiration. Luckily enough, it was at Wostel that I met Espen Systad, our co-founder and CEO at Capsule.fm.

GEEKETTES The Geekettes empower women through mentorship, events and hackathons. The community has resulted in many wonderful opportunities, as well as a strong network of inspiring women, many of whom have become collaborators and role models.

HACKATHONS There are a lot of hackathons and I can't emphasize how fundamental they have been for me both personally and professionally. Matias, Victor Łukasz, Tobias and I built Snapcat in 24 hours at PhotoHackDay. Hackathons are a great environment to test and learn skills - even to hire talent!

DANIELLE REID // CO-FOUNDER AND CREATIVE DIRECTOR AT CAPSULE.FM AS CO-FOUNDER AND CREATIVE DIRECTOR OF CAPSULE.FM, WE'RE GIVING COMPUTERS A VOICE. WE CARE ABOUT MAKING TECHNOLOGY HUMAN AND DELIVERING THE BEST ONLINE CONTENT TO YOUR EARS, THROUGH OUR SIMPLE AND BEAUTIFUL IOS APP. LISTEN TO NEWS HEADLINES, WEATHER, ENTERTAINMENT AND YOUR VERY OWN MUSIC IN AN AI AUDIO STREAM, SPOKEN BY YOUR ARTIFICIAL HOSTS, MIRANDA AND CARL IN A PERSONALIZED AUDIO FLOW.

www.capsule.fm

Capsule.fm
DANIELLE REID

TIME MANAGEMENT & CUSTOMER BILLING

With the amount of clients we handle, it is very important to us to accurately track the amount of time every consultant spends on his or her respective clients. Harvest helps us to do just that. Not only with regard to actual contractual billing time, but also time spent on administrative tasks and personal growth.

HANDLING BIG DATA

Big Data is becoming more important for startups. Two IT solutions I can recommend are Apache Hadoop and Elastic-Search. Both systems are easy to install, keep data secure and are excellent for data management. They are easy to scale by simply adding new servers to the already existing network.

PROJECT MANAGEMENT TOOLS

We use apps like Wrike, Asana or Trello to coordinate our projects. They provide a full overview on all projects so we can see in real time the status of all work-streams. You can also dive in deep and set priorities on a task level. At the same time, we can make sure that everyone has a reasonable workload, compared to the rest of the team.

ELIAS RUSSEZKI

deltamethod



ELIAS RUSSEZKI // FOUNDER OF DELTAMETHOD AFTER STUDYING BUSINESS ADMINISTRATION AND ENGINEERING AT TECHNICAL UNIVERSITY BERLIN AND LATER JOINING THE FIRST ROCKET INTERNET PORTFOLIO COMPANY, TOPTARIF, I SAW THE POTENTIAL OF DATA SCIENCE IN THE ONLINE MARKETING WORLD. THIS FINALLY LED TO THE FOUNDATION OF DELTAMETHOD IN 2012. DELTAMETHOD IS A LEADING PROVIDER OF ONLINE MARKETING SOFTWARE DESIGNED TO SCALE, AUTOMATE AND OPTIMISE SEARCH ENGINE MARKETING (SEM) CAMPAIGNS. ON AVERAGE, DELTAMETHOD CLIENTS REDUCE EXPENDITURE ON SEM CAMPAIGNS BY 30%. DELTAMETHOD WORKS WITH CLIENTS SUCH AS ROCKET INTERNET, OTTO GROUP AND INTERNETSTORIES TO RUN SUCCESSFUL, COST-EFFECTIVE SEM CAMPAIGNS.

www.deltamethod.com

DIDIER VERMEIREN // FOUNDER OF SMARTCHECKUPS AND FOUNDER INSTITUTE I FOUNDED SMARTCHECKUPS IN THE SUMMER OF 2013 AND ARRIVED IN BERLIN LATER THAT YEAR TO JOIN THE ACCELERATOR OF IMMOBILIENSCOUT24. SMARTCHECKUPS IS A MOBILE INSPECTION PLATFORM FOR THE REAL ESTATE INDUSTRY. WE'RE ADDRESSING PROPERTY MANAGERS AND AGENTS AND WE HAVE A CUSTOMER BASE IN WESTERN EUROPE. ON TOP OF THAT I AM ALSO RUNNING THE FOUNDER INSTITUTE IN BERLIN TOGETHER WITH SASCHA KARSTAEDT.

www.smartcheckups.com

ALLRYDER Compared to Belgium the public transportation is almost perfect in Berlin. Yet one app you should download and that will help you get around the city is Allryder. It blends all available transportation options, like bus, tram, bike, car, nicely together in a single app.
SCHEERS SCHNITZEL You haven't been in Berlin, if you haven't tried the Scheers Schnitzel. For about 5€ you get to taste one of Deutschland's national dishes, the "schnitzel". Its not a big or fancy place but they sure have one of the best in Berlin.

STARTUP FOUNDER 101

On meetup.com you can find many groups in Berlin that are focusing on startups. One I am involved with is the Startup Founder 101. We're organizing a bunch of startup events throughout the year. It is a perfect group to get in contact with fellow and aspiring startup founders.



DIDIER VERMEIREN

*SmartCheckups /
Founder Institute*

360° Freiheit

www.system180.com

BERLIN – THE CITY WITH EUROPE'S LEADING START-UP SCENE

Since the Wall came down 25 years ago, Berlin has developed into a business and technology location with an international draw and is now home to one of Europe's most important start-up scenes. With 126 start-ups per 10 000 residents, Berlin is the top city in a Europe-wide comparison. In 2013, 43 000 new businesses were founded in Berlin. Each year, the start-up capital attracts young and creative talent from all over the world. They have what it takes to be entrepreneurs and appreciate Berlin's international flair, excellent infrastructure, family-compatible atmosphere and the unique quality of life the city has to offer. Due to Berlin's diverse scientific landscape, which includes 24 major research institutes and universities, entrepreneurs find qualified personnel in a wide range of sectors here. And with its quick contact to science, business and policy makers, the city also holds great potential for development and partnerships. National and international comparative studies show that Berlin still has a very moderate cost of living, but the city's nature, recreational areas and cultural variety all add up to a high quality of life.



Currently, the ICT and the life sciences are experiencing a start-up boom. With applications and services such as online marketing and cloud computing, the media and creative industries are important drivers of Berlin's start-up scene. Approx. 37 000 businesses in the digital industry are located in Berlin, and every 20 hours, a new, innovative digital technology company starts up here. The SoundCloud music platform is surely the most successful example of a Berlin-style start-up. With a valuation of \$1 billion, it has entered the circle of international market leaders. The number of start-ups in the life sciences field is also steadily increasing.

The theme of "start-ups and company establishment" is one of the political agenda's top priorities: the climate in the capital region is very positive for start-ups. The Senate Department for Economics, Technology and Research optimizes the general framework for entrepreneurial activity, develops strategies, and provides manifold support for funding, networking, cross-collaboration, marketing and internationalization. Berlin Partner for Business and Technology supports successful inward investment in the capital region, consulting new companies on a range of subjects that include funding applications, recruiting talent and finding suitable real estate. The Berlin-Partner network also provides outstanding opportunities for networking among start-ups, established local companies, business and policy makers. Currently, the Berlin Start-Up-Unit is being created under the Berlin Partner for Business and Technology umbrella. Its members are from politics, state administration, business support agencies, science and associations, including company founders. The Berlin Start-Up-Unit's mission is to develop and implement start-up initiatives and projects in partnership with all of the players involved. The Unit's coordinating office is part of Berlin Partner for Business and Technology.

Berlin. Innovative start-up capital
Get to know Berlin's start-ups in 1 minute

be Berlin

#DigitalCapital
#beBerlin



Berlin Technologie Holding (known as “BTH”) represents perfectly well who we are. Besides the fact that we are firmly based in Berlin with a majority of our portfolio companies, we strongly believe in Berlin and the German startup scene. We invest in tech companies, because we believe that the best is yet to come and tech is what we understand best and where we can add most value. As investors we also believe in a holding philosophy where we not only provide capital to tech firms, but also work in close partnership with our ventures and capture synergies across the portfolio companies. All of our decisions in BTH are based on entrepreneurial acumen and hindsight.

WHY BERLIN?

Berlin is not just a part of our company name, but represents our conviction. Berlin stands for our strong belief in German companies and especially in the German technology sector. We are thrilled by what’s going on in the German startup scene, by the significantly increasing momentum and how entrepreneurs bear the challenge to develop something great. But we also see the gap in the public perception. Phrased by a tech founder: “We do not have German founders on posters. Our idols live in the Valley.” No! We think this is too stereotypical and does not reflect the current rise of the German startup scene. Berlin is the European tech melting pot and represents this movement best. Berlin is a statement and that’s why Berlin is part of our name.

WHY TECHNOLOGIE?

First, the German technology sector is one of the most attractive, entrepreneurial and fastest growing. German companies are pioneering with innovative business models and related infrastructure services. Many innovations are still associated with the big German players, like Siemens, Bosch or Continental, but for the last few decades the real hotbeds of innovation

are the small and mid-sized companies, known as the German “Mittelstand”. The new driving forces are innovative and fast-growing tech startups with Berlin being the breeding ground of this movement. We believe that for the German tech community the best is yet to come and we want to be a part of this success story. We want to be the powerhouse of these emerging tech champions. During our relatively short history we have laid the foundations and backed not only established market champions, such as Sevenval Technologies or Applause (former uTest), but also true innovation leaders, such as Sensorberg or Minodes. We believe in the power of disruptive technologies: iBeacon is one such technology, blurring the borders between the real and digital world, and Sensorberg is pioneering this space. The visionary power of the founders, combined with the early traction in this immature market, convinced us to invest in a young company but also in a very young market.

Second, we strongly believe that entrepreneurs with character deserve capital with character. Thus we only invest where we can add value, leverage our expertise and network and, most importantly, connect with the entrepreneur. In the tech, and especially in the mobile tech, field we bring many years of experience

in investing, improving operations, and growing and selling our own businesses. We have backgrounds as successful tech and Internet entrepreneurs, private equity investors, M&A and strategy advisors. If required and wanted, we use this experience to work day by day and face to face with the startup teams to render all the assistance and support we can. We call it augmented capital.

We believe in the power of technology. In the next two years we want to back 10-15 companies and position ourselves as one of the key German technology investors.

WHY HOLDING?

“Holdings are old economy, venture capital is new economy.” Not really. Holdings have many positive aspects and for us the term Holding is not meant literally, but reflects some key pillars of our way of investing in and working with technology companies:

Like a Holding we always invest our own money. Our investments are very targeted and we decide deal by deal what is best for the ventures and the investors. Sometimes alone, sometimes in close partnership with renowned co-investors. Not restricted by fund guidelines, we are fully agnostic in transaction design, financial instruments (equity, convertible loans and debt) and the investment stage.

“The secret of getting ahead is getting started”

Mark Twain

Like a Holding we do not shower money on all kinds of business, but invest with focus and only where we can add value, leverage our expertise and network. The joint forces might tip the scales to success.

Like a Holding we strongly believe in synergies. Our network coupled with our portfolio companies have direct access to more than 200 leading tech customers and providing this access to our ventures solves one major pain point: getting traction first and fast.

Like a Holding we believe that the power of our portfolio companies rests in their entrepreneurial freedom. For us, support and measurable results is what counts, not control.



BERLIN TECHNOLOGIE HOLDING GMBH
 BTH Campus Köpenicker Str. 154 // 10997 Berlin
 contact@berlinholding.com // www.berlinholding.com

From left: Björn Goergens (Venture Partner), Dr. Alexander Reichhuber (Director), Joern-Carlos Kuntze (Managing Partner), Jan Webering (Venture Partner)

MAKE THE MOST OF CONFERENCES

They can be great for networking if you know how to work them. Get your story down to 20 seconds; collect business cards, follow up with a specific "ask" or better yet, a "give" to build the relationship.

INVESTOR INTRODUCTIONS

Identify the investors you want, write an email explaining why they are right for you/your company, make sure that it's something I can forward.

MANAGE/LEAD EFFECTIVELY

Short-sighted leaders prevent others from taking ownership by clinging to authority. Explain outcomes and deadlines, not methods, and grant authority.

*Ballou
Public Relations*

COLETTE BALLOU



COLETTE BALLOU //

FOUNDER AND PRESIDENT AT BALLOU PUBLIC RELATIONS
BALLOU PR IS A EUROPEAN COMMUNICATIONS AND STRATEGY AGENCY THAT FOCUSES ON HIGH-GROWTH TECHNOLOGY AND INTERNET COMPANIES. THE BALLOU PR TEAM HAS HAD A STRING OF WELL-DOCUMENTED CLIENT SUCCESS STORIES INCLUDING THE EXIT OF MUSIWAVE FOR \$100M+, AND CLIENTS LIKE FACEBOOK, PINTEREST, BOX, AOL NETWORKS AND UNYSIS.

www.balloupr.com



Classictic

EIVIND JÅSUND

BERLIN'S GREEN SPACES FOR CLEAR THINKING

As a Norwegian, I need nature around me, so our office had to be near a park. Some of my most productive meetings were on walks through Volkspark Friedrichshain. Take advantage of the resources Berlin offers to inspire yourself and your team. A team barbeque might lead to your next business move.

TEAMGEIST - WORK & CELEBRATE TOGETHER

I believe that the positive atmosphere in our team is key to the success of the company. Team gatherings in Berlin can reflect the city's unique profile. We have played blacklight minigolf, feasted in a medieval castle, and sailed on a local lake. Unforgettable events way beyond the conference room.

TXL & SXF - BERLIN IS NOT AN ISLAND

From Berlin, it is inexpensive and easy to get anywhere in Europe. That has played a vital role both in the growth of my company, and in my personal connection to my home country, Norway. Virtual communication serves its purpose well, but sometimes a face-to-face meeting makes all the difference.

EIVIND JÅSUND // FOUNDER AND CEO OF CLASSICTIC
IN 2002 I FOUNDED CLASSICTIC.COM, A LEADING INTERNATIONAL WEBSITE FOR CLASSICAL MUSIC AND OPERA. CLASSICTIC OFFERS INFORMATION AND EASY ONLINE TICKET PURCHASE IN EIGHT LANGUAGES FOR CONCERT VENUES WORLDWIDE. WITH A DEGREE IN COMPUTER SCIENCE AND MANAGEMENT EXPERIENCE IN THE TELECOMMUNICATIONS INDUSTRY, I LEFT MY DAY JOB AND APPLIED MY KNOWLEDGE AND ABILITY TO THE FIELD OF CLASSICAL MUSIC.

www.classictic.com

MARIO PALADINI

Club GLOBALS

MARIO PALADINI // FOUNDER AND CEO OF CLUB GLOBALS AFTER LIVING IN SF, I KNEW BERLIN WAS THE PLACE TO BE. I AM AN EXPATRIATE, FOUNDER OF CLUB GLOBALS - A CURATED PLATFORM CONNECTING EXPATS WITH RECOMMENDED ENGLISH-SPEAKING SERVICE PROVIDERS. WE ARE PROUD OF MAKING INTERNATIONAL LIFE EASIER, HAVING WON THE PITCH MARATHON AND BEING FEATURED IN THE IRISH TIMES. WE ARE NOW RAISING OUR SECOND ROUND OF FINANCING TO DEVELOP OUR APP AND EXPAND.

www.clubglobals.com

CAPITALS BUSINESS CIRCLE

An independent non-profit strictly invitation based English speaking international business circle whose motto is: CBC expand your network and your knowledge. You expand your Business! Connecting business, diplomacy and politics. High end networking to find partners.

SOCIETY3 ACCELERATOR

Looking for traction? Society3 is helping entrepreneurs increase market traction and be well prepared for upcoming investment rounds. It runs as a 12 week program in San Francisco or Berlin, or there's also the possibility to participate online. A unique Zero Equity model.

PITCH MARATHON

Winning the first prize has helped us by opening the doors of media awareness. Basically, top startups from all across Europe pitch in a room full of great investors listening to them.



TECH OPEN AIR

Nowhere else is there a conference like TOA. Niko, Kerstin, Carolin and the team have captured the creativity and smarts of the Berlin startup scene and sprinkled on some stardust. Go to the conference for the vibes, and host a satellite event for business contacts.

BERLIN STARTUP WGS/ DREAMFLAT

One of the trickiest aspects of moving to a new city, especially Berlin it seems, is finding a place to stay. Startup WGs focuses on finding like-minded entrepreneurs a place to stay when they first step off that Easyjet flight. Surely there's a TV show waiting to happen?

ÜBERLIN

What began as a hip expat blog has grown into a brand for James and Zoe - founders of Überlin, now complete with a shiny, new coworking space. Their blogroll is an invaluable kick-off point for some of the best English-speaking lifestyle sites to guide you through your first months in the city.

LINSEY FRYATT //

GERMANY MD AT CLARITY PR

I RUN THE GERMAN OFFICE OF CLARITY PR. WE'RE A GLOBAL PR COMPANY, WITH OFFICES IN LONDON, NY AND BERLIN. WE SPECIALISE IN HELPING STARTUPS TO FIND THEIR VOICE AND TO REACH A GLOBAL AUDIENCE. WHICH IS AN AWESOME JOB. BEFORE THIS, I WAS A JOURNALIST AND EDITOR-IN-CHIEF, LAUNCHING VARIOUS DIGITAL PRODUCTS, INCLUDING VENTUREVILLAGE AND STUFF.TV.

www.clarity.pr



Clarity PR

LINSEY FRYATT

TIBOR SZÁSZ // CO-FOUNDER AND HEAD OF PRODUCT AT STUNN
 I MOVED TO BERLIN WITH MY CO-FOUNDER SERGEI SOKOLOV TO
 TAKE PART IN THE AXEL SPRINGER PLUG & PLAY ACCELERATOR.
 VIDEO EDITING IS A SLOW PROCESS, THAT'S WHERE STUNN HELPS
 PEOPLE. OUR USERS CAN CREATE VIDEOS PAINLESSLY AND SHARE
 THEM ON YOUTUBE. ALL THIS HAPPENS IN A BROWSER AND
 ON OUR SERVERS. I'M HAPPY TO SAY THAT WE ARE LAUNCHING
 SOON. OUR NEXT CHALLENGE IS FINDING TALENT AND ANGEL
 INVESTORS.

www.stunn.com

TIBOR SZÁSZ

Stunn

STARTUP CLINICS

I can't be an expert in everything, but luckily Startup Clinics by Humboldt Institute helped me navigate in various fields. Their service is free and it's a win-win because I helped their research on startups. They introduced me to a marketing company who helped me pick our new name.

ESCP EUROPE

I tried to clone myself to do everything, but eventually I found ESCP Europe's internship program. They provide an international team of 4 interns for 1 month for a reasonable amount of money. Working with the team was a good experience, because they helped me rethink some elements of our business.

BERLIN LEAN STARTUP

I know from my former UX designer past that showing your product to strangers is the ultimate test. I was really happy that I stumbled upon the Berlin Lean Startup group, who organized a usability fix workshop. They invited 10 people and I had the opportunity to have a guided interview with them.



SERGIEJ REWIAKIN

CleanAgents / CareAgents

GERMAN BUREAUCRACY

It's only a matter of time before your startup starts getting controlled from all kinds of German institutions. Zoll, Finanzamt etc...Try not to waste your energy in dealing with these institutions. Use the help of a professional tax advisor and lawyer. Outsource your pain points!

SALES

I almost cry when I see my startup peers building their product and then trying to sell it. Please remember - once and for all. You sell first, then you build!

DON'T DO IT ALONE

I was lamenting the lack of a meetup that catered to our eclectic and obscure tastes in technology so I created one: Strange Group. It attracts 30-50 people and consistently exposes me to inspiring software development content. Maybe we made a small but lasting impression on what Berlin's technology scene is to become?

SERGIEJ REWIAKIN //

FOUNDER OF CLEANAGENTS AND CAREAGENTS

CLEANAGENTS WAS BORN ON THE TRAIN. I SAW MANY PEOPLE TRAVELING FROM POLISH NEARBY CITIES TO CLEAN BERLIN APARTMENTS. I SAW A HUGE OPPORTUNITY AND NEED TO CHANGE THIS. SO I BUILT A PLATFORM TO CONNECT CLEANING JOBS WITH BUSY PROFESSIONALS WHO NEED THIS SERVICE.

CAREAGENTS WAS A NATURAL SPIN OFF IN THE DIRECTION OF TAKING CARE OF ELDERLY PEOPLE. ALREADY WITH CLEANAGENTS WE SAW A BIG DEMAND IN THIS FIELD.

www.cleanagents.com
www.careagents.de



ST. OBERHOLZ - RANDOM INVESTOR TALKS

Quite a few investors (including myself) have their offices around Rosenthaler Platz. We often meet randomly for morning coffee at St. Oberholz. We don't want any elevator pitches but it is an opportunity to have a chat about the latest trends and to swap business cards.

CREATIVE LAWYER

Matthias Winkler is a lawyer and notary based on Meinekestr. He has, on many occasions, solved complicated financing situations, legal misunderstandings and corporate structure issues on my behalf - creativity is a rare ability amongst lawyers.

MENTORS

For a first-time entrepreneur, an incubator, start-up academy, or accelerator is the way to go. Berlin probably has the most in the world and they are all worth it for a first-timer. You will find your personal mentor there.

SAMULI SIRÉN //
MANAGING PARTNER AT REDSTONE DIGITAL
I MOVED TO BERLIN TO STUDY IN 1994 AND SHORTLY
AFTERWARDS BEGAN MY FIRST INTERNET BUSINESS.
BACK THEN WE WERE THE PIONEERS OF THE
DIGITAL SECTOR. FAST FORWARD TWENTY YEARS
AND THE DIGITAL SECTOR HAS TRANSFORMED OUR
LIVES. REDSTONE DIGITAL IS A VENTURE CAPITAL
MANAGEMENT COMPANY CREATED OUT OF THE
NEED FOR THE OLD ECONOMY TO KEEP UP WITH
THIS CHANGE AS TRADITIONAL BUSINESS MODELS
ARE DISRUPTED.

www.redstonedigital.de

SAMULI SIRÉN

Redstone Digital

Gründen macht glücklich.

**Zeigt eure Idee.
Beim Innovators' Pitch
auf dem BITKOM
Trendkongress.**

Wir suchen die beste Digital Life Innovation 2014. Ob Lösungen aus den Bereichen Smart Living, Mobile Payment oder Social Media, ob B2B oder B2C – beim Innovators' Pitch sind zukunftsfähige Ideen und disruptive Technologien gefragt.

Den Gewinnern winken Ruhm und Ehre, Medienpräsenz, Kontakte zu Industrie, Investoren, Politik und Multiplikatoren.

Seid dabei und bewirbt euch – bis zum 20. Oktober!
www.innovatorspitch.de

Partner:



JESS ERICKSON

Geekettes



JESS ERICKSON // FOUNDER AND CEO OF GEEKETTES
I'M THE FOUNDER OF GEEKETTES, AN ORGANIZATION UNITING, MENTORING AND PROMOTING WOMEN IN TECH WORLDWIDE. I HAVE THE AMAZING OPPORTUNITY OF INTERACTING WITH SOME OF THE SMARTEST ENTREPRENEURS, HACKERS AND DESIGNERS IN EUROPE. IN MY SPARE TIME I MENTOR WITH THREE BERLIN-BASED ACCELERATOR PROGRAMS: HUB:RAUM, MICROSOFT VENTURES & STARTUPBOOTCAMP.

www.geekettes.io

TWENFM

Are you a founder? Working crazy hours? Yeah, I know how you feel. I think its smart to have a hobby in order to stay creative and decompress. I would host a nightly radio show at TwenFM to escape the tech world. It helped me break up my routine and allowed me to use a different part of my brain.

I HEART DEUTSCHE TELEKOM

I highly recommend building relationships with large tech companies. I've built long-term and short-term partnerships with SAP, Facebook, Google, Sony, Deutsche Telekom and Apple to name a few. They have opened up a lot of resources to Geekettes and hosted or sponsored many of our initiatives.

BUILD A BLOG

Blogging is a great way to share your story with the public. It allows people to gain deeper insight into your work and helps build your personal reputation within the industry. Become an expert, build your voice and share your opinions with the tech world.

