

Krakow Startups Report



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With over 500 technology companies, nearly 50,000 IT employees and 9,000 students of IT specializations, Krakow is one of the top innovation hubs, attracting both early-stage startups and more mature entities willing to establish their business operations here.

What makes Krakow unique is its innovation ecosystem, which consists of high-quality educational institutions, local communities, supporting organizations, and funding entities, as well as a vast pool of talent and enterprise expertise offered by international business centres.

In recent years, Krakow has become a robust and mature location that not only serves hundreds of local companies, but also attracts companies from all over the world looking for deep technological expertise.

The Krakow start-up ecosystem was created bottom-up, based on the enthusiasm of local entrepreneurs. Among the important milestone in developing the startup community was the establishment of the Foundation Supporting #OMGKRK, which for the past 6 years has played the active role of a local community builder, connecting the most important stakeholders in the ecosystem and promoting the local brand.

On behalf of the OMGKRK, it's my great pleasure to present the first edition of the Krakow Startup Report, being a source of crucial information about Krakow's startup ecosystem and its players. The report includes a general overview of Krakow, its innovation ecosystem, and key data about our local startups.

The report showcases success stories of individual startups and contains aggregated research data regarding the year of establishment, legal form, financing status, specializations, growth stages, etc. for the surveyed startups in the ecosystem.

**Are you interested in startups?
Be part of OMGKRK and enjoy reading!**

Dominika Walec
President of OMGKRK



About Krakow

Krakow is one of the most economically attractive cities in Eastern Europe, which influences the number of foreign investments located here and the development of domestic entrepreneurship. We are proud to be a leader in continental Europe in the modern business services sector, but at the same time, we constantly seek to diversify the city's economic profile.

Krakow attracts large and small businesses, financial institutions, high-tech companies, and start-ups. Each of these sectors and each of these levels, from one-person businesses to global brands, enable the city to explore new, hitherto fledgling areas of development.

Although it might seem so, tourism is neither the only nor the most important branch of Krakow's economy. Its obvious importance

is indisputable; however, the city makes efforts to diversify the areas of market activity within its territory, following the principle of sustainable development enlisted in strategic documents. Therefore, industry, construction and the dynamically developing market of business-related services and the sector of creative industries have a significant share in the city's income.

In recent years, the start-up scene has also been developing rapidly near Wawel. Krakow's start-ups employ hundreds of people, produce solutions used all over the world, and are gaining increasing international recognition.

Young and creative people get an opportunity for a good start in Krakow and use their talents and skills. Companies seek to expand their activities, and new players join in building Krakow's economy.



An Attractive Place to Live

Krakow is a synonym of an attractive place to live, a place for dynamic development of a professional career, and for running a business.

It is a place that provides development opportunities driven by the potential of graduates of the best universities, a positive birth rate, and a rich educational and cultural background.

Krakow is a modern and business-friendly city. This is confirmed by various international rankings:

In the Tholons Global Innovation Index 2021 ranking, Krakow moved up in the **Top 100 Super Cities** ranking to the **20th position**.

One of the greenest cities in the world – The Husqvarna **Urban Green Space** Index (HUGSI) report placed Krakow in 5th place.

Krakow is included in the ranking of the **25 best cities in the world** in the list of the Best Cities in the World compiled by the readers of Travel + Leisure magazine.

1st place in the **Forbes** ranking of **Business-friendly cities 2021**.



Krakow has been named as the best city in Europe for people working remotely. The criteria for choosing the best place to work remotely included internet speed available in the city, the cost of living, the country's position in ease of doing business rankings, and the experience of the website's staff when they visited the city.

Ranking expatriateconsultancy.com (October 2021)

Krakow in Numbers

Top Scientific & Academic Centre

23

Higher Education institutions, including 5 universities

130 000

students, of which:

32 900 specialise in engineering

9 000 in IT specializations

Krakow as a modern Business Services Centre

247

Business centres employing:

82 100

employees, including:

38 900 in SSC/GBS centres

16 300 in IT centres

14 700 in BPO centres

11 000 in R&D centres

23 %

of BSS employees in Poland work in Krakow

35

languages used every day

3000

new job positions in the IT sector annually

Economic Capital

3,1 %

Unemployment rate

76,5 %

of residents of pre-productive & productive age

95 800

natural persons conducting business activity

225 000

Average employment in enterprise sector

ca. € 1 500

Average monthly gross wages & salaries

156 000

Number of entities of the national economy

32 000

established commercial companies, including **5 000** with foreign capital participation



Krakow Airport

Krakow Strengths

2nd

largest city in Poland

780 000

inhabitants in Krakow

1.4 M

people in Krakow metropolitan area



Tourist Hub

Business in Krakow also means tourism and among Polish and European tourists, Krakow is considered one of the most attractive city break destinations. Each year, the capital of the Malopolska Voivodeship is visited by millions of tourists, not only from Poland and Europe, but also from other various parts of the world.



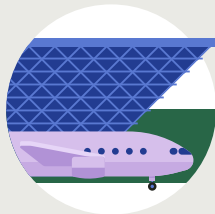
High Level of Education

23 Schools of higher education, including 5 universities with more than 130 000 students. Developed infrastructure and intellectual facilities for creative industries.



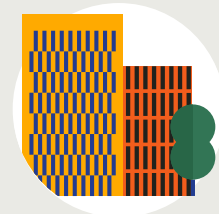
Leader in Coworking Spaces

Among the regional cities, Krakow has the largest volume of coworking space (Source: Krakow Real Estate Market).



Airport

Krakow Airport ranks first among Poland's regional airports. It is connected to more than 90 airports located in 28 countries. The total number of passengers served in 2018 was 6.7 million and in 2019 over 8.4 million and in 2020: 2.59 million.



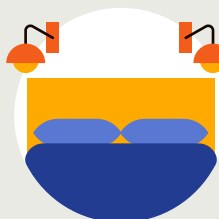
Business Center

The largest centre for business services in Poland, Krakow, with office stock reaching 1.55 million sq m, maintained its leading position among the regional Polish office markets. (Source: Knight Frank LPP).



Culture Capital

Creative combination of tradition, history and strong roots with intermingling cultures & modernity.



Hotels

Krakow invariably ranks first in Poland in terms of the number of hotel facilities – 181 hotels including 12 141 hotel rooms.

**Over the last 20 years
Krakow has become
one of the most
important technology
centres in Central
& Eastern Europe.**

Source: MOTIFE, Krakow IT Market Report

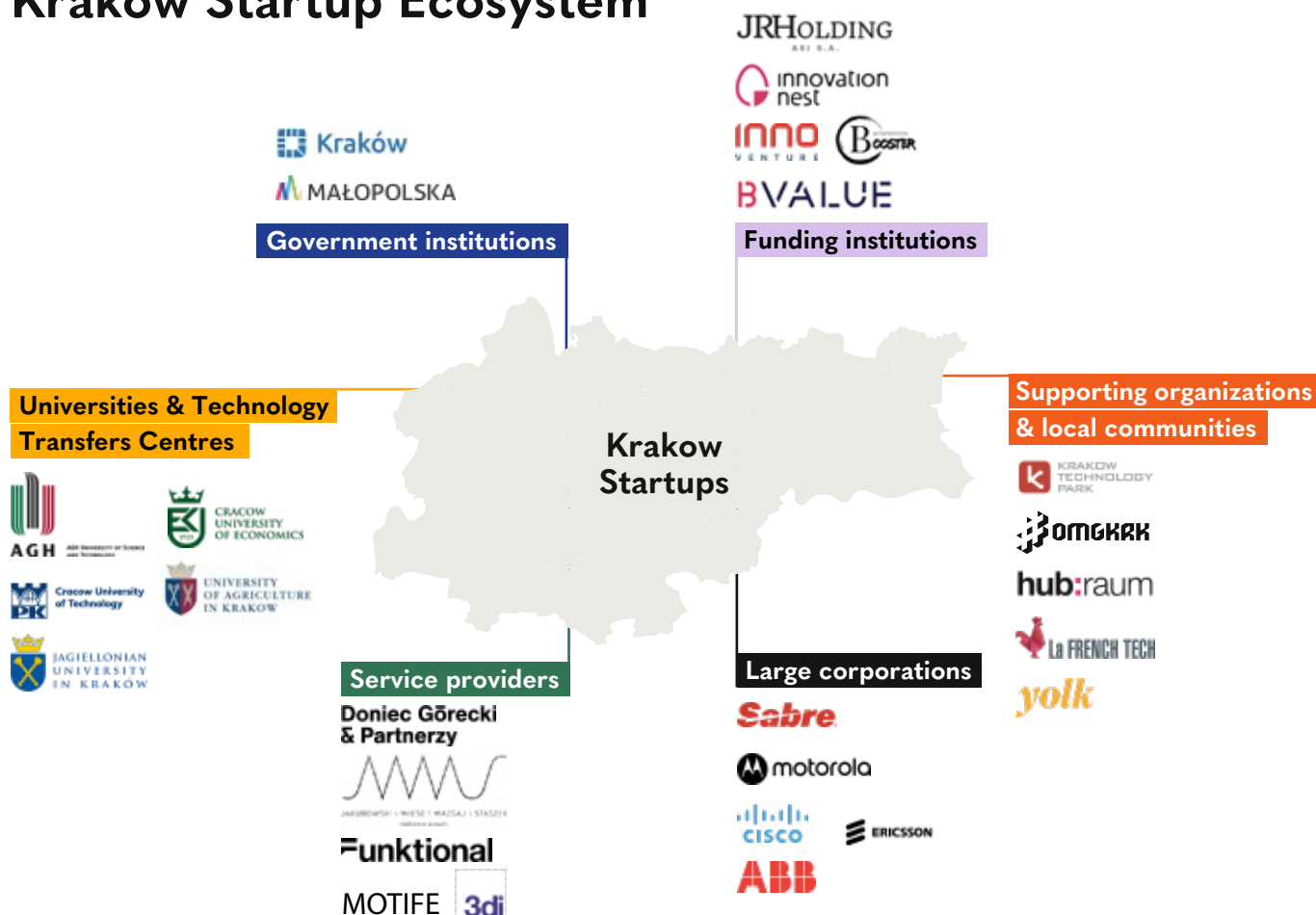
Krakow Startup Ecosystem

Krakow is one of the 100 World's Top Emerging Ecosystems

Krakow is one of the most important hubs in Poland for creating innovations and top-tier technological solutions. In the Global Startup Ecosystem Report 2021 (analyzing 275 global startup ecosystems) prepared by Startup Genome Krakow has been listed as one of the 100 Top Emerging Ecosystems and received 71-80 rank, similar to Rome and outperforming other European cities including Luxembourg, Malta (81-90 rank), Prague, Reykjavik (91-100 rank).

Krakow's startup ecosystem is formed by individuals, startups in various stages of development, and other types of organizations facilitating the creation of new companies. The supporting organizations include: government institutions, research institutes, universities, and their technology transfer centres, funding institutions, supporting organizations (like incubators, accelerators, office, co-working spaces), local communities, service providers (like legal, financial, recruitment services etc.) and large businesses. Each of these organizations focuses on a specific part of the ecosystem function but plays a crucial role in the successful development of innovative companies.

Krakow Startup Ecosystem





Campus of Jagiellonian University

Over the last 20 years, Krakow has become a leading technology hub in the CEE region. Its top position is influenced by advantages such as its academic potential, industrial and IT traditions, and the presence of domestic and foreign businesses.

Krakow attracts hundreds of IT companies, from small-size entities to large foreign corporations such as Shell, ABB, Sabre, Ericsson or Motorola, employing thousands of people globally. According to the MOTIFE Krakow IT Market Report, the entire IT talent pool exceeds 45 000 IT professionals, positioning Krakow as the second-largest talent hub in Poland, after Warsaw and before Wroclaw.

20 000

Estimated number of engineers employed by large IT companies in 300+ FTEs development centres in Krakow

45 000

Estimated number of engineers and IT professionals working in the Krakow region.

23

Higher education institutions, including **5** universities.

2 200

Computer Sciences yearly graduates.

Supporting Organizations & Communities

Krakow has a variety of public and private entities that are supporting the growth and development of local startups.

Below is a brief description of leading organizations and events.

OMGKRK

OMGKRK has been a leading animator of the startup community for the last 6 years. It focuses on creating a world-class business ecosystem and catalyzing innovation in Krakow and the Malopolska region. The main areas of the foundation's activities are creating a positive brand of the city and province, supporting digital transformation, technology entrepreneurs, building a network of connections between people, companies, and organizations, and accelerating, inspiring, and educating technology companies. Since its founding, OMGKRK has organized more than 50 events, 4 acceleration programs, involved 110 speakers, mentors, experts, and collaborated with over 100 members and partners. Moreover, the foundation offers access to the network of more than 6000 individuals in the business sector in its online FB group: facebook.com/groups/omgkrk/

Krakow Technology Park (KPT)

The Krakow Technology Park (KPT) is Poland's most comprehensive one-stop-shop for businesses. It has a complete toolkit to help entrepreneurs strengthen their ventures. KPT works with around 350 businesses to assist them in creating the optimum conditions for business development and sales growth. It is a business environment institution that builds the ecosystem for the development of the Malopolska economy in collaboration with entrepreneurs, universities, and territorial authorities. KPT offers acceleration, knowledge sharing, mentorship, and incubation opportunities.



Krakow City of Startups (KMS)

During the foundation's six years of operation, KMS has organized hundreds of conferences, training, networking events and educated thousands of people by launching many early-stage startups into the world. By acceleration programs such as the KITS program, they are mentoring and preparing young entrepreneurs to start their technology companies.

French Tech Cracovie

The French Tech Cracovie is an initiative supported and funded by the Ministry of Economy and Finance of France. It aims to promote Krakow startups and entrepreneurial initiatives on the French market and foster Polish and French cooperation.

Yolk Workspace & Community

A community-focused coworking space located in a central spot in Krakow. It concentrates on keeping a collaborative atmosphere and bringing together the international community of Krakow. Yolk is one of the main coworking hubs supporting business and social entrepreneurship communities in the city.

Startup Grind

It is a global startup community that brings together founders, companies, and investors. In Krakow, they also have a chapter of the organization that is supporting the community, mainly through organizing events and conferences.

Many of the above-mentioned communities organize recurring events that support the networking and growth of the local ecosystem.

Examples of recurring startup events

Open Coffee KRK

A friendly informal networking event for entrepreneurs, professionals, individuals from the startup community, and students in Krakow. The community gathered more than 2000 participants during its 6-year development time. The events take place every second week on Thursday at 8 am.

OMGKRK Hangouts

The main idea of the meet-ups is to bring innovators, startups, entrepreneurs, and IT professionals from Krakow. This informal event is focused on inspiring discussions, conversations, and integrations with the other people in the branch. The meetups are organized every last Thursday of the month in the hip restaurants and pubs in the city.

Newcomers Welcome Club

A project organized under Village in The City project. It was launched to help people who are new to Krakow set up in local communities and make connections with like-minded individuals. A great international atmosphere fosters innovation and growth.

Yolk Breakfasts	Every second Wednesday, Yolk organizes an informal networking breakfast. It focuses on nice conversations, often involving business and entrepreneurship discussions.
JUPI	Series of events organized by KMS dedicated to university students. The meet-ups are focused on teaching them practical skills and enabling an easy start in business.
XMASSIVE	A big start-up party organized by OMGKRK around the holiday season, enables integration between people from different segments of the innovation ecosystem and brings the spirit of enterprise, creativity, and open-mindedness from all different worlds together. <i>The annual event is currently suspended because of the pandemic.</i>
SUMMER JAM	A leading networking party for Krakow's startup and tech community organized by OMGKRK. The event focuses on gathering Krakow-based startups, international tech companies, industry professionals, and students. It offers a platform for startups pitching, interactions with successful startup founders, finding collaborators for the business ideas, exploring job opportunities at Krakow startups, participating in challenges offered by event partners, networking, and having fun. <i>The annual event is currently suspended because of the pandemic.</i>
Startup Stage	It is one of Krakow's most popular startup events, with topics ranging from technology to business. The organizers make every effort during the event to encourage as much interaction as possible between the audience and the invited guests, which is why there is never a shortage of time for Q&A and networking.

Krakow is also a home for other technological and entrepreneurial events such as TEDxKazimierz, Design Ways Conference, Open Eyes Economy Summit etc.

The Krakow community receives ongoing support from local governmental entities such as the City of Krakow and Malopolska.

“Malopolska – where technology becomes business” Program – It is a program supporting events and projects for start-up communities as well as the creative industry. Events organizers (NGOs) can be financially supported by the Malopolska Region to implement their projects at a high level and on a larger scale. Since the first edition of the Programme in 2013, the Malopolska Region supported ca. 150 projects for ca. 110 000 people (e.g. Dragons Cave Pre-Accelerator, TEDxKazimierz, #digital fest, Smogathon etc.).

