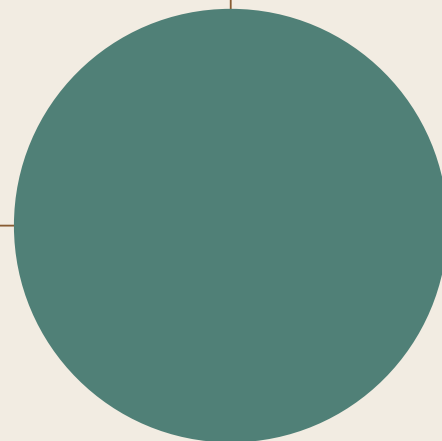
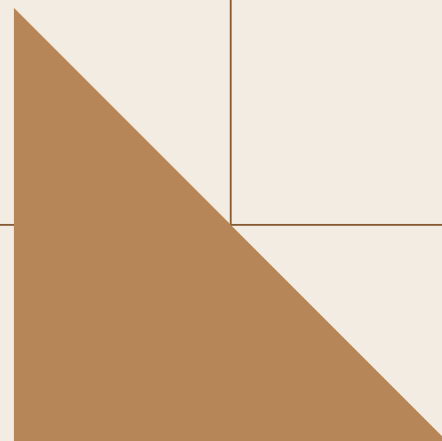


2nd edition

Krakow Startup Report



#omgkrk

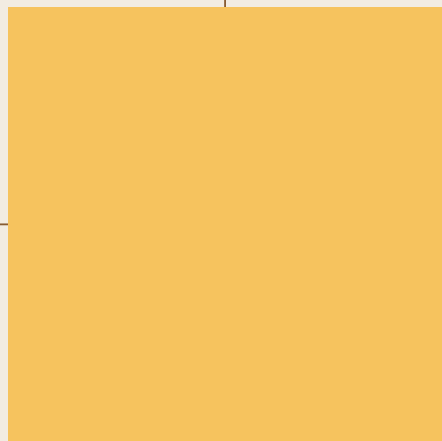
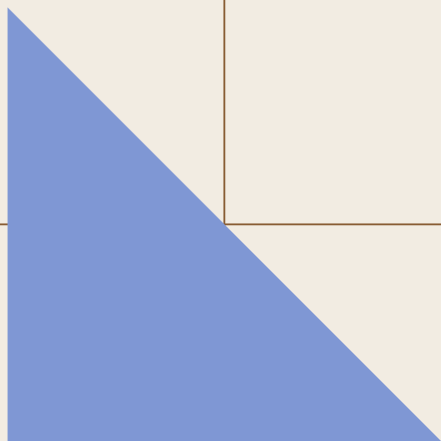


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Krakow is a city of contrasts: a treasure trove of history that thrives at the cutting edge of innovation. Known globally as a tourism and cultural gem, Krakow is also carving its identity as one of Europe's most dynamic startup ecosystems.

With a foundation built on world-class academic institutions, a growing business landscape, and a vibrant international community, the city stands as a beacon for entrepreneurs, investors, and tech enthusiasts alike.

In this year's Startup Report, we delve into the many facets of Krakow that make it an extraordinary place to live, work, and innovate. From its unique cultural allure to its reputation as a life-friendly city, we explore the holistic advantages that attract talent and inspire entrepreneurial success. At the heart of this narrative is a thriving startup ecosystem supported by active communities, co-working spaces, specialized VC funds, and a range of tech and business events that fuel collaboration and growth.

Our report provides an in-depth look at the key players shaping Krakow's business landscape. You'll find insights into the city's growing network of startups, a breakdown of industries and specializations, and success stories that exemplify the resilience and creativity driving the local economy. We also examine the challenges faced by entrepreneurs, highlighting opportunities for the community to grow stronger together.

This year, we shine a light on Krakow's increasing appeal to foreign founders, a few disturbing tech technologies, and the top tech trends emerging from the city's startup scene. Whether you're interested in the city's academic and scientific leadership, the vibrant cultural backdrop that inspires innovation, or the business rankings that place Krakow at the forefront of economic growth, this report offers a comprehensive view of what makes Krakow a thriving hub for startups.

With insights gathered through surveys, community contributions, and data-driven analysis, the Krakow Startup Report 2024 is both a celebration of progress and a call to action for continued innovation. Whether you are a local entrepreneur, an investor, or someone exploring Krakow's potential, we invite you to dive into this report and become part of Krakow's exciting journey forward.



Dominika Walec

—
CEO OMGKRK

We are proud to present this report and look forward to fostering even more growth, collaboration, and success in Krakow's startup ecosystem.

About Krakow

Kraków, the second-largest city in Poland, is a remarkable blend of rich cultural heritage and modern economic dynamism. Known for its picturesque Old Town, vibrant cultural scene, and thriving business environment, Kraków has become a key destination for both tourists and entrepreneurs. The city's unique ability to combine tradition with innovation makes it a standout location in Central Europe for visitors and businesses alike.

Kraków has emerged as one of the most economically dynamic cities in Central Europe, drawing a steady stream of foreign investments while supporting the rapid growth of local entrepreneurship.

As a key player in the European business services sector, the city continues to seek ways to diversify its economy. Kraków's appeal spans from major international corporations to small enterprises, creating a thriving business environment that fosters innovation and growth.

The city's economy is anchored by a wide range of industries, including finance, high-tech sectors, and creative enterprises. This diversity is essential for its continued development, enabling businesses of all sizes—from global brands to individual entrepreneurs—to find success in Kraków. While tourism remains an important part of the local economy, the city has strategically expanded its focus to other sectors like industry, construction, and business services, all contributing to its broader economic stability.



Krakow: A Tourism Gem

Tourism remains a cornerstone of Krakow's appeal. With over 12.18 million visitors in 2023, the city ranks as the most popular tourist destination in Poland. Krakow boasts an extensive hospitality infrastructure, featuring 197 hotels, including 21 five-star establishments. The city's rich history, dating back to the medieval era, is one of its biggest draws, as evidenced by its placement on UNESCO's World Heritage List. Visitors are enchanted by its historical landmarks, such as Wawel Castle, the Rynek Główny (Main Market Square), and the ancient Kazimierz district.

12.18M

visitors in 2023



197

hotels, including 215* hotels,
684* hotels

Krakow is among the 100 “Best European Metropolises”

in the Resonance Consultancy
report – “Europe's Best Cities
in 2023”

Krakow the European Capital of Gastronomic Culture 2019

20 Krakow restaurants
recognised in the Michelin 2024
guide, including the first in
Poland to be awarded two stars

1st

among the “Best European
cities to visit in winter” 2023
according to discovercars.com

1st

in Poland in terms of number
of hotel facilities

1st

in the “Which?” magazine
rating for the best European
city for city break

3rd

in the ranking of Europe's most
attractive cities for tourism
according to the Post Office
Travel Money 2023

6th

on Booking.com 2023
“10 Gourmet Places in Europe”
and 10th in the “10 Best Places
with History and Culture”

10th

in Traveller's Choice 2023
according to Tripadvisor's
“Trending Destinations – World”
category

Life-friendly Krakow

→ About Krakow

Krakow is people. It has 806,201 residents and 8M people living within 100 km. The city Krakow was recognised in the Smart City Index 2024, a global ranking of smart cities with a high quality of life, care for the environment, and social inclusion, and as the winner of the „European Green Capital 2023” competition.

Krakow was also named among „EU Mission: Climate-Neutral and Smart Cities” together with such cities as: Paris, Lisbon, Munich, Dublin and Milan.

In 2023, Krakow joined the Green City Accord – clean and healthy cities for Europe.

50,4%
of green areas

75
parks

43
pocket parks

20
community gardens

6
parks of Krakow
residents

60 ha +
flower meadows

10
apiaries

376,028
forest seedings
in 2015-2023

1.590.29 ha
of forests

229.4 km
of bicycle paths -
(39,5 km completed
in 2023)

**Sustainable
development
of Krakow's public
transportation**

643
buses, including
121 electric and
34 hybrid buses

365
electric trams

Krakow Airport
Poland's largest
regional airport

9.4m

passengers served
– a record year (2023)

10.1m

passengers forecast
for 2024

161

connections

113

cities

123

ports

35

countries

25

airlines

Krakow for Culture

Krakow is a city steeped in rich cultural heritage, recognized globally for its historical significance and vibrant arts scene. As one of the first cities listed on the UNESCO World Heritage List, it boasts an array of architectural and artistic treasures. Krakow is also a UNESCO City of Literature and a member of the UNESCO Creative Cities Network, underlining its role as a hub for creative expression. Serving as the Europa Nostra Heritage Hub for Central and Eastern Europe and having been named the European Capital of Culture in 2000, Krakow continues to celebrate and preserve its deep-rooted cultural legacy.

**On the 1st UNESCO
World Heritage list
since 1978**

**Europa Nostra Heritage
Hub for Central and
Eastern Europe**

**Member of the
UNESCO Creative
Cities Network**

**UNESCO City
of Literature**

**European Capital
of Culture 2000**



Krakow: An Academic and Scientific Leader

Krakow is home to 23 higher education institutions, including seven universities, making it one of Poland's premier academic centers. In 2024, it was placed at the top of both the Center for World University Rankings (CWUR) and the Academic Ranking of World Universities (ARWU).

The Jagiellonian University is the top Polish higher education institution according to the Center for World University Rankings 2024 (CWUR) and the Academic Ranking of World Universities 2024 (ARWU).

AGH University of Science and Technology in Krakow was also named in both rankings.

Krakow is also home to institutions such as: the National Science Centre, the Polish Academy of Arts and Sciences, the Polish Academy of Sciences Branch in Krakow with 22 institutes and laboratories, numerous scientific units, including those of the Łukasiewicz Research Network – the Institute of Ceramics and Building Materials and the Krakow Institute of Technology, the Małopolska Biotechnology Centre of the Jagiellonian University, the SOLARIS National Synchrotron Radiation Centre, Innovation Centres, Technology Transfer Centres, the Space Technology Centre (AGH), Krakow Technology Park, the Małopolska Science Centre COGITEON, and Clusters, including the LifeScience Cluster Krakow (of the Key National Clusters).

23

higher education institutions, including 7 universities

12,300

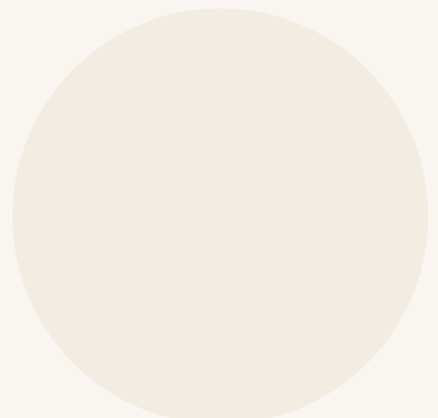
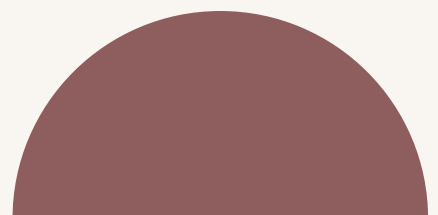
academic staff, including 3,807 full and associate professors

132,000

students, including more than 9,500 foreigners

32,300

graduates every year





Krakow: A Premier Conference Destination

→ About Krakow

Krakow is a top destination for international conferences, with nearly 200 venues hosting over 4,300 events in 2023, attracting 930,000 participants. Key venues include the ICE Krakow Congress Centre and the TAURON Arena Krakow. Ranked 30th in Europe and 47th globally in the ICCA 2023 meetings market, Krakow continues to shine as a hub for major business events.



Krakow for conferences

200

conference venues

4,368

business events in 2023
for more than 930,000
participants

2.3 billion

PLN estimated
economic impact

ICE Krakow Congress Centre:

3,200

seats

2nd

among 40 venues across Europe
in the Meetings

**Star Award
2024**

TAURON Arena Krakow:

15,000

seats

9,300

standing on the GA floor total area
of 96,815 sqm

1st

venue in Poland admitted to the
European Arenas Association.

A Thriving Business Hub

→ About Krakow

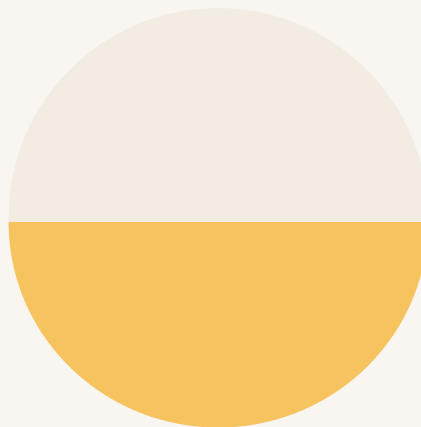
While Krakow's tourism industry thrives, the city is also emerging as one of Europe's leading business centers, particularly in the field of modern business services and startups. Krakow has a strong entrepreneurial ecosystem supported by a network of business services centers, incubators, and innovation hubs. It is home to 288 business services centers, employing over 101,000 people, making it the leader in Poland in this sector. These centers, which include IT hubs, shared services centers (SSC), and research and development (R&D) centers, offer global businesses a strategic location in Central Europe.

Krakow's business environment is bolstered by its highly educated workforce. This wealth of academic talent supports Krakow's reputation as a leading center for innovation and entrepreneurship.

Krakow resources

1.9 %

registered
unemployment rate



77.6 %

of residents at pre-working
and working age

242.7 k

average workforce in the
business sector (up 2.3%
on the previous year)

9,340.92

PLN average monthly salary
in the business sector

176.9 k

businesses registered
(up 5.2% on the previous year)

112 k

persons with their own business
(up by 5.9% per year)

49.7 k

companies, including 38 k
commercial companies,
out of which 5.6 k have
foreign capital

Business Rankings and Economic Strength

→ About Krakow

Krakow's rise as a major business hub has been recognized in numerous global rankings. In 2024, Standard & Poor's affirmed Krakow's long-term international credit rating at A-/stable, highlighting the city's financial stability. In the Forbes magazine "Business Friendly Cities 2023" ranking, Krakow was ranked 2nd in the category of cities with a population over 300,000.

Furthermore, Krakow has been recognized in the fDi's European Cities and Regions of the Future 2024 ranking. The city earned 1st place in both the business friendliness and human capital and lifestyle categories, underscoring its appeal as a location for businesses seeking a skilled workforce and supportive environment. Krakow also ranked 4th overall among large European cities and 6th in economic potential, solidifying its position as a prime destination for investors and companies looking to expand in Europe.



**288 centres
- 101,000
employees
including:**

48.5k

in SSC/GBS centres

18.6k

in BPO centres

20.3k

in IT centres

12.3k

in R&D centres

**Krakow is the leader in Poland
in terms of the number of
employees at centres specialising
in Research and Development.**

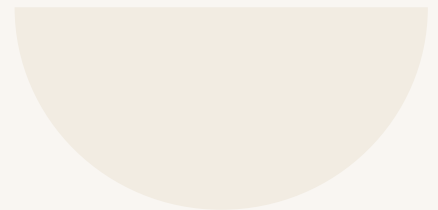


22%

of BSS employees in Poland
work in Krakow

45

centres employ a minimum
of 500 people



25

centres employ at least 1,000
people (58.6% of total workforce
in the sector in Krakow)

9

new centres established in 2023
and 2024



351

average employment rate
(highest in Poland)

104,000

forecast number of jobs in the
sector in Q1 2025

Why Krakow?

“

**We are
a partner
to work
with.**

“Krakow is the capital of one of Poland’s most beautiful regions, Małopolska – a dynamic economic centre, where tradition meets modernity.

One can hardly imagine smart growth of the region without fully involving the potential of the region’s citizens and businesses, and the potential is enormous. Krakow boasts excellent academic facilities and highly educated residents who are full of passion and creativity. Małopolska’s universities and colleges have attracted over 130,000 students. We are steadily investing in making Małopolska not only a great place to pursue business, but also an excellent place to live – this is one of the key factors in attracting and retaining top talent here. They are the ones – brave, open to innovation, not afraid of new challenges – who are building their companies, creating cutting-edge solutions that are making a difference. We are proud of the achievements of Małopolska’s entrepreneurs and start-ups. They promote Krakow and Małopolska abroad and are our ambassadors. They also inspire the next generation of innovators and entrepreneurs.

In Małopolska, we have been fostering a good business climate for years. Reflecting the above, **Małopolska earned a special award of European Entrepreneurial Region from the Committee of the Regions of the European Union.** It is acknowledgement and an honourable label, but above all, recognition that it is worth doing business in Małopolska. As a region, we are implementing a number of initiatives to develop entrepreneurship in Małopolska. We support the development of the competencies of young innovative entrepreneurs as part of the #StartUP Małopolska programme. We have created a platform for networking and organising events to promote networking and develop the local startup ecosystem. We are a partner to work with. Together, we are developing Małopolska – a region offering unlimited opportunities.”



Łukasz Smółka

–
Marshal of the
Małopolska Region



Aleksander Miszalski

—

President of City of Krakow

“I would like as many of them as possible to succeed, and, what’s more, I would like them to succeed here - in Krakow”

Krakow - City of Innovation

“This is not a title that anyone can attain, but in Krakow we have unique potential to make it possible. Last year, 132,000 people studied at 23 higher education institutions in Krakow, and more than 32,000 completed their studies, and all these people are now, or soon will be, making decisions about their future. Some of them will probably decide to set up their own businesses, some have already taken this step, while some are planning to launch a start-up. I would like as many of them as possible to succeed, and, what’s more, I would like them to succeed here - in Krakow. And I would also like them to stay with us even when they enter global markets.

That's why my goal is to offer start-ups a comprehensive toolkit to facilitate this step and help them develop. To this end, we are strengthening cooperation between research sites, the local government and business, cooperating, among others, with NGOs supporting start-ups, such as Fundacja Wspierająca OMGKRK and Fundacja Kraków Miastem Startupów, with the Krakow Technology Park, and with the Life Science Cluster. We are already making efforts to expand cooperation with Technology Transfer Centres and Academic Business Incubators, and we are developing cooperation with business environment institutions, such as the Krakow Chamber of Commerce and Industry, in order to join efforts in strengthening innovation development activities in the small and medium-sized enterprise sector.

The Socio-Economic Innovation Cluster Krakow Zabłocie 20-22, where the Business Incubator has been operating for several months, has a special role to play in this regard. The Cluster, together with the Incubator, are helping us create a centre of cooperation between the city, start-ups, NGOs, science and business, allowing us to get to know each other’s perspectives. I believe that the Cluster will help to build a new quality of cooperation in Krakow and open up previously untapped paths of development, making the city itself an attractive space for start-ups and modern”



Magda Dziewguć

—

Country Director Google
Cloud Poland

“Strong IT infrastructure, talented engineers eager to create cutting-edge solutions coupled with a supportive government and a thriving startup culture, led us to re-establish our presence in Krakow with focus on cloud technology development.

With over 150 startups, Krakow ranks as the second leading startup ecosystem in Poland, after Warsaw and ahead of Wroclaw. Nearly 60% of Krakow's startups were established within the last five years, showcasing the city's commitment to fostering innovation.

We are excited to be part of its flourishing ecosystem through our experts from Google Krakow Engineering office and offer Krakow's startups connections to Google for Startups community and support needed to nurture their growth. Meeting and talking with founders, I came to the conclusion that the development of these, often young, companies cannot happen today without AI and its potential to revolutionize industries and automatize many processes.

And here, in Krakow, the founders have ambition to be key players in the AI landscape. Moreover, the solutions created by them are a response to real-world challenges. I believe that their fresh energy combined with wise mentorship and technological support can make this beautiful city poised to become the major force in the global AI arena.

Krakow's unique blend of historical charm & modern innovation makes it an attractive destination for both established tech companies and aspiring entrepreneurs.



Kris Dąbrowski

—

Co-Founder & Head
of product, Stonly

“Stonly is a knowledge and automation platform for customer service, founded in 2018 by repeat entrepreneurs. We’re a venture-backed B2B SaaS company with offices in Kraków, Paris, and NYC. We chose to establish our presence in Kraków due to its incredible talent pool and our desire to contribute to the city's thriving startup ecosystem. In a city largely dominated by corporations and software houses, we aimed to bring something fresh and exciting to local talent.

Kraków’s unique energy and charm make it an ideal hub for innovation. Whether it’s team members from other offices or investors visiting from abroad, everyone who comes to Kraków is captivated by its vibrant atmosphere. Our first employees were hired here, and today, it remains our largest office, with the team playing a key role in our success.

Following our \$20M Series A in early 2022, over 1,000 companies now rely on our product. We have a deep understanding of high-volume customer service teams and are building a platform that delivers everything they need to provide automated, world-class support. While other companies focus on individual components, we optimize efficiency at every touchpoint. We’re also incredibly agile, continuously learning from our customers and adapting to market needs. With recent advancements in AI, we’ve assembled a tech team at the forefront of generative AI, creating a product that truly maximizes its potential.

With recent advancements in AI, we’ve assembled a tech team dedicated to automating self-service experiences and developing tools that empower support agents, helping them reduce resolution times and increase efficiency. We plan to expand this team further in Kraków, known for its access to skilled professionals in machine learning, data science, and engineering, making it an ideal environment for driving innovation and creating impactful, AI-powered solutions in the support space.”

**Kraków’s
unique energy
and charm
make it an
ideal hub for
innovation.**



Zbigniew John Woznowski

—
CEO Reality Games

"I believe Kraków is the best place to run Reality Games for several reasons. First, the talent pool is unbeatable. With top universities right here, we have access to some of the brightest minds in data science, IT, and game development. This has been critical for Reality Games, as we depend on technical expertise to build our Big Data-powered mobile games.

Our location in an old railway building in Kraków also gives us a unique edge. It combines history with innovation, and the creative environment fosters the kind of out-of-the-box thinking that drives our success. Moreover, Kraków's lower costs compared to cities like London or Berlin allow us to scale efficiently without sacrificing quality.

And finally, Kraków's international tech presence helps us stay globally connected, bringing invaluable opportunities for networking and collaboration. The combination of local talent, creative spaces, and international exposure makes Kraków the perfect home for Reality Games."



Magdalena Kordon-Kiszala

—
CEO and Founder
IntoDNA

Kraków is a city that inspires and supports innovation—an ideal location for startups and revolutionary technologies. But why did we decide to build our startup here? What makes this city special to us?

Skilled Talent

Kraków blends experience with fresh perspectives, attracting seasoned scientists returning from top international research centers to enrich Poland's ecosystem. At the same time, Kraków's renowned universities attract ambitious young people, whose fresh ideas invigorate the startup culture. intoDNA found its talented people right here in Kraków!

Growing Biotechnology Sector

Poland's biotech market is a growing niche with massive potential. In Kraków, we're shaping the future of DNA diagnostics and actively contributing to next-generation oncology therapies that could revolutionize cancer treatment. We also benefit from access to cutting-edge equipment available locally.

A Place for Innovation

With its robust scientific and research infrastructure, Kraków is steadily becoming a biotech hub, offering diverse funding opportunities. The availability of research grants opens new paths for groundbreaking development and innovation.

Networking Opportunities

Kraków brings people together, allowing us to forge valuable connections with scientists, experts, investors, and innovators. Our lab's location in Life Science Park enhances our networking potential, facilitating collaboration with other startups and research institutions. The networking environment in Krakow is essential for growth in biotechnology.

“
**Kraków brings
people together,
allowing us to
forge valuable
connections
with scientists,
experts, investors,
& innovators.**

**Magdalena
Kordon-Kiszala**

—
CEO and Foudner
IntoDNA

Krakow Startup Ecosystem

Krakow has emerged as a prominent player in the global startup ecosystem, reflecting its dynamic and rapidly evolving innovation landscape. According to the 2024 StartupBlink Global Startup Ecosystem Index report, Krakow has ascended to the 2nd position within Polish startup ecosystems, an improvement from its 3rd place standing last year. This is a testament to the city's growing influence and the supportive environment it offers to entrepreneurs.

In the European context, Krakow stands out within the top 91-100 ecosystems, showcasing its significance in the regional innovation scene. It further highlights Krakow's emergence as a thriving startup hub, noting its increasing appeal to early-stage ventures and its strengthening

position among other leading European cities. This regional success is underscored by Krakow's rise in the Startup Poland Report 2024, which identifies the city as a key player in Poland's overall startup landscape.

The Krakow startup ecosystem consists of several interconnected components that collectively support and drive the city's innovation and entrepreneurial activities. It includes government institutions, funding institutions, support organizations, accelerators and incubators, educational and research institutions, co-working spaces and innovation hubs, service providers, as well as corporate partners and industry networks. These components collectively form a robust ecosystem that nurtures startups in Krakow, providing them with the necessary resources, support, and opportunities to thrive.



Krakow emerges as a leader in IT sector

500+

companies operating in Krakow

400K

Engineers and IT professionals in Poland, 60K in Krakow

+100,000

people employed in the business services sector, with around

+2,600

new computer science graduates produced each year

+250

Estimated number of start-ups in Krakow

83%

of Krakow's IT specialists are employed by international companies

~75%

of IT specialists in Krakow hold a degree in computer science or a related field

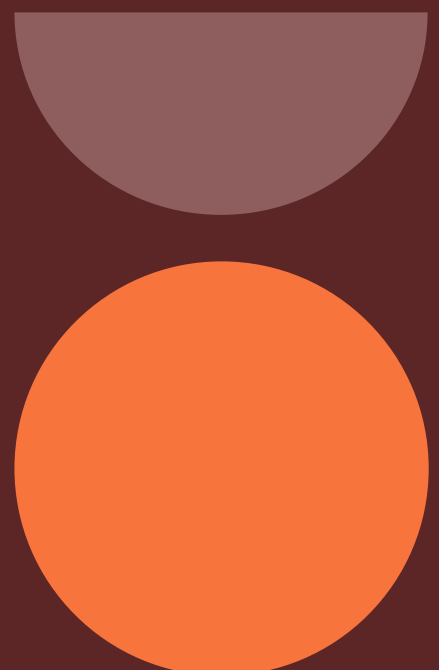
*Source: OMGKRK database, MOTIFE Krakow IT Market Report 2024, City of Krakow data

Krakow is the capital of Małopolska Region, that has long been a strong foundation for those striving for success, particularly young and dynamic companies. Małopolska ranks third in Poland for the number of new startups, with innovative firms such as Brainly.pl, Airly, Estimote, Inc., and IntoDNA emerging here.

