



Berlin Startup Employment 2023

March 2023



Foreword

“

After the all-time high Venture Capital year of 2021, expectations for 2022 were not too encouraging across the globe. But even in times of climate crisis, war, inflation and energy scarcity, the Berlin startup ecosystem proved robust.

Despite ongoing adjustments and consolidations in the markets worldwide, VC numbers in 2022 were still the second highest ever for Berlin's ecosystem. A look at the current startup-map.berlin, which we as State of Berlin provide by partnering up with Dealroom.co, already confirms considerable VC rounds in Berlin in 2023.

On the other hand, news on job cuts around the world especially in large tech companies are making the rounds. But as we learn in this brief report, especially young companies keep the Berlin pace: smaller companies are the biggest job creators and a key factor for overall growing employment numbers in Berlin. A considerable amount of these jobs was created by companies and startups from abroad.

What we also see in this report is that fintech and health as well as social and impact startups play a major role in the Berlin ecosystem, helping to make the ecosystem grow even in years of consolidation. While the report also confirms that most startups were founded by men, Berlin is taking considerable steps towards encouraging and supporting female entrepreneurship and founders in order to boost the potential of the city's ecosystem. An additional quantitative report to show the overall picture on diversity and impact in startups will appear this spring.

More than 73.000 employees work in the Berlin startup ecosystem. The Senate of Berlin continues to support this development with its brand new Startup Agenda and in close cooperation with the IBB – Berlin's Business Development Bank, Berlin Partner for Economy and Technology, the Startup- map.berlin, and further organizations and initiatives.

Stephan Schwarz

Senator for Economics,
Energy and Public Enterprises



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This is the fourth edition
in the Berlin Startup Employment report series.



Read previous editions:

[Berlin ecosystem 2019](#)

[Startup jobs in Berlin 2020](#)

[Projekt Zukunft:
Berlin: Startup report \(2022\)](#)

What you need to know.

3 in every 5 jobs created in Berlin's startup ecosystem are created by smaller companies.

The majority of local jobs are created by companies with less than 500 employees. As of December 2022, 2.3K+ startups and scaleups employed 62% of all employees in the ecosystem.

Layoffs have impacted mostly late-stage companies, while seed and early-stage are holding up far better.

Not all companies have been impacted equally by tech layoffs. So far, smaller companies, the biggest job creators, seem to fare better than late-stage companies.

Berlin-based startups continue to be job growth engines.

39% of new startup roles in the last year were created by the youngest cohort of companies (founded since 2017).

Berlin impact startups generate 9% of total number of local jobs.

Impact startups currently generate 9% of the total number of startups jobs, up 18% since January 2022.

3 von 5 Arbeitsplätzen, die in Berlins Startup-Ökosystem geschaffen werden, entstehen in kleineren Unternehmen.

Die Mehrheit der lokalen Arbeitsplätze wird von Unternehmen mit weniger als 500 Mitarbeitern geschaffen. Im Dezember 2022 beschäftigten 2,3K+ Startups und Scaleups 62% aller Beschäftigten im Ökosystem.

Entlassungen haben vor allem Late-stage Unternehmen, während sich die Seed und Early-stage unternehmen weitaus besser halten.

Nicht alle Unternehmen sind gleichermaßen von den Entlassungen im Technologiesektor betroffen. Bislang scheinen kleinere Unternehmen, die die meisten Arbeitsplätze schaffen, besser dazustehen als Unternehmen in der Spätphase.

Berliner Startups sind weiterhin Motoren des Beschäftigungswachstums.

39 % der neuen Startup-Stellen im letzten Jahr wurden von der jüngsten Kohorte von Unternehmen (gegründet seit 2017) geschaffen.

Berliner Impact-Startups generieren 9 % der gesamten lokalen Arbeitsplätze.

Impact-Startups generieren derzeit 9 % der gesamten Arbeitsplätze in Startups, ein Anstieg um 18 % seit Januar 2022.

Key figures

73K
Jobs in Berlin
created by local startups

+5.7K
new jobs
since Jan 2022

2.4K
Job-creating startups
on startup-map.berlin

76K
Jobs abroad
created by Berlin startups

Visit **Berlin's startup database** to explore the Berlin tech ecosystem in greater depth.

The first open digital database covering startups, scaleups and funding in **Berlin**.

The platform catalogues the collective regional tech ecosystem, covering areas such as newly founded and scaling companies, funding, investors, accelerators, and job opportunities.

Initiated by

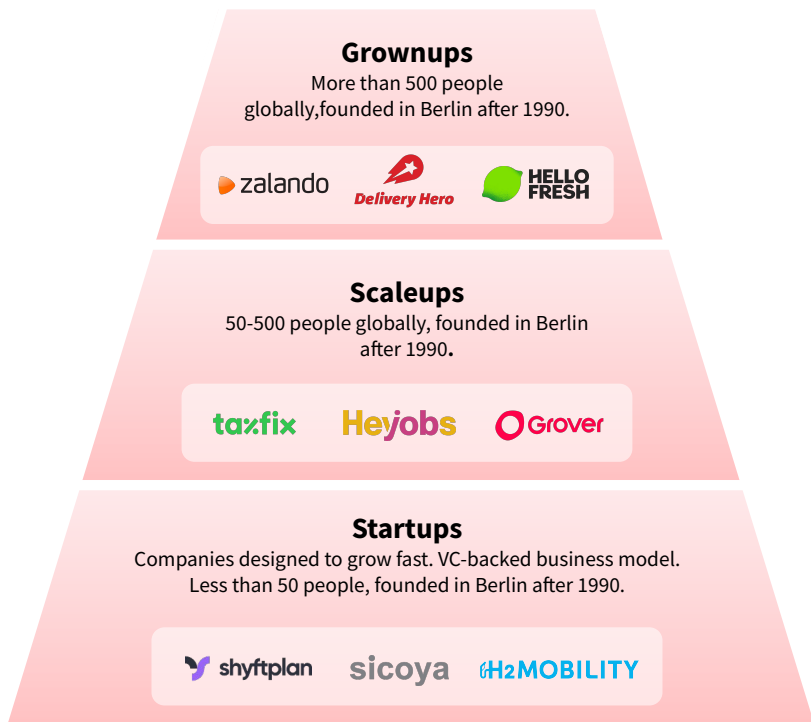


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Visit the platform

Companies in this report



Useful terms to navigate this report

Startup

A company designed to grow fast. Generally, such companies are VC-investable businesses.

