

EUROPEAN

Startup Report 2017



INTRO

Despite Europe's slower start, the startup scenes in the United Kingdom, Germany, France, and the Netherlands have become major threats to the United States' Silicon Valley crown. Government backed schemes and overseas funding have helped to cement the UK's position as a startup giant, with similar growth being seen Europe-wide.

The stereotypical buzz of startups, with young employees, parties, and lots of company perks, has been somewhat clouded recently, with the headlines surrounding sexism and discrimination in these workplaces. Particularly in the United States, allegations of sexism in tech startups have become more and more prevalent. This calls into question how much the culture of a startup business breeds sexism and discrimination and whether these issues are reflected across Europe.

With this in mind, job meta-search engine Joblift has published the European Startup Report, analysing job vacancy data and survey results. We chose to analyse the startup markets in the United Kingdom, Germany, France, and the Netherlands, given Joblift's activity in these countries and their prestigious status as startup hubs. The report analyses around 49,000 startup job vacancies in the last 12 months, and the results from a survey with around 500 participants to look into the growth and condition of the startup scene in the UK, compared to its European neighbours. In addition, the report presents results concerning sexism and discrimination in European startups, analysing gender ratios and types of discrimination witnessed, among other factors. From the results and analysis, the European Startup Report maps the behaviour of employees and employers in startups across Europe and compares the UK's startup market with that of Europe's other main contenders.



Lukas Erlebeach
Co-Founder & CEO

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IN BRIEF

British startup employees work the longest hours with an average of 49 hour weeks, and

7%

work more than 60 hours each week.

The UK dominates when it comes to career prospects;

80%

of respondents agreed that their current startup offered excellent opportunities.

1 in 5 people employed in UK startups have witnessed a form of discrimination in their workplace, while

14%

have directly experienced it themselves.

While women make up

49%

of the startup workforce, they hold just over a quarter of all leadership positions.

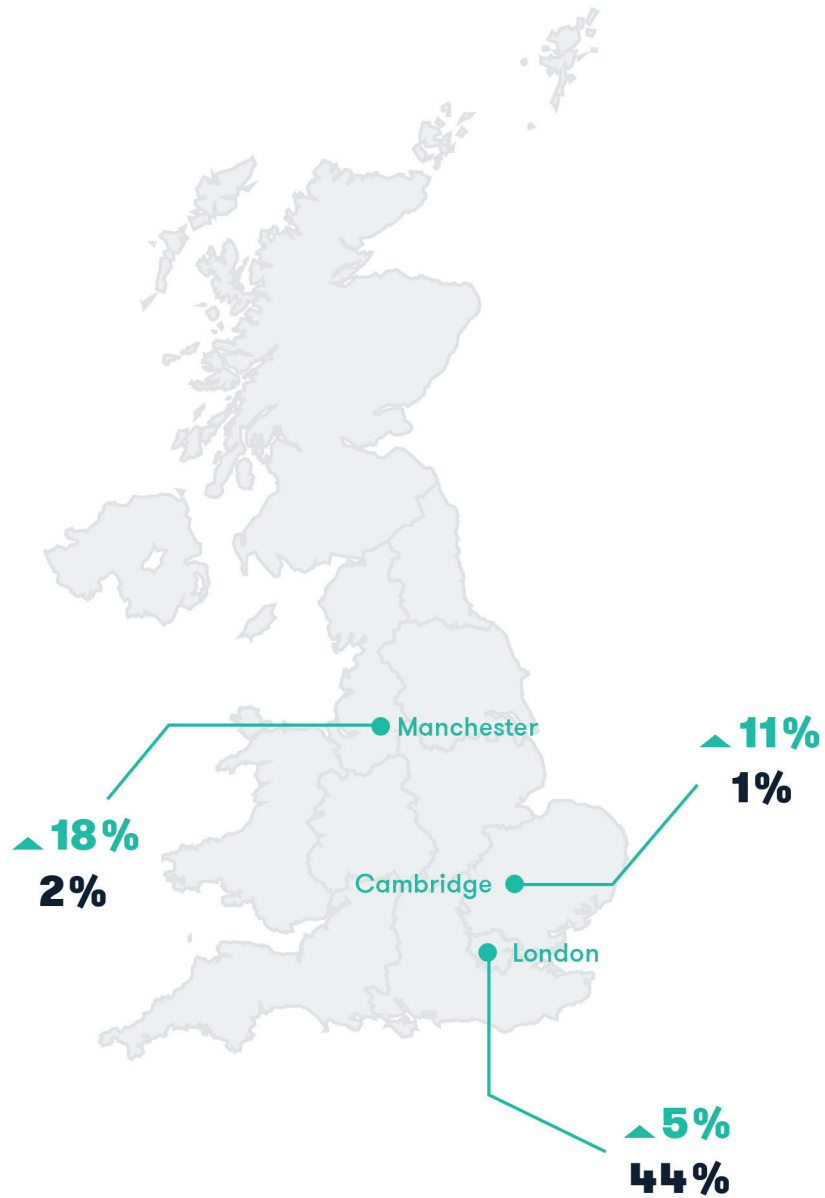
In the United Kingdom, around

49,000

startup job vacancies have been posted in the last 12 months, with London being the location of

44%

of these.