Funding Institutions

Krakow is a great place not only to establish a startup, but also to receive the initial funding for its growth and expansion. According to the „Polish start-ups 2020” report prepared by Start-Up Poland, 40% of companies that raised over 10 M PLN investment are based in Krakow, which positions the city as a number 1 before Wroclaw, Warsaw, Tricity (Gdansk, Sopot and Gdynia) and the other Polish regions.

The fundraising success of Krakow-based startups is fuelled by a well-established ecosystem of supporting institutions and individuals, but also a growing number of investors establishing their operations in the city.

According to ‘The Golden Book of Venture Capital in Poland 2021 Report’ prepared by Start-Up Poland, the venture capital (VC) investment market is rapidly developing in Poland. Each year, there has been an increase in the number of transactions. In 2020 alone, the value of VC transactions in Poland

amounted to over 2.12 billion PLN, achieving the highest result ever.

Out of more than 150 VC funds operating in Poland, over 10 are located in Krakow. The Krakow funds are supported by private and public money, e.g. as a part of the BRIDGE Alfa program launched by the Polish National Centre for Research and Development. Local VCs not only invest in innovative projects of Krakow-based local entrepreneurs and scientists, but also in startups from other parts of Poland and on a worldwide scale. Among the top investors in the region is Innovation Nest which is one of the most active funds in Poland in 2021. Over this time, Innovation Nest has participated in transactions with a total value of 11.8 million EUR. Startup investments are also supported by local entrepreneurs such as the multimillionaire Rafał Brzóska, co-founder of bValue VC.

Krakow startups may not only count on the financial support of these institutions, but also on their mentorship and expert advice, as well as new business cooperation opportunities and referrals.

Selected VC Funds Operating in Krakow or Co-Founded by Krakow-Based Entrepreneurs:

Name of the Fund & Overview	Focus Area & Investment Range	Krakow Investments
<p>Innovation Nest</p> <p>Established in 2010 by Marek Kapturkiewicz and Piotr Wilam. With a portfolio of over 60 investments in Portugal, Spain, United Kingdom, Germany, France, Poland, Denmark, Sweden, Hungary, and Estonia.</p>	<p>Investment Range: €100k - €1M</p> <p>European early to Series A stage B2B, SaaS technology companies with a global focus operating in fintech, hardware, video communication, HR, travel, biotech/med-tech, supply chain management, market-places</p>	<p>HCM Deck, Silvair, POSbistro, Enso, Picodi, Elmodus, Flowbox, Fogger, Nearbox, PressPad, Cardiomatics, Estimote, CallPage, Autenti, Turbo Tłumaczenia, Sher.lu</p>

Name of the Fund & Overview	Focus Area & Investment Range	Krakow Investments
<p>bValue Venture Capital</p> <p>Co-founded in 2016, manages more than 100M PLN. The portfolio includes 20 startups from Europe and USA In addition to funding, the fund provides HR support, access to experts/mentors, affiliate programs with technology providers such as Amazon, Google, Microsoft, Similarweb.</p>	<p>Investment Range: 0,5 M to 4M PLN</p> <p>Industry 4.0, B2B, enterprise software, e-commerce (especially health & wellness), marketing, food.</p>	<p>CallPage, PushPushGo, SEEDia, Micromobility solutions</p>
<p>Bitspiration Booster</p> <p>Launched in 2018 by 4 partners with experience from top tech corporations and running their own successful businesses. Under the management of Paulina Mazurek and Wojtek Burkot, has already invested in 19 projects - run by founders, who are 40+ on average with tech or university backgrounds, operating in Poland, US and worldwide.</p>	<p>Investment Range: up to 5M PLN</p> <p>Cybersecurity, network hardware & firmware, robotics, biotech, clean tech.</p>	<p>Airly, Plastelinet, Secfense, Proteine Resources, Wonder.tech, Eventory</p>
<p>INNOventure</p> <p>Invests in university-based projects from Poland or with a Polish component. Helps to commercialize solutions in a way that does not have to mean the end of the scientific career for the founders. For 7 years under Marcin Bielowka and Marcin Molo management, has invested in 23 startups.</p>	<p>Investment Range: up to 1M PLN</p> <p>MedTech, IoT, AI</p>	<p>Cardiomatics, SGPR.TECH, Minte.ai, ARAHUB, Altlight</p>
<p>BLDG Venture</p> <p>Since 2017 continuously led by Dariusz Lipka, manages the budget of 28M PLN, invests in early-stage research and development projects as both the Proof-of-Principle and Proof-of-Concept stages. Its portfolio has startups from Poland and the US.</p>	<p>Investment Range: up to 1M PLN</p> <p>Industry 4.0, connected hardware, AI, IoT</p>	<p>Findair, Shape.Care, ParkCash, OSBeehives, Wearfits, Fitly.ai</p>
<p>Satus Starter</p> <p>Established at the end of 2018 thanks to the involvement of private investors and the support of PFR Ventures. With the fund's capital of PLN 50M and a planned duration from 2019 to 2027. Operates in 3 major startup locations in Poland under the management of Stanisław Rogoziński, Łukasz Wąsikiewicz, Bartek Knichnicki.</p>	<p>Investment Range: up to 4 M PLN</p> <p>AI, machine learning, IoT, Big Data, e-commerce, support services.</p>	<p>Onteon</p>

Name of the Fund & Overview	Focus Area & Investment Range	Krakow Investments
<p>VC Link</p> <p>Already invested in 7 innovative ideas from Poland. One of the managing partners is Grzegorz Olszowski, a business angel from Krakow. The funds they invest in innovative solutions can be used for further R&D, marketing and sales.</p>	<p>Investment Range: 250k EUR</p> <p>ICT, new solutions for materials, energy, and electronics, new ways of automation and robotization, software to improve industrial and business processes.</p>	-
<p>ABAN Fund</p> <p>Founded in 2018 by Paweł Szydłowski, belongs to Krakow LifeScience Cluster with a wide network of partners, which includes CTT, universities, innovation centers, and other VCs. Implemented an investment project in cooperation with the National Centre for R&D.</p>	<p>Investment Range: Up to 1M PLN</p> <p>Medical Technologies Diagnostics, Therapy Biotechnology, Food processing, Advanced materials, Automation and robotics.</p>	COOLEAT, Stage Eye, INCabin, Innomus, Enalpha
<p>Augere Health Food Fund</p> <p>Experienced team with several years of professional experience, managed by Mariusz Borowiec, the founder of Satus Venture. Investing since 2017 with a total fund of 30 M PLN and 13 companies in its portfolio.</p>	<p>Investment Range: 250k EUR</p> <p>Life science, biotechnology, food innovation</p>	Real Research, First11
<p>LT Capital</p> <p>Founded by Tomasz Jastrzębski in 2018 with a total fund of PLN 50M. Cooperates with co-investors across the globe, helping companies from the CEE build relationships with international funds and clients.</p>	<p>Investment Range: 250k EUR</p> <p>AI, Big Data, Cybersecurity, AR/VR, Digitalization, Robots/Drones (other Industry 4.0) power engineering</p>	Husarnet, Bisonte
<p>JR Holding ASI</p> <p>Established in 2003, focuses on high-yield projects and industries with a long-term vision. In 2021-2022, plans to invest PLN 200-500 million in digital business projects and in the following years to expand operations by investing in global companies. Chaired by President January Ciszewski. Has 29 companies in its investment portfolio.</p>	<p>Investment Range: 1M -10M PLN</p> <p>RES, gaming market, lifestyle, AI, modern media, biotechnology, prediction analytics, cloud, SaaS, 5G, IoT, digital office, Blockchain</p>	Livekid, Columbus Energy, All in! Games, OnGeo, Minte.ai, Ekipa Holding, One More Level, Avatrix Synerga.Fund, Nexity Global,
<p>Shape VC</p> <p>Since 2017 managed by Maciej Frankowicz and Tomasz Głowacki has amassed 19 startups from Poland and UK in its portfolio. Cooperates with Microsoft, Summer R&D Lab, HubSpot and the National Centre of Research & Development. Total budget of 45 M PLN.</p>	<p>Investment Range: 250k EUR</p> <p>Software ICT projects with big data elements, AI / ML, Industry 4.0, IoT, sensors, automation, process optimization</p>	-

Offices & Coworking Spaces

Krakow, with its office stock reaching 1.55 million sq m, has the leading position among the regional Polish office markets.

Developer activity remains stable. In 2020, over 140,000 sq m of office space was delivered in 14 projects - a level comparable to the previous year and the average annual supply for the previous five years.

This result accounted for 37% of the new supply delivered in the eight biggest regional markets in Poland. The biggest completed projects in 2020 were: DOT Office L1 (Buma, 13,000 sq m), High5ive 4 (Skanska Property Poland, 23,500 sq m).



Krakow offers a variety of office options that can meet the needs of both large corporations and start-ups.

You may find here large modern A-class office buildings with a capacity of 2 000+ people, but also small office spaces offering more private and exceptional vibes. Many of these spaces are situated in old, historic buildings of the Old City or in the post-industrial areas of town such as Zabłocie.

Source: Data from the City of Krakow

Modern office space in Krakow

1 550 000 m²
of office spaces

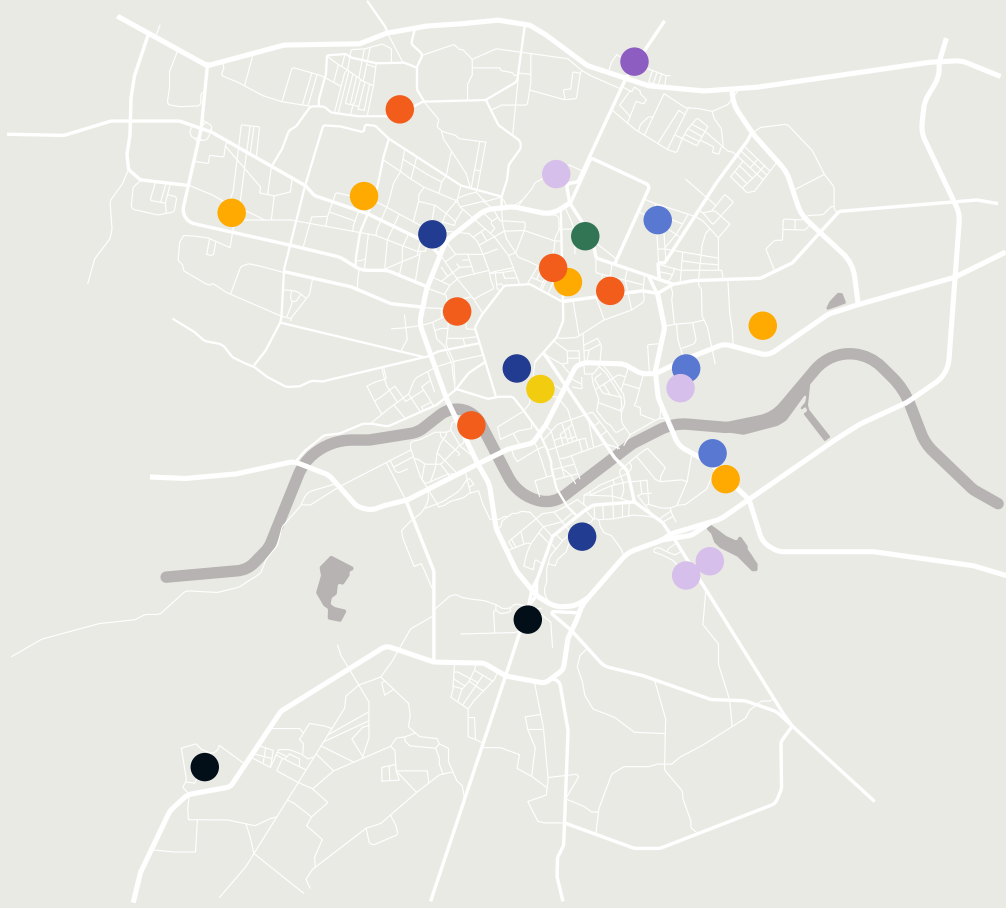
15,5%
vacancy rate

206
office buildings

15 €/m²/month
average rental fee

A growing number of start-ups and the other high-technology companies in Krakow accelerated the establishment of numerous co-working spaces and serviced offices spread across the city.

Selected Coworking Operators in Krakow



- Office & Cowork Centre (5 offices)
- Bizes Lab (3 offices)
- Business Link (1 offices)
- Regus (4 offices)
- Cluster Cowork (3 offices)
- City Space (1 office)
- Rise (5 offices)
- At Office (2 offices)
- Yolk (1 office)



Max Burgess
Co-Founder at Yolk
Workspace, + Community

Yolk Workspace & Community is a flexible workspace solution located in the centre of Krakow. Launching in February 2020, six weeks before

Poland's first pandemic lockdown, we quickly established a laser focus on building a diverse, international community rather than just offering a place for people to work. We understood that social connection was going to be core to our sustainability.

In a post-pandemic landscape startups now face a challenge trying to entice their workforce back into an 'office'. While we have seen huge growth in individuals using Yolk's flexible workspaces, small companies are struggling to get their teams together face to face.

Expert commentary

More and more startups are seeing the benefits of locating their office space within a coworking environment. Whether this is the flexibility to enable quick scaling up and down or through gaining access to a wider network of people.

Our series of events like the Summer Film Night or Breakfast at Yolk along with our dedicated social, cafe-style workspace called the ClubHouse are just some of the perks that startups and small companies can offer their team to encourage them back to the workplace.



Cluster coworking

Why Krakow?



Jerzy Muzyk

*Vice Mayor
for Sustainable Development
of the City of Krakow*

A modern metropolis cannot be developed without innovation. If we want to provide the inhabitants of our city with a good future, we must focus on development and modernity.

That is why we have created the "City Development Strategy: I Want to Live Here, Krakow 2030": We want Krakow to be an intelligent city, a leader in entrepreneurship based on creativity, providing its inhabitants with a friendly place to live. There is no efficient, living city without rich and diverse entrepreneurship. Start-ups are, on one hand, an opportunity to build a large-scale business, and on the other, an important part of the economic bloodstream. It is start-ups that bring freshness, creativity and innovation to local economies, contribute to building cooperation between business and scientific organisations, and help us, the local governments, to keep our heads up and to look into the future. At the same time, start-ups meet the needs of Krakow's residents. Krakow's mission is to create a smart metropolis that ensures a high quality of life, in

particular by ensuring wide access to public services (including on-line services), high-quality education, health services and elder care. This is the field of activity for start-ups specialising in finding innovative solutions.

We see Krakow as having a huge potential for creativity

About 130,000 students study here, people from all over the world come to us to open companies, invest and work. We want to be a city of opportunities for all of them, a city where you want to live thanks to innovative solutions.

I've started 35 businesses since I moved to Krakow in 1991. Actions speak louder than words. Krakow has many things going for it. A diverse and well-educated workforce. A lively and beautiful city talented people are happy to relocate to. Krakow is one of the best places in the world to live.

Good infrastructure links. A good balance of international and local firms. A dynamic start up sector. Many community groups and activities to help new arrivals feel

welcome and integrate. Poland has generous non-EU working visa policies, and through being part of the European Union has frictionless trade with one of the largest markets in the world.

The final and most important reason why Krakow is a great place to start a business is more intangible. There is an atmosphere of progress, growth and positive change here, which is only partly reflected in the statistics.



Richard Lucas

*Business and social
entrepreneur*

There is an atmosphere of progress, growth and positive change here, which is only partly reflected in the statistics.



Michael Ros
CEO/Co-founder Bidroom

Krakov is constantly developing as a city, and with its openness for innovation it has such great potential (for business).

Talented people are in constant influx coming from top Polish universities. Global connections are

right at our doorstep, allowing us to easily expand internationally while running our business from the incredible office at Krakow's main square. Personally, I love the city's bustling, vibrant atmosphere.

As a CEO of a travel platform, I find it amazing to live in a touristic place that always has something different to offer.

Personally, I love the city's bustling, vibrant atmosphere.



Wojciech Przybylski
Former CEO
of Krakow Technology Park

Talent is the key reason why Krakow is a great destination for young tech companies, not only operating in IT.

We have a vast pool of perfectly well-educated programmers: men and women with powerful theoretical background and experience in working on truly global products. The variety of the technological environment in Krakow makes it possible to develop huge enterprise-class systems, boutique B2B applications, cyber-physical systems, IoT solutions, mobile applications, and games.

We have more than just information and communication technology experts, as there are also specialists in telecommunications, mechatronics, electronics, production technology, and other areas of deep-tech engineering here. Worth emphasising is the fact that this milieu has long been supplied by a powerful inflow of talent from Ukraine and Belarus. Especially Ukrainian programmers are eager and happy to choose Krakow for their destination.

The Krakow Talent is also an ever-growing group of people working in intercultural teams of business departments of numerous international corporations. We boast magnificent designers and UX designers, with all the groups being supplied by large numbers of expats.

The times when HR costs were the main argument for investors to look to Kraków are long gone. Accessibility of high-class specialists continues to be world-class, however it is primarily quality that we compete on, and that is our competitive advantage.

