

#Start up Location Austria: Where innovation moves mountains

Zagreb, May 7th, 2024



> What you know about Austria.



Sacher Torte

360,000 cakes are made by Hotel Sacher each year.

And what may surprise you.



Red Bull

Headquarters in Fuschl am See with 1,477 inhabitants.

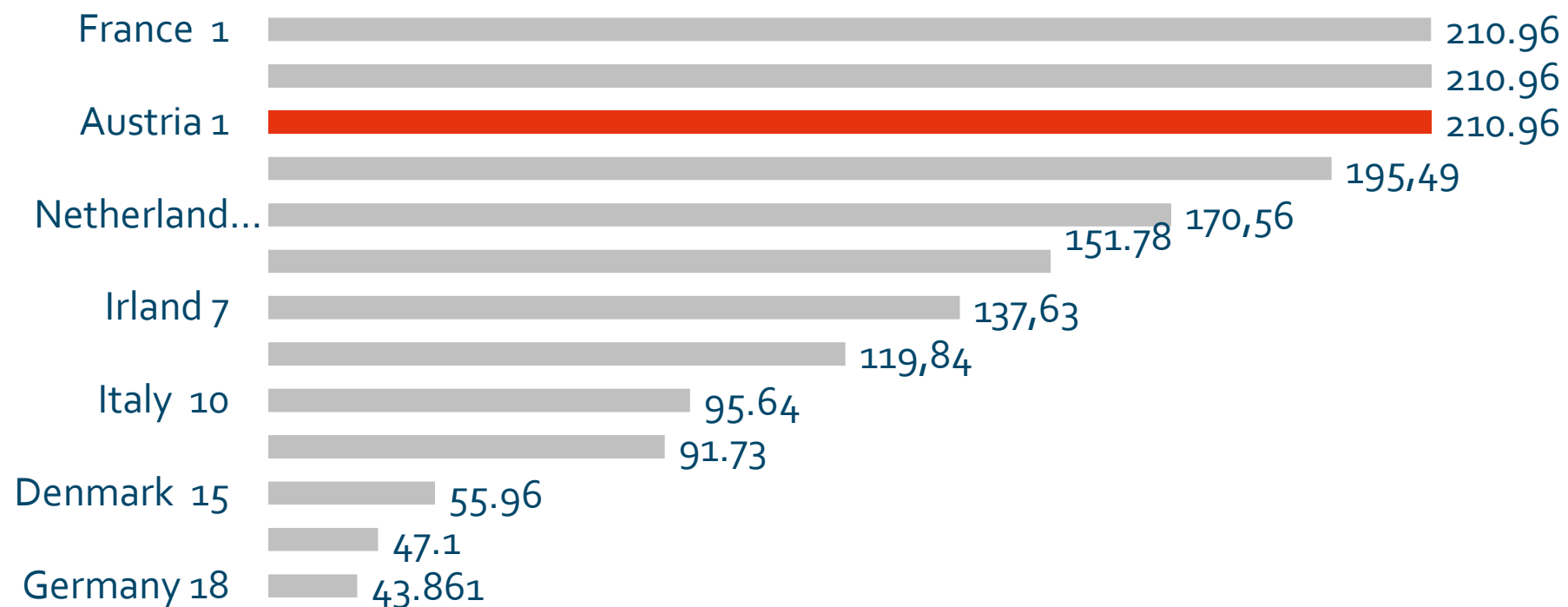


V200

Hidden Champions

Direct & indirect R&D incentives for companies

1st





7



No 1

student community in
the DACH area



Berlin 5%



Munich 8%



Vienna 10%



Migration background of startup founders



22%

of startup founders are international founders

14%

of startups have at least one founding person moving to Austria to found the startup

Austria at a glance

A stylized map of Austria is shown in the background, with a light blue outline and a light blue fill. The map is positioned on the right side of the slide, with the title 'Austria at a glance' on the left.

Area	83.872 km ²
Inhabitants	9 Mio.
GDP/capita	45,370 €
Export	55.8%
Productivity	12% above EU-average
R&D quota	3.26%



Austria – Europe's Hidden Startup Gem





Dynamic Development

1,008 billion

in fresh capital raised by Austrian startups

184

funding rounds have been concluded successfully

41%

of Austrian startups are profitable

36%

of Austrian startups have mixed founder teams

51,8%

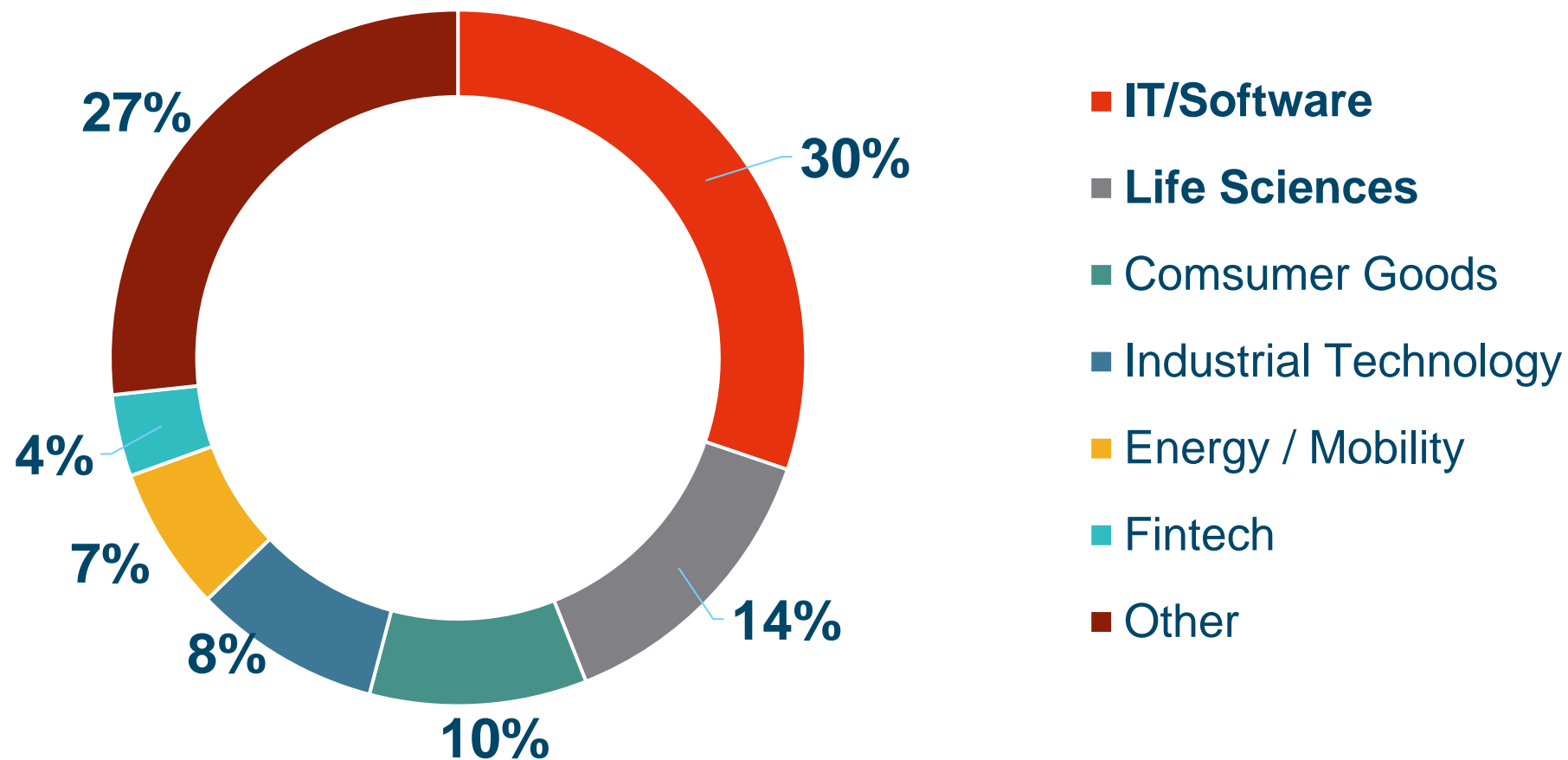
of Austrian startups have received federal subsidies

