



PRIVY BERLIN
— ◆ —
THE LUXURY OF EXCELLENCE.

Workplaces that feel cared for.

Premium cleaning and workplace management for tech companies, venture capital firms and coworking spaces in Berlin. Since 2012.



COMMUNITY PARTNER



WOMEN IN TECH EMEA SUMMIT 2026



BERLIN · 29–30 OCTOBER

PRIVY BERLIN IN NUMBERS

Trust you can measure.



2012

Founded in Berlin. Fourteen years of continuous service.

72,000 m²

Of office and coworking space in our care across Berlin.

Loyalty

Our clients stay for the quality of our work, year after year.

100%

Of our clients came to us through a recommendation.

Since 2013

The same Privy team member has cared for one client's office.

42%

Saved on maintenance work, as reported by one office client.

WHAT WE DO

Everything your workplace needs.

One partner for cleaning, supplies and the small things that keep an office running. You pay only for the hours actually used.



01

Regular cleaning

Kitchens, washrooms, floors and waste on a fixed schedule shared in advance.

02

Deep cleaning

Our weekend Privy Standard: appliances, cabinets, bins, chair legs and every touchpoint.

03

General cleaning

A full detailed clean when you move in or start with us. Done once, kept for good.

04

Coworking operations

Day and night teams for busy shared spaces, with one point of contact.

05

Supplies at cost

Towels, paper and detergents from Germany's largest wholesalers, invoiced without markup.

06

Supervision & quality

Regular checks, restocking, repair reports and handyman help through trusted partners.

07

Event support

Extra hands before and after your events. Back to perfect working order by morning.

08

Office manager cover

No office manager right now? We take over the daily office management until your new one starts.

09

Sustainable care

Fewer chemicals, less plastic, bio-based products, and ozone disinfection on request.

OUR PHILOSOPHY

A partner, not a vendor.

Cleaning means cleaning everything. Moving a bottle, wiping the oven, refilling the fridge: none of it becomes a line on your invoice. We work to a system, a schedule and a plan that cover your whole office, every day, including every hygiene requirement.

We have done only cleaning and workplace care for 14 years. You work with us directly. No marketplace in between and no platform fee on top.

ALWAYS INCLUDED, FREE OF CHARGE

The Signature Workplace System™ · Supervisors and site leads ·
Supplies at cost · 24/7 human service

WHO WE WORK WITH

Companies with a strong culture that care for their people every day.

They want a B2B partner who takes part in how the office runs, not a supplier who delivers a service and leaves.

THE RIGHT FIT

Made for companies where the workplace is part of the culture.

Teams who care for their people every day choose us, and stay with us for years.



LUXURY HOSPITALITY STANDARDS

The care of a five-star residence, in your office.

Our founder designed the operating systems and trained the teams of companies that own luxury rentals in Berlin and internationally. Their guests include Hollywood celebrities during the Berlinale and other major events in Germany, and members of royal families from Europe and the Middle East.

Your office receives the same care.

Discretion

No photos, no visitors let in, doors stay closed.

Precision

Every detail and every touchpoint, every visit.

Anticipation

We see what is needed and do it before you ask.

FOR OFFICE MANAGERS

Your office manager's best partner.

Many office managers never trained in surfaces, products or machine care. They do not need to. We know it, so they can focus on their real job.

Nothing to chase

No checking up on the cleaning, no feedback rounds, no wondering which product goes on which surface.

The kitchen, fully cared for

Fridges, microwaves and coffee machines cleaned and maintained. Dishwashers loaded and ready for the new week.

Stocked and ready

Fridges and drinks displays refilled, milk in place, breakfast set up, as we do in our coworking spaces.

Orders prepared for you

We prepare the list of supplies and food, from milk to cereal. You order it directly, or we order it for you.

New office manager onboarded

We show every new office manager how the company runs, how events are organised and the cleaning and building plan your leadership approved.

One invoice, one report

One clear invoice each month, with your Workplace Report: score, hours and supplies used. Every extra activity listed.

Company apartments, too

For apartments you keep for your employees, we handle check-in and check-out, supplies, cleaning, laundry and preparation for the next guest.

FOR INVESTORS, VCS AND MULTI-SITE COMPANIES

One standard across your whole portfolio.

We do not sell cleaning hours. We implement The Signature Workplace System™, so you can focus on your business while we take care of your workplace and how it runs every day. Built over 14 years with venture capital and private equity firms, investors, start-ups and their portfolio companies, where needs change as the business grows. Every client receives a PRIVY Signature Workplace Blueprint: a personal plan for offices from 2,000 to 50,000 m², from the first analysis to daily standards, responsibilities and measured results.