● monthly growth ● job share

LOCATIONS

London dominates with almost half of the startup job market

Britain's startup job market has increased on average by 4%, double the 2% average monthly increase for the job market as a whole. Around 49,000 vacancies have been posted with London being the location of 44% of all advertisements. The capital has hosted 24 times more vacancies than Manchester, and 30 times more positions than third place Cambridge.

United Kingdom



48,555 jobs **▲ 4%** growth

EUROPE'S STARTUP HUBS

Amsterdam overtakes London in terms of growth

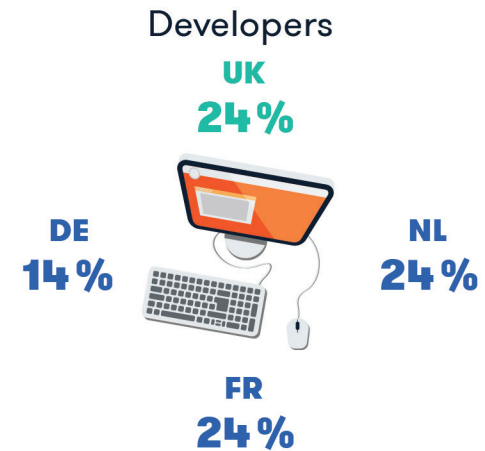
The startup markets of the Netherlands and Germany have increased more than Britain's. However, France's market has yet to make a significant challenge with the lowest increase. Amsterdam's growth has beaten London, while Berlin's increase has stalled, and Paris has actually decreased in average growth of startup vacancies.



PROFESSIONS

Developers top the list Europe-wide

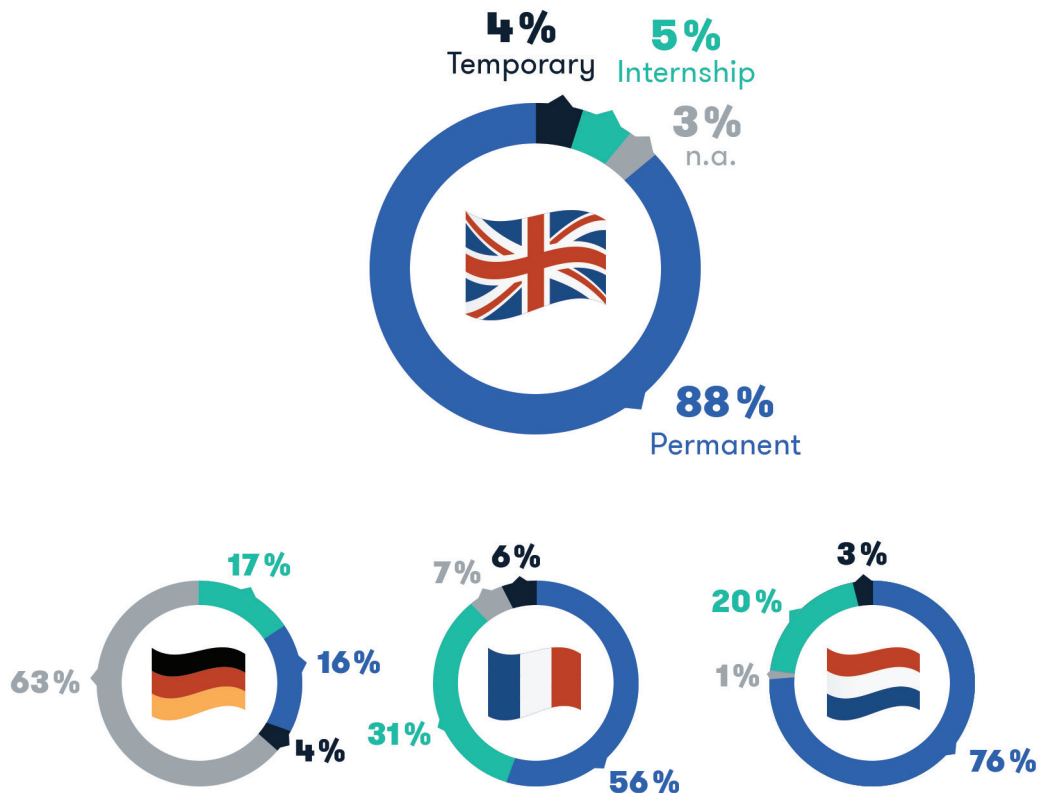
All four countries share the same top three startup jobs in the same order; Developer, Sales, and Marketing, respectively. For the UK, Developer vacancies make up 24% of all startup vacancies, followed by Sales with 20% and Marketing with 7%. Surprisingly, Developers in France and the Netherlands also make up 24% of their respective startup job markets. While Sales roles in the Netherlands and Germany both share 13% of their job markets.



