



Doing business in Spain – The entrepreneurship ecosystem in Catalonia

April 12, 2018



Cambrà de Comerç
de Barcelona

About the Barcelona Chamber of Commerce

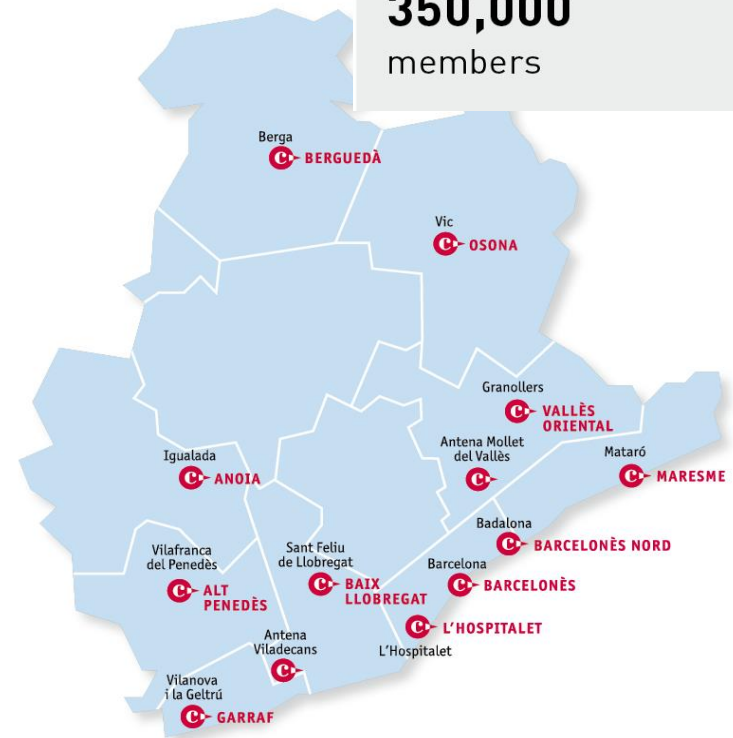
The Chamber has a **network of 10 delegations** and **two antennae** distributed throughout the territory.

This presence throughout the territory allows the Chamber to get **to know closely the reality** and dynamism of the economics of the region and establish close **contact with businesses** in order to better attend to their needs and **offer them services**.

WWW.CAMBRABCN.ORG

REPRESENTATIVE

350,000
members





Cambra de Comerç
de Barcelona

How do we help entrepreneurs?

- ▶ Free-of-charge procedures (legal incorporation)
- ▶ Free advice to unemployed people, young people and women who want to start a business
- ▶ Cooperation with senior/retired entrepreneurs
- ▶ Connection and referral to other entities of the “ecosystem”



Objectives

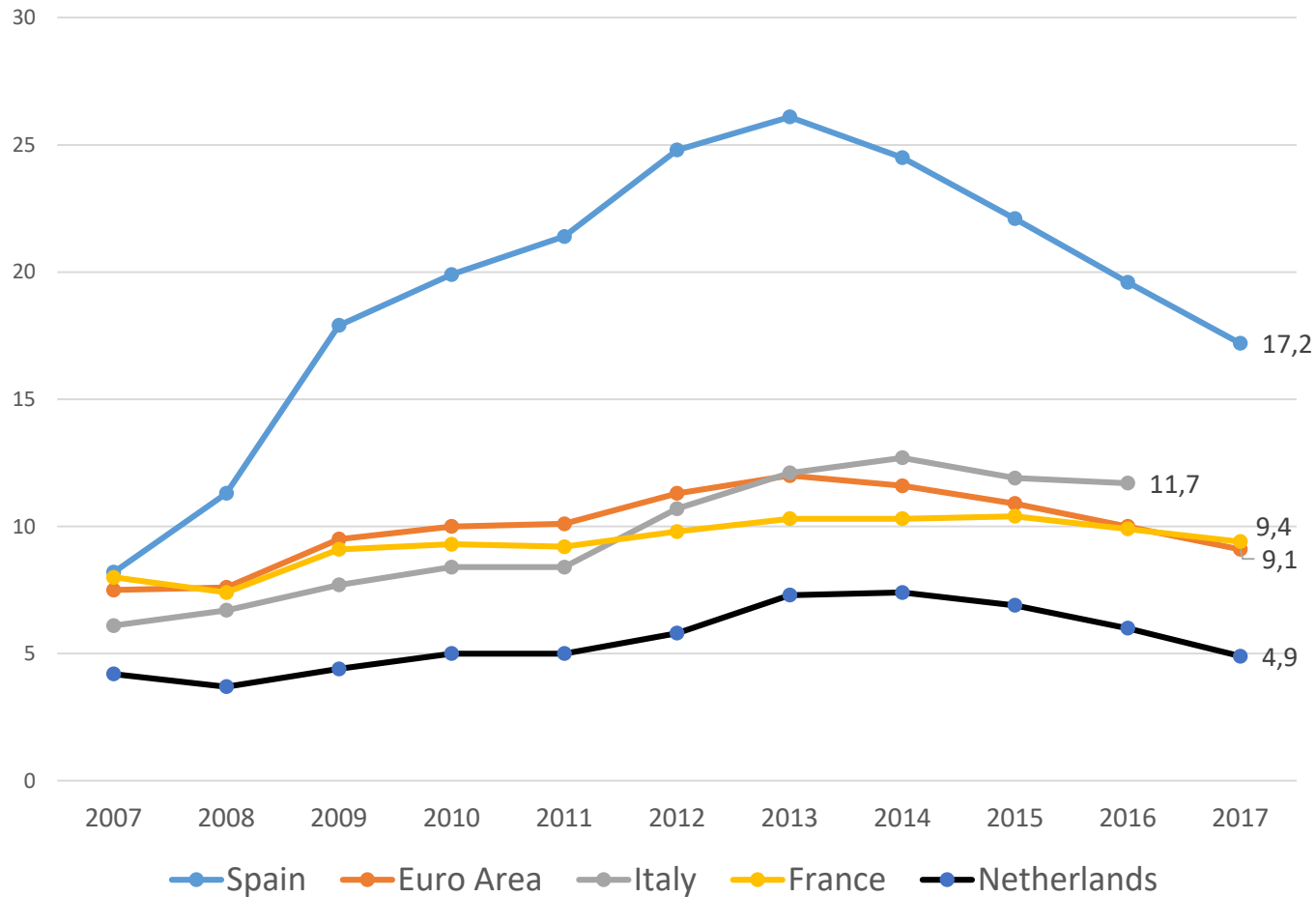
Give and share resources, guidelines, hints, clues on...

