

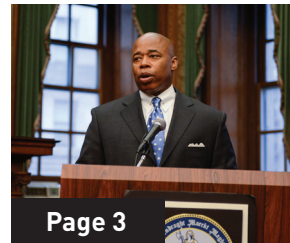
THE TEP TIMES

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Welcome to TEP 2014

On behalf of the American Council on Germany, I wish to extend a warm welcome to you to the 2014 Transatlantic Entrepreneur Partnership Conference. We also welcome the new Consul General of the Federal Republic of Germany, Brita Wagener. We are very pleased that once again we are in partnership with the Consulate.

The American Council on Germany is an independent, non-partisan, non-profit organization created in 1952 to promote dialogue among leaders from business, government and the media in the United States and Europe. For more than sixty years, we have been at the forefront of the transatlantic relationship.

Our Fellowship for Young Entrepreneurs and Innovators is one example to the ways in which we hope to foster innovation and cooperation between

Germany and the United States. We place particular importance on the Transatlantic Entrepreneur Partnership Conference with its emphasis on the partnership between Berlin and New York.

The conference program includes an impressive series of discussions and events, visits to startups and a signing ceremony in Brooklyn. We wish all TEP speakers and participants a productive experience in New York. We hope to see you back here often.

*William M. Drozdiak
President
American Council on Germany*



William M. Drozdiak

Welcome to New York City

As the German Consul General to New York City I welcome you to the 2014 Transatlantic Entrepreneur Partnership Conference.

For the fourth time, the German Consulate General has partnered with the American Council on Germany as patrons for this event. Since then the ACG has introduced their Fellowship for Young Entrepreneurs and Innovators and the German Chamber of Commerce has started a program for German startups in New York. We welcome and support initiatives that foster transatlantic collaboration and understanding between Germany and the United States.

Supporting young entrepreneurs is especially important, because it looks to the future and creates opportunities on both sides of the Atlantic. Young companies are expanding internationally faster than ever before. The World Wide Web

is transforming international business; more than ever, access to people, networks, and services is essential to success in business. I hope that this conference and the partnership will help to set young companies up for success.

The German Consulate welcomes the opportunity to provide a platform for this important exchange and thus enable German startups to get a head start in New York City. We wish all participants a fruitful 2014 TEP conference and that it continues to lead to concrete results.

*Brita Wagener
Consul General of the
Federal Republic of Germany*



Brita Wagener

The Opportunity for Transatlantic Partnerships and International Collaboration

Photo credit: Tobias Everke



Busso von Alvensleben, German Consul General addresses attendees at the TEP conference 2013, December 4th.

BY ASHLEY CLARK

The face of entrepreneurship is rapidly changing across the world. Increased digital connectivity means that entrepreneurs now have more tools to turn their dreams and ideas into reality, and geography is no longer a limiting factor in business growth. However, despite international expansion being a necessity for ventures to grow, legal and cultural boundaries remain. Cities can overcome these boundaries by teaming up to increase economic benefits. The Transatlantic Entrepreneur Partnership (TEP) is one model to facilitate cooperation between global cities like Berlin and New York City in the area of tech, media, and entrepreneurship.

Why NYC and Berlin?

New York City and Berlin are both hubs of digital technology; each has been working to foster a startup culture and has city initiatives to encourage entrepreneurs to pursue their ventures within the city. New York City has its “Silicon Alley” which is steadily growing and may eventually reach the same scale as Silicon Valley. At the same time, Berlin is hailed as the creative center of Germany and is home to a growing number of startups and incubator programs aimed at fostering new business ideas. Both cities have strengths which can work symbiotically. Berlin’s comparatively low cost of living and access to Central Eastern Europe’s markets and talents, when combined with New York City’s large consumer market and access to capital can come together to create the perfect partnership.

Why a Partnership?

In today’s fast-paced world a startup can go from having millions of dollars in capital, to crashing and disappearing in the matter of a few months, so it is important that cities provide the support for long-term success. International expansion is

a must for many companies that wish to remain globally competitive.

A partnership presents some challenges, but according to a New York International-supported study the many opportunities outweigh the challenges by far. If each city can learn from one-another’s mistakes and triumphs both will benefit and it will enable a faster trajectory into the future of entrepreneurship. City incentives for startups, fostering a creative talent pool, transparency in the digital ecosystem, systematic network building, serial entrepreneurship - these are all areas in which the cities can learn from each other. It is less about financial incentives, but rather supporting the crucial business setup in the first months.

Berlin startups are often globally minded from the beginning. Once successful in Berlin, the next step is often to look toward expansion in the US – and what better place than New York City?

NYC has worked very hard to become a welcoming place for international startups. “The next big thing” can be a city that is open for international businesses – not only facilitating access to investors for money and the American consumer for scale, but also teaching entrepreneurs how to fail fast and cheap.

Facilitating a Partnership

The main challenges and opportunities in a partnership are the issues of: fast business setup, immigration, and enabling political decision makers to come up with smart policies for entrepreneurs. City politics can have a huge effect on how easy or hard it is for international startups to establish themselves and grow. Both cities struggle with federal regulations that do not support the particular needs of digital ventures. The 2013 TEP conference saw Berlin’s senator for economic development, and the president of the NYC Economic Development Corporation come together to address this topic, and this year it will take a deeper dive into the topic of investing, innovating, and collaborating in global hubs.

“Berlin and New York provide unique opportunities”

Interview with Dr. Stefan Franzke, Managing Director of Berlin Partner

Dr. Stefan Franzke helms Berlin Partner, an organization that provides business and technology support for companies, investors, and scientific institutions in Berlin. Berlin Partner enables growth in Berlin and supports investors with customized services and a wide range of programs by helping companies launch, innovate, expand and secure their economic future in Berlin. We talked with Dr. Franzke about why he believes in collaboration between New York City and Berlin, and what he hopes will be achieved to strengthen that collaboration during this conference.

Why should New York and Berlin collaborate?

New York City and Berlin are two cities where cross-Atlantic entrepreneurial collaboration just makes a lot of sense. Berlin and New York provide unique opportunities and each city has a distinctive potential that perfectly complements the other. Berlin has international culture, an outstanding quality of life and a deep pool of talented, well-educated people. New York is the #1 place in the US for applied tech and consumer innovation, with a highly developed startup ecosystem. The collaboration between both cities helps US companies expand in Europe on one hand and furthermore assists Berlin-based companies with their market entry in the US. Berlin startups can benefit from tapping into that ecosystem and New York can profit from the thriving startup entrepreneurs in Berlin.

How have you seen this collaboration work in practice?

Berlin and New York provide unique opportunities and each city has a distinctive potential that perfectly complements the other.

The New York City Economic Development Corporation invited both Berlin Partner and Berlin startups to their “World to NYC” international program. During their visit, Berlin startups received an invaluable introduction on how to do business in New York City. This was of tremendous value for the companies. After this experience, Berlin Partner decided to offer a similar program in Berlin in order to strengthen relationships on a long-term basis.

What is the goal for your visit this time?

We will focus on three goals: provide Berlin startups with concrete plans for US expansion, access to relevant networks, and advice on how to implement their plans. We also hope to represent Berlin as a great place for doing business. And we want to continue our talks with New York City officials on initiatives that enable companies in both cities to expand faster and cheaper across the Atlantic.

How do you measure success?

We use three parameters. First, to what extent are Berlin companies more successful because of our initiatives? Second, to what extent are we able to tell the great story of living and doing business in Berlin and attract companies to the city? Lastly, what do we have to do today to be better positioned as a city in the future? When this works well, we can replicate the framework of the New York/Berlin collaboration and the collaboration between TEP and its partners to export it to other cities and stakeholders.



Dr. Stefan Franzke, Managing Director of Berlin Partner

BERLIN / NYC

NYC International Day

Growing Local Economies through International Entrepreneurship

BY ASHLEY CLARK

For the first time, the Transatlantic Entrepreneur Partnership (TEP) is hosting NYC International Day as part of the yearly conference program. Although the partnership was built on the idea of forging a closer collaboration between the New York City and Berlin entrepreneurial communities, it is becoming clear that in a globalized world broader international entrepreneurship is a boom for the economies and the people of both cities.

A recent study by McKinsey Global Institute highlights a noticeable shift in the economy because of globalization in recent years. While for decades it was common to outsource things such as production and manufacturing to other countries, now it is becoming ever more common to look abroad for knowledge-based and creative services. As the Financial Times put it, "whereas it used to be money and low-cost production that jumped across borders, now ideas and services are following suit courtesy of the internet."

