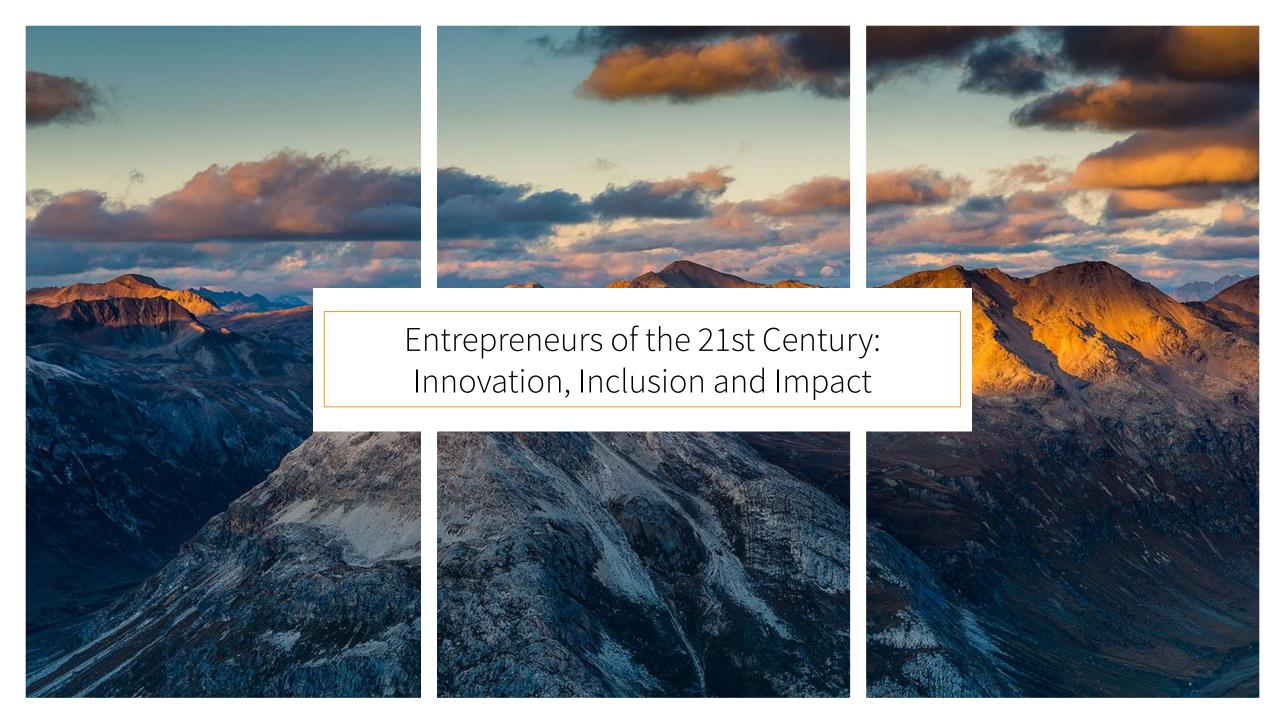
"I want to empower people. I want someone to look at me and say because of you I didn't give up."







WKO-Startup-Initiative





# WKO-Startup-Initiative Startup NOW



Speaker

Kambis Kohansal Vajargah WKÖ Head of Startup-Services Deputy Head of Founder-Services

www.startupnow.at



#### Vienna University of Economics and Business Darla Moore School of Business University of Liverpool

Launch first startup Never give up

















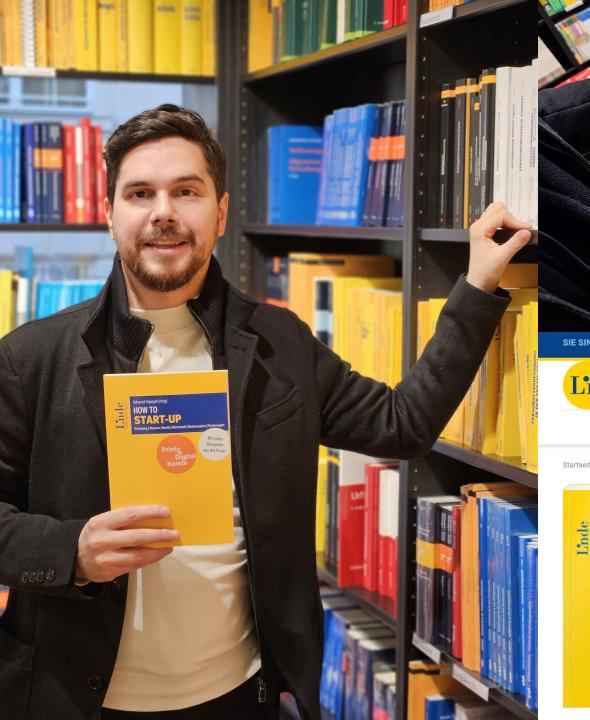


Entrepreneur Angel Investor Gather experience Start self reflecting

#### **TED**<sup>X</sup>

"Why authorities & entrepreneurs are doomed to work together."







Linde

Suche nach Titel, ISBN, Autor, Schlagwort





**BÜCHER** 

ZEITSCHRIFTEN

**CAMPUS** 

**DIGITAL** 

**VERLAG** 

**NEWSLETTER** 

Startseite | How to Start-up



NEU

Kohansal Vajargah (Hrsg.)

#### How to Start-up

Ein Leitfaden für Start-ups samt Beispielen aus der Praxis

**Buch kartoniert** 59,00 €

**Print & Digital** 69,00 €

E-Book 47,99 € In LinDa 46,50 €

RECHNUNG WISA PayPal Klarna.

In AT versandkostenfrei

Sofort lieferbar Lieferzeit ca. 2-3 Werktage

59,00 € Normalpreis (inkl. MwSt.)

\* AUF MEINEN MERKZETTEL

IN DEN WARENKORB

Buch kartoniert: 258 Seiten Auflage: 1. Auflage 2025 ISBN: 9783707350050 Verlag: Linde Verlag

