

Best Practices für Startup - KMU Kooperationen

Gemeinsam KI-Potentiale entfalten

14. November 2024 | KI für den Mittelstand
Dr. Frauke Goll





appliedAI is the joint venture of strongest ecosystems for innovation and AI in Europe



appliedAI Institute is the **open-access accelerator for trustworthy AI**

The appliedAI Institute for Europe is the **open-access accelerator for trustworthy AI.**

Empowering professionals to develop and apply latest AI technologies responsibly, shaping a future that we desire to live in.

The appliedAI Institute for Europe has three main focus areas within the mission of empowering:

**Trustworthy AI (Act)
Acceleration**

**Upskilling
Professionals**

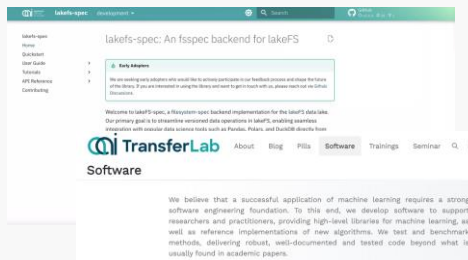
**AI Innovation
Insights**

Das appliedAI Institute for Europe arbeitet in drei Kategorien an der Befähigung von Professionals

Knowledge



Fachleute aus Industrie,
Forschung und öffentlichem
Sektor durch hochwertiges
Wissen befähigen



Resources



Befähigung von Fachleuten durch
den Einsatz von Open-Source-
Tools und kostenlosen
Ressourcen

Community



Unterstützung von Fachleuten
durch Zusammenführung der
Gemeinschaft und Austausch
von Wissen und Erfahrung



Das appliedAI Institute for Europe ist Teil eines starken Ökosystems mit Angeboten für unterschiedliche Zielgruppen



German AI Startup Landscape 2024

Collaborators



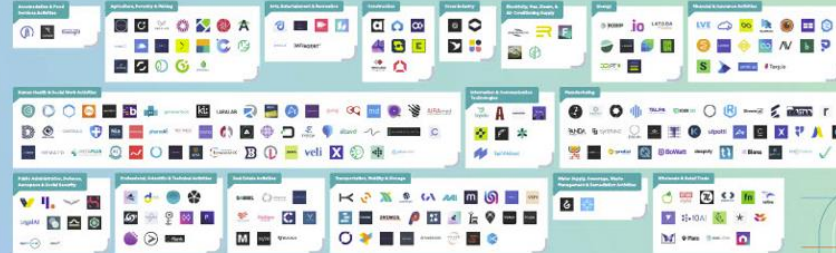
AI Capabilities



Enterprise Function



Industry



Technology Type



Methodology
This report is based on a comprehensive analysis of the German AI startup landscape. The data was collected through a combination of public sources, including company websites, press releases, and industry reports. The report is organized into several categories, including Collaborators, AI Capabilities, Enterprise Function, Industry, and Technology Type. Each category contains a grid of logos representing the companies and technologies associated with that category. The report is intended to provide a comprehensive overview of the German AI startup landscape and to identify key trends and opportunities in the market.

Deutsche KI-Startup Landschaft 2024

Datenerhebung und -verarbeitung

- Startups can apply for inclusion in the Landscape online.
- In addition, we review the entire German Startup Landscape
- Nominations and votes from the leading AI companies / VCs in a two-stage process.

AI.FUND

BurdaPrincipal
Investments

CHE
RRY

D11Z.
VENTURES

HTGF

HV
CAPITAL

intel.

