



GO HONG KONG

2022
Startups

GREENTECH
BATCH

ABOUT GIN

The Global Incubator Network Austria

(GIN) is the connecting link between Austrian and international startups, investors, incubators and accelerators with a special focus on startup hotspots in the fast-growing markets of Asia (Mainland China, Hong Kong, Singapore, Japan, South Korea and Israel). As a single point of contact, GIN offers customized services for national and international partners.

GO ASIA: We bring Austrian startups to the world's most innovative startup hubs, help them to build networks with international strategic partners and provide them with essential know-how in terms of market entry and global expansion – strategically and financially.

GO AUSTRIA: GIN is aimed at Asian startups who want to internationalize and seek to further develop their business activities in the EU-market via Austria. A hand-selected mentor supports the startup in order to find the right collaboration partners (corporates, investors,...) and to receive valuable market insights.

Also addressed are investors and accelerators from Austria and the GIN target regions. We offer investors the internationalization of existing investments, access to international startups and new investments as well as networks with private and public co-investors. Accelerators can benefit from hosting our most promising pre-selected Austrian startups and facilitate the internationalization efforts of their startups via our goAustria program or through one of our GIN partner incubators.

Managed by the public agencies AWS (public promotional bank) and FFG (research promotion agency) and owned by the Austrian Federal Government, GIN offers an international network of key players in innovation and finance that fits your individual needs.



**GLOBAL
INCUBATOR
NETWORK**
AUSTRIA



INQUIRIES



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ABOUT ADVANTAGE AUSTRIA

ADVANTAGE AUSTRIA is Austria's Internationalization and Innovation Agency and provides a broad range of intelligence and business development services for both Austrian companies and their international business partners. With 110 offices in over 70 countries and its extensive network, ADVANTAGE AUSTRIA connects Austrian companies to global partners, creating access to markets, innovation and technology.

Other services provided by ADVANTAGE AUSTRIA range from introductions to Austrian companies looking for importers, distributors or agents to providing in-depth information on Austria as a business location and assistance in entering the Austrian market.

For more information visit:
www.advantageaustria.org/cn



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MEET OUR GREENTECH STARTUPS

FLEXIRIO

FIRST FURNITURE KIT WHICH ALLOWS
ANY IMAGINABLE FURNITURE

LOGO



COMPANY Flexirio GmbH	CEO Harald BAUER	PHASE Seed
FOUNDED 12/2020	CONTACT DETAILS office@flexirio.at	WEBSITE www.flexirio.at

ABOUT

- Flexirio is the first furniture kit in the world, which makes it possible to create any imaginable furniture in Lego construction.
- The complete system consists of only 16 different main elements, which can be found several times in the furniture.
- The kit is designed for a young, urban and above all very mobile generation (Millennials).
- To appeal to this generation, Flexirio not only makes it possible to create any kind of furniture, but at the same time it is cheap, developed in lightweight construction and easy to transport with the help of the trolley, which can also be made from the same parts.
- So in the new apartment or when the living situation changes, the same parts can be used again for other furniture. Due to the modular design, the furniture can always be adapted to the new environment.



GOING ABROAD

Flexirio is made for the urban nomad. It always fits the given space and adapts to your needs. This is why Flexirio makes a lot of sense in areas with high population density.

PERFORMANCE / TRACTION

- One Patent is already granted and another one is in filing.
- In our Prelaunch we generated a Facebook Group with 1200 Members, 350 deposits and 10k Email addresses.
- Within the first 10 days of the Indiegogo Campaign we generated 50k with over 100 backer.

GREENJET | LIONTECH

START-UP WITH AN OWN DEVELOPED PRODUCT
TO SAVE WATER & ENERGY

LOGO		
GREENJET		
COMPANY LionTech GmbH	CEO Niklas AL-DEEK	PHASE Early Stage
FOUNDED 11/2021	CONTACT DETAILS office@greenjet.at	WEBSITE www.greenjet.at

ABOUT

- GREENJET is a new solution to save water and energy.
- It is easy to integrate in every shower and enables you to economize up to 55 % (30-50% on average) on your water and energy consumption.
- GREENJET is an Austrian product which has been developed in collaboration with Austrian experts of fluid mechanics.
- It is entirely manufactured by a high precision plant in Salzburg (Austria).
- After long research and development, the newly invented technology was registered as a patent in cooperation with the FFG.





