

Building the future

Be Barcelona & Catalonia Startup Hub

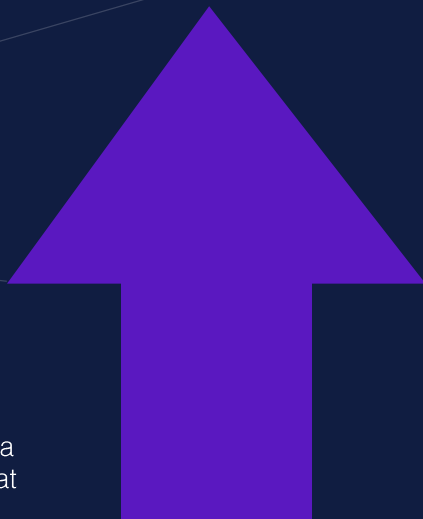
Barcelona
& Catalonia
Startup Hub

ACCIÓ

Catalonia &
Trade & Investment



Generalitat de Catalunya
Government of Catalonia

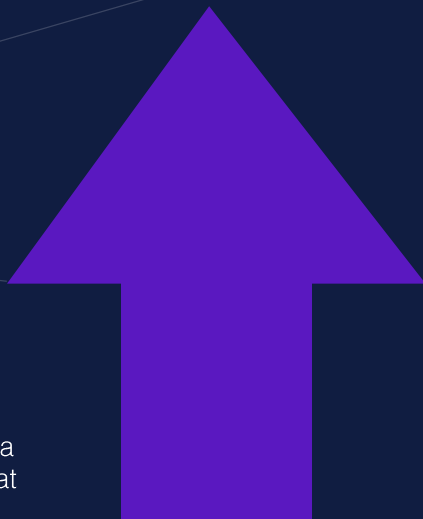
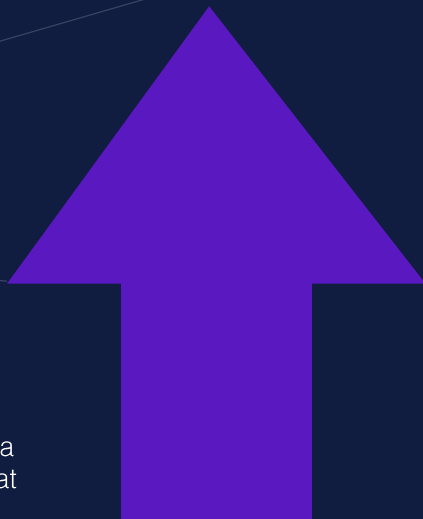


Catalonia has been investing in the competitiveness of its startups for 20 years now.

This long-term support has generated a unique and productive environment that has positioned the region at the top of the international rankings.

A global, innovative and future ecosystem

Now the hub is experiencing an exciting phase of fruition, with great prospects for growth thanks to its efforts in innovation, attracting diverse and international tech talent, and establishing an environment for excellence.



Future

Barcelona's support for industry 4.0 through the life science and green economy sectors, its appeal to global tech talent, increasing foreign investment and capacity for cross-border connection all affirm the city to be one of the hubs with most growth potential.

Present

Barcelona is currently among Europe's top five startup ecosystems, after London, Berlin, Paris and Amsterdam. And Catalonia was the best region in southern Europe in which to invest in 2018 in 2019.

Source: Financial Times Group / EU-Startups, 2018.

Innovation, talent and financing are key to positioning Barcelona as the key hub in southern Europe

**and one of the most influential at a European
level, after London, Berlin and Paris.**

Source: Startup HeatMap Report, 2019.



