

The state of Madrid Region Startup ecosystem

Startup Radar madri+d Report 2024

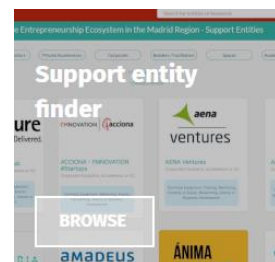
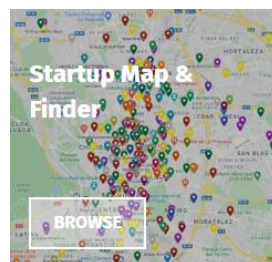
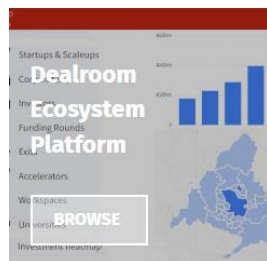
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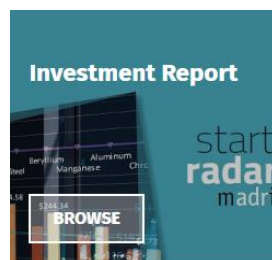
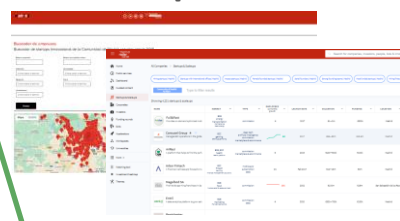
Startup Radar madri+d, the Madrid Region Startup Ecosystem Platform

Click on any image

Startup Events in Madrid Region



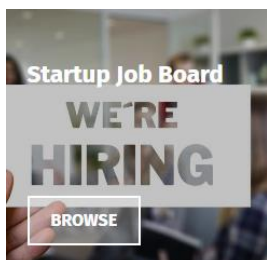
Ecosystem Platforms: Tools, Maps, Databases



2 Annual Reports:

- Ecosystem Report
- Investment Report

12+ Industry Reports



Tools for startups:

- Job search
- Investors
- Public Financing

About this report

This report is based on the Madrid Region startup ecosystem database*, the most comprehensive source for showcasing emerging startups and categories. Initiated by Fundación madri+d in 1995 and powered by Dealroom in 2020.

The Startup Radar madri+d platform provides background information facilitating networking, career and investment opportunities in the growing Madrid entrepreneurial and technological ecosystem.

This report covers:

1. Madrid Region startup ecosystem metrics
2. Jobs, value, industries and technologies in Madrid tech companies
3. Venture Capital and Investment
4. Support entities, founders and SDGs in a growing tech ecosystem

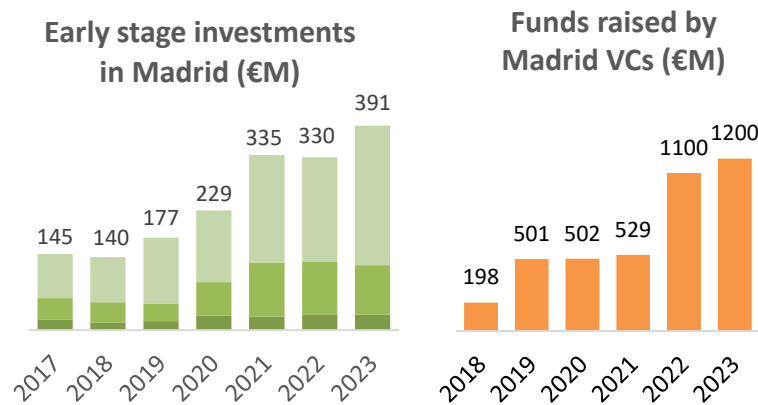
* If you are a Madrid based startup, incubator, investor, corporate,..and want to register please contact us [here](#)

Key features

Madrid early-stage investing set a record in 2023 and followed a better trend than in Europe as a whole

Madrid VCs raised record levels of dry powder in 2023 (+9%) while the raising of new funds was considerably reduced in Europe (-32%)

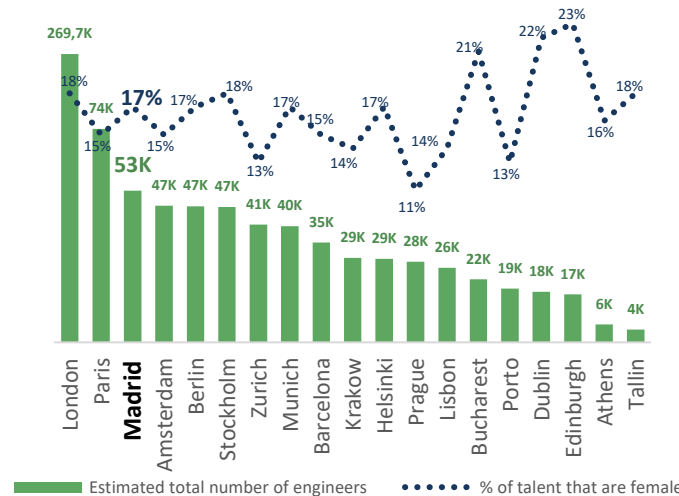
Also, the decrease of funding in Madrid HQ'd startups has been lower than in most European hubs.



Source: [Startup Radar madri+d Inv. Report 2023, Dealroom](#)

A leading Region in availability of developers and talent

Access to talent by international startups is more favorable in places offering higher concentrations of technological jobs, universities, business schools and a higher level of innovative activity. Madrid occupies the 3rd position in nr. engineering talent and 5th in nr. of developers (i.e. 3rd position for Application Development, 4th in the areas of AI Data Science, Server & Cloud,...)



Sources: [Startup Heatmap 2023](#) and [Sequoia/Sifted](#)

Competitive establishment costs, 4th Region in quality of life & safety

The cultural, leisure and gastronomic offer, being one of the safest capitals and having public and private services with high quality standards add to the low establishment costs, which are highly competitive when compared with main international hubs.

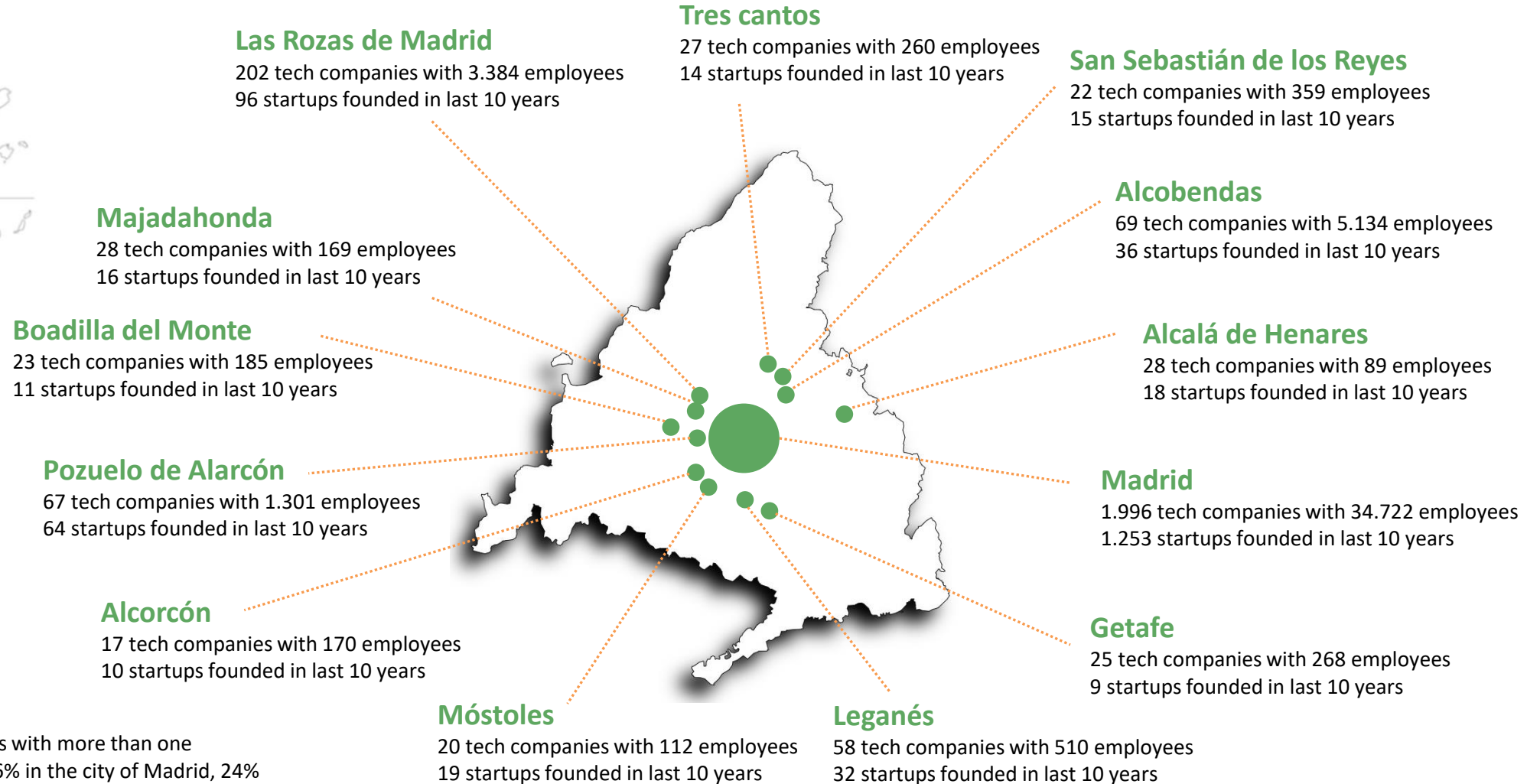
The Community of Madrid occupies the 4th position in Europe for its lifestyle and human capital and 14th in the Global Power City index.

Human Capital and Lifestyle in Major European Regions

RANK	CITY	COUNTRY
1	Paris Region (Île-de-France)	France
2	North Rhine-Westphalia	Germany
3	South East England	UK
4	Community of Madrid	Spain
5	Scotland	UK
6	Baden-Wuerttemberg	Germany
7	Bavaria	Germany
8	Masovian Voivodeship	Poland
9	Auvergne-Rhône-Alpes	France
10	Catalonia	Spain

Sources: [Financial Times](#) – fDi and [Global Power City Index 22](#)

Surrounded by a growing nr. of startup hubs, the city accounts for 80% of startups founded in last 10 years and for 76% of total nr. of tech companies in the Region*



* 2,626 tech companies with more than one employee are listed: 76% in the city of Madrid, 24% in the Metropolitan Area and rest of the Region.

An increasingly attractive destination for international entrepreneurs

Business friendliness and business opportunities for startups stand out in Madrid

Madrid occupies in 2023 the 2nd position in Europe by nr. of offices opened by startups from other countries, 6th in terms of business friendliness and 10th for its global economic potential.

Business Friendliness in Major European Cities

RANK	CITY	COUNTRY
1	London	UK
2	Warsaw	Poland
3	Amsterdam	Netherlands
4	Dublin	Ireland
5	Madrid	Spain
6	Berlin	Germany
7	Paris	France
8	Oslo	Norway
9	Munich	Germany
10	Bucharest	Romania

Sources, [Dealroom](#), 2023,
[Financial Times](#) – fDi)

Specific regulation and taxation for startups: a long-standing pro-business strategy

Madrid, the only region in Spain without its own taxes, has the lowest and most competitive tax burden in Spain for investors and entrepreneurs, after two decades of tax cuts.

Leader in world-class physical and digital infrastructures

In the digital field, Madrid Region occupies the 3rd European position in terms of connectivity.



An Administration open and accessible to companies and private initiative with a long-standing pro-business strategy addressing:



Political and economic stability

- Committed to facilitating business operations
- Committed against bureaucracy and hyperregulation



Business Friendly Policy

- Deletion of regulatory hurdles
- 24/7 economic activity



The most competitive tax system

- Consistent & stable
- Tax reduction policy
- 25% corporate tax



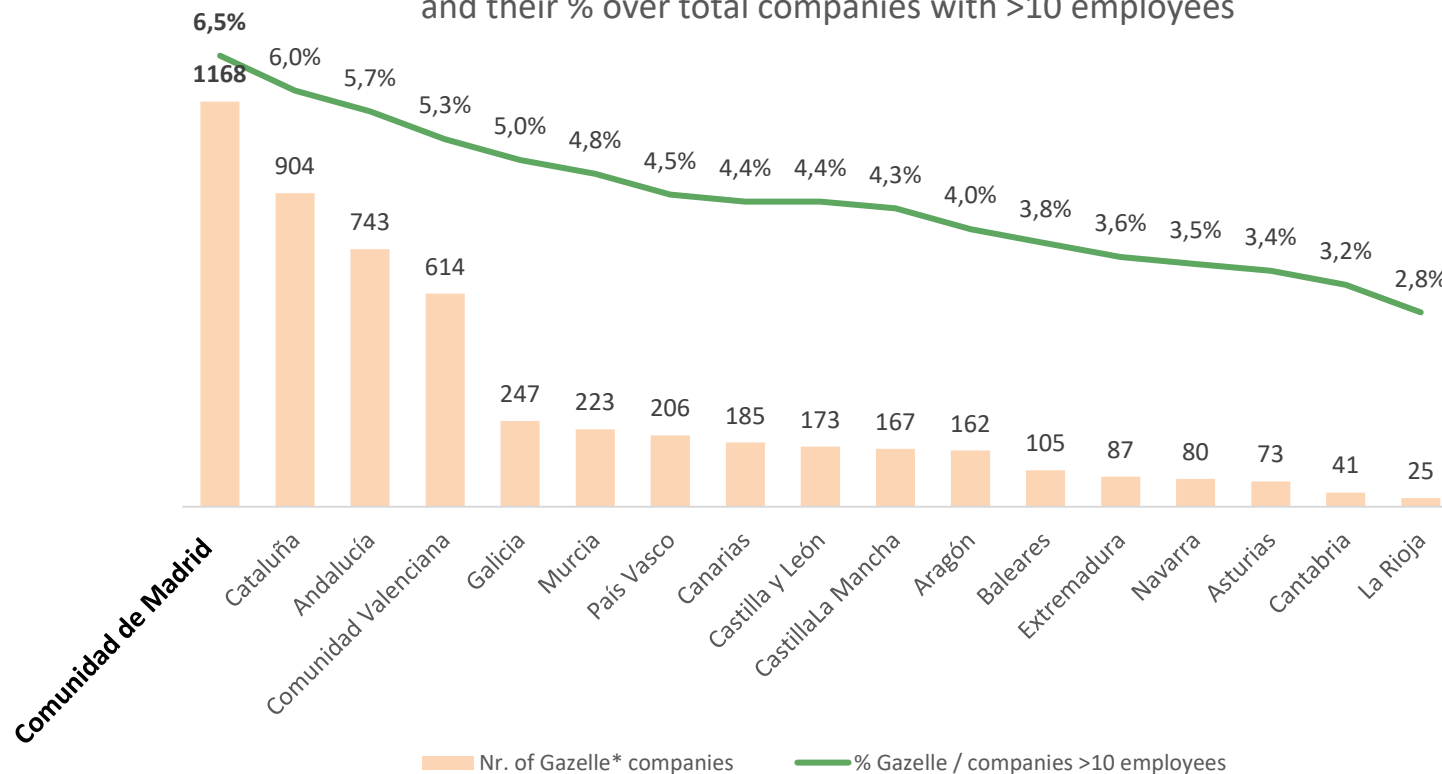
Dynamic economic initiatives

- Zero rate for self employment
- Anti-inflation measures
- 20% deduction of the investment through income tax