When ideas and concepts can be outsourced, cities must work hard to keep up with innovation to remain globally competitive. Keeping a fresh flow of ideas coming is crucial to keeping industries vibrant and growing; one of the best ways to do this is by bringing in outside tal-



Brooklyn Borough President Eric L. Adams

ent from a variety of countries. Making the transition easier involves providing resources needed to navigate legal regulations; providing affordable space in accessible locations; and encouraging a supportive network of entrepreneurs and experienced mentors.

Thanks to the shift in globalization and the ubiquitous use of the Internet, developing countries, small startups, and even individual entrepreneurs are able to enter the global market - adding more perspectives and new ideas to the global mix. It is important that city governments remain involved to fully take advantage of the

economic opportunities offered by this increase in cross-border business flow. Implementing smart policies to encourage international entrepreneurship and idea exchange is imperative.

TEP recognizes this and thus brings together a variety of perspectives to discuss the promising opportunities for cities. The first NYC International Day will be held in Brooklyn due to the borough's growing startup sector and international connections. Increasingly international startups are looking to start in the city and local startups are expanding abroad. However, starting in and expanding from the city

internationally is still challenging. That is why TEP is hosting this discussion on international expansion. It is the beginning of a dialogue on how to bring the international community closer together and how to enable local chambers of commerce and consulates to better tap into the city's resources.

Attendees will learn about international opportunities in Brooklyn from Brooklyn Borough President Eric L. Adams. They will also hear from Ahmad Alhendawi, UN Secretary General's Envoy on Youth, as he discusses how future economic opportunities are in the hands of today's young people; Albert Wenger, partner at Union Square Ventures, as he talks about NYC as the applied tech center of the world; Kyle Kimball, president of the New York City Economic Development Corporation, as he outlines how the city can help international entrepreneurs get started and succeed; and a moderated panel discussion and Q&A with seasoned international entrepreneurs who successfully started up in NYC.

The aim of NYC International Day is to bring the international entrepreneur community closer together, learn from best practices around the world, and start a dialogue about supporting growth in Berlin, New York, and abroad. This is just the beginning of the discussion - TEP welcomes input and ideas from all attendees so that we can create an ongoing dialogue around this topic.

Two Global Cities Innovate and Collaborate

BY KATHRYN WYLDE

New York City enjoys a prominent global brand, as a center of finance, media, commerce and the arts. In PwC's annual Cities of Opportunity studies, New York consistently ranks as a top performer across a variety of indicators, ranging from economic clout to intellectual capital and, increasingly, as a global center of innovation. The high concentration of global headquarters across multiple industries and world-class educational, medical, and cultural institutions have all contributed to New York City's position as the world's biggest city economy and one that is experiencing growth at a faster rate than most cities in the developed world.

The Partnership for New York City is an organization of business leaders who work with government and the nonprofit sector to ensure that New York remains at the forefront of the global innovation economy. We mobilize the resources of business to support creation of jobs, expansion of educational opportunities and investment in the infrastructure and services that a great world city must offer to business and residents alike.

How do we do this? For starters, it's important to identify the city's strengths and leverage them. For example, New York offers deep markets for technology products in its core industries, including financial services, media, professional and business



Kathryn Wylde, President & CEO of the Partnership for New York City

services, healthcare, and retail. This makes the city a magnet for talent and business investment from around the world.

Through our Partnership Fund, a civic investment fund, we are running a FinTech Innovation Lab, a Digital Health Accelerator and a Fashion Tech Lab, which offer entrepreneurs in early- and growth-stage companies access to partnerships with the city's major banks, corporations and medical institutions. At the same time, we are making direct investments in promising sectors, such as advanced manufacturing, and in the commercialization of research in the life sciences.

As a result of public and private partnership efforts, technological advances have driven the creation of 150,000 tech jobs across all sectors of our economy. Importantly, these are not just jobs at start-



Berlin has what it takes to build and maintain a vibrant global business hub that is both livable and affordable

up companies, but reflect the transformation of traditional industries through the adoption of technology. Berlin is looking to do the same and there is great opportunity there. Berlin performed very well for its size among the Cities of Opportunity, demonstrating that it has what it takes to build and maintain a vibrant global business hub that is both livable and affordable. Focusing on the innovation economy, the attraction of talent and venture capital to fuel entrepreneurial growth will be key to Berlin's future, as it is to New York's.

While cities are in competition, they will ultimately benefit most by collaborating, learning from each other and providing international business with a truly global platform that spans every continent. New York is looking to the German experience

to understand how to expand our export of goods and to replicate the industry-led apprenticeship training programs that have been so successful in preparing students for jobs in a fast-changing economy.

We look forward to continued interchange through the Transatlantic Entrepreneur Partnership Conference and other venues that bring leaders of great global cities together to pursue our shared objectives of opportunity and growth.

Kathryn Wylde is the President & CEO of the Partnership for New York City.

PARTNERSHIP
for New York City

The Brooklyn Boom: A Community Of Innovation

BY TUCKER REED

We all know the “garage story” of tech innovation: college dropouts with too much hair and too little grooming, working in the garage of their parents’ houses – where they end up developing the next big thing.

Today’s entrepreneurs take a different approach. In the Brooklyn Tech Triangle and throughout New York City, tech companies have been instrumental in helping neighborhoods flourish because they are choosing to work in collaborative, creative environments. Not in isolated garages, but in shared work spaces, incubators, and creative office buildings.

Their choice of location rationale seems to be driven by basic economic principles: cheaper rent. But this has led to a density of tech companies, resulting in more interaction from competing and complementary firms, as well as community stakeholders, all of which yield numerous spillover benefits.

Think Meetups in neighborhood bars, increased spending in local stores, and collaboration and resource sharing as in the case of Brooklyn Law School’s recently launched Center for Urban Business Entrepreneurship (CUBE), which offers free legal services for startups, in return securing priceless real-world experiences for their law students.

In New York City, tech companies are having an outsized impact, and their actions are resonant. In real estate, the tech sector led, at 25%, the most leasing activity of all sectors in 2012, according to the NYC Economic Development Corporation, a significant increase from 2002, when the tech sector occupied less than 10% of leasing activity.



Photo credit: Vagelis Giannadakis, Flickr

The clustering of companies in the Brooklyn Tech Triangle has created a momentous demand for neighborhood amenities – like the opportunity to create a 21-acre park stretching from downtown to the waterfront and increased bus service to serve local residents and workers.

More importantly, tech fosters innovation and builds ecosystems – manifested both physically and socially – which have reshaped how we attract quality jobs in the city. Upwards of 500 tech and creative companies have displayed an intrinsic ability to thrive in diverse environments, like the industrial Brooklyn Navy Yard, the neighborhood incubator that is DUMBO, and the 17 million square feet of traditional office space in Downtown Brooklyn.

This adaptability is perhaps explained by a tech world that is diversifying beyond the bounds of behemoths like Facebook, Google, and Tumblr. Today’s tech companies are demonstrating fledgling, cross-sector, and collaborative characteristics. The Brooklyn

Tech Triangle is home to a unique mix of innovation firms, from self-funded startups with fewer than five employees to fast-growing firms. And the tech community actively participates in local programming and is drawn to neighborhood-centric events. Some of these events the tech community founded, while others they supported. The latter includes the DUMBO Arts Festival and the World Science Festival’s Innovation Square in the MetroTech Commons.

To convey the magnitude of the Tech Triangle’s local effect, we commissioned an economic impact study last year which identified nearly 20,000 workers supported by the innovation economy, with a collective \$3 billion dollar impact on Brooklyn’s GDP. Particularly

revealing was the projected demand by existing companies for space to grow. By 2015, innovation economy employees in the Tech Triangle will more than double and occupy approximately 3.1 million square feet. These numbers only reflect companies already operating in the Tech Triangle, not including prospective companies that may move into the area.

The clustering of companies in the Brooklyn Tech Triangle has created a momentous demand for neighborhood amenities – like the opportunity to create a 21-acre park stretching from downtown to the waterfront and increased bus service to serve local residents and workers. For instance, as a clean tech innovation demo, local startup BioLite worked with the DUMBO Improvement District to launch DUMBO Firepit, a contained outdoor fireplace that doubles as a phone-charging station and lighting source for the neighborhood’s Christmas tree. Equally important are assets such as the Urban Future Lab, NYU-Poly’s clean tech incubator, which will house startups and showcase groundbreaking technology – or the NYU Center for Urban Science and Progress (CUSP), which will be the leading institution in the emerging field of urban informatics. CUSP draws on data to strengthen and improve quality of life in the urban environment.

Such public works do not just privilege a handful of tech companies. Rather, they provide far-reaching benefits to all who live, work, and visit the Brooklyn Tech Triangle. In Downtown Brooklyn, we are welcoming them with open arms.