Małopolska's commitment to supporting entrepreneurship has gained international recognition, including the prestigious European Entrepreneurial Region 2024 award, which it also received in 2016, marking a unique achievement in Europe.

Małopolska – European Entrepreneurial Region

Małopolska earned a special mention in the 'European Entrepreneurial Region' competition, which is awarded by the most important European institutions, including the EU Committee of the Regions and the European Commission. The Małopolska Region was recognised primarily for promoting a favorable climate for business development and its strong regional partnerships, and for the involvement of many institutions in measures towards strengthening the region's economic and innovative potential. This also bears out that the measures implemented by the region's partners represent high quality and contribute to the development of entrepreneurship.





Supporting Organizations and Communities

→ Krakow Startup Ecosystem

Krakow boasts a diverse array of public and private entities dedicated to nurturing and advancing the local startup ecosystem. The city is also home to other public and non-public innovation and entrepreneurship support organizations that assist businesses at various stages of development. These organizations and communities play a crucial role in fostering innovation, providing resources, and facilitating growth for emerging ventures. Below is an overview of some of the key organizations and events driving Krakow's entrepreneurial landscape.



#omgkrk

The OMGKRK foundation plays a key role in fostering the local startup ecosystem by connecting entrepreneurs and supporting entrepreneurship education and knowledge exchange. For over a decade, OMGKRK has been a key driver of the startup scene, dedicated to fostering a top-tier business environment and sparking innovation in Krakow and the Malopolska region. During this time, the foundation has organized 80 events, launched four acceleration programs, and collaborated with over 200 members and partners,

involving 150 speakers, mentors, and experts. With an international focus, OMGKRK serves as a hub for foreigners eager to develop their businesses and careers in Krakow. The foundation's core efforts focus on enhancing the city's and province's reputation, supporting digital transformation, empowering technology entrepreneurs, and building a robust network connecting people, companies, and organizations. Additionally, its online FB group connects a network of over 6,000 business professionals.

Krakow Technology Park (KTP)

The Krakow Technology Park (KTP) is Poland's most comprehensive one-stop-shop for businesses. It has a complete toolkit to help entrepreneurs strengthen their ventures. KPT works with around 350 businesses to assist them in creating the optimum conditions for business development and sales growth. It is a business

environment institution that builds the ecosystem for the development of the Małopolska economy in collaboration with entrepreneurs, universities, and territorial authorities. KPT offers acceleration, knowledge sharing, mentorship, and incubation opportunities.

hub:raum

Hubraum is Poland's premier tech hub, located at Przemysłowa 12 in Krakow. As the tech incubator of Deutsche Telekom, hubraum focuses on 5G, AI, IoT, and other next-generation technologies poised to transform daily life. With a 5G testbed, makers'space, 3D printer, and a cutting-edge AR and VR room equipped with edge computing, hubraum provides startups with the tools they need to bring their prototypes to life. Connecting early-stage startups with leading European telecom companies, hubraum drives innovation and creates valuable business opportunities.

Krakow Miastem Startupów

Over the past six years, KMS has become deeply embedded in the startup and business community, actively engaging with like-minded professionals. The foundation has organized numerous conferences, training sessions, and networking events, directly impacting thousands of individuals and launching many early-stage startups. Through various programs, such as the JUPI student training, KITS acceleration for startups, AMP entrepreneurship education for youth, and expert discussions in #ChatwithKMS, KMS continues to mentor and prepare entrepreneurs to launch their own technology companies.



The Jagiellonian Center of Innovation (JCI)/Lifescience Park

The Jagiellonian Center of Innovation (JCI), established in 2004 by Jagiellonian University in Krakow, manages the Life Science Park and supports entrepreneurs and scientists in life sciences. Initially, JCI focused on laboratory rentals, project grant management, and business funding through its JCI Venture fund. Since 2013, JCI has expanded its services to include contract research, clinical trials, and, since 2018, specialized offerings for the cosmetics industry, such as formulation and production. JCI also actively secures funding for innovative life science projects and technologies, directly impacting thousands of individuals and launching many early-stage startups.



Techie's

Techie's Space, created by Codete, is a vibrant tech community centered around the nostalgic ambiance of Techie's resto-bar. Designed as the go-to spot for local IT professionals and enthusiasts, it's a place to share knowledge, spark inspiration, and enjoy great snacks and drinks. Set in the retro atmosphere of the '80s and '90s, Techie's Space brings together those passionate about technology in a unique and welcoming environment.

Yolk Workspace & Community

With a diverse community where over 65% of members are international, Yolk is a hub for networking and collaboration across various industries, making it an ideal place to connect and work in English. As a key player in Krakow's coworking scene, Yolk supports both business and social entre-

preneurship communities, fostering a collaborative atmosphere that enhances creativity and growth. Once a month, Yolk organizes an informal networking breakfast. It focuses on nice conversations, often involving business and entrepreneurship discussions.



La French Tech Krakow

French Tech Cracovie is an initiative supported by the French Ministry of Economy, Finance, and Industrial and Digital Sovereignty, under the broader French Tech Mission. This public administration plays a pivotal role in implementing support programs for French startups and enhancing the French tech ecosystem across various regions. French Tech Cracovie aims to promote Krakow's startups and entrepreneurial ventures in the French market, while also strengthening collaboration between Poland and France.

GenAI Cracow

GenAI Cracow is a vibrant community focused on generative AI. It's designed for those interested in pursuing a career in this rapidly evolving field, whether you're just starting out or are already working with generative models. The meetups allow to dive into the technical aspects of building and training generative AI systems. The community provides opportunities to learn from experienced professionals, share experiences, and explore the latest tools and techniques.

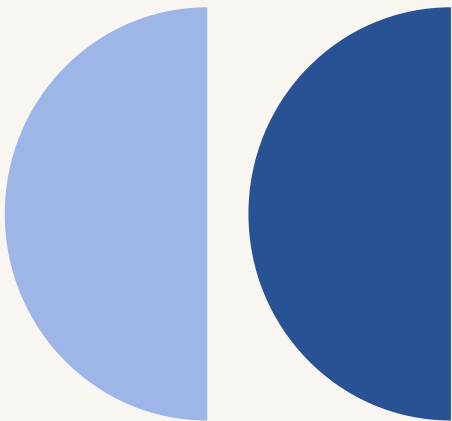
Socio-Economic Innovation Cluster Zabłocie 20.22

Formerly an industrial area of Krakow located on the right bank of the Vistula River, today Zabłocie is one of the most rapidly developing parts of the city, providing premises for the **Socio-Economic Innovation Cluster Zabłocie 20.22,*** including the **Business Incubator**, which supports people trying to set up businesses, as well as start-ups already in operation.

In addition to open-plan workspace, start-ups can benefit from the assistance offered by the Entrepreneur Service Point (POP) with the option of an 'entrepreneur mentor', which is addressed especially to those who are thinking about launching their own business but are holding back due to fear of bureaucracy and unfamiliari-

ty with procedures or regulations. The concept of the Socio-Economic Innovation Cluster Zabłocie 20.22. came from Krakow's residents themselves – it was born during public consultation of the Municipal Krakow Revitalisation program in 2016. The Cluster supports innovative projects, business development and integration of the local community.

The role of the Operator is performed by the Entrepreneurship and Innovation Department, and implementation of the project titled "Socio-Economic Innovation Cluster Zabłocie 20.22. Conversion and change of use of the existing post-industrial facilities in Krakow at 20-22 Zabłocie Street" was co-financed under Priority Axis 11. Revitalisation of regional space, Measure 11.1. Urban revitalisation, Sub-measure 11.1.1 Revitalisation of major urban centres in the region. The value of the project is PLN 34,582,347.14, with a co-financing amount of PLN 15,631,921.14. The Municipal Board for Development Projects in Krakow was responsible for the construction works, which lasted from 2020 to 2022, and the contractor was Mostostal Warszawa SA.



The concept of the Cluster Zabłocie 20.22. came from Krakow's residents themselves – it was born during public consultation of the Municipal Krakow Revitalisation program in 2016.

Support for Startups

Foreign Partner Program

The OMGKRK Foreign Partner Program is a pilot initiative aimed at helping Krakow-based startups expand into select international markets. It offers limited-time, exploratory support, giving startups initial guidance on global expansion. While this program serves as a starting point for entering new markets, it also collects feedback to adapt and grow the service in the future. With a focus on collaboration and international networking, the program helps startups explore new opportunities for growth abroad.



Krakow Startups Database

The Krakow Startups Database is a marketing and matchmaking support tool that offers profiles of startups operating in Krakow. It allows users to filter startups based on their technological specialization, making it a great resource for investors seeking startups in specific industries, companies looking to enter the Krakow market, or individuals searching for jobs in startups. Additionally, it serves as a platform for promoting Krakow startups both nationally and internationally.

The OMGKRK Office Hours

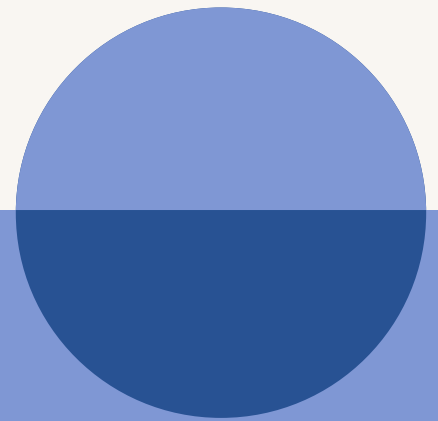
The OMGKRK Office Hours initiative offers startup founders the chance to consult with industry professionals, such as venture capitalists, investors, and experienced mentors. Each session features a different expert, providing valuable feedback on business ideas. This is an excellent opportunity for aspiring entrepreneurs to gain insights and guidance, helping them turn their startup visions into reality.

Digital Dragons Incubator & Accelerator

The only incubator and accelerator in Poland, specialized in substantive and business support for independent game creators and gaming startups. I&A DD implements two support programs for independent game studios: KPT ScaleUp Booster and WAB2: development teams can count on consulting, mentoring, networking, grants, access to Digital Dragons partners, product development opportunities and international expansion. I&A DD is part of Digital Dragons' wide program offer.

KPT ScaleUp Booster

KPT ScaleUp Booster is an acceleration program that speeds up the growth of young companies offering solutions for Industry 4.0. Companies receive expert support, financial grants, and, most importantly, the opportunity to collaborate with large companies ready to test new solutions. We offer young firms a priceless opportunity for development, adaptation, and ultimately the implementation of their industrial solution directly with a selected partner.



Google for Startups

Google for Startups' mission is leveling the playing field for startup founders and communities to succeed, connecting them with the best of Google. Whether they're starting out, building their startup business, or scaling up to meet the needs of consumers, businesses, and society, Google for Startups links them with the right people, products, and best practices to help them thrive and grow.

and create positive economic impact, we provide startups with a variety of resources and support through dedicated programs that include mentorship, networking, and technological support. By providing these resources, Google for Startups helps to build strong and vibrant startup communities around the world.

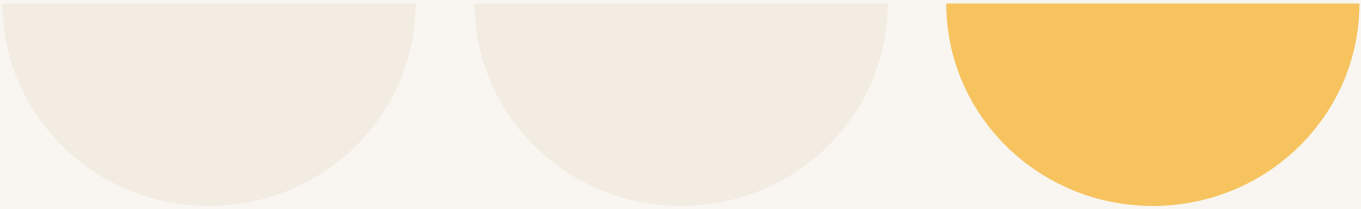
We believe that startups are key to solving the world's biggest challenges— and AI is their sharpest tool. . We are excited to contribute to the flourishing AI ecosystem in Cracow through experts from our vibrant and expanding Google Krakow Engineering office and ability to offer Cracow startups connections to our Google for Startups community.

KRK InnoTech Starter (KITS)

KRK InnoTech Starter (KITS) is a pre-acceleration program designed to nurture innovative startups through mentoring, financial support, and networking. Focused on sectors like Industry 4.0, fintech, and clean tech, KITS helps early-stage entrepreneurs with practical resources such as grants, expert consultations, and project-based learning. Through initiatives like JUPI and AMP, the program also engages students and youth, encouraging their first steps in entrepreneurship. KITS fosters a collaborative environment by connecting the startup community and facilitating knowledge exchange for sustainable growth.

The StartUP Małopolska

This is a program for innovative companies from Małopolska implemented by the Małopolska Region since 2007, which helps start-ups grow faster. Companies that are to embark on their business journey can – with the support of experts and mentors – develop their products and services. Through participation in specialised workshops and individual mentoring consultations, they also have the opportunity to improve their competences in such areas as marketing, sales and presentations, which are key to business development. Participating in the program also provides an excellent opportunity to make valuable business contacts. So far, the program has been run 11 times, with 80 startups participating.



ESA Spark Funding

ESA Spark Funding accelerates product development for companies integrating space technology and refining commercialization strategies, enhancing their offerings. Companies can apply for up to €75,000 from ESA, with projects lasting up to 12 months. This is an excellent chance to develop prototypes using cutting-edge space innovations. Support is provided by ESA Technology Broker at Krakow Technology Park.

Technology Incubator

The Technology Incubator at Krakow Technology Park offers office space and infrastructure for startups, as well as coworking areas. It also runs a business mentoring program with financial support for innovators as part of the Eastern Business Accelerator (WAB). The Technology Incubator organizes events that promote technological entrepreneurship in the region, including hackathons and the Pitching Fight Club. Looking for exciting opportunities for your startup? Sign up for our newsletter!



Logo of the Ministry of National Education
Kocaeli
TECHLAND
AMD
Logo of the Ministry of National Education
Logo of the Ministry of National Education
Intel
Logo of the Ministry of National Education
AMD
Logo of the Ministry of National Education
Digital Dragon
Logo of the Ministry of National Education



Centrum Business in Małopolska

This is a joint initiative of the Małopolska Region, the Kraków Technology Park and the Małopolska Regional Development Agency. Companies and start-ups from the region seeking to enter foreign markets can get support at the Centre in terms of such things as access to an international database of companies, analysis of foreign markets, information on economic missions and B2B meetings. The Centre is also involved in providing services to investors seeking to place their business in Małopolska and in the economic promotion of the region.



The ‘Małopolska – where technology becomes business’ program

The program has been implemented by the Małopolska Region since 2013. As part of it, organizers of valuable technology events and those aimed at the start-up community can access financial support from the Region. Year by year, the events that deliver the highest value to the regional business ecosystem are selected. Over 2013–2023, the program supported approx. 190 projects, involving approx. 110,000 people.

Specialized units within the Krakow City Office

Investors and Innovative Economy Support Centre

assistance in a wide range of investment activities for foreign and domestic investors

Entrepreneur Service Point

can help with most issues related to starting and running a business in one place

Entrepreneurship Support Centre

support for small and medium-sized enterprises and the startup community

Business Incubator (Cluster Zabłocie)

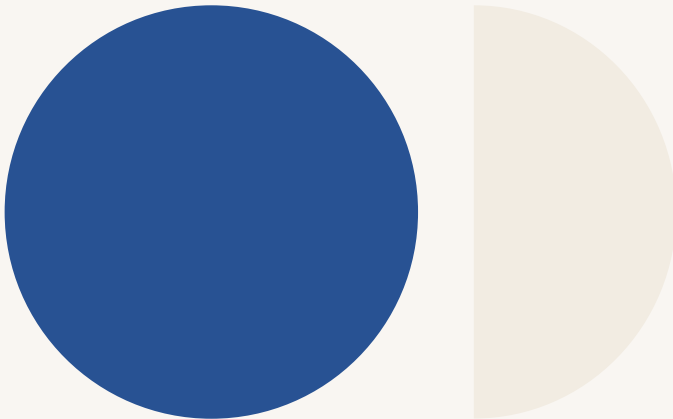
The Incubator offers training and workshops held at least once a month, networking meetings, one-to-one consulting, coaching, mentoring regardless of the package purchased, cultural and integration meetings with other Cluster users, the opportunity to initiate and co-create interesting events, community building in the spirit of 7R, events, workshops, swap parties and much more. There are currently 20 workspaces in the Incubator.

The Incubator is, first and foremost, a place that, together with the Cluster, is the centre of Krakow's creativity and innovation, as well as a meeting space for business, science, social organisations and the local government.

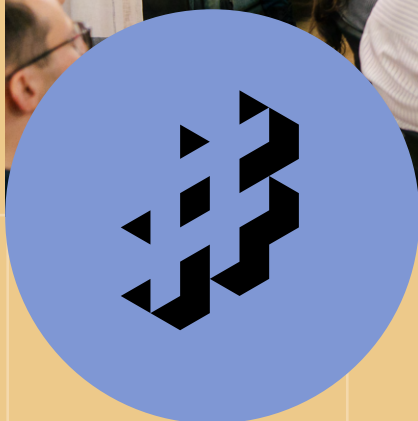
Entrepreneur Service Point

Entrepreneur Service Point (POP) with the option of an 'entrepreneur mentor', which is addressed especially to those who are thinking about launching their own business but are holding back due to fear of bureaucracy and unfamiliarity with procedures or regulations. The mentor's role is not only to dispel potential doubts, but also provide those considering self-employment with tailor-made mentoring support. They can count on comprehensive and professional assistance in all matters related to setting up a business: filling in the necessary forms for registering a company, advice on the choice of PKD codes, searching for available forms of financial support and, together with the mentee, selecting the most beneficial solutions.

The mentor's role is not only to dispel potential doubts, but also provide those considering self-employment with tailor-made mentoring support.



Tech & Startup Events



Summer Jam OMGKRK

This annual networking event, organized by OMGKRK, is a cornerstone for Krakow's vibrant startup and tech community, bringing over 500 attendees every year. It brings together a diverse group of participants, including local startups, international tech companies, industry professionals, and students. The event serves as a dynamic platform for various activities such as startup pitching, networking with successful founders, finding business collaborators, exploring job opportunities within Krakow's thriving startup scene, and participating in challenges presented by event partners.

Hangouts OMGKRK

The OMGKRK Hangout is a vibrant, recurring event designed to foster connections, inspire innovation, and share valuable knowledge within Krakow's entrepreneurial and tech communities. Each edition of the Hangout brings together industry experts, thought leaders, and innovators who generously share their insights and experiences on a variety of topics, ranging from startups and technology to business growth and innovation strategies.

With over 30 successful editions, OMGKRK engaged hundreds of attendees—entrepreneurs, professionals, and enthusiasts alike—creating a strong network of passionate individuals eager to learn and grow together. Every event also provides a platform to showcase unique and inspiring venues across Krakow, promoting the city's rich and diverse spaces that contribute to the vibrant local ecosystem.

summer connect jam

MGRK

MAŁOPOLSKA
INNOVATIVE



X-mas Hangout

The Xmas Hangout organized by OMGKRK is a festive holiday event with a special Christmas vibe, attracting 100-200 attendees. It features panel discussions on current trends in investment, market changes, and development trends. The 2023 edition included a lively discussion with local entrepreneurs Anna Ogar (Insignes Labs), Rafal Han (Silvair), and Szymon Niemczura (ecomyko), exploring the latest startup trends. The event combines valuable insights with a warm, holiday atmosphere, creating a perfect blend of networking and festive celebration.



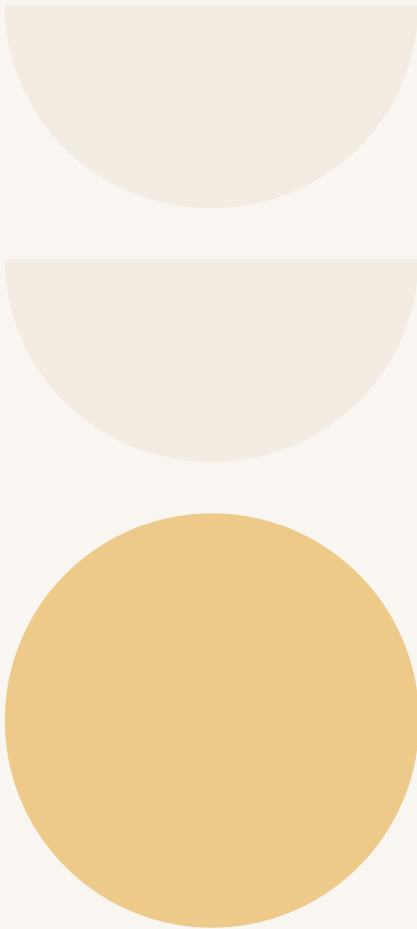
Wake Up!

The idea behind the "Wake Up" event is to create a networking and knowledge-sharing platform for OMGKRK members and other ecosystem actors. This breakfast meetup aims to build connections while discussing relevant, current challenges in various sectors. Each edition focuses on a specific theme or group such as designers, HR managers, local community builders. The event encourages open dialogue, fostering the exchange of best practices and innovative ideas, making it a valuable opportunity for attendees to learn and collaborate.



Code Europe

Code Europe is a leading festival covering the entire software development lifecycle, from coding and testing to deployment and maintenance. It offers a holistic approach with top-notch lectures and workshops, attracting a diverse audience including developers, testers, project managers, and business analysts. Code Europe also facilitates career advancement by connecting professionals with industry leaders and exploring job opportunities.



Devoxx Poland

Devoxx is the biggest Java conference in Poland. It attracts 2,700 attendees from 20 countries, featuring over 100 speakers and reaching an additional 600,000 developers online. Known for its community-driven approach, Devoxx is a space where enthusiastic developers can network, collaborate, find inspiration, and continuously learn.

Startup Stage

Startup Stage is a recurring meetup series designed for students and key players in the startup scene. The mission of the project is to share knowledge about creating innovative businesses and to educate attendees about the opportunities available in Krakow. The primary goal is to introduce students to the exciting world of startups while providing a networking platform for the Krakow startup community. Since its inception in 2012, Startup Stage has typically been held twice a year, in the fall and spring.

Mobile Trends Conference

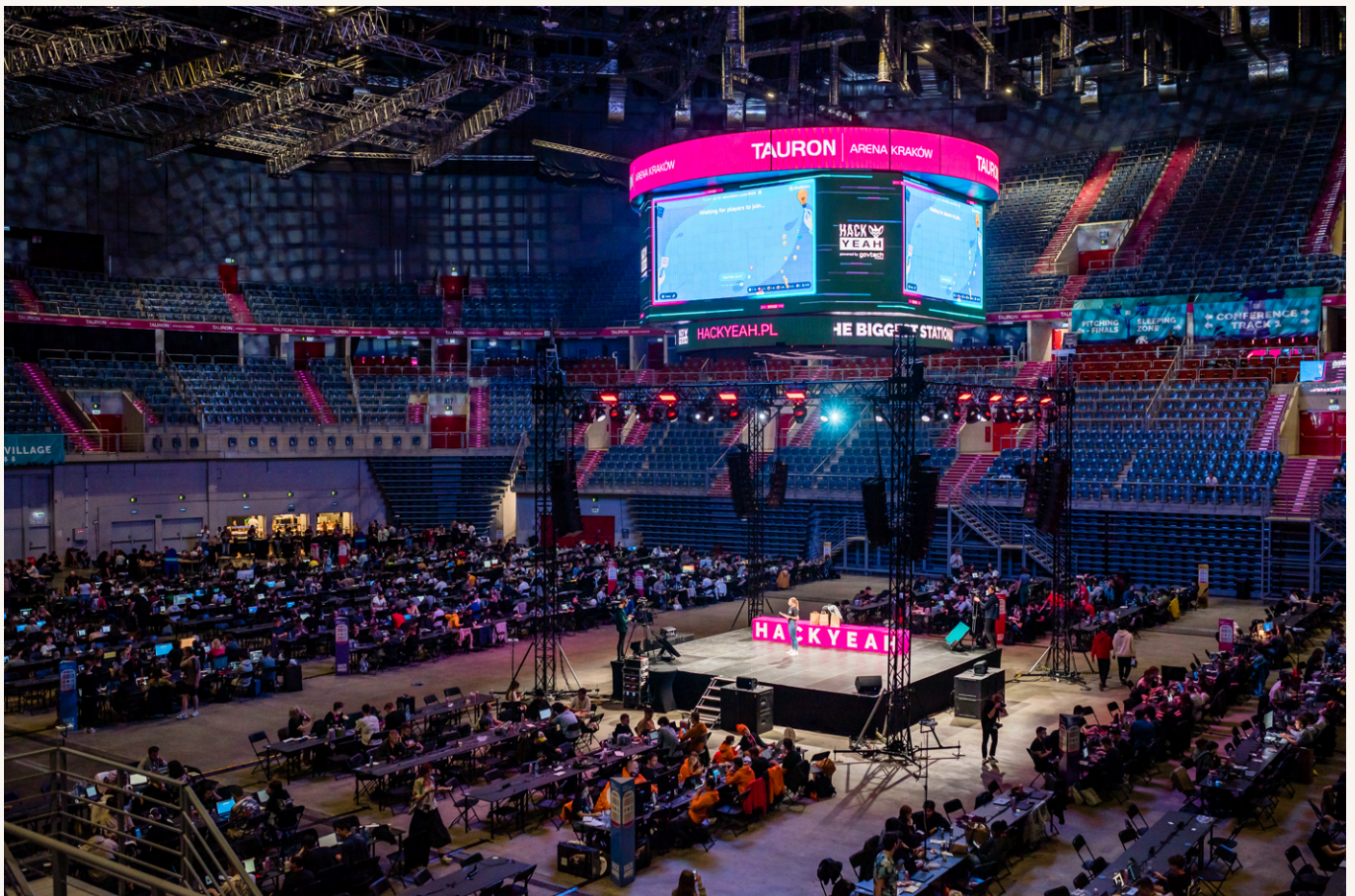
The Mobile Trends Conference (MTC) is a premier event focused on the latest advancements in mobile technology and data analytics. It offers a valuable networking opportunity, connecting attendees with peers and industry leaders who can provide mentorship and insights. mMTC promotes an open and collaborative environment where participants share experiences and practical advice. The conference emphasizes actionable strategies that can be immediately implemented, helping businesses improve data processing, make informed decisions, and enhance their market competitiveness.

