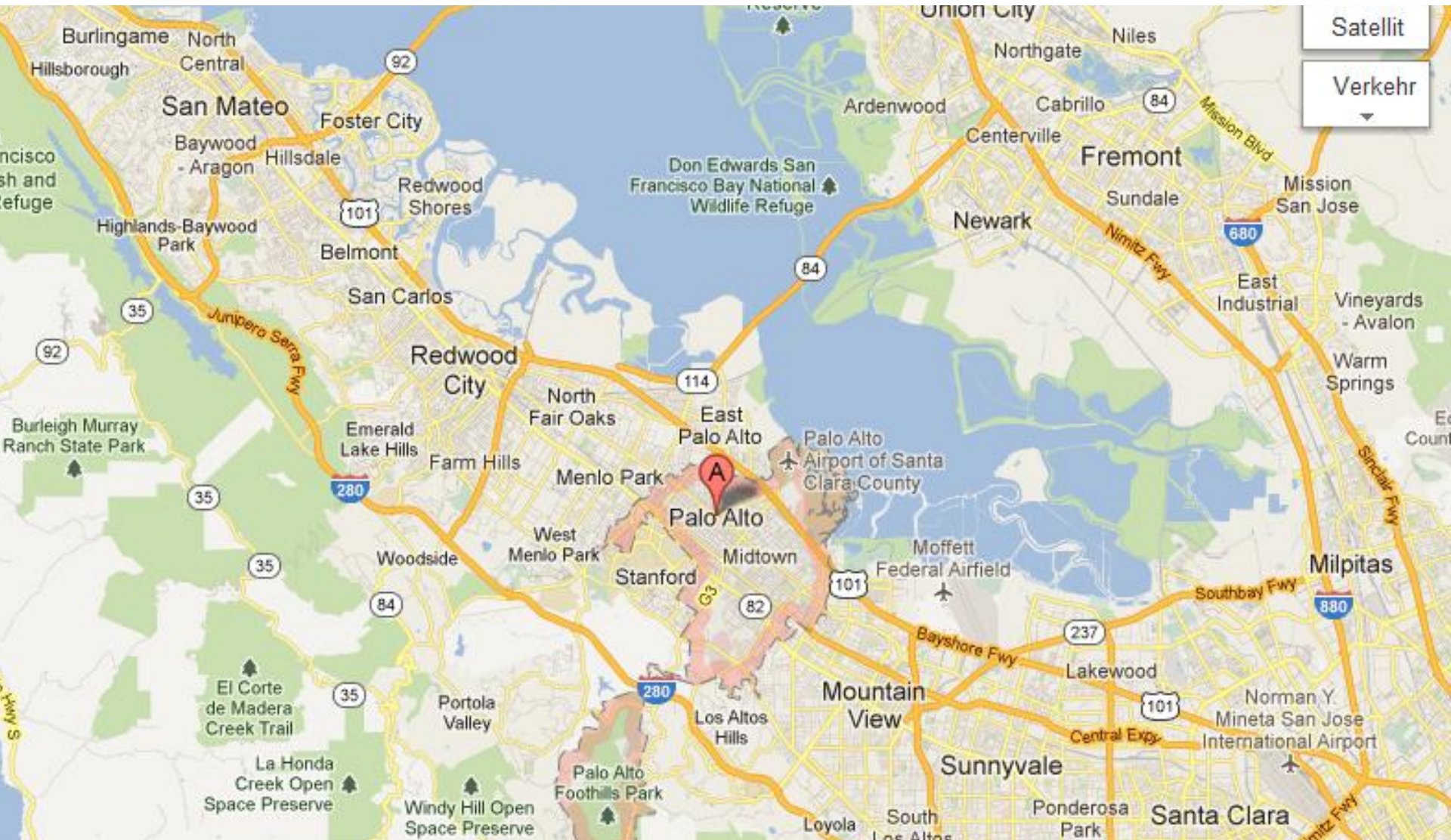


# BERLIN STARTUP ACADEMY



**Silicon Valley to Silicon Alley:**  
Turning American start-up know how into a European success story.



Me, 1996.