4

Transactions with investments over € 50 million

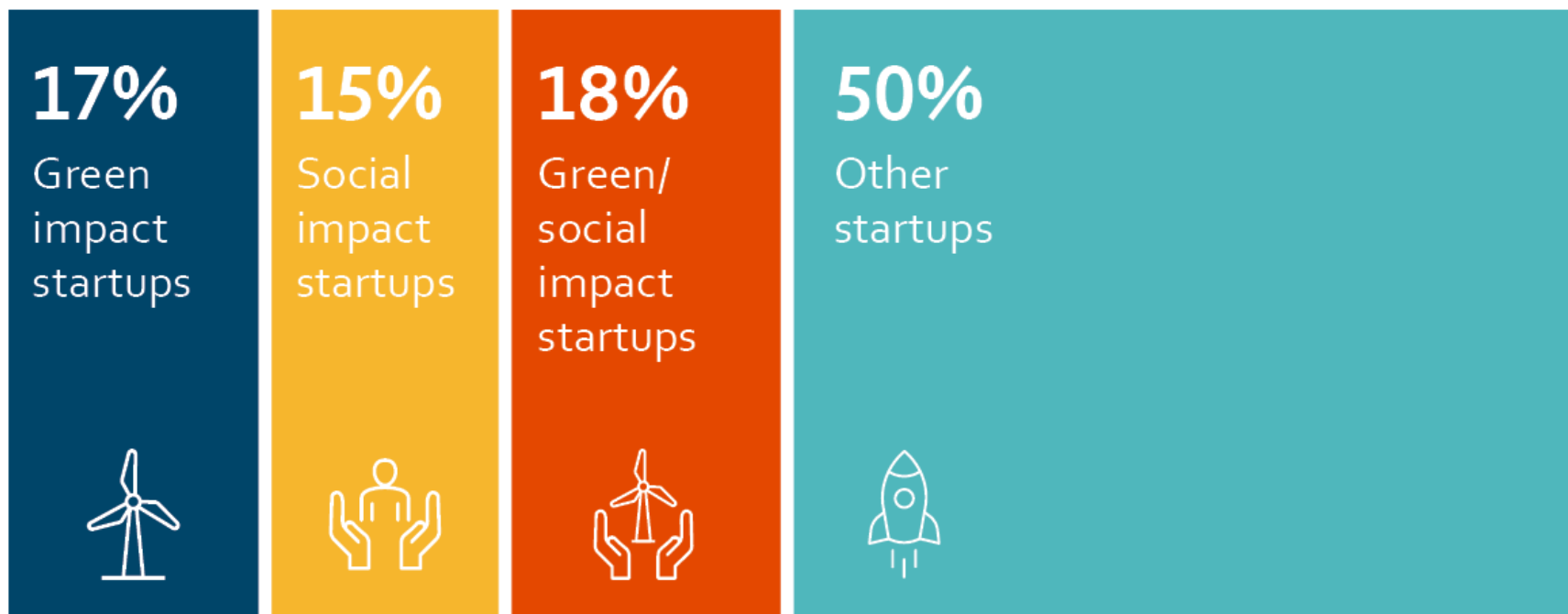


Most startups come from the ICT and Life Sciences sectors

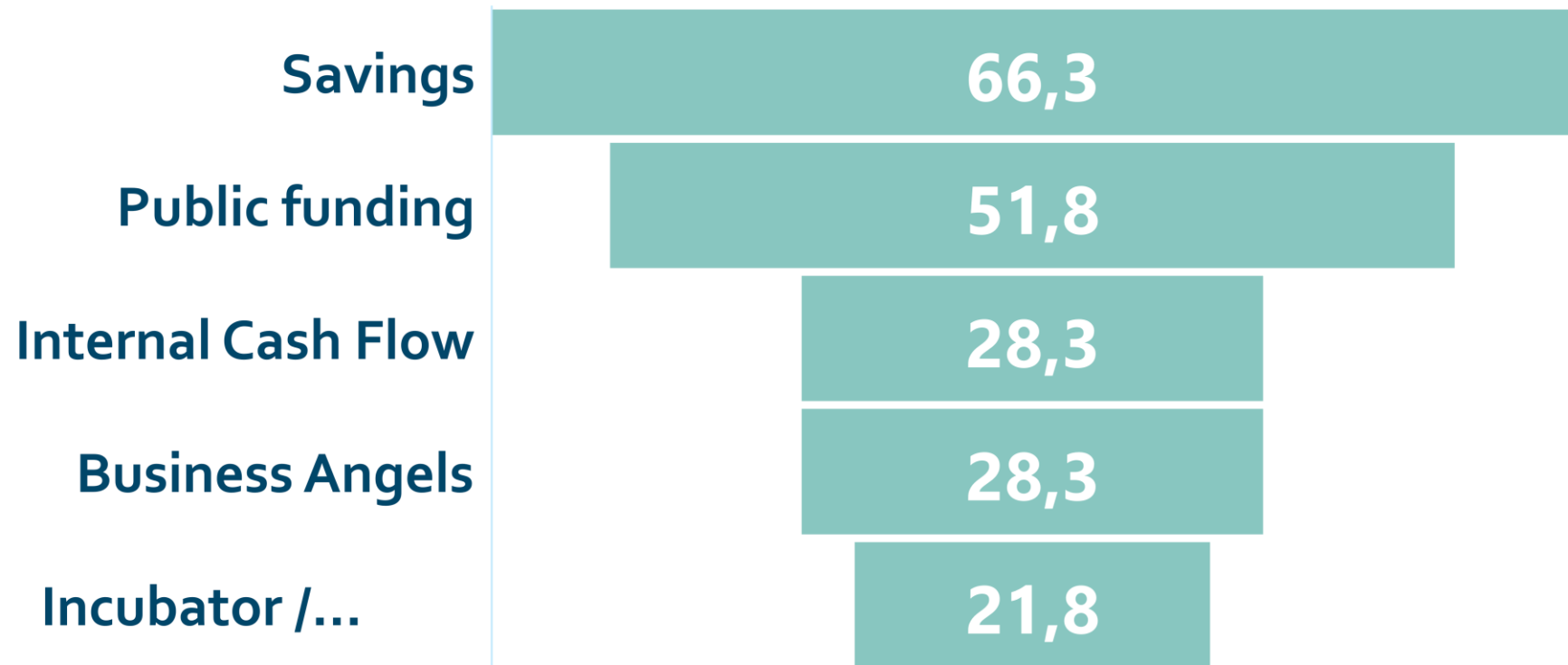




It's all about the impact...



But also about the money...



> Innovation trends over time

ARTIFICIAL INTELLIGENCE (including bots, conversational UI, natural language processing etc.)



RENEWABLE ENERGY (including production, storage, grid technology etc.)



ENERGY STORAGE (including batteries, thermal energy storage, machinal, hydropower etc.)



AUTOMATIZATION (including hyper automatization), **INDUSTRY 4.0**



BIG DATA



CYBER SECURITY



RECYCLING AND WASTE TREATMENT TECHNOLOGIES (including secondary raw materials, industrial and household waste, wastewater etc.)