Excelainungetermin: 10 12 2024



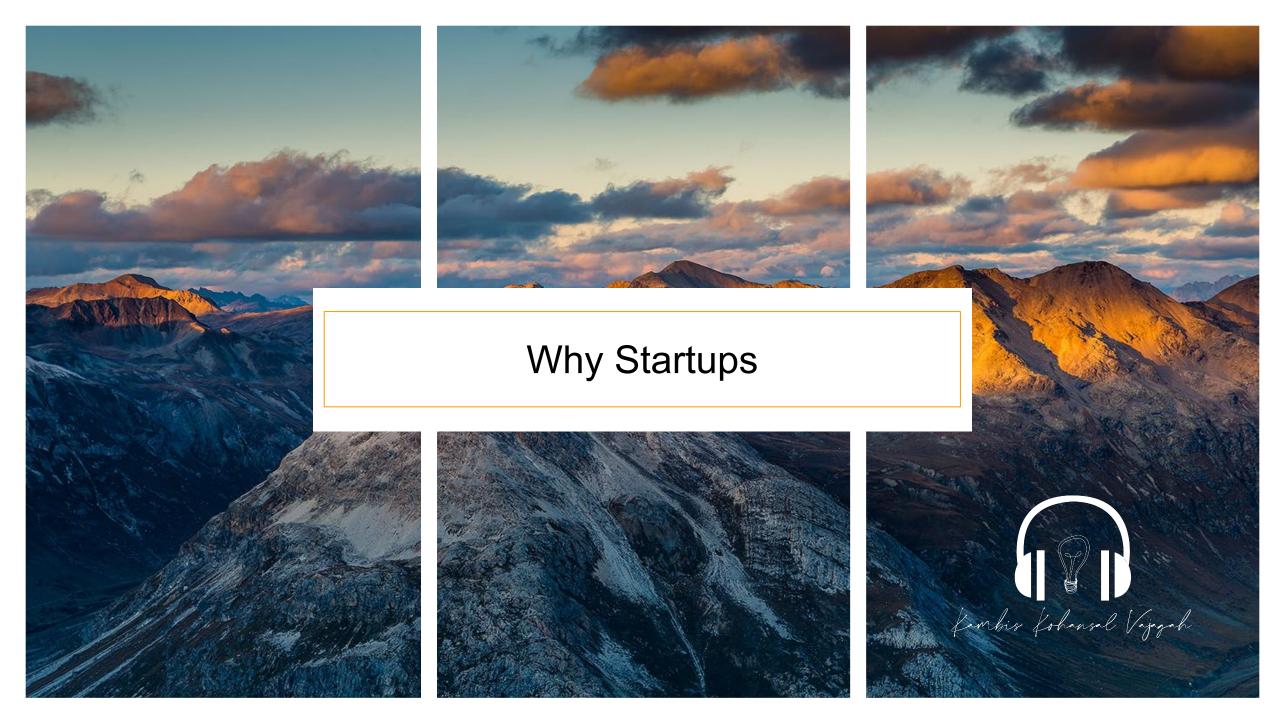


## WKO-Startup-Initiative



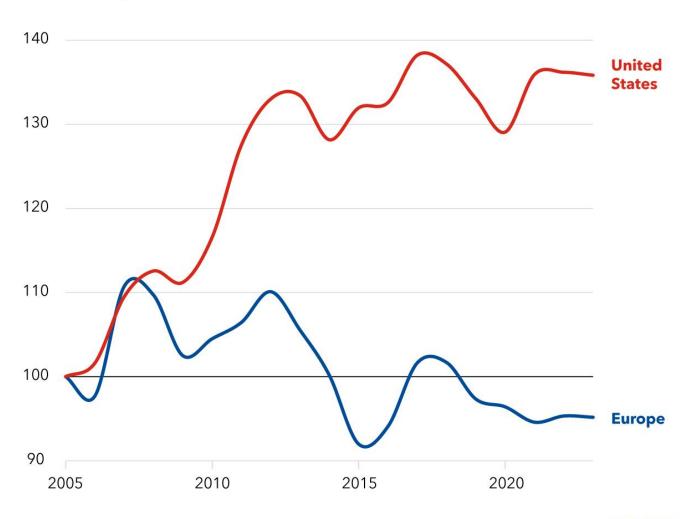
Startup NG





## Europe's corporate productivity growth has lagged gains by US businesses

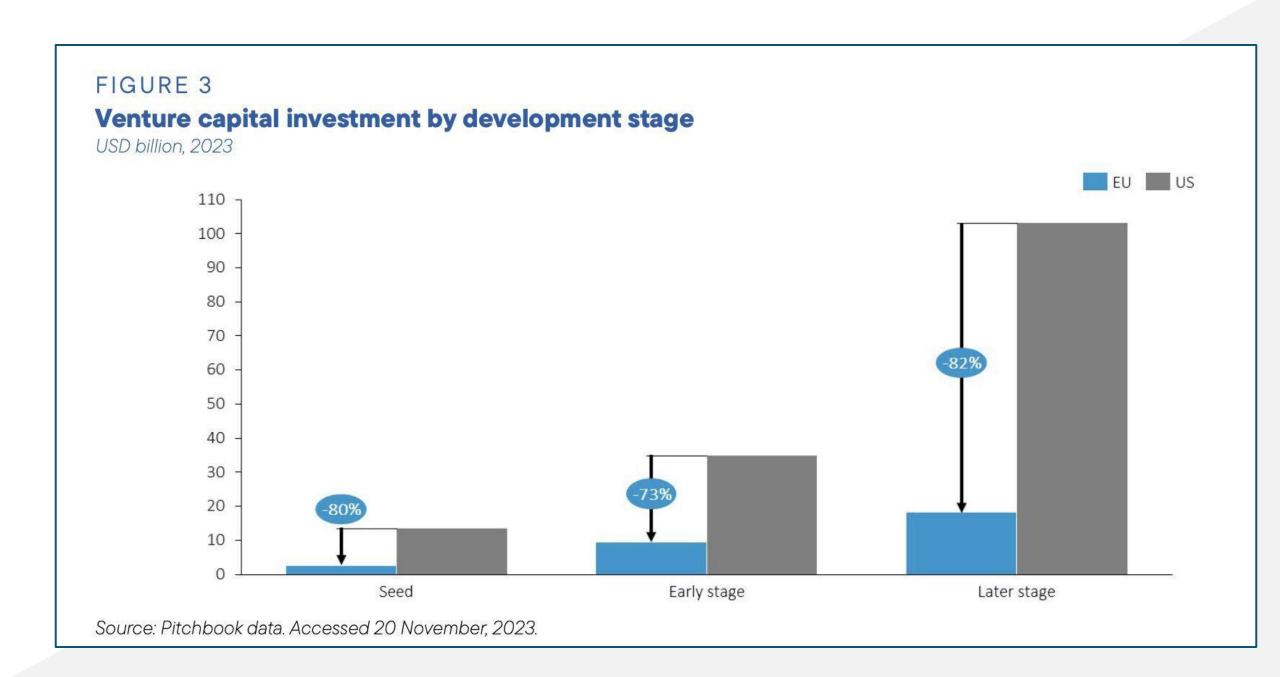
Productivity index of listed tech firms, 2005=100



Sources: Compustat, Ghandi and others (2020), and IMF staff calculations.

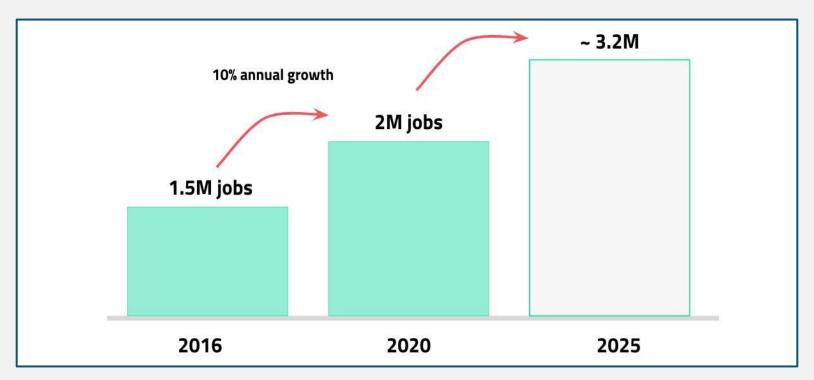


"There is a lower number of startups, and too few among them grow fast and eventually become large firms." – IMF





## number one job creators in Europe



Source: dealroom, sifted, European Startups

# Startup Landscape **Austria**

Official launch of

Startup Landscape Austria



Federal Ministry
Republic of Austria
Labour and Economy







#### startup definition

- no more than 10 years after foundation
- seeking or exhibiting significant growth in sales, head counts or number of users
- focus on international expansion and scalability
- technological or social innovation, or operating in innovative business model
- usually raised venture capital
- 1% of all company foundations per year in Austria





OVERVIEW

CURATED CONTENT

HOW TO USE

**ECOSYSTEM PARTNERS** 



#### Add your organization

Are you a founder, a VC, or otherwise active in the ecosystem? Gain visibility, unlock more features, and help the database become more complete by adding your organization for free.

Create an account



#### Becoming a partner

Our partners help make this platform what it is through data sharing, collaboration, sponsorship and research. Sounds interesting? We'd love to discuss any ideas.

Contact us



#### Where the data comes from

This platform is powered by Dealroom. We combine machine learning and data engineering with user-submitted data with robust verification processes and a strong network of ecosystems.