Source: [Invest in Madrid report](#) 2023

Madrid Region stands out in Spain for the growth potential of its companies

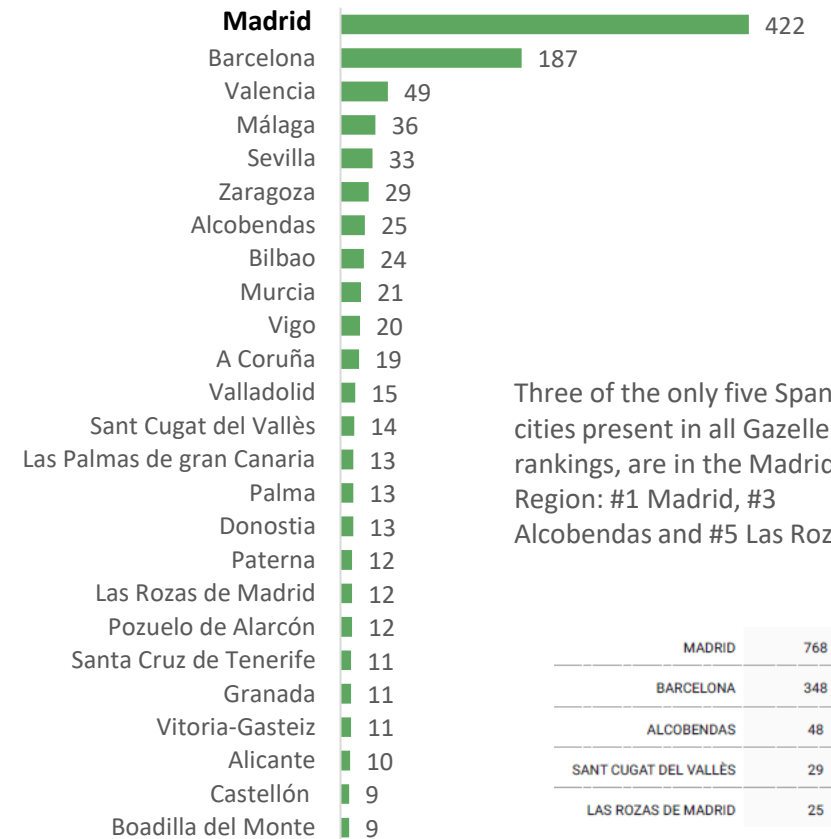
Nr. of Gazelle* companies by Spanish Region
and their % over total companies with >10 employees



*Gazelle companies are not just technology companies with >10 employees that grow >75% employment after three consecutive years

Source: COTEC Observatory of Gazelle companies [here](#)

Top 25 Spanish Cities
by nr. of knowledge intensive Gazelle companies



Three of the only five Spanish cities present in all Gazelle rankings, are in the Madrid Region: #1 Madrid, #3 Alcobendas and #5 Las Rozas

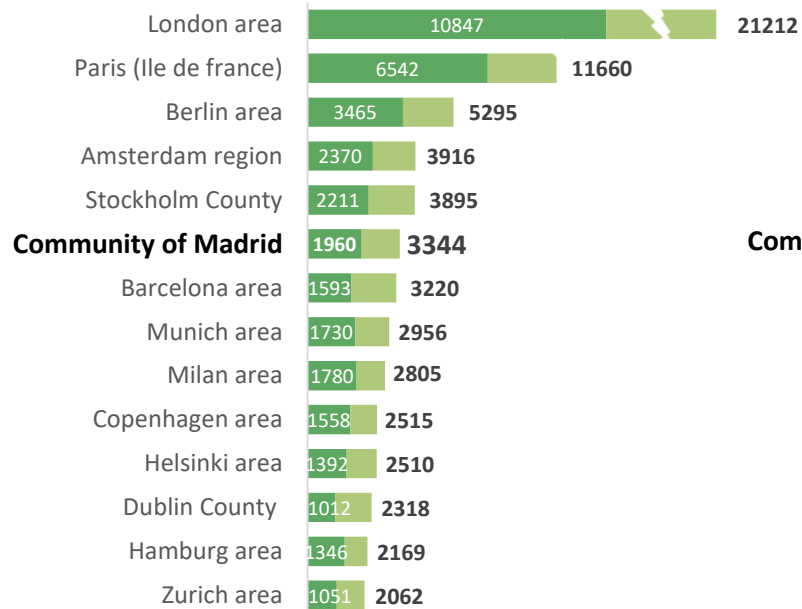
MADRID	768
BARCELONA	348
ALCOBENDAS	48
SANT CUGAT DEL VALLÈS	29
LAS ROZAS DE MADRID	25

Section 1

Madrid Region startup ecosystem metrics

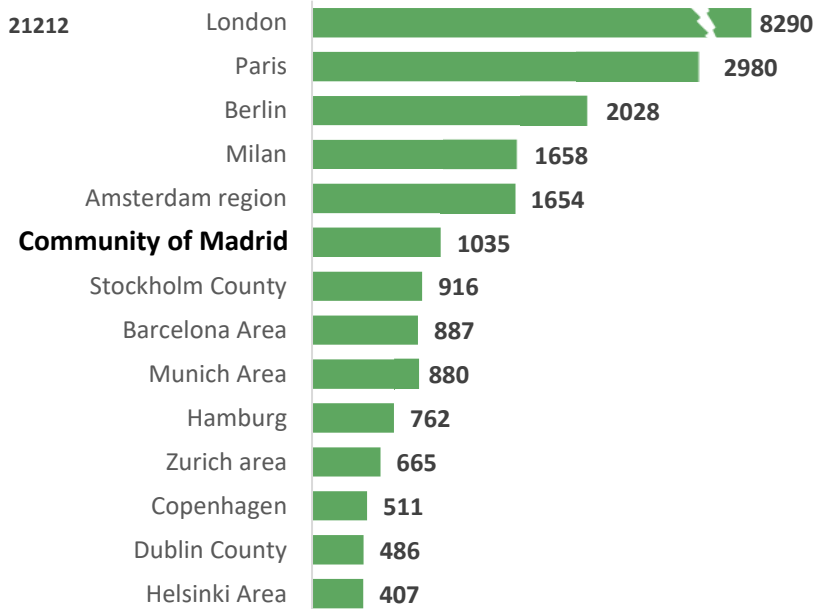
By nr. of startups, Madrid Region ranks #6 in Europe and concentrates a growing nr. of investment opportunities

Total Nr. of tech companies
and of those founded in last 10 years



■ Tech companies founded in last 10 years

Nr. of Pre-Seed opportunities
by Dealroom predictive signals



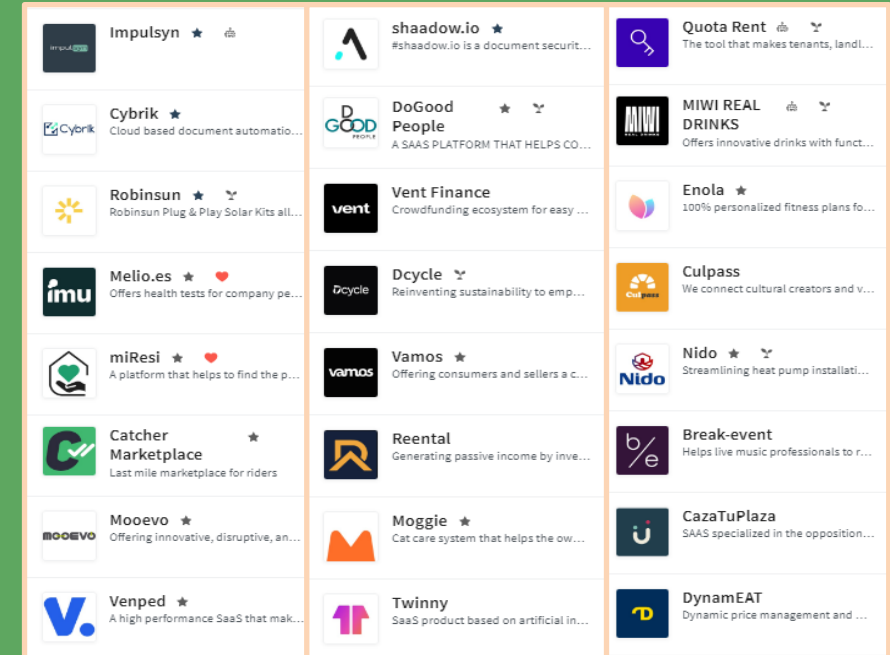
Find all tech companies with HQ in Madrid Region [here](#) and those that are pre-seed opportunities [here](#).

Source: Startup Radar madri+d & Dealroom.co

Note: Data is more reliable in 2023 than in previous years thanks to continued improvements and verifications. Small changes in trends compared to 2022 data are due to the improvement of the dataset.

Main Pre-Seed opportunities with HQ in Madrid Region

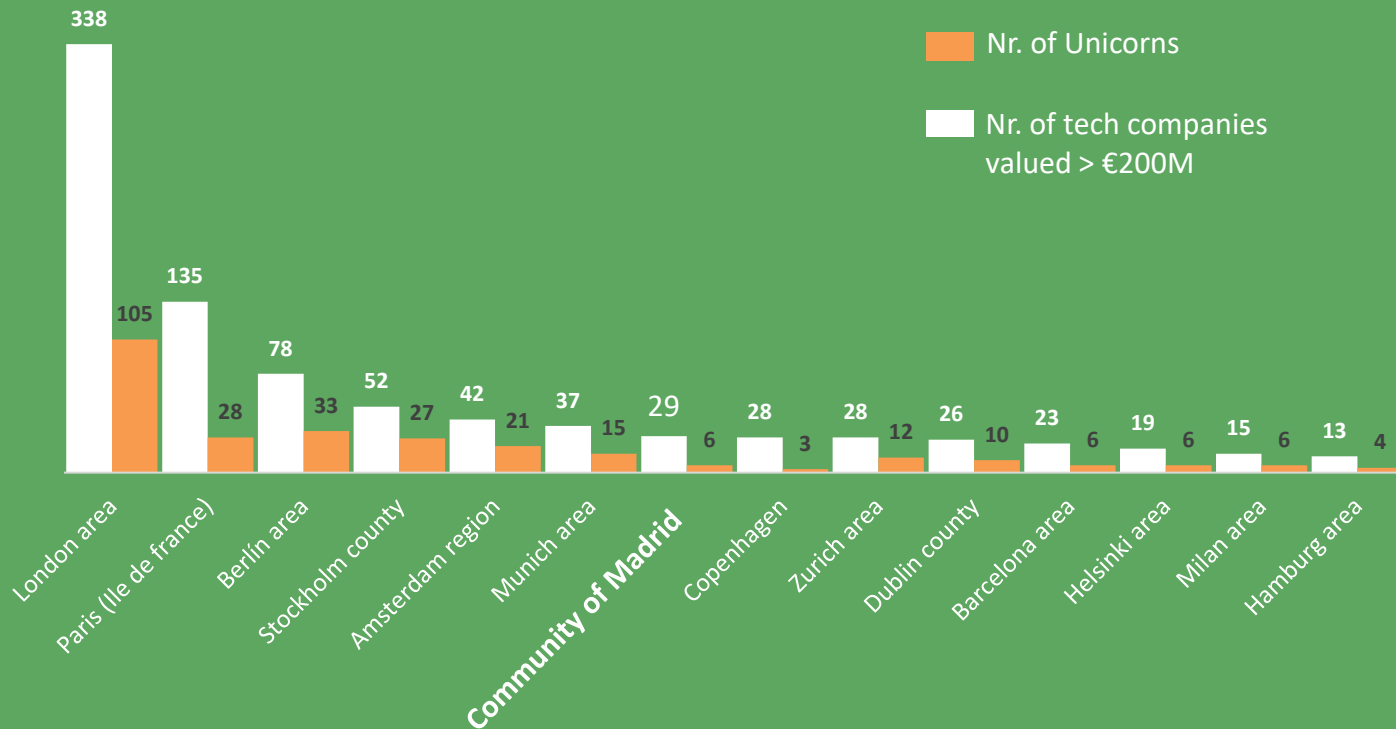
Selected by growth, hiring, fundraising timing, and team composition



Find Madrid Pre-Seed
Opportunities here !

Madrid ranks #7 by nr. of High Growing startups and #4 by nr. of Deeptech startups

Nr. of Unicorns and nr. of Tech companies valued >€200M



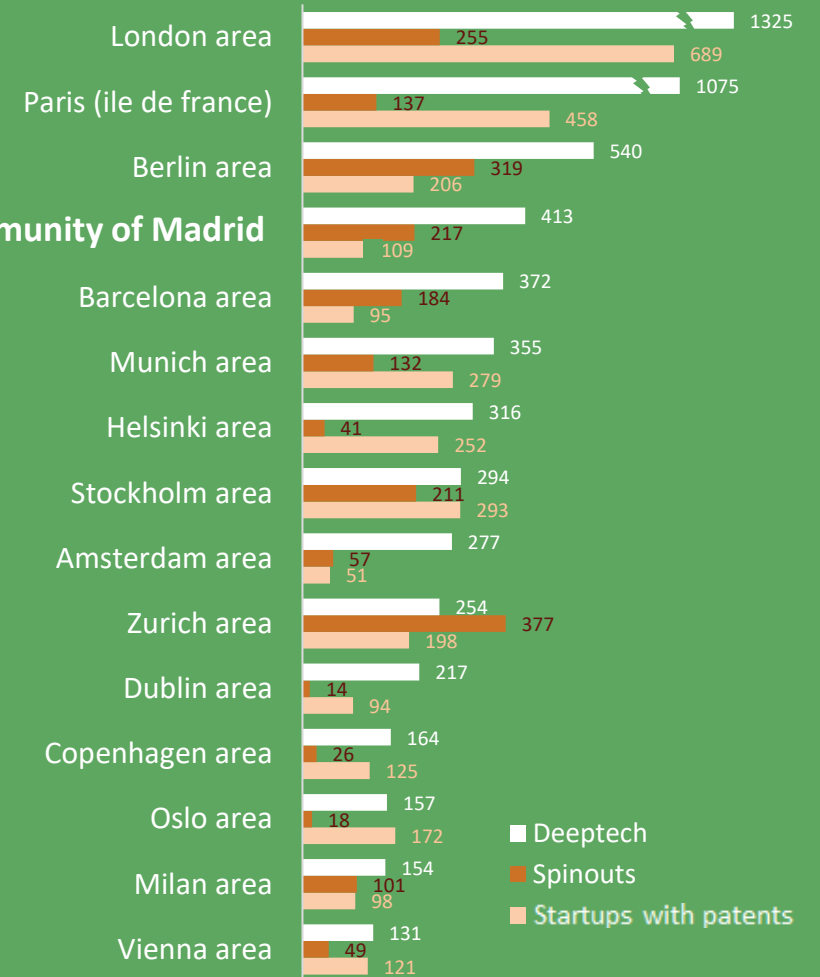
Find unicorns HQ'd in Madrid [here](#) and future unicorns (startups valued 200M€-999M€) HQ'd or founded in Madrid [here](#)

Find Madrid startups with patents [here](#), Deep tech [here](#) and spinouts [here](#)

Source: Startup Radar madri+d & Dealroom.co

Nr. of Deeptech companies, Spinouts and Startups with patents

Community of Madrid

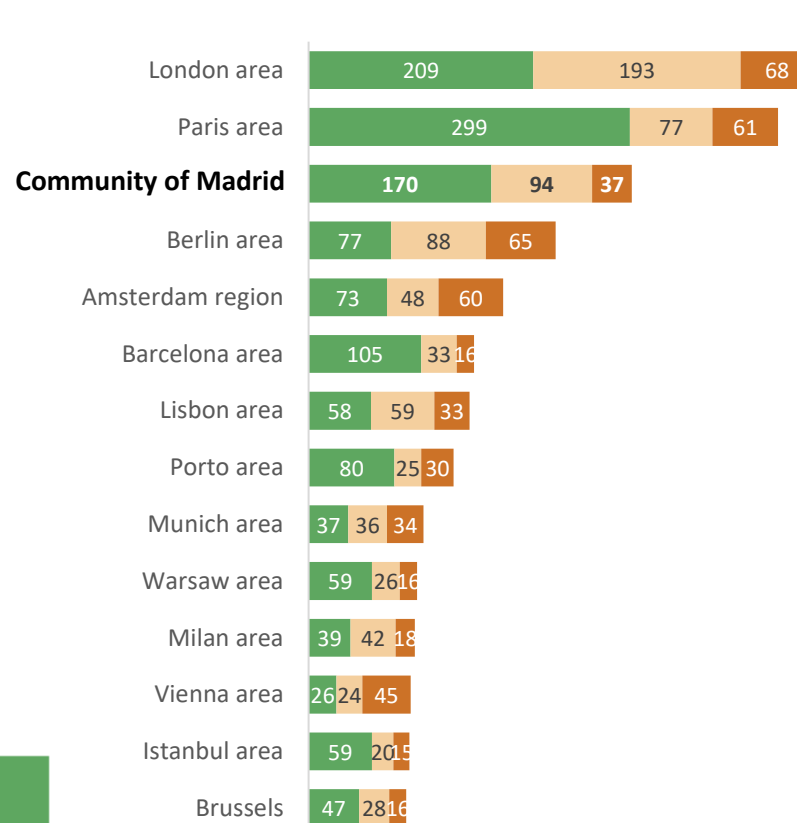


Madrid ranks #5 in nr. of offices open by startups from other countries, led by a growing nr. of support entities