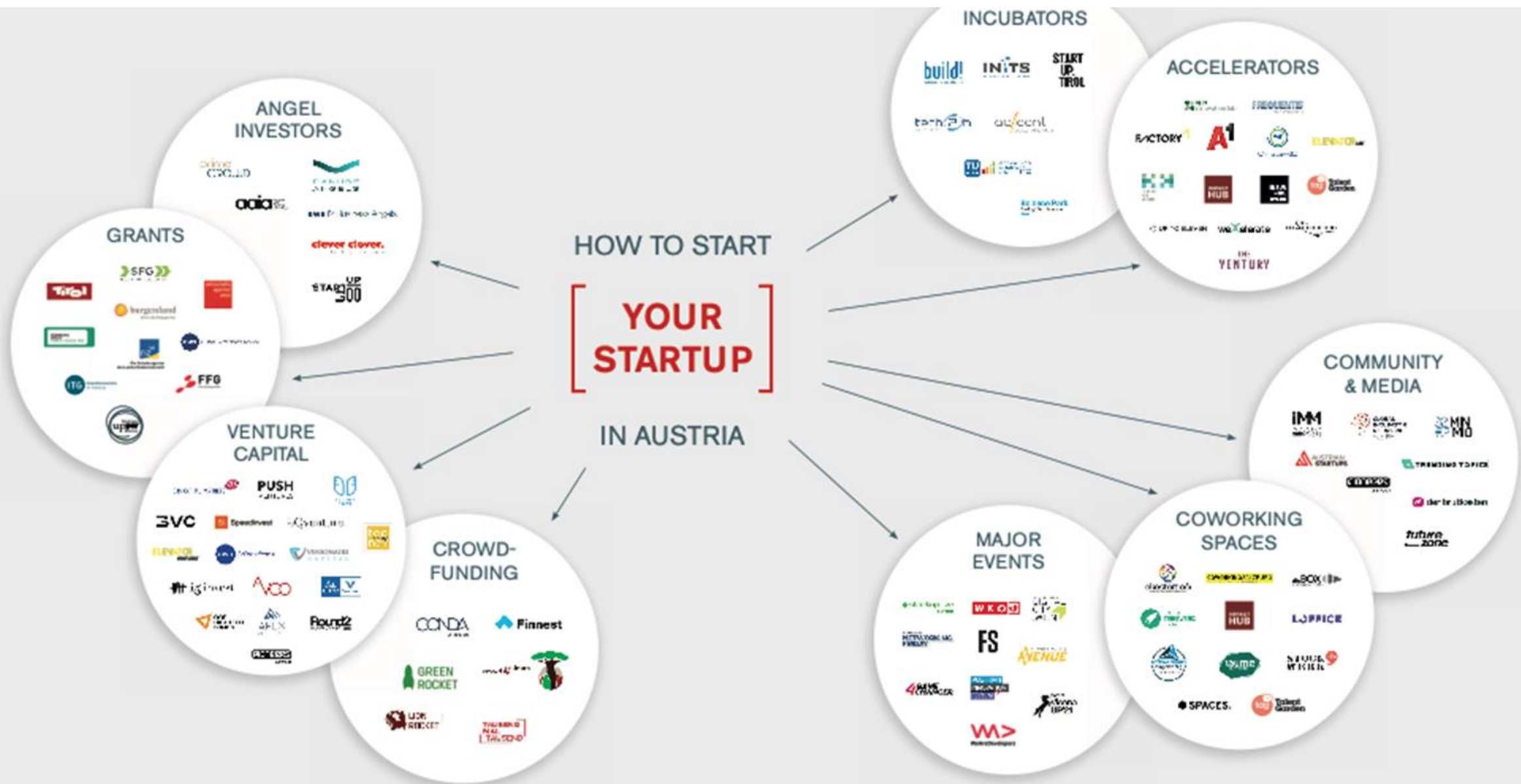
> Innovation-driving framework

The Flexible Company

- reduction of share capital
- reduction of formal requirements
- facilitation of employee participation
- flexible capital measures



Vibrant Austrian startup ecosystem





ViennaUP

The Startup Festival.

A decentralized community-driven
festival in the heart of Europe

Over **7 days**, the ViennaUP community
delivers a unique interconnected experience
for **startups, investors, tech enthusiasts,**
creatives and visionaries.

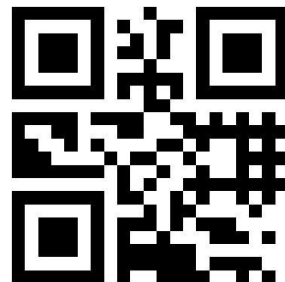
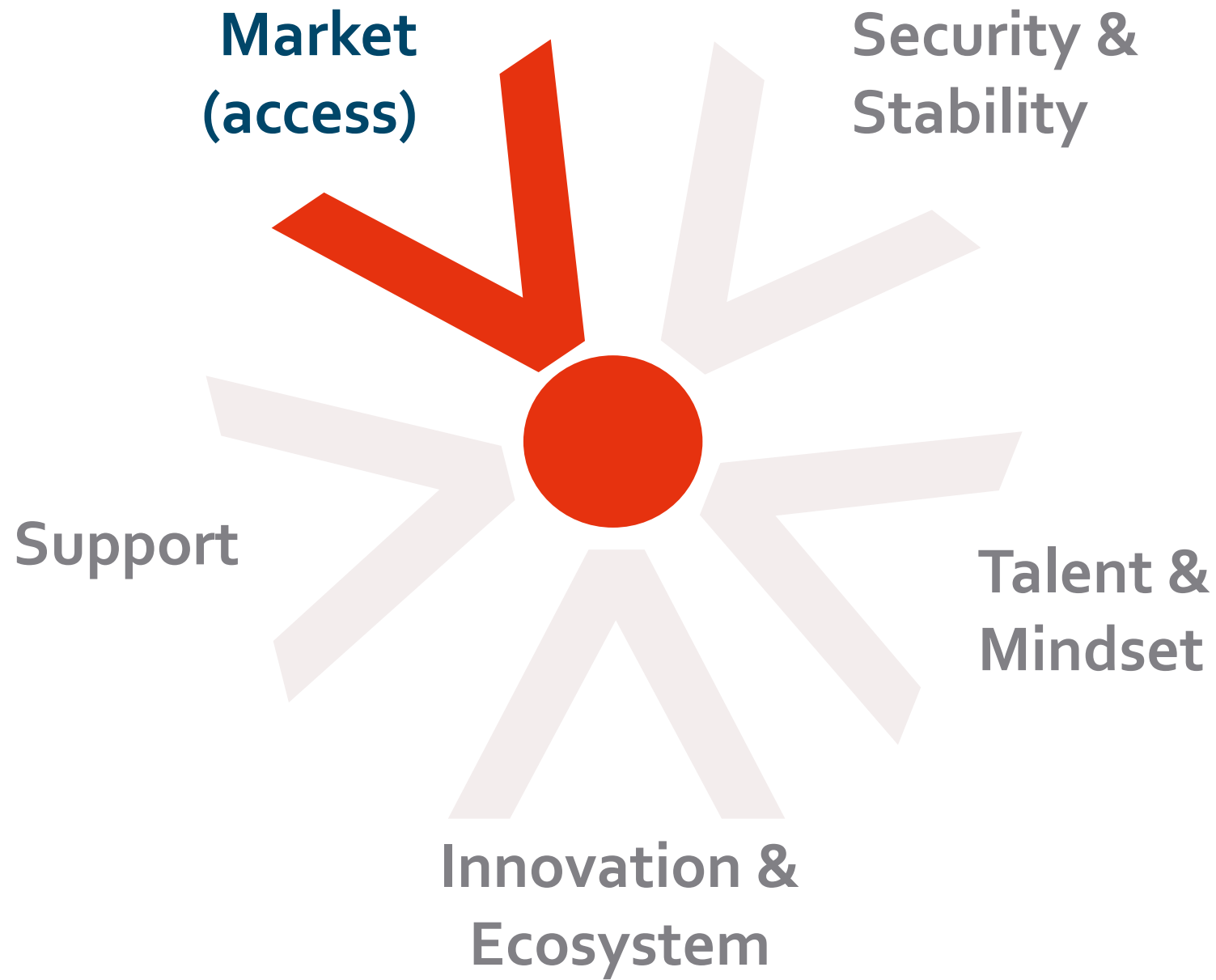