01



**In Barcelona, the future
has already arrived**

To build a
better future

Sustainability

Ageing
population

Great social challenges

Digital
transformation

Urban
concentrations

In Barcelona, the future has already arrived

Sustainability

**Circular
economy**

Ageing
population

**Health tech
and wellness**

Great social challenges

being addressed with innovative solutions

Digital
transformation

Industry 4.0

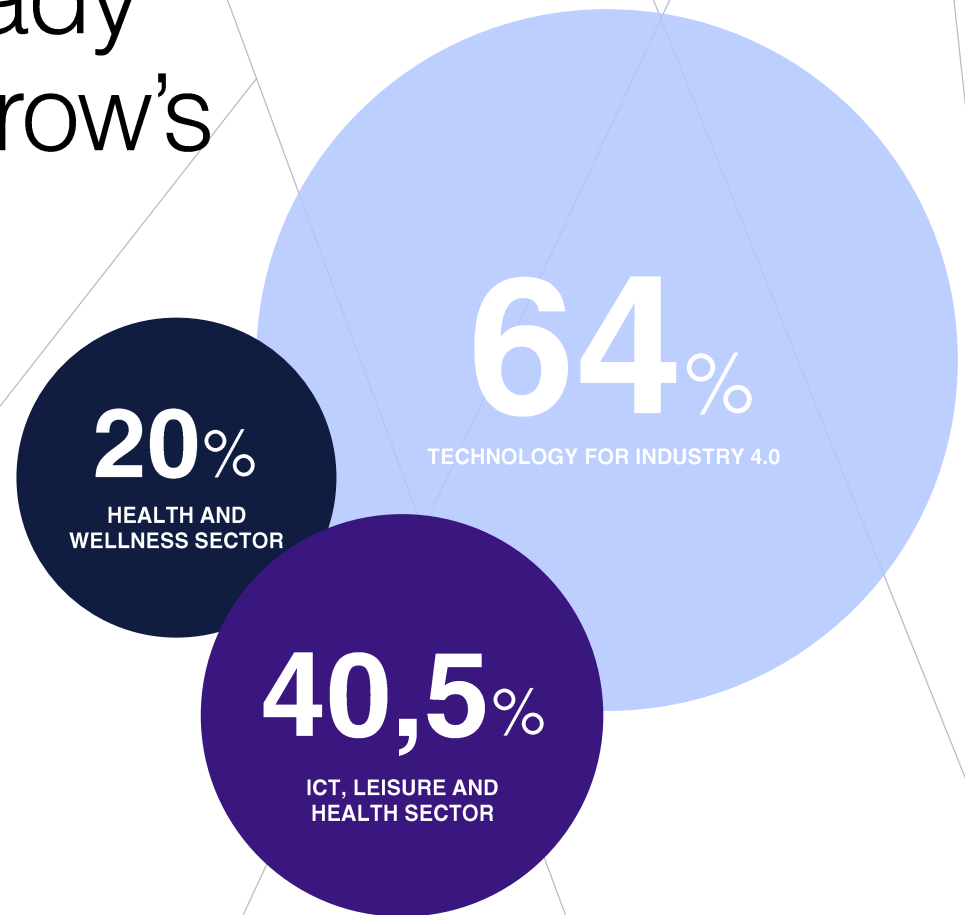
Urban
concentrations

**Sustainable
mobility**

In Barcelona, the future has already arrived

Barcelona's **1,500 startups** are already working on tomorrow's challenge

Robotics, artificial intelligence and Big Data are improving multiple processes that will directly influence industry, the economy, health and the society of the future.



Source: ACCIÓ.

Main industries

10%

Business &
Productivity

10%

Healthtech &
Medtech

7%

Biotech &
Pharma

7%

Traveltech & Leisure

6%

ICT
& Telecom

Main technologies

23%

ICT

16%

Cloud
Computing

15%

Big Data

9%

IoT

8%

Artificial
Intelligence

Catalan startups are modelling this future by focusing on the main technologies and industries of the fourth industrial revolution

In Barcelona, the future has already arrived

For a hub to remain innovative, not only does it require enterprising startups but also **an environment that promotes innovation**

40 research centres of excellence (CERCA Institution) and 64 organisations accredited as agents of technology (TECNIO) make up this transformative ecosystem.

Source: ACCIÓ.

02

A magnet for international talent

A magnet for international talent

17,000 High-qualified professionals come to Barcelona

One of the key identifying elements of Barcelona is its ability to attract international and technological talent. Nearly 17,000 professionals work within its ecosystem.