- The entrepreneurship ecosystem in Catalonia/Barcelona
- Funding schemes available for entrepreneurs or early stage businesses
- An overview on the legal framework to become self-employed and to incorporate a limited company in Spain



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Unemployment, in % of active population (annual average)



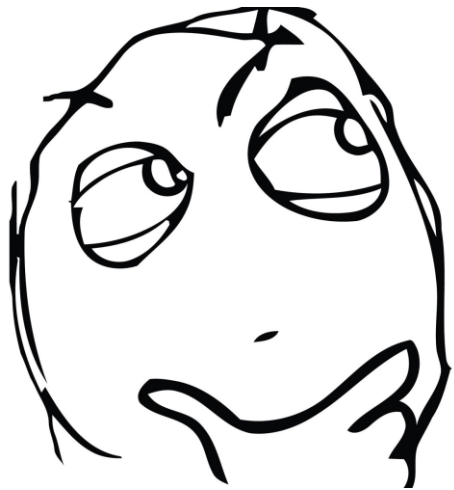
Source: [Eurostat](#)



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de Barcelona

Part of the solution ?

High
unemployment?
Crisis?

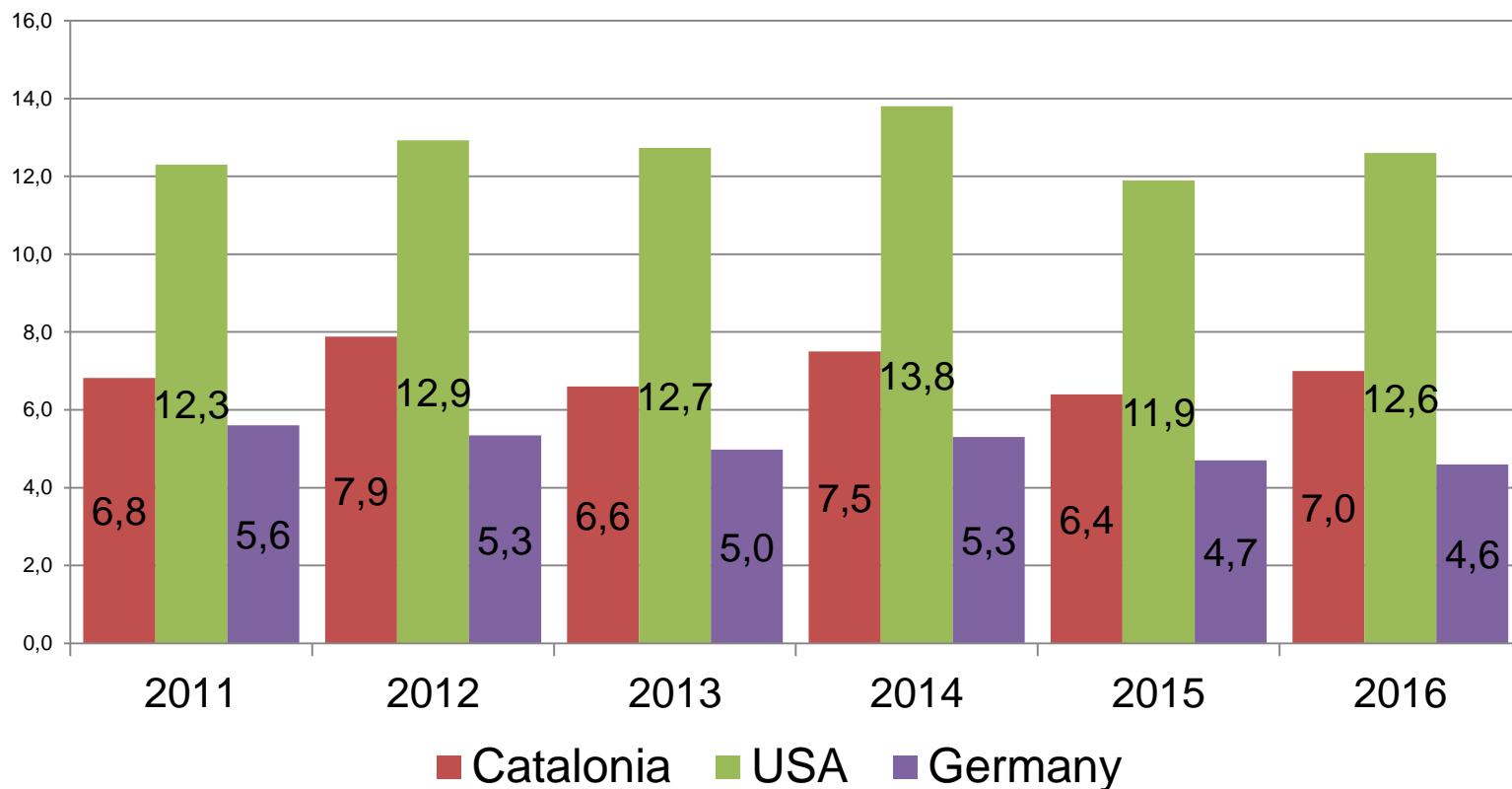


Let's foster
entrepreneurship!



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% of population 18-64 years involved in entrepreneurship*



* Businesses between 0-3 years

Source: [GEM](#)



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de Barcelona

TOP-10 growing sectors in Spain (in number of companies)

2013-2017 (Var. in %)
1. Professional, scientific and technic activities (+31,4%)
2. Consulting and management activities (+30,2%)
3. Creative, arts and entertainment activities (+23,8%)
4. Education (+23,8%)
5. Postal and mailing activities (+23,8%)
6. Real estate activities (+23,5%)
7. Sport activities (+21,8%)
8. Association and cultural activities (+21,7%)
9. Business support activities (+21,4%) (call centers, event organization, packaging...)
10. Telecommunications (+19,3%)

18%
of total



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TOP-10 sectors in Spain (in number of companies)

2010

67%
of total

1. Retail (except motor vehicles)
2. Construction of buildings
3. Restaurants and bars
4. Wholesale trade (except motor vehicles)
5. Specialized construction
6. Land and pipeline transport
7. Legal and accounting activities
8. Architecture and engineering technical services
9. Real estate activities
10. Health activities