Start-up founders find Krakow competent, perfectly connected through networks; home to the highly helpful team of the Krakow Technology Park (KPT). Our incubator, our acceleration programs, our seed funds, and our gaming (Digital Dragons) and Industry 4.0 (hub4industry) hubs are a powerful part of Krakow's ecosystem and offer for the new tech companies.

Talent is the key reason why Krakow is a great destination for young tech companies, not only operating in IT.

At Innovation Nest, we realize talented individuals can be found anywhere, and exceptional teams can accomplish extraordinary results. We see that technology changes the world and reaches beyond borders. We're based in Krakow, in the heart of Europe, which makes it easy to assist businesses across the whole continent in their quest for worldwide success. But the city offers much more.

Krakow is well-connected to many other European cities thanks to its major Airport. It is an academic city, with 130k students graduating from + 23 universities and colleges each year. Students and large

number of highly qualified IT engineers, create a pool of talents that Krakow is recognized all over the world.

Krakow is also one of the most important outsourcing hubs in the world. Many international companies choose to open their offices here, what cuts short the path for local startups to find global partners and customers.



Michał Frączek

Innovation Nest

We believe that thanks to easy access to the whole of Europe, as well as a strong local startup community with extraordinary potential for development, Krakow is one of the most interesting places for the VC investors.

Krakow is also one of the most important outsourcing hubs in the world.



Sunny Vashishtha

*SVP Global Delivery
Monstarlab*

I have been working in Krakow for the last 15 years and successfully built tech centres for multiple companies. Krakow gave me unique experience working with Big Corporates and as well as startups during my professional journey. I truly believe that Krakow is one of the best cities in Poland for starting a Development centre for your business or launching a startup.

Currently I am building another Tech centre in Krakow for my organization and below are some of the strong points of our ecosystem:

1. Mature and high-quality talent – Krakow has a large and mature talent pool due to many big global tech centres and very successful startups. Some of the best innovative tech companies and startups have their Dev teams in Krakow. In addition, Krakow has some of the top tech universities in Poland.
2. One Stop Shop - Krakow has become a place where you can find top skills across all the techstack supporting all the industry verticals. This is very helpful when it comes to building a world-class software product.
3. IT security & compliance – Due to its strong foundation around security and compliance, Krakow has become a major banking & finance services hub. The city offers a best in class infrastructure readiness for IT business as well.
4. Competitive costs & Tech ecosystem – Krakow is not cheap but competitive among other Polish cities, as a long term outcome & investment prospective Krakow gives you the best. The Tech ecosystem which has small, mid & large companies keep opportunities growing and healthy.
5. Community support – Krakow has a solid support system for any new business whether it's an entry of a big corporate company or setting up a new startup. Non-profit organizations like ASPIRE supports the business & corporate sector and OMGKRK is building & supporting the startup ecosystem in the region.

Support for Startups

Krakov early-stage innovative teams may utilize various support programs, mainly acceleration and incubation programs conducted by local public and private organizations. Below, we are presenting the most recognizable start-up support programs that our ecosystem actors offer.

Incubators

KPT Incubator

A program designed for young IT startups looking for least expensive offer to rent A-class office space with a centralized and condensed support program, internationalization projects involving multi-network personnel, and flexible short-term contracts. Krakow Technology Park supports startups in the program with business concepts development and pitching.

Academic Incubation Programs (AIP)

The majority of the leading Krakow universities, including Jagiellonian University, AGH University of Science and Technology, run incubation programs for young entrepreneurs willing to start a new company. The beneficiaries of the programs receive support from experts, external funding and legal procurement, participation in training courses offered by AIP, collaborative workspace, marketing, management, and accounting support.

Pre-accelerators

OMGKRK Dragons Cave Pre-Accelerator

Foundation Supporting #OMGKRK has organized pre-acceleration programs for early-stage teams since 2019. Over this time, nearly 30 teams gained full support in creating their value proposition, completed multiple workshops, and received mentoring support. Instead of a regular program in 2021, OMGKRK organized a series of Virtual Founders Breakfasts (1-hour expert interactive lectures) extended with 1:1 mentoring sessions with local experts and entrepreneurs dedicated to growth.

KRK InnoTech Starter (KITS)

KITS is a comprehensive pre-acceleration program focused on supporting innovative business ventures. KMS Foundation supports young startups from industry 4.0, energetics, electromobility, fintech, fashion, life science, smart city sectors. Participants of the program can count on support through mentoring support, direct grant, consulting (legal, marketing, technology), investor contacts and networking support, participation in Demo Day - presentations for investors.

Accelerators

#StartUP Małopolska

It is an acceleration program for companies with high innovative potential, implemented by the Małopolska Region since 2017. As part of the program, startups can participate in professional workshops, individual consultations with mentors, and startup events. Thanks to this, founders increase their competencies, among others, in the field of marketing, sales, and presentation. So far, more than 50 startups have participated in the program.

Acceleration Programs of Krakow Technology Park

Poland Prize powered by KPT

A support program for foreign start-ups wishing to develop their business in Poland. The plan provides funding for the establishment of companies and product development in Poland and also helps to establish cooperation with Polish partners. The Krakow Technology Park invites start-ups from the gaming industry and Industry 4.0 to participate in the program. In addition to the opportunity to find a partner or mentor, it also offers the prospect of financing its projects up to 70,000 EUR.

KPT ScaleUp

KPT ScaleUp is an accelerator program that helps entrepreneurs develop their Industry 4.0 solutions. The program offers expert assistance, mentoring, up to 200 thousand PLN in subsidies, and, most importantly, the opportunity to collaborate with significant companies eager to try novel solutions. Since its inception in 2017, the program has graduated over 60 entrepreneurs who have gone on to work for over 25 companies. The program is implemented in editions; generally, every six months, a new group of enterprises is admitted to the program.

EIT Digital

The EIT Digital Venture Program is an international support program for startups at an early stage of development. Krakow Technology Park combines efforts with EIT Digital and JIC, an association that introduces participants to the particularities of the Czech and Slovak markets. The program offers two months of escalated online business mentoring, up to 25 thousand euros of monetary help, and global networking opportunities. The initiative involves teams, not yet companies, developing their digital solutions in the areas of: digital tech, industry, cities, finances, and wellbeing.

Digital Dragons Accelerator

Krakow Technology Park supports foreign studios and teams with a prototype in production, or with a track record in earlier games production and release. The program consists of two ways of support, depending on a startup's needs: 1) non-equity grant up to €12,000 in the 3-month-long stage, soft-landing, preliminary development of the company, staff employment, product development company development – purpose: signing an agreement on further cooperation with a publisher/investor. 2) Non-equity grant up to €60,000 in the 6-month-long stage 2, acceleration: cooperation with a publisher or investor moderated by the accelerator team to set up the product ready for implementation, access to a cluster of experts in the industry who will help to develop the company and the product, product delivery, support in business model, employment of experts, and acquisition of VC investments

Upcoming initiative

KPT for Space



Jarosław Chojnacki

Project Manager
Krakow Technology Park

Thanks to cooperation with the European Space Agency (ESA), beginning with 2022 Krakow Technology Park will provide business, technological, and financial support for start-ups involved in space sector technologies. The program ESA BIC Poland and Technology Broker will be an excellent opportunity to cooperate with businesses that operate in other sectors, but seek innovative solutions and applications for new technologies both in space and more earth-bound needs.

Other Supporting Programs

OMGKRK

The Foundation offers support for existing startups with recruitment. Startups may access OMGKRK candidates database and publish their job offers through the foundation's channels. Startups may also receive cheaper access to selected business tools and support programs, e.g. Zendesk, Microsoft cloud, Stripe as well as marketing support - the possibility of adding articles to the OMGKRK press room. The foundation's team may also offer assistance in international expansion through cooperation with its foreign partners such as TNW, the Polish-American Chamber of Commerce, Chicago etc.

Hub4industry

Krakov Technology Park in collaboration with companies ASTOR and T-Mobile Poland, and universities: AGH University of Science and Technology, Krakow University of Technology, as well as experts from BIM Klaster and Kosciuszko Institute, created a one-stop-shop for industrial companies that want to introduce Industry 4.0 solutions in their factories. Hub4industry helps companies improve their competitiveness in the market, mainly by working on manufacturing processes. The most supported sectors include 5G network connectivity, automation, and robotization, IIoT, artificial intelligence (AI), augmented and virtual reality (AR and VR), cloud computing, BIM technology, 3D printing.



Krakow's startup scene is constantly growing and the number of innovative companies is estimated at 250+

Krakow Startups

The Krakow ecosystem includes both local, Krakow-born companies and international branches of foreign startups that established their business operations in the city.

Further, chapters of this report will present the key data related to startups' establishment, their products, specializations, business models, and development status.

In our research, we have analyzed a group of 140 startups listed below.



Success Stories

company:

Brainly

Brainly's CEO Michał Borkowski co-founded the platform in 2009 with two friends, Tomek Kraus and Łukasz Haluch, when they were just out of college in Poland.

Brainly started as an idea to transfer all the benefits of the real-life collaboration and study groups between students into an online space. Initially, Brainly was supposed to just be a side project, but after a year the platform had one million users and it became clear that it would become something much more.

Today, Brainly is the world's largest online learning and homework help community with more than 350 million users each month.

Based in Krakow, Poland, with U.S. headquarters in New York City, the company hires over 350 employees. Brainly is visited by users from 35 countries across the globe including the United States, Poland, India, Russia, Brazil, Indonesia, Latin America and Turkey, among others. The company is backed by Prosus, Point Nine Capital, General Catalyst, Runa Capital, Learn Capital and Kulczyk Investments.

At brainly.com, and its group of websites and apps around the world, students connect with their peers and experts to both receive and offer help with homework problems and questions on a wide range of subjects including English, math, history, and the arts, among others. Brainly's mission is to inspire students to share and



explore knowledge in a collaborative community.

Every answer provided by community members on Brainly includes a detailed explanation of how they arrived at the solution, which helps students go from questioning to understanding. One of the keys to success for the platform is that its users give back to the online community and don't just take from it. About half of the students who come in asking a question stick around to answer one later. This reinforces the knowledge they're learning and fosters a collaborative community where students learn as they work together to solve problems.

Ask any teacher, student, administrator, or parent of school-aged kids, and they'll tell you that school looks very different now than it did prior to COVID-19.

The way students are learning has changed fundamentally, accelerating the need for digital solutions that bridge the gap between the classroom and remote study. While Brainly was already the world's largest online learning and

homework help platform before the pandemic, it took on a whole new dimension of importance with the shift to virtual learning and the surge in the usage of tools to help home learners do their work better.

In 2021, Brainly added Math Solver to its suite of learning tools.

Math Solver is an AI-powered app that provides an instantaneous step-by-step solution to any math equation. It was created to remove the confusion and anxiety from mathematics and provide users with a clear path to solving even the most complex algebra problems.

Brainly Tutor, which provides students with real-time access to live chat support for the subjects that challenge them the most, was also launched in 2021. The new product is dedicated to connecting students with live expert help whenever and wherever they need it. In seconds, Brainly users are connected with an authorized tutor from the platform's extensive global pool of expert staffers.

company:

Airly

Founded in 2016, Airly is an IoT company focused on making air quality data visible and understandable to all by building a single source of truth for air global quality data using real-time air quality sensors to reduce air pollution globally.

Airly is backed by Giant Ventures, members of Sir Richard Branson’s and Sir Ronald Cohen’s families; former Spotify CMO Sophia Bendz; former Gojek CMO Piotr Jakubowski; and Henkel board member Konstantin von Unger.



With more than 20,000 data points in over 30 countries, Airly’s customers comprise over 400 local governments and cities including

Berlin, Jakarta, Oslo, Athens and Krakow, corporates such as Philips, PwC, Motorola, Aviva, Veolia and Skanska.



company:

Talent Alpha

Talent Alpha is a complete talent intelligence & marketplace platform for organizations that know effective digital talent management is mission-critical.

We provide HR, recruitment, delivery, and procurement managers with immediate access to a growing global ecosystem of over 600 vetted IT providers through the

Enterprise Gateway Marketplace. We create bonds between IT service providers and global brands like ABB, Decathlon, Fujitsu, GFT, Infosys, Novartis, or UiPath. We enable exchanging tech talent between companies. At the same time, smaller providers get access to global brands and interesting projects.

Each of our clients can use Talent Marketplace for searching for the most experienced tech people for the most demanding projects. An exclusive pool of over 20 000 tech specialists are available on-demand for both short and long-term

projects, with talent acquisition possible within 24 hours. Talent Alpha’s main aim is to be a provider of the best marketplace solution for enterprises looking for world-class IT specialists. Thanks to our cloud-based solution, finding a tech specialist has never been that simple. The key component of our innovative approach is talent intelligence and focus on talent measurement strategies. Talent Genome is the method of gauging both talent and soft skills. Nowadays Talent Alpha is able to measure over 3500 skills also thanks to the support of AI and ML applications.

Since our foundation in 2018, we have won numerous awards in many international competitions such as:

- The Most Innovative Business Solution – Outsourcing Stars; Poland, 2020
- Winner at the Start-up Innovation Competition – SSOW; Europe, 2020
- Main Prize from Harvard Business School – New Ventures Startup Competition Europe; Paris, 2019
- Digital Top 50 - Early Stage Category – TechCrunch Disrupt; Berlin, 2019
- Winner at the Unleash World – Start-up Grand Prix; Paris, 2019
- We are proud that the international startup scene recognizes our talent solution.

company:

edrone

Edrone is an AI-powered SaaS platform that provides Instant ROI and Customer Experience solutions for eCommerce.

The Kraków-based company was founded by Michał Blak and Rahim Blak in 2016, and today employs over 120 people with offices in Barcelona and São Paulo.

Its mission is to turn online stores of all sizes and sectors into Sales Machines through the use of cutting-edge Marketing Technology. Using edrone, online stores are able to understand their customers' needs and shopping behaviors through the use of data (all GDPR compliant, of course), provide them with a personalized shopping experience, engage them efficiently with automated messages, and develop Business Intelligence supported by detailed performance reports.

After four years of bootstrapping to over 1,000 clients in 25+ countries, edrone received Series Pre-A



funding of US\$2.5 million to fuel its growth, mainly in the CEE and LATAM regions. Also in 2020, edrone received a grant of US\$2.8 million from Poland's National Centre for Research and Development to develop AVA, an Autonomous Voice Assistant powered by AI and tailor-made for online stores.

This innovative R&D project places edrone at the forefront of eCommerce technology and will position its clients and partners to benefit from the Voice Commerce revolution, which has already begun and is expected to become a US\$40 billion industry by 2022. In 2019, edrone was selected as the best CRM according to CIO 100 List of IT Managers and was mentioned in

the Best in Cloud rankings by Computerworld Magazine. In 2021 edrone received another important recognition from its clients: 4.9 out of 5 stars in G2, one of the largest and most reputable software review websites, along with specific distinctions reflecting edrone's relentless focus on performance, support and customer satisfaction.

Apart from its clients' recognition, edrone has also been noticed by the industry media, regularly collaborating with interviews, as well as talks in events and conferences such as Cloud Connect, ECU Digital Days eCommerce, Money.pl's Economic Forum, and the MIT Sloan Management Review Polska Congress.

company:

Sinterit

Sinterit is the first company in the world to create a compact version of the most advanced SLS (selective laser sintering) 3D printers.

The company's mission is to support the innovation and creativity of engineers, researchers, programmers, scientists, and visionaries. The system created by Sinterit is present in over forty markets around the world.

Now the product line includes three compact SLS 3D printers -



Lisa, Lisa PRO, and Lisa X, as well as one new industrial laser sintering 3D printer - NILS 480 with large build volume, fast printing time and the best ROI on the market.

Sinterit's vision, from day one, is to accelerate global development by

providing everyone access to this innovative technology. The SLS 3S printing solution by Sinterit is based on ease of use, versatility, and availability, thanks to which the technology of the future becomes available today.

Since 2014, the equipment manufactured by Sinterit has been trusted by engineers, educators, companies from industries such as automotive, prototyping, and product design all over the world.

Sinterit was multiple times awarded for the best Start-up (Formnext Challenge), Innovator Małopolski, and for its printers (All3DP quarterly awards).

company:

Silvair

At Silvair, we believe any building can be smart and sustainable.

We are committed to empowering our partners around the world to provide lighting solutions that are energy efficient, secure, and increases the comfort of occupants.

We build robust software solutions for wireless lighting control and building intelligence. As a leading contributor to the Bluetooth SIG's Mesh Working Group, we drive the development of Bluetooth mesh – the only global and open communication standard for professional

lighting applications. We work with lighting manufacturers, facility managers, specifiers, and integrators and help them join the Bluetooth mesh ecosystem and start reaping the benefits.

We offer flexible lighting control firmware for a variety of lighting components. We also provide award-winning software tools for commissioning and managing Bluetooth mesh lighting networks. Above all, we are developing innovative IoT services that can be provided via Bluetooth mesh lighting networks. The IoT services allow to connect with building data and drive efficiencies and maximize savings.