Tucker Reed is the President of the Downtown Brooklyn Partnership, one of the lead organizations behind the Brooklyn Tech Triangle initiative.

Overcoming the Three Big Challenges of Starting in NYC

BY STEFANIE LEMCKE

Making it in New York City is a challenge. Regardless of whether you are from Berlin, Barcelona, or Boston, New York City treats everybody equally and businesses are expected “to figure it out” without much hand holding. New York International, consultant partner to the New York City Economic Development Corporation’s World to NYC program (www.worldtonyc.com) and other international development programs, has put together a list of what companies regard as the three big challenges of doing business in New York and how to overcome them.

• **Trust:** Any company coming to New York needs support. There are numerous professional services available, most of them are valuable for newcomers though never cheap, but finding trusted partners and people in your industry remains challenging.

• **Cost:** The combination of high costs and competition with low margins will remain a key consideration for many busi-



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nesses. Technology often has a different approach. Even without any profit, New York City’s focus on valuation can make the city highly attractive.

• **Network filter:** New York City is home for some of the best people in various industries and fields. Talking to those industry leaders, can help your business immensely, you need to get their attention with a “qualified introduction” which can take a lot of time.

The various programs run by the City of New York, the accelerator programs and the dozens of co-working spaces has made the start in New York much easier in recent years.

What does the playbook for New York City look like? It has three simple components:

• **Coming to NYC starts at home:** A company like Klara.com (page 11) saw a demand for their product in the US before moving to New York. Even if that is not the case, online research into the market, investors, and partners is easier done at home.

• **Never walk alone:** A company like KISI.com (page 6) won three startup challenges in one week - even New Yorkers took note of that. With the support of leading institutions KISI became part of the NYC tech ecosystem fast and always had somebody to turn to for advice.

• **Never be dull, and “ABC”:** Business in New York starts on playgrounds, at birthday parties, and in bars. A company like Etsy.com got one of their first investments after their co-founder was drinking with someone in a bar, pitched his idea, and closed the

deal (“ABC – always be closing”). By now, Etsy is generating more than a billion dollars in revenues and supports thousands of local and international entrepreneurs selling their products on their platform.

One of the most successful international entrepreneurs of all time in New York City might have been the young Auguste Bartholdi from Colmar, France. He pitched and tweaked his idea, so everybody in New York found something interesting in it. After 15 years his vision came alive: The Statue of Liberty.

We at New York International, proud partner and organizer of the 2014 TEP conference, are dedicated to helping others “make it in New York.” With our website, newsletter, conference series, business development advice for entrepreneurs and our corporate programs we’ve become part of the thriving New York ecosystem. It has never been easier or more fun to come to the Big Apple.

Stefanie Lemcke is a principal at Quantum Media and co-founder of New York International

5 Reasons Why New York City Has an Explosive Startup Scene

BY JOSH HUBER

Six years ago, New York City experienced a huge economic downturn as the financial crisis of 2008 left thousands of unemployed workers, many disproportionately coming from Wall Street and the big industries supporting the financial sector. The wipeout was epic, akin to the financial collapse leading to the Great Depression. It was as if you could hear a giant sucking sound as the city's financial clout disappeared.

News of the city's demise may have been exaggerated, however. A little over a half decade later, the city has a burgeoning tech scene and startup community; more than 450 startups have launched in New York over the last six years, bringing to the city technology, investment, and innovation.

What attracted the large number of entrepreneurs, investors, and professionals to the Big Apple? Here are five driving factors that helped New York become the startup hub it is today.

1. New York City Is A Business City

New York City has long been known as the international business hub of the United States – so why not use this as your launching point? The infrastructure for small businesses to succeed – a vibrant market, a large pool of investment capital, and the professionals needed for legal and accounting services – has been in New York for years. These formidable market resources have been easily deployed to benefit the technology sector. The vast majority of the biggest foreign-owned banks have their US headquarters in New York City because they know it is the preeminent hub for accessing both US and international business. This financial clout is one of the main reasons why New York remained competitive in 2008, with new industries rebuilding the economy and attracting small businesses and entrepreneurs from around the globe.

2. New York Has The Ecosystem Needed For Startups To Grow

It is one thing to have a great idea and to find the partners to start building your company – it is another to get it completely off the ground. In New York City, entrepreneurs consistently find the environment needed to get their businesses going from conception to launch.

Startups need capital, and the city's vast venture capital environment is ready to help. From seed level funding to late stage boosts, venture capitalists ranging from Founders Collective to Union Square Ventures are nearby and always looking for promising investments.

New York City is also home to a number of accelerator programs aimed at discovering and helping the next great startups. From the Entrepreneur Roundtable Accelerator (ERA) to NYC Venture Fellows, from the NYCEDC to NYU-



Photo credit: Shutterstock

Through luck, circumstance, reputation, and careful planning, New York City has created a citywide incubator for startups that has created its own gravitational pull.

Poly, these accelerators offer funding, office space, and mentors who have been entrepreneurs themselves and can give experienced advice. These accelerator programs help turn ideas into products, prepare startups in the right way to approach venture capitalists, and negotiate acquisitions when the time comes for a successful exit.

Other institutions are in place for entrepreneurial development. One example is General Assembly (GA), which acts as a hub of innovation. GA gives entrepreneurs the chance to bounce ideas off one another, take classes that are custom-designed to teach the skills they need to learn, and build their network contacts in the startup community.

3. The Government Wants To Help

Initiatives have long been in place to help small businesses and startups grow in New York, including programs introduced by the former Mayor Michael Bloomberg and non-profits. These initiatives offer assistance in all five boroughs across a number of industries.

One frequently mentioned institution is the New York City Economic Development Corporation (NYCEDC). The NYCEDC offers a number of programs for startups and entrepreneurs. International entrepreneurs should take note of NYCEDC's international programs, including the NYC Venture Fellows and the World to NYC programs. Industry-specific initiatives include the fashion industry, clean technology, biotechnology, and emerging media technology. These initiatives help by providing tax breaks, exposure opportunities, and business development assistance.

Another boost from the government is the Five Borough Economic Opportunity Plan. Originally introduced in 2001, the plan has mapped out strategies to create jobs and to make all five boroughs livable for businesses and individuals alike. Through tax breaks, initiatives to connect professionals and entrepreneurs, and promotions to bring

attention to specific industries, the plan has been an unquestionable success.

4. The City Inherited Wall Street's Talent

John Axelrod, founder of the successful accelerator program ERA, described how the financial meltdown of 2008 had a silver lining for the startup sector. The ensuing shakeups freed up a lot of smart people to pursue new business ventures.

"You know what happened when Wall Street went down? Lots of talented people were out of jobs – and many of them opened companies," Axelrod said in a discussion with Quantum Media.

Analysts, programmers, and other professionals were suddenly without jobs when the housing bubble burst. They found it necessary to think outside the box to find other work, and they were more willing to take chances. It was the perfect recipe to get someone to think in an entrepreneurial spirit, and many launched their own businesses.

Even if these individuals were not technological engineers, new technology allowed them to avoid the high startup costs that would come with hiring employees to make up for the skills they lacked, thus lowering the hurdle for success. From VOIP phone services to crowdsourcing – the solutions to many small business issues have become available without hiring new people, and these easy-to-use labor saving tools certainly have played a part in growing NYC's startup scene.

5. People Want To Live In New York City

When you do need good people to help grow your business, it is much easier to attract and keep talent in New York City than elsewhere. The city is exciting, involving, and full of opportunities and is steadily gaining population, creating an even bigger Big Apple with even more opportunities.

It's not just a matter of quantity but quality when it comes to these new residents. Prestigious universities in the city

bring students eager to be professionals in fields ranging from professional services to engineering. With a higher-education student population of nearly 500,000, the city can tap into a population of some of the brightest young minds the country has to offer.

The End Result

To see how these 5 factors have combined to reshape the tech scene in New York City, it might be helpful to look at the experience of two neighborhoods in New York City:

The Flatiron District's Silicon Alley has emulated Silicon Valley; this lower Manhattan neighborhood has become populated with a number of startups, tech giants, and venture capitalists. You'll find General Assembly's campus just steps away from Google in Chelsea, among other startups, accelerators, and incubator spaces.

Brooklyn's DUMBO district has also become a hot spot of innovation and continues to attract accelerator programs and innovative ideas. Retail giant Etsy and a number of other notable tech companies, digital agencies, and other startup businesses now call this district home.

Each borough has its own success story. The city is home to some of the world's largest tech companies, including native-born companies like Gilt Group, FourSquare, and Tumblr. New York also has some of the most exciting up-and-coming startups. E-commerce startup Warby Parker operates out of Brooklyn, while FreshDirect set up shop in the Bronx.

