

Services for startups

Open Office Hours

Weekly "Open Office Hours" with the WKÖ Head of Startup-Services, where startups can get advice on a wide range of matters including founding, financing & internationalisation.

inno up

inno up is the WKÖ's Startup Collaboration Challenge and is now the largest co-creation initiative in Austria. inno up offers a win-win situation for established companies and startups through matchmaking.

→ www.wko.at/inno-up

Born Global Academy

Born Global Academy is the programme for Austrian scaleups looking to break into new markets. The aim is to guide Austrian startups seeking to expand their business models into international markets and to advise them on specific steps for growth.

→ www.bornglobalacademy.com

Startup Landscape Austria

Startup Landscape Austria is the first Austria-wide database for the domestic startup ecosystem. Easily obtain information on startups, investors, incubators, accelerators, and more with the simple search and filter functions.

→ austria.dealroom.co

LOOKAUT

In our LOOKAUT short formats we explain what is important when setting up a business: Why do you need a Business Model Canvas? How do you write a business plan? And what is pivoting?

→ www.lookaut.tv

wise up

With our digital education platform wise up, we offer startups of all sizes more than 15,000 online courses for better entrepreneurship education.

→ www.wise-up.at

Source: Austrian Startup Monitor 2022



Key demands at a glance:

- Tax reductions/relief, especially for non-wage labour costs
- Incentive schemes for private venture capital financing in Austria
- Better opportunities for employee participation in the company's success
- A better overview, flexibility and transparency in financing and funding
- A new form of limited company for startups (less bureaucratic formation process, flexible ways of allocating shares to investors and employees, and minimal online formalities).
- Specific support for female startups and mixed teams
- Granting of regulatory space for innovation (regulatory sandboxes)
- Support for spin-offs
- Entrepreneurial thinking and digitalisation skills as the basis for modernising training and education, starting at kindergarten age
- Making public procurement more accessible for startups

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StartupNOW



Startup

Figures.Dates.Facts.

2023



More than

3,300 startups

have been founded in Austria since 2011, with the number of startups levelling off at around 360 per year since 2017. (Source: Austrian Startup Monitor 2022)

Although startups account for only 1% of all companies founded each year, they generate **29% of the value-added contribution** of all newly founded companies. The total value-added contribution between 2018 and 2020 is €1.015 billion. (Source: Economica)

More than **31,000 people find jobs** in newly founded startups. (Source: Economica)

Facts about startups

37.2

Average age

40%

with founding experience

78%

with a university degree

78%

share of team formations

2.5

average size of founding team

(Source: Austrian Startup Monitor 2022)

Private limited company (GmbH) is the most popular legal form for startups accounting for over 80%.

Proportion of women

The share of startups having at least one woman in the founding team has risen from 36% to 39% compared to the previous year.



Success through impact

Every second startup pursues overriding corporate objectives concerned with environmental and/or social issues.

The share of newly founded university spin-offs has grown to 25% of all startups in recent years. This means approximately 90 university spin-offs per year. (Source: Austrian Startup Monitor 2022)

Success through internationality

25% of startup founders come from a migrant background, i.e. they themselves and/or both parents were born outside of Austria.

35% of Austrian startups generate more than 50% of their revenues from exports, and one in every five earns at least 90% of its revenues on international markets. (Source: Austrian Startup Monitor 2022)



Definition of a startup:

- Less than ten years old from the date of founding.
- Shows significant growth of users, revenue, or employment.
- Scales and internationalises faster than SMEs.
- Has introduced a technological or social innovation or operates with an innovative business model.
- Usually raises venture capital.

Industries

Booming technologies

Artificial intelligence is the number one innovation and technology trend, but the gap to other technology trends – led by renewable energy – has narrowed. Energy storage, big data, and cybersecurity are the other main technology trends and have all become more important. (Source: Austrian Startup Monitor 2022)

Investment volume by industry

The investment volume for startups in Austria exceeded €1 billion in both 2021 and 2022. Austria is one of the fastest growing countries in Europe in terms of startup investment. (Source: Economica)



€ 314m

Education

€ 340m

Transportation

€ 162m

Real Estate



€ 71.5m

Energy



€ 58.6m

Health



Source: Startup Landscape Austria and Dealroom