MIG
CAPITAL

NVIDIA

T

>_ EARLYBIRD

e @CAPITAL
ENTREPRENEURIAL
PARTNERS

UNTER
NEHMER
TUM

LVC
PARTNERS

YTTRIUM

Deutsche KI-Startup Landschaft 2024

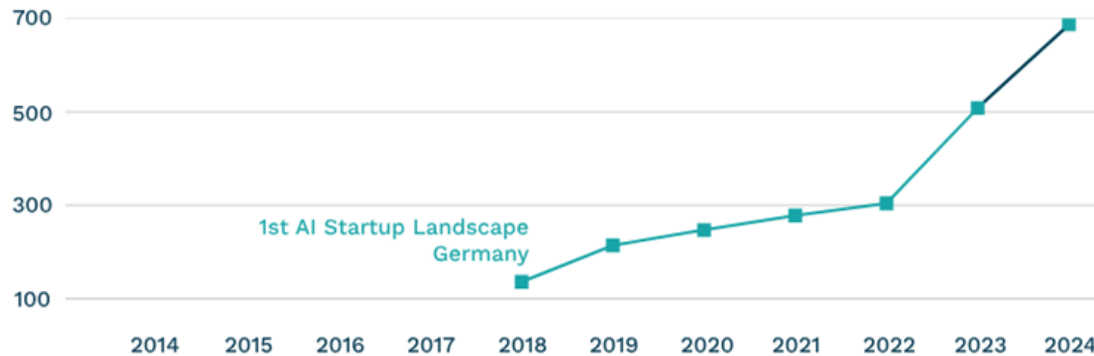
Wachstum der Landschaft

Hard facts

Nomination of the
most promising AI
startups
35% Growth (YoY)
>90% Survival Rate

687 AI Startups in 2024

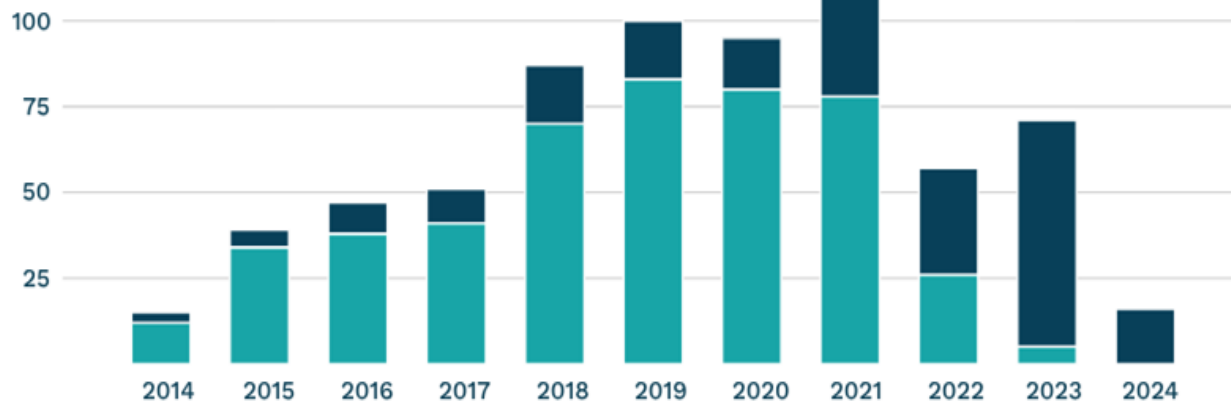
of AI Startups



Deutsche KI-Startup Landschaft 2024

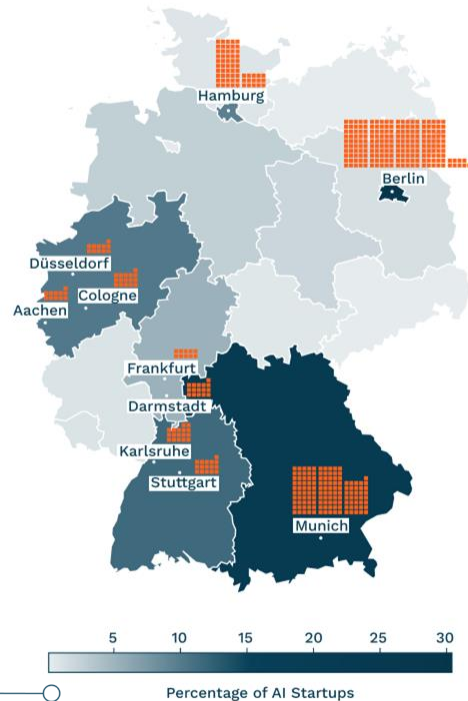
Wachstum der Landschaft

of AI Startups



■ New in AI Startup Landscape 2024

- **COVID-Dip** in 2020
- **Founding boom** in 2023



Germany's "AI Cities"

1. Berlin (209)
2. Munich (136 including suburbs)
3. Hamburg (65)
4. Karlsruhe (17)
5. Stuttgart (16)
6. Cologne (16)
7. Darmstadt (16)
8. Aachen (11)
9. Düsseldorf (11)
10. Frankfurt (10).

