

Startup Location Austria.

Where innovations move mountains.



The Landscape

Best place for your startup The environment for your success

In Austria, your project will grow sustainably. Get a taste of the startup ecosystem with this selection of venture capital companies and angel investors as well as accelerators and co-working spaces.

Major Events

I2c Networking Friday
Entrepreneurship Avenue
4GAMECHANGERS FESTIVAL
StartUP Live
Austrian Innovation Forum
Digital Days
We Are Developers
Fifteen Seconds Festival Graz
Gründen in Wien
ViennaUP

Community & Media

Austrian Startups
Futurezone
02Min 2 Mio.
Der Brutkasten
Trending Topics
Global Incubator Network
INDUSTRY MEETS MAKERS
Pioneers

Coworking Spaces

Loffice
Talent Garden
Impact Hub
Stockwerk
Ideentriebwerk Graz
Coworking Salzburg
Softwarepark Hagenberg
akostart oö
Raum 13
Spaces
die Box
WeXelerate

Grants

AWS
FFG
Kommunalkredit Public Consulting
Vienna Business Agency
SFG
Wirtschaftsagentur Burgenland
Innovation Salzburg
Standortagentur Tirol
Riz-Up NÖ
Biz-up OÖ

Crowdfunding

Tausend mal Tausend
Conda
Green Rocket
Finnest
Lion Rocket
Crowd4Climate

Incubators

INITS
accent
Startup Tirol
TU i2c
Tech2b
build
Science Park Graz

Business Angels / Angel Investors

Austrian Angel Investors Association
Danube Angels
prime crowd
aws i2 Business Angels
clever clover
Startup 300

Accelerators

A1 Startup Campus
Factory1
Agro Innovation Lab
Impact Hub Vienna
Up to Eleven
Frequentis Startup Center
The Blue Minds Company
Health Hub Vienna
Legal Tech Hub Vienna
Raiffeisen Elevator Lab
The Ventry / ELEVATE
EIC Climate-KIC Accelerator

Venture Capital

Speedinvest
Tecnet Equity
Pioneers Ventures
3TS Capital Partners
eQventure
aws Gründerfonds
3VC
Hansmen Group
OÖ Hightech Fonds
Uniq Ventures
Apex Ventures
AVCO (Austrian Private Equity
and Venture Capital Organization)
i5invest
Push Ventures
Round2 Capital Partners
Elevator Ventures
Venonaire Capital
IST cube

Startup Success Stories:

Usound
Bitmovin
ViraTherapeutics
Kaleido/Canva
IncubedIT/Verizon
Xaleon Software /Teamviewer
Planradar
Robo Wunderkind
mySugar

//The Rohlik Group's entry into the Austrian market was definitely the right decision and with gurkerl.at has ultimately been extremely successful for us as a corporate group. Due to the rapid growth of gurkerl.at, the Rohlik Group was the first to show how to quickly expand into the very challenging Western European markets. By raising additional capital, Rohlik is growing faster than originally expected, and after Austria and Germany, is now planning to penetrate new markets such as Italy, France and Spain to become a leading European player.//

Maurice Beurskens
CEO, gurkerl.at



The Barometer is Rising

Record investments for Austrian startups
Large number of unicorns & soonicorns

The EY Startup Barometer documents it plainly: 2021 brought record investments of more than € 1.2 billion for Austrian startups. No wonder that Austria is ranked a respectable 4th place in Europe when it comes to the number of unicorns. And care has already been taken to produce “offspring.” A study by the international tech M&A consultant i5invest and the tech investor i5growth rates Austria 5th in Europe with 12 “soonicorn”.

1,200,000,000	euro record investments in 2021
10,000	new jobs to be created in 2022
2,800	startups founded since 2020
90	% work internationally
7	transactions with more than 50 m. € investment in 2021

Source: Austrian Startup Monitor 2021

Top 5 sectors

- IT/Software 26.3%
- Consumer goods 11.4%
- Life Sciences 10.5%
- creative industries 7.8%
- Education 6.6%

Two thirds of all Austrian startups are classified as “green”. For them, overcoming the climate crisis is a “central part of their actions”. For 27%, the achievement of ecological goals is even the decisive corporate purpose.

The Talents

High educational level – Multilinguistic people from diverse backgrounds

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 third behind Denmark and Norway in an international comparison of 63 countries.

