The state of the Madrid Region startup ecosystem

Startup Radar madri+d Report 2021

In partnership with:

dealroom.co
Startup Radar madri+d offers the most complete and detailed picture of Madrid Region tech ecosystem along with reports and public databases, powered by Dealroom.

3,200+ startups & scaleups
600+ funds & corporate investors
200+ accelerators & workspaces
2,000+ Funding rounds & exits

Access [Startup Radar madri+d](https://ecosystem.madrimasd.org)
About this report

This report is based on the Madrid Region startup ecosystem database, initiated by Fundación madri+d in 1995 and powered by Dealroom in 2020.

The database aims to be the most comprehensive source for showcasing emerging startups and categories.

This report covers:

1. Madrid Region startup & scaleup landscape
2. Jobs in Madrid tech companies
3. Venture capital, investment and trends
4. A growing tech support ecosystem
Section 1

Madrid Region startup & scaleup landscape
Madrid Region startup & scaleup landscape

Some highlights about the Madrid Region ecosystem

INTERNATIONAL BENCHMARK
• 5th position in Europe in nr. of startups & scaleups
• 4th position in Europe in nr. of VC investment rounds (2016-YTD)
• 2nd position in Europe in nr. of exits of more than €100M (2020)

ECOSYSTEM
• More than 2.5 Million SQM of available office space
• More than 200 incubators, accelerators and builders
• More than 80 Trade Fairs and international events for startups
• 3 of Europe’s top 10 Business Schools
• 16 Universities with more than 300,000 students

ADVANTAGES FOR STARTUPS
• One of the highest concentrations of multinational corporations
• Main startup bridge between Europe and Latin America
• 2nd European region for employment in the high-tech sector

Source: Startup Radar madri+d & Dealroom.co

Madrid ranks 6th among European cities with most promising prospects for start-ups, technology & innovation investment

1. LONDON
2. PARIS
3. DUBLIN
4. BERLIN
5. AMSTERDAM
6. MADRID
7. BARCELONA
8. MUNICH
9. STOCKHOLM
10. BUCHAREST
11. BELFAST
12. HELSINKI
13. ZURICH

Data ranked under five categories: Cost Effectiveness; Economic Potential; FDI Performance; Innovation & Attractiveness; Start-Up Environment

Source: Financial Times fDi x TNW Tech Cities of the Future 2021
Madrid Region startup & scaleup landscape

By nr. of startups, Madrid Region ranks #4 behind London, Paris and Berlin and #5 by nr. of scaleups

<table>
<thead>
<tr>
<th>Nr. of startups</th>
<th>Nr. of scaleups</th>
<th>Nr. of future unicorns</th>
</tr>
</thead>
<tbody>
<tr>
<td>London</td>
<td>12394</td>
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</tr>
<tr>
<td>Paris</td>
<td>5584</td>
<td>1957</td>
</tr>
<tr>
<td>Berlin</td>
<td>2957</td>
<td>839</td>
</tr>
<tr>
<td>Community of Madrid</td>
<td>2433</td>
<td>41</td>
</tr>
<tr>
<td>Barcelona Area</td>
<td>2298</td>
<td>11</td>
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<tr>
<td>Milan</td>
<td>2143</td>
<td>11</td>
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<tr>
<td>Amsterdam Metrop. Area</td>
<td>2194</td>
<td>11</td>
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<tr>
<td>Munich Metrop. Area</td>
<td>1705</td>
<td>16</td>
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<tr>
<td>Greater Helsinki Area</td>
<td>1457</td>
<td>10</td>
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<td>Dublin</td>
<td>1415</td>
<td>8</td>
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<tr>
<td>Greater Helsinki Area</td>
<td>173</td>
<td>8</td>
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<tr>
<td>Stockholm</td>
<td>164</td>
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</tr>
</tbody>
</table>

Find Madrid Region startups with more than 1 employee funded since 1995, scaleups & future unicorns

Source: Startup Radar madri+d & Dealroom.co
Database so far contains 2,408 Madrid tech companies since 1995 with more than one employee, of which 76% are startups founded in the last ten years.