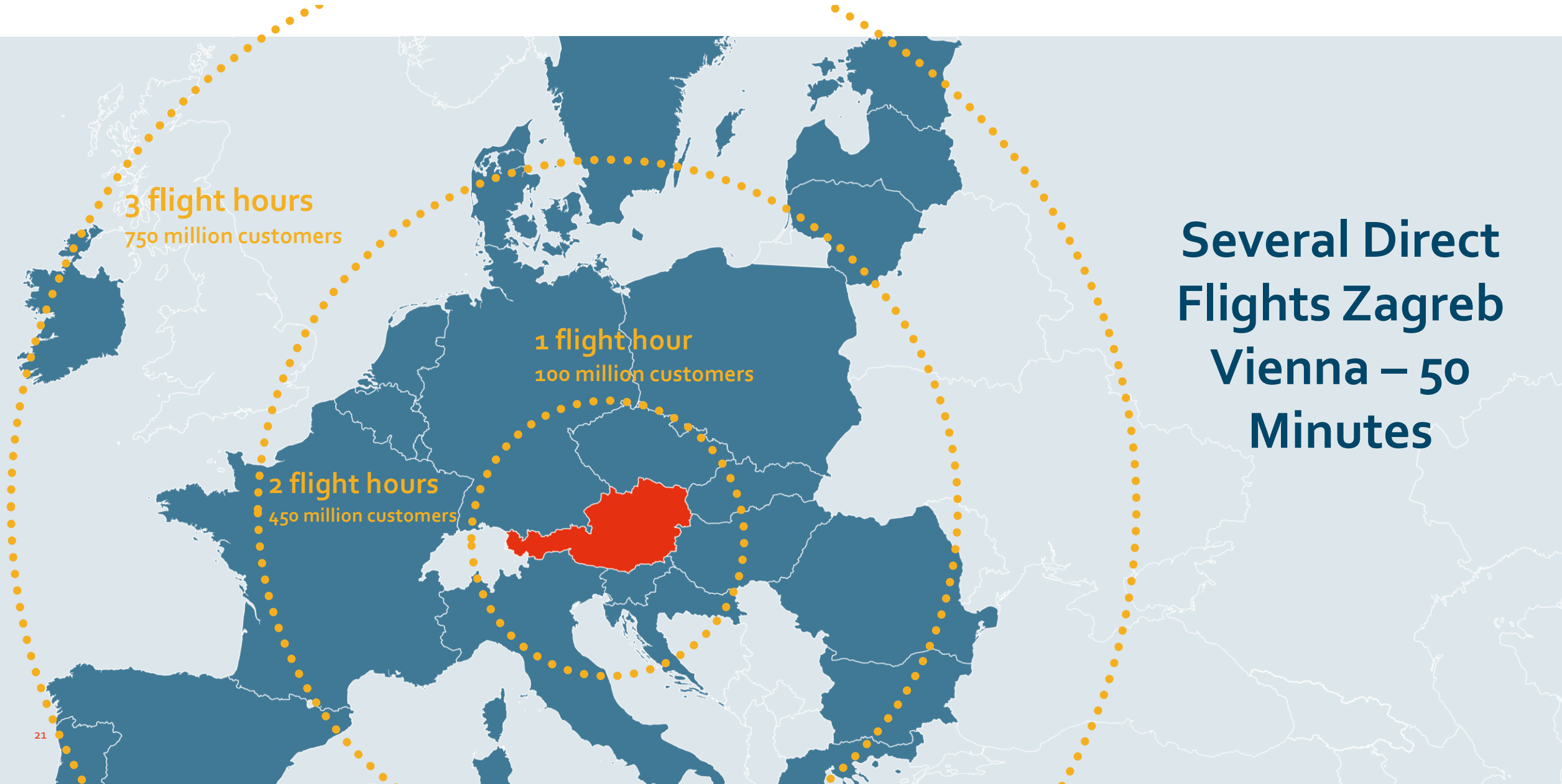
Photo (c) Wirtschaftsagentur Wien_Philipp Lipiarski



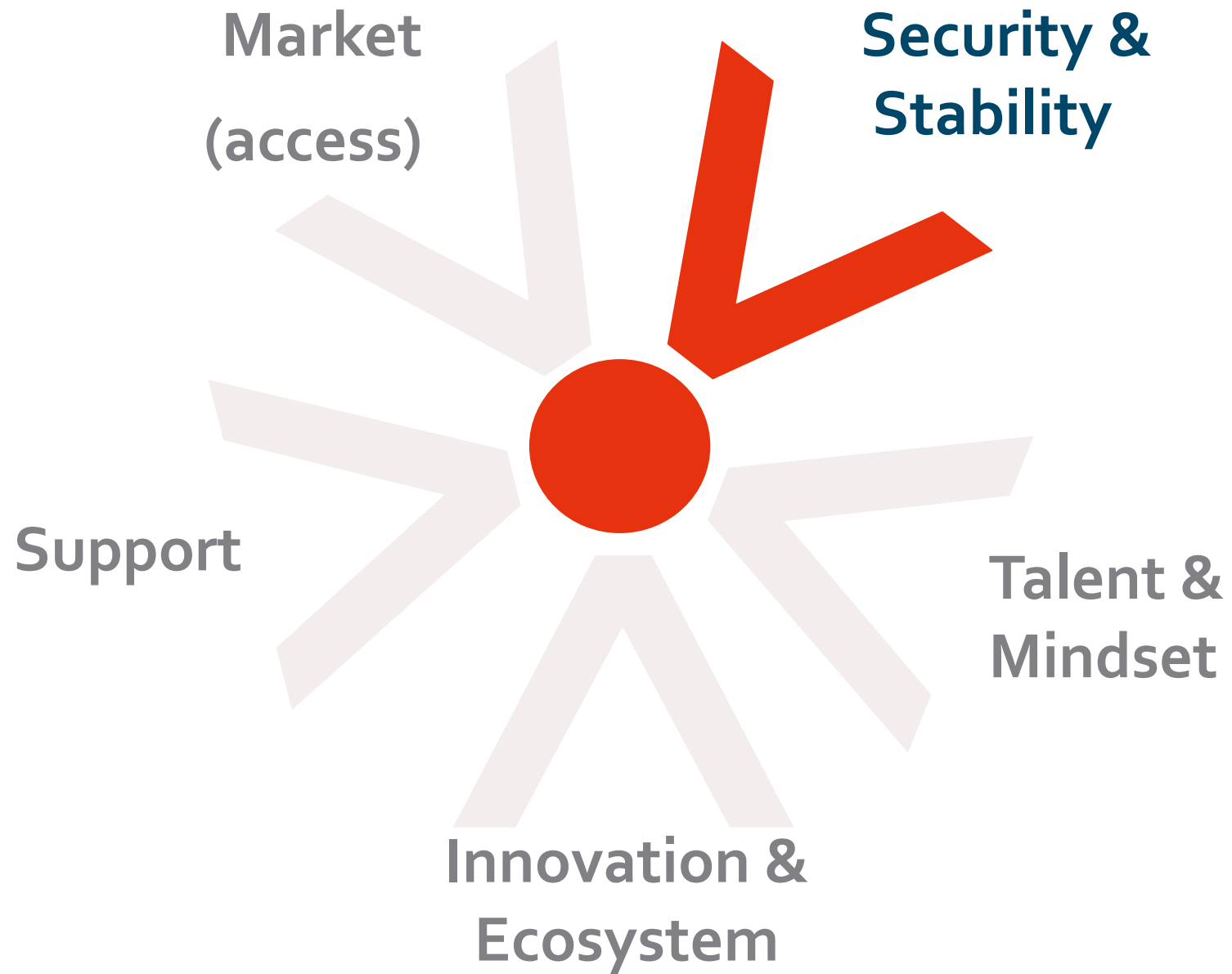
> Why Austria?



Ideal access to all European markets



> Why Austria?





What about strikes?



