

Launching a Company 101

Drawing Benefit from Support Structures

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Input for the Online Session
„School Meets Economy“
18.02.2021

Agenda for today

- Incubation
- Start-up Profiles
- „How to“ sustain a Start-up
- Life Cycle of a Start-up: Best Practice
- Get some Feedback!

Incubation



What does „incubator“ mean originally, and what are its attributes?

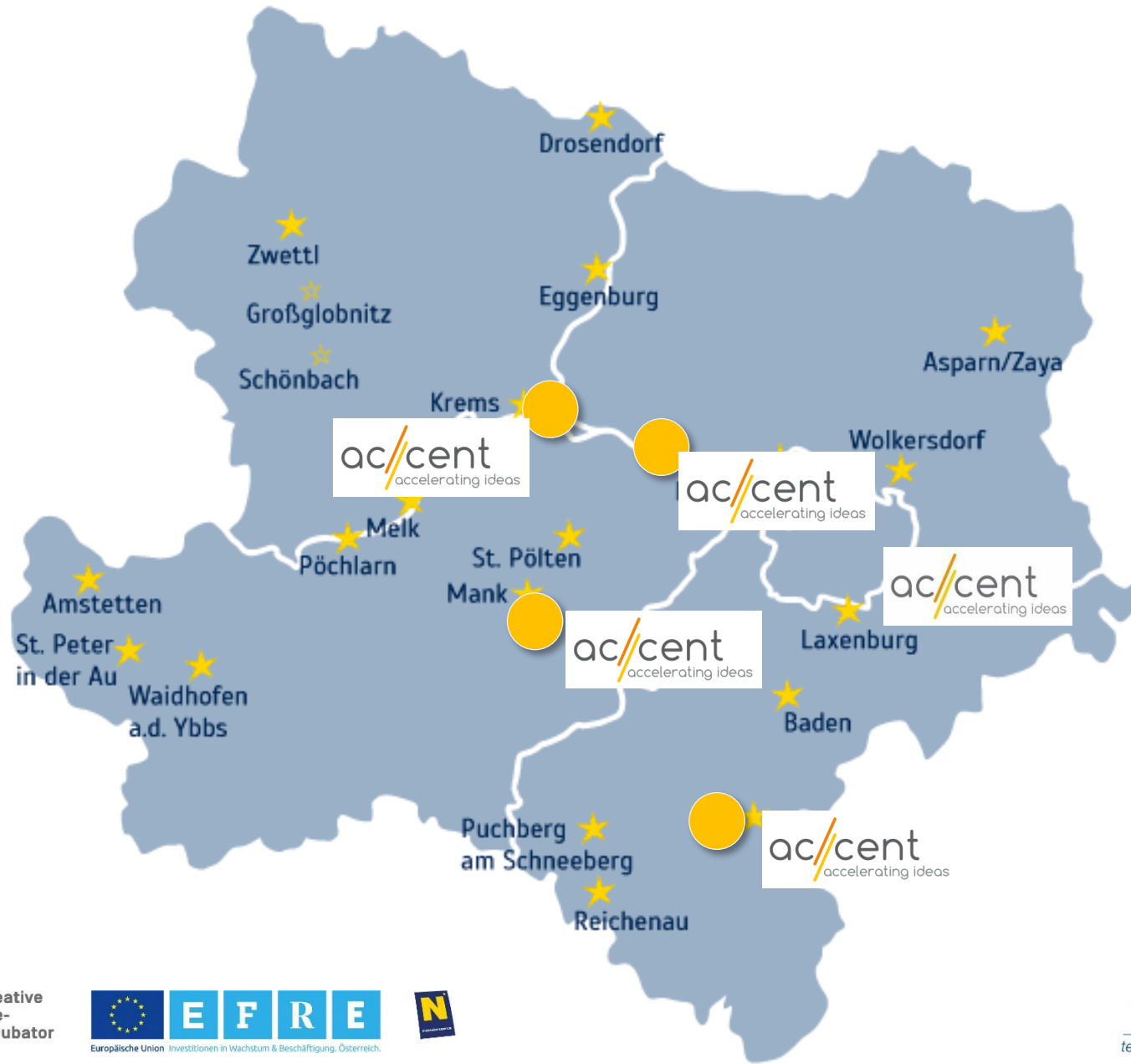
An incubator ...