WaysConf

WaysConf aims to foster distinctive and impactful discussions on digital design by bringing together leading industry experts to share their knowledge and insights. It also aims to build the largest community of digital creators in the CEE region. Held as a premier event for cross-disciplinary learning, WaysConf features interactive sessions, workshops, and keynotes from industry leaders. The conference provides a platform for professionals to network, gain new skills, and explore diverse perspectives on digital product creation.

HackYeah

HackYeah is the largest on-site hackathon in Europe. This event gathers thousands of programmers, designers, and IT enthusiasts from around the world to tackle critical challenges posed by partners and organizers. HackYeah offers a dynamic environment for problem-solving, team building, and networking with top industry experts, including IT specialists, CEOs, and NGO professionals. HackYeah follows an engaging and dynamic formula designed to inspire creativity and innovation. Participants can choose from a variety of challenges, forming teams of 1 to 6 members to develop solutions, making HackYeah the perfect platform to connect and network.

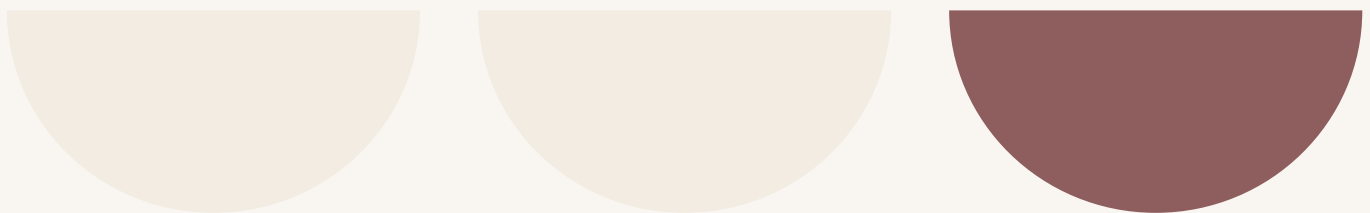


Hackathon for Małopolska

This is an initiative of the Małopolska Region in which students from Małopolska universities will create innovative solutions in response to defined challenges. Among them are the areas of sustainable transport, water management and eco-tourism. Products combining technology and ecology will be developed. Apart from the development of technological solutions, students will have the opportunity to improve their entrepreneurial and pro-innovative competences, including teamwork, design thinking and customer experience.

DevOps Days Krakow

DevOpsDays Krakow is a key event in the international DevOpsDays series, tailored for developers, IT operations, management, and sys admins. It focuses on software development, IT infrastructure operations, automation, testing, security, and organizational culture. The event provides a valuable opportunity to acquire industry knowledge, connect with experts, and delve into the convergence of technology and business. DevOpsDays Krakow is essential for anyone focused on enhancing the development and performance of internet services.



Open Eyes Summit

The Open Eyes Economy Summit is a unique socio-economic event in Poland, focused on the concept of "value-based economy." This international congress serves as the culmination of year-round intellectual and organizational efforts by the Open Eyes Economy movement, which advocates for an economy grounded in social and environmental responsibility beyond mere financial metrics. The summit gathers thought leaders, industry experts, and change-makers to discuss and shape an economy where intangible values are fundamental guiding principles. Held annually in Krakow, it provides a platform for deep reflection on the future of Europe and the world, encouraging innovative approaches to current global challenges.

Open Coffee KRK

This informal networking event serves as a key platform for entrepreneurs, professionals, startup community members, and students to connect and collaborate. OpenCoffeeKRK has grown to a diverse community of over 2,000 participants from different backgrounds—investors, developers, entrepreneurs, and students from various countries—united by a common goal: to improve Krakow's startup ecosystem and support entrepreneurial growth. The event, held on the first Thursday of every month at 8.30am, fosters an environment where attendees can connect, share ideas, collaborate, and create startups together.

TEDxKazimierz

→ Tech & Startups Events

TEDxKazimierz is a community-driven event where TED-like talks and performances are shared to inspire and connect. Organized independently by local volunteers, it features a series of short, carefully crafted presentations that cover a diverse range of topics. These talks, demonstrations, and performances are designed

to provoke meaningful conversations and foster learning, inspiration, and wonder. With no commercial, religious, or political agenda, TEDxKazimierz offers a platform for a variety of voices and ideas, aiming to spark connections and build a stronger, more informed community.

Kraków Tech Summit

Kraków Tech Summit is a major event dedicated to promoting the startup ecosystem and fostering innovation in Kraków. Bringing together professionals from business, technology, and academia, the summit serves as a platform for collaboration and knowledge exchange. The event features panel discussions, work-

shops, and networking opportunities across key topics like AI, green technology, and sustainable entrepreneurship. Organized by Kraków5020 and other local institutions, the summit aims to position Kraków as a hub for cutting-edge technology and innovation in Central Europe.



Office Spaces

Krakow continues to solidify its position as Poland's largest regional office market outside of Warsaw, and its office market in 2023 nears a significant milestone, with a total office stock of close to 2 million square meters. This steady expansion reinforces Krakow's appeal as a central business destination, particularly for industries looking for both scalable office solutions and smaller, tailored workspaces.

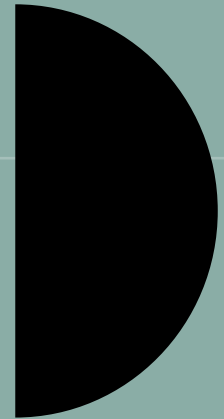


Ace of Space

Demand Dynamics

While hybrid work has prompted some companies to reduce their spatial requirements, demand for Krakow office space remains resilient. In 2023, office renegotiations accounted for nearly half of the city's leasing activities, underscoring the trend of companies re-evaluating office needs. This trend often stems from the prioritization of higher-quality, adaptable workspaces that offer enhanced amenities, especially as international corporations in Krakow seek to create appealing, future-ready work environments.*

Office Market Growth



In 2023, Krakow's office market saw an additional 97,000 sq m of office space completed, maintaining its position as a leader among regional Polish cities. This increase includes both modern A-class office spaces capable of hosting several thousand employees and smaller, niche co-working environments. Much of the new office space is located in vibrant areas like Zabłocie, known for its adaptive reuse of industrial spaces, and in the historical Old Town area, bringing a mix of historic charm and modern functionality.

Ace of Space



CoWork Spaces

Modern office space in Krakow (as at Q1 2024)

1.82 M sqm

total office space stock

97,000 sqm

Engineers and IT professionals in Poland, 60K in Krakow

23,000 sqm

under construction

73,000 sqm

in the planning phase

201,000 sqm

gross demand in 2023

20.2 %

vacancy rate

70,000 sqm

flexible office space

14-19.5 €

/sqm/month asking rents in the best buildings



Selected Coworking Operators in Krakow



→ Cowork spaces

The office property market is evolving, with companies now prioritising flexible solutions that let them adjust both workspace size and lease terms to changing market conditions, enhancing their sense of business stability.

A Deloitte survey* contracted by Ace of Space indicated that demand for flexible leasing options in Poland may triple in the coming years, as tenants increasingly seek ready-to-use solutions. In response, Globalworth is expanding its serviced office portfolio with the new Ace of Space brand, created specifically for startups, small to medium-sized enterprises, and also corporations seeking fully furnished, ready-to-use spaces with flexible, short-term leasing options. Our standout location is Quattro Business Park in Kraków, where in October we introduced flexible workspaces, including private office rooms, corporate spaces, coworking zone, and furnished common areas encouraging networking. All these with a wide range of additional services.

Unlike coworking spaces that are most often open-plan areas, our ready-to-use serviced offices provide private, fully-furnished spaces. Without the need of costly setup and administrative overheads, our workspaces simplify management when compared to traditional offices. Flexible lease terms let businesses easily adjust their office space to meet evolving needs – scaling it up, or down, without long-term commitments or high initial costs.

As a leading tech and innovation hub, Kraków is the perfect location for expanding our offer, in response to the needs of companies valuing modernity, dynamic growth, and an inspiring work environment.



**Magdalena
Śnieżek**

–
Head of Flexible
Office Solutions,
Ace of Space



“
(...) demand
for flexible
leasing options
in Poland may
triple in the
coming years
(...)”

Selected Kraków VC Funds

Name of the Fund

ASI 2 Bitspiration Booster Sp. z o. SKA

Overview

Current BB2 fund launched in 2020 by 4 partners with experience from top tech corporations and what is more important running their own successful startups. They have already invested in more than 20 projects - run by founders, who are 35+ on average with tech or university backgrounds. They invested and exited from companies like NoMagic, Egzotech.

Focus Area & Investment Range

Investment range up to 5M PLN.

Resilient technologies like **cybersecurity, robotics, biotech, cleantech, new materials and healthtech.**

Krakow Investments

Airly Secfense

Proteine Resources

Name of the Fund

ABAN.VC

Overview

ABAN.VC is a management entity providing investment services since late 2014, with over 40 active private investors in its ecosystem. Through dedicated Alternative Investment Funds, the Fund has each time committed capital in the range of PLN 5M - 20M in industries such as fintech, greentech, gaming, IT/ICT.

Focus Area & Investment Range

Investment Range:
Up to 20M PLN

greentech, life science fintech, robotization and automation, information and communication technology

Krakow Investments

SentiOne Hynfra

Hynfra Energy Storage

Paymentto Nano Games

Simpro IMAGENE

Name of the Fund

LT Capital

Overview

Founded by Łukasz Świercz and Tomasz Jastrzębski in 2018 with a total fund of PLN 44M. Cooperates with co-investors across the globe, helping companies from the CEE build relationships with international funds and clients.

Focus Area & Investment Range

Investment Range: 250k EUR

AI, Big Data, cybersecurity, AR/VR, Digitalization, Robots /Drones (other Industry 4.0), power engineering

Krakow Investments

Husarnet Bisonte

Name of the Fund

JRH ASI S.A.

Overview

The company is listed on the Warsaw Stock Exchange. The company conducts direct investment activities focused on the segment of innovative entities that have the potential to scale globally. The framework for the conducted investment activities has been defined in the adopted investment strategy focused on selected market segments. As part of its investments, the Company assumes the role of a financial investor that does not significantly influence the operational activities of portfolio companies.

Focus Area & Investment Range

Investment Range: 4M -50M PLN

AI & Digital Business, Energy Transformation, Deeptech, Space Industry, Biotech, Med-Tech, Gaming, Sustainability, Circular Economy

Krakov Investments

Previous

Columbus Energy Ekipa

Holding

All in! Games

Actual

One More Level

Minte.ai

Ongeno

Name of the Fund

INNOventure

Overview

During its investment period (2015-2022) under Marcin Bielówka and Marcin Molo management, has invested in 23 startups - mainly r&d-based, deep-tech projects from Poland or with a Polish component.

Focus Area & Investment Range

Investment Range: up to 3M PLN

MedTech, IoT, AI

Krakov Investments

Cardiomatics

Minte.ai

Widmo Spectral Technologies

ARAHUB

Digital First.AI

Name of the Fund

Digital Ocean Ventures

Overview

Digital Ocean Ventures Starters (DOV.VC) is a new Poland-based investment fund, since 2024 included in the PFR Ventures' European Funds for a Modern Economy (FENG) program. This initiative, managed by Piotr Widacki, Marcin Musiał, Adam Bartkiewicz, Magdalena Olczak - Nowicka, aims to support early-stage innovative companies in Poland, with DOV's fund specifically targeting investments in fintech and AI-driven digital transformations. The fund has a capitalization of PLN 45 million.

Focus Area & Investment Range

Investment Range: 1-5 million PLN

Fintech and Digital Transformation startups

Krakov Investments

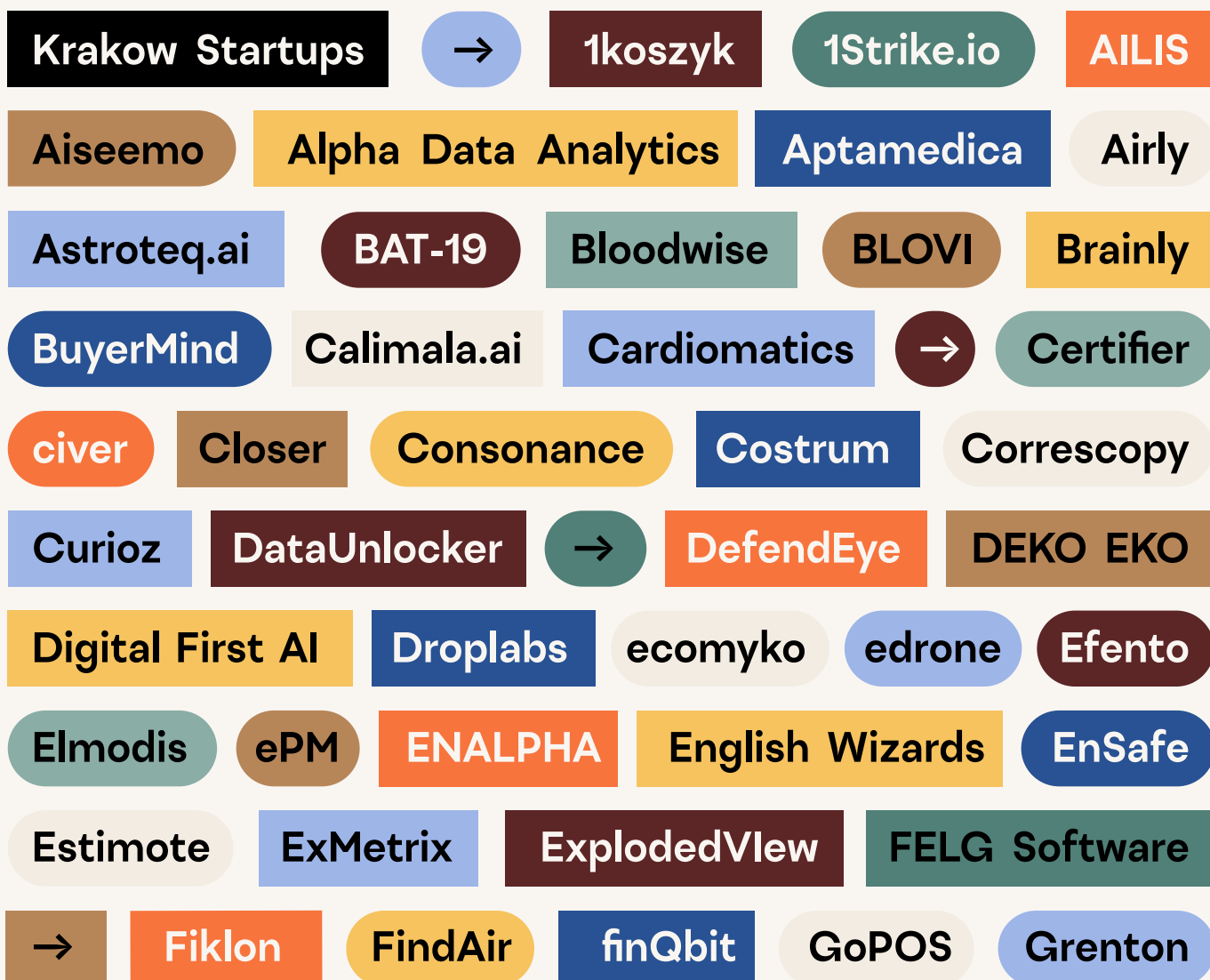
No investments yet

Krakow Startups

Krakow is a thriving hub for innovation and entrepreneurship, with a growing ecosystem of startups. This report analyzes a group of 123 startups operating in Krakow, shedding light on their characteristics, specializations, and business models.

By examining these startups, we gain insights into the trends and opportunities shaping Krakow's startup scene. This report provides valuable information for entrepreneurs, investors, and policymakers alike, highlighting the city's potential as a center for technological advancement and economic growth.

Here is the full list of startups taking part in our analysis

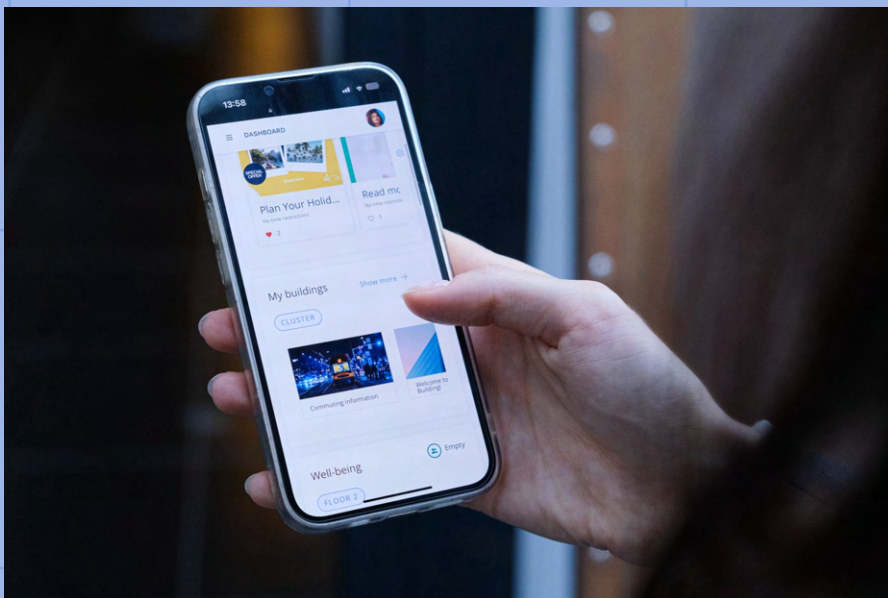


GYMMANAGER Health Folder HiMommy Husarion
hiree IndradevAi InfraByte Insignes Labs intoDNA
itasty → Jahro Knapsack Kuuler LAVAVISION
LektaAI Lextron.ai Liftero LUCKY DUCK GAMES
LiveKid Make Me Diet MedAppMentalio Mentorist
MindMics MyRent myrest Orbify → ParkCash
Omni Calculator PELVIFLY Phronetiq Picodi.com
play.air → PressPad Printbox Proteine Resources
POsbistro REAKTO PushPushGo Reality Games
Reliability Solutions Secfense Seedia Selectrin
Shape.Care SILVAIR simpl.rent SINGU Skarbe
Sloper SpeechFlow Stonly Spotstay Stampsify
SymbiotAI Synapstry Synerise Tagvenue Limited
→ Take your time Talent Alpha Talenti TECHMO
Tequipy Tequity Treo TURMS-ADRAIN Tummim
Uncanny Unit8 uPacjenta → Vetsi Virmed
→ Viceversa.app VISTAGER Vizonare WEARFITS
Will Code Academy → WIDMO Spectral Technologies

Success Stories

SINGU

Founded in 2009 and headquartered in Kraków, SINGU has established itself as a leading provider of property operations solutions, transforming the landscape of facility and property management. With nearly 100 employees, SINGU's mission is to streamline property and asset management, enabling companies to run smarter, data-driven operations that deliver tangible benefits for their organizations.



SINGU offers facility, maintenance, and ESG management software specifically tailored to the needs of the commercial real estate industry. The platform digitizes and automates facility and portfolio management, streamlining work order processes, centralizing maintenance planning, simplifying vendor management, and tracking SLAs. It also automates property audits, optimizes equipment performance, controls costs, and aggregates data. All features are available through a single digital solution, accessible via both desktop and mobile devices. Trusted by professionals globally, SINGU is used to manage over 200 million square meters of commercial real estate across more than 30 countries. SINGU has earned the trust of over 100,000 industry experts from more than 500 corporate clients, including major brands such as Logikor, Panattoni, CBRE,

Founded in
2009

Founders
Paweł Robaczewski
Adam Penkala
Maciej Rogowski

Acquired in
2023

Acquired by
Stability Capital

www.singu.com



and LPP. These companies have experienced significant results, including reduced operational costs, enhanced sustainability, and improved oversight of facility management operations.

As the demand for smarter, more efficient property management grows, SINGU continues to lead the digital transformation of the real estate industry, helping its clients stay ahead of the curve.

intoDNA

intoDNA is a biotechnology startup based in Kraków, Poland, that has developed a groundbreaking technology called STRIDE™ for detecting and analyzing DNA damage. The company collaborates with major pharmaceutical and biotech firms worldwide, providing essential support for developing oncology drugs.

STRIDE™ is the world's first highly sensitive and precise technology capable of detecting DNA breaks at an unprecedented level. As it helps to assess drug effectiveness, it plays a crucial role in advancing next-generation targeted anti-cancer therapies by significantly accelerating the development of new treatments. Much like an X-ray helps pinpoint bone fractures, STRIDE™ enables precise identification of breaks in genetic material, offering unmatched accuracy in diagnosing DNA damage.

Founded in

2017

Founders

Magda Kordon-Kiszala

Kamil Solarczyk

Mirek Zarębski

Jerzy Dobrucki

www.intodna.com



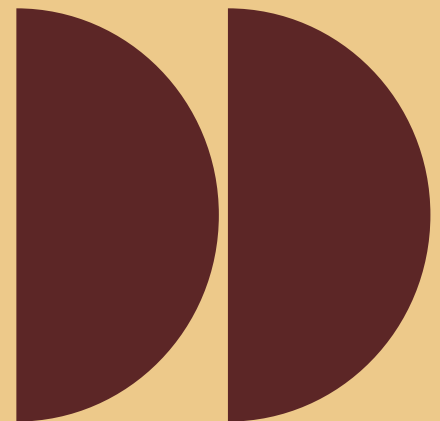
STRIDE™ emerged during research conducted by the founders at Jagiellonian University: Magdalena Kordon-Kiszala, Kamil Solarczyk, and their colleagues Mirosław Zarębski and Jerzy Dobrucki. While working on their academic projects, they needed a precise, accurate tool to quantify the phenomena they observed in the cell nucleus.



Under Magdalena's leadership, the team created STRIDE™, a proprietary tool that allowed them to conduct their academic research successfully and opened new avenues for development. This innovation extended beyond academia, offering potential applications in diagnostics, drug development (especially oncology), genotoxicity studies, and more.

Today, intoDNA is a rapidly growing company with a 30-person team, robust scientific expertise, and an expanding portfolio of clients. Operating out of a single laboratory space, the company has completed over 80 research projects for more than 25 clients across the globe. intoDNA collaborates with 8 of the top 10 global pharmaceutical companies ("big pharma") and actively participates in clinical trials for oncology drugs.

Looking ahead, intoDNA is preparing to productize its STRIDE™ technology in the coming years, paving the way for broader adoption of this cutting-edge tool in research and therapeutic development. Additionally, the company plans to expand its R&D team in Kraków, leveraging the abundance of talented scientists graduating from Kraków's and Poland's universities.



SALESmanago

→ Success Stories

Empowering eCommerce Marketing Teams Globally In 2012, Grzegorz Błażewicz and Konrad Pawlus founded SALESmanago in Kraków with a bold vision: to revolutionize digital marketing for the eCommerce age. Their mission? Transform marketing departments from cost centers into powerhouse investment hubs.

"We wanted to empower marketing teams with modern tools for the digital world, making them trusted partners to their CEOs," Błażewicz explains. This vision led to the creation of a comprehensive Customer Engagement Platform (CEP) tailored for mid-sized eCommerce businesses.

By focusing on the unique challenges faced by marketing teams, SALESmanago enabled them to build accountable, intuitive, revenue-generating processes. This approach quickly paid off. Within five years, the company expanded to 130 employees serving clients in 40 countries, backed by industry giants like Rafał Brzoska of InPost and 3TS



Capital Partners.

A major milestone came in 2021 when SALESmanago secured a nine-digit Euro investment from SilverTree Equity and Perwyn. This catapulted the company's international growth and cemented its position as a leading European martech provider.

The appointment of Brian Plackis Cheng as CEO in early 2024 marked a new chapter. "The martech landscape is

Founded in

2012

Founders

Grzegorz Błażewicz

Konrad Pawlus

Acquired in

2021

Acquired by

**Perwyn, SilverTree
Equity**

salesmanago.com

fragmented with over 14,000 vendors," Cheng notes. "We're calling on eCommerce companies to stop overpaying for underused features. There's a smarter way to power growth—and we're here to make it happen." At the heart of SALESmanago's offering is cutting-edge AI technology. The platform integrates its proprietary Copernicus engine and ChatGPT-based tools to supercharge personalization and automation. One standout feature, AI Sidekick, empowers marketers to effortlessly create dynamic, omnichannel campaigns that deliver impressive results—clients report a staggering 20x ROI.

Recent innovations like the introduction of Starter Pack and Growth Framework are simplifying end-to-end marketing strategies for businesses. These tools help companies reduce their reliance on fragmented solutions and maximize revenue growth efficiently.

From its humble beginnings, SALESmanago has grown into a global force. Today, the company boasts over 250 professionals across Europe, serving more than 2,000 clients worldwide. Its impressive roster includes household names like Victoria's Secret, Starbucks, iSpot and Monnari. As the digital landscape evolves, SALESmanago continues to push boundaries. By combining innovative technology with a deep understanding of marketers' needs, the company is shaping the future of eCommerce marketing—one personalized interaction at a time.



Reality Games

Reality Games creates mobile games that integrate live, real-world Big Data. Our mission is to blend the physical and digital worlds, delivering immersive experiences that are ever-evolving with real-world dynamics. Our games stand out by eliminating the need for artificially generated content, opting instead for real-world information that keeps the gaming experience fresh and engaging.

Based in Kraków, Poland, Reality Games operates with a team of over 40 professionals, based in Krakow, in the iconic Railway Station building, located in the heart of the

Founded

2016

Founder

Zbigniew J Woznowski

www.reality.co

city's historic center. This space is not only our office but also a coworking and conference hub. We also maintain a business presence in London.

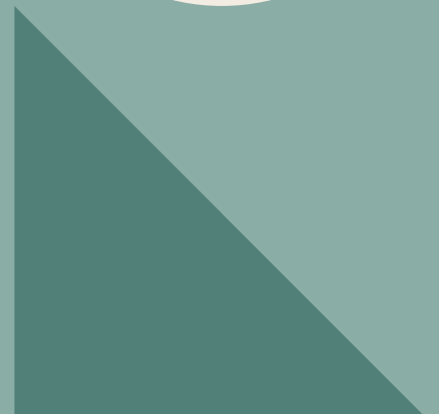
Our journey began in 2015 with the launch of our first game, Landlord Real Estate Tycoon, which became a global hit with over 10 million players. The game allows users to buy, sell, and trade real-world properties in a virtual setting, making it an innovative experience based on real-time data.

