



# Acceleration,

*a key factor in the success  
of startups*

The birth of new companies in the global innovation ecosystem is accompanied by the creation of new stakeholders that support entrepreneurs in the early years with the aim of turning their projects into profitable and scalable companies. Accelerators and Incubators are some of these; initiatives that are playing an important role to consolidate local ecosystems and help a certain number of companies to consolidate vital area for growth like an MVP (Minimum Viable Product) to launch to market, the business model, legal aspects and scalability of the revenue model, once tested, among other aspects.

But it is important to note that an accelerator and an incubator are not the same thing, as each enters the life of a start up at a completely different phase. What's more, these initiatives, which have seen significant growth in the city of Madrid have very different “godfathers” and founders. There are corporate accelerators, almost always verticalized within very specific sectors and with very defined objectives of the companies that sets them up; others, private incubators or

accelerators are usually led by successful entrepreneurs and investors who are looking to improve their deal-flow of investments or support very promising startups with a view to investing in them in the early and subsequent stages; or there are more public and institutional initiatives that are creating innovative environments and their aims are usually generating wealth or strengthen the entrepreneurial ecosystem for the area where they're located or for the city in question.

Madrid has a healthy presence of initiatives related to acceleration and incubation of innovative companies and has seen significant growth over recent years as a result of the interest of large companies in gaining entry to the world of digital transformation and innovation.

The Spanish has already past the 50 number accelerators and incubators. But before delving deeper into each of these, we're going to define what they are and what differentiates them.

# INCUBATOR, ACCELERATOR AND VENTURE BUILDER

The terminology in the world of innovation grows day by day and the high number of stakeholders that form part of the ecosystems sees new actors emerge on the maps of the cities. Below we define the four types of initiatives that help companies grow and scale their projects: incubators, accelerators, venture builders and company builders.

**Incubators:** usually support entrepreneurs in the creation of companies in the embryonic phases. For Armando Ulisi, founder of the incubator Incúbame, the incubators “prepare teams and projects to receive economic and human capital and in the short term can opt to begin their second speed (real start up) in an accelerator, their foundations, through capitalisation, or their financial game muscle, through funding rounds or the participation of investment rounds.”

The main functions of incubators are:

- *To seek business ideas with growth potential.*

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- *To help the entrepreneur build a company from the very start.*

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- *To receive support from mentors who advise and guide the founders.*

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- *To help recruit the key people to build the work team.*

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- *To create the business idea and make it fit the market.*

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- *To support the entrepreneurs in closing funding rounds.*

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- *To be a shareholder of the company.*

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For Félix López, director of the accelerator SEK Lab, “incubators and accelerators are like a mechanical workshop where you go to review or prepare your car (start up) for a race”. Adding that “they help you review the key points so that you leave with certain guarantees of success and you don’t run out of gas halfway there (traction and financing) but above all everything will guide you in the right direction (the focus of your business, you value proposition).

**Accelerators** are stakeholders in the ecosystem that enter the more advanced phases in companies. They are usually specialized in specific sectors (fintech, insurance, travel, education, etc.) and they run open calls so that companies in somewhat more advanced phases can apply their programmes.

After a selection process, accelerators choose and announce the best companies, which participate in their acceleration programmes for a period. The investor Carlos Blanco confirms that the accelerator “only retains between 5% and 15% of the shares of the companies they accelerate and are a quality filter for investors. Which allows them to identify a qualitative deal flow”. Various European reports confirm that startups that come through accelerators have more possibilities of getting ahead.

The aspects that define accelerators are:

- They usually receive limited programmes over time.

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- They receive assistance in areas where they need improvements.

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- They receive mentoring on the part of experienced investor.

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- They help them generate traction and scale the business.

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- They are offered a physical space where they can develop the project.

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- They train and help them to obtain external financing.

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Another formula is to assist companies in the growth of the acceleration programmes. Javier Megías, founder of Startu-pxplore, states that they stand out “they’re programmes designed to boost the growth of startups on the basis of a combination of mentoring, training and access to a network of experts”.

For Daniel Soriano, Director of the Entrepreneurship & Innovation Center at IE Business School, “an accelerator is very important for those startups that feel lost in the product-market fit and growth (initial) phases”. Daniel adds that the function of these stakeholders is to “provide processes, ecosystems and indispensable resources so that the startups can develop.

A more developed company could benefit from some of these aspects provided that the rest of the profits don’t interfere with the growth strategy but they won’t take advantage as in the case of the aforementioned.

For Daniel, what the entrepreneur is going to receive from an accelerator “is financial support and consultation and advice from experts in different areas, professional service and discipline, reputation and access to a network of interesting actors belonging to the ecosystem.”

## Venture builder / company builder

both are more recent terms and have no track record. The term company builder is not widely known or used and can be linked to the corporation, but is currently used as a synonym for venture builder. For Javier Megías the difference between venture builder and company builder lies “in that a venture builder does not take a majority position in the company while the company builder does.

The difference in these initiatives is in the fact that they are usually projects launched by experienced investors, who articulate this type of vehicle to create existing companies in other countries, which are successful but have yet to get off the ground in the venture builder's country. They are usually copy-cuts of other successful startups, usually in more developed countries.

The aspects that define them are:

- They don’t accept external ideas or projects.

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- They usually define the ideas to be developed in advance

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- They seek, at different events, the founder team for launch.

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- They can retain equity in the company, depending on each one.

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- They validate the business model until it works autonomously.

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- They invest time and resources in the early months of the life of the project.

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But there are more opinions on these sorts of initiatives. For Adrián Hereia, cofounder of the Madrid-based venture builder Sonar, “the difference between his initiative and the rest is Corporate Company Building, which consists of applying the same process to the needs of a corporation leading much of the disruptive innovation, which we can understand better as much more optimal than internal innovation, corporate acceleration and M&A.

For Clara Valls, Director of Communications at Nuclio Venture Builder, “these initiatives are an evolution of incubators, the main difference between them is that venture builders use copy-cut models while incubators, in general, innovate.”

# MAIN ACCELERATION INITIATIVES

## *in Madrid*

### High Potential Acceletator

**Manager:** Juan Carlos Rodríguez.  
**Address:** Calle del Cidro, 3,  
28044 Madrid.  
[www.madridemprende.es](http://www.madridemprende.es)

Aceleradora de Proyectos de Alto Potencial (High-potential Project Acceletator) is a programme promoted by Madrid City Council for the development of startups. The accelerator completes a diagnosis phase on the company and its needs, the development of a working plan with defined objectives, mentoring, continuous assessment and commitment to achieving objectives. The programme is developed at the Carabanchel Company Incubator.

### Acciona I'nnovation

**Manager:** Telmo Pérez  
**Address:** Av. de Europa, 18, 28108 Alcobendas, Madrid  
<https://www.imnovation.com>

I'MNOVATION #Startups is ACCIONA's innovation programme and the first ecosystem specific to infrastructures and renewable energies in Spain, a pioneering initiative in Europa. It is an initiative aimed at identifying companies developing technologies and methodologies that market a before and after in the infrastructure sector, renewable energies and services and lasts three months. It seeks startups working with technology like blockchain, big data, robotics, artificial intelligence, energy storage, digitalisation of construction processes and management of workflow and smart mobility.

### Ánima Ventures

**Manager:** Alejandro de León.  
**Address:** Calle de Alonso Cano, 66.  
28003 Madrid  
[www.animaventures.com](http://www.animaventures.com)

Ánima Ventures is a company builder that helps in the development of innovative companies in the social sector. The platform accompanies entrepreneurs from the launch of the product through to consolidation. They also participate in the company as investors and act as a

bridge to attract financing. It also contributes to preparing strategies and consolidation of certain areas of the start up. To do so, it has programming, marketing administration and finance teams.





## Barrabés Growth Space

**Address:** Méndez Álvaro 9 Ground floor, 28045. Madrid.  
[growthspace.barrabes.biz](http://growthspace.barrabes.biz)

Barrabés is the first Spanish company selling by Internet, in the 90s. Then, it became one of the most representative companies fostering entrepreneurship and helping startups. Barrabés Growth Space is the new center to grant access for startups to this successful system of mentoring and supporting, and to a whole community that constitutes an attractive ecosystem itself. This includes a launching incubator, a digital marketing agency, ICT experts, and an innovation and business development consulting that, along with its partner connections, give to startups a privileged showroom to the main and most relevant sectors.

## Area 31

**Manager:** Daniel Soriano.  
**Address:** Calle María de Molina 31.  
[www.area31.com](http://www.area31.com)

Area 31 is an incubation programme created by IE Business School. It holds two calls over the course of the year (April and November) through which it selects ten startups. It offers services in association with the IE brand, workspace, networking with the entrepreneurial ecosystem, free and subsidised services, tutorials, participation in events, 'pitching slams' with investors and even programming services.

## Barlab

**Manager:** Eloisa Ochoa de Zabalegui  
**Address:** Calle Titán, 15, 28045 Madrid.  
[www.barlabmahousanmiguel.com](http://www.barlabmahousanmiguel.com)

Mahou startup accelerator seeks to provide a boost to projects that provide technological innovation in the hospitality sector whether they be bars, brands or consumers. Every year five companies from the sector are chosen and offered resources to foster their development, viability and implementation as a business project. The programme includes six months of mentoring, €30,000, working space and a coaching programme.

## Bankia Accelerator

**Manager:** Sixto Arias.  
[www.conector.com/bankia](http://www.conector.com/bankia)

Bankia Accelerator by Conector is an accelerator run by Carlos Blanco and Eli Martínez and promoted by Bankia and Conector aimed at digital startups for the five months of the programme, the entrepreneurial projects enjoy a "board" of mentors with professionals from the Connector network and Bankia experts, access to investor networks, 'perks' with a valuation in excess of 40,000 euros, training, a space for working, support and dissemination within the ecosystem.

## Bizlab Airbus

**Manager:** Pedro Luzón  
**Address:** Calle de Manzanares, 4, 28005 Madrid  
<http://www.airbus-bizlab.com>

Airbus launches an acceleration programme in Madrid (BizLab) where it will work with startups and internal entrepreneurs to transform innovative ideas into activities capable of generating value. The accelerator supports incipient projects for a period of six months, offering them access to experts and mentors in several ambits: marketing, communication, technology, legal affairs, finance, market access and prototype development.