In July 2018 Silvair issued shares in an initial public offering at the Warsaw Stock Exchange (WSE)



Rafał Han
CEO, Silvair

raising approx. \$5.5 million. Today our robust wireless technology is used across the globe, enabling our partners to transform the existing building stock with minimum disruption, fast ROI, and IoT opportunities ahead. Together, we drive the shift towards sustainable, high-performance buildings.

company:

LiveKid

The LiveKid application for pre-schools and nurseries has been helping directors and owners to manage their facilities for over 4 years, reducing paperwork, saving time and money, while moving the existing multi-channel communication with parents to one place.

The idea for the app was created out of a natural need when the mom of one of the founders, Jakub Pawelski, started her own nursery. As it turned out, most of her time

was being spent on activities that could be easily automated. Unfortunately, there was no suitable tool on the market at the time that could cope with this challenge.

LiveKid quickly attracted the interest of not only Jakub's mom, but also other directors and owners of nurseries and kindergartens, who had the opportunity to see how the application works.

As they admit in many conversations, they cannot imagine running their facilities without this application once having made use of it. One of the (really many) favourite

features of the directors is the ability to calculate and issue bills.

The rapid development of the application was clearly influenced by the pandemic that we unexpectedly had to face in 2020. Digitalization of the education sector, which had been progressing for several years, became inevitable, so pre-schools and nurseries were also expected to quickly adapt to the new reality. LiveKid showed how important it is to respond quickly to the actual needs of users, implementing features that made it possible to conduct remote classes.

As of today, LiveKid is a team of over 50 members. More than 1500 pre-schools from Spain, Germany, Austria, Switzerland and Poland have already implemented the tool. That's over 120,000 active users who love the application for its innovation, intuitiveness, and for the real impact on parents' contact with the institution responsible for their child's time and development.



Registration & Employment

The majority of surveyed startups (59,3%) were established in the last 5 years (2021-2017). The biggest number of analyzed companies was incorporated in 2020.

Only 5% of analyzed projects (e.g. Brainly, Everuptive, Grenton, inFakt, Picodi, PressPad)

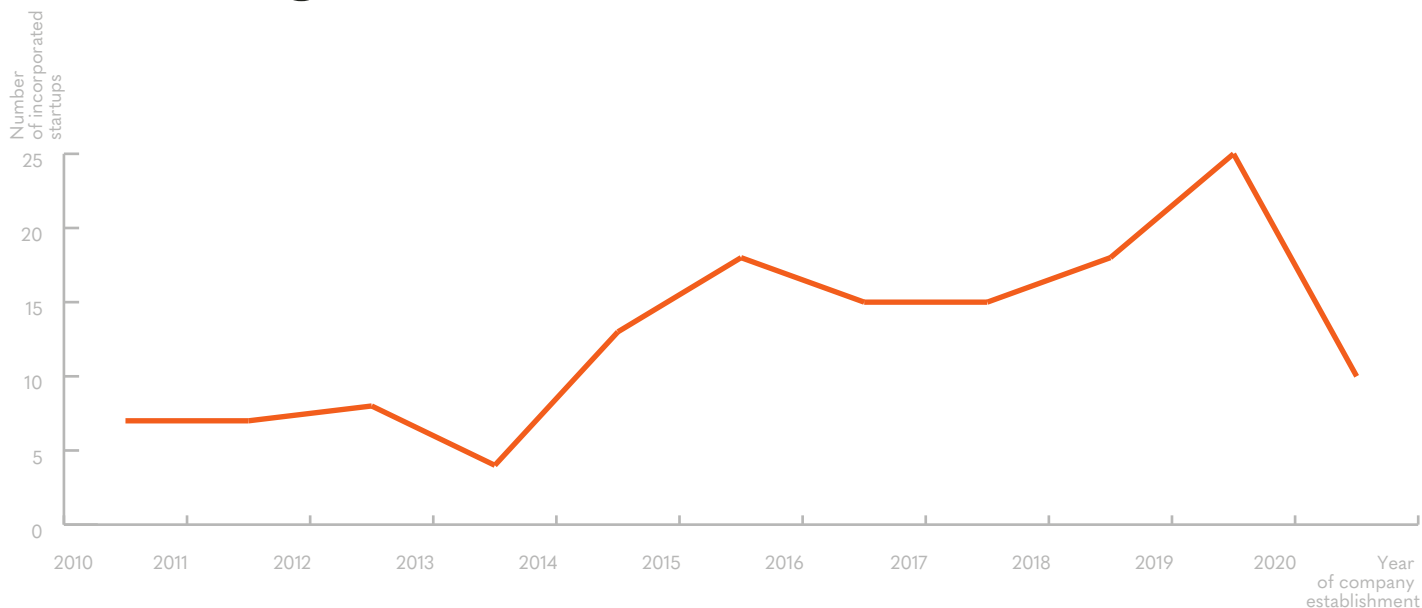
have been around since 2011 and longer. 5 companies that haven't created a legal entity yet are working on their projects for 1 or 2 years.

The infographic below presents the examples of the companies and their dates of establishment.

Date of Company Registration



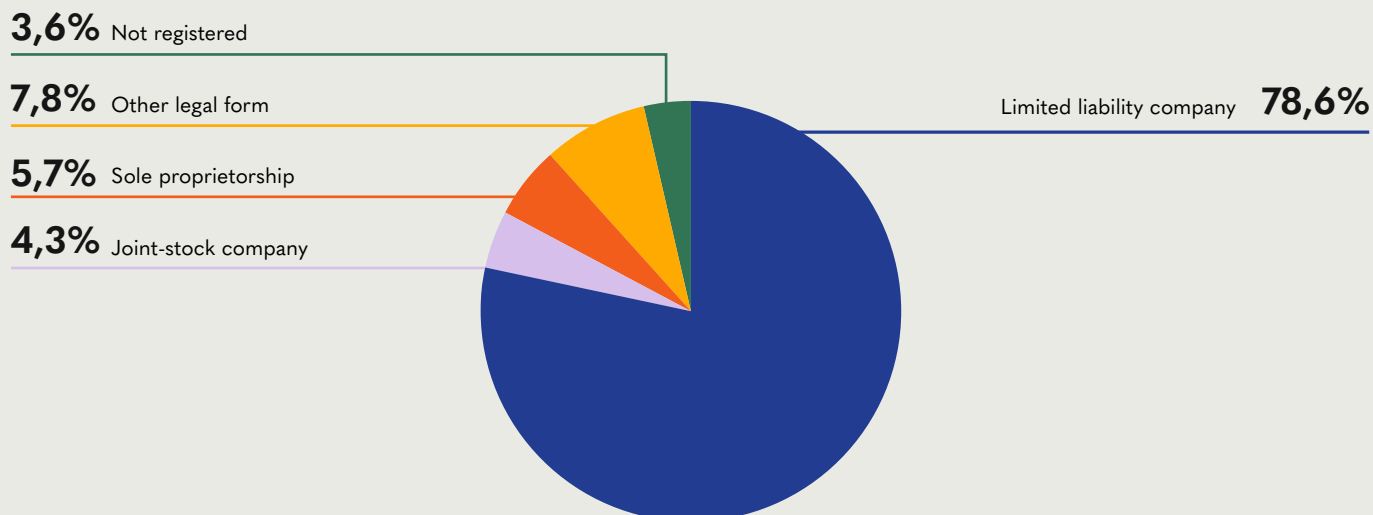
Founding Year



The chart presents the exact distributions of establishment dates in the surveyed group of 140 startups. The biggest numbers of startups were established in 2020, 2019 and 2016.

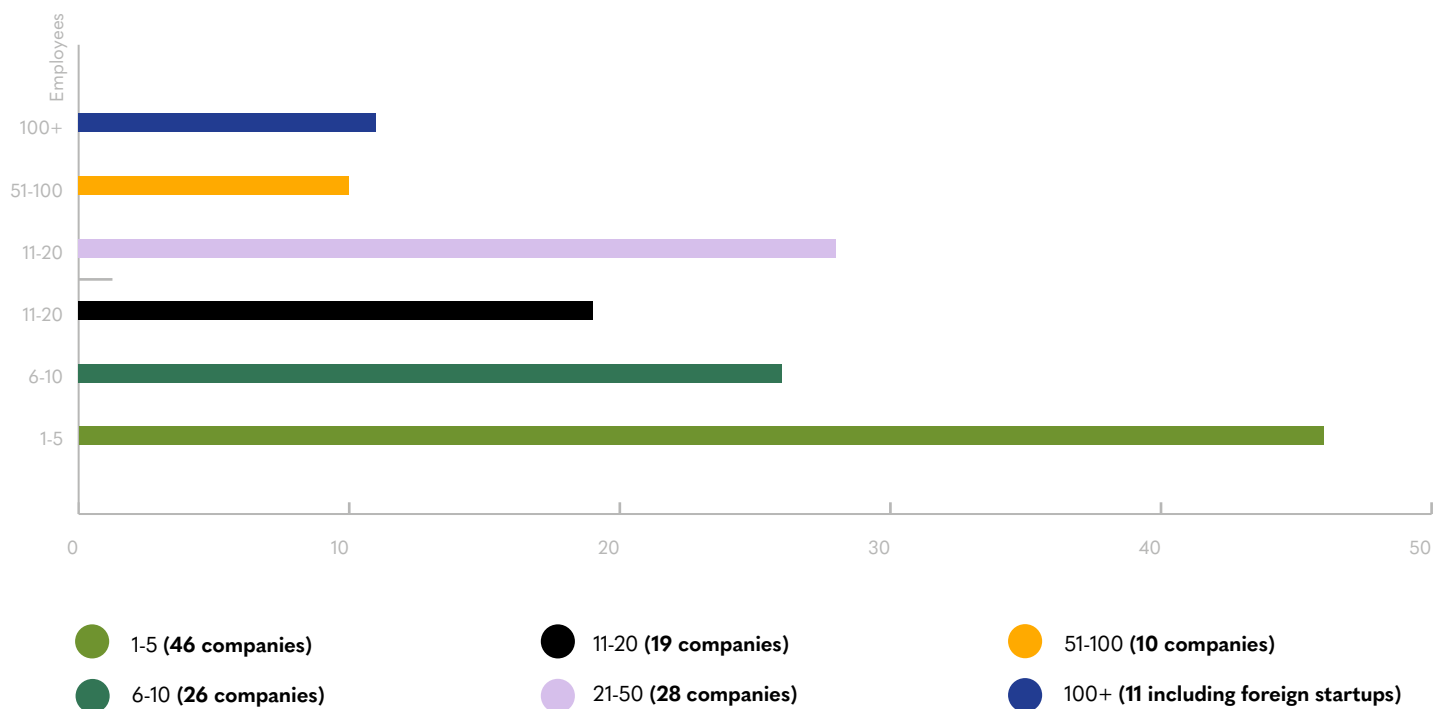
Legal Form of Registered Startups

In regard to the legal form, the data shows that the most preferred form of company establishment is a limited liability company. This legal form was selected by **78,6%** of surveyed companies. Only **4,3%** of Krakow startups are joint-stock companies, **5** of the respondents haven't founded their company yet.



Employment


The significant majority of Krakow startups 85% employ up to 50 employees. Only 11 companies, including foreign companies branches, have more than 100 employees. The biggest group of startups 32,8% have up to 5 employees.



 **Examples of Krakow-born startups with the highest employment rates:**

 **100+**

- Brainly
- Synerise
- edrone
- Sinterit

 **51-100**

- Autenti
- Picodi.com
- Bidroom
- Printbox
- HCM Deck
- Unit8
- inFakt
- Reality Games
- Kontakt.io
- UPacjenta
- Lekta AI

 **Examples of foreign companies with employment in Krakow above 50 employees:**

 **50+**

- Bidroom
- Revolut
- FLYR
- Zendesk
- Kitopi
- Azimo

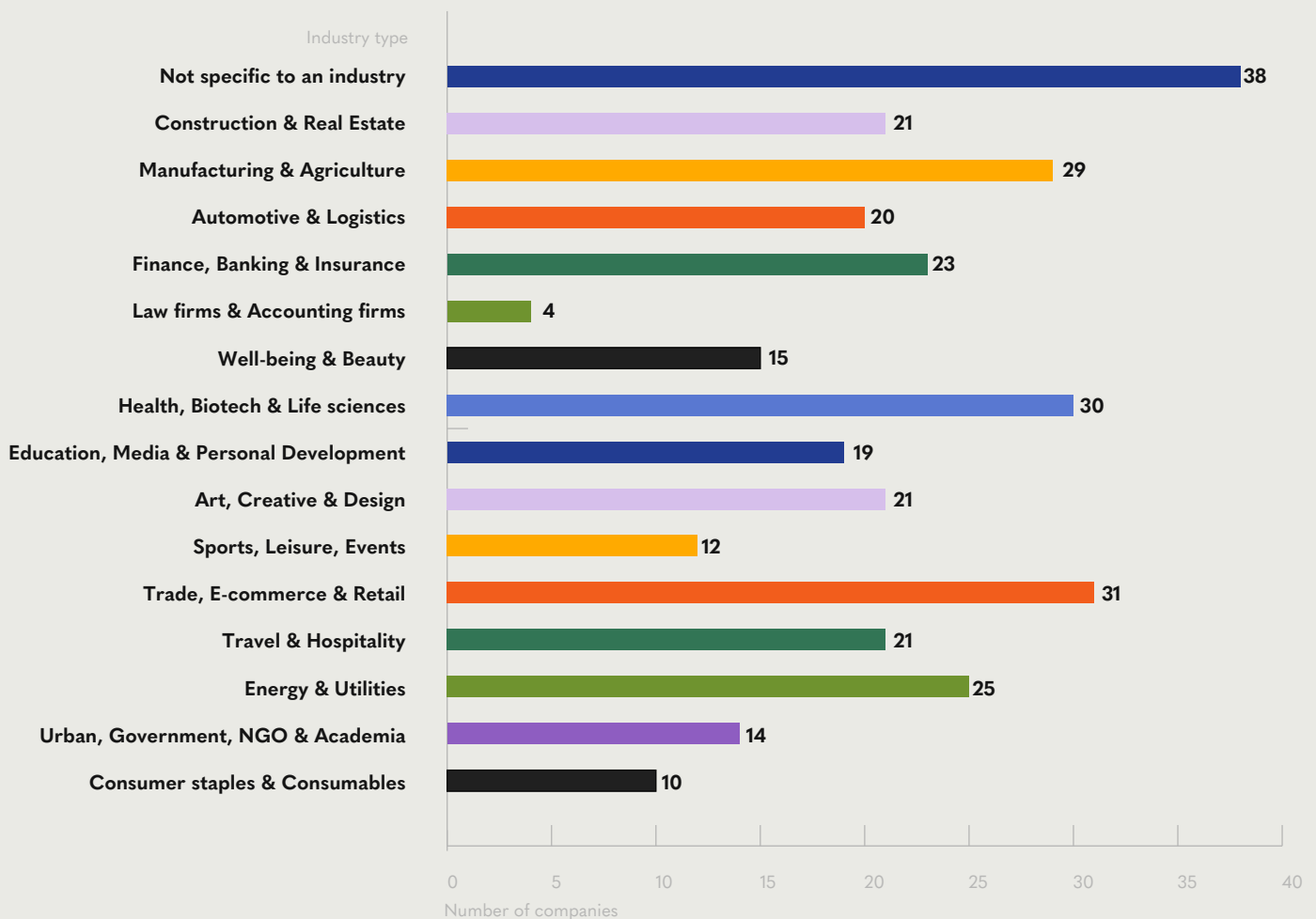
Top Industries in which Krakow Startups Operate

Krakow Startups cover a wide range of digital and innovation industries.

The majority of companies develop products and solutions that are not specific to any industry and can be offered/marketted to multiple industries. However, based on the

analyzed responses we may identify a few leading industry specializations. Most of the companies create solutions for Trade, E-commerce & Retail industries and Health, Biotech & Life sciences, followed by Manufacturing & Agriculture, Finance, Banking & Insurance and Energy & Utilities.

Types of Industries in which Startups Operate



Krakow Startups top 5 Industry Specializations

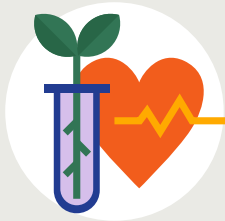
Examples of startups operating in the top 5 leading industry specializations.



Trade, E-commerce & Retail

31 companies

Examples: Autenti, Closer, Crossweb, edrone, ektare, Estimote, ExMetrix, GoPOS, HR Hints, Mosaico, Pomelody, POSbistro, Princity, Printbox, PushPushGo, Secfense, Tadom, Treo, WEARFITS.



Health, Biotech & Life Sciences

30 companies

Examples: AILIS, Airly, Autenti, Cardiomatics, Consonance, Efento, Estimote, HR Hints, Insignes Labs, Medtransfer, Mosaico, Prodromus, S2Innovation, Secfense, Sflow solutions, Techmo, Urbanika, Farms.



