Web and Mobile Business
in the Capital Region Berlin-Brandenburg
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Dr. Heinrich Arnold
SVP Innovation & Laboratories and Managing Director T-Labs (Telekom Innovation Laboratories)

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Anna Alex
Founder & Managing Director
OUTFITTERY GmbH

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

Microsoft Accelerator

re:publica and MEDIA CONVENTION Berlin

Berlin-Brandenburg as a hot spot in the digital scene

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

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

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

Companies
Ally
Amazon
Babbel
Brands4friends
CarJump
Crate
CoModule
DaWanda
Drivy
Dubsmash
eBay
Exozet
EyeEm
Funding Circle
Fyber
Game Duell
Glispa
Google
Hello Fresh
Helping
HERE
Home24.de
ImmobilienScout24
Iversity
Kiwi.ki
Kornoot
Lieferando
Lieferheld
Lock8
Mobile.de
Number26
OneFootball
Orderbird
Outfittery
Payleven
PayPal
Quandoo
reBuy
sociomantic
SoundCloud
Strato
SumUp
Twitter
Wooga
Zalando
Zanox

Successful players, innovative entrepreneurs and established companies

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

And of course the great international online companies that have settled here are worth mentioning: eBay in Kleinmachnow, Twitter and Groupon in Berlin. Google’s German headquarters is located in Berlin and is also investing in the startup campus Factory. In 2015, Cisco opened an Innovation Center for the Internet of Things. Amazon develops software in Berlin and operates a customer care center and a logistics center in Brandenburg.
Berlin’s university and startup scene has dynamic potential that’s unique worldwide. Systematic and excellent education combined with sophisticated and optimized startup support programs allow both the successful development and entrepreneurial transformation of existing companies in the web and mobile business.«

Dr. Stephan Zoll
Vice President
eBay Germany

**Networks and initiatives in the digital scene**

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

**Major digital location:** Around 9,700 companies in the information and communications technology sector, mainly from the web and mobile business, generating a turnover of 13.4 billion euros with more than 96,000 employees.

**High startup dynamics:** On average every 20 hours a new Internet company is founded in the capital.

**Excellent education opportunities:** The region offers a host of study, education and training options for the ICT industry at universities, colleges, art colleges, private universities and research institutions.

**Location for European and German headquarters:** eBay, Groupon, HERE, Twitter and Mozilla, and many startups and digital companies such as SoundCloud, Zalando, Strato, Wooga, ImmobilienScout24 and Betterplace.

**International meeting point:** Not only during the Berlin Web Week, but as a year-round melting pot for the international digital scene.

**Education and talent**

The capital region’s pull that attracts talent from around the world is enormous. Altogether some 225,000 students are enrolled in Berlin-Brandenburg at universities, art schools and colleges, including 16,000 in IT and digital-related programs. Numerous degree programs in media and communications, journalism and technical studies, computer sciences and design provide extensive educational opportunities. Many universities also have a department for entrepreneurship and a startup service. Similarly, there are also numerous opportunities for managers in the creative sector to attend schools like the European School of Management and Technology ESMT, the Hertie School of Governance and the Steinbeis-Hochschule to receive further qualifications using a hands-on and academic approach. The Alexander von Humboldt Institute for Internet and Society, founded in 2012, explores the dynamic relationship between the Internet and society.
Support and financing

- Berlin-Brandenburg supports the web and mobile business segment through a joint economic policy in the Cluster ICT, Media and Creative Industries. Dense support in the form of consulting, financing and subsidies provides the perfect environment for inward investment, startups and innovative projects.

- The two economic development agencies, Berlin Partner for Business and Technology and Brandenburg Economic Development Board (ZAB), as well as the Medienboard Berlin-Brandenburg provide information about the range of support and financing options.

- The Berlin Senate Department for Economics, Technology and Research and the Brandenburg Ministry for Economic Affairs and Energy assist the industry with subsidies or loans for capital investment, salaries and technology-oriented R&D projects, as well as with infrastructure projects, competitions and trade show presentations.

- To invest in startups during their initial and growth phases, the investment banks in Berlin and Brandenburg have set up venture capital funds. There are also innovation and technology funding programs.

- Medienboard offers support through the funding program for interactive and innovative development and production of games, apps, transmedia, virtual reality and other innovative projects.