

European Startup Monitor

2016

Initiators



European Startup Network

www.europeanstartups.org

@StartupEurope



German Startups Association

www.germanstartups.org

@StartupVerband

Motivation

The *European Startup Monitor* (ESM):

- ✓ provides a *comprehensive overview* of characteristics, potentials and challenges in the European startup landscape
- ✓ supports the *development of the European startup ecosystem* across national borders
- ✓ promotes the *communication between European entrepreneurs, politics and the established economy*

Definition

The *ESM* selected ventures with the following features



**Startups are younger
than 10 years.**



**Startups feature (highly)
innovative technologies
and/or business models.**



**Startups have (strive for)
significant employee
and/or sales growth.**

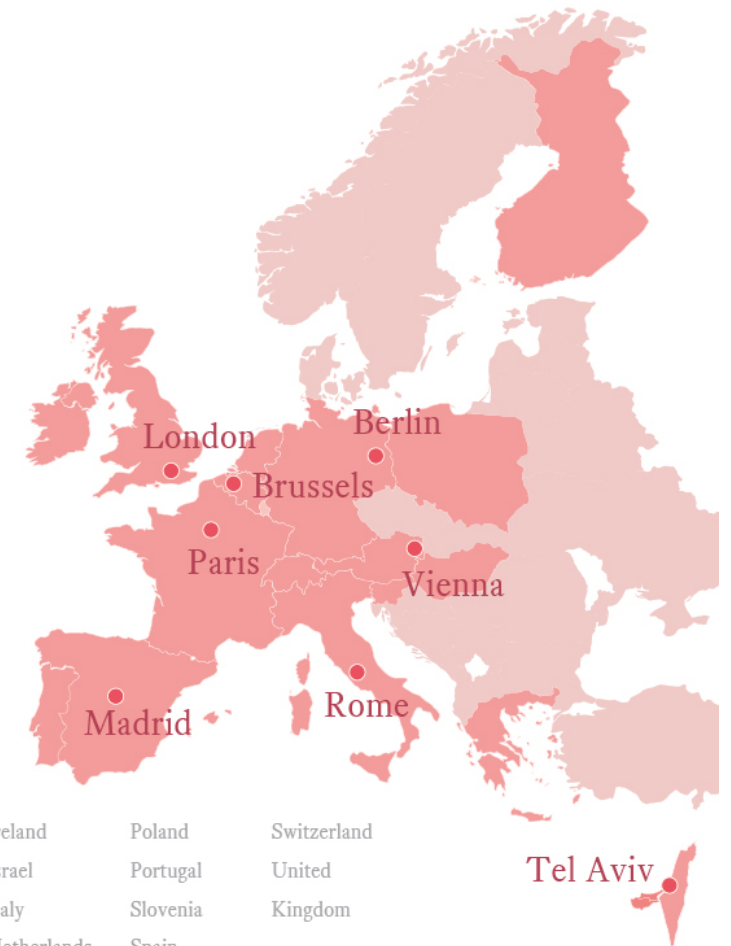
Origin and Regional Hubs

The *2nd ESM* represents:

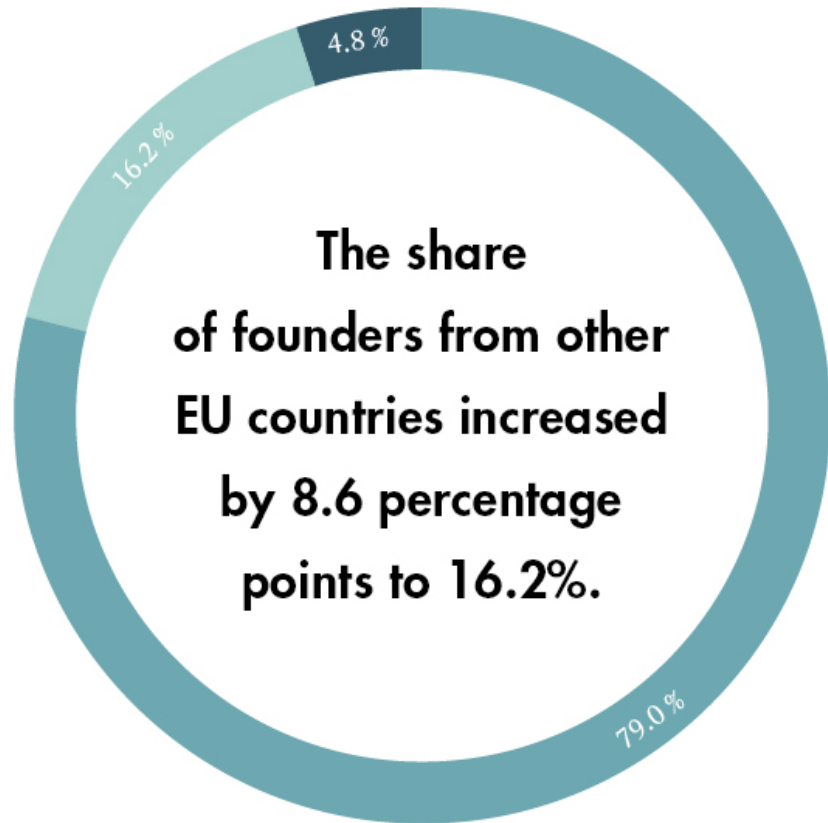
- more than *2,500 startups*
- more than *6,300 founders*
- more than *23,700 employees*

from all *28 EU member states and further important countries*
(18 countries analysed in depth)

Austria	France	Ireland	Poland	Switzerland
Belgium	Germany	Israel	Portugal	United
Cyprus	Greece	Italy	Slovenia	Kingdom
Finland	Hungary	Netherlands	Spain	

