



MUNICH
STARTUP



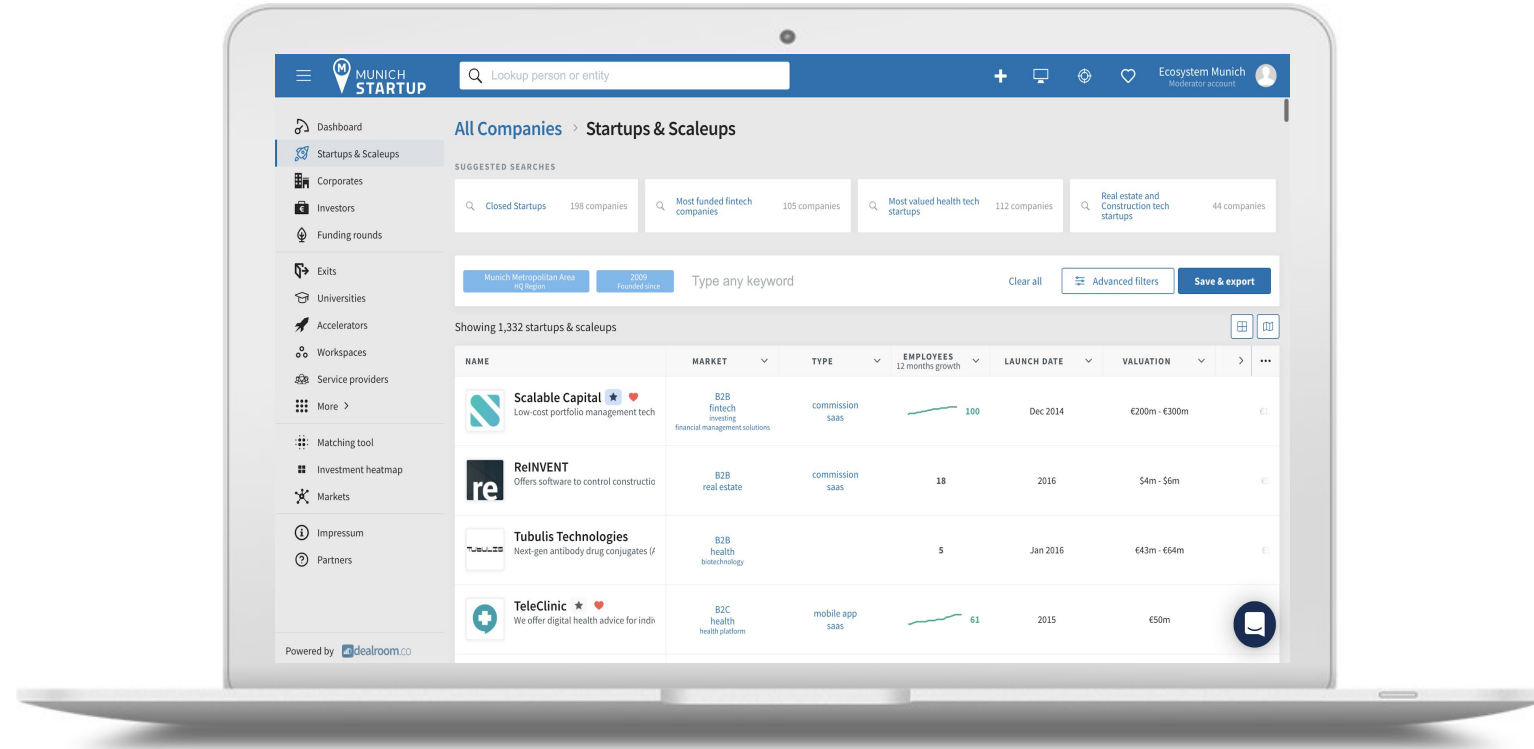
dealroom.co

Discovering Munich's Startup Ecosystem: five simple steps

July 2020

What you'll learn

1. Create searches
2. Refine results
3. Save, export, setup alerts
4. Reading your notifications
5. Enabling daily email digest