Our latest release, Monopoly World, is set to become another massive success. With over 100 million real-world buildings, geolocation features, and augmented reality (AR) elements, Monopoly World merges the beloved mechanics of the iconic board game with cutting-edge technology. Players can explore their cities, purchase properties, and even unlock hidden treasures through real-world interaction.

What sets Reality Games apart is our commitment to utilizing live data from over 4,000 sources, creating a seamless integration of reality and gaming. Our games are dynamic and adapt to real-world market conditions, making them engaging for players across the globe. This approach makes our solution unique on a global scale,



offering unparalleled authenticity. Kraków is the perfect base for our operations. The city's booming tech sector and educational resources provide a rich talent pool. This vibrant ecosystem allows us to push the boundaries of gaming. Our future plans include expanding our Big Data Game Engine, which simplifies game development for other companies by removing the need for artificial content. With over 25 million downloads across our titles and growing, Reality Games continues to shape the future of mobile gaming.



Widmo Spectral Technologies

WIDMO Spectral Technologies is a Polish deep-tech startup that has developed groundbreaking subsurface tomography technology based on its unique Spectral Ground-Penetrating Radar (SGPR). The company was founded in 2018 in Cracow by Mirosław Trzeźniowski, Tomasz Trzeźniowski, and scientists Andrzej Kułak and Cezary Worek.

Compared to traditional pulse GPR systems, the significantly improved signal-to-noise ratio in SGPR allows for deeper exploration while maintaining high resolution. Its ability to tune across a wide frequency range enables the collection of large datasets, facilitating advanced spectral analyses similar to those performed by hyperspectral cameras. By developing both hardware and software in-house, WIDMO ensures that the technology evolves without compromise, delivering the highest quality data. SGPR technology is gaining significant attention both in Poland and internationally. Its key sectors include construction, mining, and environmental industries. Clients range from Polish and international mining companies, state-owned entities responsible for mine closures, local governments, and construction companies. The technology also finds application in the construction of photovoltaic farms and energy projects. In partnership with leading research institutions, WIDMO conducts projects to monitor critical infrastructure and major roads in Poland. SGPR

Founded in

2019

Founders

Tomasz Trzeźniowski
Mirosław Trzeźniowski
Andrzej Kułak
Cezary Worek

www.widmo.tech



provides precise, non-invasive data, allowing for better investment planning and mitigating risks related to geological conditions at every stage of the project.

In 2023, WIDMO Spectral Technologies won the Economic Award of the President of the Republic of Poland in the STARTUP_PL category. The company also secured €5.5 million in funding from the prestigious EU EIC Accelerator program to support the development of WIDMO Cities, an innovative solution for monitoring and mapping urban infrastructure.

Currently, WIDMO is undergoing the certification process for its hardware and preparing for wide-scale commercialization.

inFakt

In 2008, Wiktor Sarota and Sebastian Bobrowski founded inFakt with a clear mission - to simplify accounting of small and medium-sized enterprises in Poland. As they rightly point out, many entrepreneurs were overwhelmed by tax regulations and financial management. inFakt was created to make these processes easy and intuitive for everyone.

It started with the simplest possible invoicing program. The service had potential, so after less than three years, the next step was to create a software for self-accounting and to open the Nationwide Accounting Office - from that moment on, entrepreneurs can outsource their company's accounting to inFakt. Then it was time to develop products, to combine accounting with banking, to automate processes with a touch of artificial intelligence.

By creating a cloud-based accounting platform, inFakt offered users the ability to manage finances with just a few clicks. This seamless automation became a gamechanger - it allowed entrepreneurs to focus on growing their businesses and saved accounting offices a lot of time. What distinguishes inFakt is its customer-oriented approach. The company is constantly adapting its platform

Founded:

2008

Aquired in:

2020

Aquired by:

Visma group

Founders:

Wiktor Sarota
Sebastian Bobrowski

www.infakt.pl

based on user feedback, evolving from simple invoicing tools into a comprehensive financial management system. Moreover, recognizing that many business owners also need expert guidance, inFakt introduced personalized consultations with certified accountants – combining the best of technology and human support.

inFakt's growth was fueled by Kraków's dynamic technology scene, where the company is always looking for the top talents. The best experts are also sought throughout the country, because the company is open to remote work. However, the heart of inFakt's success lies in its relentless focus on solving real problems for its users.

inFakt's journey from a startup to leader is a testimony of the power of innovation, customer focus and dedication. What began as an idea to simplify accounting has become an essential tool for businesses across the country, revolutionizing how entrepreneurs in Poland manage their finances. However inFakt's mission remains the same – to support and empower entrepreneurs and accountants in running their businesses, but also to educate about taxes and provide reliable information about changes in the law.

The screenshot displays the inFakt dashboard for user Alina Tores-Kowalska. The interface is divided into several sections:

- Navigation:** Tabs for 'Przychody' (Income), 'Koszty' (Expenses), and 'Księgowość' (Accounting) are visible at the top.
- Greeting:** 'Dzień dobry, Alina 🌞' followed by the main heading 'Liczy się Twój biznes'.
- Account Summary:** A blue header identifies the user as 'Twoja księgową Dominika Zuber'. Below it, the 'Stan konta' (Account Status) is shown as 12 250,00 PLN, with a 'Wyslij przelew' (Send transfer) button. The 'Podatki i ZUS' (Taxes and ZUS) section shows 18 250,80 PLN, with an 'Opłać z inFakt' (Pay with inFakt) button.
- Tax and ZUS Details:**
 - ZUS za październik 2023: 2 045,41 PLN (includes Składki społeczne: 1 316,54 PLN, Składki zdrowotne: 626,93 PLN, Fundusz pracy: 101,94 PLN). Due by 20.12.2023.
 - PIT za kwartał IV 2023: 8 250,00 PLN. Due by 20.12.2023.
 - VAT za kwartał IV 2023: 12 800,50 PLN. Due by 25.12.2023.
- Invoice List:** Titled 'Lista przychodów Ostatnie dokumenty', it shows a table of recent invoices:

Dokument	Wartość netto
Primo Ristorante Sp. z o.o. Faktura 5/03/2024 (NIE ZAPLAĆONO)	10 256,50 PLN
GMI Media Faktura 4/03/2024 (NIE ZAPLAĆONO)	854,50 PLN
inFakt Sp. z o.o. Faktura 3/03/2024 (ZAPLAĆONO)	7 500,00 PLN
Katarzyna Kwolek Faktura 2/03/2024 (ZAPLAĆONO)	2 500,00 PLN
GMI Media Faktura 1/03/2024 (ZAPLAĆONO)	5 000,00 PLN
GMI Media Faktura 8/02/2024 (ZAPLAĆONO)	22 800,00 PLN



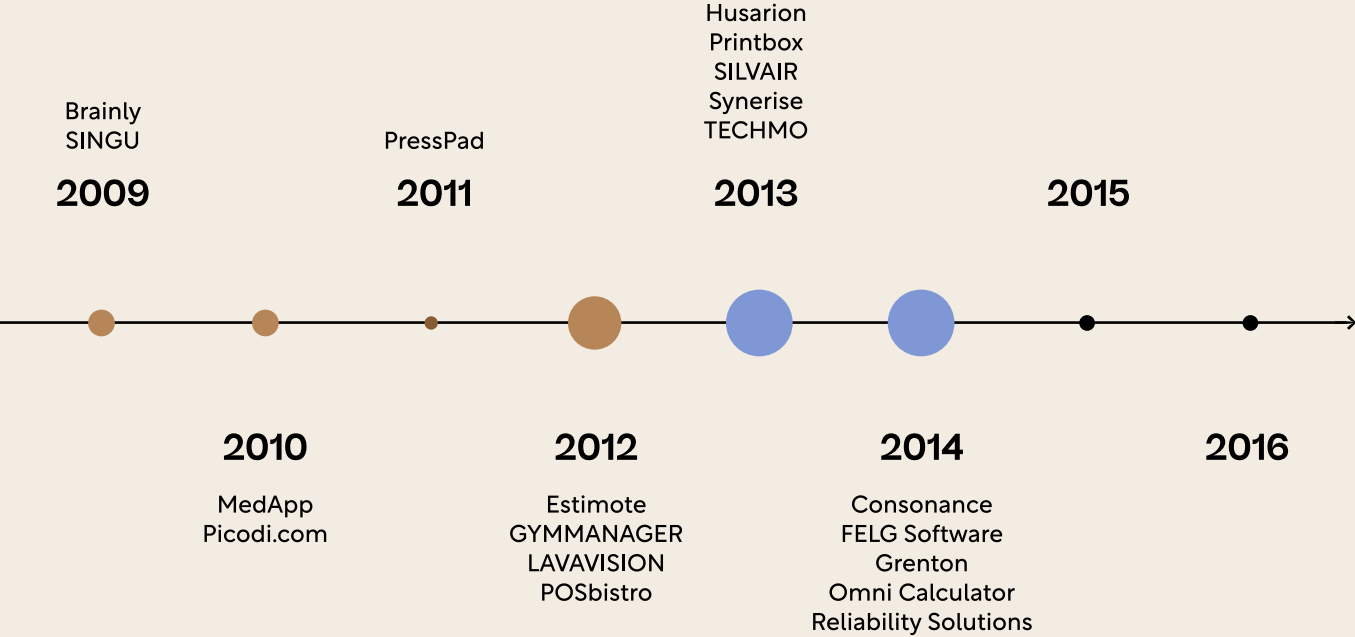
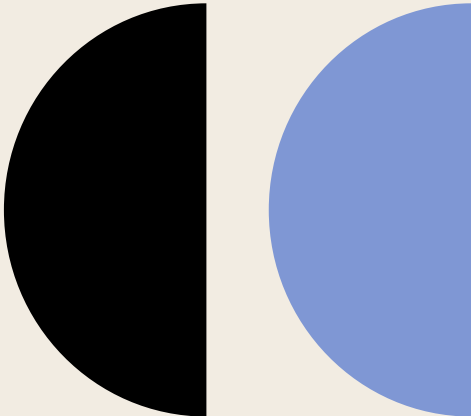
Registration & Employment

Founding Year of Krakow Startups

Looking back over the past decade, 89% of startups in this survey were established between 2014 and 2024, highlighting steady growth and interest in startups over the last ten years.

However, earlier years also had consistent, albeit smaller, contributions. 11% of surveyed startups were founded before 2014.

The survey of 123 Krakow-based startups reveals a diverse range of establishment dates. While a significant number of startups were founded in recent years, there's also a strong presence of more established companies.



11% of surveyed startups were founded before 2014.

89% of startups in this survey were established between 2014 and 2024



Here's a breakdown of the founding years

Recent Years (2020-2024)

60 startups (49%) were founded in the last five years, reflecting the dynamic and growing startup ecosystem in Krakow.

Mid-2010s 2015-2019

43 startups (35%) were founded during this period, indicating a period of sustained growth.

Early 2010s 2010-2014

18 startups (15%) were founded in the early 2010s, showcasing the early stages of Krakow's startup scene.

This data suggests that Krakow's startup ecosystem is a mix of young, innovative companies and more established ventures, contributing to a vibrant and diverse entrepreneurial landscape.

Before 2010

2 startups (1,6%) were founded before 2010, highlighting the presence of more seasoned companies with a strong track record. The oldest established companies are Brainly & SINGU, both founded in 2009.

The list of the newest startups in the city, founded in 2024:

Bloodwise

Bloodwise is a cutting-edge health app that redefines how you interpret blood test results. With advanced algorithms and functional norms, it delivers personalized insights into your health status.

Calimala.ai

Calimala.ai transforms the job hunt with AI-driven language models, seamlessly matching candidates to jobs and creating a tailored, stress-free search experience.

Costrum

Costrum is a B2B SaaS platform that serves as an AI co-pilot for space industry professionals, streamlining workflows and enhancing decision-making.

Curioz

Curioz provides real-time, precise compensation insights. It evaluates skill value, accounting for local tax systems and essential cost of living data.

Sloper

Sloper is an AI-powered mobile app offering personalized feedback on ski runs. Analyze videos and improve your skills with tailored coaching.

SpeechFlow

SpeechFlow streamlines repetitive processes for speech therapists, enabling them to focus on what matters most: their patients' progress.

ecomyko

ecomyko turns plastic waste into valuable products using innovative mycelium enzyme technology, promoting sustainability.

Fiklon

Fiklon supports children's holistic growth with tailored care and developmental programs, nurturing every aspect of their potential.

Stampsify

Stampsify is a loyalty card app that helps you collect stamps while discovering coffee shops, breakfast spots, and meeting places tailored to your tastes.

Phronetiq

Phronetiq is a comprehensive platform helping companies and employees navigate retirement transitions seamlessly, ensuring preparedness and support.

Lextron.ai

Lextron.ai is an advanced SaaS platform that automates compliance and risk management. By tracking regulatory changes and integrating diverse data streams, it helps organizations minimize risks and maintain operational resilience with predictive analytics and personalized dashboards.

Take your time

Take Your Time provides efficient and high-quality cleaning services, offering both one-time appointments and subscription plans for regular cleanings. Eco-friendly and organic cleaning products are used to support a healthier home and environment.

VISTAGER

Vistager is an online home staging tool for real estate agents. Enhance listings with visualizations that attract buyers and accelerate sales.

Legal Form of Registered Startups

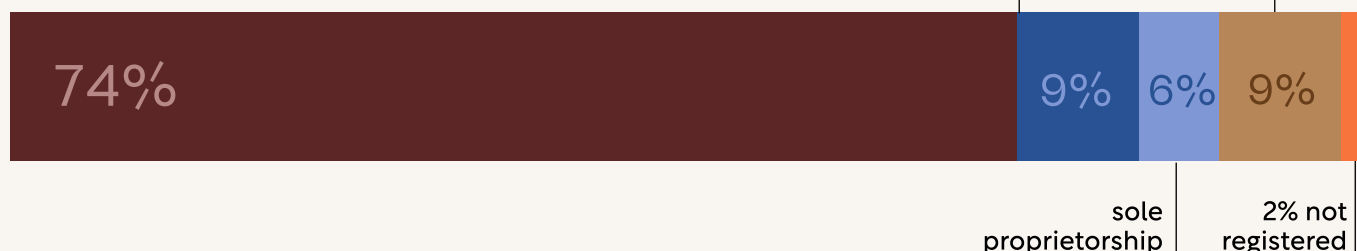
The survey revealed that the most common legal form is the limited liability company (sp. z o.o.), accounting for 91 out of 123 startups (74%). This is followed by joint-stock companies with 11 startups (9%), sole proprietorships with 7 startups (6%), and other legal forms with 11 startups (9%). Only 3 startups (2%) are not yet registered.

The prevalence of limited liability companies suggests that many startups in Krakow are seeking to protect their personal assets while growing their businesses. This legal form offers flexibility and liability protection, making it a popular choice for entrepreneurs.

sp. z o.o. (limited liability)

joint-stock companies

other legal forms



Expert comment

According to the poll results, the majority of participants opted to establish a spółka z o.o., the Polish equivalent of an LLC.

This aligns with our experience working with clients. Although a spółka z o.o. may not offer significant flexibility, it is relatively straightforward to set up (it can even be established online) and provides several advantages. It limits the liability of founders (though management may still be held personally liable for the company's debts!), exempts shareholders from paying social security contributions, and facilitates the involvement of investors in the start-up.

The recently introduced legal form designed for start-ups – the Prosta Spółka Akcyjna (PSA, or "simplified joint-stock company") – has not gained much popularity, with only a few start-ups choosing this option. While the PSA allows for more flexible arrangements between founders and investors, many still prefer the more established spółka z o.o. to avoid uncertainties related to the interpretation of the law.

As lawyers, we often see that start-ups either neglect the legal formalization of their business or, on the other hand, spend too much time, effort, and resources on selecting the ideal type of company. Few realize there's an often-useful solution at the initial stage – the so-called "founders' agreement". This is a smart option for founders who wish to establish basic terms of cooperation before choosing a formal legal structure. It allows you to establish, for example, partners' contributions, the rules for acquiring project rights, profit-sharing arrangements, or guidelines for admitting new team members into your start-up. This is typically the first initial framework that can provide a roadmap for your actions and help avoid conflicts. The founders' agreement is not a substitute for formal company registration, but with this one step you can avoid many potential legal problems. If I were launching a start-up project today, I'd definitely want someone to tell me about this.



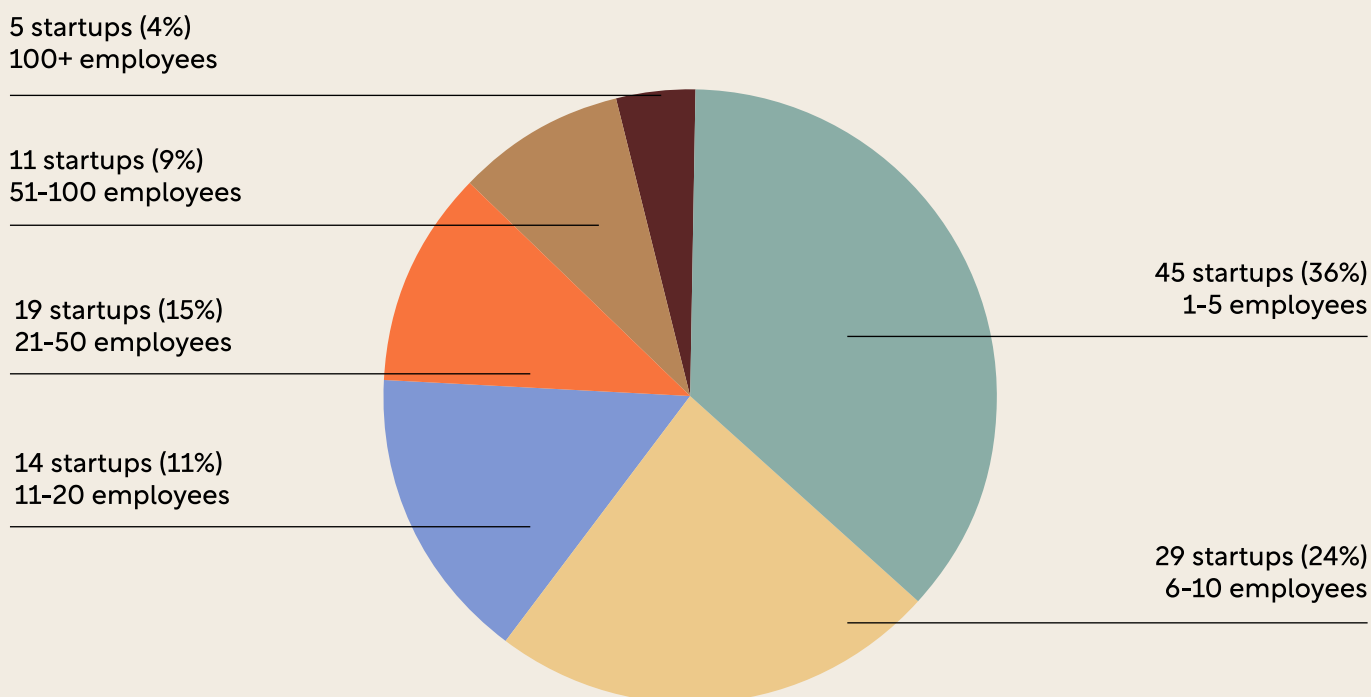
Jędrzej Brzykcy

—
Attorney-at-law
JWMS law & business

Employment

The vast majority of Krakow startups (87%) are small businesses with up to 50 employees, similar to the 85% reported in the previous edition. Only 5 companies, including foreign branches, employ more than 100 people.

Number of Employees



Krakow Startups with the highest employment rates:

100+

Brainly edrone Synerise Tagvenue Unit8

51-100

Grenton Lekta AI LiveKid Omni Calculator
LUCKY DUCK GAMES → Picodi Printbox
Reality Games SINGU Stonly uPacjenta

→ Leading-edge Technologies

AILIS

AILIS is an innovative breast health monitoring system that revolutionizes early detection of breast cancer. Thanks to the proprietary method of Dynamic Parametric Imaging and advanced AI technology, AILIS is a safe and non-invasive system for monitoring cancer changes in breast tissues. This solution allows faster and more precise diagnosis, which is essential in the fight against breast cancer, where early detection of cancer changes is crucial.

The DPI method enables dynamic and real-time imaging of the breast, significantly improving the accuracy of diagnostics and eliminating the need to expose patients to radiation, as is the case with conventional methods such as mammography. The AILIS device is easy to use, which makes it an ideal solution for patients to use as part of regular preventive check-ups. AILIS addresses the growing demand for safe and precise medical technologies in oncological diagnostics.

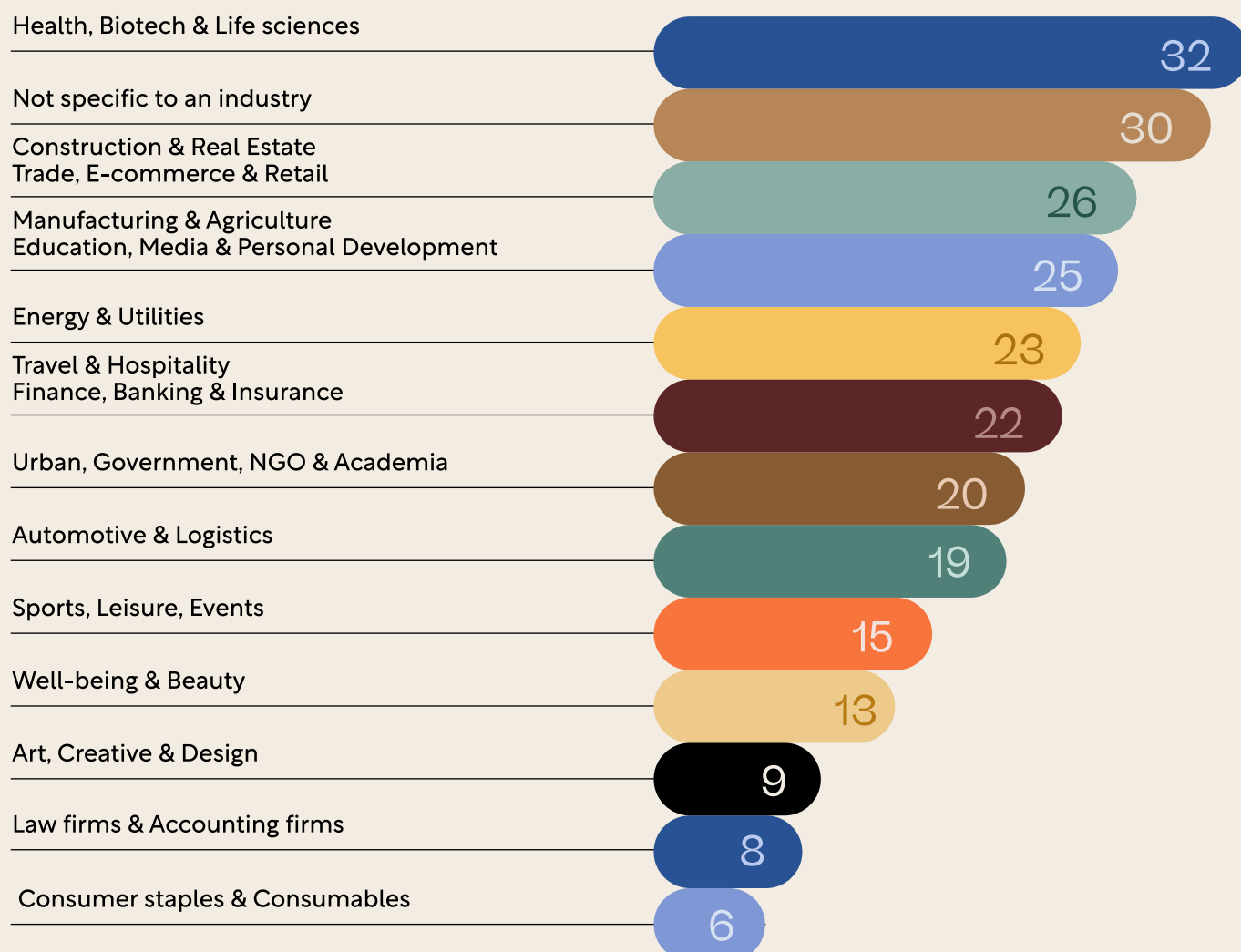
ailiscare.com



Industries in which Krakow Startups Operate

Krakow's startup ecosystem is highly diverse, spanning various industries. Of 123 surveyed startups, Health, Biotech, & Life Sciences leads with 32 startups (26%), reflecting a growing focus on health innovation driven by biotech and digital health advancements. Construction & Real Estate and Trade, E-commerce & Retail follow, each with 26 startups (21%), highlighting interest in development, online shopping, and retail. Education, Media, & Personal Development and Manufacturing & Agriculture each account for 25 startups (20%), emphasizing educational, consumer, and production-focused solutions. Notably, 30 startups did not specify an industry, suggesting multi-sector activity.

Types of Industries



Krakov Startups Top 5 Industry Specializations

Industry

Health, Biotech & Life sciences

Companies

32 → AILIS Aiseemo Aptamedica BAT-19 Bloodwise BLOVI
Cardiomatics Certifier Consonance Efento English Wizards
Estimote Health Folder Fiklon FELG Software Health Folder
Insignes Labs intoDNA Make Me Diet FindAir MedApp play.air
MentalioMindMics Omni Calculator PELVIFLY Proteine Resources
Shape.Care Unit8 SpeechFlow Talent Alpha Uncanny Virmed

Construction & Real Estate

26 → Airly Aiseemo. Closer DefendEye Efento Estimote
Grenton Husarion InfraByte Kuuler Lextron.ai Omni Calculator
Orbify ParkCash Seedia Selectrin simpl.rent SINGU Treo
Talent Alpha TURMS-ADRAIN ePM Uncanny VISTAGER Vizonare

Trade, E-commerce & Retail

25 → 1koszyk Aiseemo BuyerMind Closer edrone DataUnlocker
Estimote ExMetrix GoPOS itasty Lekta AI Lextron.ai MyRent
Picodi Printbox PushPushGo Seedia Skarbe Synerise Unit8
Stampsify Talent Alpha Uncanny Viceversa VISTAGER WEARFITS

Manufacturing & Agriculture

25 → Aiseemo Costrum DefendEye Efento Elmodis
Treo Estimote Orbify ExMetrix Husarion Insignes Labs
Lextron.ai Omni Calculator Proteine Resources Rebread
Selectrin Reliability Solutions SILVAIR Synapstry Talent Alph
TURMS-ADRAIN Uncanny Unit8 VISTAGER WIDMO

Education, Media & Personal Development

25 → Aiseemo Alpha Data Analytics Brainly Certifier
Estimote civer English Wizards ExMetrix ExplodedView
Fiklon Husarion LiveKid IndradevAi LAVAVISION MedApp
Mentalio MyRent play.air Virmed Omni Calculator
PressPad SpeechFlow Talent Alpha Uncanny TURMS-ADRAIN

Key changes in the top specializations between the former and current editions of the report:



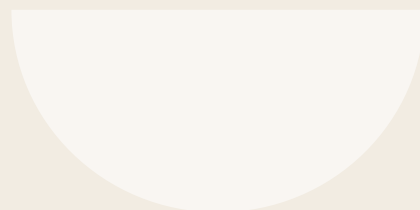
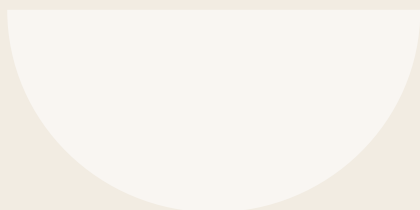
Rising Stars

Construction & Real Estate

This sector has seen a significant rise, moving up the ranks to become the second most popular specialization. This could be attributed to increasing investments in infrastructure and real estate development in Krakow.