... establishes space and time for someone/-thing to thrive during a junior, still vulnerable stadium

... guides, nourishes and beneficially observes. It is someone „who knows“ what is needed.

... provides a safety bubble for experimenting with one's own abilities - failures and changes are allowed before entering real life situations



Incubator Locations in Lower Austria

- Wiener Neustadt
- Airport Schwechat
- Tulln
- St. Pölten
- Krems

Incubator Locations in South Moravia

CGMC

- Cluster of general machinery, it operates the Technological park Jihlava (TPJ).
- There are 7 shared service centers equipped with development services, testing facilities and entrepreneurship consultancy offers.
- Web: <https://www.maestroj.cz/about-cluster/>

JIC

- The South Moravian Innovation Centre helps potential founders also in a very early stage – especially in the programme "ENTER".
- The Centre runs three incubators in Brno. The JIC INTECH technology incubator is mostly for ICT companies and located in immediate proximity of Brno University of Technology.
- Web: <https://www.jic.cz/en/enter/>

accent mission

- accent is technology incubator of the Lower Austrian Region
- Strengthening Lower Austria as attractive start-up country
- Supporting start-up launches with a high growth potential
- Helping start-ups to thrive nationwide and internationally

accent programmes

- **CPI Creative Pre-Incubator[®]** - for current and former students from universities of applied sciences in Lower Austria
- **Academia plus Business** – for all innovation driven founders in Lower Austria
- **Austrian BIC of CERN Technologies** – for founders who need specific knowledge transfer
- **ESA BIC Austria** – local partnership for space relevant technologies

accent: Services for potential founders (1)

- Setting up a Business Plan and a Business Model
- Support in the search for partners in Research & Development
- Support in the shaping of a USP (unique selling proposition)
- 1:1 Coaching Services in realizing ideas
- Advice in the application for fundings and prizes
- Establishing connections to strategic partners in trade and industry

accent: Services for potential founders (2)

- Initial financing of EUR 20.000 from the regional government of Lower Austria
- Use of accent-coworking spaces incl. equipment at no cost
- Guidance in the following areas:
 - How do I set up a financial plan and strategy?
 - How do I keep my company liquid?
 - What is a Founders' Agreement, and why is it important for me?
 - Which marketing measures are the right ones for my business?
 - How do I approach investors, and how do I negotiate with them?