BE SELF-CRITICAL, BUT NOT TOO MUCH

I see a lot of excited founders that tend to 'drink their own kool aid' so to speak. The biggest favor you can do for yourself is be self-critical. With your product, your strategy and even yourself. Always ask yourself where you can improve. That doesn't mean you shouldn't dream big and take leaps of faith. That's also a big part of being an entrepreneur.

BE MULTINATIONAL

One of the best things about Berlin is the ability to attract talent from around the world. Build a multicultural team from the start and make sure your company is truly global and a place where the best people in your industry will want to be, not only professionally, but culturally. It will pay off big time.

GO BIG

Start with a big market. The target market is one of the biggest assets of the company and if you are going to do something as painful as starting a tech company, you should try to go big or go home.

SHMUEL CHAFETS // PARTNER AT HASSO PLATTNER VENTURES
I'VE NOW BEEN A VC FOR MORE THAN 5 YEARS, INVESTING IN ISRAEL, THE US AND POLAND. I CAME TO BERLIN EARLY '14 AND JOINED YARON VALLER IN MANAGING HPV. WE ARE A VENTURE FUND FOUNDED BY PROF. HASSO PLATTNER, AND WE LOOK TO INVEST IN EARLY STAGE COMPANIES LED BY GREAT ENTREPRENEURS DISRUPTING BIG MARKETS. WE ARE VERY ACTIVE INVESTORS, BUT SINCE BOTH OF US WERE FOUNDERS, WE ARE VERY CAREFUL TO SUPPORT, BUT NOT TO MICRO MANAGE.

www.hp-ventures.com

Hasso Plattner Ventures

SHMUEL CHAFETS



DIMITRIOS HARATSIS // CEO OF ADCLEAR
ADCLEAR IS A CUTTING EDGE TRACKING PLATFORM FOR
ANALYZING AND IMPROVING THE PERFORMANCE OF YOUR
ONLINE MARKETING CAMPAIGNS. WWW.ADCLEAR.NET

OMCAP
OMCap is an international online conference
about online marketing, combined with a
very nice networking special. A broad range
of international speakers is a guarantee for
high quality content. The conference will take
place in the former movie theater KOSMOS in
the historic Karl-Marx-Allee.

MOBILESUITE
Scarcity of space is one of the handicaps
for startups. Whether a prestigious
conference room or a cosy fix desk,
everything is available: nice cantine and
excellent infrastructure included!

PETIT FLEURY
Your performance depends on your
nutrition. Strengthen your condition
by having the right meal:
well prepared and from healthy
ingredients. Petit Fleury is an
institution in Berlin and perfectly
suitable for all meals: breakfast or
lunch, you will be excited.



AdClear

DIMITRIOS HARATSIS

ChalkRow Ventures

CHANNEY OJINNAKA

CHANNEY OJINNAKA //
FOUNDER OF CHALKROW VENTURES
CHALKROW VENTURES IS A GROWTH
MARKETING & DEAL INTELLIGENCE FIRM
THAT CONNECTS THE FASTEST GROWING
STARTUPS IN EUROPE WITH US INVE-
STORS & CORPORATES VIA PROPRIETARY
TECHNOLOGY. HEADQUARTERED IN
BERLIN, THE FIRM HAS OFFICES IN NYC.
I CAME TO BERLIN IN 2013 AS EIR AT
STARTUPBOOTCAMP AFTER AN M&A
INTEGRATION ROLE AT HUMANA IN NYC.
THE INTERNATIONAL, CREATIVE VIBE
WAS THE PERFECT CHALKROW
LAUNCHPAD.

www.chalkrow.com

MEETUPS

The market is getting saturated. If you do
something that impacts Berliners, they will
remember you. Run a meetup group, start a
club, there are so many ways to stand out.

STARTUPBOOTCAMP

Learning the nuance and culture is important.
I was lucky that I moved here with Start-
upbootcamp. It helped with making initial
friends/colleagues, understanding the ecosys-
tem, understanding the international culture
and learning who the major players are.

PARKS

Be focused. Instead of the 24 hr nightlife, try
the Berlin outdoors. Parks like Tempelhof,
Victoriapark and Hasenheide are simply
amazing in their vastness, plethora of recre-
ational options and beauty. If you run or have
a dog like I do, these parks are great!



MINU CHAWLA

RoadsWellTraveled



THE INNER CIRCLE I am fortunate to have graduated from HHL, known to have contributed many entrepreneurs to Berlin. From consultations with professors, staff and other alumni founders to the regular 'Unternehmertag', HHL and its Alum network has been extremely instrumental in navigating through the Berlin ecosystem.

PINGUINDRUCK It may seem elementary, but for a visually driven, presentation-specific startup, the quality of its marketing collateral is imperative. After using 3 firms to print our business cards (one in SF) and being utterly disappointed, we tried Pinguindruck. No complaints!

BERLIN GEEKETTES Being a female entrepreneur can be lonely, but I believe that women are better represented in the Berlin scene than elsewhere. Geekettes not only gives women entrepreneurs in Berlin a voice, but helps us share and address our concerns, and augment skills through regular workshops and hackathons.

MINU CHAWLA //
CO-FOUNDER AND MANAGING DIRECTOR
AT ROADSWELLTRAVELED

ROADSWELLTRAVELED IS A SPACE WHERE THE WORLD'S ARTISAN TRADITIONS FIND A VOICE - THROUGH CAREFULLY CURATED COLLECTIONS OF MASTERPIECES AND A VIRTUAL MUSEUM THAT EDUCATES ON DYING ART FORMS OF THE WORLD. FOR THE COMPANY, I DEFINE ITS CREATIVE AND STRATEGIC DIRECTION. FOR ME, THE COMPANY SERVES AS A MEANS TO INDULGE PERSONAL AND PROFESSIONAL ASPIRATIONS - TRAVEL, AESTHETICS AND ENTREPRENEURSHIP.

www.roadswelltraveled.com

TEDX BERLIN

Since childhood I've been a huge fan of TED conferences. Some of the smartest people on the planet get their 15 minutes of attention on impactful causes they spend their energy and effort on. Hence I felt very honored to be able to speak at one of their first conferences held in Berlin.

SHISO BURGER

One of the best burgers in town and the place to meet fellow entrepreneurs, investors and friends for lunch. It's a small place but the burgers are a mix of great meat from Europe as well as delicious spices and sauces from Asia. Hence the best of East and West. Just like Berlin. Just like Lesara.

FERNSEHTURM ALEXANDERPLATZ

This might seem like a strange place to select. However, it has a very strong meaning. For decades it was one of the few buildings that people could see from both, east and west. It's been a sign of hope for divided families and people wishing reunification. During hectic days it calms me down.

ROMAN KIRSCH //
FOUNDER AND CEO OF LESARA

MY GREATEST PASSION IS BUILDING AND GROWING BUSINESSES. IN 2011 I FOUNDED AND WAS CEO OF CASACANDA, WHICH WAS ACQUIRED BY FAB.COM IN FEBRUARY 2012. AT FAB I WAS THE CEO FOR FAB EUROPE, RESPONSIBLE FOR THE 28 COUNTRIES FAB SERVES IN THE REGION. PRIOR TO THAT, I GAINED PROFESSIONAL EXPERIENCE WITH GOLDMAN SACHS, BOOZ & COMPANY AND THE EUROPEAN FOUNDERS FUND.

www.lesara.de



ROMAN KIRSCH

Lesara

HRISTO ODISEEV

Cronforce

MEETUPS

The entrepreneurial landscape has evolved a lot in the past years, yet you can easily reach out to many of the startup crowd. Having a chat with some of the serial entrepreneurs, business angels and venture capitalists in Berlin is one of the most truly rewarding experiences you can get.

HUB:RAUM

Do the Events: Berlin offers so many events that it is hard to pick one. As a rule of thumb, Spätschicht and Co-Found will bring you quickly into the scene and locations like Hub:raum, Betahaus, You Is Now and Axel Springer PnP will host most of them.

PROJECT A INCUBATOR

Many individuals come with experience from incubators - pick the right ones by asking challenging questions on real life situations to judge competence and past experience. Remember that start-ups set their focus very differently: speed of execution, strong product, powerful team spirit, creativity.



HRISTO ODISEEV // TECHNOLOGIST AND INVESTOR AT CRONFORCE
BEING A KEEN TECHNOLOGIST I CAME TO BERLIN TO JOIN ROCKET INTERNET AND BUILT ITS GLOBAL TECHNOLOGY FOOTPRINT IN THE LAST 3 YEARS. BERLIN IS GREAT FOR GOING INTERNATIONAL AND I ADORE ITS ABUNDANCE OF DARING STARTUPS AND ENTREPRENEURS. I ACTIVELY ENCOURAGE MY INVESTMENTS TO COME - RECENTLY CRONFORCE, TIMESHEET AND FINANCE ANALYTICS FOR MANAGERS TO MAKE DATA-DRIVEN DECISIONS AND INCREASE EFFICIENCY.

www.cronforce.com

Für alle, die Berlin so lieben wie wir.



Hopfenkaltschale

BERLIN
ICH
LIEBE
DIE

Det is mir schnurz piepe' eja!

Besser schlecht jefahren als jut jeloofen!



Berlin ist der Ort, an dem wir ständig die Welt #NEU erfinden. Jeder Tag fordert uns. #ANDERS. Hier werden Ideen geboren, um sie morgen wieder zu begraben. #ROH. Wir lieben das Unfertige, das Unvollendete, den Drang nach Gestaltung. #DESTROY. Wir glauben an die Kraft der Zerstörung von allem, was sich „fertig“ nennt. #CREATE. Zwischen den Rissen finden unsere Ideen Platz zum Wachsen. Nur eins ist sicher – dass

sich alles verändert. Wenn wir eines gelernt haben, dann das, dass nie etwas final ist. Nicht Berlin, nicht unsere Ideen und nicht das Wallpaper auf deinem #SMARTPHONE. Als Kreativagentur leben wir das seit 17 Jahren. Wir entwickeln Marken und gestalten Kommunikation für Unternehmen und Institutionen. Und vielleicht auch bald für dich? Schau vorbei auf www.mc-quadrat.com

mc-quadrat



OUR MISSION IS TO FOSTER
GROUND-BREAKING BUSINESS
INNOVATION IN EUROPE.

BOOST YOUR DIGITAL BUSINESS

with EU Funding and Future Internet Technology

EuropeanPioneers is the Berlin-based accelerator programme that connects your team, your vision and your expertise with the power of the European Union.



**WANT TO JOIN THE EUROPEANPIONEERS
ACCELERATOR PROGRAMME?**

Apply now at www.europeanpioneers.eu

OUR 8-MONTH INTENSIVE ACCELERATOR PROGRAMME OFFERS:



PUBLIC FUNDING

€50,000 -
€250,000
without giving
up equity



STATE-OF-THE-ART TECHNOLOGY

Open-source technology (from EU-funded platforms FIWARE and FI-CONTENT) gets you to market faster and cheaper



COACHING & MENTORING

Intensive business programme drives you forward



NETWORK

Build your network to venture capital communities



Applications for the first EuropeanPioneers selection round close on 31st October 2014.

LEADERSHIP IN DIGITAL COMMUNICATION

This extra occupational Master's programme at the Berlin University of Arts and the University St. Gallen equips you with insights, toolsets, and an interdisciplinary network. It is quite an effort and investment, but extremely valuable, especially for people from non-business backgrounds like me.

SERVICE DESIGN BERLIN

The monthly held Service Design Drinks by this Berlin based network are a great opportunity to share experiences, knowledge, and meet service-oriented minds around User Centred Design or Design Thinking, however you may call it.

MICROSOFT BIZSPARK

With BizSpark, Microsoft helps Startups by providing free licenses for software such as Office, Exchange, etc. It helped us provide our team with legal and up-to-date software right from the start and at no cost. There is also a budget for Azure Cloud Services.

MELANIE ROBALINO UREÑA //
HEAD OF PRODUCT DEVELOPMENT AT K.LAB BERLIN
HAVING WORKED AS A DESIGNER IN ADVERTISING FOR A FEW YEARS, I DECIDED TO MOVE TO BERLIN TO JOIN THE START-UP SCENE AND TO DEVELOP MY PORTFOLIO WITH THE MASTER'S PROGRAMME „LEADERSHIP IN DIGITAL COMMUNICATION“. NOW, I AM IN CHARGE OF PRODUCT MANAGEMENT AT K.LAB WHERE WE STRIVE TO CHANGE EDUCATION BY DEVELOPING WEB-BASED APPS THAT MAKE LEARNING AND TEACHING SIMPLER, BETTER, AND MORE ENJOYABLE.

www.klab-berlin.com



**MELANIE
ROBALINO UREÑA**

K.lab Berlin

ROSENTHALER PLATZ AND ST. OBERHOLZ

The concentration of creative people and startups surrounding Rosenthaler Platz is incredible. If you don't have an office space or just want to be among like-minded designers and entrepreneurs, get yourself a soy latte in the iconic St. Oberholz.

SILICON ALLEE AND OTHERS

Both Silicon Allee and Deutsche Startups provide very good mailing lists to keep up with the Berlin and Germany related tech news. For more culture and society head to Sugar High or Exberliner.

SPÄTSCHICHT AND ECHTZEIT BERLIN

Echtzeit and Spätschicht events have been superb for us to meet great entrepreneurs and investors. Networking events are important when you're looking for co-founders or want to reflect your concept with other professionals. Schedule follow-up meetings for lunch time.

MARTTI MELA //
CEO AND CO-FOUNDER OF LIFELIFE
LIFELIFE SIMPLIFIES THE APARTMENT HUNT. WE ARE THE ONLINE BROKER THAT MATCHES TENANTS WITH PROPERTY OWNERS, DIGITALLY. OUR ALGORITHM AND SHORTLISTING PROCESS CREATE EXCLUSIVE, BEST-FIT APARTMENT OFFERS FOR PROSPECTIVE TENANTS. FOR LANDLORDS THIS IS VERY IMPORTANT. BASED ON COMPREHENSIVE TENANT DATA ANALYSIS, WE RECOMMEND THE BEST TENANT FOR AN APARTMENT IN A FRACTION OF A SECOND.

www.lifelife.io



MARTTI MELA

Lifelife

MASOUD KAMALI // CEO AT WESTTECH VENTURES AND SOFTWARE & SUPPORT MEDIA GROUP
 I'M THE CEO AND FOUNDER OF WESTTECH VENTURES AND S&S MEDIA GROUP. I'M AN INTERNATIONAL ENTREPRENEUR AND HAVE BUILT UP THE MEDIA ENTERPRISE SINCE 1995. AFTER HAVING LIVED AND WORKED AROUND THE WORLD I CAME TO BERLIN IN 2012 TO BE A PART OF THE VIBRANT AND CREATIVE STARTUP SCENE.

www.westtechventures.com and www.sandsmedia.com

THE 'KIEZ'

Some people say get out and explore new neighbourhoods in Berlin - I say stay in your Kiez (preferably an East-Berlin one). Learn to love your corners and get to know your neighbours. Every time I stroll out, I bump into Florian, Michael, Christoph (you know who I mean).

THE SOHO HOUSE CINEMA

When you're a part of Berlin's startup scene, it's important to be able to escape it at a moment's notice. One of my favourite kind of hideouts is my local cinema. And Soho House's cinema is perfect if you want to do a bit of networking afterwards.

IBB BET

IBB Beteiligungsgesellschaft is a pillar of Berlin's startup scene, having supported countless ventures through ups and downs. If your startup has a bright idea for Berlin's startup scene, IBB Bet will bet on you.



MASOUD KAMALI

WestTech Ventures / Software & Support Media Group

ORIIETTA MENDEZ // COO OF CROBO

I JOINED CROBO IN DECEMBER 2012 TO BUILD A STRONG INTERNAL STRUCTURE, SET UP AND MONITORING OF KPI'S, AND WORKING TOGETHER TO SHAPE A STRATEGY TO BECOME A LEADING TECHNOLOGY-DRIVEN COMPANY WITH FOCUS IN THE GAMING INDUSTRY. CROBO STANDS FOR QUALITY PERFORMANCE MARKETING FOR MOBILE AND ONLINE GAMES. WE WORK CLOSELY WITH GAME-PUBLISHERS WHO PROFIT FROM OUR RICH PORTFOLIO OF MEDIA AND DISTRIBUTION CHANNELS TARGETED TO DRIVE USERS TO GAMES.

www.crobo.com

ORIIETTA MENDEZ

crobo



BERLIN PARTNER

As a foreign national, I am well acquainted with the quite complex processes required in order to renew work permits. When I arrived here, Berlin Partner offered me great support (and later on they did so to a lot of the international employees which I have recruited) as well as assessment to make these procedures easier and more successful.

COVUS GROUP

The Covus Group is an excellent ally for creative people with great venture ideas in the digital scene. The founder, Sven Lubek, is one of the most knowledgeable people in the scene and is always interested in smart concepts and business plans that could be worth investing in.

-K- LEGAL SERVICES

Counting on the experience of Marco Koehler, who specializes in Online, IT and Media Law, has been extremely helpful in understanding the particularities of the digital industry in both local and international levels, especially this being such an unexplored area.

ROCÍO MARTÍN TRAVESÍ // PROJECT MANAGER AT INTOTHEMARKETING
WHEN I CAME TO BERLIN I REALIZED IT WAS THE PERFECT CITY TO START WITH MY PROFESSIONAL CAREER IN THE MARKETING AREA. AFTER WORKING FOR SEVERAL YEARS IN LINK BUILDING AT A GERMAN COMPANY, I FINALLY DECIDED TO BUILD MY OWN COMPANY WITH JESÚS ALFARO AGUADO. INTOTHEMARKETING IS A DIGITAL MARKETING AGENCY, FOCUSED ON HIGH QUALITY SEO AND WEB ADVERTISING.

www.intothemarketing.com



IntotheMarketing **ROCÍO MARTÍN TRAVESÍ**

EUROMOVING

Take a chance: after applying to several internships, Euromoving finally accepted my application making coming to Berlin for 3 months possible. The deal was to intern only for 3 months in an online marketing agency but fortunately it ended up in a 2 year fulltime position.

MT-PERFORMANCE GMBH

Key people: working at MT Performance with Philip Huffman (today's Helping CEO) was a key point. Besides getting advanced business and online marketing know-how from Philip, I was also fortunate to meet Jesús Alfaro Aguado, my current partner at IntotheMarketing. He is almost like a brother to me.

MADAME CLAUDE

Key moments: a Friday night dinner can change your life. Although we had a well-thought-out idea we were missing a clear business plan and vision, so our friends Maria Baptista and Luis Semprun - with the help of a whiteboard in their flat - helped us find the missing key elements of IntotheMarketing.

MEDIA.NET BERLIN-BRANDENBURG

If your startup is involved with media and advertising, this is the organisation to become a member of in Berlin. Media.net can help you get lots of exposure. For instance, you can join their group booth at DMEXCO fair where you will spend the fraction of the cost and energy if you had your own.

BERLINSTARTUPJOBS

If you're looking for employees, I recommend posting an ad here first along with LinkedIn. Unless you're looking for very specialised roles, you can source decent candidates here. It's especially great if you're looking for international employees or interns.

CLARITYPR

I've worked with many many PR agencies in the past. Thanks to Linsey Fryatt and Will Moore, Clarity was clearly the best one that served special needs of an internet start-up like us. They're not only pro-active but they also try hard so that you get the best ROI for your investment.



ONUR KABADAYI

Boomads

ONUR KABADAYI // MANAGING DIRECTOR AND CO-FOUNDER OF BOOMADS

AFTER LIVING 4 YEARS EACH IN ISTANBUL AND CHICAGO WHERE I STARTED MY CAREER IN MEDIA AND MARKETING FIELDS, I MOVED TO BERLIN IN 2013 TO ESTABLISH BOOMADS - A CONTENT MARKETING PLATFORM USED BY LEADING BRANDS SUCH AS COCA-COLA. OUR MARKETPLACE IS THE LARGEST IN EUROPE, INVOLVING 35,000+ BLOGGERS AND SOCIAL MEDIA INFLUENCERS. MY FOCUS IS LEADING PRODUCT AND MEDIA PARTNERSHIPS (E.G. AXEL SPRINGER).

www.boomads.com

MENTORING AT ACCELERATORS

I've mentored at SBC for the past two years and will join Axel Springer Plug and Play as a mentor this year. Admittedly, it's not easy to find time. But I am so creatively energized by interacting with other founders who are really putting themselves out there and not just playing startup.

RAINER WEICHHAUS & RBS

As an American entrepreneur building an international company in Germany, it's easy to make incorrect assumptions about legal, tax, accounting, hiring, etc. My go-to team to keep it all straight is Rainer Weichhaus & RBS. They are amazingly well-versed on the complex topics we face.

CONNECT VENTURES

Sitar, Bill, and Pietro are officially based in London but almost always have someone on the ground in Berlin. Sitar has deep roots with the SoundCloud team and, as such, has a super network here. They are not only our investors, but act as our chief advisors on everything pertaining to growth.

KEVIN DYKES // CO-FOUNDER AND CEO OF RETENTIONGRID I TALK TO CUSTOMERS, SHAPE STRATEGY, RAISE MONEY AND FORGE PARTNERSHIPS. I'M A CAREER B2B SOFTWARE ENTREPRENEUR IN CLOUD, SAAS, AND SMB AUTOMATION. I'VE BEEN BUILDING TECHNOLOGY COMPANIES SINCE 1996, WITH A PRIMARY FOCUS ON PRODUCT, GO-TO-MARKET, STRATEGY, AND GROWTH. RETENTIONGRID USES PRESCRIPTIVE ANALYTICS TO DELIVER PERSONALIZED MULTI-CHANNEL CAMPAIGNS FOR E-COMMERCE COMPANIES IN 58 COUNTRIES. www.retentiongrid.com

KEVIN DYKES

RetentionGrid



starting up WITH IBB



We can get your business up and running.

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www.ibb.de/gruenden



Performing for Berlin.



AXEL SPRINGER
PLUG AND PLAY
ACCELERATOR

INTRODUCTION TO THE AXEL SPRINGER PLUG AND PLAY ACCELERATOR

Launched in 2013, the Axel Springer Plug and Play Accelerator is a Berlin-based accelerator aimed at trailblazing digital entrepreneurs. Axel Springer Plug and Play is more than just an accelerator. From day one, it opens the door to global opportunities and creates connections to an international network spanning Europe and Silicon Valley.

Three times a year, the accelerator team holds a three-month-long program in a representative space in the heart of Berlin. In addition to individual coaching, mentoring, workshops, networking opportunities, events, and €25,000 in support, the program especially stands out due to the two powerful companies behind it. Participating start-ups reap the benefits of close connections to Axel Springer, a German publishing powerhouse with myriad success stories on its record, as well as to the Plug and Play Tech Center in Silicon Valley. An optional three-month extension at the Plug and Play Tech Center adds another dimension to the program, giving teams the chance to learn first-hand from their American forebears and collect American investment. The program ends with a Demo Day, where start-ups have the opportunity to pitch to an elite audience of local and international venture capital firms for additional seed and Series A funding.



FOR MORE INFORMATION SEE: www.axelspringerplugandplay.com



APPLY NOW FOR BATCH VI STARTING MARCH 2015!



CONNECT WITH THE NETWORK

Axel Springer Plug and Play paves avenues for participation within the start-up ecosystem and initiates innovative developments that thrive from the exchange with the network. The accelerator's network includes all the digital portfolio companies of Axel Springer SE that create synergies with the startups, 150 experienced mentors as well as high quality speakers who exclusively share their expert-knowledge. On top of this Axel Springer Plug and Play's global network includes 180+ investors and business angels interested in getting to know the startups early.

INTERNATIONALIZATION

Since July 2014 the Axel Springer Plug and Play accelerator has become even more international: Seven of the eight companies of the fourth program cycle are from abroad: Israel, Ireland and Austria. After this great success Axel Springer Plug and Play is planning to strengthen the connections to the Israeli startup hub even more and will host another Pitching Day in Tel Aviv in January 2015. Furthermore Axel Springer Plug and Play is excited to now connect more with the CEE startup scene and hosted the first Krakow Pitching Day in September to introduce the accelerator program and to present Berlin's attractiveness for young companies.

