

betahaus |

STORYBOOK

BETAHAUS | BERLIN

PRINZESSINNENSTRASSE 19 – 20

10969, BERLIN

ABSTRACT

Let's take time to play. To explore. Let's be open to spontaneous connections and surprising collaborations. Fall in love with our work, at least once a day. Let's be innovators. Misfits. Imagine the impossible, and be brave. Take care of others & help each other out. Try new things, make mistakes, learn from it all, and have faith in the future. Prioritise dreams, and never compromise. Let's do it ourselves and let's work together.



CHANGING CONSTELLATIONS & POSSIBILITIES OF THE NEW MEDIA ERA

The world is constantly changing, and the way we work is changing too. Value is being created in various locations, at different times and in ever changing constellations. There are less permanent jobs on offer, yet there are more possibilities than ever before to build something yourself: either as an entrepreneur, a startup, a freelancer, a maker, or a combination of these. There is a secular shift towards more flexible, entrepreneurial and collaborative work styles. Rather than at a peak, we're at the beginning of a deep societal trend that is transforming both industrialized countries and the developing world.

The internet offers intelligent, open networks that can be used to exchange knowledge and ideas, create products and services, and develop new forms of community. Yet in order to tap into those networks in a valuable way, we need a physical space. A space that creates energy and enthusiasm, while inspiring creativity and ambition; one that enables us to connect the vast possibilities of the digital economy to our everyday lives.



RE-IMAGINE THE FUTURE OF WORK

Traditional organizational structures and conventions like hierarchy, age, and proper career paths aren't relevant in betahaus. Once people walk in, they leave behind where they came from and they focus on the future. They do so with a drive to do something different and new. With a fresh idea about how they'd like to work. In betahaus they have the freedom to choose who they'd like to work with, how, where, and when. Where AirBnB frees hospitality and Uber frees transport, betahaus frees work.

OPENING DOORS / BETAHAUS IS...

betahaus is for people who want to work on their own projects while exchanging knowledge, ideas, and inspiration with others.

BETAHAUS IS THERE TO **OPEN DOORS** AND TO **EXPAND POSSIBILITIES**.

To foster entrepreneurship, creativity, rapid prototyping and innovative product development. The community consists of entrepreneurs, startups, corporate teams, freelancers, and creatives, who to various degrees collaborate and cooperate.



LET'S WORK TOGETHER

You could work from home and find inspiration in a bunch of articles you read on TechCrunch and Entrepreneur. That's great, but you may still be sitting around in your pyjamas at noon reading about things, instead of doing them. You might be dreaming about your future, instead of learning someone relevant for, or actually working on that future.

AT BETAHAUS WE BELIEVE THAT IN ORDER TO TAKE YOUR WORK OR PROJECT TO THE NEXT LEVEL, YOU NEED TO **SPEND TIME WITH PEOPLE AND IN SPACES THAT FOSTER INSPIRATION**, MOTIVATION, COURAGE AND KNOW-HOW.

In order to take it to the next level, you need to work together. Whether that is by having a spontaneous jam session with someone you just met in the hallway, or in the shape of an intense collaboration with someone on your wavelength. However you collaborate; it will help you accomplish goals and develop business opportunities.

WHO'S THERE?

We value our community as our main asset, and we believe that the core strength of that community is its diversity. Diversity in fields of expertise, professional background, ways of working, experience, age, and personality. It's variables such as these, that allow people to learn from each other, build powerful collaborations, and grow stronger & smarter; AS **INDIVIDUALS**, AND **AS A COMMUNITY** COLLECTIVELY.

This is why betahaus is an open-access coworking space, with no selection process, nor requirements for you to join.

betahaus' diverse and 'multicultural' coworking community offers a large network of talented people, promising startups and successful companies. Coworking with that community means working together across departmental, functional, and corporate boundaries.

WORKING TOGETHER IS **BASED ON A MATCH OF QUALIFICATIONS**, RATHER THAN HIERARCHY.



YOUR COMMUNITY!

