

# Startup Location Austria.

Where innovation moves mountains.



# The Ecosystem

Best place for growing your startup  
The environment for your success

Austria offers a vibrant startup ecosystem – check out this selection:



## Business Angels

- > Austrian Angel Investors Association
- > aws i2 Business Angels
- > Startup 300
- > European Super Angels Club



## Crowdfunding

- > Conda
- > Crowd4Climate
- > Invesdor
- > Rockets
- > Tausend mal Tausend



## Venture Capital

- > AVCO
- > aws Gründerfonds
- > Speedinvest
- > 3VC
- > IST cube



## Grants

- > AWS
- > FFG
- > Kommunalkredit Public Consulting
- > Vienna Business Agency
- > Other regional agencies



## Incubators

- > accent
- > build
- > INITS
- > Science Park Graz
- > Startup Tirol
- > Tech2b



## Accelerators

- > ELEVATE / The Ventury
- > Factory1
- > Frequentis Startup Center
- > Impact Hub Vienna
- > TU Vienna i2c
- > Up to Eleven



## Coworking Spaces

- > Coworking Salzburg
- > Ideentriebwerk Graz
- > Softwarepark Hagenberg
- > Talent Garden
- > TSH Collab



## Community & Media

- > Austrian Startups
- > Futurezone
- > Der Brutkasten
- > Trending Topics
- > Global Incubator Network
- > Industry meets Makers



## Major Events

- > ViennaUP
- > 4GAMECHANGERS FESTIVAL
- > Fifteen Seconds Festival Graz
- > Entrepreneurship Avenue

Do you want to know more? See <https://dealroom.co/>

## Startup Success Stories

U ))) SOUND

»» BITMOVIN

PlanRadar

kaleido

neocom

hi.  
health

Magic

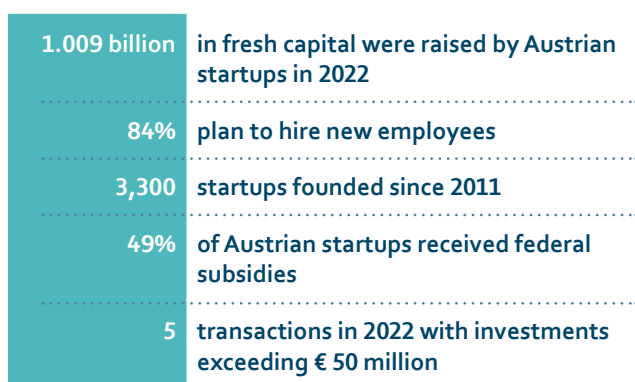
GROPYUS

# Dynamic Development

## Austrian startups attract more than € 1 billion in investments

Austrian startups raised € 1.009 billion in fresh capital in 2022, according to the EY Startup Barometer, thus once again surpassing the threshold of € 1 billion. 79 financing rounds and € 884 million invested in the first half of 2022 comprised an all-time high.

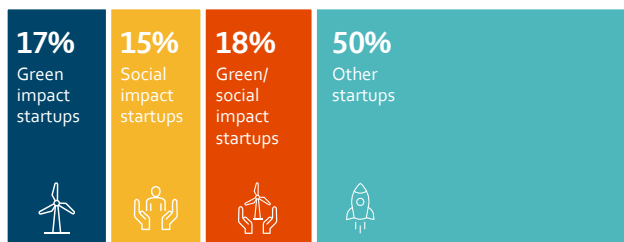
The number of transactions declined in the second half-year due to the global political situation.