2017

64%
of total

1. Retail (except motor vehicles)
2. Restaurants and bars
3. Wholesale trade (except motor vehicles)
4. Construction of buildings
5. Specialized construction
6. Real estate activities
7. Land and pipeline transport
8. Legal and accounting activities
9. Health activities
10. Other personal services (*gyms, hairdresser's, dry cleaners, funeral services...*)

Source: [DIRCE](#) (INE)



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Investment in start-ups Q1-2011 Q3-2016 (million €)

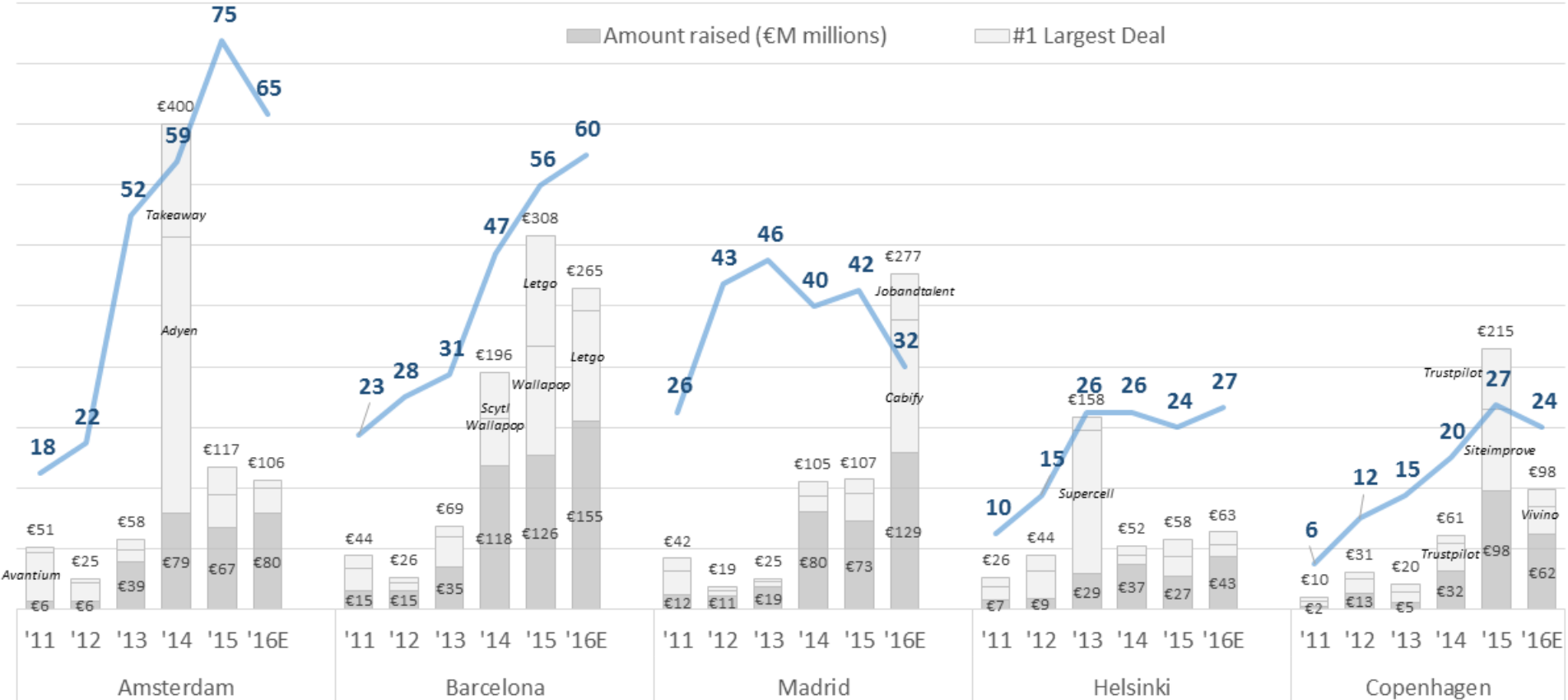
	London	Berlin	Paris	Tel Aviv-Yafo	Stockholm	Amsterdam	Helsinki	Madrid	Barcelona	Milan	Geneva	Zurich
Fintech	2,031	305	202	128	582	262	9	66	38	52	-	16
Food	348	1,300	245	7	27	55	6	12	12	2	-	1
B2C Services	409	901	35	2	3	69	-	28	26	4	-	3
Music	224	212	234	7	1,824	1	2	-	-	4	7	4
Telecom	291	8	198	77	76	9	-	23	6	-	59	-
Marketing	803	142	409	307	69	20	7	2	11	9	-	1
Fashion	380	577	366	16	33	3	-	8	29	2	-	-
Travel	358	233	277	237	1	25	6	74	27	4	1	-
Transportation	113	174	327	260	8	10	2	68	2	3	-	-
Back office	274	88	125	47	31	31	-	2	9	5	2	6
Analytics	291	84	44	233	24	56	8	4	13	8	-	1
Wellness	239	21	5	0	12	4	12	23	11	1	-	1
Content	273	104	159	258	104	15	8	5	9	1	-	1
Hosting	171	24	5	-	-	2	23	-	-	-	-	-
Real estate	176	69	12	-	1	-	-	0	2	0	-	1
Home	127	325	20	1	1	5	-	-	3	6	-	-
Developer tools	78	20	28	48	1	16	2	4	1	-	-	2
Merchant tools	181	8	18	23	28	5	1	0	0	1	-	-
Security	101	4	44	547	13	3	1	3	96	-	61	5
Learning	91	55	41	5	5	6	7	0	14	5	-	3
Healthcare	65	21	49	37	48	3	19	3	9	-	-	65
Energy	48	39	30	-	2	23	-	1	4	-	-	-
Search	112	111	14	51	6	11	1	17	18	6	-	-
Internetofthings	34	17	31	46	11	1	-	1	0	1	-	7
Cleantech	67	40	37	7	7	30	25	-	1	-	-	3
Jobs / recruitment	91	14	56	-	3	0	2	79	39	3	1	23
B2C Productivity	81	75	30	21	24	1	6	3	-	2	-	4
Gaming	130	49	18	38	93	5	184	6	48	0	-	-
Home appliances	2	14	2	-	-	5	-	-	-	0	-	-
Sports	64	15	2	24	0	1	1	-	0	1	-	2
Collaboration	86	35	13	10	11	13	0	0	4	-	2	-
Semiconductors	2	-	5	-	-	-	10	-	2	-	-	-
Agency	70	4	73	0	5	2	0	3	9	3	-	1
Logistics	5	55	39	2	3	1	18	19	9	-	-	-
Publisher tools	18	18	7	92	-	13	3	0	22	0	40	-
Workspaces	32	0	2	1	1	2	-	-	-	-	-	-
Info services	17	13	1	1	0	3	-	0	16	4	-	-
Kids	24	0	5	-	11	1	1	4	0	2	-	-
Legal	20	0	2	2	3	1	3	-	5	0	-	1
Robotics	9	-	2	23	-	-	-	-	-	-	-	9
Agritech	4	3	0	8	5	1	-	0	-	-	-	-
Events	76	45	9	9	-	2	-	39	0	3	-	-
Daily deal	56	30	18	0	13	20	-	4	30	2	-	-
Government	-	-	-	23	-	-	-	-	-	-	-	-
Pets	15	-	-	-	1	-	-	0	1	1	-	-
Books	8	2	4	-	2	0	-	-	-	-	-	-
Dating	2	0	23	-	-	-	-	-	-	-	-	-
Poker / gambling	2	3	-	-	-	-	-	-	-	-	-	-
Construction	-	0	4	-	-	-	-	-	-	-	-	-