It takes a synergy of positive factors to create the momentum needed to create a fully realized tech ecosystem. Through luck, circumstance, reputation, and careful planning, New York City has created a citywide incubator for startups that has created its own gravitational pull. While the 2008 financial crisis shows us that there is no certainty in the growth of any industry, all signs point to the idea that the city will enjoy continued startup success in the years to come.

Unlocking the World with KISI

German native Max Schuetz co-founded KISI: an app-operated key system

BY ISABELLE RINGNES

Less than three years ago, Max Schuetz – along with Bernhard Mehl and Carl Pfeiffer – co-founded a virtual key company. After beating 220 other participants in the NYC Next Idea Competition in 2013, the KISI team decided it was time to bring their smartphone-powered virtual key company from Munich to New York City. Now they are working out of the NYU Poly incubator in DUMBO and continue to develop their innovative key solution.

Can you explain how KISI works?

It's a combination of "keys" and "easy!" KISI enables people to unlock their doors with virtual keys on their smartphones. It's a smartphone app paired with a small device integrated with a building's electronic access system. KISI owners can easily share keys with whomever they want directly through the smartphone app or via email. This unique ability eliminates the need to wait at home in order to let your repairman or visiting friend in; with a simple click you can share keys, and just as easily you can revoke their access.

Why did you decide to move to New York?

New York is a very dense market and it has an amazing infrastructure. With our Metro cards we are able to reach all of our clients within an hour. New York is a very attractive market because people are very open to try new technologies and innovations, as opposed to Germany where they are more conservative. You also get a lot of support from the city through organizations like the NYCEDC. They introduced us to many investors, clients, and contacts. In the beginning you often get overwhelmed, but once you get your life going



Max Schuetz (left) and Bernhard Mehl (right) co-founded KISI together with Carl Pfeiffer.

and establish a routine you are able to realize the massive potential in terms of future customer base and partnerships. New York is a great location because people travel here all the time; it is a natural connecting point to meet with international clients.

What did you find were the biggest challenges of moving to New York as an international entrepreneur?

Immigration, getting a visa, and getting started... and of course, finding an apartment. I managed to get a visa through the help of a lawyer. We were lucky because we had already gotten some press coverage and could convince immigration that we were actually doing something innovative.

So if you're an entrepreneur I recommend that you try to get some media coverage; not only does it promote your business, it helps justify your visa. It's a win-win.

How do you recommend that people get their business started here?

I recommend using co-working spaces. They are great because you get to meet a variety of people. Because the leases are short-term, it's also very inexpensive. I also recommend using the NYCEDC in addition to university programs like NYU Poly and Columbia University for help with HR. They have certain student programs that essentially pay for your summer interns.

What 3 pieces of advice would you give to international entrepreneurs following in your footsteps?

1. People from home will question your decisions and make you feel insecure. But don't listen to them. If you have an idea, try it out! It's important to ask for advice, but consider the background of the people that give it to you.
2. Make sure you have some friends where you move. They support you during bad times and lend you their couch when you don't have a home.
3. Don't think too much about the future. It might scare you. Prepare for what can go wrong, but don't be afraid of failure.

Why New Manufacturing Is The Next Big Thing: Q&A With Calvin Chu

BY FRANK HAUSER

Calvin Chu, former Managing Director of the R/GA Connected Devices Accelerator, powered by TechStars, shares his thoughts on the emergence of new manufacturing in New York City. Chu is a specialist in hardware and the "Internet of Things," and a member of the World to NYC advisory board.

Why do you promote "new" manufacturing?

When it comes to hardware, there are so many things that are not connected, that are not smart. It's a wide-open field right now where people can try anything.

Why is New York City the right place for new manufacturing?

A lot of the enabling companies in 3D printing and in industrial design are setting up their base of operations in the five

boroughs because of demographics, access to venture capital, and access to talent.

What will this new industrial revolution mean for NYC?

This city's diversity of startups is going to really build up the "street-cred" of the city. It's going to be the next big growth sector for New York. We already have fashion, media, and finance. Increasingly, these things can happen anywhere. But when it comes to hardware, there are few places in the world that are as perfect as NYC for this.

What do you think manufacturing in NYC will look like in ten years?

Already we're seeing companies build up manufacturing lines in Brooklyn, and New Jersey has always been a big printed circuit board manufacturing center. We can have a complete end-to-end ecosystem where we don't need to outsource beyond the Tri-State area. And when you have a lot of companies in a manufactur-

ing space working in a tight-knit manner, we can get to a place where a startup can go from concept to a complete end product in a very short amount of time, for not a lot of cost.

How should the city and government get involved?

Taxes are higher here than elsewhere, but the city's heart is in the right place with initiatives like Startup New York and Made in NY. I'm really loving what's happening, but it could be happening faster, especially with more official support.

What needs to be done to take new manufacturing in NYC to the next level?

The next big thing is really branding. The next step should be to attract more venture capitalists that are willing to be a part of the ecosystem here. I also would love to see big support from the city and from the state to evangelize this. And I would love to see the media really get the word out.

Calvin Chu's Take on Demographics, Talent, and Venture Capital

DEMOGRAPHICS

- Having high population density and a diverse population is intensely good for new startups. They can bring in a wide group of perspectives that cannot be found anywhere else. You can't go to Shenzhen, Italy, or Russia to field-test a product, but in New York City we can get to neighborhoods with those populations in a thirty-minute trip.

ACCESS TO TALENT

- We don't have a big hardware anchor company that's pulling in all the talent and "raising the floor" on the costs of talent. Here, there are so many people in diverse communities who are very knowledgeable in electronics, industrial engineering, and mechanical engineering. Startups can get to them easily.

ACCESS TO VENTURE CAPITAL

- New York VC firms are increasingly including an international perspectives in their investments.

Top Advice From International Entrepreneurs

Life lessons from entrepreneurs that have made it in NYC

Thinking of starting your business in the US? See what these successful international entrepreneurs have to say about focus, encouragement, and why you should choose NYC.

Planning Ahead

If there's one thing an entrepreneur should learn early, it's to plan ahead. Whether you are planning a small local business, or are creating an app that you expect to grow to millions of users, you should always be looking forward and planning for how you will overcome your weak spots and take advantage of your strengths.

"I think an entrepreneur should always know their strengths and weaknesses. For instance, I knew I was weak in finance, but I thought as long as I make my products expensive enough, I would never go bankrupt. Big mistake. This is a lesson I learned over the years. I wouldn't have had to go through big hits if I had just hired the person necessary to fill my weakness in finance." – Maribel Lieberman, MarieBelle

"In New York, the costs are very high and you can burn through your capital quickly. Plan very carefully to keep your costs low. One of the things we did when our business started growing is move into a big office in the Flatiron district and a lot of our money went toward rent. When the recession came we had to move. So don't spend a lot of money setting up an office in a big space. At the end of the day your clients aren't going to be impressed by your office, they'll be impressed by what you can deliver." – Rohit Arora, Biz2Credit

"Start early when looking for opportunities to prove yourself – internships or additional projects, for example. This is the land of opportunity, professionalism is respected, merit goes over who you are, and equality and a fair share are given to everyone." – Amar Sawhney, Ocular Therapeutix

Following Your Passion

If there's one theme that is common among entrepreneurs, it's that they love what they do. This is reflected in their product and is especially evident to potential customers and investors. It also keeps them going when times are tough.