Europe
21,5

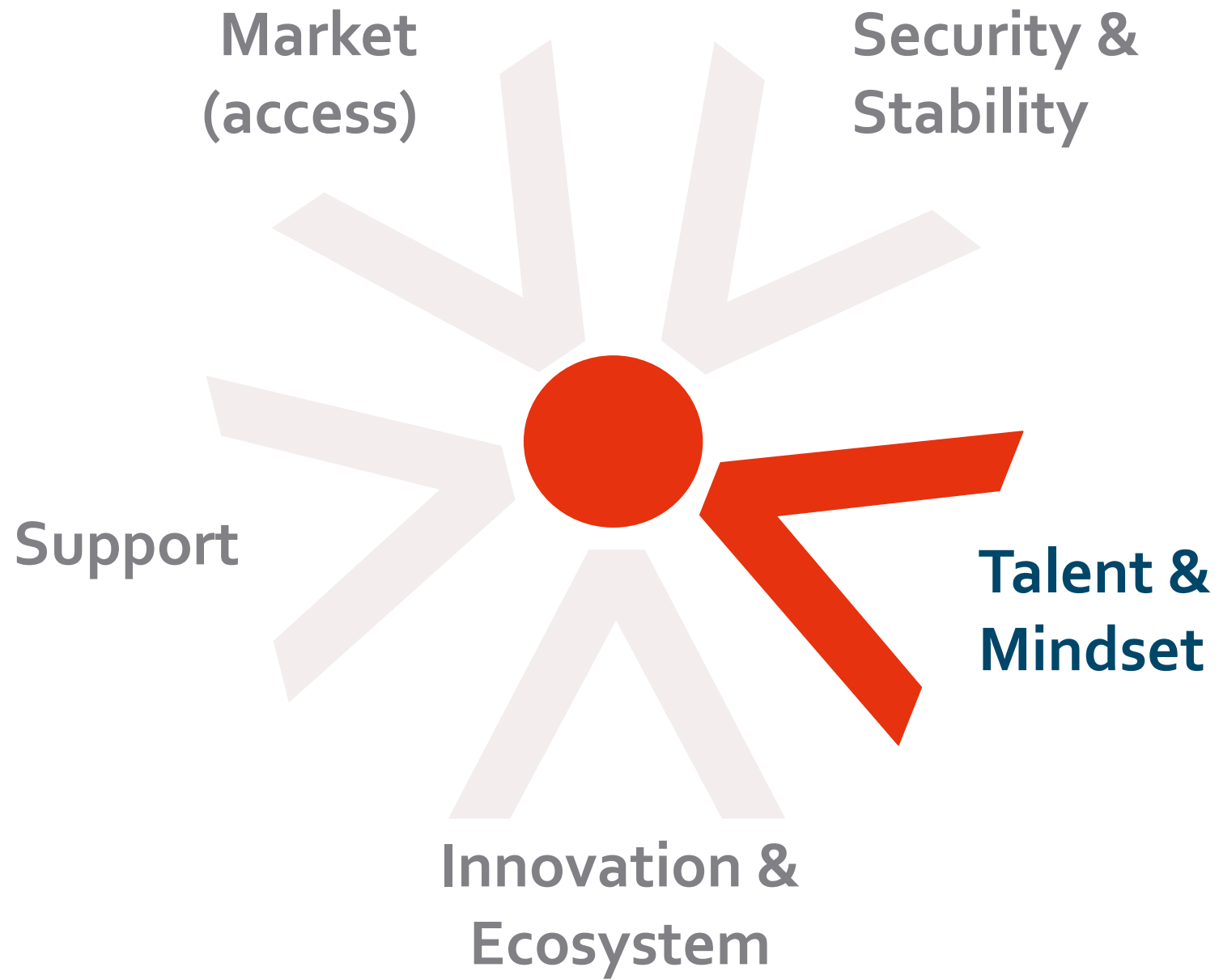
Austria
2

Average days of strike per 1.000 employees



> Highest quality of life

> Why Austria?





Got Talent? Yesssss!!



Productivity	12% above EU average
Motivation	rank 5 in the EU
Education	apprenticeship, dual education
Schools	vocational schools unique to Austria (HAK, HTL)
Universities	broad network, 16 private 22 public and 21 universities of applied sciences
Labour law	modern and flexible

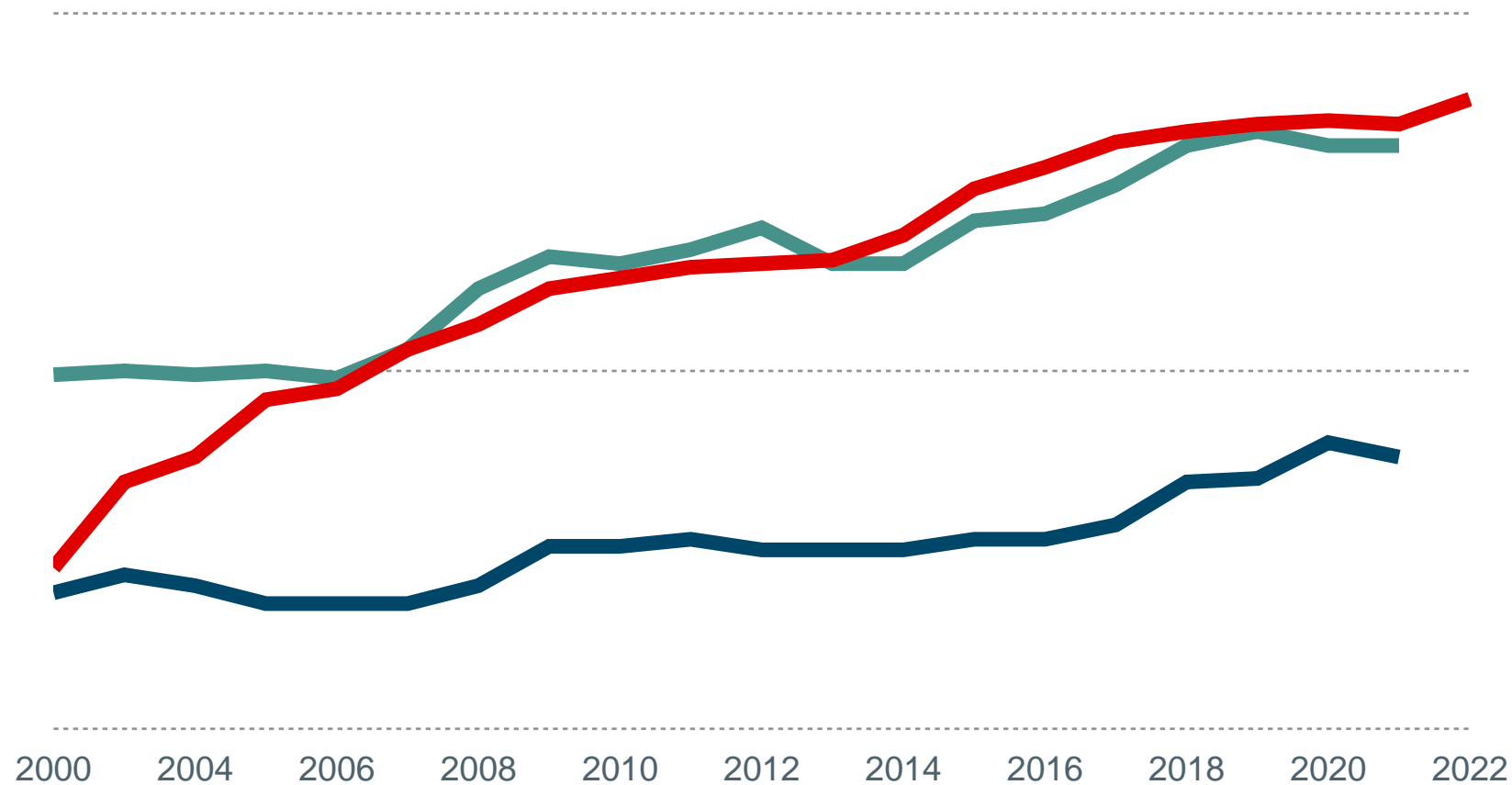
> Why Austria?