The betahaus community consists of approximately 500 FREE-LANCERS, entrepreneurs, creators, makers, startups, early stage tech founders, corporates, non-for-profits, service providers, small businesses, and remote teams of all kinds. About 40% IS FEMALE, AND 60% IS MALE. Most of them are between 25 and 34 years old.

BETAHAUS ORGANISES VARIOUS **COMMUNITY EVENTS** SO YOU CAN EASILY **MEET PEOPLE**.

On Thursday mornings we offer you betabreakfast; a weekly community breakfast buffet with a starter of introductions and a side of three startups pitching. Every last Thursday of the month you can join **betabeer**; free beers, a football table, a small dance floor and an iPod with good music. We have **Tupperware Tuesdays** on our first floor, and in summer we stage our 24-hour festival **People In Beta**. With over 1000 events and meetups in betahaus | Berlin yearly, there are plenty more opportunities to meet people!

SPACE TO CREATE

betahaus | Berlin is designed to constantly meet the requirements that professionals have for their work station. Spread out over 4000 square meters on five levels,

BETAHAUS OFFERS SPACES AND ROOMS **DESIGNED TO FLEXIBLY SERVE MULTIPLE PURPOSES.**

Their ambiance range from the laid-back atmosphere of a cafe, to the seriousness of purpose found at a campus library. There are co-working spaces, a community space, team rooms, meeting rooms and event spaces in various sizes. A hardware lab, a wood workshop, and a café. Whenever you're in and whatever you're in for, you will always find a place that fits your needs. Whether it is to network and collaborate, or to have a productive day.

1

Coworking
spaces

2

Event spaces
& Meeting rooms

3

Café

4

Hardware lab
& Woodshop

1

COWORKING SPACES

betahaus | Berlin offers six coworking spaces spread out over three floors. All spaces are equipped with office supplies such as printers, copy machines, lockers and phone booths, and every floor has its own kitchen.

YOU CAN CHOOSE EITHER A MEMBERSHIP FOR A FIXED DESK, A FLEXIBLE DESK, A TEAM DESK (THREE PEOPLE AND UP), OR A TEAM ROOM. THERE ARE PART-TIME MEMBERSHIPS AND ONE-DAY PASSES AVAILABLE FOR FLEXIBLE DESKS.

2

EVENT SPACES AND MEETING ROOMS

betahaus offers various event spaces and meeting rooms that can accommodate anything from small groups to hundreds of guests. The event spaces are equipped for a wide variety of client needs and purposes; from hackathons, seminars, and breakout sessions, to movie screenings and product testings. betahaus event spaces are being used by Deutsche Bahn, Google, Sap, Greenpeace, Soundcloud and Zalando, amongst others.

3

Café

Our betahaus café is the perfect place if you want to enjoy a good cup of coffee and grab something to eat. Feel free to use the WIFI, work, and meet people. There's a tiny library, great chairs for reading and relaxing, tables suitable for business meetings and for hours of individual productivity. The cafe exhibits artworks & designs curated by Us Berlin. There's a fresh & delicious lunch daily, the menu changes weekly.

4

HARDWARE LAB & WOODSHOP

Our Hardware Lab provides a professional launchpad for ambitious hardware projects, and an incubator for starting hardware enthusiasts and hobbyists. The latest test equipment is available for you to manufacture your first range of prototypes, and there's a team of skilled hardware experts to advise you and help you out.

Our woodshop provides a professional workspace for carpenters, product designers, and other wood experts. It's equipped with quality power tools and hand tools from Festool and managed by a team of skilled woodworkers

Both the hardware lab and the woodshop offer place for up to ten residents and are open on weekdays from 9 to 5. In the evenings and weekends they accommodate various workshops and courses ran by betahaus | Academy. The hardware lab is a project in collaboration with Conrad Electronics and our homegrown Hardware.co



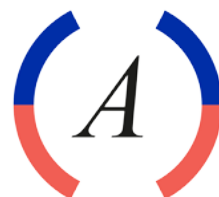
ALWAYS IN BETA

betahaus is about being in beta. About always being open to change, and never getting stuck in routines just because they're comfortable. We love to innovate and we hack our traditions, structures, concepts and spaces constantly. We are a beta version of how we want to work, how we want to live, and what we want to do.