Source: Dealroom.co data



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Venture capital raised by city



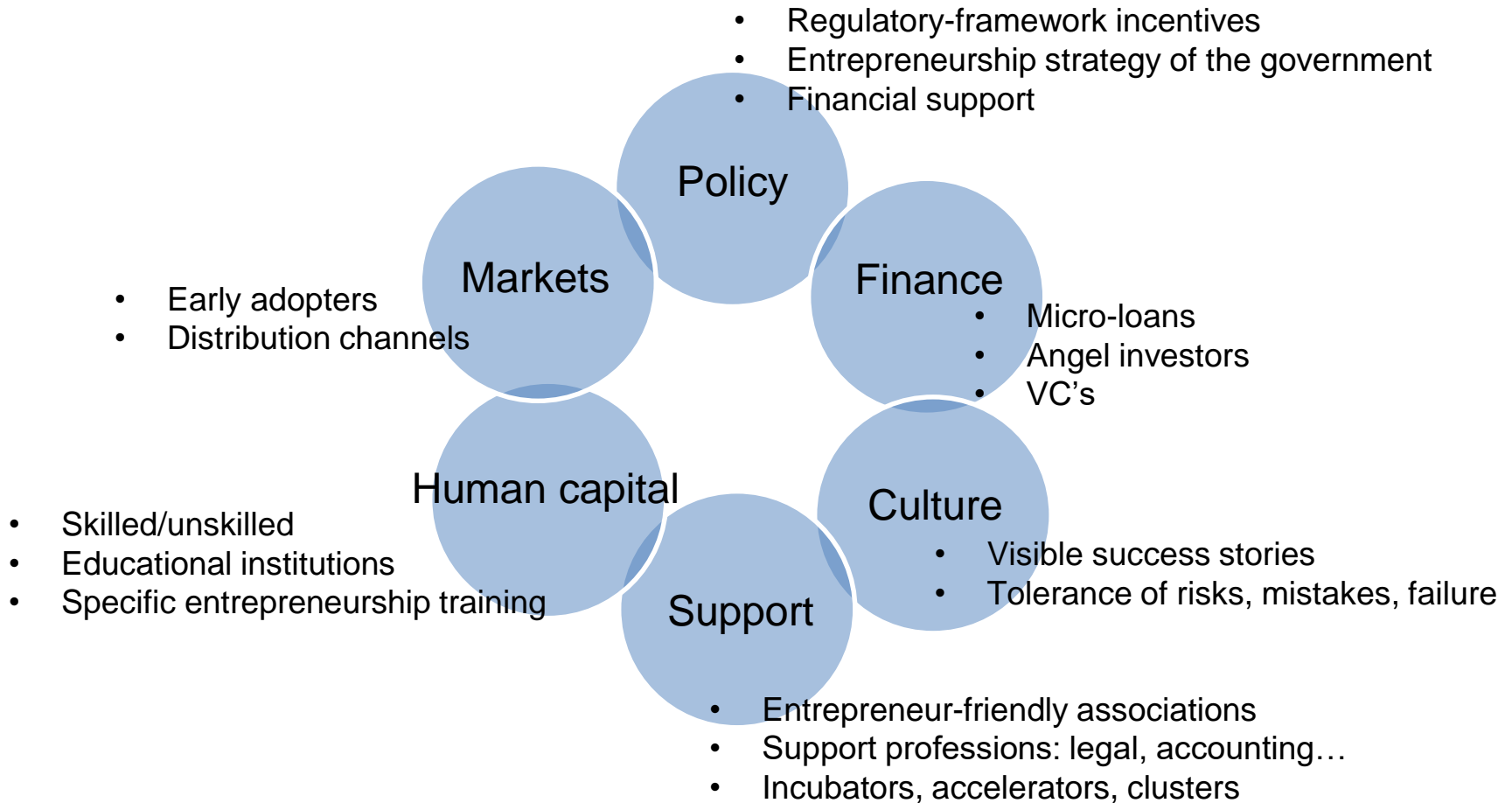
[Why Investors Are Looking To Barcelona For The Next Big Thing](#)

Source: Dealroom.co Data



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Entrepreneurship ecosystem





Policies to promote entrepreneurship

- Single point contacts to set up a business in Spain.
- Social Security “discounts” for new self-employed.
- Unemployed people can receive, in a single advanced payment, the 100% of their unemployment subsidy to start their own company.
- [Online directory](#) “Serveis per emprendre” / Public programs [Xarxa Emprèn](#) and [Start-up Catalonia](#).
- [Express procedures](#) for residence and work of non-EU entrepreneurs and investors.



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PAE's: "Help desks" for entrepreneurs

The screenshot shows the CIRCE website interface. At the top left, there are logos for the Spanish Government (GOBIERNO DE ESPAÑA) and the Ministry of Industry, Energy and Tourism (MINISTERIO DE INDUSTRIA, ENERGIA Y TURISMO). The main header features the CIRCE logo and the text "Business information and network creation centre". On the right, there is a search bar with the placeholder text "-texto-" and a "BIENVENIDOS | WELCOME" message. Below the header, there is a navigation menu with an "Online Proceeding" button. The main content area is divided into three columns: "Entrepreneur", "PAE", and "Services".