R&D Expenditures Grow Above Average

As a percentage of GDP

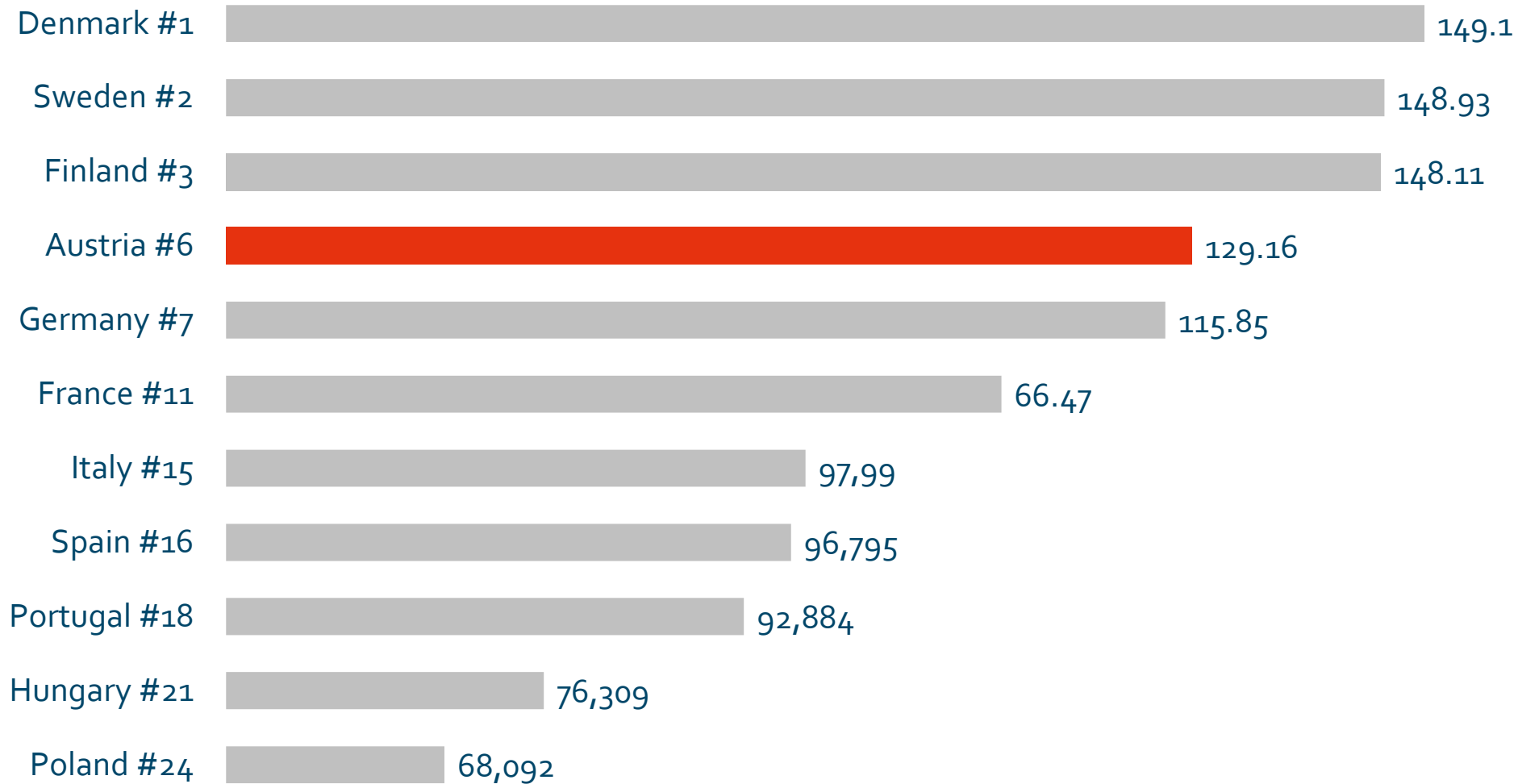


3.26 Austria
Germany

EU

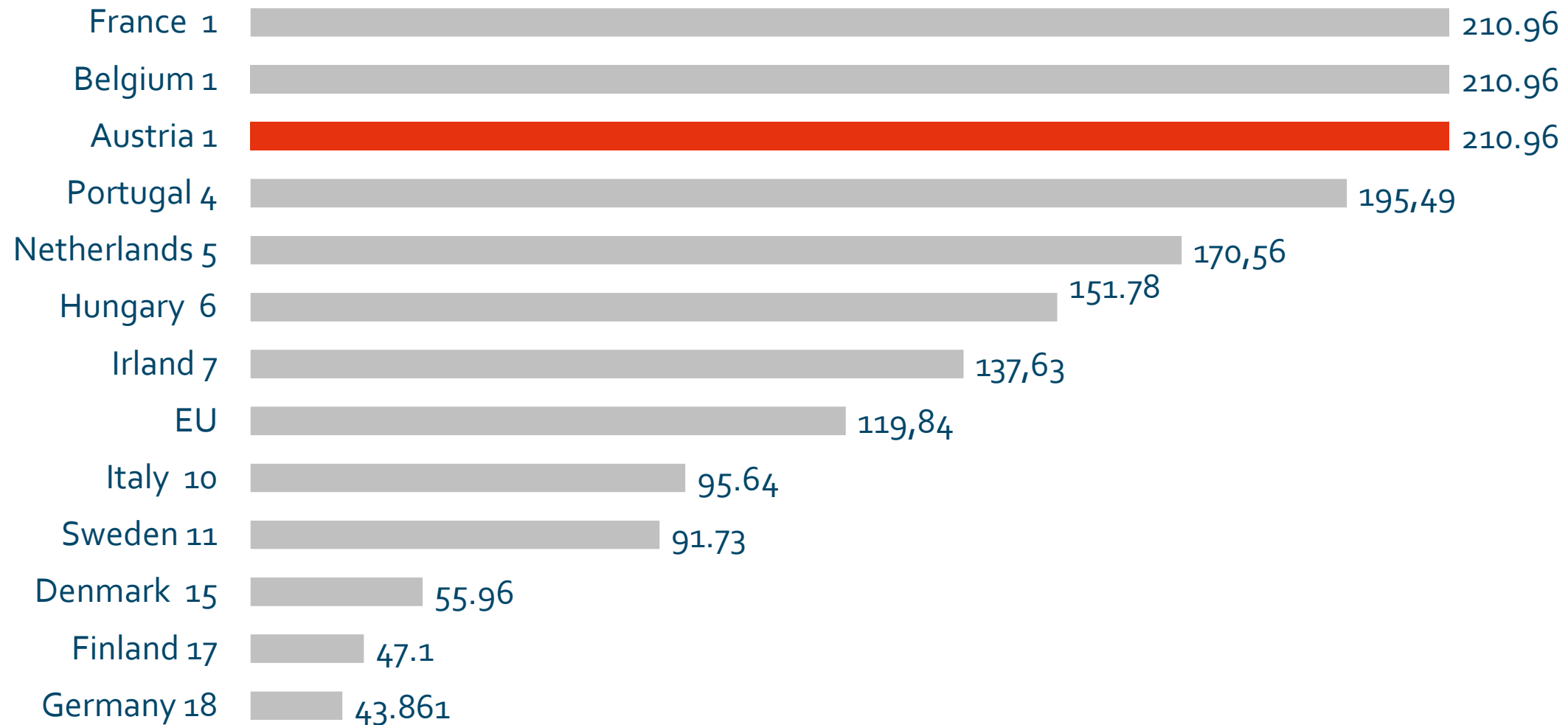


> Strong innovator – #6 in the EU





Direct & indirect R&D incentives for companies



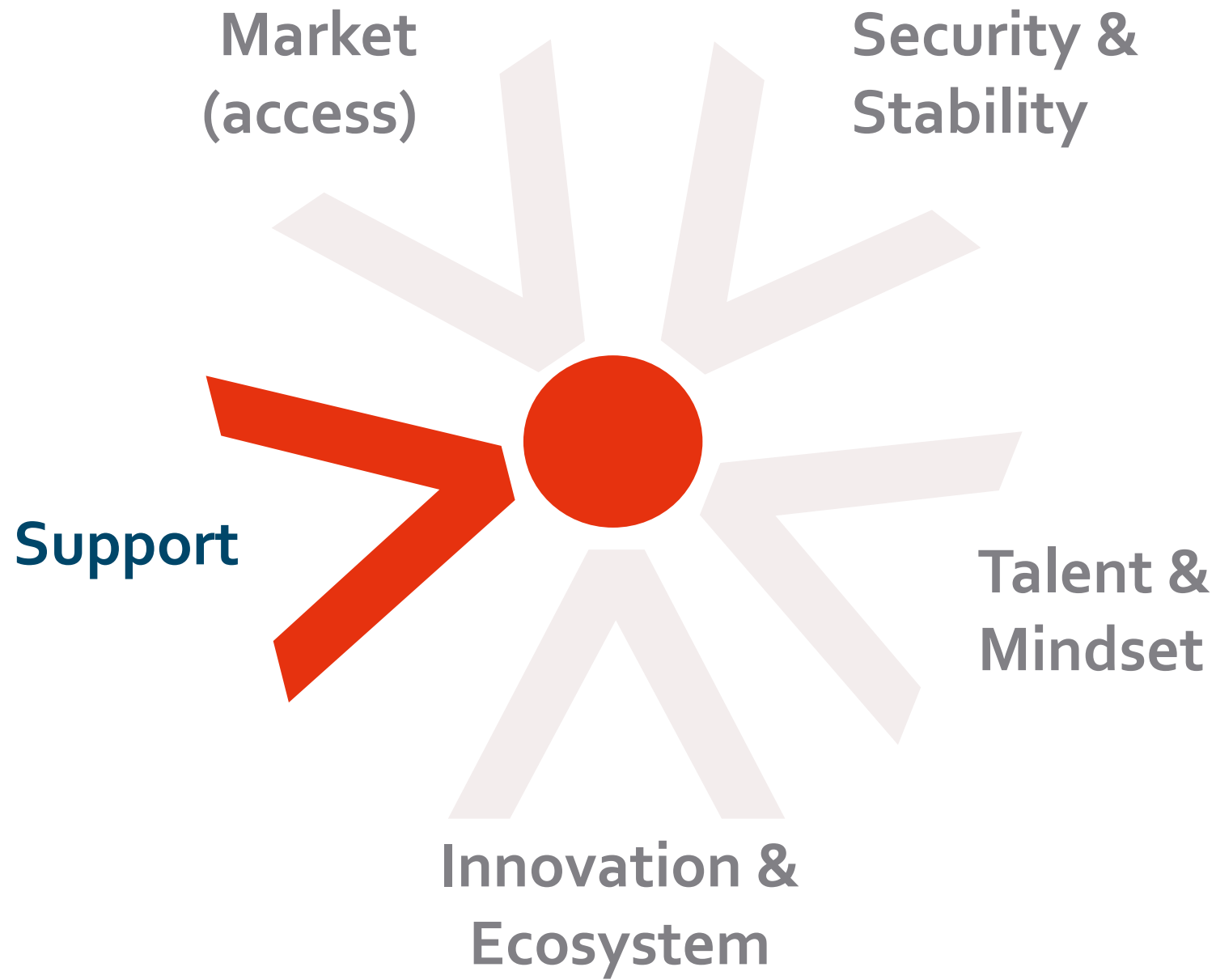
> Investor-friendly tax system



"Image Source RF / Monty Rakusen / Westend61"

- Corporate tax rate: 24%
(Gradual reduction to 23% by 2024)
- Modern group taxation
- Tax premium for R&D: 14%
- No trade tax
- No net worth tax
- No wealth tax
- No inheritance/gift tax
- Double taxation treaties

> Why Austria?