## Bridge for Billions

**Manager:** Pablo Santaefemia.  
**Address:** Calle de la Alameda, 22.  
[www.bridgeforbillions.org](http://www.bridgeforbillions.org)

Bridge for Billions is an incubator programme for projects in the seed stage. The aim is to structure and develop the business and get it off the ground. All of that in the company of a mentor, online, and for a period of three months. A call is held each month, which allows for a large number of projects to receive assistance through this project.

## Eatable Adventures

**Manager:** José Luis Cabañero.  
**Address:** Calle Velázquez, 157, 28002 Madrid  
[www.eatableadventures.com](http://www.eatableadventures.com)

Eatable Ventures is an incubator for gastronomic products with the potential to generate a significant impact on eating habits. It provides vision, experience, and methodology to help solid, rapid and safe growth of projects. They work closely with entrepreneurs and service as a bridge between emerging companies that provide innovation and industrial resources to reach high levels of scalability and sales.

## Ceu Emprende

**Manager:** María Losana.

**Address:** Calle Julián Romea, 18. 28003 Madrid.

[www.ceu.es](http://www.ceu.es)

The CEU education group presents a programme to foster the entrepreneurial spirit among students, offering training in a range of transversal skill that help the projects materialize. The programme provides students with advisory services and the essential steps to launching their projects.

## Cuatrecasas Open Future

**Manager:** Francesc Muñoz.

**Address:** Calle de Almagro, 9  
28010 Madrid.

[www.cuatrecasas.openfuture.org](http://www.cuatrecasas.openfuture.org)

Cuatrecasas Acelera is a programme organised by Telefónica Open Future\_ and the law firm Cuatrecasas. It is the first start up acceleration programme in Europe promoted by a law firm. It seeks to develop initiatives that provide value, innovation and differential quality to Cuatrecasas, its clients and the entrepreneurial ecosystem in general.

## Conector

**Manager:** Sixto Arias.

[www.conector.com](http://www.conector.com)

Conector is a specialized start up accelerator in the seed phase, founded in 2013 by large companies and experts in the world of investment, such as Carlos Blanco, Gerard Olivé and Xavier Verdager. It operates in Madrid and Barcelona and holds a minimum of two calls per year in each city. It offers entrepreneurs training, workspace, support and assessment on the part of professionals, networking, access to the entrepreneurial nuclei of each ecosystem, a board of mentors and advice for the search for innovation.

## Demium Games

**Manager:** Aleix Risco.

**Address:** Calle de Martín de Vargas, 40,  
28005 Madrid

[www.demiumgames.com](http://www.demiumgames.com)

Demium Games is an incubator focused on free-to-play videogames for mobile devices. It forms part of the Valencian group Demium Startups and the programme is geared towards those developers who want to create their own video-game studio. Every year they open three calls where they select one or two startups. The incubator offers constant mentoring to entrepreneurs, a workplace, training and activities. At the same time, it helps with production work, review and validation of each phase of videogame development and post-launch monitoring on the market.

## CorreosLabs

**Manager:** Jordi Escruela.

**Address:** Calle de la Sierra de Atapuerca,  
13, 28050 Madrid

[www.correoslabs.com](http://www.correoslabs.com)

Correos Lab is an entrepreneurial space located in Las Tablas. They mentor and guide entrepreneurs on the path to consolidating their ideas as companies. They have a work space for 30 places and an auditorium with capacity for 32 people. The organisation provides users with contact with mentors, entrepreneurs and other actors in the ecosystem along with access to potential investors. The "Reto Lehnica" is an initiative that offers €30,000 to five startups for a term of execution of one year.

## Demium Startups

**Manager:** José Sola.

**Address:** Calle de Martín de Vargas, 40,  
28005 Madrid

[www.demiumstartups.com](http://www.demiumstartups.com)

Demium Startups is an incubator for internet businesses capable of creating startups from scratch when there isn't even an idea. It identifies business ideas based on successful models in other countries and trends on the market. They find suitable, motivated and talented entrepreneurs that want to lead projects. The platform participates in companies contributing 15% of capital.





## Ferrovial Build Up

**Manager:** Manuel Martínez.

**Address:** Príncipe de Vergara 135,  
28002 Madrid.

[www.ferrovial.com/es/build-up/](http://www.ferrovial.com/es/build-up/)

**BuildUp!** This is an innovation programme developed and managed by Ferrovial, which provides solutions for the internal needs of companies within the fields in which the Spanish company operates. This management is focussed on those proposals that guarantee the security of operators dedicated to conserving roads. The programme pre-selects five startups for two days called “workouts” which are held in January and serve to determine what start up develops their proposal.



## Enagás Emprende

**Manager:** Emilio Martínez.

**Address:** Sierra de Atapuerca Street, 13,  
28050 Madrid

[www.enagasemprende.es](http://www.enagasemprende.es)

The gas company has an entrepreneurial programme focussed on promoting development and innovation on the ground. The initiative seeks to provide value to each project establishing a partnership, providing support tools based on the objectives and providing access to the projects on the market.

## Founder Institute Madrid

**Manager:** Juan Parodi.

**Address:** Alameda Street, 22, 28014 Madrid.  
[www.fi.co/madrid](http://www.fi.co/madrid)

This accelerator seeks entrepreneurs who aspire to launch ambitious and durable companies. The programme is based on a three-month, semi-elimination process where those selected share their growth, avail of access to a better network of local and global mentors. Founder Institute is a global platform with headquarters in Silicon Valley that is committed to generating working groups and leadership philosophy.

## Repsol Foundation

**Manager:** Ignacio Egea.

**Address:** Acanto, 22.  
28045 Madrid.  
[fondoemprendedores.fundacionrepsol](http://fondoemprendedores.fundacionrepsol)

Repsol Foundation presents the Entrepreneurs Fund, a business accelerator focussed on the field of energy and mobility. The objective is to develop startups with demonstrable technological and/or innovative business models that have not yet reach the full commercial phase. Over the course of a year, which may be extendible in some cases, they will receive and economic injection of around €140,000, mentoring and access to potential investors. The ideas receive €2,000 per month over the course of year.

## IMF Emprende

**Address:** Bernardino Obregón, 25,  
28012 Madrid  
[www.imfemprende.es](http://www.imfemprende.es)

IMF Business School's mission is to facilitate the completion of the project, solving the main problems encountered by an entrepreneur. These are primarily the lack of advice and access to financing. That's why IMF offers training, tutoring and financial support for two projects that select each edition.



## Impact Accelerator

**Manager:** Daniel Twal.

**Address:** Calle de Viriato, 20  
28010 Madrid  
[www.impact-accelerator.com](http://www.impact-accelerator.com)

IMPACT Accelerator ofrece dos programas de aceleración: IMPACT Growth e IMPACT Connected Car. El programa está dirigido por ISDI e invierte hasta 250.000 euros en empresas de cualquier parte del mundo. IMPACT ofrece una amplia red de comunidades e inversores, entre los que se encuentran Kibo Ventures y Accelerace, que pueden llegar a invertir hasta 1,5M€ en los proyectos. La aceleradora presenta diversos programas verticales de alto rendimiento en colaboración con grandes marcas multinacionales como Ferrovial, Danone o Peugeot.

## Impulsa Vision

**Manager:** Esteban Mayoral.

**Address:** Carretera de la Dehesa de la Villa, 14, 28040 Madrid  
[www.rtve.es/impulsavision](http://www.rtve.es/impulsavision)

Impulsa Visión es un programa anual de apoyo al emprendimiento y la innovación organizado por RTVE. Se focaliza en startups tecnológicas del sector audiovisual, de contenidos y de organización empresarial. Los emprendedores reciben espacio de trabajo, equipos y material audiovisual, formación, asesoramiento de profesionales, difusión, apoyo en la comercialización y hasta 30.000 euros de financiación. Además, existe la posibilidad de integrar el proyecto a la Corporación de RTVE.

## Madeinmobile

**Manager:** Sixto Arias.

**Address:** Jerónimo de la Quintana, 11.  
28010 Madrid  
[www.madeinmobile.es](http://www.madeinmobile.es)

Made in Mobile specializes in linking corporations from the world of edtech, smart cities and IoT. It helps startups over the course of growth phases, opening different areas and putting the focus on internationalisation. Entrepreneurs can present their initiatives at any time of year. At the same time, they provide opportunities for investment and development for large companies.





## **Madrid Science Park**

**Address:** Calle Faraday, 7  
Campus de Cantoblanco,  
28049 Madrid  
[www.fpcm.es](http://www.fpcm.es)

Madrid Science Park is an incubator programme designed for science entrepreneurs to get their projects off the ground. It has offices and fully-equipped laboratories, a team of professionals and a broad range of business services available to entrepreneurs. It also helps scientists in their work to convert projects into competitive companies.

## **Porsche Accelerator**

**Manager:** Felipe García Montesinos.  
**Address:** Avenida de Burgos, 87,  
28050 Madrid  
<https://www.porsche.com>

Porsche Ibérica runs a programme to search for and promote the development of startups in the areas of smart mobility, lifestyle, customer experience and IoT. The Porsche Accelerator programme run over five months. This time serves for startups to consolidate their business model and find a gap in the market. The project focuses on Spain and Portugal and is aimed at startups that avail of a product with the top metrics in the market and that is scalable. They must have a trained team.

## **MAPFRE Insurspace**

**Chief Innovation Officer:**  
José Antonio Arias  
**Address:** Spaces Madrid,  
Calle de Manzanares, 4, 28005 Madrid  
<https://insur-space.com>

MAPFRE's new open innovation platform, *insur\_space* identifies the best startups and business ideas to create prototypes in the insurtech sector. The acceleration program is aimed at startups in the early phase and entrepreneurs that have innovative business ideas for the insurance sector. As part of the selection criteria, participants should propose a theme of interest with a technological basis or an idea that improves the internal processes of a large company.



