

DRS Pro Transfer

Resources from the Startup Ecosystem

Aims for this section

Intro into business topics: competition and markets

Until now, we have focused on a resource- and market-based view of your venture...

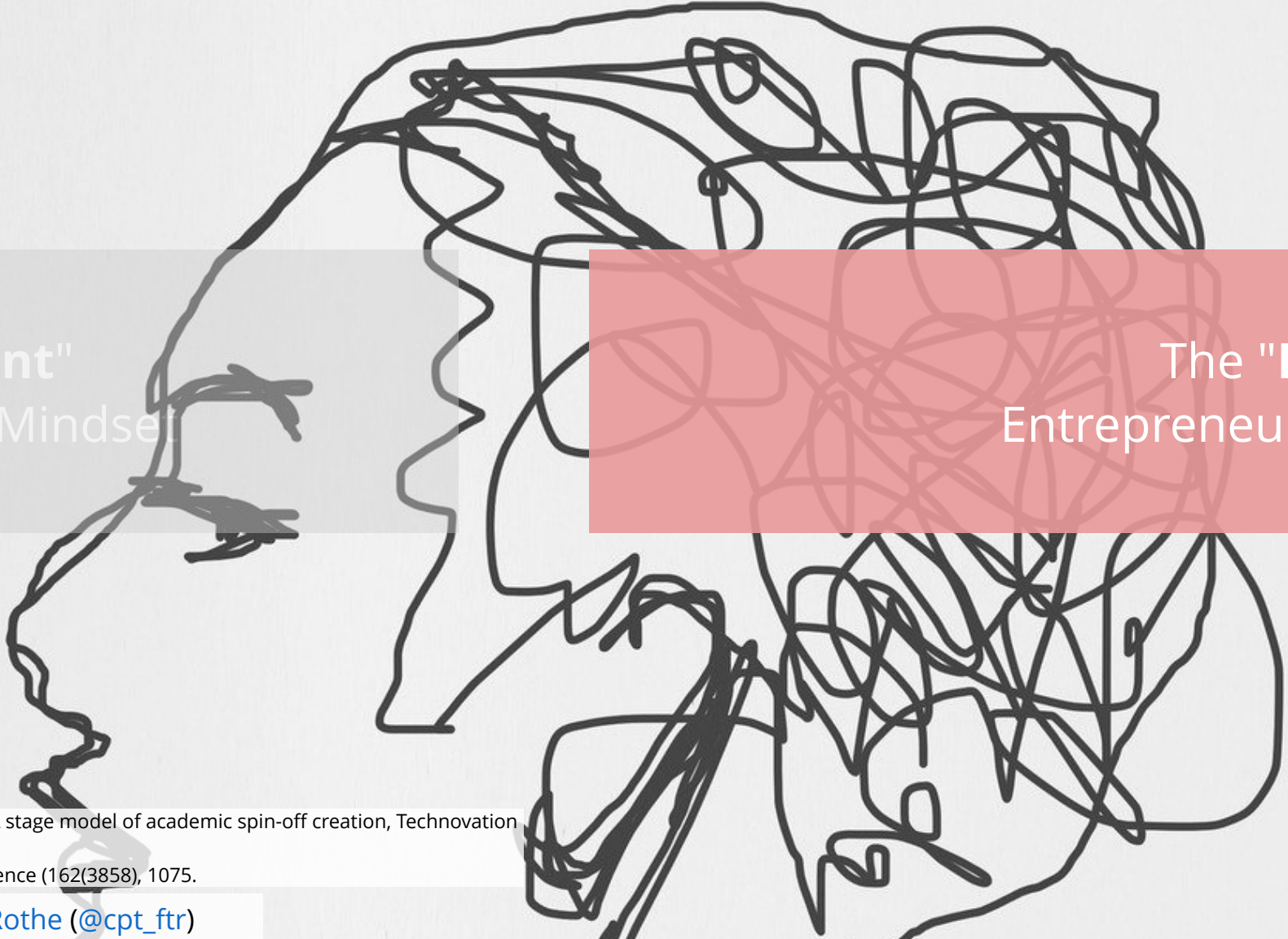


... however, we have largely neglected the importance of cooperation within your ecosystem.

**DIGITAL
ENTREPRENEURSHIP
HUB**

The need for two mindsets

Need for an entrepreneurial and ecosystem mindset



The "**Independent**"
Entrepreneurial Mindset

The "**Ecosystem**"
Entrepreneurial Mindset

Ref. Ndonzau, F.; Prinay, F.; Surlemont, B. (2002): A stage model of academic spin-off creation, Technovation Vol. 22, Nr. 2, S. 281-289.

Macy, W. 1968. Discovery to Patent to License. Science (162(3858), 1075.

Presentation by [Prof. Dr. Hannes Rothe \(@cpt_ftr\)](#)

Entrepreneurial Ecosystems

From metaphor to concept: access resources from the ecosystem



“ biological ecosystem is a complex set of relationships among the living resources, habitats, and residents of an area, whose functional goal is to maintain an equilibrium sustaining state.

Ref. Spiegel, B., & Harrison, R. (2017). Toward a process theory of entrepreneurial ecosystems. *Strategic Entrepreneurship Journal*; Jackson, D. J. (2011). What is an innovation ecosystem. *National Science Foundation*, 1; Adner & Kapoor, 2010; Iansiti & Levien, 2004; Teece, 2009

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“ innovation ecosystem model the economic [...] relationships that are formed between actors or entities whose functional goal is to enable technology development and innovation.

Dependencies
among members
of the Ecosystem

Common set of
goals and
objectives

Shared set of
knowledge
and skills

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Ecosystems provide resources; and you might want to know how to access them.

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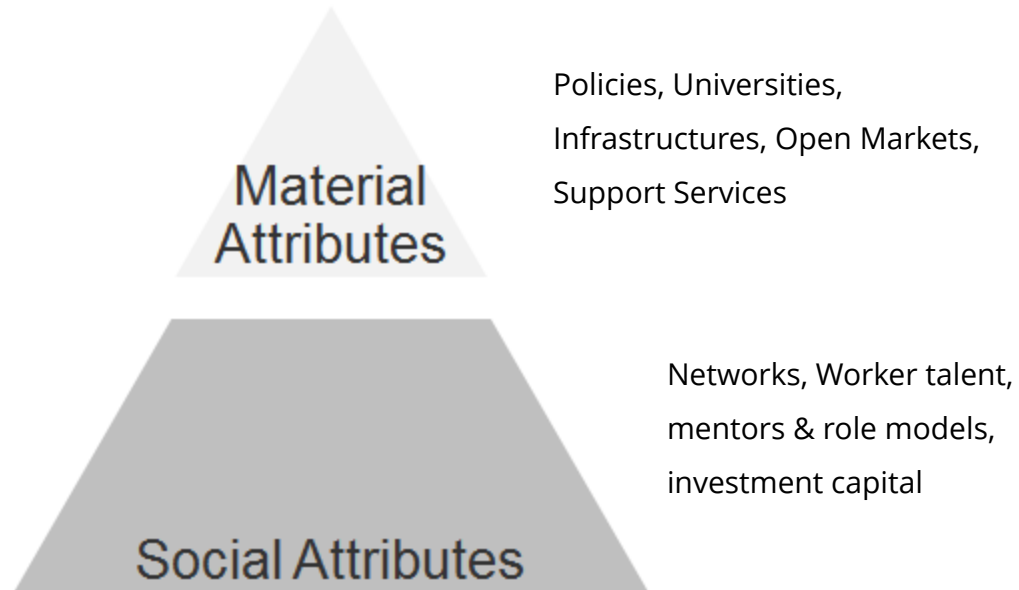