See more

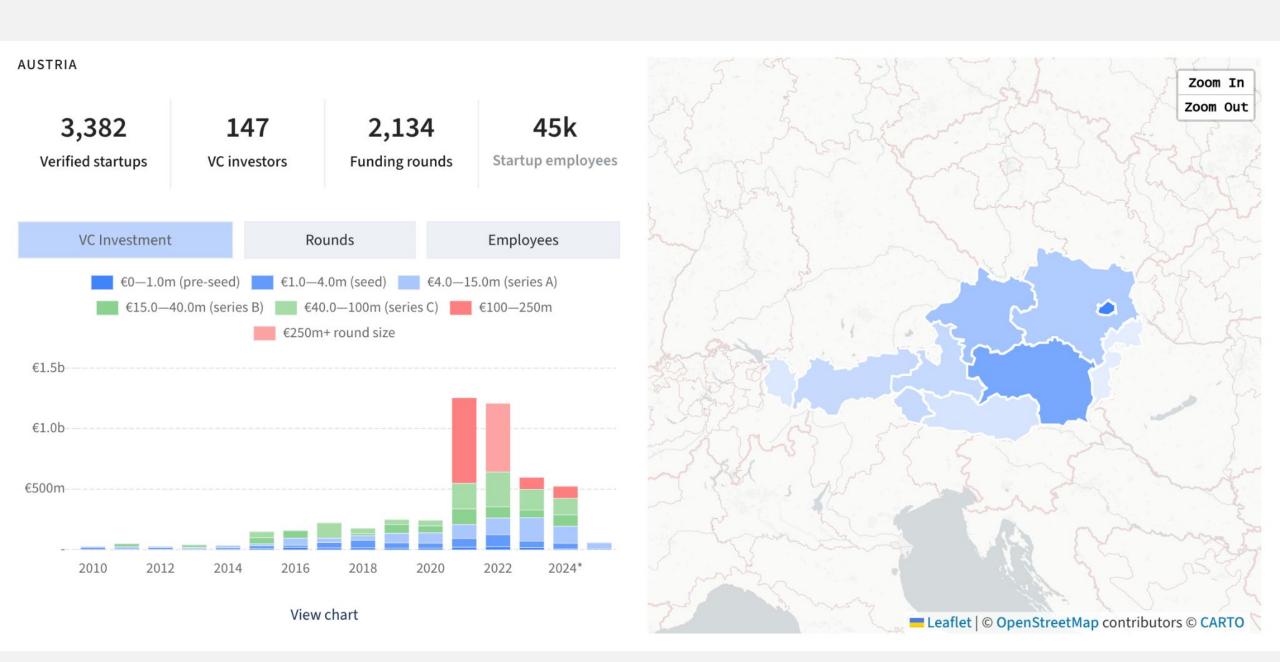


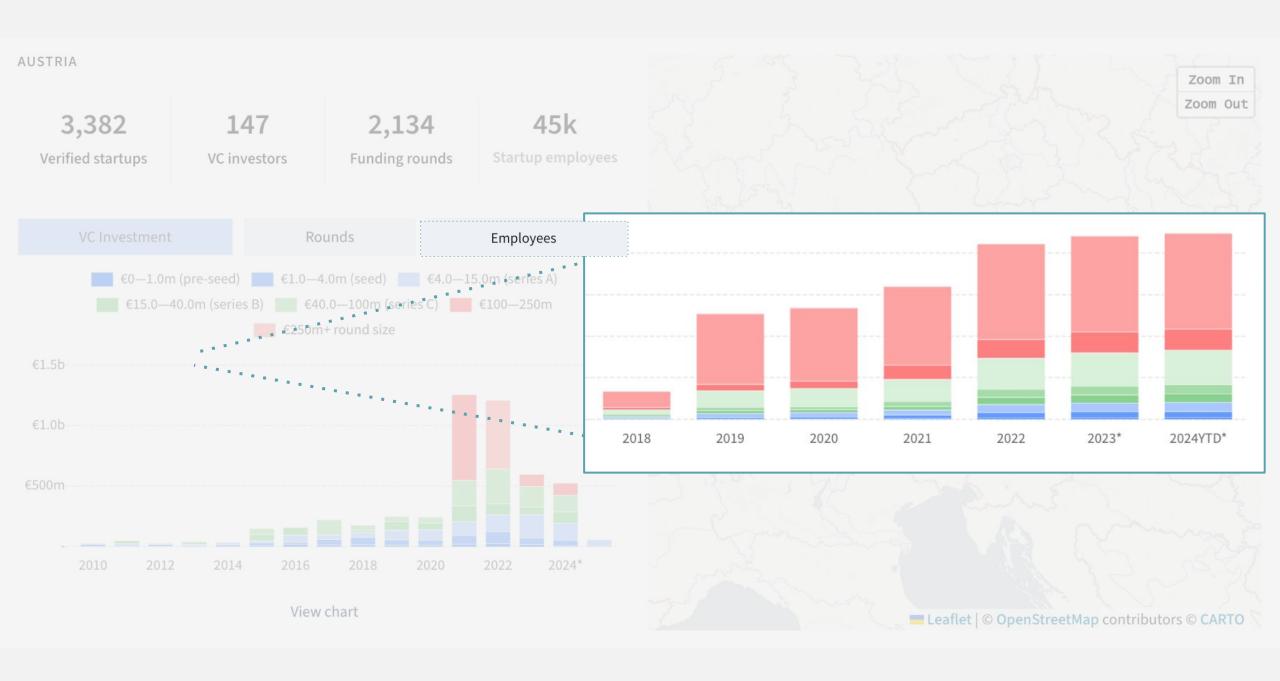
#### Glossary & definitions

What is a startup, scaleup or service provider? B2B or B2C? Take a look at our methodology and list of Dealroom definitions.

See more









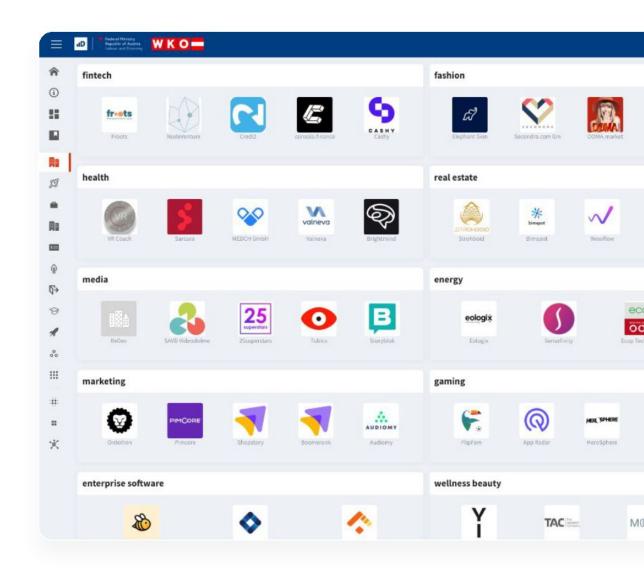
#### Female-founded startups thrives in Austria

According to a survey done by BMAW, at 36 percent, Austria currently has the highest proportion of female startups in the EU. So far, Dealroom has identified 90+ female-founded startups & scaleups in Austria from various industry verticals such as fintech and health. With a combination of government support and private initiatives whose goal is to further encourage the current growth in female entrepreneurship, Dealroom aims to work together with BMAW, Austrian Economic Chamber (WKO) and local partner organizations to further discover more Austrian female-founded startups as the number rises.

» Explore the list

Research survey: Federal Ministry of Labor and Economy (BMAW)

Data source: Dealroom.co.





**EdTech** €314M in 2022YTD



mimo



audvice







**Transportation** €340M in 2022YTD















**Fintech** €56.8M in 2022YTD















Health\* €39.8M in 2022YTD







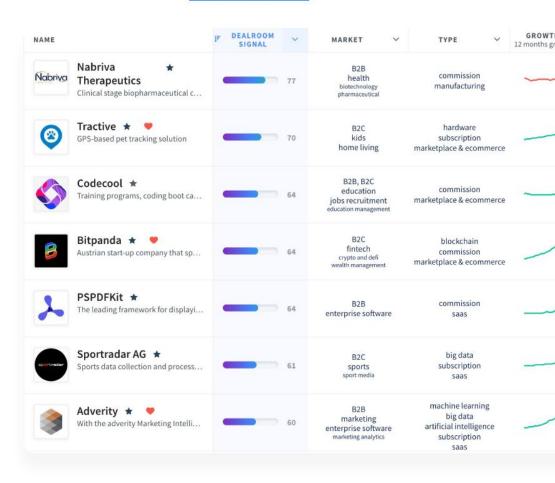


medicus.ai



#### Explore startups from 20+ industry verticals

#### » view online



\*Health industry includes health platforms, biotechnology, medical devices and pharmaceutical companies Page / 14 Source: Dealroom.co.







	Federal Ministry Republic of Austria Labour and Economy	Q	Q Search for companies, investors, people, lists & innovations							
90	Dasnboard									
M	Curated content	Annually	Quarterly Mon	thly	А	mount Numb	er of rounds		2000 2025	
88	Startups & Scaleups	AMOUNT								
88	New startups	INVESTED	2018	2019	2020	2021	2022	2023	2024	
Ф	Job board	real estate	€1.7m	€145k	€30.3m	€55.6m	€168m	€129m	€121m	
	Corporates	transportation	€13.0m	€8.6m	€9.6m	€24.2m	€349m	€110m	€113m	
%	Investors	energy	€3.7m	€3.6m	€3.4m	€34.7m	€89.5m	€63.9m	€81.2m	
.0.	Funding rounds	media	€6.4m	€5.8m	€4.4m	€8.5m	€45.6m	€2.4m	€73.7m	
Ū	Exits	health	€20.6m	€115m	€36.6m	€53.7m	€58.6m	€29.8m	€65.2m	
Ø	Universities	legal	-	*	-	€580k	€1.8m	€8.0m	€16.2m	
8	Accelerators	fintech	€18.2m	€34.8m	€60.6m	€431m	€37.2m	€53.8m	€12.6m	
굼	Workspaces	marketing	€8.3m	€14.4m	€33.4m	€131m	€74.1m	€6.2m	€10.2m	
• • •	More organizations ∨	education	€5.5m	€2.6m	€15.1m	€273m	€314m	€45.4m	€7.8m	
0	Matching tool	semiconductors	€17.7m	€8.9m	-	€33.1m	€2.6m	€10.3m	€7.0m	

Portugal	\$49.6m	\$13.9m	\$42.7m	\$77.1m	\$173m	\$10.8m
Belgium	\$153m	\$338m	\$239m	\$259m	\$153m	\$281m
Croatia	\$5.0m	\$286k	\$770k	\$2.9m	\$110m	-
Ireland	\$194m	\$224m	\$354m	\$213m	\$100m	\$197m
Austria	\$238m	\$120m	\$136m	\$145m	\$63.5m	\$42.4m
Estonia	\$31.5m	\$28.5m	\$30.3m	\$198m	\$58.0m	\$91.7m
Greece	\$72.5m	\$12.0m	\$33.8m	\$29.7m	\$57.8m	\$18.8m
Malta	-,	\$40.0m	-	\$65.0m	\$45.1m	\$1.7m
Slovakia	\$38.1m	\$18.9m	\$2.5m	\$2.7m	\$36.9m	\$15.0m
Türkiye	\$66.0m	\$228m	\$552m	\$81.4m	\$30.8m	\$123m
Iceland	\$44.3m	\$54.8m	\$158m	\$76.2m	\$28.5m	\$46.1m
Romania	\$15.1m	\$46.0m	\$2.7m	\$3.2m	\$27.0m	\$3.2m
Poland	\$57.6m	\$41.8m	\$24.2m	\$96.8m	\$26.9m	\$22.5m
Cyprus	\$5.2m	\$3.6m	\$495k	\$40.0m	\$25.5m	\$300k