Source: Austrian Startup Monitor 2022/EY Startup Barometer/Trendingtopics

## Green, female and with social impact

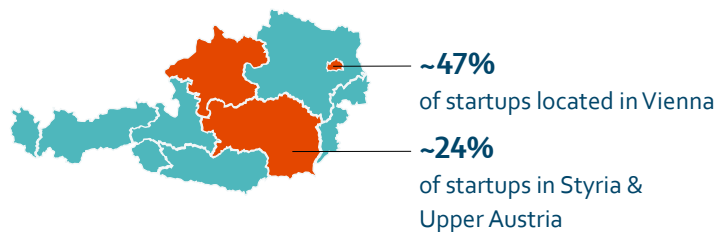
Every second startup pursues overriding corporate objectives when it comes to the environment and/or social issues. About one-third may be considered to be green startups, and approx. one-sixth are social startups. At 39%, Austria has currently the highest proportion of startups in the EU where at least one founder is female. 50% of AI startups established in 2022 have female (co-) founders.



Source: Austrian Startup Monitor 2022

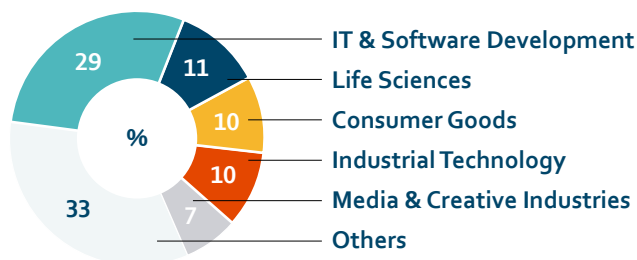
## Facts & Figures

### Breakdown of startups by federal state



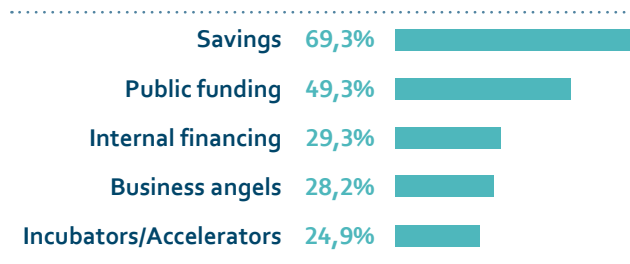
Source: Austrian Startup Monitor 2022

### Sectors



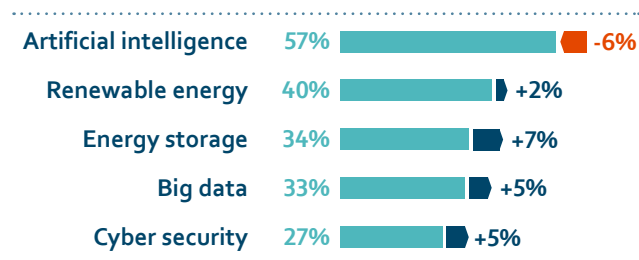
Source: Austrian Startup Monitor 2022

### Funding sources by importance



Source: Austrian Startup Monitor 2022

### Innovation trends over time



Source: Austrian Startup Monitor 2022



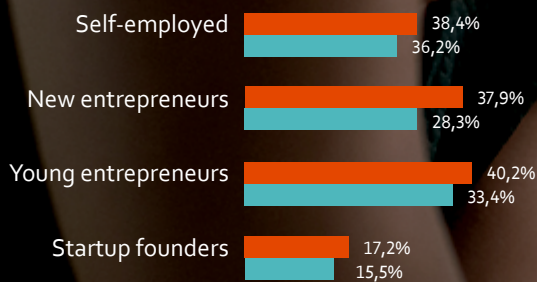
# The future is female

Austria has the highest proportion of female startups in the EU.

The share of female-led startups in the EU 27 is 21%, up from just 13% in 2010. The change has been particularly noticeable in Austria, Germany and Scandinavia, where the share of women founders has more than doubled over the last twelve years.

In contrast, 39% of Austrian startups were launched by women, according to the Austrian Startup Monitor, of which 30% have mixed founder teams.

