10 years of labour market integration in Germany.

Since 2016, socialbee has been connecting people with refugee and migration backgrounds with employers. The socialbee Talent Platform makes talents job-ready from day one – with AI-powered matching, the career companion Sami and the Job Compass.

> **For a world where everyone can make it.**



Over
1,800
talents placed in jobs

Over
8,000
talents in the pool

Over
80%
integration rate

300+
partner companies across Germany

WHO WE ARE

Profile

LEGAL ENTITY	Social-Bee gGmbH
HEADQUARTERS	St.-Martin-Str. 106, 81669 Munich
FOUNDED	2016, Zarah Bruhn & Max Felsner
MANAGING DIRECTORS	Robert Kratzer, Jasmin Seipp
EMPLOYEES	27

WHAT SETS US APART

Focus areas

- ✓ **AI-powered matching** & skills assessment
- ✓ **EdTech:** upskilling directly on the Talent Platform
- ✓ **9 months of individual job support** after the job start
- ✓ **Free of charge** for talents, digital and nationwide

SERVICES

For talents

Language support – A1 to C2, including AI speaking practice

Professional qualification – with education partners

Orientation – job readiness, application training, Sami, Job Compass

Job placement – directly into suitable positions

Bureaucracy – help with documents and work permits

Job support – 9 months of job coaching and mentoring

SERVICES

For employers

Skilled workers – access to a nationwide talent pool

Matching to real vacancies – AI-powered, reviewed by our team

Onboarding – language, job-specific preparation, cultural onboarding

Retention – support after the job start reduces early turnover

Bureaucracy – relief with work permits, deadlines and funding applications

AS SEEN IN ZDF DW Süddeutsche Zeitung Frankfurter Allgemeine DIE ZEIT Handelsblatt manager magazin

HISTORY

Milestones

2016	Founded in Munich as the first non-profit temporary staffing agency for refugees and migrants.
2018	100th job placement, Stuttgart location, campaign “Soft skills can come the hard way”.
2020	COVID-19 crisis: shift to training, qualification and integration programmes with job placement.
2021/22	SAP Changemakers, the Care Champions nursing qualification programme and qualification programmes for women. Winner of the Google.org Impact Challenge and development of the digital platform. Zarah Bruhn: appointed Special Commissioner for Social Innovation at the Federal Ministry of Education and Research.
2023/24	Berlin location opened. Over 300 talents per year qualified for specific jobs.
2025	Development of an AI-powered matching system.
2026	10 years of socialbee: expansion of the Talent Platform and of the network with education providers, public authorities and social organisations.

TEAM

Management



Robert Kratzer
Managing Director



Jasmin Seipp
Managing Director · CLO



Melike Bilbey
Chief Product Officer



Jasmin Music
Authorised Signatory · Head of Talent Ops



Zarah Bruhn
Founder · Advisory Board

RECOGNITION

Selected awards

- ✓ EY Public Value Award – 1st place, start-up category (2017)
- ✓ Next Economy Award, German Sustainability Award
- ✓ Audi Generation Award
- ✓ Google.org Impact Challenge
- ✓ Ashoka Fellowship (Zarah Bruhn)
- ✓ Bavarian State Medal for Social Merit (Zarah Bruhn)

PARTNERS

Selected partner companies

Beiersdorf | Bayer | Union Investment | Ströer | SAP | Serviceplan | Atruvia | Nordsee

CONTACT

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Hire talents: socialbee.org/hire