Deutsche KI-Startup Landschaft 2024

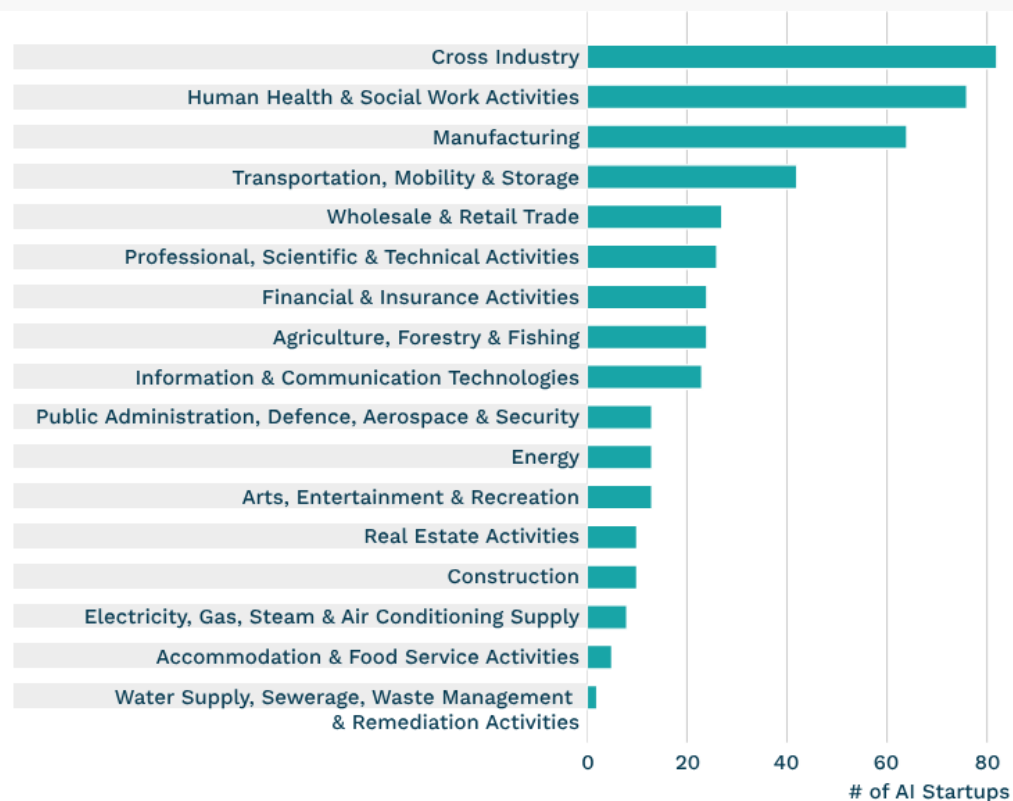
Industrieller Schwerpunkt der KI-Startups

Dominance of AI start-ups in the following industries:

(1) Cross-sectoral

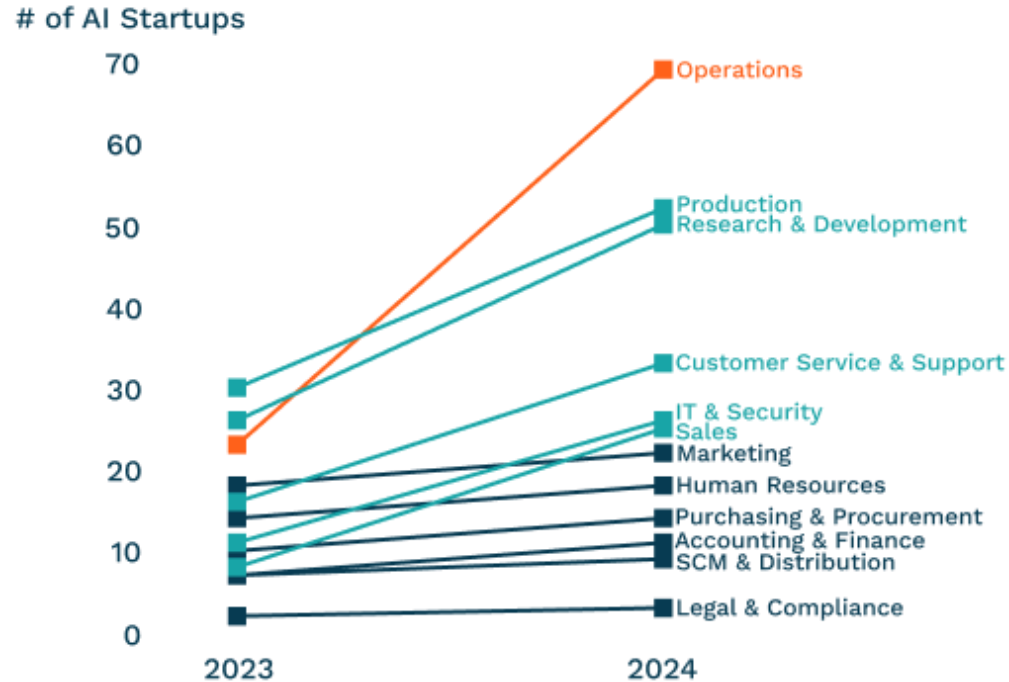
- (2) Health and social services
- (3) Manufacturing
- (4) Transportation, mobility and storage

Over 95% of German AI startups focus on B2B.