Step 1: create a search

Option A: just type & select ("marketplace")

Option B: use dropdowns to easily specify the exact range you are looking for

The screenshot shows the dealroom.co search interface. At the top, there are filter buttons for 'Munich Metropolitan Area HQ Region', '2009 Founded since', and 'marketplace & ecommerce Business Model'. A search bar contains 'Type any keyword' and 'Clear all'. To the right are 'Advanced filters' and 'Save & export' buttons. Below the search bar is a 'Suggested industries' section with buttons for 'home living', 'media', 'real estate', 'enterprise software', 'health', 'jobs recruitment', 'education', 'wellness beauty', 'event tech', 'telecom', 'sports', 'energy', 'kids', 'gaming', and 'legal'. The main content area shows 'Showing 160 startups & scaleups' and a table of results. A dropdown menu is open over the 'EMPLOYEES' column, showing options for '12 months growth', '6 months growth', '3 months growth', and 'Total number', with a 'Sort largest to smallest' option. A second dropdown menu is open over the 'Advanced filters' button, showing categories like 'INDUSTRY', 'BUSINESS MODEL', 'LOCATIONS', 'AGE', 'SIZE', 'GROWTH', 'FUNDING', 'LAST ROUND DATE', 'COMPANY STATUS', and 'FOUNDERS', each with a list of sub-categories and checkboxes.

NAME	MARKET	TYPE	EMPLOYEES	LAUNCH DATE	VALUATION	
YFood ★ Designs smart food solutions for a mc	B2C food innovative food	commission marketplace & ecommerce	12 months growth	7	€60m - €90m	€1
The Story Market The Story Market is an online market	B2B, B2C media jobs recruitment	natural language processing big data artificial intelligence marketplace & ecommerce	12 months growth		€160k - €240k	
Auteon Car parts order reinvented. Auteon er	B2C transportation maintenance	marketplace & ecommerce	6 months growth		-	
Lanes & Planes Business travel booking platform	B2C travel business travel travel analytics & software	marketplace & ecommerce	3 months growth			
Agrando Agricultural Trade 4.0 - Agrando	B2B food agritech	mobile app marketplace & ecommerce	Total number	2017	€36m - €53m	
Limehome Limehome is a hospitality startup tha	B2C travel	commission marketplace & ecommerce	Sort largest to smallest	2018	€84m - €126m	€2

Option C: more filters

Step 2: refine your results

Exclude: hover any of the filters, then select exclude

Automatic pairing: the app understands immediately that you mean "Seed round in Marketing"

The screenshot shows the Dealroom.co search interface. At the top, there are filter buttons for "Munich Metropolitan Area HQ Region", "advertising Income-Streams", "marketing Industry", "SEED Last Funding Round", and "2009 Founded since". A red dropdown menu is open over the "advertising Income-Streams" filter, showing options for "Include", "Exclude", and "More filters". Below the filters is a search bar with the text "Type any keyword" and a "Sub-Industry" section with tags for "adtech", "crm & sales", "ecommerce solutions", and "marketing analytics". The main content area shows "Showing 8 startups & scaleups" and a table of results. The table has columns for NAME, MARKET, TYPE, EMPLOYEES (12 months growth), LAUNCH DATE, and VALUATION. The first row is for Demodesk, with 13 employees and a valuation of \$9m - \$14m. The second row is for Ariadne Maps, with 4 employees and a valuation of \$4m. The third row is for Ciara, with 10 employees and a valuation of €4m - €6m. The fourth row is for Chatchamp, with 7 employees and a valuation of \$120k - \$180k. The fifth row is for Amnui, with 2-10 employees and a valuation of -.