GOING ABROAD

- GREENJET has a standardized 1/2 inch connection and is therefore suitable for the entire world.
- Furthermore, there is a need for better management of our resources all over the world, including, of course, in Asia.
- In China, great importance is attached to hygiene and according to a study known to me, the shower time in this region is the longest in the world.
- This will result in a particularly short payback time for GREENJET.

PERFORMANCE / TRACTION

We have recently entered the market with GREENJET and already have our first happy customers. Also we already have some distributors in Austria and abroad. Another important achievement was the registration of the patent in January 2022 in collaboration with the FFG. At the moment, sales are starting on a large scale in Austria and soon abroad.

KONTROL

KONTROL ENABLES DEVELOPERS OF AUTONOMOUS SYSTEMS TO COMPLY WITH TRAFFIC REGULATIONS

LOGO		
		
COMPANY Kontrol GmbH	CEO Andreas LAURINGER	PHASE Early Seed
FOUNDED 12/2017	CONTACT DETAILS info@kontrol.tech	WEBSITE www.kontrol.tech

ABOUT

- As an Austrian deep tech company founded in 2017, Kontrol has led the charge in the automated mobility space related to regulatory compliance.
- Our suite of rule- and cloud-based software products enables developers of autonomous systems to comply with traffic regulations.
- We are helping automobility companies navigate complex traffic law, norms, standards, and court ruling to accelerate their product deployment – making mobility safer and more sustainable.
- Kontrol has developed a unique methodology to translate rules from human legal language, interpret it, implement it in simulation or as an embedded solution. This allows customers to use Kontrol’s solution both in a simulation environment or in a vehicle where it runs efficiently and effectively in real time.
- Kontrol is using proprietary technology to process rules, and runtime verifications.
- Leveraging the legal framework instead of other, self-developed rules, we help automobility companies to get vehicles legally certified and thus make them safer on road.

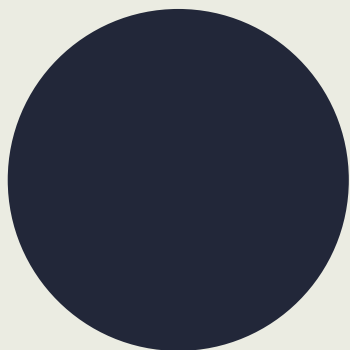


GOING ABROAD

- Key automotive industry players from Asia, both original equipment manufacturers (OEM), suppliers and tech companies alike, are facing the exact same regulatory complexity like any European or North American market participant.
- Kontrol's technology and suite of software products can accelerate the deployment of new automated systems across Asia as well as help Asian companies enter overseas markets based on Kontrol's support.

PERFORMANCE / TRACTION

- Kontrol has built significant customer traction since 2017 and successfully helped leading automakers and suppliers navigate a complex regulatory landscape.
- With a view on Kontrol's software-as-a-service offering to automotive clients, qualified leads across different stages of the sales funnel include one leading German premium car manufacturer, one of the leading automotive tier 1 suppliers, and a listed autonomous driving full-stack company.



NISTA.IO CAMPFIRE SOLUTIONS

ENERGY EFFICIENCY AS A SERVICE FOR
INDUSTRIAL MANUFACTURERS

LOGO



COMPANY Campfire Solutions GmbH	CEO & CO FOUNDER Anna POELZL	PHASE Seed
FOUNDED 03/2021	CONTACT DETAILS info@nista.io	WEBSITE www.nista.io

ABOUT

- „Netflix for energy efficiency“ - our customers subscribe to energy efficiency with us.
- At the same time, we continuously measure the progress and impact of our work with our clients.
- Via our software platform, we continuously provide them with new savings measures adapted to their circumstances.
- Thanks to our Software and the Network of experts we go beyond one-off efficiency projects.
- We develop these measures together with our network of experts. The Network consists of experienced consultants, researchers, etc., whose solutions we quickly make available to many customers on a scalable basis.
- Through regular analytics we make continuous energy savings a daily habit.