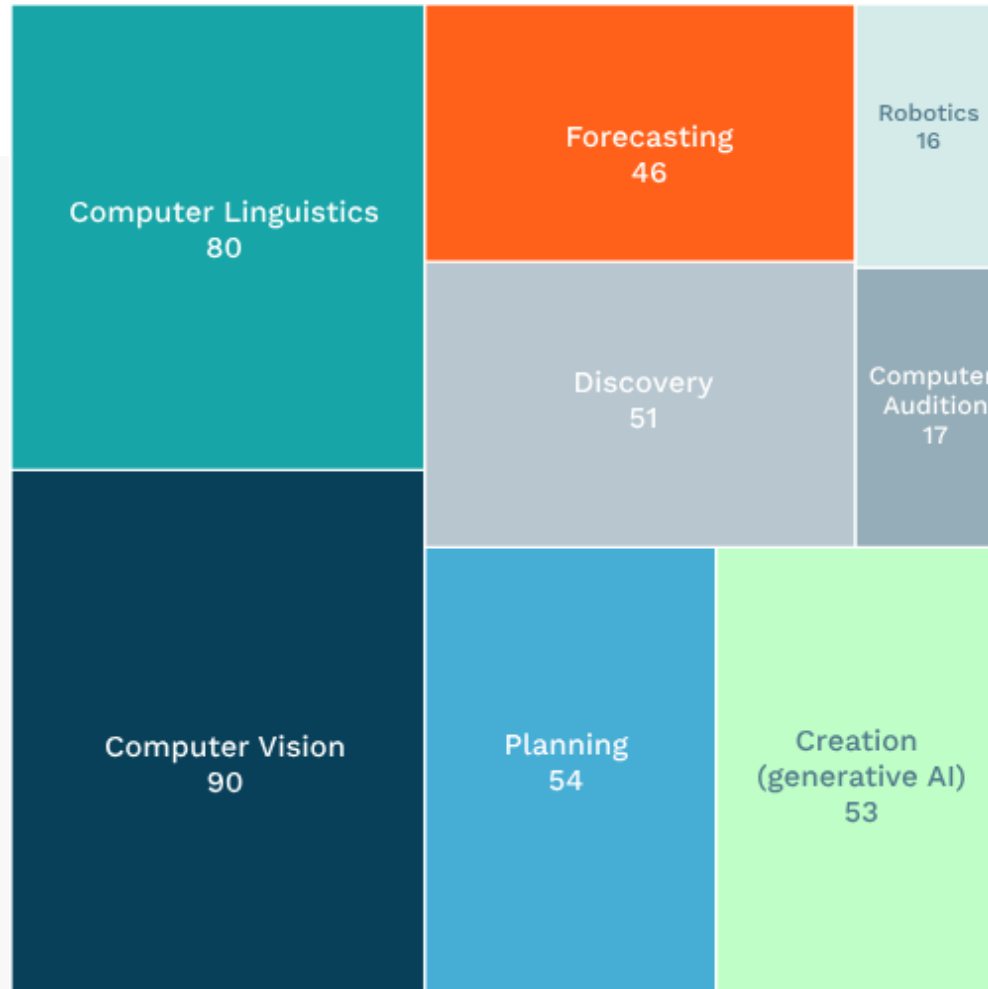


Deutsche KI-Startup Landschaft 2024

Unternehmensfunktionen der AI Startups



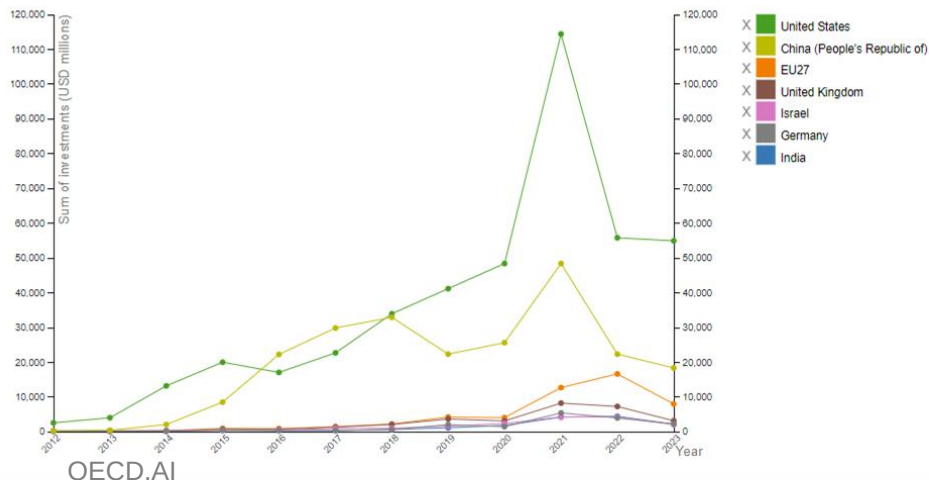
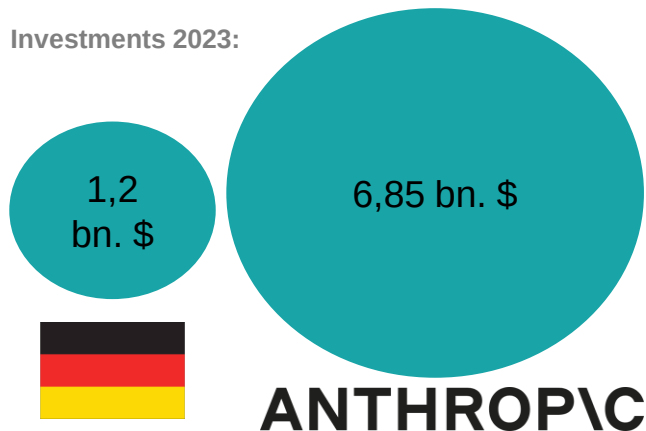
AI Capabilities and Technology Stack