FOLLOW-UP FINANCING

Meanwhile, many of the Axel Springer Plug and Play Alumni have received follow-up financing from external investors. Investments were made in startups such as Number26 (formerly Papayer), Zenmate, embraase, Jobspotting, and truffls. This means that a high percentage of the participants from the first three rounds of the program have received subsequent financing.

KLAUS SIEGERS

Weberbank

KLAUS SIEGERS // CEO AT WEBERBANK AFTER WORKING IN DÜSSELDORF, LONDON, LUXEMBURG AND FRANKFURT, I JOINED WEBERBANK IN 2005. WEBERBANK IS A BERLIN-BASED PRIVATE BANK WITH ABOUT 200 SPECIALISTS FOCUSING ON ASSET MANAGEMENT AND FINANCIAL PLANNING FOR PRIVATE CUSTOMERS. AS MOST OF OUR CLIENTS HAVE AN ENTREPRENEURIAL BACKGROUND, WE OFFER A BROAD RANGE OF FINANCIAL SERVICES FOR ENTREPRENEURS, DEPENDING ON THEIR INDIVIDUAL OBJECTIVES.

www.weberbank.de

IDENTIFY THE RELEVANT NETWORKS AND BECOME MORE ENGAGED

Like few other cities, Berlin is characterized by a high number of residents relatively new to the city. One result is a broad range of very open and active networks. Their relevance for daily business should not be underestimated, but taken as an opportunity.

ALLOCATE TIME WISELY

Entrepreneurs quickly realize the value of time and the need to set the right priorities. As an example, knowing that your own private sphere is well organized offers additional capacities and time to build your company. This is maybe one of the biggest benefits we offer to our customers: to decide more efficiently or to delegate decisions to us in order to act on their behalf following their objectives.

HEDGE RISKS

One precondition for good decision-making is to avoid decisions under pressure. Making sure that core personal risks are identified and appropriately hedged ensures flexibility in order to optimize results.

IBM BLUEMIX

the perfect mix for start-ups

IBM Bluemix provides the perfect mix of tools for start-ups to develop software and apps. The open cloud development platform is available on bluemix.net. The PaaS (Platform as a Service) environment includes more than 50 services for building secure, cloud-based business applications and makes Bluemix one of the largest Cloud Foundry deployments in the world.

Bluemix runs on the SoftLayer infrastructure and combines the strength of IBM's middleware with other services from IBM partners and the open source community. The growing catalog includes tools regarding Big Data, social, mobile, security, and the Internet of Things, and for industries ranging from mobile commerce, academia, advertising, and emerging spaces such as wearables.

IBM continues to deploy more of its own technology onto Bluemix. For example, IBM's MQ Light messaging service to help developers quickly and easily connect different components of an application together in the cloud – regardless of programming language. IBM also deployed Gamification services to Bluemix to

help create new systems of engagement for cloud applications across a range of industries, which offer game-like incentives. The flexible cloud platform allows developers to concentrate on their key program. Startups, especially, can streamline with Bluemix the time-consuming development of IT environments. To encourage developers to use Bluemix, IBM just launched the first IBM Bluemix Garage at Galvanize SF, in the heart of the startup community. Designed as a collaborative space for developers from companies of all sizes, IBM Bluemix Garages will help redefine how developers use the cloud to turn new ideas into initial products, evolve them based on market feedback, and deliver scale and integration with client systems as needed through the IBM Bluemix platform. Watch for the first to come to Germany!

Bildunterschrift: IBM Bluemix Garage at Galvanize, San Francisco, Photos: IBM, galvanize.

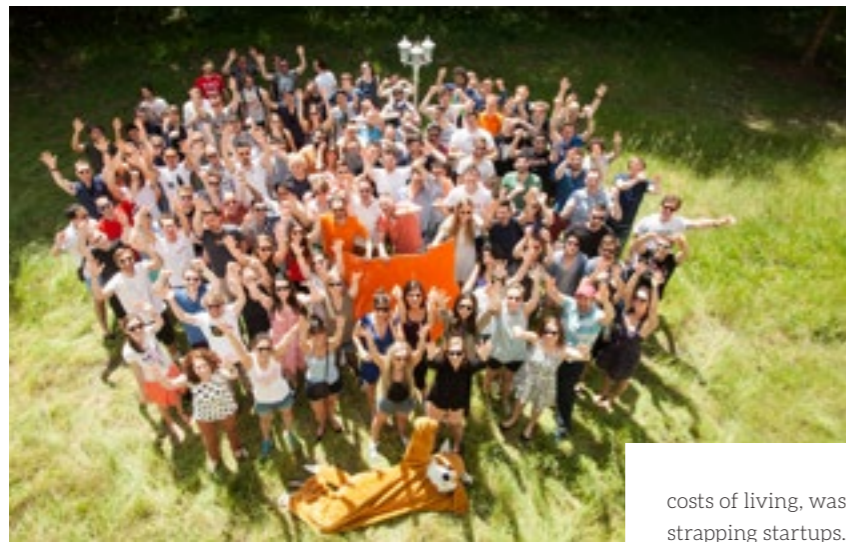


IBM Bluemix Garage at Galvanize, San Francisco, Photos: IBM, galvanize



39 NATIONALITIES WITHIN ONE COMPANY

Sarah Hoffmann, Head of HR at fast-growing company builder, HitFox, sat down with us for a talk about Berlin's appeal as a startup city for international talent, what it is doing well and what could be better. What are the takeaways for other startup hubs in Europe?



HOW DOES THE ISSUE THEME "INTERNATIONALITY" FIT IN WITH HITFOX?

With 39 nationalities currently working within our group, HitFox is internationality. We have employees from Argentina, Sweden, Canada, Turkey, France... the list goes on. The company has German roots through its founders and early history, but with offices on three continents and people from all corners of the world, we see ourselves as a global startup.

WITH SO MANY CULTURES UNDER ONE ROOF, WHAT IS THE OUTCOME?

We are always positively surprised by the sense of community that arises, especially between the international hires. People advise each other on what "Kiez" to search for an apartment in, which clubs to go to, and they regularly get together after work to enjoy all that the city has to offer. Another thing that unites them is having a laugh at German clichés.

BERLIN AND ITS STARTUP SCENE ATTRACTS PEOPLE FROM ALL OVER THE WORLD. WHY IS THAT?

The city is still seen as "poor, but sexy". With its great mix of nationalities and cultures, Berlin is the capital of Europe. It is still rather easy to find a central place to live for a reasonable price, making it attractive to move here. I think Berlin's low rents, abundant office and living space, as well as overall low

costs of living, was the main attraction for the very first bootstrapping startups. These pioneers have since built up a strong community that has an appeal in itself. It is not about joining a specific startup, it is about being part of what is happening in Berlin right now. And this community is very welcoming towards incoming talent, an aspect that the rest of Berlin could improve on.

WHERE DOES BERLIN STILL NEED TO CATCH UP?

As mentioned, the "Willkommenskultur" could definitely be stronger. What we often hear from our international recruits is that the people here speak English, but the city itself does not. Getting around in Berlin with limited knowledge of German is difficult - German authorities & BVG are just two examples of this. This demands resources from the startups as our international hires need assistance to get settled. It could definitely be easier.

BERLIN AS A BLUEPRINT FOR OTHER STARTUP CITIES - WHAT ARE THE TAKEAWAYS?

Fostering the creation of a strong startup community has spillover effects on other companies and on the influx of talent. The inspiration that the success of this community gives rise to, coupled with the openness of the city itself, is the source of Berlin's innovation. The second step for Berlin is to adapt to the new needs that arise as a result of this success, without losing what makes Berlin unique and attractive.

Thank you very much for the interview.

Before every investment, invest into the exit



Digital media offer numerous opportunities to earn or lose money. Therefore, invest from the very outset in legal security - over the entire life cycle of your transaction, from the seed investment to the exit.

In addition to the expertise from over 60 transactions a year, 3rd place in the JUVE handbook German Commercial Law Firms ranking (Venture Capital) and the JUVE award "Law Firm

2012 for Media and IT", you benefit from our innovative way of thinking which combines in-depth knowledge of the industry, legal expertise and international experience: our extraordinary "Connected Insights".

The result can be measured by the highest standards in the market and has only one objective: to surpass your expectations. The best thing to do is to invest a little time today in an initial talk with us. You can reach our lawyers at specialists@osborneclarke.com.



COMPANY CULTURE

The right culture is what keeps people together if everything else is falling apart. One of the reasons I love working for PubNative is the spirit of open communication, strong motivation, loyalty, belief in and love for what we do, and being ready to go the extra mile.

MULTICULTURAL ENVIRONMENT

In the Berlin startup scene I had the pleasure of working with people from all around the world. Since I myself have an international background, the intense degree of diversity in the Berlin startup scene allowed me to get accepted, broaden my horizons and see the world from an entirely new angle.

EXPERIMENTATION

Over the course of my career I have learned that great products emerge from an iterative process of experimenting with innovative technologies and letting the market be the judge. This philosophy has been crucial to the success of all HitFox Group ventures.

FATIMA ALIYEVA // SENIOR BUSINESS DEVELOPMENT MANAGER AT PUBNATIVE
 I WORK HARD TO MAKE PUBNATIVE A REAL SUCCESS STORY OF NATIVE MOBILE ADVERTISING. PUBNATIVE WAS LAUNCHED IN JULY 2014 AS A SOLUTION TO MONETIZE MOBILE TRAFFIC (BOTH APP AND MOBILE WEB) VIA TRULY NATIVE ADS. PUBNATIVE IS AVAILABLE THROUGH AN API AND THEREFORE DOES NOT REQUIRE THE INTEGRATION OF AN SDK BY PUBLISHERS.

www.pubnative.net

FATIMA ALIYEVA
PubNative

Mornin' Glory

FABIO PALTENGHI

MOBILESUITE

This is where Mornin' Glory was born: a co-working space in Prenzlauer Berg. The ideal space to connect and interact with other start-uppers, exchange knowledge, get your freelancers coming in, and pitch to potential investors. They even have a phone booth in the wall for a loud Italian talker like me.

PIZZA PANE

Do you want a happy motivated team? Of course you do! Rule No. 1: feed them well. Pizza Pane on Kastanienallee makes some of the best (real) Italian pizza in Berlin. A recurrent Mornin' Glory Friday lunch with the team. And as I speak Italian, we usually get a free espresso with it. Classy!

ENZOSTEFANO MANOLA - THE CREATIVE SOUL

I am not a designer. How many business guys say it and then start getting creative? Too many. But not me. I have the luxury of having Enzostefano addressing all creative aspects of my (business) life. He conceived MG packaging, our upcoming cool handle and designed our funky office. Priceless!

FABIO PALTENGHI // CO-FOUNDER OF MORNIN' GLORY
 AFTER SOME 15 YEARS IN NYC I SIMPLY FELT IT WAS TIME TO RECONNECT WITH EUROPE: BERLIN HAS THE ENERGY THAT ORIGINALLY DREW ME TO NYC - THE CREATIVITY, GROWTH AND OPTIMISM, PLUS AN ADDED BOHEMIAN TWIST. MORNIN' GLORY IS THE ONE-STOP-SHOP FOR MEN SHAVING. BESIDES HIGH-QUALITY RAZOR BLADES, WE OFFER A LINE OF PRE- AND POST-SHAVE PRODUCTS. WITH JUST A FEW CLICKS, PRODUCTS ARRIVE IN YOUR MAIL BOX.

www.morninglory.com



DON'T OVER OPTIMISE

In one of our early funding rounds we kept tweaking the shares for the team, the valuation and other minutia. This caused us to lose some interested investors. We finally closed the round when an advisor said bluntly: "Don't over-optimize. It will all be rewritten in the next round anyways."

CONFERENCE HACKING

I try to do a couple of conference hacks a year. I'll hop on a cheap flight to a city hosting a tech conference and just tap my network for coffees, meetups, drink-ups and parties around the main event. It's a bit like Wedding Crashers for tech. I met my favourite advisor and mentor, Peter Read, this way.

THE FACTORY

The Factory has the potential to be the Xerox PARC of Berlin. What's even better about the Factory is it's community-driven. Being part of an organic accelerator based on communication between late stage and early stage startups with a physical infrastructure has proven invaluable to me and my teams.

One Spark Berlin
TRAVIS TODD

TRAVIS TODD // MANAGING DIRECTOR OF ONE SPARK BERLIN

I'VE BEEN INVOLVED IN THE BERLIN START-UP SCENE SINCE BEFORE THE IPHONE. I'VE TRIED TO LEAVE, BUT INEVITABLY GET DRAWN BACK TO BERLIN'S RIPE CREATIVE COMMUNITY. THIS COMMUNITY LED ME TO BRING ONE SPARK, THE WORLD'S CROWD-FUNDING FESTIVAL, TO EUROPE. BERLIN IS AN AMAZINGLY CREATIVE CITY WITH LIMITED ACCESS TO CAPITAL AND OUR MISSION IS TO UPSET THIS IMBALANCE THROUGH LIVE CROWDFUNDING.

www.onespark.berlin



GREAT TEAM AND HARD WORK

To be honest, I don't have insider tips to give here. What's great about Berlin is the general atmosphere among people living and working here. There are good events like Heureka, CEO dinner, Echtzeit but in the end a great team and hard work makes a great company. In Berlin you have a lot of that.

FIND YOURSELF IN A CAFE

I think cafes in Berlin are great places, maybe the cheapest way to start up. I used the welcoming space of Berlin's cafes many times myself.

ANGEL FUNDING

As a general tip (not only for Berlin), I think business angel funding is a great thing. Same for advisors: if you find a good advisor, regardless of whether they're a lawyer, mentor, consultant, then keep for a long time.

NIKLAS ÖSTBERG // CEO OF DELIVERY HERO

IT'S VERY EXCITING TO BE PART OF WHAT'S CURRENTLY HAPPENING IN BERLIN. THE TECH SCENE IS EXPLODING AND IT'S GREAT TO BE A PART OF IT AS THE CEO OF DELIVERY HERO. TODAY WE DELIVER MORE THAN 10 MILLION MEALS PER MONTH ACROSS 25 COUNTRIES IN 5 CONTINENTS. WE ARE CONTINUOUSLY TRANSFORMING THE WAY PEOPLE ORDER FOOD ONLINE. EXCITING TIMES. THE FOUNDERS OF DELIVERY HERO HAVE BEEN BUILDING INTERNATIONAL INTERNET COMPANIES FOR MORE THAN A DECADE. OUR TEAM IS EXPERIENCED, SKILLED AND MOTIVATED TO BRING INNOVATIVE CONCEPTS TO THE FOOD DELIVERY INDUSTRY. DELIVERY HERO AND ITS HEADQUARTERS ARE BASED IN BERLIN, THE START-UP CAPITAL OF EUROPE. DELIVERY HERO IS AIMING TO BUILD THE THE BIGGEST CATERING NETWORK IN THE WORLD.

www.deliveryhero.com



NIKLAS ÖSTBERG

Delivery Hero

STARTUP DIGEST

When I came to Berlin the first thing I did was go on Startup Digest and to Betahaus. I went to a lot of events of sorts, be it management, new technologies, hackathons, launches of new products – you name it, I checked it out. This enabled me to meet the right people in a short amount of time.

FOUNDER INSTITUTE - GET SOME STRUCTURE

After a few months of being in Berlin, I decided to enter Founder Institute to get the development of my idea – connecting people with local food in a proper structure. The Founder Institute helped a lot and I still keep in touch with them and have lifelong access to the network and curriculum.

GET BUSY – HUSTLE AND PERSIST

Once the idea stage had been set, it was all about work. Hardware.co required a lot of lonely hours but at the end it was the beginning of a very cool project. The first couple of months it was rejection after rejection and then it started picking up. The price of building something new.

YATAN BLUMENTHAL VARGAS

Food Assembly / Hardware.co



YATAN BLUMENTHAL VARGAS //

COUNTRY MANAGER AT FOOD ASSEMBLY / CO-FOUNDER AT HARDWARE.CO

IN 2009 I STARTED MY STARTUP ODYSSEY AFTER WORKING FOR BANKS, NGOS AND UNITED NATIONS. I TRIED E-COMMERCE, A WEB STARTUP AND A COWORKING SPACE IN THE NETHERLANDS AND INDIA. IN BERLIN I CO-FOUNDED HARDWARE.CO – GERMANY'S FIRST HARDWARE ACCELERATOR. SINCE 2013 I'M WITH FOOD ASSEMBLY – WE CONNECT FARMERS AND CONSUMERS, THUS DEMOCRATISING FOOD TRADE AND BRINGING PRODUCERS AND CONSUMERS CLOSER AGAIN.

www.foodassembly.com

PEDRO JARDIM //

FOUNDER OF AGORA AND APOIO

I CAME TO BERLIN TO CREATE A SPACE, LEARN ABOUT GROUP DYNAMICS, RESILIENT COMMUNITIES AND COLLABORATION. SINCE THEN I HAVE BEEN LEARNING HOW TO INSTALL WORKING STRUCTURES AND METHODOLOGIES THAT FOSTER COLLABORATIVE AND COMMUNITY ENVIRONMENTS. AGORA IS A CULTURAL CO-WORKING AND ART HUB WITH OVER 80 MEMBERS IN BERLIN FOCUSED ON OFFLINE COLLABORATION METHODS.

www.agoracollective.org



Agora / Apoio

PEDRO JARDIM

SANKT OBERHOLZ

Sankt Oberholz has managed to create a very nice combination of having an excellent café with coworking and living spaces attached. A nicely designed space that has thought of its design and branding to the details. I really like its atmosphere and feel reflecting its creator Ansgar Oberholz.

RE:PUBLICA

Founded by Andreas Gebhard, re:publica brings 6000 people together once a year to meet and talk about topics related to the cultural Zeitgeist and future of the Internet.

FÖRDERHELDEN

Created by Marc and Marius, Förderhelden is a nice consulting company that connects to the agencies that will help you write your grand proposals. Both of them are very helpful and agile people who have extensive knowledge of technologies and funding opportunities.

BIG BANG 1998: Back from a prestigious US university and now chairman of the Math.Dept. at the TU Berlin: The change could not be greater! On my first day, a representative of the Berlin Senate complains about the pure quality of teaching. It triggers the vision for new learning concepts and for MUMIE.

A SECOND LEG E-Learning software needs highly qualified software engineers - a great opportunity for our team to expand their activity and work on sophisticated software projects. For example, dynamic websites for large companies and mobile apps for start-ups like MyLorry.

CHALLENGE Change in public universities and schools - a nightmare. Change management - a term basically unheard of. But if it doesn't kill you it makes you stronger. What an opportunity! With help from friends, young colleagues and students we introduced new teaching concepts and new learning environments.

RUEDI SEILER

integral-learning

$$e^{2\pi i} = 1$$

$$\frac{1}{2\pi i} \int_{\gamma} T_r P dP dP = C_1$$



RUEDI SEILER //
CO-FOUNDER OF INTEGRAL-LEARNING
 I HAVE A PHD IN THEORETICAL PHYSICS AND EXPERIENCE AS A PROF. OF PHYSICS AND MATHEMATICS, AS WELL AS TEACHING EXPERIENCE IN THE US, FRANCE, SWITZERLAND AND GERMANY. INTEGRAL-LEARNING IS A START-UP OF TU BERLIN AND THE OFFSPRING OF A PROJECT WITH RWTH AACHEN, TU MÜNCHEN AND THE UNIVERSITY OF POTSDAM. IT FOCUSES ON DEVELOPMENT AND SERVICES AROUND THE LEARNING MANAGEMENT SYSTEM MUMIE.

www.integral-learning.de

BVMW

BVMW offered extensive support during my first business steps. As a member you have great networking possibilities to SME local in Berlin, Germany as well as internationally. Ask for Stefan Dirks, he does an outstanding job.

BPW - BUSINESS PLAN COMPETITION

BPW starts every year and provides assistance to entrepreneurs in drawing up their business concept free of charge, e.g. 3 steps to evaluate your business plan, free online/offline seminars (finance, marketing, Canvas Model etc.) and networking events.

INTERIM INVEST

Focused on improving the possibility of success for start-up enterprises, building a portfolio of young companies for professional and private investors. They supported me a couple of months with another start-up. They also offer work space and a postal business address for start-ups.



XIMENA MERCEDES JESSEN

Chile & Germany

XIMENA MERCEDES JESSEN //
FOUNDER OF CHILE & GERMANY

I WAS BORN IN CHILE, GREW UP IN BUENOS AIRES AND BERLIN, AND WORKED IN SPAIN. AFTER FINISHING MY MBA I RETURNED TO BERLIN TO EXPLORE THE IDEA OF REALIZING A STARTUP BUSINESS. I'M EXCITED FOR MY PROJECT, CHILE & GERMANY, WHICH CONNECTS MY PERSONAL DOTS WITH THE VISION TO REALIZE IDEAS INTO BUSINESS. CHILE GERMANY OFFERS QUALITY CONCEPTS, BUSINESS DEVELOPMENT, STRATEGY TO SUCCESS AND A SUPPORTIVE NETWORK.

www.chilegermany.com

SOCIAL IMPACT LAB

The Social Impact Lab is a great accelerator for social business and newcoming social entrepreneurs coming to Berlin.

DON'T OVERTHINK, JUST DO

Entrepreneurs don't think, they do. You will face many different opinions along the way. Some people will express doubt concerning your ideas. There is nothing else to do but find out yourself. So just do it.

BASE YOUR ACTIONS ON FACTS

Too many chefs will ruin the soup. Too many opinions will make you paralyzed. When making a decision, don't do what others "think" or "feel" is right. You cannot base your business on feelings. Just follow the facts. How to find out? By testing, testing, testing.

MAXIE MATTHIESSEN

Ruby Cup

MAXIE MATTHIESSEN // CO-FOUNDER AND COO OF RUBY CUP RUBY CUP IS AN AWARD WINNING SOCIAL BUSINESS BASED IN BERLIN AND NAIROBI THAT PROVIDES A HIGH QUALITY AND LONG-LASTING MENSTRUAL HYGIENE PRODUCT TO GIRLS AND WOMEN WORLD-WIDE. RUBY CUP IS BEING SOLD MAINLY ONLINE AND THROUGH SELECTED RETAILERS. FOR EVERY PRODUCT SOLD, ONE IS DONATED TO A GIRL IN AFRICA. THAT WAY THE COMPANY HELPS GIRLS TO STAY IN SCHOOL. www.ruby-cup.com



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BERLIN – CAPITAL OF STREET FOOD



1959 the curry wurst was patented in Berlin. In the 1970s döner kebab found its way here. Today street food markets and exotic finger food are ensuring the indulgence of Berliners and their guests from hand to mouth. The online city guide Yelp knows just the place. Here the local Berlin Yelp Elite present their favorites:



HANAGE - JAPANESE OKONOMIYAKI (JAPANESE IN PRENZLAUERBERG)

www.yelp.com/biz/hanage-japanese-okonomiyaki-berlin

"On first glance, an Okonomiyaki might be mistaken for something sweet since the dish's two sauces appear to be caramel and vanilla.

Way off the mark! It really is a spicy, savory, rich and fluffy ensemble."

Katja L

DISTRICT MOT (VIETNAMESE IN MITTE)

www.yelp.com/biz/district-mot-berlin

"Ribs and the burger were ordered... It simply tastes different than ordinary burgers but definitely super delicious! Only the yeast bun is a bit too dominant, apart from that: medium patty, a herb-coleslaw mix on top - epic!"

Georg V

TEIGMEISTER PIZZA (DRIVE THRU IN MOABIT)

www.yelp.com/biz/teigmeister-pizza-berlin

"Being located right on the central island amongst a flower shop, an Aral gas station and an E-Reichelt supermarket, Teigmeister cannot be missed. The concept is simple and convincing. They offer a few soft drinks and an array of 15 pizzas."

Chris L

STREET FOOD THURSDAY (THE ENTIRE WORLD IN KREUZBERG)

www.yelp.com/biz/street-food-thursday-berlin

"I have to dispense 5 stars... Lots of small stands with freaking delicious offers. You can eat your way through the entire world - and there's definitely something for everyone."