Nr. of offices open by startups from other countries



European Hubs by nº of academia institutions, accelerators and workplaces



Main “hot startups” HQ’d in Madrid Region

Selected by employee and website traffic ranks

Jobin Digital platform for home mainten...	Cttrading ✨ Cryptocurrency Trading Made Easy	ANZEN ★ Providing RAMS engineering servic...
Quasar Finance ★ A new app-chain built in the Cosm...	Pontio ☼ Driving the energy transition throu...	Flipflow Developing advanced market anal...
Muppy Building a living community in Spa...	Moove Cars ★	Milénica Healthcare ☼
Embat ★ ☼ Cash flows, cash accounts, debt p...	MIWI REAL DRINKS ☼ ✨ Offers innovative drinks with funct...	Worksible An online work and training platfo...
Velada Provides an easy way to discover a...	Dcycle ✨ Reinventing sustainability to emp...	Lacambra Offering customizable leather bag...
Civislend A transparent and simple real esta...	rhyde ☼ Leading refurbished micro-mobilit...	GoSupply Focused on providing Advanced S...
RUN TO WEAR ✨ An online platform where people c...	WoWplay Helping families raise the next gen...	Hoop Carpool ★ ✨ SaaS carpooling platform for com...
CROW Bicycles Game changer, it's an egravel bike...	Digitanimal Providing innovative IoT and Big D...	Barter

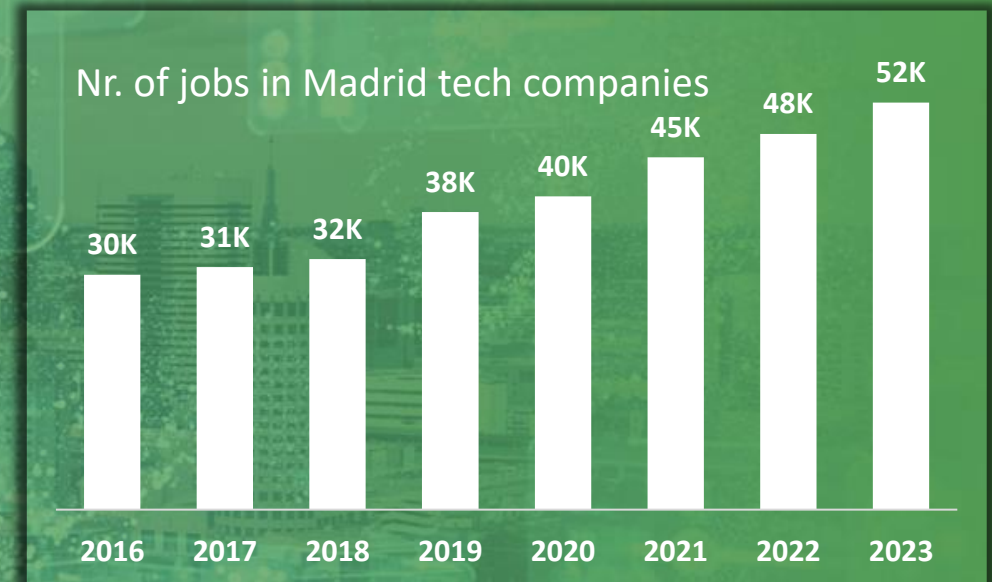
Find Madrid “hot startups” here !

Fast-growing scaleups, future unicorns and unicorns and are in nearly any vertical

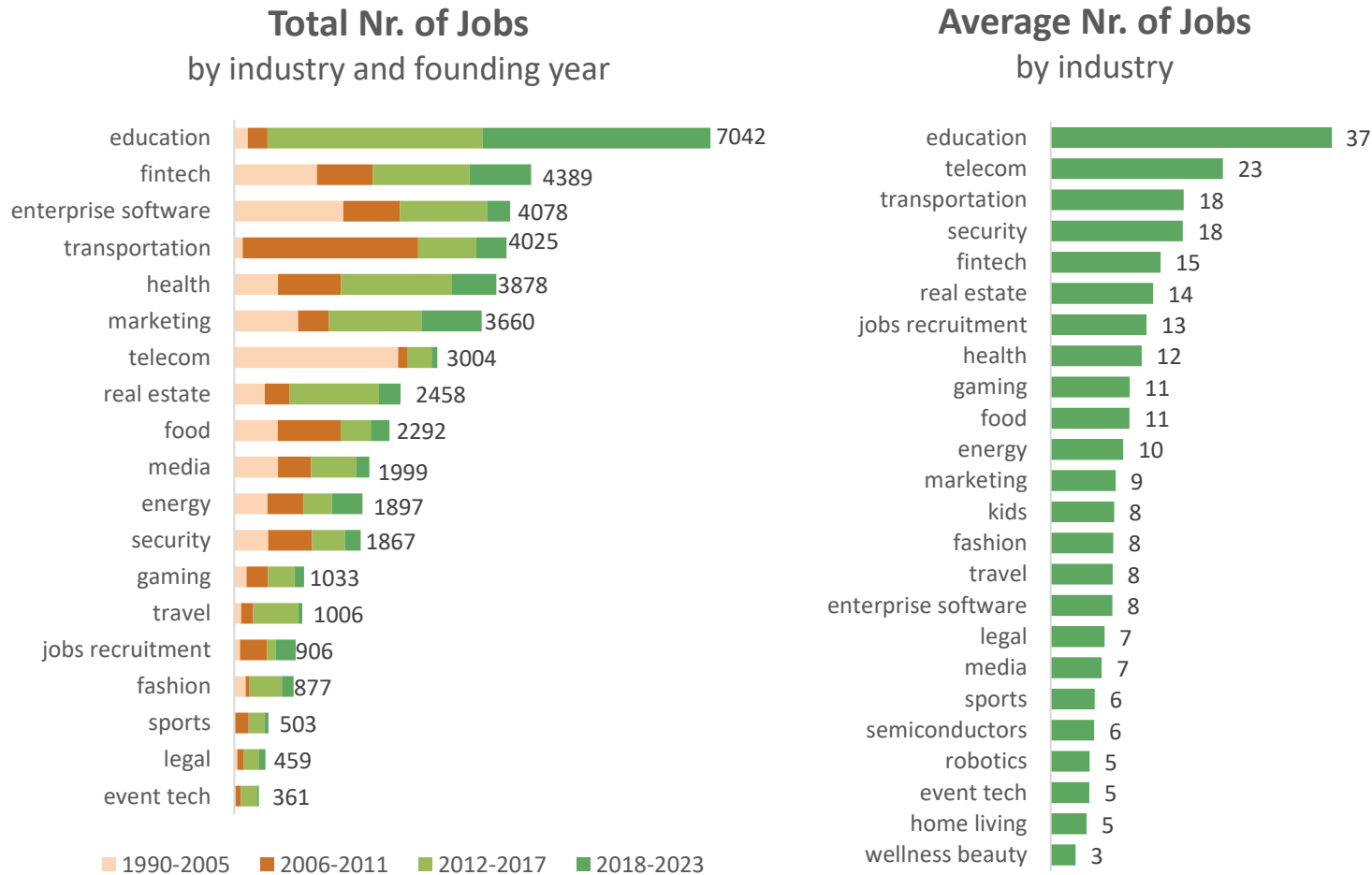
Nr. of Startups by Company Value								
€1B+ (Unicorns)	9	 allfunds*		 cabify	idealista  COPADO	fever* jobandtalent  DEVO	DOMĚSTIKA	MÁSMÓVIL*
€200M-1B (Future Unicorns)	27	 CLARITY AI  capchase ÁRIMA myinvestor	MIRANZA*	CARTO GOAL SYSTEMS  Goggo network PLAYTOMIC	clikolia  TiKO	 cobee tinybird  STRATIO	StudentFinance  analyticalways seedtag LINGOKIDS	 SOTO SOLAR  PLANT RESPONSE
€100M-200M	26	 toqio  fintonic  bnext  Lynx	 MedLumics SAVANA  BIOSEARCH LIFE DIATER	 goi  ONTRUCK  bipi  SKYDWELLER Trucksters	spotahome	taptap SNGULAR  onum making science THE DIGITAL ACCELERATION COMPANY	gigas	eranovum
€50M-100M	54	lana. twin capital  ritmo  asistensi	overture WOOPTIX  nuubo IDOVEN feel	 playgiga  MoVo REVEL Packlink Simply Shipping	housell citibox	 nextail TROOP SMART PROTECTION Embat erudit	 IRON HACK AURO life5	wiyo Frenetic Luzia  sewertronics ALGAENERGY
€0,5M-50M	626	ATANI  ninety nine  getpaid  Bdeo Visual Intelligence PAYFLOW  finizens taxdown.	 NIMGenetics salupro LIFE LENGTH OSIGU BE MATE CARDIOSONIC mccwins	APTATARGETS  ALGENEX ANYVERSE meep hewo CRISALION	pulpomatic geoblink VANYVERSE VIVLA LIBEEN civislend	Fractal Correcto. source{d} metricool Clever ecommerce neboola	adglow gamelearn RANGEA PER CEN TIL MedUX eGoGames Social esports	CAPTOPLASTIC samara SIGMA luzwavelabs Floatech aerdron GREEN EAGLE beridi energy
		fintech & insurtech	healthtech	transportation & mobility, games, sports	real state	enterprise sw, jobs recruit. & event tech	ecommerce, retail & educat.	energy, robotics & semiconductors

Section 2

Jobs, value, industries and technologies in Madrid tech companies



Education, fintech, enterprise software, transportation, health,.. lead the employment ranking



Source: Startup Radar madri+d & Dealroom.co

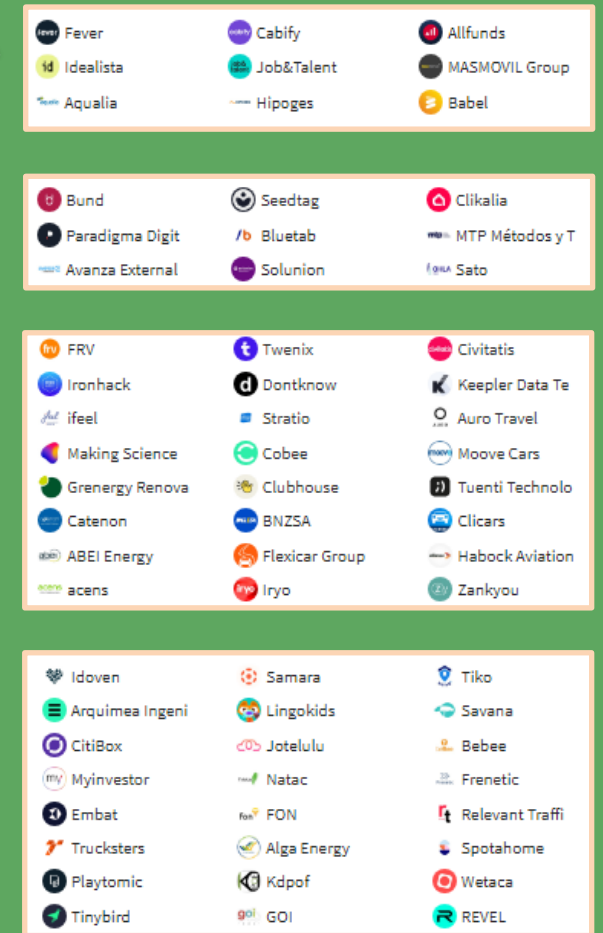
Main tech companies with HQ in Madrid Region by nr. of employees*

+1000

501-1000

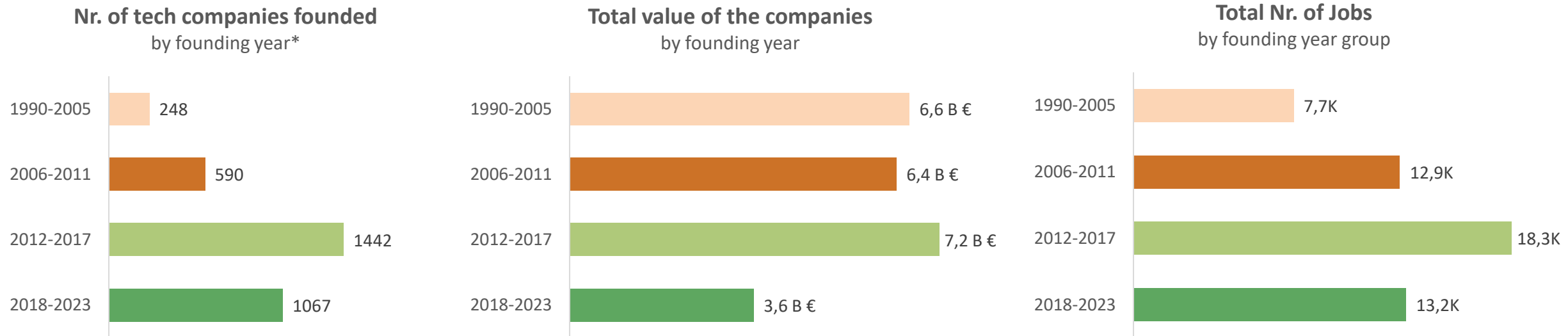
201-501

51-200

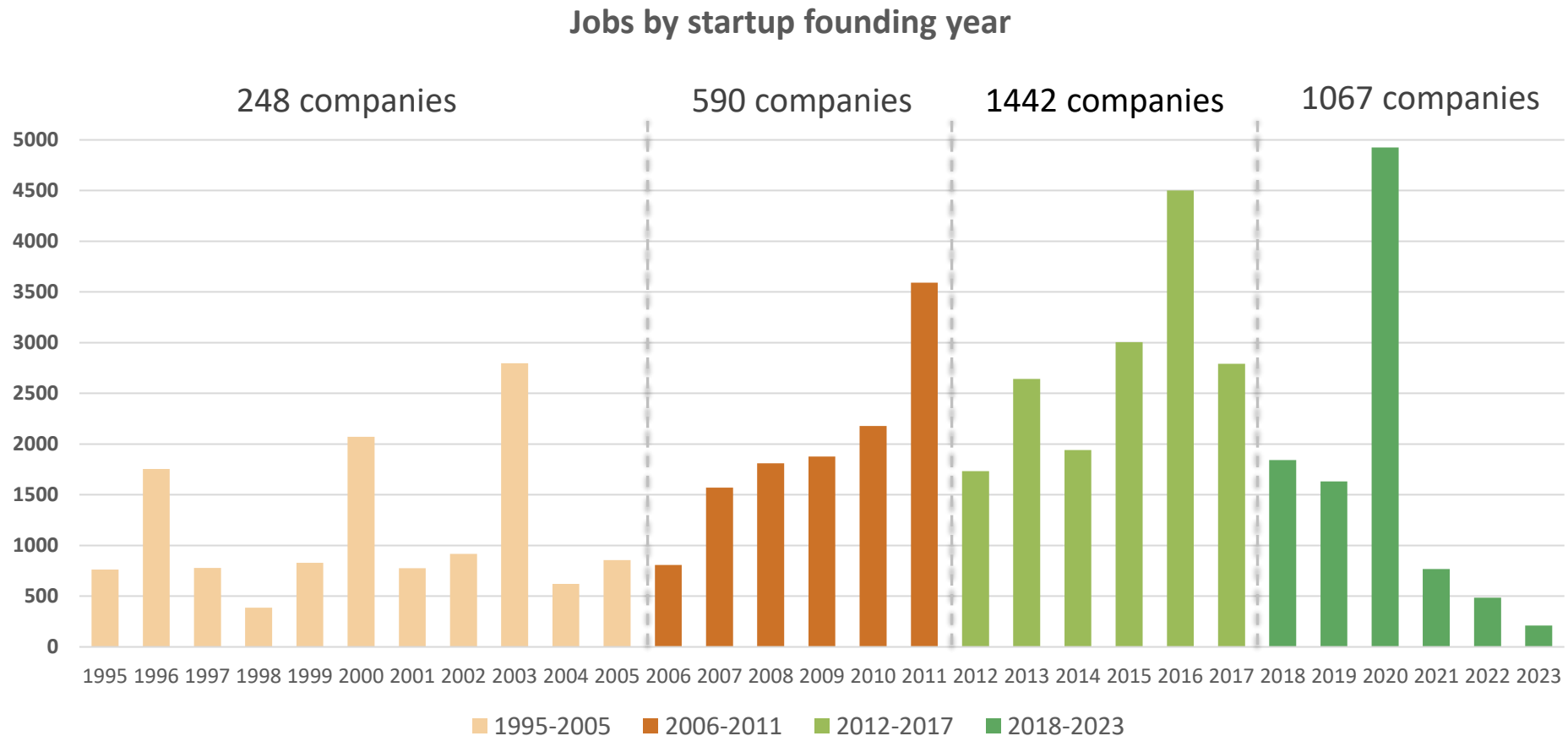


* Based on estimated percentages of Linkedin data

Older tech companies concentrate a higher percentage of value while younger startups concentrate a higher number of tech companies and jobs ...



