

GERMANY

German corporates lowest level of startup collaboration in Europe

Germany has the lowest level of corporate-startup collaboration compared to European rivals, according to the results of the Sopra Steria Open Innovation Report 2023, surprising due to Berlin's position as a leading European startup capital.

German corporates showed themselves to be unexpectedly cool on Open Innovation, recording the lowest level of collaboration in Europe (57%) and also the second highest number of companies which rated collaboration as unimportant (13.8%).

They also had the third-lowest level of success in Open Innovation projects, with 48% only achieving their goals half the time, or sometimes.

German corporates also showed little enthusiasm for future collaborations, recording the second highest level of respondents not interested in collaborating with startups in the coming 18 months (27%).



57%

of German corporates have collaborated with startups – lowest in Europe

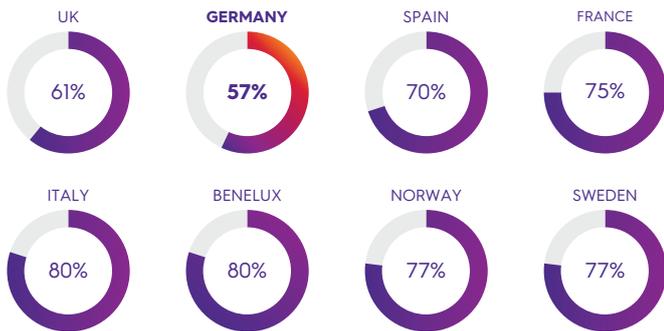
13.8%

of German corporates rated collaboration unimportant – second highest in Europe

27%

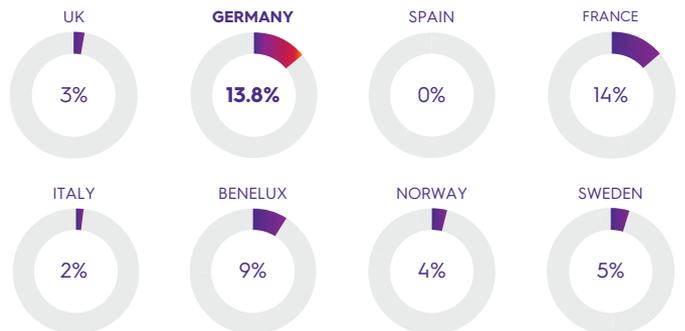
of corporates in Germany are not interested in launching collaborations in the next 18 months – second-highest in Europe

01 Lowest level of corporates that have experience from collaboration with startups before



Q: Has your organisation ever collaborated with a startup?

02 Second highest level of corporates that find startup collaboration unimportant



Q: How many years has your organisation collaborated with startups? Companies answering "No".

03 Second highest level of corporates that have placed responsibility for startup collaboration at middle management

UK	53%	Italy	44%
Germany	66%	Benelux	59%
Spain	60%	Norway	52%
France	40%	Sweden	88%

66%

Q: Where in your organisation is the responsibility for the startup collaboration placed?

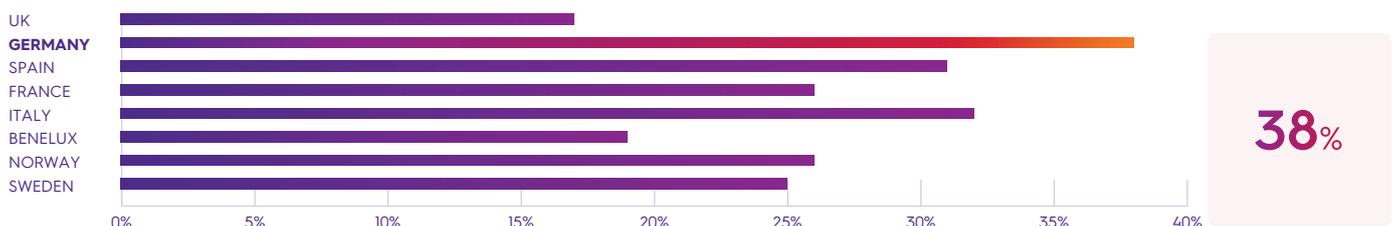
04 Second highest number of corporates not interested in collaborating with startups within the next 18 months

UK	31%	Italy	2%
Germany	27%	Benelux	10%
Spain	12%	Norway	12%
France	18%	Sweden	23%

27%

Q: Are you interested in (or will again) collaborate with startups within the next 18 months?

05 Highest level of corporates that find misaligned collaboration objectives to be the biggest barrier of startup collaboration



Q: Which are the top 3 biggest barriers (obstacles) for your organization when collaborating with startups?