

Special edition | en
Edited by the Austrian Federal Economic Chamber
ADVANTAGE AUSTRIA



FRESH VIEW

Special edition:
Austria's Born Global Champions V





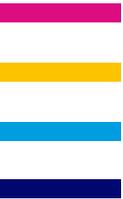
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www.advantageaustria.org





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ULTIMATE FLEXIB ILITY



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"Austria's Born Globals, with their fresh ideas, innovative products and the fact that they have focused heavily on international markets from the very beginning, represent some of the most impressive success stories in the domestic export industry."

Harald Mahrer

President of the Austrian Federal Economic Chamber



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"As experts in internationalisation, we will be happy to assist you in contacting the mentioned Born Global Champions and other promising Austrian Start-ups. Our network of local offices in more than 70 countries is at your disposal to help you find suitable innovative partners who can contribute to the future success of your business."

Michael Otter

Director General of ADVANTAGE AUSTRIA





Born Global Champions and Born Global Innovators - The Game-Changers in Business

In contrast to the path which is traditionally taken when a business is internationalised, where activities firstly focus on the domestic market, a rising number of entrepreneurs - the so-called “born globals” – are incorporating globalisation into their business strategies from the very beginning.

They serve clients worldwide, providing new, innovative products and services and often act as game-changers in their respective fields of expertise. This phenomenon has grown rapidly in recent years, becoming increasingly important and gaining momentum.

Born global enterprises compete in the global market right from the start or often create completely new markets. This occurs either by introducing totally new ideas or by creating niches in the market by combining existing ideas with new solutions. This strategy usually implies the readiness to take additional risks, to aim at faster growth, to deploy necessary resources, to quickly adapt to new markets and to develop advanced managerial skills.

For the purpose of the fifth edition of this brochure the term “born global” has again been defined as follows:

- foundation of the company in 2013 or later
- company with an international focus
- innovative product or service
- international growth as one of the company’s main priorities

On the following pages you will find a selection of Austrian companies which meet these criteria, companies which will probably change our future with their innovative ideas for everyday life. A short summary of their exciting products and services are included, as well as their contact details. If you are looking for a company in a specific sector please consult the index.



CRE
ATIVE
APPR
OACH
ES

Abacus Accounting Technologies GmbH

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Abacus Accounting Technologies is an artificial intelligence software that organises and automates financial processes for small and medium sized enterprises and accounting service providers.

The Abacus Intelligence self-learning software enables customers to save time, increase accuracy and improve collaboration with customers, suppliers and partners. Thousands of customers use the multi-language platform in numerous countries and the self-learning software adapts automatically to local requirements.

Interest in a cooperation:

Global growth requires strategic partnerships to take advantage of the expertise and experience of existing corporations in foreign markets. In return, Abacus Accounting Technologies brings added value to the partnership (e.g. with regional/global tax advisors or software companies) by providing distribution rights for a unique self-learning financial software.





Anco Animal Nutrition Competence GmbH

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ANCO is first to market in the global animal feed industry with its gut agility activator. Anco FIT reduces energy-consuming stress reactions in farm animals, resulting in more cost-effective feed in competitive animal production without the use of antibiotic growth promoters. The novel gut agility concept of this feed supplement increases resilience to stress factors in pigs, poultry and ruminants by natural means.

ANCO is an Austrian feed additive business which is globally active in the development of safe feed for sustainable and competitive animal production with cost-effective feed solutions. The company concentrates on what matters most to their customers and what works best for animals. This approach drives their business decisions and accounts for their success.

Interest in a cooperation:

Looking for distribution partners in the following countries: Japan, Korea, South Africa, UK and Benelux to expand the global representation of its feed additives.



Artive GmbH

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Artive is a Viennese start-up founded in 2017. Artive is an easy-to-use augmented reality tool that enables artists, galleries and museums to add a digital layer to a physical artwork. It offers a new and innovative means for the audience to interact with art. Visitors only have to use their own smartphones or tablets in order to experience the layer of augmented reality.

The Artive app is available free of charge from Google Play and Apple App Store. Further information and download at <https://artive.com>.

Interest in a cooperation:

Searching for partners interested in a cooperation such as cultural institutions, museums, artists and creative minds from around the globe.