> Dual system for supporting R&D

Direct incentives

Federal agency (FFG)
Mix of cash grant and
subsidized low interest
rate loans



Indirect incentive

Cash tax grant: **14 %**

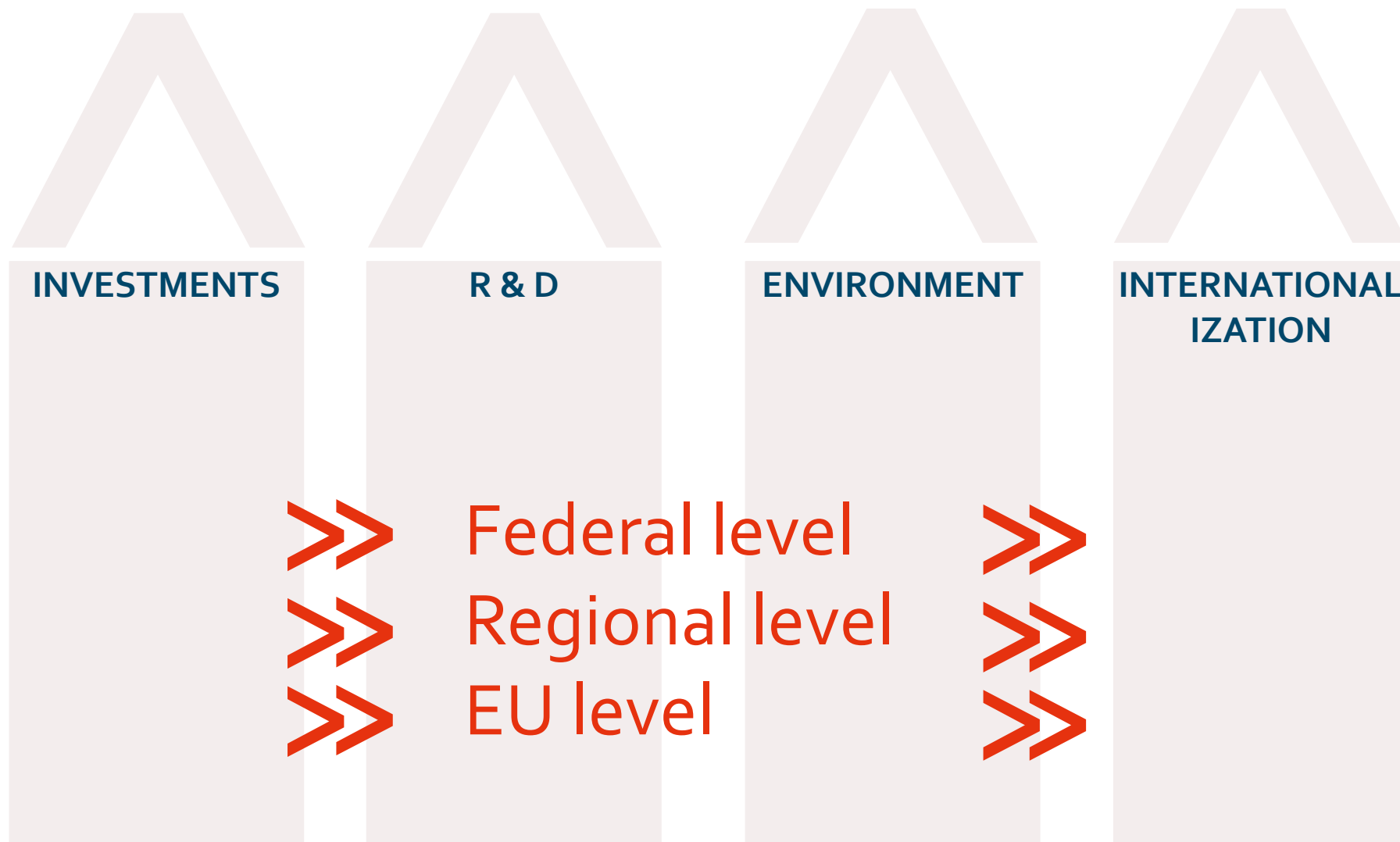
- Costs of staff and material
- 3rd party research up to 1 Mio. €

Requirements:

- Expert opinion by FFG



Four main funding lines



> Comprehensive funding system

Climate &
Transformation
Package - € 600
Mio.

Twin Transition
—
€ 200 Mio.

H2
Package
—
€ 400 Mio.

Green
Frontrunner
— € 20 Mio.

E-Mobility -
€120 Mio.

AI Mission
Austria - € 22
Mio.



burgenland
wirtschaftsagentur



Proud Home to...