Austria features 22 public and 13 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 2nd 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.

“In 2022, the tech ecosystem in Austria is playing at a completely different level. With some of the fastest growing and most valuable unicorn startups in Europe, such as Bitpanda and GoStudent leading the way, 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 Market

Gateway to 760 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 now an international turntable. Companies from all over the world which are eager to expand can find optimal conditions here. Coffeehouses, the first co-working spaces of the 19th century, still offer the right atmosphere to discuss the next business steps over a cup of Wiener Melange.

As a country with high purchasing power, Austria is a test market for German-speaking Europe and also serves as a springboard to Central and Eastern Europe thanks to its Eastern European language skills. Conversely, CEE companies like to launch their expansion to the West with us. 760 million customers can be reached by air within a maximum of 3 hours.

Austria is the most liveable country in the world: an intact nature, green meadows and mountain pastures, crystalclear 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.



Speedinvest is one of Europe's most active early-stage VCs with more than € 600m assets under management (AUM) and 40 investors based in Berlin, London, Munich, Paris, and Vienna. The dedicated sector-focused teams are the first to fund Europe's most innovative technology startups and the in-house Platform+ operational experts are on-hand to offer founders ongoing support with growth, people (HR), US market expansion, and more throughout every stage of their journeys. Wefox, Bitpanda, TIER Mobility, GoStudent, Wayflyer, Curve, CoachHub, Schüttflif, TourRadar, Adverity, and Twice are among our portfolio of 250+ companies.

The Support

14% research tax credit and direct research funding – Business-friendly tax system and generous government support

Austria makes innovations 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 2020, more than € 1 billion was distributed for the first time.

In addition, there are numerous direct funding programs that are specially tailored to certain economic sectors.

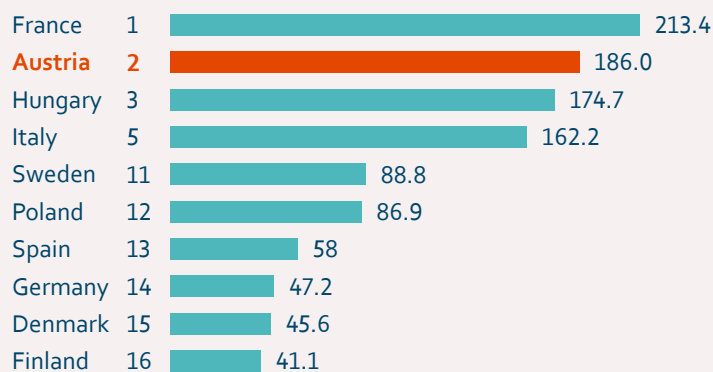
Strong support for new companies

As young, innovative companies, startups often depend on support. 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 with over 70 million euros in the development, implementation and market launch of their ideas. The funding is generally open to any topic and covers up to 80% of the total costs.

Austria is now 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 one person GmbH. This is considerably less expensive and can be implemented via a bank or even online.

High intensity of government support

Direct and indirect government incentives for R&D in relation to GDP



Source: European Innovation Scoreboard 2021

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.

ventus

Thanks to its partnership with an Austrian operator of high-tech data centers, Ventus Cloud is now able to back up the cloud data of its Austrian customers directly in the country. The IT infrastructure for fast connections, maximum security and maximum availability will allow the Swiss startup to support Austrian companies in their digitization projects in the long term.

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 their 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 and on the other hand to strengthen the sales team in the USA.

robo wunderkind

When three international students in Vienna had the first successes with the educational toys they had created, they evaluated locations all over the world for their startup. Robo Wunderkind decided in favour of Vienna because of the supportive environment and the possibility of getting early-stage funding. 50% of the early product development was financed by grants. Also, Vienna is the ideal launch pad for the German-speaking market with its high purchasing power.

What ABA does for you

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: i5invest, as of May 2022

We inform and advise you before you come to Austria, support you on your way here and also remain at your side even after project completion.

ABA informs

Data, facts, trends on Austria as a business, work and film location
Legal and tax framework

ABA researches

Potential cooperation and research partners
Individual packages based on funding programmes

ABA supports

Site inspections
Relocation

ABA advises on

Expansion investments
Clearing house for residence visas and the Red-White-Red Card



Your easy access to Austria

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.

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