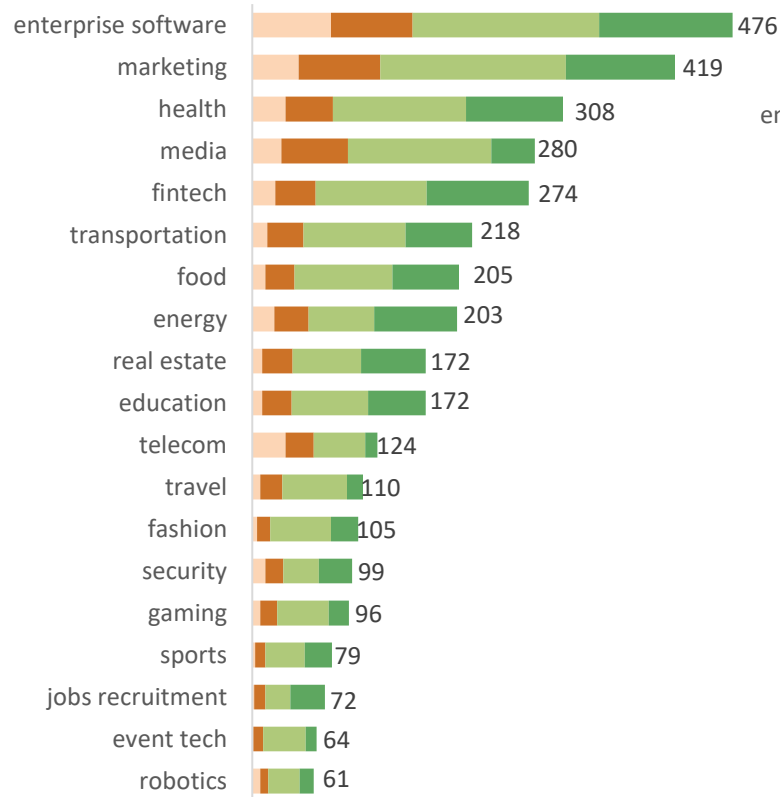
... and 67% of total employment is mainly concentrated in companies between 3 and 12 years of age



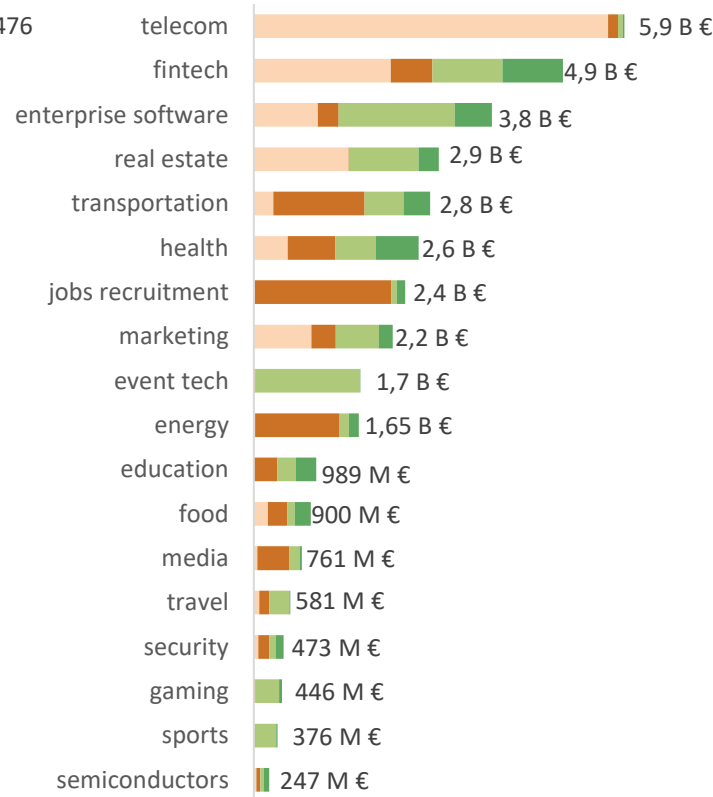
Source: Startup Radar madri+d & Dealroom.co

Enterprise software, marketing, health, media, telecom, real estate, transportation,... concentrate largest nr. of companies and total value

Nr. of tech companies
by industry and founding year



Total value of the companies
by industry and founding year



1990-2005 2006-2011 2012-2017 2018-2023

1990-2005 2006-2011 2012-2017 2018-2023

Source: Startup Radar madri+d & Dealroom.co

Metrics of main industries

Total Funding in 2023(€M) and average age of companies funded in 2023

Fintech

Funding: **175 M**
4.4 years Avg.

Health

Funding: **139 M**
7 years Avg.

Transportation

Funding: **75 M**
4.3 years Avg.

Education

Funding: **65 M**
3 years Avg.

Enterprise SW

Funding: **56 M**
4.8 years Avg.

Food

Funding: **51 M**
3.9 years Avg.

Travel

Funding: **45 M**
5.8 years Avg.

Robotics

Funding: **38 M**
4.3 years Avg.

Marketing

Funding: **29 M**
5.5 years Avg.

Security

Funding: **22 M**
2.2 years Avg.

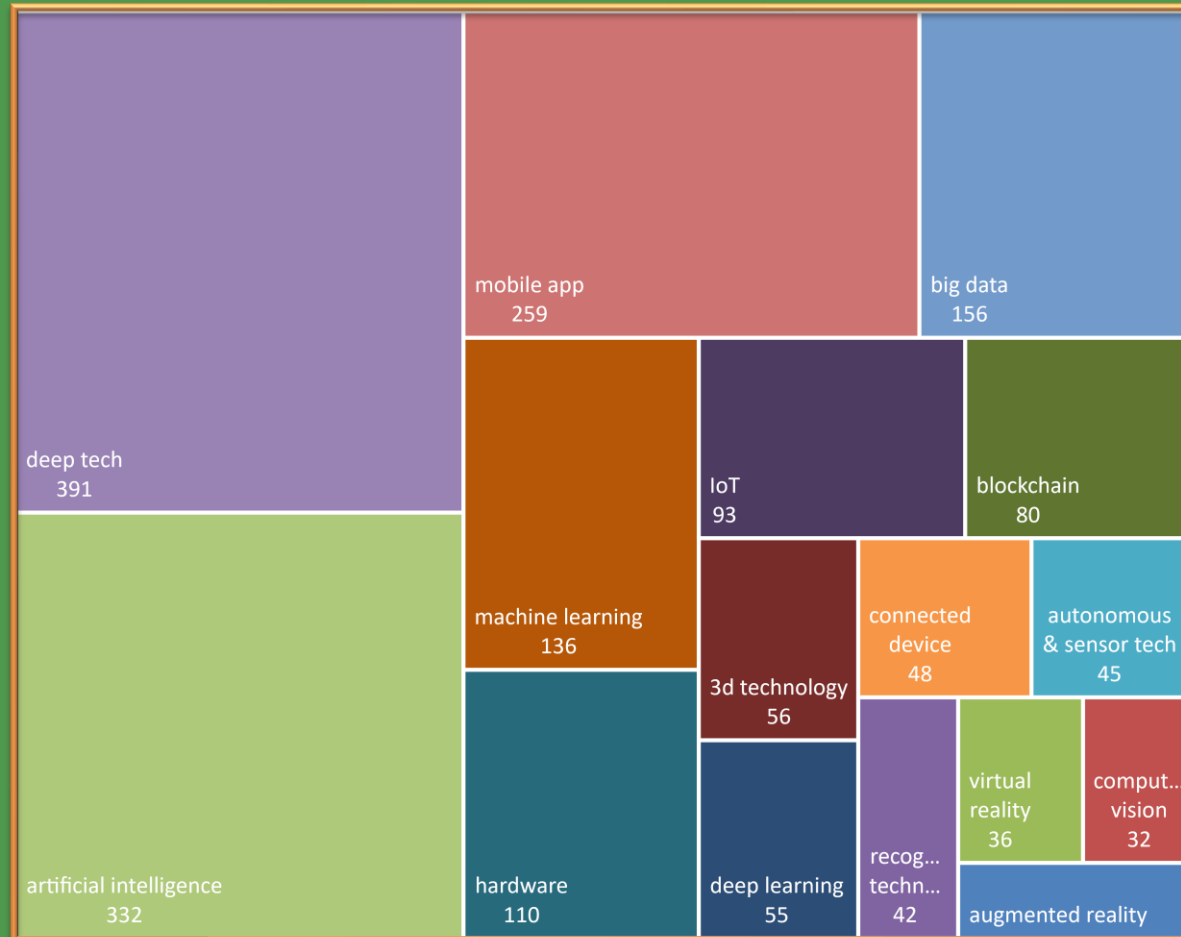
Energy

Funding: **20 M**
5.6 years Avg.

Semiconductors

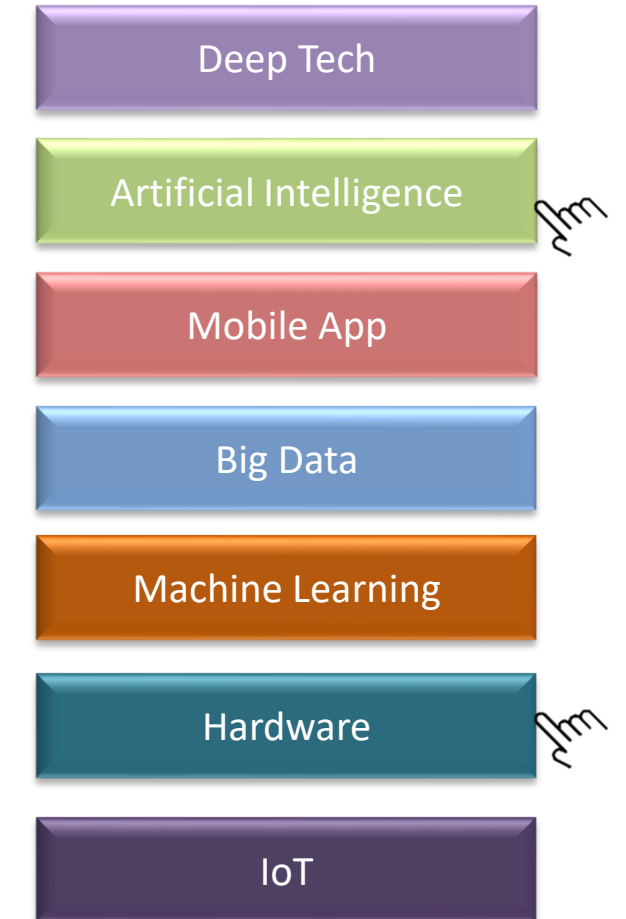
Funding: **18 M**
11.5 years Avg.

Deep tech, AI, mobile app, big data, ML, hardware, IoT,... are among the most common technologies ...



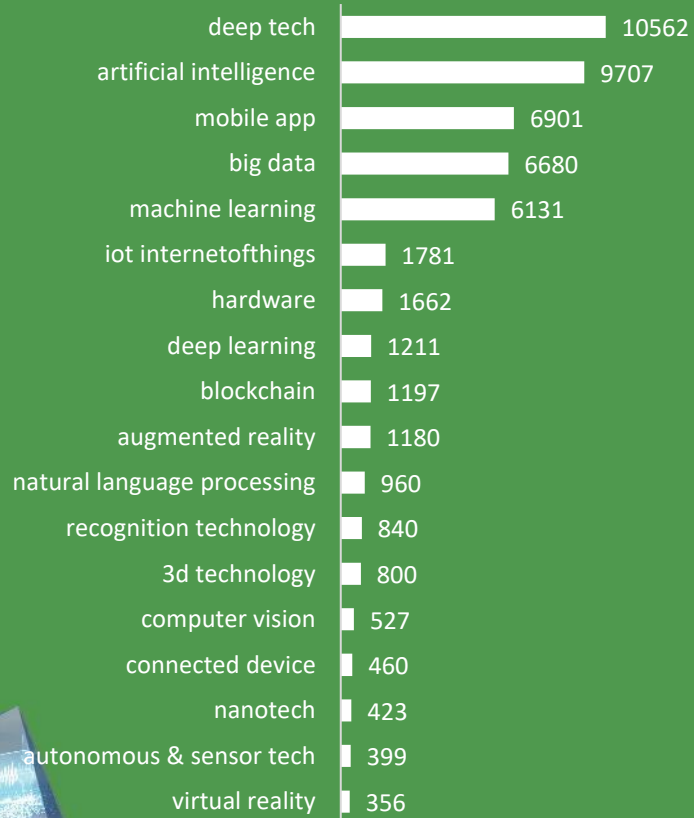
Source: Startup Radar madr+d & Dealroom.co

