

# Press Release

## Funding round and platform launch

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Berlin, 31 January 2023

### **Over 50 business angels and VCs are investing in Startup Insider to build the operating system for tomorrow's SMEs.**

- **Startup Insider builds the infrastructure for the German startup scene**
- **A unique combination of information, data and social network**
- **Backed by renowned experts from a wide range of industries and leading venture capital firms**

### **Startup Insider builds the first operating system for the startup ecosystem and coordinates the interaction of key players.**

After the successful launch of its daily podcast and newsletter, Startup Insider is taking the next step and presenting the beta version of its “operating system for the German startup ecosystem”. The aim of the platform is to coordinate the interaction of the most important startup players and the innovation/digital economy.

In addition to a comprehensive directory of all players in the startup scene (currently around 10,000 profiles of startups, founders, business angels, investors and many more), there are first topic portals on relevant market segments and ecosystems.

With Startup Insider, users can find aggregated news from over 500 startup-relevant news sites as well as the most important podcast series. A large job board with all startups' job offers completes the service.

Based on this data, Startup Insider supports startups, investors, job seekers and potential startup customers (B2B) with algorithmic matchmaking.

The aim is to highlight the importance of the startup scene as an innovation driver for the German economy, to provide access and to highlight new business models, markets and trends.

The list of upcoming features is long: In the coming months, real-time synchronisation with the commercial register, additional topic portals on all relevant market segments (mobility, health, spacetech, fintech, artificial intelligence...) and regions, a job exchange and numerous functions for innovation monitoring / scouting for established companies will follow. The beta version of the platform is now available at [www.startup-insider.com](http://www.startup-insider.com).

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### Well-known investors support the mission of Startup Insider.

*"I am very pleased with the great response that has resulted in this unique and strong group of shareholders actively supporting us and ensuring our independence in the long term,*

Jan Thomas, Founder & CEO Startup Insider

The importance of the Startup Insider platform is reflected in the current and unique funding round: More than 50 industry giants such as Philipp Westermeyer (OMR), Dagmar Bottenbruch (Silicon Valley Bank Germany), Olaf Koch (Zintinus), Andreas Arntzen (Wort & Bild Verlag), Udo Schlömer (Factory Berlin) are on board as shareholders.

In addition, numerous leading venture capital firms such as Atlantic Labs, Bitstone Capital, Capnamic, Cavalry Ventures, Decisive Capital, Earlybird, German Media Pool VC, Picus Capital, Seed & Speed, who are convinced of the importance of the startup scene for our business location - as a driver of innovation and/or as the SME of tomorrow - are involved.

Startup Insider's diverse group of shareholders makes a decisive contribution to the success of the mission: They are committed, provide hands-on support and contribute operational support, be it through access to their respective networks or through their experience and expertise. Together they form a central contact point for the German start-up industry.

A complete overview of all shareholders can be found at [www.startupinsider.de/gesellschafter](http://www.startupinsider.de/gesellschafter)

*"Startup Insider sorgt für mehr Transparenz im deutschen Ökosystem, damit wir endlich das Kapital freisetzen, das wir für die Finanzierung essentieller und disruptiver Innovationen brauchen. Nur so können wir die großen Herausforderungen unserer Zeit erfolgreich lösen."*

Dagmar Bottenbruch, Managing Director & Market Manager, Silicon Valley Bank Germany

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### Flanked by a distinguished advisory board

The advisory board of Startup Insider consists of high-ranking representatives of the digital economy and the startup scene and provides advice and support.

- **Josef Brunner** (Chairman of the Advisory Board): Successful serial entrepreneur, author and investor. He is an active board member and advisor to major industrial companies and government organisations. He is the winner of the McKinsey and Handelsblatt Digital Awards.
- **Christoph Keese**: Journalist, author, economist and CEO of hy, a consulting company of Axel Springer. He is co-founder of the Financial Times Deutschland, was editor-in-chief of WELT am Sonntag and WELT Online and EVP of Axel Springer SE.
- **Florian Heinemann**: Founding partner of Project A Ventures, business angel and advisory board member in various startups/digital companies (e.g. Trade Republic and LUQOM) and established companies (e.g. digital advisory board at Henkel and Oetker, supervisory board at Koerber and board of directors at Fressnapf). Previously, he was Managing Director of Rocket Internet for five years and has co-founded several start-ups since 1999.
- **Philipp Klöckner**: Investor and digital expert, actively involved in over 100 startups and growth companies over the last 15 years. Since 2017, he has been an advisor to various top-tier private equity firms, venture capital funds and growth companies. He is also the co-host of the popular podcast Doppelgänger Tech Talk.
- **Torsten Murke**: CEO and one of the founders of FINVIA, previously spent almost three decades in senior investment banking positions at international banks (including JP Morgan, Lazard, Credit Suisse and BNP Paribas). As an active investor, he is a member of several advisory boards.

*“The mission we are pursuing is of enormous social and economic relevance. I am therefore very pleased to be able to accompany Startup Insider as an investor and chairman of the advisory board. The extraordinary circle of shareholders shows how much potential there is in this important topic!”*

Josef Brunner, Chairman of the Advisory Board Startup Insider

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### About Startup Insider

Startup Insider was founded in 2020 and already publishes the most widely read newsletter and the most listened to podcast of the German startup scene (four episodes daily, more than 1,500 episodes in two and a half years). The startup platform is now available to the public in beta ([www.startup-insider.com](http://www.startup-insider.com)).

### The Founder

Jan Thomas (Founder & CEO of Startup Insider) has been infected by the startup scene for more than 10 years. Before founding Startup Insider, he was the owner of a media agency in Frankfurt am Main, publisher of the well-known startup magazines Berlin Valley and 'the Hundert' and organiser of successful startup event formats. He is a proven digital expert & networker. Since 2011 he lives in the startup metropolis Berlin.

### Kontakt

If you have any questions or would like to request an interview or image, please do not hesitate to contact us.

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