Source: ACCIÓ

19%

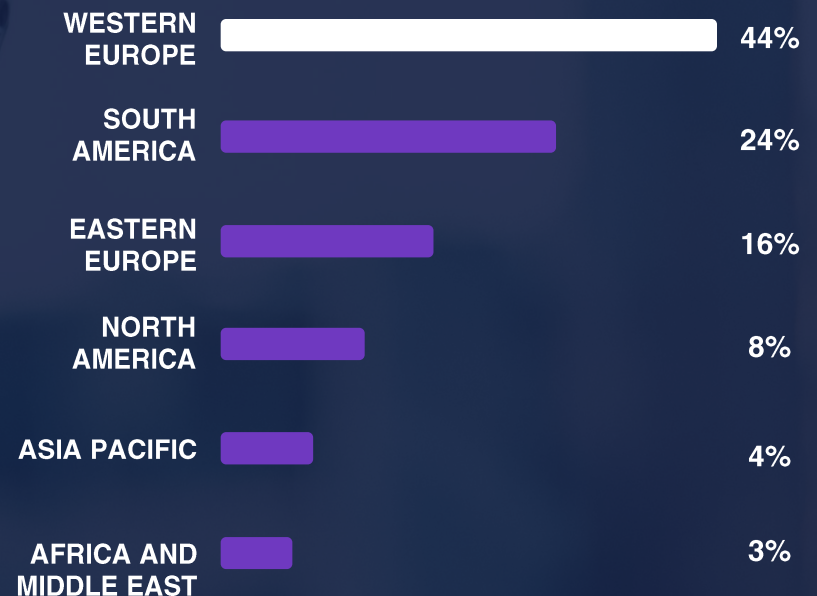
IT IS A COSMOPOLITAN SETTING WHERE **19%
OF EMPLOYEES ARE GLOBAL CITIZENS.**

Most of these professionals have a technological background and are European

International talent profile



Origin



Source: ACCIÓ.

Note: This graphic is based on the 299 companies that have reported and broken down the data on their foreign employees. Founders are also included in the areas of management and strategy.

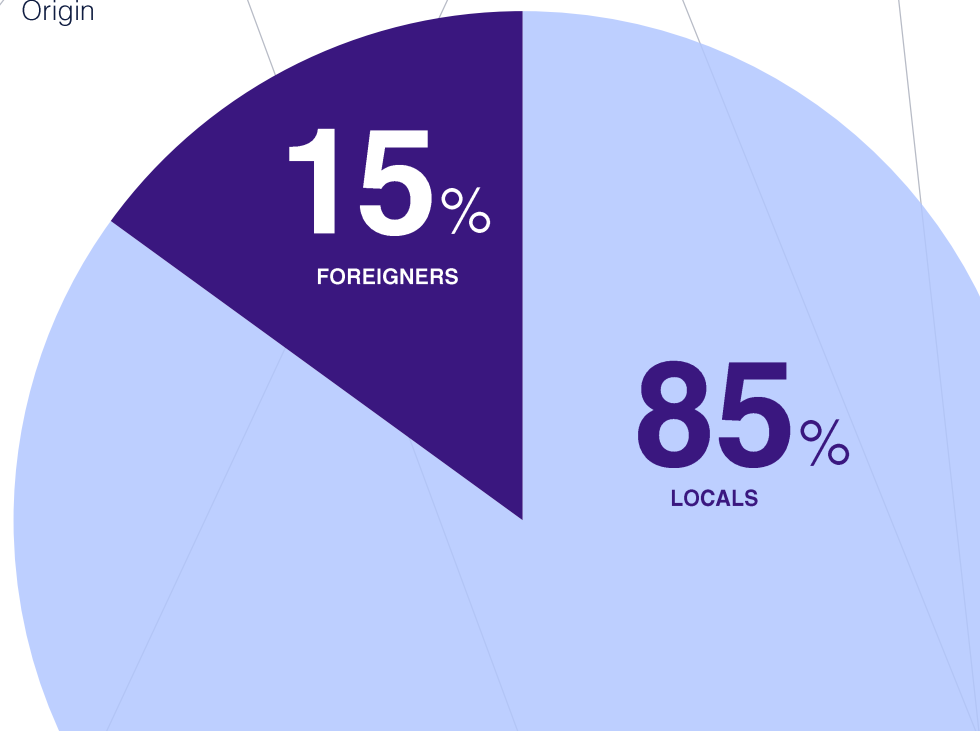
Barcelona's appeal for international talent is also reflected in founding teams

15% of the founders of these startups are foreign nationals.

What's more, many more would like to join them. If founders were to launch a new startup, Barcelona would be the third most popular hub in which to embark on a new venture.