Unicorn

Rapidly scaling company (and tech enabled) that has reached a \$1 billion valuation.

Future unicorn

Fast-growing companies founded after 1990, valued between \$250M-\$1B, which raised at least one funding round since 2017 (see [Berlin's future unicorns](#)).

Homegrown startup

Startups with current main center of business in Berlin.

Local jobs

Jobs based in the company's own headquarters locations, e.g. jobs at Zalando in Berlin.

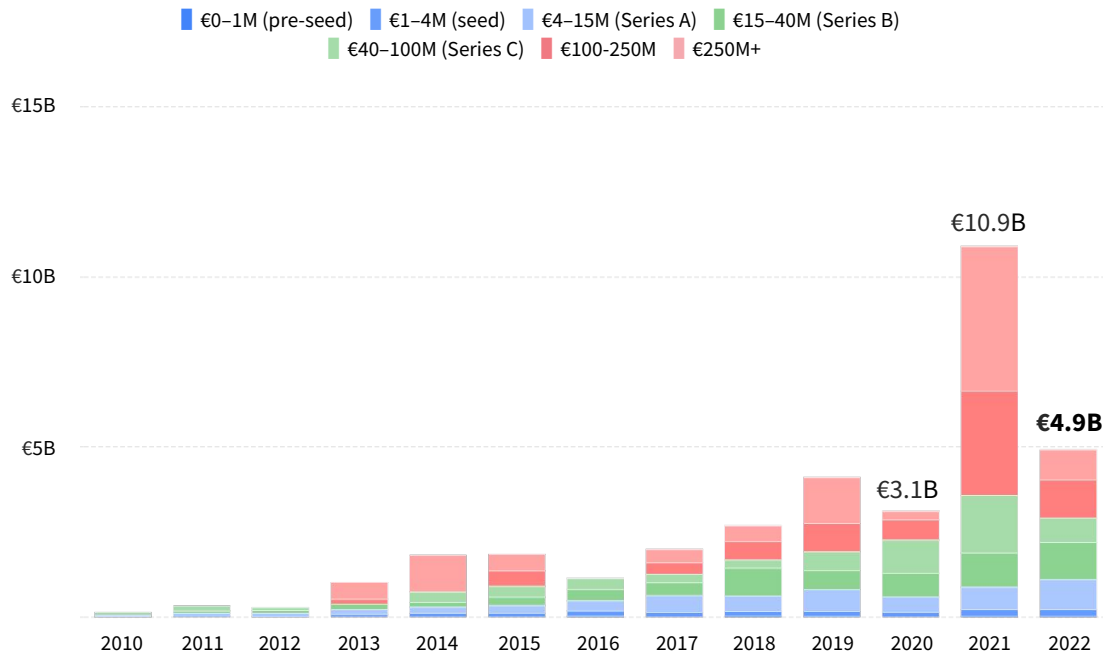
Global jobs

All jobs created by Berlin-based startups globally, including jobs in headquarters and in the rest of Germany, e.g. N26's global workforce.

Note: unless otherwise mentioned, "jobs" refer to local jobs throughout this report. More detailed information on the methodology and underlying data can be found in the dedicated section at the end of this report, and on [knowledge.dealroom.co](#).

In 2022, Berlin startups raised €4.9B, a 55% decrease compared to 2021, but was still over 50% higher than 2020 numbers.

VC Funding of Berlin startups* [» view online](#)



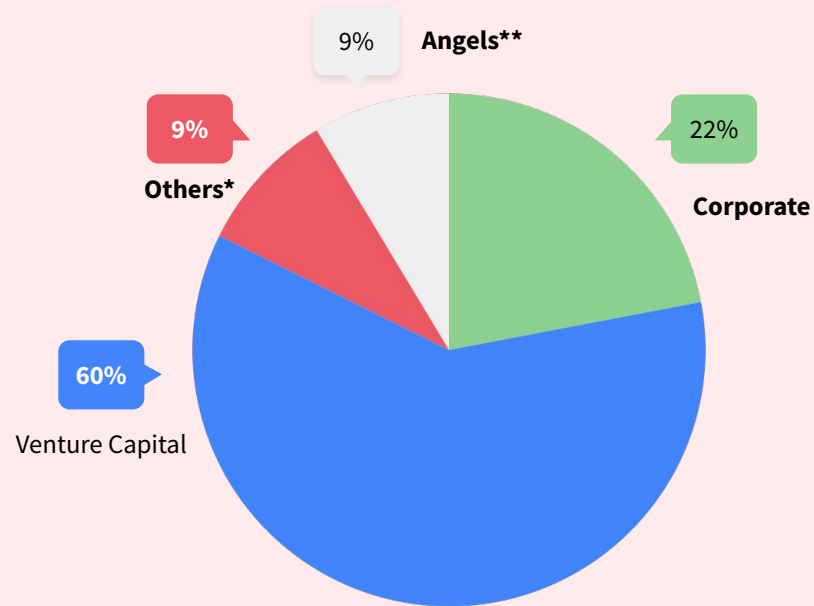
Despite Berlin startups having only raised 45% in VC funding in 2022 of the total raised in 2021, not all funding stages were impacted equally.

