



WROCLAW. START UP YOUR LIFE



Invest in
Wrocław

Support for startups
Wrocław Agglomeration Development Agency

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WHY WROCLAW?

Wroclaw

Wroclaw is one of the oldest and most attractive Polish cities. With its fascinating architecture, rich history, strong academic background and vibrant city life, Wroclaw is the economic, cultural and intellectual capital of Lower Silesia. Location in the heart of Europe on the crossroads of international routes,

modern airport and constantly developing rail infrastructure make the city perfectly connected with the whole world.

Wroclaw is the fourth biggest city in Poland. The agglomeration comprises 1,200,000 people, whereas the

city itself boasts 637,000 inhabitants. Almost 125,000 students living in the city make Wroclaw a young, vital place open to new residents, cultures, ideas and technologies. As a fantastic city to live, study and work, Wroclaw attracts young talents from virtually all over the country.



4th biggest
city in Poland



637,000
inhabitants



125,000
students

ARAW

Wroclaw Agglomeration Development Agency (ARAW) provides top quality support for all foreign and Polish business. Its mission is to promote the agglomeration, support its economic growth, attract foreign investments and foster the city's startup ecosystem.

ARAW provides active support for all companies located in the agglomeration, networks Polish and foreign business and deploys Wroclaw's support platform for the startup ecosystem and tech companies. Moreover, ARAW focuses on technologically advanced projects – R&D centers, KPO, Industry 4.0, smart manufacturing.

Wroclaw Agglomeration Development Agency is a public non-profit partnership established in 2006 by the city of Wroclaw and surrounding communes. Within 12 years, ARAW has supported the successful landing of over 200 investment projects in the Wroclaw area which resulted in creation of more than 90,000 jobs.

One-stop-shop for startups

1.



Networking

contacting startups with large companies, potential investors, media and business support institutions

2.



Events

organization and support of events addressed to the startup community

3.



Information service

www.wroclaw.pl/startupy – unique database of Wroclaw startups

4.



Support and promotion

PR and branding support, news service dedicated to Wroclaw startup scene

Startup Wroclaw online

The information service **www.wroclaw.pl/startupy** is a support platform for the startup ecosystem and tech companies.

- unique database of Wroclaw startups
- list of startup support institutions and funding sources based in the city
- tech events calendar
- news service about tech companies and startup ecosystem in Wroclaw

2nd STARTUP HUB IN POLAND

Office of Fabryka Sensu, photo: Janusz Krzeszowski



Droids On Roids – software house's office
photo: Janusz Krzeszowski

Source: Pixers Business

2nd startup hub in Poland

Wroclaw is one of the most important centers in Poland for creating innovations and modern technological solutions. It is influenced by such advantages as its academic character, industrial and IT traditions and the presence of domestic and foreign companies.

Startup scene in the city is constantly growing and the number of companies is estimated at 200+. The majority of startups create solutions in the areas

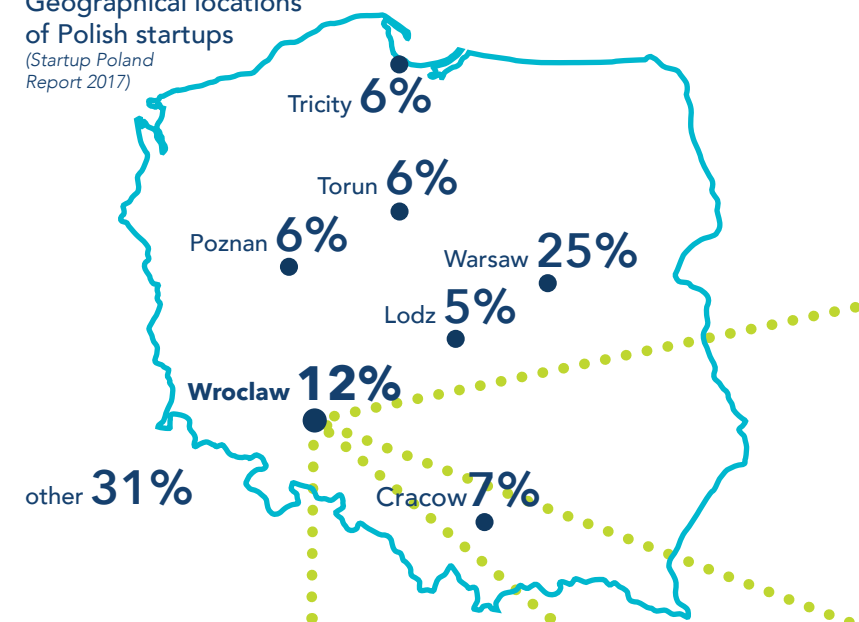
of: e-commerce (e.g. **Divante**, **Shoptrotter**), digital health (e.g. **Infermedica**, **SenxDx**), software (e.g. **Tooploox**, **Droids on Roids**), analytics (e.g. **Piwik Pro**), work and HR (e.g. **Kadromierz**, **ChallengeRocket**), edutech (e.g. **Lerni**, **Flash Robotics**).

In Wroclaw there are also young technological companies that achieved success in the field of Internet of Things (e.g. **Blebox**, **OORT**), nanotechnology

(e.g. **Nanoceramics**), gaming (e.g. **Ten Square Games**), fintech (e.g. **Friendly-Score**), VR (e.g. **Evryplace**, **VR Global**), events (e.g. **Meeting Application**), transport (e.g. **Trans.eu**) or engineering (e.g. **Scanway**, **SatRevolution**).

The city itself becomes a place of development for startups from other countries, among others: USA (**Droplr**), Germany (**3YOURMIND**) or Australia (**Tigerspike**).

Geographical locations of Polish startups
(Startup Poland Report 2017)



XTPL – THE BEST POLISH STARTUP

(Presidential Economic Award 2017)

200+ STARTUPS

(ARAW's own research)

MIT AWARD

5 Polish Innovators Under 35 announced by "MIT Technology Review" work in startups operating in Wroclaw. These are: **Olga Malinkiewicz** (Saul Technologies), **Patrycja Wizińska-Socha** (Nestmedic), **Krystian Piećko** (Pilab), **Jan Kędzierski** (Flash Robotics) and **Jerzy Łątka** (Archi-tektura.eu).