<table>
<thead>
<tr>
<th>Nr. of tech companies founded by founding year</th>
<th>Total nr. of jobs by founding year</th>
<th>Total value of the companies by founding year</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016-now</td>
<td>961</td>
<td>2,3 B€</td>
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<tr>
<td>2011-2015</td>
<td>873</td>
<td>5,3 B€</td>
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<tr>
<td>2006-2010</td>
<td>334</td>
<td>1,6 B€</td>
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<tr>
<td>1995-2005</td>
<td>240</td>
<td>0,6 B€</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>9,5k</strong></td>
<td><strong>5,3 B€</strong></td>
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</table>

Source: Startup Radar madri+d & Dealroom.co
Madrid Region startup & scaleup landscape

Fintech, healthtech, saas, mobility, marketing, jobs recruitment, real state,... account for most of the growing nr. of companies and value

Source: Startup Radar madri+d & Dealroom.co
# Madrid Region startup & scaleup landscape

Many fast-growing rising stars including unicorns, are in the pipeline across nearly any industry vertical

<table>
<thead>
<tr>
<th>Startup Value</th>
<th>Platform &amp; Industry</th>
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<tbody>
<tr>
<td>€1B+</td>
<td>allfunds, cabify, idealista</td>
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<tr>
<td>€250M-1B</td>
<td>COPADO, jobandtalent, DEVO</td>
</tr>
<tr>
<td>€250-100M</td>
<td>bnext, myinvestor, GOAL SYSTEMS, CARTO, TIKO, SPOTAHOME, gigas</td>
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<tr>
<td>€50-100M</td>
<td>lana, mmg, omTRUCK, housell, citibox, SMART PROTECTION, CAROUSEL, ALGA ENERGY</td>
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<tr>
<td>€0-50M</td>
<td>Housers, ninety nine, Bdeo, anfix, ninety nine, simply skipping, Packlink, nextail, source[dl], neboola, beBee, Lingolda, seeditag, DANCEA, PERCENTIL, ART, Beridi, ADEX, ART, Seidron, LAST BASIS, PSN ORG, CANARD</td>
</tr>
</tbody>
</table>

**Industries:**
- fintech
- healthtech
- mobility
- real state
- enterprise sw, jobs recruit.
- ecommerce, retail & educat.
- energy, robotics & semiconductors

Source: Startup Radar madri+d & Dealroom.co
Section 2

Jobs in Madrid tech companies
Older grownups contribute more to job creation individually. And younger startups contribute by far most of the incremental jobs.
Jobs in Madrid tech companies

A high number of 2300+ startups and scaleups represent most of value and jobs. But top 60 employers represent almost 50% of jobs and 35% of value.

Top 10 employers:
- Share of total value: 2.13B € (24%)
- Share of total jobs: 6.2K jobs (19%)

Next 50 employers:
- Share of total value: 1.04B € (11%)
- Share of total jobs: 8.3K jobs (26%)

Other 2300+ employers:
- Share of total value: 6.44B € (66%)
- Share of total jobs: 17.4K jobs (54%)

Source: Startup Radar madri+d & Dealroom.co
Jobs in Madrid tech companies

With an average of 13 employees per company, saas, mobility and education have the largest team size but semiconductors, e-commerce, jobs recruitment,... are growing faster

Source: Dealroom.co
Section 3

Venture Capital, investment & trends
**Venture Capital, investment & trends**

**Transportation, enterprise software, jobs recruitment & fintech receive the most investment**

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<td>Jobs Recruitment</td>
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</table>

**Most funded startups by industry**

**TRANSPORTATION**
- cabify
- Goggo

**ENTERPRISE SOFTWARE**
- COPADO
- DEVO

**JOB RECRUITMENT**
- onTRUCK
- CARTO
- GOAL SYSTEMS

**FINTECH**
- LUNIKA
- STRATIO
- Pageant
- fintonic

Find the Madrid Region investment heatmap [here](#).