Bikemap GmbH

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Bikemap, the leading digital platform for cycling maps and navigation. More than 3 million users in 100+ countries have uploaded 450 million kilometres of cycling routes. Derived from user-generated cycling routes, the algorithmically generated “heat map” provides cycling activity data all around the globe and is used to provide superior bike routing, (offline) map technology for e-bikers, city bikers, mountain bikers and others.

Bikemap strives to create the best cycling map in the world on your smartphone. This includes information on bicycle pumps, service stations, bike parking spaces, shelter, watering places and e-bike charging spots and is available worldwide. As from 2020, new map features will be implemented to enable cyclists to report construction sites, fallen trees, potholes, gravel and anything else relevant while cycling in the city or in the wild. This enables the worldwide cycling community to stay up to date and keep fellow cyclists informed by reporting to Bikemap.

Interest in a cooperation:

Looking for investors and cooperation partners in the fields of transport, mobility, travel and tourism, as well as the sports and leisure industry.





Butleroy GmbH

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Butleroy is your personal butler for your pocket. The butler, whose name is Roy, can now take care of your time management. Thanks to artificial intelligence he is able to schedule appointments and your to-dos in the blink of an eye. In doing so he takes a lot of other factors into consideration, such as whether the appointment is work related, if you have enough spare time, what time of day is best for you, if the weather is nice and much more.

Roy can not only plan intelligently for you, he can also show you the best restaurants in town, call you a taxi for the next appointment, find time for your weekly workouts and learns from your preferences and habits. From now on you have your own personal butler.

Interest in a cooperation:

Looking for partners in the tourism industry (intelligent holiday planning, smart butler services on site during travel) and in businesses that need a solution for arranging appointments with their customers.



Byte Heroes GmbH

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HERO's aim is to bring back the fun and enjoyment to betting by making it possible for people to challenge their peers. The number one goal is to change today's centralised way of online betting. Centralised systems create excessive risks for users, such as the exploitation of user data, prohibitive legal regulations, vulnerability to manipulation and denial of withdrawals.

The team started to further explore how blockchain technology can be used to help solve these problems. HERO was born - designed as a decentralised ERC20 token on the Ethereum blockchain and the first Austrian ICO and cryptocurrency! This means that they are both technical and legal pioneers in the EU.

Interest in a cooperation:

HERO is very interested in meeting international investors of \$3,000,000+ who will contribute to the realisation of the company's vision, support the internationalisation of the company and would like to accompany the HEROES on their way.



Coachfox GmbH

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DerButton provides an all-in-one solution for the efficient handling of customer appointments. Specially designed for the individual needs of professional service providers such as consultants, lawyers, doctors, coaches, etc., the tool automates the entire customer interaction process.

With DerButton, professionals can display their real-time availability online (synced with their own calendars), enable their customers to book appointments with them directly on their personal booking profile, conduct meetings via video call or in a personal face-to-face meeting and collect payment for everything online. This means that professionals can finally focus on what they do best, while DerButton takes care of the rest.

Interest in a cooperation:

Looking for investors, partnerships with companies in the software sector and potential B2B clients preferably in DACH or English-speaking markets.



WWW.DERBUTTON.COM



©: A1/APA-Fotoservice/Hörmandinger
Fotograf/in: Martin Hörmandinger
The DerButton founding team

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DREIKANT is a trio of crafts enthusiasts who have set out to furnish the world with beautiful, inspiring pieces made of wood and steel. Each object is unique, painstakingly handcrafted from regional raw materials. Unique woods are combined with raw steel elements. The customers appreciate the innovative design, which is far from mainstream.

The start-up was founded in 2016 by Matthias Lienbacher, Stefan Rehrl and Mario Siller. Meanwhile their team consists of 8 motivated team players. From their 300 m² showroom in Hallein, the young entrepreneurs are already supplying customers throughout Europe with furniture of the highest quality, tailored to their individual wishes. DREIKANT not only wants to produce unique pieces but also to distinguish itself as a brand.

Interest in a cooperation:

DREIKANT are looking for exclusive partners worldwide who are interested in a cooperation, as well as architects and lateral thinkers who offer their customers special solutions in the fields of furnishing and design. Thanks to a unique configurator and augmented reality, the young company has their finger on the pulse of time. Their goal: to inspire customers all over the world with their unique DREIKANT products.