Andreas R

REMBRANDT BURGER (DUTCH IN FRIEDRICHSHAIN)

www.yelp.com/biz/rembrandt-burger-berlin

"Tip-top, delicious burgers made of premium meat with a Dutch impact... Several dreams come true now that I don't have to go on a pilgrimage to the hip neighborhoods in search of a frikandel or a burger."

Oliver T



WHAT IS YELP?

Yelp is an online city guide. Yelp is an app. A website. A rating platform. Yelp is for originals, expats and New-Berliners. Yelp has communities worldwide which recommend their favorite locations: from cafés or handymen, shops and dentists up to the new street food market.

Yelp was founded in San Francisco in July 2004 and is presently in 28 countries. By now, Yelpers have written more than 61 million reviews about local establishments and have thus turned Yelp into the leading platform for everything local. 61% of Yelp queries worldwide have been issued from mobile devices.

Further information can be found at www.yelp.com/berlin or by contacting Berlin's Yelp Community Manager Anne via: kekstester.yelp.com // aseubert@yelp.com



START UP!

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DANIEL CARRION RIVAS

elReinventor

DANIEL CARRION RIVAS // FOUNDER AT ELREINVENTOR
 OBJECT MAKER. DESIGNER. ARTIST. ELREINVENTOR WAS FOUNDED IN 2009 IN BOGOTA, COLOMBIA AND MOVED TO BERLIN IN 2010. THE PROJECT IS BORN FROM A SUSTAINABLE APPROACH TO DESIGN AND OBJECT MAKING, FOCUSING ON JEWELLERY, LIGHT INSTALLATIONS AND FURNITURE, REUSING MATERIALS FROM A TIME WHERE THINGS WERE BUILT IN A DIFFERENT WAY, HANDMADE AND OF GOOD QUALITY METALS AND WOOD.

www.elreinventor.com



UPCYCLING FASHION STORE

A place that will challenge you to rethink the way you see fashion. Everything used to be something else. Located at Anklamer Str. it's worth paying a visit.

DANIEL KROH RECLOTHINGS

Out of old discarded working clothes and Daniel's incredible tailoring experience, one of a kind sacos, coats and suits come to life. Lately he has been venturing into theatre with fantastic results.

SEMIDOMESTICATED

One of the best platforms for art, design, events and much more. Two stylish girls with impeccable taste running a place where inspiration thrives.

EDITA LOBACIUTE

Berlin Startup Consulting



RAINMAKING FAMILY I can almost call this co-working space home and the people there family. When I arrived I had the warmest welcome and since then was able to build friendships, business connections and find a perfect working spot. Every day is different here and I'm happy to be part of this ever changing community.

SILICONDRINKABOUT When I get off work, I want to hear stories instead of sales pitches. Silicondrinkabout is an awesome alternative to the usual business meetups, bringing the Berlin startup scene together weekly for some laid back after-work quality time. Great to meet new people and share some experience!

POWER OF WORKSHOPS In a startup hub like Berlin it is difficult to get noticed for freshly launched companies. Workshops on Fundraising, PR, Online Marketing, HR etc. like the ones we organize at Berlin Startup Consulting are a nice way to get people on your table, learn new things and meet loads of valuable leads.

EDITA LOBACIUTE // MARKETING MANAGER AT BERLIN STARTUP CONSULTING
 I CAME TO BERLIN FOR THE SECOND TIME 6 MONTHS AGO AND I AM IN LOVE WITH THE POSITIVE ENERGY HERE. MY SPECIALTIES ARE MARKETING, EVENTS AND SOCIAL MEDIA, CREATING MEANINGFUL AND INNOVATIVE CONCEPTS IS MY PASSION. I USE MY SKILLS AT BERLIN STARTUP CONSULTING, THE GO-TO SOURCE FOR TECH-STARTUPS IN SEARCH OF COMPETENT CONSULTING AND SUPPORT FOR COMPANY BUILDING, INTERNATIONAL EXPANSION AND FUNDRAISING.

www.berlin-startup-consulting.com

LUIS-DANIEL ALEGRIA // CEO AND CO-FOUNDER OF VAMOS
I RUN VAMOS, AN EASY TO USE EVENT GUIDE THAT HELPS YOU TO GAIN ACCESS TO THE MOST INTERESTING EVENTS IN YOUR CITY. EVERYTHING FROM ART & ENTERTAINMENT, FOOD & DRINKS, FASHION TO CLUBS. OUR COMMUNITY OF USERS JOIN AND SHARE EVENTS THEY FIND ON VAMOS AND ALSO FOLLOW THEIR FAVORITE VENUES. WE ARE COMMITTED TO MAKE SURE TO PROVIDE THE BEST EVENT DISCOVERY PLATFORM IN THE WORLD. GIVE IT A SPIN!

www.getvamos.com

LUIS-DANIEL ALEGRIA

Vamos

THE HACKATHON

In Feb 2012 we organized a hackathon. This event will forever be remembered as the kick-off of Vamos. We managed to bring 40 people together from 5 different nations for 24 hours in Berlin. This event brought us Jens, our CTO, plus 4 friends who liked the project so much that they decided to invest.

THE CITY THAT NEVER SLEEPS

No matter if it's Monday, Friday or Sunday there's always something interesting to do in Berlin. From Bite Club, a popular street food market, to a clubbing marathon at Berghain. You never get bored of this city and if you lack inspiration then just open up Vamos.

THE FACTORY

We are happy to be part of The Factory family and I encourage newcomers to the city to get familiar with their services. Besides putting the best of Berlin under one roof, it also provides great community events. For example, the Secret Garden party we co-hosted together with Opnrs.com.



PREMIUM EXHIBITIONS

BERLIN The PREMIUM Berlin Fashion Trade Show ranks among the most important fashion trade shows within Europe...and it's owner and founder, Anita Tillmann, is a great supporter of new ideas, labels and entrepreneurs. PREMIUM also helped us with our first retail presentation.

VERBAND DEUTSCHER UNTERNEHMERINNEN

When I started my first company, I joined the VdU (German Association for Female Entrepreneurs). This is where I met great entrepreneurs who went through everything while building up leading companies. I learned: the first 3 years are the hardest and you have to be nearly broke to be successful.

VEREIN DER FREUNDE DER NATIONALGALERIE

Open your mind. Being an entrepreneur, to me, means to always walk around with open eyes and ears and consume things which have nothing to do with your major business. This is where you generate creativity, new business perspectives and inspiration. To me this is art and music.

MARU WINNACKER //
FOUNDER AND CEO AT PROJECT OONA

I'M A FASHION ADDICT AND HANDBAG LOVER, A GERMAN WITH KOREAN GENES. I STUDIED BUSINESS ADMINISTRATION IN THREE DIFFERENT UNIVERSITIES SPREAD ACROSS GERMANY, AMERICA AND ARGENTINA. OONA'S VISION IS TO BECOME THE LEADING ONLINE HANDBAG FASHION BRAND WHERE EVERY WOMEN CAN FIND HER PERFECT HANDBAG AND FASHION ACCESSORY.

www.project-oona.com



Project OONA

MARU WINNACKER

VOLKSHOCHSCHULE - LEARN SOME GERMAN I came to Berlin to start up, but I had no team, no idea and barely knew anyone. The first thing I did, was to do an intensive (and affordable) German course at Volkshochschule. It's a must if you want to develop your business idea in Germany and I knew I would have no time once I started up.

HARDWARE.CO - GET ACCELERATED Accelerators give you energy and network - I went to Startup Bootcamp and volunteered for the startup "Avuxi" just three weeks before demo day - the final boost to make Keydock happen. Later, Keydock participated in the Hardware.co accelerator at betahaus: the mentorship we got there was invaluable.

GO TO COOL CAFÉS TO MEET ENTREPRENEURS Keydock made me discover many cafés in Berlin. In some of them the concentration of entrepreneurs is very high and that's great for networking. I recommend Le Labo, which is a part of coworking space Rainmaking Loft and Jää-äär, which is a cosy café and creative space. Both also have Keydock.

IVAN PALENIK //
CO-FOUNDER AND
CEO OF KEYDOCK

I'M FROM SLOVAKIA AND STUDIED IN PARIS BEFORE MOVING TO BERLIN TO START UP. I'M ALSO AN AIRBNB HOST AND OFTEN HAD THE "KEY ISSUE": HOW CAN THE GUEST GET INTO MY FLAT WHEN I'M OUT? THAT'S WHY I STARTED KEYDOCK. KEYDOCK HELPS PEOPLE MANAGE ACCESS TO THEIR PHYSICAL KEYS ONLINE BY USING A NETWORK OF COOL CAFÉS WITH OUR KEY BOXES INSIDE. CONTACT US WITH THE PROMOCODE "HUNDERT" TO GET A SPECIAL OFFER!

www.keydock.co

IVAN
PALENIK
Keydock



INTERNATIONS

Berlin is international so always think international. Build your business international, build an international network in Berlin, hire an international team and make international friends. Also the best lessons are the ones you get from other expats who have made it here.

FOCUS

It's very easy to get out of focus in Berlin. You have endless offers for partnerships, some good, most very bad and an endless number of job offers. To make it, you need to stay focused on your business and think every day which Berlin connections can really help you. No website to help you here...

EXBERLINER

As a newbie in Berlin it might be difficult to follow what is going on in Berlin outside of the startup world. For me, apart from making sure not all my friends work in the startup industry, I found Exberliner as great source on general stuff. Helps you get out of the startup bubble as well!

MATTI
RÖNKKÖ

Nosto Solutions

MATTI RÖNKKÖ //
CHIEF COMMERCIAL OFFICER AT NOSTO SOLUTIONS

I'M AN ONLINE STARTUP PROFESSIONAL WITH EXPERIENCE IN BUILDING SUCCESSFUL ONLINE BUSINESSES ACROSS THREE CONTINENTS. NOSTO IS A PLUG AND PLAY PERSONALIZATION SOLUTION THAT ENABLES ANY ONLINE RETAILER TO DELIVER TO THEIR CUSTOMERS A PERSONALIZED SHOPPING EXPERIENCE. FREE TO INSTALL, NOSTO WORKS WITH ANY ONLINE STORE WITH IMPLEMENTATION AS EASY AS ADDING GOOGLE ANALYTICS TO A SITE.

www.nosto.com

FIND AND SPEND TIME WITH YOUR PEERS

Some of the best connections I've made are with local CTOs over lunch, dinner, or coffee. These meetings have usually started via informal emails directly to the people I'm interested in getting to know. I have learned a lot and made some friends in the process.

CONNECT WITH THE COMMUNITY AND MAKE AN IMPACT

I was lamenting the lack of a meetup that catered to our eclectic and obscure tastes in technology so I created one: Strange Group. It attracts 30-50 people and consistently exposes me to inspiring software development content. Maybe we made a small but lasting impression on what Berlin's technology scene is to become?

MAKE MEMORIES, NOT JUST PRODUCTS

Memories are formed out of homogeneity. Clusters of sameness clump together into a single, tangible experience. I'm afraid that in bubbles like ours, it'll be too easy to look back on these years as simply "when we built those products for the internet." That would be a shame, wouldn't it?

CHAD FOWLER // CHIEF TECHNOLOGY OFFICER AT 6WUNDERKINDER
I LEAD THE ENGINEERING AND DEVELOPMENT TEAMS, WHO ARE RESPONSIBLE FOR BUILDING WUNDERLIST. WUNDERLIST IS THE ONLY PLACE WHERE PEOPLE CAN MANAGE ALL THEIR LIFE'S TO-DOS AND COLLABORATE WITH OTHERS. WITH ITS BEAUTIFULLY SIMPLE DESIGN AND POWERFUL FEATURES, WUNDERLIST HELPS MILLIONS OF PEOPLE AROUND THE WORLD TO KEEP THEIR LIFE IN SYNC.

www.wunderlist.com

6Wunderkinder

CHAD FOWLER

GET 25 STOCK PHOTOS FOR FREE

FOR YOUR MARKETING AND ADVERTISEMENT, YOUR BLOG POSTS, SOCIAL ACCOUNTS AND MOCKUPS. AUTHENTIC. EASY. ROYALTY FREE.



GET IT NOW
www.picsastock.com/#free

ALEXANDER ZACKE // CEO OF AUCTIONATA
OUR MISSION IS TO MAKE THE ART, ANTIQUES
AND COLLECTIBLES MARKET TRANSPARENT AND
ACCESSIBLE. THUS, GEORG UNTERSALMBERGER
AND I DEVELOPED AN ONLINE AUCTION ROOM
WITH A PATENTED TECHNOLOGY TO BROADCAST
HD LIVESTREAM AUCTIONS, WHERE BIDDERS
FROM ALL OVER THE WORLD FIND EVERYTHING
THEY WOULD EXPECT FROM A REAL AUCTION.
GEORG HAD THE TECHNOLOGICAL KNOW-HOW,
I BROUGHT IN THE ART AND ECOMMERCE
EXPERTISE.

www.auctionata.com



Auctionata

ALEXANDER ZACKE

THE BERLIN ART SCENE

No other European city has an art scene like Berlin: it is dynamic, diverse and there is everything from antiques to young, contemporary artists. All this variety and creativity is not just good for making contacts, it is also an inspiration for the work of Auctionata and for me personally.

INVESTORS COME THROUGH OTHER INVESTORS...

...but you have to find the first one by yourself - and then, you have made it through the toughest part! I will always remember the moment when we got the message from Holtzbrinck that they would like to support us - and how Georg and me celebrated it in Vienna, our home town.

DIGITAL STAR AWARD

At DLD (Digital-Life-Design), Europe's most important technology conference, Auctionata received the "Digital Star Award" in the category "Perspective," as the most promising German startup in 2013. This was a great sign to prove that we were on the right path.

(SOCIAL) NETWORKING Connections are critical. I did so with Berlin based people on twitter - be it designers, founders, and more. Following them, chatting and then meeting up is great. You build a connection with the back and forth. I also did the same by joining quite a few Berlin Startup and Tech groups on Facebook.

ADVICE It's important to have a go-to advisor. Being able to openly chat with someone for advice in your field and pick their brain about direction is always a huge plus. For me, it's Benedikt Lehnert, Chief Design Officer of 6Wunderkinder - who I'm proud to call my significant other.

EXPLORATION & TRAVEL This is crucial. Exploring and traveling are great to clear the mind and reboot the brain - which is necessary. Berlin has beautiful parks, quiet streets, and a number of lakes. Also, it's a prime location to easily travel within Europe for short weekend trips.

CAT NOONE

Liberio

CAT NOONE // CO-FOUNDER AND
CHIEF DESIGN OFFICER AT LIBERIO
I'M A DESIGNER THAT MADE MY WAY TO BERLIN
IN 2013 AND AM REALLY IMPRESSED BY THE
STARTUP SCENE HERE. IT'S A BABY COMPARED
TO OTHERS, BUT IT'S LEARNING AND MATURING
WITH SO MUCH POTENTIAL AND PROMISE.
I'M PROUD TO HAVE CO-FOUNDED LIBERIO HERE.
AT LIBERIO, WE CREATED A PLATFORM THAT
ALLOWS EVERYONE, FROM AUTHOR TO STUDENT,
THE ABILITY TO EASILY CREATE AND PUBLISH
AN EBOOK RIGHT FROM GOOGLE DRIVE.

www.liber.io



ERWIN DE BUIJZER // CEO AT HUMEDICS

WHEN I FIRST HEARD ABOUT THE LIMAX TEST - A LIVER FUNCTION TEST THAT CAN AVOID UNWANTED COMPLICATIONS IN LIVER SURGERY - I WAS INSTANTLY CONVINCED THAT I HAD TO JOIN. HAVING WORKED AS A DOCTOR AND WITH EXPERIENCE IN MEDICAL MARKETING AND WITH INTRODUCING INNOVATIONS IN HOSPITALS, I KNEW THAT THE LIMAX TEST WAS EXACTLY WHAT DOCTORS WERE WAITING FOR AND WHAT PATIENTS DESERVE.

www.humedics.eu

VC FINANCED? TRUST AND LEARN Your plans might require significant capital. When working with VCs follow your gut feeling when selecting the right ones to work with. Work with people you trust and that coach you to deal with the millions of challenges that will cross your path. Thank you Klaus Stöckemann, you are a great coach!

INVESTITIONS BANK Investitionsbank Berlin focuses on promoting and supporting innovative and technology-orientated small and medium-sized enterprises (SMEs) in Berlin. IBB has financing programmes, finance consultancy as well as grants and loans. They are most supportive to make your business work.

111 ORTE IN BERLIN A very nice book filled with places in Berlin that you must visit. A great way to get to know Berlin and to spend some time figuring out where David Bowie used to live. The full title is "111 Orte in Berlin, die man gesehen haben muss".

ERWIN DE BUIJZER

Humedics

FOUNDERS INSTITUTE BERLIN

I had the pleasure of being one of the graduating members of the Founders Institute 2013 Berlin class. I really do not know where I would be today, as the FI offered me a great basis upon which to turn my start-up idea into reality.

BERLIN MEETUP GROUPS

This is the online space where I have met perhaps 70% of the people I know in Berlin. Do not begin the week without checking out what is on!

SLOW FOOD BERLIN

Berlin has a good and increasing number of "sustainably" conscious restaurants, supermarkets or organisations. As a conscious foodie, I love meeting with others who are equally obsessed, and this is my spot for just that!

PAULA LAUREL JACKSON // FOUNDER AND CEO OF KIDDIFY
AN EDUCATIONAL CONSULTANT AND SOCIAL ENTREPRENEUR
I HAVE WORKED AROUND THE GLOBE WITH NGOS AND GOVERNMENTS BUILDING SCHOOLS AND DEVELOPING EDUCATIONAL STRATEGIES. MY MISSION IS TO CREATE TOOLS TO EMPOWER AND CONNECT KIDS/YOUTH GLOBALLY. KIDDIFY IS A VIDEO SKILL/ KNOWLEDGE-SHARING PLATFORM FOR YOUNG INDIVIDUALS UNDER 18; A PLACE WHERE THEY CAN SHARE THEIR INNOVATIONS AND LEARN FROM EACH OTHER.

www.kiddify.com



PAULA LAUREL JACKSON

Kiddify

MURAT VURUCU

*Fab Lab Berlin /
Makea Industries*

MURAT VURUCU //
CO-FOUNDER OF FAB LAB BERLIN AND MAKEA INDUSTRIES
I STUDIED INDUSTRIAL ENGINEERING IN GERMANY,
TURKEY AND CHINA. ONCE BACK FROM MY EDUCATIONAL
TRIP I MET WOLF AND NICOLAI, BOTH EXCEPTIONAL AND
TALENTED DESIGNERS, AND WE STARTED MAKEA INDUS-
TRIES, FOCUSING ON BUILDING SCALABLE PRODUCTION
SERVICES. IN FAB LAB WE CREATED AN OPEN STUDIO
FOR DIGITAL FABRICATION, THE PERFECT
PLACE TO DEVELOPE A PRODUCT.

www.fablab.berlin

RESEARCH AND DEVELOPMENT

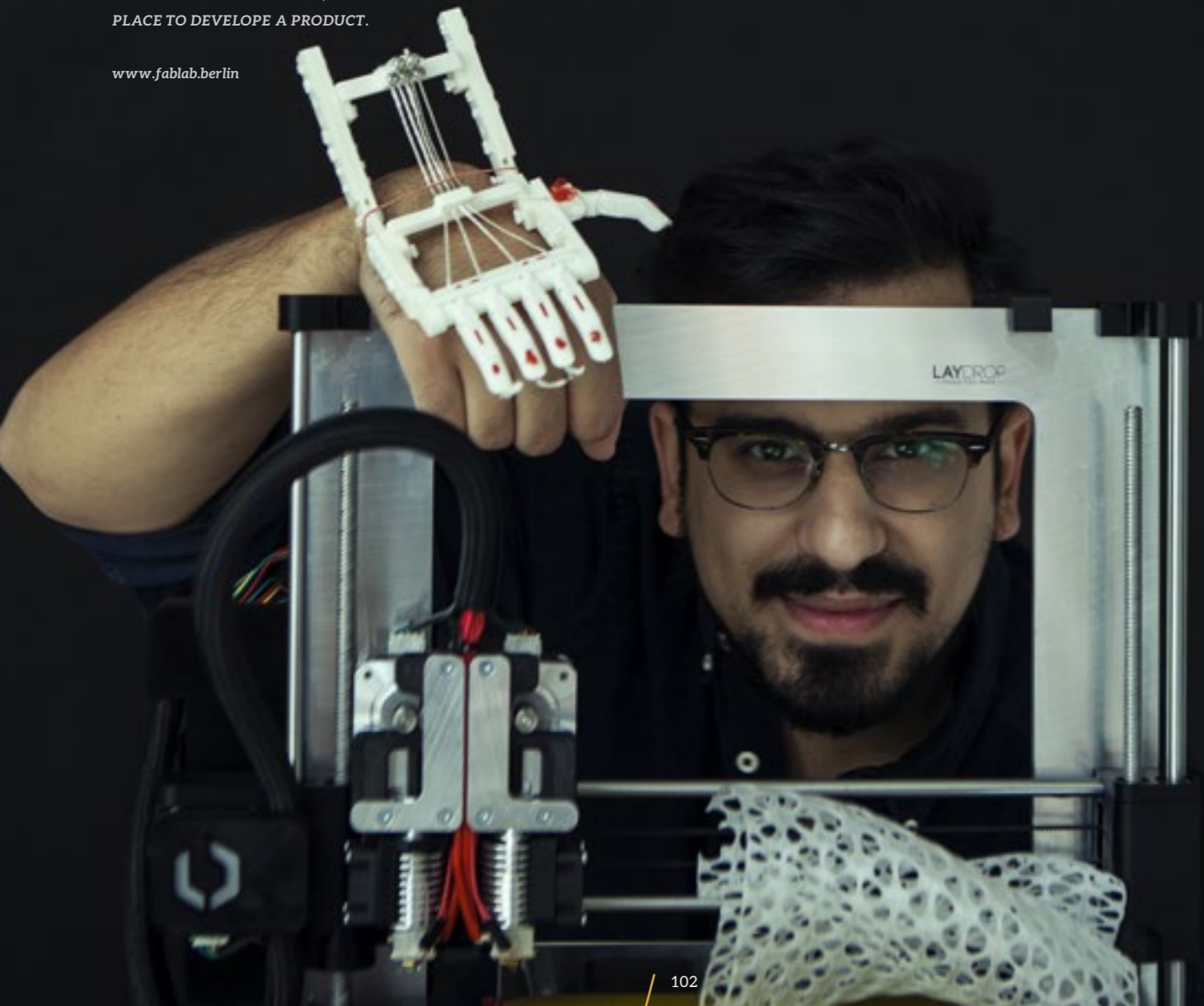
Germany is very traditional in terms of product development and proof of concepts. If you really want to develop innovative hardware products, it's a great idea to check out the universities and whether they would be interested in a R&D partnership.

THE GARDENS

One of my favourite places in Berlin is the "Gärten der Welt". It has a beautiful Zen Garden. It's the perfect place to take some rest and to think.

STARTUP WEEKEND BERLIN

I joined the Startup Weekend for Makers and Games as a speaker and coach. As a Fab Lab we helped develop hardware prototypes and it was amazing how people found each other and stayed in touch after the event. It's a great place to network and to meet some cool people.



DR. FEIYU XU //
CO-FOUNDER AND CHIEF
INNOVATION OFFICER AT YOCOY
AS AN EXPERT IN LANGUAGE
TECHNOLOGY, MY GOAL IS TO HELP
PEOPLE OVERCOME LANGUAGE AND
COMMUNICATION BARRIERS. YOCOY
HAS DEVELOPED MOBILE INTERACTIVE
LANGUAGE, CULTURE AND COUNTRY
GUIDES. OUR ALWAYS-CORRECT TRAN-
SLATION TECHNOLOGY ADDS SECURITY,
COMFORT AND FUN TO TRIPS ABROAD.
ALL TRANSLATIONS CAN ALSO BE
CORRECTLY PRONOUNCED. THE APP
ALREADY COVERS CHINESE, ENGLISH,
FRENCH, GERMAN AND SPANISH.

www.yocoy.com



FEIYU XU

Yocoy

HEUREKA CONFERENCE

HEUREKA is a conference for founders who want to bring their business to the next level.