WE WORK **BY TRIAL AND ERROR**, A/B TESTING, AND FOSTERING A CULTURE THAT'S NOT AFRAID TO FAIL WHEN ATTEMPTING SOMETHING NEW.

As our community grows, so too do the fields we're interested in, and thus; the fields we're testing. Our most recent expansions are a hardware lab for makers and startups interested in prototyping new ideas, and an education platform that promotes a new way of learning: betahaus | Academy.

SERVICES





BETAHAUS | ACADEMY

Own Your Future

betahaus advocates new ways of doing business, and new ways of doing business require new ways of learning. A way of learning that's interactive, hands-on, and straightforward.

That's why betahaus | Academy offers high quality specialty courses in the fields of business & marketing, web & design, and crafts & DIY. Taught by passionate experts, with hands-on content and lots of practice. Done in small groups so you get all the attention you need. Some of the courses are built for you to learn something new, others are meant to deepen your knowledge and make you an expert.

WHETHER IT IS TO **GET YOU READY** TO START YOUR OWN BUSINESS OR TAKE ON A JOB YOU LOVE; TO BRING OUT YOUR CREATIVITY, INSPIRE A NEW HOBBY OR LEARN A CRAFT.



BETAHAUS X

Acceleration Programs

betahausX offers tailor-made, high-quality accelerator programs that connect corporate clients and startups to an international network of experts and potential partners. betahausX runs go-to-market, hardware, and corporate accelerator programs: Go-to-market accelerators prepare startups to successfully pitch in the European Market. They are approximately three-months long, tailor-made and end with a demo-day. Hardware accelerators are 14-day intensive programs providing networking opportunities, individual mentorship, and guidance for product development. Corporate accelerators are built in collaboration with corporate groups and give startups the opportunity to work with a big partner from the start. The corporate acceleration programs are designed to match the needs and aims of startups with the needs of the partner company.

BETAHAUSX HAS MANAGED ACCELERATOR PROGRAMS FOR DEUTSCHE BAHN AND DEUTSCHE TELEKOM. IT ASSISTED THE SOUTH KOREAN GOVERNMENT WITH THE LAUNCH OF ITS ACCELERATE KOREA PROGRAM AND CONSULTED ENBW ON ITS ACCELERATOR PROGRAM.



BETAPITCH

Startup Competition

betapitch is an international startup competition taking place yearly. betapitch finds and supports the most promising European startups from various innovative industries. It introduces them to a network of partners, including venture capitalists, incubators and accelerators, corporate groups, and must-know industry experts, who can help them to realise their ideas.

IN 2015 BETAPITCH TOOK PLACE IN 8 CITIES ON 4 CONTINENTS. BETAPITCH ALUMNI'S INCLUDE INSULIN ANGEL, DRONAMICS, BRAGI, AND GOEURO.