Drone Rescue Systems GmbH

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Drone Rescue Systems GmbH (Ltd), winner of the European Satellite Navigation Competition 2016, is targeting the steadily expanding market for commercially used drones. Although there are countless drone providers, the company has recognised a large gap in the market: safety - both personal safety and protection against property damage. The fully autonomous safety device is able to detect any kind of malfunction and subsequently deploy a parachute automatically.

In case of emergency, the parachute will slow down the drone's descent, thus protecting the equipment, objects and bystanders on the ground. Future regulations will call for such a safety feature for drones in commercial usage (like drone delivery), which means there is a huge market for Drone Rescue Systems.

Interest in a cooperation:

In order to serve the growing market for professional drones, the company is in search of financiers, as well as partners with good connections to the commercial drone network. A perfect investor should ideally be both.



EET - Efficient Energy Technology GmbH

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Renewable energy which is affordable, easy to access and reliable – that is what the Austrian start-up EET is aiming for with their innovative photovoltaic and storage system, SolMate. SolMate is a solar solution for urban citizens, which can easily be installed by anyone by simply plugging it in.

The system consists of five lightweight, semi-flexible photovoltaic panels and a small storage device. The panels are placed on a wall, balcony, fence, etc., connected to the storage device and the storage is plugged into a regular wall socket. SolMate produces renewable electricity and provides it to the household when it is needed. The intelligent power injection is based on EET's patented measurement technology. That is also what makes SolMate unique: the ability to detect the power consumption of the household from any wall socket without additional hardware.

Interest in a cooperation:

EET is currently looking for partners in all European countries for distribution activities. Find all information of SolMate on www.eet.energy and feel free to contact the company at any time.



eologix sensor technology gmbh

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The technology company eologix develops and produces innovative, retrofittable sensor solutions for smart surfaces. The energy yield of wind turbines can be increased through the instalment of multiple autonomous, thin and flexible sensors for precise ice detection and temperature measurement on rotor blades. This enables the safe and optimal operation of turbines in areas where there is a risk of icing.

Certified by DNV-GL and patented, the unique eologix sensors are mounted directly to the surface of the rotor blades. They are easily applied during production, construction or retrofit of any turbine, old or new. Further solutions for blade and power train condition monitoring are currently being introduced into the market.

Interest in a cooperation:

Looking for cooperation partners in the field of condition monitoring in industry and harsh environments.



FARMDOK GmbH

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FARMDOK is an Austrian AgTech-startup founded in 2015 which develops farm management systems and smart farming technologies. The four founders, Andreas, Johann and Peter Prankl and Franz Heinzlmaier, are a team of agriculturists and engineers who help farmers to easily manage their farms.

FARMDOK uses GPS driving pattern analysis based on low-cost mobile devices to automatise the recording of farming data. Agriculturists benefit from a reduced workload, greater comfort and safety, while at the same time observing legal requirements. Contractors receive a basis for their calculation through the automatic determination of the processed area, as well as work and transit times without any additional effort. In this way FARMDOK supports farmers on their way into the digital age.

Interest in a cooperation:

FARMDOK is looking for sales and distribution partners

- who have contact to a large network of farmers
- who want to offer an independent, digital farm management solution to their customers
- who are interested in a long term partnership and
- want to represent and advertise FARMDOK in new markets.

Target markets: SK, CZ, RO, PL, IT, ES, DK



Fretello GmbH

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Fretello is an AI-powered learning platform for guitar players. The mobile app uses top-notch technology to listen to the user play the guitar, provide feedback and seamlessly adapt to the progress being made. The customisable lessons combine theory and practice to create a unique, slick experience for the user.

Fretello listens and seamlessly adapts to the progress being made. Feedback is given every time the guitar is played. The fun and engaging exercises are tailored to the musician's individual goals and lead to rapid improvement. Fretello teaches you how to play riffs, licks and solos like a pro and to improvise freely when playing along to a song. Practice cannot be avoided but Fretello makes it much easier.

Interest in a cooperation:

Looking for strategic partners from the music industry, i.e. music publishers and labels, as well as retailers and merchants who are looking for innovative ways to upsell their services. Also searching for partners and investors in the Ed-Tech industry, who want to help provide a comprehensive and high-quality music education that everybody in the world can afford.