While [late stage investment](#) (€40M+) decreased 70% in the last twelve months, [early stage investment](#) (< €40M) has increased by 10% during the same period.

[Megarounds](#) (€100M) were particularly impacted, with just 8 megarounds, down from a peak of 24 in 2021.

Alternative sources of investment contribute two fifths of Berlin's total investment raised since 2017.

VC funding by investor type 5-year Average » [view online](#)



Explore the VC fundings with Angel participation in 2022»

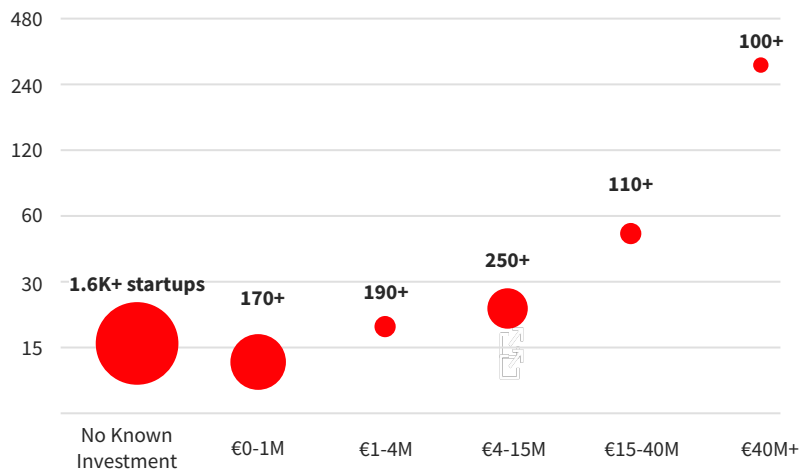
» [Explore the list](#)

BERLIN						
Search for companies, investors, people, lists & innovations						
	NAME	INVESTORS	MARKET	LOCATION	VALUATION	LAST R...
	Bling.de Helps families understand, manag...	Peak Jakob Schreyer La Familia Lea-Sophie Cramer Angel invest	fintech wealth management	Berlin, Germany	€14–21m	€3.3...
	Voxalyze To measure, understand and grow ...	Capspric Ventures Seed + speed Ventures Carsten Maschmeyer	media marketing publishing marketing analytics	Berlin, Germany	€4–7m	\$12...
	Raus Hospitality-tech startup that offers...	Speedinvest NFQ Capital Nathan Blecharczyk 10X Founders	travel accommodation booking & search	Berlin, Germany	€17m	€3m...
	Apheris AI A deep tech company with the mis...	LocalGlobe Octopus Ventures Patrick Richeite Heal capital Dig Ventures	security enterprise software data protection	Berlin, Germany	€35–52m	€8.7m...
	Februar Provides payment infrastructure f...	Arne Zeising Jonas Tebbe Peter Grossehoff Henrik Gebbing Possible Ventures	fintech payments crypto and defi	Berlin, Germany	€6–9m	€1.3...
	Levity Enables non-technical people to b...	Balderton Capital Des Traynor System.One Chalfen Ventures Angular Ventures	enterprise software	Berlin, Germany	€30–45m	\$8.2...
	Enteron	Nico Rosberg	-	Kleinmachnow, Germany	€600–900k	€150...
	Jomigo A platform that connects vacancie...	IBB Ventures Longfield Investment Partners Rainer Strack	jobs recruitment	Berlin, Germany	€4–6m	€1...

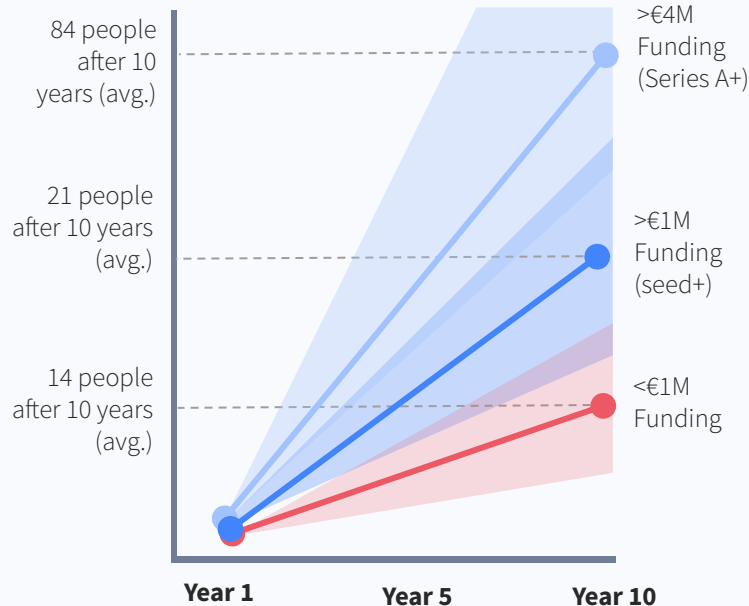
VC-backed startups scale their headcount faster, as companies invest in people.

There's a positive correlation between startups and venture capital. On average, startups receiving seed funding scale twice as fast as those that didn't. Series A+ startups grow four times faster.