### **Sacyr iChallenge**

**Manager:** Diego Rocha

**Address:** Paseo de la Castellana, 83-85,  
28046 Madrid

<http://www.sacyr.com/>

Sacyr iChallenge is a co-creation programme that aims to reinforce the open innovation model implemented in the company with the aim of finding solutions for different challenges. This is achieved thanks, precisely, to the co-creation between entrepreneurs, startups, technological stakeholders and innovators and the Sacyr team itself.

### **SEK Lab**

**Manager:** Félix López.

**Address:** Paseo de las Perdices, 2,  
28707 Madrid

[www.seklab.es](http://www.seklab.es)

SEK Lab is an accelerator focussed on the edtech sector. It proposes a mentoring plan focussed on the development and growth of the start up, offering access to the education community centres that comprise the SEK Educational Institute. The possibility of testing developments in the field, before launching to market. Each start up avails of two or three mentors with experience in the educational sector; training in marketing, sales, finance, communication and internationalization; and the possibility of access to events, networking, Demo Days and potential clients.

### **Sonar Ventures**

**Manager:** Álvaro Cuesta

**Address:** Adela Balboa, 3,  
28039 Madrid

[www.sonarventures.com](http://www.sonarventures.com)

Sonar Ventures is a proposal by Álvaro Cuesta and Adrián Heredia to develop, together with entrepreneurs, independent and innovative startups that make a significant change to people's lives. The main objective is to accompany them on their creation journey, avoiding different problems that might arise in the process. They act as cofounders of the company, providing resources and full dedication.

## Sanitas Disruptive

**Manager:** Lina Guerrero

**Address:** Calle de la Ribera del Loira, 52,  
28042 Madrid  
<http://www.disruptiveprogram.es>

Sanitas develops the programme Sanitas Disruptive, an accelerator that seeks to strengthen entrepreneurial talent and innovative startups that transform the world of health, Sanitas seeks innovative projects that can contribute value to users in any of these areas, a medical-patient relationship, prevention, Liquid Hospital, chronic illnesses, genomics and blockchain.

## Seedrocket

**Manager:** Kasia / Beatriz Imedio.

**Address:** Campus Madrid.  
Calle Moreno Nieto, 2, 28005 Madrid  
[www.seedrocket.com](http://www.seedrocket.com)

SeedRocket is an accelerator for ICT projects in the initial phase. It holds a call every year in Madrid and another in Barcelona. The programme is held at Campus Madrid and Barcelona Activa, respectively, where entrepreneurs are offered training, financing and consulting services to strengthen the development of the start up. SeedRocket has advisers of such renown as Marek Fodor, Jesús Encinar, Marta Esteve o Marcos Alves and takes no equity in the projects.

## Startup Alcobendas

**Manager:** Nieves Cuesta.

**Address:** Soria, 43,  
28100 Alcobendas, Madrid  
[www.startupalcobendas.org](http://www.startupalcobendas.org)

Startup Alcobendas is an acceleration programme provided by Alcobendas Municipal Council for innovative projects. It offers working space in a creative environment, support and expert advice and assistance for implementing the business model as well as access to networking and financing. All of that over a period of five months extendible, where they attempt to foster entrepreneurship and creation of an innovative environment for the city, which strengthens economic growth and employment creation.



## Sonar Ventures

**Manager:** Álvaro Cuesta.  
**Address:** Adela Balboa, 3,  
28039 Madrid  
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## Startup University

**Manager:** Ángel Samartino.  
[www.startupuniversity.es](http://www.startupuniversity.es)

Startup University is an accelerator for startups in the seed and early phase that has the support of the Berkeley Alumni Association. It seeks entrepreneurs who lead unique and innovative projects. Through personal advice the accelerator helps define the brand, vision and identity of the start up along with access to a portfolio of investors.

## Startup UC3M

**Manager:** Beatriz Imedio.  
**Address:** Madrid Street, 126,  
28903 Getafe, Madrid  
[www.portal.uc3m.es](http://www.portal.uc3m.es)

StartupUC3M is an initiative to foster the creation of solid and effective tech companies. It is a programme developed by University Carlos III of Madrid. The projects, of an innovative nature, enjoy access to the clusters, industrial circles, scientific associations, and facilities for public and private financing and national and international incubation.



## The VRain

**Manager:** Óscar Hormigos,  
Javier Navarro y Daniel Solana.  
**Address:** Arenal, 22.  
28013 Madrid  
[www.thevrain.com.es](http://www.thevrain.com.es)

The VRain is an incubator for projects focussed on the world of virtual reality. The programme, international in scope and with offices in Madrid, Barcelona, Mexico City and Sao Paulo is driven by the App Dateque y Double You. The platform commits to providing professional rigour, market access and support for leaders in the sector. All of that to guarantee the success of the proposal and turn it into a solid company.

## Tetuan Valley

**Manager:** Camila Polensvaig  
**Address:** Campus Madrid.  
Moreno Nieto, 2,  
28005 Madrid.  
[www.tetuavalley.com](http://www.tetuavalley.com)

Tetuan Valley is an accelerator based in Campus Madrid that works with startups focussed on the internet sector, software, apps and marketplaces. The aim is to give the prototypes their final shape. That's why they offer six weeks of training, pitch practice and feedback sessions with mentors, networking opportunities, participation in travel and other proposals organised by the European Commission.

## Top Seed Labs

**Manager:** Ignacio Macías.  
**Address:** Plaza de Carlos Trias  
Bertrán, 7, 28020 Madrid  
[www.topseedslab.com](http://www.topseedslab.com)

Top Seed Labs offers acceleration and investment services for startups in the traveltech sector in the early growth phase. The projects selected have access to an 'advisory board' made up of 50 of the 50 most important tourist companies in Spain. Those interested can sign up to the programme at any time of year, accessing a final investment of 50,000 euros vertical and corporate mentoring, help obtaining public and private financing and networking.

## Trenlab

**Manager:** Mateo Rouco / Wayra

**Address:** Gran Vía, 28,  
28013 Madrid

<http://www.trenlab.com>

Trenlab is a new start up accelerator by Renfe which will develop Wayra, Telefónica's open innovation hub. Isaías Táboas, President of Renfe, and Emilio Gayo, Chairman of Telefónica España, have presented a project that lays down three new business challenges to innovation and entrepreneurship community: Digital Mobility, Digitalization of Operation and Logistics on Demand.

## UnLtd

**Manager:** Manuel Lencero.

**Address:** Plaza Sta. Bárbara, 2,  
28004 Madrid

[www.unltdspain.org](http://www.unltdspain.org)

UnLtd Spain is one of the leading social transformation platforms in Spain. It looks for business projects with social potential to boost development. In this its third edition, the programme is focusing on the agro-industrial sector and sustainable cities. Participating entrepreneurs can avail of the development of a working plan, consultancy and personalised training, networking and access different financing resources.

## Wayra

**Manager:** Paloma Castellano

**Address:** Gran Vía, 28, 28013, Madrid  
[www.openfuture.org/es](http://www.openfuture.org/es)

Wayra is a programme developed by Telefónica Open Future to contribute to the take-off for tech-based startups that bring innovation to Telefónica's strategic lines: that is, cybersecurity, IoT, cloud and smart home solutions. The acceleration programme has a duration of 12 months and is focused on introducing the product to the market. To do that it provides working space, technological support, product development resources, marketing services, access to an investor network, clients and the possibility of internationalizing the company.



# INNOVATION SPACES,

*Hubs for stitching the entrepreneurial fabric of Madrid*



Innovation spaces encompassing different types of initiatives provide significant value to the development of Madrid's innovation ecosystem. From the well-known coworking spaces and company incubators that house small companies with innovative ideas, to whole buildings and spaces specialized for very specific sectors combining disruptive startups and large corporations, they are helping Madrid become Europe's next technological hub.

The innovation ecosystem of Madrid has grown from two main landmark sites within the Spanish capital. The first of these has its origins in the birth of coworking spaces in Spain, in the year 2007, with the birth of the first shared work spaces: Garage30 and Loft2work. The second came with the inauguration of Campus Madrid, property of Google, in 2015.

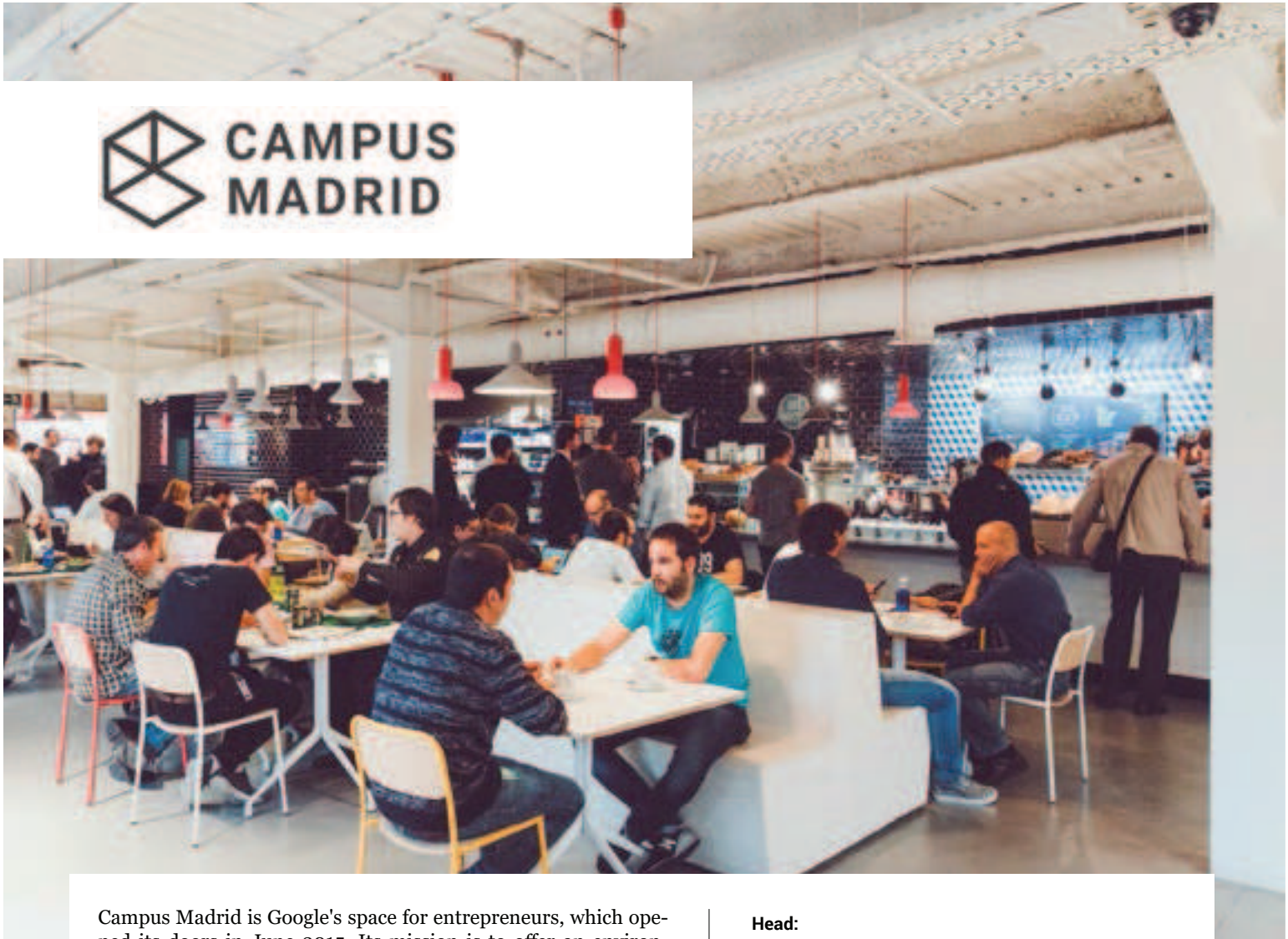
The space, led by Sofia Benjumea, shows a clear trend in terms of innovation spaces that were already being set up in other parts of Europe.