GP Motion GmbH

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The GP Motion GmbH is a Carinthian company based in Villach. The main product is add-e, a small, modular, light and powerful add-on kit which turns every bike into an e-bike within the shortest of time. add-e closes the gap between wanting an e-bike at the same time a good traditional bicycle. Now there is no need to choose between these two options.

add-e is a true lightweight champion, weighing only 2 kg including battery. It is barely visible on the bike itself and, with up to 600 W power, it is also very powerful. One of the core interests of this product is not just the saving of resources in bicycle production, but also to persuade people to use their bike more often, rather than their car. add-e's worldwide availability means that the GP Motion GmbH operates in different countries and in doing so takes e-bike technology to the next level.

Interest in a cooperation:

GP Motion GmbH is interested in cooperation partners who are involved in battery technology, as well as e-mobility. The company is also looking for motivated partners to develop B2B business in various countries.





Haufe Advisory GmbH

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HAUFE.

Haufe Advisory matches organisations with highly qualified consultants and business coaches via an innovative online platform. Haufe Advisory clients benefit not only from high efficiency – custom-fit profiles are delivered within 48 hours – and full transparency in the search process, but also from the expertise of the company's highly experienced management consultants and business coaches, all of which have to go through a multilevel selection process.

Founded in 2015 as KLAITON, Haufe Advisory is now a proud member of the Haufe Group, hence the new name as of April 1st 2019.





Holo-Light GmbH

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The Holo-Light augmented reality company is driving digital transformation by creating AR/MR solutions for industry 4.0.

During its first years of operation, the rapidly growing tech-enterprise has garnered a great deal of attention and numerous awards thanks to its multitude of practical and professional applications for use along the entire value chain e.g. for product presentations, training purposes, quality control, maintenance and more.

Interest in a cooperation:
Holo-Light will be pleased to talk to any potential investors or partners interested in a cooperation.



Insta Communications GmbH

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Instahelp is a digital health platform whose vision is to increase health standards by providing simplified access to professional care. Instahelp's online counselling service offers people the chance to talk to an experienced psychologist within 24 hours after initial contact. Counselling is carried out online and is available 24/7 as a text chat, audio or video.

As more than 117 million people in Europe are affected by mental health issues, Instahelp provides an innovative solution to a huge social problem. While maintaining a strong focus on quality, Instahelp was able to digitalise and internationalise a high-context service such as psychological counselling and can now provide easy and flexible help to people in Austria, Germany, France, Switzerland and the UK.

Interest in a cooperation:

Currently looking for strategic partners in the insurance industry that are willing to integrate the topic of mental health into their portfolio.



Journi GmbH

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Journi Print is revolutionising the photo book industry. The Austrian start-up leverages the power of artificial intelligence to make the creation of photo books as fast and as easy as taking photos. Their algorithm analyses the uploaded photos and acts as designer to create the best layouts in just a few seconds.

The user can easily order the photo book directly from their phone with just one click. Following the excellent return in 2018, the company is heavily investing in further internationalisation with a particular focus on the European and US market. Use the code **ADVANTAGEA** to receive a 10% discount on your first photo book.

Interest in a cooperation:

The company has currently sufficient financial backing, would however be pleased to talk to anyone interested in future investment, above all in the USA, the UK or China.

© Alexander Wiesethaler





LOGOSHUFFLE GmbH

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LOGOSHUFFLE.com is an award-winning logo creation company based on artificial intelligence. All you need to do is enter your brand name and a few keywords, then you will immediately receive some logo suggestions. The user may then refine the resulting logos and buy them online. Packages between 29 \$ and 99 \$ are on offer.

A team of eight people based in Graz (Austria) are behind LOGOSHUFFLE. The main target groups are small and medium sized enterprises, startups, clubs and NGOs all over the world. The most important markets are the German-speaking region, the United States and Great Britain.

Currently the LOGOSHUFFLE team is working on a bunch of additional services such as branded documents, animated logos and bootstrapping websites.

Interest in a cooperation:

LOGOSHUFFLE is constantly on the lookout for suitable cooperation partners in the field of marketing automation so that synergies arise and the portfolio can be expanded.



Luke Roberts GmbH

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LUKE ROBERTS

With its smart “Model F” pendant lamp, the Vienna based company Luke Roberts wants to breathe new life into the existing lighting industry by enabling people to “paint the light” simply by using the companion app.

Thanks to the “Paint Your Light” feature, which is currently pending patent, and the unique directional lighting technology, Luke Roberts has developed a completely new level of lighting usability. The smart lamp enables you to illuminate every part of a room individually and to separately control both direct and indirect atmospheric light.