Impulse sessions

Marketing & Sales

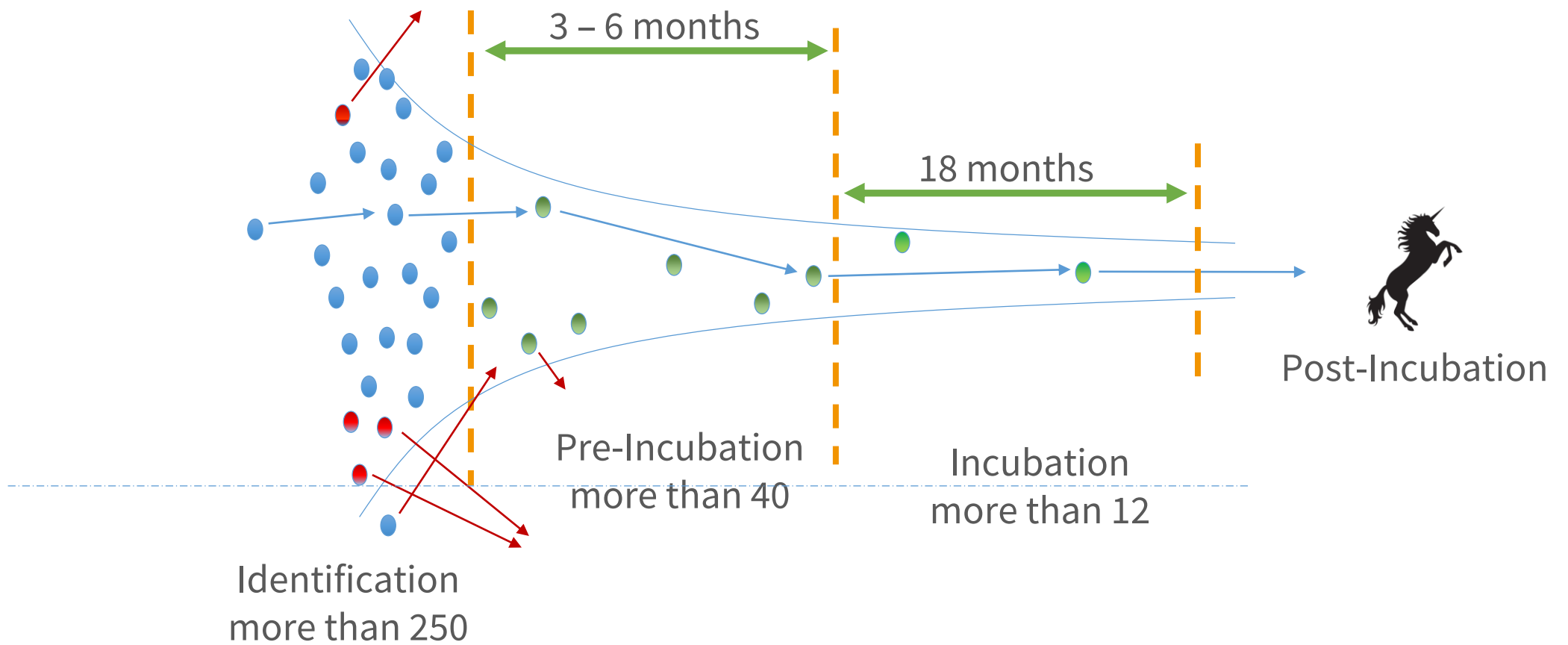


ACCENT BOOT CAMP with Gigi Wang



Video production

accent support roadmap



Cooperation with CERN

- Finding new applications for a given CERN technology
- At CERN: self-organised market research, creative thinking in an inspiring environment
- 2020: Team "Apocrat" has entered the CPI programme and afterwards the Academia plus Business funding scheme for subsequent support



Helping your ideas fly



Questions?

Start-up Profiles



Which examples of interesting start-ups do you know / can you find?

Why do they fascinate you?

Characteristics

- Innovation potential – something NEW (intellectual property, business model)
- Academic background of ideas (often)
- Embracing (technological) risks instead of avoiding them
- Scaling (growth intentions – money, employees, locations, transferring the idea to other markets segments etc.)

Attractive Fields, Market, Pandemic Situation

- IT – Apps
- Fashion – sustainability
- Food waste – Resources and value chain
- Interior – search engine
- Tourism – virtual city tours

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Questions?



Let's have a 5 min break!

„How to“ sustain a Start-up



Which funding options are there?

Who has an interest in giving money to start-ups and why?

How do I finance my start-up? Part 1

- Own resources
- FFF (family, fools and friends)
- Public fundings for specifically defines projects (e.g. development of a prototype) – regional and national governments, European Commission – the modus operandi is a specific funding rate or a debt model
- National, regional, international challenges and prizes

Example 1: Prize "Ideas to business (i2b)"

- „Ideas to business“ (i2B): Association of the Economic Chambers Austria, Erste Bank
- Services: for each delivered business plan -> 2 expert feedbacks at no cost
- Austrias biggest business plan competition with prizes > EUR 150.000
- Web: <https://www.i2b.at>

Example 2: "Glaubandichchallenge" ("BelieveInYourself Challenge")

- Regional competition in each Austrian region
- Application in different categories such as Energy & Sustainability, Social Projects, Climate & Environment Protection
- Regional prize of EUR 1.000 – national prize of EUR 10.000
- Criteria: Innovation, sophisticated company idea, prototype in place
- Applications until March 24th, 2021
- Web: <https://www.sparkasse.at/sgruppe/kampagne-unternehmen/glaubandich-challenge#>

How do I finance my start-up? Part II

- Investors and business angels (primecrowd, tecnet equity, aaia) - a return of investment is calculated beforehand
- Crowdfunding Platforms
- Consumers attracted by advertisements, influencers et al.