1

Tell us about the new office

A new investment, a new branch, a new coworking site. One message is enough.

2

We bring the proven system

We create your Signature Workplace Blueprint for the new space and start right away.

3

Same quality, one point of contact

Every location at the same high standard. One dedicated contact, a monthly Workplace Report and a quarterly Savings Review.

WHY IT PAYS OFF

61%

higher cognitive test scores in offices with cleaner air and fewer chemical vapours, in a Harvard study. That is why we use bio-based products.

Harvard T.H. Chan School of Public Health, Allen et al., 2015

2 h

a week that office workers can lose searching for documents in clutter. Clutter also raises stress and anxiety.

Harvard Business Review, "The Case for Finally Cleaning Your Desk", 2019

IN DEVELOPMENT

An AI-supported system to run coworking spaces anywhere in the world

One standard, one quality and one way of working in every city. Lower costs, less time, and training for the teams who do the cleaning.

Structural. Practical. Permanent.

Sustainability is not a policy in our company. It is built into our operating system.

E Environmental

- ◆ **Fully digital since 2020.** No physical office, no office energy use, no daily office commute.
- ◆ **Paper replaced.** Reusable cotton towels instead of disposable paper systems.
- ◆ **Plastic prevented.** No plastic liners in paper-only desk bins. Prevention replaces recycling.
- ◆ **Cleaner chemistry.** Concentrated, water-based and bio-based products. Ozone disinfection on request.
- ◆ **No overconsumption.** Supplies at cost, so we never gain from selling you more.

S Social

- ◆ Long-term, 100% legally employed team
- ◆ Hired by recommendation, people stay for years
- ◆ Safer products for our team, your people and your members
- ◆ Most of our team travels by public transport
- ◆ Environmental progress without cutting a single job

G Governance

- ◆ Fully digital documentation
- ◆ System-based operations: The Signature Workplace System™ for every site
- ◆ Transparent costs: only hours used, supplies at cost
- ◆ One clear invoice a month
- ◆ Insured with ARAG, registered with BG BAU, IHK and Handwerkskammer

GIVING BACK

Care does not stop at the office door.

Mentoring children in Bulgaria

Our founder has started mentoring children from disadvantaged backgrounds in her home country.

A family in Ukraine

For two years our founder has cared for a family who lost their home in the war in Ukraine, and their health after serious accidents. Our next goal is to raise the funds for them to return home and repair their roof, and for the father's final operation. If you would like to help, ask us for the donation link.

An educational community

An NGO of parents, educators and psychologists who help every child thrive. Courses, support groups and training for young people, parents and schools, with European programmes such as Erasmus+.

OUR CAMPAIGNS

2026

One tree for every client

This year we plant as many trees as we have clients.

2027

Three children into university

We help as many children as we can, and at least three into university, with the clothes and materials they need.

EVERY NEW CLIENT

€500 for a child's future

For every new client, we set aside €500 for these children and our causes.

Join us

Our clients can join our causes and support these children and families too. It would be our great pleasure. Ask us at the booth.

WHY PRIVY

Not another cleaning company.



	PRIVY BERLIN	THE USUAL CLEANING COMPANY
Your cleaner	One dedicated person. Changes only for illness or holiday, always announced in advance	A different face every few weeks
Our team	Hired only by recommendation. The only goodbyes are for retirement or maternity leave	High turnover, short-term hires
Partners	A small circle of long-term specialist partners. The same people, year after year	Subcontractors of subcontractors
Pricing	Only the hours used. Never a fixed sum, never extras for the small things	A fixed sum, plus extras for every small task
Supplies	Ordered for you at cost. No markup, no percentage on top	Resold with a margin on top
Supervision	Supervisors and site leads at our cost, free of charge to you	Supervisors billed to the client
Extra work	Nothing without your approval. Even window cleaning only after we consult you	Done first, invoiced later
Service	100% human, 24/7. A real person who knows your office, at your convenience	Chatbots, call centres and scripted answers
Focus	Only cleaning and workplace care. True to it for 14 years	Cleaning as one more side business

COMPARE BEFORE YOU CHOOSE

What you get, side by side.

