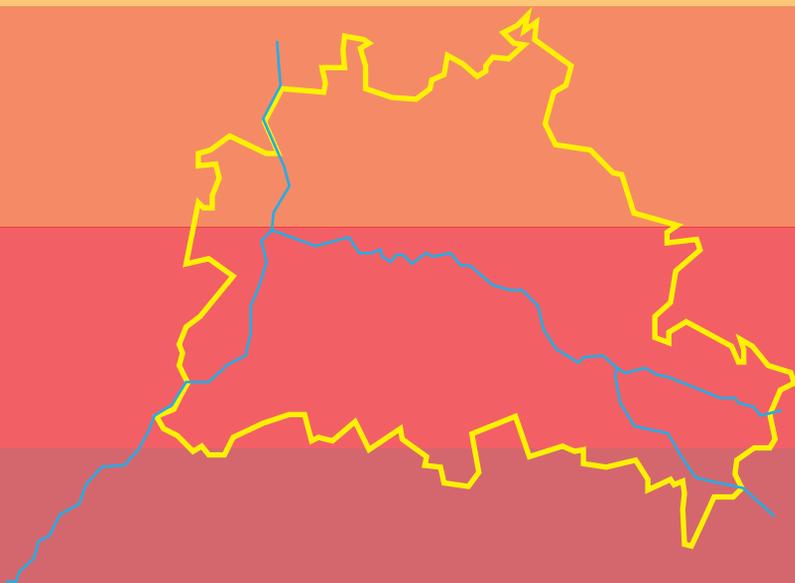


# Startup Survey 2020

**Science advances the economy:  
An analysis of startup activities with a connection to ten universities in the Berlin-  
Brandenburg metropolitan region**



# Introduction



Dear readers,

Berlin is a leading European startup ecosystem of global importance. A particularly important role is played here by the creative and research-based startups emerging from universities. The economic importance of science-

based spin-offs is reaffirmed by the results of the Harmonized Startup Survey 2020. At the beginning of 2020, eight universities in Berlin and two in Potsdam completed the third detailed survey of startup activities connected to their institutions.

The results clearly demonstrate the outstanding work that has been achieved at the universities in recent years. The state of Berlin provides targeted support for the region's growing entrepreneurial culture and startup activities, whether through grants, by strengthening technology transfer or developing startup centers and sites of future innovation. Our scientific landscape is unique in Germany and is both a driving force behind the high level of innovation in the Berlin-Brandenburg area and an important economic factor for the region.

The online survey reached out to a total of 5,120 companies and self-employed individuals, of whom 750 took part in the survey. The number of companies targeted provides an indicator of the total number of startups with a connection to the ten participating universities. Based on the total number of businesses and the information provided, the overall economic impact for 2019 can be estimated at 62,600 employees and a combined turnover of 8.43 billion euros. 80 percent of the startups have their roots in the Berlin-Brandenburg metropolitan region.

Michael Müller  
Governing mayor of Berlin,  
Senator for higher education and research



Foto: Lena Giovanazzi



Foto: Wolf Lux

For the first time, the survey has shown that scientific startups also contribute significantly to the fulfillment of the Sustainable Development Goals (SDG) of the United Nations. In addition, economic, social and ecological aspects play a major role in achieving corporate objectives.

We would like to thank all participants, universities and partners for their contribution to the continuing success of the Berlin startup scene. We wish all businesses and startups continued success despite the difficulties posed by the coronavirus pandemic. The state of Berlin is committed to providing a wide range of support measures and economic assistance and will continue to foster startup activities at universities in the future.

