



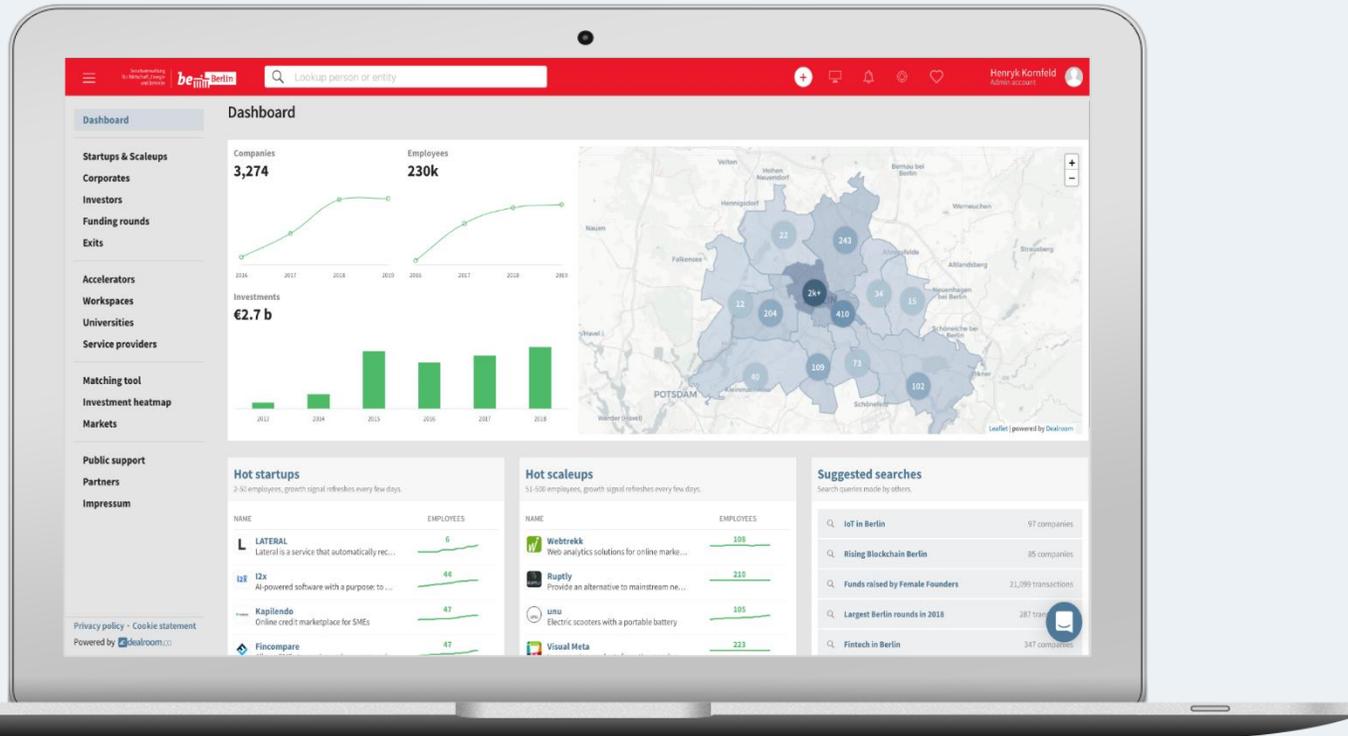
Senatsverwaltung  
für Wirtschaft, Energie  
und Betriebe



# Startups jobs in Berlin: an introduction

January 2020

The data in this report is sourced from <https://startup-map.berlin>, the most complete and detailed picture of Berlin's tech ecosystem.



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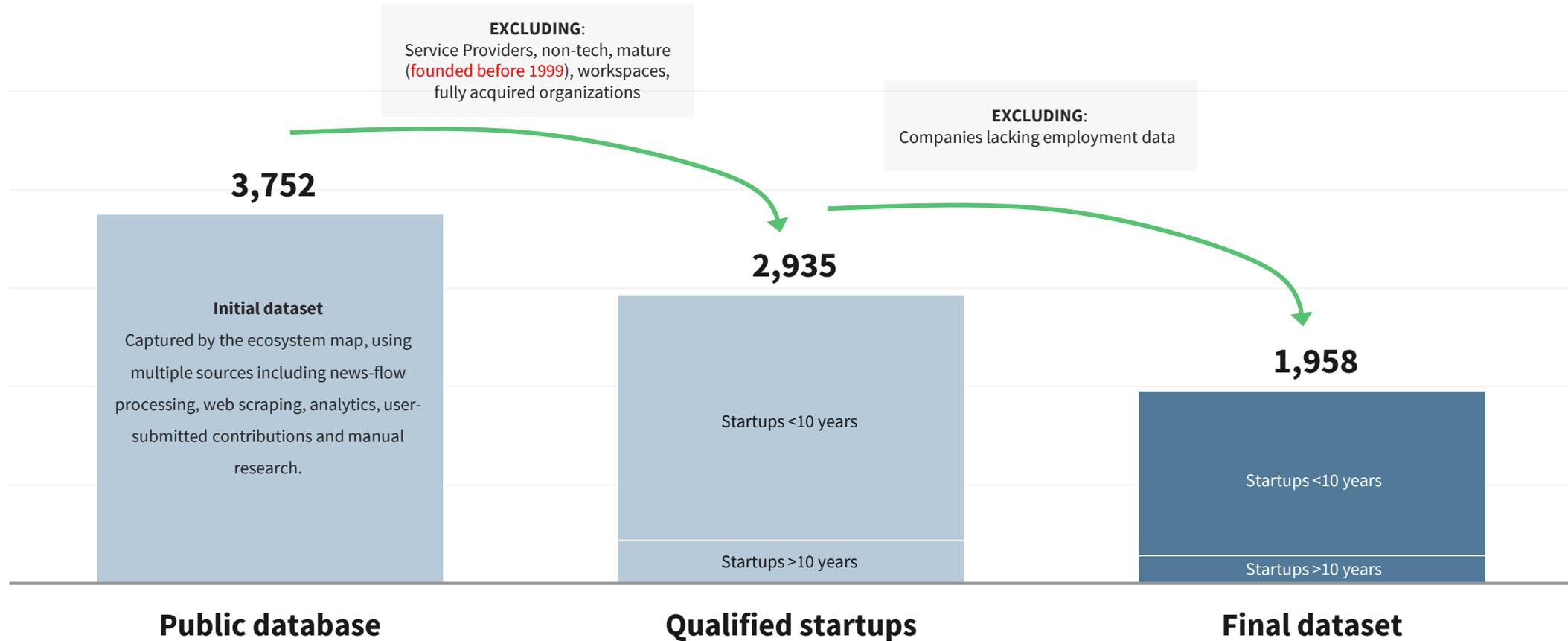
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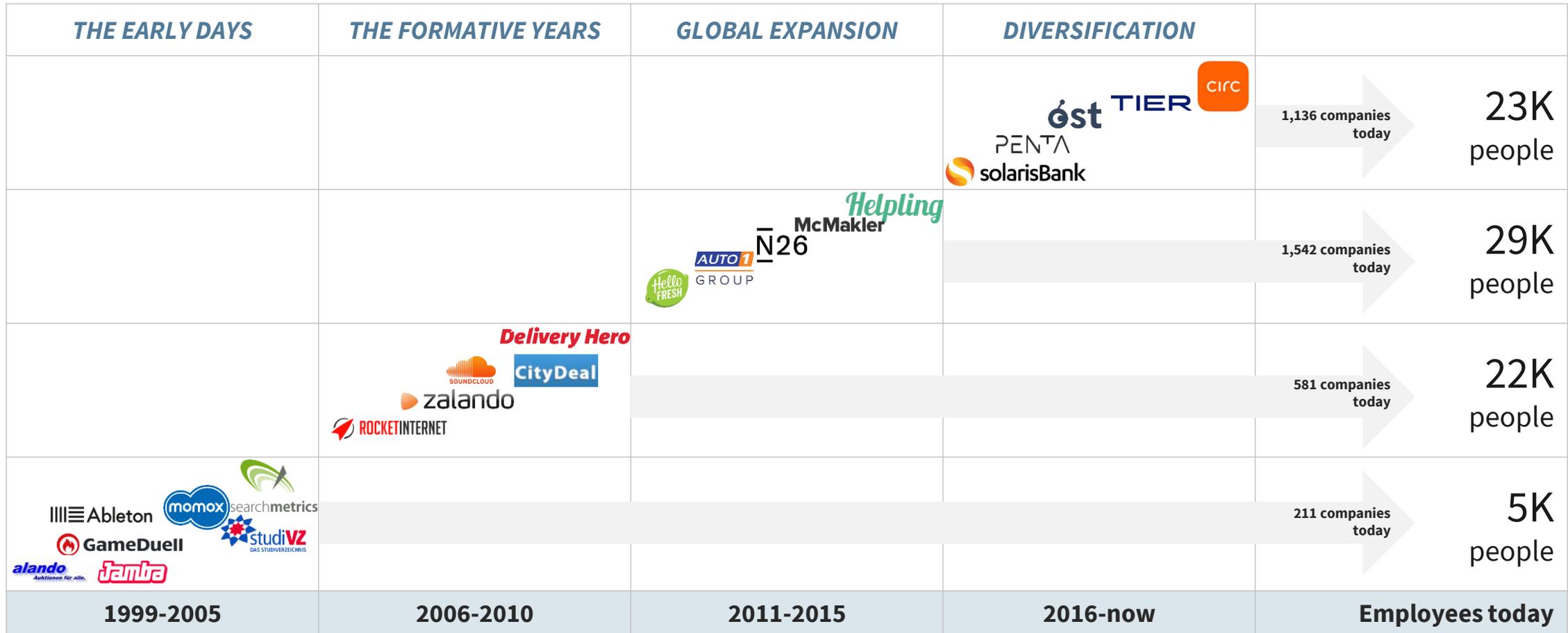