Find here Madrid startups by technologies used



... driving more employment addressing a large number of sub-industries

by technology



by sub industry

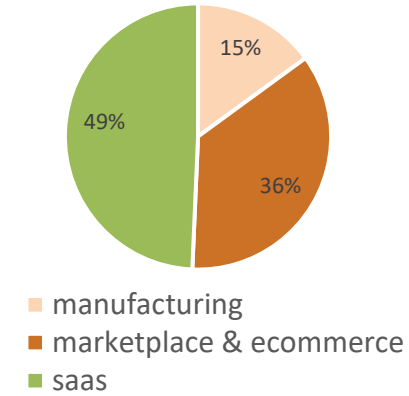


Source: Startup Radar madri+d & Dealroom.co

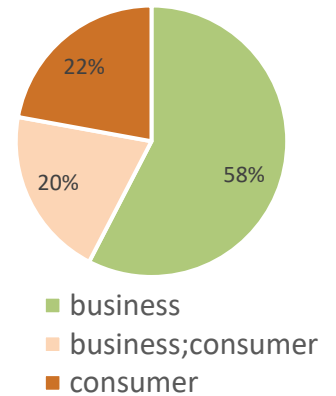
Distribution of Jobs

By business type

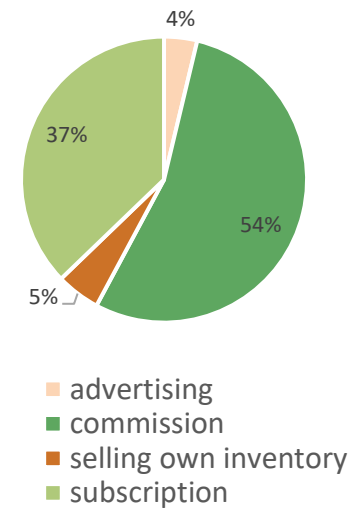
by revenue model



by client focus



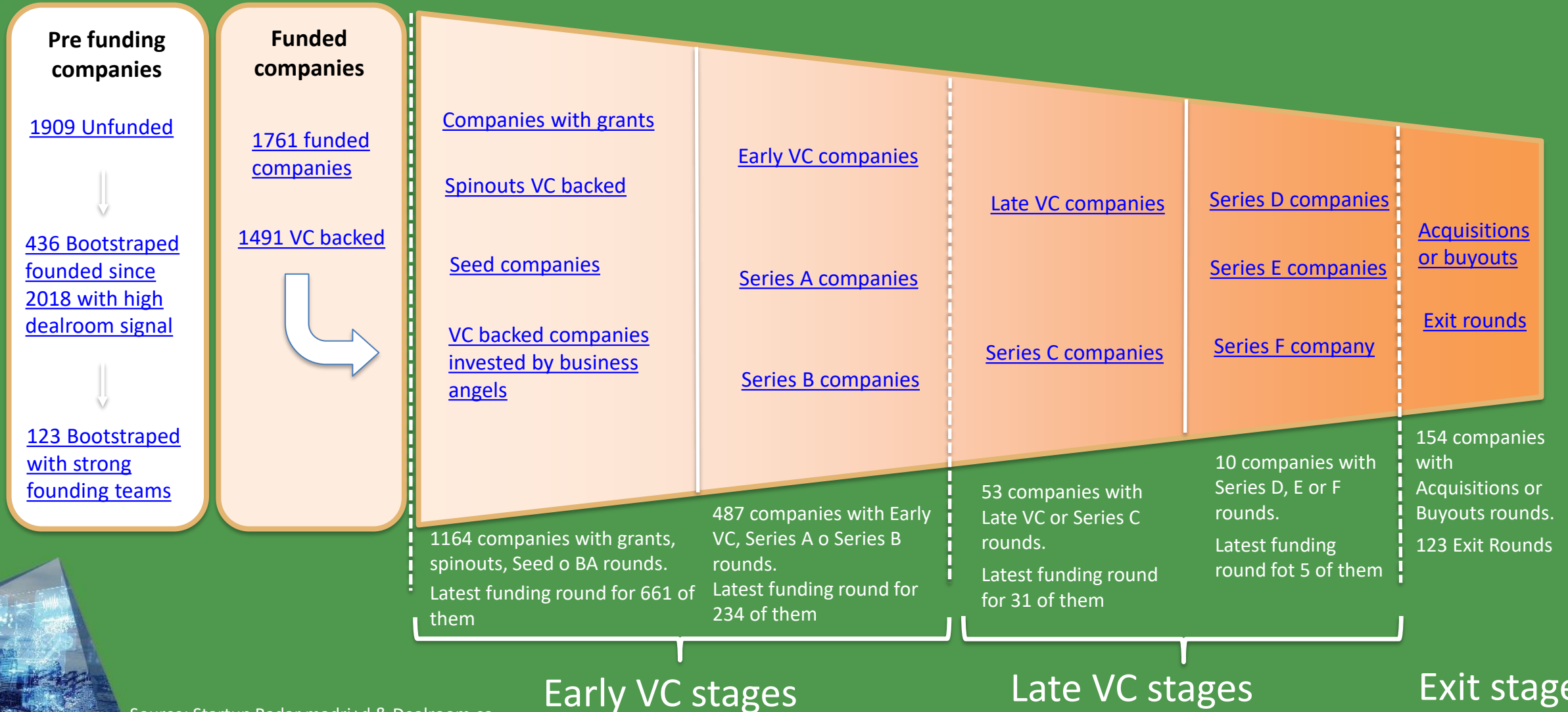
by income stream



Section 3

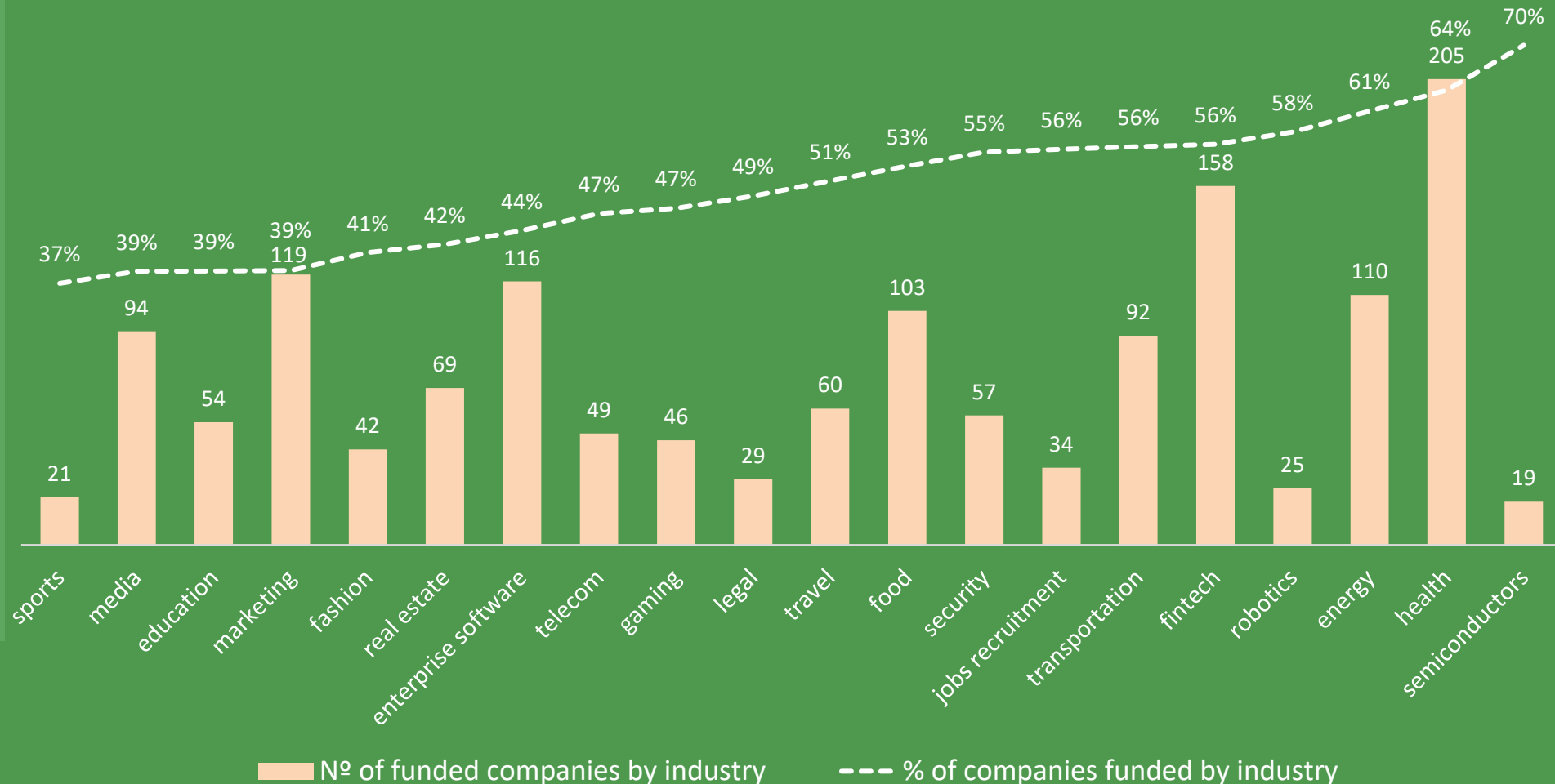
Venture Capital and Investment

Find here the VC investment path for 3.3K tech companies in the Community of Madrid

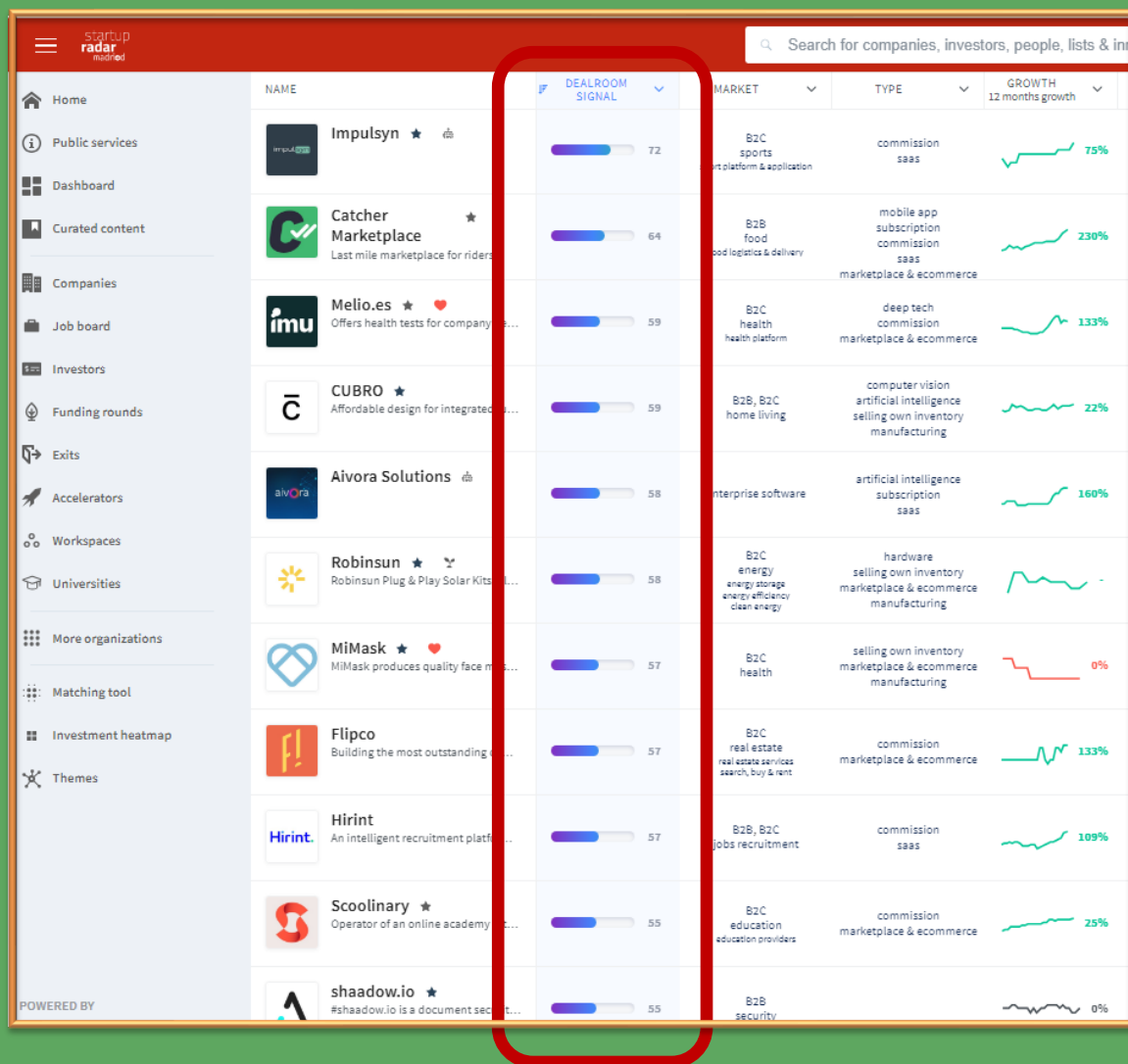


Source: Startup Radar madri+d & Dealroom.co

And find here industries like energy, health or semiconductors with a higher percentage of companies that raise funding



Discover most promising Madrid startups using Dealroom predictive signals



NAME	DEALROOM SIGNAL	MARKET	TYPE	GROWTH 12 months growth
Impulsyn ★	72	B2C sports platform & application	commission saas	75%
Catcher Marketplace ★ Last mile marketplace for riders	64	B2B food food logistics & delivery	mobile app subscription commission saas marketplace & ecommerce	230%
Melio.es ★ ❤️ Offers health tests for company...	59	B2C health health platform	deep tech commission marketplace & ecommerce	133%
CUBRO ★ Affordable design for integrated...	59	B2B, B2C home living	computer vision artificial intelligence selling own inventory manufacturing	22%
Aivora Solutions 🏆	58	enterprise software	artificial intelligence subscription saas	160%
Robinsun ★ 🏆 Robinsun Plug & Play Solar Kits...	58	B2C energy energy storage energy efficiency clean energy	hardware selling own inventory marketplace & ecommerce manufacturing	-
MiMask ★ ❤️ MiMask produces quality face m...	57	B2C health	selling own inventory marketplace & ecommerce manufacturing	0%
Flipco 🏆 Building the most outstanding...	57	B2C real estate real estate services search, buy & rent	commission marketplace & ecommerce	133%
Hirint 🏆 An intelligent recruitment platf...	57	B2B, B2C jobs recruitment	commission saas	109%
Scolinary ★ Operator of an online academy...	55	B2C education education providers	commission marketplace & ecommerce	25%
shaadow.io ★ #shaadow.io is a document sec...	55	B2B security		0%

602 Pre-Seed opportunities

- Startups since 2019
- Max 1M total funding
- Max 100 employees

86 Seed / Series A

- Startups since 2018
- 1M-4M total funding
- Max 250 employees

136 Breakout opportunities

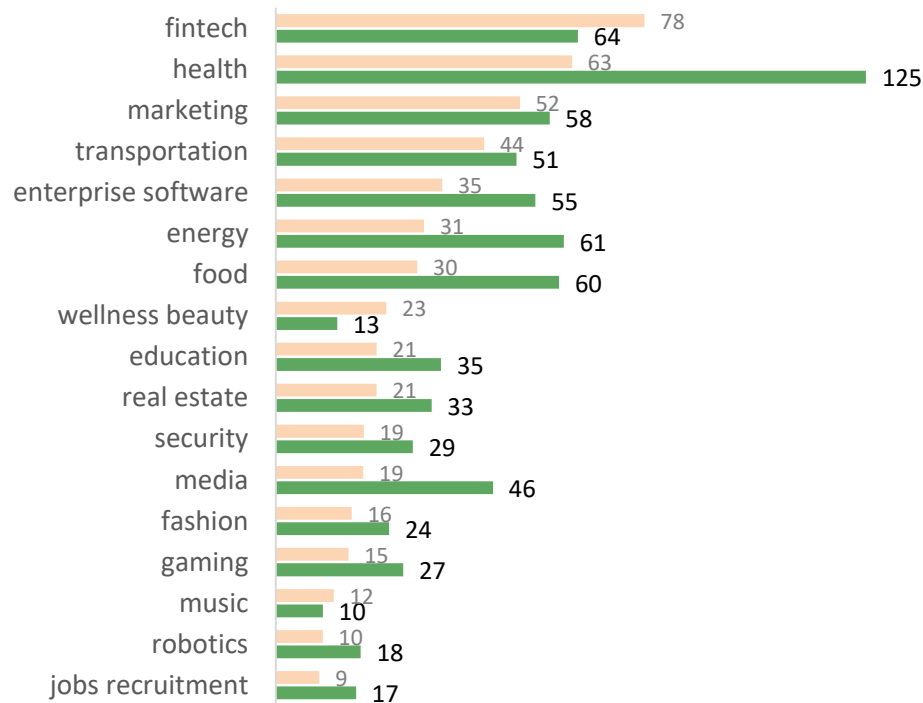
- >4M total funding
- 20-500 employees

Rank and sort startups by growth, value or Dealroom predictal signal

Despite global drop in late-stage investment, the strength of early stage investment remains strong in Madrid

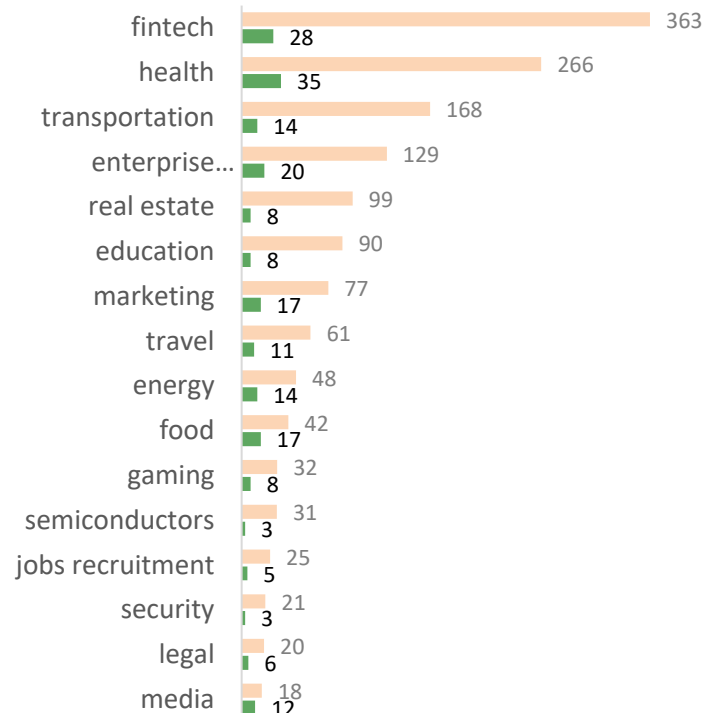
Total Funding and nr. of Rounds by Industry...