CONTRACTS

Permanent vacancies eclipse temporary contracts and internships

Permanent contracts dominate in the UK's startup job market making up 88% of all vacancies. Interestingly, internships in the UK make up just 5% of startup job vacancies, lagging behind France, Germany, and the Netherlands, potentially due to job postings not explicitly stating that lower level roles are ultimately internships. Temporary positions contribute 4% of startup vacancies, ranking similarly in each of the European countries.

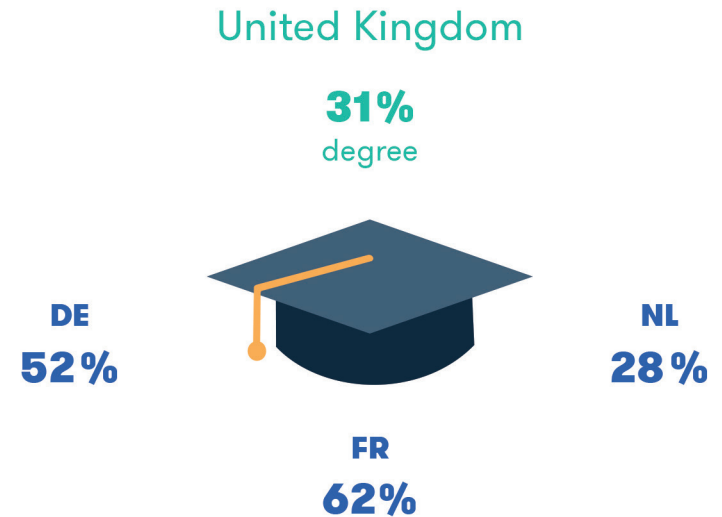


EDUCATION

Under half of all vacancies state the need for a degree

Only 31% of startup vacancies in the last 12 months specifically requested the need for candidates to hold a university degree. Of these postings, only 2% of advertisements stated the need for a Master's degree, but even more surprisingly only 1% requested a Bachelor's degree - most likely because mentioning a 'degree' is generally considered to be a Bachelor's unless stated otherwise.

In comparison with Germany, France, and the Netherlands, France seems to buck the trend with high percentages asking specifically for Master's and Bachelor's degrees.



SOFT SKILLS

Startup employers look for entrepreneurial candidates above all else

The most desired soft skills seem to echo the qualities of a startup. Being entrepreneurial tops the list with the term appearing in 30% of all startup job advertisements, a trait which often ensures a startup's longevity and success. Communication skills place second – perhaps the most important, given this quality placed in second position when analysing the whole UK job market and also featured in the other European countries' top three. In third place, being driven is mentioned in 21% of all postings.



United Kingdom

- 30%**
Entrepreneurial Skills
- 24%**
Communication Skills
- 21%**
Driven
- 19%**
Passionate
- 18%**
Motivated



Germany

- 30%**
Communication Skills
- 24%**
Initiative
- 22%**
Teamplayer
- 19%**
Organised
- 19%**
Responsible



France

- 28%**
Autonomous
- 19%**
Passionate
- 18%**
Rigorous
- 18%**
Dynamic
- 14%**
Motivated



Netherlands

- 36%**
Passionate
- 32%**
Communication Skills
- 32%**
Autonomous
- 28%**
Creative
- 23%**
Ambitious

COMPANY BENEFITS

More beer in Britain than Germany; higher percentage of UK startups offer the perk of free alcohol than their European counterparts

Free food and drink is the number one perk offered by UK startups; interestingly of these results, 88% of UK startups offer free beer and alcohol – a higher percentage than beer capital Germany’s 76%, and 1.6 times more than the 55% of Dutch startups which offer the same perk. With 59% offering regular staff events rank as the second most popular benefit offered by UK startups. In addition, the nature of a startup’s ever-changing demands and needs echo the desire to offer employees continued development opportunities – a benefit which ranks in third place with 49%.