	OUR STANDARD Privy Berlin	Typical cleaning company	Cleaning marketplace
The same dedicated person every visit	✓ Always	Rarely	Rarely
Team hired only by recommendation	✓ Always	Rarely	Rarely
Pay only for the hours actually used	✓ Always	Rarely	Sometimes
Supplies at cost, no markup	✓ Always	Rarely	Rarely
Supervisors and site leads free of charge	✓ Always	Rarely	Rarely
No platform commission on top	✓ Always	✓	Commission added
Deep clean every Saturday	✓ Included	Extra cost	Extra cost
Kitchen care, restocking and orders prepared	✓ Included	Extra cost	Extra cost
Your own Signature Workplace Blueprint	✓ Free of charge	Rarely	Rarely
Nothing extra without your approval	✓ Always	Sometimes	Sometimes
Same rate for events and moved days	✓ Always	Rarely	Rarely
Onboarding for new office managers	✓ Included	Rarely	Rarely
One point of contact for all your sites	✓ Always	Sometimes	Rarely
Customer service 24/7, at your convenience	✓ 24/7	Office hours	Chat or ticket
100% human. No bots, no scripted answers	✓ Always a person	Call centre scripts	Often automated

“Typical” columns reflect common market practice in Berlin, based on our experience. Individual providers may differ.

PORTFOLIO

Selected work.

600 h

EVERY MONTH

INTERNATIONAL COWORKING OPERATOR

A busy shared space, cared for around the clock

About 3,000 m². A day team from 07:00 to 19:00, five people on night shift and a deep clean every Saturday.

42%

LESS
MAINTENANCE

COMPANY OFFICE, BERLIN

An office brought back to life

A full refresh of the office, then fast reporting on every issue. The client reports 42% saved on maintenance work.

2013

SAME PERSON
SINCE

TECH COMPANY OFFICE

One office, one trusted person

The same Privy team member has cared for this office for over a decade and knows every room and every routine.

2018

PARTNER SINCE

VENTURE CAPITAL FIRM

Chosen after trying several providers

Flexible with short-notice requests, proactive with extras like window cleaning. Still with us today.

TRUSTED BY TEAMS AT, AMONG MANY OTHERS

◆ SoundCloud ◆ Clue ◆ Industrious ◆ Deel. ◆ Cherry Ventures ◆ Point Nine ◆ Redstone VC ◆ inMusic ◆ Xsolla ◆ Kipu
◆ Rivian and VW Group Technology ◆ Arbio ◆ Jung von Matt ◆ Gitti ◆ Rosental Organic ◆ Climate Analytics ◆ Ultramarin

and many more

IN OUR CLIENTS' WORDS

What tech teams say.

“

*I have worked with Dina for many years and have always been impressed by the service, the attention to detail...**

Alexander Ljung

FOUNDER & CHAIRMAN, SOUNDCLOUD

“The service is of very high quality and the team is always there to go the extra mile.”

BIRGIT · OFFICE MANAGER, JUNG VON MATT HAVEL

“Super professional and helpful and super recommended. I would give a rate 10/10.”

ONEFOOTBALL

*“My team and I are very satisfied with Privy. They treat every environment with the utmost care and respect.”**

EVA CASINI · I2X GMBH

* Translated from German. All quotes are published at privy-berlin.de/empfehlungen

IN OUR CLIENTS' WORDS

What investors and office leaders say.



*“We have worked with Dina and her team since 2018 and are very satisfied with the service.”**

BEATRICE · OFFICE LEAD, VENTURE CAPITAL FIRM

*“Thank you for your great work. We are very grateful to have you.”**

MADELINE MARQUES · REDSTONE VENTURE CAPITAL

*“We are very satisfied with the work of you and your team!”**

SARAH NEUENSCHWANDER · REDSTONE VENTURE CAPITAL

*“Privy brought our office back to life. Privy always reports straight away, and we saved 42% of our maintenance work.”**

BETHANY · OFFICE LEAD

*“The Privy Berlin team brings calm and a greater sense of security to our office.”**

OFFICE CLIENT, BERLIN

* Translated from German. All quotes are published at privy-berlin.de/empfehlungen

WITH YOU FOR THE LONG RUN

Your partner in every chapter of your growth.

One new site a month

We never take on sites in bulk. Each new site is set up properly first: the system runs, the team is in sync, everything works. Only then do we welcome the next client. That is why we usually have a waiting list.

Through every stage of your company

Wherever you move, we move with you. When companies downsized their teams and their space, we stayed and adapted the service. Your cleaning budget goes down from the very next month.

Slow, careful and built to last

We chose to join this Summit as partners because Privy is led by a woman CEO who built a premium company from the ground up, with care, discipline and a rare sense for people.