... in Early Stages of VC Investment



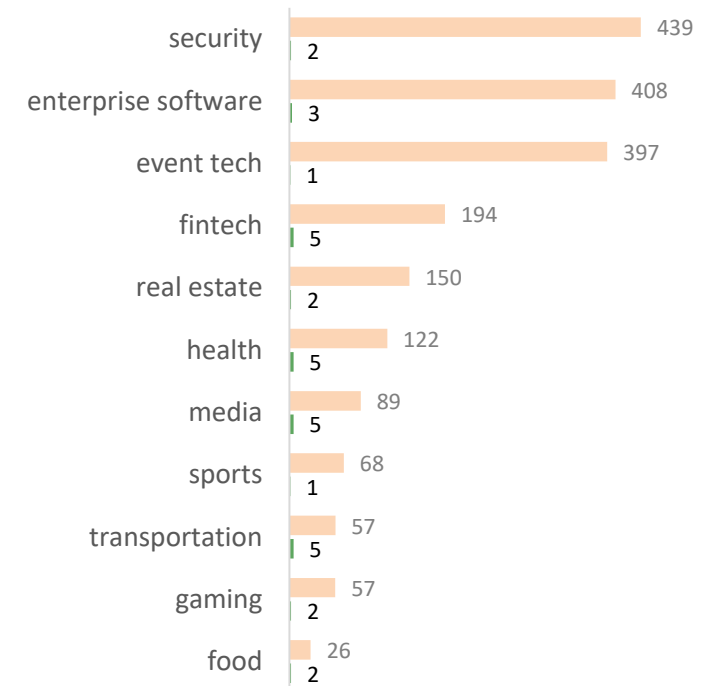
■ Total Funding (EUR M)
■ nº of Seed, Grant, Spinout o Angel LAST ROUND

...in Mid Stages of VC Investment



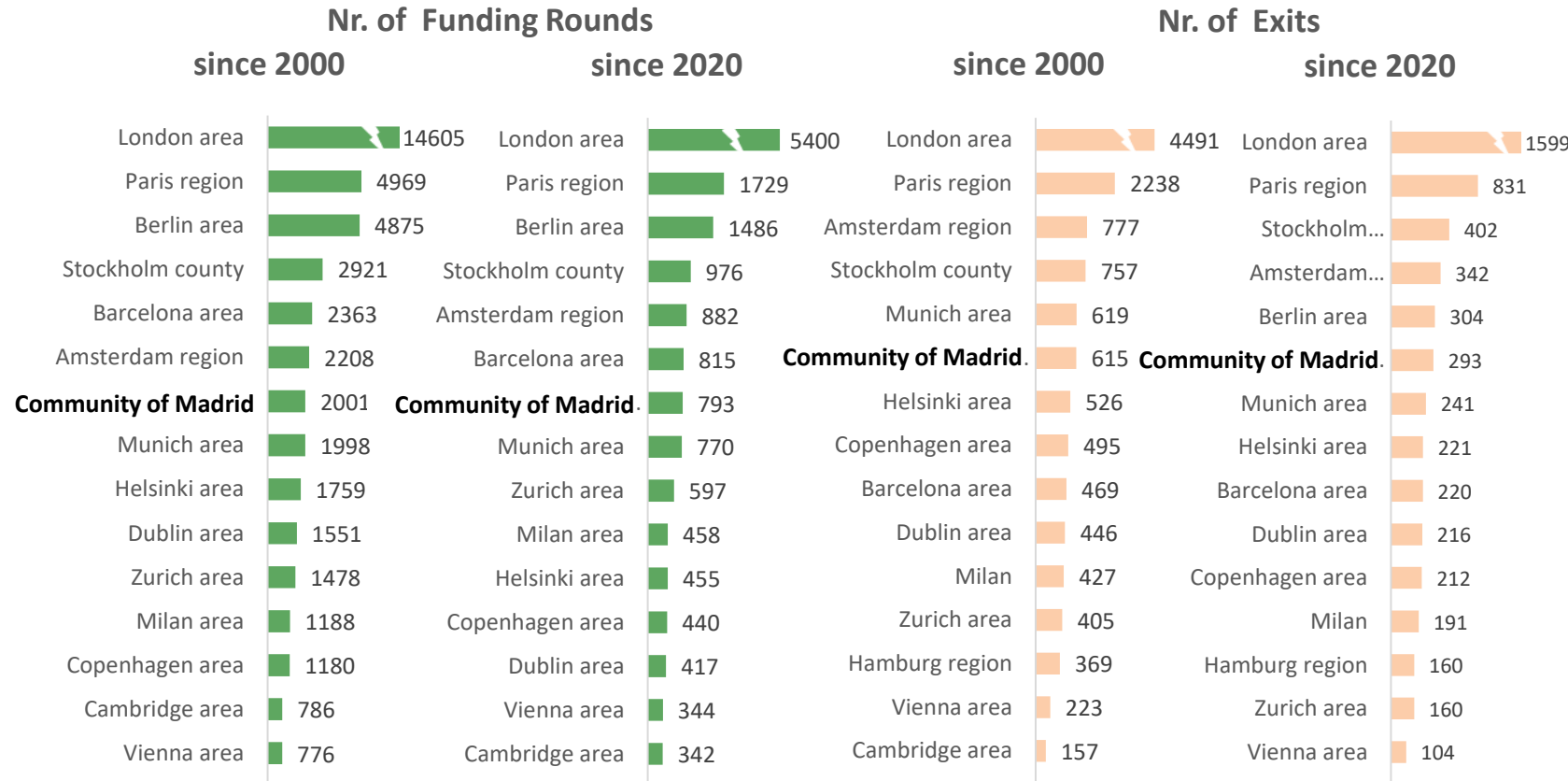
■ Total Funding (EUR M)
■ nº of Series A, Series B & Early VC LAST ROUND

...in Late Stages of VC Investment



■ Total Funding (EUR M)
■ nº of Series C, D, E, F & Late VC LAST ROUND

Madrid Region ranks #7 in nr. of funding rounds and #6 in nr. of exits in Europe, 40% of them raised since 2020

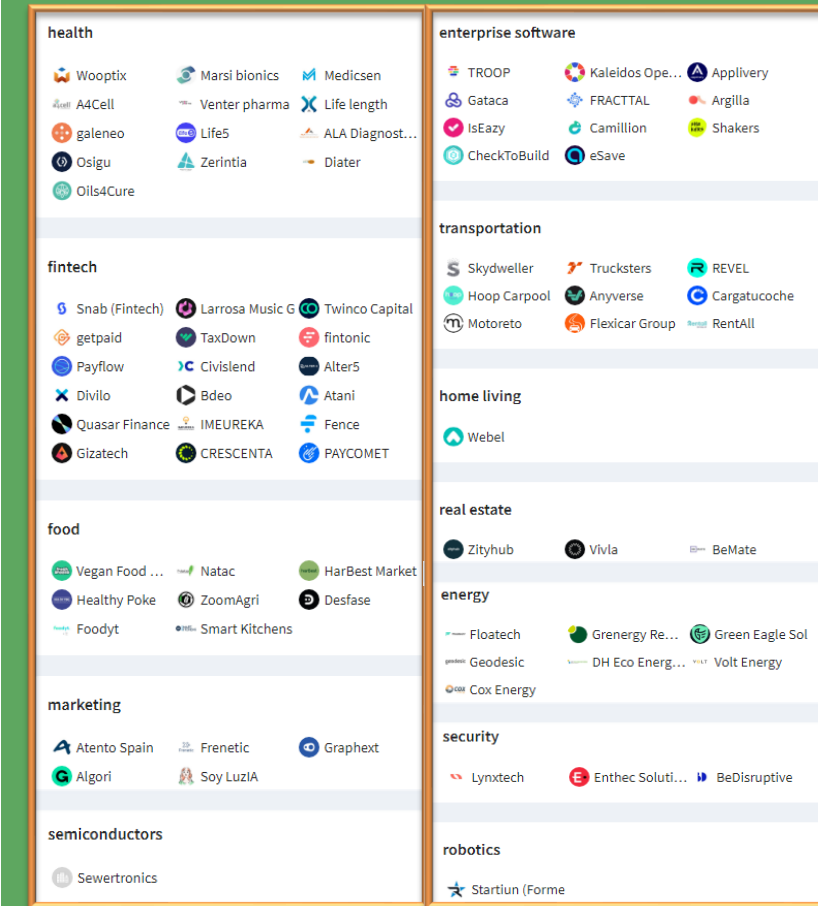


*Investment & exit rounds may change slightly over time due to Dealroom.co investment verification processes.

Find Madrid Region VC [funding rounds](#) since 2000 and total nr. of [exits](#)

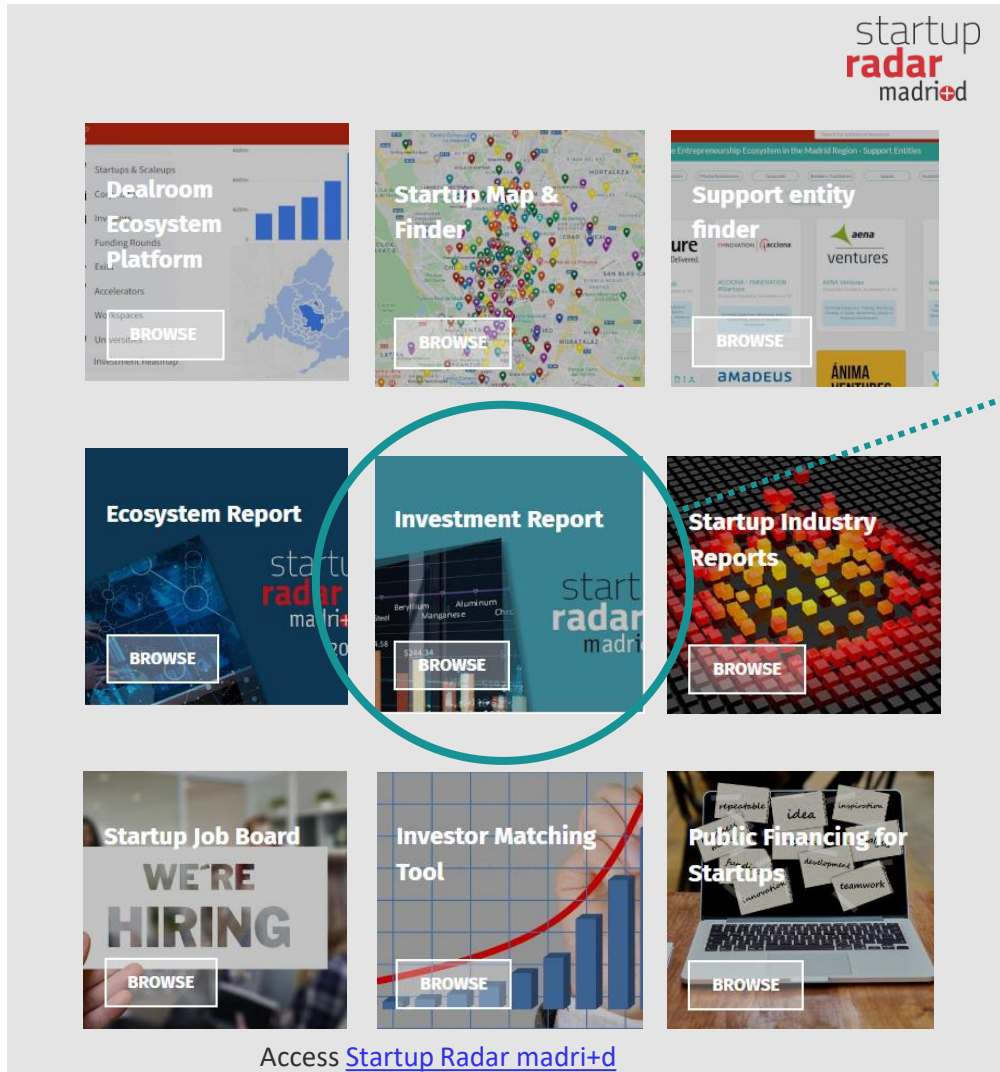
Find european ecosystems stats and insights [here](#)

Companies that raised the largest investment rounds in 2023, by industry



Find all 2023 funded companies [here](#)

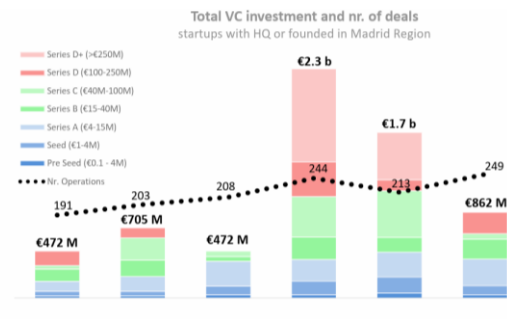
Find the most complete and detailed picture of Madrid Region VC Investment in the Investment Report 2023



Access [Startup Radar madri+d](#)

[Download the report here !](#)

- All funding Rounds
- Investors
- Exits
- Industries invested
- International connections



Largest rounds in 2023 of selected startups founded or HQ'd in Madrid

REVEL €115 M	cobify €55 M	StudentFinance €39 M
Truckstars €33 M	Lynx €17 M	LARROSA €15 M
CRIBALION €15 M	myinvestor €15 M	Signalit €11.6 M
BE MATE €11.5 M	Frenetic €11.2 M	Kaleidos €11 M
life360 €10 M	nuubo €10 M	WOOTIX 10€M
fever €100 M	erudit €10 M	VOLT €5.7 M

of startups founded in Madrid, not HQ'd

fever €100 M	erudit €10 M	VOLT €5.7 M
-----------------	-----------------	----------------

London	Stockholm	Paris	Berlin	Munich
11.5	4.3	3.9	2.7	
London	Paris	Berlin	Amsterdam	Madrid
1100	496	292	255	226
London	Paris	Amsterdam	Berlin	Madrid
5.8	3.6	2.8	1.3	1.3
Cambridge	London	Berlin	Stockholm	Paris
60.2	45.5	30	17.2	
London	Paris	Stockholm	Amsterdam	Berlin
4500	2345	1102	792	788

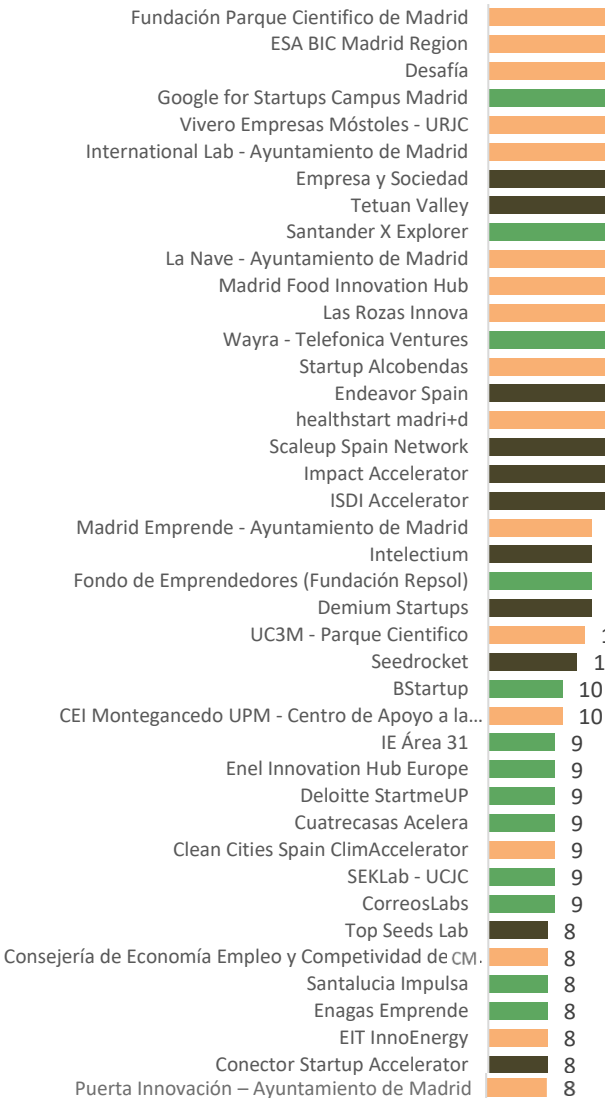
Section 4

Support entities, spinouts, founders, SDGs ,... in a growing tech ecosystem

Support entities, spinouts, founders, SDGs and other curated companies in a growing tech ecosystem

Madrid is home to major corporations, corporate VC funds and accelerators...

Nr. of startups* supported by accelerators, incubators, corporates or VC programs



- Private Accelerators, Builders & Spaces
- Public Incubators, Accelerators & Spaces
- Corporate Accelerators

*Only startups founded 2016- YTD, with HQ in Madrid Region

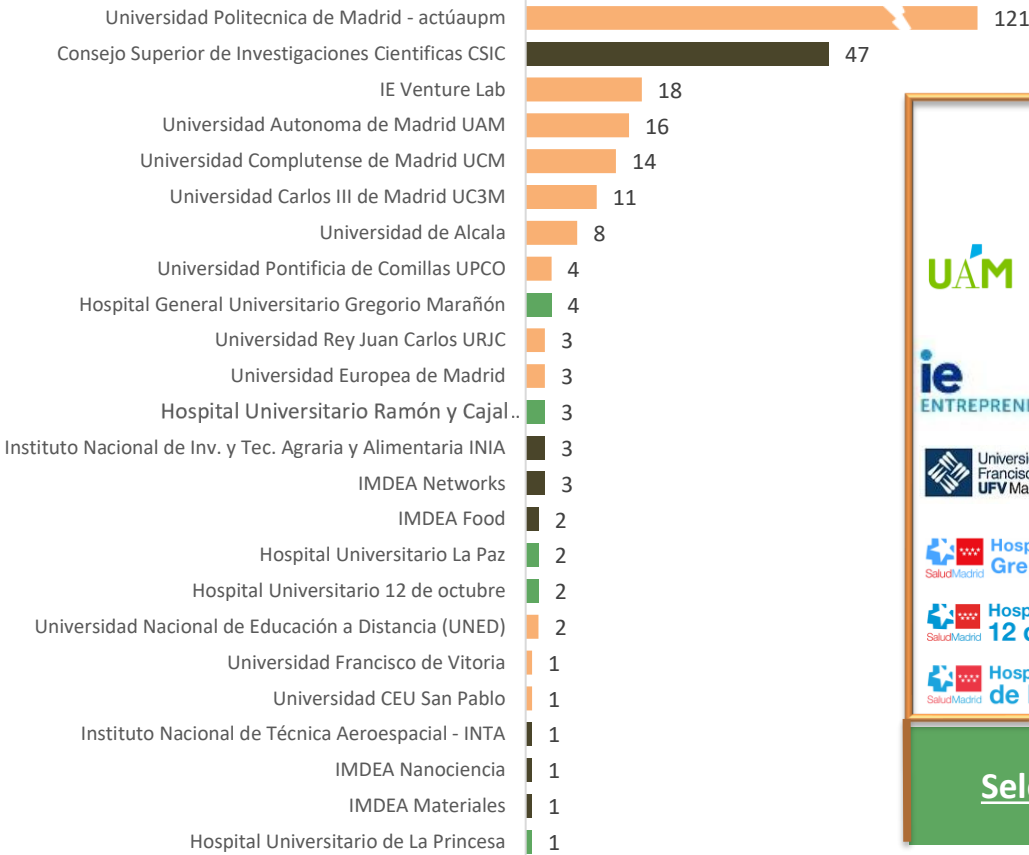
Selected corporate Accelerators

Selected private Accelerators, Builders & Spaces

Find the state of Madrid Open Innovation !