EXIST UNIVERSITY-BASED BUSINESS STARTUP

EXIST is a support program of the Federal Ministry of Economics and Energy (BMWi) aimed at improving the entrepreneurial environment at universities and research institutions and increasing the number of technology and knowledge based business start-ups.

IBB BET

BB Beteiligungsgesellschaft mbH is providing venture capital for Berlin-based technology-oriented companies and companies from the creative industries.

HY! AND TOA

Hy! is one of Berlin's best conferences for high quality networking. Its friendly and calm setup enables it to be one of the few conferences that don't feel overwhelming. Tech Open Air captures the true spirit of Berlin by bringing art and tech communities together in a unique atmosphere.

TOYTOWN

Even if you hope to hit the ground running, and immerse yourself in all things tech in Berlin, ToyTown can help you solve all the nitty-gritty details of moving to Germany from abroad. Toy Town will be your handy guide, which can help you solve a lot of admin issues.

ANGEL LIST

Choose the investors that can add the most value to your kind of product. Angel List is great for researching angels and VCs. Not every business needs an investor, however. We created Paleo Jerky without any funding. After a few months, we hired our first employee, and are currently profitable.

Paleo Jerky / Atlantic Internet

DARIO GALBIATI ALBORGHETTI

DARIO GALBIATI ALBORGHETTI // CO-FOUNDER OF PALEO JERKY AND VENTURE PARTNER AT ATLANTIC INTERNET

ORIGINALLY "MADE IN ITALY", I MOVED TO BERLIN TO FOUND MY FIRST COMPANY. I'VE NOW JOINED ONE OF MY PREVIOUS INVESTORS, CHRISTOPHE MAIRE, AS VENTURE PARTNER AT ATLANTIC INTERNET. ON THE SIDE, TOGETHER WITH A FRIEND OF MINE, I'M RUNNING PALEO JERKY. ALTHOUGH IT STARTED AS A WILD EXPERIMENT, WE ARE NOW SELLING ORGANIC BEEF JERKY SNACKS TO OFFICES, GYMS AND ON/OFFLINE STORES ALL AROUND GERMANY.

www.paleojerky.de

brandeins

Wirtschaftsmagazin

Anteil der Gründer, die scheitern, weil sie ihr Budget für Werbung verschleudert haben, in Prozent: 11

Anteil der Gründer, die scheitern, weil das Unternehmen zu schnell wächst, in Prozent: 30

Anteil der Gründer, die scheitern, weil sie Preise nach Gefühl festlegen oder einen zu hohen Lebensstandard haben, in Prozent: 46

Weitaus mehr als nur Zahlen

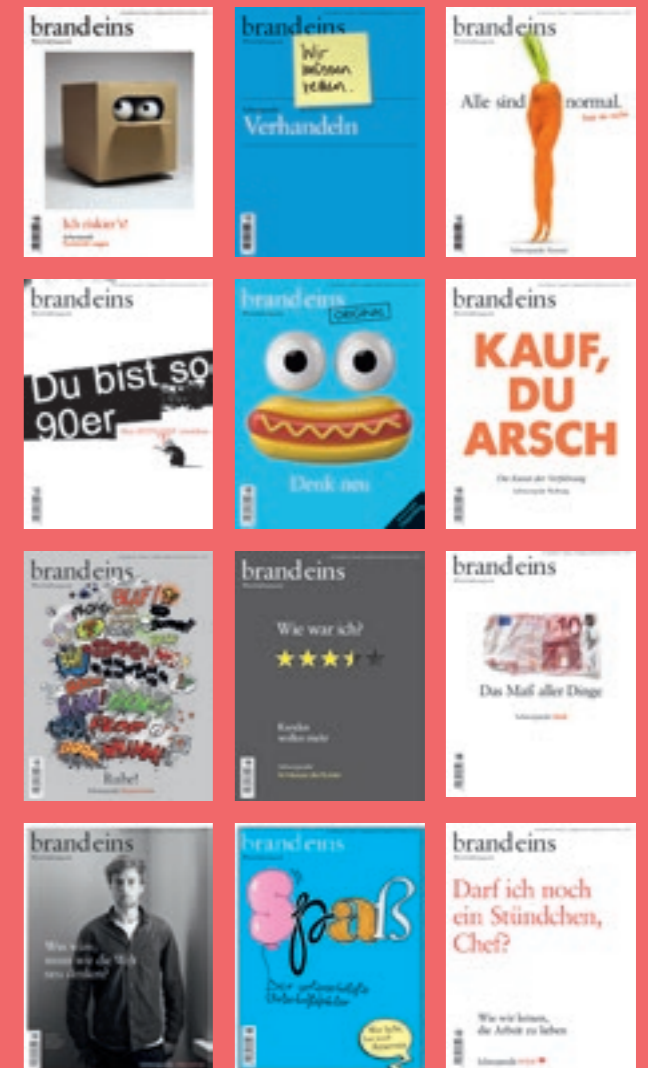
Das Wirtschaftsmagazin brand eins. Jetzt abonnieren:

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Alle Abo-Formen sind jederzeit kündbar.

Print-Abonnenten erhalten den Schwerpunkt als Audioversion kostenlos. Zudem kostenlos: die digitalen Hefte in der iOS- und Android-App



EARLYBIRD

Earlybird was our first institutional investor. The team there has been really helpful all the way since then - talented people with a passion for products and always a great energy to support.

STARTUP LIGA - URBAN SPORTS CLUB

A great way to meet other startups and participate in the startup ecosystem in a different way. Football and beers bring conversations and a different type of rivalry for Berlin startups.

VOLKSPARK FRIEDRICHSHAIN

No matter the pressure, the amount of tasks you have to complete, a run in the park will free your mind. You can also join some of the sports groups there that meet up weekly to exercise.



JONATHAN LAVIGNE

Onefootball

JONATHAN LAVIGNE //
CTO OF ONEFOOTBALL

AFTER 10 YEARS IN SWEDEN, I TOOK THE CHALLENGE OF MOVING TO BERLIN IN 2010. I MET LUCAS, THE FOUNDER OF ONEFOOTBALL, AND BEING A FOOTBALL FAN MYSELF (OLYMPIQUE DE MARSEILLE) I WAS SEDUCED BY THE IDEA IMMEDIATELY. TODAY AT ONEFOOTBALL, WE ARE A LITTLE OVER 50 PEOPLE (OVER 20 NATIONALITIES) WITH ONE VISION: OFFERING THE BEST FOOTBALL EXPERIENCE TO FANS OVER THE WORLD AND ENABLING THEM TO SHARE THEIR PASSION.

www.onefootball.com



JAKOB FUTORJANSKI //
MD OF NEURONATION

NEURONATION IS A FUN AND EFFECTIVE WORKOUT FOR YOUR BRAIN. SCIENTIFIC COLLABORATIONS WITH GERMAN UNIVERSITIES ENSURE ITS EFFECTIVENESS: LIKE A PERSONAL TRAINER, NEURONATION HAS DESIGNED A FITNESS TEST TO DETERMINE YOUR POTENTIAL AND OFFERS ENTERTAINING BRAIN GAMES TO IMPROVE YOUR MEMORY, FOCUS, LOGICAL THINKING AND PROBLEM SOLVING SKILLS.

www.neuronation.de

MINDMEISTER Write down your ideas and challenge them. I love to think through ideas with our team. Best structured with a mindmap.

APP ANNIE Analyze your competition and progress. We use App Annie to get insights from mobile markets. A very useful tool!

COURSERA Develop yourself! I really appreciate the Coursera classes. Especially Inspiring Leadership by Richard Boyatzis.

JAKOB FUTORJANSKI

NeuroNation

Subvise

NATHAN WILLIAMS



NATHAN WILLIAMS // FOUNDER AND MANAGING DIRECTOR OF SUBVISE
I LOVE TAKING COMPLEX CONCEPTS AND MAKING THEM UNDERSTANDABLE. CLARITY IS ONE OF MY CORE VALUES. I STARTED SUBVISE BECAUSE COMPANIES NEED AN EASY WAY TO SEE THE REGULATORY STATUS OF THEIR CHEMICALS UNDER THE EU'S REACH REGULATION. THIS SUBJECT IS TOO IMPORTANT TO TRUST TO A SPREADSHEET, SO OUR TEAM CREATED AN ELEGANT DASHBOARD. NOW OUR CUSTOMERS CAN EASILY SEE WHERE THEY STAND AT A GLANCE.

www.subvise.com

GOTO BERLIN CONFERENCE

It's critical to understand tech, even if you're the business guy. I volunteered at this conference so I could understand tech better from the inside. After hearing a talk on data structures I found myself inspired, looking for where I could apply my new knowledge. This was the birth of Subvise.

HINWISE

Only outsource non-core tasks, and always keep teams local. After multiple negative experiences outsourcing development overseas, I co-founded Hinwise, the Berlin development house that built the Subvise prototype. I learned the hard way that keeping it local keeps the project on track.

GERMAN VALLEY WEEK

Get involved with a professional association. I help organize German Valley Week for the Bundesverband Deutsche Startups. Twice we have taken large groups of founders and politicians on networking trips to Silicon Valley, and my most important network contacts have come from there.

AGORA When I'm on the hunt for a peaceful working space that is neither my office nor my home this is where I end up. There's a beautiful yard where you can work outside under the apple trees. Chefs rotate so lunch options are varied and delicious.

STARTUP SAFARY BERLIN This year we opened our doors for this event and hope to do it again. It's a great way to get a feel for the scene here and to check out whose office has the best toys.

SUGAR HIGH A daily email newsletter full of good tips to get a step up on things happening in Berlin, from food to cultural events and workshops. I recommend it to anyone starting out here.

JEN NIKKEL // PARTNER AT 6 MINUTES MEDIA

I CAME TO BERLIN WITH MY PARTNER PAUL NIKKEL AFTER 5 YEARS IN THE UK FOUNDING QUIDCO AND HOTUKDEALS. WE CAME HERE FOR A BETTER LIFESTYLE AND THE CREATIVE ENERGY. WE PARTNERED WITH FABIAN SPIELBERGER (FOUNDER OF MYDEALZ) AND HAVE BEEN INCUBATING NEW CONSUMER COMMUNITIES LIKE URLAUBSPIRATEN, AND TOOLS FOR SMART SHOPPERS INCLUDING QIPU & SCND00. I LOVE BERLIN'S GREEN SPACES AND SUBVERSIVE SPIRIT.

www.6min.de



JEN NIKKEL

6 Minutes Media

BÉA BESTE Meet Béa Beste, the founder and CCO of Tollabox. Her energy and enthusiasm are inspirational. She gave me great advice when I first arrived in Berlin.

FRIDAY AT SIX Friday at Six is a live talk show about tech startups in Berlin. Apart from the interesting topics of the broadcast, the event offers great networking opportunities with other entrepreneurs and investors.

CHRISTOPH RÄTHKE As founder of Berlin Startup Academy, Christoph Rätke has seen a lot of startups trying, failing, and succeeding. He knows the city and the startup scene like the back of his hand. Speak to him at one of the many startup events.

SAKI ATHANASSIOS DANOGLIDIS // EDITOR IN CHIEF OF WEBMAGAZIN

GROWING UP IN A GREEK FAMILY IN STUTTGART, GERMANY, I HAVE ALWAYS LIVED IN-BETWEEN MANY LANGUAGES AND CULTURES. WHEN I MOVED TO BERLIN A YEAR AGO, THE CITY'S MULTICULTURAL AND CREATIVE VIBES EXCITED ME AND INSPIRED MY WORK. MANY PEOPLE WITH DIFFERENT ETHNIC BACKGROUNDS EXCHANGE IDEAS AND START NEW BUSINESSES TOGETHER. FOR NEWBIES, THE STARTUP SCENE IS ESPECIALLY MULTICULTURAL, OPEN, AND WELCOMING

www.webmagazin.de

WebMagazin

SAKI ATHANASSIOS DANOGLIDIS

GET ADVICE

You can do anything, but not everything - to prevent yourself from sinking in the ocean of opportunities, don't hesitate to ask for advice! I recommend chatting with Tom Laterveer, life and business coach, who is really helpful in getting you to skip the bullshit and work on what matters.

ORGANIZE

When we were re-establishing our maker space, live events truly brought the right people together. Events blur out the border between the core team and the community, activating the second. So if you have a team capacity for it, organize a party/ meetup/ festival/ dinner.

GET OUT THERE

I never really had to search for investors, but most people around me did. And there's certainly use in startup competitions. It may not bring you millions directly, but it will certainly get you on the right track. Rumour has it, one of betapitch finalists just closed a \$27 M funding round...

ELIZAVETA BARSEGOVA // PROGRAM DIRECTOR AT BETAHAUS

I ARRIVED IN BERLIN ABOUT 2.5 YEARS AGO TO DO MY MASTER'S THESIS PROJECT AT BETA HAUS, WHICH SOMEHOW VERY ORGANICALLY AND QUICKLY GREW INTO A FULL TIME JOB. BETAHAUS IS CERTAINLY A TRULY AVANT GARDE COWORKING SPACE, WHICH GOES FAR BEYOND DESKS FOR RENT, WELCOMING IN ITS WALLS A MAKER LAB, A VIENNA-STYLE CAFÉ, SPACIOUS EVENT SPACES. A VIBRANT COMMUNITY AND MANY MORE THINGS ON OVER 2500 SQUARE METRES. www.betaha.us.com

ELIZAVETA

betaha.us
BARSEGOVA

STANISLAV BIC

BerlinSpiceMan



RAINMAKING LOFT COWORKING SPACE

Working space in Berlin is not easy to find and not always cheap. Either home office (the usual suspect) or this great co working space in the centre of Berlin that can get the job done. Its relatively cheap, and helped me a lot to finally divide private life from work.

STARTUP BERLIN

Co-organising Startup Berlin events with Co-Founder Stephan Crouch increased my networking a lot. Especially if you are looking to meet lots of BAs, founders and investors. Many events at places like betahaus are often free but the contacts you make can become of very high value.

HAVE PATIENCE AND WORK HARD

Patience, patience, patience. Do not think that you'll come to Berlin, create a startup, collect investment and sell it half a year later to some giant tech firm. This is a very rare and exceptional case. Remember most startups take around 3 years to break even. So be patient and work hard.

STANISLAV BIC //

FOUNDER & CEO AT BERLINSPICEMAN

I ENDED UP IN BERLIN TO BE PART OF THE DYNAMIC STARTUP SCENE AND FOUNDED BERLINSPICEMAN, WHICH HAS ITS FOCUS ON PROVIDING OUR CUSTOMERS WITH THE BEST QUALITY SPICES FROM AROUND THE WORLD. OUR VERY CAREFULLY CHOSEN ASSORTMENT IS DIRECTLY AIR DELIVERED FROM FARMERS THAT WE TRUST AND OFFERS PREMIUM QUALITY AT A FAIR PRICE.

www.berlinspiceman.de

TECHOPENAIR

I applied for a job, and the hiring manager put me in touch with the right people. In Berlin, if people cannot help you themselves, they are eager to connect you with somebody who can. The Berliner startup scene is helpful, energetic and full of connections and ideas for what I wanted to achieve.

AHOY AND GLAS UND BILD

I am currently at Ahoy and was previously working out of Glas und Bild, both coworking spaces that provide professional space, great for working without needing to be a 'typical' technology-based startup. Look around for a space that fits you and get to know and trust your colleagues.

PROFUND START-UP SUPPORT

The Profund Start-up Support programme of the Freie University helped us to start off, meet people and acquire our first Berlin hires. The programme offers mentoring, free office space and a growing community - amazing to find and be able to use opportunities like this.

ARUN SHARMA // FOUNDER AND MANAGING DIRECTOR AT INFINITE POTENTIALS CONSULTING

I FOUNDED IPC WITH A VISION TO HELP TRANSFORM AFRICA, USING ITS BRIGHTEST YOUTH TO BUILD AN INTERNATIONAL-CLASS CONSULTING FIRM. WE PARTNER WITH LEADING ORGANIZATIONS AND HELP THEM TO GROW, REACH NEW MARKETS AND REALIZE THEIR POTENTIAL. FROM CANADA, MORE ORIGINALLY FROM INDIA, I CAME TO BERLIN TO GIVE MY FAMILY A GREAT PLACE TO LIVE WHILE HAVING THE ENERGY AND COMMUNITY TO LAUNCH THIS, MY DREAM.

www.infinitepotentials.org

ARUN SHARMA

Infinite Potentials Consulting





“With its travel format, The German Startups Association creates a unique added value for the entire German startup ecosystem.”

Robert M. Maier // Founder of Visual Meta GmbH & Business Angel

“German Valley Week managed to convey an impression of the Silicon Valley in such a short time, which I would have never managed to get by myself. Furthermore, they opened doors to contacts, which helped us directly in business.”

Thomas Ruland // (Founder / COO & CFO) cloudControl

“What I liked the most was the constellation of participants. The diverse fields, business models and not least the diverse people went to make the particular value of the trip. Lifelong friendships were established here. To me, it was the class trip 3.0.”

Julia Derndinger // Entrepreneur and Founder Trainer

“I collected many ideas for improvements in Germany.”

Brigitte Zypries // Parliamentary Secretary of State at the Federal Ministry for Economy and Energy

“German Valley Week thrilled me because I could focus on startups intensely and because these startups candidly communicated their political needs. The trip had a high sustainability value since the contacts still exist today and we can communicate about the needs of the startups in the digital agenda.”

Christina Schwarzer // MdB

“The format offers a unique opportunity to get to know a new spot in the startup universe, motivated founders and exciting business ideas. This is why I am looking forward to our time together in New York and to the lively exchange of ideas.”

Alexander Hahn // Investment Opportunity Scout, ALSTIN



KLASSENFAHRT 3.0

The German Startups Association connects the global startup community

WHAT CAN GERMANY LEARN FROM OTHER STARTUP CENTERS?

WHICH FACTORS ARE KEY TO MAKING THESE INTERNATIONAL HOTSPOTS SUCCESSFUL?

HOW DO STARTUPS ENTER THE WORLDWIDE MARKET?

WE EXPLORE THE STARTUP GLOBE AND ESTABLISH CONTACT WITH THE MOST IMPORTANT PLAYERS.



Within the scope of German Valley Week more than 100 startup entrepreneurs, members of the Bundestag and representatives of small and medium sized businesses spent a week in the world's most successful technology hub. Every year the delegation visits the top startups and established companies, meets VC investors and learns how to succeed when entering the US market. The aim of this one-week trip is to build bridges between Germany and Silicon Valley.

Sponsors of the GVW '14



SAVE THE DATE:

May 31st - June 6th, 2015.

(Applications for the GVW 2015 are open now)



From the garage to the skyscraper: our exchange with the American ecosystem continues from October 21st to October 25th. Selected German founders, representatives of the German startup ecosystem and politicians visit the startups, businesses and investors of the Big Apple.

Sponsors of the GNYCW '14



GERMAN TEL AVIV WEEK

“Right after Silicon Valley, Israel is the location with the second highest density of start-up businesses and the highest foundations per capita worldwide. Being constantly in the headlines due to its instable political situation, Israel's volatility causes its startups to be agile.” Samson Wollenberger-Schevitz, Israel Representative of the German Startups Association

SAVE THE DATE:

the next travel destination is Tel Aviv from February 7th to 11th of 2015. (Applications for the GTAW 2015 are open now)

NEVER EAT ALONE

In Berlin it's often cheaper to eat out than to cook yourself. That's why I try to meet up regularly with friends, ex-colleagues and people I've met. With thousands of restaurants in Berlin, I hope Tebla can help you find those perfect places you're looking for, such as Zur Letzten Instanz.

TEST CREATIVELY

Ideas should be tested quickly and can often be done quite easily. My co-founder hacked together a prototype that I used to make reservations at over 50 restaurants prior to building Tebla. To validate users, we went to places like Sankt Oberholz and just bought people a coffee to get their opinion.

BOOTSTRAPPING.ME

A lot of obstacles will arise when building up your company. A great source of information when starting your first company is Fabian Westerheide's blog, Bootstrapping.me, on which he writes about the lessons he learned with his startup Wunschbrautkleid. Definitely recommended.

WILLIAM SEGHERS // CO-FOUNDER OF TEBLA

EAGER TO LEARN ABOUT THE STARTUP SCENE, I DECIDED TO MOVE TO BERLIN IN 2012. I GOT TO KNOW THE TRICKS OF THE TRADE AT TEAM EUROPE AND SPONSORPAY. THEN I CO-FOUNDED TEBLA - A RESTAURANT PLATFORM THAT TAKES CARE OF YOUR ENTIRE DINING EXPERIENCE, FROM FINDING THE PERFECT RESTAURANT MATCHING YOUR MOOD AND OCCASION, TO MAKING AND MANAGING YOUR TABLE RESERVATION WITH A PERSONALISED CONCIERGE SERVICE.

www.tebla.com

WILLIAM SEGHERS

Tebla

NADIA BOEGLI

The Changer

NADIA BOEGLI // CO-FOUNDER OF THE CHANGER
I AM ONE OF THE THREE CO-FOUNDERS OF THE CHANGER, FOCUSING ON MARKETING AND PR. THE CHANGER AIMS AT MAKING YOUR SOCIAL IMPACT CAREER EASIER. ON THE SITE YOU WILL FIND : JOBS, EVENTS, NEWS AND INFORMATION, WHICH MAKE IT EASIER TO DO GOOD.

www.thechanger.org

FYBER, THE NUTRITION SHOP, REBUY

The fact that most of our friends in Berlin are entrepreneurs was not only the inspiration to start our own company, but some of them have also become our most important mentors like Lawrence Leuschner from Rebuy.

IMPACT HUB

Finding the right people to talk to is easy, if you know where to look. Going to the events at Impact Hub Berlin has definitely helped us to meet interesting people, grow our community and produce more content.

BEUTH GRÜNDERWERKSTATT

Without the financial support from Beuth Hochschule we would not have been able to pull this off so quickly. Thanks to the scholarship that we received, we were able to all work on The Changer full-time and got free office space to do so.

HUMBOLDT-VIADRINA SCHOOL OF GOVERNANCE I met Mohammad Yunus, the microfinance guru, at Humboldt-Viadrina last year. It was definitely encouraging to listen and chat with him, but what became tangible was that small ideas with humble beginnings can eventually lead to global impact! What's your vision? Keep at it, and don't give up!

GERMAN FOREIGN MINISTRY Think global! In our effort to maximize the good that VOX can do, I attended an event at the German Foreign Ministry where over 40 international organizations were represented. That means I didn't have to cross the planet to make connections with global partners or to make my pitch!

M CUBE Berlin has excellent resources for entrepreneurs. That's why I decided last year to work with M Cube, a company builder in Kreuzberg, to develop industry-changing solutions for the carsharing market. They brought world-class expertise in product development, design, and marketing all under one roof.

RAVI SETH // CO-FOUNDER OF VOX
 VOX IS A PHONE-BASED IVR PLATFORM THAT RAPIDLY AGGREGATES LOCAL OPINIONS TO CAPTURE ON-THE-GROUND DATA, AT SCALE AND IN REAL-TIME, IN NEARLY ANY COUNTRY IN THE WORLD. ORIGINALLY BUILT FOR FACTORY WORKERS TO PROVIDE ANONYMOUS, SAFE, AND UNOBFUSCATED DETAILS ABOUT WORKING CONDITIONS, VOX WILL SOON BE APPLIED TO INTERNATIONAL DEVELOPMENT, JOURNALISM, WILDLIFE CONSERVATION, AND MICROFINANCE.

www.vox-surveys.com

VOX

RAVI SETH



BENEDIKT FRANKE // CO-FOUNDER OF HELPLING

I AM THE CO-FOUNDER OF HELPLING. TOGETHER WITH PHILIP HUFFMANN, I FOUNDED THE LATIN AMERICAN MEDIA GROUP IN 2010. PREVIOUSLY I WORKED AS COO FOR MYCITYDEALS AND AS HEAD OF HR FOR ROCKET INTERNET. HELPLING IS A FAST-GROWING COMPANY BASED IN THE HEART OF BERLIN. OUR MISSION IS TO PROVIDE OUR CUSTOMERS WITH HOUSEHOLD SERVICES IN THE MOST CONVENIENT WAY AT VERY COMPETITIVE RATES. www.helping.de

HELLOFRESH Many of my week days look like this: I work, and when I don't work, then I sleep. Hold on, of course I have to eat but shopping for food is a bit tricky later at night. Luckily there is this Berlin startup delivering a box full of delicacies to the office whenever I need it. **FELLOW STARTUPS IN WALKING DISTANCE** Need partners for marketing collaboration? Need advice on code of conduct for link building? Nothing easier than that if you have another 15 startups within five minutes walking distance. As they are all part of the Rocket Internet family, they will be willing to give and receive anything useful. **LANGE NACHT DER STARTUPS** I almost could not bother to make the effort until I was told better. This is free public fare: find talent to work for us, raise coverage in the press, sample vouchers for an internet-savvy audience and liaise with stakeholders from the Chamber of Commerce. This tip is a real bargain.

