

BE CONNECTED JOIN THE HUB

Barcelona, one of
Europe's most dynamic
startup ecosystems

Barcelona
& Catalonia
Startup Hub



Catalonia
Trade & Investment



Generalitat de Catalunya
Government of Catalonia

startups.catalonia.com // #JoinTheHub



A DYNAMIC STARTUP ECOSYSTEM

Barcelona is one of Europe's most dynamic startup ecosystems, especially in the field of new technologies (Internet, Mobile Software & Services, e-commerce, Big Data and Tourism), thanks to multiple factors that have given the city over 1,100 startups with ambition and global vision.

The startup economy in Catalonia employs some 10,000 people. **Barcelona is the 5th European region in terms of startups** according to several renowned international rankings such as EU-Startups and Startup Heatmap Europe, among others. EU-Startups places Barcelona behind London, Paris, Berlin and Amsterdam. It has become a clear benchmark in Europe in the creation of new companies, especially those with a technological base. Today, the Catalan capital has over 1,100 startups with this growth being down to various factors: local infrastructures that both feed

and benefit from these projects; public and private support programmes and services for entrepreneurship; successful entrepreneurs who have helped to create networks of incubators; accelerators and investment vehicles that safeguard the new companies; and the presence of internationally renowned trade fairs such as the **Mobile World Congress, 4YFN, Smart City Expo, IoT and Barcelona Games World.**

Another sign of how the startup sector is maturing is the fact that Catalan startups are interacting and collaborating among themselves; an example of this collaboration is the Barcelona Tech City technological cluster that brings together around one hundred digital and tech companies based in Barcelona.

This association estimates that Barcelona-based firms working in digital and tech business have a turnover of 6.7 billion euros and employ some 15,000 workers.

WHY SHOULD STARTUPS BE IN BARCELONA?

With startups being one of the strongest employment and income creators in Europe, the CITIE 2015 report lists Barcelona as the 4th Best city favouring digital entrepreneurship. Furthermore, the Catalan capital ranks extremely well in terms of cost of living & best location for office space costs.

In Barcelona, startups find:

- + **A competitive environment with business mindset**
- + **Excellent technological & scientific infrastructure**
- + **Strong logistics: full-modal transport integration**
- + **Local and international talent**
- + **Top ranked business schools**
- + **Access to business angels and venture capital**
- + **World Fairs & Congresses: MWC, 4YFN, Smart City Expo, IoT, Big Data**
- + **International Incubators & Accelerators with highly experienced mentors and First Class Coworking spaces**
- + **Networking events and platforms, investments forums**
- + **High quality of life**

**BARCELONA:
5TH EUROPEAN
STARTUP CITY
ACCORDING TO
VARIOUS SOURCES**

1
LONDON

2
BERLIN

3
PARIS

4
AMSTERDAM

5
BARCELONA

6
MADRID

7
STOCKHOLM

8
DUBLIN

Source:
Strategy and competitive intelligence
unit of Catalonia Trade & Investment

**IF STARTUP
FOUNDERS WERE
TO STAR OVER
AGAIN WHERE
WOULD THEY DO IT?**

1
BERLIN

2
LONDON

3
AMSTERDAM

4
BARCELONA

5
LISBOA

6
DUBLIN

7
STOCKHOLM

8
MUNICH

Source:
Strategy and competitive intelligence
unit of Catalonia Trade & Investment



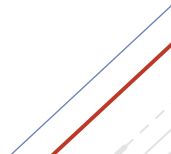
BARCELONA & CATALONIA STARTUP HUB

STARTUPS.CATALONIA.COM

The Catalan Government, through Catalonia Trade & Investment, has landed an initiative (startups.catalonia.com) that seeks to position the Catalan startup ecosystem worldwide and boost investment attraction.

The Barcelona & Catalonia Startup Hub includes those companies of up to 10 years of age, with scalable business models, repeatable and applicable to global environments and aimed at rapid growth.

The startups included in this hub employ nearly 10,000 people, have a collective turnover of 1,300 million euros and operate mainly in the areas of Internet software and e-commerce.





The Government of Catalonia presented the **Barcelona & Catalonia Startup Hub**, a virtual tool that identifies more than 1,100 Catalan startups with high growth potential. This hub was created with the aim of promoting the Catalan startup ecosystem internationally and to be a factor in investment attraction into these companies.

The **startups.catalonia.com** hub is the result of a year-long analysis to select and to get a clear picture of the startup community in Catalonia, one of the most dynamic in Europe. Startups are also a clear factor in pushing innovation in Catalonia, given that they are companies that concentrate a greater rate of innovative activity (74.1% of companies under than five years old innovate, according to the 2015 Innovation Barometer).

MAIN DATA



+1,100
STARTUPS

+ €370
MILLION INVESTED
IN STARTUPS

+10,000
STARTUPS
EMPLOYEES

WHAT STARTUPS DOES THE HUB INCLUDE?

In the hub Catalonia Trade & Investment identifies those already established, emerging companies, no more than 10 years old, with a scalable business model (i.e. with a capacity to generate revenue without the need to increase resources at the same rate), repeatable and applicable to global environments, aimed at rapid growth and founded by entrepreneurs (not corporations).

