

BOLD NEW CLICKS



Connected-Women.com
founder Rúna Magnúsdóttir



Gidsy co-founder
Edial Dekker

There are now some 400 million entrepreneurs starting and running new businesses, according to a recent survey by the world's largest study of entrepreneurship, the Global Entrepreneurship Monitor (www.gemconsortium.org), which profiled 54 economies.

In Europe, the German capital is currently a hotbed for new ventures. "Berlin is an amazing city that's very similar to a startup, with a large pool of people who have big ideas, are passionate, and willing to work hard," says **Edial Dekker**, Dutch-born CEO and co-founder of Gidsy (<http://gidsy.com/about/>). The Berlin-based online platform lets people discover, offer and book unique experiences in New York, London, Berlin and Amsterdam.

HOLLYWOOD ACTOR ASHTON KUTCHER IS ONE OF GIDSY'S INVESTORS.

Gidsy was founded on the concept of micro-employment, where anyone can be an entrepreneur by organising, hosting and charging a nominal fee for a specialised off-line activity. These range from a Chinatown soup dumpling tour in NYC to ping-pong and speed-dating in London. The startup recently received more than one million euros

in investor funding, including seed money from Hollywood actor Ashton Kutcher. But Berlin is not representative of the rest of Europe, which according to the European Union does not have enough

BERLIN-BASED STARTUPS TO WATCH

SOUNDCLOUD: Founded by Swedes Alexander Ljung and Eric Wahlforss in 2007, it is the world's leading social sound platform where anyone can create and share sounds with its ten million registered users.
[HTTP://SOUNDCLOUD.COM/PRESS](http://soundcloud.com/press)

EYE-EM: A new-comer on the start up scene, this simple, free and slick photo sharing app enables users to organise and share photographs based on interests.
[HTTP://WWW.EYEEM.COM/](http://www.eyem.com/)

WOOGA: Europe's largest social games developer and the third largest in the world, Wooga is the creator of Diamond Dash, one of the top ten social games on Facebook.
[HTTP://WOOGA.COM/](http://wooga.com/)



entrepreneurs setting up new businesses. Not to mention the disproportionate number of female to male entrepreneurs. For example, in the EU's largest country, Germany, women account for no more than 29 per cent of all start-ups.

Iceland's **Rúna Magnúsdóttir**, a successful entrepreneur and founder of Connected-Women.com and co-founder of BRANDit, is ranked by *Forbes* magazine as one of 20 global business women to follow on twitter. She believes that a social system promoting gender equality, strong female role models as well as specific government grants and programmes to assist women entrepreneurs start a business all increase economic diversity.

"Global power systems are collapsing around us - the bank crash in Iceland, the global financial crisis, the Arab Spring," she says. "Now more than ever we need more entrepreneurs to change the world into one where we and our children want to live." ●