Education, Media & Personal Development

This sector has emerged as a strong contender, making it into the top 5. This growth could be linked to the increasing demand for online education and digital media content.



Stable Sectors

Health, Biotech & Life Sciences

This sector remains a strong contender, holding its position as the top specialization. This indicates a continued focus on health innovation and biotech advancements.

Trade, Retail & E-commerce

This sector has also retained its position in the top 5, but with a slight decrease in the number of startups.

Manufacturing & Agriculture

This sector has maintained its position in the top 5, suggesting a steady level of activity in these industries.

Liftero

The space industry has grown rapidly, playing a vital role in the global economy by driving advances in communications, climate monitoring, and space exploration. Satellite technology, a key part of this sector, is providing services like telecommunications, internet access, and navigation.

To operate effectively, satellites need propulsion systems to adjust position, avoid debris, and maintain orbit. However, the need for propulsion units has exceeded the capacity of traditional suppliers.

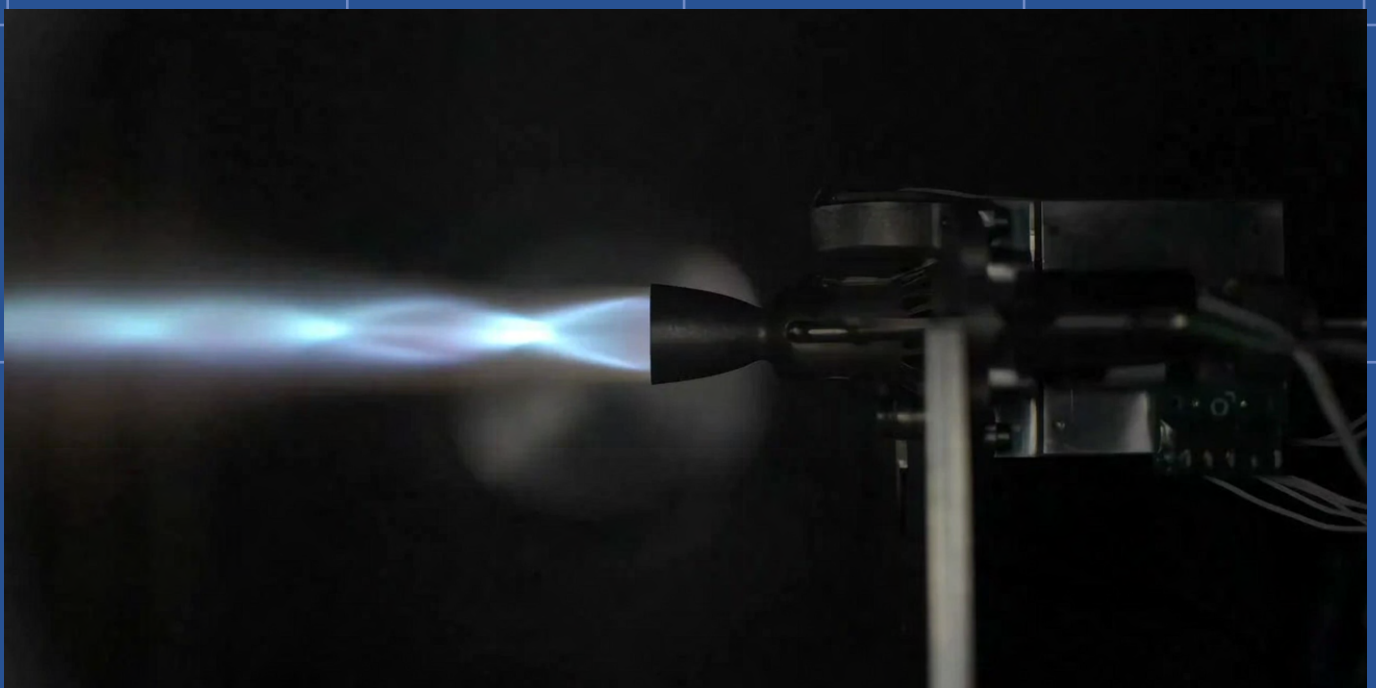
Liftero addresses this gap with fast, scalable, and cost-effective solutions. Its flagship product, BOOSTER, is a high-thrust chemical propulsion system designed for satellites up to 500 kg. It enables satellites to manoeuvre ten times faster compared

to traditional electric propulsion systems, making it much more efficient and profitable for satellite operators. Additionally, BOOSTER uses safe and low-cost fuels that can work with many different types of launch platforms.

Liftero developed the BOOSTER in just one year, using advanced manufacturing techniques such as 3D metal printing and automation. As a result, they can deliver customisable, modular propulsion systems in just three months, three times faster than the industry standard.

A critical milestone for the startup will be the in-space demonstration of BOOSTER, scheduled for early 2025 on SpaceX's Transporter-13. Additionally, Liftero will provide propulsion for the OrbitAID mission, launching on India's PSLV in 2025.

liftero.com



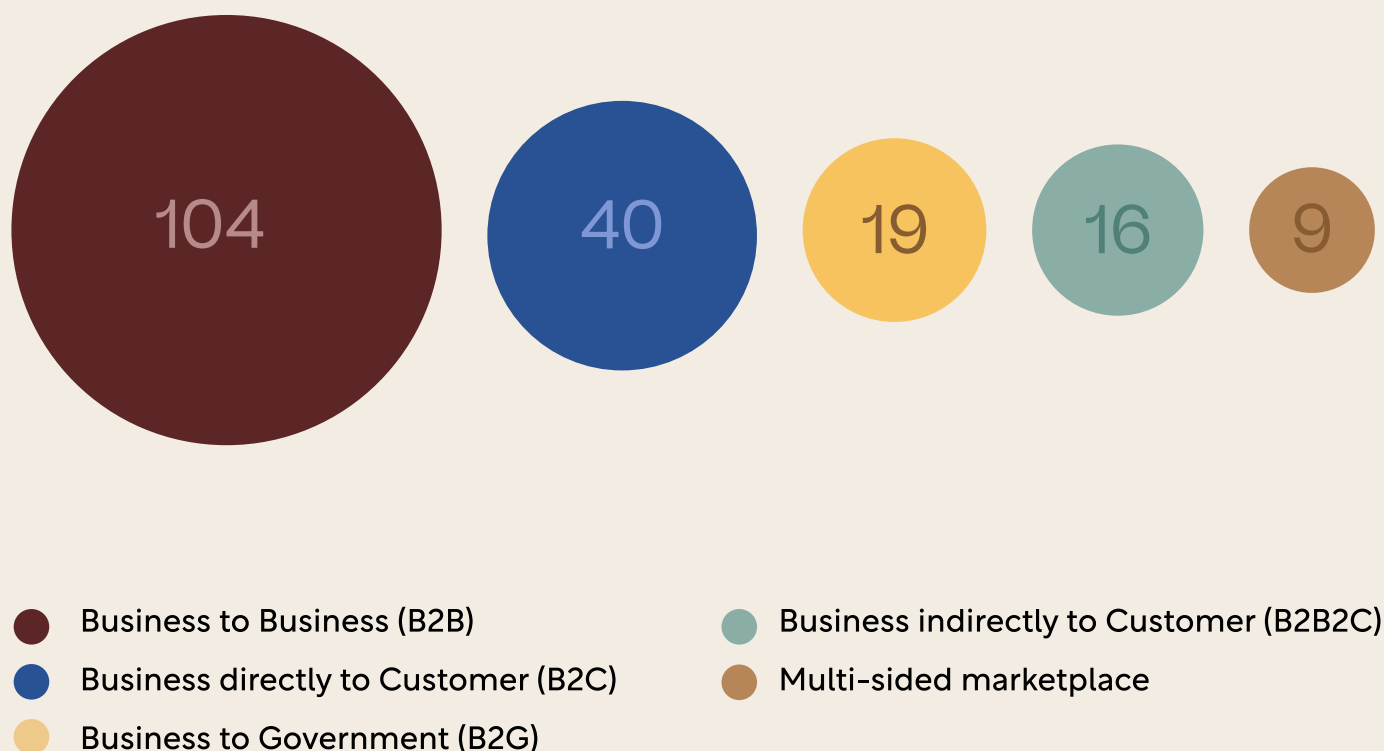
Customers Types

Krakov's startup scene is diverse, with a mix of business models. Business-to-Business (B2B) models are the most common, accounting for 85% of surveyed startups. This shows a strong focus on providing solutions and services to other businesses, even stronger than in the former edition of the report, where this model was indicated by 76% of companies.

B2B models are the most common, accounting for 85% of surveyed startups

Startups Business Models

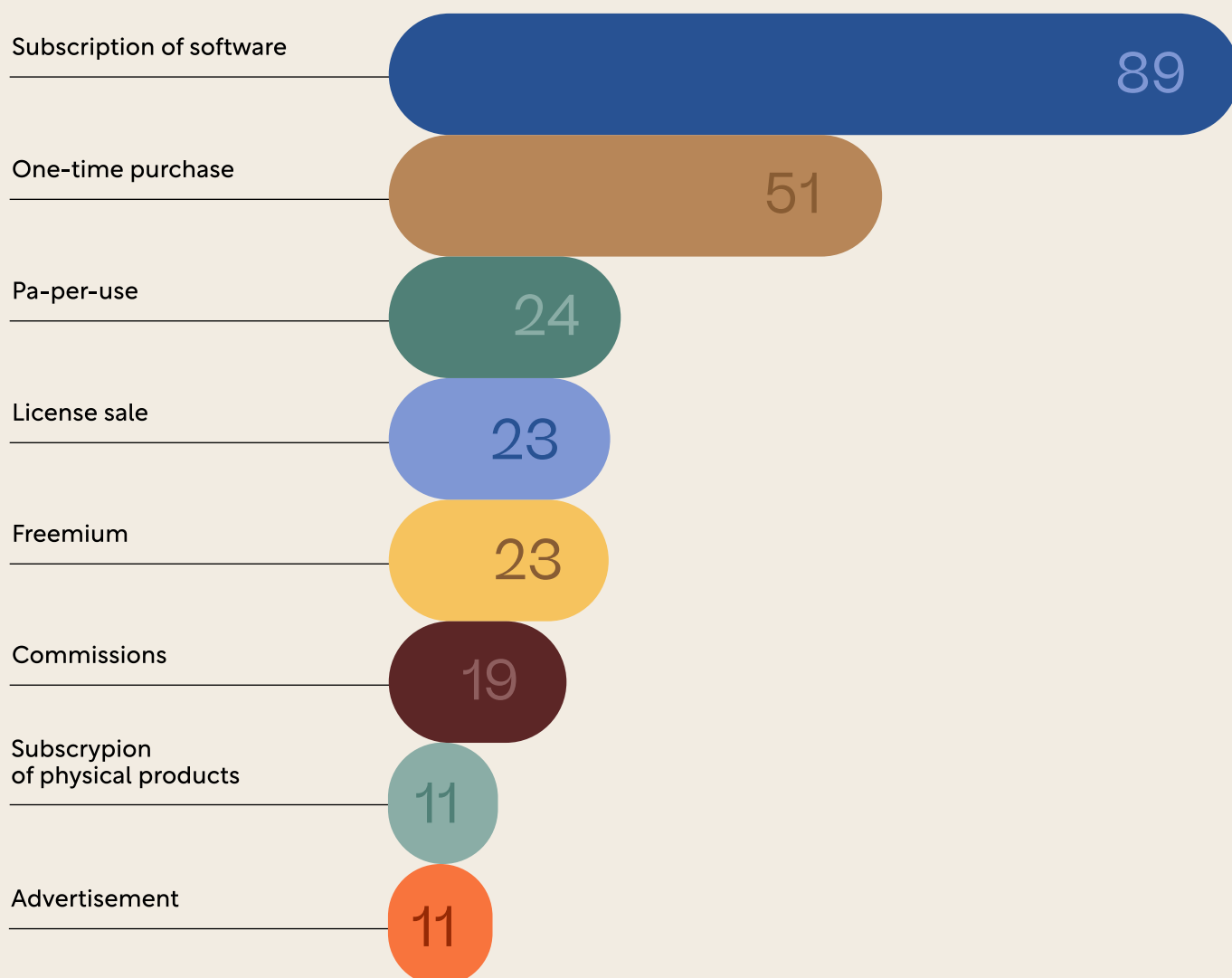
None of the researched companies applies the mix of all 5 business model types that we took into consideration, but there were a few companies that apply multiple selling options, e.g. Health Folder, Husarion, Mentalio, Pelvifly, Treo, Viceversa, Visager are selling their products in B2B, B2C, B2B2C models.



Revenue Models

Krakov's startups employ a diverse range of revenue models to generate income. Let's take a closer look at the most common strategies.

Revenue model types How startups make money?



Software subscription-based models, are the most popular revenue models, indicated by 72% of surveyed startups. For 19.5% of surveyed startups, this is the only model that they apply. This is followed by one-time purchases (42%) and pay-per use (19,5%) models. Other common models include licensing, commissions, and freemium, which offer basic services for free and charge for premium features.

Comparing Revenue Models: A Look Back

When comparing the current and former editions of the report, we see some interesting trends in revenue models:

Increased Focus on Software Subscriptions

The number of startups using software subscriptions has increased significantly, reflecting the growing importance of SaaS (Software as a Service) models.

Growing Popularity of Freemium Models

More startups are adopting freemium models to attract and retain users.

Stable One-Time Purchases

While still a popular model, one-time purchases have remained relatively stable.

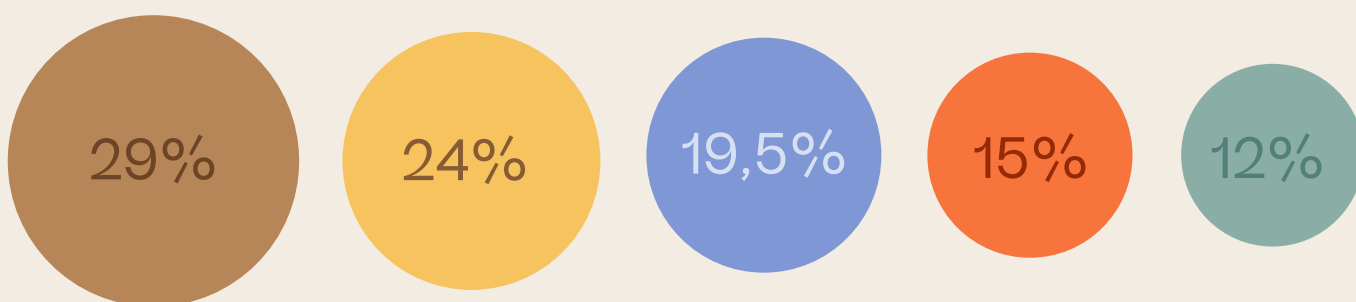
Diverse Revenue Streams

Startups are increasingly exploring multiple revenue streams, such as commissions, advertising, and licensing.

International vs Polish Clients

Understanding the target market is crucial for any startup's success. Let's explore where Krakow's startups are focusing their efforts.

Target Market Distribution:



● Most clients in Poland (>50%)

● Most clients outside Poland (>50%)

● All clients in Poland

● No paying clients yet

● All clients outside Poland (100%)

Domestic vs. International Focus

Domestic Focus — 49%

49% of startups primarily serve Polish clients.

International Reach — 36%

36% of startups primarily serve Polish clients.

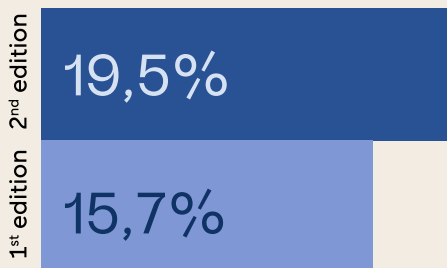
Early-Stage Ventures — 15%

15% of startups are still in the early stages of development and have not yet acquired paying clients.



Evolution of market focus: A Look Back

All clients in Poland



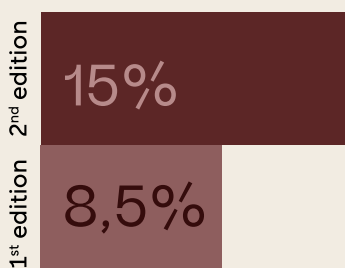
In comparison to the previous report, a slightly higher percentage of startups (19.5%) now focus solely on the Polish market, up from 15.7% and the majority of startups (nearly 50%) still primarily serve Polish clients.

International Clients



The percentage of startups with a strong international focus has decreased slightly, from 41% to 36%.

No paying clients

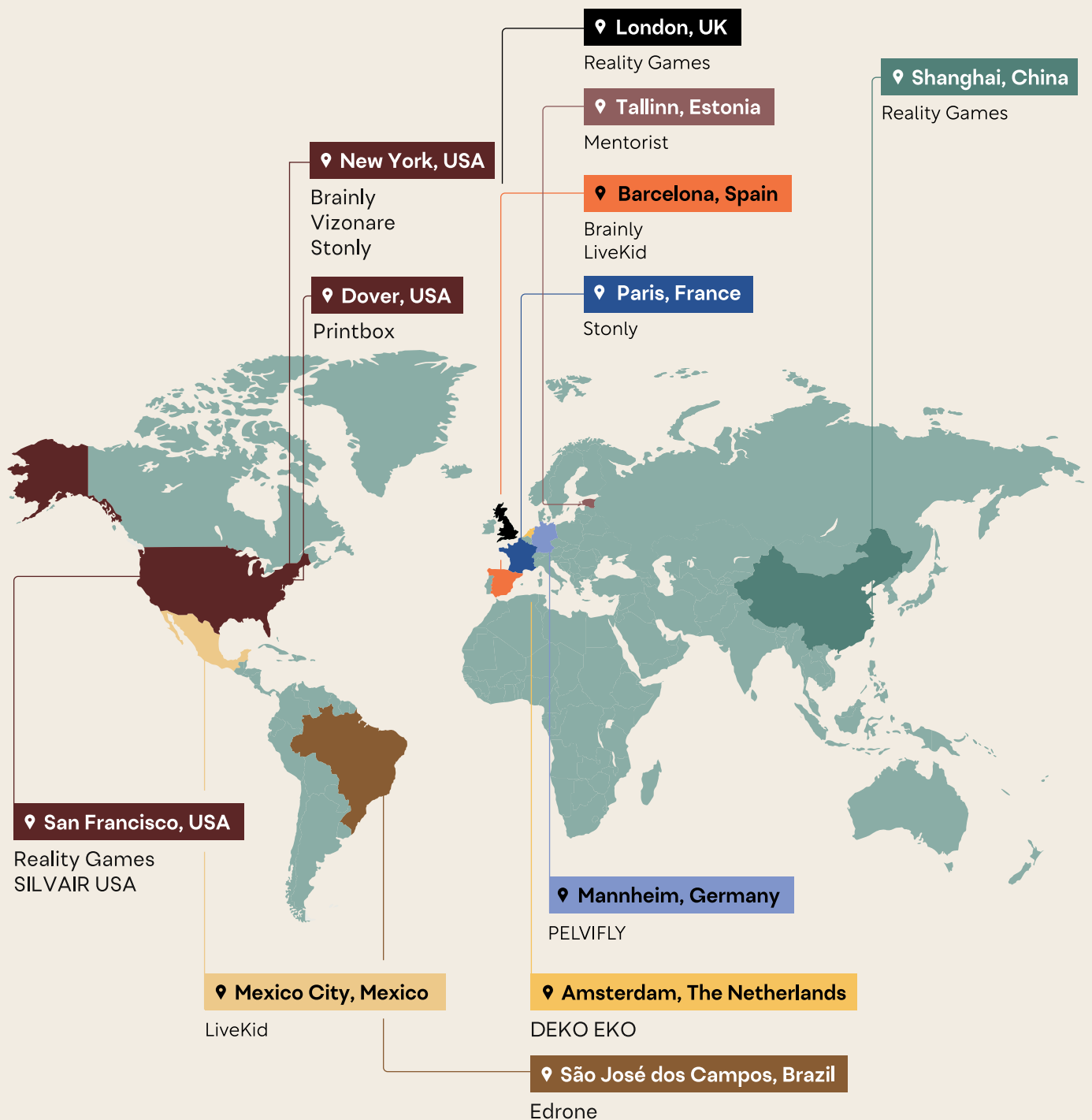


The percentage of startups without paying clients has increased from 8.6% to 15%, indicating a new wave of early stage startups in the ecosystem.

Examples of Foreign Locations of Krakow Startups

Examples of Foreign Locations of Krakow Startups 14% of surveyed Krakow startups have offices in foreign countries, that may also suggest the extended operations on that given market.

The map below showcases examples of Krakow-born startups with foreign offices.



MindMics

MindMics is at the forefront of a health revolution, driven by a mission to provide medical accuracy through wearable technology. Our dedicated team is committed to transforming everyday earbuds into powerful health-monitoring devices. Our unique solution leverages in-ear infra-sonic hemodynography, a groundbreaking technology that captures acoustic signals from the heart, offering insights previously only available through invasive procedures.

Using existing earbud technology, we developed a patented solution that detects subtle variations in heartbeats, providing users immediate feedback on their cardiovascular health. Through our cloud infrastructure and B2B model, we offer scalable access to these insights via APIs, enabling partners to integrate real-time health monitoring into their own products and services. This cloud-based approach allows our partners to tap into powerful health analytics without investing in their own infrastructure, enhancing their product offerings with cutting-edge health data.

What sets MindMics apart globally is our ability to provide medical-grade accuracy through devices that hundreds of millions already use daily. Our technology has shown promise in clinical studies, demonstrating its capability to assess cardiac arrhythmias and other conditions with precision comparable to ECGs and other medical devices like cardiac catheterization.

Choosing Kraków as our base was strategic; the city is a burgeoning tech hub with access to top talent and resources essential for innovation. Our achievements thus far include successful clinical studies and partnerships with global leaders aimed at bringing our technology to market. By collaborating with B2B partners, we ensure our technology is accessible to a broad spectrum of users—from those seeking well-being to individuals needing advanced cardiac monitoring.

Looking ahead, we plan to further enhance our offerings, integrating features such as blood pressure monitoring and predictive health insights. MindMics isn't just about tracking health; it's about empowering our partners to deliver real-time health solutions to their users through seamless cloud integration and licensing. Join us as we pave the way for the future of personal health monitoring, with a strong cloud-based infrastructure and B2B partnerships that will revolutionize health and well-being on a global scale.

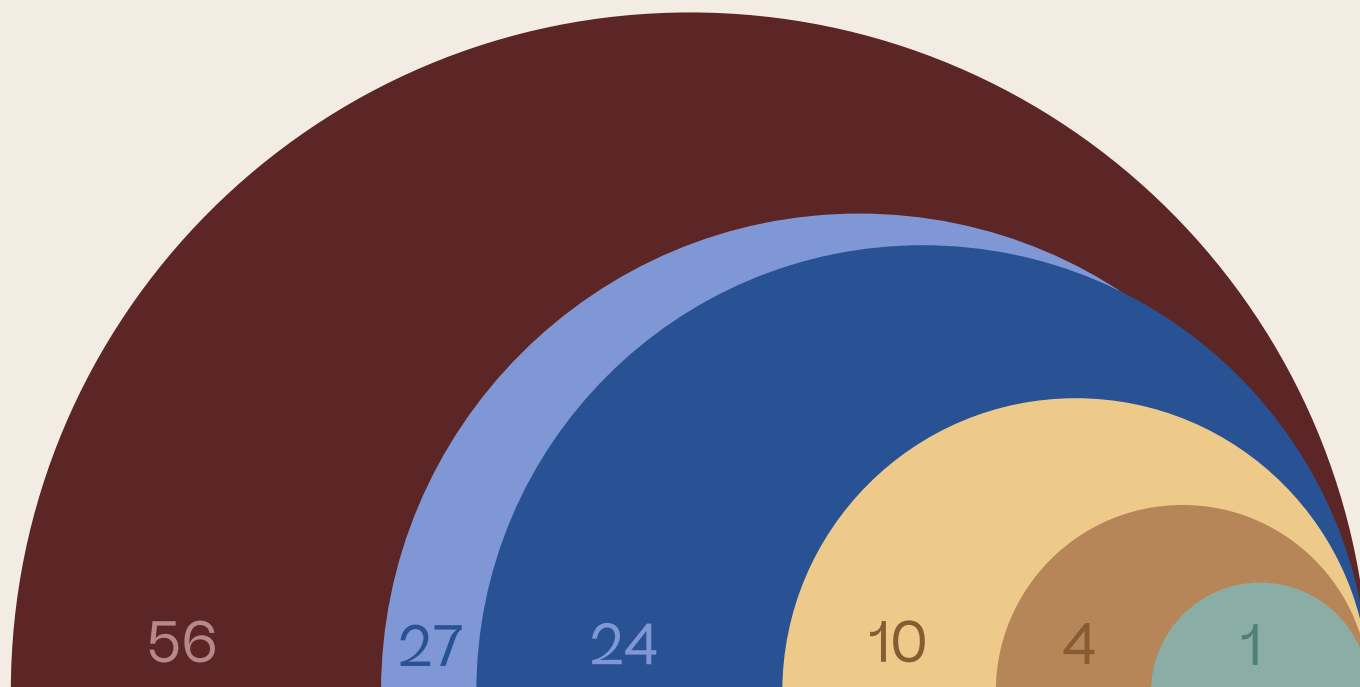


Startup Financing

The majority of Krakow startups finance their operations from VC and angel investments or public grants, however, the percentage of startups that finance themselves from their own sources is also substantial.