Source: Dealroom.co
Venture Capital, investment & trends

Nr. of funding rounds, exits and local VC funds are growing rapidly in Madrid

### Number of funding rounds (last 3 years)

- London: 3478
- Milan: 132
- Stockholm: 476
- Paris: 1255
- Berlin: 1002
- Munich Metrop. Area: 473
- Community of Madrid: 441
- Amsterdam: 437
- Barcelona Area: 290
- Dublin: 272
- Zurich: 0

### Amount of Exits (B€, last 3 years)

- London: 252
- Stockholm: 78.6
- Berlin: 38.2
- Paris: 23.8
- Munich Metrop. Area: 16.9
- Amsterdam: 16.3
- Community of Madrid: 13.2
- Milan: 10.9
- Barcelona Area: 10.3
- Dublin: 7.5

### New funds raised by local VCs (B€, last 3 years)

- London: 21.7
- Paris: 6.5
- Berlin: 3.6
- Amsterdam: 2.1
- Stockholm: 1.8
- Munich Metrop. Area: 1.5
- Zurich: 1.2
- Community of Madrid: 1.1
- Milan: 0.9
- Greater Helsinki Area: 0.9

Source: Startup Radar madri+d & Dealroom.co
VC Investment in Madrid Region is on track for another record in 2021

Nr. of operations and venture capital investment into Madrid Region (2018-2021 To Date, YTD)

Find all Madrid Region investment rounds [here](#)

Source: Startup Radar madri+d & Dealroom.co
Venture capital growth in Madrid Region startups is increasingly attracting international investors

**Yearly investment in Madrid Region startups by source of capital**
(2015-2021 to date)

- **Rest of World**: 7% (2015), 6% (2016), 13% (2017), 10% (2018), 33% (2019), 4% (2020), 11% (2021 YTD)
- **Asia**: 6% (2015), 24% (2016), 16% (2017), 6% (2018), 4% (2019), 4% (2020), 15% (2021 YTD)
- **USA & Canada**: 29% (2015), 25% (2016), 16% (2017), 36% (2018), 22% (2019), 33% (2020), 21% (2021 YTD)
- **Europe**: 12% (2015), 13% (2016), 13% (2017), 22% (2018), 4% (2019), 4% (2020), 30% (2021 YTD)
- **Local**: 47% (2015), 48% (2016), 9% (2017), 1% (2018), 1% (2019), 1% (2020), 3% (2021 YTD)

Source: Startup Radar madri+d & Dealroom.co
Overseas investors are particularly important at late stage, while domestic VCs underpin the growing early-stage landscape

% of investment in Madrid Region (2015-2021 to date) by source and round size

- Local Venture Capital
- Foreign Venture Capital

<table>
<thead>
<tr>
<th>Round Size</th>
<th>Local</th>
<th>Foreign</th>
</tr>
</thead>
<tbody>
<tr>
<td>€0-1M Pre-seed</td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>€1-4M Seed</td>
<td>52%</td>
<td>48%</td>
</tr>
<tr>
<td>€4-15M Series A</td>
<td>30%</td>
<td>70%</td>
</tr>
<tr>
<td>€15-40M Series B</td>
<td>27%</td>
<td>73%</td>
</tr>
<tr>
<td>€40-100M Series C</td>
<td>15%</td>
<td>85%</td>
</tr>
<tr>
<td>€100M+</td>
<td>6%</td>
<td>94%</td>
</tr>
</tbody>
</table>

Find all Madrid Region investors [here](#).

Source: Dealroom.co
Section 4

A growing tech support ecosystem
A growing tech support ecosystem

**Repsol, Telefonica, Acciona, Ferrovial,... Madrid is home to major corporations with 50+ corporate VC funds and accelerators**

<table>
<thead>
<tr>
<th>Nr. of new startups supported*</th>
<th>Selected corporate Accelerators</th>
<th>Selected private Accelerators, Builders &amp; Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt;10</td>
<td><a href="#">TETUAN VALLEY</a></td>
<td><a href="#">SeedRocket</a></td>
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<tr>
<td>5 - 10</td>
<td><a href="#">Espanol emprende</a></td>
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<td></td>
<td><a href="#">Open Innovation Wayra</a></td>
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<td></td>
<td><a href="#">Beyond Bankinter</a></td>
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<td></td>
<td><a href="#">THE HOP</a></td>
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<td></td>
<td><a href="#">Correos labs</a></td>
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<td></td>
<td><a href="#">MASventures</a></td>
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<tr>
<td>&lt;5</td>
<td><a href="#">Theventuricity</a></td>
<td></td>
</tr>
</tbody>
</table>

*Only startups founded 2016-YTD, with HQ in Madrid Region

Find all Madrid Region-based corporate and private accelerators by clicking “Corporate” and “Private accelerators” [here](#)

Source: Startup Radar madri+d
A growing tech support ecosystem

Universities & research organisations with 50 public incubators & accelerators...