TECHNOLOGY FAST 50

3 startups from Wroclaw were mentioned in the report "Deloitte Technology Fast 50 Central Europe" describing fastest growing technology companies in Central and Eastern Europe. **Tooploox** took 4th place in the region (the best among Polish companies), **Droids On Roids** 17th and **Monterail** 38th. All three entities are involved in the development of IT products.

digital health 11%

e-commerce 13%

software house 10%

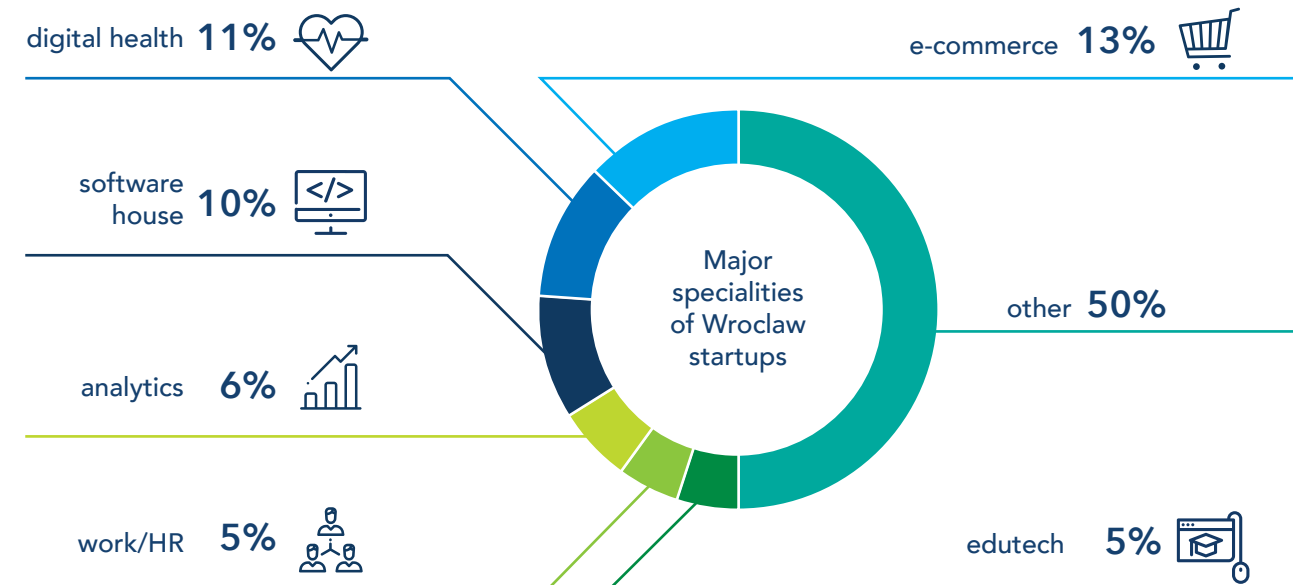
analytics 6%

work/HR 5%

other 50%

edutech 5%

(Araw's own research)



SUCCESS STORIES

The greatest asset of XTPL is an interdisciplinary team – operating mostly in the company's headquarters in Wrocław – which, apart from the excellent business division, is composed of representatives of many fields – including chemistry, physics, mechatronics, electronics or material engineering. I think that it would be difficult for us to acquire such specialists even in the Silicon Valley itself. There would certainly be a lot of serious companies that would be really interested in such professionals – for now companies far more powerful than ours.

Filip Granek
President of the Board of XTPL S.A.

In Wrocław, I found people who do not only helped me on the way from an idea to creating our product – Pregnabit teleCTG – but also supported us in domestic and international expansion. They are specialists in the field of medicine, biotechnology and electronics as well as representatives of the investment funds.

MD PhD Anna Skotny
Co-founder and COO of Nestmedic

*Droids On Roids – the company's office
photo: Janusz Krzeszowski*

pixers^{business}®



Pixers Business is a place where dreams come true. For its employees interior personalization is a form of contemporary storytelling. The only limit is imagination.

Pixers Business specializes in interior design. Its employees transform all kinds of spaces, e.g. rooms, apartments, offices, hotels, restaurants or shops. The company offers an infinite number of graphics, only eco-friendly materials,

communication in 15 languages and global reach of projects.

The startup has personalized interiors of global brands such as: Google, OLX Group or Spotify, as well as of some local players like ONET Group, OtoMoto and Droids on Roids.

Pixers Business never stops. In 2017 Pixers opened the first racetrack in Poland, where everyone, regardless of skills or experience, can taste the real joy of speed and learn how to drive safely.

In 2018 the company plans to invest USD 2 million in the creation of a new secure photobank called Aistock.

Pixers, we live to change!



Pixers Business team

BRAND24



Whether you are a one-person business, startup or Fortune 500 company, Brand24 will help you discover your digital footprint worldwide.

The tool gives instant access to online mentions about your brand across the web, from social networks to influential publishers, which makes it the most effective method of monitoring your brand or product on the Internet. It is a chance to reach out to current and future customers. In fact 80% of them do research or ask online before making a buying decision. As a social listening and analytics tool Brand24 helps to understand brand's audience and measures the buzz around product or keyword.

Over 100,000 companies use Brand24 to monitor the web. Among them IKEA, Uber, H&M or The White House.

Brand 24 was newly listed on the New-Connect market (financing the growth of young companies with a large growth potential, organized and operated by the Warsaw Stock Exchange) on 30 January 2018.



Michał Sadowski, CEO of Brand24

Success Stories

Customer service company and the creator of LiveChat – an application for customer service, online sales, and lead generation. It allows companies to stay in touch with their customers anytime and anywhere. The software also enables business owners to better understand their customers’ needs and create more valuable experiences. The company’s second product is BotEngine, a chatbot factory which helps any business benefit from AI.

More than 23,000 businesses from 150 countries already use LiveChat on their websites and in their mobile apps. The customer portfolio includes brands such as ASUS, Liquid Web, Stripe, Hulu, and Huawei, and is completed by Fortune 500 companies, including Best Buy, Home Depot, Macy’s, PayPal and Xerox. The LiveChat solution is also used by universities or public institutions, such as the US Department of State.

