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# START-UPS

PRESENTATION GERMANY –  
PAULA & STELLA

# WHAT IS A STARTUP?



NEW AND FAST-  
GROWING COMPANY



THEY TRY TO MEET A  
MARKETPLACE  
NEED, OFFERING AN  
INNOVATIVE  
PRODUCT, PROCESS  
OR SERVICE



USUALLY A SMALL  
BUSINESS, A  
PARTNERSHIP OR  
AN ORGANIZATION



AIM FOR RAPID  
GROWTH



STARTUP  
COMPANIES OFTEN  
USE THE INTERNET,  
E-COMMERCE,  
COMPUTERS AND  
TELECOMMUNICATIO  
N

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## STARTUPS TO WATCH IN 2019

N26  
(Berlin, Germany)

SoundCloud  
(Berlin, Germany)

Freeletics  
(Munich, Germany)

SolarisBank  
(Berlin, Germany)

Scalable Capital  
(Munich, Germany)

combyne  
(Berlin, Germany)

Shore  
(Munich, Germany)

# SATRUP: N26

- German direct bank, specializing in account management via smartphone
- Number of the name on 26 individual cubes in a rubik's cube and on the first office space „Unter den Linden 26“ in Berlin
- Until receipt of its own banking license, N26 used license and services of „Wirecard Bank AG“ for execution of banking business
- Since June 2019: over 3.5 million customers
- Almost 60% of customers are younger than 35
- N26 currently offers its services in 24 European countries



## STARTUP: N26

- Founded in 2013 with the firm „Papayer GmbH“ as FinTech Start-up
- In January 2015: started as Number26 in Germany and Austria, in december followed from France, Greece, Irealnd, Italy, Slovakia and Spain
- One year after start: N26 counted 100.000 customers
- Since 2019: N26 is the most valuable German startup with a corporate valuation of 2.3 billion euros



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## STARTUP: SOUNDCLOUD

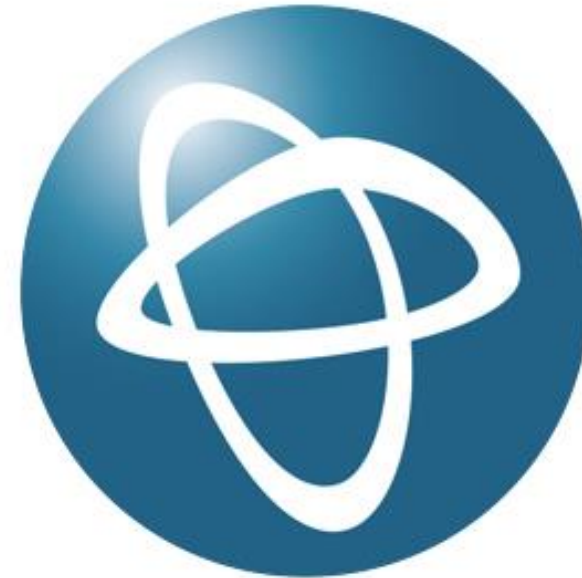
- European online audio distribution and music sharing website based in Berlin, Germany
- Enables its users to upload, promote and share audio
- Company is a member of the cooperation network of the music industry of Berlin
- End of 2017: SoundCloud archive contained around 120 million user-uploaded music and audio tracks



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## STARTUP: NFON

- Provider of cloud-based telephone systems with ist headquarters in Munich
- Company was founded in 2007 and operates in Germany, Austria, Switzerland, the Netherlands, Hungary
- Operates IP-Centrex-telephone systems for business
- Only provider of cloud telephony that offers this service specially for large business with 1.249,000 extensions

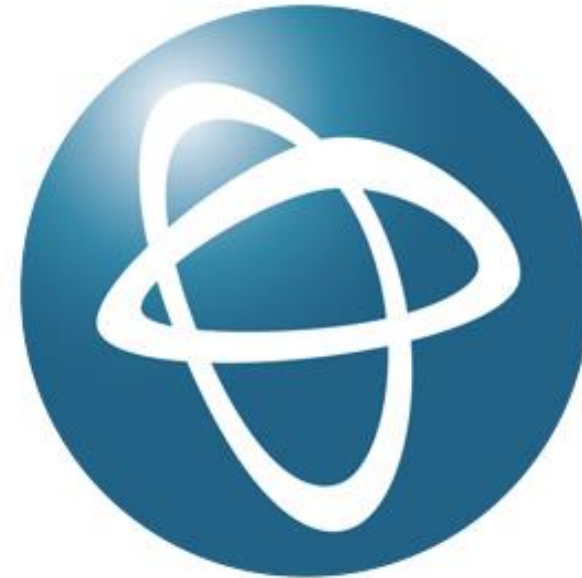


NFON

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## STARTUP: NFON

- customers include business in the field of finance and retail, as well as public bodies such as the administrative district of Elbe-Elster (district in the southern of Brandenburg, Germany) and the city of Grevesmühlen (municipality in Mecklenburg-Vorpommern)



NFON





## SOURCES

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- <https://www.seedtable.com/startups-munich>
- <https://de.wikipedia.org/wiki/SoundCloud>
- <https://www.seedtable.com/startups-munich>