



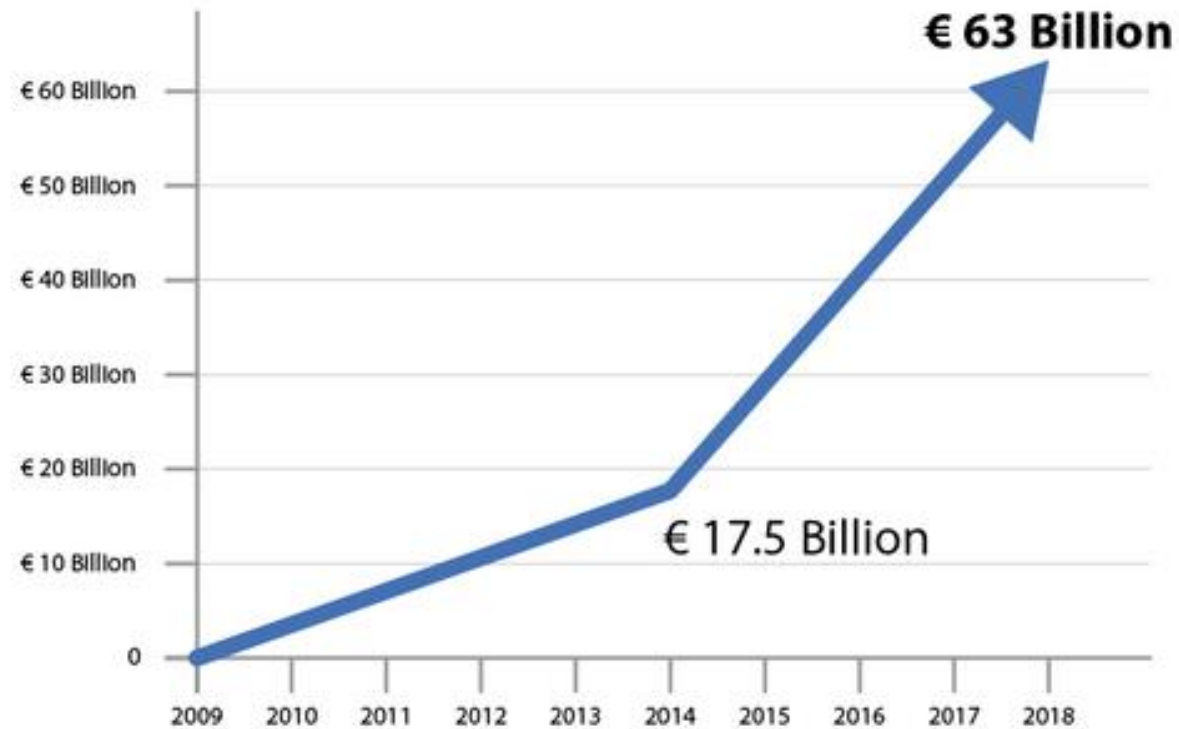
# Policies to promote entrepreneurial ecosystems

The App point of view

*Bruegel Workshop, 2 December 2014*

Revenues of € 17.5 billion,  
rising to **€ 63 billion** by 2018

The  
European  
App  
Economy: a  
positive  
story



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 }