GERMANY

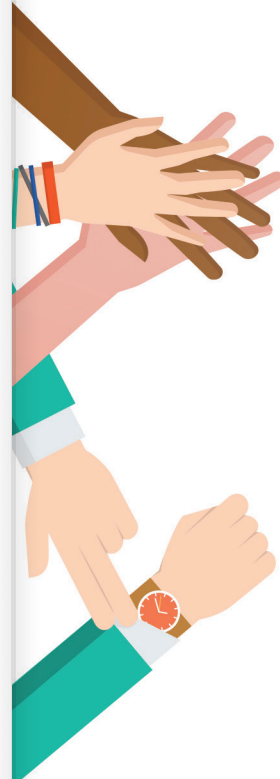
- 89%**
Flexible working hours
- 86%**
Free drinks & food
- 78%**
Regular staff events
- 65%**
Remote working
- 39%**
Table tennis/football

FRANCE

- 67%**
Flexible working hours
- 55%**
Regular staff events
- 55%**
Remote working
- 53%**
Free drinks & food
- 32%**
Table tennis/football

NETHERLANDS

- 79%**
Flexible working hours
- 68%**
Remote working
- 39%**
Free drinks & food
- 32%**
Regular staff events
- 25%**
Continued development



UNITED KINGDOM

63%
Free drinks & food



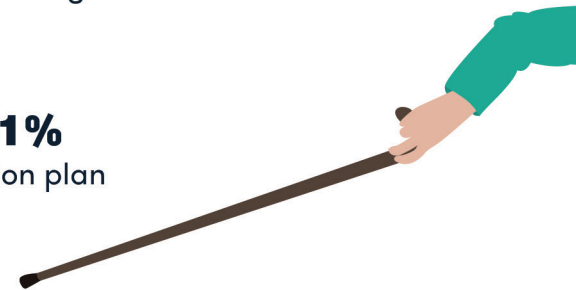
59%
Regular staff events

49%
Continued development



46%
Flexible working hours

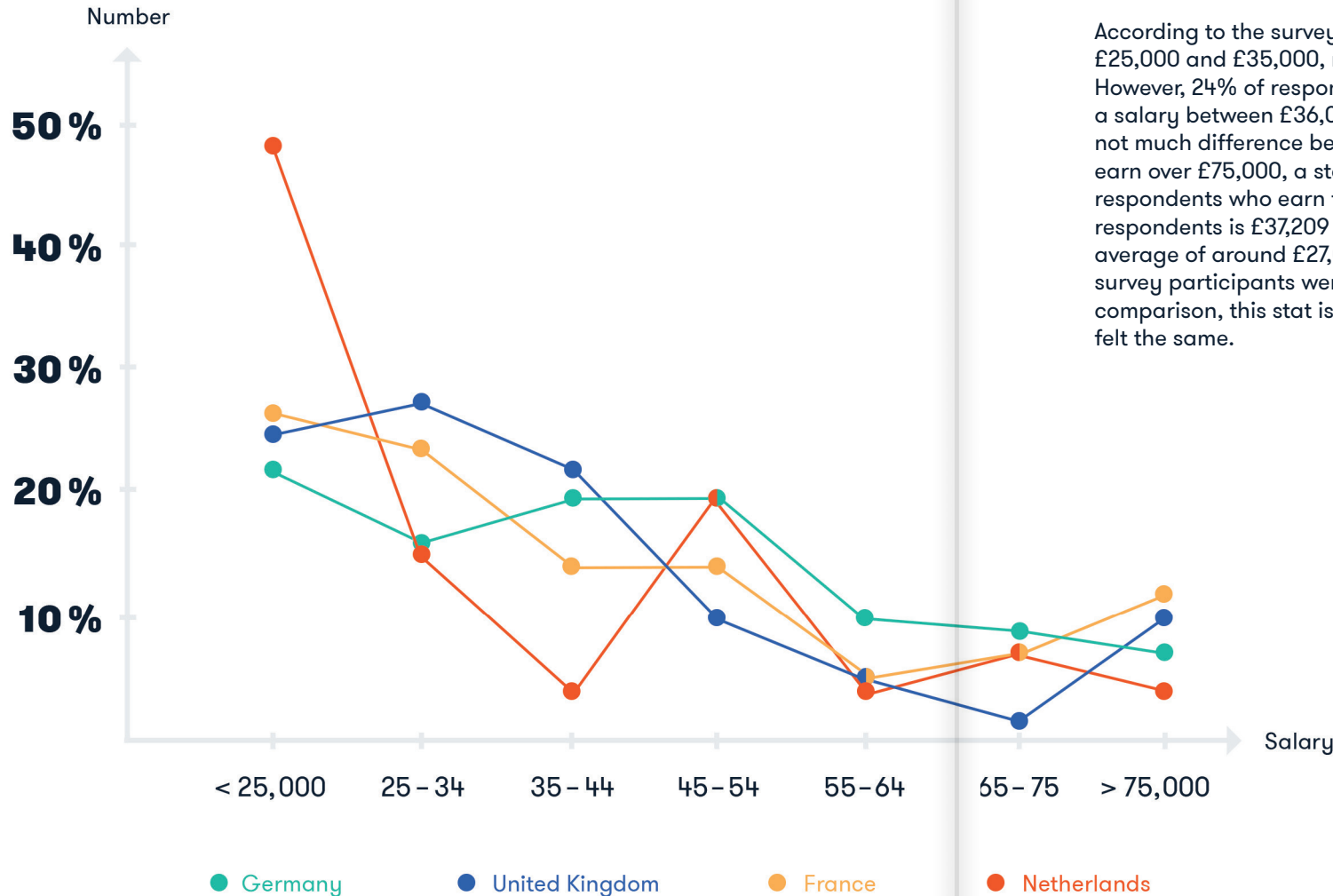
41%
Pension plan



SALARY

1 in 4 UK startup employees are not satisfied with their salary

According to the survey, 27% of UK startup employees earn between £25,000 and £35,000, making this salary bracket the most common. However, 24% of respondents earn under £25,000 and 22% receive a salary between £36,000 and £45,000, highlighting that there is not much difference between these ranges. 10% of UK respondents earn over £75,000, a stat which is only topped by the 12% of French respondents who earn the same. The average salary for UK startup respondents is £37,209 – over £10,000 more per year than the UK average of around £27,000 per annum. However, a fourth of all UK survey participants were not satisfied with their annual wage. In comparison, this stat is relatively low – 30% of German respondents felt the same.



∅ salary

UK	37.209 £
DE	41.510 €
FR	41.035 €
NL	34.190 €



PAY GAP

Women earn over £10,000 less each year than their male co-workers on average