BENEDIKT FRANKE

Helping



DAVID GRAJAL // FOUNDER OF TRAN.SL

IT WAS MY PARTNER WHO DECIDED „WE'RE MOVING TO BERLIN". I'M VERY GRATEFUL TO HER: THIS CITY ROCKS. TRAN.SL IS A PROFESSIONAL TRANSLATION API AVAILABLE 24/7, WE TRANSLATE WEBSITES AND DOCUMENTS AND LOCALIZE SOFTWARE AND MOBILE APPS. EVERY COMPANY NEEDS A TRANSLATION SERVICE AT SOME POINT AND WE HELP THEM TRANSLATE THEIR TEXTS IN AN EASY AND STRESS-FREE WAY.

www.tran.sl

HACK AND TELL This monthly event congregates many of the best coders in Berlin. Sometimes I don't understand anything, but that's part of the charm. Hosted at C-base, one of the first hackerspaces in the world, a legendary nerd-hangout. If you love computers and electronics this is the best place to go.

BERLIN STARTUP RANKING It is difficult to get published when you don't know the correct people or have a lot of cash in the bank. This side project aims to promote well performing companies before they get popular, rank local businesses based on their media presence and invite them to join a healthy competition. **THE MYTHICAL**

FIGURE OF THE INVESTOR Be realistic. Investors will not help you grow your business. That's your job. Ask yourself if you really need cash. If you do, ask family and friends instead. Focus on three things: sales, sales and sales. Once you have a profitable customer base, they have a reason to pay attention.



DAVID GRAJAL *Tran.sl*

DON'T FORGET: THE WHY
When founding, don't get too caught up in solving product or business models. What you want to aim for is to answer the why of your company. What gives true meaning to the people that use your product or service that they carry already within? Promise me to enter "why" and "ted talk" on youtube. And drop by a TED Talk when it's hosted in Berlin.

FINDING THE RIGHT INVESTOR
Berlin's finance scene is very business case driven. So e-commerce or market place models will find investors. Not many seed investors out there do tech games though - we had good experience with High Tech Gründerfonds. When looking for an angel investment you also want to talk to Dirk Freytag.

GET OFFLINE - MEDITATE AT THE BARN
Besides their fantastic coffee, you should mainly go because laptops are forbidden. So free your mind and ruminate. Facebook wasn't the first social network, Google not the first search engine. You don't want to be the first in your market but the last. Be smart, have a coffee and reflect on your actions.

CLEMENS RIEDL //
FOUNDER AND MANAGING DIRECTOR OF MCB SALT
AFTER MY TIME AS MANAGING DIRECTOR AT
TAGESSPIEGEL AND CEO OF STUDIVZ, I JOINED
MICHAEL BREHM TO CO-FOUND MCB SALT. TOGETHER
WITH THOMAS BAUM, I ANGEL INVEST INTO INTERNET
START-UPS AND CO-FOUND START-UPS.

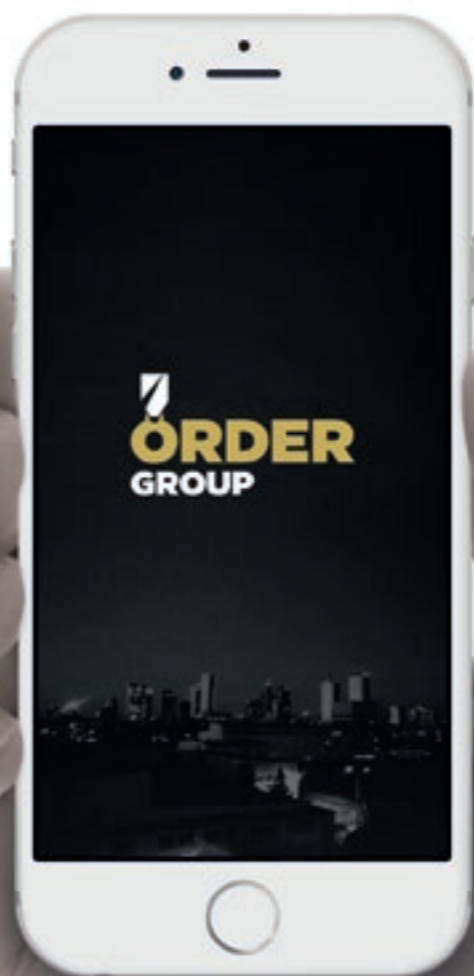
www.mc-b-gmbh.de



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GARY LIN

glispa



GARY LIN // FOUNDER AND CEO OF GLISPA
I WAS FIRST INTRODUCED TO BERLIN IN 2005 AND HIRED THE FIRST GLISPA EMPLOYEE HERE IN EARLY 2006. GLISPA IS THE LEADING PERFORMANCE MARKETING PLATFORM FOR MOBILE AND DIGITAL ENTERTAINMENT ADVERTISERS. THE COMPANY'S PROPRIETARY USER ACQUISITION & MONETIZATION SOLUTIONS ARE POWERING LIVE CAMPAIGNS IN 180 COUNTRIES FOR CLIENTS ALL ACROSS THE GLOBE. GLISPA IS SELF-FUNDED, FAST-GROWING AND PROFITABLE.

www.glispa.com

ZANOX & JAMBA

These two companies were the pioneers of the Berlin ecosystem we all benefit from today. They attracted and trained young talent from around the globe who eventually moved on to either fuel the growth of other companies or build successful enterprises of their own.

NOMADS APT.

NOMADS APT. is an amazing designer extended stay apartment right in the heart of Berlin. We have hosted many international clients and partner companies there in the past year. If you are looking to leave a lasting impression, it is the ideal hotel alternative.

IBB

The Investitionsbank Berlin offers a wide variety of financial support programs for high potential and growing companies in the city. We have recently taken advantage of a great subsidy that supports our growing investment in hiring a lot of people.

OLEG ISHENKO // CO-FOUNDER AND CTO OF MEDIZINTECHNIKMARKT I AND MY CO-FOUNDER SEBASTIAN HAVE STARTED MEDIZINTECHNIKMARKT-TO SOLVE A CHALLENGING PROBLEM - MAKE E-COMMERCE HAPPEN IN ONE OF THE TOUGHEST AND MOST CONSERVATIVE MARKETS - HIGH-TECH MEDICAL DEVICES. WE ARE BUILDING A PRODUCT COMPARISON ENGINE TO HELP DOCTORS TO FIND PRODUCTS THEY NEED TO PROVIDE THE BEST CARE TO THEIR PATIENTS.

www.medizintechnikmarkt.de

Medizintechnikmarkt

OLEG ISHENKO



BERLIN STARTUP ACADEMY BSA is not a usual accelerator in that it doesn't require you to commit full-time to a prescribed program. But that doesn't mean it lacks commitment - quite the opposite! With the help of BSA we have become a real company and had a unique chance to connect to people we wouldn't dream of meeting.

GO TO A STAMMTISH One great thing I've discovered in Germany is Stammtish - an informal gathering of people from the same profession with a similar circle of interests. There you get to know your peers over a jug of beer and make new friends. These are often regular and can be found on Xing or Meetup.

USE A FREELANCER As a startup founder you get to do everything and all at once. But sometimes it makes sense to offload some tasks to other people. When our website needed a logo I was happy to get assistance from a freelance designer that Sebastian and I found found via 99designs - the result was a nice surprise.

MICROSOFT VENTURES ACCELERATOR

We are part of the Microsoft Ventures accelerator program that provides a perfect workspace and numerous coaching, mentoring and networking opportunities. The cardboard-boat-challenge was just the tip of the iceberg of what a dynamic team of innovative startups can accomplish!

XING AS RECRUITING FORCE

Everybody needs the best talent that will be skyrocketing with you! I wanted a perfect 'Starting Five' that would win the playoffs with a combination of legal and tech. My advice: search for decision makers on LinkedIn, but for qualified local workers on Xing. That's how I found my perfect five!

THE URBAN SPORTS CLUB BERLIN

Being new to a city, working 24/7 to build up a business, drinking liters of coffee and eating tons of delicious Berlin Döner requires drastic measures: Networking & Sports! The Urban Sports Club is the perfect way to burn my office fat and meet lots of cool entrepreneurs from Berlin.

SERGIO ARAGÓN // FOUNDER AND CEO OF LEXVISORS AFTER YEARS OF WEARING TIES AS A CORPORATE LAWYER AND BUSINESS DEVELOPMENT MANAGER, I DECIDED TO COMBINE MY SKILLS AND MAKE LEGAL ADVICE TRANSPARENT AND AFFORDABLE FOR EVERYONE. WITH LEXVISORS WE CHANGE THE WAY PEOPLE CONSUME LEGAL SERVICES BY PROVIDING AN ONLINE MARKETPLACE WHERE ADVICE-SEEKERS CAN PURCHASE CUSTOMIZED LEGAL DOCUMENTS AND OBTAIN LEGAL ASSESSMENT FROM TOP RANKED LAWYERS.

www.lexvisors.com

SERGIO ARAGON

Lexvisors



WEFOUND – JUMP-START YOUR BUSINESS, GIRL

The road of entrepreneurship is rocky. For a woman who's running a business, the journey can also feel lonely. WEFOUND is the world's first female startup organization that helps you get new connections, showcase your startup and boost your confidence! See upcoming events and register on updates!

MOMPREENEURS – MOMS RUNNING BUSINESSES

Career and family! Is it really possible? Compromising is so yesterday! Combining is the new lifestyle. Mompreneurs helps you start and leverage your business. Here you'll find the best tips, most wonderful inspiration and a supportive community! Join the network!

DIGITAL MEDIA WOMEN – GET SEEN & HEARD!

Closed mouths don't get fed. DMW is a professional network consisting of women in media who promote successful women to inspire more ladies to advance in their careers! Women in business are now making noise!

www.wefound.org

FRANZISKA NYLEN //
CO-FOUNDER OF WEFOUND
 I DECIDED TO MOVE TO BERLIN AFTER MY RHETORICS AND SPEECH EDUCATION. AS I ENTERED THE START-UP SCENE, I WITNESSED THE SMALL NUMBER OF LADIES. THEN I MET VAL, A BUSINESS STRATEGIST. VAL'S VISION WAS TO SUPPORT MORE WOMEN TO START THEIR OWN BUSINESSES. I WAS IMPRESSED BY THE IDEA AND DECIDED TO JOIN. TODAY, I INSPIRE WOMEN TO QUIT THEIR JOBS AND START THEIR OWN BUSINESSES.

FRANZISKA NYLEN

WEFOUND

WORK-LIFE BALANCE: THE HOLY GRAIL

Berlin is where I realized the importance of time and balance, and that is what we're trying to spread with Somuchmore. Though entrepreneurial life is very demanding, I still make it a point to practice yoga a few times a week, relax in the park on Sundays and play some basketball as often as I can.

NEUE ODESSA BAR: MORE THAN JUST PARTYING

As a person coming from a UX background, my work always rotates around user needs and feedback. So here's a tip: go to bars to test your product and concept; people there are guaranteed to give you natural, honest and unbiased feedback.. as long as they've already had a few drinks!

HANY RIZK //

CO-FOUNDER AND CPO OF SOMUCHMORE
 I FIRST FELL IN LOVE WITH BERLIN SIX YEARS AGO, BUT IT WASN'T UNTIL 2012 THAT I MOVED HERE FOR AN INTERNSHIP AS PART OF MY MASTERS THESIS. EARLIER THIS YEAR I CO-FOUNDED SOMUCHMORE, AN ONLINE PLATFORM THAT AIMS TO BRING AWARENESS TO THE HOLISTIC LIFESTYLE AND MAKE IT ACCESSIBLE TO ANYONE SEEKING TO UNFOLD THEMSELVES AND DISCOVER THEIR POTENTIAL.

www.somuchmore.org

BERLIN STARTUPS FACEBOOK GROUP

Both newcomer and veteran founders always give the best feedback to my questions, concerns and ideas. As I'm also going through similar experiences and endeavours, it's equally satisfying when I get to lend them a helping hand. I find such collaboration is extremely valuable for the startup ecosystem.



HANY RIZK

Somuchmore

IMPACT HUB BERLIN A coworking space, and innovation and founding centre for social and sustainable entrepreneurs. Beside the benefits of the physical space and their events, it is very enriching for me to be part of a community of like-minded people passionate about doing things differently.

BERLIN GEEKETTES A community of women in the technology sector, dedicated to helping aspiring and established female tech innovators. They organize hackathons and workshops as well as mentorship programs. Being part of the network helped me not only in my professional development, but also in my personal growth.

DESIGN THINKING AT THE HPI

Design Thinking is a human-centered approach to innovation. The Hasso-Plattner-Institute in Potsdam offers an academic advanced training in Design Thinking. I attended the six-month-course and learned a lot about empathy and designing products fitting the real needs of the users.

www.jourvie.com

EKATERINA KARABASHEVA // FOUNDER OF JOURVIE
 I CAME TO BERLIN FOR MY MASTER'S STUDIES AND FOUNDED JOURVIE AFTER I GRADUATED. BERLIN IS A GREAT PLACE FOR SOCIAL ENTREPRENEURS AND THAT'S WHY I DECIDED TO STAY. JOURVIE IS AN APP WHICH SUPPORTS PEOPLE WITH EATING DISORDERS LIKE ANOREXIA OR BULIMIA. OUR VISION IS TO HELP THEM TO RECOVER FASTER AND MORE EFFICIENTLY BY PROVIDING THEM WITH DIGITAL FOOD DIARIES, MOTIVATIONAL TACTICS AND SUPPORT.



**EKATERINA
 KARABASHEVA**
Jourvie

Runtastic **FLORIAN
 GSCHWANDTNER**

FLORIAN GSCHWANDTNER // CEO AND CO-FOUNDER OF RUNTASTIC

I STUDIED MOBILE COMPUTING IN HAGENBERG, AUSTRIA AND SUPPLY CHAIN MANAGEMENT IN STEYR, AUSTRIA BEFORE STARTING MY CAREER AS AN ENTREPRENEUR IN 2009. RUNTASTIC COMBINES MOBILE APPS, PROPRIETARY HARDWARE AND THE SERVICES OF RUNTASTIC.COM TO OFFER A FITNESS AND HEALTH ECOSYSTEM THAT TRACKS AND ANALYZES USERS' ACTIVITY DATA. RUNTASTIC BOASTS OVER 100 FTES FROM 18+ NATIONS AND 90+ MILLION APP DOWNLOADS.

www.runtastic.com

TRY & FAIL, DON'T FAIL TO TRY

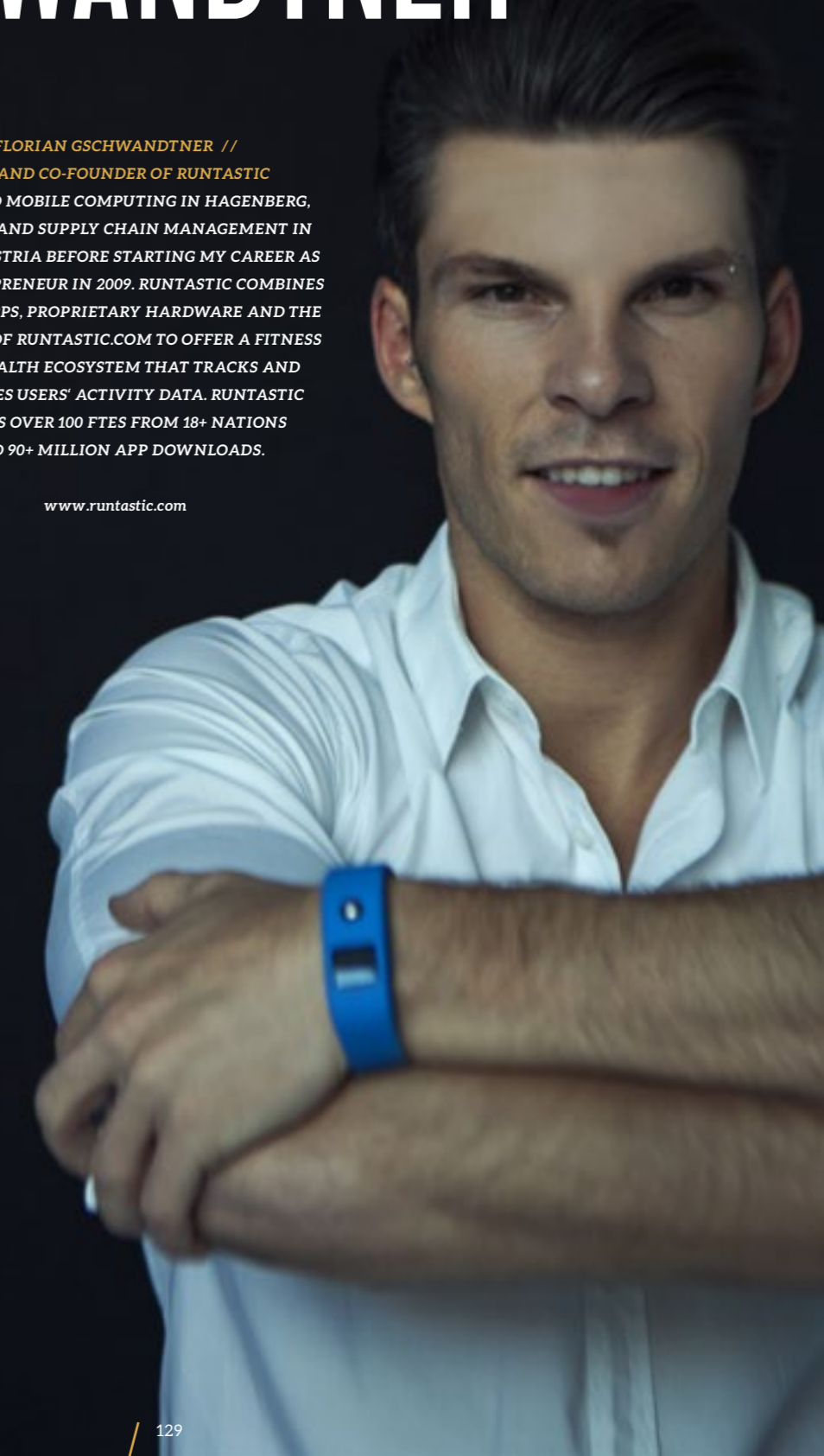
I think it's important to have a vision and be a bit naive, because sometimes this helps a lot with thinking/dreaming big. It's also important that you try and try hard. Most people fail at the beginning, because they never start. Then they complain, because they never started.

LAUGH MORE, WORRY LESS

Whatever you're doing, never stop laughing. Never forget why you started and what your initial inspiration was. As an entrepreneur you have to manage a lot of challenges, but never forget - it should be fun... even when it feels like it's impossible!

BE NUMBER ONE

If you want to be number one in your field, it makes sense to look for support and reinforcement. Axel Springer has the relevant know-how that you can benefit from. It also opens the door to giant startup networks in Germany.



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| | <p>„I can always rely on LASERLINE for all of our printing needs.“ Oliver Tautorat, Founder of Prime Time Theater</p> | <p>Sport</p> | | | <p>„We thank LASERLINE, a company with high social responsibility, for helping us bring our message to print.“ Maik Turni, RICAM Hospiz</p> | | <p>„Through our partnership with LASERLINE, we have already gained and implemented many new ideas.“ Melanie Bähr, CEO of Berlin Partner for Business and Technology GmbH</p> | | |
| <p>Culture</p> | | | <p>„Our partnership with LASERLINE is proactive from both sides. That's how it should be.“ Bob Hanning, CEO of Fuchse Berlin</p> | | <p>Charity</p> | | | | |
| | | | | | | | | | |

Together, we can change the world. When you have fully understood this once, then the commitment to social, cultural and sporting activities seems indispensable. For us, it's been this way for many years. With strong partners, goals and objectives can be better reached. These rules apply not only for four-color printing, but also with the back four defense of a football team.

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FLORIAN BANKOLEY //

MANAGING DIRECTOR OF DRIVELOG AND MOBILITY MEDIA
I CAME TO BERLIN IN 2011 TO BUILD A NEW VENTURE FOR THE BOSCH GROUP, WWW.DRIVELOG.DE. HAVING WORKED IN CHINA, SWEDEN AND STUTTGART BEFORE, I WAS EXCITED TO SEE IF BERLIN COULD LIVE UP TO ITS REPUTATION. IT DID! AND WITH A GREAT TEAM WE ARE ON THE VERGE OF EXPANDING OUR DIGITAL SERVICE FOR CAR DRIVERS TO OTHER MARKETS.

www.drivelog.de

GRÜNDERSZENE

Be up to date - Gründerszene and Deutsche Startups are two very good resources to be informed about what's going on and which news in the scene you shouldn't miss.

LOOK BEYOND - THE FOREIGN TECH SCENE

While Berlin and Europe are important for your everyday life, I like to keep a look on the US tech scene. Some very good resources for this are Tech Crunch, Entrepreneurship.com and inc.com

LOOK SIDEWAYS

As fun and intense as your business may be, clear your head every now and then. That means going out for a run or seeing some art. You will be surprised what great ideas you will have and Berlin offers so much in that respect. One of my favourite spots is C/O Berlin - great photography.

*Drivelog /
Mobility Media*

FLORIAN BANKOLEY



GetYourGuide

TAO TAO

TAO TAO // CO-FOUNDER AND COO OF GETYOURGUIDE
ORIGINALLY BORN IN BEIJING, I ARRIVED IN BERLIN AT THE AGE OF 6 AND HAVE LIVED ON 3 CONTINENTS SINCE THEN. WHILE STUDYING PHYSICS AT ETH ZÜRICH, I MET MY CO-FOUNDERS WITH WHOM I STARTED GETYOURGUIDE. TODAY GETYOURGUIDE HAS BUILT THE WORLD'S LARGEST COLLECTION OF OVER 25 000 TRAVEL ACTIVITIES IN MORE THAN 2000 DESTINATIONS. THE COMPANY IS BACKED BY PROFUNDERS, SPARK AND HIGHLAND CAPITAL.

www.getyourguide.com

CAFÉ ST. OBERHOLZ

By pure coincidence my apartment happened to be right next to Café St. Oberholz, which is how I stumbled into a Likemind meetup on a Friday. This serendipitous event was how I made my first connections to fellow entrepreneurs, from which many more connections ensued.

TAUSEND KANTINE

Fantastic place to close potential investors, hires and partners. We've had countless dinners and drinks here that repaid the money we spent here manifold.

BERLIN PARTNER

Berlin Partner was really helpful in recommending service providers and also helping out with many bureaucracy roadblocks we faced.

JANIS ZECH

Fyber

ANGEL ADVICE

Berlin's long list of successful entrepreneurs and angel investors offers the opportunity to proactively reach out to respected entrepreneurs, and confidentially share your idea in order to receive honest feedback on the validity of your venture and secure smart funds to grow your company.

GROW WITH LOCAL PARTNERS

From e-commerce, lead-gen, ad-tech, marketplaces, majors, SMBs, you'll most likely find partners for your start-up in Berlin, allowing you to verify your idea and grow your business. For example Zanox & Frogster were among our earliest partners, helping us to grow SponsorPay to Fyber.

INCUBATION ECOSYSTEM

We started SponsorPay (now Fyber) out of the incubator Team Europe Ventures, helping us to accelerate funding, hiring and overall growth. Berlin is the home of many start-up incubators and accelerators, potentially empowering your start-up to succeed.