To date, LiveChat employs 80 people. In addition to marketers, content writers, developers or market researchers, there are also Support Heroes who help the LiveChat customers 24/7.



Support Heroes, LiveChat



Company operating in the nanotechnology market segment. XTPL’s interdisciplinary team (with 10 PhD’s) is developing a globally innovative technology, protected by an international patent application, that enables ultra-precise printing of electrodes up to several hundred times thinner than a human hair.

The solution developed by the company will facilitate the production of a new generation of Transparent Conductive Films (TCF), that are widely used in manufacturing, primarily in the production of displays, monitors, and touch screens, as well as the production of photovoltaic cells, biosensors or anti-counterfeiting solutions. The technology also opens up revolutionary applications in the open-defect repair industry (the repair of broken metallic connections in thin film electronic circuits).



XTPL’s solution has all the features of a so-called “disruptive technology”. On 14 September 2017 XTPL made its debut on New Connect, but the company already plans to become listed on the main market of the Warsaw Stock Exchange and to obtain the so-called ‘Single European Passport’.



Prints, mills, cuts, engraves. ZMorph goes where ordinary 3D printers just can’t go, and still fits on your desk. The startup is a leading manufacturer of multitool 3D printers that combine 3D printing, CNC milling, laser engraving and thick paste extrusion within one desktop machine.

ZMorph’s solutions allow many artists, architects, designers and sculptors to greatly accelerate the development of their ideas. They use ZMorph’s multi-tool machines to make all sorts of interesting objects, from jewelry molds, neon signs and wine corks, to prosthetics.

Last year ZMorph presented its solutions at CES 2017 in Las Vegas – the biggest tech show in the world – and was noticed by TechCrunch.

ZMorph Authorised Resellers worldwide group includes more than 50 companies on six continents.



Przemysław Jaworski, CEO of Zmorph

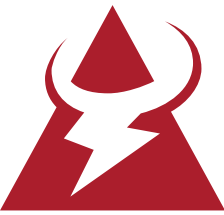


Anna Skotny and Patrycja Wizińska-Socha, Founders of Nestmedic

Innovative technology company operating in the telemedicine and digital health sector, a dynamically developing medical market segment across the world.

Their solution, Pregnabit CTG system, combines well-known technology professionals trust with mobility that parents expect. Pregnabit is a telemedical device, designed to support the work of doctors and midwives. It enables CTG monitoring of pregnant women at anytime and anywhere. „Our mission is to support health care professionals, to bring every pregnancy to happy end” – underlines MD PhD Patrycja Wizińska-Socha, co-founder of Nestmedic and CEO.

Success Stories



T-Bull is one of the largest companies producing mobile games in Poland. Founded by Damian Fijałkowski, Grzegorz Zwoliński and Radosław Łapczyński in 2010, the studio based in Wrocław has grown from a five-per-

son team working out of a home office to 60 individuals headquartered in the most famous skyscraper in the country.

T-Bull adjusts its strategy to market conditions and consistently implements it by focusing on the production of mobile games with high production values. In 2017, the company broke another milestone – their games were downloaded more than 250 million times. The most popular T-Bull’s game – Moto Rider GO has already been downloaded by almost 40 million players worldwide.



Radosław Łapczyński, Grzegorz Zwoliński, Damian Fijałkowski, Founders of T-Bull



One of the first companies in the world working on the commercialization of perovskites in the new generation of photovoltaic cells. The company has pioneered the application of ink-jet printing for the fabrication of flexible, light-weight, semi-transparent and efficient perovskite solar modules.

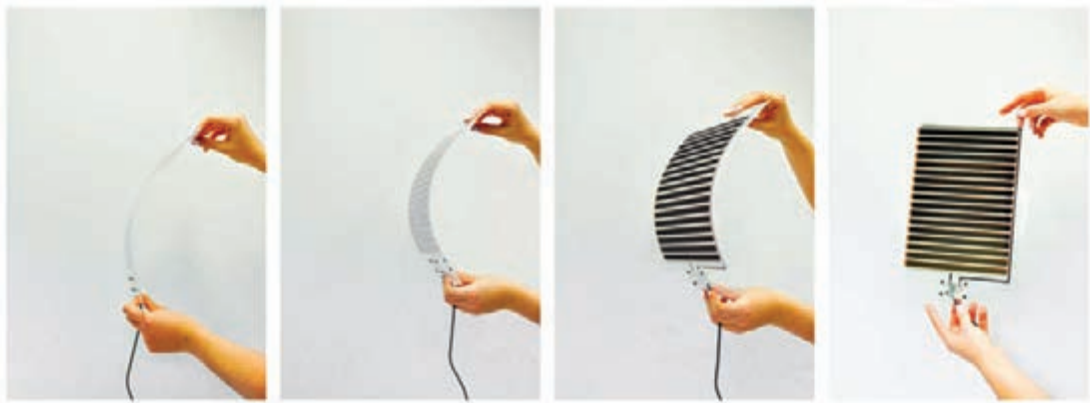
Currently, Saule Technologies is a team of 20 scientists from 10 countries

working in one of the most advanced optoelectronics laboratories in Europe to develop cost-competitive and versatile solar energy harvesting technology.

In 2017, a project of Saule has been announced as the winner of the 1st prize in one of the most prestigious architecture competitions, organized by BeeBreeder.



In 2018 Skanska Group, leading green developer and builder, announced usage of perovskite solar cells for zero-energy buildings – Saule Technologies will be the technology provider.



Explain Everything

An interactive whiteboard platform where you can collaborate, share and learn without boundaries. Every project starts with an infinite canvas where you can add new and existing media

(including video, images, PDFs and web browsers), annotations and text to create truly unique visual stories.

Thanks to the real-time, cross-platform collaboration, teams can communicate and develop ideas in a new visual way. Projects can be shared back and forth for continuous development. Using the recording capabilities of the app, you can capture authentic mo-

ments of ideation and understanding. Then share what is most compelling for your audience.



Explain Everything has over 6 million users around the world, most of them from United States, United Kingdom, Australia and Norway. Explain Everything first found success in Education, but recently has caught on in the business world where it is used as an innovative solution that helps people to be better understood.