On average, female participants earn 25% less than their male counterparts. The average wage for male respondents is £44,900, while female participants recorded an average salary of £33,593. It is important to note, however, that only 1 in 10 founding members who answered this survey were women and it can be assumed that these top level staff earn the highest salaries. Given this, it is unsurprising to learn that only 44% of female respondents think their salary is fair, compared to 68% of male participants.



WORKING HOURS

British employees working longer hours than those in Germany, France, and the Netherlands

Long hours and changeable job responsibilities are factors which have come to define life in a startup. Despite a normal working week being 40 hours per week, 45% of UK survey participants said they work 40 to 49 hour weeks – suggesting that almost half of all of the respondents work at or above the average UK working hours. More worrying is the fact that 14% of the respondents work over 50 hours per week, with 7% dedicating over 60 hours each week to their startups – unsurprisingly, these working hours were exclusive to founders or managing directors. On average, UK employees work longer hours than their European neighbours. British startup workers work 49 hour weeks on average, four hours more than workers in France and Germany, and six hours more per week than employees in the Netherlands.



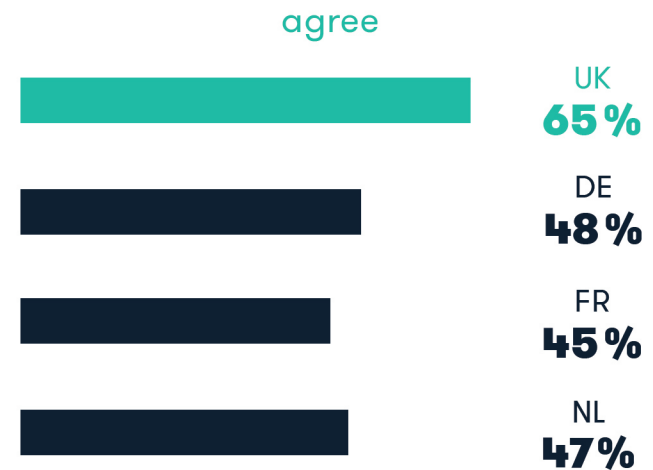
GENDER RATIO

Women make up half of the UK's startup workforce but only around a quarter of all leadership positions are held by women