Material
Attributes

Policies, Universities,
Infrastructures, Open Markets,
Support Services

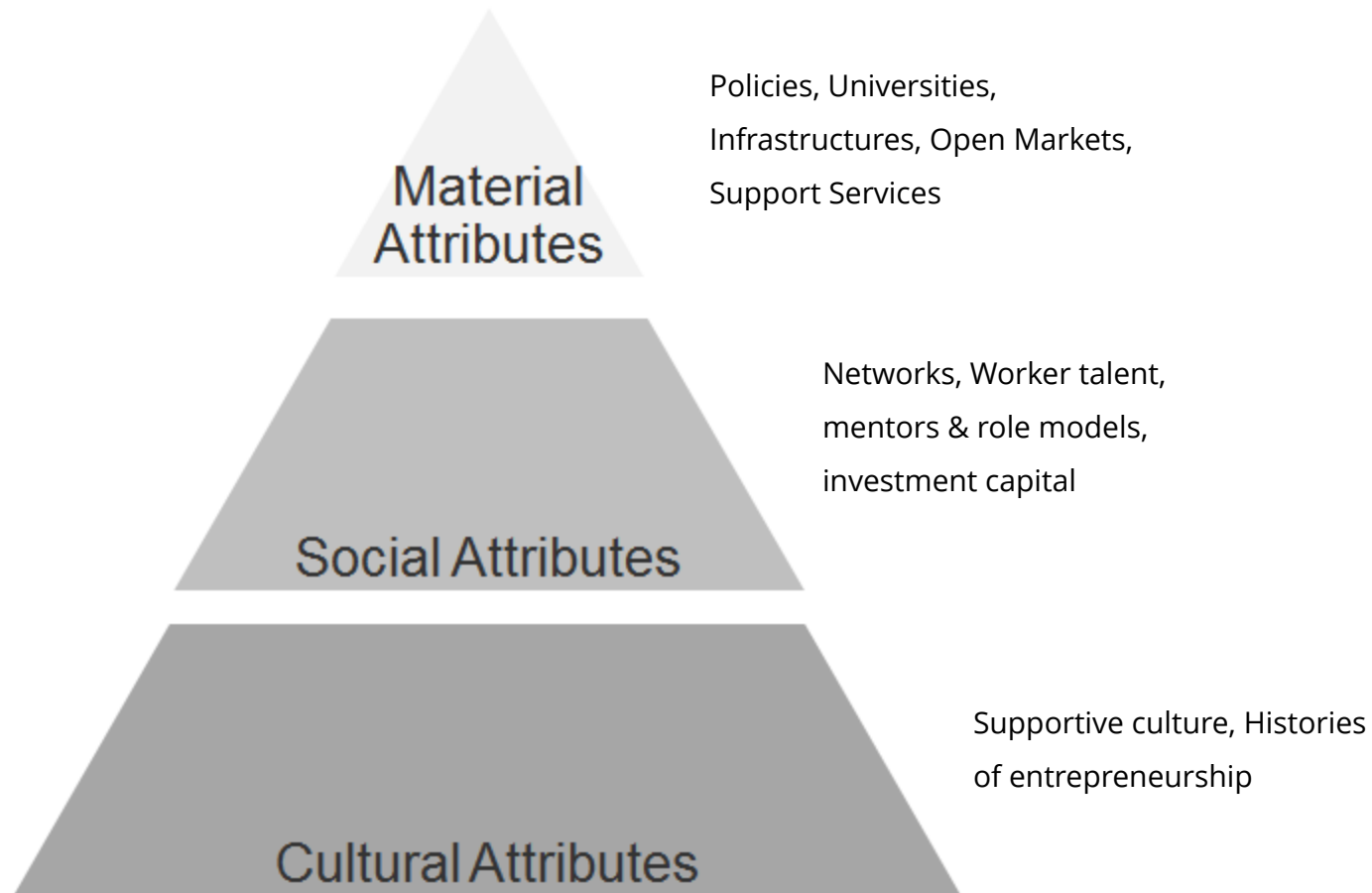
Entrepreneurial Ecosystems

From metaphor to concept: access resources from the ecosystem



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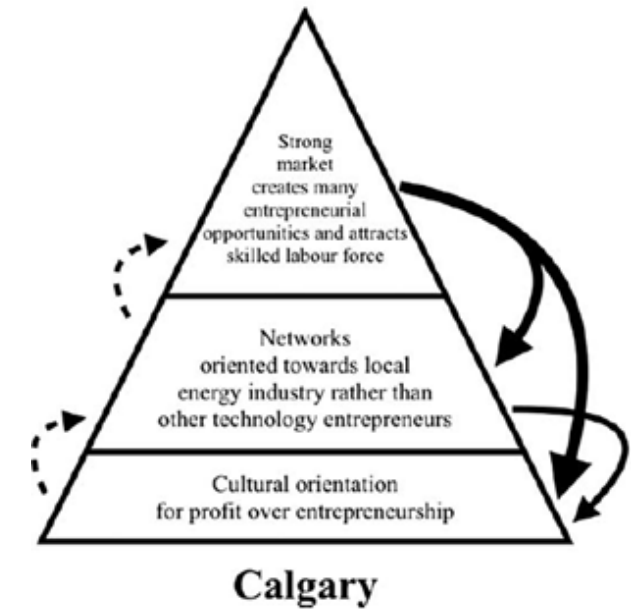
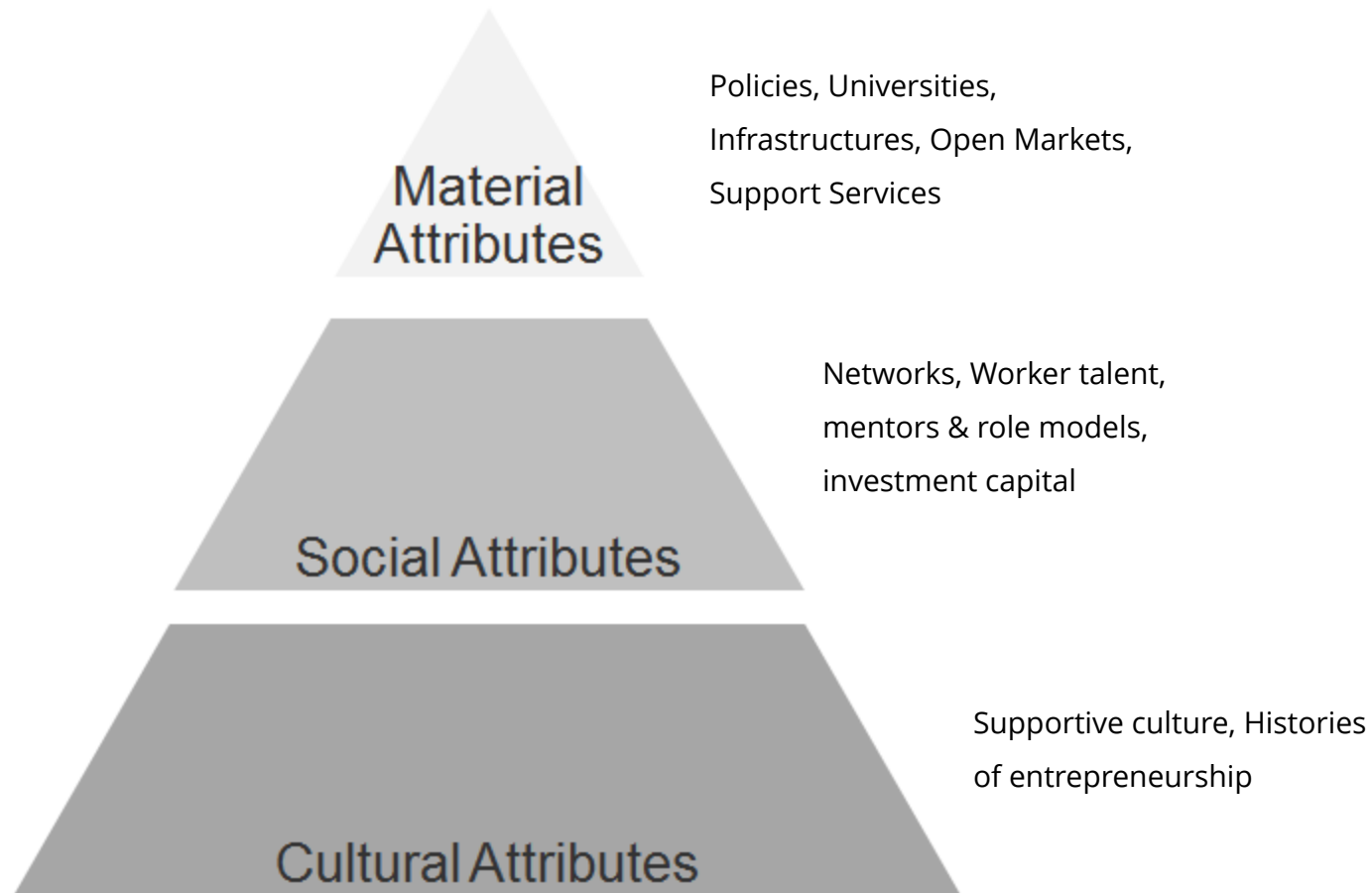


Ref. Spiegel, 2017

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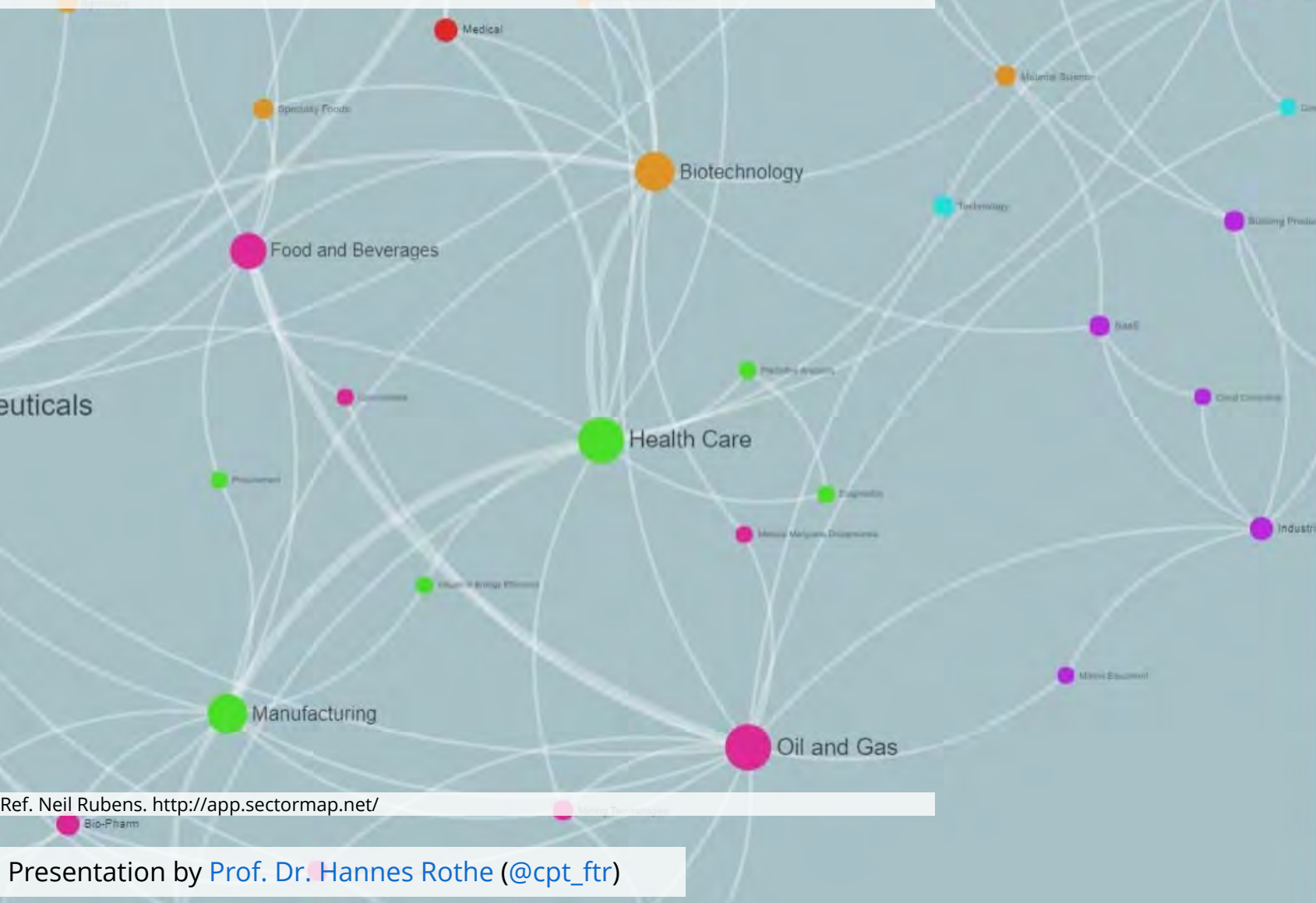
Entrepreneurial Ecosystems