Bartosz Gonczarek, Reshan Richards, Piotr Śliwiński, Founders of Explain Everything



As the name of the DataWalk platform suggests, the technology lets you walk through your data to help you find answers and discover non-obvious relationships.

The DataWalk platform is used by law enforcement and intelligence agencies and others to accelerate and increase



Krystian Piecko, CTO

efficiency of identifying suspects. DataWalk is also used in the public, financial and insurance sectors to detect fraud and money laundering activities.

The DataWalk analytical engine is optimized for speed and scales to very large volumes of data. DataWalk attempts to eliminate the limitations and restrictions of data silos, quickly importing multiple sources into a unified view of all content and activity and allows answering complex questions that were previously impossible to ask.

DataWalk is brand of PiLab SA, which is headquartered in Poland, and is the sister organization of DataWalk Inc. headquartered in California, USA.



Krystian Piecko, Paweł Wieceżyński, Sergiusz Boryslawski, the Board

Pixers
Business

ADA ChatFlow BZB UAS

Cookie with love Drivebox

All In Mobile Przechowaj.to

Amplicon BIOAVLEE przelejna.pl

AndonCloud Benet przesyłarka.pl

Accesto Internet Software House

DB Energy Blebox

Cudaczne naklejki

Quantor TestujemyAplikacje.pl Octivi ByteLake

AFinScript SMARTMOBILE Directhotels Myskills Divante

Scanway VirtualEXPO MeetSpot.pl 360 DEGREES

SportsManago.pl Datarino Doggi Game Zeccer Inplaner

A MAN OF FEW WORDS Time4Progress LassersLab

Monterail

Genomtech

dollarro.com

Energia Nowa

EVENTIME

ExoLimbs

Vrosoft

Evryplace

Zmorph

Lerni

StartUPOnline

Identt

SecurityInside TimeCamp

GodniWspomnienia.pl

Hussars Software

ForexRev.pl

Glo - Soft

Humanity

iGenerate.pl

Myancas

iwarePRINT

Tooploox

VR Global

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MatMat

lunch24

MyGreenSpace

BoxOfAds

Leantrix

OORT

MotoSave

TAKY

Orchid

XTPL

Droids on Roids

Funmedia

Pilot

TK Games

Better Software Group

Identt

SecurityInside TimeCamp

GodniWspomnienia.pl

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GREAT SUPPORT FOR STARTUPS

Great support for startups

Complex and varied infrastructure available in the city facilitates creation of innovative products and services and enables conducting research projects. The city has the biggest number of R&D centers in Poland, many coworking spaces and business incubators offering great support to start a project fast and without high costs or too much paperwork. Moreover, in Wrocław there is one of the most advanced technology parks in the country.

Wrocław is a fantastic place to find high-qualified specialists from various fields and to share knowledge and skills. It is one of the biggest academic hub in Poland with a great number of universities.

The presence of investment funds is also noticeable in Wrocław. But not only private money is available – there are also public institutions offering grants and loans.

Innovation-driven city

Wrocław research centers offer state-of-the-art laboratories and equipment as well as international specialists to operate the labs and support. Wrocław academic hub forms a platform for government, local academia and the city's business society to come together to encourage knowledge transfer and growth in R&D activities.

- business-friendly attitude with great support of business environment institution, business incubators and coworking spaces

- the most innovative city in Poland with the largest number of R&D centers thanks to the cooperation between municipality, business sector and academia

- Wrocław Research Center EIT+ with the most comprehensive research infrastructure in the CEE region (PLN 608 million invested in the laboratory infrastructure)

- over 5,600 employees in R&D centers – the highest number in Poland (PAIZ report 2016)

- 26 universities with various forms of education

- Wrocław University of Science and Technology – one of the best technical universities in Poland, with more than 1,000 laboratories (<http://pwr.edu.pl/>)

Main research areas



Information
Technology



Engineering



Chemistry
& Pharmaceuticals



Biotech
& Nanotech

Research Institutions

Wrocław Research Centre EIT+	http://www.eitplus.pl/
University of Wrocław	https://uni.wroc.pl/
Wrocław University of Science and Technology	http://www.pwr.edu.pl/
Wrocław University of Environmental and Life Sciences	https://www.upwr.edu.pl/
Wrocław Medical University	https://www.umed.wroc.pl/
Wrocław University of Economics	http://www.ue.wroc.pl/
W. Trzebiatowski Institute of Low Temperature and Structural Research PAN	http://www.intibs.pl/
Wrocław Technology Park	http://www.technologypark.pl/
Research and Development Centre, Provincial Specialized Hospital in Wrocław	http://www.wssobr-wroc.pl/
L. Hirsfeld Institute of Immunology and Experimental Therapy PAN	https://www.iitd.pan.wroc.pl/
Lower Silesian Innovation and Science Park	http://www.dpin.pl/
Data Techno Park	http://www.datatechnopark.pl/
Wrocław Centre of Technology Transfer	http://www.wctt.pl/
Research and Development Centre Novasome LLC	http://www.novasome.pl/
Institute of Energy Systems Automation in Wrocław	http://www.iase.wroc.pl/
KGHM CUPRUM Research and Development Centre in Wrocław	http://www.cuprum.wroc.pl/
HAK LLC Research and Development Centre	https://cbrhak.pl/

Great support for startups

Incubators in Wroclaw

1.	Academic Incubator of Entrepreneurship at Wroclaw University of Science and Technology	http://www.inkubator.pwr.wroc.pl/
2.	Academic Incubator of Entrepreneurship at Bank Zachodni WBK	https://aipwroclaw.inkubatory.pl/
3.	Academic Incubator of Entrepreneurship at Wroclaw University of Economics	https://aipwroclaw.inkubatory.pl/
4.	Academic Incubator of Entrepreneurship at Wroclaw School of Banking	https://aipwroclaw.inkubatory.pl/
5.	Academic Incubator of Entrepreneurship at Wroclaw University of Environmental and Life Sciences	https://www.upwr.edu.pl/
6.	Business Incubator at Lower Silesian Agency of Economic Cooperation	http://dawg.pl/
7.	MANUS Incubator and Preincubator of the Entrepreneurship	http://www.manus.pl/
8.	Incubator of Entrepreneurship and Technology at Wroclaw Technology Park	http://www.technologypark.pl/
9.	Lower Silesian Academic Incubator of Entrepreneurship	http://www.technologypark.pl/
10.	Incubator of Technology at Lower Silesian Park of Innovation and Science	http://www.dpin.pl/
11.	Nokia Garage	http://www.nokiagarage.pl/
12.	University Business Incubator at Wroclaw University of Economics	http://www.ue.wroc.pl/