Manufacturing & Agriculture

29 companies

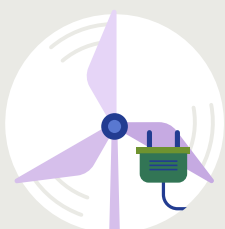
Examples: Autenti, Blumlee, Copernic, Efento, ektare, Elmodis, EMBETECH, Estimote, ExMetrix, Guider, HR Hints, Insignes Labs, Mosaico, Princity, S2Innovation, Secfense.



Finance, Banking & Insurance

23 companies

Examples: Autenti, Closer, Copernic, Edward.ai, Estimote, HR Hints, Lekta AI, Meely.ai, Mosaico, Princity, PushPushGo, Secfense, Simpl.rent, Techmo.



Energy & Utilities

23 companies

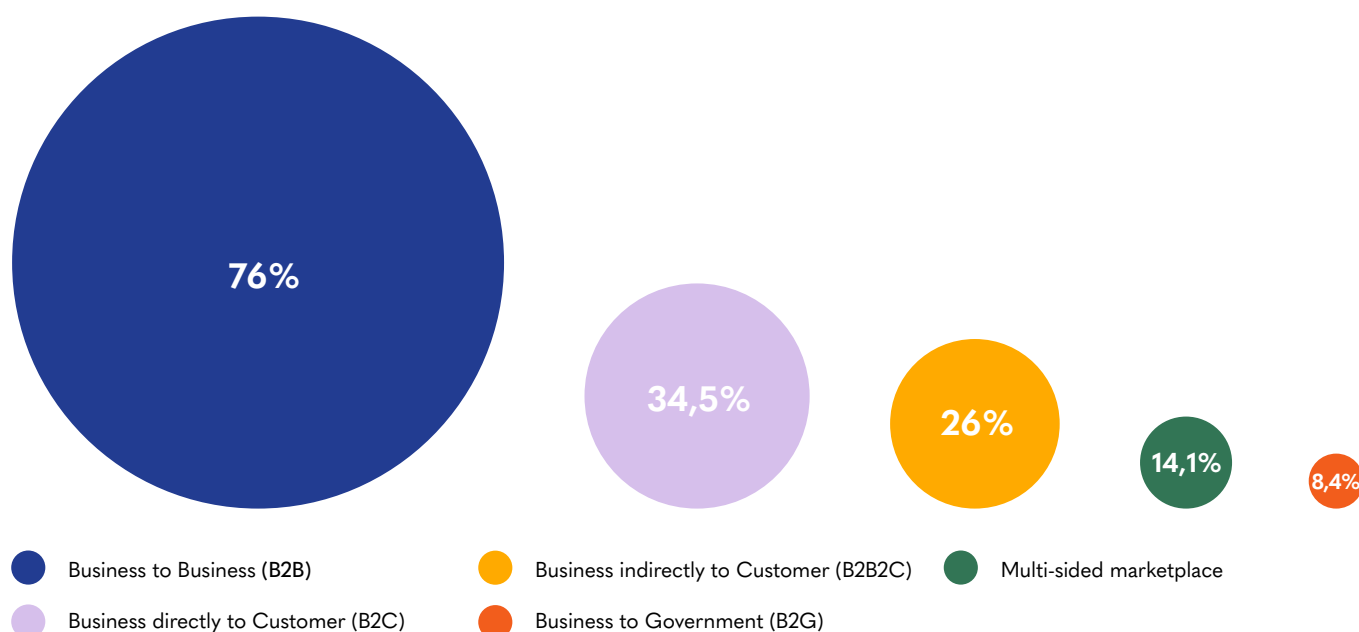
Examples: Autenti, Closer, Copernic, Efento, Elmodis, EMBETECH, ExMetrix, Guider, HR Hints, Mosaico, S-Labs, Secfense, Sflow solutions, SGPR.TECH, Techmo.

Customer Types

Krakow's startups offer their products in various business models. The vast Majority of them, 76% are operating in the Business to Business (B2B) model offering their products to companies.

In comparison, 60,6% of the researched companies are developing consumer-focused products applying either in B2C or B2B2C models. For 6,3% of all surveyed companies, the B2C model is the only business model that they use, while the B2B2C model is the sole focus for 7,7% of the companies.

Startups Business Models



For 37% of companies, the B2B model is the only business model that they use.

14,1% of the companies are selling their products through multi-sided marketplace (e.g. 1koszyk, Brainly, Click n' GoWild, Copernic, Crossweb, Digital First AI, dodowork, ektare, Healthy, hiree, Kitopi, Lunching.pl, ParkCash, RECOMMENDme, Revolut, SquadGurus, Talenti, Therapify)

None of the researched companies applies the mix of all 5 business model types that we took into consideration, but there were a few companies that apply multiple selling options: e.g. Terapify, Lunching sells in B2B, B2C, B2B2C and Multi-sided marketplace, while

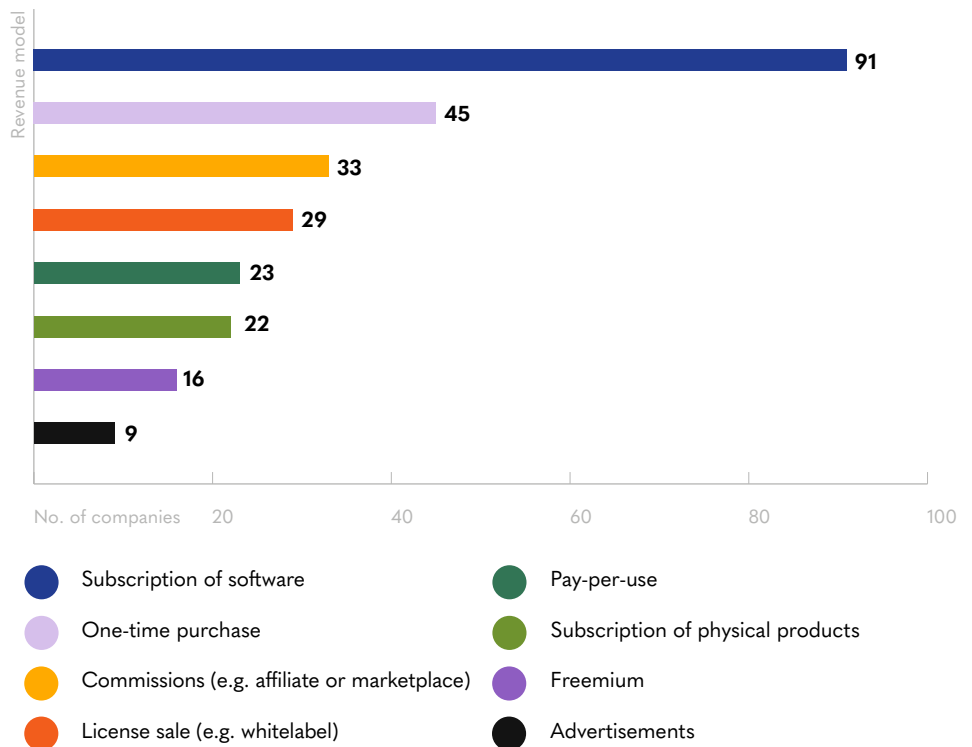
Arteia, Autenti, HR Hints, Insignes Labs, LifeBe, Prodromus, Shape.Care, Tadam use both B2B as well direct and indirect B2C models.

51% of startups that achieved over 100% annual revenue growth rate in the last 4 quarters, were operating solely based on B2B models, while the same level of growth has been achieved only by 8,6% of B2C and 2,9% of B2B2C startups. This may suggest that the companies with B2B models are more likely to achieve higher growth rates.

Revenue Models

The vast majority of Krakow startups are operating on Software subscription revenue models. The other leading revenue models are One-time purchases and Commissions.

Companies offering their products in the Software subscription model are the most successful in terms of acquiring external funds from VCs and Angel investors (10 companies out of 90 received the funding > 10 M EUR). Companies operating in this sales model achieved also the highest growth rates in the last 4 quarters >300% (12 companies out of 90) in comparison to all other revenue models.



International vs Polish Clients

50% of startups offer their products and services mainly or solely to Polish clients.

While 41,5% of startups operate only or predominantly on international markets.

8,6% of companies do not have any paying clients yet.

15,7%
All clients in Poland



34,3%
Most clients in Poland



27,9%
Most clients outside Poland



13,6%
All clients outside Poland



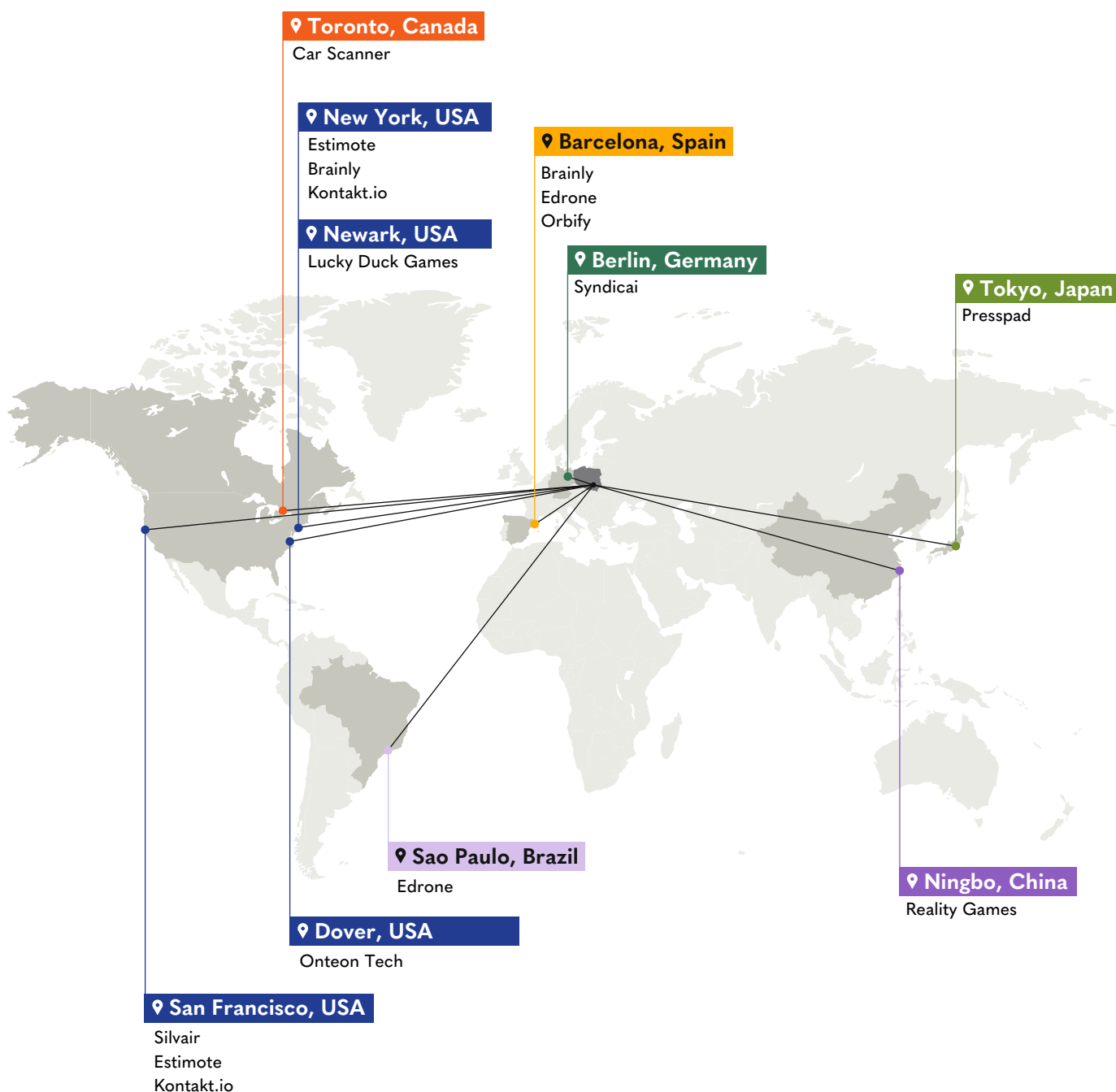
8,6%
No paying clients yet



Examples of Foreign Locations of Krakow Startups

Many of Krakow startups have offices in foreign countries that may also suggest the extended operations on that given market.

The map below showcases examples of Krakow-born startups with foreign offices.



Startup Financing

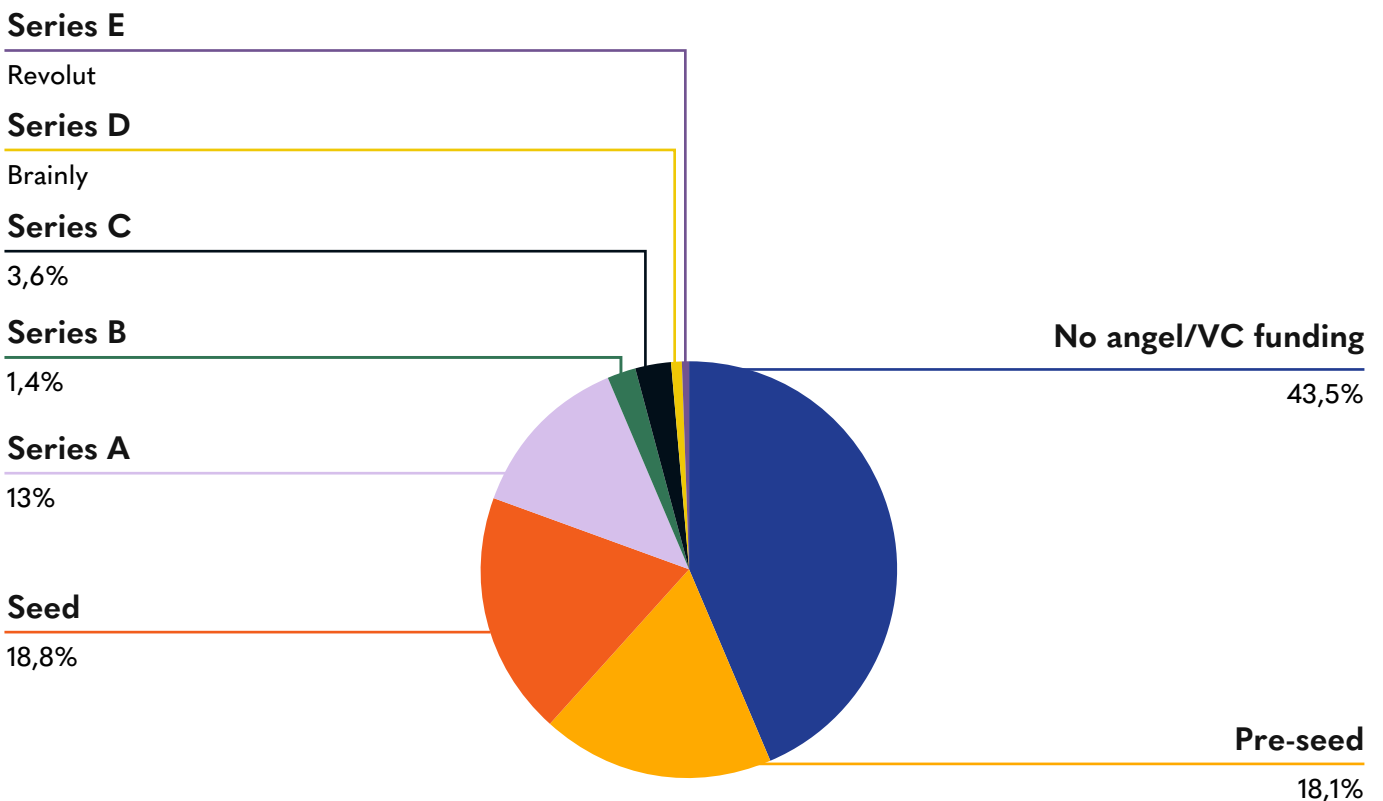
The majority of Krakow startups finance their operations from VC and angel investments, however, the percentage of startups that finance themselves from their own sources is also substantial.

Investment Rounds

Krakow's record of financing belongs to Brainly that acquired to date approx. 150 million USD.

Out of those companies that participated in the study, only a few secured B or C rounds. None of the surveyed Krakow-born startups received Series E rounds. Revolut, a foreign startup, is the only one with this level of funding.

43,5% of startups have not applied for external sources of funding. Out of those that have received the financing most funds have been obtained either in Pre-seed or Seed rounds. 13% of companies closed Series A rounds.