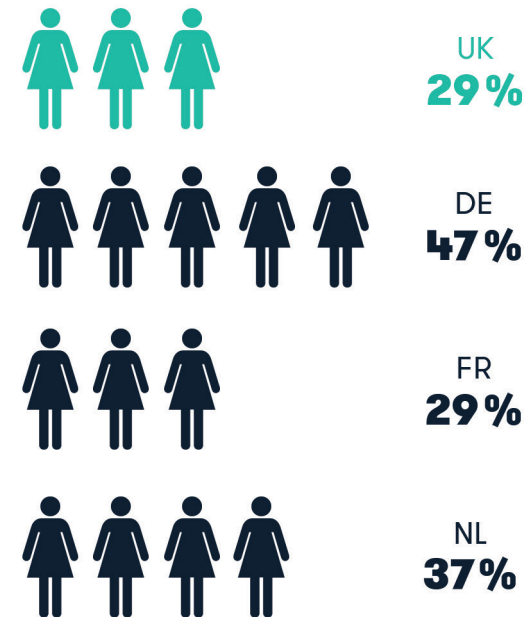
Positively, 65% of UK respondents agreed that there was equal gender representation in their startup. The UK's result stands well above the mid-to-late 40% agreement percentages found in France (45%), Germany (48%), and the Netherlands (47%).

According to our survey, only 29% of leadership positions (managing both budgets and people), were held by women, compared to a huge 71% of men. In comparison to the other countries, the UK's result is on par with France and slightly behind the Netherlands's 37%, but Germany dominates with 47% of leadership positions being held by women. Furthermore, only 10% of the founders or managing directors who answered the survey were women. On the other hand, 49% of all startup employees were women, supporting the 65% of respondents who said their company had equal gender representation based on quantity, not role.

“There is equal gender representation in my startup”



Women in leadership positions



SEXISM AND DISCRIMINATION

More than 1 in 10 UK startup employees have been subject to discrimination, and a fifth of employees have witnessed discriminatory behaviour in their workplace

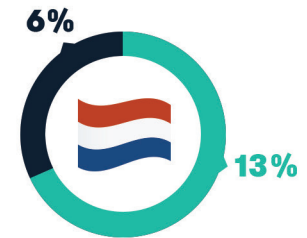
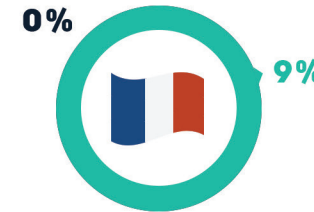
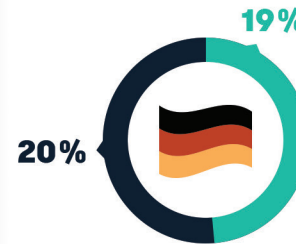
14% of UK survey respondents have experienced discrimination in their startup, 9% of which was in the form of sexism, the same result was reported in France. In comparison, this is higher than the 7% of Dutch employees who have been subject to sexism, but slightly less than Germany's 13%. The 9% of UK respondents reported that they have been subject to discriminatory remarks and gender-related jokes. 82% of respondents said they had never been subject to sexism, a result which can also be seen in the other three countries. Similarly, only 5% of UK survey participants have been subject to discrimination on the basis of colour, sexual orientation, origin, or handicap with respondents reporting discriminative comments, unequal career opportunities, and a pay gap.

Interestingly, despite the low percentages of employees admitting to being subject to sexism and discrimination, 20% of respondents said they have witnessed it in their startup, a result which is mirrored in Germany. Of the 20% of respondents who have witnessed discrimination, 67% were women and 71% was recorded in startups with 10 to 50 employees.

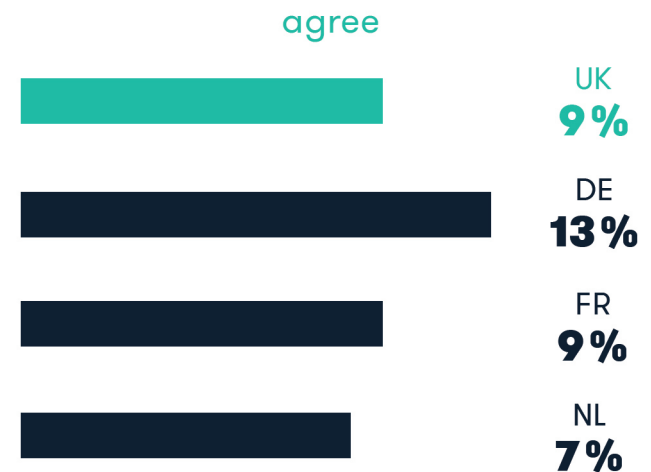
20%
Discrimination witnessed



14%
Discrimination experienced



“I have experienced sexism in my workplace”