Buildings transformed for entrepreneurial purposes, equipped with the latest, cutting-edge technology and with a clear vision of supporting the entrepreneurial community in Madrid and Spain. It is home to corporations, accelerators and other leading agents of innovation in the world. A space that seeks to become the reference point for entrepreneurship and innovation in Spain.

Since the opening of Campus Madrid, over 1,300 events have been hosted and education programmes of more than 300 hours of mentoring have been held. 2,354 jobs have been created and the resident startups have raised over 37 million euros.

Campus has a network of over 30,000 members of its Community with over 100 different nationalities and of whom 36% are women.

On the other hand, the emergence of coworking spaces in Spain around 2007 must be highlighted, with Garage30 and Loft2work first pioneering coworking spaces to open in Madrid. Soon after that, WorkingSpace opened, which has maintained its presence in the Madrid capital to this day while the former two have since closed. Other shared working spaces worthy of note in Madrid also include Utopic\_US and Impact Hub which also remain opened and expanding in new locations. Manuel Zea, founder of the website Coworking Spain states that "there are currently more than 1,200 coworking spaces in Spain and 250 are located in Madrid".



Campus Madrid is Google's space for entrepreneurs, which opened its doors in June 2015. Its mission is to offer an environment where any entrepreneur from anywhere in the world can go to work and meet other professionals and attend, training, events and talks. The building is divided into several areas: the auditorium where entrepreneurship events are organised by the Campus Madrid or by others in the entrepreneurship community; two-storey café and the nerve centre of the Campus where entrepreneurs can enjoy a coffee while working and the two floors for residents. One of these floors also houses the accelerator SeedRocket and Tetuan Valley. The other houses the residents of Campus Residency, a part of the Google for Entrepreneurs programme which provides financial support and the best of Google's resources to dozens of coworking spaces and community programmes in over 125 countries.

Campus Madrid is an open space for entrepreneurs, investors and mentors. It is only necessary to register on the website to become a member of Campus. The space seeks to foster Spanish entrepreneurship as a way of meeting point, connecting entrepreneurs and investors, generating networking and fostering the opening up of the entrepreneur community to the world. Furthermore, Campus Madrid organises different events over the course of the year, such as: Campus Job Fair, We Code (with Ironhack), TarugoConf, Startup Weekend, SeedRocket's annual Campus and Women Tech Makers.

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**Head:**

Sofía Benjumea

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**Website:**

[www.campus.co/madrid/es/](http://www.campus.co/madrid/es/)

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**Address:**

Calle Moreno Nieto, 2 Madrid, Spain 28005

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**Space:**

2.500 m<sup>2</sup>

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**Places and working spaces:**

140 in the café, fixed places in residents' area.  
Auditorium with capacity for 180.

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**Precio medio por puesto de trabajo:**

free

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**Servicios que se ofrecen a los emprendedores:**

Free working space, events, training, networking, free event space for actions relating to entrepreneurship.



Cink Emprende presents three coworking spaces in the heart of Madrid, designed for entrepreneurs. The platform is run by Raúl del Pozo, Raúl Martínez and Miguel Ruiz and offers modern and pleasant offices with more than 1,200m<sup>2</sup> and a total of 380 coworking spaces, 44 offices, meeting rooms, training, events, reception, café area and kitchen dining area. All centres have high-speed internet and perfect mobile coverage- Companies like Tutellus, Inserver, 11870, Witei, Aplazame, You&Law, Hiberus and El Referente use their offices.

In addition to the coworking space, Cink Emprende provides useful consulting and information services for entrepreneurs to help boost their businesses. It supports companies in the search for public financing, preparing a suitable plan for each company and the structure of reports and financing request. It also manages accelerators from different public and private bodies thanks to its tried-and-tested method, designs intra-entrepreneurship programmes that help medium and large-sized companies to foster a culture of innovation and boost talent and provide all their experience in the sector for the management of company incubators.

**Founding partners: :**

Raúl del Pozo, Raúl Martínez y Miguel Ruiz

**Website:**

<http://cink-emprende.es/>

**Address:**

Núñez de Balboa, 120. 28006. Madrid;  
Paseo de la Castellana, 194. 28046. Madrid;  
Henri Dunant, 17. 28036. Madrid.

**Spaces:**

4.200 m2, 380 working places and 44 offices across three centres

**Places and working spaces:**

220 working places including permanent and coworking The Piamonte space is currently in the process of expansion to 340 working spaces.

**Average price per place:**

Split timetable: €100+VAT in split timetable; flexible place €125+VAT and fixed places at 150€+VAT.

**Services offered to entrepreneurs:**

Coworking space, offices, meeting rooms, photocopier, high-speed internet, training, events, reception, coffee area and kitchen dining area.



**CEO:**

Eduardo Martínez

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**Website:**

[www.gomadrid.tech](http://www.gomadrid.tech)

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**Address:**

Gran Vía, 39, 2ª planta

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**Space:**

500m2

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**Places and working spaces:**

120

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**Average price per place:**

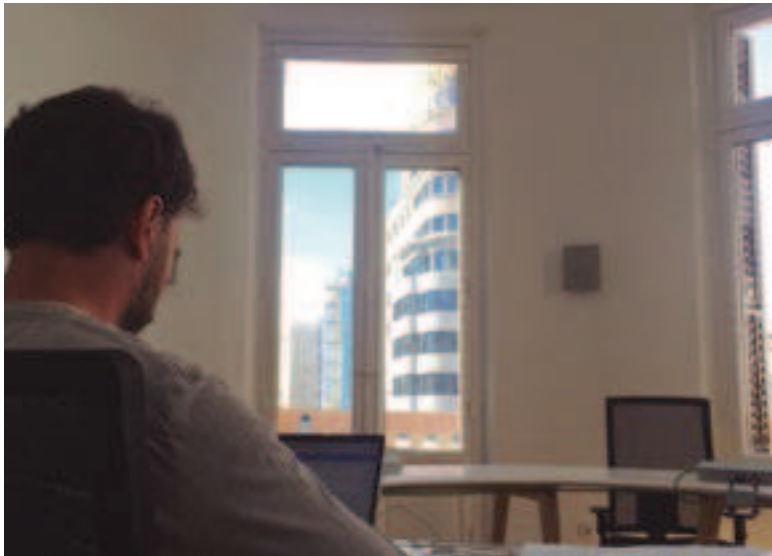
75-300 euros

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**Services offered to entrepreneurs:**

Acceleration and international ecosystem programme, coworking space, events, networking, meeting rooms, virtual office.

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Go Madrid, just metres from Kilometre 0, is a markedly international tech accelerator that intends to assist B2B and B2B2C startups in their financing, growth and business consolidation process. The objective is to foster the next generation of tech leaders on the market. GoMadrid believes in Spanish talent and the intention is to foster it by making a platform available to entrepreneurs that will help them in all the phases of the business process and configure the future panorama of tech leaders in the region. The platform will act as a B2B ecosystem for digital companies in their initial phases up to final international expansion. It will also work in the other direction and host foreign initiatives that want to establish a foothold in Spain.

The space hosts weekly/fortnightly events on issues focussed on the development and integration of residents. It also organises tech product presentations like Eventscase and Zippykit and information events like Startup Heatmap 2017. As today, Group Olivo, Brooktec, Webtogo and Anfix are some of the hosted companies.



Impact Hub Madrid is an innovation centre located in Madrid that forms part of the international community of entrepreneurship and innovation spaces. It offers working, training and networking spaces for entrepreneurs, professionals, companies and organisations from different fields that make up the community. The aim is to inspire, connect and promote projects that provide innovative advances and social improvements.

Impact Hub attempts to generate a heterogeneous community through exchanging and engaging in different cultural, technological, entrepreneurial or social projects, fostering the development and growth of the different companies. At present there are three spaces in Madrid, with some 3,000m<sup>2</sup> where close to 350 companies work, to which we must add the international network of 10,000 members in 65 cities.

**Business Development Manager:**

Juan Parodi

**Website:**

<https://madrid.impacthub.net>

**Address: :**

Calle Gobernador, 26, 28014 Madrid  
 Calle de la Alameda, 22, 28014 Madrid  
 Calle Piamonte, 23, 28004 Madrid

**Spaces:**

Over 5,000m<sup>2</sup>

**Places and working spaces:**

340 working places including permanent and coworking

**Average price per place:**

from €20 to €250 depending on services.