Deutsche KI-Startup Landschaft 2024

Finanzierung

Investments 2023:



Funding

- Approx. 38% of AI startups have received funding > \$1 million to date
- Financing problems: Startups founded in 2022 and 2023 have only raised around USD 93 million (2021: USD 535 million)
- Generative AI startups: Adjusted for 10% outliers, gen. AI startups only receive an average of approx. 750,000 \$

Deutsche KI-Startup Landschaft 2024

Unsere vielversprechendsten KI-Startups 2024

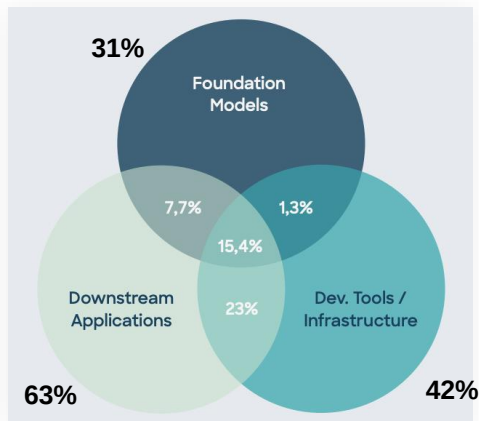
- Akirolabs GmbH (Procurement)
- Aleph Alpha (Platform)
- Celus (Manufacturing R&D)
- Certivity (Compliance)
- Cognigy (AI Agents)
- Constellr (Geo-Monitoring)
- dstack (AI Engineering)
- FERNRIDE (Logistics)
- Floy (Radiology)
- FluiDect (Bioprocesses)
- Graswald.ai (3D Rendering)
- Helsing (Security)
- Kopernikus Automotive (AVs)
- Langdock (AI Assistants)
- Langfuse (LLM Engineering)
- LiveEO (Geo-Monitoring)
- Orbem (Food Industry)
- OroraTechGmbH (Geo-Monitoring)
- paretos (Forecasting)
- Parloa (AI Agents)
- remberg GmbH (Asset Optimization)
- SPREAD (R&D)
- Synera (R&D)
- Tacto (Supply Chains)
- Trail ML (Compliance)
- Ultimate.ai (AI Agents)
- Wingcopter GmbH (Drone Delivery)

Generative AI Startups in Europa

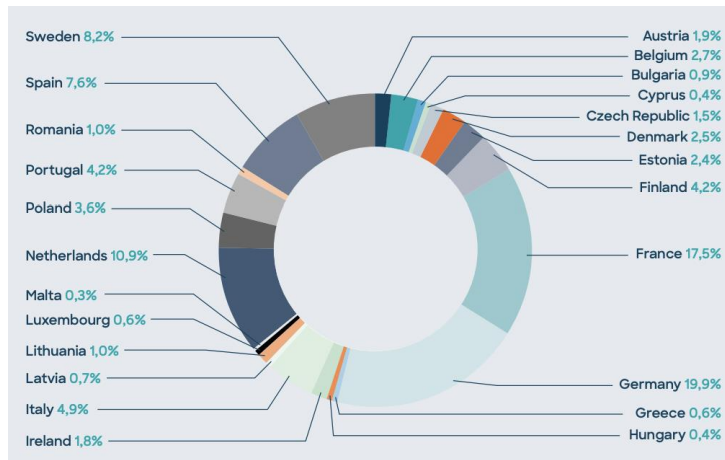
Deutschland ist in der Poleposition

Dominance of GenAI start-ups in the following industries:

- (1) Retail
- (2) IT
- (3) Administrative Support
- (4) Human Resources



10% of overall AI Startups



Hurdles: Funding, Regulation & Compute Power

35% of GenAI Startups received **public funding**
(Ø 490k €)

63% received significant **private funding**
(Median 550k € excl. outliers - 1.5 Mil € incl. outliers)
yet **funding compared to US is minimal** (6.1B vs 41.3B)*

... aber warum und wie mit KI-
Startups kollaborieren?