# This employment report includes 1,958 verified startups with employment data.



Source: Dealroom.co

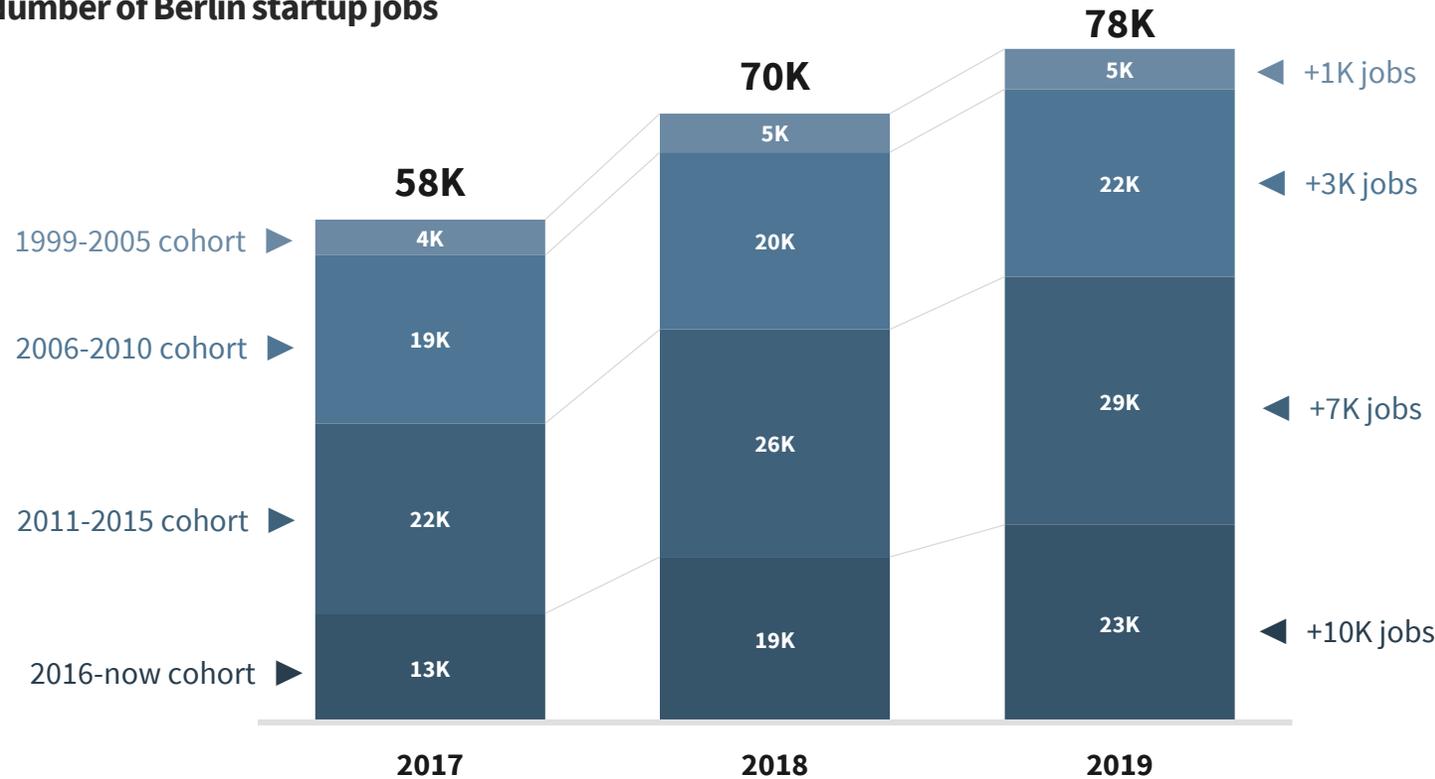
# How old is the Berlin startup ecosystem?



Source: Dealroom.co

# Berlin counts an estimated 78K startup jobs, of which 20K added in the last two years. Younger startups create by far the most existing and new jobs.

Number of Berlin startup jobs

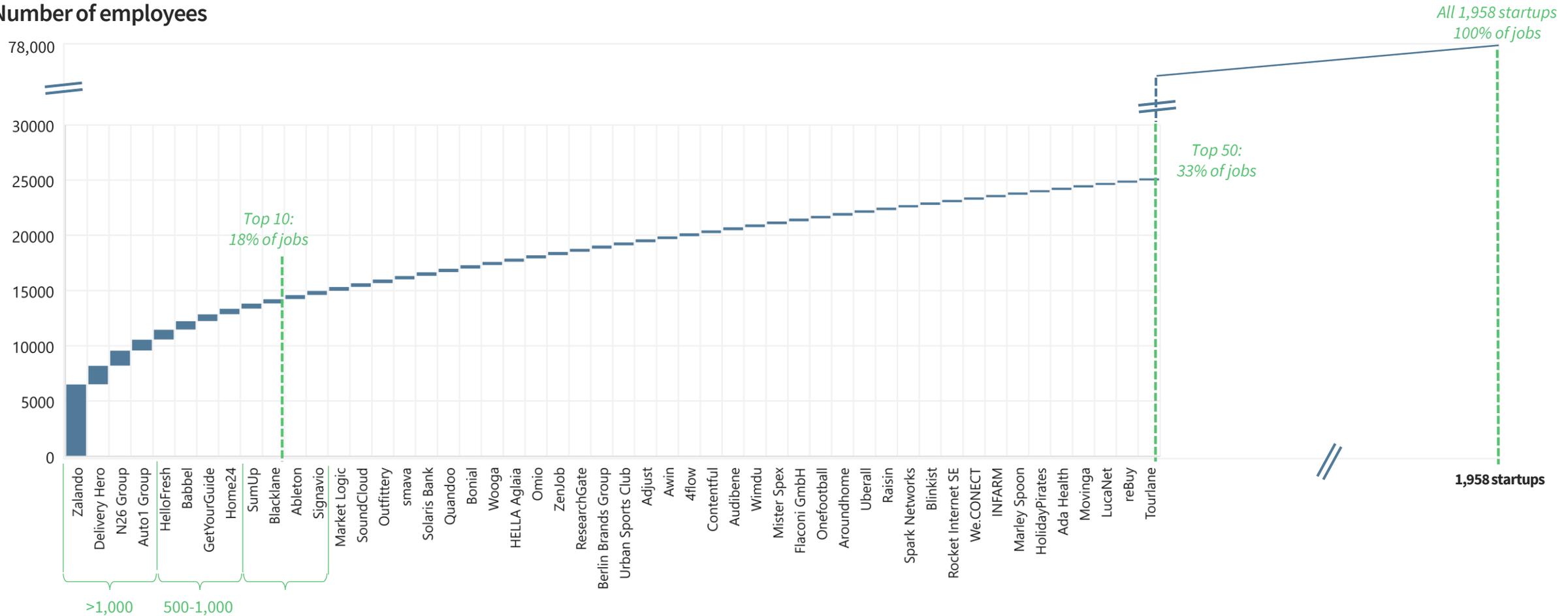


- 78K jobs from 2K startups
- Roughly 20% of jobs are in product development & software engineering
- Excluded are foreign startups with a Berlin office like eBay, Facebook, Google et cetera

Source: Dealroom.co

# The largest startup employer is Zalando (8% of total). The top-10 employers contribute 18% of jobs, followed by a long tail of startups.