Coworking spaces in Wroclaw

1.	Business Link	http://blpoland.com/
2.	Biurolandia	http://www.biurolandia.pl/biuro-coworkingowe/
3.	Center for Entrepreneurship Support	https://cwp.wroclaw.pl/inkubator-przedsiębiorczosci/
4.	Center of Business and Entrepreneurship "Dabie"	http://zajezdniadabie.pl/
5.	CO12	http://www.co12.pl/
6.	Colaborawork	http://www.colaborawork.pl/
7.	CO-WRO	http://italdesk.pl/
8.	Full Service Office	http://www.fullserviceoffice.pl/
9.	Hello Office	https://biurohello.pl/
10.	IdeaPlace	http://ideaplace.pl/
11.	Nokia Garage	https://nokiagarage.pl/
12.	Rebel Campus	http://rebelcampus.com/
13.	Sens Factory	https://fabrykasensu.pl/
14.	Verdena	http://www.verdena-wirtualnebiuro.pl/
15.	Workband	http://www.workband.pl/

Financial support

PLN 268 million



Wroclaw-based funds have received in BRIDGE Alfa program to support young technological companies

Wroclaw is a good place not only to establish a startup but also to find financing for further development and expansion. It is possible mainly thanks to venture capital funds that operate in the city (supported by the public and private money), startups accelerators and business support institutions (they provide loans, guarantees or grant subsidies from EU funds).

In the city there are 9 funds registered which take part in **BRIDGE Alfa** program launched by the **Polish National Centre for Research and Develop-**

ment. Within this program private investors can obtain funding that will later be invested in small enterprises, especially in research and development projects. Wroclaw-based funds have received PLN 268 million to support young technological companies in the next few years.

In 2017 Wroclaw-based businessman Krzysztof Domarecki, the founder and creator of the global success of Sele-na Group, has announced launching a new Entrepreneurial Venture Capital Fidiasz – an investment fund with a

budget of PLN 200 million. The main objective of the fund is to transform Polish and European startups into modern, international companies.

Apart from Mr. Domarecki, there are also other entrepreneurs engaged in financing startups: Tomasz Misiak (the founder and president of the Supervisory Board of Work Service), Mariusz Ciepły (the founder and CEO of LiveChat) or Konrad Pankiewicz (the managing partner in Leonarto, former co-founder and CEO of SMT Group), just to name a few.

Selected Venture Capital Funds

(operating in Wroclaw or founded/supported by Wroclaw's entrepreneurs)

Arkley Seed Fund	http://www.arkley.vc/
bValue	http://bvalue.vc/pl/
Fidiasz	https://fidiasz.com/
Leonarto	http://www.leonarto.vc/
Prime Fund	https://primefund.pl/
Prometeia Capital	http://www.prometeia.pl/
Spark VC	http://sparkvc.pl/
Startit Fund	http://startitfund.pl/
Venture INC	http://ventureinc.pl/

Selected BRIDGE Alfa funds registered in Wroclaw

Green Alpha
GT Technologies
Kvarko
Leonarto Alfa
Nex Invest
Polish Research Innovation Ventures
Prometeia Innovation Fund
Science Fund
EPIC Alfa

Selected Startup Accelerators

MIT Enterprise Forum Poland Startup Accelerator	https://www.mitefpoland.org/
Wroclaw Research Centre EIT+ Accelerator	http://www.eitplus.pl/
RST LIFT-OFF Startup Accelerator	http://www.loa.io/

Other forms of financial support

Lower Silesian Economic Fund	https://www.dfg.pl/
Lower Silesian Development Fund	https://www.dfr.org.pl/
European Funds Information Point	http://www.rpo.dolnyslask.pl/
Lower Silesian Intermediate Body	http://dip.dolnyslask.pl/
Polish Entrepreneurs Foundation	https://www.pfp.com.pl/

European Union funds
<https://www.funduszeuropejskie.gov.pl/>



Government grants, EU funds
<http://www.ncbr.gov.pl/>



Support for SME, grants
<https://www.parp.gov.pl/>



Innovation support
<https://www.arp.pl/>



Strong ecosystem



Stable growth – the last months of Wrocław's startup scene could be described in this short term. In the latest report published by Startup Poland Foundation, 12% of all startups that took part in the survey came from the capital of Lower Silesia. The report premiered during Economic Forum in Krynica, the largest international meeting of economic and

political elites in the CEE region and the data was also included in the international European Startup Monitor. Wrocław-based LiveChat regularly organises open days and hackathones, Nokia Wrocław is launching Nokia Garage, IdeaPlace (coworking space in Wrocław) always has an attractive workshops in their calendar. Zajeźdźnia Dabie has just opened an Entrepreneurship and Business Center, whereas the new investments will certainly attract young businesses at the technological Pin Park and recently opened Skanska office space co-created with Business Link. Krzysztof Domarecki (a founder and creator of Wrocław-based and now a global brand Selenia) has launched Fidiasz, an investment fund with a budget of PLN 200 million. Michał Sadowski

(founder of recently debuted on the NewConnect market Brand24) says, that today the biggest challenge facing the internet companies in Poland is the knowledge and information flow between technological industries. In my opinion, exchanging ideas and sharing effective solutions with our neighbours from Berlin or Prague should be important too. It is worth remembering that "pay it forward" is the essential value in the startup world. If you are looking for business partners and co-workers in Wrocław or just want to discover the local startup and tech industry, it would be worth attending events that take place regularly, such as Startup Wrocław, Startup Poland Camp, #rushWRO PIWOt, Startup Founders and PLUGinWRO.