Entrepreneur
How to startup a company, company types, self-employed worker, limited liability company, new enterprise limited liability company, financing

PAE
What is a PAE?, How to start up a PAE?, requirements for setting up a PAE, PAE's map

Services
Request company name (SLNE), Online courses, PAE searcher, Public Notaries search, Statistics

The Help desks for Entrepreneurs (**Puntos de Atención al Emprendedor – PAE**) are centers where entrepreneurs receive advice and assistance with the administrative procedures to setting up the company through the Single Electronic Document (DUE). There are more than 1.000 PAEs in Spain.



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Online directory of services for entrepreneurs

Generalitat de Catalunya
gencat.cat

ca es

services, institutions

PRIVATE AREA FOR INSTITUTIONS

#ServeisPerEmprendre Services for entrepreneurs provided by public and private institutions from Catalonia

Twitter LinkedIn Facebook

What do you require?

- Professionals who respond
- Help with paperwork
- Sites of accommodation
- Business and services market
- Awards and ideas contests
- People to meet
- Knowledge
- Funding

Search

Services for:


- Trader or store
- Professional services
- Ancillary industry and logistics
- companies
- and cooperatives
- businesses

Comprehensive catalogue of services for entrepreneurs provided by public and private institutions (business associations, universities, private investors...)

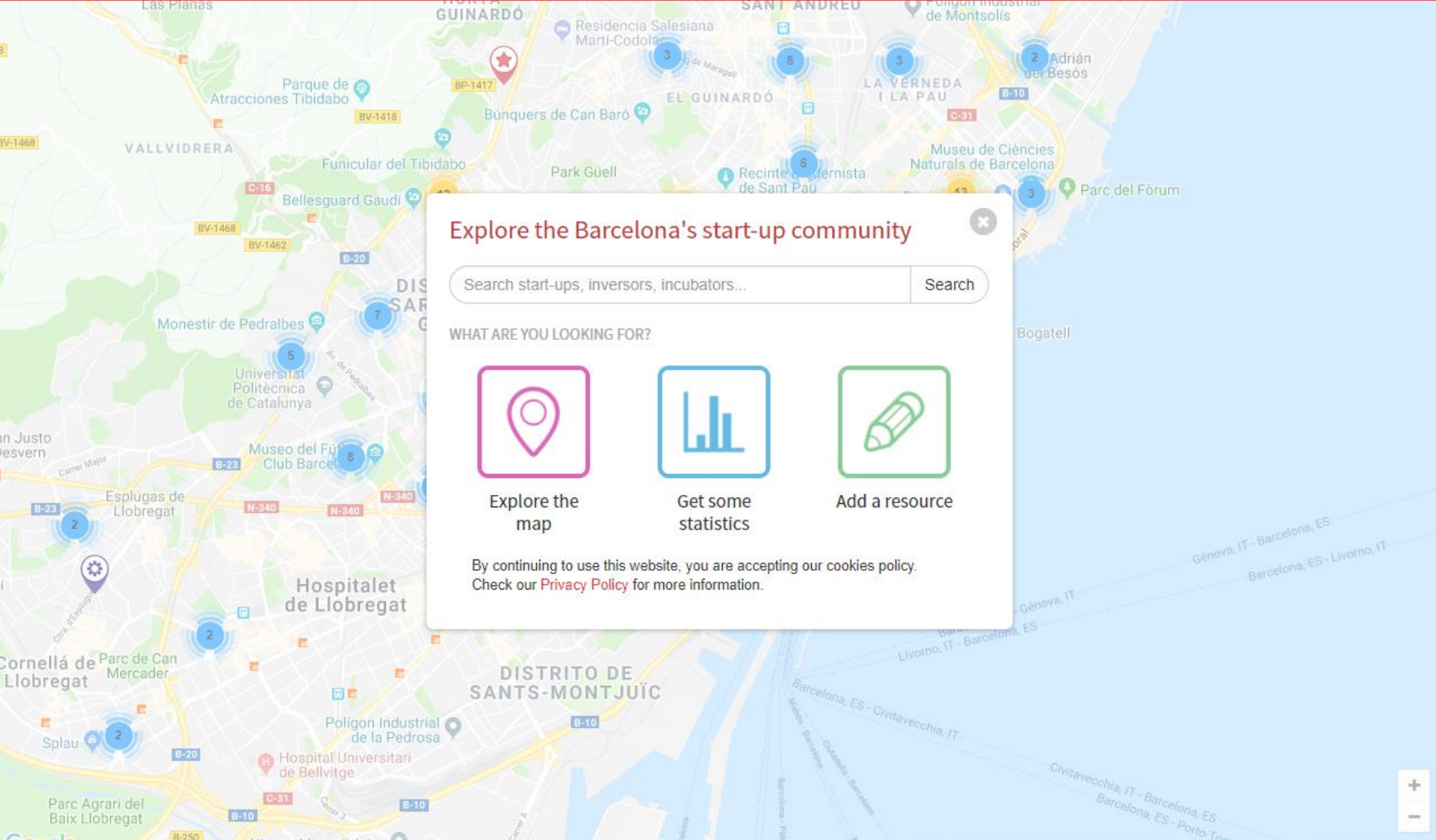


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Online directory of services for entrepreneurs




 **Barcelona Startup Map**
The entrepreneurial ecosystem of Barcelona

[Display help tips](#) [Explore](#) [Add a resource](#) [Infographics](#) [The Ecosystem](#) [Login](#)



Explore the Barcelona's start-up community

WHAT ARE YOU LOOKING FOR?

-  Explore the map
-  Get some statistics
-  Add a resource

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Public programs in Catalonia

- ▶ First stage entrepreneurship: [Xarxa Emprèn](#)
- ▶ Second stage entrepreneurship: [Start-up Catalonia.](#)

The Catalan Government launched it in 2014:

- Addressed to new companies with high growth potential.
- It comprises 2 different programs: one focused on accelerate the first sales and another one focused on internationalization
- Duration between 6 and 8 months
- Mentorship to professionalize teams (from entrepreneur to businessman) and help the start-up grow



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Public institutions in Barcelona



Oficina d'Atenció a les Empreses



Servicios

- Constitución de empresas
- Financiación empresarial
- Asesoramiento a empresas y entidades del Tercer Sector
- Internacionalización y trámites de comercio exterior
- Innovación
- Información y trámites municipales
- Búsqueda de trabajadores/as
- Transmisión empresarial
- Localización
- Espacio Barcelona

Formación

- 14/09/2016**
El escaparate y el establecimiento, desde el punto de vista del viandante(Zona Eix Sant Andreu)
- 26/09/2016**
Facebook con visión de negocio - Nivel Avanzado (con perfil Facebook)
- 27/09/2016**
Instagram para comerciantes - Nivel Inicial (sin perfil Instagram)
- 28/09/2016**
¡Innova en el negocio ; piensa primero y actua después!