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Entrepreneurial Ecosystems

Competitors: Ecosystem are industry agnostic; so are all most startups



Ref. Neil Rubens. <http://app.sectormap.net/>

Presentation by Prof. Dr. Hannes Rothe (@cpt_ftr)

Adaptive Reagents

We make reagents that make diagnostics better

biotechnology ● chemicals diagnostics



Asilomar Bio

New tools for farmers to grow more food, more efficiently



agriculture ● biotechnology ● chemicals ● farming

BIOSStarttr

First digital accelerator for Biotechs

biotechnology ● chemicals healthcare
pharmaceuticals



Blu Selection

Recruiting

● account management biotechnology ● chemicals
● sales



Creative Bioarray

cells, FISH probes, tissue array, micro

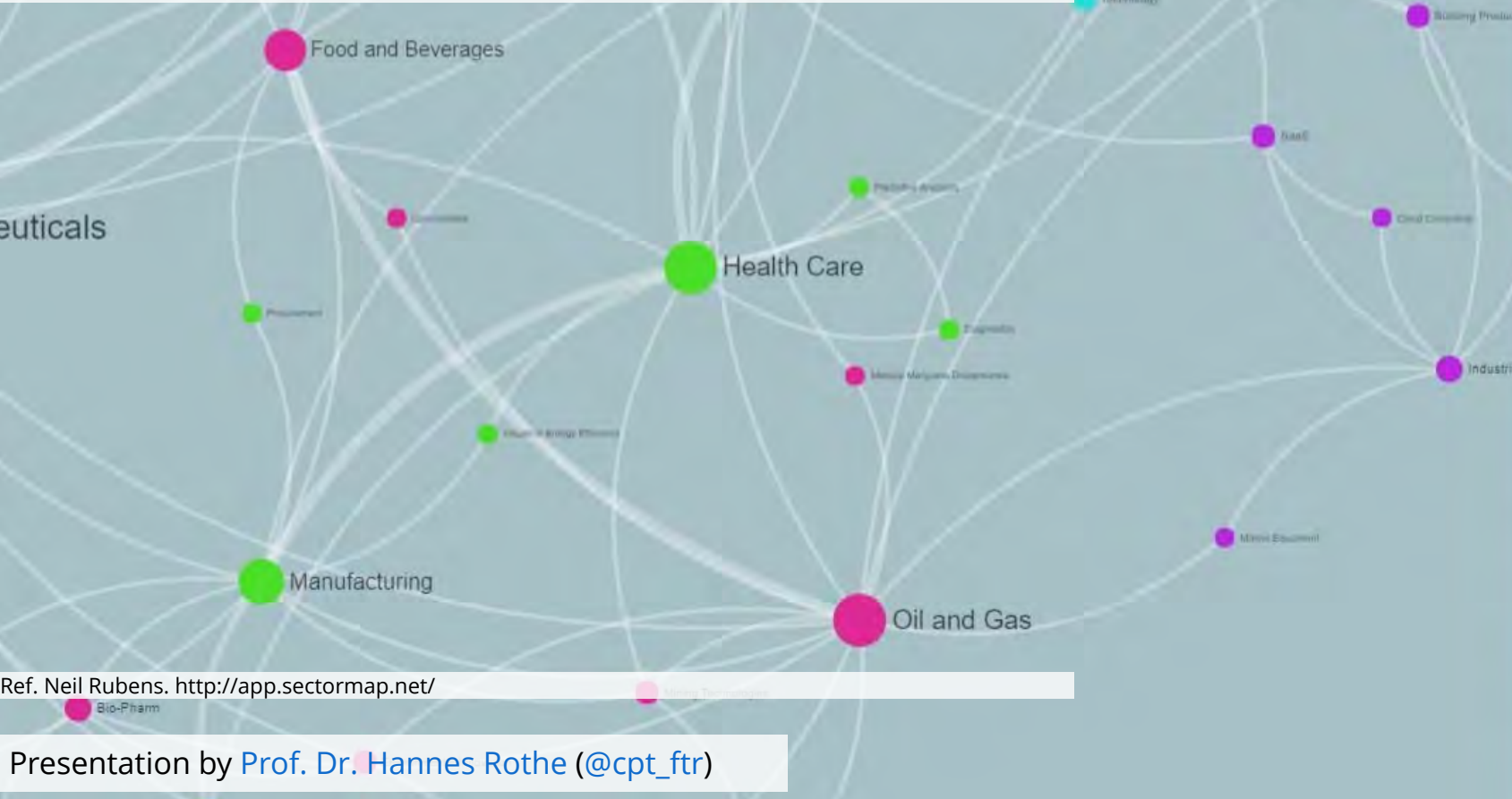
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Ventures mostly compete with a global market, not the local ecosystem (high willingness to share resources with other startups, just visit a co-working space once)



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However, this makes finding competitors and partners complicated from time to time.

Some web platforms might help you with it:

e.g., [Crunchbase](#), [Angellist](#), [Mattermark](#), [Gruenderszene/datenbank](#)

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Entrepreneurial Ecosystems

Customers: Use your customer as a source of knowledge



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See everything you learned about Value Propositions, customer-centric business modeling, and the Learn Startup concept.



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Use numerous data sources available on the web

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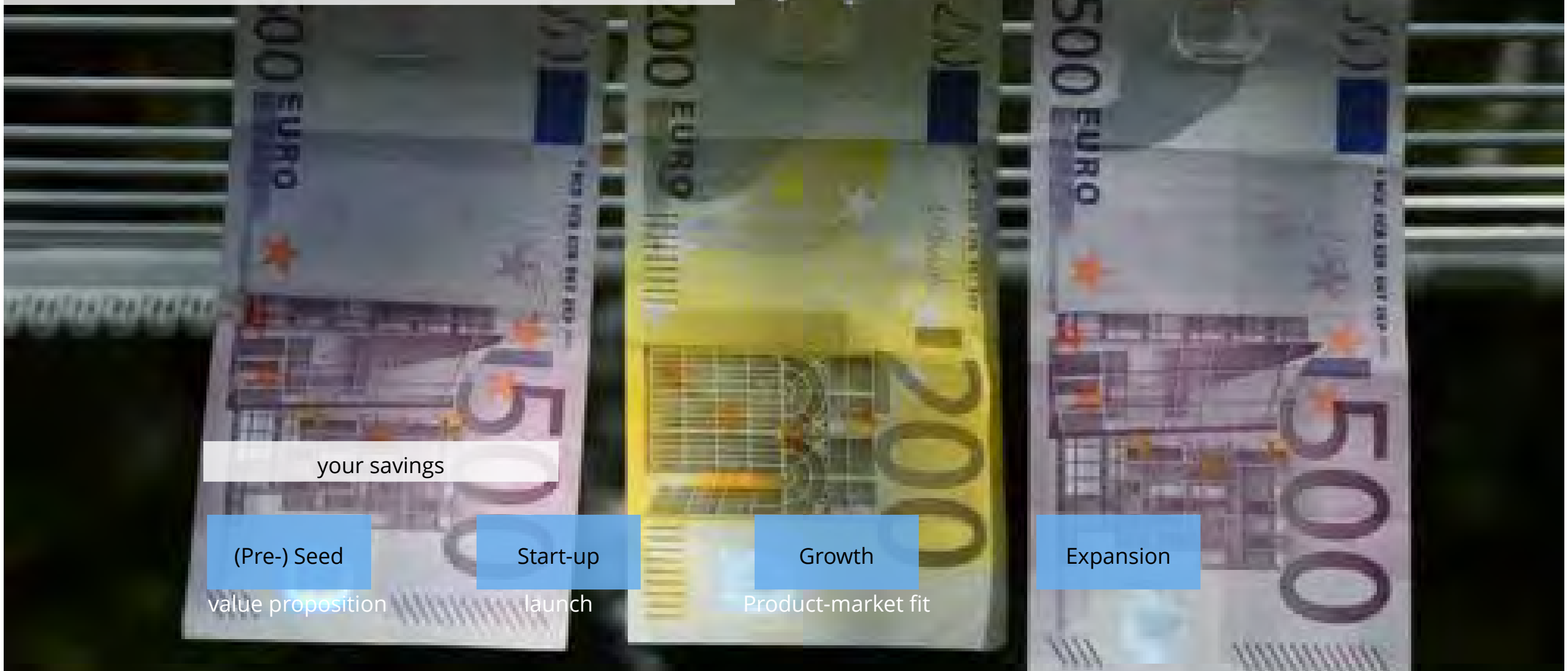
Use numerous data sources available on the web

(From potentially less biased to rather biased)

- Statistics platforms, e.g., [Statista](#), [Census.gov](#) (US), [FED](#) (consumer credit), [BEA](#) (US)
- Industry data from banks, such as [VR bank](#) or [Deutsche Bank](#), from [societies](#),
- from market research institutes such as [marktmeinungsmensch](#),
- from marketers/advertisers, e.g. Google [consumerbarometer](#), [Facebook Insights](#), [Nielsen](#)
- consultancies, e.g., [McKinsey](#), [BCG](#), [Deloitte](#), [EY](#), [KPMG](#), [PWC](#), or [Accenture](#)