With over 300 LEDs and integrated AI, the Model F not only offers endless lighting possibilities but also learns from the user’s behaviour and adapts to it, taking smart lighting to the next level.

Interest in a cooperation:

Luke Roberts is looking for distribution partners both internationally and in the DACH region and is interested in national and international investors with expertise in smart home and lighting to share future success.



Mostly AI Solutions MP GmbH

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Enabling big data privacy!

Mostly AI's Synthetic Data Engine enables the simulation of realistic and representative synthetic data at scale through the automatic learning of patterns, structure and variation from existing data. It leverages generative AI with in-built privacy mechanisms to retain the valuable information, at the same time rendering the re-identification of any individual impossible. This provides as-good-as-real, yet fully anonymous data which can be freely processed, analysed and shared.

AI-generated synthetic data offers a fundamentally new approach towards the long-term challenge of big data anonymisation, and opens up a wide range of new opportunities on top of customer data assets.

Interest in a cooperation:

Mostly AI is currently seeking to expand to further verticals and is looking for cooperation partners in healthcare and govtech.

Go Synthetic! for Big Data Privacy

Unlock your big data assets, while keeping individuals' privacy 100% safe & secure.



Newsadoo GmbH

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newsadoo

Newsadoo is reinventing the newspaper as “Spotify for News”. The daily news consumption is digitally barrier-free and hence independent of the output form (smartphone, desktop, Alexa, smartTV, etc.). The news is always accessed from the same core so the system learns from the reader’s behaviour.

The business model creates a news ecosystem which means publishers can enjoy a considerable increase in digital revenue. Newsadoo is a technological project established by the Austrian companies Macher Media House, Catalysts and Pulpmedia and leading experts in the field of artificial intelligence, growth hacking and media.

Interest in a cooperation:

Newsadoo is currently building an international content partner network. Write to partner@newsadoo.com for details. Interested investors can also contact office@newsadoo.com.



piur imaging GmbH

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piur imaging's mission is to make medical imaging safer and more affordable through the innovative tomographic ultrasound solution PIUR tUS. PIUR tUS enhances regular ultrasound devices with a tomography function, which means that physicians can produce 3D diagnostic information without the side effects sometimes caused by current imaging technologies.

Optimised usability and a high degree of automation improve diagnostic workflows and communication between physicians, while eliminating the patient's exposure to radiation and harmful contrast agents.

With its solution for minimally-invasive procedures and a computer aided diagnostics platform, PIUR will extend its product portfolio in the coming years to retain its leadership in tomographic ultrasound solutions.

Interest in a cooperation:

piur imaging is currently looking for investors for an Series A investment round with a total of EUR 2 million. Furthermore the company is in search of strategic partners for the national and international distribution of its products.



Powerinsole VertriebsgmbH

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The Powerinsole® - The innovative high-tech product

More energy, higher performance, increased concentration and faster recovery – all possible with the Powerinsole® active! Doctors, physiotherapists, professional and amateur sportspeople, as well as many others, are already convinced of the benefits of Powerinsole®, which is reflected in the large amount of positive feedback on faster recovery, better endurance, less fatigue, higher concentration, less pain after injuries and much more.

Thanks to its simple application, the Powerinsole® may be used by anybody. It is simply attached adhesively to your shoe. It can be used flexibly – for sports, at work or during leisure time – and you can switch it from one shoe to another.

Interest in a cooperation:
Looking for distributors all over the world. Investors are welcome.



PREWAVE GMBH

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Prewave was founded in 2017 and is based on five years of advanced machine learning research conducted by co-founder Dr. Lisa Smith at the University of Technology Vienna. Prewave's technology enables the generation of risk intelligence for its clients, based on worldwide social media and news data.

A working prototype for supply chain management applications has already been successfully evaluated by a leading global logistics provider and the technology is envisaged to also create substantial benefits for further markets, such as sustainability and insurance.

Interest in a cooperation:

Prewave would like to cooperate with industrial companies with complex supply chains who are in search of more transparency, resilience and sustainability in their supply chains.





SCUBAJET

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SCUBAJET is a flexible electric jet system for almost all kinds of popular water sports equipment and, at the same time, the smallest dive scooter on the market.

The innovative technology, compact design and the low weight of 3 kg make it the ideal companion in the water. In addition, the powerful underwater engine sets new standards: it generates 20 kg of thrust and reaches a speed of up to 8 km/h.