NAME	MARKET	TYPE	EMPLOYEES 12 months growth	LAUNCH DATE	VALUATION
Demodesk Demodesk: Cloud-based screen shari	B2B marketing enterprise software	subscription saas	13	2017	\$9m - \$14m
Ariadne Maps Ariadne Maps is a high technology co	B2B marketing	deep tech machine learning artificial intelligence subscription	4	2019	\$4m
Ciara Digital conversation assistant that he	B2B marketing enterprise software crm & sales	subscription saas	10	2019	€4m - €6m
Chatchamp Increase Sales with Messenger Marke	B2B media marketing crm & sales	subscription	7	2017	\$120k - \$180k
Amnui Amnui provides a cost-effective, scale	B2B marketing	subscription	2-10	Aug 2016	-

Select columns

Click to sort

The "Select columns" dialog box is shown, listing various columns that can be selected or deselected. The columns listed are: Name, Market, Type, Employees 12 months growth, Launch date, Valuation, Funding, Location, Last round, Nr. of job openings, Job openings, Revenue, Status, Growth stage, Monthly web visits last 12 months, Web visits change in rank last 12 months, and Employees change in rank last 12 months. The "Market" column is currently selected. There are "Deselect all" and "Select all" buttons at the top right of the dialog, and "Apply" and "Cancel" buttons at the bottom.

Step 3: save, export & setup alerts

Go to your saved lists

Save & export: you will receive notifications and can easily return to your search

Save companies directly in your lists from table view

The screenshot shows the dealroom.co interface. At the top, there's a navigation bar with 'MUNICH STARTUP' and a search bar. Below it, filters for 'Munich Metropolitan Area HQ Region', 'enterprise software Industry', '2009 Founded since', and 'saas Business Model' are visible. A 'Save & export' button is highlighted in the top right. The main content area shows a table of startups with columns for NAME, MARKET, TYPE, EMPLOYEES, LAUNCH DATE, and VALUATION. The 'Erium' row is highlighted, and a 'Save to list' button is visible next to it. A 'Save & export' modal is open on the right, showing a 'Name' input field and buttons for 'Save', 'Save & export', and 'Just export'.

NAME	MARKET	TYPE	EMPLOYEES	LAUNCH DATE	VALUATION
Userlane	B2B enterprise software	subscription saas	59	2015	€40m - €60m
Erium	B2B enterprise software	artificial intelligence commission saas	10	2019	\$4m - \$6m
Smart Reporting	B2B health enterprise software health platform	deep learning deep tech machine learning nanotech recognition technology	84	2014	€60m - €90m
Timify	B2B travel enterprise software travel analytics & software	subscription saas	31	2012	€18m - €27m
metoda	B2B marketing enterprise software	deep tech artificial intelligence saas	34	2012	-

Save & export

Return to this set of filters any time. Receive notifications when there is any update or new company.

Name

Step 4: read updates via your dashboard

Suggested Searches: search queries made by other users

New profile matches: receive updates of new companies matched with your saved searches. You can also filter your new matches by timeframe