What investors, business angels and public fundings are looking for

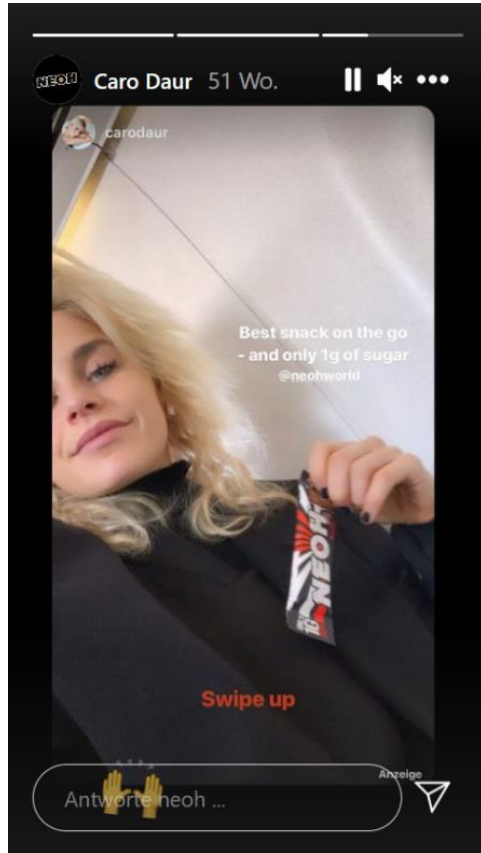
- Team (chemistry, competences, full-time)
- Innovation
- Market
- Scalability



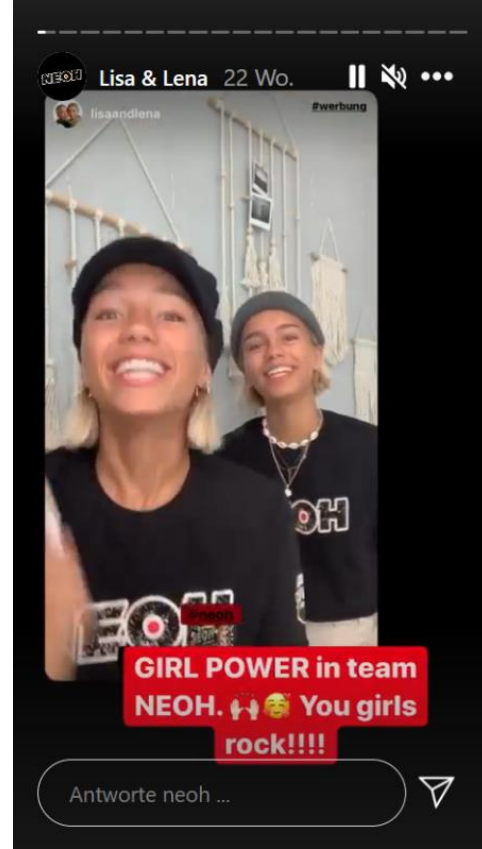
Go to Instagram or Youtube and find 2 examples of influencers promoting Austrian / Czech company products.

Which products are they promoting?