Identification of the startups has been done through Catalonia Trade & Investment's internal sources and other external sources, with information from agents such as Angel List, Crunchbase, Startupxlore and Dealroom, among others. The processing of the data included online interviews with a representative sample of startups included in the directory, as well as the creation of a validation committee that determined the inclusion of companies, based on the established criteria.

A SNAPSHOT OF THE STARTUPS INCLUDED IN THE BARCELONA & CATALONIA STARTUP HUB

The hub includes the profile of 1,100 startups, with the contact, date of establishment, the business sector, investments received, the number of employees and the business model, among other data. The hub also publishes the latest investment operations in Catalan startups as well as the operations known as exits (companies that have been

purchased or have started trading on the stock exchange). According to data from the Barcelona & Catalonia Startup Hub, Catalan startups total nearly 10,000 workers in Catalonia, with an average of 12 professionals per company. 48% have 1 to 5 employees, 22% from 6 to 10, 14% from 11 to 20, 14% from 21 to 50, and 2% have over 50.

MAIN SECTORS



SOFTWARE



ECOMMERCE



TOURISM



BIG DATA



EHEALTH

The startups included in the hub show a total turnover of some 1,300 million euros. 50% have a turnover under 250,000, 29% between 250,000 and 1 million euros, 18% between 1 and 5 million euros, and 3% over 5 million euros. Also, 78% of startups are under 6 years old, and the majority work in the sectors of Internet and mobile software, ecommerce, tourism and leisure, Big Data and eHealth.

Barcelona is the area with most startups, as it concentrates 62% of the total. It is followed by the Vallès Occidental (14%) and the Baix Llobregat (6%). The most popular business models are software license and subscription. Regarding funding, the data shows that the Catalan ecosystem of startups is active and dynamic: in fact, one in four startups find advanced stage investment.



The hub also indicates that Caixa Capital Risc, Cabiedes & Partners, ESADEBAN and Invready are the investors who have performed most operations in different projects in Catalonia. As for international investors, the most active are Idinvest Partners, Kurma Partners and Point Nine.

In fact, according to ASCRI, Catalonia accounts for 71.2% of international venture capital attracted throughout Spain (2015 figures). In addition, 85% of the volume invested in venture capital in Catalonia comes from international funds (277.2 million euros).

The sectors of e-commerce and Internet and mobile software are accumulating a greater number of exits (companies that were startups and stopped being so once acquired or gone public).

The Barcelona & Catalonia Startup Hub will be updated constantly to incorporate and complete the map with new startups as they arise, as well as foreign emerging companies with subsidiaries in Catalonia.

ANALYSIS OF THE BARCELONA & CATALONIA STARTUP HUB

STARTUPS.CATALONIA.COM

85% OF FUNDING COMES FROM INTERNATIONAL VENTURE CAPITAL

71% OF ALL INTERNATIONAL VENTURE CAPITAL INVESTMENT IN SPAIN

25% OF STARTUPS IN LATE STAGE VENTURE FUNDING

TOP INVESTORS In Catalan startups



Inveready
Capital Company

cabiedes
partners

Conector
Startup Accelerator

ESADE | BAN
INVESTMENT BANK

SeedRocket

idinvest
PARTNERS

Ysios
Capital Partners



Kernet
Partners

Delta
Partners

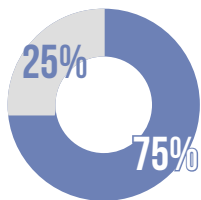
Accel
Partners

Serena
Capital

Point Nine
THE ANGELS VC

Highland
Capital Partners

FUNDING % of startups by stage



■ **Early stage** to 1M€ investment

■ **Late stage venture** from 1M€ to 200M€ investment (Series A, B, C)

Industries achieving more investments (total):

- + Software (Internet and Mobile)
- + eCommerce
- + Big Data
- + Smart Cities

Sectors reaching more investment in late stage venture:

- + Internet of Things
- + Biotech/Pharma
- + eHealth
- + Fintech



SERVICES FOR STARTUPS

START-UP CATALONIA

CONNECTING AND STRENGTHENING STARTUPS

Catalonia Trade & Investment, through Start-Up Catalonia, is the public partner for the growth of Catalan startups. It has three main work areas aimed at helping startups which consist of:

- + **Accelerating startups.**
- + **International connections for Catalan startups.**
- + **The dynamization of the startups ecosystem of Barcelona & Catalonia.**

Specifically, we perform different assessment programmes available to startups depending on their lifecycle moment and needs, basically aimed at:

- + **Validating the market and business model for early stage companies**

 - + **Pushing the international aspect of companies**

 - + **Positioning of Catalan startups**

 - + **Publicity and promotion of trade fairs and events organised in Catalonia focussed on startups**
- 



PROMOTING THE INTERNATIONAL ASPECTS OF STARTUPS

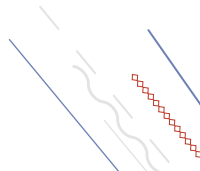
Catalonia Trade & Investment helps build the international aspect of companies, via different actions and programmes:

- + **Assessment given by Catalonia Trade & Investment Offices abroad**
- + **Specific support programmes in the design and execution of an internationalisation strategy**
- + **Participation in international trade missions and trade fairs**

THE PIER 01 TECH CITY

Start-up Catalonia is hosted at “The Pier 01”, Europe’s largest dedicated space for startups & entrepreneurs. Pier01 is the meeting point for the Barcelona startup & entrepreneurial ecosystem and the largest of its kind in Europe. This historic building houses 70

startups, 1,000 workers, incubators, accelerators and the Barcelona Tech City; the city’s association of companies and startups working in digital, tech business and ecommerce. It organises workshops, conferences and meetings with international investors.