Average team size (local employees) by VC-funding stage, 2022

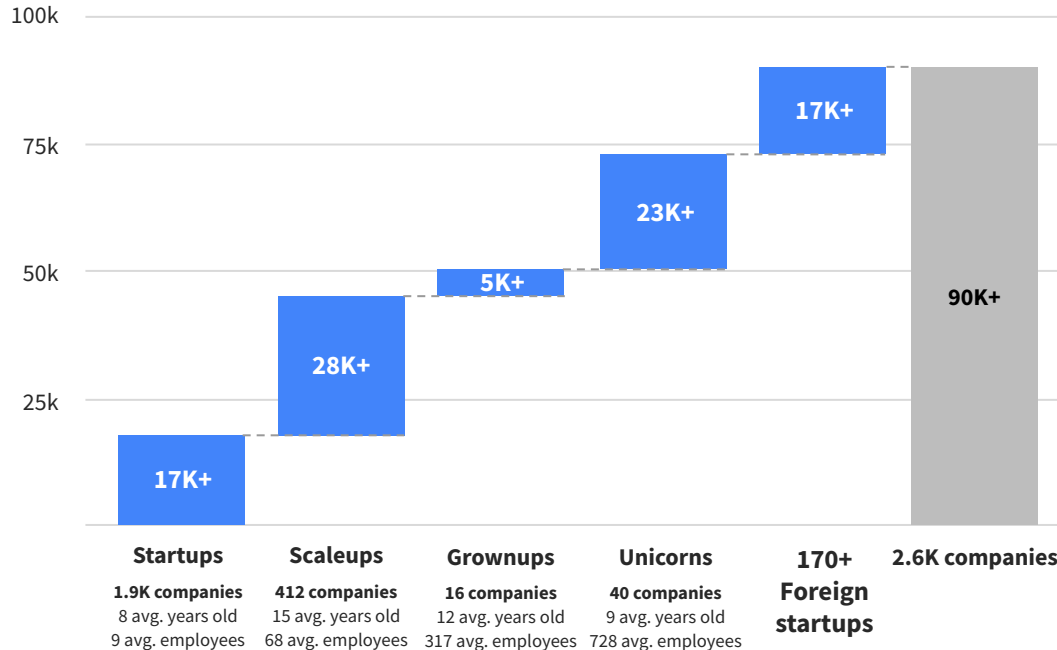


VC-backed or not: very different growth trajectories



3 out of every 5 jobs created in Berlin's ecosystem are created by smaller companies.

Number of Berlin-based jobs by company type.



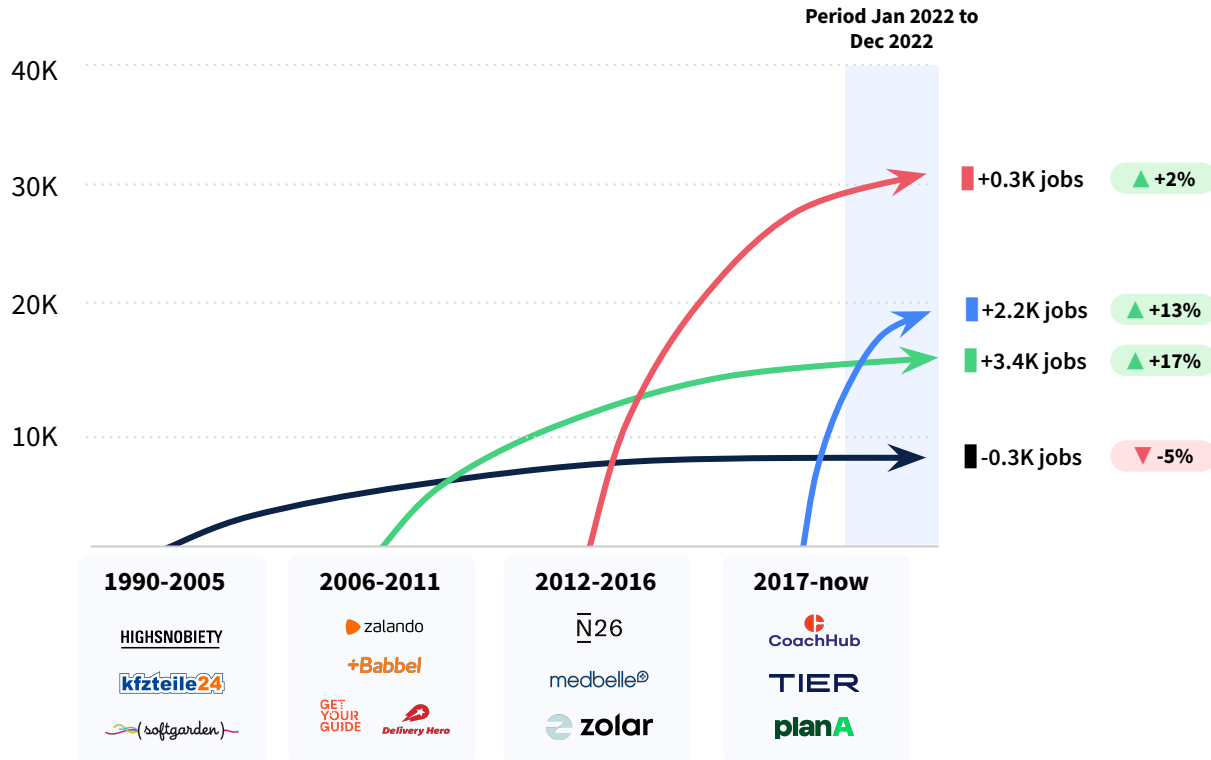
In Berlin, **unicorns** - companies valued above \$1B – **account for 31% of all jobs created in Berlin's ecosystem**. Just the five biggest employers (Zalando, Delivery Hero, HelloFresh, N26 Group, AUTO1 Group), all of which are unicorns, account for nearly 20% of all startup jobs in Berlin.

Although Berlin's biggest success cases account for a sizeable share of all jobs, **the vast majority of jobs are created by smaller companies** – those with fewer than 500 employees. The 2.4K startups and scaleups employ 45K people, as they account for 62% of all jobs in the ecosystem.

Looking at the bigger picture roughly 3 in every 5 jobs created in Berlin's ecosystem are created by smaller companies (startups and scaleups).

In Berlin, the youngest cohorts of companies are creating jobs at a faster rate.