Entrepreneurial Ecosystems

Sources of Capital



your savings

(Pre-) Seed

value proposition

Start-up

launch

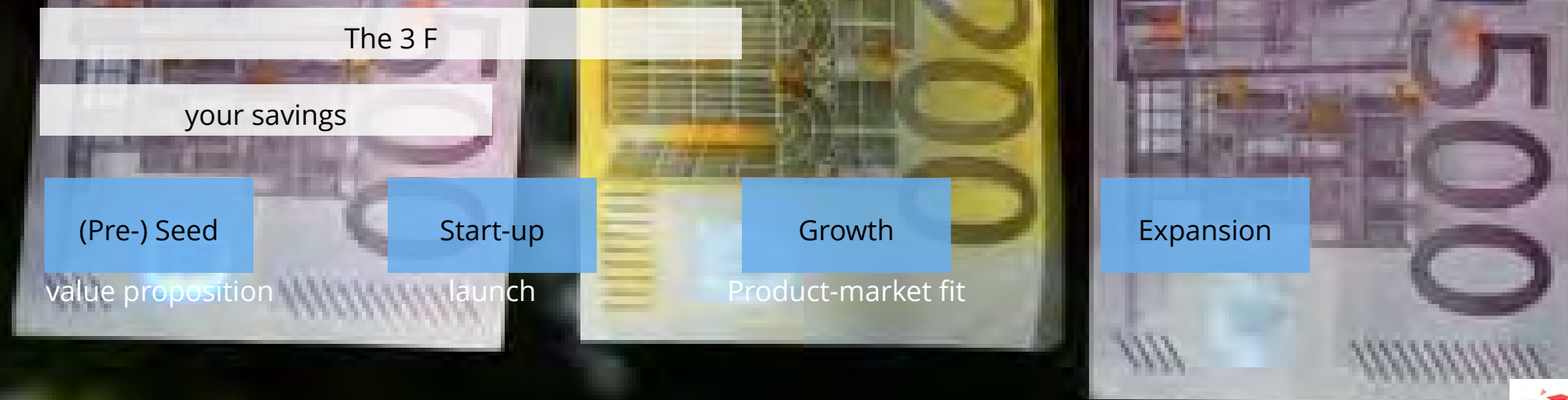
Growth

Product-market fit

Expansion

Entrepreneurial Ecosystems

Sources of Capital



Entrepreneurial Ecosystems

Sources of Capital

Grants (e.g., Berliner Startup Stipendium, EXIST)