"At the end of the day what's going to sell is if you have the passion and you're selling a product that you really love. It's the passion that's gonna get you there. There are many working hours, you might not get a salary for a long time, you might be broke for many months, but perseverance is really key. You have to love what you're doing." – Maribel Lieberman, MarieBelle

"The industry in New York, in America, and in the world is as strong as you are. I think that if you're good at what you do and put passion in every project you'll

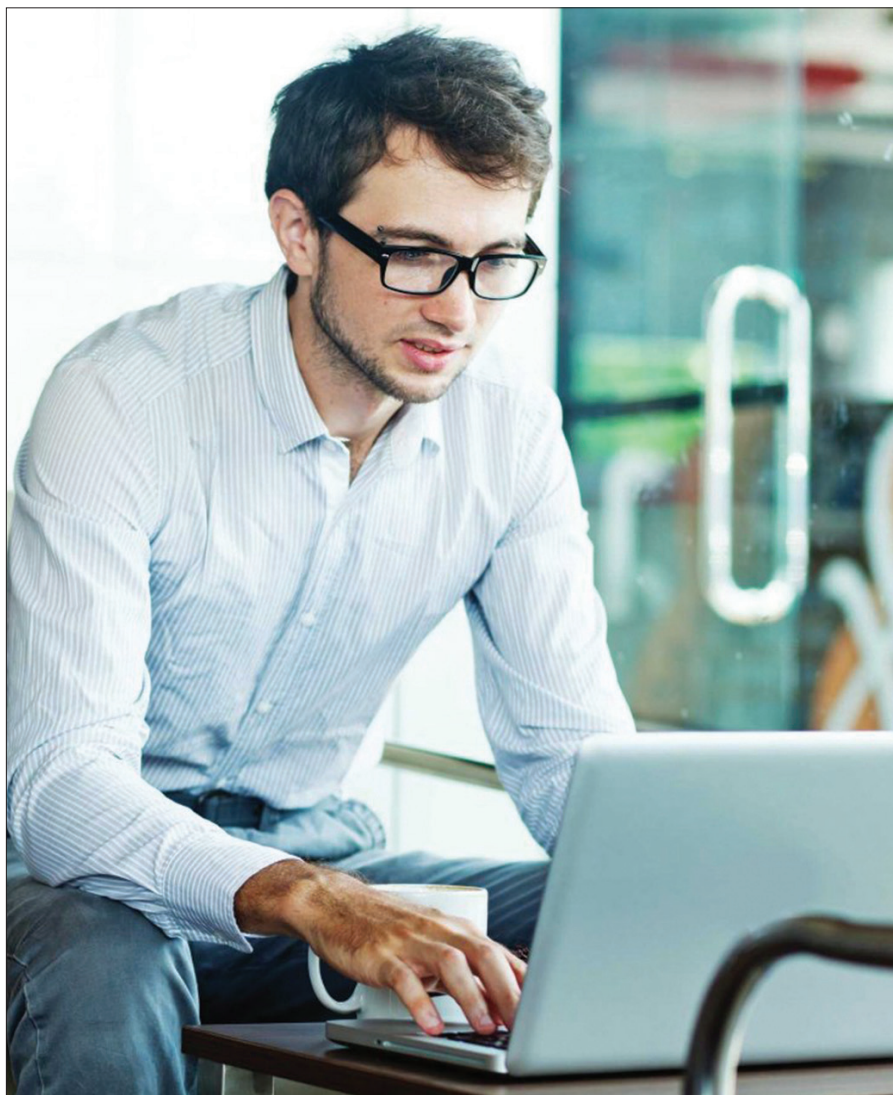


Photo credit: Shutterstock

"From what I know, I think there is no more open market than in New York."

always have customers." – Oscar Polanco, MadridNYC

Never Give Up – Failure Is a Learning Experience

A mantra among New York entrepreneurs is "fail fast, fail cheap" – there is no shame in failing if it is a learning experience and if you learn to recognize failures quickly and move on.

"Mistakes are never really mistakes, except if they're a product of neglect. Whatever mistakes I made were absolutely core to a particular lesson that, had I not made whatever error of judgment then, I would have one less tool in my belt." – Gary Levitt, MadMimi

"Believe in the system and don't get discouraged. It doesn't always work in the first attempt – but it will in the end. It's cliché, but the American Dream is a thing, and you can make it in America with ideas and hard work." – Massimo Baldini, Livio Connect

Start in NYC! – If You Can Make It Here...

New York City is a melting pot of cultures and a place where people from

every background and country live and interact. It is a place ripe for innovation and pursuing your dreams and in many ways, is the pulse of the US. If you can make it here, you can make it anywhere.

"From what I know, I think there is no more open market than in New York. Everything in this country is possible if you have something good, something with good quality, there is a very high possibility you will be successful in what you do." – Lolo Manso, Socarrat Paella Bar

"New York is the center of the world – at least once a year I repeat to myself 'if you can make it there, you'll make anywhere,' and it's true. [...] If you really want something in this city, try to push the hardest because now the 'American dream' is not only for Americans." – Oscar Polanco, MadridNYC

"The best thing about living in NYC is the constant change of people and the constant opportunities offered to you; the way people dare to try, never give up, and the optimistic spirit of this city." – Pierre Mendy, Fashion Designer

"There are lots of creative people in New York, and its diversity provides lots of freshness and polychrome. To me, technology is best built in a diverse environment where perspective and horizon are constantly expanded. I imagine others are also hip to that reality and thus NYC seems like a naturally fertile city for tech." – Gary Levitt, MadMimi

ACG: Fellowship for Young Entrepreneurs



The American Council on Germany is currently seeking applications for our newest fellowship program. The ACG's Fellowship for Young Entrepreneurs and Innovators is an exchange program for German businesspeople that show potential in entrepreneurship and/or technology and demonstrate leadership attributes. The program will enable four German fellows to swap ideas with their American counterparts, broaden their perspectives on entrepreneurship, and build on their networks across the Atlantic. Fellows will meet with entrepreneurs, startups, and policymakers while acquainting themselves with the practices, challenges, and solutions of their peers. The fellowship program welcomes emerging startup leaders from Germany with a passion for technology and entrepreneurship. Fellows may choose to travel for up to three weeks, with the objective of returning to their work equipped with additional ideas and insights to effect significant and lasting change in their own communities and businesses.

The American Council on Germany will cover round-trip transatlantic airfare to the United States and pre-approved inter-city travel. The ACG will also provide a \$200 (roughly 140€) daily stipend to cover housing and meals. The application deadline is Friday, September 12, 2014. Visit www.acgusa.org for more information.

GACC: New Startup Programs



Dietmar Rieg, President & CEO of The German American Chamber of Commerce.

The German American Chamber of Commerce New York supports the German Accelerator program, a 3-month growth acceleration program funded by the Germany Ministry of Economics, Science and Technology. "As one of the partners of the German Accelerator New York City, we are acting as impartial facilitators, especially for young companies, helping in their efforts to enter the US market. In addition, the GACC New York is initiating a 5-7 day short-term program for startups from Germany," announced Dietmar Rieg, President & CEO. The GACC and its partners will open up networks to young entrepreneurs from Germany with NY based companies, research institutes, mentors, investors and potential customers. The new program will take place every quarter throughout 2015.

The GACC network has three main offices in Atlanta, Chicago and New York, as well as branches in Detroit, Houston, Philadelphia, and San Francisco. With 2,500 members and an extensive international network, the GACC offers a broad spectrum of business activities and consulting services. Visit www.gaccny.com services > innovation-startup-relations for more information.

Valuable Resources to Help Startups Achieve Success in New York City

Venture Capital Firms

Union Square Ventures: The most notable in NYC, and responsible for the likes of Twitter, Tumblr, Meetup, Etsy, and Zynga. (www.usv.com)

Venrock: Still working with money from New York's Rockefeller family, Venrock has backed companies such as Apple and Intel over the past 43 years. (www.venrock.com/)

RRE: This firm has pumped over a billion dollars into over 100 companies since 1994, and has worked with a diverse portfolio of ventures. (www.rre.com)

Lerer Ventures: This father-son duo are responsible for the blossoming of the Huffington Post and Thrillist, and they specialize in web-based media. (www.lerventures.com)

Founders Collective: Focused on seed-level startups, this firm is small but has still helped companies like BuzzFeed succeed. (www.foundercollective.com)

Accelerators

Tech Stars: Pioneers of the standard accelerator program, Tech Stars is highly selective. Roughly 1% of applicants are accepted, but the lucky few receive an average of \$1 million in venture capital funding. (www.techstars.com)

Entrepreneur Roundtable Accelerator: An early stage seed and technology accelerator seeking startups that can take full advantage of the city. (eranyc.com)

NYC Venture Fellows: Offered in conjunction with NYCEDC, this year-long program offers executive-level mentoring from NYC industry leaders. (www.nycventurefellows.org)

FinTech: Primarily focused on early stage companies, this accelerator wants to work with companies to develop cutting-edge technology products for customers in the financial services sector. (www.fintechinnovationlab.com/)

WIM: Women Innovate Mobile became the first accelerator specifically targeting women-led startups in NYC. It's run by a powerhouse trio of successful New York women. (wim.co)

Incubators

The NYU-Poly Incubator: A resource project by NYU and the City of New York, the best part of this incubator is the exposure it provides to other startups for information-sharing and collaboration. (engineering.nyu.edu/business/incubators)

General Assembly: GA is a tech academy that offers space, support, and high-caliber education in a dense and quality format. (generalassembly.ly)

AngelPad: Intensive mentorship program founded by ex-Googler Thomas Korte. Ranked #4 in Forbes "Top 5 Global Startup Incubator list". (angelpad.org)

NYC Seed: Funds seed-stage technology entrepreneurs in New York City and helps driven, small teams move from idea to product. (www.nycseed.com)

Nest: With a history of working with international startups, this incubator's founders believe that giving international companies a chance to mingle with world-class startups will benefit everyone. (nestnewyork.com)

