



SCALEUP GLOBALLY 2024

Preliminary program schedule. All sessions are delivered in English.

KICK-OFF EVENT

12.9.2024 Program Introduction
10:00-15:00 Aligning mindset & expectations
Vienna Getting to know your peers

DEVELOPING AN EXPANSION PLAN

17.9.2024 Validating the new market
9:30-12:00 Develop a Go-To-Market Strategy
Online

FUNDRAISING FOR INTERNATIONAL EXPANSION

24.9.2024 Ways of funding an international expansion
9:30-12:00 VC perspective on internationalization
Online

ON-THE-GROUND SUPPORT

1.10.2024 Meeting with local representatives of the Aussenwirtschaft Austria
9:30-12:00
Online

HIRING AND TEAM CULTURE

8.10.2024 Hiring Key Talent for your expansion plans
9:30-12:00 Becoming an inclusive employer
Online Keeping up a great culture while expanding

FIRST STEPS TOWARDS INTERNATIONAL EXPANSION

15.10.2024 Telling a cohesive internationalization story and convincing strategic partners
9:30-12:00 Legal consideration of a new market
Online

TO BE DETERMINED

22.10.2024 Content depending on needs selected startup teams
9:30-12:00
Online

CLOSING EVENT

24.10.2024
10:00-15:00 Next steps
Vienna

Kontakt: aussenwirtschaft.scaleups@wko.at
bornglobalacademy.at

powered by



StartupNOW



Bundesministerium
Arbeit und Wirtschaft