Total VC, Angel and Founder Funding

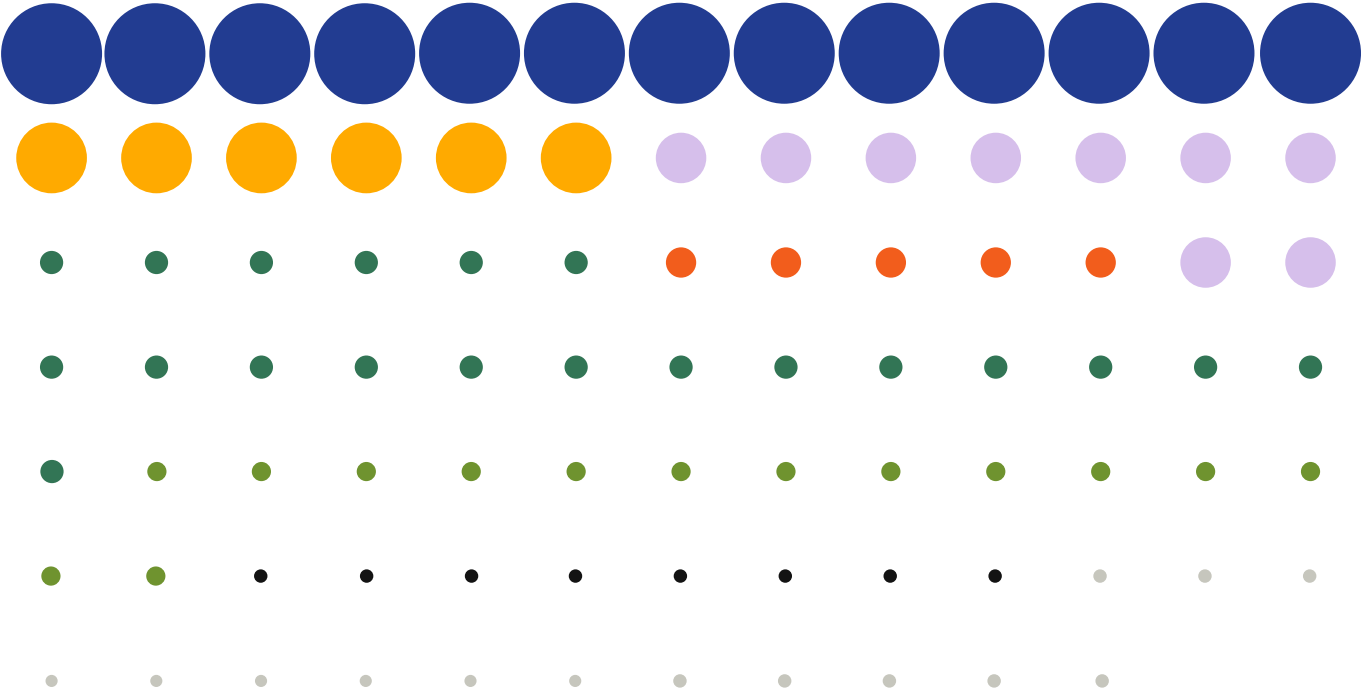
90% of startups used either external sources of financing like VC, angel investors funds, BRIDGE Alfa or bootstrapped using founder funding.

Out of 13 companies that secured over 10M EUR, only 5 are Krakow-born startups. These include Brainly, Enso, Estimote, Silvair and Synerise and the remaining are foreign startups with Krakow subsidiaries.

The majority of surveyed startups received between 0.5-1.4M EUR of total funding.

Levels of Funding

The chart below presents the total funding obtained by the company before an exit. This includes BRIDGE Alfa and the other mixed financing. The number of circles reflects the number of companies with a given level of funding. The size of the circle presents the volume of funding.

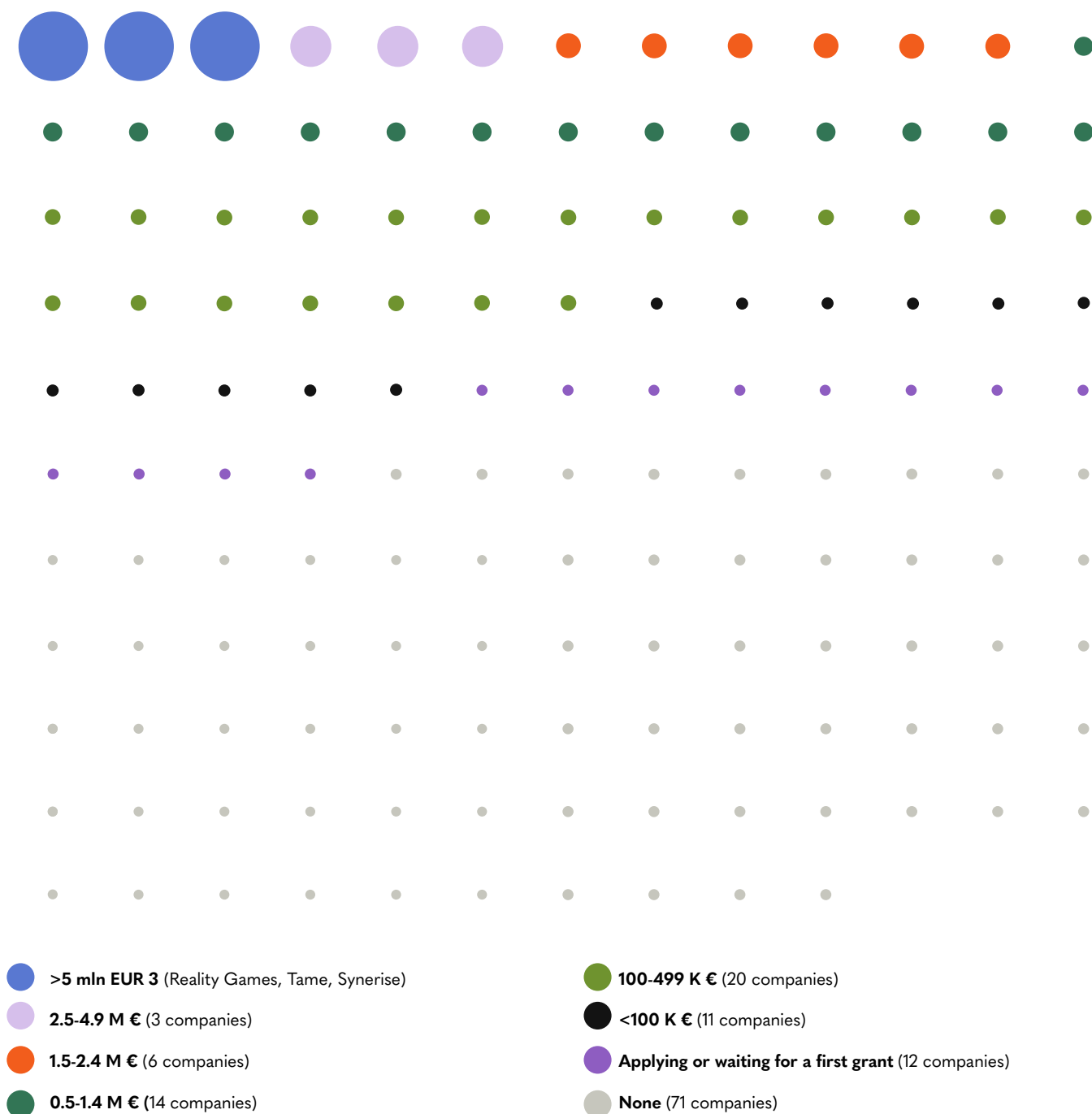


- >10 M € (13 companies)
- 2.5-4.9 M € (9 companies)
- 0.5-1.4 M € (20 companies)
- <100 K € (8 companies)
- 5-10 M € (6 companies)
- 1.5-2.4 M € (5 companies)
- 100-499 K € (14 companies)
- None (14 companies)

Acquisition of Public Grants

Half of the surveyed companies applied for public grants supporting their product development and growth. Out of that group, 6 companies received grants above 2,5 M EUR.

The majority of startups applied for public grants not higher than 500k



Crowdfunding

There are a few startups that gained funds through crowdfunding campaigns including e.g. Airly, Copernic, Mosaico, Onteon Tech, Pomelody, REAKTO.

Startups looking for the next funding round

The majority of startups are actively looking for funding, only 36% are not in the fundraising mode. Below we present the examples of startups and their current investment goals.

100 K €



Aqool RECOMMENDme Volme Pumipod TimeNavi
games4Earth Tadam WOMAI Vizonare

100-499 K €



Blumlee Tap Anywhere Urbanika Farms Probe SquadGurus
Mobilis Robotics Talenti Treo Playstrict Guider

0.5-1.4 M €



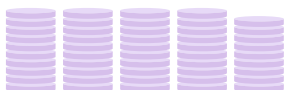
AstroTectonic fos.design ParkCash Onteon Tech Decloths Eventory
BioMinds Healthcare hiree Pokojowo Therapify Simpl.rent myREST
Digital Brain Nordic AB Husarnet SEEDiA ektare REAKTO Syndicai
Digital First AI Mentorist Shape.Care EMBETECH Techmo Meely.ai

1.5-2.4 M €



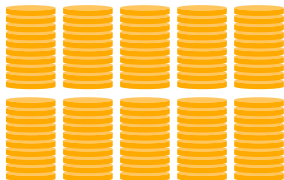
Closer 1koszyk MAGLY
FindAir WEARFITS

2.5-4.9 M €



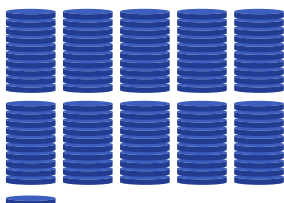
Prodromus Arteia Insignes Labs
GYMMANAGER HCM Deck

5-10 M €



Airly ReliaSol Car Scanner
Bidroom Autenti edrone

>10 M €



Brainly Cardiomatics Estimote Ness Services Reality Games
FlyTech Kitopi Talent Alpha Synerise Lekta AI Copernic

Startup Specializations

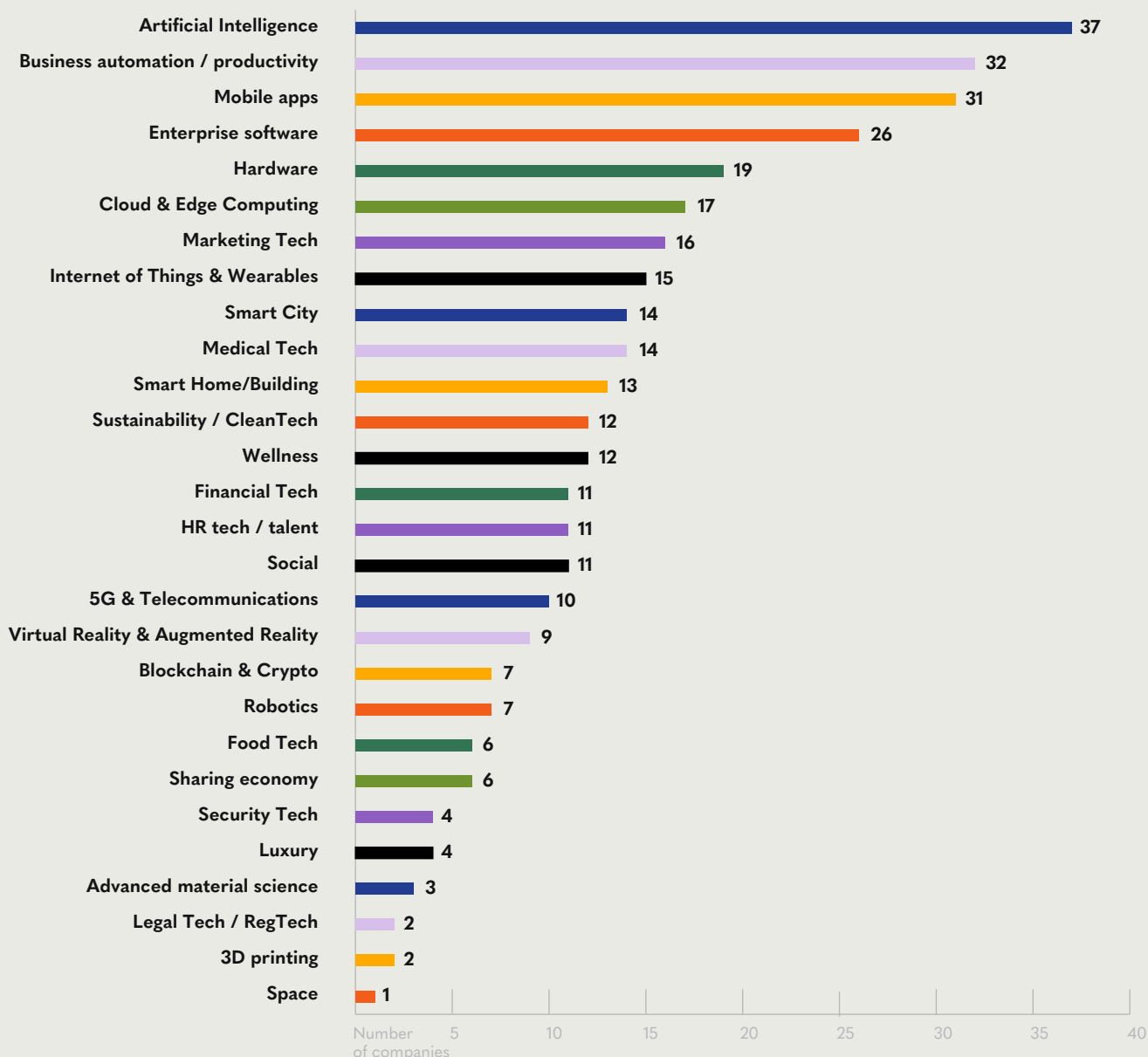
Krakow's startup landscape is quite diverse in terms of developed technologies and product focus.

The majority of our surveyed startups specialize in developing Artificial Intelligence technologies (this technology has been indicated as the main focus by 36 companies). Among

this, the two other technological specialization areas are: Business automation/productivity and Mobile applications.

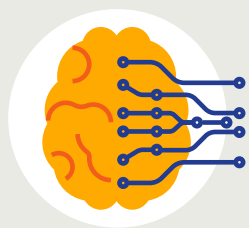
Relatively, the smallest number of surveyed startups develop solutions in such areas as 3D printing, Advanced material science, Legal Tech, Quantum Computing, Space or Luxury, and Security Tech.

Majority of startups indicated their involvement with several types of technologies & specialization areas.



Examples of Startups Operating in Top-10 Tech Specializations

Below, we present the top-10 technological & product specializations with the examples of the companies that are developing it.



Artificial Intelligence

37 companies

Examples: AILIS, Arteia, AstroTectonic, Brainly , Car Scanner, Closer, Digital First AI, dodowork, edrone, Edward.ai, Elmodis, Enso, ExMetrix, FLYR, FlyTech UAV, GetDressed, hiree, intoDNA, Lekta AI, Meely.ai, Nexta.io, Playstrict, Princity, Printbox, ReliaSol, Tadam, Revolut, SGPR.TECH, SquadGurus, Syndicai, Synerise, Talent Alpha, Techmo, Unit8, Volme, WEARFITS, Koseed.io



Business automation, productivity

32 companies

Examples: A Tu Polska, Autenti, Bidroom, Blumlee, Click n' GoWild, Digital Brain Nordic AB, Digital First AI, Dizply, Elmodis, Enso, ePM, Estimote, Eventory, ExMetrix, GYMMANAGER, LifeBe, LiveKid, myREST, POSbistro, Probe, REAKTO, ReliaSol, S2Innovation, Secfense, SquadGurus, Synerise, Talent Alpha, Techmo, Treo, Zalamo.



Mobile apps

30 companies

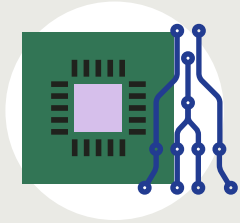
Examples: Aqool, Archdesk, Arteia, Bidroom, Brainly, Close Clothes, Digital First AI, Estimote, GetDressed, GYMMANAGER, hiree, LifeBe, LiveKid, Lucky Duck Games, ParkCash, Playstrict, Pokojowo, Pomelody, POSbistro, PressPad, Printbox, Reality Games, RECOMMENDme, Revolut, Selectrin, Shape.Care, SquadGurus, Tadam, Vizonare, Volme.



Enterprise software

26 companies

Examples: appfleet, Autenti, Closer, Dizply, edrone, Edward.ai, Elmodis, Enso, ePM, Estimote, Eventory, Kontakt.io, Onteon Tech, POSbistro, Princity, Printbox, ReliaSol, Revolut, Secfense, SGPR.TECH, Smart-Frame Technologies, SquadGurus, Syndicai, Synerise, Talent Alpha, Vizonare.



Hardware

19 companies

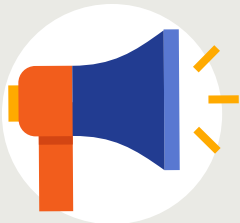
Examples: AILIS, Car Scanner, Efento, Elmodis, FlyTech UAV, fos.design, GoPOS, Mediprintic, Mobilis Robotics, Prodromus, REAKTO, SEEDiA, Selectrin, Sflow solutions, SGPR.TECH, Shape.Care, Sinterit, Volme, Woollet.