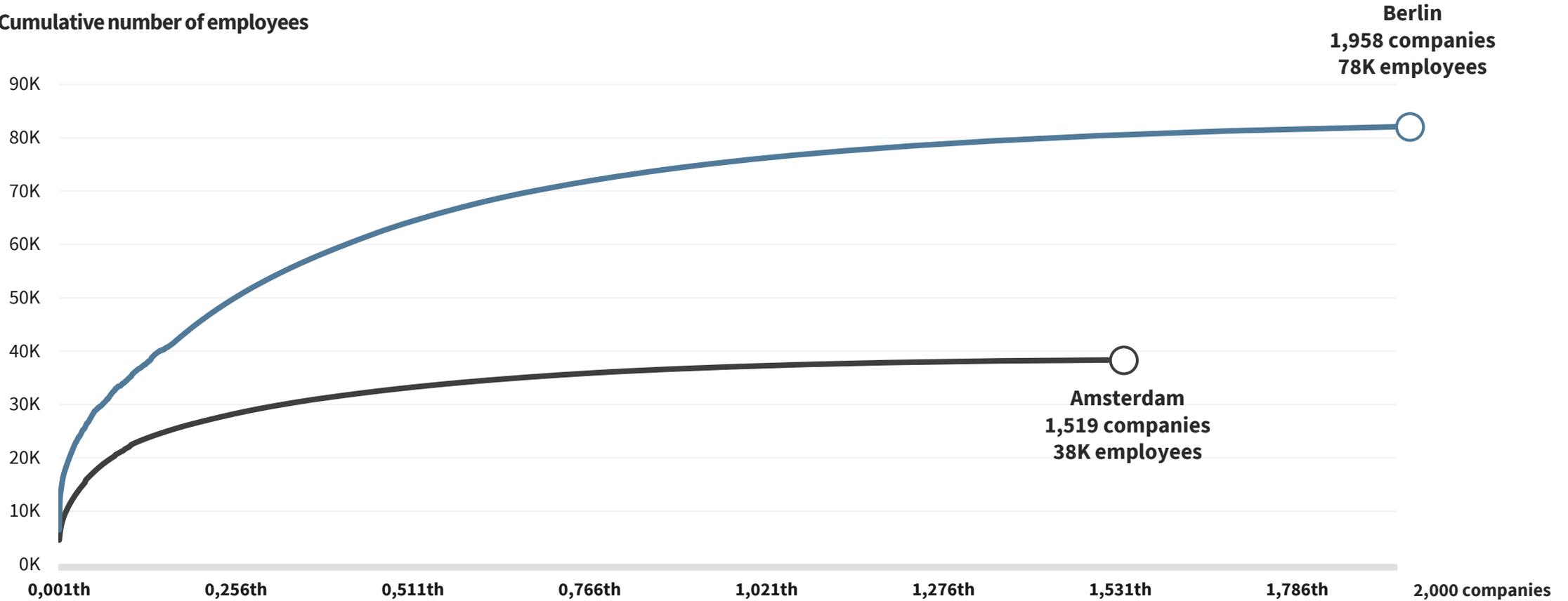
Number of employees



Source: Dealroom.co

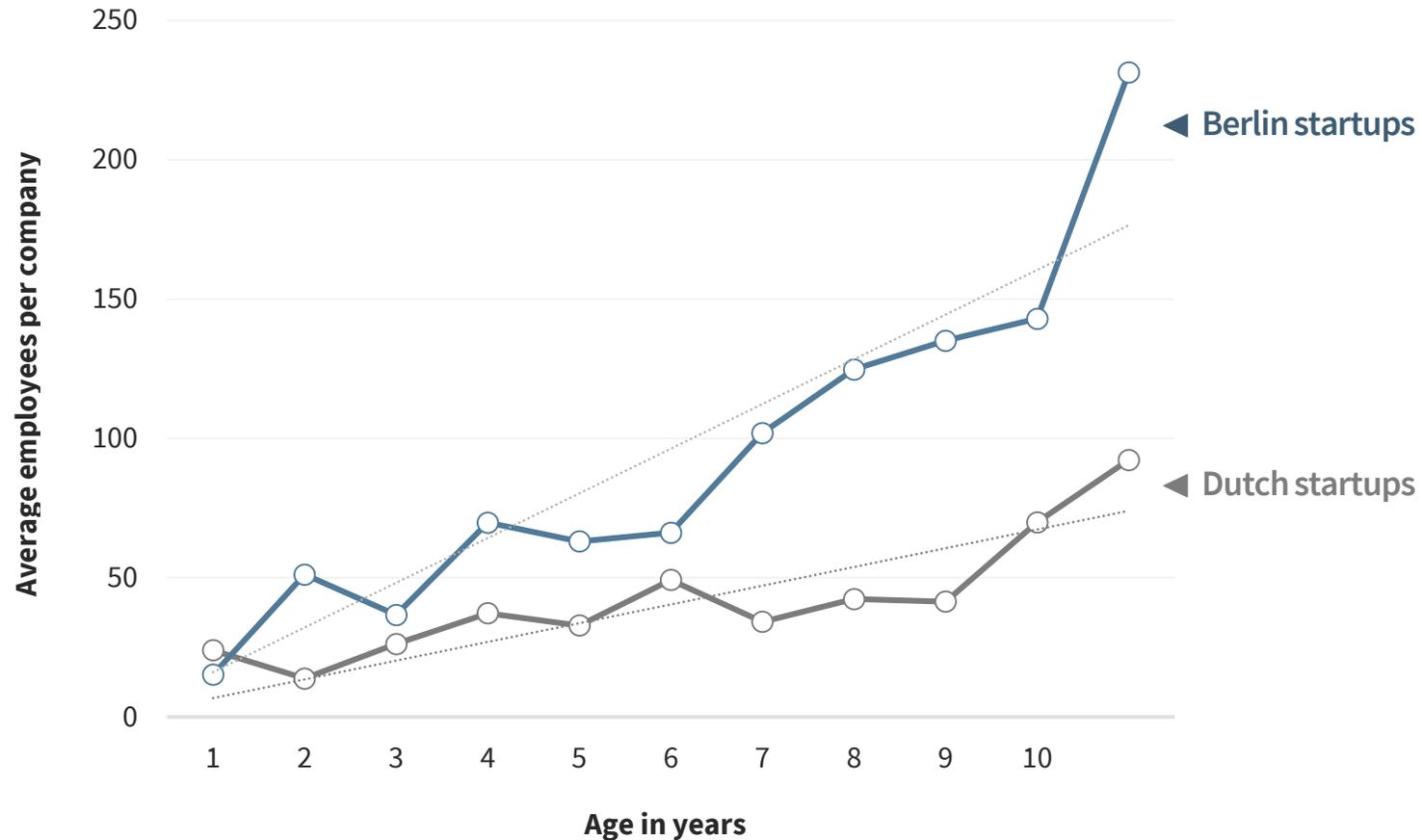
# Compared with Amsterdam, Berlin startups employ twice as many people.

Cumulative number of employees



Source: Dealroom.co

# Startups in Berlin scale over 2x faster, than their Dutch counterparts, on average.



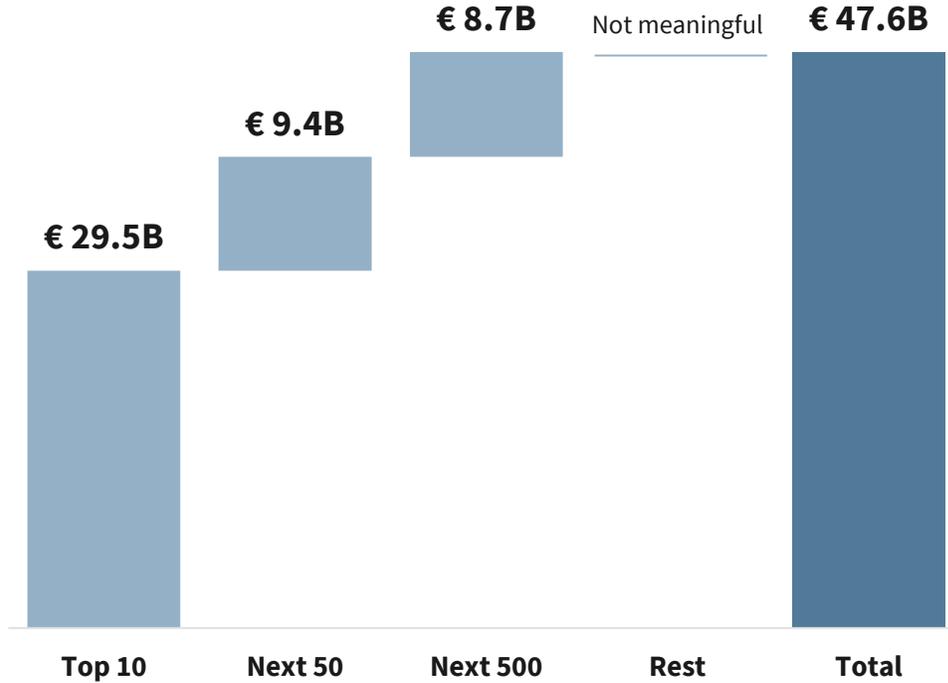
## Why do Dutch startups scale slower on average?

