Policies to promote entrepreneurial ecosystems

The App point of view

*Bruegel Workshop, 2 December 2014*
The European App Economy: a positive story

Revenues of €17.5 billion, rising to €63 billion by 2018
But, some work needs to be done to stimulate the Happy Ending
Some App Economy Realities...

• Innovation more direct, speedy

• Vertical – apps connect digital and physical worlds

• Three progressive functions in growing a start-up:
  • Innovator
  • Founder
  • Entrepreneur
Our Needs

- Collaborative spaces
- Clear and simple rules, so easy to understand and implement policies
- Easy ways to scale and compete
  - Strong country of origin principles
  - Harmonised protections (consumer protection, data protection, security)
  - Good access to European talent
European policies

• Apps cover all areas of life, and so of policy

• This requires a horizontal approach

• The new European Commission organisation is a good step in the right direction
thank you