Country	Deal value (\$B)	Deal count	Exit value (\$B)	Exit count	Fund value (\$B)	Fund count	Growth Score
Switzerland	\$19.9	2,836	\$53.0	152	\$18.7	177	80.1
Singapore	\$44.1	4,655	\$39.4	197	\$27.8	417	77.2
United Arab Emirates	٧.٥٤	1,175	\$4.5	48	\$7.3	72	70.7
Austria	\$4.1	917	\$2.3	85	\$2.3	46	75.0
Turkey	\$5.5	1,068	\$3.7	46	\$0.9	25	73.7
Ireland	\$7.6	2,107	\$4.8	155	\$8.9	97	72.1
Chile	\$1.8	513	\$0.0	23	\$1.3	47	70.3
Japan	\$31.2	7,575	\$29.1	548	\$210.0	1,150	70.1
Czech Republic	\$0.7	414	\$0.4	37	\$0.8	25	67.7
France	\$58.7	8,641	\$10.6	864	\$53.1	873	65.0
Netherlands	\$19.3	3,104	\$8.4	297	\$21.4	266	63.4
Italy	\$7.1	1,920	\$2.8	161	\$7.6	124	61.8
Spain	\$15.1	4,091	\$18.7	247	\$9.9	262	57.3
Estonia	\$4.1	739	\$0.3	28	\$1.1	22	54.9
South Korea	\$85.7	9,826	\$82.2	556	\$69.5	2,747	51.7
Germany	\$59.7	6,767	\$35.7	698	\$44.2	478	51.7
United States	\$1,258.7	92,943	\$1,612.0	8,348	\$1,382.9	13,525	48.9
Australia	\$20.5	3,649	\$11.3	299	\$13.6	283	47.9
South Africa	\$1.8	633	\$0.1	36	\$1.5	67	47.0
Taiwan	\$3.3	497	\$4.0	42	\$6.2	130	43.7



#### austrian state of the ecosystem

- population: 9,000,000+
- over 3,380 active startups in Austria
- 14% are scaleups by definition
- about 50% Austria's startups are founded in Vienna.
- more than 45,000 employees overall
- 40% are making profits



### austrian state of the ecosystem

- 70% of startup founders are university graduates
- 4 out of 10 startup founders are serial entrepreneurs
- female founders have a share of 33% in startups
- 25% of founders have migration background
- 25% of Austrian startups are spin-offs
- 73% generate revenues abroad



## key verticals

- Deep Technology
- Artificial Intelligence
- Life Science
- Climate
- Real Estate
- Space
- Quantum Engineering
- Culture & Technology
- Financial Technology
- Sports
- Peace



## vertical: artificial intelligence

- 268 AI companies at the moment
- number two technology in austria (after deep tech)
- equals 8% of all startups
- 4x number employees since 2018
- with 18.9 billion euros in valuation



### vertical: deep tech

- 304 deep tech companies at the moment
- equals 9% of all startups
- 5x number employees since 2018
- with 19.7 billion euros in valuation



## technology trends

**Artificial intelligence** continues to be the number one innovation and technology trend. **Automation** comes second.

Energy storage, big data and cybersecurity round out the most important technology trends and have each gained in importance compared to the previous year.



## key strengths

- Top ranked country in early-stage public grants
- Top ranked city for quality of life (Vienna)
- Very high labour productivity and competitive costs of labour
- Prime destination for international students
- Strategic gateway to Europe

## Thank you!

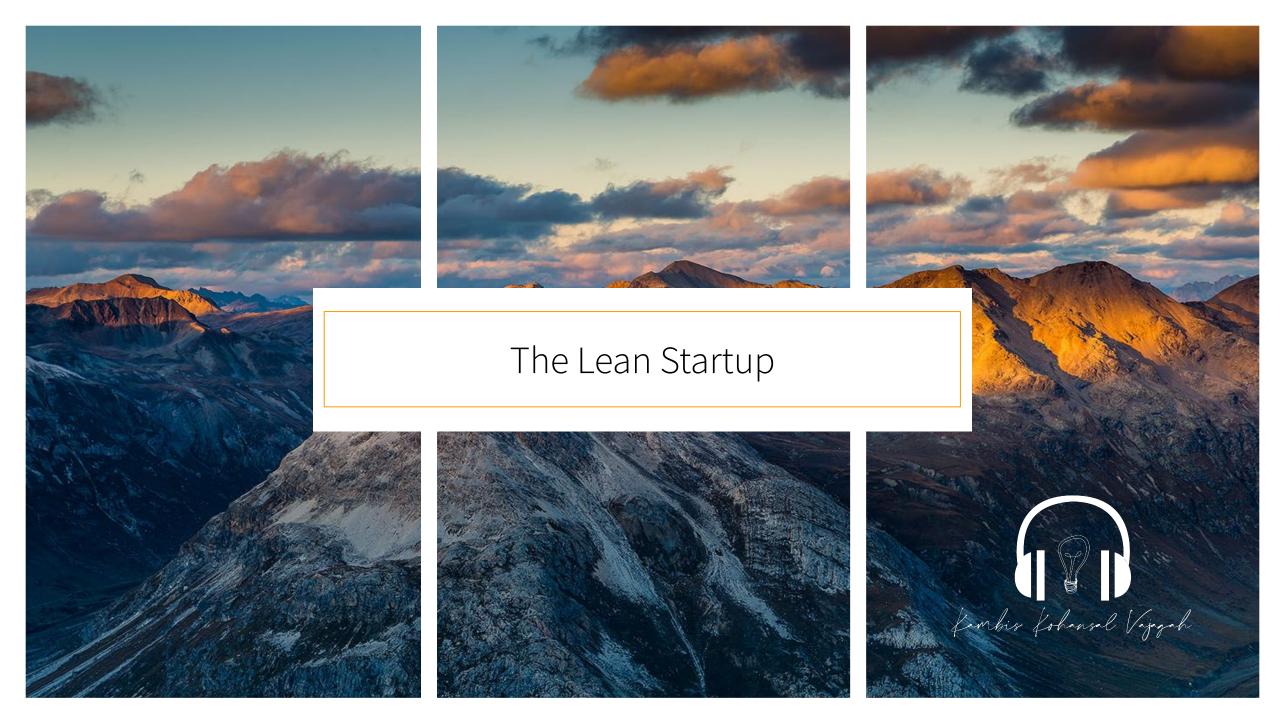
Explore the ecosystem austria.dealroom.co