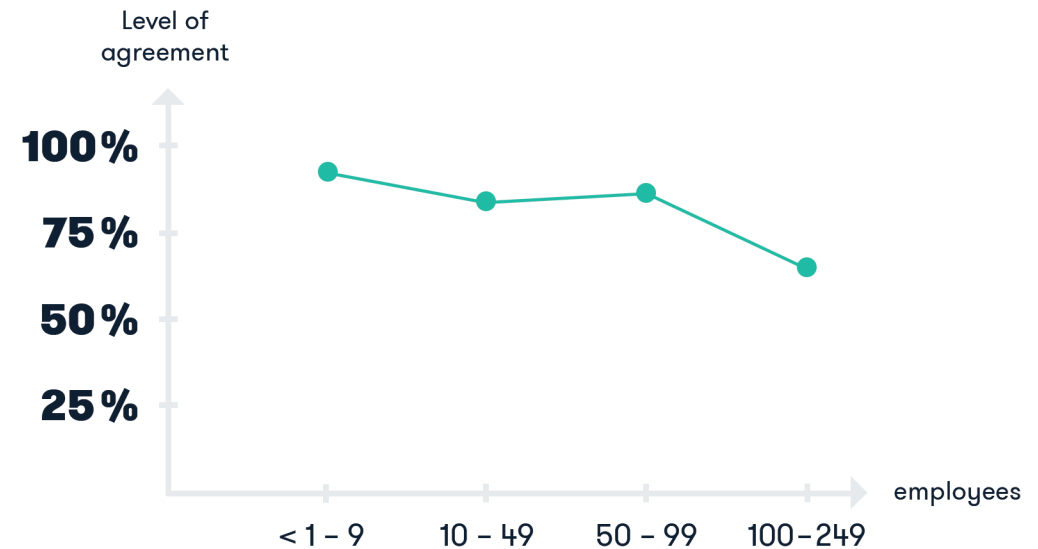
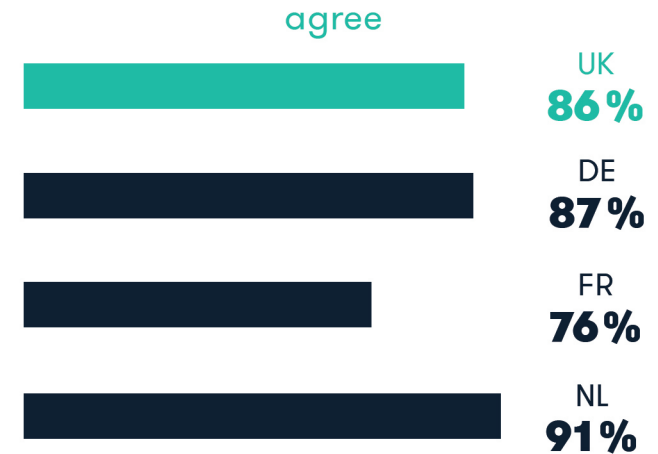


EMPLOYEE IDENTIFICATION

The smaller the startup, the more identification with the values and mission

86% of UK respondents said they believed in their company’s mission and values, this is almost on par with Germany’s 87%, however is significantly greater than France’s 83%, and yet overshadowed by the Netherlands’s 92%. There is also a clear correlation showing the smaller and younger the startup the more employees identify with the values and missions. 92% of respondents working in a startup with 1 to 9 employees agreed with the company’s values and mission. The results show that satisfaction levels drop when the startup enters the transition phase, perhaps due to lack of structure and fast growth; 19% of respondents working in a startup with 10 to 49 employees were neutral or disagreed with their company’s values and mission. Similarly, 74% of respondents agreed that their startup is innovative, a percentage echoed in the Netherlands, but lower than France’s 81%.

“I identify with the mission and values of my startup”



“I have a good relationship with my direct manager”

agree

70%
UK

79%
DE

64%
FR

95%
NL



“I have a good relationship with my colleagues”