KI ist für KMUs unerlässlich, um den Wettbewerbsvorteil zu wahren

Der Erfolg ist kein Zufall

Only
37%
of SMEs
actively scout for
startups...

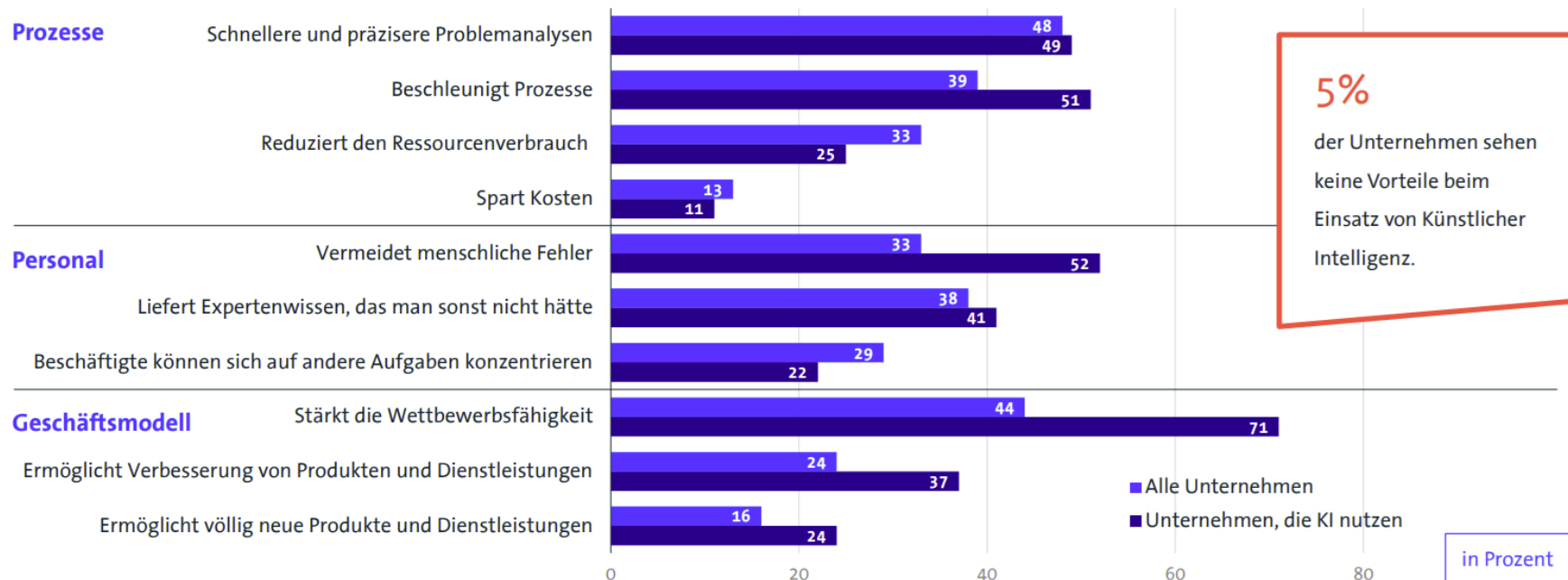
... while
74%
of SMEs
achieve their goals when
cooperating
with a
startup ...

... and
88%
of SMEs
would
cooperate
with a startup
again!