Total jobs

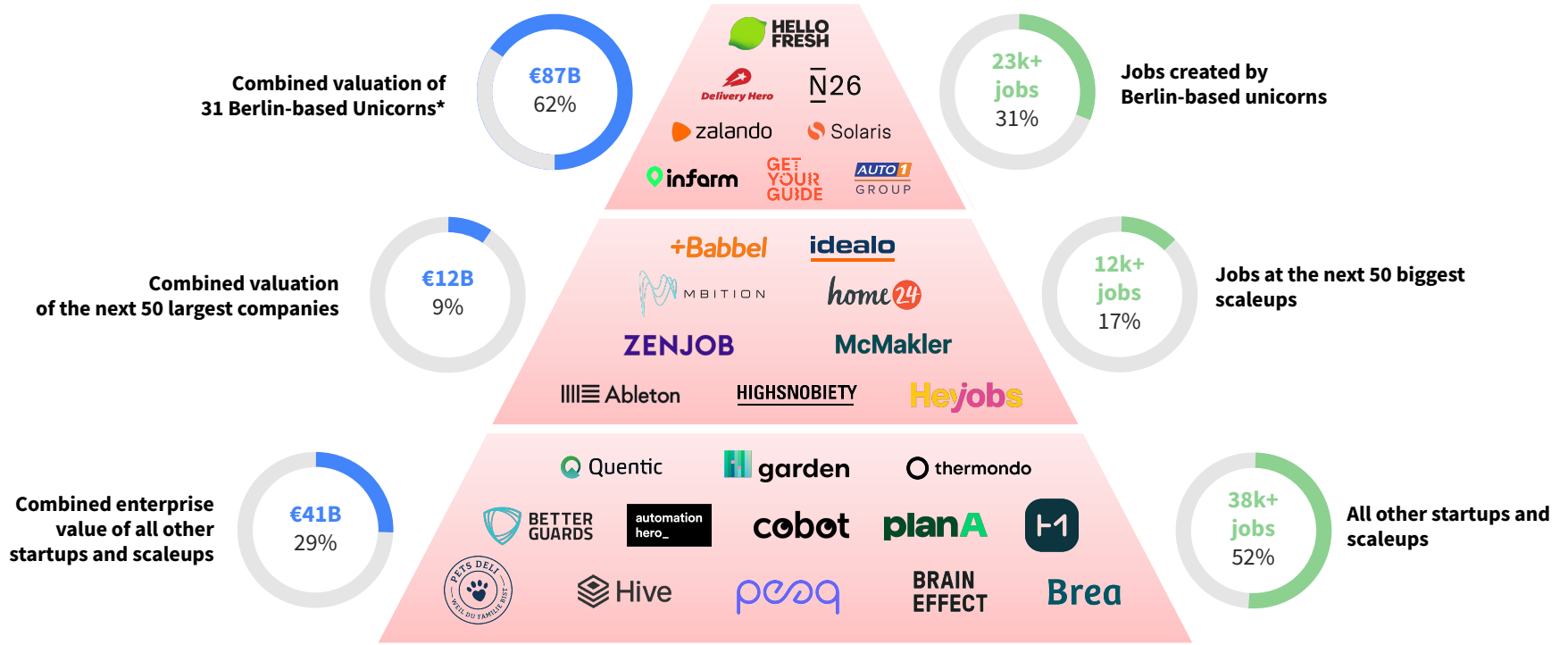


Younger companies account for over a quarter of all local jobs. The 1.1K companies founded since 2017 employ 19K+ of Berlin's startup workforce (or 27%). Some of the biggest employers in this cohort, include Plan A, Tier and CoachHub.

The younger cohort of companies create the most new jobs. Companies founded after 2017 generated 39% of all new jobs created in the ecosystem since January 2022. This is also the biggest cohort by number of startups, accounting for 46% of all job creating startups in Berlin.

Job creation in the older generation of startups slowed down. The 170+ companies founded between 1990-2005 were the only cohort where there was a job lost since the beginning of the year. In Berlin the younger generation of startups is taking over, owing to the companies' life cycle and signs of a growing ecosystem.

Although the majority of the ecosystem value resides in more mature companies, over half of all jobs are created by smaller, medium-sized companies.



In Berlin, layoffs have impacted mostly late-stage companies so far while smaller companies are holding up far better in comparison.

Recent layoffs announced by startups & tech companies with a presence in Berlin

Foreign Tech with secondary offices in Berlin



Berlin-based scaleups and grownups



Selected startups actively hiring Berlin

Explore all Berlin-based startups and scaleups actively hiring in Berlin »



Explore all foreign startups hiring in Berlin »



Amid the downturn, layoffs have impacted tech companies globally. Household names of the Berlin tech ecosystem have announced major strategic shifts, including hiring freezes and restructuring plans over the past year. This has had a visible effect on job creation and to a lesser extent, on the overall number of jobs in the ecosystem*.

But not all companies have been impacted equally. So far, smaller companies, the biggest job creators, seem to fare better than late-stage companies, leaving net job creation largely in the green.

Foreign startups are increasingly looking to Berlin for growth: the likes of Too Good To Go and Doctolib help creating 17K jobs in the city.