This section explores Krakow startup funding landscape and various financing strategies applied by our local startups.

Investment Rounds Krakow's Startup Funding Landscape



- No angel/VC funding
- Pre-seed
- Seed
- Series A - Talent Alpha, AILIS, Airly, Estimote, MedApp, REAKTO, Grenton, LiveKid, Stonly, edrone
- Series B- Elmodis, Reliability Solutions, SILVAIR, Synerise
- Series C - 0
- Series D 1 Brainly
- Series E - 0

Key Findings

- 45% of companies have not yet received any external funding.
- **Early-Stage Dominance:** The majority of startups (41%) are in the early stages of funding, with a significant number securing pre-seed or seed rounds from angel investors and venture capital firms.
- **Limited Late-Stage Funding:** Late-stage funding remains a some challenge for Krakow startups, as evidenced by the scarcity of Series B, C, and D rounds.
- Krakow's record of financing still belongs to Brainly, which has raised approximately \$150 million USD to date. This is significantly higher than the average funding amount for startups in other Polish cities.



Here are some key takeaways from analysis of both current and previous editions of the report

Increased number of early-stage startups

The percentage of startups in the pre-seed and seed stages has increased from 36% in the previous edition to 41% in the current edition. This suggests that the Krakow startup ecosystem is becoming more active in the early stages of development.

Brainly remains the most successful Krakow startup

This highlights the potential for Krakow startups to attract significant investment, but also underscores the challenges of scaling to later stages.

Limited late-stage funding

Late-stage funding remains relatively scarce in Krakow, although 2 additional companies secured B rounds since the last edition of the report.

While this study captures a majority of companies, it's important to acknowledge that it's not exhaustive. For instance, Kontakt.io recently secured a significant Series C round of \$47.5 million, led by Growth Equity at Goldman Sachs Asset Management, which wasn't reflected in this data.

Overall, the Krakow startup ecosystem is growing and maturing, but there is still room for attracting both early and later-stage investments.

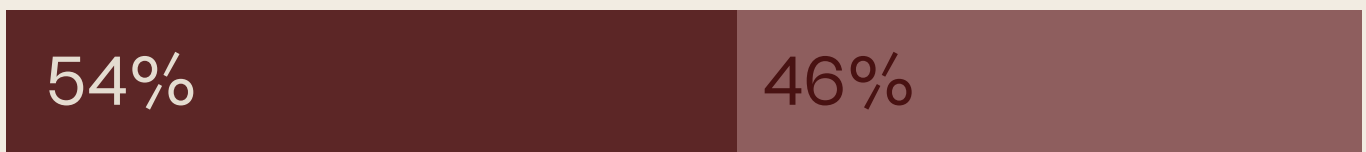
Total VC, Angel & Founder Funding

The majority of Krakow startups 54% finance their operations from VC and angel investments or public grants, however, the percentage of startups that finance themselves from their own sources is also substantial.

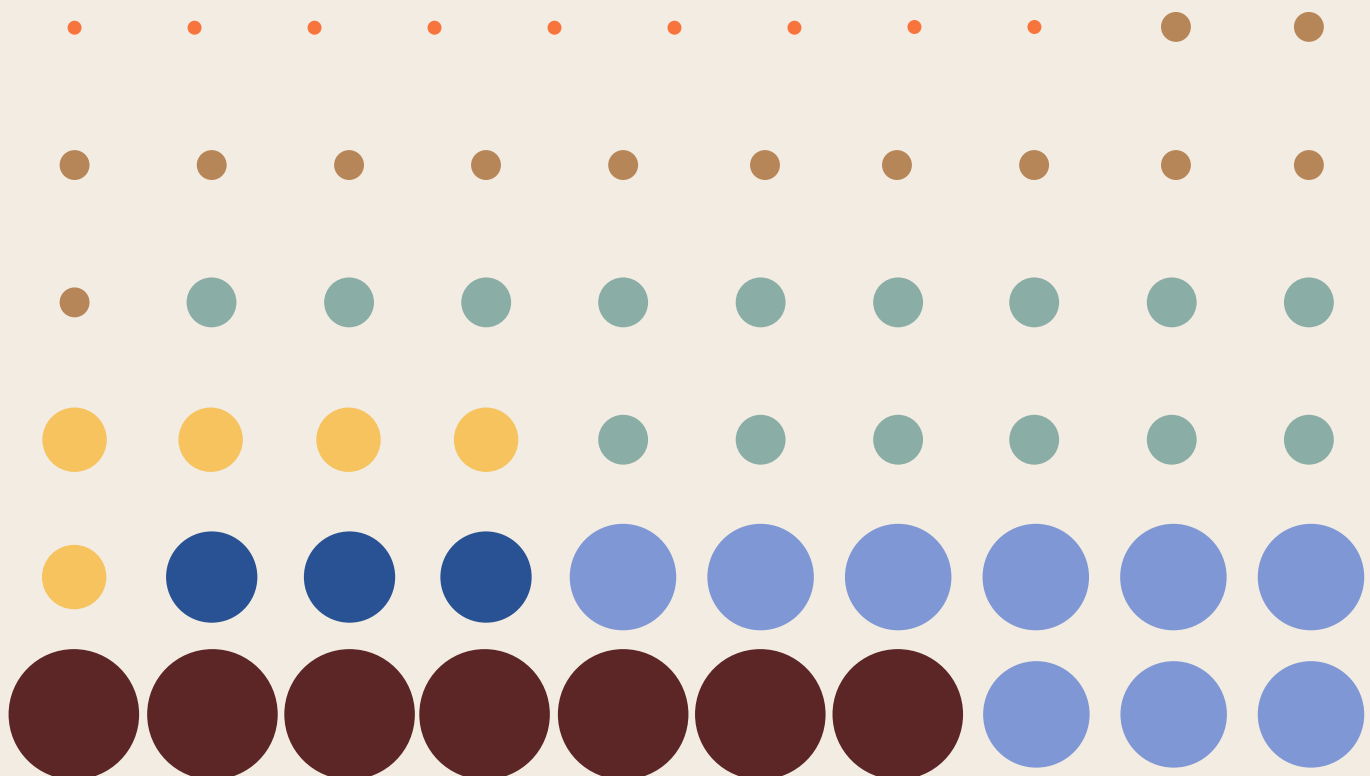
VC funding levels

Secured VC, angel funding

Didn't receive VC or angel funding



The level of financing received



- <100 K € - 9 companies
- 100-499 K € - 13 companies
- 0.5-1.4 M € - 15 companies
- 1.5-2.4 M € - 5 companies
- 2.5-4.9 M € - 3 companies
- 5-10 M € - 9 companies
- >10M € - 7 companies

Key Findings

- **High-Potential Companies:** 7 companies, including Brainly, Estimote, MedApp, MindMics, SILVAIR, Stonly, and Synerise, have secured over €10 million in funding, highlighting the potential for significant growth.
- **Majority Funding Range:** The majority of startups received between €100,000 and €1.4 million in funding, indicating a healthy mix of early-stage and growth-stage companies.



Comparing Funding Rounds: A Look Back

While the overall funding landscape remains similar, we've observed some small shifts since the last report:

Increased Early-Stage Funding

Relatively more startups are securing seed funding, raising less than €500,000.

Stable Mid-Stage Funding:

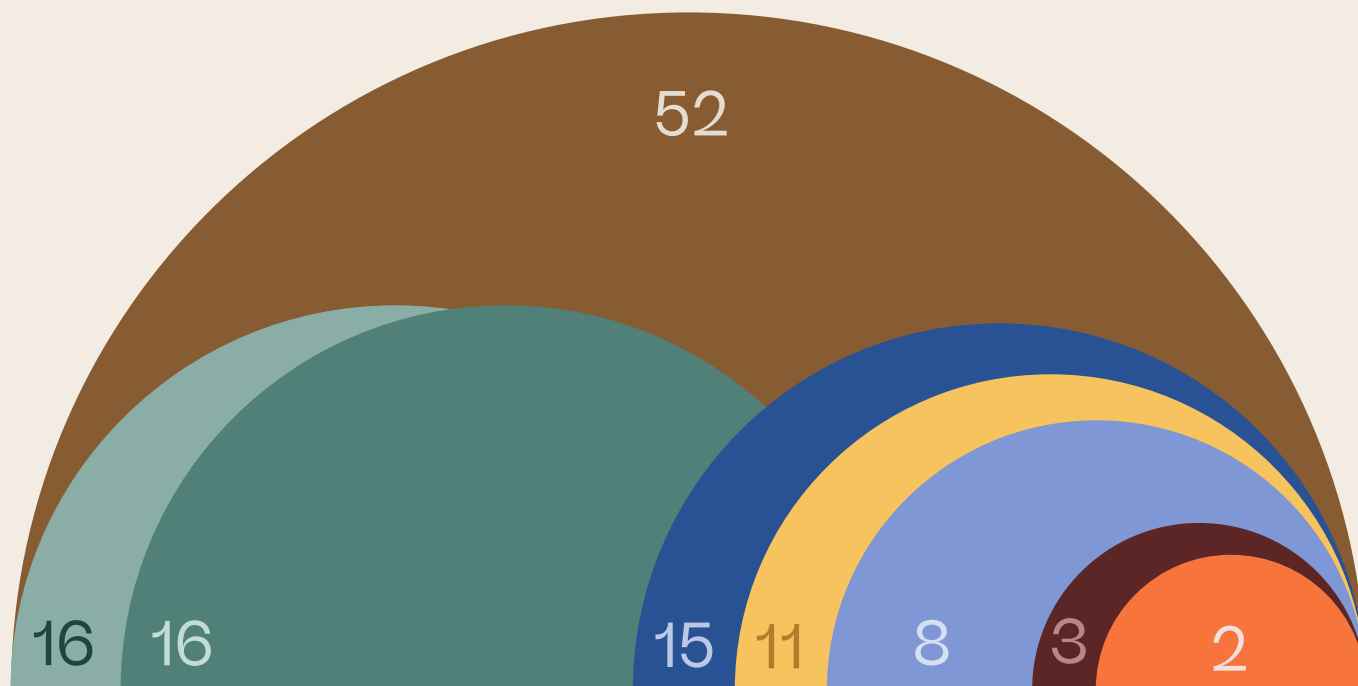
The number of startups raising between €100,000 and €2.4 million has remained relatively stable.

Fewer Late-Stage Deals:

There has been a slight decrease in the number of startups raising over €10 million, but this is mainly due to the exclusion of large foreign startup branches from the survey.

These trends suggest that while Krakow's startup ecosystem continues to attract funding, the focus may be shifting towards early and mid-stage companies.

Acquisition of Public Grants



58% of the surveyed companies sought public grants to support their growth and development. While many applied for grants under €500,000, a notable number of startups secured significant funding. Eight companies received grants between €1.5 and €2.4 million, and five companies received grants exceeding €2.5 million, demonstrating the potential for substantial public support in Krakow's startup ecosystem.

Leverage public grants

Do not utilise public grant

58%

42%

Public Grant Landscape: A Look Back

Public grants continue to be a valuable resource for Krakow's startups, with a significant increase in utilization compared to the previous report (58% compared to 39% in the prior edition).

Grant Size Trends:

Increased Early-Stage Grants

More startups are applying for smaller grants, with a rise in the number seeking less than €500,000.

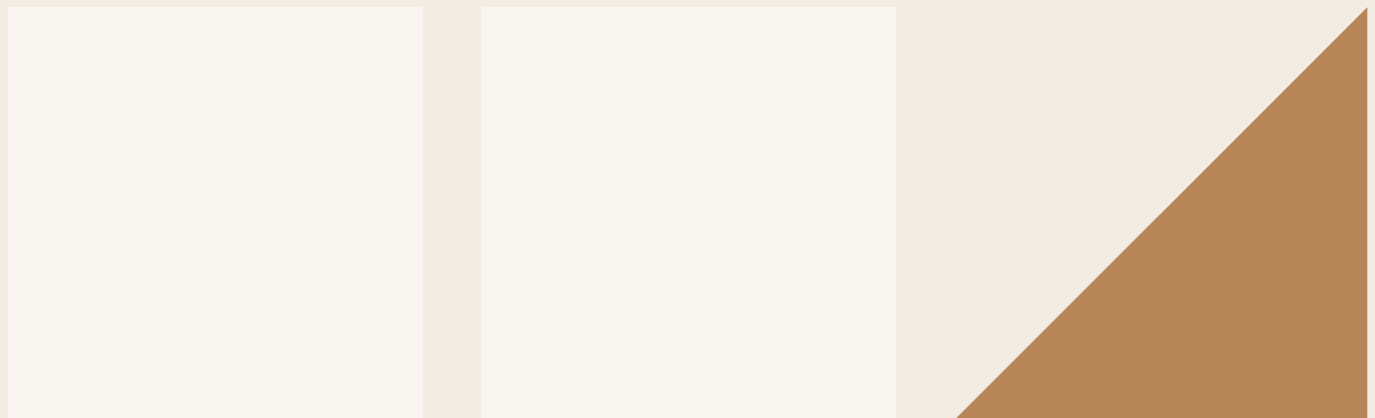
Stable Mid-Stage Funding

The number of startups securing grants between €500,000 and €2.4 million has remained relatively stable, with 8 companies receiving €1.5-€2.4 million

Continued Large Grants:

The overall number of grants exceeding €2.5 million has remained stable (5 companies this year vs. 6 in the previous report).

Overall, these trends suggest that public grant programs are playing an increasingly important role in supporting Krakow's startup ecosystem. The availability of smaller grants helps early-stage ventures get off the ground, while larger grants continue to fuel the growth of established companies.



Crowdfunding: A Niche Funding Option in Krakow

Crowdfunding plays a niche role in supporting Krakow's startups. Only 6% of surveyed companies secured funding through crowdfunding platforms, including **Deko Eko**, **Enalpha**, **Husarion**, **LUCKY DUCK GAMES**, **Reakto**, **Reality Games**, and **Shape.Care**. While the percentage of startups utilizing crowdfunding remains relatively low, it provides an alternative funding option for specific campaigns or projects.

Startups Seeking Their Next Funding Round

The majority of startups are actively looking for funding, only 37% are not in the fundraising mode. Below are the examples of startups and their current investment goals.

Investing goal

Companies

<100 K EUR

6 →

IndradevAi

MyRent

Phronetiq

Sloper

Stampsify

Take your time

100—499 K €

14 →

Alpha Data Analytics

Aptamedica

Bloodwise

BLOVI

Costrum

DEKO EKO

ecomyko

ExplodedView

Fiklon

Jahro

play.air

Talenti

TURMS-ADRAIN

VISTAGER

0.5—1.4 M €

24 →

Aiseemo

BAT-19

BuyerMindciver

Closer

DataUnlocker

DefendEye

ENALPHA

ExMetrix

finQbit

Health Folder

hiree

Kuuler

myrest

ParkCash

PELVIFLY

Rebread

Shape.Care

Reliability Solutions

Skarbe

SymbiotAI

Tequipy

Vizonare

WIDMO

1.5—2.4 M €

14 →

1koszyk

Astroteq.ai

Calimala.ai

GoPOS

Insignes Labs

Liftero

Mentalio

MindMics

Orbify

Proteine Resources

Vetsi

Spotstay

Viceversa.app

WEARFITS

2.5-10 M €

6 →

1Strike.io

Curioz

GYMMANAGER

REAKTO

Secfense

SILVAIR

>10 M €

7 →

Digital First AI

Estimote

intoDNA

Reality Games

Stonly

Synerise

TECHMO

Ecomyko

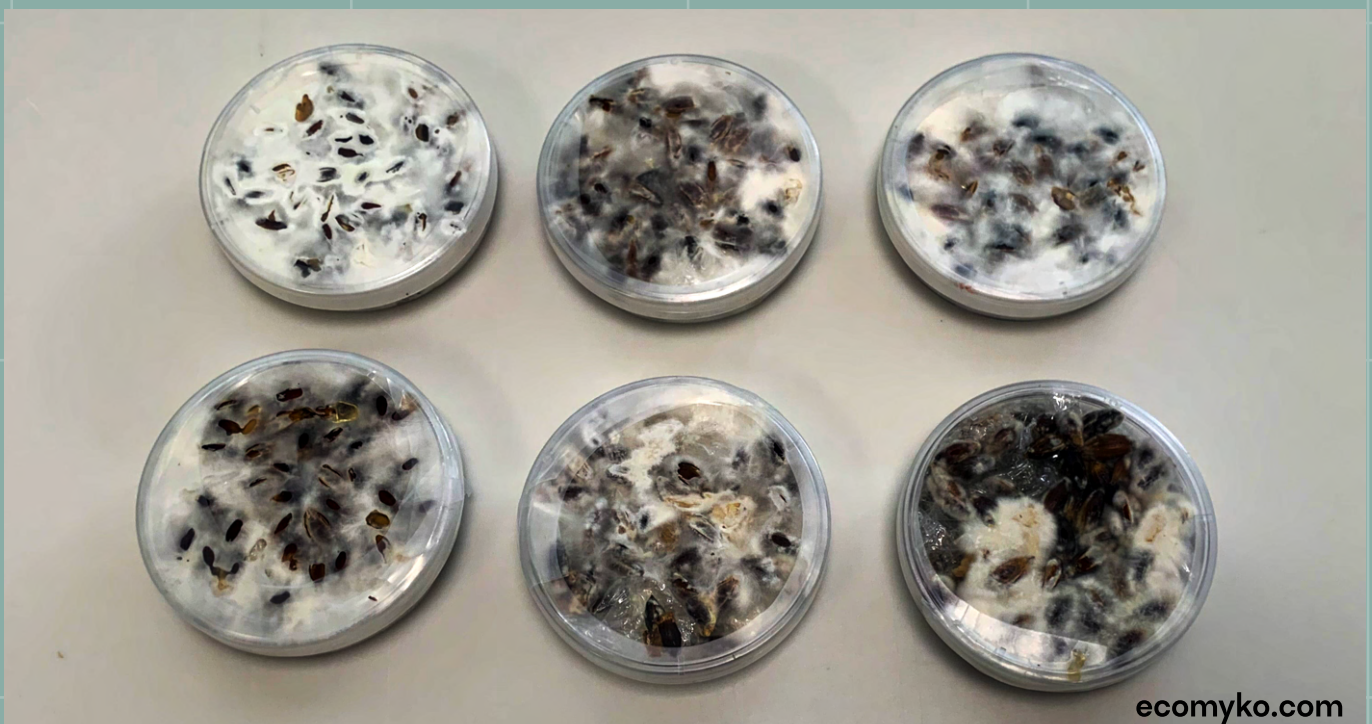
Ecomyko is tackling plastic waste using innovative fungal enzyme technology. Its mission is to transform plastic, particularly polyethylene, into biodegradable materials, reducing environmental harm from landfills and incineration. Ecomyko's approach involves using natural fungi to break down plastics, repurposing them into sustainable products like biodegradable packaging, insulation materials, and acoustic panels. This process contributes to a circular economy, reducing waste and lowering carbon emissions.

Plastic pollution is a global issue, with millions of tonnes of plastic discarded annually. Less than 10% of plastic is recycled, and most of it ends up in landfills or incinerators, causing long-term environ-

mental damage. Polyethylene, a major contributor to this waste, can take hundreds of years to degrade. Ecomyko's solution offers a promising alternative by breaking down polyethylene into smaller, manageable components that can be reused in various products.

Collaboration with waste management companies and other stakeholders amplifies Ecomyko's impact, integrating its solution into existing waste management systems. By turning plastic waste into valuable products, Ecomyko creates economic and environmental benefits, supporting the transition to a circular economy.

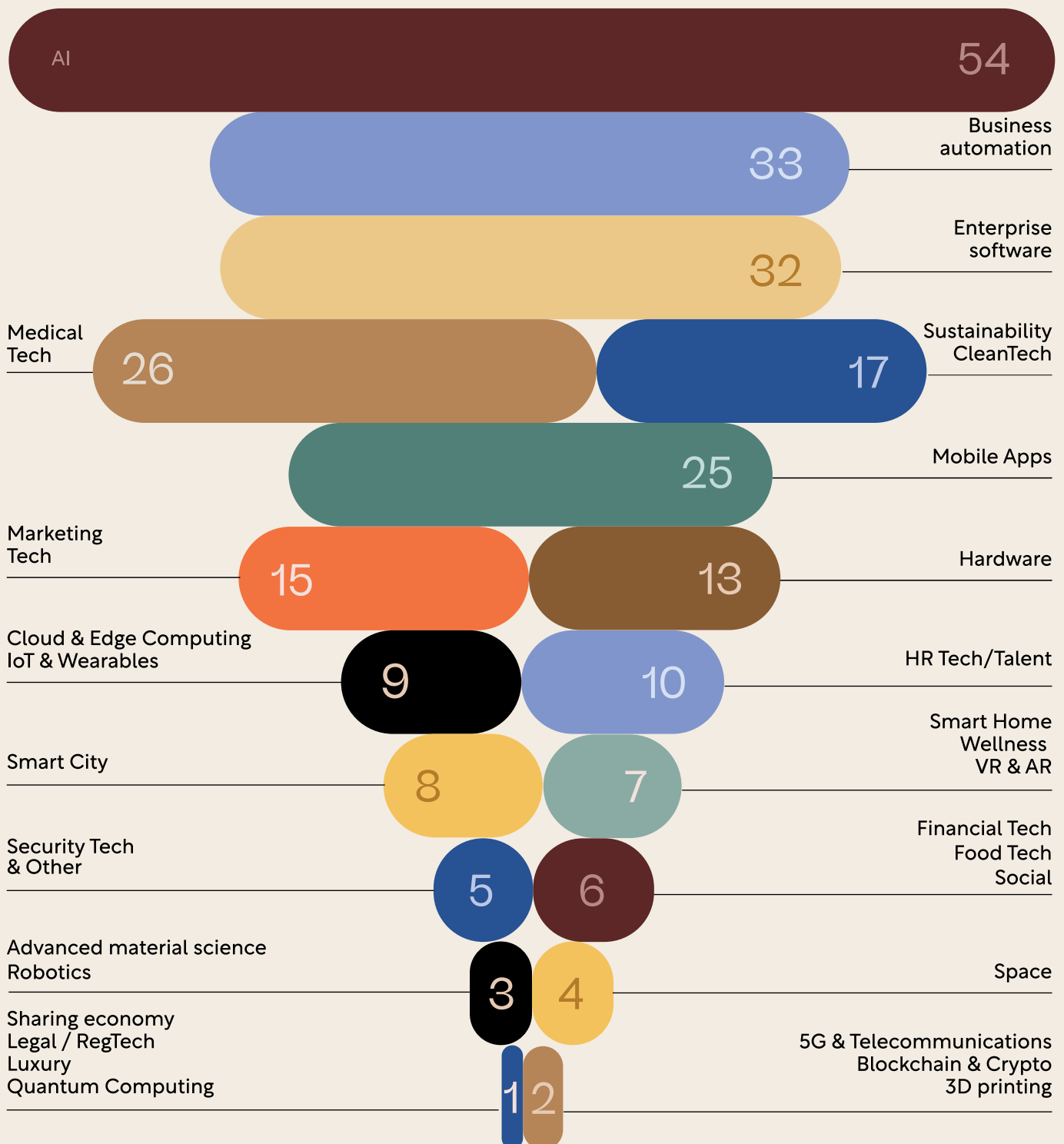
Ecomyko's vision is to create a future where plastic waste is a resource, not a burden. With ongoing research to improve its technology and expand its applications, Ecomyko aims to make plastic pollution a thing of the past while fostering economic growth and sustainability.



Startup Tech Specializations

Krakov's start-up landscape is quite diverse in terms of developed technologies and product focus. Artificial intelligence (AI) is the most popular technology focus, with 44% of surveyed startups specializing in this area. Other popular technologies include business automation/productivity and enterprise software.

Tech Specializations



Examples of Startups Operating in Top-10 Tech Specializations

Below, we present the top-10 technological & product specializations with the examples of the companies that are developing it.