Neoh: Protein bar

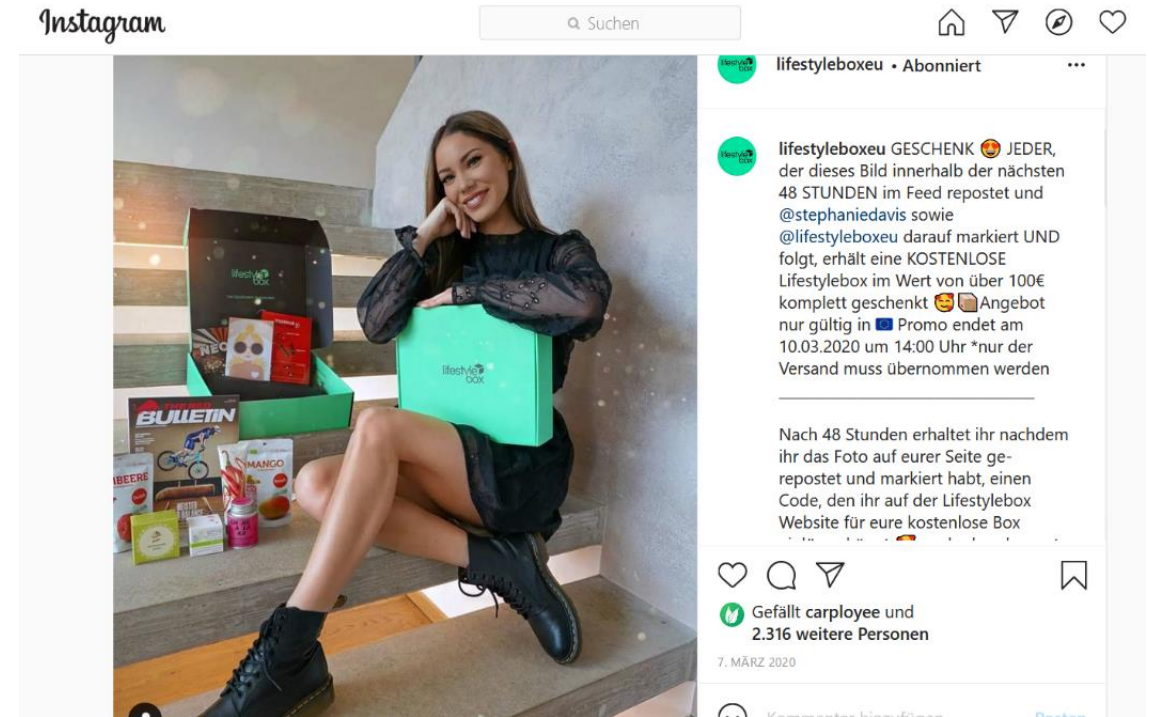


Neoh Influencer Marketing Bsp: IG Story Caro Daur (2,8M Follower)



Neoh Influencer Marketing Bsp: IG Story Lisa & Lena (15,6M Follower)

Lifestylebox: trendy & high quality Abobox with Lifestyle products



Lifestylebox Influencer Marketing –Bsp: Stephanie Davis (1,3M Follower)

Refurbed: renewed Mobile phones, Tablets und Laptop



Refurbed Influencer Marketing – anskar.lenzen (49,2K Follower)

Saturo: drink meal



Saturo Influencer Marketing – Bsp. marinazechner (21,4K Follower)

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Questions?

Life Cycle of a Start-up: Best Practice

Warrify

- warrify delivers digital receipts from the retailer directly to your smartphone
- Started at the IMC University of Applied Sciences Krems at the Ideation Playground
- European Innovation Academy Cascais/Portugal
- Summer School US Berkeley
- 2Minutes2Million – Startup Show
- Accent - Inkubation





What motivates people to launch a start-up?



What do you think are common obstacles on the way to success?

How would you define success in a start-up?



Let's have a 5 min break!

Get some Feedback!



What would be your personal dream start-up?
Which action field is it in, solving which problem?
Why is it important?
What would you need for a realization?

Now it's your turn!

- Get in touch with an incubator: Ursula, Julia
- No ingenious start-up idea at hand? Act as a co-founder or employee and browse through job offers!
- Browse through existing start-up stories:
 - <https://creativepreincubator.at/>
 - <https://www.derbrutkasten.com>

