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German Startups Group to enable private investors participation in Berlin's 'Silicon-Allee' startup scene

- German startup boom
- Even industry insiders from Silicon Valley believe Berlin will become Europe's startup Mecca
- German Startups Group stock as the new asset class

Berlin, August 28th, 2012: Berlin is the creative center of the digital economy - at least within Europe. Even high-profile figures from California's Silicon Valley and London's financial scene expect to see success stories similar to Facebook coming out of Berlin. The founders of German Startups Group are similarly convinced.

“Berlin is definitely the ‘hottest place to be’ right now what the startup scene is concerned; and this despite the limited availability of venture capital for businesses during the seed stage. As a result, shares in Berlin-based startups are significantly more affordable than, for example, in Silicon Valley”, says Christoph Gerlinger, CEO of German Startups Group.

A further advantage is Berlin's large pool of highly-skilled, international creative talent and the city's comparatively moderate salary range. This is the promising mixture in which investors will be able to participate with shares in German Startups Group. Christoph Gerlinger explains: “We give private investors who buy our shares the opportunity of owning a piece of the pie in Germany's attractive startup scene. This gives them the opportunity to participate in capital gains in Germany normally reserved only for entrepreneurs themselves or VC professionals. And they can do so without having to invest any of their own effort into research or the evaluation of candidates for investment, negotiations, drafting contracts, due diligence, continuous monitoring of startups and so on.”



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By investing as little as a four digit amount, those outside the startup scene, such as salaried employees, doctors, craftsmen or professors, can own shares in German Startups Group and acquire a risk diversified portfolio comprised of various startups. As with all shares, they can be resold at any time, provided that buyers are available. German Startups Group has therefore taken up the cause of establishing German Startups, which in the past were nearly unavailable to normal investors as an asset class.

By 2013 the two German Startups Group founders will have compiled an initial portfolio, as well as further expanded their own team and network and formed co-operations with other locally active financial investors and internet platforms within the 'Silicon Allee' ecosystem. This package will then be available to investors.

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German Startups Group - We love startups!

German Startups Group Berlin AG is a seed venture capital investor in Berlin. The German Startups Group provides young enterprises the opportunity of receiving quick first financing. The group consists of seasoned entrepreneurs and fills the gap between business angel and traditional VC investments. In accordance with the statement "smart, fast, and friendly money", the group's focus is on Berlin's digital economy. However, other locations, added value creation or business models are not excluded. In the initial phase the German Startups Group backs startups with a €50,000 to €250,000 investment in minority shareholding, where it also welcomes the co-operation of other investors. Fundamental investment criteria include disruptive innovations for products or business models, high scalability and entrepreneurial talent. In addition to capital, the German Startups Group offers entrepreneurs the opportunity of receiving practical advice and active support covering any questions during all stages of the startup phase.

Internet: www.german-startups.com