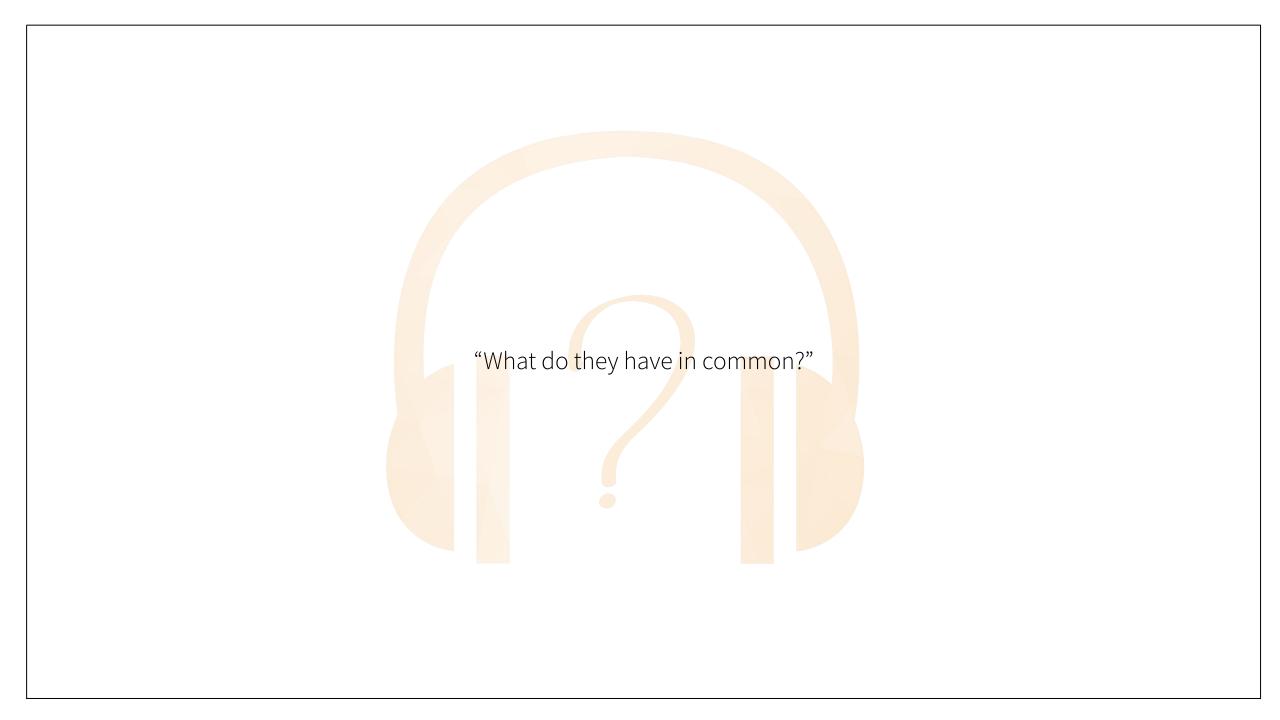


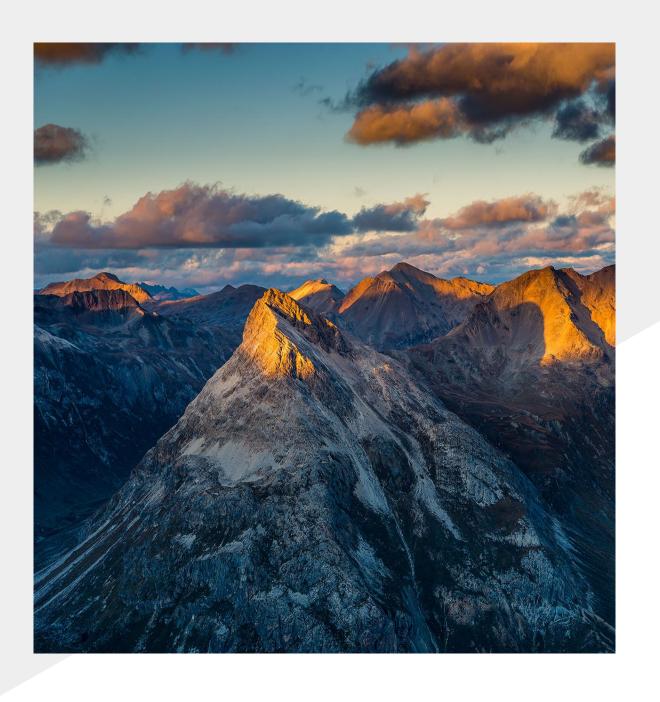














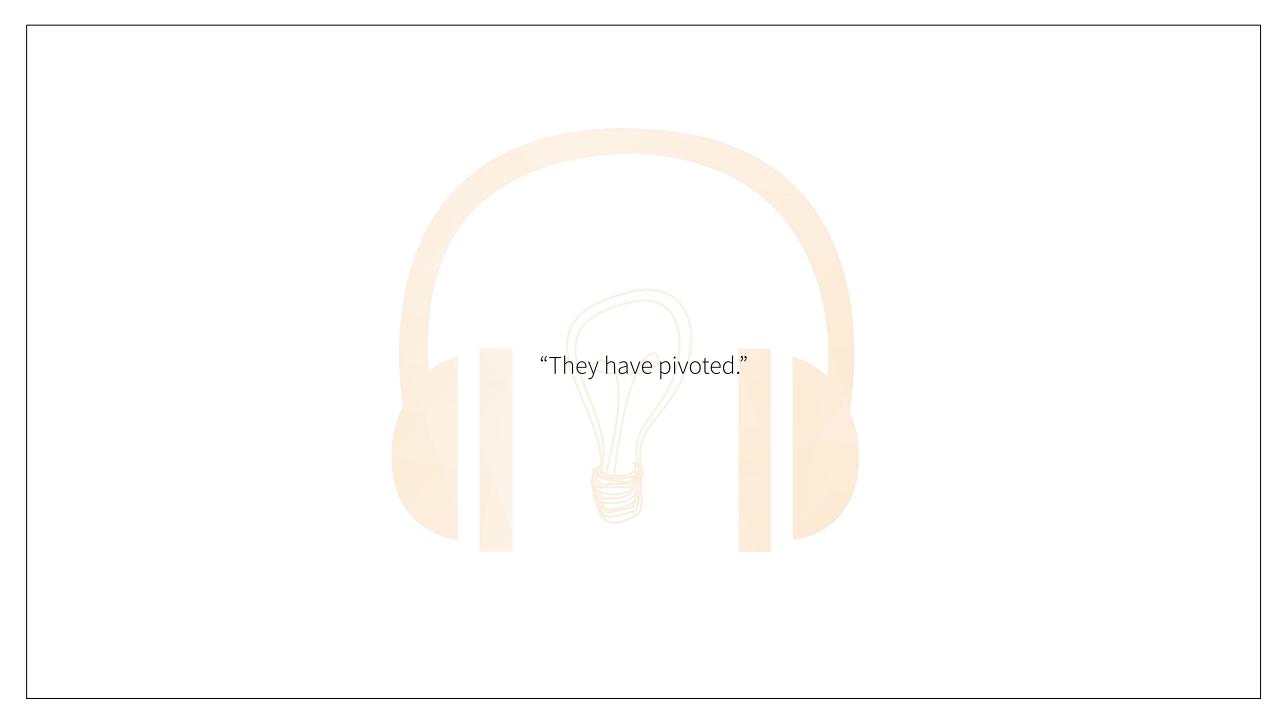
YouTube



Shpock



Flickr





2014



Dominik Meisinger am 16.03.2021

## Bitpanda wird zum Unicorn: 170 Mio.-Dollar-Investment zu 1,2 Mrd. Bewertung

Das Wiener Krypto-Fintech hat in einer Series-B-Runde 170 Mio. US-Dollar aufgenommen und wird damit Österreichs erstes Startup-Unicorn.





Christian Trummer, Paul Klanschek und Eric Demuth haben ein Unicorn geschaffen | © Bitpanda

2021



Top 3 reasons, why startups fail





Team



Liquidity



Market demand



What are deal makers for investors?





Team: skills, experience



Market: size, product-market fit

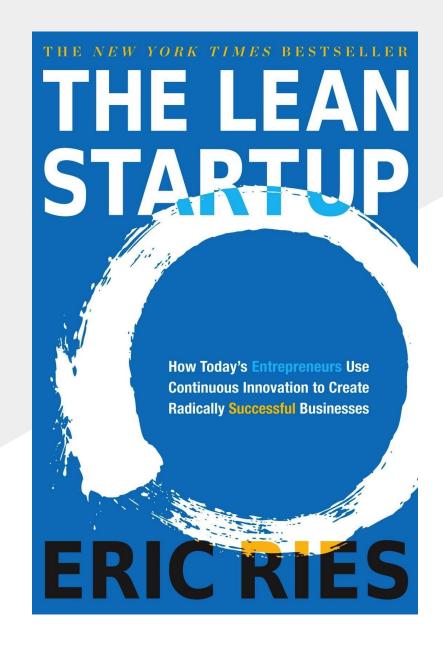


And then: Business Model, USP, Traction

"Great team."

or

"Great market."

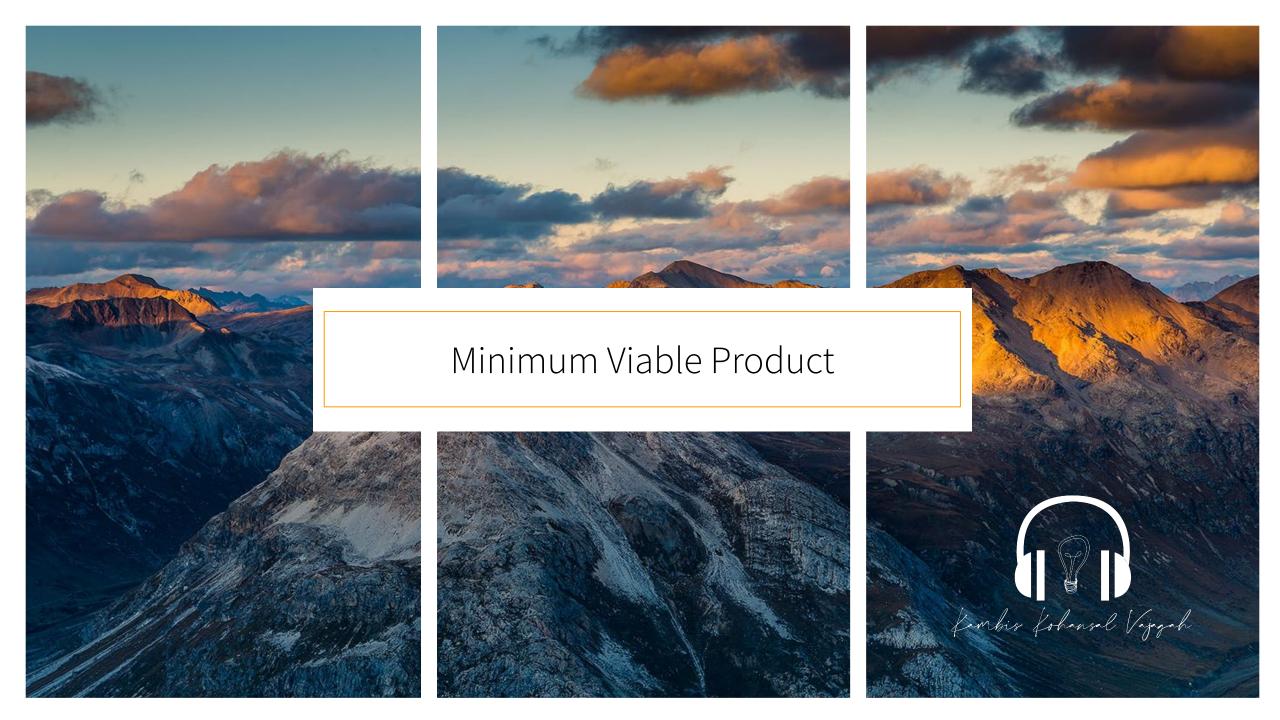


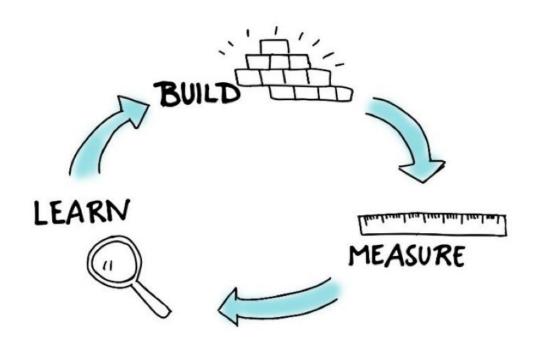


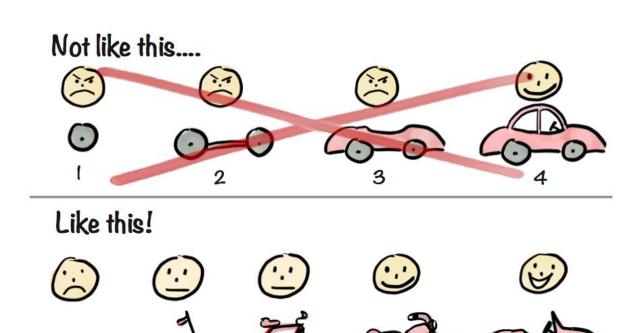
# key points

- learning-by-doing
- fast fast fast
- wise in resources
- short product development cycle: get your product quick on to the market and start collecting your customer feedback