JANIS ZECH // CO-FOUNDER AND CRO OF FYBER I AM THE CRO AND CO-FOUNDER OF FYBER. I'M A SERIAL ENTREPRENEUR AND ANGEL INVESTOR. PASSIONATE ABOUT MOBILE AND ONLINE VENTURES. FYBER IS A LEADING ADVERTISING TECHNOLOGY COMPANY THAT EMPOWERS APP DEVELOPERS TO EXECUTE SMART AD MONETIZATION STRATEGIES ACROSS ALL CONNECTED DEVICES THROUGH A UNIFIED MOBILE SUPPLY SIDE PLATFORM. www.fyber.com

JANIS ZECH // CO-FOUNDER AND CRO OF FYBER I AM THE CRO AND CO-FOUNDER OF FYBER. I'M A SERIAL ENTREPRENEUR AND ANGEL INVESTOR. PASSIONATE ABOUT MOBILE AND ONLINE VENTURES. FYBER IS A LEADING ADVERTISING TECHNOLOGY COMPANY THAT EMPOWERS APP DEVELOPERS TO EXECUTE SMART AD MONETIZATION STRATEGIES ACROSS ALL CONNECTED DEVICES THROUGH A UNIFIED MOBILE SUPPLY SIDE PLATFORM. www.fyber.com

AXEL SPRINGER PUG & PLAY ACCELERATOR

Access the collective insights of founders, mentors and a large corporate organization with an interest in seeing you fly! I'm so grateful to the brilliant team at Axel Springer PnP - Jörg, Uli, Saeed, Luise, Charlotte, and of course Robin whom we liked so much that he joined us as our COO.

ATTEND THE HY! CONFERENCE

People are the most valued assets for any entrepreneur. As the famous quote goes: "Networking is just one letter away from not working", particularly in Berlin which is considered meetup Mecca. One exception, however, is hy! where startup enthusiasts rub shoulders with the likes of Peter Thiel.

LEARN NEW SKILLS WITH CAREERFOUNDRY

You don't have to be a techie to found a tech startup, but it certainly helps to have a grasp on how products are designed and built. Build up your skills at the Berlin-based CareerFoundry where experienced mentors guide you through the courses and help you when you need it.



HESSAM LAVI

Jobspotting

HESSAM LAVI // FOUNDER AND CEO OF JOBSPOTTING I'M AN IRANIAN-BORN SWEDEN WHO LIVED IN IRELAND AND CANADA BEFORE MOVING TO BERLIN IN 2009. BACK THEN IT WAS HARD TO NAVIGATE THE STARTUP SCENE, SO I FOUNDED BERLINSTARTUPJOBS.COM TO HELP OTHERS DISCOVER THE GROWING SPHERE. HAVING EXPERIENCED THE PAIN THAT COMES WITH CHANGING JOBS SEVERAL TIMES, I RECENTLY FOUNDED JOBSPOTTING WITH 2 EX-GOOGLE COLLEAGUES TO TAKE THE HASSLE OUT OF JOB HUNTING. www.jobspotting.com

Silicon Allee

DAVID KNIGHT

USE THE COMMUNITY

In terms of developing as an entrepreneur, one of Berlin's biggest advantages is its incredibly open community. Ask for help, and help ye shall receive. Make sure to make use of this community rather than suffering in silence.

DON'T BELIEVE EVERYTHING YOU HEAR

Let's be honest, pretty much everyone in the startup scene is full of bullshit - entrepreneurs, engineers, PR and marketing bods (obviously) and investors (especially). Take everything you hear with a pinch of salt, and decide for yourself which pieces of advice you should follow.

HAVE A LIFE AWAY FROM YOUR STARTUP

The startup community is, understandably, a tightknit one, and it is common for people to spend most of their time, at work and at play, with other entrepreneurs. But it is also beneficial to hang out with those who have nothing whatsoever to do with startups, for a change of pace.

DAVID KNIGHT // EDITOR-IN-CHIEF AND CO-FOUNDER OF SILICON ALLEE
I AM THE CO-FOUNDER AND EDITOR-IN-CHIEF OF SILICON ALLEE, AN INDEPENDENT ENGLISH-LANGUAGE NEWS WEBSITE AND COMMUNITY WHICH HAS BEEN COVERING THE STARTUP AND TECHNOLOGY SCENES IN BERLIN AND ACROSS GERMANY SINCE JUNE 2011. BORN IN LONDON, I MOVED TO BERLIN IN 2007 AND HAVE SINCE WORKED FOR SOME OF GERMANY'S BIGGEST ONLINE NEWS PORTALS INCLUDING BILD.DE AND SPIEGEL.DE.

www.news.siliconallee.com

MY SOCIAL NETWORK

Starting up a company is a real big challenge, which is not feasible without the support of your family, partner and friends. It's an exciting journey with lots of ups and downs. I am very grateful to be surrounded by amazing people encouraging and backing me each and every day.

VAOVIA.COM

Right after graduation in 2009 I founded my first company VAOVIA.com, which is a platform allowing users to create and store their CVs. The innovation at that time was our proprietary PDF engine enabling users to automatically design and lay out CVs. That was my first step into the tech startup scene.

PURPLE ORANGE VENTURES GMBH

POV. is the investment vehicle of Gary Lin, our Business Angel and supporter from day one. Gary is a visionary and passionate entrepreneur (Founder and CEO of Glispa Media) from whom we have learned a lot: how to build a company, to lead a team and to grow yourself personally and professionally.

LINH NGUYEN // FOUNDER AND MD OF KISURA

BY THE END OF 2012 I CO-FOUNDED KISURA.DE WITH A FRIEND AND CLASSMATE FROM UNIVERSITY. OUR VISION IS TO MAKE THE EXCLUSIVE PERSONAL SHOPPING SERVICE ONLINE AVAILABLE FOR EACH AND EVERY WOMEN. AS FASHION ADDICTS WE ARE UNITED IN MIND AND DIVIDED BY FUNCTION. TANJA WITH HER STRONG ECOMMERCE BACKGROUND IS LEADING OUR MARKETING AND IT DEPARTMENT WHILE I AM RESPONSIBLE FOR FINANCE AND OPERATIONS.

www.kisura.de



LINH NGUYEN

Kisura

MAIN INCUBATOR AND COMMERZBANK BERLIN

CHRISTIAN HOPPE, FOUNDER DIRECTOR AND CEO OF MAIN INCUBATOR IN FRANKFURT, AND JÖRG FRISCHHOLZ, CHAIRMAN OF THE REGIONAL BOARD OF COMMERZBANK'S SME BANK DIVISION IN BERLIN, ANSWERED OUR QUESTIONS ABOUT STARTUPS, INNOVATION IN BANKING, AND COMMERZBANK BERLIN'S SUPPORT OF YOUNG, RAPIDLY GROWING COMPANIES.

INCREASING NUMBERS OF INNOVATIVE STARTUPS ARE DEVELOPING BANKING SOLUTIONS. THESE SO-CALLED FINTECH STARTUPS ARE NOW BACKED BY COMMERZBANK, THROUGH MAIN INCUBATOR. WHAT'S THIS ALL ABOUT?

Christian Hoppe: main incubator is the place where Commerzbank helps to shape the future of banking. Commerzbank has recognized and accepted the challenges posed by innovations in banking, so this past March it started main incubator, the first incubator for FinTech startups in Germany, Austria, and Switzerland with a major bank as its anchor investor—Commerzbank.

WHAT ARE THE BENEFITS OF PROMOTING THE MAIN INCUBATOR FOR FINTECH STARTUPS?

Christian Hoppe: main incubator supports the future of banking. We offer FinTech startups access to nearly 15 million private clients and a million business and corporate clients of Commerzbank. And we provide equity capital and access to expert know-how. Our range of active cooperation sets us clearly apart from pure venture-capital companies. This strategic added value has won over some of the first startups and budding young companies, such as Traxpay, which revolutionizes B2B commerce with its dynamic payments solution. We also support all FinTech startups with a monthly information-and-networking series. Here we look actively at problems startups are confronted with, deliver solutions, identify business opportunities, and connect business entrepreneurs from banking and IT with other experts and scientists.



hoppe@main-incubator.com

Copyright Bernd Euring



joerg.frischholz@commerzbank.com

WHAT CONNECTS MAIN INCUBATOR WITH COMMERZBANK BERLIN?

Christian Hoppe: We're also a startup. We thus learned firsthand how helpful and meaningful it is to have experienced support from the banking side.

Jörg Frischholz: And we convey information to our colleagues at main incubator about interesting startups who offer banking solutions or products germane to banking — solutions or products these startups might not know are applicable to the industry.

WHY SHOULD A STARTUP CHOOSE COMMERZBANK BERLIN AS ITS IDEAL PARTNER?

Jörg Frischholz: As a bank we are both a service provider and a network partner for startups: For us, a startup's bank account is only the beginning of our involvement in the company's future development. We help startups building up their cash management, offer trade services and develop individual financing solutions tailored to the specific needs of the company. Commerzbank in Berlin has a team of designated specialists in the business and SME banking segment that can assist with company growth through its business know-how, contacts and ideas — particularly internet-based business models, and especially those in e-commerce. We are also locally based and can make pragmatic decisions, with short processes — just what fast-growing companies need.

WHAT ELSE DOES COMMERZBANK HAVE TO OFFER STARTUPS?

Jörg Frischholz: Commerzbank today is the clear market leader in SME business in Germany, and we want to be the leading bank for business clients in the heart of Europe. Commerzbank is financing more than 30% of German foreign trade, and no bank gives more loans to companies than we do. We have a strong investment bank on our side, and we assist our customers as a strategic partner with the backing of our international network of professionals in almost every corner of the world. The German Institute for Service Quality recognized us as the best SME bank, which demonstrates our expertise, commitment, and understanding of the needs of small and medium-sized companies.

KUSHTRIM XHAKLI //
CO-FOUNDER OF FAST EUROPE VENTURES
 NAMED BY FOREIGN POLICY AS „KOSOVO'S CHIEF DIGITAL
 DIPLOMAT“, I AM A DIGITAL ENTREPRENEUR WITH
 A HIGH PASSION FOR INNOVATION AND MARKET DISRUPT-
 IONS. I CO-FOUNDED FAST EUROPE VENTURES LTD - A
 DIGITAL MANAGEMENT, BANK AND TELCO CONSULTING
 COMPANY THAT WORKS WITH CLIENTS LIKE VODAFONE,
 T-MOBILE, SWEDBANK AND BERLIN'S RENEWABLE ENER-
 GY AND SOLAR DEVICE COMPANY, CHANGERS.COM.

www.fastventures.com

SANDBOX NETWORK BERLIN

When Nico and Fabian invited me to join Sandbox in 2008, the Berlin hub was only starting. Three years later this global community group of inspired, passionate, successful, and purpose-driven individuals who support and shape the world, grew into a big family of doers and thinkers.

HACKFWD

Lars decided to gather European entrepreneurs in Majorca each quarter, but once he decided to gather them in Berlin, it was a different story. We continued to gather in Berlin ever since. For three years HackFwd helped and invested, enabling great people to launch great ideas.

EUROPE'S DIGITAL DIPLOMACY HUB

Berlin's network of digital diplomats are helping world causes by linking their country's diplomatic officials and citizens to like-minded people in other states, who might in turn apply pressure to their governments to solve global problems. Re:publica and Social Media Week are leading the way.



Fast Europe Ventures

KUSHTRIM XHAKLI

SURROUND YOURSELF WITH THE RIGHT PEOPLE

Surround yourself with awesome people, especially people who know more than you do and create a kick-ass team. Seek advice and help from a mentor: someone who is strong where your weaknesses are, someone inspiring and who offers you guidance at the right time.

FRIDAYATSIX

twago hosted one of the very first episodes and it became my favourite Berlin event. Founded by Derk, a Dutch radio journalist, hosted in various startup offices, the show offers an interesting Friday after work networking event with live music, startup pitches and sparkling interviews with CEOs.

THE ITALIAN COMMUNITY DIGITALY BERLIN

While I was Country Manager of Italy for twago, I wanted to meet other Italians working in the city. I found many: so I created a group for all of us to connect. digItaly Berlin is now the tech community for Italians in Berlin: we organise meetups to get to know each other and share our experiences.



twago

**SILVIA
 FOGLIA**

SILVIA FOGLIA //
HEAD OF COMMUNITY
MANAGEMENT AT TWAGO
 LIVING ABROAD FOR ALMOST
 10 YEARS, I MOVED TO BERLIN
 IN 2009 AND WAS MAGNETIZED
 BY THE INTERNATIONALITY AND
 ECLECTIC ATMOSPHERE OF THE CITY.
 I JOINED TWAGO IN 2010 RIGHT AFTER
 LAUNCH. TWAGO IS THE EUROPEAN MARKET-
 PLACE FOR COMPANIES TO FIND FREELANCE
 DEVELOPERS, DESIGNERS, TRANSLATORS AND
 COPYWRITERS. I WAS PREVIOUSLY THE COUNTRY
 MANAGER FOR ITALY AND NOW I'M LEADING OUR
 CONTENT AND COMMUNITY TEAM.

www.twago.com

MIHO TANAKA // FOUNDER OF AIRMARKR
 I AM A MULTI-AWARD WINNING DIGITAL CONCEPTER AND UI/UX SPECIALIST. I HAVE WORKED WITH INTERACTIVE TECH, MOBILE AND AR FOR OVER 7 YEARS. FORMER CLIENTS INCLUDE VODAFONE, BMW, AND COCA-COLA. AIRMARKR IS A MOBILE APP THAT LETS YOU DRAW IN THE AIR IN 3D. IT'S LIKE LIGHT GRAFFITI, ONLY YOU CAN GRAB THAT DRAWING, ROTATE, MOVE AND SCALE, OVERLAY IT ON A PHOTO AND SHARE WITH FRIENDS.

www.airmarkr.com

MLOVE

Conferences can be expensive, but each one I've ever attended has been invaluable for learning and meeting amazing people. These include hy!, Campus Party, TOA, Augmented World Expo, CTM Festival, and MLOVE. Applying as a speaker or entering a competition are great ways to attend for free.

AR BERLIN MEETUPS

Berlin has a smorgasbord of meetups for startups. Attending them has helped me find my communities. I've made great friends through Open Tech School, Berlin Geekettes, Berlin VR meetup, Fridays at Six, Talk and Play. Starting my own called AR Berlin has also helped me establish myself in the field.

EYEEM

Founders in Berlin are so generous with sharing their knowledge. Heads of FOUNDDD, Versus, hy! among others have kept me sane with their guidance. Wise words from the EyeEm founders in particular have pulled me through a roadblock, and a mantra I picked up "never give up" keeps me going to this day.



AirMarkr

MIHO TANAKA

RAVI KAMRAN // FOUNDER OF TRADEMOB
 SHORTLY AFTER LEARNING SOME NUMBER-CRUNCHING, I JUMPED INTO ENTREPRENEURSHIP TO PUT THEORY INTO PRACTICE. BERLIN WAS MY FAVORITE PLACE TO GO, GIVEN THE SPIRIT HERE. QUICKLY AFTER I FOUNDED TRADEMOB TO HELP MOBILE APP OWNERS WIN ACTIVE USERS THROUGH EFFECTIVE ADVERTISEMENT. FOUR YEARS LATER WITH HARD WORK AND SOME LUCK WE ARE NOW VERY HAPPY TO BE THE EUROPEAN MARKET LEADER FOR MOBILE APP RETARGETING.

www.trademob.com

FIND THE RIGHT IDEA - SPEAK TO FOUNDERS Finding the right idea is very hard. What helped me navigate within the jungle of endless ideas was the decision that it has to be a topic that really really interested me. Suddenly the idea list became much shorter. To further evaluate, I spoke to different people in Berlin running startups. **PRENZLAUER BERG** With respect to all the meetings with clients, investors, employees, partners, etc. we saved a lot of time / cost just being in this area, with backfabrik and other startup buildings in close proximity. **99DESIGNS** To find a good name for my startup, I decided to engage a creative community at 99designs. I was asking them to find a good name for a business that buys and sells ads on smartphones. Also, and this is the hard part, where a .com is available. Many crazy names came up, but luckily also our name today.

RAVI KAMRAN

Trademob



SAMIR BARDEN // CO-FOUNDER AT PLANTU

I ACCEPTED THE CALL FROM STUDIVZ AND MOVED FROM KARLSRUHE TO BERLIN IN 2007. FIVE YEARS LATER I CAME BACK TO BERLIN FROM A YEAR ABROAD, AND FOUNDED PLANTU WITH ALEXANDER GERHART. PLANTU REJUVENATES THE OLD-FASHIONED GARDENING MARKET AND BRINGS THE GARDEN BACK TO THE CITY. WE DELIVER A WIDE RANGE OF HAND-CRAFTED TOOLS, RARE ORGANIC SEEDS AND A CAREFULLY CURATED SELECTION OF URBAN PROOF PLANTERS.

www.plantu.de

DOCKBÖRSE Find a nest - Pitching your tent in one of the famous coworking spaces might appear to be the most obvious way to start your company... but perhaps you should think twice. Joining an office full of well connected and already settled people might give you a more direct access to established networks. **FLUXFM - THE RADIO STAR IS NOT DEAD** Go talk to the guys at FluxFM. They love great ideas and perhaps they want to discuss your product or idea on air. They have an impressive network across Berlin and helped us to connect with some great people and companies. **JOIN FORCES** Is there something you need to be solved or done? Maybe there is someone out there who had or has the same challenge and I'm pretty sure this person will be happy to help you with hints or their network.

Always have an eye on the world around you and never hesitate to place some friendly calls.

plantu **SAMIR BARDEN**

ROTARY E-CLUB BERLIN GLOBAL The Rotary E-Club Berlin Global, established in spring 2011, is the first English-German speaking Rotary E-Club worldwide. I became a member not that long ago and really enjoy the fact that I can attend the meetings online as well. I would love to get you introduced to our club, so ping me! **STARTUP CAMP BERLIN** One of the greatest startup events in Berlin, organized by the German Startups Association, Deutsche Startups News and Entrepreneurs Club Berlin. Don't miss the Pitch marathon, the Conference and the Tech Fair. An event that is very well organized and every startup entrepreneur should attend. **TECH OPEN AIR FESTIVAL** Tech Open Air is a two-day Interdisciplinary Technology Festival. Don't miss it!!!

VASSILIOS BARTZOKAS

Basketo

VASSILIOS BARTZOKAS // CEO OF BASKETO
I ARRIVED IN BERLIN WITH MY WIFE AND THREE KIDS IN FEBRUARY 2012 FROM ATHENS, GREECE. I LOVED BERLIN FROM DAY ONE AND FELT LIKE HOME. I AM THE CEO AND CO-FOUNDER OF BASKETO; A NEWLY FOUNDED B2B ONLINE MARKETPLACE FOR FRUITS AND VEGETABLES. BASKETO CONNECTS FORWARD THINKING FARMERS WITH BUYERS AROUND THE WORLD. WE LAUNCHED IN BETA AT THE END OF SEPTEMBER AND WE'RE NOW RAISING OUR FIRST ROUND OF FINANCING. www.basketo.co



AGORA

Working at Agora co-working space in Neukölln was a fantastic start for us. Surrounded by professionals and friendly staff, it was a great place to get to know the vibe of Berlin. Great food in the cafeteria and apple trees in the hippie garden surrounding the building.

PARKS

Berlin is the greenest city in Europe with more parks than public toilets. It took me some time to really get them into my routine but now I'm in one every other day plotting world domination in the sun with a beer. My favourites are Hasenhide, Victoria and Templehof.

MODULOR

One of the best things about Berlin is a shop called Modulor - it has everything from 3D printing and sewing services to every type of pen, paint and pencils known to man. But be careful - you could end up spending all your savings on markers and different coloured tapes... I speak from experience.

MUNDI VONDI //
CO-FOUNDER OF KLANG
I HAVE BEEN RUNNING MY OWN
CREATIVE BUSINESS SINCE I WAS 19,
MAKING FASHION DESIGN AND
PRODUCTION, GRAPHIC DESIGN,
DIRECTING SHORT FILMS, PAINTING
OR PERFORMANCE ART. KLANG IS
AN INDEPENDENT ICELANDIC
GAMING COMPANY BASED IN
BERLIN. IT WAS FOUNDED IN APRIL
2013 BY ME, IVAR EMIILSSON AND
ODDUR SNÆR MAGNÚSSON WITH
THE PURPOSE OF CREATING ENGAG-
ING MULTIPLAYER EXPERIENCES.
www.klanggames.com

MUNDI VONDI

Klang



YANN LE GOUIC //
CO-FOUNDER OF PRODUCTIVE MOBILE

I FIRST CAME TO BERLIN IN 2006 TO
WORK FOR STUDIVZ AND MOVED ON A
YEAR LATER TO BUILD TWO COMPANIES OUT-
SIDE EUROPE (CANADA, INDIA). AFTER SELL-
ING OUR LAST VENTURE, I DECIDED WITH MY
CO-FOUNDERS, ANTHONY HSIAO (GERMANY)
& PARAG MAJUMDAR (INDIA), TO RELOCATE
TO BERLIN TO BUILD PRODUCTIVE MOBILE:
A PLATFORM TO CONVERT ENTERPRISE
APPLICATIONS TO SMARTPHONES AND
TABLETS IN JUST MINUTES.

www.productivemobile.com

COWORKING SPACES

They are good places to meet potential co-founders, future hires and fellow young startups. They are also usually the place where a lot of meetups happen, which is again a great way to kick-start your network. We have had good experiences with betahaus (KreuzBerg) and Mitosis (Neukölln).

CHRISTIAN MUSFELDT

As a foreigner, getting a good understanding of the German legal and financial system is a challenge. Christian is a great lawyer with on-the-ground startup experience. Bonus: Everything he provided us with, from Incorporation documents to employments contracts is bilingual (English/German).

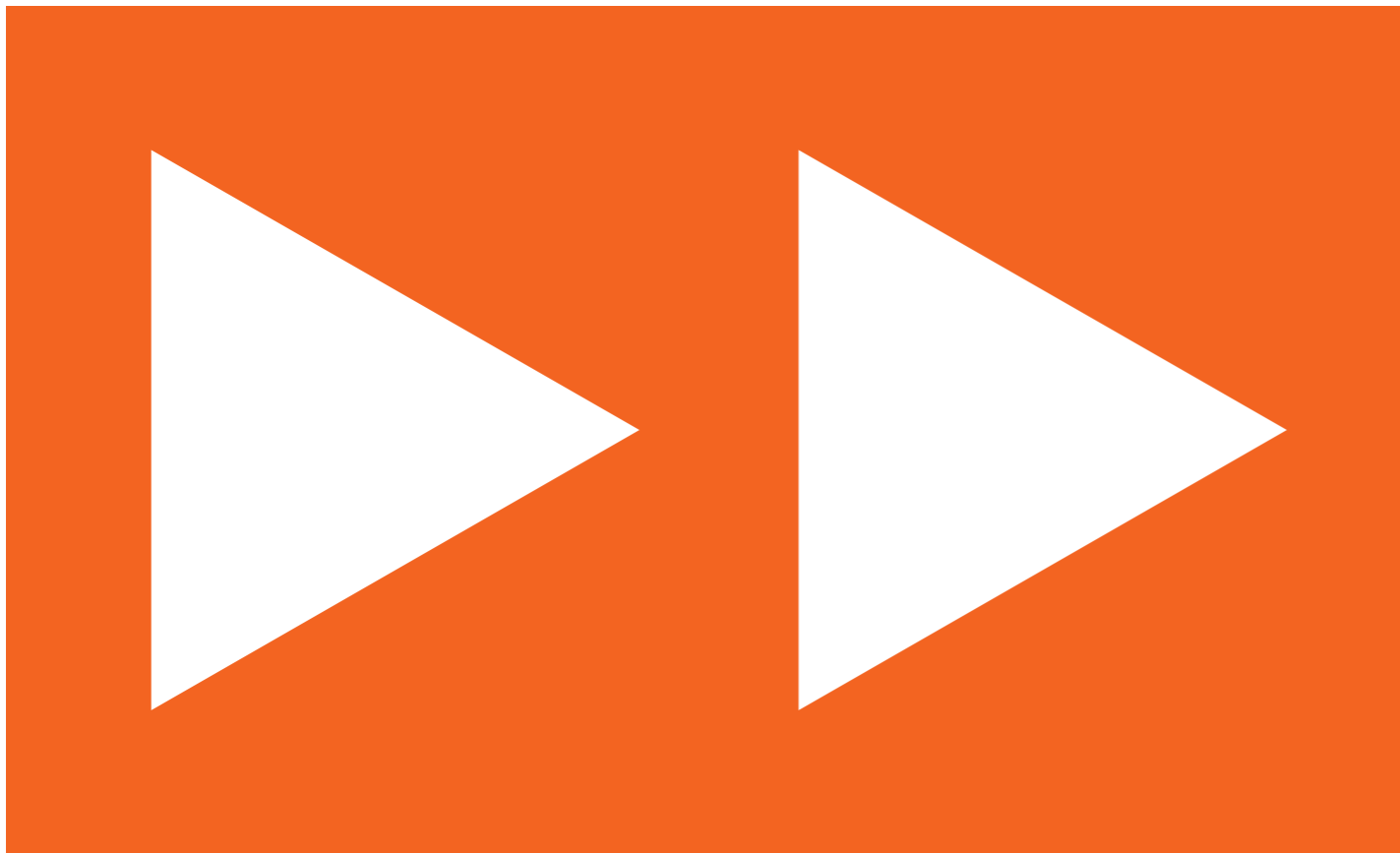
PARMENTIER SALARY TAX CALCULATOR

This small tool really comes in handy when building your budget and forecast for full time employees and contractors. There are many others on the web, but this one happens to have an English version and it always served me well.