Business Newsletters

Crain's: A business staple, this newsletter is a must-read for entrepreneurs living and working in NYC. (www.craainsnewyork.com)

New York Times Bits: A project of the New York Times, Bits offers a daily newsletter of top tech industry news. (bits.blogs.nytimes.com)

Silicon Alley Insider: The technology section of Business Insider, this site uses a rapid approach drawing from a large quantity of sources to provide a wide scope of tech news. (www.businessinsider.com/sai)

Mashable: Possibly the hippest tech newsletter on the market, the daily email gives up-to-date information mixed with the latest viral bits of pop culture. (www.mashable.com)

This is Going to be Big: A small news platform that provides just as valuable information as larger ventures. Charlie O'Donnell's blog is particularly helpful. (www.thisisgoingtobebig.com)

New York International newsletter: New York International newsletter: A bi-weekly newsletter providing the latest international events and business and tech trends to help internationals make it in NYC. (www.nyintl.net)

Informational Websites

NYCEDC: This is the hub of both big and small business in New York City. Recently, NYCEDC teamed up with New York International to host the World to NYC program, a project for international startups to showcase their work in the city. (www.nycedc.com)



New York International: A web-based media and technology venture. Provides abundant resources and valuable information for international entrepreneurs who want to "make it" in New York. (www.nyintl.net)

Center for an Urban Future: With forward vision, the CUF is an NYC-based think-tank that aims to grow and diversify the local economy in new and creative ways. (www.nycfuture.org)

Score: Score is a free resource for accessing advice from entrepreneurs who volunteer their time to show startups the ropes of doing business in NYC. (newyorkcity.score.org)

Gary's Guide: A great guide for tech events, deals and happenings in New York City. (www.garysguide.com)

Made in NY: The Made In NY Map is a visual testament to the vibrant state of New York's digital industry. Find jobs and add your company to the map. (www.mappedinny.com)

Co-Working Spaces

We Work: Spreading to cities around the world, We Work is not just a co-working space provider; it also provides resources to help new businesses take care of their employees. (www.wework.com)

Office Links: A great working space packed with every amenity a small company or freelancer needs. There is a sense of community and independence found here in the complete range of available workspace. (www.officelinks.com)

New Work City: One of the co-working space veterans in New York City, this space feels somewhat like a college library. It has flexible working space rental options. (nwc.co/)

Hive at 55: An affordable option, sparked by Mayor Bloomberg's MediaNYC2020 program for supporting media and tech industries. (hiveat55.com)

Green Desk Dumbo: For the environmentally conscious, this co-working space serves organic coffee and implements a bike-rental system with rates available to individuals and small companies. (www.green-desk.com)

Pitch Opportunities

Ultra Light Startups: This pitch stage format was one of the first to offer monthly pitch opportunities for early-stage startups seeking funding and business advice. The contest is tough, but offers a nice set of rewards. (ultralightstartups.com)

New York Entrepreneur Business Network Meetup: One of the most active pitch Meetup groups, NYEBNM features a different industry topic every month. The judges are all NYC venture capital partners, so it's a great chance to pitch to someone big. (www.meetup.com/The-NYC-Business-Networking-Group)

Finovate: This annual two-day event takes place every September for financial and banking startups. It's fiercely competitive, but if selected, startups have the chance to pitch for 7 minutes on stage. (finovate.com)

Techcrunch: There's a different theme for each day of this four-day conference. Startup Battlefield is the highlight, where 30 startup applicants are chosen to pitch to a live audience for a chance to take home \$50,000. (techcrunch.com)

Techweek: This annual pitch week conference travels around the US and arrives in NYC to promote the technology industry. A plethora of events and pre-qualified pitch sessions in front of venture capitalists are provided, with various levels of cash prizes. (techweek.com/newyork)

Hotel Booking Apps

Expedia: One of the most popular apps on the market, Expedia is user-friendly and has a beautiful interface. All information is based on user responses to help weed out the unworthy.

Kayak: Easy to navigate, Kayak makes it possible to track flights, convert currency, rent cars, book flights, receive alerts, and even create packing lists.

Hotel Tonight: This app is a favorite for making same-day bookings. The selection is slim, but the company hand-picks websites to weed out hotels of lesser-quality.

Jetsetter: Jetsetter has a feature that allows you to select an area of a city; the hotel you receive is a surprise. You might get lucky and end up somewhere luxurious for a fraction of the asking price.

Booking.com: For the ultimate planner, Booking.com allows you to search for any monument in a city; it then finds hotels nearby.

Apps for Internationals

Meetup: Meetup connects people from all areas based on common pursuits be they business or personal interests.

Yelp: Yelp solves the ever-present question of where to eat. Features allow you to search by neighborhood, price, and type of cuisine. Reviews allow you to make the best selection quickly.

Foursquare: Check in at your favorite places while you're out and about and get advice and tips from other people who are visiting the same establishments.

Hopstop: Type in where you'd like to go and this app will inform you of the fastest way to get there by foot, car, public transportation, or bike.

NYC Tip: Tipping customs can be confusing when you are traveling, but this app helps you calculate the appropriate amount and saves you the headache.

Transportation Apps

Embark: This data-free app is perfect for navigating the subway, especially when underground. Embark was the winner of an MTA competition in search of the best transportation app in NYC. iPhone only.

NYC Bus and Subway Maps: Don't have an iPhone? This Android app allows you to separate NYC into separate maps of the different boroughs.

CitiBike: One of the city's new favorite forms of transportation, this app allows you to locate the bike stations around the city, plan a travel route and even mark your favorite stations and attractions.

Exit Strategy: This app helps you cut precious minutes off your commute by helping you choose which subway car to ride for a smoother transfer.

Cab Sense: This app helps you pinpoint which street corners attract the most cabs for a faster hail, and it even has a pay-by-phone option for call-ahead reservations.

THE NYC INSIDER

You Are 13 Apps Away From Living Like a New Yorker

If you can make it here, you can make it anywhere, right?

BY ISABELLE RINGNES

While making it in New York may not be as easy as one would like, one of the many benefits of living in the city is the variety of unique services that tailor to your every need. New Yorkers are constantly connected to their phones and use their apps religiously to complete tasks amidst their busy lives. So for your convenience, we decided to compile a selection of apps that make the transition to living like a native New Yorker a breeze.

Transportation



www.hopstop.com

HopStop - is a useful app for navigating the city. Similar to Google maps you can either plug in a starting address or use

your current location to find the quickest route to your destination, whether you're traveling by public transit, taxi, bike, or foot.

HopStop estimates the cost of the trip if you're using public transit or taxis. For the health- and eco-conscious, the app will also calculate the calories you burn on your route and the carbon emissions you save compared to driving.

Available for Android and iPhone



www.letsembark.com

Embark NYC - Google maps fans, don't be dismayed by the lack of Internet signal underground. Embark NYC is a

data-free app with an easy-to-read built-in subway map and integrated train schedule. Just know your current location and destination (by the appropriate subway stop name), and the selected train schedule will display, along with options for connection. Available for iPhone.



www.citibikenyc.com

Citi Bike - This app provides Citi Bike station locations, bike availability, and even a route planning option from station to station.

You can mark favorite stations as well as find out what restaurants, stores, and attractions are in the area of each station. Available for Android and iPhone

Simple Life In New York



www.Taskrabbit.com

Task Rabbit - Did you just buy an entire living room of IKEA furniture and can't find the time to assemble it? Does your

closet need organizing? Or maybe you have a party coming up and need catering? Consider it done! Task Rabbit is the app that lets you post any task you can imagine. Just specify when you need it done and how much you'll pay. When a "Task Rabbit" accepts your task, all you have to do is agree on a time with him/



Photo credit: Shutterstock

New Yorkers are constantly connected to their phones and use a variety of apps to make their lives easier.

her. Let the app know when the task is completed and the payment happens automatically.

Available for iPhone and Android.



www.seamless.com

Seamless - Craving Belgian Waffles? Or Chinese Noodles? In New York instant food delivery has become as common as

taking the subway. Seamless is the convenient app that lets you browse through a vast library of nearby restaurants, order whatever you want, and have it on your doorstep in no time. Payment and tipping is automated within the app. An alternative to Seamless is GrubHub, which offers a similar service.