KI ist für KMUs unerlässlich, um den Wettbewerbsvorteil zu wahren

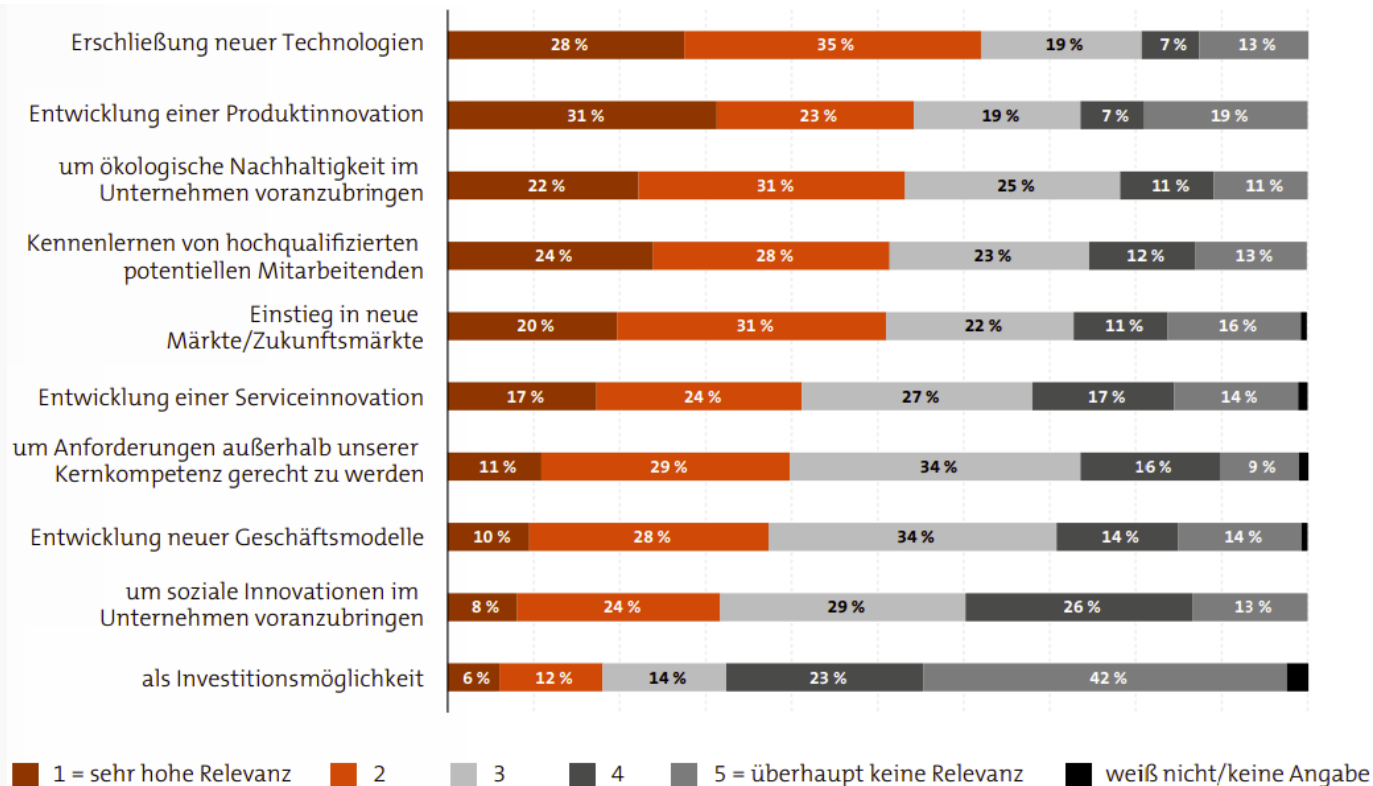
Vorteile bei der Integration von KI

Welche Vorteile haben KMU beim Einsatz von KI?



KI ist für KMUs unerlässlich, um den Wettbewerbsvorteil zu wahren

Bereiche für KMUs <-> Startup Kollaboration



Matchmaking für kleine und mittlere Unternehmen

Unser Erfolgsrezept

There is a startup for that!

We created an innovative format to maximize potential collaboration

Understand

Mapping the company's needs based on their innovation strategy

We conduct workshops with SMEs to understand where untapped potentials and use cases lie

Scout

Compiling groups and identifying clusters based on the SMEs' needs

We scout the most suitable AI startups in our ecosystem for the identified clusters