<table>
<thead>
<tr>
<th>Nr. of new startups supported*</th>
<th>Universities, R&amp;D &amp; Health Institutions</th>
<th>Public Incubators, Accelerators &amp; Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt;30</td>
<td>actúaUPM</td>
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<tr>
<td>10-30</td>
<td>CSIC</td>
<td></td>
</tr>
<tr>
<td>&lt;10</td>
<td>itemas, UAM, Universidad Rey Juan Carlos, INIA, Universidad de Alcalá, Universidad Europea</td>
<td>ESOCIAL HUB, E-LOCAL HUB, Impulsa visión, rtve</td>
</tr>
</tbody>
</table>

*Only startups founded 2016-2021 to date, with HQ in Madrid Region

Find all Madrid Region-based universities and public accelerators by clicking “Academia & Research” and “Public accelerators” [here](#).

Source: Startup Radar madri+d
A growing tech support ecosystem

... which are origin of more than 300 spin-offs standing out in sectors like health, energy, engineering, AI, deep Learning, big data,...

% of Madrid deep tech startups in target industries & technologies

Source: Carlos Langeber, Startup Radar madri+d & Dealroom.co
A growing tech support ecosystem

65% of deep tech startups are spin offs of R&D Institutions, most of them related to industry, innovation & health and addressing Sustainable Development Goals

Main SDGs (%) addressed by Madrid spin-offs

Source: Carlos Langeber, Startup Radar madri+d & Dealroom.co
Methodology & definitions

**Startups, scaleups, grownups and tech**

A startup is a company designed to grow fast.

Only startups founded after 1995 with more than one employee are included in this report.

When startups are successful, they develop into scaleups (50-200 employees).

In this report, the term “tech ecosystem” refers to startups, Scaleups & grownups from different vintages/cohorts since 1995.

**Grownups, future unicorns & unicorns**

A grownup is defined as a successful scaleup with more than 500 people.

A future unicorn is a tech driven company (valued over €200 million but less than €800 million), excluding acquired and/or public companies.

A unicorn is defined as a tech enabled and rapidly scaling company that has reached a $1 billion valuation, on the basis of a funding round (unrealised), acquisition or IPO (realised).

**Employment data. Sources & criteria**

Most underlying employment data from the report is sourced from the Startup Radar ecosystem platform powered by Dealroom and from madri+d databases. Dealroom data has been revised removing less technological companies, with data from specialized business databases and from madri+d data obtained from registrations and surveys.

Companies founded before 1995 and those with an employee have been removed. Thus, the initial data of 54,000 total jobs has been revised to a total of 32,000 jobs in tech startups and scaleups.

**Venture capital Investment & valuation**

It refers to seed, series A, B, C,... late stage, and growth equity rounds. It excludes debt or other non-equity funding, lending capital, grants and ICOs.

Investment rounds are sourced from public disclosures. Exits include buyouts, M&A, secondary rounds, and IPOs.

The combined valuation of the tech ecosystem is based on their market cap or latest transaction value. Market share price taken on July 15th, 2021.

**Data sources**

Fundación madri+d data source for Startup Radar is based on the review of the entrepreneurial Madrid tech ecosystem since 2000, basis for madri+d annual startup reports since 2004.

Dealroom’s proprietary database and software aggregate data from multiple sources: harvesting public information, user-generated data verified by Dealroom, data engineering. All data is verified and curated manually.

Most underlying data from the report is available online via https://ecosystem.madrimasd.org.
The most complete and detailed picture of Madrid Region’s tech ecosystem:

https://ecosystem.madrimasd.org

Knowledge partners

Startup Radar database is kept up-to-date with the support of a growing number of Knowledge Partners:

**SPIN OFF DATA**
- Madrid Region Universities
- R&D Institutions
- Sience Parks & hospitals (ITEMAS Network)

**INDUSTRIES & TECHNOLOGIES**
Knowledge Partners to date are:
- AI & Cybersecurity: EIT Digital
- Construction & Circular Ec: Sacyr iChallenges
- Deep Tech: Cyclomed Technologies
- Education: Seklab
- Fashion: Atelier
- Food & Agritech: Bloomium
- Health: EIT Health
- Impact Startups: ISDI Accelerator
- IoT & AI Home Living: Prosegur Comein
- Scaleups: Empresa y Sociedad
- Las Rozas Innova