Seamless is available as a website or an app for both iPhone and Android



www.drizly.com

Drizly - Throwing a party and forgot to stock up on beer? No problem! Drizly "brings the liquor store to you." The Drizly app allows you to browse

through various kinds of beer, wine, and liquor and order your choice of alcohol directly to your door - delivered within 20-40 minutes. Available for iPhone and Android.



www.ushout.com

Shout - Standing in line or getting that exclusive restaurant reservation you have been hoping for is often an issue for New

Yorkers. Shout is a new app that allows you to sell, trade, or buy a spot in line, a restaurant reservation, or a spot at the beach. No need to stand in line for hours at the DMV or waiting to get one of those fresh Cronuts! Simply open the app and enter the price, location, and a short de-

scription. Chat, trade, and pay seamlessly within the app.

Available for iPhone.



www.instacart.com

Instacart - Haven't found the time or energy to do your grocery shopping? Don't worry, Instacart has you covered. Instacart is

a new grocery delivery service that does your grocery shopping for you. The app connects you to "Personal Shoppers" in your area who pick up and deliver your groceries from your favorite local stores. The service charges a small fee depending on how fast you want your groceries delivered and is available between 9 a.m. and midnight, depending on store hours. Available for iPhone and Android.

Discover New York



www.opentable.com

OpenTable - Want to try every restaurant in New York but find yourself going to the same places

out of habit? Get out of your rut and stimulate your curiosity with OpenTable. The app allows you to browse through nearly every restaurant in New York, read reviews, see menus, and make reservations directly within the app. Available for iPhone and Android.



www.urbandaddy.com

Urban Daddy - What day is it? Where are you? Who are you with? What are you in the mood for?

Answer these questions and the Urban Daddy app will guide you to the best restaurants or bars nearby tailored to your specific needs. Or you can choose the "surprise me" option and stumble upon some unconventional suggestions. You can also make reservations directly from

within the app. Available for iPhone and Android.



www.nytimes.com/thescoop

The Scoop - This app was developed by the New York Times staff and is a compilation of favorite

bars, restaurants, stores, performances, outings, and other New York experiences. It also has an "only in New York" section that allows you to find unofficial scoops that you may not have known about. The app allows you to keep track of what you've done by checking experiences off the list. Available for iPhone.



www.timeout.com/newyork

Time Out New York - Out and about and want something fun to do now? The Time Out New York app provides a great overview

of all the stuff going on nearby based on your location.

Available for iPhone and Android.

Only In New York



www.sitorsquat.com

Sit or Squat - New York is a walking city and you may often find yourself without a clue of where to find the nearest restroom. Next

time you are in need, try Sit or Squat to locate the nearest and cleanest restroom. When you are done, you can rate the restroom as either "sit" or "squat" based on its cleanliness.

This Charmin sponsored app is available for iPhone and Android.



www.breather.com

Breather - Sometimes this buzzing city can be exhausting - they say that an hour in New York is equivalent to a day in another city! Breather is a new service app

that lets you rent a space by the hour to do whatever you want; be it work, sleep, or just sit down and do nothing. Available for iPhone and Android.



www.type-n-walk.com

Type n Walk - New Yorkers are always on the go and it is common to see them texting on their phones while navigating

blindly around the crowded streets of New York. Type n Walk allows you to text while you walk and avoid bumping into people on your way. It uses your phone's camera lens as its background so that you know what is ahead and can type while paying attention to your surroundings. When you are done typing, simple copy and paste the text into a message and send it off.

Available for iPhone and Android.

These apps can help make the transition to living like a native New Yorker no harder than a swipe, a click, and a tap away!

TEP 2011-2013 Results: What We've Learned

There is a collective intelligence born from conferences that bring together some of the best and brightest minds of the entrepreneurial communities in the US and Germany. Ideas crystalize, hunches coalesce; this kind of multiplying effect of intelligence has been the central goal of the TEP conferences.

In October 2012, in the midst of Superstorm Sandy, at the city's only open conference facility, The University Club, some 40 leaders in the space met to discuss entrepreneurship. This became the basis for TEP and was expanded during the 2013 TEP conference. Here is a summary of the results as well as the pre-conference study we conducted.

Attendees agreed that uncertainty often overshadowed opportunities for innovation in the business community. However, they recognized that innovation was the only way forward in the age of globalization.

Here are the 7 key findings from the past conferences:

1. A Truism that is Still True: The World is Fundamentally Changing. "The democratization of entrepreneurship is a phenomenon we haven't seen since the 90's, when everything still cost a lot of money."

2. There Are More Opportunities Than Challenges. Although challenges remain for leveraging the full potential of digital transition in both cities, all participants pointed to the tremendous opportuni-

Developed in 2012: Overview of key strengths, weaknesses, challenges and opportunities

Strengths

- Urban hubs attract talent and ideas
- Clear strategic priority and access to capital and a large consumer market (NYC)
- Pool of talented engineers and consumer experience designers (Berlin)
- Access to European markets, including Central Eastern European talent (Berlin)
- High transparency, but important networks
- Close cooperation with academic institutions
- Berlin startups with clear global focus
- Cost of living (Berlin)
- "Convener power" of some city institutions

Weaknesses

- Federal regulations not always aligned with the needs of cities
- High cost of living, especially housing (NYC)
- Track record of successful ventures and returns still limited; no role models (Berlin)

Opportunities

- Strategically think about what a "super-easy" expansion across the Atlantic would look for tech companies: workshop and discussion series
- Begin the expansion across the Atlantic by starting at home
- Cost and incentives are not driving factors in the beginning
- Strategic cooperation has already started

Challenges

- Europe is not a single market for tech companies; legal and language conditions will not change soon
- Networks are important, but take time to build
- Engineering talents are becoming harder to get and retain
- Regulatory environment: Immigration and visas and labor law
- Convince decision-makers that the economic dimension of the tech/startup sector is likely to grow and have broader implications for citizens (Berlin)

ties that exist in both New York City and Berlin.

3. Key to Initial Success: People, Ideas, and Execution over Money and Politics. "Berlin and New York are attractive because of their non-economic aspects."

4. Key to Continued Success: The Important Integration of Strategy, Policy and Communication. Interviewees pointed to New York City's efforts to promote the city as a digital hub. Representatives of global foreign firms mentioned these efforts as an important reason to open an office in the city.

5. You'd Better Be in Berlin and New York. "Berlin is two years behind London and even more behind New York. But Berlin might be even more promising than New York."

6. A Lesson for Germans from Americans: Support People Who Try, Even If They Fail. "Key philosophies of the startup ethos seem unknown in Germany. For instance, failure is still hard to accept in German business and law."

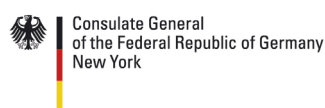
7. Immigration is a Key Challenge. New York and Berlin both struggle with federal regulations that do not support the needs of digital ventures.

Early pre-conference feedback from attendees suggests that the climate for startups in both Berlin and New York has improved since the first conference in 2011. City leaders now have seen the value of startups as economic and social engines. It will be fascinating to see what entrepreneurs at this conference feel are the new rules of the road for startups in 2014 and beyond.

For the full version see: http://tep.nyintl.net/TEPC2013_prep_paper.pdf

Any conference in New York requires the support of outstanding partners.

The TEP Conference 2014 is privileged to work with some of the best partners in New York, Berlin and beyond.



INTERNATIONAL DAY 2014

#tep2014

International Day
Brooklyn Borough Hall
209 Joralemon Street, Brooklyn, NY
Thursday Sept. 4th • 5:45 PM

International Day brings together startups, investors, media, and policy makers from New York and around the world to discuss and inform about the opportunities of rapid international expansion.

www.tep.nyintl.net

#TEP2014

An Interview with an Entrepreneurial Transplant

Photo credit: Goderma



Simon Lorenz and Simon Bolz co-founded Klara, an app that allows you to upload images of skin problems and receive consulting from a dermatologist.

Simon Lorenz is the co-founder of Klara (formerly Goderma), a digital health startup that began in Berlin. Lorenz moved to New York City in July.

Why are you in New York?

We were working on an iPhone app that lets you consult a board-certified dermatologist online by taking a picture of your skin problem and answering a medical questionnaire. I am in New York because our app has received tremendous interest from US customers. When we marketed it in the US, we became #3 in the Apple App Store for medical apps in less than 2 weeks.

Where does Klara stand now?

Since our test a couple of months ago, we incorporated in the US, enhanced our product so that it is ready for the US market, and solved potential issues of medical malpractice. We scaled up our dermatologist team from 2 dermatologists to 11. We also increased our product team in Germany, and our German

business is growing in parallel with our US business. We launched our product in the beginning of July and since then have paying customers every day.

What advice would you give other companies?

If the US market is right for you, there are three important things to know:

One of the company founders needs to be here. It's not enough to have a local team or a local manager.

Leverage the fact that Germans stand for quality. That is a clear advantage in the competitive market here.

Find strong and trusted local partners or partners that have local networks in the US. For instance, working with Deutsche Bank enabled us to start business here almost immediately.