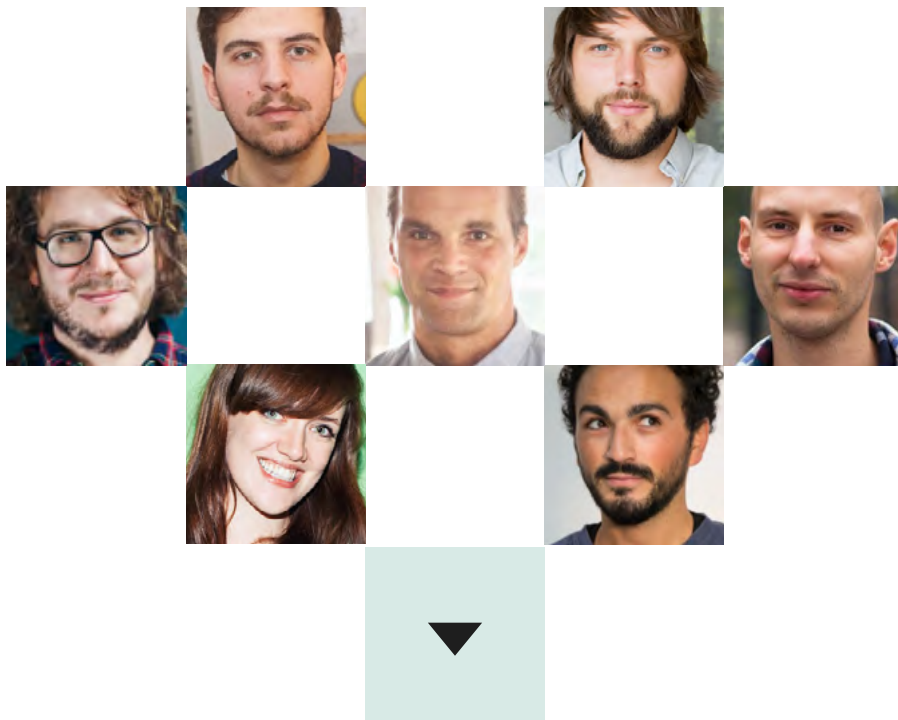
TALENT & DEALFLOW

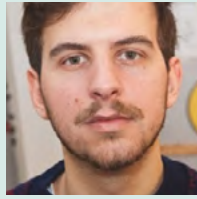
betahaus works as an incubation platform to innovate, develop and create. It helps corporate groups to enter the startup market and fosters synergies between entrepreneurs and corporate managers. By mixing 'the best of both worlds' it fosters entrepreneurship within large organizations and helps talented startups and entrepreneurs in finding new channels and opportunities for their business.

IT OFFERS AN **OPTIMAL DEAL FLOW** FOR CAPITALISTS, INVESTORS, AND BANKERS, AND **OPTIMAL CHANCES** FOR PROMISING STARTUPS AND TALENTED ENTREPRENEURS TO FIND INVESTORS.

TESTIMONIALS

betahaus is a participant in the WELCOME Project by Startup Europe. **STARTUP STORIES**





AYDO SCHOSSWALD

Co-founder of hy!



betahaus is right at the intersection of entrepreneurship and design culture, and it's rightfully known for its interdisciplinary and collaborative atmosphere. It's one of the best places to build and start something and serves as an important launchpad for Berlin's rapidly growing startup scene.



CARRIE KING

Editor at Jobspotting



betahaus is the heart and soul of the Berlin startup community. Where else could you find such a welcoming atmosphere, an outstanding programme of events, and a team that really listens to the people using the space? The 'haus has become a second home for many, from Berlin, to Barcelona (and of course Sofia & Hamburg!)



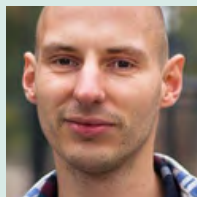


ROBERT RUDNICK

CEO Coffee Circle



We began working on Coffee Circle at betahaus in 2010 and grew up there. We love betahaus and recommend it to everyone who is looking for a spirited, diverse, positive and helpful work environment. Whatever question we had: There was always someone who could help us out or point us the right way. It's a great place to share the ups and downs of (work) life.



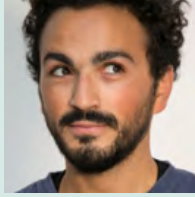
TIM KIRCHNER

Co-founder LUUV



betahaus has been one of the major cornerstones of LUUV's success. It was the basis of our network and of our public perception. We wouldn't be where we are today without our year of coworking there. betahaus offers endless opportunities.





AMIN ZAYANI

Co-founder MedAngel



betahaus is a central co-working space with all necessary amenities. It is the connecting hub for startups, creative, and innovative people in Berlin.



CHRISTOPH BORNSCHEIN

CEO, TLGG GmbH



betahaus is a fantastic hub for brilliant people with big ideas and innovative methods. It is also a great network partner. I love visiting the betahaus space with clients and corporate partners or customers – it never fails to leave a lasting impression. A new way of business innovation!