- Services addressed to entrepreneurs and SMEs
- Training seminars
- Specific [programs](#) (e-commerce, tourism, handmade...)
- [Landing services](#)



Social Security discounts and unemployment subsidy to start-up

- ▶ The Spanish Government provides a **Social Security discount on the contribution basis** (80% first 12 months, 50% next 6 months and 30% next 6 months) to people who want to establish themselves as self-employed workers.
- ▶ You do not have to apply for the discount, it is automatically applied
- ▶ Unemployed people can receive, in a **single advanced payment**, the 100% of their **unemployment subsidy** to start their own company.



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Entrepreneurship ecosystem: finance

- Micro-loans (Microbank)
- Equity loans (ENISA)
- Public financial institutions: ICF and ICO
- Angel investors networks



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Micro-loans

MicroBank

BRANCH FINDER | REAL CASES CAS | CAT | ENG Search Engine: to CaixaBank 🔍

Direct access to Línea Abierta 🔒

ABOUT MICROBANK MICROCREDITS ACCOUNTS SAVINGS AND INVESTMENT SERVICES MONTE DE PIEDAD

MICROCREDITS
MICROCREDITS
ENTREPRENEURS
AND BUSINESSES

Whether you are an entrepreneur who wants to start a project as a self-employed person or a microenterprise, we believe in you.

Further information

We are a bank with **SOCIAL VALUES**

We contribute to economic development and job creation, encouraging social cohesion. We provide equal access to credit and promote financial inclusion.

BANK WITH ECOLOGICAL VALUES
BANK WITH ETHICAL VALUES
APPLY FOR YOUR MICROCREDIT

ERASMUS+ MASTER LOAN MICROBANK TODAY FIND OUT ABOUT SOME REAL CASES

MICROBANK Click here and find out about our microcredits

LA COCINA DE MARÍA Take away food

- Loans with no collateral or guarantees required
- The loan is acquired by the individual, not the company
- Limited to 25,000 €
- Usually higher interest rate than conventional loans, but no bank fees instead
- Approval criteria: provide a viable business plan validated by institutions (Chambers of Commerce, Local Government Agencies...), be a trustworthy entrepreneur (no defaulted debt)
- [Microbank](#)



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Micro-loans programs: pros and cons

Pros	Cons
No financial guarantee (property, payroll) is required	Limited to 25,000 €
Approval based on confidence, and a business plan endorsed by the Chamber	The loan must be used for fixed investment (facilities, equipment)
Fixed interest rate (better prediction of cash flows)	High interest rate (6.25%)



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ENISA: public company that finances viable and innovative enterprises through equity loans



enisa con los emprendedores
Solicítanos financiación para tu empresa

#equipoenisa



[Buscar](#)



noticias

62,6 millones
Presupuesto Enisa 2016
→

Firma de Convenio entre
Enisa y CaixaBank →

Entrevista Usmima-
Mowoot →



Conócenos

- Quiénes somos
- Transparencia
- Nuestros compromisos
- Enisa en cifras

Financiación

- Líneas ENISA
- Portal del cliente
- Preguntas Frecuentes
- Capital Riesgo

i + d + e

- Actualidad
- Casos de éxito
- Recursos
- Be to Biz *



Portal del cliente

[Acceder aquí](#)

Síguenos en






ENISA - Empresa Nacional de Innovación SA

Contacto | Boletín informativo | Perfil del contratante | Trabaja con nosotros | Aviso Legal | Política de Privacidad | RSS | AA



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ENISA: public company that finances viable and innovative enterprises through equity loans

Approval criteria

- Applicant must be SME and limited company (no large companies, no sole traders/freelancers)
- Company's registered office in Spain
- [Business plan](#) that reflects the technical and economic viability of the company
- Good management team (no one-man companies)
- Financial autonomy. It requires a contribution of equity by the founders, at least equal to the amount requested from ENISA.



Cambra de Comerç
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Public financial institutions: ICF

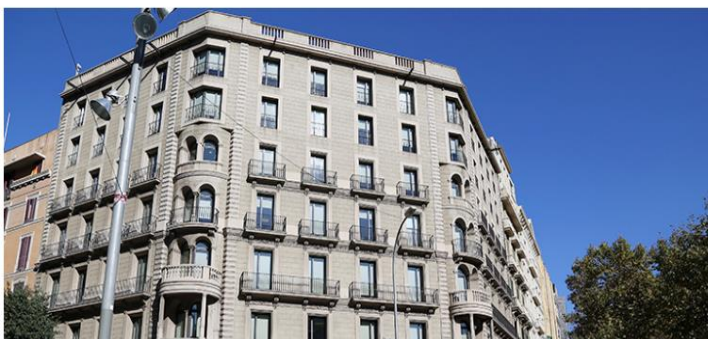


Institut Català de Finances

Institut Català de Finances (ICF - Catalan Finance Institute) is a public financial institution founded in 1985 and owned by the **Government of Catalonia**. ICF's mission is to foster and improve access to funding for enterprises in Catalonia in order to contribute to the growth of the region's economy, complementing the private financial sector.

The institution offers companies a range of products and services in the area of corporate finance, focusing on **loans** and **guarantees** and **venture capital** initiatives.

ICF is member of the **European Association of Public Banks** (EAPB), which gathers the majority of public European banks and financial institutions.



Apply for your funding

How to apply for ICF
funding

Let us help you
+34 902 227 237
consultes@icf.cat

- Company must be based in Catalonia (registered office/legal address)
- ICF loans: some are direct financing facilities, other are second-floor facilities (loan approved and default risk assumed by commercial bank)



GOBIERNO DE ESPAÑA
MINISTERIO DE ECONOMÍA Y COMPETITIVIDAD
ICO

Print |

About ICO | Financing Facilities | Investor Relations | Search... Search

ABOUT ICO

Home » About ICO » What is ICO?

- What is ICO?
 - Mission and Functions
 - Institutional Presentation
 - ICO Group
 - Funds with ICO's Participation
 - Agreements with Institutions
 - The State Financial Agency
- Structure and Organisation
- Good Governance
- Financial Information

What is ICO?