Cloud & Edge Computing

17 companies

Examples: appfleet, Archdesk, Cardiomatics, Elmodis, Enso, Estimote, Husarnet, jsDelivr, Kontakt.io, Onteon Tech, Perfops, Revolut, SGPR.TECH, SquadGurus, Syndicai, Synerise, Unit8.



Marketing Tech

16 companies

Examples: Autenti, Digital Brain Nordic AB, Digital First AI, Dizply, Droplabs, edrone, Eventory, Meely.ai, Mosaico, myREST, Nexta.io, PushPushGo, RECOMMENDme, SmartFrame, Technologies, Synerise, Tadam.



Internet of Things & Wearables

15 companies

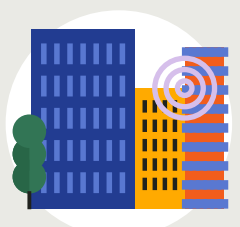
Examples: Airly, Efento, EMBETECH, Estimote, Husarnet, Mobilis Robotics, REAKTO, ReliaSol, S-Labs, S2Innovation, Selectrin, Shape.Care, SILVAIR, SquadGurus, Volme.



Medical Tech

14 companies

Examples: AILIS, BioMinds Healthcare, Consonance, FindAir, Healthly, INTODNA, Mediprintic, Medtransfer, Pokojowo, Prodromus, Pumipod, Shape Care, Therapify, uPacjenta.



Smart City

14 companies

Examples: Airly, AstroTectonic, EMBETECH, FlyTech UAV, Mobilis Robotics, ParkCash, Princity, REAKTO, ReliaSol, S-Labs, SEEDiA, SGPR.TECH, Volme, WOMAI.

Krakow Startups Stages of Development

There are multiple factors that indicate a startup's development stage. In our study, we have taken into account the following factors:

- Formal registration
- Product launch status
- Product market fit status
- Investment stages
- Total VC, angel investors, founder funding
- Annual revenues
- Total acquisition of public grants
- Total headcount of employees

The majority of these factors have been analyzed in detail in the former chapters. Below, we present the distribution of answers for the remaining 3 questions related to product launch, achievement of product-market-fit, and annual growth rates.

Product Launch

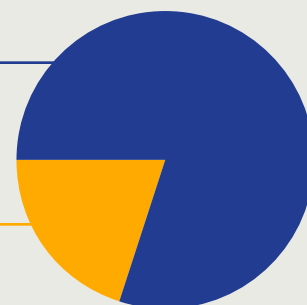
80% of analyzed startups declared that they have already launched their products.

80%

Already launched the product

20%

Haven't launched the product yet



Product Market Fit

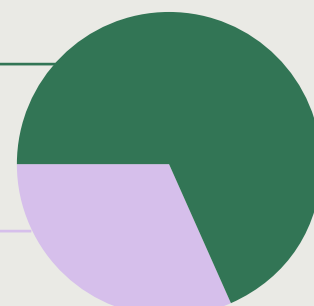
68,6% of founders declare that they have achieved product-market-fit. This rate seems to be very high, taking into account that the majority of the analyzed startups are still in the early stages of their development.

68,6%

Achieved product-market fit

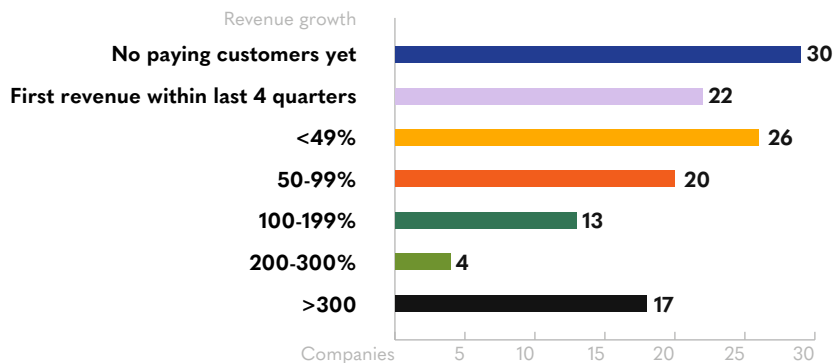
31,4%

Seeking product-market fit



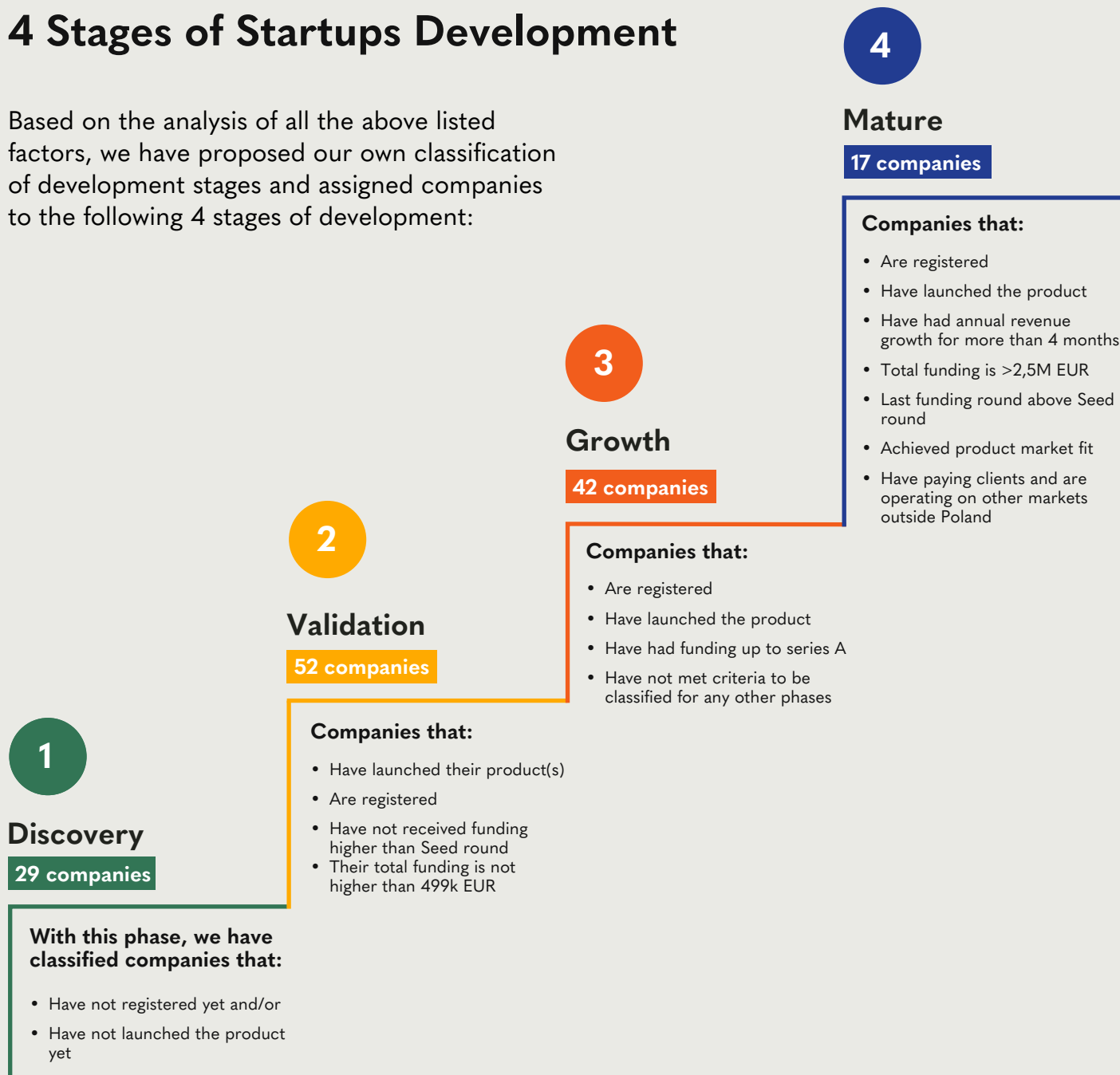
Annual Revenue Growth in the Last 4 Quarters

21,4% of startups do not have paying customers yet. 38,6% of the analyzed respondents are already generating revenues higher than 50%. 8 companies have not provided the data to this question.



4 Stages of Startups Development

Based on the analysis of all the above listed factors, we have proposed our own classification of development stages and assigned companies to the following 4 stages of development:



Review of Startups at a Given Growth Stage

1

Discovery Phase

29 companies

A Tu Polska ALLIS AstroTectonic Blumlee Volme
BioMinds Healthcare Click n' GoWild Close Clothes
Decloths Digital First AI dodowork ektare Meely
Insignes Labs LifeBe Luxury Shares Mediprintic
Orbify Playstrict Pumipod REAKTO Selectrin
RECOMMENDme Sflow solutions SGPR.TECH
Tadom Talenti Vizonare Koseed.io

2

Validation Phase

52 companies

1koszyk appfleet Aqool Consonance Copernic
Correscopy Crossweb Deskou Efento hiree
Digital Brain Nordic Dizply EMBETECH Edward.ai
ePM Everuptive ExMetrix fos.design GoPOS
games4Earth GetDressed Guider MakeMeDiet
Healthy GYMMANAGER HR Hints Zalamo
Husarnet jsDelivr Lucky Duck Games Mentorist
Medtransfer Mosaico myREST Mobilis Robotics
Ness Services Nexta.io Omni Calculator Princity
Pokojowo PressPad Probe S2Innovation Treo
Shape.Care Simpl.rent SquadGurus Syndicai
Tap Anywhere TimeNavi ParkCash WOMAI

Selected Key Characteristics of Companies in the Discovery Phase:

5 companies in this group **were not registered yet**, while the majority of others are registered as limited liability companies. **53,6%** of these companies **are managed by the CEO, who is a first-time founder**. **39,3%** of the teams have **mixed-gender founders**, while the majority of companies are being managed by male founders.

The significant majority of companies **78,6%** **employ less than 5 employees** and **average employment** in the remaining group is between **12-25 employees**.

Selected Key Characteristics of Companies in the Validation Phase:

The significant majority **78,8%** of companies in this group are registered as limited liability companies, the remaining ones have mixed legal forms. **63,5%** of these companies are **managed by the CEO, who is a first-time founder**. 21,1% of the teams have mixed-gender founders, while the majority of companies are being managed by male founders. The significant majority of companies **84,6% employ less than 20 employees** and only **8** companies have between **21-50 employees**. The majority of the companies in this category (61,5%) have annual growth rate in the last 4 quarters below 49%.

Growth Stage

42 companies

Arteia Secfense Picodi Prodromus Woolet
 Stonly Estimote Confly uPacjenta DEKO EKO
 S-Labs Techmo Reality Games Closer Unit8
 FindAir Droplabs WEARFITS Therapify
 Eventory FlyTech Perfops edrone inFakt
 Onteon Tech Urbanika Farms Enso Car Scanner
 SEEDiA Facemetrics SmartFrame Technologies
 Airly Archdesk Cardiomatics LiveKid Printbox
 POSbistro PushPushGo Talent Alpha HCM Deck
 Lunching intoDNA

Selected Key Characteristics of Growing Companies:

The significant majority **83,6%** of companies in this group are registered as limited liability companies, the remaining ones are established as a joint-stock company and one as a sole proprietorship.

Nearly half (**53,4%**) of these companies are **managed by the CEO, who is a first-time founder**. **25,6%** of the teams **have mixed-gender founders**, while a significant majority of companies are being managed by male founders.

More than **half of the companies employ over 21 employees**, and nearly **21% have more than 50 employees**.

55,8% of the companies in this category achieved over 200% annual growth rate in the last 4 quarters. **46,5%** of companies received seed-level financing.

Mature Phase

17 companies

Autenti Azimo Bidroom Bitpanda Brainly
 Elmodis Kitopi Kontakt.io ReliaSol Grenton
 Revolut SILVAIR Synerise FLYR Pomelody
 Lekta AI Sinterit

Selected Key Characteristics of Mature Companies:

Half of the mature companies are local subsidiaries of foreign companies, so only 7 **Krakow-born startups** (Autenti, Brainly, Elmodis, Kontakt.io, Silvail, Grenton, Lekta AI, Pomelody and Sinterit) have been classified to this category.

Almost all companies in this group are registered as limited liability companies, except Synerise (established as a Joint-stock company). What is interesting is that nearly **60%** of these companies are **managed by the CEO, who is a first-time founder**. Only 2 of the teams have mixed-gender founders, while a significant majority of companies are being managed by male founders.

53% of the companies received A round of financing, while the remaining group of companies received mainly C-level financing. **76,5%** of companies received total funding **higher than 5M EUR**.

Foreign Founders & Startups

Besides our local companies, the Krakow start-up ecosystem also includes foreign businesses that have decided to set up offices in Krakow.

A majority of these start-ups are from the United States and the United Kingdom. Similarly to the whole tech ecosystem in Krakow, these start-ups do not specialize into one single field, but operate in various industries such as Travel & Hospitality, Automotive & Logistics, Finance, Banking & Insurance, Well-being & Beauty.

Selected Foreign Startups with Offices in Krakow



Building a strong Base for growth. Zendesk Sell in Krakow

Base was founded in Krakow in 2009, with the mission to revolutionize sales software.

The legacy salesforce automation solutions that at the time were clunky, difficult to use and hindered - rather than improved - productivity.

Base was different in that it offered a friendly UI across web and mobile devices and it was a tool that sales reps wanted to use. And companies around the world appreciated that - Base grew to over 5000 customers and raised over \$50 million in VC funding in the process.

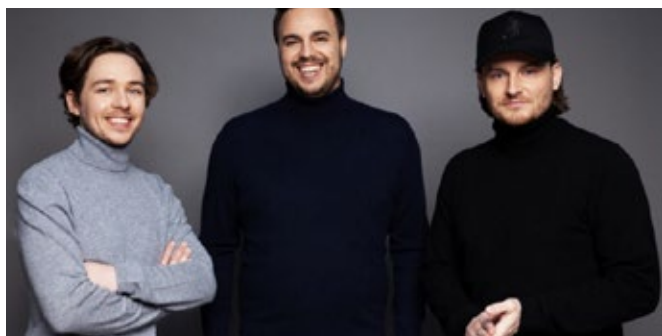
In 2018, Zendesk acquired Base to do for sales what Zendesk had already done for customer service - deliver a beautiful product built for the people who actually use it. The product has since been rebranded to Zendesk Sell, but the original vision of a sales tool built for sales people continued.



As Mikkel Svane, Zendesk CEO, put it in an interview in Krakow, "We don't build software for companies. We build software for users and for customers and it's their experience using our software that we need to think about. It has to be easy. It has to be straightforward. It has to be fun.

In the three years since the acquisition, **the Krakow office has tripled in size**, including its research and innovation hub for Zendesk Sell. In line with this, Zendesk Sell - much like the company as a whole - continues to grow, as it supports companies across Europe and around the globe with the latest sales tools for frictionless customer engagement.

Bitpanda



Bitpanda makes investing accessible for everyone. Founded in 2014 in Vienna, Austria by Eric Demuth, Paul Klanschek and Christian Trummer, Bitpanda removes the barriers to investing by harnessing the innovative power of digitised assets and blockchain technology. With more than 600+ team members and over 3 million users, the company is one of Europe's fastest growing fintechs. The user-friendly, trade-everything platform empowers both first-time investors and seasoned experts to invest in the stocks, cryptocurrencies and precious metals they want - with any amount of money.

FLYR

FLYR Labs, the pioneer of the Revenue Operating System™, is focused on the relentless application of advanced and intuitive technologies that help transportation leaders unlock their ultimate potential. FLYR is headquartered in San Francisco, and opened its Krakow operations in 2018 through an acquisition of a small software house that helped kickstart the development of the product.



FLYR continues to grow its presence in the Polish market, with its Krakow branch now at more than 70 employees. The Krakow office is heavily focused on Product Management and Engineering, DevOPS and Site Reliability, Customer Deployment Capabilities, and other core product functions. FLYR embraces Krakow's talent and culture, and plans to build upon its potential while aiming to become one of the greatest places to work.

Founders Nationality

Majority of Krakow startups (75,4%) are run by Polish founders. 12% of companies have diverse leadership teams with both Polish and foreign founders.

75,4%

All Polish founders



12,6%

All non-Polish founders



12%

Polish & non-Polish founders



Examples of Krakow Startups with International Founders in their Teams:



Michał Piątkowski
Founder & CEO at MOTIFE

10 years ago, foreign tech companies would look at Krakow mainly as a cost-savings destination.

Expert commentary

Nowadays, foreign start-ups come here for two main reasons.

First, they can hire tech employees easier and faster, thanks to a large talent pool and availability of talent.

Second, tech companies can build teams at similar or lower costs than back home. In the current global IT market, the speed of hiring has become a key success factor, allowing firms to rapidly scale-up their IT teams and start delivering.