The 3 F

your savings

(Pre-) Seed

Start-up

Growth

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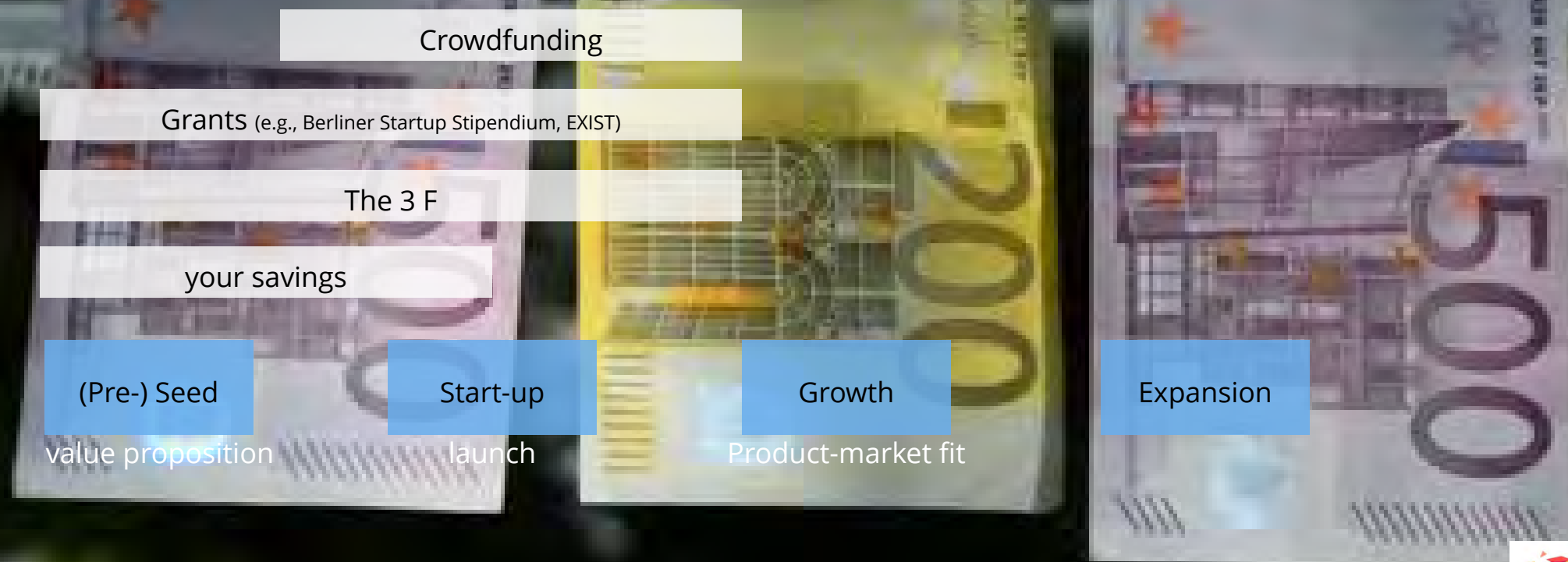
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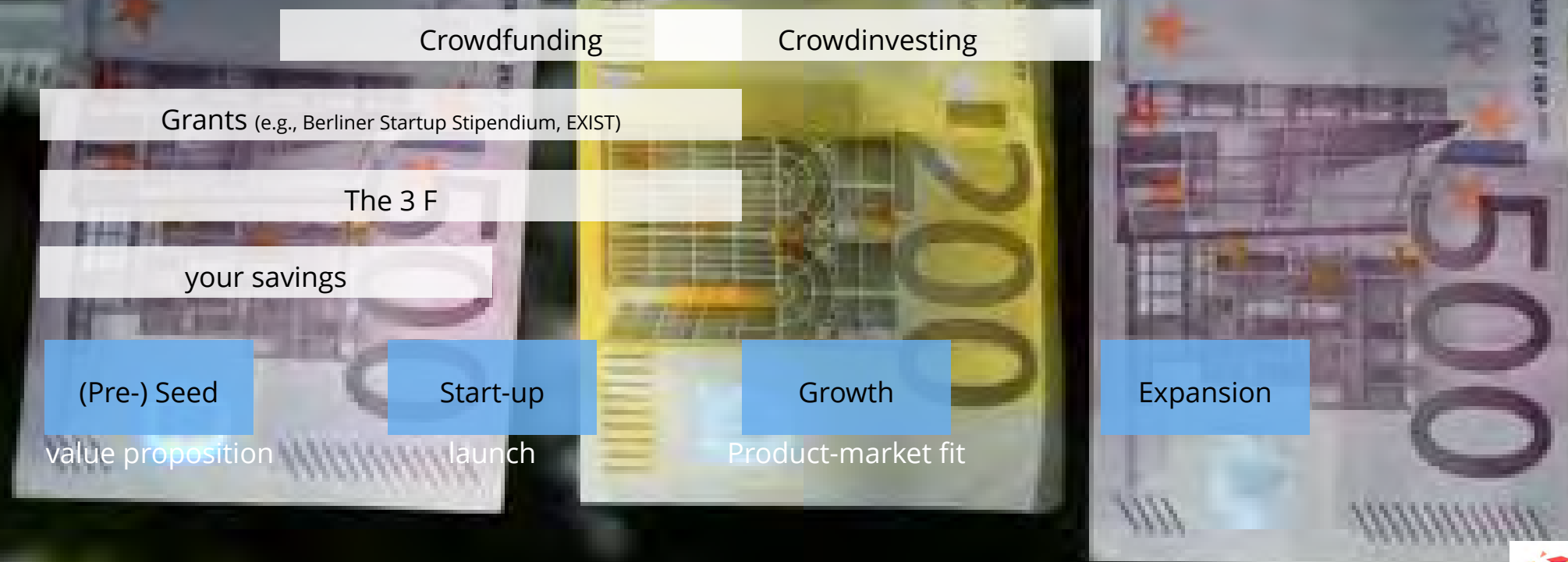
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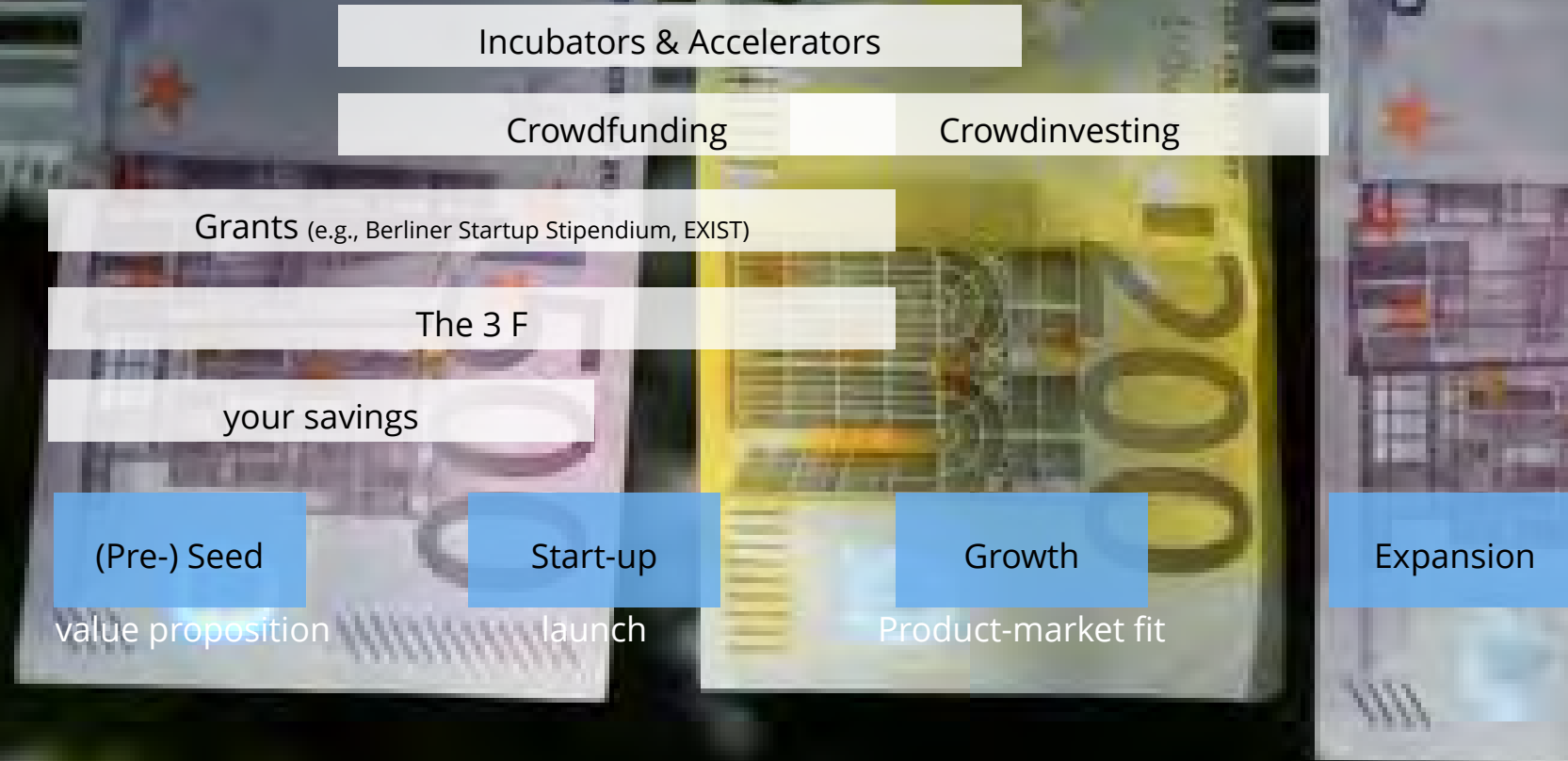
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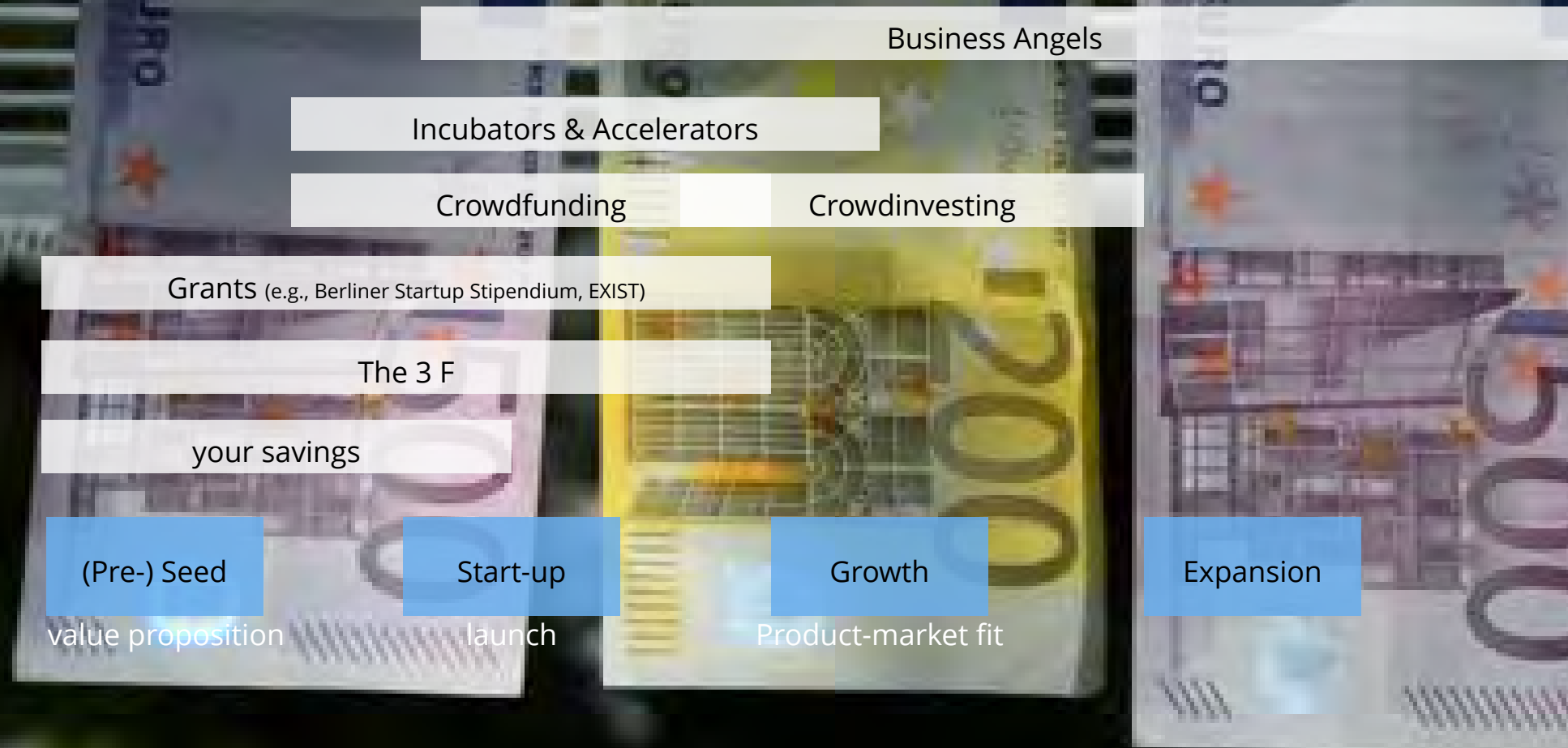
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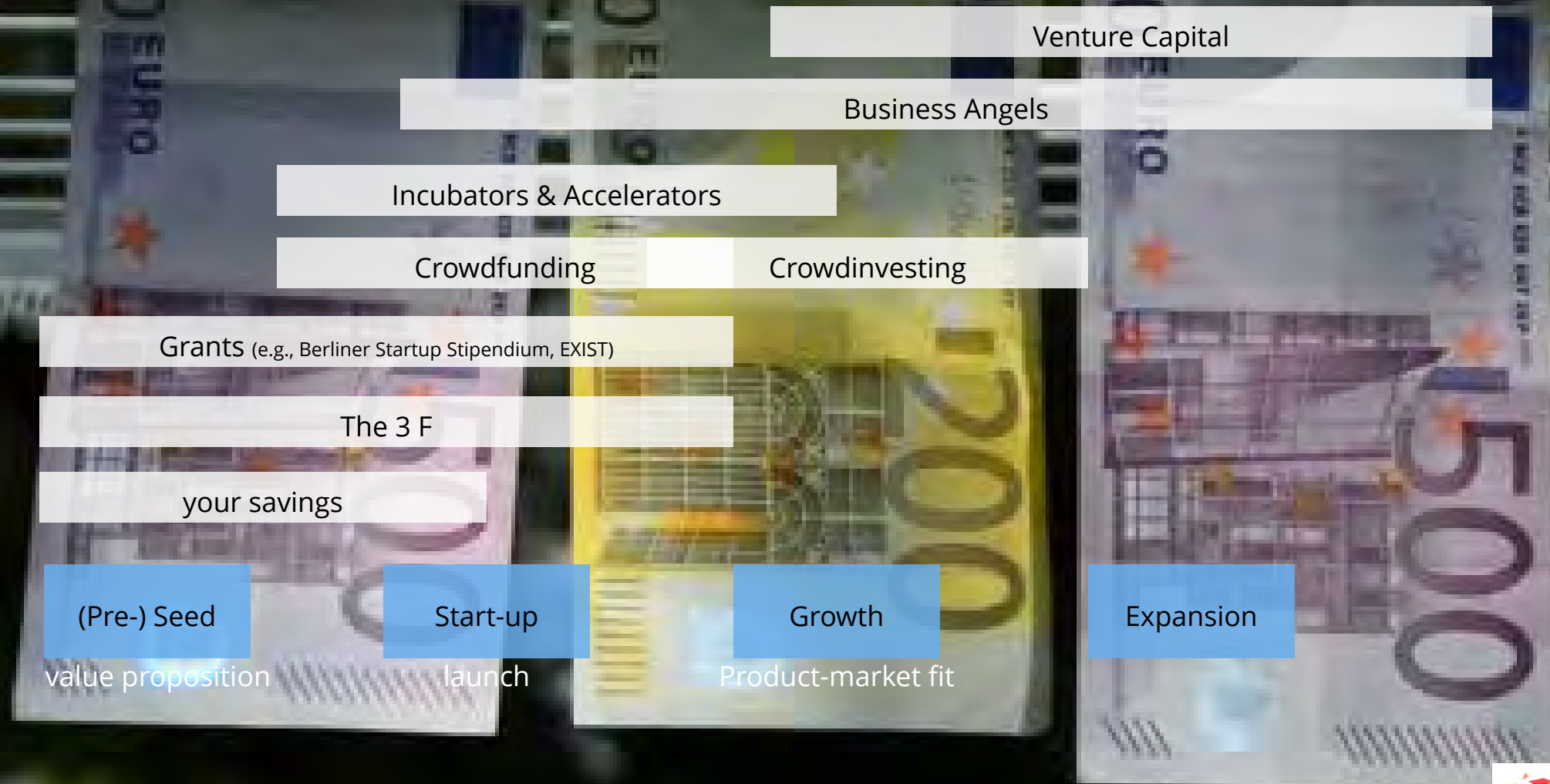
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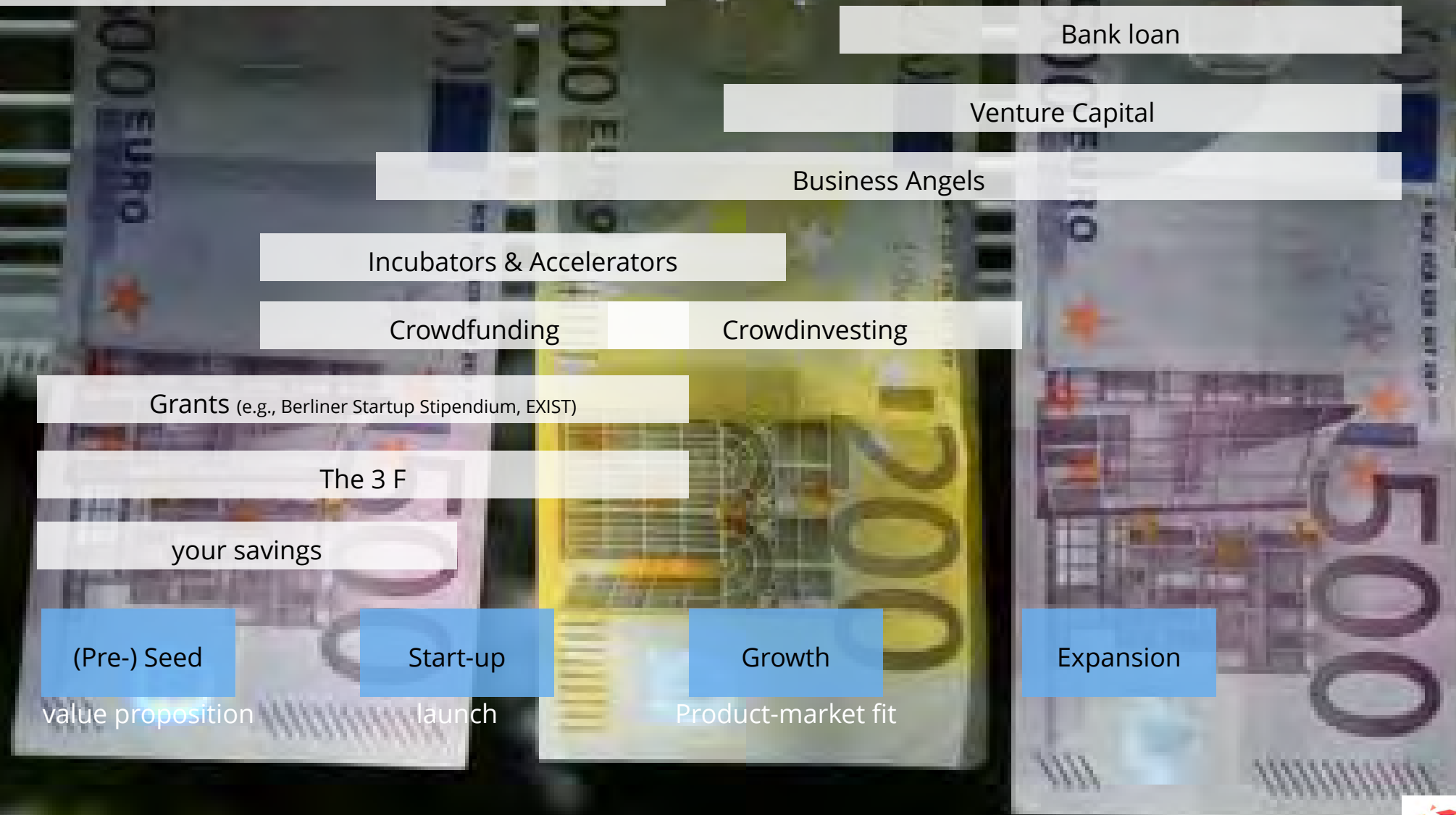
Entrepreneurial Ecosystems