**The rules of VC-backed tech entrepreneurship have evolved.  
(It's still a bull ride, though.)**

**Year 2000**

**1 idea = 10 Mio \$**

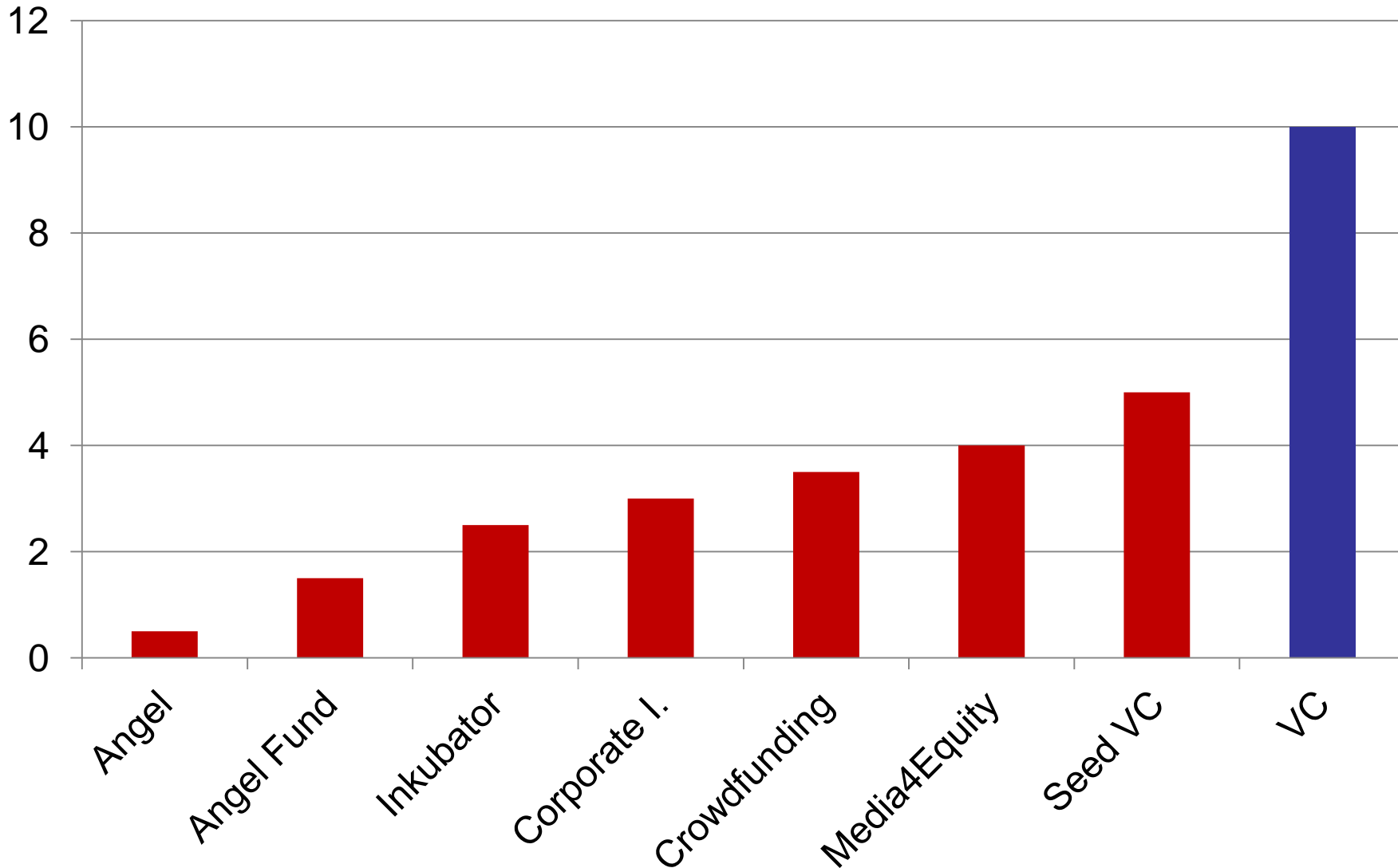
# Year 2012

**10 ideas = 1 Mio \$**



## Typical investment sizes

x100k €





**So how do you get your  
idea into the loop?**









# BERLIN STARTUP ACADEMY



Stiftung  
Warentest

test











My company

is building a defined product

that helps target group

to solve burning problem

using a unique approach

**A**

**B,**

**C**

**D**

**E.**



A single transaction makes  
which creates a market size of  
that grows annually by  
What I love most about this is  
and I'd like you to contribute