17K+

local jobs created by foreign startups








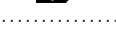

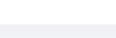
Foreign unicorns with a secondary office in Berlin

		450+
		100+
		150+
		60+
		100+
		60+

German companies with HQ outside of Berlin

		90+
		300+

Foreign scaleups with a secondary office in Berlin

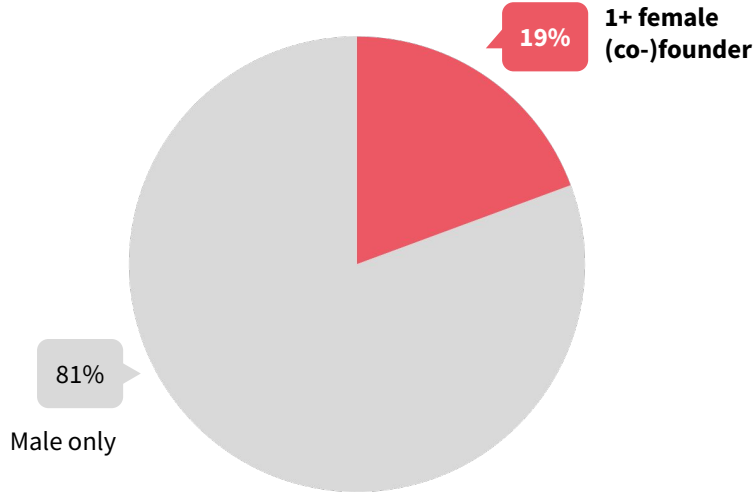
		15+
		15+
		45+
		70+
		60+

Grownups & Tech behemoths with a presence in Berlin

		600+
		300+
		
		

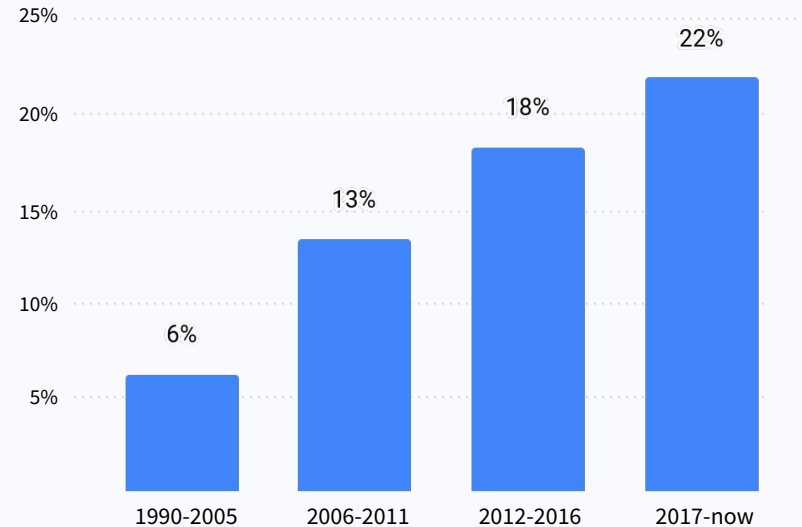
In Berlin, 4 in every 5 VC-backed startups have an all-male founding team.

% of VC-backed startups by founder gender composition



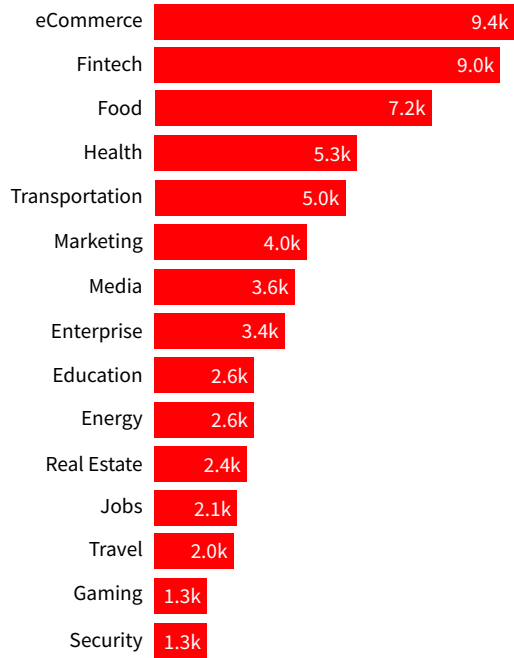
However, the landscape is changing for younger cohort of companies.

% of VC-backed startups with at least one female founder by cohort

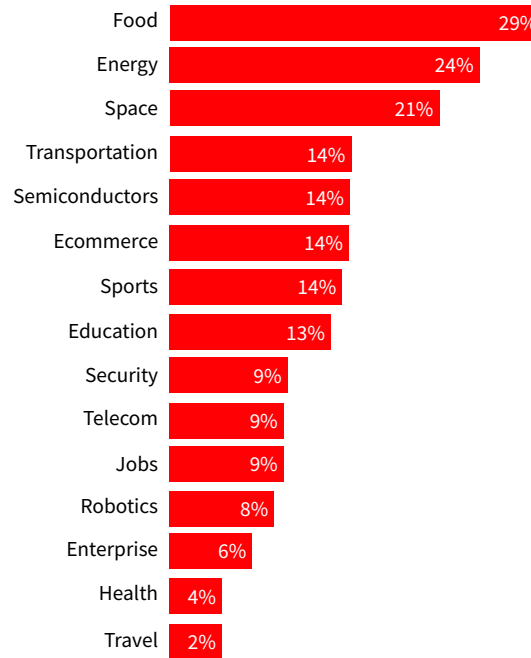


eCommerce is the largest employer, followed by Fintech and Food.

Top sector by jobs by sector, Dec 2022



Job growth (Jan 2022 vs Dec 2022)



eCommerce is the biggest employer in Berlin's startup ecosystem, comprising over 15% of all jobs. We observed that eCommerce and Food are the most concentrated sectors, in which over 50% of the sector's job creation is concentrated by a few names.

Food is the fastest-growing sector. Although several layoffs have been announced in the last few months in delivery giants such as Delivery Hero and Hello Fresh*, the impact in job creation in the sector is yet to be seen in the next 6-12 months.

Energy stands out among the fastest-growing sectors, well-thanks to established players like Zolar and Enpal, and up and coming players like Nuventura and Made of air.

Notably, Health, one of the biggest sectors in the ecosystem by number of jobs, has only grown 4% since January, signaling that the boom experienced during COVID-19 might be wearing off.

Berlin impact startups generate 6.9K jobs, or 9% of total.