Support entities, spinouts, founders, SDGs and other curated companies in a growing tech ecosystem

Nr. of startups* supported by Universities, hospitals and R&D institutions



Universities Hospitals Research institutions

... universities, health & research organisations and public incubators & accelerators



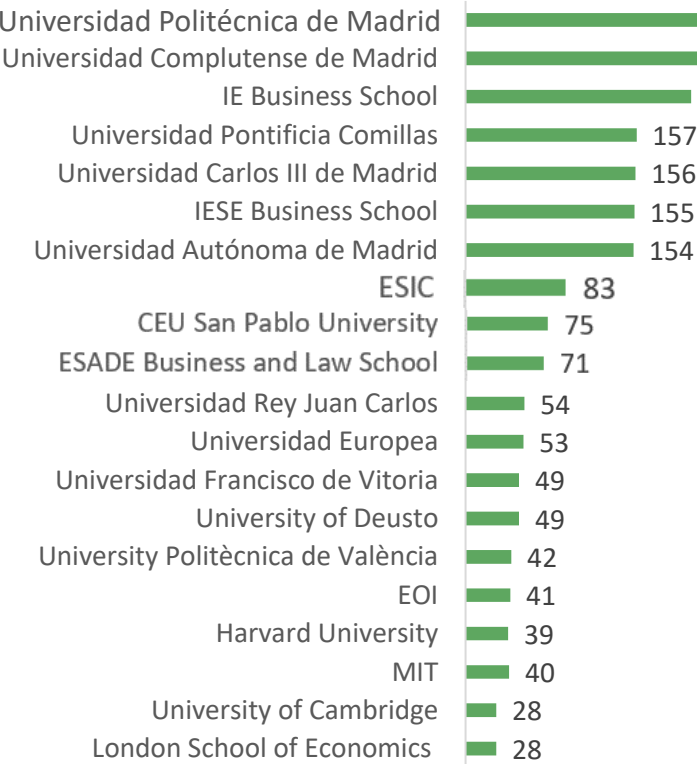
*Only startups founded 2016- YTD, with HQ in Madrid Region

Find all Madrid Region-based universities and public accelerators by choosing “Academia & Research” and “Public accelerators” categories [here](#)

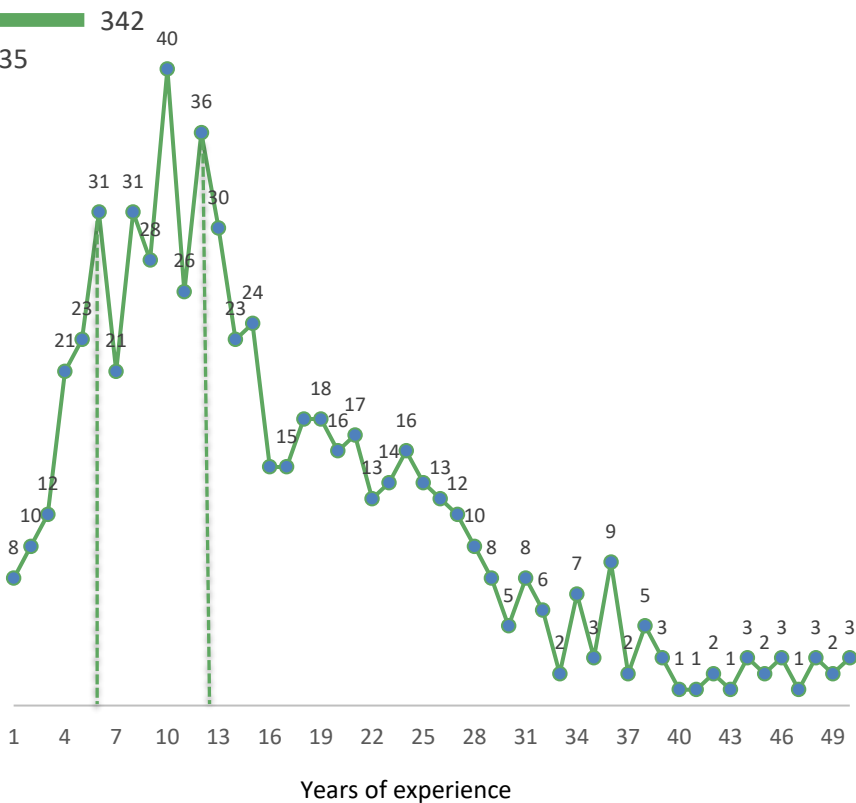
Support entities, spinouts, founders, SDGs and other curated companies in a growing tech ecosystem

In recent years, the experience and background of Madrid startup founders has increased significantly

Nr. of Founders who studied at:



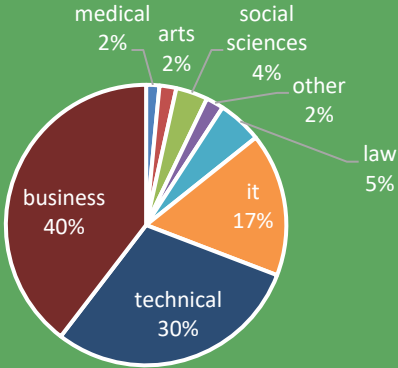
Nr. of founders by years of experience



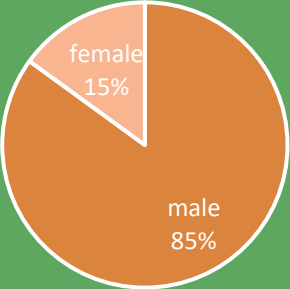
Source: Startup Radar madri+d & Dealroom.co

Learn more about Madrid startup founders!

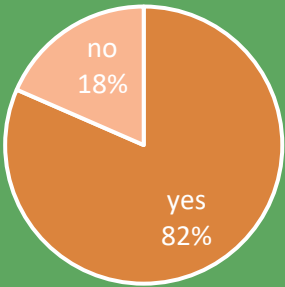
Founders Background



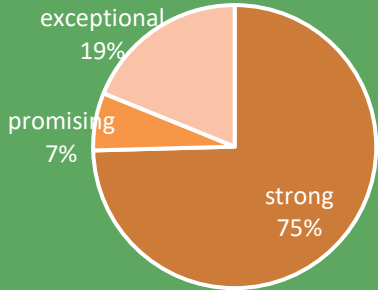
Founders Gender



Is the founders' first company?



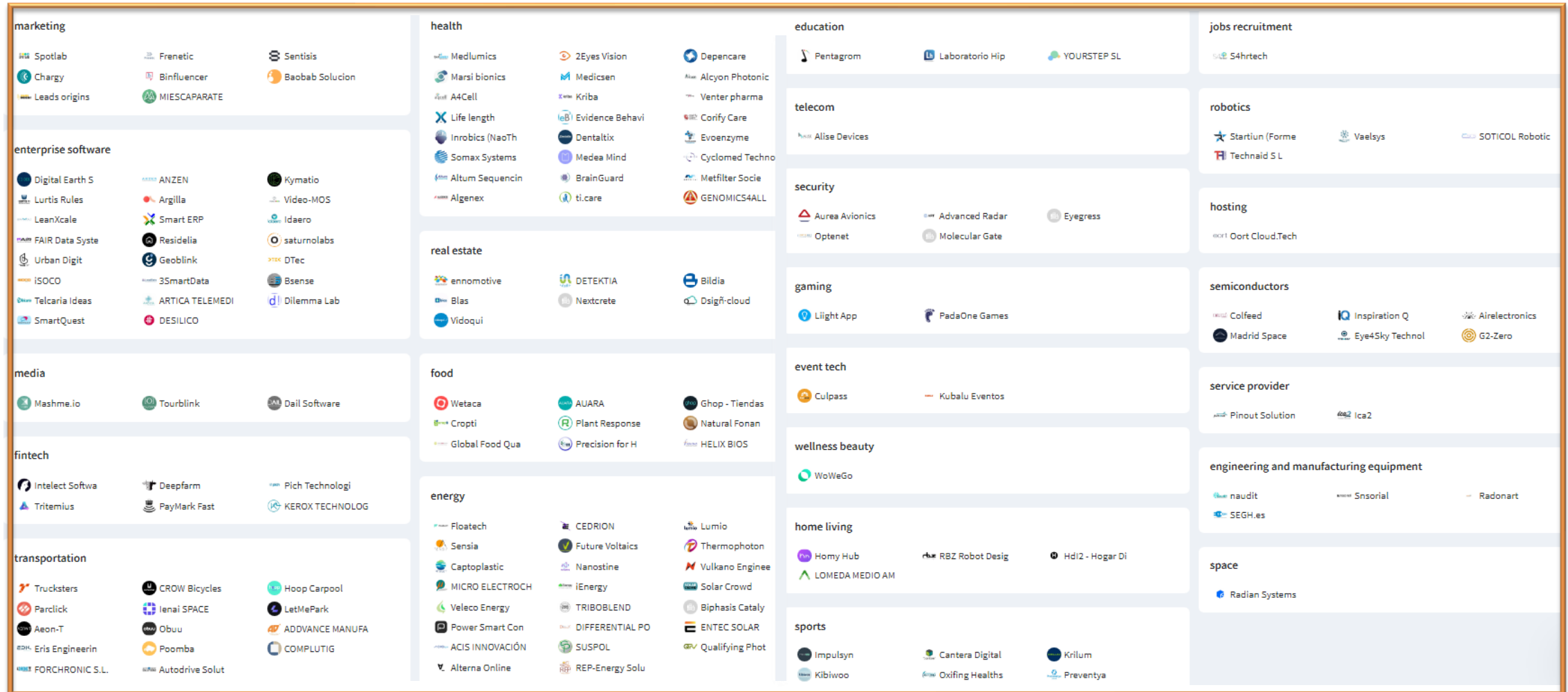
Founders' strength



Source: Startup Radar madri+d & Dealroom.co

Support entities, spinouts, founders, SDGs and other curated companies in a growing tech ecosystem

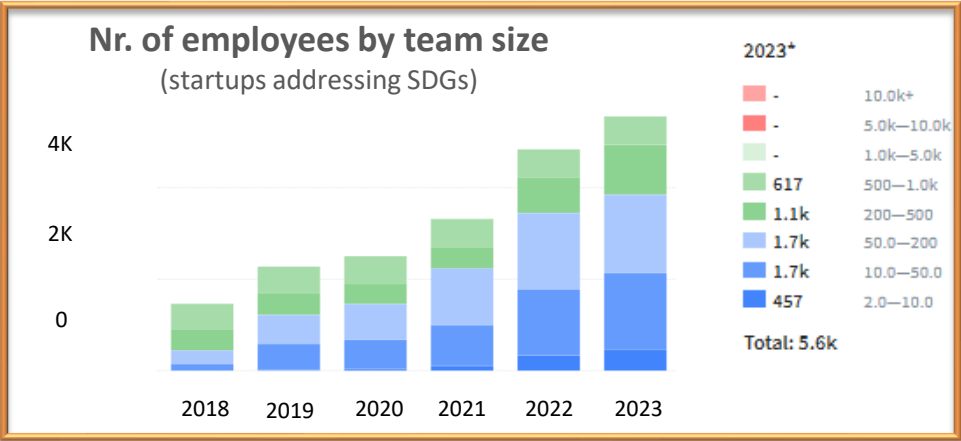
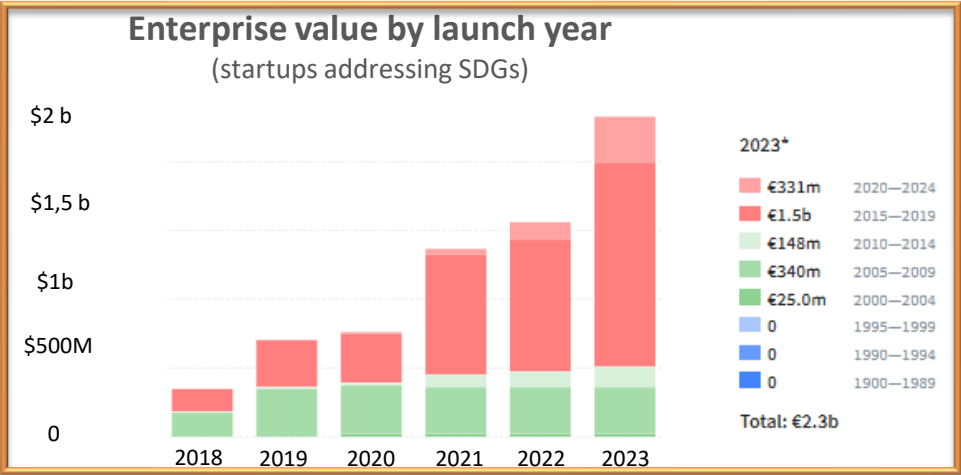
Selected spinouts founded in the Community of Madrid since 2000, by Industry



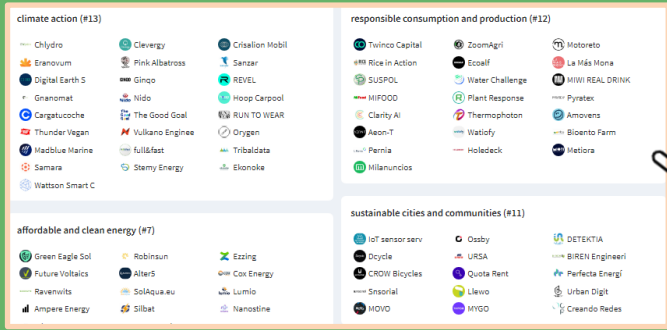
Find the list of spinouts founded in Community of Madrid since 2000 [here](#)

Support entities, spinouts, founders, SDGs and other curated companies in a growing tech ecosystem

Startups addressing SDGs grow in investment raised, employment and relevance in the Madrid ecosystem



Find 221 impact startups by SDGs here:



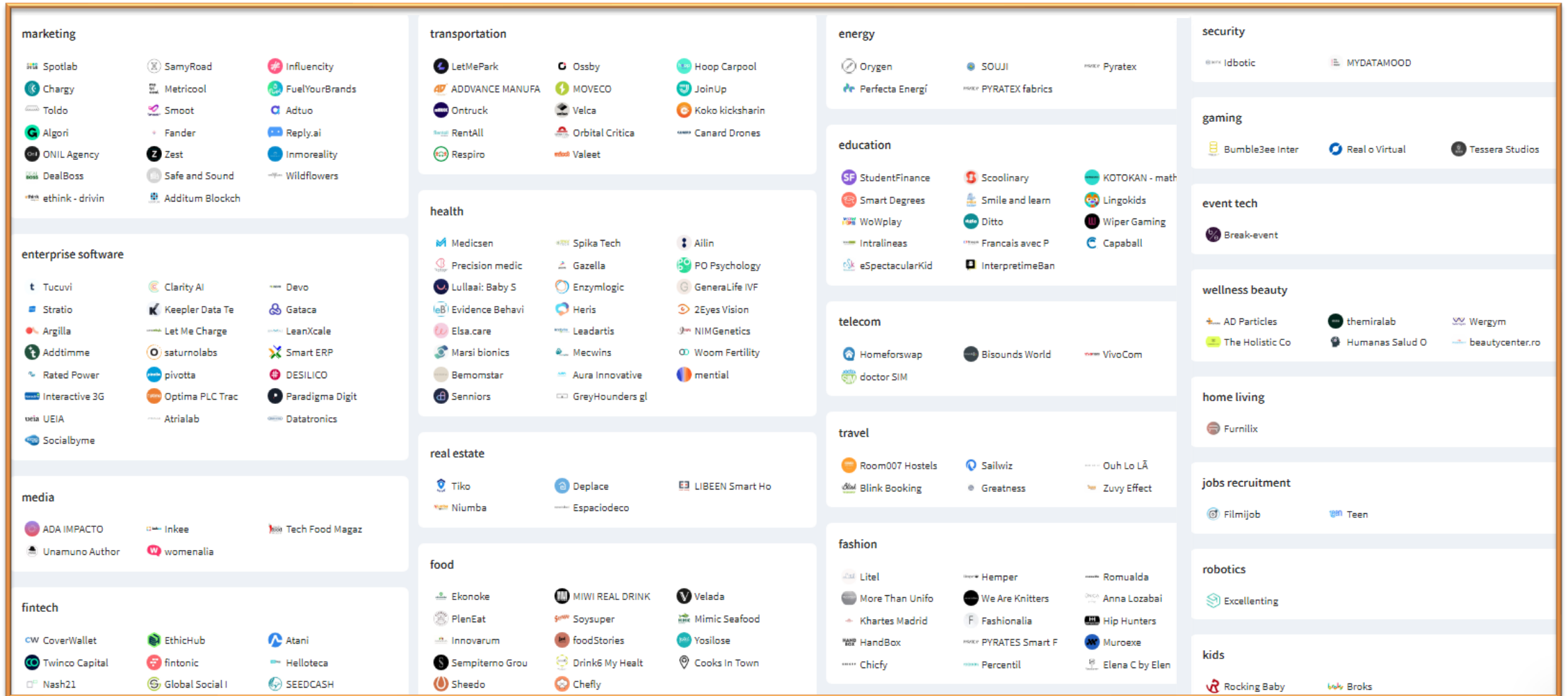
... and impact funding rounds here:



Find enterprise value by launch year of SDGs startups [here](#) and by team size [here](#)

Support entities, spinouts, founders, SDGs and other curated companies in a growing tech ecosystem

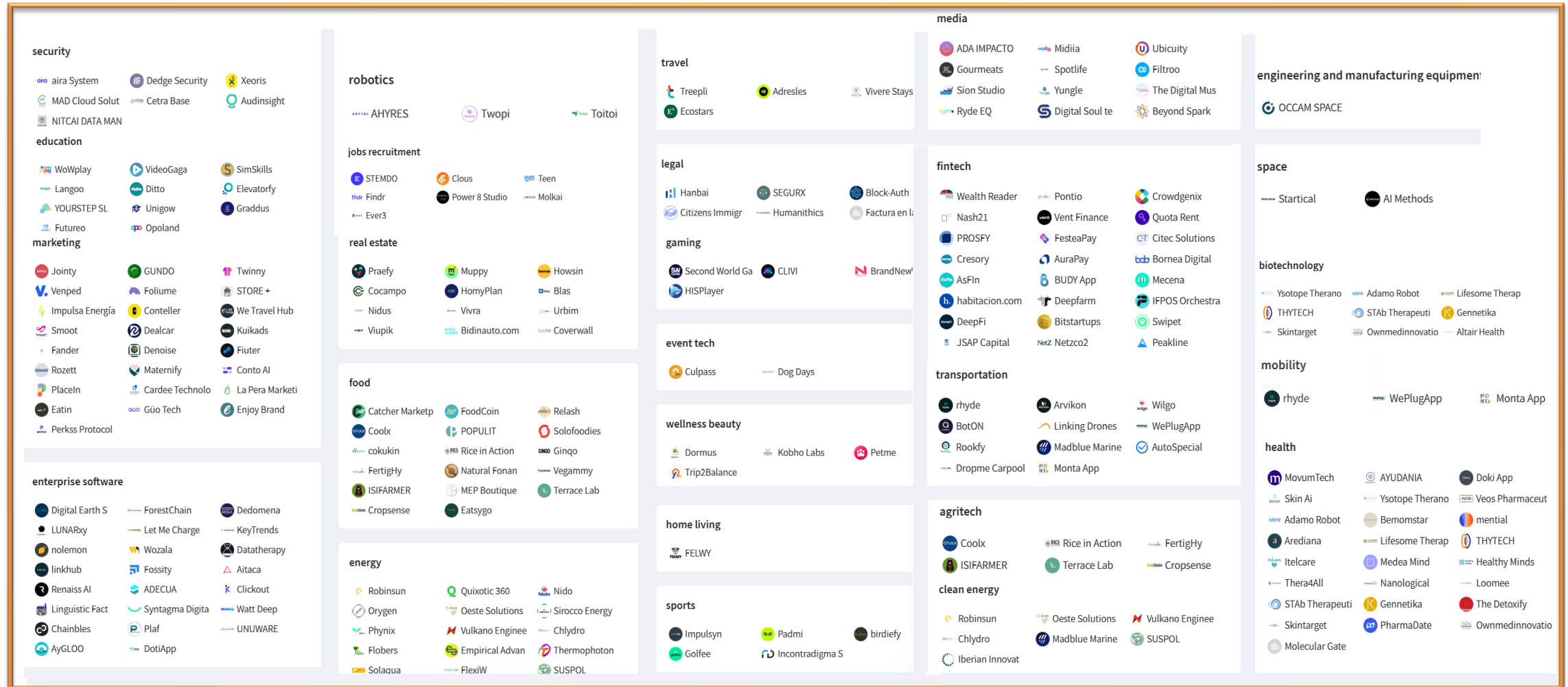
Selected startups founded by women in the Madrid ecosystem



Find the list or tech companies founded by women [here](#)

Support entities, spinouts, founders, SDGs and other curated companies in a growing tech ecosystem

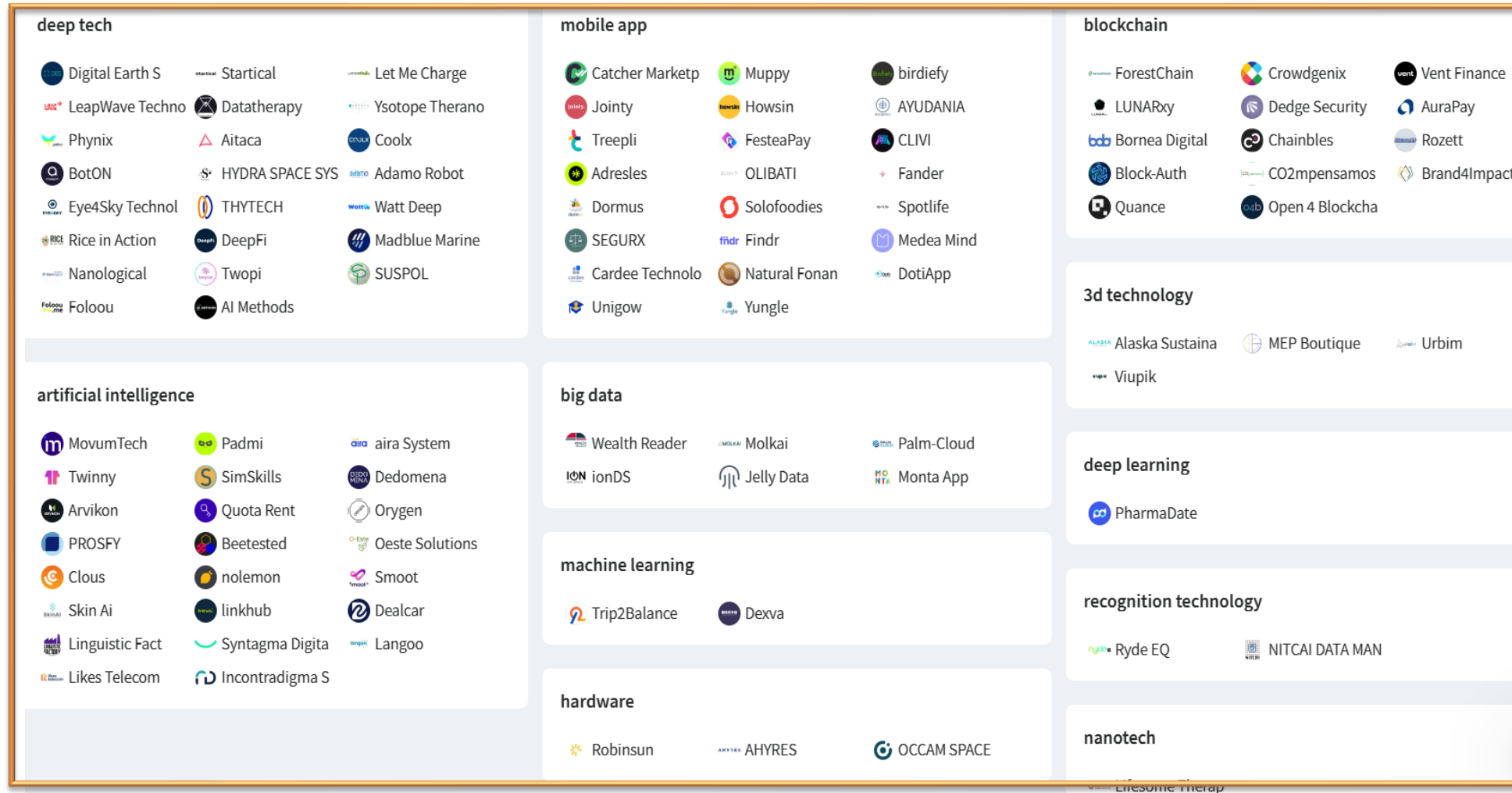
Newly founded startups, since 2021 in seed & pre-seed stages, by industry



Find the list of Newly founded startups in the Community of Madrid since 2021 [here](#)

Support entities, spinouts, founders, SDGs and other curated companies in a growing tech ecosystem

Newly founded startups since 2021 in seed & pre-seed stages, by technology



Find the last Startup Radar Industry Reports here...

Deeptech



Healthtech



Open Innovation



Energy Cleantech



Hardware



Spacetechnology



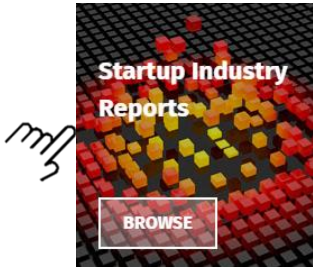
Microelectronics



Digital technologies



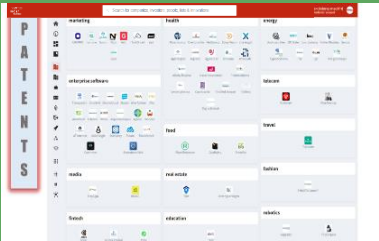
... in addition to other reports in the Industry Reports section here



the Startup Radar platform in Dealroom

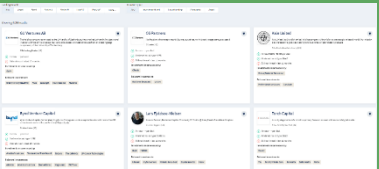
Startups patent information

Find startups with patents and, once inside the startup's file, find specific information on patents registered on the platform to date



Investors matching tool

Investment fund suggestion tool for the specific needs of startups



Funding rounds and exits

View investment rounds and ecosystem exits



Job Board

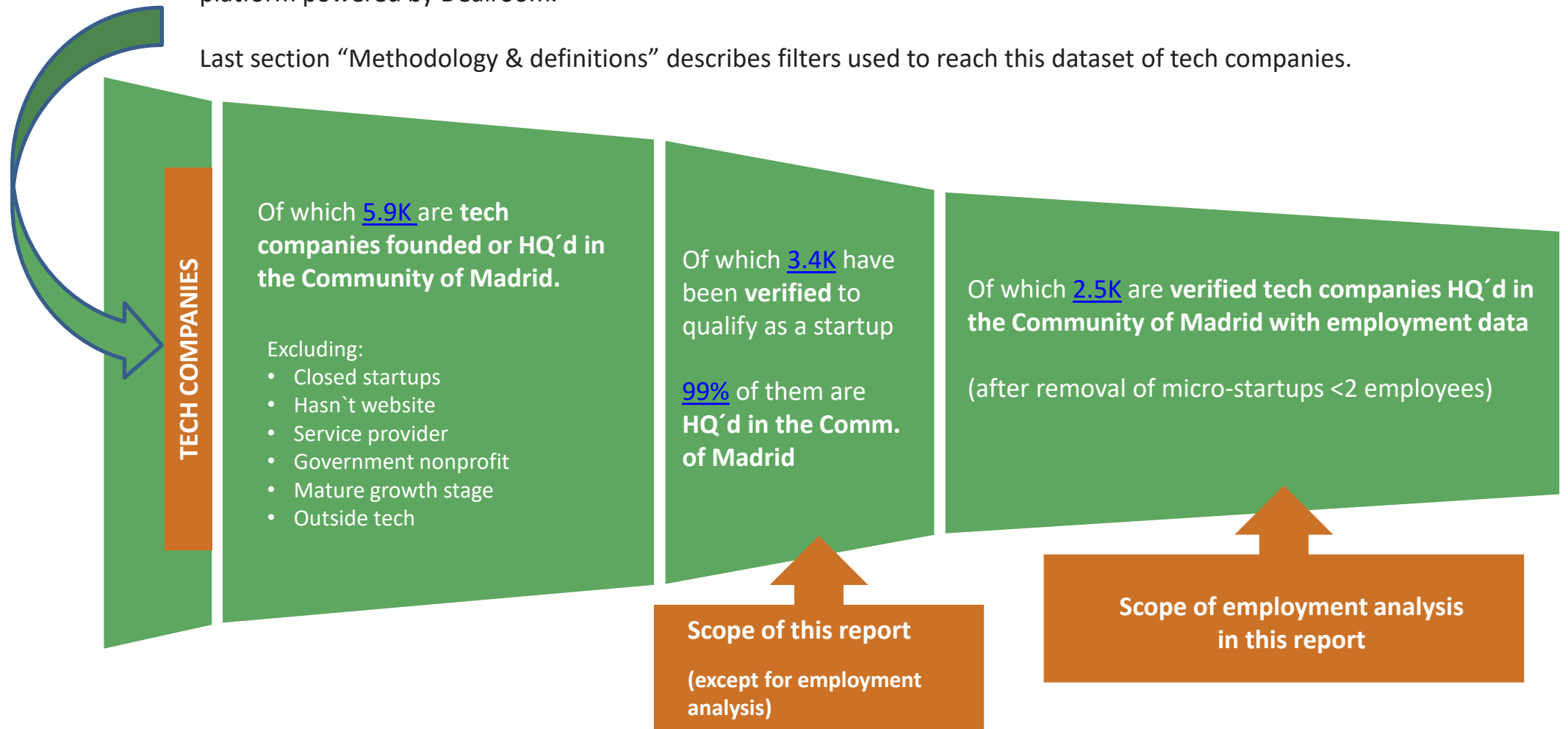
Updated job board of Madrid Region startups with specific filters



This is how the data used in this report was obtained

We start from [10.2K](#) companies founded or HQ'd in the Community of Madrid on the [Startup Radar madri+d](#) platform powered by Dealroom.

Last section "Methodology & definitions" describes filters used to reach this dataset of tech companies.



Methodology & definitions

Tech companies, startups & pre-seed opportunities

Only tech driven companies are included in this report. Mature companies, government. non-profit and service providers are excluded

A startup is a tech company designed to grow fast.

The term “pre-seed opportunities” is used for selected companies based on Dealroom signals (growth, hiring, fundraising timing, and team composition).

The term “hot startups” is used for algorithmically selected companies based on changes in Dealroom growth signals (employees, website traffic).

Scaleups, future unicorns & unicorns

A scaleup is a tech company with 51 or more employees in the last 5 years algorithmically selected based on changes in Dealroom growth signals.

A future unicorn is a tech driven company valued over €200 million but less than €1 billion that received funding in the last 5 years, excluding acquired and/or public companies.

A unicorn is a tech enabled and rapidly scaling company that has reached a €1 billion valuation, on the basis of a funding round (unrealised), acquisition or IPO (realised).

Employment data Criteria

Data obtained from Dealroom searches mainly based on LinkedIn, have been curated in 2023 with following criteria.

Jobs have been curated downwards, estimating a correction coefficient of 0.6 on data provided by Dealroom.

Those companies less related to technology have also been removed from the sample.

Total employment is based on companies founded since 1995 and with more than one employee.

Venture capital, Investment & valuation

It refers to equity rounds from seed to late VC equity rounds. It excludes debt or other non-equity funding, lending capital, grants & ICOs.

Investment rounds are sourced from public disclosures. Exits include buyouts, M&A, secondary rounds, and IPOs.

The combined valuation of the tech ecosystem is based on their market cap or latest transaction value. Market share price taken on February 10th, 2024.

Data sources

Fundación madri+d data source for Startup Radar is based on the review of the entrepreneurial Madrid tech ecosystem since 2000, basis for madri+d annual startup reports since 2004.

Dealroom’s proprietary database and software aggregate data from multiple sources: Fundación madri+d, harvesting public information, user-generated data verified by Dealroom, data engineering.

All data is verified and curated with an extensive manual process.

The most complete and detailed picture of Madrid Region's tech ecosystem



The state of Madrid Region
Startup ecosystem

Startup Radar madrí+d Report 2024