Contact

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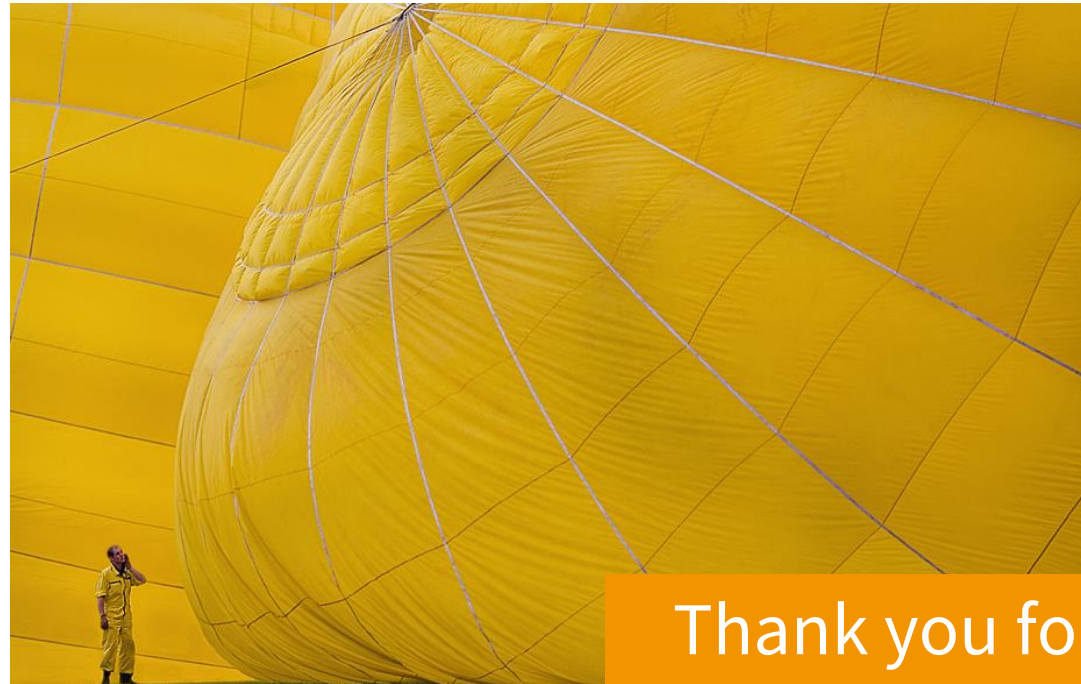
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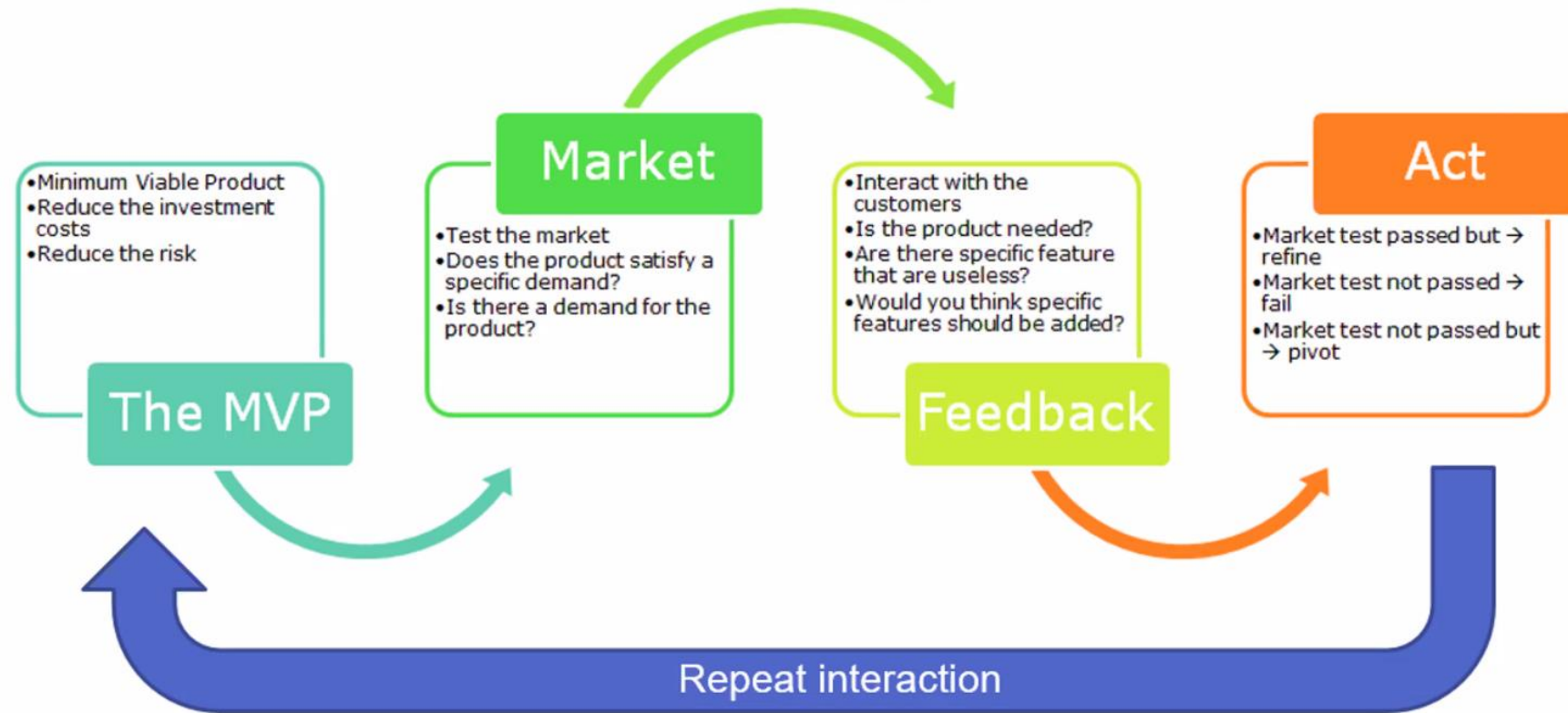


Questions?



Thank you for your attention!

The Lean Start-Up Approach



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