**F €,**  
**G €**  
**H %.**  
**I,**  
**J.**

- 1. Pain Point**
- 2. Volume**
- 3. Competition**
- 4. Market**
- 5. Test**
- 6. Milestones**
- 7. Pitch**



**Berlin is our Valley. Torstraße is our Alley.**



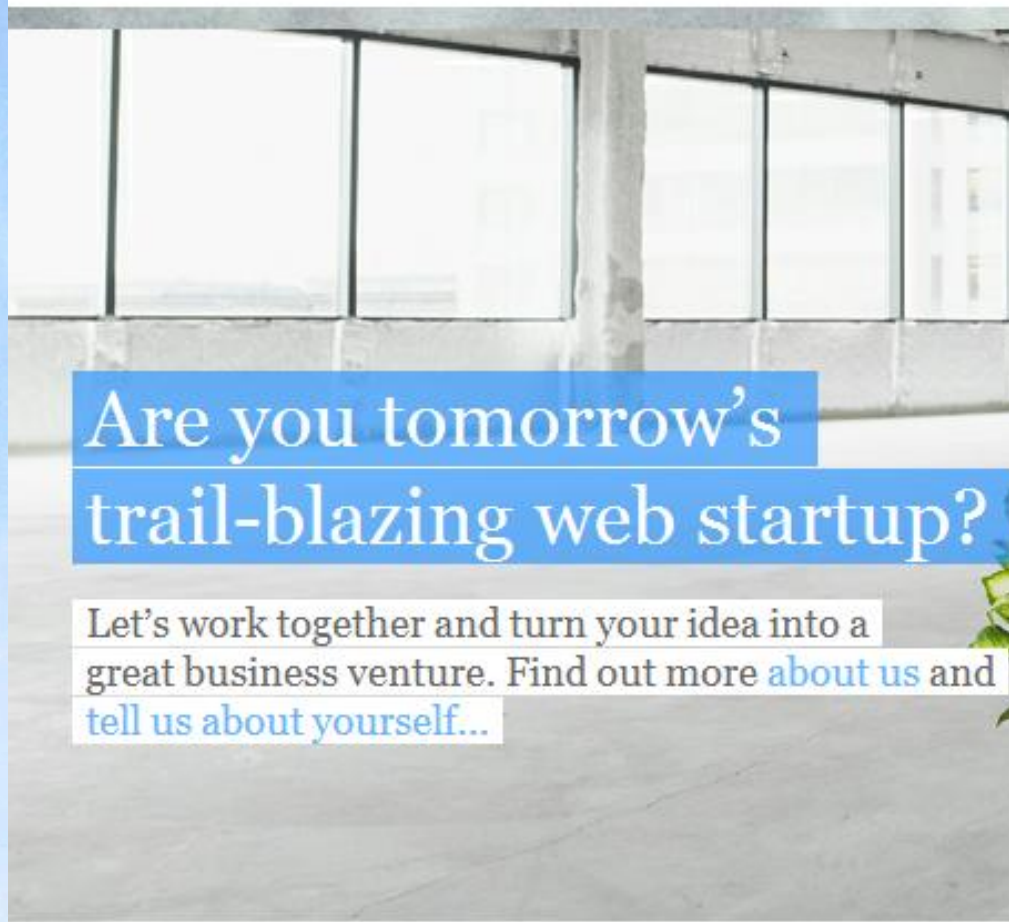
**And Siemens is our Google.**

# BERLIN STARTUP ACADEMY





hub:raum



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trail-blazing web startup?

Let's work together and turn your idea into a  
great business venture. Find out more [about us](#) and  
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BERLIN STARTUP ACADEMY





**Dziękuję!**