**Services offered to entrepreneurs:**

Working space, training, networking, fostering of innovation and an international community.



**Manager:**  
Madrid City Council

**Website:**  
[www.madridinnova.es](http://www.madridinnova.es)

**Address:**  
Bailén 41, 28005 Madrid. Neighbourhood/District: Palacio-Centro.

**Spaces:**  
1.200 m<sup>2</sup>.

**Places and working areas:**  
13 classrooms.

**Average price per place:**  
free

**Services offered to entrepreneurs:**  
spaces equipped with technical and logistical resources and consultancy service re: the city.



Madrid International Lab is Madrid City Council's centre for innovation and internationalization in downtown. A public-private collaboration where Local Government works hand-in-hand with representatives of the private sector to develop initiatives from startups. It offers new companies the possibility of availing freely of accommodation and personalised consultancy services, focussing especially on projects of a market international or innovative nature.

It has some 1,200 square metres of spaces equipped with the technical and logistical resources necessary to start projects. It is geared toward the overseas innovator and entrepreneurs about how to settle and trade successfully in the city of Madrid and it is the headquarters of the representation office for Europe and Israel of the Inter-American Development Bank, IDB [www.iadb.org](http://www.iadb.org). The centre organises meetups, workshops, conferences, awards ceremonies and many other events. Startups coming to Madrid through the ICEX program Rising Startup are hosted at International Lab.





Loom House is a space founded by José and Paula Almansa, two pioneering cofounders of the first coworking space in Spain, who have designed a centre where teams can go not only to work but to share an experience. The space is located in the Royal Tapestry Factory and stands out as a responsible, innovative and collaborative community with ambition to grow. What's more, the master weavers are integrated into diverse community that is convinced that this same diversity is enriching. Loom provides working space, content and programming in disruptive innovation in the gardens and innovation halls. Each place is associated with another exterior space of 3,000 metres of squares and gardens. As well as the space, it offers an innovation and networking programme and the possibility of accessing a network of innovators and entrepreneurs from the Loom community in Spain and Miami, as well as its partners (investors, corporations, international spaces, etc.).

**Managers:**

José Almansa y Paula Almansa

**Website:**

[www.loomhouse.es](http://www.loomhouse.es)

**Ubicación:**

Calle Vandergoten, 1, 28014 Madrid  
Calle Huertas, 11. Madrid

**Spaces:**

4.000 m2

**Places and working areas:**

180

**Average price per place:**

220 euros.

**Services offered to entrepreneurs:**

open-air innovation space, working services, natural light, innovation programming, networking and connection with other innovators and partners from the Loom community in Spain and Miami.



## MATA- DERO MADRID

Matadero Madrid is promoted by the Local Government Area of Arts, Sports and Tourism of Madrid City Council. The main objective is to foster encounters and dialogues among the creators themselves and with the public and that's why it's presented as a space open to the participation of all to create, reflect, learn and enjoy.

It is a centre created in 2006 by Madrid City Council which was granted a mandate to promote research, production, training and dissemination of creation and contemporary thinking in all its manifestations. Its areas of activity are the visual and the scenic arts, literature and reading, philosophy, music and sound art, cinema, design, fashion, architecture, urbanism and landscaping strengthening the comprehensive and multidisciplinary focus of creation.

Open to the public since 2007, the development of Matadero Madrid has been, and remains, fundamental for the involvement of the main agents and institutions of the city that work in the different areas of cultural creation. This commitment takes the form of a public-private institutional cooperation model that promotes the participation of the company in the project and to guarantee the publicity, independence and viability of the project. The mission of Matadero Madrid is the promotion of the creation of all forms and expressions with special attention paid to transversal proposals.

### Directora / Artistic Director:

Rosa Ferré / Mateo Feijóo

### Website:

<http://www.mataderomadrid.org/>

### Address:

Plaza de Legazpi, 8, Madrid.

### Spaces:

183.566 m<sup>2</sup>

### Places and working areas:

Unavailable

### Average price per place:

Unavailable

### Service offered to entrepreneurs:

residential spaces for local and international creators, creator archive and research groups.

**Director:**

Martijn Roordink.

**Website:**

<https://www.spacesworks.com/madrid/rio/>

**Address:**

Street Manzanares 4, 28005, Madrid  
Street Mendez Alvaro 20, 28045 Madrid  
Castellana, 200. 28046 Madrid  
Street Alfonso XII, 62. 28014 Madrid

**Spaces:**

2.468,55 m<sup>2</sup>.

**Places and working spaces:**

460.

**Average price per place:**

300 euros.

**Services offered to entrepreneurs:**

networking events, talks, workshops and free legal advice service.



Located in the centre of the Spanish capital, Spaces Río is an inspiring place where ideas flow, companies can be built and relations can evolve. It is the ideal solution for entrepreneurs and creative professionals who seek and innovative space in Madrid. Housed in a beautiful historic building just two minutes from the Royal Palace and the Gardens of the Plaza de Oriente, Spaces Río offers over 400 working places across 2,400m<sup>2</sup> of office space. The space is also fully renewed with excellent WiFi connection, well-lit working spaces with natural lights, meeting rooms, networking events, workshops and an extensive business community. Surrounded by restaurants and shops, it's an excellent area for taking a walk during a break and freely accessible by public transport.



**Founding Partners:**

Alberto Rodríguez, Carlos Picazo, Fabiola Pérez y Diego García.

**Website:**

[thecubemadrid.com](http://thecubemadrid.com)

**Address:**

Rufino González, 25. 28037 Madrid.

**Spaces:**

5,000m<sup>2</sup> full building (5 floors, each 700m<sup>2</sup>).

**Places and working spaces:**

The Hot Desking (40 places) and The Coworking (40 places).

**Average price per place:**

175€/month

**Services offered to entrepreneurs:**

acceleration, mentoring, training, investor meetings, reservation of spaces, (laboratories, event rooms, meeting rooms, etc.)



THECUBE is a meeting point for entrepreneurs, startups, communities and corporations. A unique space dedicated to technological events, hackathons, bootcamps, meetups and training sessions. THECUBE Madrid is home to many technological startups, some of which are just beginning their journey and others as successful as UBER, which chose us to be its headquarters in southern Europe. We encourage contact between startups and corporations through projects, events, joint use of our facilities and strategic collaboration agreements. In addition, THECUBE is the official residence of MIOTI, the world's first 100% maker institute which provides specialised training in the Internet of Things.

UNLIMITECK is a company builder which build companies, the founders launch startups, make enterprises appear out of thin air... However you put it, our only goal is to design, create and work with B2B companies from inception to exit. However big or small your role, you're part of our Team and we think it's important that we share the same...



# Company incubators, *innovative working spaces for Madrid's entrepreneurs*

Madrid City Council manages, through its Directorate General for Commerce and Enterprise, six public incubators which have the purpose of housing and incubating entrepreneurial initiatives with activity in the Spanish capital, offering them to the founders of different types of services.

These incubators are located in the neighbourhoods of Carabanchel, San Blas, Puente de Vallecas, Moratalaz, Villaverde and Vicálvaro. Every year, a call is made to access one of these spaces, aimed at the newly self-employed and new companies (foundations, NGOs and non-profit associations cannot occupy the facilities), which must submit an economic-financial feasibility plan to verify the viability of their business and seek to create employment. The cost per square metre of each office is 7.15 euros for the first twelve months of occupation and 9.53 euros from the thirteenth month on.

The incubators are municipally, publicly owned spaces that combine the use of private offices of companies with many other services of interest for entrepreneurs. Along with the rent of offices, basic furniture and complementary services, also reception, monitoring and security, cleaning and maintenance and water, electricity and heating bills are included. Additionally, startups can use common areas such as meeting rooms and multi-purpose halls and also receive technical consulting

services, business training and information on assistance and subsidies and publicity channels for their businesses.

## COWORKING SPACES AND INCUBATORS

Within the above mentioned incubators are initiatives for pre-seed projects focussed on those implementing their own business projects which need personalised attention in initial areas when it comes to creating a company. These are the pre-incubators, shared spaces geared towards self-employed individuals with a business idea and looking for a working space and advisers specialized in creating companies and validating working plans.

For shared or coworking spaces, self-employed individuals and companies must be active less than two years from creation and have business plan and submit the articles association of the company and all certificates showing that they are up to day with tax and social security obligations (and the corresponding models). The maximum residency period for these spaces is one year.



### **ESA BIC Comunidad de Madrid**

**Email:** carlos.romero@madrimasd.org  
**Avenida:** Avenida de las Arcas del Agua, 2, 28905 Getafe - Madrid  
**District:** Getafe  
**Telephone no:** 616 454 374

The Fundación para el Conocimiento madri+d coordinates this programme with the European Space Agency and the Comunidad de Madrid regional government within the framework of the European Incubator Centres (ESA BICs). These centres boost the viability of startups with the use of technologies, systems and knowledge of space. Each ESA BIC is led by the ESA and a local partner. Since the network was set up, over 500 startups have received support. ESA BIC Comunidad de Madrid selects up to 8 innovative startups each year to facilitate their technological and business growth for a maximum period of 2 years with €50,000 per company along with incubation and technical and business support services.

### **Carabanchel**

**Email:** viverocarabanchel@madrid.es  
**Address:** Cidro, 3. 28044 Madrid  
**District:** Carabanchel  
**Telephone no:** 915 115 131  
**Metro:** lines 11: Carabanchel alto / San Francisco  
**Bus:** Lines 108 - 118 - 155

The Carabanchel Incubator is the largest incubator space in Madrid, with a total of 31 offices of different sizes for entrepreneurs. It is structured across three floors, which cover common areas, incubation places and shared spaces, two meeting rooms, a main hall, a relaxation room with vending machines and training classrooms. What's more, the incubator also has a carpark for entrepreneurs.

### **San Blas**

**Email:** viverosanblas@madrid.es  
**Address:** Alcalá, 586 - 28022 Madrid  
**District:** Ciudad Lineal  
**Telephone no:** 917 432 353  
**Metro:** lines 5. Torre Arias  
**Bus:** Lines 77 - 105 - 140 - 153

The San Blas company incubator is not a full building like the other spaces but is located on the 4th and 5th floors of a landmark building in the district of San Blas. A two-story space with 716.8m<sup>2</sup> and a total of 12 offices of different sizes ranging from 15 to 30m<sup>2</sup> and common areas.