Industry

Companies

AI

54 →	1Strike.io	Aiseemo	Alpha Data Analytics	Astrroteq.ai		
Bloodwise	BLOVI	Brainly	civer	BuyerMind	Calimala.ai	
Cardiomatics	Closer	Costrum	Curioz	DefendEye	edrone	
Digital First AI	Elmodis	ExMetrix	English Wizards	FindAir		
ExplodedVlew	FELG Software	finQbit	IndradevAi	Lekta AI		
Lextron.ai	MedApp	Mentalio	MindMics	Phronetiq	Printbox	
Reliability Solutions	Seedia	Selectrin	Shape.Care	Spotstay		
Skarbe	Sloper	Stonly	SymbiotAI	Synerise	hiree	Tagvenue
Talenti	Unit8	TECHMO	Uncanny	VISTAGER	→	WEARFITS
WIDMO	Vizonare	Will Code Academy				

Business automation / productivity

33 →	1Strike.io	Aiseemo	Costrum	Droplabs	ePM	Elmodis
English Wizards	Estimote	ExMetrix	GYMMANAGER	Husarion		
Knapsack	LiveKid	Lekta AI	myrest	Omni Calculator	Phronetiq	
POsbistro	Proteine Resources	SpeechFlow	Stonly	Skarbe		
Synapstry	Synerise	Selectrin	Reliability	TECHMO	Uncanny	
Tequipy Solution	Tagvenue	Viceversa.app	VISTAGER	Vizonare		

Enterprise software

32 →	1Strike.io	Airly	Certifier	Closer	Costrum	edrone
Digital First AI	Elmodis	Estimote	finQbit	GoPOS	InfraByte	
GYMMANAGER	Lekta AI	LiveKid	ParkCash	Phronetiq	Seedia	
POsbistro	Printbox	Selectrin	SINGU	Skarbe	SpeechFlow	Stonly
Synerise	Tequipy	Tequity	Uncanny	VISTAGER	Vizonare	WIDMO

Industry

Medtech

Companies

26 → AILIS Aiseemo Aptamedic Bloodwise Cardiomatics
BAT-19 Consonance EnSafe Correscopy FELG Software Fiklon
FindAir Health Folder HiMommy intoDNA MedApp Mentalio
Make Me Diet MindMics PELVIFLY

Mobile Apps

25 → AILIS Bloodwise Estimote ExplodedView FELG Software
FindAir GoPOS GYMMANAGER hiree itasty LiveKid ParkCash
play.air Sloper POSbistro PressPad Reality Games Shape.Care
Spotstay

Sustainability / CleanTech

17 → Airly Correscopy DEKO EKO Insignes Labs ecomyko
ENALPHA EnSafe Kuuler ParkCash Reliability Solutions Orbify
Proteine Resources Rebread Seedia Selectrin SILVAIR Vizonare

Marketing tech

15 → 1koszyk Aiseemo BuyerMind DataUnlocker edrone
Digital First AI Picodi PressPad PushPushGo Spotstay Synerise
TURMS-ADRAIN Uncanny VISTAGER WEARFITS

Hardware

13 → Airly Aptamedica Astroteq Consonance DefendEye
Efento Elmodis EnSafe FindAir LAVAVISION Liftero Seedia
WIDMO

HR tech / talent

10 → Calimala Costrum Curioz English Wizards Phronetiq
hiree Talent Alpha Talenti Tequipy Will Code Academy

Cloud & Edge Computing

9 → iseemo Costrum DefendEye Elmodis Estimote
Reliability Solutions

Internet of Things & Wearables

9 → Airly Efento Elmodis Estimote FindAir Synapstry
SILVAIR Husarion Selectrin SILVAIR

Key Trends in Tech Specialisations

Increased Focus on AI and MedTech

AI Dominance

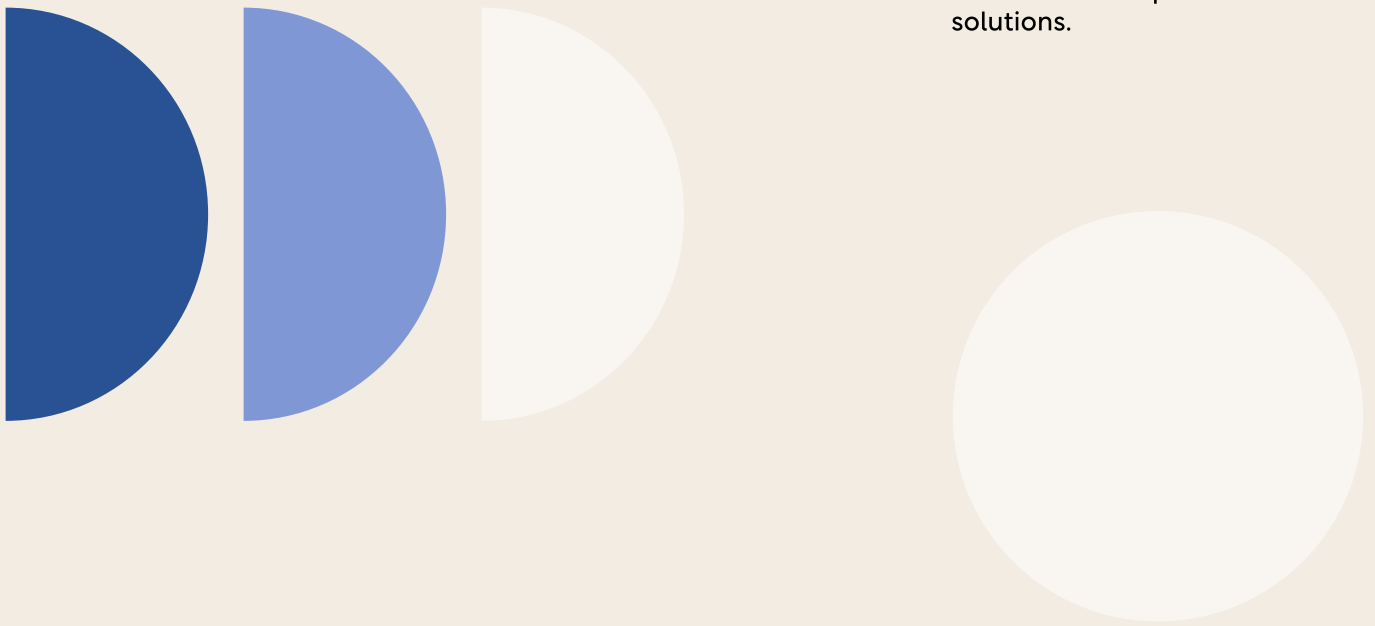
Artificial Intelligence continues to be the most popular technology focus, with a significant increase from 37 to 54 companies. This indicates a growing interest in AI-driven solutions and its potential to revolutionize various industries.

MedTech Surge

The Medical Technology sector has experienced a notable surge, with the number of startups increasing from 14 to 26. This trend reflects the increasing importance of healthcare innovation and the potential for technological advancements to improve patient care.

Increased focus on sustainability and cleantech

The number of startups focusing on sustainability and cleantech has increased from 14 to 17. This suggests a growing awareness of environmental issues and a desire to develop sustainable solutions.



Steady Growth in Enterprise Software and Business Automation

Enterprise Software Expansion

The Enterprise Software sector has seen steady growth, with the number of startups increasing from 26 to 32. This indicates a growing demand for business solutions that can improve efficiency and productivity.

Increased focus on sustainability & cleantech

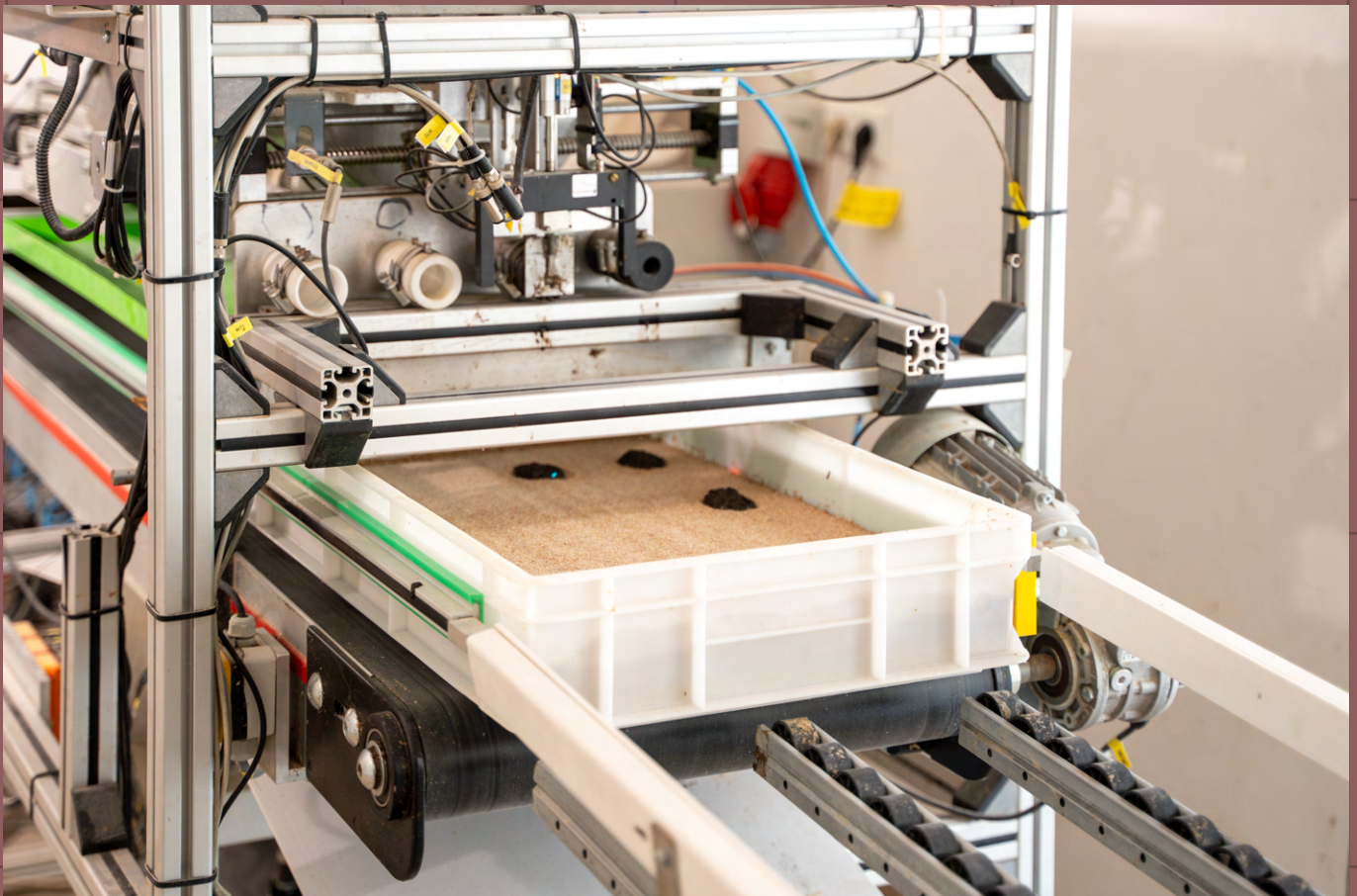
The Business Automation and Productivity sector has maintained its position as a significant area of focus, with a slight increase from 32 to 33 companies. This suggests a continued interest in automating processes and streamlining workflows.

Proteine Resources

Consider Max, a hairless Sphynx cat plagued by persistent skin irritations; Bella, a ten-year-old Labrador retriever suffering from joint pain and digestive issues due to a diet rich in chickens packed with antibiotics and chemicals; or a prized flock of beautiful Japanese ornamental chickens, meticulously prepared for a show, only to start pecking out their own feathers the day before the exhibition. Nearly 30% of dogs and 15% of cats suffer from allergic dermatitis, often triggered by food allergies. Studies indicate that approximately 20% of dogs show signs of arthritis

by age one, escalating to nearly 80% in senior dogs and 60% in cats. 20% of chickens may exhibit pterophagy (feather pecking) behaviors. Their owners are desperate for natural, effective solutions to improve their pets' health and quality of life. How can they be helped?

Proteine Resources produces insect-based supplements and ingredients added to pet food to reduce skin problems, boost vitality and immunity, and increase longevity. In a world where over two-thirds of pet owners spend more on their pets than them-



→ Leading-edge Technologies

selves—especially post-pandemic, as pets are now seen as family members—we address the growing, global demand for pet wellness and sustainable solutions. Our addressable market size is approximately €5 billion across the US, Canada, and EU, growing at 8% CAGR.

After five years of overcoming countless challenges, we've developed proprietary technology—protected by six patents—that produces insect-based solutions with 70% protein and multiple beneficial compounds. Uniquely, we operate in full symbiosis with agricultural sidestreams, which are considered food rather than waste, allowing us to bypass waste regulations. This collaboration helps reduce greenhouse gas emissions and waste disposal costs by 50%. Our innovative partnership not only secures a sustainable supply chain but also helps us deliver an extremely stable, chemical- and GMO-free product, differentiating us in the market.

The result? A 10-year contract securing the supply of our agricultural sidestream feed formula, which is considered a trade secret, and five Letters of Intent covering 20 times our current production capacity. This traction demonstrates strong market validation and readiness for rapid expansion.

Our vision is to build the world's first fully autonomous insect protein facilities, each operated by just five people. We aim to establish ten such facilities within the next six years, strategically located near agricultural producers and pet food manufacturers. Our hybrid business model of own production and licensing enables scalable and efficient growth with profit margins as high as 80%—unseen in the industry.

Our team combines seasoned entrepreneurial success with deep technical expertise, perfectly aligned to what is needed to succeed. Bart, a serial entrepreneur who handles market-facing activities, has raised \$50 million from VCs and closed over 200 deals with major companies—equipping us to manage enterprise sales and significant fundraising. Konrad, my co-founder who focuses on engineering and technology, is a former wind turbine developer turned insect breeder with over 15 years of experience; he leads our technological development and optimization.

We are poised not only to enhance pet well-being but also to significantly impact the sustainability of pet food. By revolutionizing the insect industry with high-quality products at low operational and capital expenses, we offer an autonomous and profitable solution that's hard to replicate. This is reinforced by our six patents, HACCP certification, and unique symbiotic relationship with the agricultural sidestreams, which provide significant barriers to entry for competitors. Moreover, we are targeting very selectively chosen niches—pet owners and breeders who prioritize quality and sustainability over price—rather than the mass, price-sensitive market.



Krakow's Startups Stages of Development

There are multiple factors that indicate a startup's development stage. In our study, we have taken into account the following factors:

- Formal registration
- Product launch status
- Product market fit status
- Investment stages
- Total VC, angel investors, founder funding
- Annual revenue growth
- Total acquisition of public grants
- Total headcount of employees

The majority of these factors have been analyzed in detail in the former chapters. Below, we present the distribution of answers for the remaining 3 questions related to product launch, achievement of product-market-fit, and annual growth rates.

Product Launch

Already launched
the product

Haven't launched
the product yet



Product Market Fit

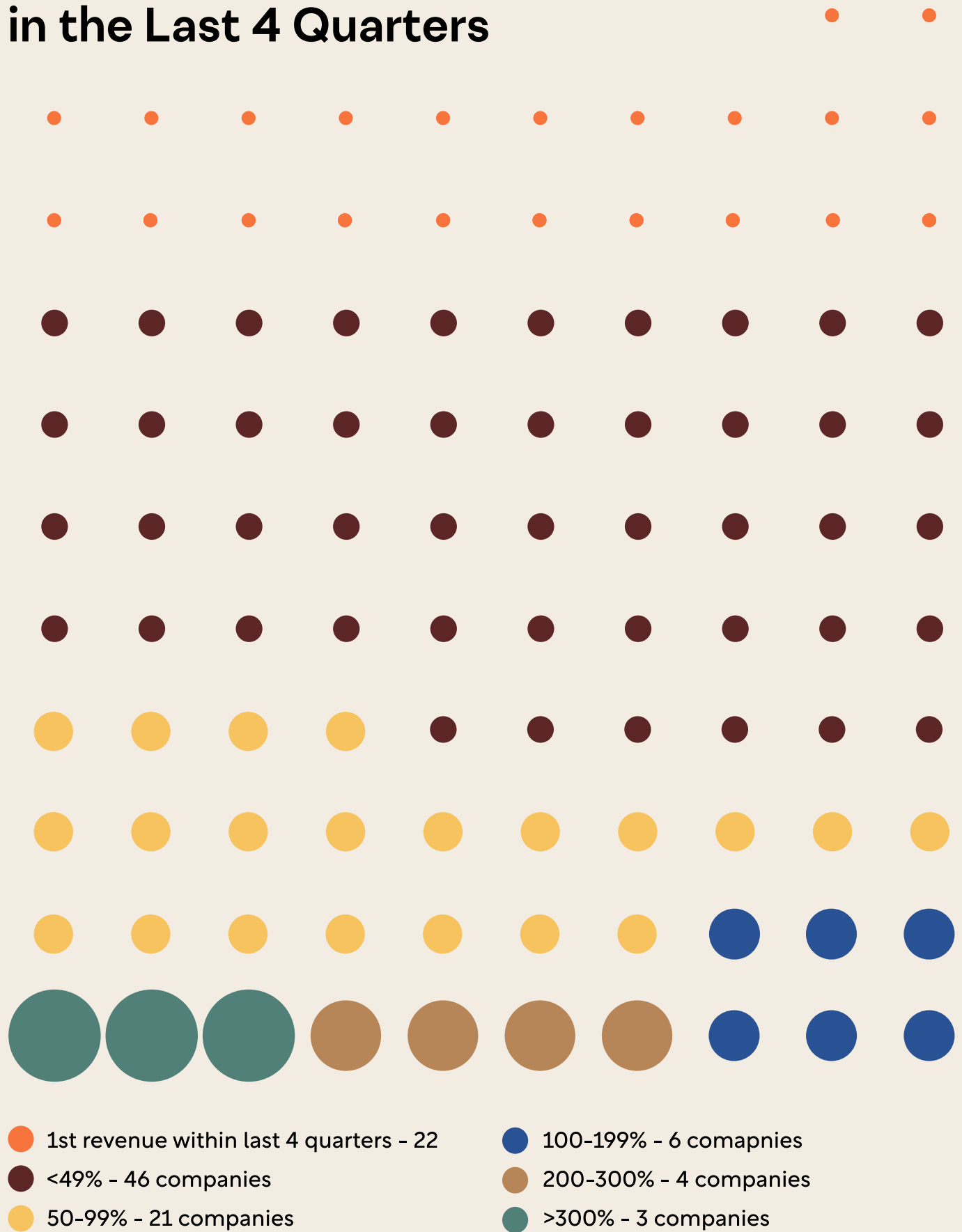
Achieved product-market fit

Seeking product-market fit



64% of founders declare that they have achieved product-market-fit. This rate seems to be very high, taking into account that the majority of the analyzed startups are still in the early stages of their development.

Annual Revenue Growth in the Last 4 Quarters



17% of startups do not have paying customers yet. 28% of the analyzed respondents are already generating revenues higher than 50%.

4 Stages of Startups Development



Phase

Discovery

No. of companies

20

Companies that

- Have not registered yet and/or
- Have not launched the product yet

Phase

Validation

No. of companies

50

Companies that

- Have launched their product(s)
- Are registered
- Have not received funding higher than Seed round
- Their total funding is not higher than 499k EUR
- Total headcount does not exceed 50 employees



Phase

Growth

No. of companies

49

Companies that

- Are registered
- Have launched the product
- Have had funding up to series A
- Have not met criteria to be classified for any other phases



Phase

Mature phase

No.

11

Companies that

- Are registered
- Have launched the product
- Achieved product market fit
- Have paying clients and are operating on other markets outside Poland
- Received substantiation funding (Total funding is >2,5M EUR and Last funding round above A round) or their total headcount is above 100 employees



Review of Startups at a Given Growth

1

Phase

Discovery

No. of companies

20

Aptamedica	AILIS	Bloodwise	Calimala.ai	Costrum	Curioz	
Fiklon	itasty	Jahro	Kuuler	Phronetiq	VISTAGER	ecomyko
Lextron.ai	Mentalio	BAT-19	SpeechFlow	Astroteq.ai	finQbit	
Liftero						

Selected Key Characteristics of Companies in the Discovery Phase:

- 3 companies in this group were not registered yet, while the majority of others are registered as limited liability companies.
- 55% of these companies are managed by the CEO, who is a first-time founder. 35% of the teams have mixed-gender founders, while the majority of companies are being managed by male founders.
- The significant majority of companies 60% employ less than 5 employees and average employment in the remaining group is between 6-20 employees, with the exception of AILIS.
- AILIS is an outlier, being a more advanced company with significant capital investment and a larger workforce (21-50 employees). It's an example of the high-intense capita company and industry which despite multimillion EUR investment has not yet launch the final product. Liftero is another example of more advance company in this group that is also developing capital intensive hardware product.

2

Phase

Validation

No. of companies

50

1koszyk	Alpha Data Analytics	BLOVI	BuyerMind	civer		
EnSafe	Consonance	Correscopy	DataUnlocker	ENALPHA		
ExMetrix	English Wizards	ePM	FELG Software	GoPOS		
Health Folder	GYMMANAGER	HiMommy	hiree	IndradevAi		
Knapsack	Make Me Diet	MyRent Polska	Selectrin	Sloper		
Spotstay	Stampsify	SymbiotAI	Synapstry	Tequipy	Tummim	
Uncanny	Virmed	Will Code Academy	Closer	Take your time		
Treo	Vetsi	myrest	PressPad	Skarbe	Talenti	TURMS-ADRAIN
1Strike.io	Aiseemo	ExplodedVlew	Mentorist	play.air	Vizonare	

Selected Key Characteristics of Companies in the Discovery Phase:

- The significant majority 79% of companies in this group are registered as limited liability companies, the remaining ones have mixed legal forms.
- 59% of these companies are managed by the CEO, who is a first-time founder. 28% of the teams have mixed-gender or female founders, while the majority of companies are being managed by male founders.
- The significant majority of companies 92% employ less than 20 employees and only 4 companies have between 21-50 employees.
- The majority of the companies in this category (73%) have annual growth rate in the last 4 quarters below 49%.

3

Phase

Growth

No. of companies

49

Cardiomatics	Certifier	DefendEye	DEKO EKO	Digital First AI	
Droplabs	Efento	Estimote	FindAir	Husarion	Insignes Labs
InfraByte	intoDNA	LAVAVISION	Lekta AI	MindMics	ParkCash
Orbify	LUCKY DUCK GAMES	Omni Calculator	Picodi	PELVIFLY	
POsbistro	Printbox	Proteine Resources	PushPushGo	REAKTO	
Reality Games	Rebread	Reliability Solutions	Secfense	Seedia	
Shape.Care	simpl.rent	SINGU	Tagvenue	TECHMO	uPacjenta
Unit8	Viceversa.app	WEARFITS	WIDMO		

Selected Key Characteristics of Companies in the Discovery Phase:

- The significant majority 74% of companies in this group are registered as limited liability companies, the remaining ones are established mainly as a joint-stock company.
- 64% of these companies are managed by the CEO, who is a first-time founder. 26% of the teams have mixed-gender or female founders, while a significant majority of companies are being managed by male founders.
- Nearly half of the companies (48%) employ over 21 employees, and nearly 24% have more than 50 employees.
- 40% of the companies in this category achieved over 50% annual growth rate in the last 4 quarters. 45% of companies received seed-level financing.

4

Phase

Mature

Airly edrone Elmodis Grenton LiveKid Talent Alpha MedApp
SILVAIR Stonly Synerise Brainly

No. of companies

11

Selected Key Characteristics of Companies in the Discovery Phase:

- Majority of companies in this group are registered as limited liability companies, except Synerise Medapp (established as a Joint-stock company) and simplified joint-stock company (Stonly).
- 54% of these companies are managed by the CEO, who is a first-time founder. All companies are being managed by male founders.
- 64% of the companies received A round of financing, while the remaining group of companies received B-level financing, with exception of Brainly with D series. All companies received total funding higher than 5M EUR, and 45% received funding exceeding 10M EUR.

Foreign Founders & Startups

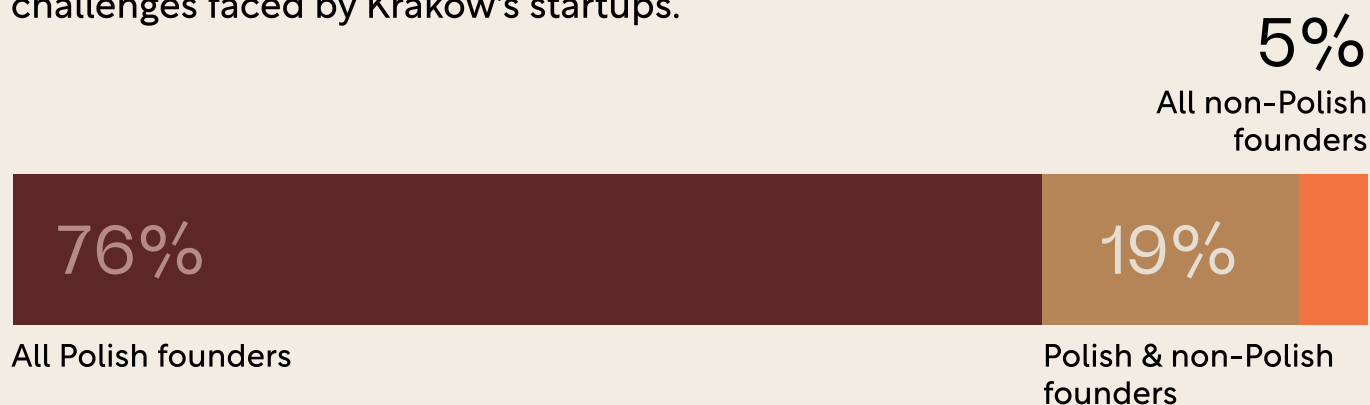
Krakow's vibrant startup ecosystem has attracted not only Polish founders, but also numerous foreign startups that have chosen the city as a strategic location for their engineering and development teams. These international businesses bring diverse expertise and innovation, enriching Krakow's tech landscape and creating a collaborative, globally-minded startup community. Below are examples of foreign startups that have established a strong presence in Krakow, leveraging the city's skilled talent pool and thriving ecosystem to support their growth and operations.

Countries of Origin for Foreign Startups Operating in Kraków

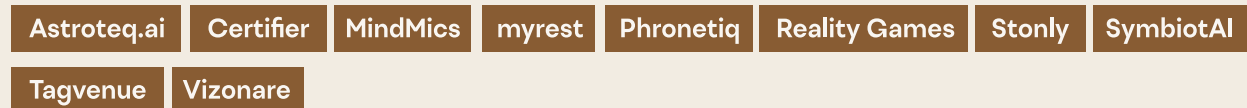


Founders Nationality

While Krakow's startup ecosystem continues to thrive, the challenges faced by its entrepreneurs are constantly evolving. When comparing the current and former editions of the report, we can see some interesting shifts in the challenges faced by Krakow's startups.



Examples of Krakow Startups with International Founders in their Teams



Growing global, leading local: Papaya Global's payroll & payments tech hub in Kraków

Founded in 2016, Papaya Global has established itself as the market leader in global workforce technology.

With \$440 million raised across four funding rounds and a market valuation of \$3.7 billion, the company is revolutionizing how businesses pay their global workforce. For multinational companies managing employees across borders, traditional solutions have meant cobbling together multiple systems and manual processes. Papaya Global transforms this complexity into a streamlined, automated platform that handles every-

thing from calculations to payment delivery - not just to employees, but also to tax authorities, pension funds, and regulatory bodies worldwide, while maintaining compliance with local regulations across all jurisdictions.

The company's European story accelerated significantly in 2022 with the strategic acquisition of Azimo, a Kraków-based payment technology company. This pivotal move established Kraków as Papaya Global's European engineering hub, integrating exceptional technical talent with the company's existing platform. The result? A truly integrated global workforce payments solution that processes transactions across 160+ countries.

Today, with over 800 employees across 20 locations worldwide, the Kraków center stands at the forefront of payment innovation. Engineering teams here develop cutting-edge technologies including advanced AI for compliance monitoring, real-time processing systems, and sophisticated encryption protocols. Their challenges span from building payment tracking systems that work seamlessly across time zones and banking systems to creating intelligent compliance engines that automatically adapt to evolving regulations.