Source: ACCIÓ. This graphic has been created using the reported data of companies on their employees and founders from 2018 Startup Heatmap Europe, 2019

Origin



A magnet for international talent

Experience

Entrepreneurial talent is also tried and tested.

From previous experience in the creation of a startup

Founding a startup is an enormous challenge. As a result, **when founders repeat the experience, they bring extremely valuable knowledge to new companies.**

IN CATALONIA, ALMOST **40% OF THE FOUNDERS HAVE PREVIOUS EXPERIENCE.**

61%

WITHOUT

39%

WITH

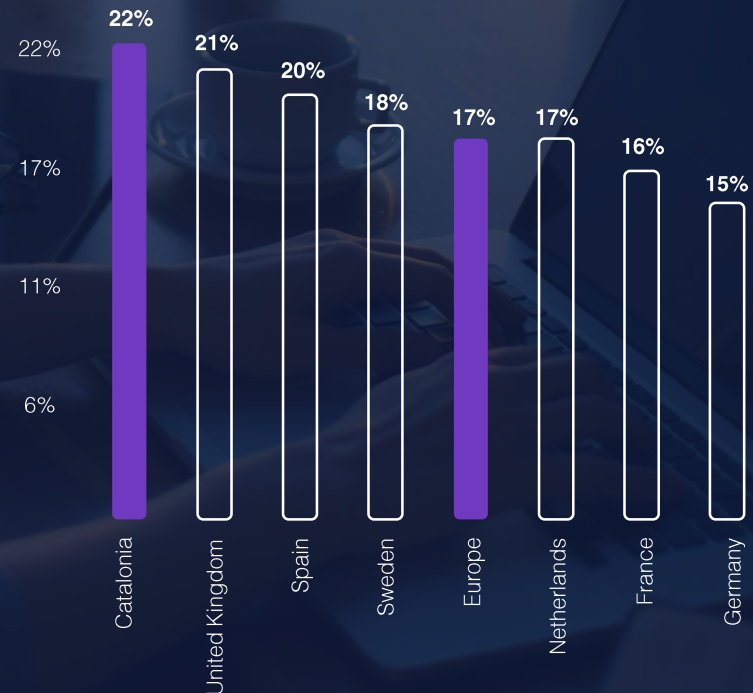
Source: ACCIÓ.

Barcelona is also notable for the number of **women entrepreneur**

There are more women among founding teams than the European average and in the main European hubs.

WITH **22%**

WHILE THE EUROPEAN AVERAGE IS 17,6%.



Source: ACCIÓ using data from Dealroom.com from November 2019, based on startups created since 2009 with information on founders.

03

Fundraising

In addition to innovation and talent, the future success of a startup ecosystem also depends on the availability of

financing – absolutely essential for continuous innovation – at every stage of its life cycle.

This aspect is met in Catalonia, with startups securing local and international financing at every stage of their growth.

The pace of investment has increased, almost doubling between 2016 and 2019.

Total of
700 million euros of investment in 2019

20% have secured investment rounds of 1 million euros or more

3 out of 4 startups secure financing

Furthermore, there
are more than

100

venture capital
investors in Catalonia.

In the last five years,
Barcelona has attracted

2,800

million euros of private
investment.

This makes
it the

6th

European hub in terms of
volume of investment.