The question deserves further research. But a partial answer is that most Dutch startup successes are older than 10 years: Booking, Takeaway, Adyen, TomTom. Gitlab and Elastic moved to the USA. The biggest recent employers are Picnic, Temper and Cnova. Also, the VC industry is much smaller in the Netherlands. And the biggest successes (Booking, Tomtom, Adyen) didn't flow back into the Dutch ecosystem as the company was acquired early by Priceline for less than \$150M.

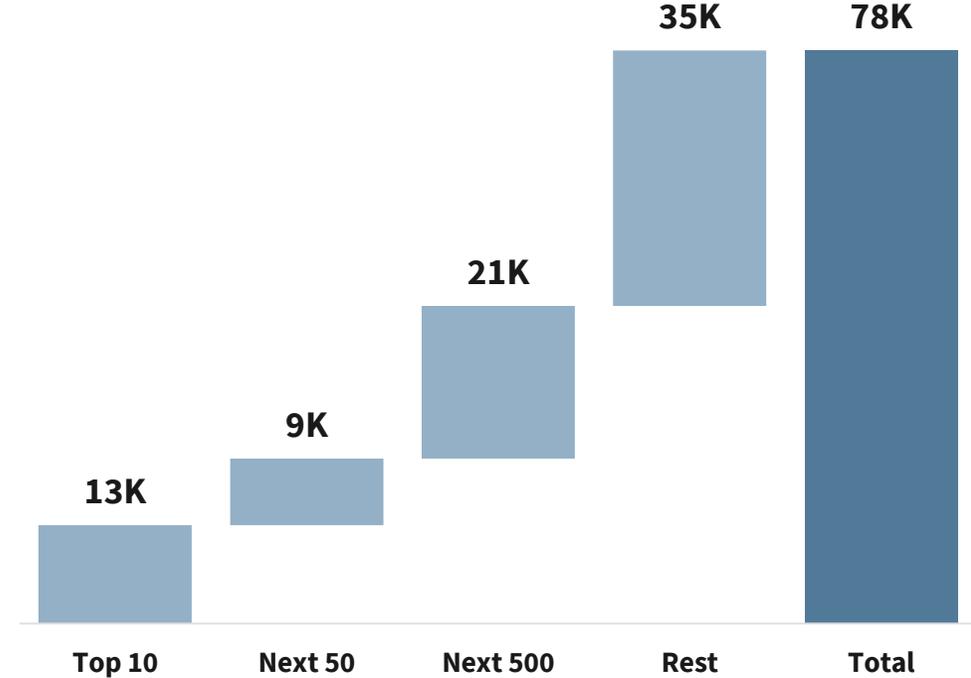
Source: Dealroom.co. VC backed startups only.

# Jobs are not nearly as concentrated as startup valuation. While the top 10 startups contribute 17% of jobs, they contribute 62% of total ecosystem value.

The top 10 most valuable startups contribute 62% of startup valuation



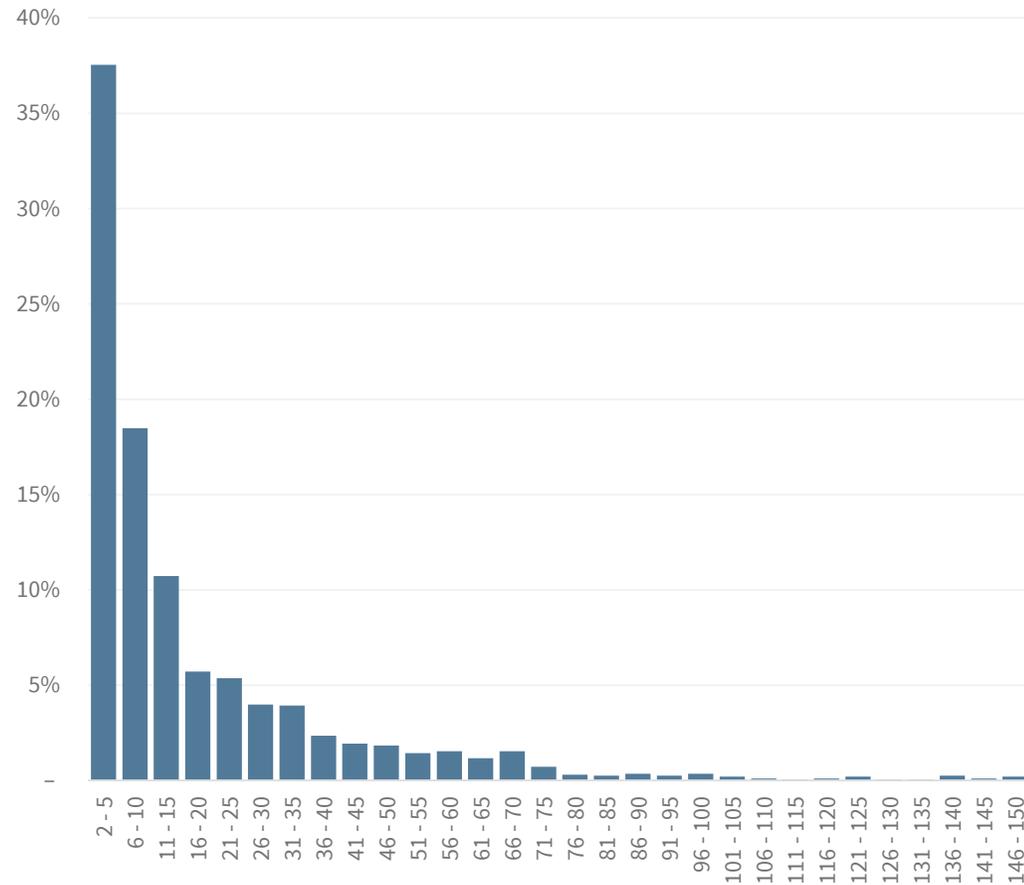
The top 10 employers contribute 22% of employees



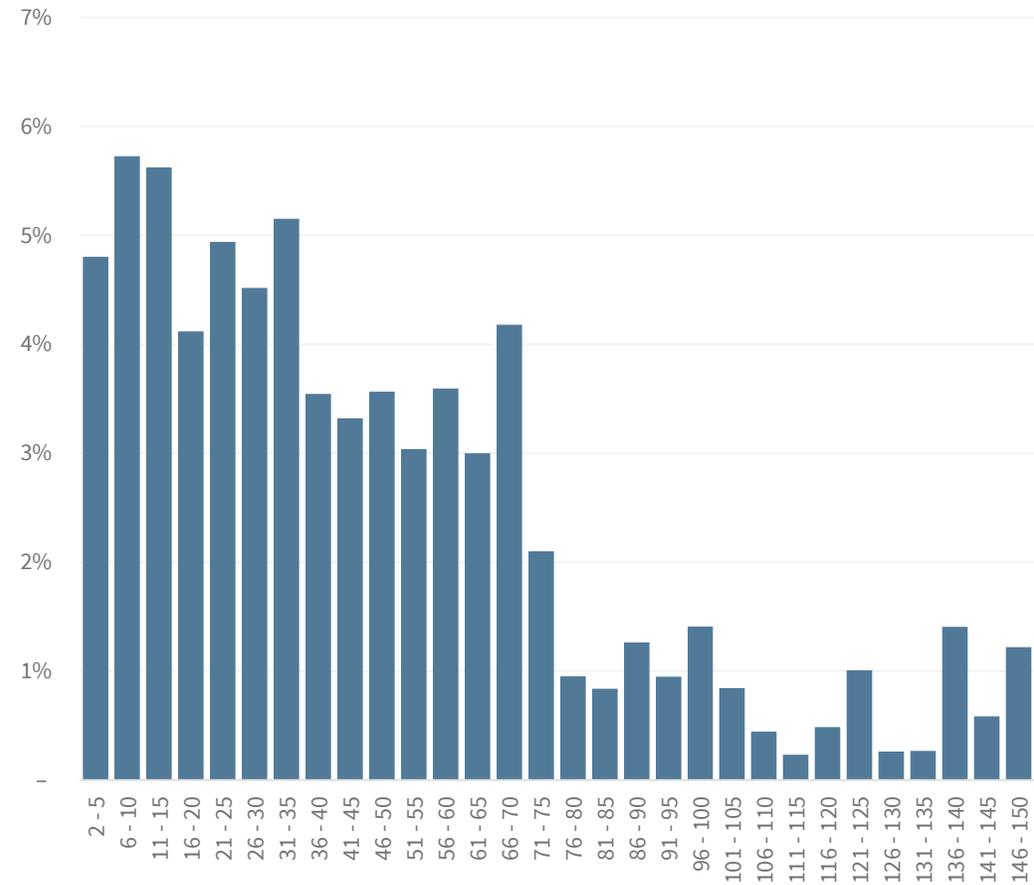
Source: Dealroom.co. Valuations are computed using valuation estimates based on Venture Capital rounds.