### **Puente de Vallecas**

**Email:** viveropuentevallecas@madrid.es  
**Address:** Diligencia, 9. 28018 - Madrid  
**District:** Puente de Vallecas  
**Telephone no:** 917 791 407  
**Metro:** lines 1: Buenos Aires - Tren: Estación El Pozo  
**Bus:** Lines 10 (desde Cibeles) y líneas 136 y 310

The Puente de Vallecas incubator is a two-storey, 4,000m<sup>2</sup> building with an underground carpark. It has a total of 23 offices of different sizes ranging from 24.92m<sup>2</sup> to 58.06m<sup>2</sup>. It also has common areas like meeting rooms and a lunch room, an events hall for 80 and a free coworking space with pre-incubation places and shared spaces. It also offers a meeting room and another training room.

### **Moratalaz**

**Email:** viveromoratalaz@madrid.es  
**Address:** Camino de los Vinateros, 106 - 28030 Madrid  
**District:** Moratalaz  
**Telephone no:** 914 374 054  
**Metro:** lines 9: Vinateros  
**Bus:** Lines 71 - 32 - 30 - 20 - 8

The Moratalaz incubator offers a 825.9m<sup>2</sup> space with a total of 13 offices and three floors. The lower floor includes the lobby while the first floor is occupied by management and administration, six entrepreneurs' offices, one boardroom and another multi-purpose room. The second floor has another seven offices for companies.

### **Villaverde**

**Email:** viverovillaverde@madrid.es  
**Address:** Orovilla, 54. 28041 Madrid  
**District:** Villaverde  
**Telephone no:** 917 239 290  
**Metro:** lines 3: Estación Ciudad de los Ángeles - Tren: Villaverde Bajo  
**Bus:** Lines 23 - 123

The Villaverde incubator is located in the area of El Espinillo, in Villaverde Bajo. It is comprised of the second floor of a municipal building and has 624m<sup>2</sup> of free coworking space. The incubator offers 12 offices for entrepreneurs in addition to one administration room, a boardroom, a training room and a management office and relaxation room. The offices have an area of 21m<sup>2</sup>.

### **Vicálvaro**

**Email:** viverovicalvaro@madrid.es  
**Address:** Villablanca, 85. 28032 Madrid  
**District:** Vicálvaro  
**Telephone no:** 917 604 800  
**Metro:** lines 9: San Cipriano o Puerta de Arganda  
**Bus:** Lines: 100 - 106

The Vicálvaro incubator has a surface area of 2,904.48m<sup>2</sup>, spread across four floors and 28 offices ranging in size from 17.3m<sup>2</sup> to 41.64m<sup>2</sup> and several common areas. The ground floor and first floor are dedicated to administrative services and reception, an advice area, a 129m<sup>2</sup> showroom and an events hall. On the first floor there are 10 offices while the second floor is home to 18 offices.





# Madrid City Council



## Madrid Investment Attraction

Email: [info@madridinvestmentattraction.com](mailto:info@madridinvestmentattraction.com)  
Address: Plaza Jacinto Benavente 2. 4th floor  
Telephone no: (+34) 91 109 48 36  
WEB: <https://madridinvestmentattraction.com/>

Madrid Investment Attraction is the unit of Madrid City Council addressed to international companies and the attraction of foreign investment.

For promoting Madrid economic area and the attraction of foreign investment, MIA has three representative offices in the cities of Beijing, London and New York. These delegations are in charge of identifying and trying to attract companies in the phase of international expansion and in search of new sites and locations.

At its headquarters in Madrid it offers a service of advice, assistance and totally free help available to companies or foreign entities that are evaluating the possibility of settling in Madrid. MIA softlanding service, in addition to advice and accompaniment, includes free access to a coworking space reserved for foreign companies in Madrid.

## Funds For The Internationalization Of Companies From Madrid

The Economy and Finance unit of Madrid City Council has a line of funds for helping internationalization of companies from Madrid. Through a collaboration agreement with the Official Chamber of Commerce, Industry and Services of Madrid. The City Council finances 50% of the cost of a series of services that the House offers to all Madrid companies to confront international markets (elaboration of internationalization plans, participation in commercial missions, attendance at fairs, personalized services...).

More Information:

Official Chamber of Commerce,  
Industry and Services of Madrid.  
Plaza de la Independencia, 1. 28001 Madrid  
Tel.: +34 91 538 35 65  
Skype: [ecr.camaramadrid](https://www.skype.com/user/ecr/camaramadrid)  
[www.camaramadrid.es](http://www.camaramadrid.es)

# COMPANY centres

## Company Center Collado Villalba

**Manager:** Ayto. Collado Villalba  
**Address:** Calle Anastasio Nieto, nº 11, 28400 Collado Villalba  
**Website:** [www.colladovillalba.es/es/servicios-municipales/empleo-formacion-y-empresas/cantera-de-empresas/](http://www.colladovillalba.es/es/servicios-municipales/empleo-formacion-y-empresas/cantera-de-empresas/)

Open space for innovation and economic development of the municipal area. This is aimed at companies and self-employed individuals recently incorporated that provide innovative aspects in their activity, in a broad sense. The price is €11.85/m<sup>2</sup> per month and includes a 25m<sup>2</sup> office, a 7m<sup>2</sup> storage space and electricity, heating and water services. The rental contract is for three years with the possibility of extension for another year.

## Company Center Boadilla del Monte

**Manager:** Boadilla Municipal Council  
**Address:** Francisco Alonso, 2 28660 - Boadilla del Monte  
**Website:** <http://www.ayuntamiento-boadilladelmonte.org/centro-de-empresas-municipal>

Municipal company centre that opened its doors in June 2008 and has 41 professional offices and four places for

self-employed individuals and an office for shared use. The main purpose of this initiative is to achieve the creation, development and consolidation of tech-based small and medium-sized enterprises. Access to this company incubator is through an entrepreneurial project selection process.

## Company Center Alcobendas

**Manag.:** Alcobendas Municipal Council  
**Address:** Ramón y Cajal, 28100 Alcobendas, Madrid  
**Website:** [www.alcobendas.or](http://www.alcobendas.or)

The Alcobendas centre supports viable projects that belong to the services sector, offering 1,000m<sup>2</sup> of subsidised working space and professional services and materials to cover the needs of the entrepreneurs. Residency at the centre is limited to three years or the consolidation of the company.

## Valdemoro Business Centre

**Manager:** Ayto. Valdemoro  
**Address:** Gaspar Bravo de Sobremonte, s/n. 28341 Valdemoro  
**Website:** <http://www.valdemoro.es/centroempresas>

The Valdemoro Business Centre offers 7,500m<sup>2</sup> of facilities conditions for the implementation and consolidation of a business idea. Entrepreneurs with an idea and project in the making, a

young company or an SME can avail of an office or unit for 280 or 550 euros per month respectively.

## San Sebastián de los Reyes Business Centre

**Manager:** Carlos A. Hernández Díaz.  
**Address:** Avenida Cerro del Águila, 9 28700 - San Sebastián de los Reyes Madrid  
**Website:** [www.ssreyes.org/sansenet/](http://www.ssreyes.org/sansenet/)

This public service is provided by the San Sebastián de los Reyes Municipal Council to make industrial units, offices, spaces, equipment and common services available for the installation of business initiatives at below market price. It is designed for small companies active for less than three years and prices are subsidized..

## Company Center Rivas Vaciamadrid

**Manager:** Rivas-Vaciamadrid Municipal Council  
**Address:** Plaza de la Constitución 1, 28522 Rivas-Vaciamadrid  
**Website:** [www.rivasciudad.es/portal](http://www.rivasciudad.es/portal)

Rivas Vaciamadrid provides entrepreneurs with a space for the establishing, start up and consolidation of new initiatives. All with a view towards insertion into the market and the resulting creation of employment and wealth of the productive fabric of the municipality. Entrepreneurs can avail of all the services for a sum of €187.14 per month during the first year of their stay with the CIE.

## CEXCO Coslada

**Manager:** Coslada Municipal Council  
**Address:** Av.de Europa 10, 28821 Coslada  
**Website:** <http://www.cexcoslada.com/que-es-cexco>

CEXCO is a municipal space overseen

by the Department of Economic Development, Employment, Commerce and Tourism and the Coslada Municipal Council in collaboration with the Spanish Logistics Centre (CEL). It hosts 26 companies at its facilities, fostering monthly cooperation and providing new competitive advantages to companies located in their facilities. It offers ample spaces, courses, activities to foster the development of enterprise.

## CIADE UAM

**Manager:** Autonomous University of Madrid

**Address:** Ciudad Universitaria de Cantoblanco, 28049 Madrid

**Website:** <http://www.ciade.org/>

The Centre for Entrepreneurial Initiatives CIADE of the Autonomous University of Madrid is an initiative geared towards generating a culture of entrepreneurship and self-employment in the university sector. It offers a comprehensive mentoring service in each phase of the company creation process. Registration is free even though places are limited.

## Emprende Parla

**Manager:** Parla Municipal Council

**Address:** Av. del Leguario, 49, 28981 Parla, Madrid

**Website:** <http://emprendeparla.es/>

The Emprende Parla incubator is located in the Edificio Leguario building where it offers working spaces for 80 euros and 30 offices priced between 180 to 340 euros; a coworking room with 10 working places and three meeting rooms. The space fosters the development of an enterprising and networking community.

## Alcalá de Henares Spaces

**Manager:** Ayto. Alcalá de Henares

**Address:** Blas Cabrera, 23. Parque empresarial La Garena, 28806 Alcalá de Henares.

**Website:** <http://www.alcaladesarrollo.net/centros/espacio-de-iniciativas-empresariales>

Alcalá Desarrollo is the creator Space of Entrepreneurial Initiatives with a centre of an innovative character that provides users with meeting rooms, two multi-purpose rooms, 11 offices, eight industrial models and eight coworking

spaces. The centres are distributed throughout the municipality of Alcalá de Henares.