## Share of female entrepreneurs in Austria above the EU average



Share of women involved in entrepreneurial activities in Austria & EU (OECD & Europe), 2021; ASM, 2021; ESM 2021) ■ Austria ■ EU average

Source: Female Startups & Investing Report

**// Mixed teams are more successful and more resilient, especially in challenging times. Fund F has so far raised € 12 million and is investing in gender-diverse teams in the following areas: healthtech, climate tech, fintech, education & HR. We are one of the first funds with this focus in Europe. Investing throughout Europe, the initiative represents another important contribution alongside numerous support for female startups in Austria. //**

## Top 5 countries in the EU (share of female startups)

<b>Austria:</b>	<b>1</b>	<b>39%</b>
Germany:	2	25%
Sweden:	3	24%
Netherlands & Spain:	4	23%
EU:	5	21%

Source: Female Startups & Investing Report 2022/ ASM 2022

## Perks for Female Founders

Funding, financing and networking - female founders find ample opportunities in Austria



### Funding

Attractive "female entrepreneurship bonuses" are special incentives for women included in many Austrian funding programmes - both federal and regional.



### Financing

"Fund F" is Austria's first venture capital firm focusing on gender-diverse teams of founders.



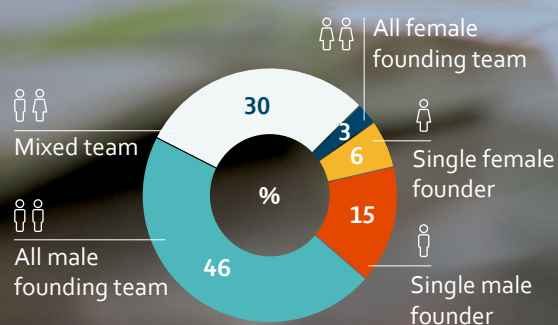
### Acceleration and Networking

Are you looking for networking opportunities? There are plenty of platforms in Austria targeting women.

Specific examples are:

- Women in IT-Health
- Women in AI
- Female Factor
- Investorinnen.com
- Female Founders (accelerator)
- and many more.

## Founding team gender diversity



Source: Austrian Startup Monitor 2022



# Why Austria?

**Austria is a startup hotbed and outstanding fertile ground featuring exciting networks and attractive conditions.**

An intact natural environment. Green meadows and mountain pastures, crystal clear waters, good air quality combined with a diverse sports and cultural offering. All this is complemented by a high level of personal security, first-class health care, a well-developed infrastructure, high quality housing and multifaceted learning opportunities. The outstanding quality of life attracts managers, investors and students from all over the world, also because of Austria's gratifyingly affordable living costs. Moreover, startups benefit from a strong, dynamic market.

## The market

**Gateway to 750 million customers in the heart of Europe – high purchasing power, moderate costs**

Austria is seen in the EU as the unrivalled specialist for Eastern Europe and an international business interface. Companies from all over the world which are eager to expand can find optimal conditions here. Coffeehouses, the first co-working spaces of the 19<sup>th</sup> century, still offer the right atmosphere to discuss the next business steps over a cup of Wiener Melange. As a country boasting a high purchasing power, Austria is a test market for German-speaking Europe. It also serves as a springboard to Central and Eastern Europe thanks to its Eastern European language skills. Conversely, CEE companies often prefer to launch their business expansion to the West from an Austrian base. 750 million customers can be reached by air within a maximum of 3 hours.

100,000,000	people live in the German-speaking markets (Germany, Switzerland, South Tyrol, Liechtenstein, Austria)
450,000,000	inhabitants are in the EU
750,000,000	people live in geographical Europe extending to the Urals
3	hours flight time at most to every European capital city

### Did you know this?

Google mother Alphabet recently invested in an Austrian AI startup.