A stress-free zone

Privy is a stress-free zone for our clients and, above all, for our team. Our people are our partners and the heart of our story. Together we build care, trust and happiness, and bring light to dozens of offices across Berlin every day. We are a small utopia, proud to walk beside you as your ideas grow, with an open heart.

WHEN IT MATTERED MOST · 2020

How we protected our clients in the pandemic.

MID-FEBRUARY 2020

We closed the offices in our care, weeks before the official lockdown. Our founder trained in pandemic protocols on cruise ships.

SUPPLIES SECURED

We ordered early. Our clients had no shortage of supplies for a full year.

NO WORK, NO INVOICE

We paused every invoice. Our clients asked us to take on extra work instead: parquet, sofas, carpets, windows.

THE RESULT

Not one COVID case in the offices we care for. Our clients and investors stood by us, as we stood by them.

FOUNDED BY A WOMAN · BUILT ON TRUST

Fourteen years of quality and excellence.

Kostadinka “Dina” Staleva founded Privy Berlin in 2012. She brought more than 27 years of international hospitality experience, from hotels and yachts to cruise ships, with work in Singapore and Miami and diplomas from two colleges in management and hospitality.

Privy has never advertised. Every client came to us through a recommendation, and our clients stay with us for the quality of our work. Our people stay for years, and so do our clients.

International consultant

HOSPITALITY · REAL ESTATE ·
BUDGETS

Former regional manager

EUROBANK



*“People do their best work when they
feel trusted, respected and valued.”*

Kostadinka Staleva

FOUNDER & CEO

HOW WE WORK

The Privy standard.

I Common sense, every day

We act the moment we see something. Nobody has to tell us.

III Deep clean every Saturday

A standard part of our service for 14 years. Monday starts in a perfect office.

V Flexible days, same rate

We move service days around your events and support them, at the same rate. Only public holidays differ.

II We clean everything

Every visit, the whole office. No exceptions and no small extras on the invoice.

IV The Signature Workplace System™

Transforming offices into exceptional workplace experiences. Every office receives its own Blueprint, from 2,000 to 50,000 m². Free of charge.

VI Bio-based and sustainable

Products that protect nature and the health of your team, members and our people.

100% LEGALLY EMPLOYED · REGISTERED WITH BG BAU, IHK AND HANDWERKSKAMMER · FULLY INSURED WITH ARAG

FOR COWORKING OPERATORS

Your members feel the difference.

Many of our office clients moved into coworking spaces. So we now work for the operators too.

- ◆ Day and night shifts, seven days a week
- ◆ Saturday deep cleaning as our specialty
- ◆ One point of contact for every site
- ◆ New sites set up with a proven system
- ◆ Drinks, breakfast and supplies managed

EXCLUSIVELY FOR SUMMIT ATTENDEES

Start with Privy, on your terms.



FREE · NO COMMITMENT

Workplace Review & Cost Check

We visit your office, learn how it runs and give you written recommendations. We check your current cleaning and supplies offers and tell you if you pay a fair price. Within 5 working days you receive a non-binding offer.

- ◆ **Workplace Score.** Your office rated out of 100: hygiene, supplies, organisation, care.
- ◆ **Office Manager Session.** One hour on coffee machines, dishwashers, surfaces and supplies.
- ◆ **Founder's Review.** The first 10 bookings are reviewed personally by our founder.

WHEN YOU SIGN BY 31 DECEMBER 2026

50% off your General Cleaning
up to €5,000, paid by us

JOINING US AFTER 31 DECEMBER

One welcome gift of your choice

Your first Saturday deep clean on us, up to 20 hours

Your first month of supplies on us, up to €1,500

A free reset after your first company event

Your 2026 hourly rate locked for 2027, with a 24-month agreement

For Summit attendees with a ticket or badge. Your Signature Workplace Blueprint is always included, free of charge. Book your review in our virtual booth or at privy-berlin.de.

WOMEN IN TECH EMEA SUMMIT · 29–30 OCTOBER

Let's meet at the Summit.

Book a free intro call. We get to know your workplace online, then visit you for a free walkthrough and show you where it can feel even better. No obligation.

BOOK A FREE INTRO CALL

READ ALL RECOMMENDATIONS

Prefer to write? info@privy-berlin.de

OUR DECISION FOR 2027

One building of 50,000 m² or more.

One coworking operator with five or more sites in Berlin.

Two partnerships. Not twenty. The first to reach out are the first we sit down with.

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