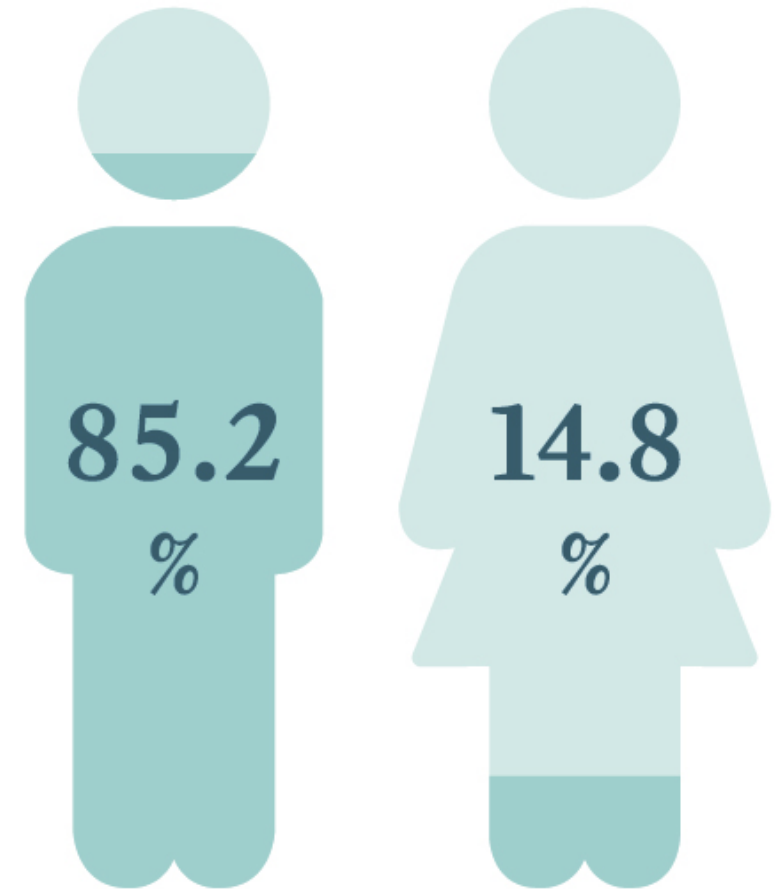


Founders and Demographics

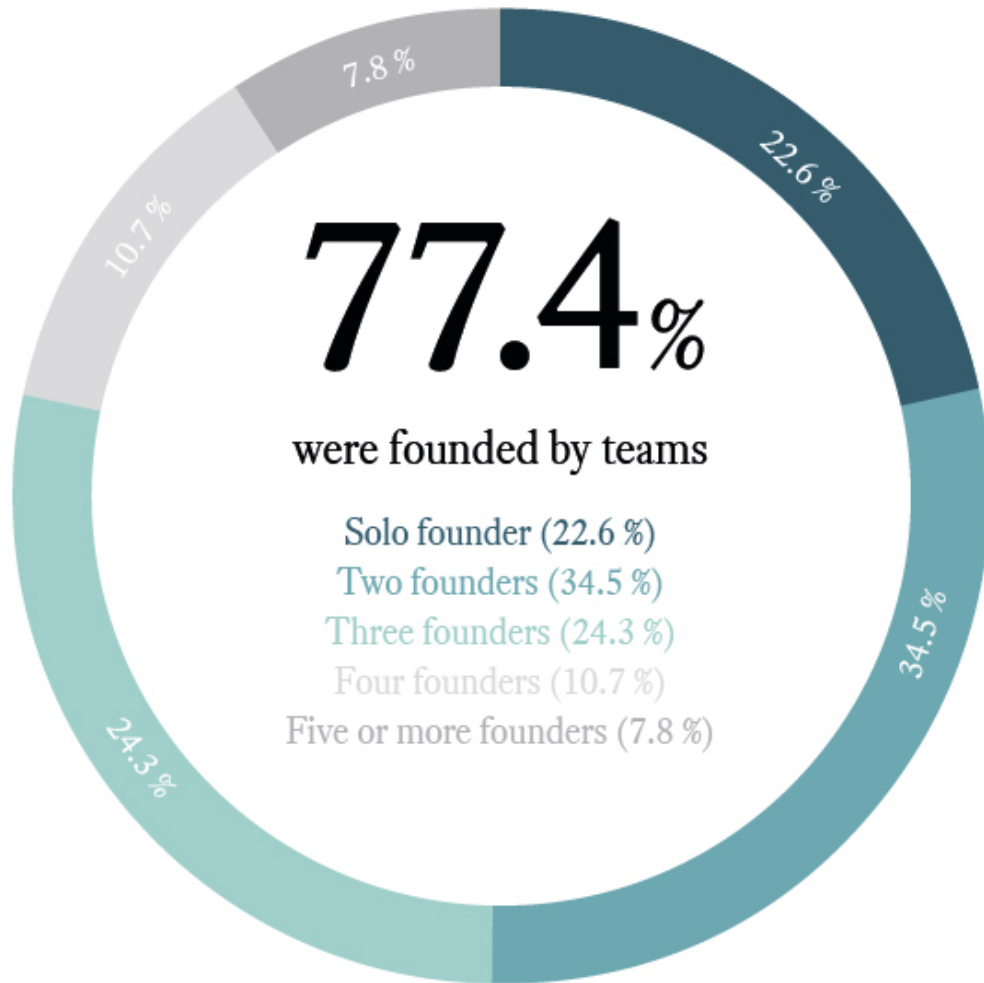


Same country
EU country citizenship
Non-EU country citizenship

The *share of female founders* remains constant (*14.8%*) with *considerable differences among countries*