## IMEPE

**Manager:** Alcorcón Municipal Council

**Address:** Industrias, 73, 28923 Alcorcón, Madrid

**Website:** <http://imepe-alcorcon.com/>

IMEPE-ALCORCÓN is a space that makes a space of 1,000m<sup>2</sup> available to entrepreneurs and companies as offices and for business activities. All self-employed individuals or companies with a business plan compatible with local plans can access one of the 29 offices or the coworking space for a period of five and two years, respectively. The price works out at around €9/m<sup>2</sup> per month, although it depends on the revenue raised in the tax ordinance.

## Getafe Business Incubator

**Manager:** Getafe City Council

**Address:** Carpinteros, nº 7. P.I.

Los Ángeles, 28906 Getafe

**Web:** [www.getafeiniciativas.es/emprender/espacios-para-emprendedores/centro-municipal-de-empresas/incubadora-de-ideas](http://www.getafeiniciativas.es/emprender/espacios-para-emprendedores/centro-municipal-de-empresas/incubadora-de-ideas)

The Getafe Business Incubator offers free individual working modules for individual entrepreneurs for a maximum period of three months. The modules are a physical space provided with office furniture with all the services necessary for business activity such as internet, administrative services, meeting rooms, cleaning and parking spaces.

## INNPAR

**Manager:** Pozuelo Alarcón Municipal Council

**Address:** San Juan de la Cruz, 2, 28223 Pozuelo de Alarcón, Madrid

**Website:** [www.pozuelodealarcon.org/](http://www.pozuelodealarcon.org/)

The Pozuelo de Alarcón Innovation Centre, INNPARL, is a meeting point and services centre for companies and professionals in the sector and for local administrations.

It fosters research, development and innovation (R&D&I) on a technological and audiovisual nature through initiatives of technological innovation, training and the dissemination of projects at national and international level.



## Sanfer Emprende

**Manager:** Local Council of San Fernando de Henares

**Address:** Avd. de la Vía Láctea, 4 (Polígono Industrial). 28830 San Fernando de Henares (Madrid)

**Website:** [www.sanferemprende.es](http://www.sanferemprende.es)

Sanfer Emprende is a space offered by the San Fernando Municipal Business Centre to generate entrepreneurial and business activity in the local area. It has offices of 40 and 80m<sup>2</sup> for a price of €480 per month, a coworking space for €72.60 per month and meeting rooms. It currently offers the first two months free.

## UFV Company Incubator

**Manager:** Universidad Francisco de Vitoria

**Address:** Ctra. Pozuelo-Majadahonda km 1.800 28223 Pozuelo de Alarcón. Madrid

**Website:** [www.ufv.es/vivero-empresas](http://www.ufv.es/vivero-empresas)

The UFV Company Incubator is aimed at university students and graduates with more than two years' experience. The services infrastructure aims to promote the generation of entrepreneurial projects in the university community. They mentor entrepreneurs in the initial business process from the generation of the idea up to the implementation and development of the company.

## Móstoles Business Incubator

**Manager:** Local Council of Móstoles and URJC

**Address:** Federico Cantero Villamil, 2 bis. 28935 - Móstoles, Madrid

**Web:** [www.viveroempresasmostoles.es](http://www.viveroempresasmostoles.es)

Initiative driven by the Local Council of Móstoles, the University Rey Juan Carlos and the Agency for the Development of Companies (Móstoles Desarrollo), geared towards improving the business and employment fabric at local level. It acts as a meeting centre for knowledge and the exchange of synergies to build successful entrepreneurial projects.

## Leganés Science Park Incubator

**Manager:** Leganés Municipal Council

**Address:** Avda. Gregorio Peces-Barba, 1. 28918 LEGANÉS, Madrid

**Website:** [http://portal.uc3m.es/portal/page/portal/investigacion/parque\\_cientifico/vivero\\_empresas](http://portal.uc3m.es/portal/page/portal/investigacion/parque_cientifico/vivero_empresas)

The Science Park start up incubator is a project promoted by Leganés Municipal Council in collaboration with Carlos III University of Madrid. There is a system of relations geared towards extending the culture of entrepreneurship and making the creation a reality and consolidating innovative tech-based EBT companies.

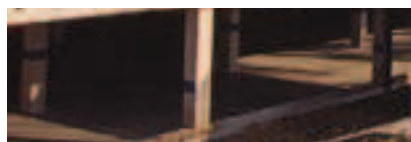
## Technical University Incubator

**Manager:** Technical University of Madrid

**Address:** Campus Montegancedo - Universidad Politécnica de Madrid 28223 Pozuelo de Alarcón, Madrid

**Website:** <http://www.upm.es/Montegancedo/>

The Science and Technology Park Company Centre of the UPM aims to offer space and services that serve to support and stimulate the creation and development of new tech-based companies whether or not they originate within the ambit of the university. It offers 3,643m<sup>2</sup> of working spaces, services and networking characterised by a young, creative and enthusiastic environment.



# COWORKING SPACES,

*a flexible economic formula for working in Madrid*



The origins of the term coworking are in San Francisco (USA) in the year 1999, even though it never materialised in terms of a physical space with its own identity for another six years. In 2005 Brad Neuberg created the first such space which he called “Hat Factory.” Years later, the same individual founded another space called Citizen Space, which is considered the first coworking space.

But, ten years earlier, in 1995, the first coworking spaces were already appearing in Europe. The first of those, in Berlin, was called C-Base and the second in Gràcia (Barcelona) called Kubik. These spaces were mainly multi-disciplinary apartments and spaces created by various entrepreneurs who are dedicated to different disciplines such as architecture, marketing or communication and among them they began to generate synergies and collaboration.

According to the estimates, in 2018 there will be more than 12,000 coworking spaces. In Madrid the number has grown exponentially over recent years and there are already over 200 such spaces in the capital and surrounding region, with Impact HUB and Utopicus among the first to emerge in the Spanish capital.

## DESCRIPTION OF THE TERM

Coworking takes on different meanings in different spaces such as shared work, cowork, work in an integrated office or cooperative works. This discipline of work has a series of differential connotations such as sharing the same physical space in return for a monthly sum, normally at a more accessible price than offices, directed at entrepreneurs who are beginning a project or freelancers and the foster synergies between companies and entrepreneurs. Coworking spaces are considered an evolution of cybercafés, central cafés that offers internet connections as add-on services in such spaces.

The birth of new startups in the Spanish capital and rising rent prices in central areas of the city means that small businesses and entrepreneurs cannot afford central, well-located offices in Madrid, leading to a clear demand for working places and offices with independent offices that could be accessed by these companies. Spaces that offer a series of integrated services such as office space, furniture, electricity, water, internet, cleaning and common area (meeting rooms, bathrooms, lunch room, kitchen, etc.) at more affordable prices. There are also other formulas of shared space such as Innovation Spaces, normally privately owned, business centres also privately owned and public and subsidised incubators and business centres.

# COWORKING SPACES IN MADRID

## **B2WORK**

**Address:** C/ Doctor Esquerdo 170 - 2º E  
28007 MADRID  
**Website:** [www.b2work.es](http://www.b2work.es)

## **Be Work**

**Address:** Calle Impresores, 20, 28660  
Boadilla del Monte, Madrid  
**Website:** [www.bework.es](http://www.bework.es)

## **BERELOFT**

**Address:** Av. de la Industria, 29C, 28760  
Tres Cantos, Madrid  
**Website:** [beresoft.com](http://beresoft.com)

## **B2WORK**

**Address:** C/ Doctor Esquerdo 170 - 2º E  
28007 Madrid  
**Website:** [www.b2work.es](http://www.b2work.es)

## **Busining City La Finca**

**Address:** Paseo Club Deportivo, 1,  
Edificios 15A y 17 – 28223 Pozuelo de  
Alarcón, Madrid  
**Website:** [www.busining.com/busining-la-finca](http://www.busining.com/busining-la-finca)

## **BUSINING CITY María de Molina**

**Address:** Calle de María de Molina, 54,  
28006 Madrid  
**Website:** [www.busining.com/coworking-maria-de-molina](http://www.busining.com/coworking-maria-de-molina)

## **Busining City O'Donnell**

**Address:** Calle Impresores, 20, 28660  
Boadilla del Monte, Madrid  
**Website:** [www.bework.es](http://www.bework.es)

## **Busining City Torre Europa**

**Address:** Paseo de la Castellana, 95, plan-  
ta 29, 28046 Madrid  
**Website:** [www.busining.com/business-center-torre-europa](http://www.busining.com/business-center-torre-europa)

## **Colabora Coworking**

**Address:** Calle Torija, 5, 28013 Madrid  
**Website:** [www.colabora-coworking.com](http://www.colabora-coworking.com)

## **Cool Inquieto**

**Address:** Calle Loreto y Chicote, 2,  
28004, Madrid  
**Website:** [coolinquieto.com](http://coolinquieto.com)

## **Cowork Pozuelo**

**Address:** C/ Hospital, 2,  
28223 Pozuelo de Alarcón, Madrid  
**Website:** [www.coworkpozuelo.es](http://www.coworkpozuelo.es)

## **CoWork Tres Cantos**

**Address:** Sector Foresta 1, planta 2.  
Tres Cantos 28760. Madrid  
**Website:** [coworking3c.es](http://coworking3c.es)

## **Coworking Móstoles**

**Address:** Calle Libertad, 16. Posterior.  
28936 Móstoles  
**Website:** [coworkingmostoles.com](http://coworkingmostoles.com)

## **CowOrKing Vacaorey**

**Address:** Camino de la Zarzuela nº 11 2º,  
28023 Madrid  
**Website:** [bigalbi.com/es/portfolio/coworking-vacaorey](http://bigalbi.com/es/portfolio/coworking-vacaorey)