# While most companies are small, employees are distributed evenly across companies of different sizes.

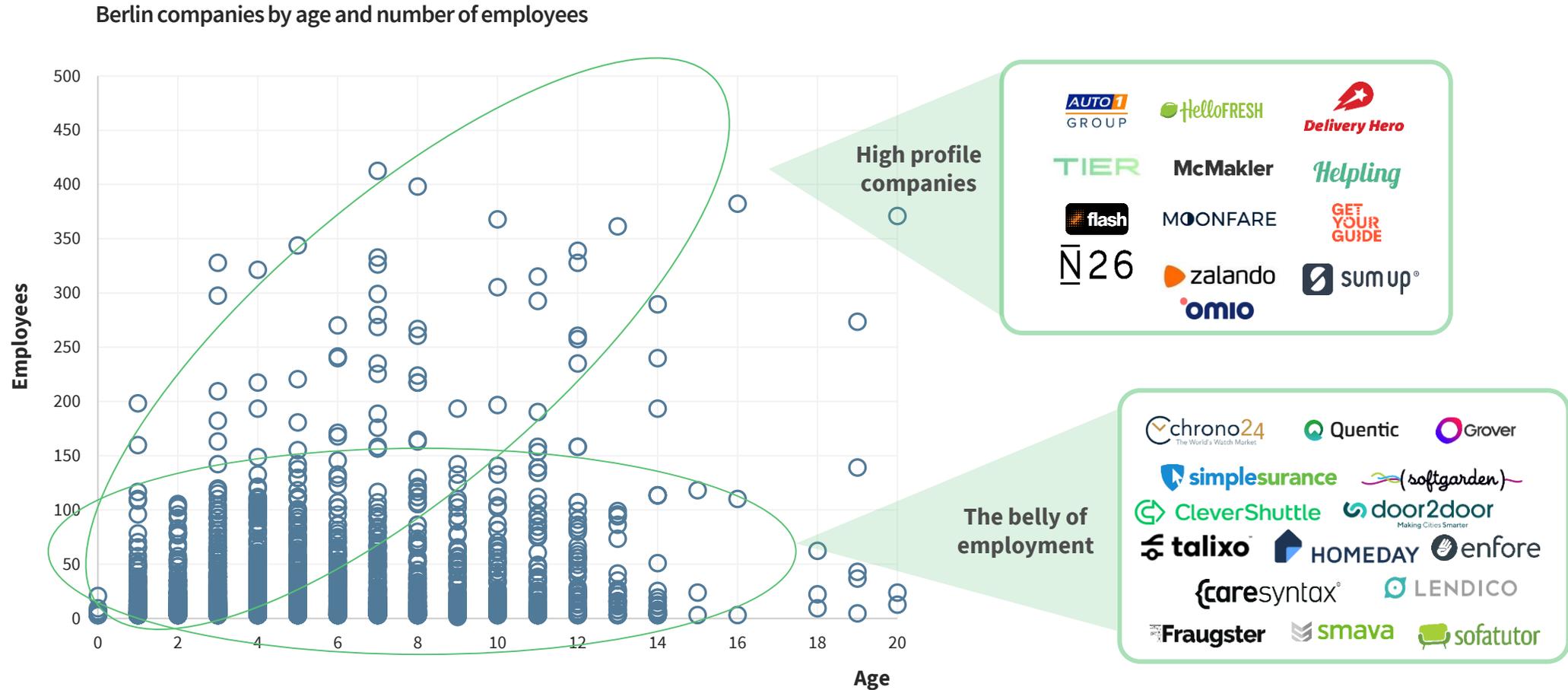
Companies by company size



Employees by company size



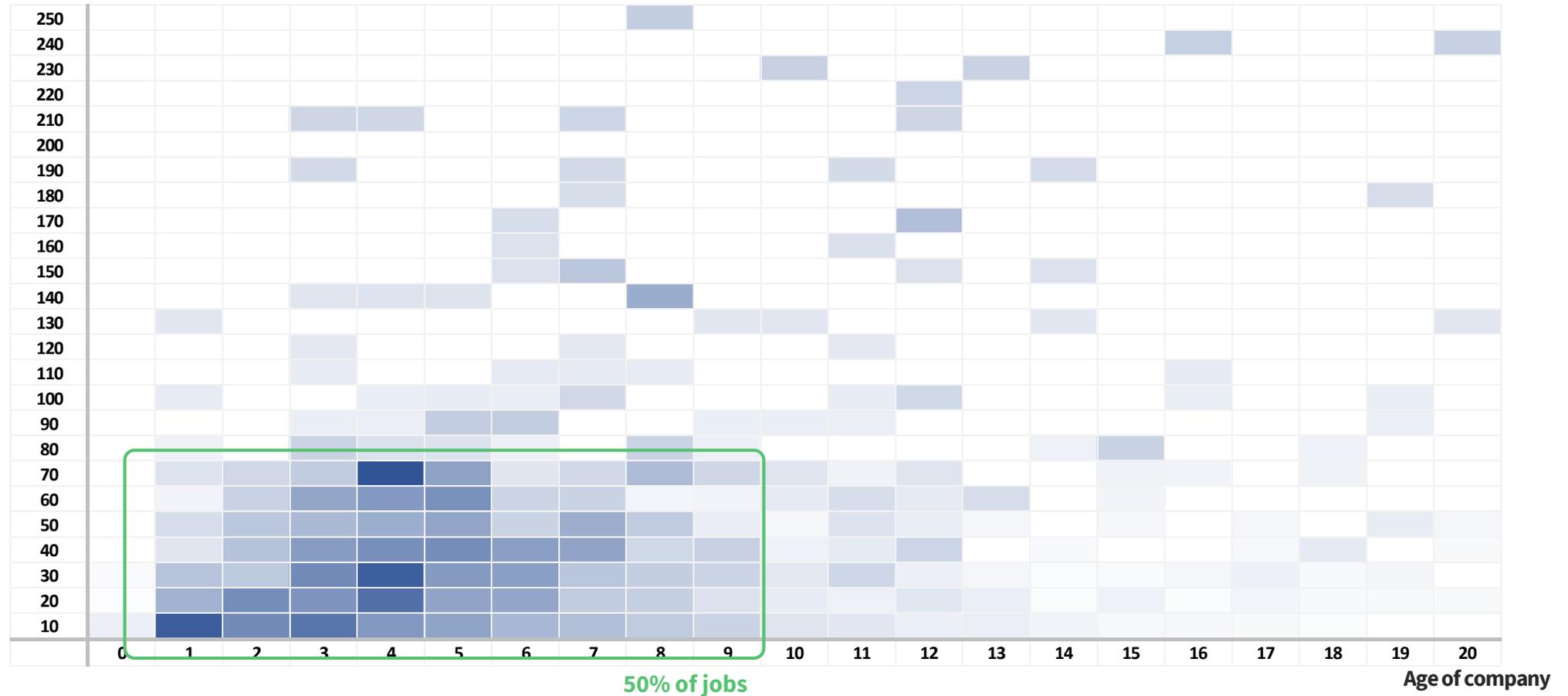
# A relatively small group of startups achieve hyper-growth. But there is a large group lesser known startups creating lots of jobs (even more jobs in absolute sense).



Source: Dealroom.co

# The center of gravity in terms of jobs lies in companies up to 9 years old and up to 70 employees, which contains 50% of jobs.