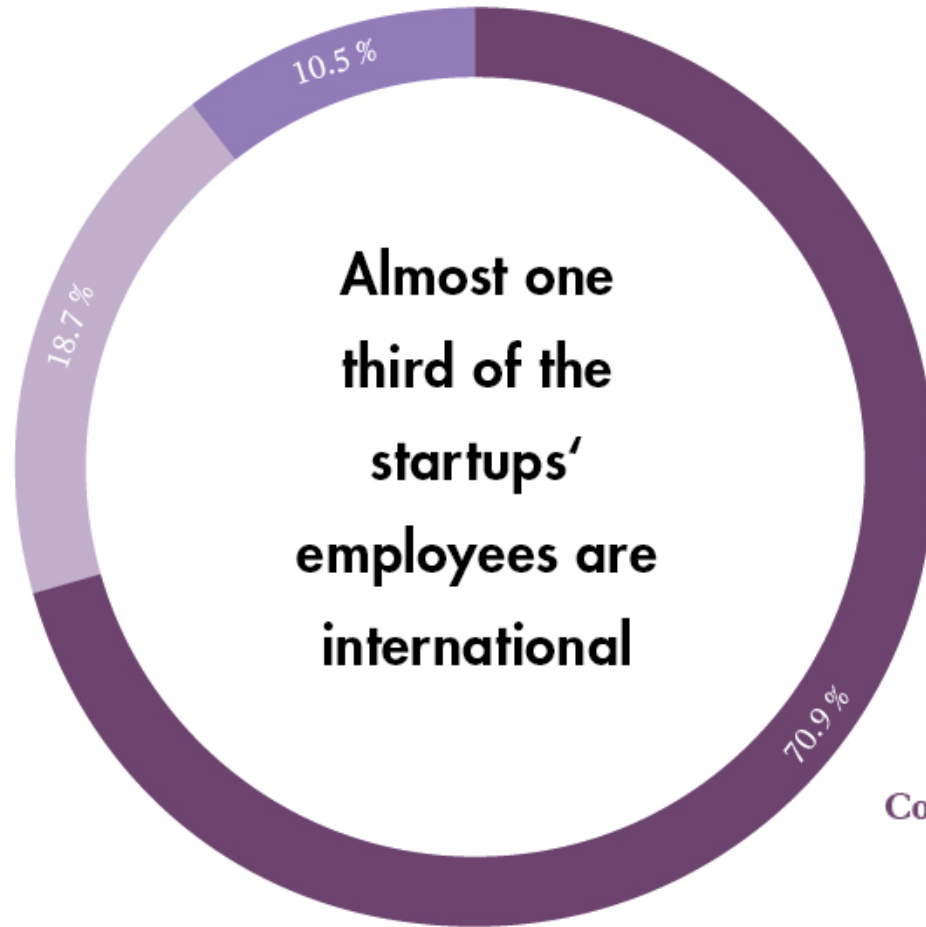


Teams



More than *three out of four startups* were *founded by teams*

Citizenship of Employees



