

betahaus |

STORYBOOK

BETAHAUS | BERLIN

RUDI-DUTSCHKE-STR 23

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

The world is constantly changing, and the way we work is changing too. Value is being created in cities around the world, at different times and in ever changing constellations. There are less permanent jobs on offer, yet there are more possibilities than ever to build something yourself: either as an entrepreneur, a startup, a freelancer, a maker, or a combination of these. There is a shift towards more flexible, entrepreneurial and collaborative work styles. 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.



REIMAGINING 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 collaborate and cooperate. To create something bigger than what they could create on their own. We provide spaces for our community to connect and flourish.



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, rather than actually working towards it.

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 2000 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 and they work from cities across Europe and worldwide.

WE FACILITATE CONNECTIONS THROUGH **COMMUNITY EVENTS** WHERE YOU CAN EASILY **MEET PEOPLE**.

Over the years, we've created signature events like betabreakfast; a weekly community breakfast buffet with a starter of introductions and a side of startup pitches. At betabeer, we bring people together from all backgrounds for an after-hours beer. We've staged 24-hour festivals like People in Beta and organize BETAPITCH, an annual startup competition. But we're far from a one-size-fits all approach. Whether you work from Barcelona, Tirana, or Milan you'll find events created by the community, for the community.

We organize more than 1,000 events and meetups per year where you can meet other members or connect with the larger community. You're always invited.

OUR STORY

It all started in a 250 sqm warehouse in Kreuzberg. It was 2009 and six students decided to create an unconventional workspace. One where people could collaborate. Where innovators and misfits could break from the traditional office environment and imagine the impossible. They unknowingly created the first coworking space in Berlin before it became one of Europe's leading startup cities.

Today, we have two six-story houses in Berlin, spaces in Hamburg, Sofia, Barcelona, Tirana, and Milan, plus a network of partner spaces worldwide

1

Coworking
spaces & team
rooms

2

Event spaces
& Meeting
rooms

3

Cafés

4

Studios,
workshops
& more

1

COWORKING SPACES & TEAM ROOMS

Our original concept was to create a collaborative workspace, and coworking is still at the heart of what we do. In all of our 'hauses you'll find office supplies such as printers, copy machines, lockers and phone booths, and every floor has its own kitchen.

WE VALUE FLEXIBILITY TOO, THAT'S WHY 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. FIND A MEMBERSHIP THAT SUITS YOU AT [BETAHAUS.COM](https://betahaus.com)

2

EVENT SPACES AND MEETING ROOMS

betahaus offers inspired 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

At some of our locations, you'll find a coworking café. These spaces make the perfect place to grab a cup of coffee for an informal meeting or take your lunch break. You can use the WiFi, meet new people, or plan an after-hours event. Each café has a distinct personality whether it's a small library, vintage armchairs, or pinball machines. But in all of them, you'll find a place for business meetings and for hours of working on your own. There's also fresh & delicious lunch daily if you don't have long to get away.

4

STUDIOS, WORKSHOPS & MORE

The only limits to our spaces are our members' creativity. Since we started out, we've hosted everything from a Hardware Lab where hardware enthusiasts could experiment with prototypes to a woodshop where aspiring carpenters could learn the tools to build their own creations.



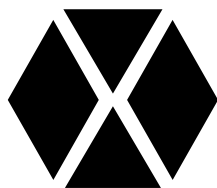
ALWAYS IN BETA

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.

SERVICES





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 global startups across 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 2019 , FINALIST STARTUPS FROM 12 COUNTRIES COMPETED IN THE **BETAPITCH** CHALLENGE. **BETAPITCH** ALUMNI'S INCLUDE INSULIN ANGEL, DRONAMICS, BRAGI, AND GOEURO.

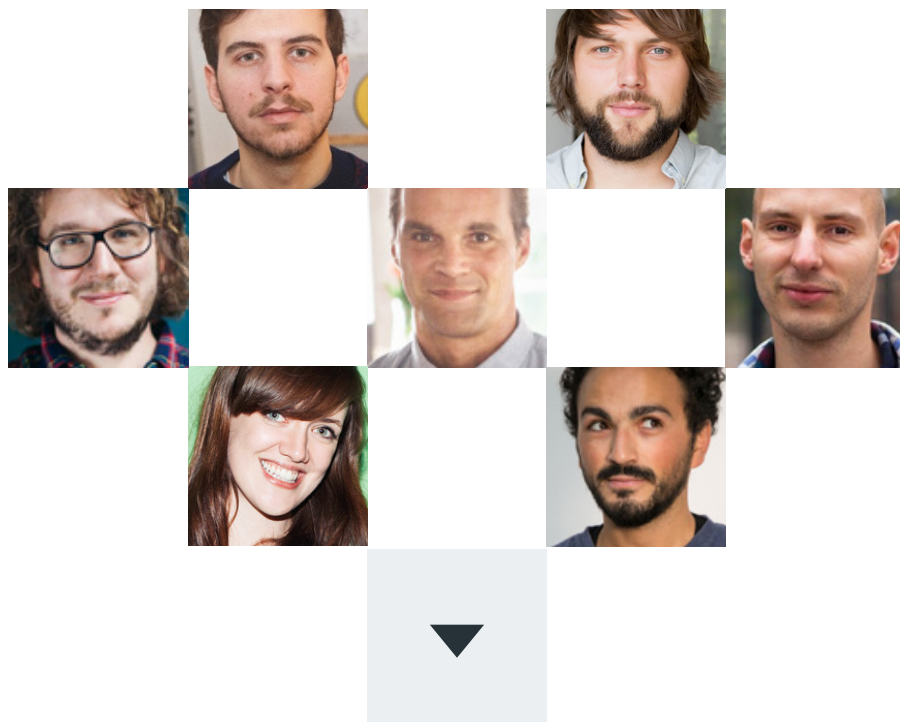
TALENT & DEALFLOW

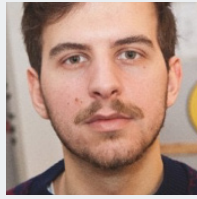
betahaus works as an incubation platform to innovate, develop and create. It helps corporate groups to enter the startup market and fosters synergies between entrepreneurs and corporate managers. By mixing 'the best of both worlds' it fosters entrepreneurship within large organizations and helps talented 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!)



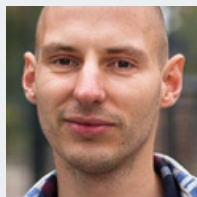


ROBERT RUDNICK

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.



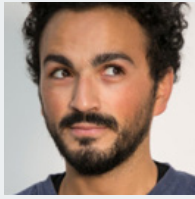
TIM KIRCHNER

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 & 570+ members
betahaus | Hamburg: 2500 sqm & 450+ 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

27K Facebook
17K twitter followers
6K instagram followers
7K weekly mailing list subscribers
13K website monthly 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

2018

2018

Opening of second betahaus | Berlin

Contracted to build betahaus | Tirana in cooperation with GIZ, the German
governmental development agency

Opening of betahaus | Tel Aviv

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](#)

Want to know more about...

[BETAPITCH | Global?](#)

[betahausX](#)