**// Target market USA, roots in Germany, partner in the UK, yet after a detailed analysis, Austria was and still is our first choice as the business location for our tech startup thanks to tangible research benefits (funding, taxes), quick opportunities for networking and short distances, a strong talent pool as well as comprehensive support by public bodies such as ABA, the promotional bank aws, the Austrian Public Employment Service etc. //**

Tamara Gerbert und Florian Lerchbammer-Kreith  
Founder of Brighmind.AI unisono



## The proof

Magic, an AI-driven tool designed to help software engineers write, review, debug and plan code changes, successfully raised a series A round led by Alphabet's Capital G. The tool aims to drastically reduce the time and financial cost of developing software.



## The talents

### High educational level – Multilingualistic people from diverse backgrounds

The high quality of life is attractive to international talents and specialists. Qualified and motivated skilled workers make Austria a coveted business and research location. Employees here go the extra mile. When it comes to employee motivation, Austria is ranked fifth in the EU.

Austria features 22 public and 16 private universities as well as 21 universities of applied sciences offering more than 640 study programmes. 25,000 students from all over the world are currently completing their education at these institutions.

Communication is easy: Austria placed 2<sup>nd</sup> in the English Proficiency Index, and one quarter of all Austrians grow up bilingual.

Yet another strength of Austria are the many schools with practice-oriented technical training and the higher technical schools serving as breeding grounds for engineers. The engineers graduate at the age of 19 and can be immediately deployed to fulfil demanding tasks. These secondary level technical and commercial schools are unique in the world, offering an education equivalent to international bachelor's studies. Particular importance is attached to training in the field of information and communications technology (ICT). Each year some 2,000 students graduate from such study programmes and the number is steadily increasing.

22 public Universities

16 private Universities

21 universities of applied sciences

640 study programmes

25.000 students from all over the world

Source: Austrian Startup Monitor 2021

## The support

### 14% research premium and direct research funding – strong support for new companies

#### Austria makes innovation possible

Every company – regardless of its size, industry or company structure – can receive the research credit for both in-house R&D and for contract research. This amounts to 14% of the total research expenses, such as personnel costs, R&D investments, financing expenses and overheads and is not limited in amount. In 2022 about € 1 billion was distributed.

#### Strong support for new companies

When it comes to research and innovation funding, the Austrian Research Promotion Agency FFG is the top address in Austria. As a one-stop shop for business-related research, the FFG supports young companies in the development, implementation and market launch of their ideas, providing over € 70 million. In principle, funding is available in every field and covers up to 80% of the total costs. In 2022 more than 850 projects of startups were supported by FFG.

Austria is making it easier and less expensive to set up new companies. The so-called New Companies Promotion Act (NeuFöG) provides relief: Young entrepreneurs and startups can save fees as well the land transfer tax and certain non-wage labour costs when hiring employees within the first 36 months. A "simplified founding" is possible for a single-person limited liability company (GmbH). This is considerably less expensive and can be implemented via a bank or even online.

Moreover, the Federal Ministry of Labour and Economy will also contribute up to € 72 million to the follow-up programme of the aws-Gründerfonds. The participation of private investors will enable its impact to be "leveraged" to about € 500 million.

### ABA simply gets it done.

**Aim to implement your business idea in Austria?**

We will guide you through the startup process – step by step.

### Did you know this?

The European VC firm of the year comes from Austria.





**// The tech ecosystem in Austria is now playing at a completely different level. With some of the fastest growing and most valuable unicorn startups in Europe, Vienna and Austria are now clearly on the radar of top global investors. Last, and not least, with Speedinvest headquartered here, we have the most active European seed stage VC contributing to our vibrant ecosystem. //**

Oliver Holle, CEO Speedinvest



### The proof

Speedinvest wins "VC of the Year" at "The Europas 2022". Founded in Vienna, Speedinvest is one of Europe's most active early-stage VCs with more than € 600m assets under management and 40 investors.

# Austria as a springboard

International startups use Austria as an EU hub

## VIRNECT

The Seoul-based extended reality (XR) company Virnect has made Austria its first international location. The scaleup develops augmented reality software solutions for applications in all areas of industry. The proximity to experts in the field of computer vision, thanks to the Vienna and Graz Universities of Technology, the large number of hidden champions and innovative industrial companies, were the decisive factors for establishing a research centre in Vienna.