GoStudent

TTTechAuto

Tricentis



ANYLINE

blackshark.ai



LOGSTA

meister



refurbed

Storebox
Your Storage Next Door

tourradar™

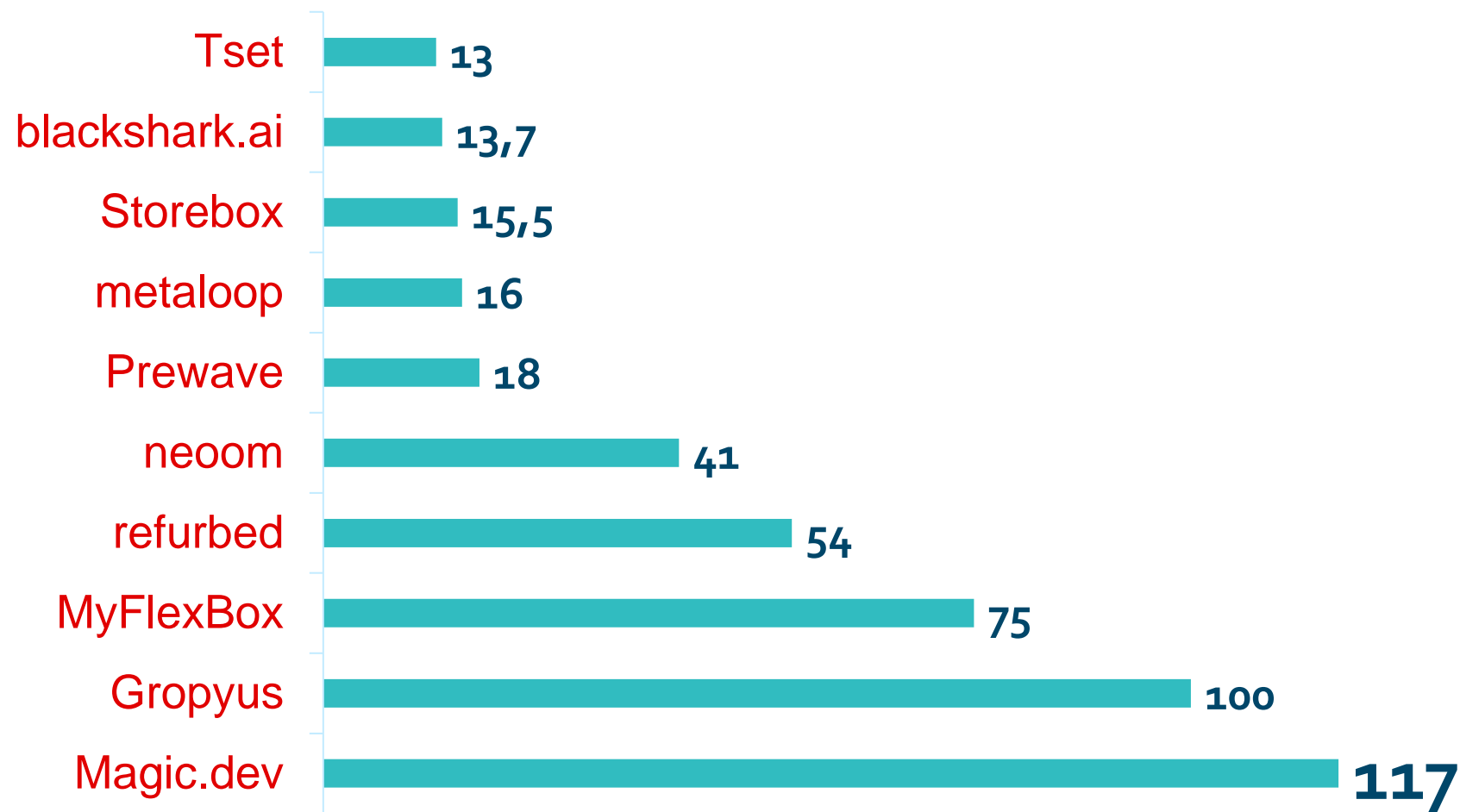
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U))) SOUND



The largest startup/scaleup investments in Austria

Total investment in million euro:





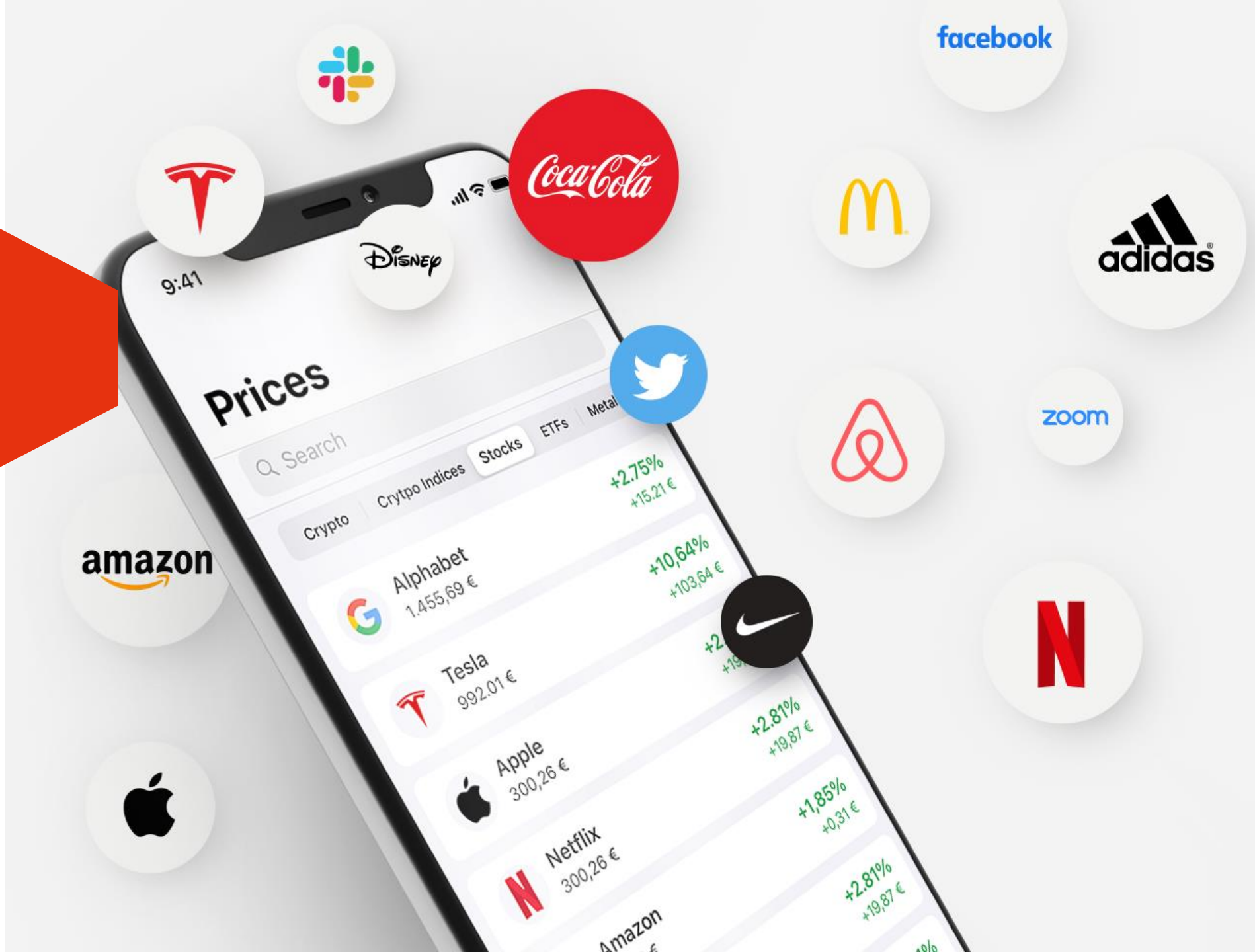






ELECTRA

B bitpanda





> Who we are?



INVEST
in AUSTRIA



WORK
in AUSTRIA



FILM
in AUSTRIA

> Adding value to the Business Location

Promote Austria as Business
Location internationally

Accompany international
companies in investment
process

Support international
companies expanding in
Austria

 Thank You



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The background is a panoramic view of a mountain range under a blue sky with white clouds. In the foreground, a green grassy slope leads down to a rocky cliff edge. A large, 3D red 'A' logo stands on the grass. A white arrow points from the left towards the word 'Questions?' which is written in white text.

Questions?