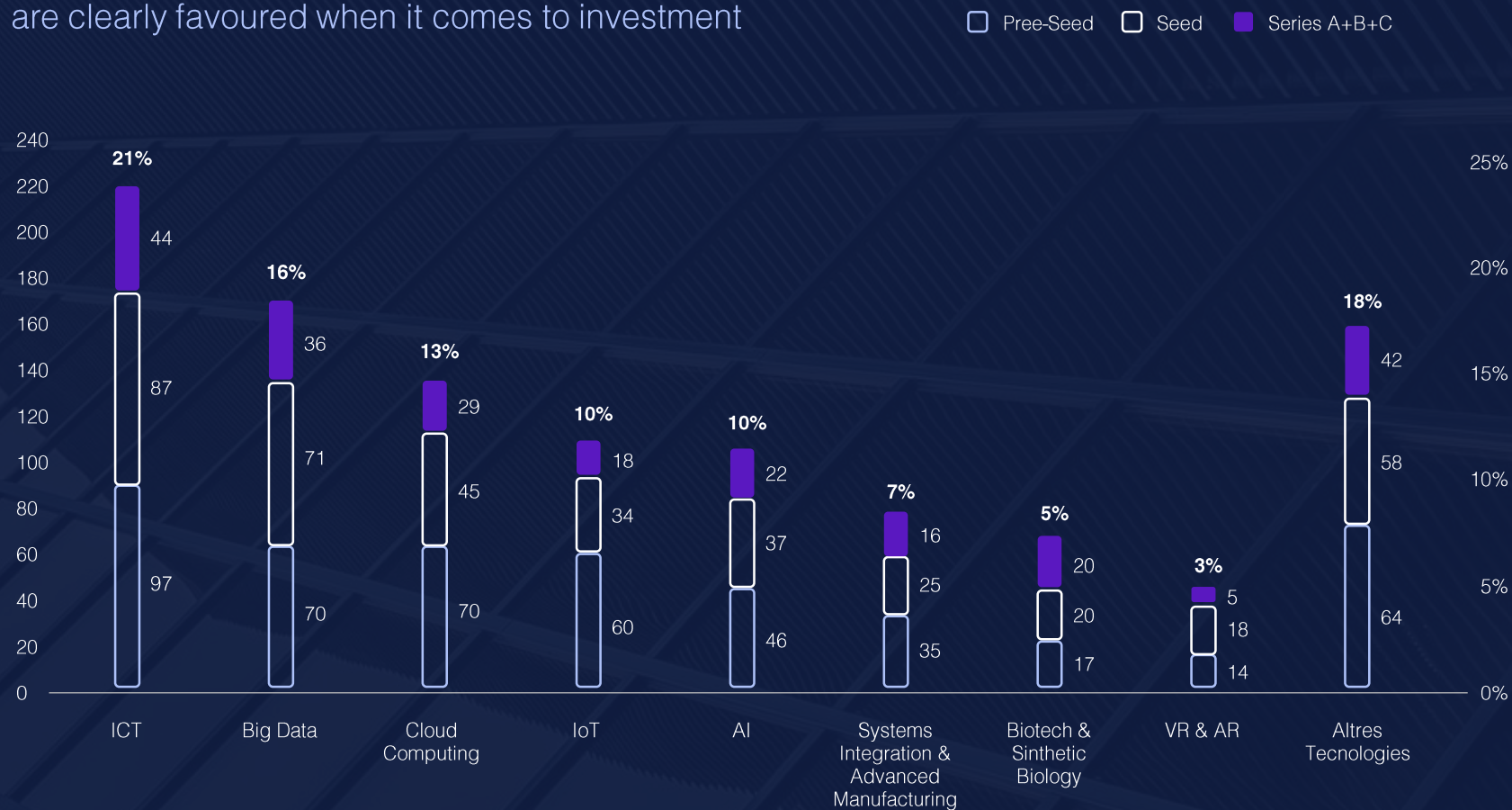
80%

of this capital is from
international funds.

Information and communication technologies

ICT (21%), Big Data (16%) and CloudComputing (13%)

are clearly favoured when it comes to investment



Source: ACCIÓ.

Note: This graphic has been created from the reported financing data of 1,100 startups. The sectors with the least investment have been grouped into Other Technologies. Includes Series A (€1M – < €5M), Series B (€5M – < €20M), Series C (€20M – €200M).

03

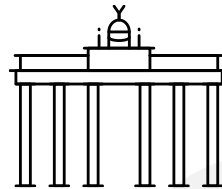
Growth potential

Barcelona is the **third** **most popular European** **city** among startup founders

London



Berlin



Barcelona



Growth potential

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The world's fifth
best-connected
city in terms of
transport

Source: Tech Cities in Motion, 2019.

The world's fourth-biggest destination for international fairs and conferences

This translates into a buzzing business community with numerous spaces devoted to startup growth and providing an international meeting point for digital transformation.

Growth potential



**“Barcelona is now
among the most
successful startup
centres in Europe”**

FINANCIAL TIMES, DECEMBER 10TH 2019

Barcelona & Catalonia Startup Hub
provides up-to-date information on
this changing ecosystem on its web
site: **startupshub.catalonia.com**



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