Tomasz Kudła

Startup Poland Ambassador Wrocław



As Wrocław Agglomeration Development Agency we have been cooperating with Polish and international business for years and we are in constant contact with all foreign investors operating in the city. Therefore for startups we serve as the door opener enabling cooperation with large mature organizations, we indicate those having open innovation in their DNA. We believe that our city, with its

pro-business policy, the presence of global brands and academic and R&D facilities, is a great place to start or develop a startup. The success stories of Wrocław young technology companies are the best proof.

Ewa Kaucz

President of the Board, Wrocław Agglomeration Development Agency



Being a part of the Wrocław startup ecosystem we have already helped more than 500 people. Naturally, some of them withdrew from the market because of a missed idea, an inappropriate business model or a conflict in the team. However, a few percent of new businesses have achieved significant successes – they effectively develop their companies and conquer foreign markets. Good example here

may be the Crashball Company which has introduced a new trend in entertainment industry – bubble football. Currently the company is expanding their activities. Undoubtedly the Wrocław startup ecosystem is developing towards the largest in the world as Berlin, Tel Aviv or San Francisco. The energy of people that can be clearly seen should maintain this trend.

Tomasz Sajewski

Managing Partner at Academic Incubator of Entrepreneurship Wrocław



PLUGin came into being as a grass roots initiative, without specific structure, mission and goals. It was created because there was a need, a particular need of Polish entrepreneurs to find a platform which let them share their experience and exchange business solutions. Opening new PLUGin chapters around the world is a kind of test of this "need". Our first meetings in Wrocław gathered about 30–40

people, now we have full house events with C-level guest list so our city passed the test. It was a proof for us that there is a need to continue what we started here and connecting and empowering local tech ecosystem is a right thing to do.

Julia Szablewska

PLUGinWROCLAW Coordinator



Recent years have been an important and intense time for the development of a startup ecosystem in Wrocław. There are more and more places to do business – incubators and coworking spaces – new acceleration programs are being created and the involvement of the universities in promotion of entrepreneurship is becoming even more noticeable. Wrocław Technology Park (WTP) successfully conducts two business incubators – currently 70 young companies (with numerous

technological startups among them) operate there. Favourable business conditions attract startups to WTP: attractive office rental prices and business environment as well as availability of specialized equipment – 12 laboratories and prototype workshops that enable to start innovative projects without high investments at the beginning. In this way technologically advanced projects can be developed in Wrocław.

Maciej Potocki

President of the Board, Wrocław Technology Park



The Wrocław startup ecosystem, which I observe from the perspective of IdeaPlace, stands out with unique people open to cooperation in various areas and with business support institutions that are active and supportive. There are more and more experienced mentors, ambassadors of various environments or business angels who are open to new interesting initiatives and startup projects, even at the early stage of development.

Coworking spaces in Wrocław give young entrepreneurs the opportunity to develop their ideas with minimal financial involvement, without unneces-

sary burdens and, what in my opinion is the most important, it gives them a wide contact network allowing faster and easier growth and giving a chance to get inspired by creative teams working nextdoor.

I see increasing trend among young people to shape their own future, to decide where and with whom they will work; they take matters into their own hands and today they can act innovatively and successfully.

Our role as experienced experts is to support these young people and startup projects. If not now, then when!

Ewa Rogoż

President of the Incubation and Business Center LLC, Founder of IdeaPlace co-working space

Vibrant city life



the oldest ZOO in Poland with unique Africarium



Wroclaw is a city that never sleeps. Cultural diversity, international community and a young spirit are the greatest assets of the city. High quality of living, rich cultural offer and increasing number of smart city solutions make Wroclaw an excellent place to live.



great public transportation



electric car rental – 200 cars and numerous charging stations



220 km of bike lanes



740 city bikes and 74 stations in the City Bike System



New Horizons Film Festival – one of the biggest and most popular film festivals in Poland, organised since 2001



more than 700 cultural events annually*



342 dwarves 'live' in the city



80 hotel facilities with 10,936 beds *



PLN 3.40 – public transportation fare



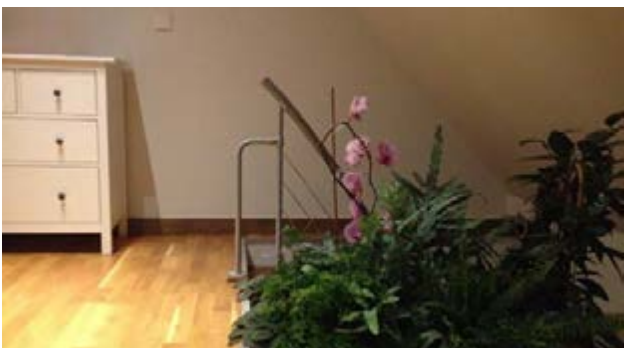
58.5% of the city area is green



18 big shopping centres



PLN 10 – price of a beer in a bar



aprox. PLN 2,000 – average flat rental cost per month**



*Statistical Office in Wroclaw report, 2017
**www.bankier.pl

THE CITY OF BUSINESS

The city of business

Why Wrocław is the best place in Poland for innovation and technology?

4th

biggest city in Poland



the fastest-growing city in Poland in the last decade



the best FDI Strategy in Poland



Millward Brown research, 2017

fDi Polish Cities of the Future 2017/18

1st

business-friendly Polish city



forbes.pl

the best Polish city to live and work according to Expats in Poland



Randstad report, 2017

Wrocław is ranked among top 100 cities with the best quality of living in the world



Mercer research, 2017 and Isele Cities in Motion Index 2017

one of the top Polish cities for relocation



Antal report, 2017

500+ events related to new technologies and innovations in 2017



www.crossweb.pl

great knowledge of foreign languages



hundreds of IT companies and more than 25,000 IT professionals



vibrant academic centre with 26 universities and 125,000 students



leading technical university in Poland



Leading industries in diversified economy of Wrocław region:



IT, R&D IT



Automotive



White goods



Modern service sector: SSC, BPO, KPI



Chemical/ Pharmaceutical

The city of business

Wroclaw has been attracting foreign investors for years. The city is one of the leading destinations for business services, IT sourcing or software development. R&D sector is also gradually gaining in importance.