Setting up operations in Poland on many aspects looks similar to how things operate in the UK or Scandinavia. In the same time, due to the specificity of local regulations, it is preferable for newcomers to partner up with local experts on the following areas: research, building a business case, setting up a subsidiary, opening an office, recruitment, running a subsidiary (HR/Payroll, Finance), networking/local community, and looking for funding opportunities.

Challenges & Expertise

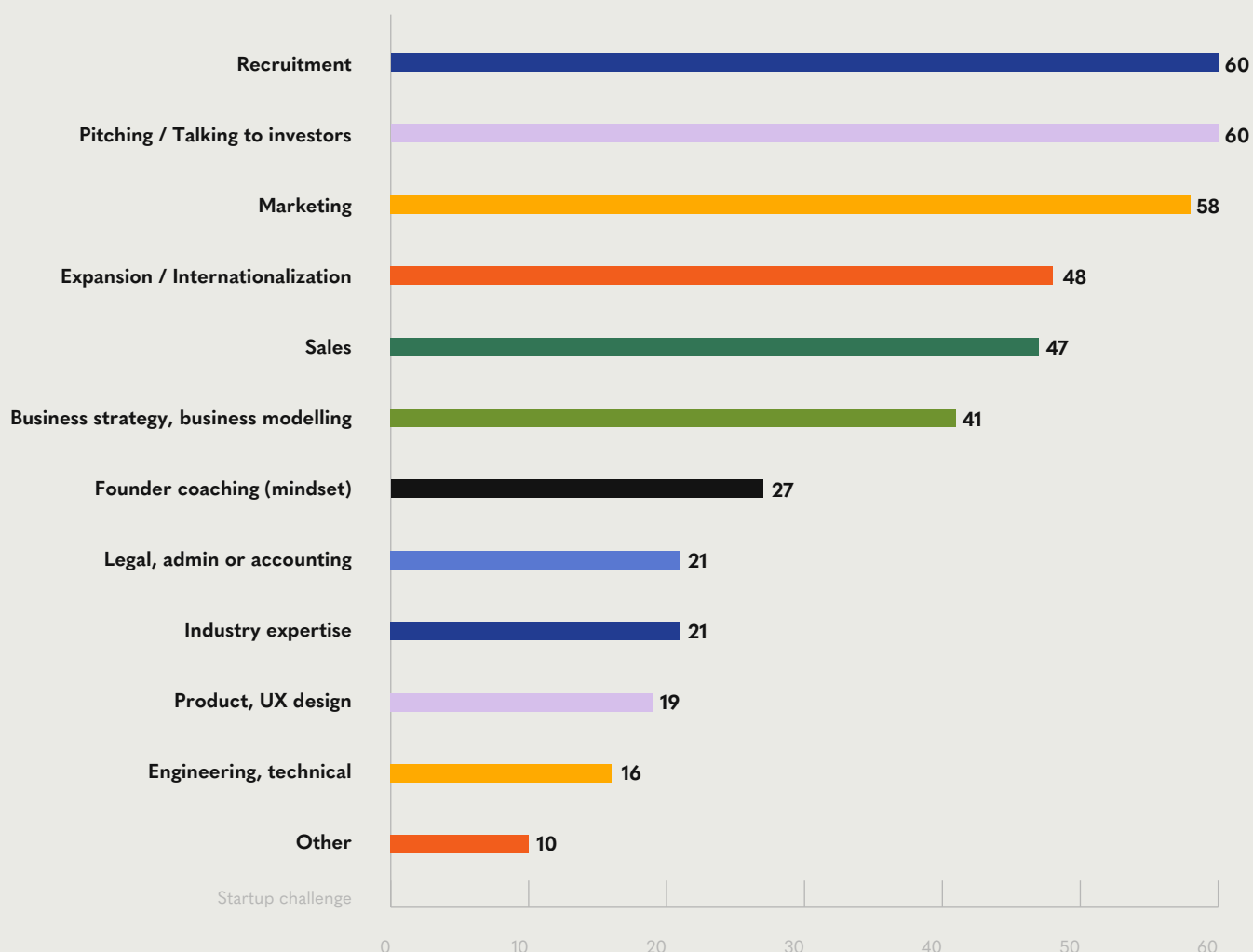
The study revealed 3 top challenges that the majority of Krakow startups are facing.

The first top challenge relates to the recruitment of new employees. This obstacle was perceived as an important challenge by all startups. The highest impact of that difficulty was addressed by the growing and mature companies. 81,2% of mature companies named Recruitment as their main growth obstacle.

The second top challenge of the same impact value relates to pitching and investors relationships. This difficulty was mainly addressed by smaller-scale startups with less than 50 employees.

Marketing was reported as the third most significant difficulty, followed by Sales and Expansion & Internationalization.

Startup Challenges

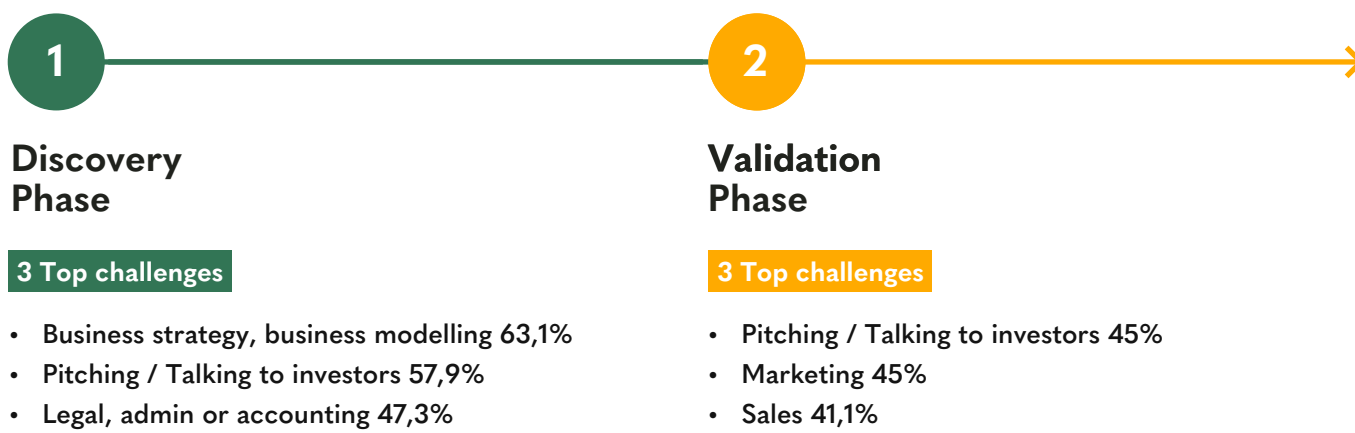


Top Challenges on Different Stages of Startups Development

Despite the general trend in the top challenges, the particular needs and challenges of startups at the later stages of development differ from those that are just making their debut.

Early-stage companies in the discovery phase perceive business strategy and business modeling and pitching, talking to investors as their top growth challenges. The third most important obstacle in this phase are legal, administrative and accounting matters.

Companies in the validation phase consider pitching and investor relationships as their main challenge, followed by marketing and sales difficulties.

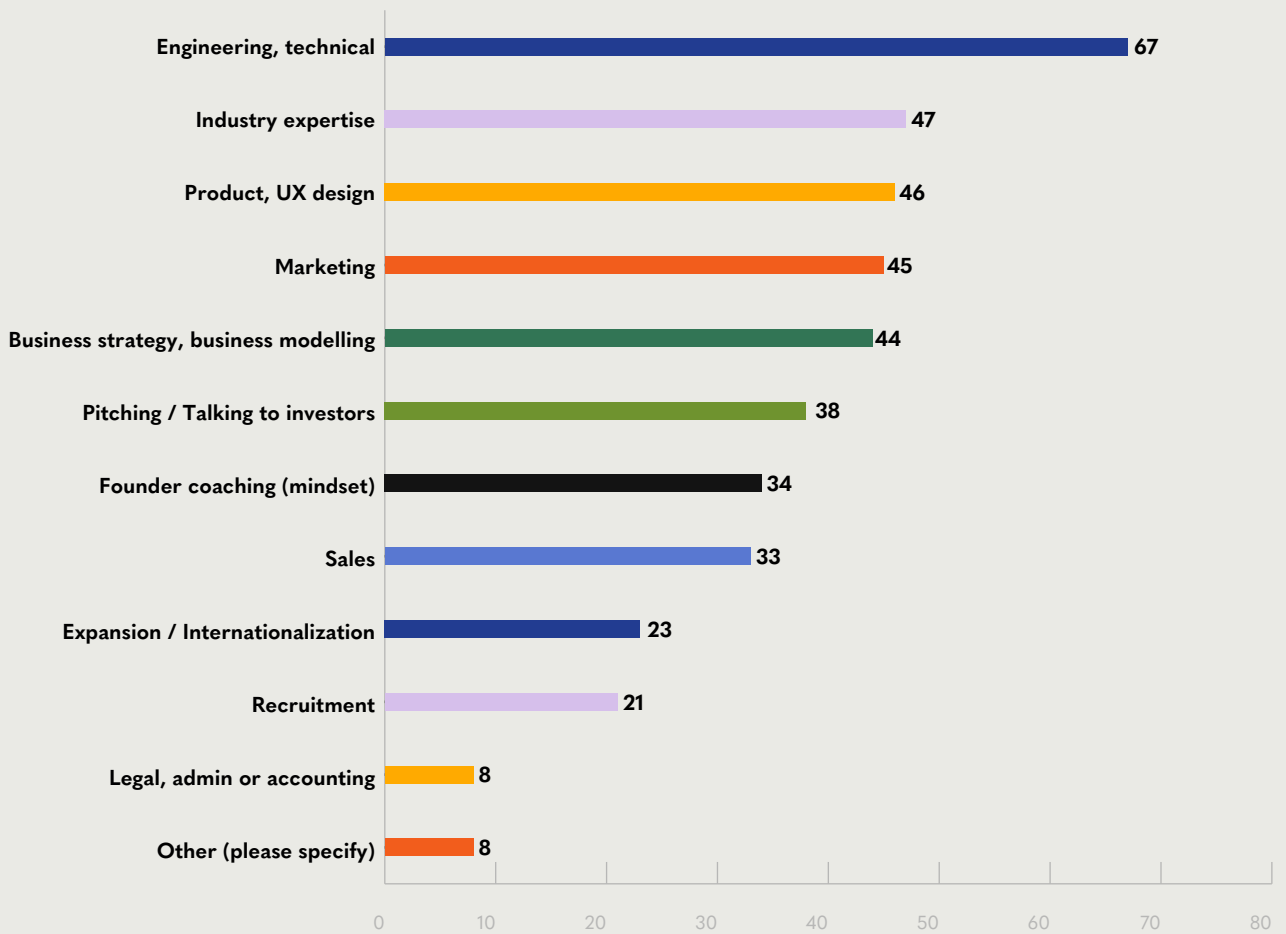


The most mature companies are considering recruitment as their main development challenge, followed by marketing and expansion/internationalization hassles. Similar trends are also visible among the growing companies:



Expertise

Companies feel strong in the following areas in which they are ready to provide advice to other startups:



Companies feel the strongest in product development areas and have solid technical/engineering expertise. The other strong areas are general industry expertise, business strategy modeling and marketing.

Summary

1

Krakov startups are relatively young. 59,3% of surveyed startups were established in the last 5 years (2021-2017).

2

The most preferred legal form of company establishment is a limited liability company (78,6% of surveyed companies).

3

The significant majority of Krakow startups, 85% employ up to 50 employees. Only 11 companies, including foreign companies branches, have more than 100 employees. The biggest group of startups 32,8% have up to 5 employees.

4

The majority of companies develop products and solutions that are not specific to any industry and are marketed to multiple industries.

5

5 Top industry specializations include: Trade, E-commerce & Retail, Health, Biotech & Life sciences, Manufacturing & Agriculture, Finance, Banking & Insurance and Energy & Utilities.

6

The vast majority of startups, 76% are operating in the Business to Business (B2B) model offering their products to other companies. 60,6% of the researched companies are developing consumer-focused products applying either in B2C or B2B2C models. For 6,3% of companies, the B2C model is the only business model that they use, while the B2B2C model is the sole focus for 7,7% of the companies.

7

Krakov startups use multiple revenue models. The vast majority is operating on software subscription revenue models. For 20% of surveyed startups, this is the only model that they apply. The other leading revenue models are One-time purchases and Commissions.

8

50% of startups offer their products and services mainly or solely to Polish clients. While 41,5% of startups operate only or predominantly on international markets. 8,6% of companies do not have any paying clients yet.

9

The majority of Krakow startups finance their operations from VC, angel investments 56,5%. Out of those that have received the financing, majority of funds have been received either in Pre-seed or Seed rounds. 13% of companies closed Series A rounds. Out of those companies that participated in the study only a few secured B or C rounds. None of the surveyed Krakow-born startups received Series E round.

10

90% of startups used either external sources of financing like VC, angel investors funds, BRIDGE Alfa or bootstrapped using founder funding. Out of 13 companies that secured over 10M EUR only 5 are Krakow-born startups Brainly, Enso, Estimote, Silvair and Synerise and the remaining are foreign startups with Krakow subsidiaries. The majority of surveyed startups received between 0.5-1.4M EUR of total funding.

11

Half of the surveyed companies applied for public grants supporting their product development and growth. Out of that group, the majority of startups applied for public grants not higher than 500 K EUR and 6 companies achieved grants above 2,5 M EUR.

12

The majority of our surveyed startups specialize in developing Artificial Intelligence technologies. Among the other two technological specialization areas are: Business automation/productivity and Mobile applications.

13

Most of the startups are in the Discovery and Validation development phases.

14

The majority of Krakow startups (75,4%) are run by Polish founders. 12,6% of companies have diverse leadership teams with both Polish and foreign founders

15

The study revealed 3 top challenges that the majority of Krakow startups are facing. The first 2 top challenges relate to the recruitment of new employees and pitching and investors relationships. Marketing was reported as the third most important difficulty followed by Sales and Expansion & Internationalization.

16

Companies feel the strongest in product development areas and have solid technical/engineering expertise. The other strong areas are general industry expertise, business strategy modeling and marketing.

Methodology

Krakow Startup Report is the first attempt to map out and present the structure of the Krakow startup ecosystem and the development status of its startups.

The OMGKRK team collected the data over the 6-month period, conducting remote interviews as well as performing online distribution of the research questionnaire among start-up founders and leaders. Start-up CEOs and founders were invited to participate in a study via e-mail, social media channels, and/or intermediaries such as local incubators, accelerators, and other supporting institutions.

The survey contained 38 questions: 12 open-ended questions, 17 single and 9 multiple-choice questions. The majority of questions were mandatory, 7 optional.

A research survey was sent to 250 innovative companies and finally completed by 140 startups.

The study applied the following definition of a startup:

A company, established by one or several entrepreneurs that:

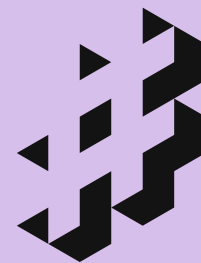
- develops a product or service that is unique in place and/or time, at least at the regional level
- intends to solve a global recognizable problem in a unique/innovative way
- has the potential for rapid growth in terms of revenue and customers outside of Poland

The analysis focused on entities registered in Krakow (that referred both to company headquarters and branches) or having at the minimum one co-founder or part of the core team living in Krakow

Software such as Airtable and Excel were used for data analysis.

Apart from data analysis, the report includes personal opinions and insights of local experts involved in the Krakow startup environment, as well as success stories descriptions of both Krakow-born and foreign startups operating in Krakow.

About OMGKRK



Mission

The mission of OMGKRK is to build a world-class innovation ecosystem in Krakow.

Story

For the last 6 years, OMGKRK has been animating Krakow's innovation ecosystem, growing into a leading digital platform and entrepreneur network with international impact.

During this time, OMGKRK organized more than **50** events, **4** acceleration programs, involved **110** speakers, mentors, experts, and collaborated with over **100** members and partners.

The OMGKRK leads initiatives in three main verticals:

1. Building a community

Creating a connected network of businesses, organizations, and individuals, creating space for dialogue, B2B and B2C matchmaking, learning from each other, and best practices sharing.

2. Ecosystem branding

Developing a positive brand for Krakow's innovation ecosystem and local companies. Attracting top talents, investors, and companies from other regions & abroad to grow the local digital economy.

3. Education and acceleration

Providing inspiration, know-how and support for technology people and entrepreneurs at all stages.

Examples of OMGKRK projects:

- Virtual Founders Breakfasts
- Hangouts
- Dragons Cave Pre-Accelerator
- Summer Jam
- X-Massive
- Innovative Krakow Forum
- Entrepreneur Club

We raise awareness. We educate the next generations of entrepreneurs. We create new opportunities. We bring innovations, startups and IT people together.

Learn more at www.omgkrk.com

Contact

For additional information or comments,
please do not hesitate to contact the editor

Dominika Walec, PhD

President

Foundation Supporting #OMGKRK
dominika@omgkrk.com

Project Partner



Supporting Partners



www.omgkrk.com