## **CowUp**

**Address:** Calle Venezuela, 8,  
28220 Majadahonda, Madrid  
**Website:** [www.cowup.es](http://www.cowup.es)

## **Ecoworking**

**Ubicación:** Paseo de la Habana, 200,  
28016, Madrid  
**Website:** [www.ecoworking.es](http://www.ecoworking.es)

## **Eidos Coworking**

**Address:** Calle Valportillo Primera, 5,  
28108 Alcobendas, Madrid  
**Website:**

## **El Patio**

**Address:** Calle de Pizarro, 24, 28004  
Madrid  
**Website:** [elpatiodelapierna.net](http://elpatiodelapierna.net)

## **EOI Coworking Madrid**

**Address:** Avenida de Gregorio del Amo 6  
28040 Madrid  
**Website:** [www.eoi.es](http://www.eoi.es)

## **Vacaorey**

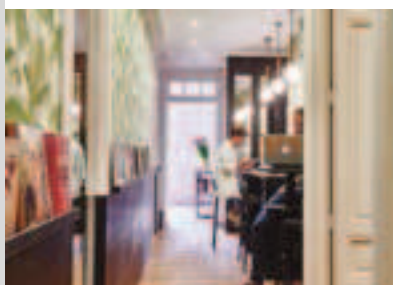
**Address:** Camino de la Zarzuela nº 11 2º,  
28023 Madrid  
**Website:** [bigalbi.com/es/portfolio/coworking-vacaorey](http://bigalbi.com/es/portfolio/coworking-vacaorey)

## **Cowup**

**Address:** Calle Venezuela, 8, 28220  
Majadahonda, Madrid  
**Website:** [www.cowup.es](http://www.cowup.es)

## **Dcollab**

**Address:** Calle de Hortaleza, 108,  
28004, Madrid  
**Website:** [www.dcollab.com](http://www.dcollab.com)



Dcollab is a coworking space that has two spaces: the first focussed on different professional phases for freelancers, startups and SMEs, with closed offices and coworking areas as well as spaces for large companies. A tailored service of location, design and space management. Most of the companies housed are creative companies in the design, communication, 3d, digital, motion sectors, etc. while there is also an area exclusively for events located on Calle San Joaquín 2, of some 88 square metres.

### **Espacio Geranios**

**Address:** Calle Álvarez, 8,  
28029, Madrid  
**Web:** [www.espaciogeranios.com](http://www.espaciogeranios.com)



Espacio Geranios is space for working, learning and meeting others where creative solutions to social challenges are generated. They promote an alternative, fair and sustainable economy. The main services it offers are: coworking space accessible 24 hours a day with all services, possibility of hiring meeting and event rooms, rooms for other activities, silence and meditation room, informal meeting spaces and the creation of a network of mentors and external collaborators that can accompany and support entrepreneurs during the early stages.

### **Espacio Mood**

**Address:** Calle Corredera Baja de San Pablo, 8, 28004 Madrid  
**Website:** [www.espaciomood.com/es/malasana](http://www.espaciomood.com/es/malasana)

### **Espacio Muttante (previously GoWorking Madrid)**

**Address:** Calle de Alberto Aguilera, 70,  
28015, Madrid  
**Website:** <http://espaciomuttante.es/>

### **Espacio Oculito Madrid**

**Address:** Calle de Nicolás Usera, 27,  
28026, Madrid  
**Website:** <http://www.espacioocultomadrid.org/>

### **Espíritu 23**

**Address:** Calle del Espíritu Santo, 23,  
28004, Madrid  
**Website:** <http://espiritu23.com/>

### **E-Works Coworking Spaces**

**Address:** Local 59.3, Centro Comercial Monteclaro 28223 - Pozuelo de Alarcón,  
Madrid, España  
**Website:** <https://e-works.co>

### **Freeland Innovation Center**

**Address:** C/ Gandía, 1, 28007 Madrid  
**Website:** <https://freelandinnovation.com/>

### **Gabinete de Historia Natural**

**Address:** Calle de la Victoria, 9,  
28012 Madrid  
**Website:** [gabinetedehistorianatural.com/](http://gabinetedehistorianatural.com/)

### **Gar AJE**

**Address:** C/ Matilde Díez, 11,  
28002 Madrid  
**Website:** [www.ajemadrid.es/garaje/](http://www.ajemadrid.es/garaje/)

### **GISA**

**Address:** Getafe Calle Terradas, nº 1  
28904 Getafe  
**Website:** <http://www.getafeiniciativas.es/emprender/espacios-para-emprendedores/espacio-coworking>

### **Help4u**

**Address:** Av. de Tenerife, 2, 28703  
San Sebastián de los Reyes, Madrid  
**Website:** <https://www.help4u.es/>

### **Instituto Europeo de Emprendimiento**

**Address:** Calle del General Arrando, 9  
28010 Madrid  
**Website:** <https://eiespain.com/>

### **La Cow**

**Address:** Calle Ponzano 69 - 71  
28003 Madrid  
**Website:** <http://www.lacow.es/>



La Cow is a coworking space located on Calle Ponzano which has the major advantage of being open 24 hours a day, seven days a week and three hundred and sixty-five days a year. For a price of 190 euros a month the entrepreneur has a set table which includes all the services of the space. It boasts WiFi, printing, scanner, lunch area with café, fridge and microwave as well as meeting rooms, alarms and excellent environment and a cloak room.

### **Izada coworking**

**Address:** Calle Reina Mercedes, 7,  
28020 Madrid  
**Website:** <http://www.izada.es/>

### **Kleinson**

**Address:** Calle de San Bernardo, 20  
28015 Madrid  
**Website:** <http://www.kleinson.es/>

### **Kunlabori**

**Address:** Calle Eduardo Vicente, 7  
28028 Madrid  
**Website:** <https://www.kunlabori.es/>

### **L' Espace Almirante 5**

**Address:** Calle del Almirante, 5  
28004, Madrid  
**Website:** <http://www.almirante5.com/>

### **La Fábrica**

**Address:** C/ Avda. Brasil 17. Planta 1  
28020, Madrid  
**Website:** <https://coworkinglafabrica.es/>

### **La Industrial**

**Address:** Calle de San Andrés, 8 Local  
28004, Madrid  
**Website:** [www.laindustrialservicios.com](http://www.laindustrialservicios.com)

### **La Manual**

**Address:** Calle el Escorial, 11  
28004, Madrid  
**Website:** <http://lamanual.org/>

### **La Quinta del Sordo**

**Address:** Calle del Rosario, 17  
28005, Madrid  
**Website:** <http://quintadelsordo.com/>

### **LANAU**

**Address:** Calle Mallorca, 4, 28012 Madrid  
<https://www.lanauespaciocreativo.com/>

### **La Terminal**

**Address:** Calle de Martín de Vargas, 40,  
28005 Madrid  
**Website:** <https://laterminal.org/>

### **Pasillo Verde**

**Address:** Paseo de Juan Antonio Vallejo-Nájera Botas, 59, 28005, Madrid  
**Web:** <http://www.cnpverde.com/>

### **Sanfer Emprende**

**Address:** Avd. de la Vía Láctea, 4  
Polígono Industrial  
28830 San Fernando de Henares, Madrid.  
**Website:** <http://www.sanferemprende.es>



# 2018

## HAS SHOWED A ROCKETING GROWTH IN THE NUMBER OF COWORKING SPACES IN MADRID.

Big international companies have focused their development in our city, including Madrid as the following main stop for startups and investors.

The best examples are WeWork, working in 627 locations, 103 cities and 34 countries, Colonial, the new major owner of Utopicus, and a key partner in its expansion process, and Regus, with 25 locations in Madrid, and shifting the target from startups to bigger companies, using the concept of “flexible office”.

This huge amount of new coworking and flexible spaces opens and widens a lot of possibilities for entrepreneurs, and also shows to investors the higher positioning of Madrid in innovation rankings.

Consequently, increasing connections with global innovation ecosystems all over the world facilitates the scaling up of existing startups, and the creation of new ones adding talent, investment, and a stronger network that supports the whole process



Street Doctor Esquerdo, 114. 28007  
Street Gran Vía 4. 28013  
Street Príncipe de Vergara, 112. 28002  
**Website:** <https://www.utopicus.es/es>

### SeAcceptanIdeas

**Address:** Calle de Gutierrez de Cetina, 24  
28017 Madrid  
**Website:** [www.seacceptanideas.com](http://www.seacceptanideas.com)

### The Country Cloud

**Address:** Calle de Sánchez Barcaiztegui,  
23, 28007 Madrid  
**Website:** <https://www.lukmansea.com/>

### The Garden Space

**Address:** Antonio 31, 28029 Madrid  
**Website:** <http://www.thegarden.space/>

### The Heroes Club

**Address:** Calle de Jorge Juan, 12, 28001,  
Madrid  
**Website:** <http://www.theheroesclub.es>

### The Shed Coworking

**Address:** Calle de Hermosilla, 48, 1Dch,  
28001 Madrid  
**Website:** [www.theshedcoworking.com/](http://www.theshedcoworking.com/)

### TRD space

**Address:** Calle Iplacea, 6  
28803 Alcalá de Henares, Madrid  
**Website:** <https://www.trdimension.com/>

### Tutandem

**Address:** Av. Dr. Toledo, 28  
28231 Las Rozas, Madrid  
**Website:** <https://tutandem.com/>

### Union coworking

**Address:** Calle de Blasco de Garay, 94  
28003 Madrid  
**Website:** [www.unioncoworking.es/](http://www.unioncoworking.es/)

### Urban Campus

**Address:** Street S. Jerónimo, 17, 28014  
Street de Andres Mellado, 80, 28015  
**Website:**

### utopic\_US

**Phone. 911 59 05 10**  
**Address:**  
Street Castellana, 43. 28046.  
Street Colegiata, 9. 28012

### Wework

**Phone. 911 23 78 33**  
**Address:**  
Street Castellana 77. 28046  
Street Castellana 43. 28046  
Street Eloy Gonzalo 27. 28010  
Street Goya 36. 28001  
Teléfono. 911 23 78 33  
**Website:** <http://www.wework.com>

### Work & Wifi

**Address:** Calle de la Princesa, 22  
28008 Madrid  
**Website:** <http://workandwifi.com/>

### Workcase

**Address:** Paseo del Rey, 4  
28008 Madrid  
**Website:** <http://www.workcase.es/>

### WorkLab

**Ubicación:** Calle de Silva, 2  
28013 Madrid  
**Web:** <http://www.worklab.es/>