ALEXANDER STEINHART

Co-founder OFFTIME



We came to betahaus three years ago through an accelerator programme - and instantly fell in love. For all stages of our company creation we found the right support in betahaus, got connected through founders care and the staffs work, connected to other people and customers and got valuable PR for free. Connections and things you can't always think of when being fully focused on building your company, but they might nevertheless be the necessary bit of luck that decides your success or failure.



NAMEDROPPING

ALUMNI STARTUPS OF BETAHAUS | BERLIN INCLUDE:

PeerAce, EyeEm, MIITO, GoEuro, ZenMate, OptRetina, Protonet, Clue, HY!, Orderbird and Bragi.

CORPORATE CLIENTS WE'VE WORKED WITH INCLUDE:

Axel Springer Plug 'n' Play, Deutsche Bahn, Deutsche Post, ENBW, Airbus, Google, and Daimler.

NUMBERS

NUMBERS | Global

betahaus
10.000 sqm of space
1250 members
4 locations
8 partner locations
9 additional locations in the pipeline

betahaus | Berlin: 4000 sqm & 450 members
betahaus | Hamburg: 2200 sqm & 400 members
betahaus | Sofia: 1800 sqm, 200 members
betahaus | Barcelona: 1730 sqm, 250 members

NUMBERS | Berlin | Space

889 signed-up members
500 active members
3.5 K alumni members
120 K visitors per year
200 daily café visitors
1 K events per year

NUMBERS | Berlin | Online

21K Facebook
13K twitter followers
1K instagram followers
6.5 K weekly mailing list subscribers
20 K website monthly visitors
22 K monthly website visitors

TIMELINE

betahaus in a timeline

2009

Founding betahaus | Berlin

2010

Opening betahaus Hamburg
Launch startup competition betapitch

2011

Opening betahaus Cologne

2012

Opening betahaus Sofia
Closing betahaus Cologne
Collaboration with Deutsche Telekom:
hosting accelerator program hub:raum

2013

Opening betahaus Barcelona
Startup competition betapitch goes global:
launches in 13 cities and on 4 continents

2014

Founding hardware.co

2015

Hosting accelerator for Deutsche Bahn
Hosting accelerator 'Accelerate Korea':
contracted with the South Korean government
Hosting Google Launchpad



2016

Opening a second betahaus in Berlin

Opening betahaus | Tirana in Albania in cooperation with GIZ,
the German government's development agency

Opening betahaus | Tel Aviv, Israel

CEO's & CO-Founders:

Madeleine Gummer v. Mohl

Maximilian von der Ahe

Christoph Fahle

A BOUNCE BACK TO THE PAST

In 2009, six young students saw that classic offices weren't offering any added value to people's working lives. They took a leap of faith and decided to build an unconventional workspace; one that would become one of the first coworking spaces in Europe, and the first one in Germany. They found an old warehouse in Kreuzberg, Berlin, rented 250 square meters of space, planted their flag and called it betahaus.

Completely bootstrapped, the very first 20 members brought their own furniture. After a month the room was packed, and plans were made to open a second floor. Over the years betahaus' coworking community grew from 20 members in that first month, to over 500 members today. The space expanded from 250 to 4000 square meters; with coworking spaces and team rooms, meeting rooms, event spaces, a café, a hardware lab and a wood workshop. betahaus also expanded globally. It now offers coworking spaces in Berlin, Hamburg, Sofia and Barcelona, and has partner spaces for coworking in Copenhagen, New York, Paris, Vienna, Washington D.C and Buenos Aires.

WHAT NOW?

So you've read this whole document but you're still looking for the practical information? That's okay. Let's get you there:

Want to become a member?

[Click Here](#)

Want to throw an event?

[Click here](#)

Want to organise a meetup?

[Click here](#)

Interested in hosting a betapitch in your city?

[Click Here](#)

Interested in our accelerator programs?

[Click Here](#)

or send [Yatan](#) an e-mail

Looking for a tailor-made course or team-building workshop?

[Click Here](#)

Want to know more about...

[betahaus | Academy?](#)

[betapitch | Global?](#)

[betahausX](#)