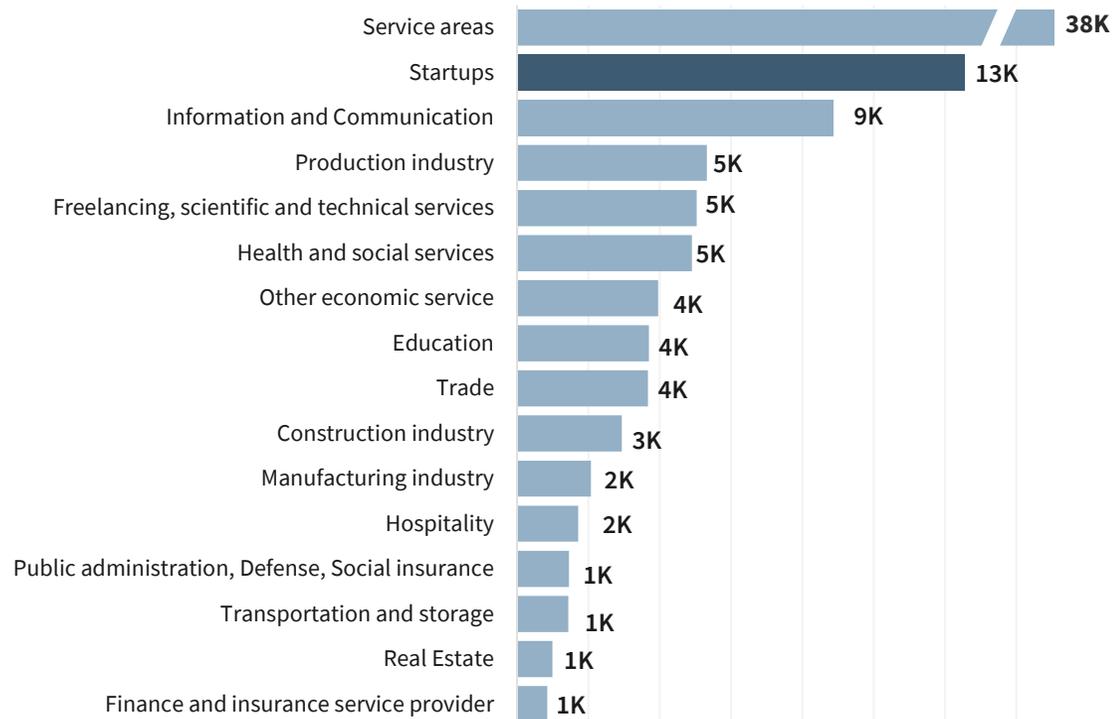
Number of employees



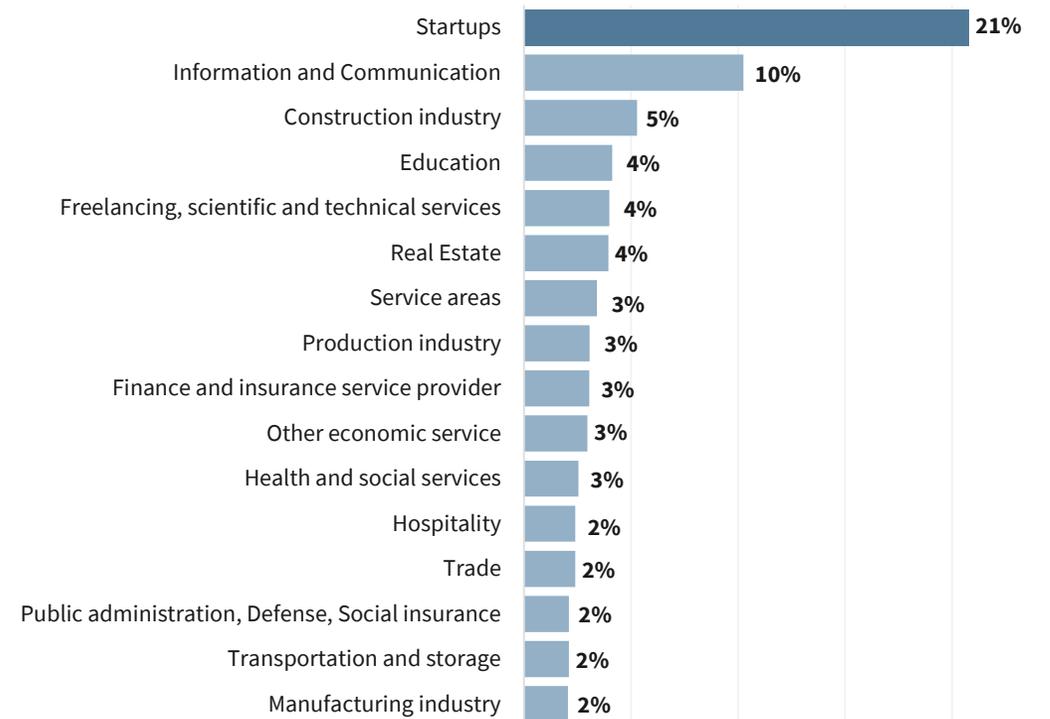
Source: Dealroom.co

# Startups are a significant contributor to job growth in Berlin.

### Nr of new jobs created 2017-2018

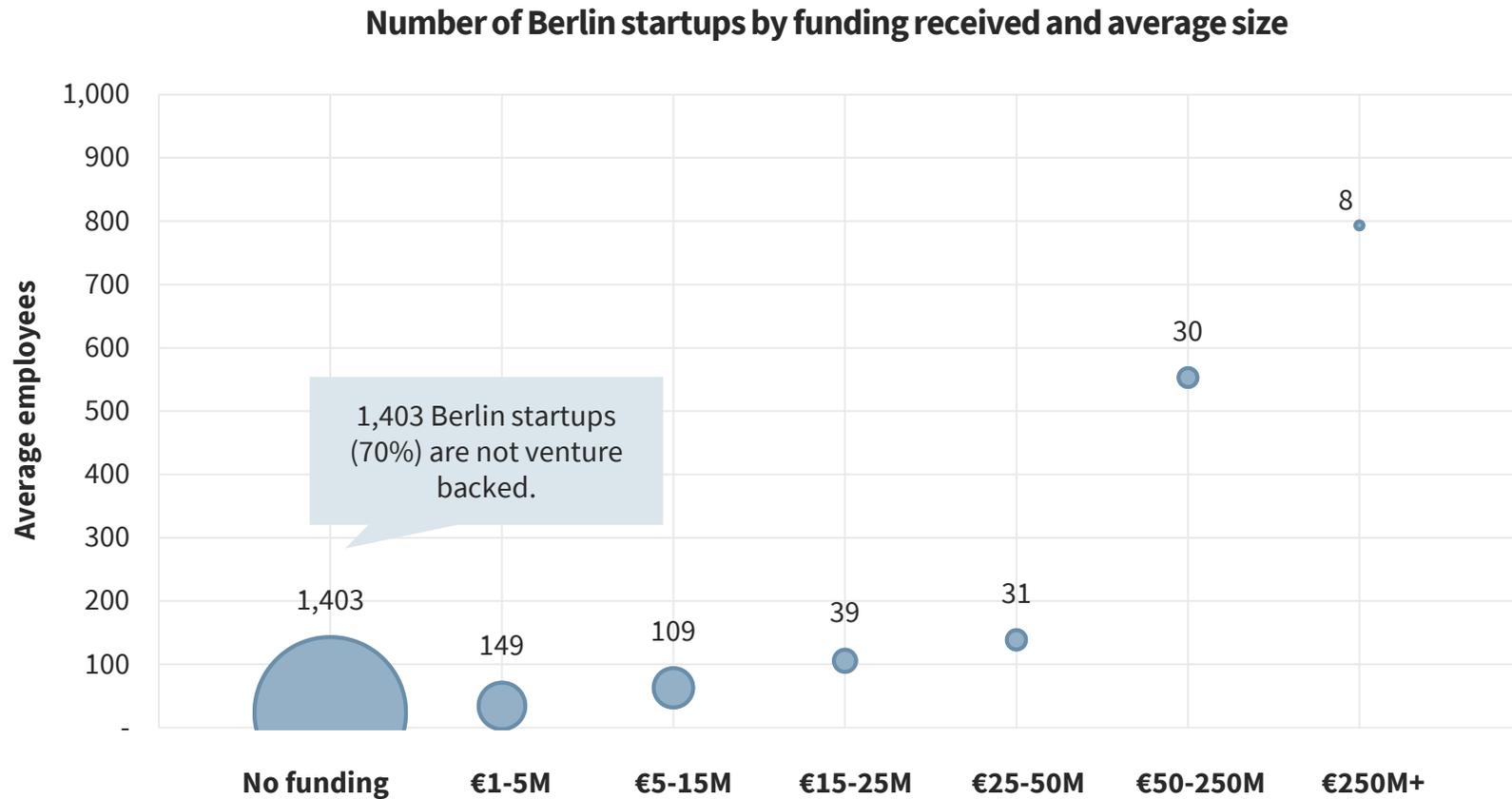


### % growth 2017-2018



Source: Dealroom.co

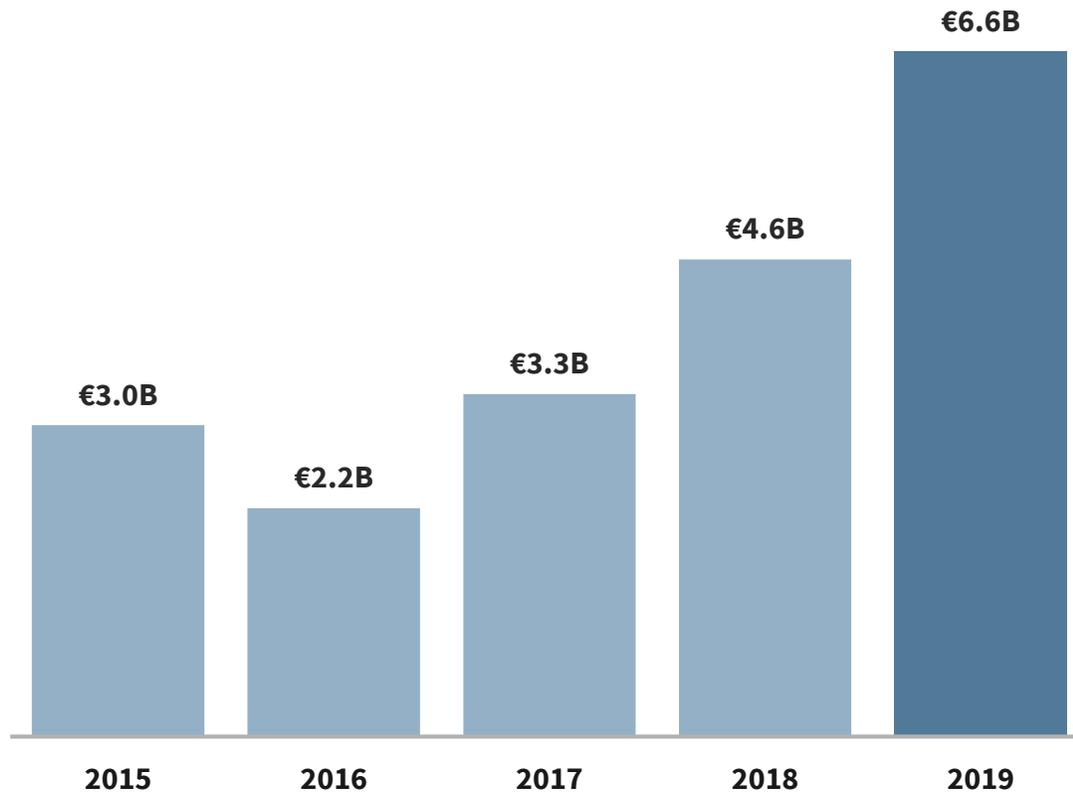
# Venture capital is a catalyst for startup job growth.



Source: Dealroom.co

# Investment into German startups has reached record levels. Most of the proceeds will be used to build teams, creating new jobs.