agree

93%
UK

96%
DE

93%
FR

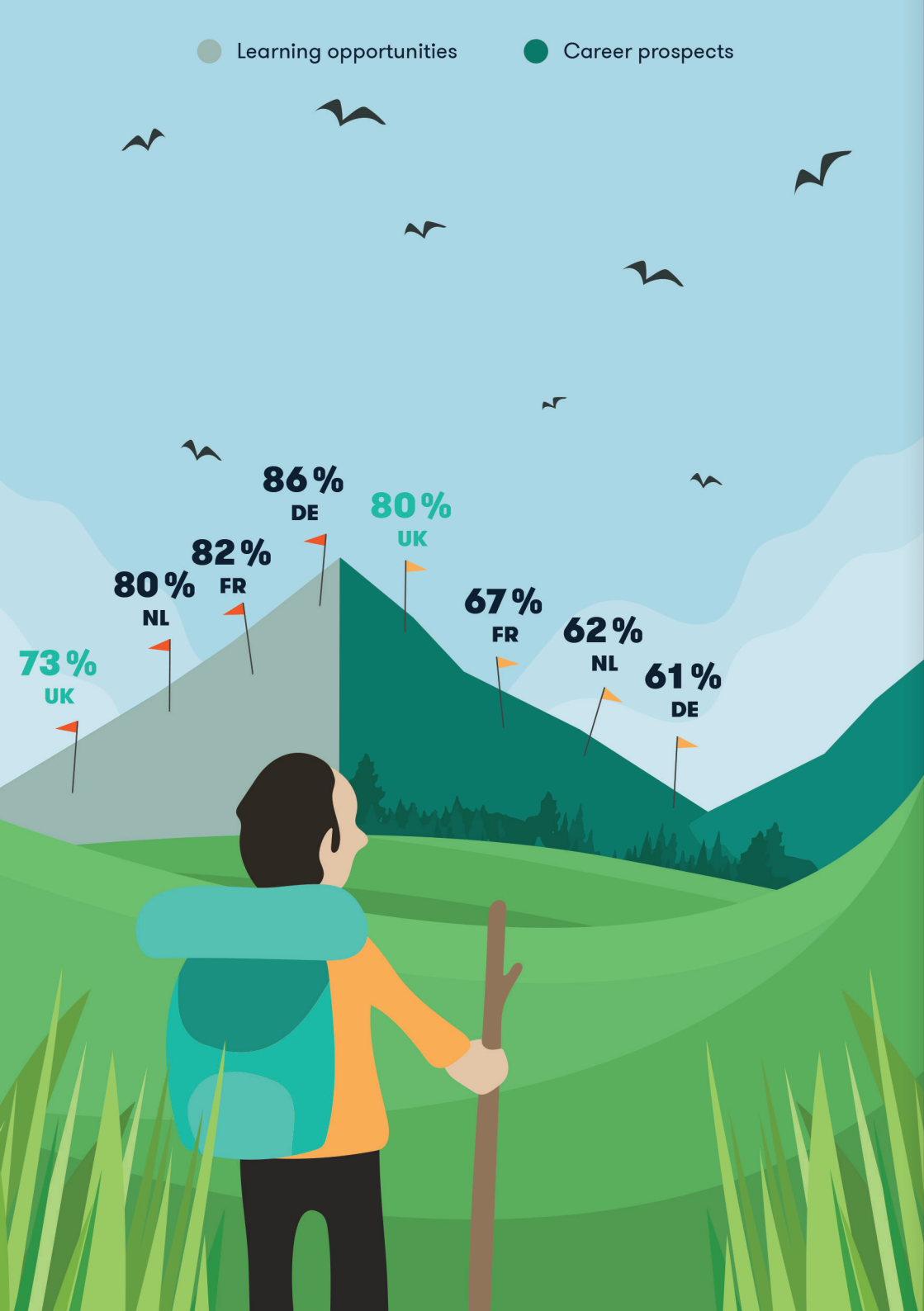
97%
NL



COMPANY RELATIONSHIPS

Startup employees value relations with colleagues over managers Europe-wide

Like the other three countries, UK survey participants held good relationships with colleagues over good rapport with their direct managers. 93% of respondents agreed to having a good relationship with colleagues, whereas only 70% answered the same when asked about their relationship with their manager (only France showed a lower result with 64% of respondents agreeing). Despite this difference, 81% of UK respondents did agree that their relationship with their manager was respectful and that they were trustworthy.



CAREER PROSPECTS

The UK reigns supreme when it comes to startup career prospects in Europe

The UK dominates when it comes to career prospects in startups, with 80% of respondents agreeing that they have the opportunity to progress their career in their current startup. In contrast, only 61% of German, 62% of Dutch, and 67% of French respondents felt the same in their respective countries. Interestingly, 100% of respondents working in a startup with 1 to 9 employees agreed that there were good career prospects in their company, twice the percentage of respondents in startups with 100 to 249 employees who felt the same.

Despite the opportunity of career progression, only 47% of UK respondents see their next job being in a startup, although 76% agreed that they would still be working for their startup a year from now. Also, in spite of the UK's career prospect dominance, when it comes to whether a startup offers a good learning curve, the UK falls behind the other three countries significantly with just 73% agreement.

Methodology

The report is based on an analysis of around 32,000,000 job vacancies, which were advertised online between 01.09.2016 and 01.09.2017 in the United Kingdom, Germany, France, and the Netherlands collectively. Of these, a total of 111,324 vacancies were distributed in the startup sector, these jobs were used for a detailed semantic and structural analysis in the report.

In addition, the report takes into account the results of an online survey conducted between 01.09.2017 and 30.09.2017 and distributed to startups in a range of industries in the above mentioned countries. A total of around 500 subjects were interviewed from approximately 300 startups in each country.

In both cases, startups were defined as being those companies which were founded less than 10 years ago.

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