YANN LE GOUIC

Productive Mobile



Pimp up YOUR START UP!

Join our *startup.net berlinbrandenburg* of more than 160 members! The most recent initiative of *media.net berlinbrandenburg* gives the growing startup scene in Berlin-Brandenburg its own platform.

startup.net berlinbrandenburg connects startups and investors, the old economy, politics and institutions, universities and businesses. Events, trade fairs as well as established formats such as our program *media.net:catapult* or the Investors' Dinner strengthen the digital economy and the regional business scene. Because we believe that working together moves more.



www.medianet-bb.de

 startup.net
berlinbrandenburg

 media.net:catapult

 investors' Dinner



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LEADING
STARTUP EVENT
CALENDAR

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YOUR E-MAIL

SIGN UP

berlin-startup-events.com

(previously: berlinvalley.com/events)

▶▶ investors' Dinner

The Investors' Dinner Berlin takes place twice a year and gives 24 innovative startups from the internet, mobile, games, and media sectors with high growth potential the chance to meet twelve venture capitalists. During a three-course dinner in a confidential and exclusive atmosphere the startups present their business ideas to the venture capitalists who want to invest in young startups.

www.medianet-bb.de/startup-net



Olswang's medialawcamp on November 7th in Berlin is a BarCamp focusing on social media. Twitter, Xing, Facebook etc. have revolutionised traditional marketing completely, and using these new interactive communication channels provides numerous opportunities, but also can be challenging, and often raises legal questions.

www.olswang-medialawcamp.com



Gründerwoche Deutschland is a platform where partners nationwide offer a range of events for students, potential founders and startups in order to promote and support entrepreneurial spirit and skills. Gründerwoche Deutschland is hosted by the Federal Ministry of Economics and Energy, coordinated by the RKW Competence Center, and is part of Global Entrepreneurship Week.

www.gruenderwoche.de

webmontag/berlin

Since 2011, webmontag/berlin has meant knowledge and experience exchange across topics out of and for the web. With varying partner companies, the monthly format invites you enjoy these specific issues and follow up with industry networking.

www.webmontag-berlin.de

THE HUNDERT AT EVENTS

"the Hundert" will be distributed for free Germany wide, and will be available at the following conferences and events:

Bitkom TREND KONGRESS create.innovate.grow

BITKOM Trend Conference is all about digital trends and disruptive technologies. On November 25th, global players and start-ups as well as politicians and scientists will discuss the digital future in Germany's IT hotspot, Berlin. Participants will experience visionary keynotes, interesting panels and inspiring presentations in addition to workshops and the opportunity to connect with digital leaders.

www.bitkom-trendkongress.de

Data Driven Business CUSTOMER CENTRICITY THROUGH DATA

Online Marketing Optimisation - We go deep! Conversion Conference, eMetrics Summit and Predictive Analytics World - Three fixes of concentrated knowledge for your online marketing! Web analysts, e-commerce experts and marketing managers will learn at this year's Data Driven Business Week Berlin from 4-5th November, how companies turn their data graves into a money-spinner and how they can optimise their online marketing.

datadrivenbusiness.de

∞ DNX

3th & 4th of October 2014, Babylon Berlin
DNX - Digital Nomad Conference is the first conference about location-independent working. In the DNX panels, workshops and personal talks you get massive insights and tips from experienced Online Entrepreneurs living the Digital Nomad lifestyle. The DNX is for people who are interested in that lifestyle or people who already run a location-independent business.

www.dnx-berlin.de

▶ startup.net berlinbrandenburg

BIG IN BERLIN initiates a direct dialogue between founders and experienced entrepreneurs. In the annual talk they discuss, at eye level, challenges, similarities and differences, Berlin as the place to be, the role of ideas and money and much more.

www.medianet-bb.de

betterplace lab

betterplace labtogether 2014 - The labtogether is Germany's leading conference on digital-social innovation, and this year will be bigger, better, more inspiring than ever. We'll be celebrating success, from the trivial to the calamitous; we'll be discussing data in the social sector - using it and protecting it; and we'll be inspiring with stories of digital tools to help following natural disasters; and we'll be crowning some Online Heroes! When? Thursday, 6th November, Start: 1pm, until: 9pm

www.betterplace-lab.org/labtogether2014

AllFacebook Marketing Conference

Facebook Marketing Conference Berlin - 11th November
After Munich, AllFacebook Marketing Conference is now heading to Berlin! Produced by the well-known Facebook Blog AllFacebook.de, this show is focusing exclusively on Facebook Marketing. In two tracks, 25+ speakers from small and big organisations will share their knowledge and best practices. Get an insight into the newest tools and techniques and learn everything you need to know about Facebook Marketing.

conference.allfacebook.de/marcon/berlin2014

CEO DINNER

CEO Dinner is a highly exclusive and invitation-only event series which offers a selected round of international CEOs, entrepreneurs and key managing partners of the most renowned Venture Capital firms. At exciting dinner locations, participants have the chance to interact and exchange in an informal way. The key selection criteria are the relevance and performance of the invited participants.

www.ceo-dinner.com

deGUT Deutsche Gründer- und Unternehmertage

Two days around starting up in business and successful entrepreneurship. deGUT is the largest trade fair for start-ups and entrepreneurship in Germany. An extensive, free seminar programme, as well as experts and advisers of banks, trade associations, chambers and other institutions provide everything that you need to know to make a start on self-employment. Make close contact with experts on the start-up process, mentors, as well as like-minded people.

www.degut.de

Berlin - 11.10.2014 crowdbiz DIE MESSE FÜR CROWDFUNDING

For the second time the fair for crowdfunding, crowd-investing and startups - Crowdbiz - will take place in Berlin on October 11th, 2014. Like last year our goal is to give potential investors, who mainly focus on classic financial products, an understanding of how crowdfunding works. We would like to inspire those people, to learn more about the fresh and new ideas of our startups, and the possibilities that crowdfunding offers.

www.crowdbiz.de/crowdbiz-2014

SPÄTSCHICHT SMALL TALK, BIG BUSINESS

Small talk, big business - that's the idea of the successful networking event series Spätschicht, hosted by Gründerszene. Spätschicht gives founders, investors and digital experts the chance to network and exchange ideas. Forget your ordinary nine to five events and enjoy a chilled and animated evening to feed the networking world with new ideas.

www.spaetschicht-event.com

BGF BERLIN GAMES FORUM

Founded in 2005, the BGF is one of the longest-running and most prestigious events in the games sector. The two-day conference features high-profile talks from the movers and shakers of the industry on the current issues and trends. The Berlin Games Forum is also a unique opportunity to network with the most influential members in the world of browser and mobile games.

berlingamesforum.de/2014



Club GLOBALS events connect expats and global entrepreneurs with recommended English-speaking service providers making international life easier in exclusive locations. If you just moved to Berlin or offer a product or service for expatriates this is the place to be. Join us at www.ClubGLOBALS.com



Communitycamp is the largest European event organised for and by Community and Social Media Managers with 200+ participants and 50+ sessions in just two vibrant days. Located in the creative hub of Berlin, CommunityCamp covers all aspects of "Social" in Social Media, online as well as offline. In-depth talks, interactive sessions and lots of interesting people make CommunityCamp a must-do. communitycamp.mixxt.de



NEOCOM is the flagship event for e-commerce and multichannel commerce in Germany. More than 1000 leading figures in the German and international scene are meeting again this year on October 29th and 30th in Düsseldorf, to exchange information on the prospects of digital commerce. Be sure to attend the industry's annual event and experience impressive leading figures and innovators. www.neocom.de

mediengipfel

Twice a year media.net berlinbrandenburg and Medienboard Berlin-Brandenburg organize this exclusive business event. Set in an elegant atmosphere, this event sees high-profile speakers and guests from politics, business, media and culture get together. www.medianet-bb.de



The startup.net ALUMNICALUB, taking place every three months, connects the participants, experts and partners of media.net:catapult and Investors' Dinner Berlin among each other as well as with the startup scene in the capital region. They benefit especially from the mixture of young and successful founders, industry experts and companies of the relevant sector. www.medianet-bb.de/startup-net



Online marketing, design, payment and technology are the cornerstones of any successful e-commerce shop. The experienced and internationally renowned experts will share their expertise with you in over 30 inspiring talks, keynotes and sessions. Gain exclusive insights into the e-commerce industry and meet a variety of potential customers and business partners at our Expo (04.12) and Workshop Day (05.12). eshopsummit.com/2014



Those starting a business are quite familiar with the complicated process - until, eventually, they have created a well-balanced entrepreneurial design. Whoever wants to learn more about the methods of creative startup culture, should visit the Entrepreneurship Summit. Roughly 120 speakers are scheduled to share their expertise in keynotes, groups, and workshops. Let successful entrepreneurs inspire you and join 1500 like-minded visitors in gaining valuable insights. www.entrepreneurship-summit.de



The EBSpreneurship Forum is an annually organized entrepreneurship event taking place at the EBS University. Students, founders and investors meet up to exchange ideas and realize opportunities. Exciting events such as a pitch competition, a hackathon and several networking elements spice up the two-day event in a whole new experience. Join us in elevating entrepreneurship to the next level. www.ebspreneurship.de



"Spitze bleiben" - Staying at the top! Berlin, Technology Park Adlershof, October 9th. German industrial quality and standards are acknowledged globally. Our forum intends to reveal where Germany is "really" top and for which reasons. By which means will Germany stay at this level? We offer company presentations and an expert panel. www.spitze-bleiben.de



OMCap 2014. Online marketing. As versatile as the capital. OMCap is Berlin's largest conference for online marketing. The event has developed from a networking event to one of the most important German online marketing conferences. On October 7th, the famous online marketing seminars take place, which offer an ideal professional exchange environment, followed by the content marketing symposium on October 8th and finalized with the well-known online marketing conference on October 9th. www.omcap.de



Meet more than 1300 top representatives from the retail industry, the consumer goods industry and the service sector! More than 80 top-class national and international retail specialists give lectures and lead discussions at the German Retail Congress 2014. At the congress exhibition Retail World 2014, you will meet decision makers of German retail in an exclusive setting. www.handelskongress.de



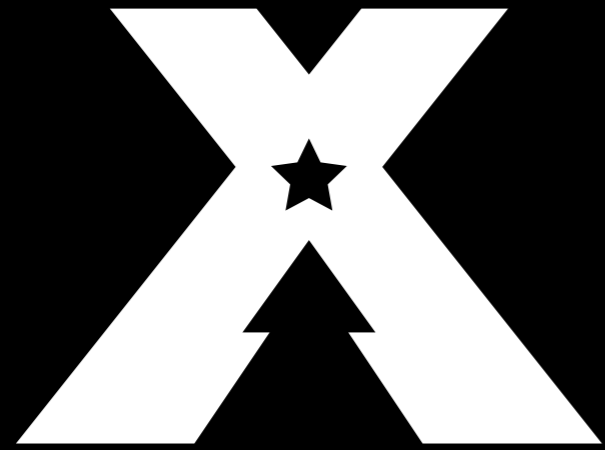
Hurry up and join TechMeetups Berlin Hackathon over the weekend of 25th & 26th October: TechMeetups Hackathon is a hackathon which brings together the most creative developers, designers, marketers and ideas people to collaborate on building a working prototype. Don't let others tell you about it - Book your free ticket and join: berlin-hackathon-tmuhack-2014.eventbrite.co.uk



NEXT GENERATION FOOD - October 10th 2014, Kalkscheune, Berlin Inspirato Think Thank with more than 150 business leaders, experts and food-related startups. Don't miss: E-Food Power Talk, CMO-Circle "Food meets High Tech", 4 parallel sessions to relevant "Hot" Topics, Food Barcamp, Startup Pitch powered by E-Food Blog, Berlin Food Night, etc. Program and registration: www.next-generation-food.de



The IdeaLab! is the best known student-organized founders conference in Europe. With around 300 international participants the IL! annually brings together experienced founders, investors and students with an interest in startup to an interactive exchange of experience and ideas. www.idea-lab.org



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GRÜNDER SZENE

EVELYN BENCICOVA PHOTOGRAPHY



Natalia Evelyn Bencicova is a 21 year old visual creative who explores mixed media with the use of photography. She grew up in Bratislava, Slovakia and is currently living in Berlin. Her first encounter with photography was nearly 2 years ago. She is working mostly with digital photography, with which she is trying to pursue a point in which the commercial and artistic meet. Now she is planning to continue her studies of this subject further, not only in practice but also academically by attending the University of Applied Arts in Vienna.

"I have to admit, that by working for "the Hundert" magazine I gained more new, positive experience than I expected and I have been expecting a lot. It was really interesting to meet people from different fields of interest and speak with them about their stories and projects, which inspired my team and I even in our own work and lives. I think that this collaboration was meaningful for all members of our young, creative team.

I'm really thankful for this opportunity and I hope that this is not the last time!"

HOW TO SAY HELLO AND GOODBYE

in 33 languages

Hello

ALBANIAN **PËRSHENDETJE** AZERBAIJANI **SALAM** BULGARIAN **ЗДРАВЕЙ**
CHINESE **你好 (NIHAO)** DANISH **HEJ** DUTCH **HALLO** ENGLISH **HI** FINNISH **MOI**
FRENCH **SALUT** GERMAN **HALLO** GREEK **ΓΕΙΑ** HEBREW **SHALOM** HUNGARIAN
SZIA ICELANDIC **HALLÓ** INDIAN **NAMASTE** IRISH **DIA DUIT** ITALIAN **CIAO**
JAPANESE **KONNICHIWA** KLINGON **NUQNEH** LEBANESE **MARHABA** LITHUA-
NIAN **LABAS** NORWEGIAN **HEI** PERSIAN **م‌ال‌س** POLISH **CZEŚĆ** PORTUGUESE
OI RUSSIAN **ПРИВЕТ** SCOTTISH **HALÒ** SLOVAKIAN **AHOJ** SPANISH **HOLA**
SWEDISH **TJABA** TOGOLESE **O FON A?** TURKISH **MERHABA** UZBEK **SALOM**
VIETNAMESE **XIN CHÀO**

Goodbye

ALBANIAN **TUNG** AZERBAIJANI **SAĞOL** BULGARIAN **ДОВИЖДАНЕ** CHINESE
再见 (ZAIJIAN) DANISH **HEJ HEJ** DUTCH **TOT ZIENS** ENGLISH **CHEERS** FINNISH
NÄKEMIIN FRENCH **A PLUS** GERMAN **TSCHÜSS** GREEK **ΣΟΥΑΝΤΙΟ** HEBREW
LE'HITRAOT HUNGARIAN **VISZLÁT** ICELANDIC **BLESS** INDIAN **ALVIDA** IRISH
BEANNACHT AGUS DEA-LUCK! ITALIAN **CIAO CIAO** JAPANESE **SAYO-NARA**
KLINGON **QAPLA'** LEBANESE **MA' AS-SALAMA** LITHUANIAN **VISO GERO** NOR-
WEGIAN **HA DET BRA** PERSIAN **ی‌ظ‌ف‌ا‌ح‌ا‌د‌خ** POLISH **DO WIDZENIA** PORTUGUESE
TCHAU RUSSIAN **ПОКА** SCOTTISH **TIORAIDH** SLOVAKIAN **AHOJ** SPANISH
ADIÓS SWEDISH **HEJDÅ** TOGOLESE **MIA DOGO** TURKISH **HOŞÇAKAL** UZBEK
XAYR VIETNAMESE **TẠM BIỆT**



As I said before, the core team of "the Hundert" is incredibly small. However, just as with our first and second edition, a project of this magnitude could not have been realized alone. Therefore, we don't want to forget to say thank you for the support to the many people who helped us and stood by our side during the entire process: Our marvellous photographer Evelyn Bencicova, to whom we owe the one hundred brilliant portraits, and her assistant and makeup artist Adam Csoka Keller. A big thank you goes to Susanna Pozzi, Balázs Tarsoly, Johnnie Clapper and the entire Operation Butterfly team for another great design and a wonderful cooperation. It is always a pleasure to have the opportunity to work with you guys; the entire Order Group team for building our website; Thomas Schneider for his great technical support; Konstantin Iwanow for being around; Stefan Setzer and Manuela Wachs from Laserline for the reliable cooperation; Daniel Höpfner of PressMatrix for a cool iPad app for the Hundert; a big "thank you" goes out to Massimo Pisati for being "THE man" behind the scenes and coordinating all the Hundert participants (without your enthusiasm, endurance and help this magazine would not have been possible); Chiara Vilasi for being the best and kindest support a team could ask for (even with her arm broken). Jazz Meyer for proofreading (a lot!); Petra Certekova for coordinating all the logistics; Claudia Lunscken for translations; Fernanda Santis and Irene Wissel for firefighting; all the entrepreneurs for providing us with your "what's the first thing to do when moving to Berlin"; Sarah Hoffmann of Hit Fox for her informative interview; once again Thomas Letz for his anti-bureaucratic ways; Klaus Wowereit; all our media and event partners; our sponsors and advertising partners, Melanie Bähr, Christian Herzog, Christine Carboni and Saskia Riedel of Berlin Partner, Tim Dümichen and Marius Sternberg of KPMG, Christian Bartz of Weberbank, Tristan Reckhhaus of IBM, Uli Schmitz, Jörg Rheinboldt and Charlotte Bilzer of Axel Springer PnP, Matthias Birkholz and Kristina Karsten of Lindenpartners, the Team from Vertical Media (especially Judith Kühn), Alexander Hüsing of deutsche-startups.de, Jan van Muenster of brand eins, Ewgenia Klaschik of Business Punk, Kevin Pflock of Junge Gründer, Florian Blaschke of t3n; Clara Sokol of Studio Cherié for her warm support; the very many assistants and helpers from the startups for the relentless management of your founding teams (keyword - "a sack full of fleas"); and last but not least, we want to thank all one hundred participants for your great statements and for smiling for the camera. It has been a pleasure working with you all. It's great to have you here in Berlin!

Thanks a lot!

EXPLORE

THE BERLIN ECOSYSTEM ONLINE

WWW.THE-HUNDERT.COM/DOTS-OF-BERLIN

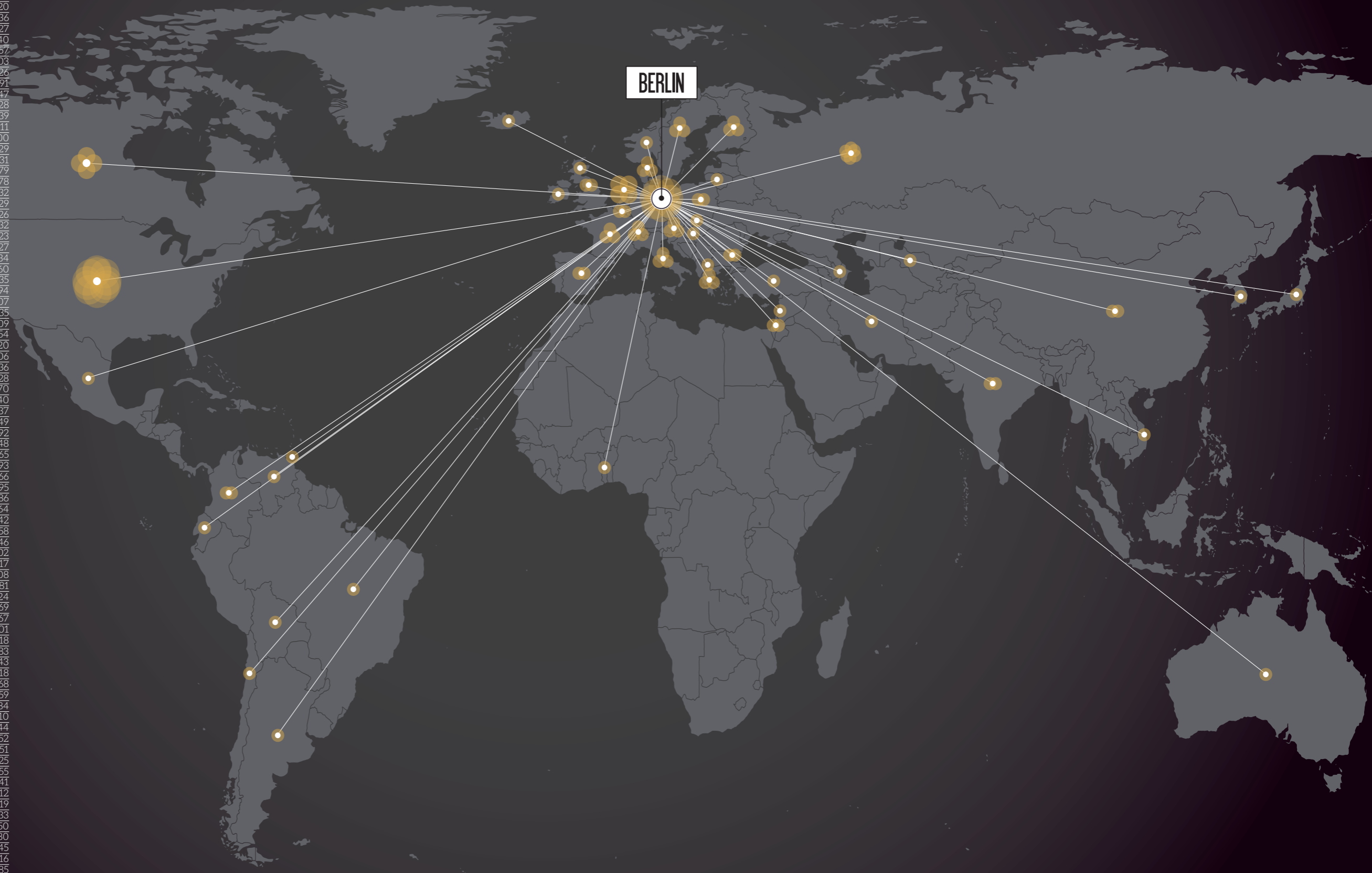
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LEADING TO A WHOLE COSMOS OF FURTHER CONTENT

*FIND ALL THE LINKS
FROM ALL PARTICIPANTS' DOTS
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THE HUNDERT – STARTUP WORLDMAP 2014

the ways our participants took to make Berlin their home.



IMPRINT / LEGAL

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www.the-hundert.com

BANKING INFORMATION

Why Berlin? Media Publishing House GmbH / Konto 181008400 / BLZ 12040000 /
Commerzbank Berlin

PRINTING

Laserline Druckzentrum Bucec & Co Berlin KG / Scheringstraße 1 / 13355 Berlin

THE *Hundert*

IS THOUGHTFULLY DESIGNED BY:

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