Match

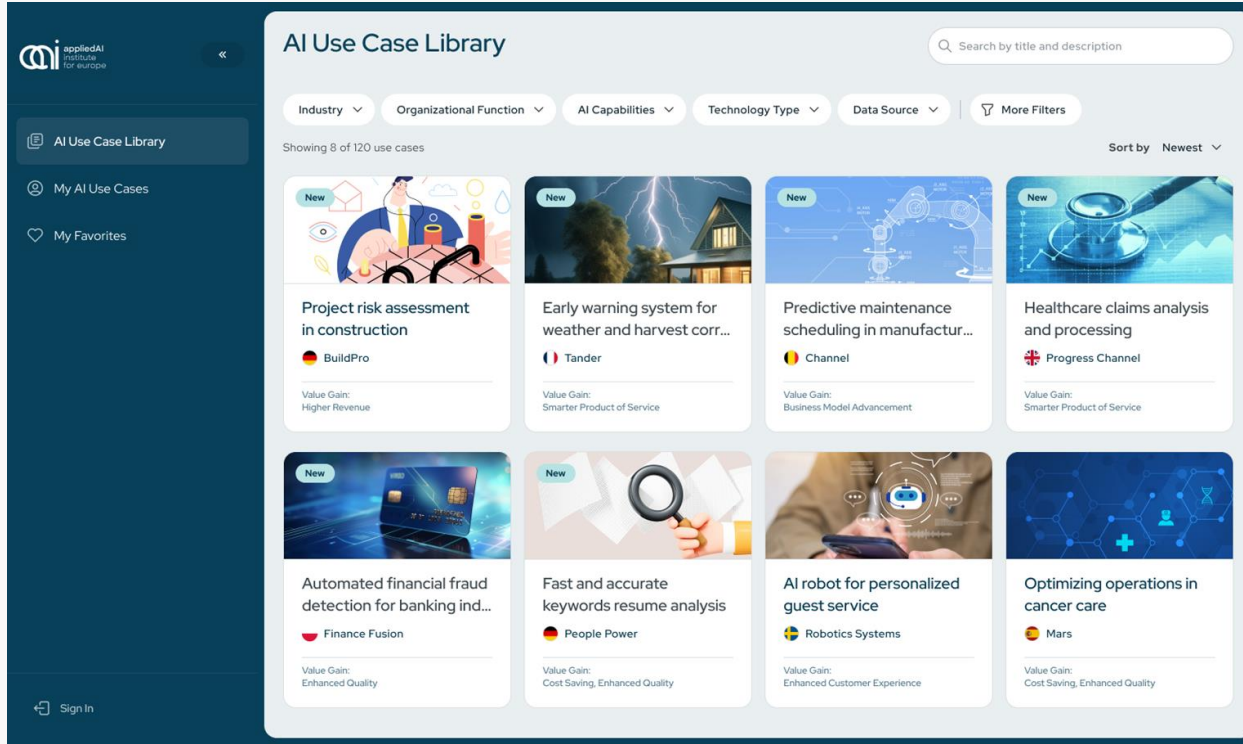
Offering a "speed-dating approach" to foster collaboration

We bring AI Startups and SMEs together - based on what they **both** need



appliedAI Use Case Platform

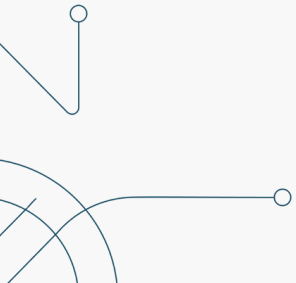
Zentralisierte, offen zugängliche, qualitativ hochwertige kuratierte KI-Anwendungsfälle



The screenshot displays the 'AI Use Case Library' interface. On the left is a dark blue sidebar with the appliedAI logo and navigation links: 'AI Use Case Library', 'My AI Use Cases', and 'My Favorites'. The main content area has a light blue header with the title 'AI Use Case Library' and a search bar. Below the header are filter tabs for 'Industry', 'Organizational Function', 'AI Capabilities', 'Technology Type', 'Data Source', and 'More Filters'. A 'Showing 8 of 120 use cases' indicator and a 'Sort by Newest' dropdown are also present. The use cases are displayed in a 2x4 grid, each with a 'New' badge, an illustration, a title, a provider logo, and a 'Value Gain' description.

Use Case Title	Provider	Value Gain
Project risk assessment in construction	BuildPro	Higher Revenue
Early warning system for weather and harvest corr...	Tander	Smarter Product of Service
Predictive maintenance scheduling in manufactur...	Channel	Business Model Advancement
Healthcare claims analysis and processing	Progress Channel	Smarter Product of Service
Automated financial fraud detection for banking ind...	Finance Fusion	Enhanced Quality
Fast and accurate keywords resume analysis	People Power	Cost Saving, Enhanced Quality
AI robot for personalized guest service	Robotics Systems	Enhanced Customer Experience
Optimizing operations in cancer care	Mars	Cost Saving, Enhanced Quality

– Live Demo –



Weitere Ressourcen zu KI-Startups

Deutsche KI Startup Landscape 2024

Die 687 vielversprechendsten deutschen KI-Startups aus den Bereichen Capabilities, Enterprise Intelligence, Technology Type und Industry.



STUDY

Generative AI in the European Startup Landscape 2024



EUROPEAN AI STARTUP LANDSCAPE



Get in touch



Dr Frauke Goll
Managing Director

f.goll@appliedai-institute.de
+49 177 7828942

Offices
IPAI Spaces
Im Zukunftspark 11/13
74076 Heilbronn

Munich Urban Colab
Freddie-Mercury-Str. 5
80636 Munich

www.appliedai-institute.de | info@appliedai-institute.de