As a result, when founding a startup in Wroclaw you have the chance to collaborate with globally respected multinationals such as **Google, Nokia, Dolby, 3M** or **McKinsey**. Large talent pool of professionals and graduates and the presence of the big Polish and international brands enables founders of startups to find experienced employees to develop key areas of their activity.

Moreover, according to "Student at work 2016" report, students in Wroclaw are not only interested in working for big international corporations but they also stand out from the other major cities in Poland with a high willingness to take a job in startups – 24 percent of respondents state they want to work in a startup.*

(*SW Research Report, October 2016)

SSC / BPO

3M / US
Amrest / PL
Axiom Law / US
Becton Dickinson / US
BNY Mellon / US
Credit Suisse / CH
Contract Administration / US
CSS / US
Delaval / SE
EY GSS / US
Fortum / FI
Fresenius Kabi / DE
Fresenius Medical / DE
Geoban / ES
Getsix Holding / DE
Google / US
Hemmersbach / DE
Hewlett Packard Enterprise / US
HP Inc. / US
Impel Business Solutions / PL
Kaufland / DE
Mahle / DE
Merck / DE
Qiagen / DE
Parker Hannifin / US
Smith & Nephew / US

Toyota / JP
SSAB / SE
UBS / CH
UPS / US
Volvo / SE
Wabco / BE
XL Catlin / UK

IT services

Accenture / US
Alpha Technologies / US
Altimi Solutions / PL
Atos / FR
AxiomSL / US
Birlasoft / IN
Capgemini / FR
Ciklum / DK
Cogniance / UA
Criteriamx / AT
Data Art / RU
Divante / PL
Epam / US, BY
Epiq Systems / US
Gorilla Group / US
HCL / IN
IBM / US

Infor / US
Infusion / US
Intive / PL
IT Kontrakt / PL
Luxoft / CH
Mobica / UK
Mphasis / US, IN
Objectivity / UK
Ocado / UK
PGS Software / PL
QAD / US
Quality Task Force / CH
RST / PL
Sente / PL
Sii / FR
Softserve / UA
Sygnity / PL
Talex / PL
Tieto / FI
Tigerspike / AU
Trans.eu Group / PL
Transition Technologies / PL
Unic / CH
Unity / PL
Volvo / SE

KPO

BNY Science / US
Crisil Irevna / IN
EY GSS / US
McKinsey / US

R&D IT

Diehl Controls / DE
Dolby / US
Etteplan / FI
Gigaset / DE
GlobalLogic / US
Neurosoft / PL
Nokia / FI
Opera Software ASA / NO
Pilab / PL
Redknee / CA
Red Embedded / UK
Ryanair Travel Labs / IE
S3 / IE
Techland / PL
UNIT4 / NL
Viessmann / DE

R&D industrial

3M / US
Autoliv / SE
Balluff / DE
DeLaval / SE
Hasco-Lek / PL
LG Electronics / KR
KGHM Cuprum / PL
Mondelez / US
PCC / DE
PPG / US
Sitech / DE
Robert Bosch / DE
UTC Aerospace Systems / US



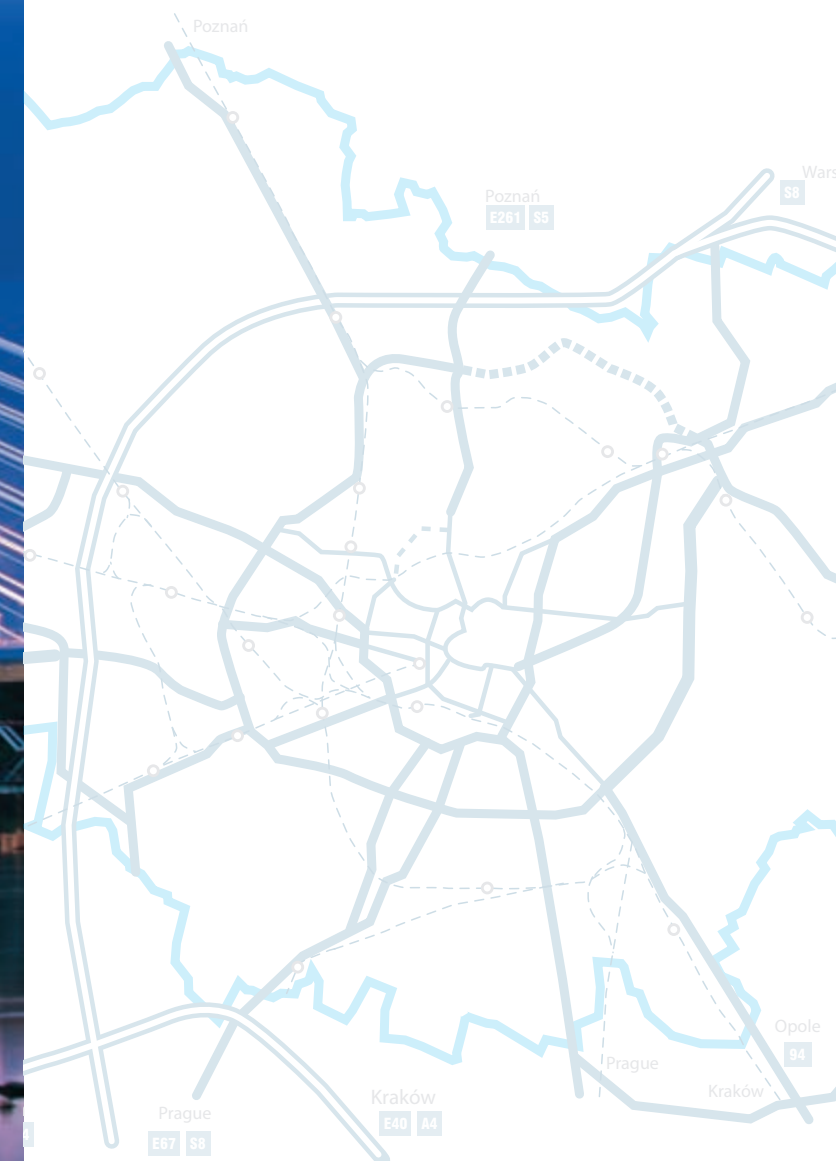
GATE TO GO GLOBAL



Wrocław is situated strategically between Prague, Warsaw and Berlin, each reachable by car in less than 4 hours. Due to an excellent infrastructure – modern motorways, constantly growing airport and an expanded railway network – the city is perfectly connected with the whole of the continent.