The Instituto de Crédito Oficial is a state-owned bank attached to the Ministry of Economic Affairs and Competitiveness via the State Secretariat for Economy and Enterprise Support.

From a legal point of view it is a credit institution, and is treated as a State Finance Agency, with its own legal status, assets and treasury, as well as an independent management to carry out its activities.

ICO is a state-owned bank and is governed by the financial equilibrium principle, in accordance with its Articles of Incorporation, which were approved in [Royal Decree 706/1999 of 30 April](#).

It finances itself on the national and international capital markets. The debts and obligations it enters into with third parties benefit from the explicit, irrevocable, unconditional and direct guarantee of the Spanish State.

Apart from the Institute, the ICO Group comprises [Axis](#), a venture capital firm, and the [Fundación ICO](#).

Axis was the first venture capital firm to be established in Spain, in 1986, and currently provides equity or quasi-equity instruments to companies to finance their growth.

The Fundación ICO was created in 1993 in order to promote culture and art. Since 2003 it has existed as an ongoing, not-for-profit, public sector foundation with a national scope and independent assets.

ICO also participates as a shareholder in other companies such as the Compañía Española de Reafianzamiento ([CERSA](#)) and the Compañía Española de Financiación del Desarrollo ([COFIDES](#)), as well as the European Investment Fund ([EIF](#)).

- Companies must have a registered office in Spain
- ICO [second-floor facilities](#) for entrepreneurs and SMEs



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Angel investors: main networks in Spain

Mapa de Redes AEBAN



[AEBAN](#) is the Spanish Association of angel investors networks

Most active networks in Catalonia:

[ESADE BAN](#)

[Xarxa d'Inversors Privats i Family Offices de l'IESE](#)

[Keiretsu Fòrum BA Barcelona](#)

[Business Angels Network Catalunya](#)

[BCN Business Angels](#)

[EIX Technova](#)

[Antai Business Angels](#)

[SeedRocket](#)

[NECOTIUM](#)

[Know Capital BA](#)

[First Tuesday](#)

[Col·legi d'Economistes de Catalunya](#)



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Entrepreneur-friendly associations



BLE Proyectos Emprende en Barcelona Agenda Blog Colabora



♥ Bienvenid@ a BLE

BLE es una iniciativa de base social que tiene como misión convertir Barcelona en referente europeo en sectores de alto valor y sostenibles con Catalunya. [¿Te unes a nosotros?](#)

📄 Manifiesto

Nuestro [Manifiesto](#) nos sirve de guía, inspiración y hoja de ruta en la labor diaria como activistas de BLE. Si te sientes identificado con él, ¡ayúdanos a [difundirlo!](#)

📰 Blog

En BLE queremos que nuestra comunidad esté al día de todas la novedades, noticias y actualidad sobre el emprendimiento. ¡No dejes de [visitar nuestro BLOG!](#)

Barcelona Loves Entrepreneurs

BLE connects the “circles” of the ecosystem by hosting informal events, dinners, afterworks on specific topics/sectors



Cambra de Comerç
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Entrepreneur-friendly associations



SI UN EMPRENDEDOR TIENE UNA IDEA, DEBE LLEVARLA A CABO. ¿TE AYUDAMOS?

Quiénes somos:

Seniores Voluntarios retornando a la sociedad los conocimientos y habilidades directivas alcanzadas.

25 años apoyando la creación y consolidación de puestos de trabajo.

Quieres **COLABORAR** en Secot?

Nuestra propuesta de Orientación:

- Plan empresa y viabilidad; Método CANVAS.
- Análisis de las áreas de gestión de la entidad o empresa.
- Servicio de continuidad mediante tutorías.
- Ayudas / Financiación; mediación.

Nuestra propuesta Empresarial:

- [Conferencias monográficas](#)
- [Jornadas de Reflexión](#)
- [Escuela Secotbcn de Emprendedores](#)
- [Club Secotbcn](#)

¿Quieres que TE AYUDEMOS? ↗

SECOT

Retired
entrepreneurs/
executives

Individual counseling
and mentoring

Training (business
plans, marketing,
financial
management...)



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Support professions for entrepreneurs

COA COLLEGI OFICIAL DE GESTORS ADMINISTRATIU DE CATALUNYA

acceso área privada prensa eventos noticias actualidad newsletter contacto

ECONOMÍA Y EMPRESA PROFESIONALES DEL DERECHO, LA ECONOMÍA Y LA EMPRESA

Busca

FISCAL Y CONTABLE

Los gestores administrativos damos soluciones globales en el ámbito fiscal, financiero y contable

ENCUENTRA TU GESTOR MÁS CERCANO [AQUÍ](#)

CONFIANZA, PRESTIGIO Y EXPERIENCIA

EL COLEGIO | VENTANILLA ÚNICA | SERVICIOS A GESTORES | GESTORES TV | ESTUDIANTES | FORMACIÓN | COLABORACIONES

info.servicios

Gestión de Citas Centralizadas (ROMA)

Con el fin de agilizar la inscripción de los vehículos agrícolas, disponéis de un sistema de citas centralizadas para la inscripción al Registro Oficial de Maquinaria Agrícola (ROMA).

Banc Sabadell

Servicio integral de productos financieros. Para mejorar vuestra economía personal, para vuestra actividad empresarial y para obtener el máximo beneficio en vuestras inversiones, con toda la agilidad de la banca a distancia.

Servicio de escrituras

actualidad

PERIODO EXTRAORDINARIO! Solicita tu acceso al Máster Universitario en Gestión Administrativa

Ya está abierto el periodo extraordinario de inscripción al Máster Universitario en Gestión Administrativa de la Universidad Abad Oliba. Estos estudios proporcionan una formación oficial...

Jornada de actualidad fiscal

La atonía legislativa no se traduce en una mayor relajación en el ámbito fiscal. En estos momentos de reinicio de la actividad son vanos los...

White Party 2016

acceso área privada

Email

Contraseña

Entrar No cerrar sesión [Recuperar contraseña](#)

Busca tu Gestor Administrativo

DESCARGAR GUÍA SERVICIOS

todo ventajas **COLEGIATE**

Professional associations
“*Gestores administrativos*”:
comprehensive services on
legal, accounting and
labour issues



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Support: Incubators, accelerators

SeedRocket

[Inicio](#) [Aceleradora](#) [Startups](#) [Mentores](#) [Eventos](#) [Blog](#) [APLICA](#)



Nuestros mentores

Conoce nuestros mentores, emprendedores de éxito, fundadores de startups TIC y principales business angels de España.