The rechargeable batteries, which run for up to 3 hours, transform SUP boards, canoes, kayaks or small boats into reliable pieces of electronic sports equipment in no time at all.

Interest in a cooperation:

SCUBAJET is currently building up an international reseller network and is open to cooperation proposals.



Senseforce GmbH

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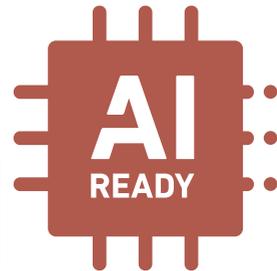
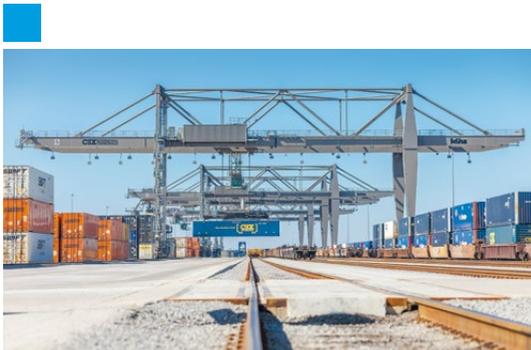
SENSEFORCE

Senseforce enables SMEs in the machine industry to boost data-driven decision making and digitise their companies. Their cloud-edge IIoT-Platform enables clients to collect, process, manage, analyse and secure any type of data, at massive scale. In addition, their flexible application allows any user, without coding skills, to run advanced analytics.

Senseforce helps people working in service, engineering, purchasing, sales, construction and management departments to increase efficiency, reduce costs, improve communication, accelerate new service-based business models and strategically manage customer, vendor and contractor relationships.

Interest in a cooperation:

The company is looking for cooperation partners in the mechanical engineering industry in the DACH region.



Skyability GmbH

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Skyability is a full service provider of professional drone services in the industrial and surveying sector. Their work with drones equipped with the most precise and accurate sensors on the market means that they are the national leader as far as technology and service in the field of drones are concerned.

Inspection with high resolution RGB and thermal cameras, as well as surveying with photogrammetry and laser scan technology, has a high economical and safety potential and is about to set new standards in many inspection and surveying applications.

Interest in a cooperation:

The company is not looking for investors but is highly interested in developing partnerships all over Europe to build up a network to supply the best possible drone service!



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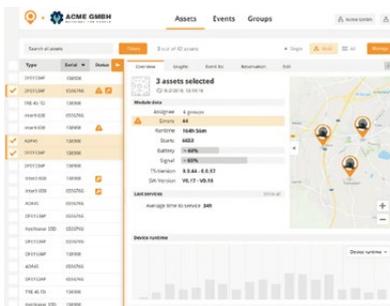
ToolSense was founded in 2017 as a spin-off from the incubator of the University of Applied Sciences Technikum Wien by Benjamin Petterle, Rostyslav Yavorskyi, Stefan Öttl and Alexander Manafi.

Together with a friendly electrician, they developed the first version of an IoT solution. The goal: the cost-effective and energy-saving networking of power tools.

The company has developed the ultra low-cost, low-energy ToolSense IoT solution for construction and cleaning machines. More than 20 machine manufacturers in Europe and the USA are working with ToolSense to digitise their machines. Numerous trade and service providers rely on ToolSense Asset Management.

Interest in a cooperation:

ToolSense is not actively searching for new investors but is interested in networking with investors that are specialised in B2B, Enterprise SaaS, AI and IIoT.



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“A ventilation system that transports nature and the benefits of the Austrian stone pine into your room.”

The Austrian stone pine can be found solely in the Alpine region, at altitudes of 1600m and above. This rare type of pine tree is known for its resilience and resistance. Due to the harsh natural environment, such as storms and snow, these trees produce exceptionally large amounts of revitalising sap and essential oils. These oils can have a positive effect on your body and health.

zirb. produces high quality, plastic-free air ventilation systems to bring the smell, feel and the beneficial effects of Alpine nature and the Austrian stone pine scent into customers' homes.

Interest in a cooperation:

Looking for long-term, international partnerships for further growth, specifically in distribution and especially in Scandinavia (Sweden, Norway and Finland) and Europe. If you share the company's vision of bringing the benefits of Nature into the modern room, zirb. will be happy to discuss possible synergies and next steps of action.



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