Ramona Pop  
Senator for economics, energy and public enterprises

## Introduction – Background



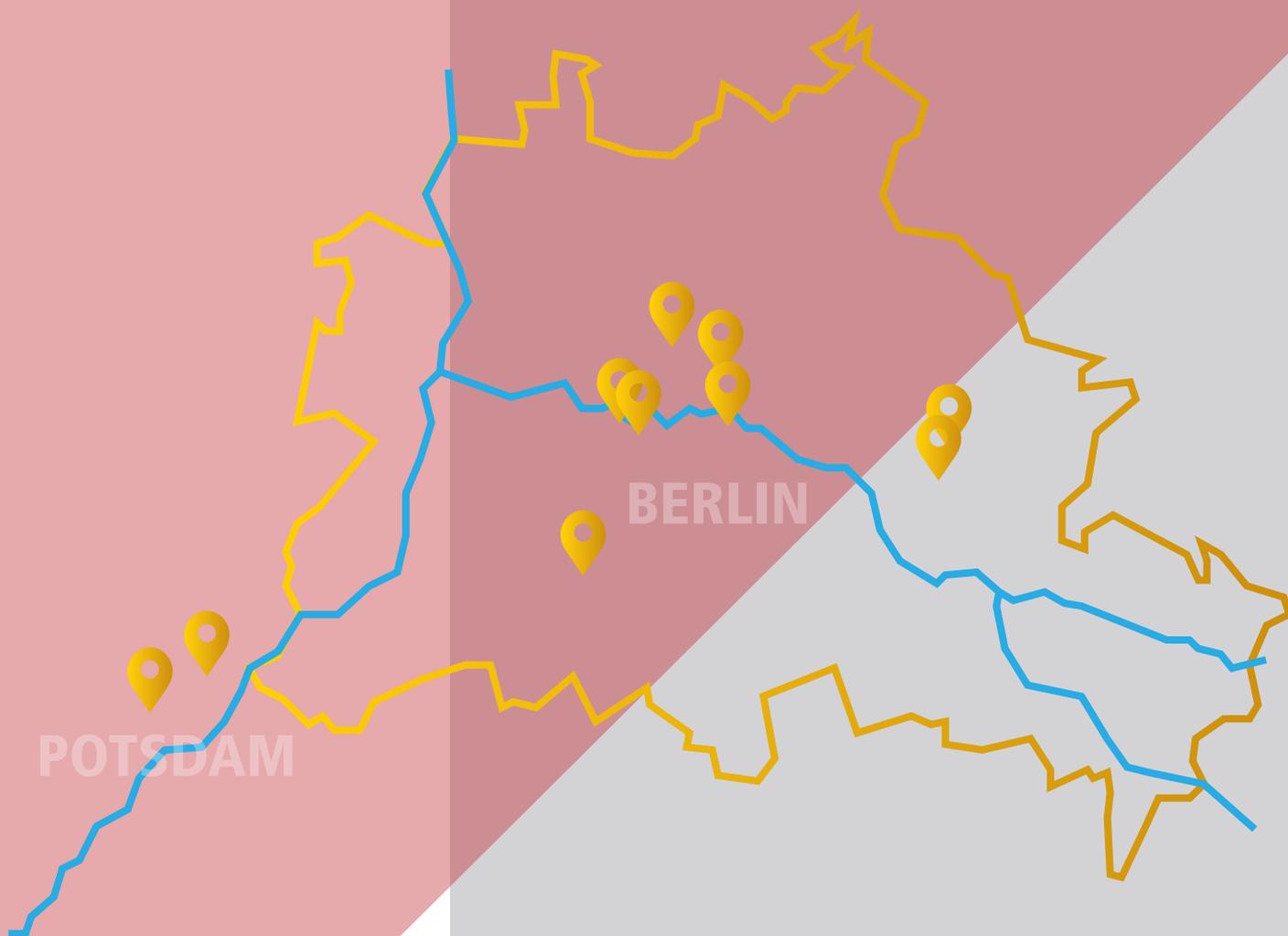
The Harmonized Startup Survey 2020 represents the third time that public universities in the Berlin-Brandenburg metropolitan region have joined forces to create a comprehensive picture of the impact of their startup activities.

At the start of the year (before the outbreak of the coronavirus pandemic), an online questionnaire was used to obtain and analyze relevant key data about companies and self-employed individuals. The results reveal the continued relevance of science-based spin-offs for the regional and local economy. The survey addressed the trending themes of internationalization, artificial intelligence and sustainability. The survey was completed by startup entrepreneurs with a connection to the universities. Due to the different composition of the samples used, the results of the 2020 survey are not comparable with those for 2014 and 2016. We would like to thank the following for their support: The survey was coordinated by the TU Berlin Centre for Entrepreneurship and the Senate Department for Economics, Energy and Public Enterprises' Projekt Zukunft as well as the CCI Berlin.