GOING ABROAD

- We see that the energy crisis, inflation and the pressing need to become more climate-friendly have increased globally.
- With our goal to offer expert knowledge at scale to accelerate reducing energy costs and emissions, we aim to provide our services NOW not tomorrow.
- Thanks to our architecture and the common language of physics we are ready to go.

PERFORMANCE / TRACTION

- Starting in 2020 we raised our first round, built a team of highly motivated and qualified software experts, and sold our first 10 pilot projects to industrial customers.
- Identified Energy savings for our customers range from 10 to 20% yearly of total energy costs.

SUNNYBAG

ENVIRONMENTALLY FRIENDLY
MOBILE ENERGY SUPPLY

LOGO		
		
COMPANY Sunnybag GmbH	CEO Stefan PONSOLD	PHASE Growth
FOUNDED 09/2012	CONTACT DETAILS service@sunnybag.at	WEBSITE www.sunnybag.at

ABOUT

- SUNNYBAG combines innovative product features with an eco-friendly, but still digital lifestyle.
- It therefore supports its customers' urban outdoor lifestyle by providing highly efficient and easy to use solar panels with reliable power management and 100% certified SUNPOWER solar cells.
- Customers profit from being independent when charging their mobile electronic devices and from contributing significantly to a sustainable future.
- Solar backpacks as well as portable solar backpacks which can be mounted on individual backpacks, tents or caravans, can be used during a myriad of outdoor activities (from hiking, climbing, camping, fishing, skiing to staying at the beach or making city trips).
- SUNNYBAG further provides power banks in order to store the generated green energy and use it later.
- In order to foster further innovation SUNNYBAG continuously focuses on R&D activities, such as connecting the solar panel with a smartphone application and introducing a bonus system which rewards users and further incentivizes them to generate solar energy.



GOING ABROAD


- SUNNYBAG develops and distributes solar products that charge mobile devices environmentally-friendly on the go.
- The Asian market is very well suited for SUNNYBAG products due to the increasing awareness of sustainability, the increasing amount of electronic devices used in daily life as well as the growing attractiveness of outdoor activities.

PERFORMANCE / TRACTION

- Since the foundation, an annual growth of over 50% could be achieved.
- Currently, the products are offered in the web store and on Amazon.
- SUNNYBAG wants to be THE contact for high quality solutions worldwide. SUNNYBAG cooperates with B2B customers, like SAMSONITE, SUNPOWER or KTM, who order solar backpacks that are co-branded with their own logo.
- The B2B customers highly appreciate to get a branded solar product for their own employees, customers or partners.
- In total, SUNNYBAG sold around 20.000 products in 2021, which highlights the prevailing high demand for solar products.

TSETINIS

CALCULATION OF PRODUCT COSTS AND CO2 EMISSIONS IN THE MANUFACTURING INDUSTRY

LOGO		
		
COMPANY Tsetinis Software GmbH	FOUNDER Tim WISKEMANN	PHASE Early Stage
FOUNDED 04/2018	CONTACT DETAILS office@tset.com	WEBSITE tset.com

ABOUT

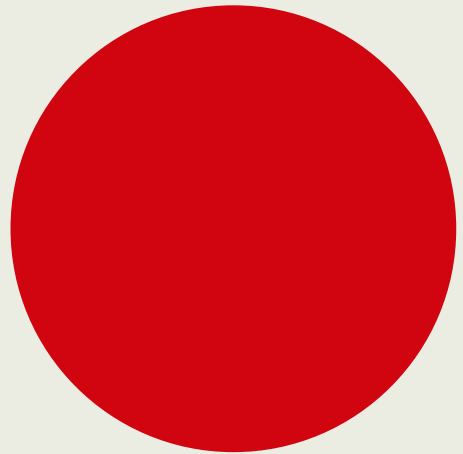
- Tsetinis Software develops the cloud-based software „TSET Platform“ for the calculation of product costs and CO2 emissions in the manufacturing industry (e.g. automotive), especially for the supply chain.
- Based on innovative calculation modules, many manufacturing technologies can be evaluated automatically.
- Our interdisciplinary team of IT and manufacturing experts is developing a software solution that offers automated, cloud-based and data-driven product cost and carbon footprint calculation for manufactured products in a high level of detail. This enables the optimization of manufacturing processes and supply chain decisions regarding product cost

GOING ABROAD

- Asia, especially China, is the most important hub for manufactured products in the world. China has a large base of suppliers that deliver products to European (B2B) customers.
- In the future, serving European customers will not only require commercial competitiveness and cost transparency, but also reaching sustainability KPIs.
- Our software helps Asian companies to understand the European approach to product costing and carbon footprint analysis.
- It enables them to build up suitable calculations and also to improve their local supply chains.
- We plan to enter the Asian market from two different directions:
 1. via the Asian subsidiaries and joint ventures of our European customer base (implicitly as of 2023).
 2. directly via Chinese OEMs and suppliers (initial contact with lead customers should start H2 2022, broader activities starting in 2024).