INTERNATIONAL STARTUPS INTERESTED IN BARCELONA

Depending on the phase they are in, Catalonia Trade & Investment offers various services and contacts to

international startups facilitating the setting up of their business operations in Catalonia.

OUTREACHING TO THE CATALAN STARTUP ECOSYSTEM

If you are an international startup just setting up in Catalonia and Barcelona, we'll help you in your initial contacts with the startup ecosystem in Catalonia. We offer contacts with incubators, accelerators, and other strategic players of interest to you, such as

clusters, sectors, law firms specializing in startups, etc. We advise on issues of funding and fundraising and let you know about the most interesting startup events in the city and all that Barcelona has to offer in terms of innovating and incorporating talent into your company.



ONE-TO-ONE MEETING

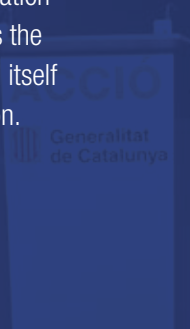
A trip to Catalonia or having already studied the viability of your project can help you decide to meet - either in person or via virtual meetings - the teams of Start-Up Catalonia

and Catalonia Trade & Investment. We want to understand the full scope of your project and potential of your business in order to customize the services we can offer you.

FOLLOW UP

For international startups in the investment phase, we offer support and assistance out of the Catalan Government Trade & Investment offices abroad in your country of origin or from Barcelona.

Our offices abroad perform the necessary support and assessment for the feasibility studies and the implementation of the business plan, while the Barcelona team manages the project from the point when the startup decides to install itself in Catalonia or Barcelona, up until its definitive installation.



BE CONNECTED. JOIN THE HUB

LAST EVENT: 30TH NOVEMBER 2016

The official presentation of the new platform that brought together **600 Catalan startups** featured the participation of **Howard Love**, a Silicon Valley entrepreneur who has successfully launched and invested in over 50 startups.

Howard Love identified the roadmap every startup follows and he shares his insights in his book **“The Start-Up J Curve”**. Far from being a theorist, Love is a serial entrepreneur who, in this talk, explained how he did it, the mistakes he made and what worked for him.

AGENDA

5.45 pm **Registration**

6.00 pm **Welcome speech. Núria Betriu, General Director of Industry and CEO ACCIÓ. Government of Catalonia**

6.20 pm **Keynote speaker. Howard Love. ‘The Start-Up J Curve’. The six steps to entrepreneurial success**

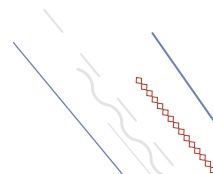
6.50 pm **‘The J Curve & You’, Howard Love analyses three startups located in Catalonia based on the six phases of the ‘J Curve’**

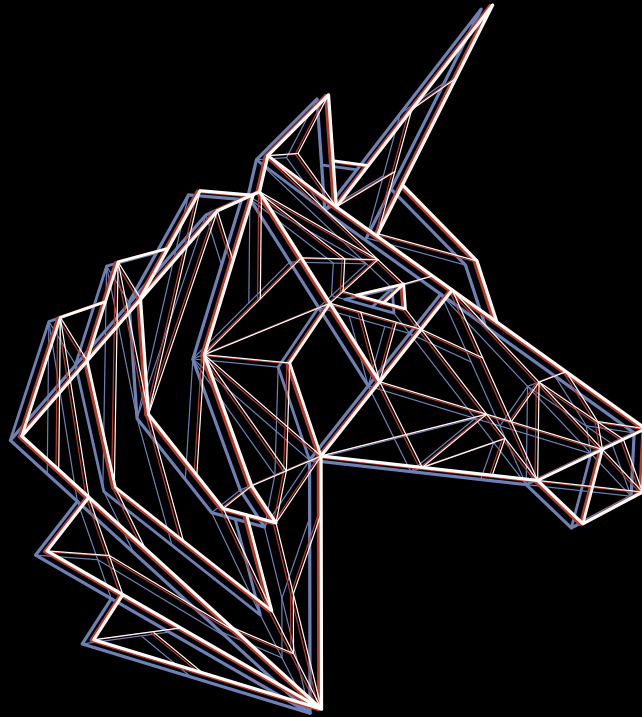
7.15 pm **Questions. Answers. Reflections. Advices**

7.45 pm **Music. Beer. Networking**



JOIN US AT OUR NEXT EVENT ON NOVEMBER 2017





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