Poland has significantly upgraded its infrastructural network over the past decade.

Wrocław is the first Polish city to complete a planned network of motorways and expressways. Driving times to other major cities in the CEE region were greatly reduced including: Warsaw (3 h via S8 road), Szczecin (4.5 h via S3 road), Dresden (2.5 h via A4), and Cracow (2.5 h via A4). The S5 road connecting Wrocław and Poznań (construction to be finalized shortly) will reduce driving time to 1.5 h. Completion of the motorway ring in 2011 released the city center of Wrocław from transit-related traffic.



Location in the heart of Europe

5 capitals by  in less than 5 hours

Distances to selected European cities



The best regional airport in Poland

Wrocław Airport offers a wide range of direct flights to major hubs of Europe (15 daily connections to Munich, Frankfurt, Paris, Zürich, Copenhagen, Düsseldorf and Warsaw) and flights to 15 of the largest capital cities of Europe.

With the highest standards of the service, Wrocław Airport is recognised as the best regional airport in Poland*.

(*Business Traveller Award survey).



Passenger traffic at the Wrocław Airport: **2,855,071** passengers in 2017



Fast-growing regional airport **19** new connections in 2017 **13** new connections in 2018

Connections with selected European airports / weekly

London	19
Frankfurt	28
Munich	20
Warsaw	42
Birmingham	2
Brussels	3
Copenhagen	6
Dortmund	2
Dublin	5
Düsseldorf	4
Eindhoven	4
Kyiv	2
Lisbon	2
Lviv	3
Madrid	2
Manchester	2
Oslo	4
Paris	3
Rome	2
Stockholm	2
Tel Aviv	4
Zurich	3



Flight duration to selected European airports

London	2 h 20 min
Frankfurt	1 h 20 min
Munich	1 h 15 min
Warsaw	1 h
Dublin	2 h 40 min
Copenhagen	1 h 15 min
Kyiv	1 h 55 min
Madrid	3 h 05 min
Paris	2 h 05 min
Rome	2 h 05 min



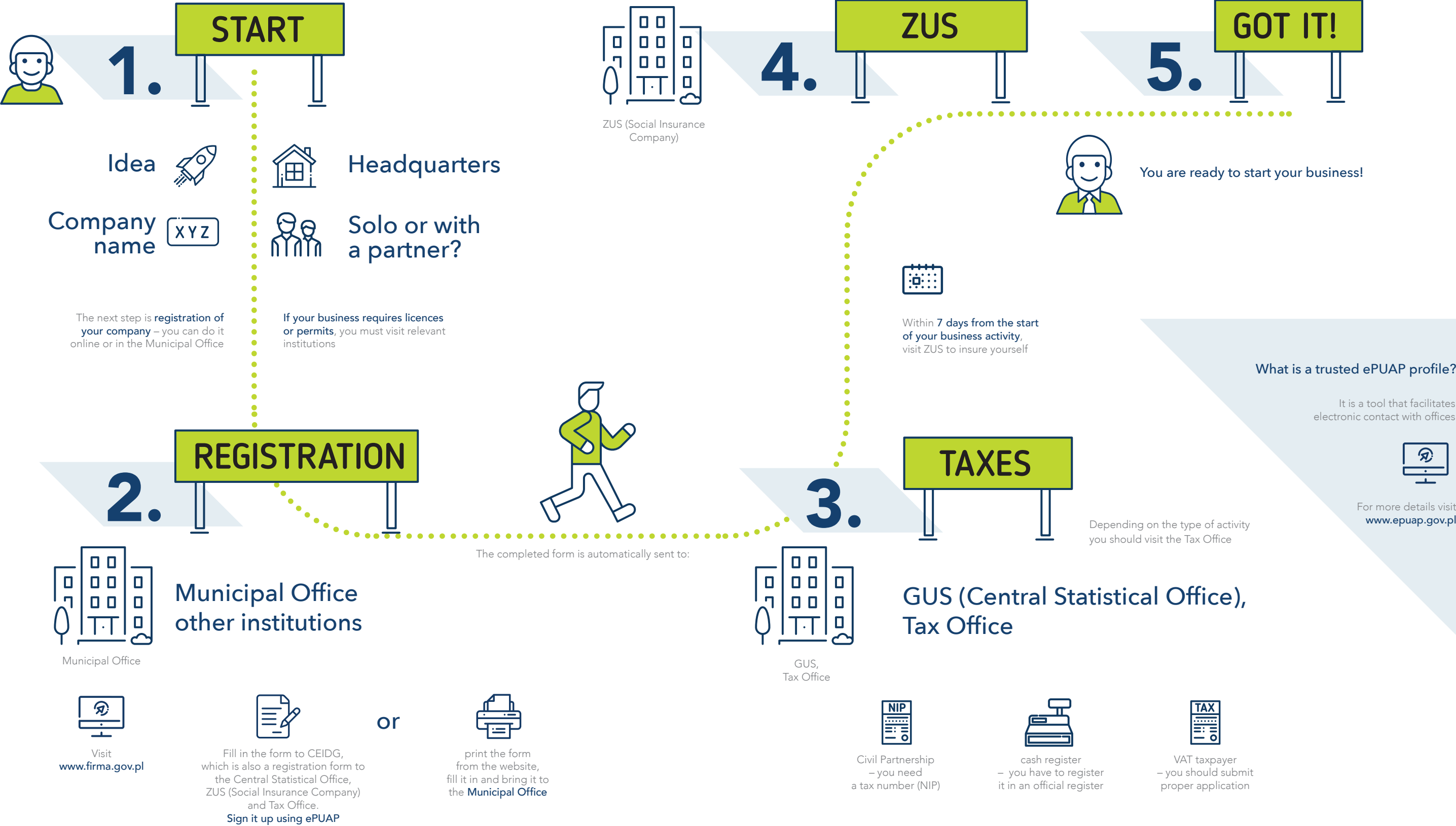
15 daily connections

to European hubs

direct flights to 15

capital cities of Europe

How to set up a company?





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European Union
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