Discover companies that secured new funding rounds

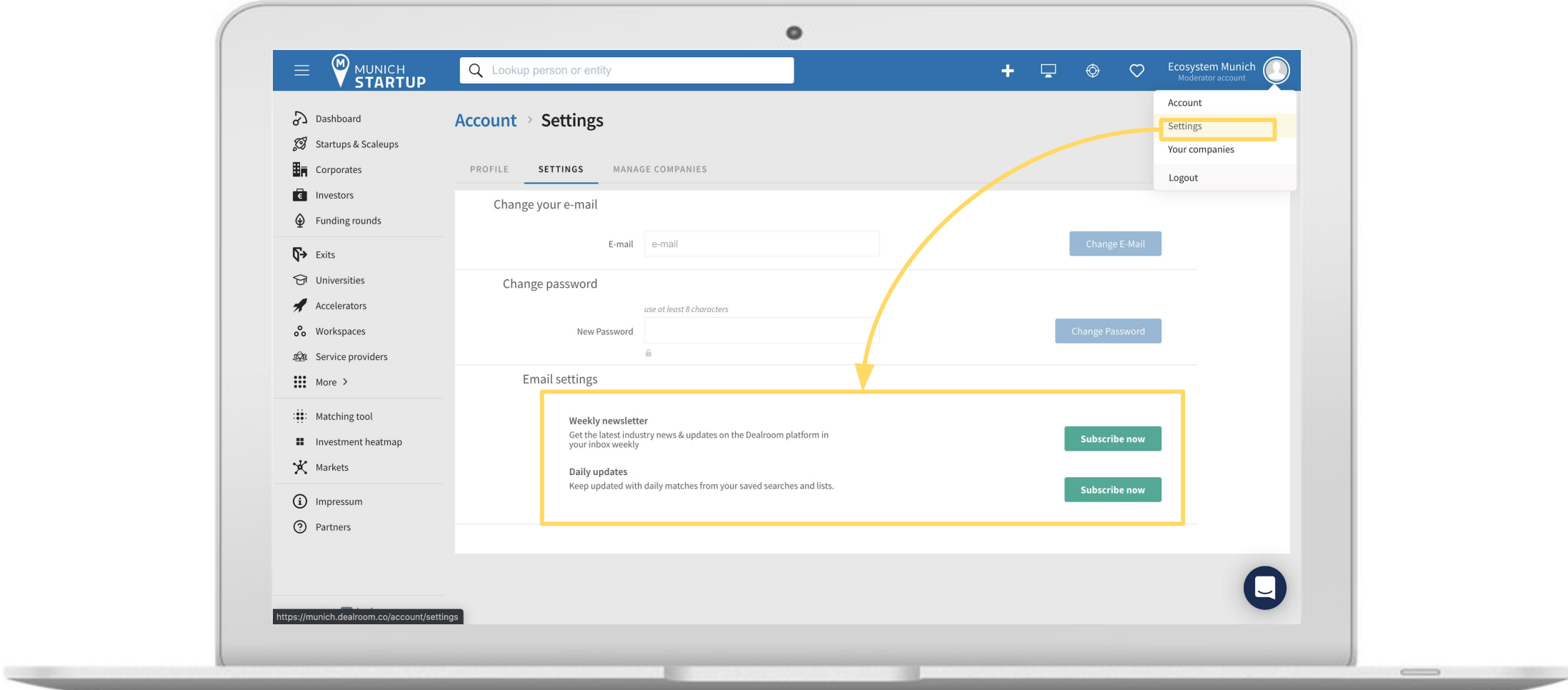
The dashboard is titled 'MUNICH STARTUP' and features a search bar for 'Lookup person or entity'. The left sidebar contains navigation options: Dashboard, Startup & Scaleups, Corporates, Investors, Funding rounds, Exits, Universities, Accelerators, Workspaces, Service providers, Matching tool, Investment heatmap, Markets, Impressum, and Partners.

The main content area is divided into several sections:

- Hot startups:** 2-50 employees, growth signal refreshes every few days. Lists companies like FAZUA (46 employees), Ecosio (44), Panovo (30), REcup (31), Cleverciti Systems (35), and iThera Medical (36).
- Hot scaleups:** 50-500 employees, growth signal refreshes every few days. Lists companies like Riskmeclouds (159), Kaia Health (71), One logic, Gaf Ag (113), SYNLAB International (52), and Kinexon (139).
- Suggested searches:** Search queries made by others. Includes Closed Startups (198), Most funded fintech companies (105), Most valued health tech startups (112), Real estate and Construction tech startups (44), Fastest-growing AI companies (115), and Female founded startups (129).
- Recent rounds:** Venture capital funding rounds. Lists Scalable Capital (\$58m SERIES D), RelnVENT (\$1m SERIES A), and Tubulis Technologies (€10.7m SERIES A).
- New companies:** Recently added to the database. Lists Laya Technologies (2019), NIJU.me (2019), and Packiteco GmbH (2019).
- Suggested lists:** List of organizations made by others. Includes New startups (81), University alumni companies (131), and Deep tech companies (54).

A callout box on the right shows a detailed view of 'Matches' with a table of 112 matches. The table has columns for NAME, EMPLOYEES (12 months growth), FUNDING, and MATCHES. It lists companies like HAWK:AI, AMANDO TRANSLATIONS, Aquahara Technology, and SINN Power with their respective employee counts and funding amounts.