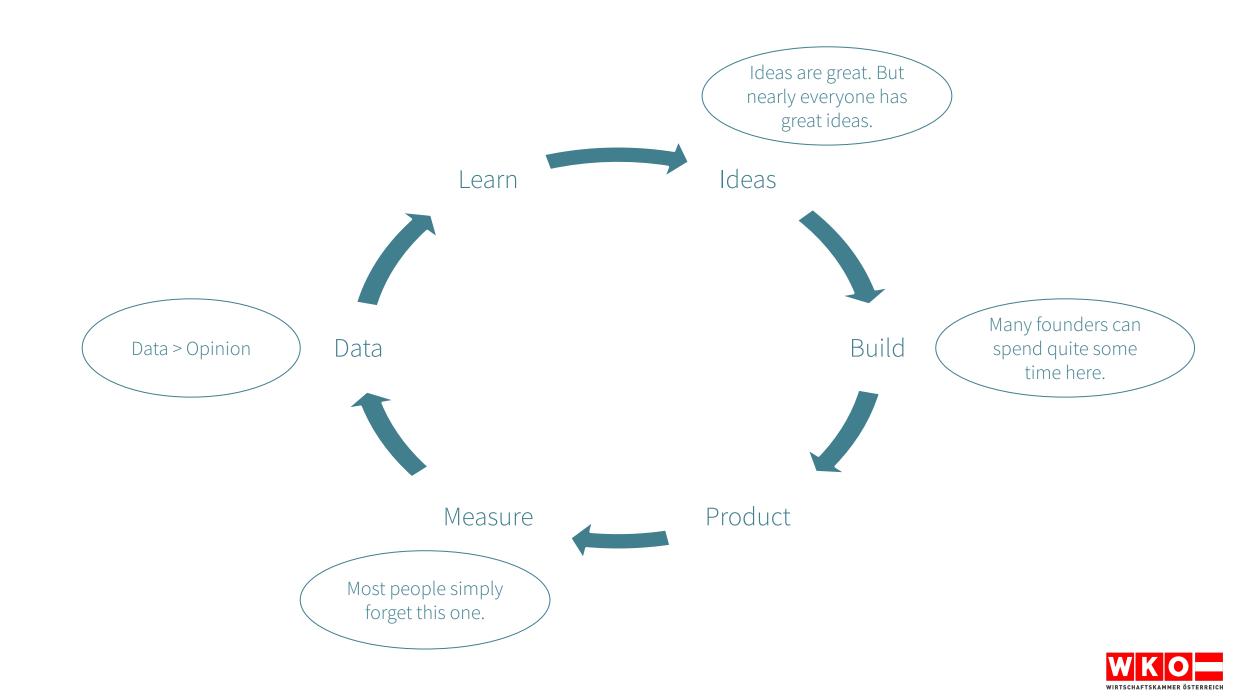






by Henrik Kniberg



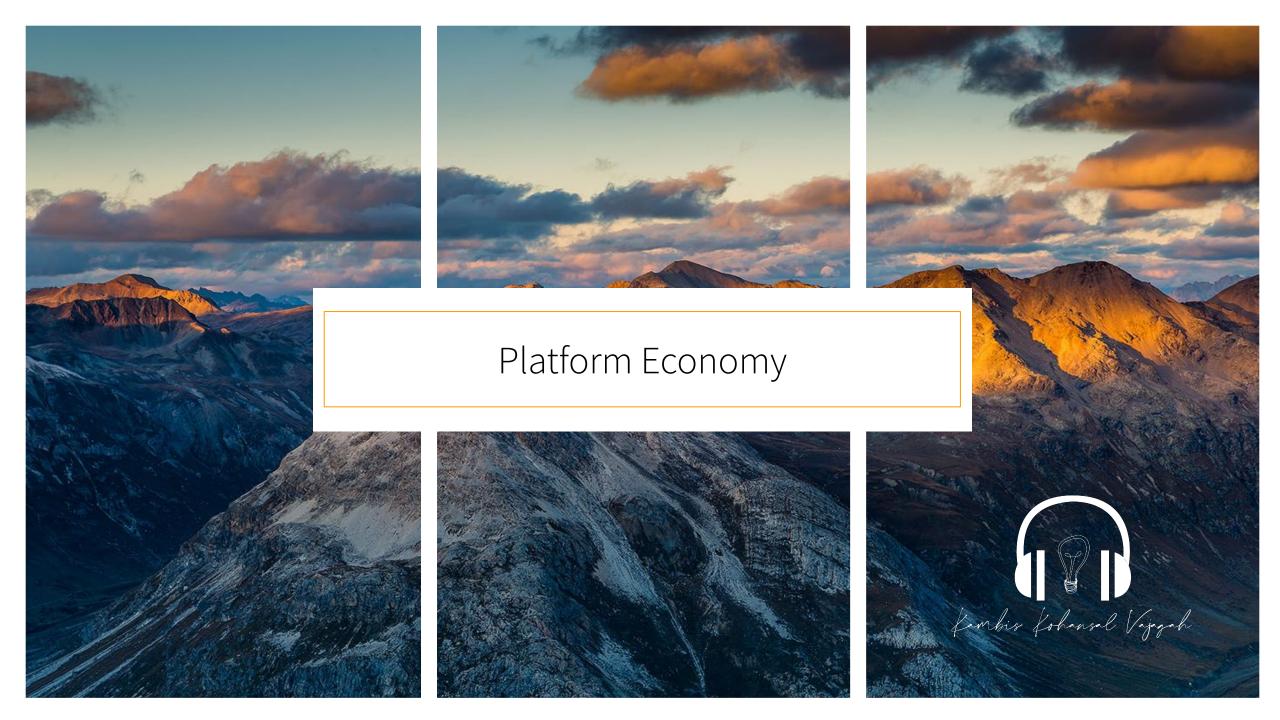




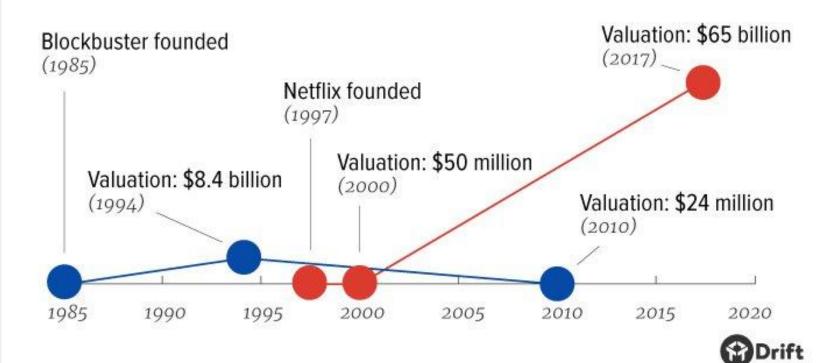
# key points

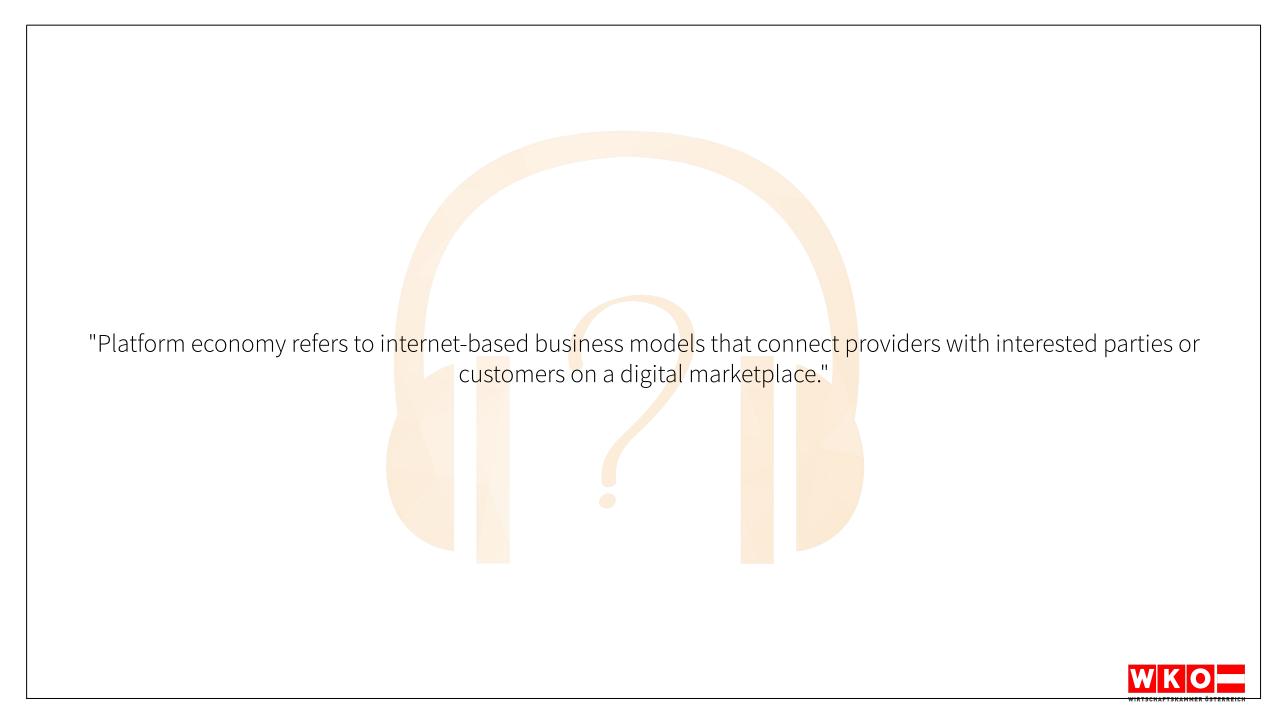
- philosophy: build measure learn
- step 1: define hypotheses in usage & growth
- step 2: validate your hypotheses, if product or feature creates market demand