Sources of Capital



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Entrepreneurial Ecosystems

Government and closely related agencies



Like many European continental countries,
Germany has numerous Grants

These could be cash: scholarships, loan or equity,
and non-cash benefits (e.g., coaching)

e~~x~~IST

Innovate UK

More info on <http://www.fu-berlin.de/en/sites/profund/gruendungsservice/foerderprogramme/>

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Exist Start-up Grant

up to 18 months

3k EUR/founder (scholarship after PhD)

up to 30k EUR additional invest

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Exist Research Grant

2 phases, up to 18 months each
Phase 1: up to 250k EUR for venture
preparation
Phase 2: up to 180k for founding a venture

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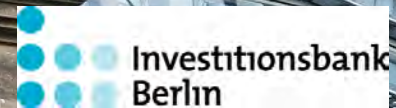
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Other actors
(e.g.,)



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Entrepreneurial Ecosystems

Venture Capital: After finding a valid business model

Regularly invest in investment rounds (>1M EUR), called series A,B,..., X (see [Uber](#))

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They expect 9 out of 10 of their investments to fail

high risk / high earn form of capital

Entrepreneurial Ecosystems

Venture Capital: After finding a valid business model



























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Portfolio: Team Europe

Dec 2, 2014	 Helping	—	 Series A - Helping	\$17M
Sep 6, 2013	 Mobilike	No	 Series A - Mobilike	—
Jul 1, 2013	 Delivery Hero	No	 Series D - Delivery H...	\$30M
Apr 15, 2013	 Wummelbox	—	 Venture Round - Wu...	\$1M
Nov 17, 2011	 Lieferheld	—	 Venture Round - Lief...	€8M
Oct 1, 2011	 Delivery Hero	—	 Series B - Delivery H...	€11M
Mar 25, 2011	 BABYBOOM.ru	Yes	 Series A - BABYBOO...	\$900K
Mar 1, 2011	 Delivery Hero	—	 Series A - Delivery H...	€4M
Feb 23, 2011	 Fyber	No	 Series A - Fyber	\$5M
Nov 1, 2010	 DS Digitale Seiten	—	 Series A - DS Digital...	€1.5M
Sep 11, 2010	 Mister Spex	—	 Series B - Mister Spex	€7M
Jun 9, 2010	 Fyber	—	 Series A - Fyber	\$4.6M

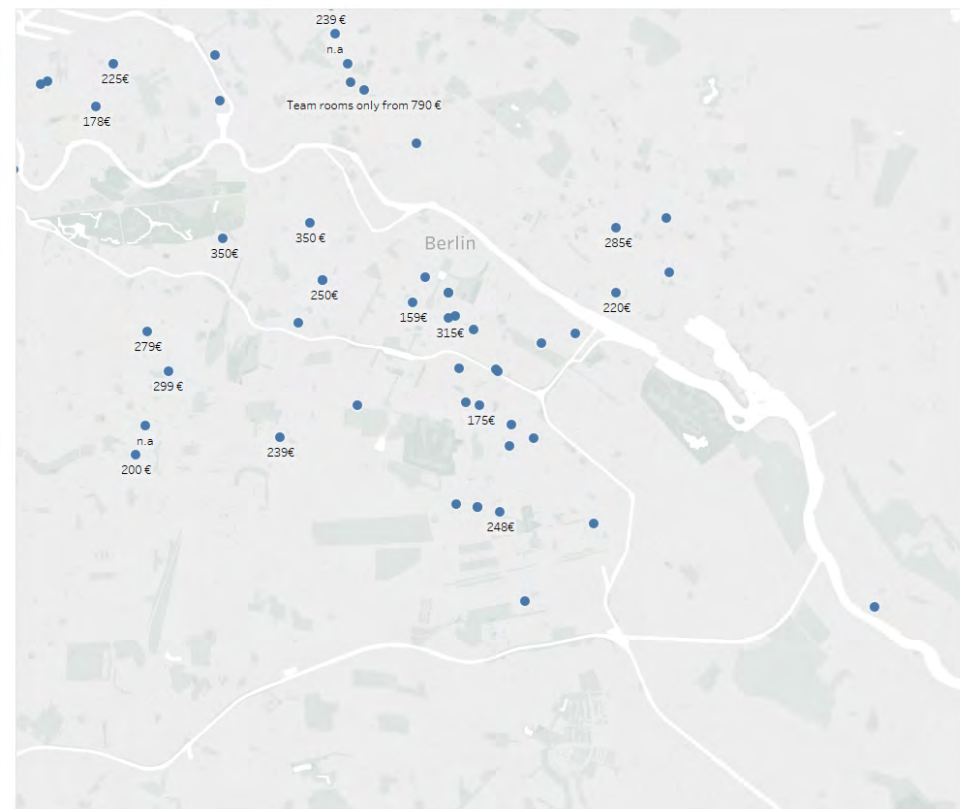
other VCs: Westtech Ventures, Earlybird Venture, Project A, Point Nine, Schober Ventures, Hasso Plattner Ventures, Atlantic Labs ...