For further information, please refer to:  
[www.tu.berlin/go9881/](http://www.tu.berlin/go9881/)

Coordination	Centre for Entrepreneurship, Technische Universität Berlin
Methodology	Online survey in English/ German
Target group	Self-employed individuals/startup entrepreneurs with a connection to the participating universities
Period of survey	01.02.2020 - 15.03.2020
Sample	750 businesses and self-employed individuals
Content of the study	<ul style="list-style-type: none"><li>• Sectors, legal form and team composition</li><li>• Turnover, profit and number of employees</li><li>• Subsidies and support services used</li><li>• Equity capital</li><li>• Cooperation with the university and support for next generation startup entrepreneurs</li><li>• Internationalization</li><li>• Artificial intelligence</li><li>• Sustainability and Sustainable Development Goals</li></ul>

# Participating universities



- Beuth University of Applied Sciences Berlin
- University of Applied Sciences Potsdam
- Freie Universität Berlin
- Hochschule für Schauspielkunst Ernst Busch
- Hochschule für Technik und Wirtschaft Berlin
- Berlin School of Economics and Law
- Humboldt-Universität zu Berlin
- Technische Universität Berlin
- Berlin University of the Arts
- University of Potsdam



# Startup Survey 2020

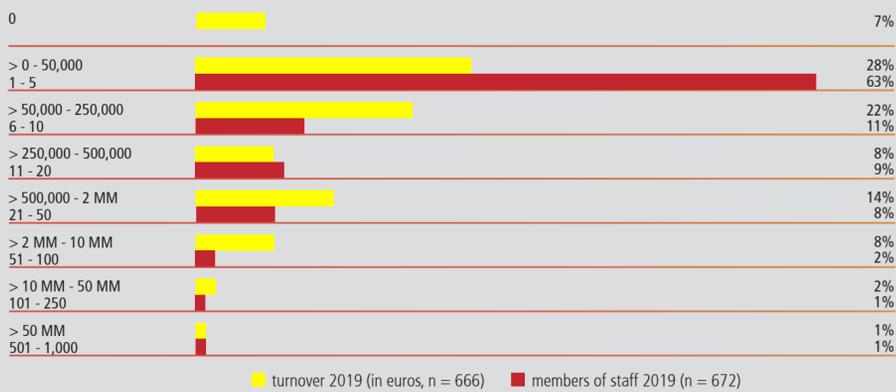
A systematic survey of startup entrepreneurs with a connection to universities in the Berlin-Brandenburg region  
Presentation of the most important results based on 750 companies

## OVERVIEW OF COMPANIES

### IMPORTANT ECONOMIC FORCE

Ø 17 members of staff    Ø 2.4 million euros turnover

In 2019, the surveyed businesses employed on average 17 members of staff and achieved an average turnover of 2.4 million euros.



### STRONG REGIONAL ROOTS

Eighty percent of the businesses were set up in the Berlin-Brandenburg metropolitan region.

The surveyed businesses achieve most of their turnover in Germany.

### PREFERENCE FOR STARTUP TEAMS – WOMEN STRONGLY REPRESENTED

Two thirds of the businesses were set up by teams. On average, teams consisted of 3.4 persons.

Women are represented in half of the teams.

## SUSTAINABILITY

### CONTRIBUTION TO SUSTAINABLE DEVELOPMENT GOALS

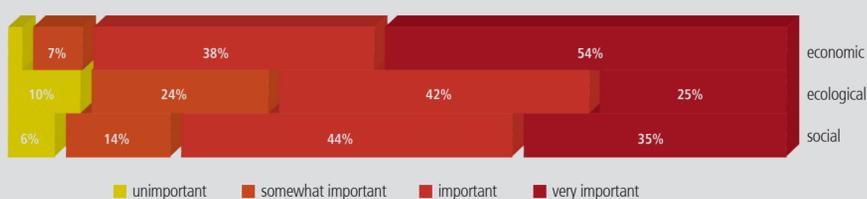
n = 587    multiple answers possible

The companies and self-employed individuals with a connection to the participating universities believe they contribute to the achievement of the United Nations' Sustainable Development Goals. The top 3 goals are:



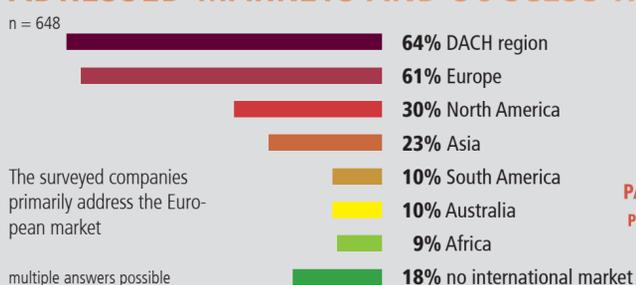
### ECONOMIC AND SOCIAL SUSTAINABILITY MOST IMPORTANT

n = 630    Company managers see all sustainability dimensions (economic, ecological and social) as important.