What is next on your agenda?

We are laser-focused on showing that we have gained traction with patients, doctors, partners, and geographic reach in the US. The rest will follow.

Trusted support in the US: "Our intention is a long-term relationship"

Deutsche Bank AG helps startups to find a lifelong home, and it's launched a special initiative to make startups feel welcome. While the bank certainly does a lot of business with much bigger corporations, it also has a specialized team to ensure great service for startups throughout the businesses' life cycle, says Antje Uhlig, Team Head of Startups@Berlin at Deutsche Bank AG.

"Our intention is to build a long-term mutual relationship," says Uhlig. "This begins with the very first meeting, where bankers learn about the client's business model, and may end when the founders sell their company or the company has its IPO."



Antje Uhlig, Team Head of Startups@Berlin at Deutsche Bank AG.

The goal is to provide a one-stop shop for entrepreneurs to begin the financial aspects of their business, and then to help startups expand internationally.

To make that happen, Deutsche Bank has created a team called Startups@Berlin. This branch of the multinational bank is staffed with people with many different skillsets and work backgrounds who have been working with entrepreneurs for over 5 years. The goal is to provide a one-stop shop for entrepreneurs to begin the financial aspects of their business, and then to help startups expand internationally.

The team starts working with startup founders on the very basics of business cash management: an operating account and a credit card. And as a business grows, Deutsche Bank is equipped to help it take the next steps, including

doing what is needed to help a business branch out internationally. The startup team at the bank is well versed in regulations and requirements in many different countries, easing transitions as companies grow and expand to other countries.

"If our clients are making the leap into an attractive and growing market somewhere in the world, the chances are high that Deutsche Bank is already there," Uhlig says. "Our global presence is a major benefit to these clients when it comes to cash management account structures, cross-border payments, currencies and accounts abroad."

Currently, the bank is focusing on connecting with fast-growing internet startups in Berlin, which are international right from the beginning. Deutsche Bank's startup team believes Berlin is a great place to set up such a collaboration, as there is so much going right in the city to foster and support startups.

"Berlin offers superb infrastructure, including universities and other scientific institutions; it attracts many young and qualified people, and even rental costs are still significantly lower than in any other major European city," Uhlig says.

Transatlantic Entrepreneur Partnership: An Outlook and Invitation

BY OLE JANI, DIETRICH VON KLAEDEN AND MARC LEMCKE

Transatlantic collaboration faces many well-known challenges. From the beginning we have tried to foster opportunities in working across the Atlantic by focusing on tangible results in an economic sector that is now critical to the world economy: entrepreneurship. There are probably few areas where collaboration and knowledge exchange make more sense than with entrepreneurialism, especially among cities in the US and Europe.

Cities like New York and Berlin, for example, face similar challenges and must be pragmatic in providing economic opportunities. With a "design-do-iterate" approach, we aim to bring people and insti-



Panel discussion at the TEP 2013 conference, December 5th

tutions together to create concrete results that benefit both regions.

From the very beginning in 2010, the American Council on Germany, the German Consul General in New York, and Union Square Ventures have supported the idea of the Transatlantic Entrepreneur

Partnership initiative when nothing like this had ever existed and the benefits were not yet tangible. Now, concrete initiatives are under way. For instance, the Berlin Senator for Economics, Research and Technology, Cornelia Yzer, and Brooklyn Borough President Eric L. Adams will sign

an agreement enabling clean tech companies to expand faster and cheaper in the US. Also, the German American Chamber of Commerce will launch a new on-boarding program for German companies coming to the US. More initiatives are in the works.

Where do we go from here? True to our open and collaborative approach, we would like to invite interested people and institutions to work with us to foster more entrepreneurial cross-border collaboration that will benefit both sides of the Atlantic. What TEP has been able to do with the tremendous support of our partners has convinced us that small city project teams can generate significant results. We want to create a small project team that can accelerate existing projects and initiate new cross-border collaboration throughout the year. We would like to invite you to help take TEP to the next level.

AGENDA

Investing, innovating, and collaborating in two global hubs: Opportunities for New York and Berlin in 2015

Transatlantic Entrepreneur Conference • New York City, September 2-4, 2014

DAY 1

September 2, 2014

- 8.15am** Arrival and breakfast
Office Links, 460 Park Avenue South, 12th Floor, New York, NY 10016
- 8.50am** Opening of the conference
- 9.00am** Startup Hub Berlin – Status & Outlook
- 9.30am** The State of Play in Digital Investing Globally and Locally
Investors' perspective

Followed by startup pitches and feedback
- 11.00am** Content & Innovation in Media: the search for new models continues
- 11.45am** Starting Here and There: the NYC & Berlin tech ecosystems
- 12.30pm** Lunch and special presentation
The Art of Raising Capital in the US
- 1.30pm** The IoT: hardware is hard
- 2.15pm** Sharing and Mobility
- 3.00pm** Coffee and email break
- 3.15pm** Launch Berlin: inside the Berlin tech ecosystem
- 4.00pm** End Conference Day 1
- 4.00pm** After-conference drinks (optional)
The Cannibal Beer & Butcher, 113 East 29th Street,
New York, NY 10016
- 6.30pm** Arrival and security check-in at The German House
The German House, 871 United Nations Plaza, New York, NY 10017
Please arrive early, bring ID!
- 7.15pm** Reception and dinner buffet
The German House, 871 United Nations Plaza, New York, NY 10017
• Progress for Berlin
• Berlin startup pitches
• “How We See the World, and What it Means for Germany”
- 9.30pm** Nightcap
Grand Havana Room, 666 5th Avenue, 39th Floor, New York,
NY 10103
*Private club, hidden entrance. RSVP with Markus Matjeschk
(markus.matjeschk@nyintl.net).*

DAY 2

September 3, 2014

Site visits in Long Island City, Brooklyn, Manhattan

- 8.00am** The Ultimate Start: NYC or SF?
BMW iVentures, 95 Morton Street, New York, NY 10014
- 9.00am - 11:30 am** Signing Ceremony
NYU Polytechnic School of Engineering, 15 MetroTech Center,
6th floor, Brooklyn, NY 11201

Cooperation agreement for the project CleanTech Business
Park Berlin-Marzahn and NYU Poly Brooklyn

Please note: This event occurs simultaneously to our site visits.

Transportation Talk: Immigration Law

- 9.30am** Innovating beyond Mitte: a view on US tech
Deutsche Bank, 60 Wall Street, New York, NY 10005

Transportation Talk: Recruiting Talent in NYC

- 12.30pm** Inside Techstars at R/GA Accelerator
350 West 39th Street, New York, NY 10018

Transportation Talk: Corporate Law

- 2.00pm – A** The Vengo Story at NYDesigns
45-50 30th Street, 7th Floor, Long Island City, NY 11101
- 2.00pm – B** 3D Printing in Action at Shapeways
3002 48th Avenue, Suite 1, Long Island City, NY 11101
Visiting Shapeways' 3D printing factory in LIC

Transportation provided

- 3.30pm – A** Innovation in Design, Prototyping and New Manufacturing
at Brooklyn Navy Yard
63 Flushing Avenue, Brooklyn, NY 11205
- 3.30pm – B** Open doors at KISI
20 Jay Street, Brooklyn, NY 11201

Transportation provided

- 5.00pm – A** Spark Labs
833 Broadway, 2nd Floor, New York, NY 10003
- 5.00pm – B** Dataminr
99 Madison Avenue, 3rd Floor, New York, NY 10016

Transportation provided end

- 7.00pm** Dinner and nightcap @230 Fifth Avenue - 230 5th Ave, New York, NY 10001
• Expanding from NYC to the World
• How to Manage Disruptive Change in Media
• How We Take Art into the Future: @MetMuseum and beyond

DAY 3

September 4, 2014

Starting Up Day: Making it in NYC

- 9.00am** Match Making for Berlin Startups
BakerHostetler, 45 Rockefeller Plaza, New York, NY 10111
The Match Making session is organized in collaboration with
the German American Chamber of Commerce
- 11.15am** Transfer to Urban Future Lab (UFL) in Brooklyn
15 MetroTech Center, 19th floor, Brooklyn, NY 11201
- 12.00pm** Welcome
Pitch, Lunch and Mingle with current roster of UFL companies
- 2.00pm** Workshops
- International Day**
- 5.45pm** International Day reception & networking
Brooklyn Borough Hall, 209 Joralemon Street, Brooklyn, NY 11201
- 6.15pm** • Welcome
• Brooklyn International
• Global Youth: Starting Now
• The Big Questions
• Making it in NYC: Discussion and Q&A
Followed by light dinner buffet
- 9.00pm** End of conference