ESM startups are characterised by an *international working environment*

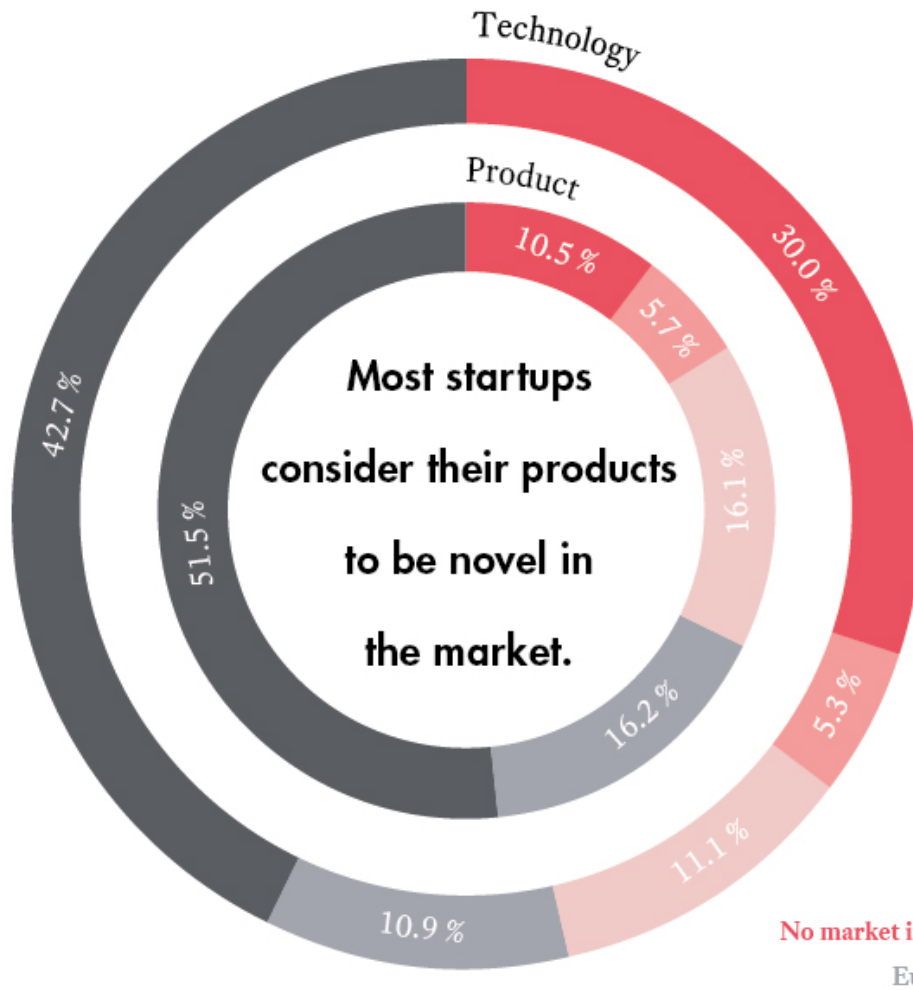
Country of startup origin
EU countries
Non-EU countries