Step 5: enable your daily email digest

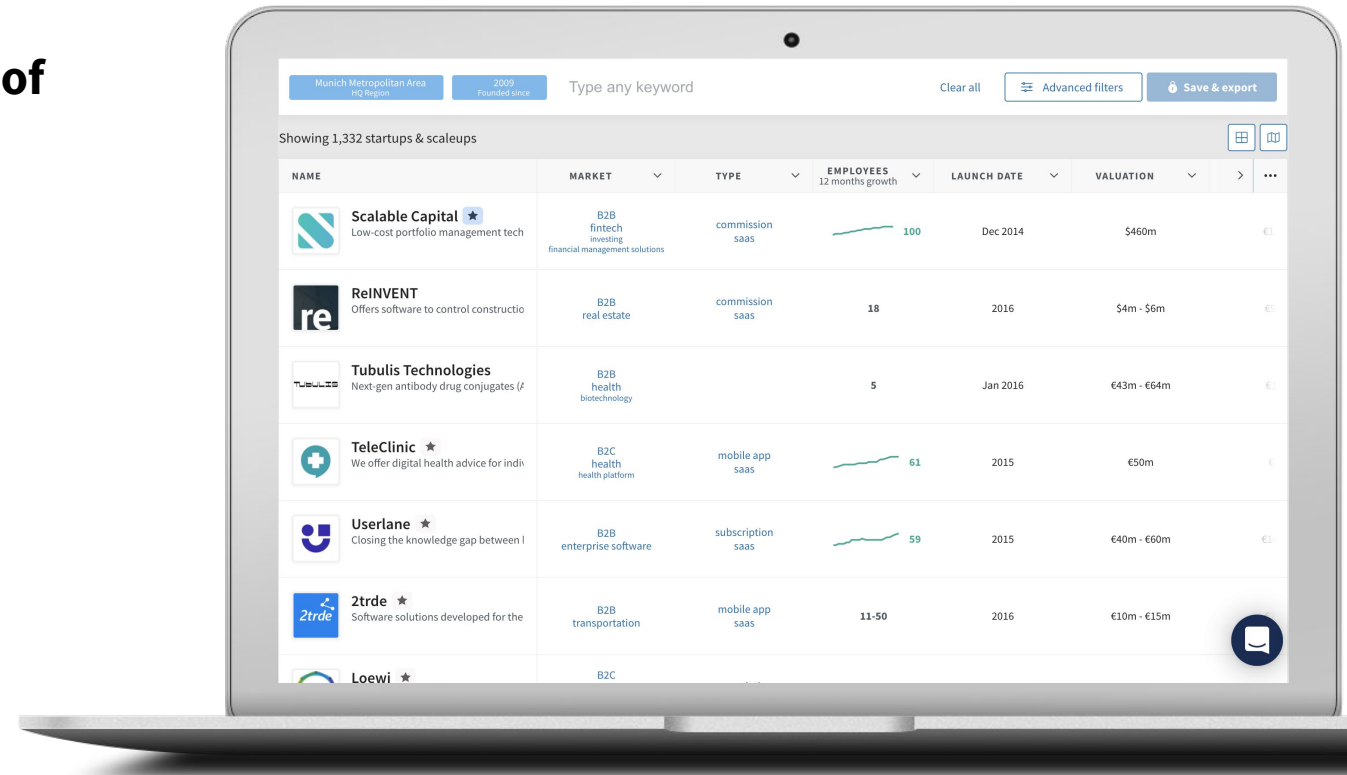




The most comprehensive startup database of Munich's tech scene.

The Munich startup ecosystem database is initiated by Munich Startup and powered by Dealroom. It aims to be the most comprehensive source for showcasing emerging startups and categories in the region.

Munich is a leading tech hub in Europe with a rising number of unicorns, significant venture capital flows, industry leading corporate, and multiple startup accelerators.



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