VC investment in German companies



Source: Dealroom.co

Selected funding rounds



\$110m Series B  
Dec 2019



\$484m Series E  
May 2019



\$150m Series D  
Oct 2018



\$470m Series D  
Jul 2019



\$400m Series D  
Nov 2019



\$100m Series B  
Jun 2019



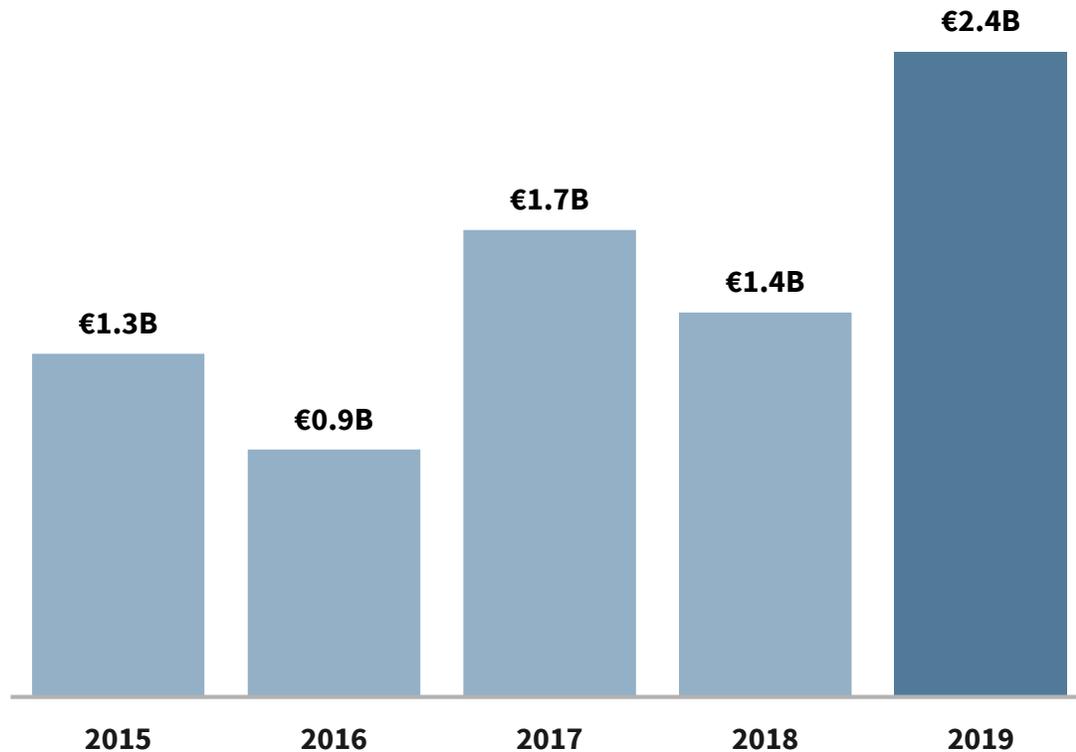
€460m Growth Equity  
Jan 2019



€100m Series D  
Feb 2019

# German VC firms have been raising more capital than ever before, some of which will be invested into Berlin startups.

New VC funds raised in Germany

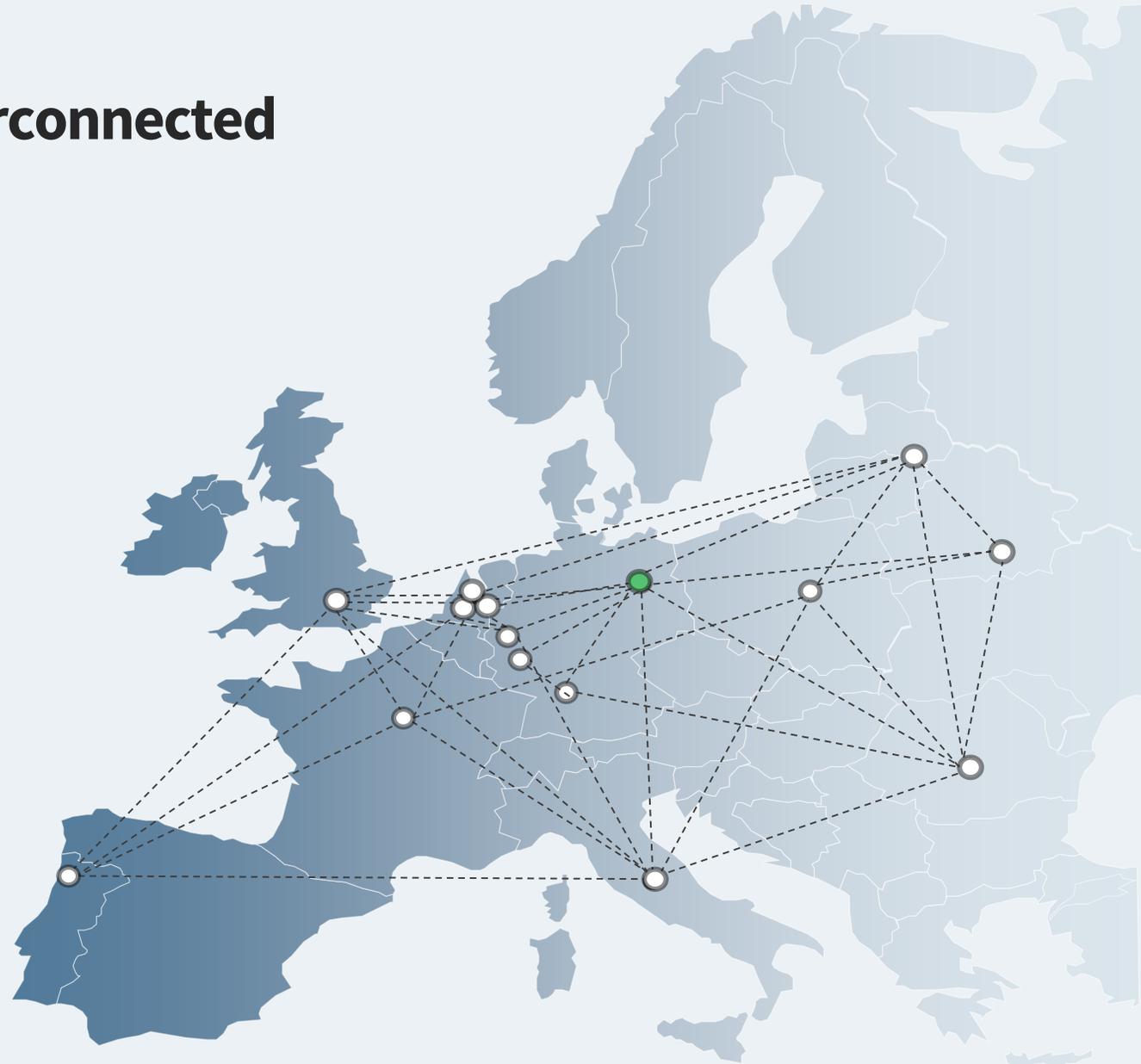


Source: Dealroom.co

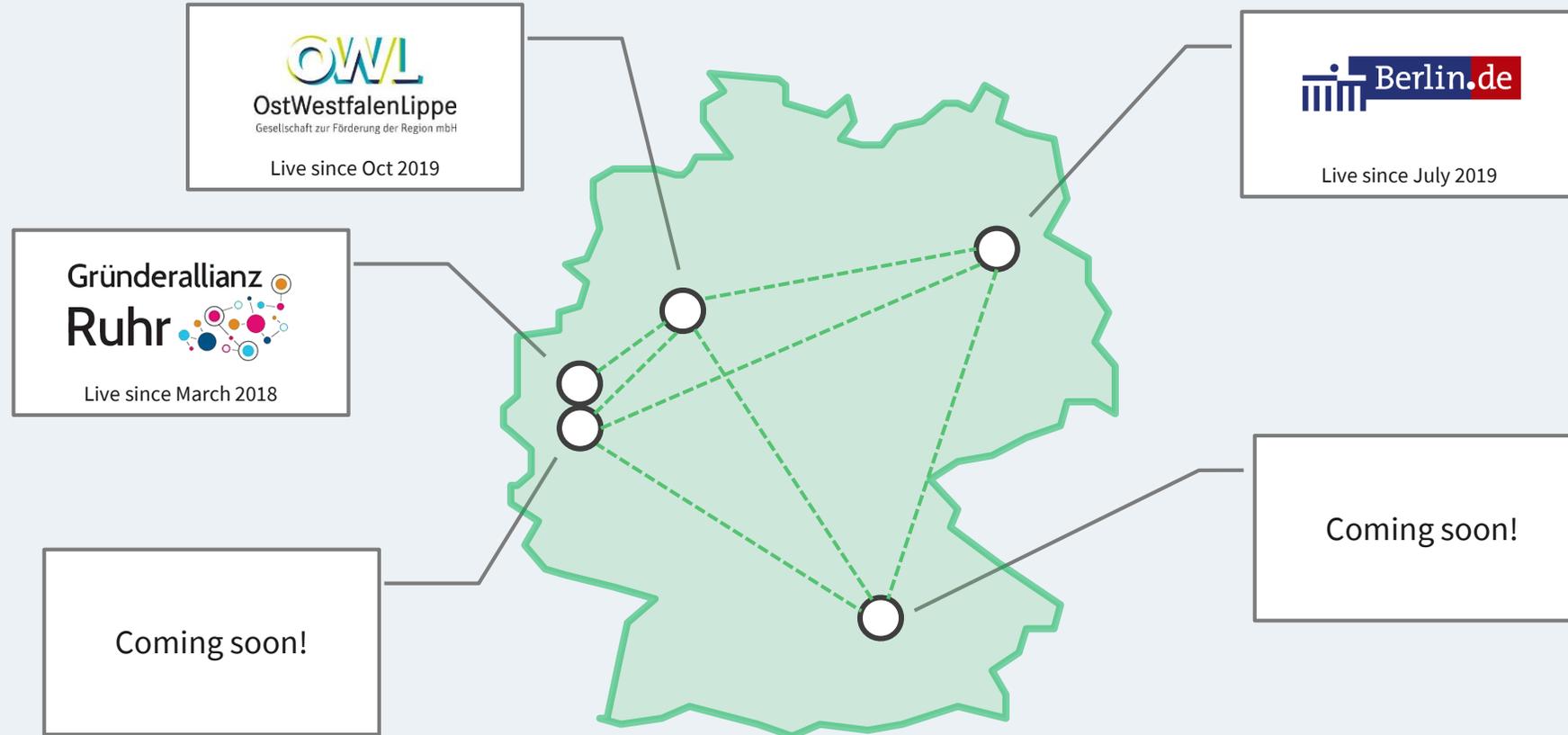
Selected new German funds

|   |   |
|---|---|
| <br><b>ROCKET INTERNET</b><br>€900M<br>Sep 2019 | <br><b>LAKE STAR</b><br>\$700M<br>Sep 2019                        |