## SCHÜTTFLIX®

Founded in Germany in 2018, the company digitizes the market for bulk materials such as crushed stone or sand with a marketplace and a logistics platform. In 2021, Schüttflix generated revenue of € 50 million. The startup has about 9,000 platform participants. Austria represents their first internationalisation step.

## MORPHER

When the US-Austrian founder team set out in 2018 to create a trading platform that would make global financial markets accessible to everyone, they did so in Stanford, California. As the time came to scale their business, Morpher decided to set up business operations in Vienna. This is not surprising, since Austria is clearly superior to the USA for blockchain companies. There is a clear, modern set of rules - and that's exactly what companies are looking for.

# From Austria to the world

Austrian startup successes

## kaleido

In 2015, the founders Ben and David created a smart photo filter app that quickly reached millions of people. This was the starting point for Kaleido's visual AI platform. They doubled down on R&D and established products that make complex editing tasks simpler than ever before. So it came as no surprise, when the globally operating design platform Canva acquired the Viennese startup in 2021.



Blackshark's AI-driven technology enabled Microsoft's Flight Simulator to display the surface of the entire planet in 3D – with over 1.5 billion photorealistic buildings – giving users an unprecedented immersive 3D flight experience and the largest open world in the history of video games. Microsoft's investment of USD 20 million enables Blackshark to build up and expand its development location in Graz as well as to strengthen the sales team in the USA.

## BRIGHTMIND.AI

Brightmind.AI is a neurotech startup founded in 2022 which is financed by both venture capital and public funding. The mission is to combat major global challenges relating to brain health such as migraines and dementia through neurotechnology. Brightmind.AI directly brings the latest research breakthroughs of non-invasive brain stimulation to patients in their homes as a "closed loop" system.

## Our Unicorns

Bitpanda	investment platform
COPA-DATA	software for automation
GoStudent	online tutoring
Loxone	control and automation systems
TTTech Auto	software for automated and autonomous driving
Tricentis	enterprise continuous testing

Source: ISinvest, May 2022



# How we can support you - completely free of charge

## FIRST CONTACT

- > General information
- > Benchmarking with other countries
- > Sector-specific data
- > Legal & fiscal information



## Typical questions

Why should I choose Austria?  
What R&D centers can I find in my sector?  
What do I need to found a company here and how long does it take?

## EVALUATION

- > Finding the right location
- > Information about costs
- > Identifying the right networks
- > Establishing contact with service providers



Where in Austria is the right location?  
What is a "collective agreement"?  
How much will I spend on labour costs?  
What is a so-called "Gewerbeberechtigung"?

## REALISATION

- > Organisation of fact-finding missions
- > Support in identifying the right grants and funding programmes
- > Finding specific properties/locations
- > Explaining cultural differences



Who can organize all the necessary appointments for me?  
How do I find personnel here?  
Which funding programme is relevant for my project?

## EXPANSION

- > "Trouble shooter"
- > Establishing useful contacts
- > Support of local management in winning expansion project



Our HQ is evaluating different locations – how can I pitch Austria?

> Help! I need somebody ...

## INVEST in AUSTRIA

We are there to provide help and support when foreign companies want to set up business operations in Austria or expand existing facilities.

## WORK in AUSTRIA

Austrian companies offer many attractive jobs for skilled workers from abroad. We are the advisory centre for both sides.

## FILM in AUSTRIA

Tom Cruise climbs down a rope from the Vienna State Opera and James Bond flies across Tyrol. We work "behind the scenes" so that the world sees these images.

Austrian Business Agency  
Opernring 3  
1010 Vienna  
Austria

[aba.gv.at](http://aba.gv.at)



Find out more!  
[www.investinaustria.at](http://www.investinaustria.at)



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