Entrepreneurial Ecosystems

Co-Working spaces: (more than) room to work

Co-working spaces

Co-working spaces in Berlin



own data

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Office Space with (decent) internet

Work within and across teams

Event space

sometimes family options (e.g., Keny)

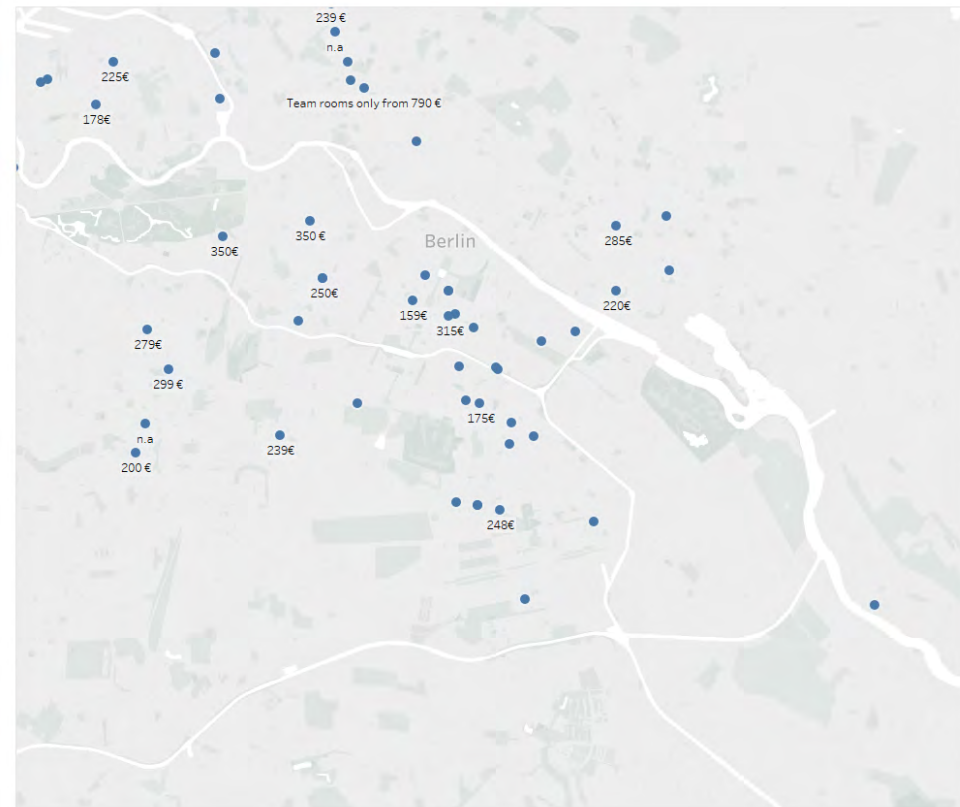


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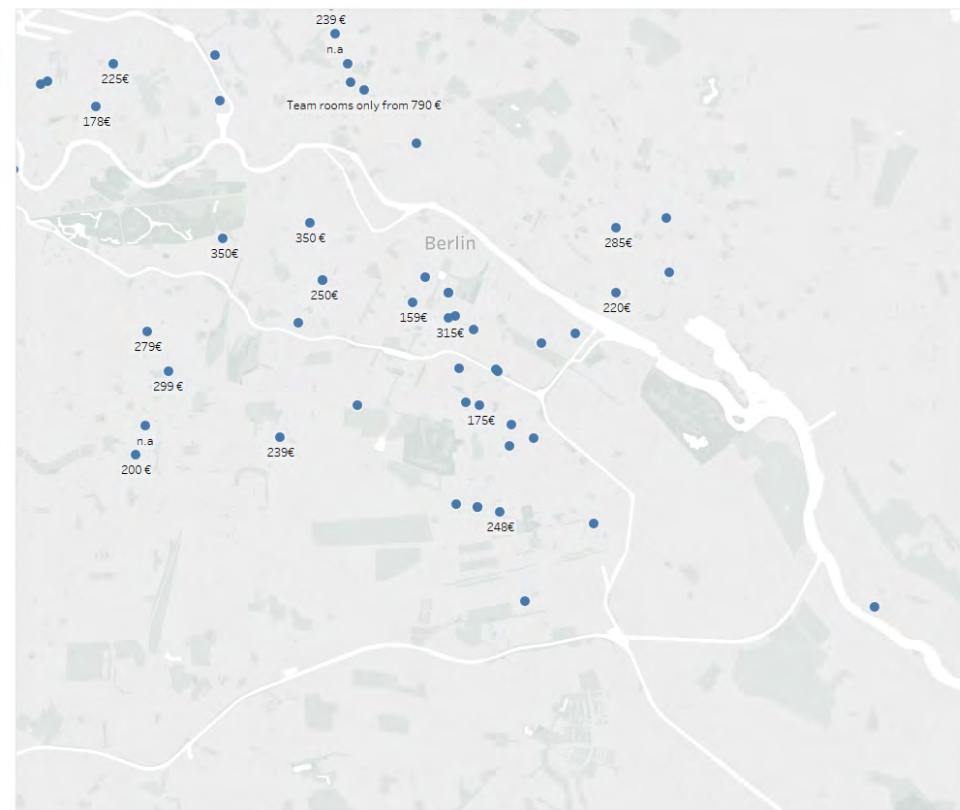
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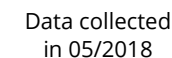
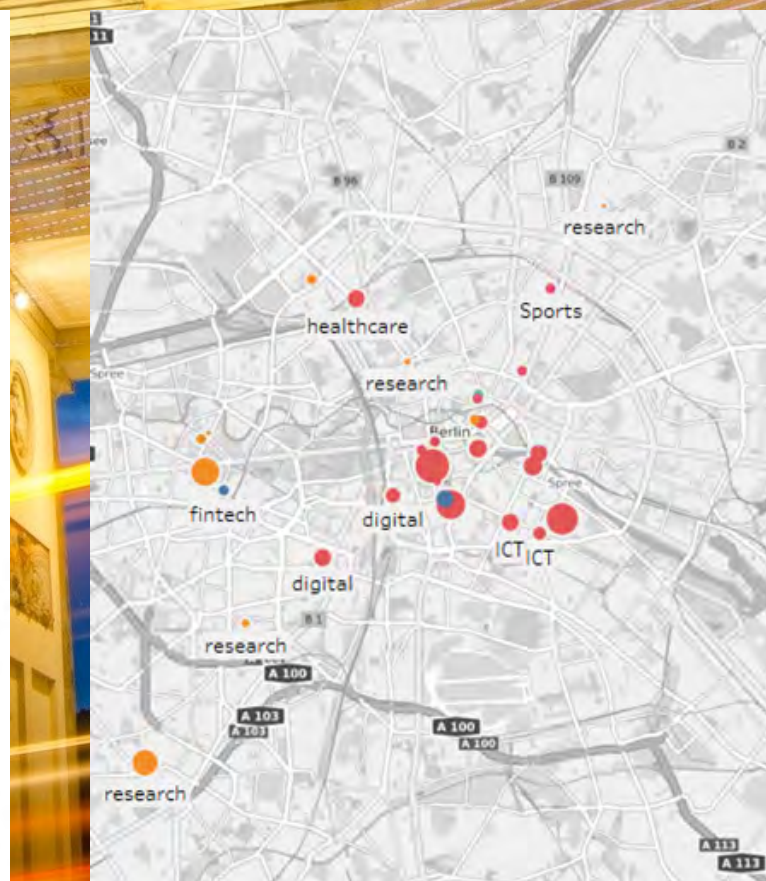
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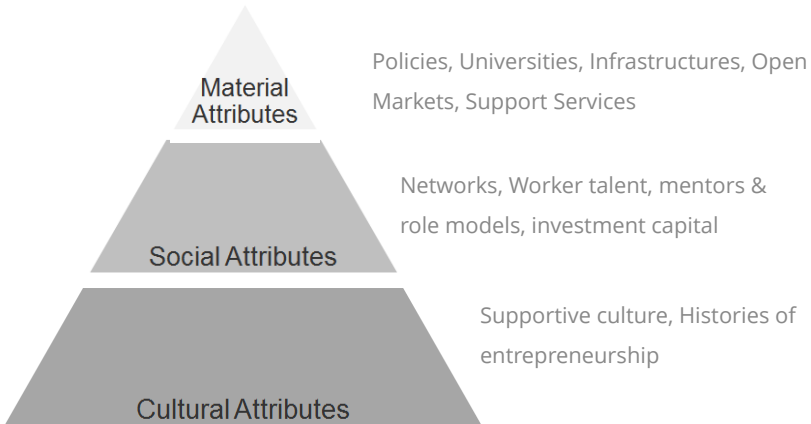


Exploring Berlin: Incubators and Accelerators



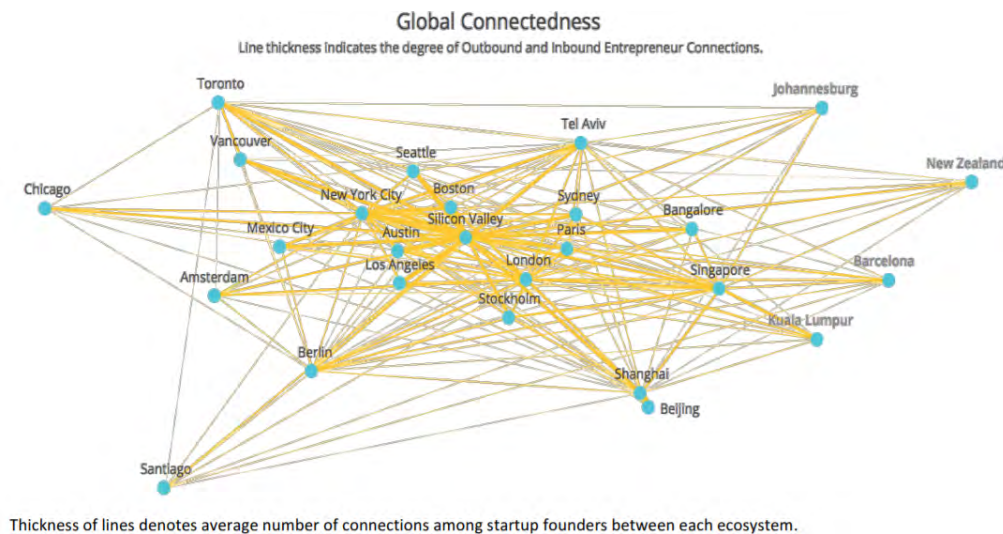
Entrepreneurial Ecosystems

From metaphor to concept: access resources from the ecosystem



Larger rounds: Online car dealer Auto1, which recently received a \$566m invest from Softbank; N26 (\$260m) **but fewer rounds**

1/5 start-ups from outside of town



Ref. [Startup Genome 2018](#)

Presentation by [Prof. Dr. Hannes Rothe \(@cpt_ftr\)](#)



Grant-based system (EXIST, BSS etc.)

