**News release**

Pan-European map on startup hubs shows 174% investment surge in 2014

*10 European cities under review are: Berlin, Bucharest, Brussels, Helsinki, London, Madrid, Manchester, Munich, Paris and Stockholm.*

**24 September 2015, Brussels**

New research into Europe's leading business incubation clusters has identified a 174% increase in total investment between 2013 and 2014. From the initial 10 cities reviewed, the research suggests a substantial increase in total funds raised over the 12 month period, from €2.4bn to €6.6bn. However, the total number of deals in the period remained unchanged from the previous year (2013), indicating an uptick in average deal size. The research also finds that London leads the way in early stage contribution, having generated more investment than its closest peers Berlin, Paris and Stockholm combined over the 12 months period. As part of the [Digital Single Market Strategy](http://ec.europa.eu/priorities/digital-single-market/), the Commission wants to create the right legislative, economic and business conditions for EU startups to thrive and grow across borders.

The results stem from a European Commission (EC) funded study which aims to provide a comprehensive understanding of Europe's startup ecosystem through a dynamic online mapping platform (<http://www.startuphubs.eu>). Along with consolidating business demographic information such as revenue growth and employee numbers, the platform contains insight on the founders and funders of startups across major European communities. This will be launched in Bucharest, Brussels, Helsinki, London, Madrid, Manchester, Munich, Paris and Stockholm on Thursday 24th September 2015. European Commission Vice President Andrus Ansip is attending the Brussels event.

Over time, the platform will provide measurable performance metrics on EU web startups throughout their lifecycle – tracking changes in investments, internationalisation, profit growth, jobs evolution and other measures to inform future policy and financing decisions. A further 10 cities will be part of the next phase of the project by the end of 2015, with additional cities added in 2016.

As part of the EC's ENTREPRENEURSHIP 2020 action plan to support web entrepreneurs in scaling-up their small businesses, the study is being coordinated by leading business and financial adviser Grant Thornton UK LLP, along with business data specialist Trampoline Systems, both of whom have been commissioned by the EC to lead the research into Europe's startup ecosystems.

"I think startups could be given an easier beginning and helped more to bridge the gap from lab to market, to scale up and expand beyond national borders”, EC Vice-President Andrus Ansip said. “This mapping tool being launched today will be another instrument that can help Europe's startups and help to build the foundation for our digital future."

Phillip Woolley, Partner at Grant Thornton UK LLP, commented: "Undoubtedly, the startup clusters peppered around Europe are proving fertile incubation grounds for the next generation of industry giants. What's currently unclear is which of these communities are leading the charge and the policies, infrastructure and local dynamics at play which make them successful. Ultimately, where we want to get to with this project is to identify best practices in these leading cities that other growth aspiring cities in Europe can learn from."

Charles Armstrong, CEO of Trampoline Systems, said: "Launching this ambitious and powerful resource is an important milestone for the Startup Europe initiative. Today we have taken the first step in providing a comprehensive data platform for Europe's thriving startup ecosystem. We hope that entrepreneurs, policy makers, investors and journalists will find the platform invaluable as its coverage increases over the coming months and years."

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**Notes to editors**

**About us**

This project is funded by the European Commission through an open tender and is being delivered by Grant Thornton UK LLP and Trampoline Systems. This project will create a dynamic map which draws on 'live' data sources to deliver a concise and comprehensive picture of the startup ecosystem in Europe. The website will use the dynamic map to create headline statistics from the 'live' data sources.

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Trampoline Systems is an internationally recognised data analysis specialist using innovative techniques to generate insight into startup clusters and patterns of business growth. The company’s founders Charles Armstrong and Craig McMillan graduated in social science and computer science respectively from St John’s College Cambridge. Our analytic projects have been featured by the BBC, Wired Magazine, the Financial Times, Der Spiegel, Dow Jones, Techcrunch, Boing Boing and the Daily Telegraph amongst others. We were honoured to be selected as one of IDC’s top 10 global innovators in business software in 2009, a Gartner Cool Vendor in 2010 and Cambridge University Computer Lab’s Company of the Year in 2012. Our customers include McKinsey, RBS and Cap Gemini. In 2009 Trampoline became the world’s first company to raise finance through equity crowdfunding.

Find out more at [www.trampolinesystems.com](http://www.trampolinesystems.com)

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