## The Rise of Netflix (And the Fall of Blockbuster)

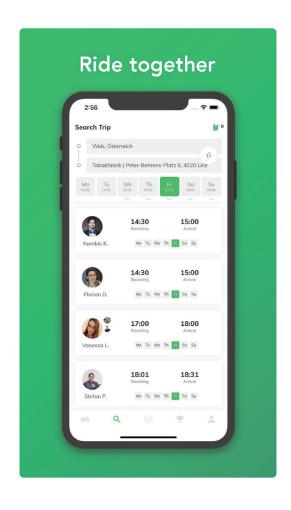




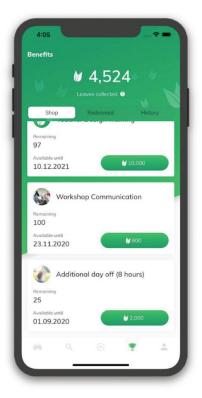


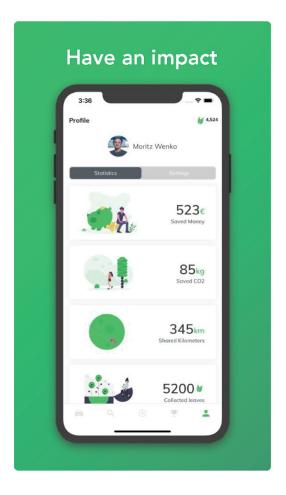
#### use cases

- buyers and sellers: trading platforms
- searchers and advertisers: search engines
- hungry people and restaurants: delivery services
- rental prospects with real estate providers: real estate portals
- freelancers with clients: freelancer and project pages
- drivers and cars with those needing transport: mobility services
- travelers and homeowners: accommodation services

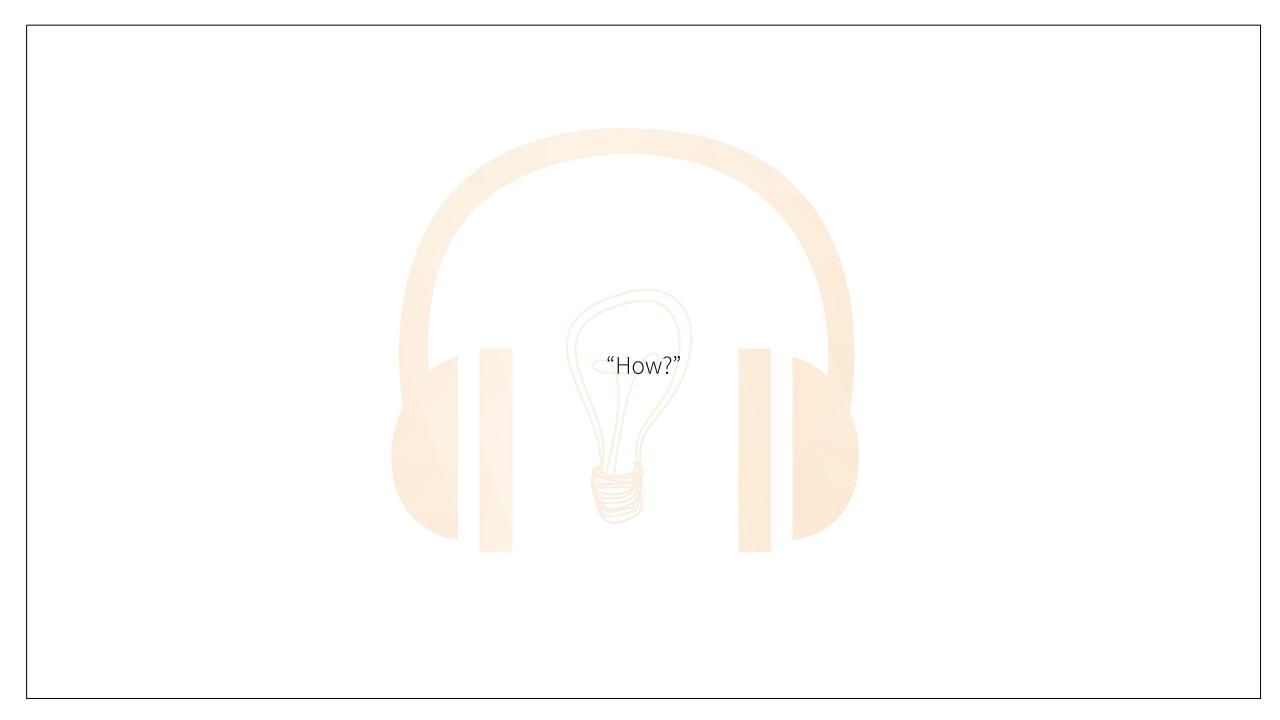


#### **Receive benefits**





Source: Carployee





#### Teilnahme an bestehenden Plattformen

- Plattform "managen": Nutzung von positiven Effekten (Transaktionskostensenkung, Netzwerkeffekte) ohne von den negativen Effekten (Ausnutzung der Marktmacht von Seiten der Plattform) überrannt zu werden
- · Einklang mit der Policy: Spezielle Preisalgorithmen, die in Einklang mit der Policy der Plattform stehen
- · Koexistenz: Wahl der Plattform, welche Koexistenz von Plattformmodell und analogem Geschäftsmodell zulässt
- Strategisches Dilemma vorbeugen: für den Fall, dass Plattformbetreiber in Konkurrenz zu Plattformnutzern treten (bspw. über spezielle Vertragsklauseln)



#### Bestehende Plattform kaufen

- · Henne-Ei-Problem bereits gelöst
- · Skalen- und Netzwerkeffekte möglicherweise bereits eingetreten
- · Kosten: Tendenziell nur für große, finanzkräftige Unternehmen eine Option



#### Eigene Plattform mit Partner(n) aufbauen

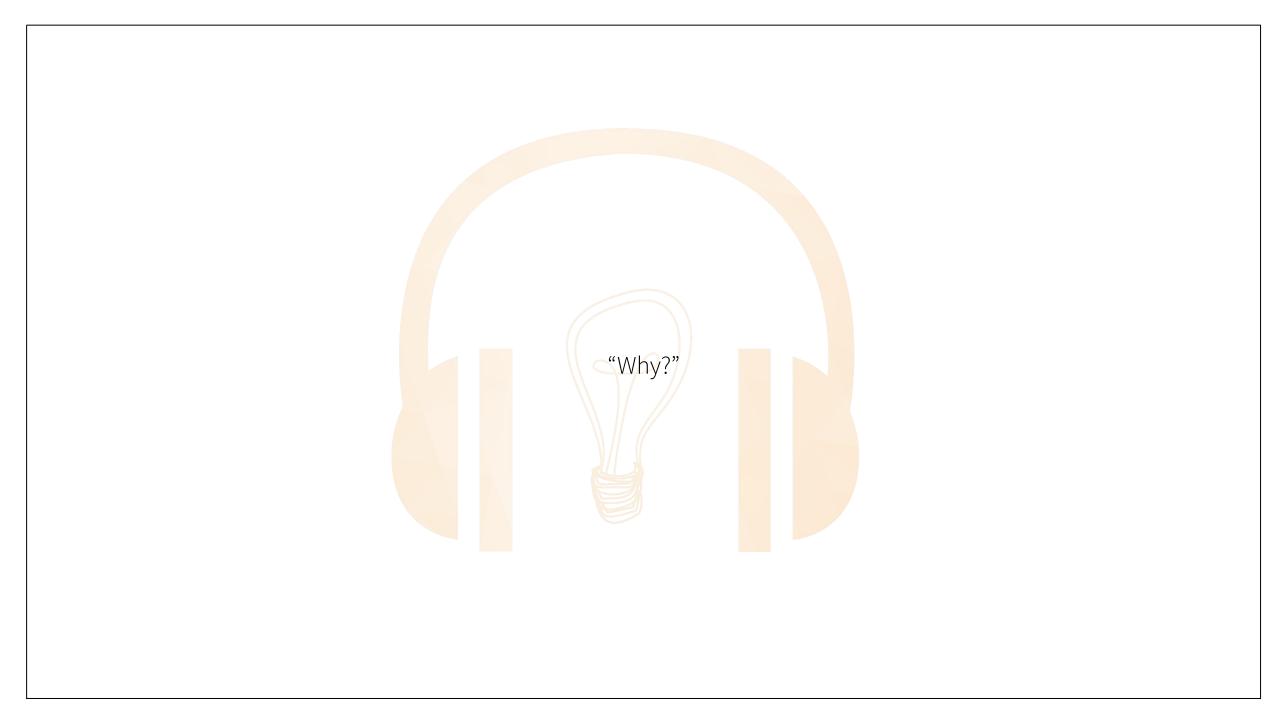
- · Minimierung finanzieller Risken
- · Sofortige Wirkung von Skalen- und Netzwerkeffekten
- · Problem: Kontrolle/Vertrauen/Governance