Startups as Job Engines



ESM startups *create* (on average) *12 jobs*

Innovative Power

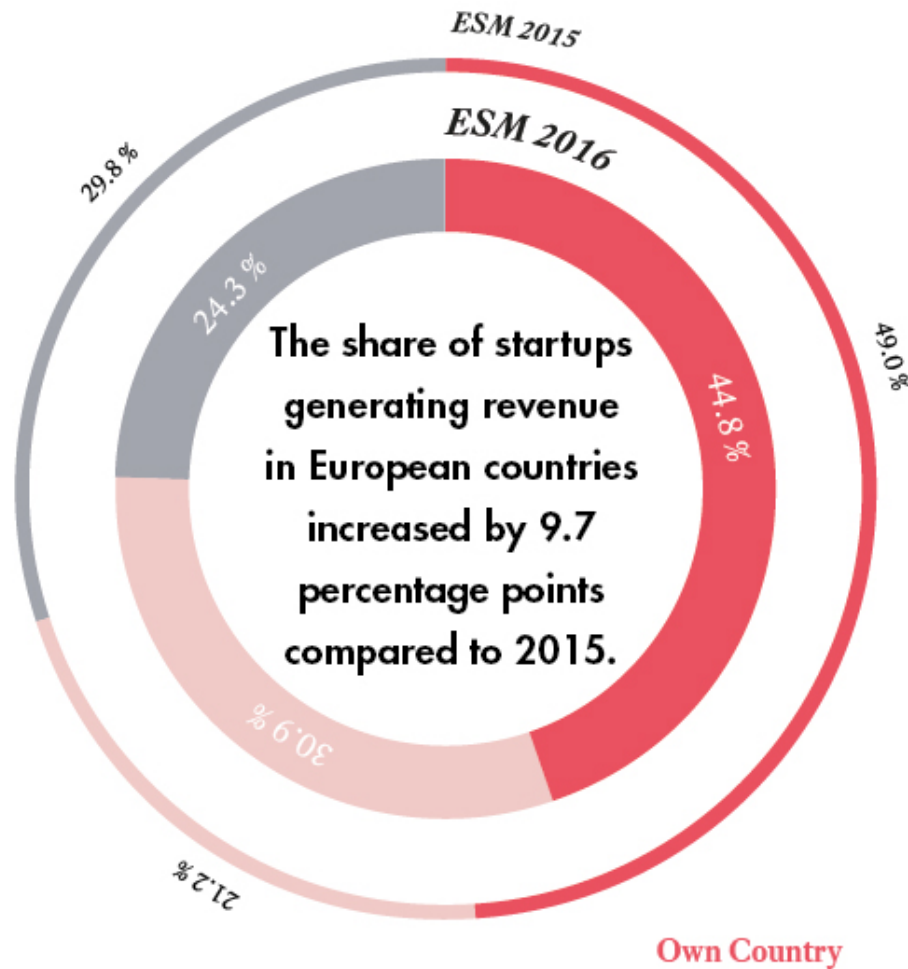


ESM startups are
drivers for innovation

Current Challenges



Markets



ESM startups generate **30.9%** of their *revenue within European countries*

Internationalisation Challenges

Differences in legislation and regulations



Adapting our product/service to local customers' preferences



Differences in tax systems



Cultural differences



Language barriers



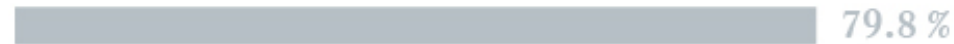
Other category



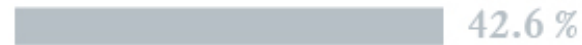
Differences in legislation are
the *main obstacle* to a
successful *internationalisation*
of ESM startups

Cooperation with established Companies

Customer/market access



Reputation/Image transfer



Gaining technology expertise



Fundraising



Exit possibilities



Data (Open Data)



Three out of four ESM startups *cooperate with established companies*

The *main aim* of a cooperation is *customer- and market access*

Expectations about Politics

Reduction of regulatory and administrative burden



Tax reduction / relief



Support with raising capital



Better understanding of the special needs of startups



Support for venture capital



Better support to founders (e.g., local support and advise structures)



ESM startups seek a *better exchange* between *politicians, startups, and established companies*

Supporters

KPMG's Smart Start Team supports entrepreneurs in getting businesses up and running. Regardless of whether you are just getting a good idea off the ground, looking for investors or already enjoying your first sales, our team is there to assist you with any business or legal issues.



Telefónica Deutschland offers its German private and business customers post-paid and prepaid mobile telecom products as well as innovative mobile data services.

Partners

Lottery winnings were provided by



The data collection was supported by more than 90 partners from Europe and Israel



International Academic Partner



Univerza v Mariboru



The autonomous management school
of the University of Antwerp



Corvinus Business School

Academic Lead

Prof. Dr. Tobias Kollmann



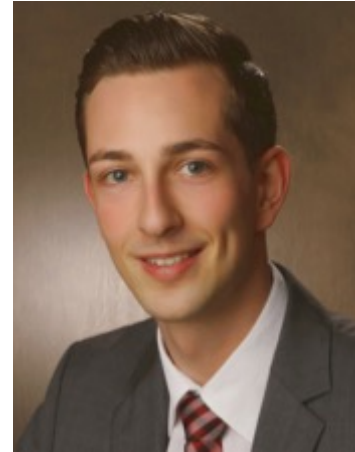
Chair of e-business and e-
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University of Duisburg-Essen

Dr. Christoph Stöckmann



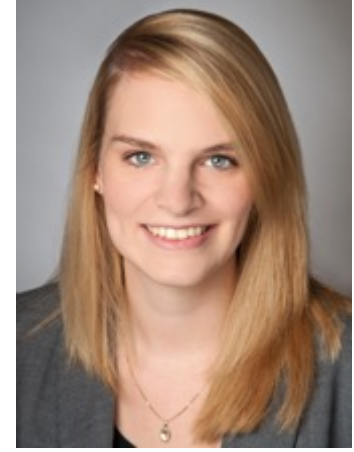
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