[Ver todos >](#)



SeedRocket Accelerator located in the City Council incubator. It combines training, mentorship and networking



Conector:

Presence in Barcelona and Madrid. For digital projects on TIME. Teams, not sole traders.



Support: Incubators, accelerators

- City Council incubators in Barcelona:

[Glòries Business Incubator](#): for new businesses (<1 year), must have a viable BP validated by Barcelona Activa

[Almogàvers Business Factory](#): to be admitted, you have to be connected to some of the partners of the City Council (UPF, Cowocat, Incubio, EGI Group...)



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Spanish red tape?





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Setting up a business in Spain

- There are two basic ways to set up a business in Spain:
 - As a **sole trader** (*autónomo*)
 - As a **limited company** (*Sociedad Limitada, Sociedad Anónima and Cooperativa* being the more common forms of companies)



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Becoming self-employed in Spain

When you are an “autónomo”, you run your own business as an **individual** and are **self-employed**.

That means you’re personally responsible for any losses your business makes.

You can employ staff - being an “autónomo” means you’re responsible for the business, not that you have to work alone.

Details of the proceedings to become self-employed [here](#)



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de Barcelona

Incorporating a limited company in Spain

The Limited Liability Company is known as S.L or S.R.L
(*Sociedad Limitada, Sociedad de Responsabilidad Limitada*)

The minimum capital is €3,000 and must be fully paid in at the time of formation. It can be either cash or non-cash contributions (no taxation is required for non-cash contributions)

Number of shareholders: minimum 1, no maximum

Details of the proceedings to incorporate a limited company [here](#)



Weak spots of the ecosystem

- ▶ Tax scheme not adapted to early stage business / self employed
- ▶ Red tape, especially for brick-and-mortar businesses
- ▶ Lack of VCs investing in seed/early stage businesses
- ▶ Poor communication among the agents of the ecosystem
- ▶ No real second chance in case of failure (most debts are not eligible)



Cambra de Comerç
de Barcelona

Weak spots of the ecosystem

MARC PARISH Cofundador de Crowdcube España

BLANCA CALVO
BARCELONA

Arran de la seva experiència a Crowdcube España, una empresa dedicada al finançament alternatiu online, Marc Parish deixa Barcelona per tornar a Stanford a cursar un MBA (Màster en Administració i Direcció d'Empreses).



—¿Què el va portar a Barcelona?

—La veritat és que no vaig venir a Barcelona pel sol, la platja ni l'arquitectura. Vaig venir perquè vaig veure una oportunitat de negoci. Ja estava treballant en l'àrea del crowdfunding a Kenya i volia continuar en aquest món. Vaig saber que els meus futurs companys estaven fundant Crowdcube. Vam parlar, vam veure que l'oportunitat existia i vaig decidir incorporar-me a l'equip. Vaig arribar a Barcelona sense cap expectativa i vaig quedar a l'ucinat amb tot el que oferia.

—¿Per què van escollir Barcelona per començar el seu negoci?

—Barcelona no és Londres ni Silicon Valley, però a l'investigar una mica vaig veure que hi havia molt suport per als emprenedors: el 22@, Barcelona Activa i empreses que s'estaven internacionalitzant. A més a més coneixia gent que havia vingut aquí a emprendre perquè es podia viure molt bé i treballar en els espais de coworking.

—¿I va ser així?

—Quan vaig arribar vaig veure que hi havia moltes ajudes i oportunitats però eren molt difícils de trobar: el que més em va costar va ser trobar la informació. Abans de venir vaig donar per fet que em trauria un visat d'empenedor, però vaig tenir molts problemes per fer-ho. No hi ha cap lloc on, com a persona no europea, pugui anar per informar-me sobre el procés del visat i la part d'impostos.



«Si volem un ecosistema d'innovació a Barcelona, hi ha d'haver més comunicació»

—¿I què ha resultat ser el millor d'aquesta ciutat per emprendre?

—Hi ha un sector empenedor amb moltes ganes i que realment vol canviar el món amb els seus productes. Em vaig adonar que hi havia moltes conferències molt interessants, amb uns ponents d'un gran nivell, però que sovint estaven gairebé buides. Que hi hagi tanta oferta demostra que hi ha un gran interès, però s'ha de gestionar aquesta oferta per augmentar l'assistència.

—¿Què li falta a la Barcelona empenedora?

—Hi ha un element que m'ha semblat molt sorprenent: la gent que treballa en el món de les start-ups i la tecnologia no és tan oberta com a San Francisco o Londres per compartir les seves idees. De vegades, la gent és reticent a parlar dels seus plans d'innovació i això impedeix que es creï la sensació que entre tots estem creant un ecosistema d'innovació. I perquè a Barcelona surtin bones i interessants idees hi ha d'haver necessàriament col·laboració entre les persones creatives: ningú podrà fer una empresa com per exemple Google sol. A la ciutat de San Francisco si jo vull prendre'm un cafè amb un alt càrrec d'Airbnb probablement farà un forat en la seva agenda per parlar amb mi. I encara que no em reveilli informació crucial, m'aconsejarà i em farà de mentor.

—Vostè ara se'n va de Barcelona per estudiar als Estats Units, ¿tornarà?

—M'encantaria, potser el tema del salari és un problema perquè me'n vaig a estudiar un MBA que hauré de finançar. I amb el salari mitjà de Barcelona, hauria de dedicar el 100% del que guanyés a pagar el préstec. Aquest és un altre punt sobre el qual Barcelona hauria de reflexionar. Tinc amics que vénen a fer el seu MBA a IESE o ESADE i que quan acaben volen quedar-se aquí. No obstant, els salaris de Barcelona no els permeten pagar el finançament que han demanat. Tenim les escoles que atrauen el talent i la gent vol quedar-se aquí, però no s'ho poden permetre.

—¿Alguna cosa que no es pugui deixar de fer si es visita Barcelona?

—Hi ha molt bon menjar. I després... caminar. Jo camino pels carrers de la ciutat i em perdo pel Born, per tot Ciutat Vella. També m'agrada Montjuïc, la Fundació Joan Miró... La veritat és que hi ha tantes coses a fer que és realment difícil dir només una cosa. ■

Marc Parish, Co-Founder of equity crowdfunding platform [Crowdcube](#)



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Thank you!

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