PERFORMANCE / TRACTION

- Even while still in beta mode, we made so far > 2.5 MEUR software revenue.
- We closed development partnerships with leading OEMs and tier-1 suppliers in the automotive industry.
- Some of our clients are so convinced of our product that they made equity investments into our firm.



VLINDER

COMBINING BLUE CARBON, MANGROVES,
VOLUNTARY CO2 EMISSIONS TRADING AND
BLOCKCHAIN TECHNOLOGY

LOGO



COMPANY Vlinder Climate Austria GmbH	PROJECT MANAGER Camilla WERL	PHASE Early Stage
FOUNDED 12/2021	CONTACT DETAILS info@vlinderclimate.com	WEBSITE vlinderclimate.com

ABOUT

- Vlinder is a marketplace for carbon offsets and impact investing that empowers people to act on climate.
- Our goal is to enable carbon mitigation of 10 million tonnes of CO2 every month, the combined footprint of Switzerland and Austria.
- Furthermore, it is a unique combination in Blue Carbon: sustainability, climate resilience, impact, tech-innovation through reforestation of mangroves in degraded areas in Africa and Asia with voluntary CO2 emissions-trading, while using innovative IT-technology.
- Make your business climate-friendly with Vlinder: Today sustainability is neither a noble cause nor a differentiation from competitors
- Minimizing your environmental footprint is a new economic standard.
- Plan and act sustainably with our industry experts: Learn how to have your company's carbon footprint carefully calculated and minimized, how to choose high-quality offsets and to access your carbon risks.
- Choose among the most beneficial and impactful offsets to compensate your or your company's carbon footprint.



GOING ABROAD

Since our Vlinder Climate Mangrove (re)forestation projects are set in Asia, we want to set foot in this market to better understand Blue Carbon & climate policies of Hong Kong, to get a feeling of FinTech products used on CO2 emissions trading in Hong Kong and to get connected to stakeholders active in Blue Carbon projects on the Asian market.

PERFORMANCE / TRACTION

- We are one of the first startups in Austria active in mangrove (re)forestation and voluntary CO2 emissions-trading using innovative IT-technology.
- We have an international set-up of team across Europe, high quality-approach through Verra standard and value the importance of social impact: half of profits get back to the local communities (UN-SDGs and focus on women economic empowerment in the region).



GIN SERVICES FOR INVESTORS

ARE YOU A PRIVATE EQUITY INVESTOR, A VC FUND OR A BUSINESS ANGEL?

Get access to Austria's top startups and connect with local and international investors through GIN. GIN takes a fresh approach to new investments and offers customized services for investors interested in Austrian startups.

CO-INVESTMENT & PITCHING EVENTS AS WELL AS MATCHMAKING SERVICES

GIN preselects the most promising startups to match with your individual investment profile. Get insights into the Austrian equity market and find potential co-investment partners.

USE LEVERAGE

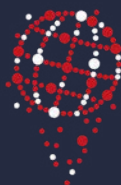
Investments in Austrian startups can be enhanced by co-investments under several public equity programs and by additional loan financing.

NETWORKING EVENTS

Exchange your knowledge and experience at our exclusive events and become part of our network with more than 350 Business Angels and all Venture Capital funds operating in Austria.

WHY INVEST IN AUSTRIA?

- A fluid equity market facilitates attractive transactions with Austrian & European startups
- Benefit from a great number of funding programs
- High political stability and a reliable legal system ensures a business-friendly environment
- Ideal test market due to multifaceted demographics
- Easy access to more than 600,000 startups in Europe



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GIN IS MANAGED BY AWS AND FFG, THE MAIN FINANCING AND
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