Located in the heart of Kraków's historic center, the office reflects the city's blend of heritage and innovation. Knowledge sharing thrives through regular Lunch & Learn sessions, where topics range from emerging payment technologies to market-specific challenges, often sparking collaborative solutions that shape the company's global offerings.

Beyond technical excellence, Papaya Global's Kraków hub embodies the spirit of community engagement. From supporting the local animal shelter through creative

fundraising to donating to a local foundation for youth education, the company demonstrates its commitment to local impact alongside global innovation.

The work in Kraków extends beyond conventional fintech boundaries. As pioneers in global payments, the hub develops solutions that combine modern technology's speed with the reliability multinational businesses demand. Current initiatives focus on reducing transaction times, enhancing security, and expanding payment flexibility - innovations that will shape how the global workforce receives compensation in the future.

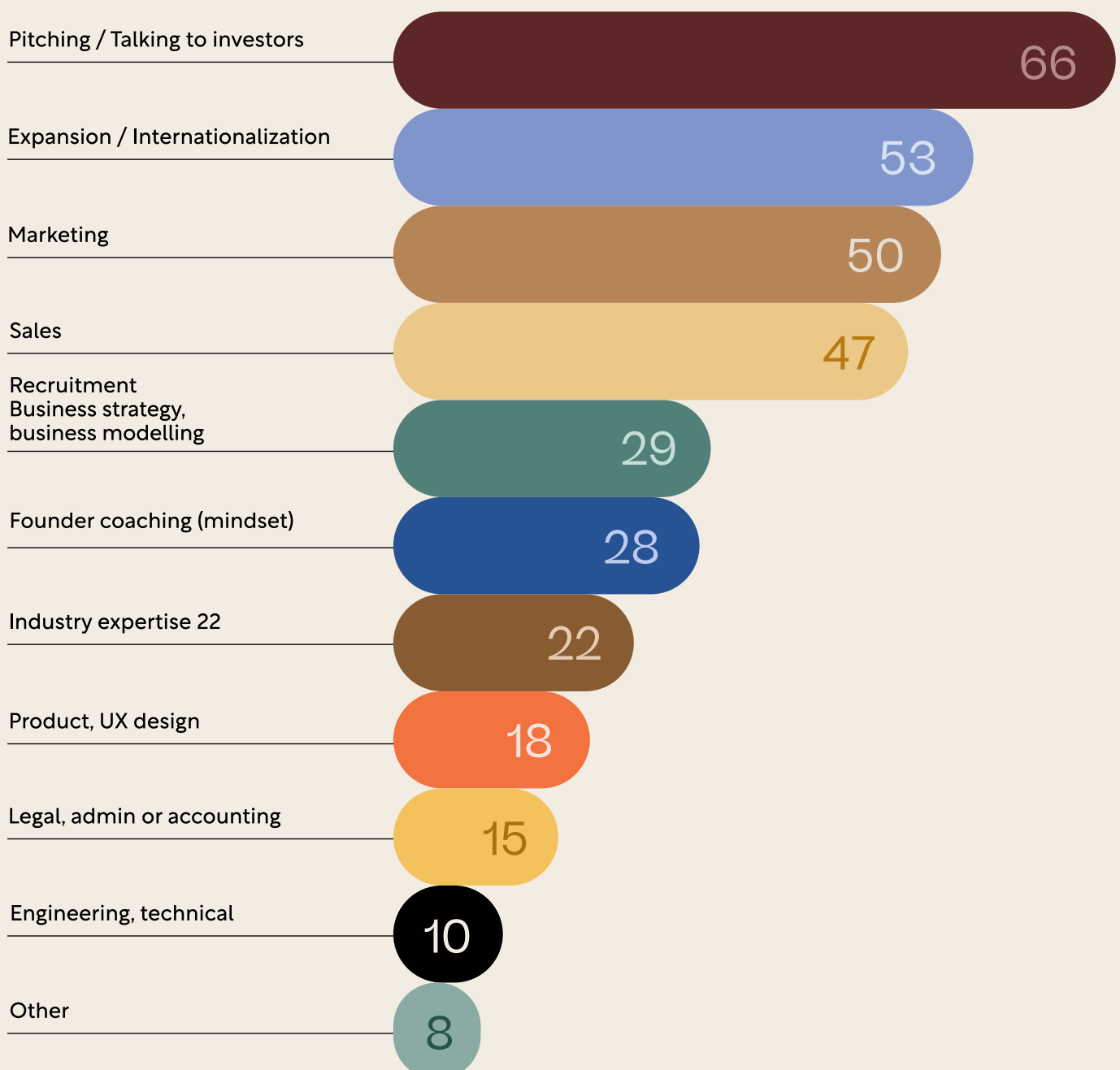
This marks just the beginning of Papaya Global's journey. Through its Kraków hub, the company continues to redefine global business operations, fostering a culture where innovation and community thrive together. The future of global payments technology is being written here, where technical excellence meets purposeful impact.

(...) Papaya Global's Kraków hub embodies the spirit of community engagement. From supporting the local animal shelter through creative fundraising to donating to a local foundation for youth education, the company demonstrates its commitment to local impact alongside global innovation.

Challenges & Expertise

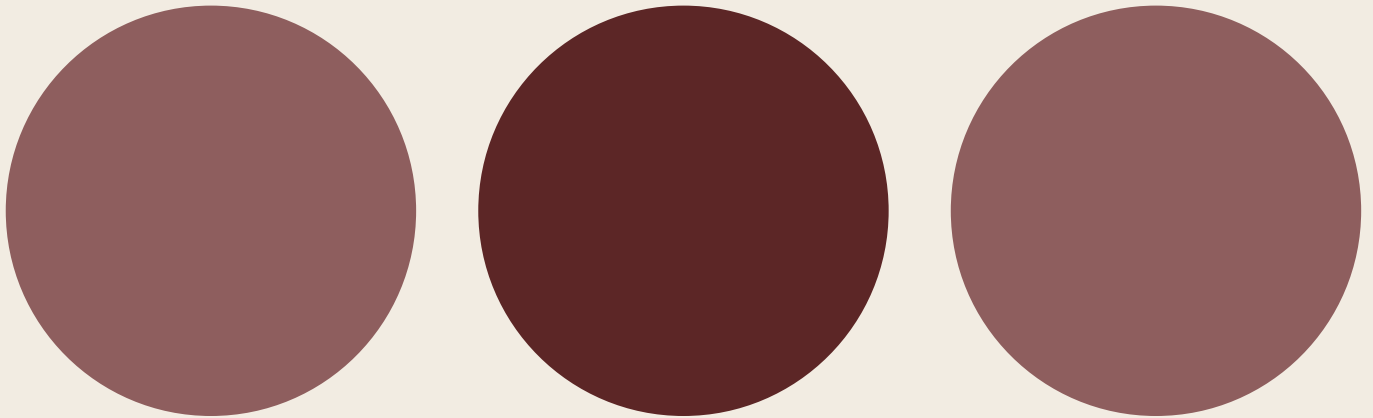
Krakov's startup ecosystem is a dynamic and rising hub, but it's not without its challenges. In this section, we'll explore the top challenges faced by Krakow-based startups, as well as their areas of expertise. By understanding these challenges and strengths, we can better support Krakow's startups and help them overcome obstacles to achieve their full potential.

Startup Challenges



Evolving Challenges for Krakow's Startups

While Krakow's startup ecosystem continues to thrive, the challenges faced by its entrepreneurs are constantly evolving. When comparing the current and former editions of the report, we can see some interesting shifts in the challenges faced by Krakow's startups.



Persistent Challenges

Fundraising

Securing funding remains a top priority for most startups, with 54% citing it as a major challenge.

Marketing (50 votes) and Sales (47 votes)

Generating leads and converting sales continue to be essential, most likely due to the less favorable fundraising landscape.

Expansion & Internationalization

The importance of this challenge (53 votes) shifted from 3rd to 2nd rank. Startups are increasingly looking to expand beyond local markets, possibly due to the increasing complexity of the business landscape and a more competitive funding environment that require more scalable approach-

Recruitment

Both editions highlight the difficulty of finding and hiring skilled talent, although the relevance of that challenge (29 votes) seems to decrease these days in comparison to the former edition (decrease from 1st rank to 5th rank).



Growing Challenges

Business Strategy & Business Modeling

This area has become a more significant challenge, possibly due to the increasing complexity of the business landscape and a more competitive funding environment that require more sophisticated business strategies.

Founder Coaching

The need for mental health support and leadership guidance has increased, especially in the context of remote work and more competitive business landscape.



Decreasing Challenges

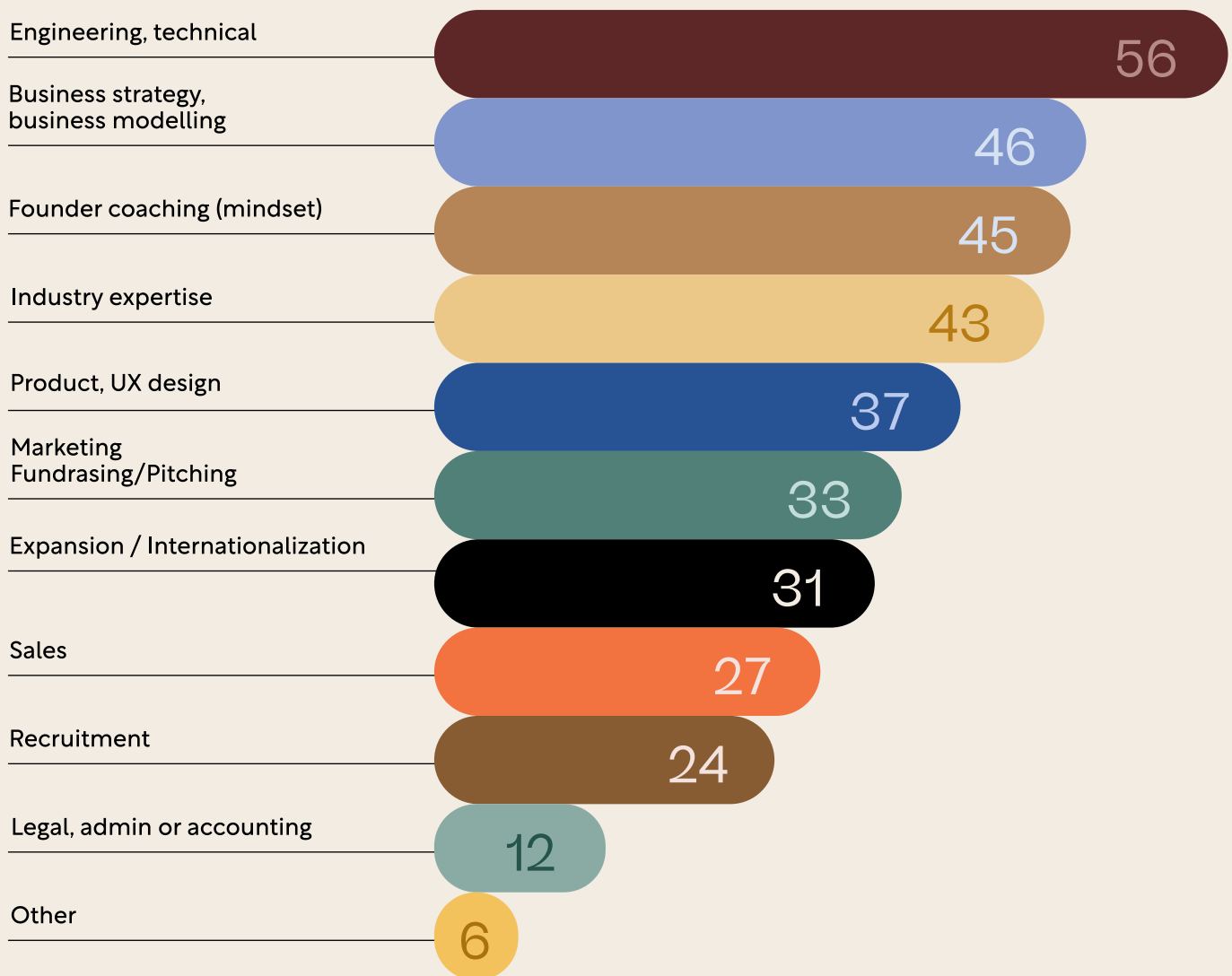
Product and UX Design, Engineering Legal, Administrative, & Accounting

These areas seem to be less of a concern for startups, possibly due to increased specialization and improved processes.

Overall, while the core challenges of recruitment, fundraising, and sales remain, Krakow's startups are adapting to new challenges and opportunities. By addressing these challenges and leveraging the city's strong entrepreneurial ecosystem, Krakow's startups can continue to grow and thrive.

Expertise

Krakow's startup scene is brimming with expertise across a range of areas. Here are the areas where local startups feel confident in offering advice



3 key strengths of Krakow's startup scene

Tech Savvy

Almost half of the surveyed startups (45%) are skilled in engineering and technology,

Business Know-How

A significant number of startups (37%) have a strong grasp of business strategy and planning, which is essential for long-term success.

Mentorship Powerhouse

Many Krakow startups (37%) offer valuable mentorship and coaching to help other entrepreneurs, especially those who are just starting out.

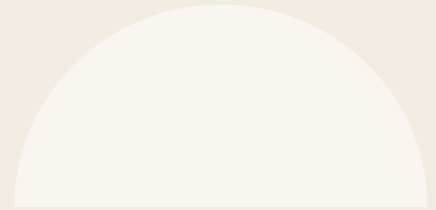
Comparing Areas of Expertise: A Look Back

When comparing the current and former editions of the report, we can see some interesting trends in the areas of expertise where Krakow's startups feel most confident.

Top Strength

Engineering and Technical Skills

The number of startups with strong technical expertise remains the highest, reflecting the city's growing reputation as a tech hub.



Areas of Increased Strength

Business Strategy & Modeling

This area has seen an increase, from 31% in former edition, to the 2nd rank with, 37% suggesting that startups are more confident in the area of developing sound business plans.

Founder Coaching

The rise in founder coaching expertise indicates a growing awareness of the importance of mental health and personal development for entrepreneurs and willingness to provide support to other fellow founders. The percent of startups indicating that area of expertise rose from 24% to 36%.

Expansion Internationalization

This area has also seen a substantial increase, suggesting that startups are becoming more ambitious and looking to expand their reach beyond the local market, this area shifted from 16% to 25%.

Areas of Stability

Product & UX Design

This area remains a strong suit for Krakow's startups, reflecting the city's emphasis on user-centered design.

Fundraising & Pitching

This expertise remains rather stable for Krakow's startups. It's great to see that many startups feel confident in their ability to raise funds and pitch their ideas to investors.

Marketing & Sales

These areas continue to be important for startups, as they are essential for reaching customers and generating revenue.

Overall, Krakow's startup ecosystem is becoming increasingly sophisticated, with a strong focus on technical skills, business strategy, and founder coaching.

Local government support

In the rapidly evolving landscape of startups, understanding the role of local government support is crucial for fostering innovation and economic growth of the region. This section of the startup report delves into the specific types of assistance that startups consider the most critical for their development. By examining the various forms of support available, we can identify how local governments can effectively contribute to the success of emerging businesses.

What type of support is most critical for your startup's growth?



Startups highlighted several key areas where government assistance could significantly impact their growth trajectories

Areas of Increased Strength

Grants & Subsidies for R&D

This area was identified as the most critical support by 66 startups - 54% of surveyed companies, emphasizing the need for financial resources to drive innovation.

Networking Opportunities

(50 votes) Events and platforms that facilitate collaboration are essential for building community ties and partnerships.

Partnerships with corporate

(43 votes) and public sector partnerships for testing innovations (37 votes) suggest the high need to support the testing environment for startups.

Support with Investor Relationship Building

(54 votes): Establishing connections with potential investors is crucial for securing funding.

Seed Funding & Early-Stage Investment Access

(42 votes) Establishing connections with potential investors is crucial for securing funding.

Other notable mentions include **partnerships with universities** both in the **context of talent pool, and research collaborations**. These insights not only highlight the diverse needs of startups, but also underscore the potential avenues through which local governments can engage and support their entrepreneurial ecosystems effectively.

By focusing on these areas, local governments can tailor their initiatives to better serve the startup community, ultimately enhancing economic vitality and innovation within their regions.



Methodology

The Krakow Startup Report is our second publication dedicated to mapping and presenting the structure and development status of Krakow's startup ecosystem.

The OMGKRK team gathered data over 3 months through an online survey distributed to startup founders and leaders. CEOs and founders were invited to participate via email, OMGKRK social media channels, as well as local partners i.e. incubators, accelerators, and other supporting institutions.

The survey included 40 questions: 13 open-ended, 18 single-choice, & 9 multiple-choice. Most questions were mandatory, with 7 being optional.

A total of 180 innovative companies were invited to participate, and 123 startups completed the survey.

This study defined a startup as a company founded by one or more entrepreneurs that:

- Develops a unique product or service at a regional level or beyond.
- Aims to solve a globally recognizable problem in a unique and scalable way.
- Has the potential for rapid growth in revenue and customers outside Poland.

The analysis focused on entities registered in Krakow (including headquarters and branches) or companies declaring their presence in Krakow with at least one co-founder or a core team member residing in Krakow. This means that the analysis included companies that were officially registered in Krakow, as well as companies that were not officially registered in Krakow but had a significant presence in the city.

The data analysis was conducted using Airtable and Excel. In addition to the quantitative findings, the report includes expert opinions and insights from local leaders in the Krakow startup ecosystem, as well as success stories and an overview of leading-edge technologies from Krakow startups.



Summary

1

Krakow startups are steadily growing. 49% of surveyed startups were founded in the last five years (2020-2024), highlighting a dynamic and expanding ecosystem. Another 35% of startups emerged between 2015 and 2019, marking a period of sustained growth, while 15% trace their origins to the early 2010s (2010-2014). A small but notable 1.6% were founded before 2010, showcasing the presence of established pioneers within the ecosystem.

49% of surveyed startups were founded in the last five years

2

The most common legal form of company establishment among Krakow startups is the limited liability company (sp. z o.o.), chosen by 74% of surveyed startups. This is followed by joint-stock companies (9%), sole proprietorships (6%), and other legal forms (9%). Only 2% of startups remain unregistered, reflecting the preference for formal structures that offer flexibility and liability protection.

3

The vast majority of Krakow startups (87%) are small businesses with up to 50 employees. **The largest group of startups (36%) consists of companies with between 1 and 5 employees.** Only 5 startups (4%) employ more than 100 people, including foreign branches.

4

Krakow's startup ecosystem is diverse, with the largest sectors being Health, Biotech & Life Sciences (26%), Construction & Real Estate (21%), and Trade, E-commerce & Retail (21%). Many startups (24%) operate across multiple industries. Notably, Construction & Real Estate and Education sectors have seen significant growth in recent years.

5

The majority of Krakow startups (85%) operate on a Business-to-Business (B2B) model, offering their products and services to other companies. 32% of startups focus on Business-to-Consumer (B2C), while 13% use the B2B2C model to connect businesses with consumers. Additionally, 15% work in Business-to-Government (B2G), and 7% create multi-sided marketplaces. This diverse range of business models reflects the adaptability and innovation within Krakow's startup ecosystem.

6

Krakow startups use a variety of revenue models, with 72% adopting software subscription as their primary strategy. For 19.5%, this is the only model they use. Other popular revenue models include one-time purchases (42%), pay-per-use (19.5%), and freemium (18%), where basic services are offered for free with charges for premium features. This diverse approach highlights how Krakow's startups are exploring multiple streams to drive growth.

72% adopting software subscription as their primary strategy

7

Krakow startups show a strong focus on both domestic and international markets. 49% primarily serve Polish clients, while 36% have a significant international presence. 15% of startups are still in the early stages and have not yet acquired paying clients. The proportion of startups targeting only the Polish market has increased slightly, while those with a global focus have seen a small decrease.

8

45% of Krakow startups have not secured external funding, while 41% are in early-stage funding rounds (pre-seed or seed). Late-stage funding is limited, with only 10 startups reaching Series A, 4 reaching Series B, and just 1 reaching Series D. Brainly leads the ecosystem, having raised \$150 million to date.

41% are in early-stage funding rounds.

9

7 startups have raised over €10 million, showcasing high growth potential. Most startups (36%) have secured funding between €100,000 and €1.4 million, reflecting a strong focus on early- and mid-stage financing. Only a few have raised amounts exceeding €5 million.

10

58% of startups have sought public grants, with 52 companies receiving no funding yet. Many startups (31%) secured grants under €500,000, while 19 companies obtained grants between €500,000 and €2.4 million. Only 5 startups raised over €2.5 million, showcasing the role of public grants in fueling growth.

11

Artificial Intelligence leads Krakow's tech landscape, with 44% of startups specializing in this area. Med-Tech has seen a significant rise, now represented by 26 companies. Business automation (33 startups) and enterprise software (32 startups) remain key focus areas. Sustainability and CleanTech are also gaining traction, with 17 startups in this sector.

Artificial Intelligence leads Krakow's tech landscape, with 44% of startups specializing in this area

12

84% of Krakow startups have launched their products, while 16% are still in development. 64% report achieving product-market fit, despite most being in early stages. 17% have no paying customers yet, while 28% experienced revenue growth above 50% in the last year. Startups fall into four stages: Discovery (20), Validation (49), Growth (42), and Mature (11).

13

76% of Krakow startups are led by Polish founders, while 19% have mixed leadership teams with both Polish and foreign founders. Only 5% of startups are run entirely by non-Polish founders, reflecting Krakow's growing appeal to international entrepreneurs.

Only 5% of startups are run entirely by non-Polish founders, reflecting Krakow's growing appeal to international entrepreneurs.

14

Pitching to investors remains the top challenge for Krakow startups, cited by 66 companies. Expansion and internationalization (53 votes) and marketing (50 votes) follow closely, highlighting growth and visibility struggles. Recruitment (29 votes) has decreased in importance, while business strategy (29 votes) and founder coaching (28 votes) are growing concerns. Fewer startups report challenges in product design, technical issues, or legal/admin processes.

15

Engineering and technical expertise is the strongest area for Krakow startups, with 56 companies excelling in this field. Business strategy and modeling (46 votes) and founder coaching (45 votes) follow, showcasing the ecosystem's focus on planning and mentorship. Startups also demonstrate strengths in industry expertise (43 votes), product and UX design (37 votes), and marketing and fundraising (33 votes each).

16

Grants and subsidies for R&D (66 votes) are the most critical form of support for Krakow startups, followed by support with investor relationship building (54 votes) and networking opportunities (50 votes). Seed funding and access to early-stage investment (42 votes), along with partnerships with the corporate sector (43 votes) and public sector partnerships for innovation testing (37 votes), are also highly valued. These findings highlight key areas where local government support can drive startup growth and innovation.

Engineering and technical expertise is the strongest area for Krakow startups, with 56 companies excelling in this field.

About OMGKRK

OMGKRK is a dynamic and rapidly growing community of over 6,000 members, uniting the brightest minds from Krakow's startup and tech scene. Since our inception in 2013, we have been on a mission to transform Krakow into a leading innovation hub in Central Europe. By fostering collaboration, nurturing talent, and supporting the growth of innovative projects, we are helping to shape the future of entrepreneurship in the Małopolska region.

At the heart of our community are over 350 startups, investors, and supporting institutions, with 50 active members contributing to our mission through various membership programs. These contributions allow us to continuously organize impactful events, foster partnerships, and provide resources to our growing ecosystem.



What We Do

We bring people together. Through educational initiatives, knowledge-sharing platforms, and networking events, OMGKRK creates opportunities for entrepreneurs, innovators, and tech enthusiasts to connect, collaborate, and grow. Our events, such as the monthly Hang-outs—which draw between 50 and 80 attendees—and our flagship Summer Jam, which gathers over 500 participants, offer invaluable opportunities for community members to meet, exchange ideas, and build relationships.

We are more than just an event organizer. We actively support our community with mentorship programs, business match-

making, and visibility-building initiatives. Our Foreign Partner Program and collaborations with international organizations like Deep ecosystem aim to put Krakow on the global innovation map, while our blog provides a platform for expert insights and success stories, highlighting the region's booming startup ecosystem.

Additionally, we offer tailored benefits to our members, including sponsorship opportunities at our events, free participation, and direct access to local talent. From organizing expert-led sessions like Office Hours and Wake-Up Breakfasts, to allowing companies to showcase their thought leaders, we help members build strong employer branding while integrating deeply into the regional tech community.

Why We Do It

We believe that Krakow, with its rich talent pool from top Polish universities and a strong presence of global corporations, is poised to become a leader in European innovation. Our mission is to accelerate this transformation by creating an ecosystem where startups can thrive, entrepreneurs can access essential resources, and innovation can flourish.

Krakow has long been recognized as a cradle for IT talent and digital service outsourcing, but we see a much bigger opportunity—turning the city into a destination for cutting-edge innovation and

entrepreneurship. By empowering ambitious individuals with the tools, networks, and knowledge they need, we are paving the way for the region to become a center of technological breakthroughs and startup success stories.

We also recognize the power of ecosystem visibility. By gathering data, publishing reports like the Krakow Startups Report, and forming strategic partnerships, we showcase the full potential of Krakow's tech and startup scene to investors, corporations, and stakeholders locally and globally.



Our Values

At OMGKRK, we believe in the power of community. We are driven by a passion for entrepreneurial education, mentorship, and the exchange of ideas. Our goal is to create an inclusive and vibrant environment where startups can access the resources they need to succeed, where experienced professionals can give back through mentorship, and where investors can find the next big innovation.

We focus on three key areas

Entrepreneurial Education

We provide platforms for learning through workshops, expert panels, and mentoring sessions, ensuring that the next generation of innovators has the skills and knowledge to succeed.

Matchmaking Opportunities

We facilitate connections between entrepreneurs, investors, mentors, and corporations, helping to accelerate startup growth and foster innovation.

Ecosystem Awareness

We work tirelessly to promote Krakow's startup scene, both locally and internationally, to attract new talent, investment, and opportunities.

Our Impact

Since our establishment, we have conducted nearly 100 initiatives for more than 10,000 participants, engaging the community through a variety of projects aimed at building connections and driving innovation.

Moving forward, we are committed to scaling our impact, ensuring that Krakow and the Małopolska region become recognized as a beacon of innovation in Europe. By supporting young, ambitious entrepreneurs and helping them turn their ideas into reality, we are not just building a community—we are shaping the future of entrepreneurship and technology in Central Europe.



Follow us





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