## INTERNATIONALIZATION

### ADDRESSED MARKETS AND SUCCESS FACTORS



### ICT SERVICES, CREATIVE AND KNOWLEDGE-INTENSIVE CONSULTATION SERVICES MOST REPRESENTED



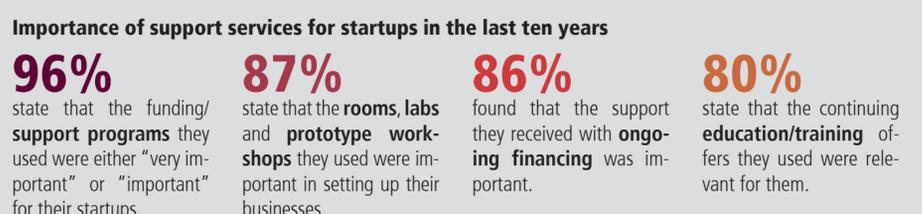
### POSITIVE IMPETUS THROUGH STARTUP SUPPORT

n = 613    In the last decade, startup support services have been set up and developed at the universities.

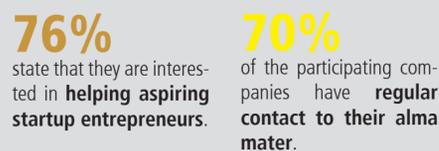


## FUNDING AND SUPPORT

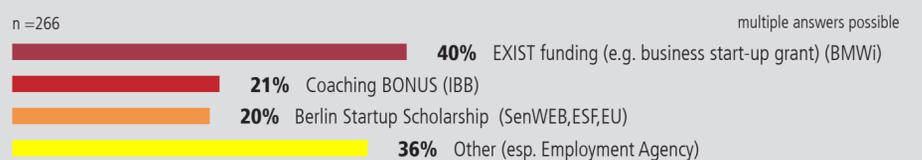
### VALUABLE STARTUP SUPPORT



### CONTACT TO THE UNIVERSITY

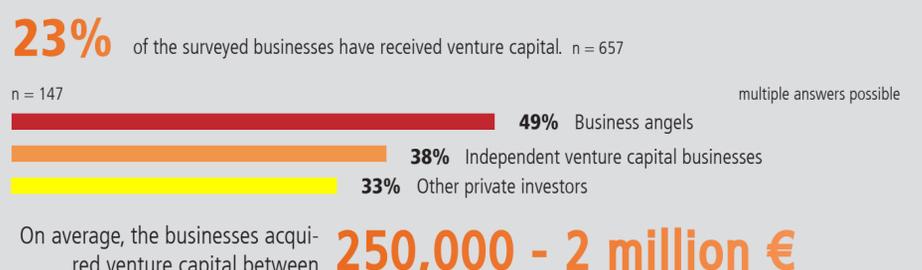


### FUNDING USED



## FINANCING

### VENTURE CAPITAL



# Imprint



Centre for Entrepreneurship  
Technischen Universität Berlin  
Hardenbergstraße 38, 10623 Berlin  
[www.entrepreneurship.tu-berlin.de](http://www.entrepreneurship.tu-berlin.de)



Coordination/Conception/Execution: Dr. Kristina Fajga  
Graphic:: Joana Rottleuthner, UdK Berlin  
External consulting: Myriam Fricke  
Assistance: Florian Rech

published August 2020



BEUTH HOCHSCHULE FÜR TECHNIK BERLIN  
University of Applied Sciences



Universität der Künste Berlin

Freie Universität  Berlin



Hochschule für Schauspielkunst  
Ernst Busch

**htw.**

Hochschule für Technik  
und Wirtschaft Berlin  
University of Applied Sciences



Hochschule für  
Wirtschaft und Recht Berlin  
Berlin School of Economics and Law



**FH;P**

Fachhochschule Potsdam  
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Applied Sciences

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