240+ impact startups create over 6.9K local jobs in Berlin, growing at 18% annually since January 2022, and adding 1K new jobs, with notable acceleration in some SDGs, such as Industry Innovation and Infrastructure (#9), Affordable and Clean Energy (#7), and Life on land (#15).

Theion, Ecoworks and Raus are amongst the fastest-growing companies.



Explore the 100 most promising Impact startups with Dealroom Signal

» Explore the companies

NAME	DEALROOM SIGNAL	MARKET	TYPE	GROWTH
Ecoworks ★ Developed a process for improving...	79	B2B, B2C real estate energy construction energy efficiency	commission manufacturing	↑
Enpal ★ Germany's online solar provider	76	B2C energy energy providers clean energy	subscription	↑
NeoCarbon ★ Reverses climate change by drama...	69	B2B real estate energy	commission manufacturing	↑
Fo ★ A food biotech company on a missi...	67	B2C food innovative food	deep tech selling own inventory manufacturing	↑
TIER ★ Offering easily-accessible and affo...	66	B2C transportation mobility	mobile app commission selling own inventory marketplace & ecommerce	↑
Vaayu ★ Software that helps retailers track...	64	B2B fashion enterprise software luxury footwear apparel	subscription marketplace & ecommerce saas	↑
Climatiq ★ Software to scale carbon emission...	60	B2B energy enterprise software clean energy	machine learning artificial intelligence subscription commission saas	↑

Berlin is a hotbed for fintech, with the new generation of startups taking over.

250+ fintech startups create over **9K+** local jobs in Berlin, growing at **2%** since January 2022.

While the biggest employers such as **N26 Group**, **Trade Republic** and **Solaris** continue to generate jobs, smaller companies like **Moonfare**, **PAIR Finance**, **Upvest** are adding jobs at a faster rate YoY.

9.2k+

Local jobs at
Fintech startups

Explore the 100 most promising
Fintech startups with
Dealroom Signal

» Explore the companies

NAME	DEALROOM SIGNAL	MARKET	TYPE	GROWTH 12 months growth	LAUNCH
Liquid ★ ❤️ Private wealth and asset manage...	69	B2C fintech wealth management	commission subscription saas	5%	
luca ★ ❤️	68	B2B fintech payments	commission saas	-	
tilta ★ ❤️ Building the technology that bring...	68	B2B fintech mortgages & lending payments	commission saas	-	AP
Elopage ★ ❤️ SaaS-Platform for entrepreneurs t...	67	B2B fintech enterprise software financial management solutions	mobile app subscription saas	-	
Billie ★ ❤️ Helping companies grow by offeri...	66	B2B fintech enterprise software financial management solutions mortgages & lending payments	commission saas	42%	
OTHOZ ★ ❤️ A deep tech investment boutique t...	64	B2B fintech financial management solutions wealth management	deep tech machine learning artificial intelligence commission saas	100%	
N26 Group ★ ❤️ Bank account that can be manage...	62	B2B, B2C fintech banking	mobile app commission	-	Fe
Circula ★ ❤️ Automated app to manage expens...	62	B2B fintech financial management solutions	mobile app subscription saas	120%	JA

Health startups generate 8% of all jobs in Berlin, but the pace of job creation has slowed down since the start of the year.

250+ health startups create over 5K+ local jobs in Berlin, growing at 4% since January 2022.

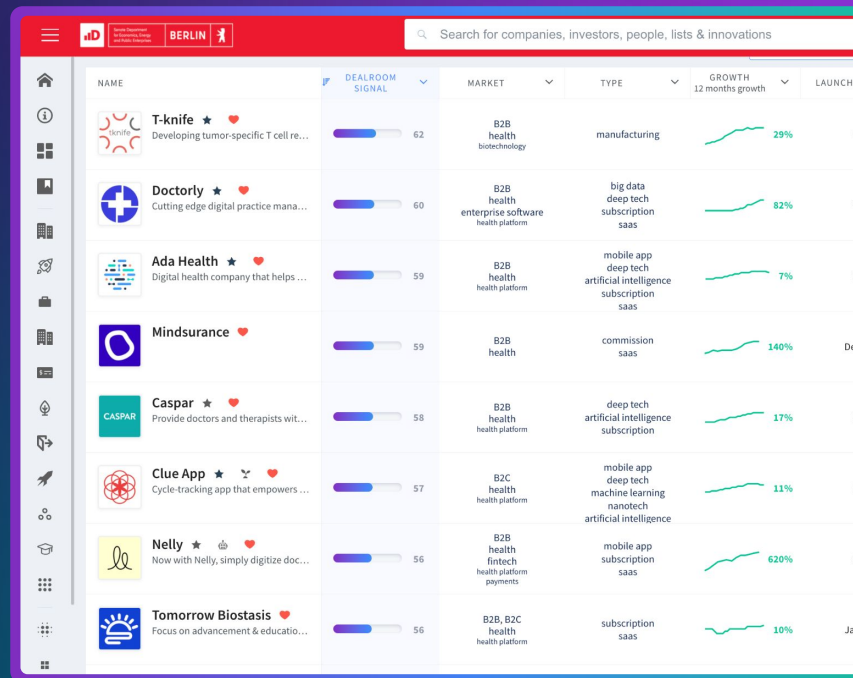
Audibene, Amboss and Dr Smile are the amongst the largest employers in sector.