| <br><b>HV</b><br>€306M<br>Jan 2018              | <br><b>TARGET GLOBAL</b><br>€100M + \$100M<br>Sep 2017 + Jun 2018 |
| <br><b>CHRY</b><br>€175M<br>Jun 2019            | <br><b>EARLYBIRD</b><br>VENTURE CAPITAL<br>€175M<br>Jul 2018      |
| <br><b>BlueYard</b><br>€120M<br>Jan 2019        | <br><b>Project A</b><br>\$200M<br>Sep 2019                        |

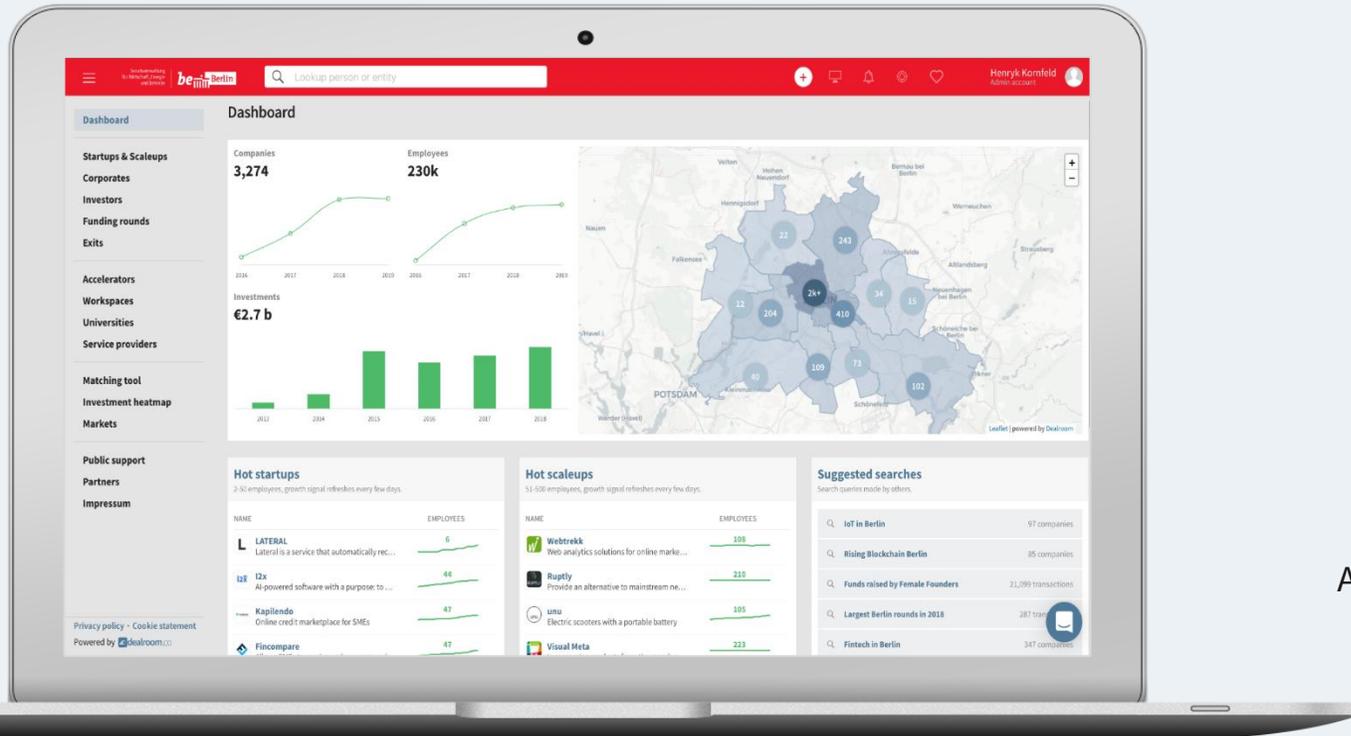
# A rapidly expanding network of interconnected ecosystems.



# Ecosystem solutions already five major hubs in Germany.



# Explore the underlying data in this report: [startup-map.berlin/dashboard](https://startup-map.berlin/dashboard)



3,700+  
startups & scaleups

1,200+  
funds & corporate investors

200+  
Accelerators, workspaces

3,000+  
Funding rounds & exits