~200k students, 3 large universities

(+applied universities, Charité, UDK etc.)

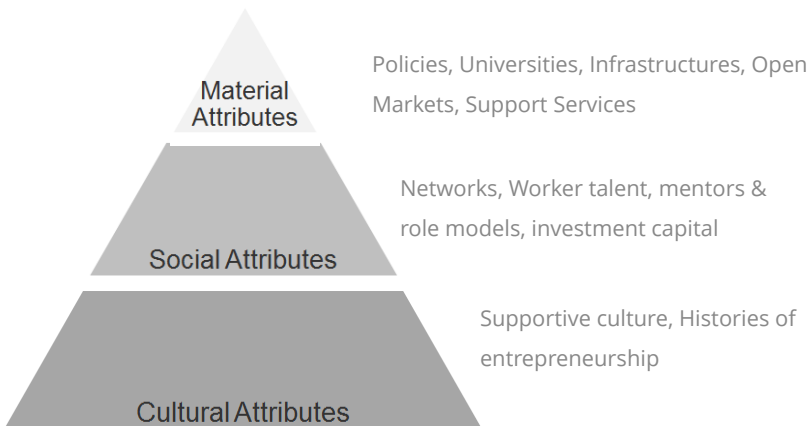
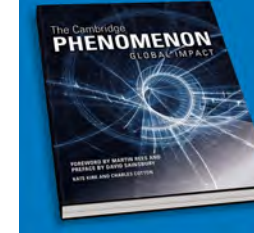
Weak industry (no DAX headquarters)

Relatively weak technical infrastructure
still relatively low costs for HR and rents

(developers ~55k EUR)

Entrepreneurial Ecosystems

From metaphor to concept: access resources from the ecosystem



3rd most successful University Innovation Ecosystem (after MIT and Stanford)

420+ life science / healthcare companies²

4700+ knowledge intensive firms with >60,000 highly skilled employees²

£12.3bn+ total annual turnover

... with a combined value of about \$23 billion, which is about 37% of total European value of \$62 billion

Total value of European unicorns per country

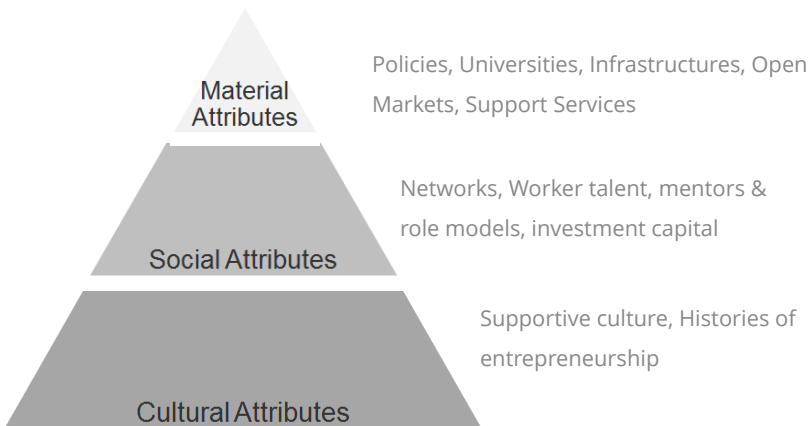
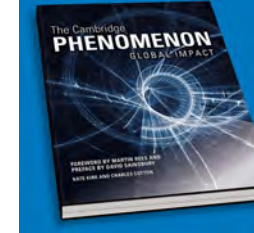


dealroom.co

<https://blog.dealroom.co/six-insights-underpinning-the-uks-leadership-in-european-tech/>

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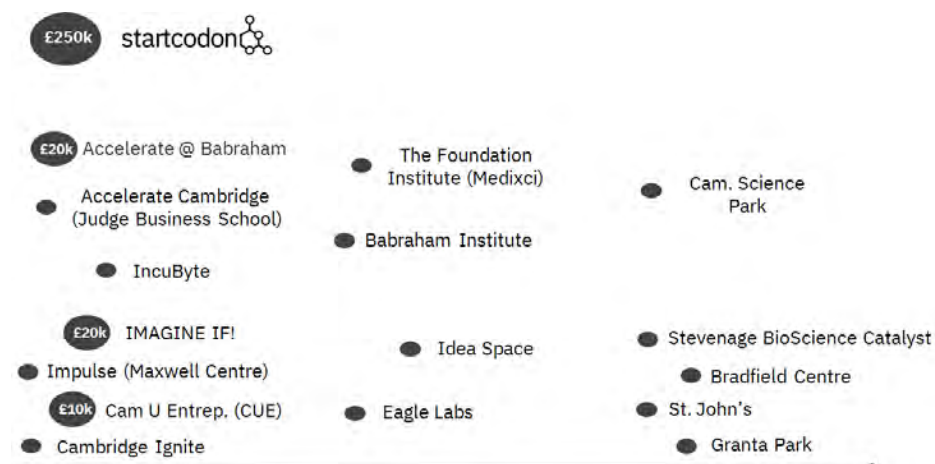
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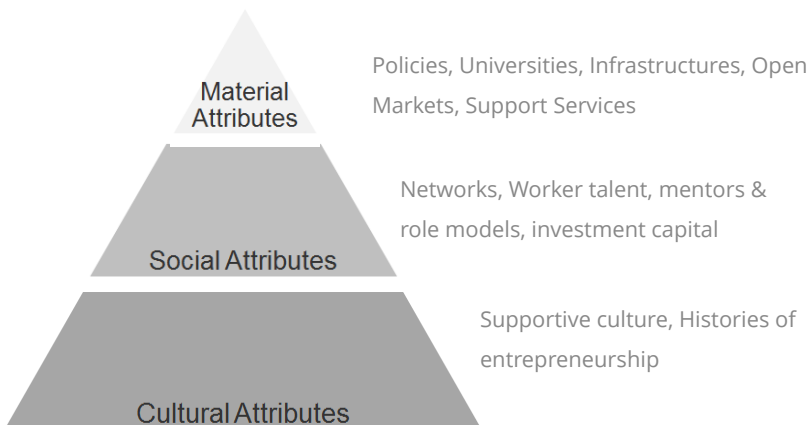
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Incubators / Accelerators



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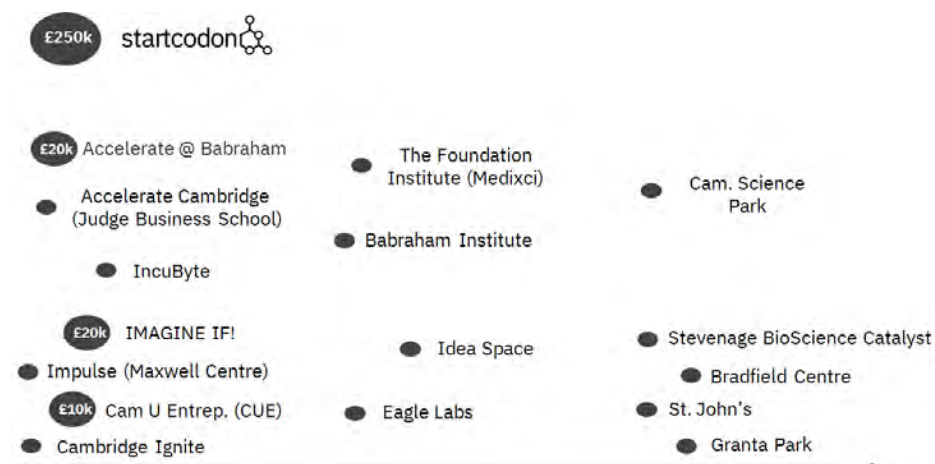
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Incubators / Accelerators



although small in size, heavily clustered and dispersed - bio and tech very separated (Science Park in the north, engineering in west, health in south, genome further south)

little joint endeavors between faculties / Institutes

Ecosystems relies on "super connectors"

You "will never walk alone"

As member of FU Berlin, you are already a part of an ecosystem

You "will never walk alone"

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Idea development

Pre foundation

Foundation

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Entrepreneurship Education

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Entrepreneurship Education

Scouting & Consultation



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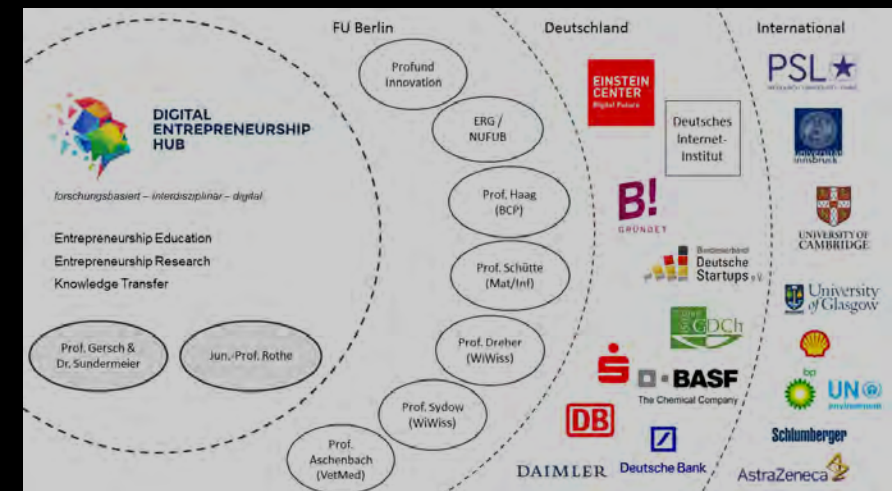
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Research to Market Challenge

Competition for research-based product and business ideas



Describe your idea in a concept paper of up to three pages

"Digital & Technologies"

"Life Sciences & Health"

"Cultural & Social"

Deadline: 5th of May 2019

<http://www.marketchallenge.de/en>

Before we leave for the sunset....

...let me just say this:
Thank you!