5.5k+

Local jobs at Health and Life startups

Explore the 100 most promising
Health startups with
Dealroom Signal

» Explore the companies



Put your startup on the map



Boost your visibility to top VCs



Attract top talent



Contribute to more transparency in your ecosystem



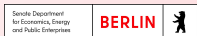
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BERLIN 



Enpal ✓
Germany's online solar provider

Launch date: Feb 2017
Employees: 1,317 people
Ownership: angel, venture capital
Market cap: -
Net debt: -
Firm valuation: €2.3b (Public information from Jan 2023)

Berlin Germany (HQ & founding location)
<https://www.enpal.de/>

FINANCIALS

EUR	2016	2017	2018	2019	2020	2021	2022E
Revenues	-	-	4m	20m	-	-	-
% growth	-	-	-	400 %	-	-	-

Source: Company filings or news article

ENPAL FUNDING ENPAL INVESTORS

DATE	INVESTORS	AMOUNT	ROUND
-	TA Ventures, Blue Impact Ventures	N/A	Not yet verified
Jul 2017	Picus Capital	N/A	Seed Not yet verified
Jul 2018	Picus Capital	N/A	Seed
Aug 2019	Lukasz Gadowski, Spreadshirt	N/A	Early VC
Nov 2020	Robert Gentz, David Schneider, Rubin Ritter	€1m	Angel
Jul 2021	HV Capital, Christopher Muhr, Thomas Griesel, Peter Rive, Heliad Equity Partners GmbH & Co. KGaA, FRIBA Investment, E.R. Capital Holdings	€100m	Late VC
Sep 2021*	BlackRock, Pricoa Capital Group, UniCredit	€345m	Debt
Oct 2021*	Softbank Capital	€150m Valuation: €300m	Series C
Jun 2022*	Prime Capital	€70m	Debt
Dec 2022*	BlackRock, UniCredit, ING Group, Pricoa Capital Group, Infranity	€855m	Debt
Jan 2023*	HV Capital, SoftBank, The Westly Group, The Rise Fund (TPG), Activate Capital Partners, Princeville Capital	€215m Valuation: €2.3b	Series D
Total Funding		€466m	

ANALYTICS

Web users: 3M monthly visits (64,409th (top 25%))
App users: -
Social engagement: 1K followers
Employees: 1,317 (39,250th (top 10%))
Top countries: -

TECH STACK

- amazon web services
- cloudflare cdn
- facebook
- facebook pixel
- google analytics
- google font api
- google tag manager
- php
- W

— Methodology

Companies in this report.

Berlin innovation ecosystem.

8K businesses with a presence in Berlin, including startups, conventional SMEs and other innovative businesses.

Enablers

INVESTORS

CORPORATES

GOVERNMENTS

SERVICE PROVIDERS

WORKSPACES

ACCELERATORS

4.5K verified Berlin-based startups.

2.4K verified Berlin-based startups
with employment data.

Verified means manually verified to qualify as a startup.

Scope of this report.*

Additional criterion:

- **Active startups:** excludes stealth & closed (failed) startups.
- **Job-creating startups:** nascent startups (employment value = 1) and startups without known employee value are excluded.

Note: Due to the continuous cleaning process of the Startup Berlin platform, this report features a cleaner dataset, with more reliable data.

Methodology & definitions.

Startups, scaleups, grownups and tech.

A startup is a company designed to grow fast. Generally, such companies are VC-investable businesses. Read more about our methodology [here](#).

When startups are successful, they develop into **scaleups** (>50 people), **grownups** (>500 people) and result in big companies, like Zalando or HelloFresh. Some become very big (e.g. \$1B+ valuation). Read more about our unicorn methodology [here](#).

In this report, the term “tech ecosystem” refers to all startups, scaleups and grownups headquartered in Berlin/Brandenburg Metropolitan Region. Only companies founded in or after 1990 are included in this report. This report may refer simply to startups as a container for startups, scaleups and grownups.

What is a Startup?

Startup jobs?

The words “jobs” and “employees” are used interchangeably. Number of jobs represent the total number of employees at homegrown startups. It is assumed that Berlin-based employees work at the company’s headquarters.

In this report the term “Berlin-based” is used to describe companies based in Berlin/Brandenburg region (see page 24).

The number of jobs is sourced from publicly available data, incl. company statements and professional social media. This report counts all jobs at startups, not just tech jobs (i.e. mechanics, receptionists, helpdesk, ...). However, gig workers (e.g. riders, babysitters, ...) are generally not counted. Jobs at companies not covered in the report are not counted.

Methodology & definitions.

Venture Capital, Investors

Investment numbers refer to rounds such as Seed, Series A, B, C, ... late stage, and growth equity rounds. VC investment figures exclude debt or other non-equity funding, lending capital, grants and ICOs. Investment rounds are sourced from public disclosures including press releases, news, filings and verified, user-submitted information.

Sectors & Industries

Industry classification follows Dealroom's proprietary taxonomy, which was built specifically for startups. A given startup may belong to up to two industries.

Glossary & Definitions

Valuation

The combined valuation of the tech ecosystem is based on their market cap or latest transaction value.

Transaction value is realized from exit or implied unrealised valuation from the latest VC round, which is either announced or estimated by Dealroom based on benchmarks.

Underlying Data

Dealroom's proprietary database and software aggregate data from multiple sources: harvesting public information, user-submitted data verified by Dealroom, data engineering. All data is verified and curated with an extensive manual process.

Berlin/Brandenburg region

This report compiles analysis on the Berlin/Brandenburg metropolitan region, which consists of the entire territories of the state of Berlin and the surrounding state of Brandenburg.

The Berlin/Brandenburg region counts three levels of centralities: the metropolis of Berlin, the four upper level regional centres of Potsdam, Cottbus, Brandenburg an der Havel and Frankfurt (Oder), as well as 42 secondary centres allocated to 50 towns.

The analysis in this report consists of 2.3K companies based in Berlin and 100+ companies based in Brandenburg. In terms job distribution, Berlin-based companies account for 71K+ local jobs, while the 100+ Brandenburg startups account for 2K+ local jobs.

The data on which this report builds is available on startup-map.berlin.
For more info please visit dealroom.co or contact support@dealroom.co.



Senate Department
for Economics, Energy
and Public Enterprises

BERLIN