# Eigene Plattform aufbauen

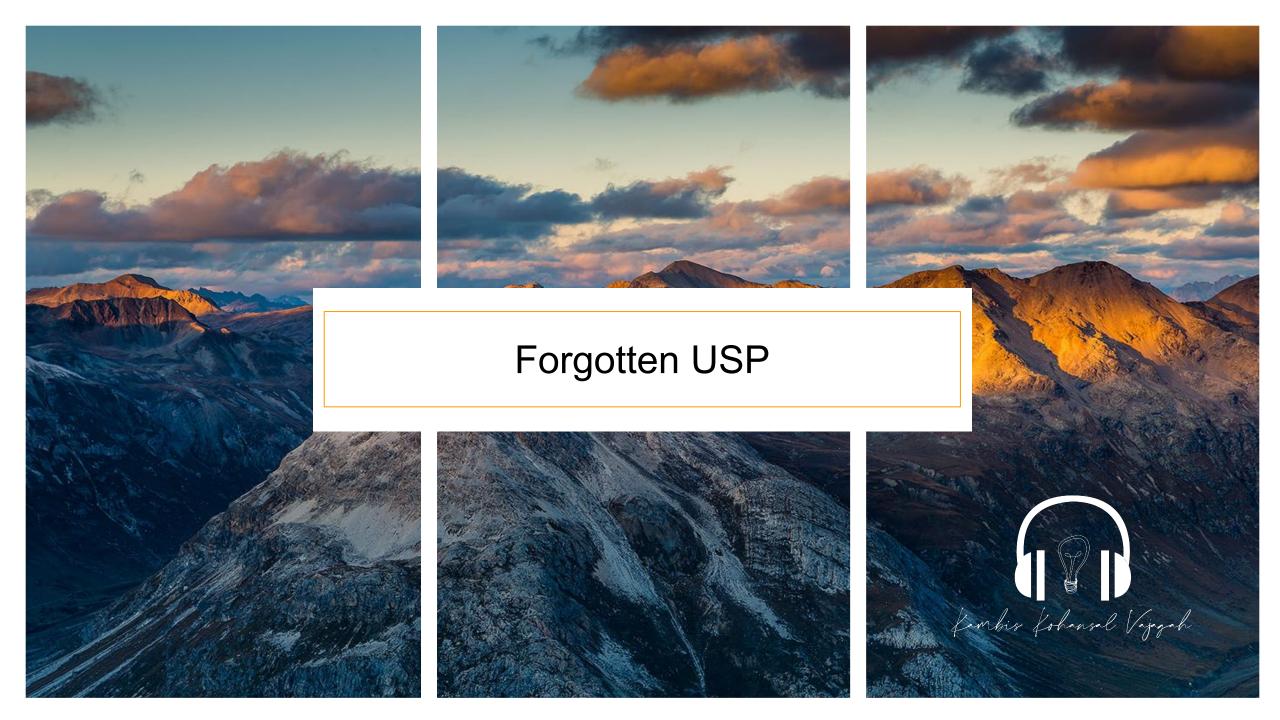
- · Aufwand vs. Profit: Aufwendigste und kostspieligste Option, aber mit Potenzial auf die profitabelste Möglichkeit
- Etablierung Plattformgedanken: ermöglichen und kooperieren statt kontrollieren
  - · Einige Plattformen sind daran gescheitert

Quelle: Cusumano, M. et al. (2019), Accenture Research





Why	Description
Scalability	Easier and international scalability through the use of a digital platform.
Product	Broad product portfolio enabled by interface technology with other providers.
Revenue	More revenue streams by combining multiple business models.
Risk	Broader market positioning reduces dependency on the economic performance of a single product.



Gender-diverse companies are 15% more likely to outperform their peers.



Gender-diverse companies are 15% more likely to outperform their peers.



Ethnically-diverse companies are 35% more likely to outperform their peers.



Inclusive teams outperform their peers by 80% in team-based assessments.





## DEI



D

**Diversity** refers to the diversity of employees in terms of gender, age, ethnic origin, sexual orientation and much more.



### DE

**Diversity** refers to the diversity of employees in terms of gender, age, ethnic origin, sexual orientation and much more.

**Equity** means that all employees receive the same opportunities and resources, regardless of their background story.



### DEI

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**Equity** means that all employees receive the same opportunities and resources, regardless of their background story.

**Inclusion** refers to the fact that all employees feel welcome and valued in a company.



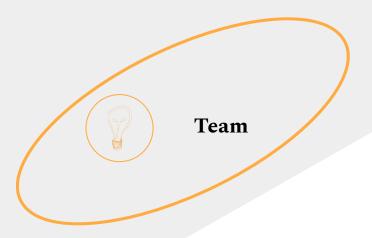
## why

- Diversity leads to different backgrounds, experiences and perspectives.
- To drive innovation.
- To build strong corporate culture.
- Inclusive environment in which all employees can develop their full potential.
- Particularly in the tech environment, many companies have realized that a diverse workforce is not only morally right, but can also lead to better business results.



why startups fail







Liquidity



Market demand



### DEI

**Diversity** refers to the diversity of employees in terms of gender, age, ethnic origin, sexual orientation and much more.

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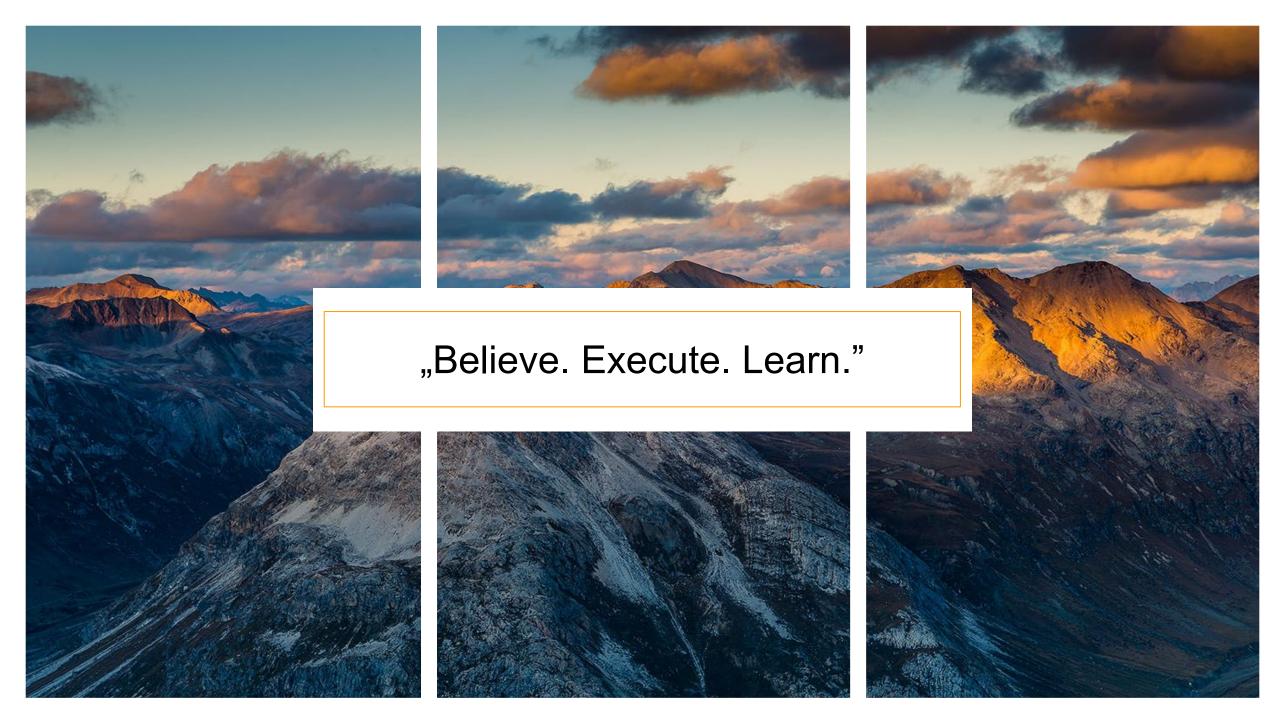


### **ESNA**

- The European Startup Nations Alliance aims to promote entrepreneurship within the European Union.
- It serves as a link between the European Commission, the governments of member states, and national entrepreneurship organizations.
- It accelerates the growth of startups by improving national policy frameworks in line with the standards outlined in the Startup Nations Standards of Excellence agreement.
- Supported by HORIZON EUROPE.

Think outside the box.







WKO-Startup-Initiative

