

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

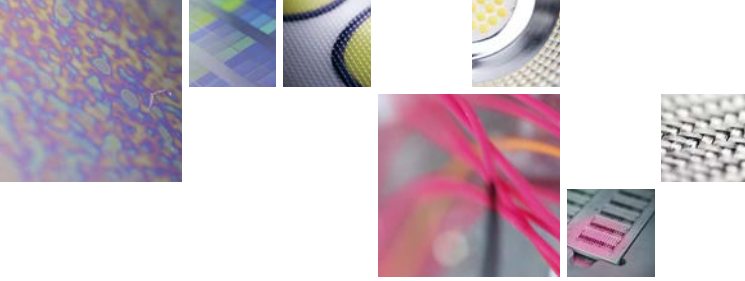


FRESH VIEW

Special edition:

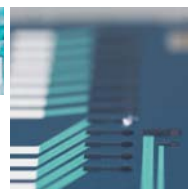
Austria's Born Global Champions IV





SUR PRIS INGLY INGE NIOUS

www.advantageaustria.org





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Disclosure according to §25 Media Act:

FRESH VIEW is the international magazine showcasing the Austrian economy • Publisher, media owner and editorial: Austrian Federal Economic Chamber, ADVANTAGE AUSTRIA, A-1045 Vienna, Wiedner Hauptstraße 63, T+43/590 900-4491, W www.advantageaustria.org • Publisher: Service GmbH of the Austrian Federal Economic Chamber, A-1045 Vienna, Wiedner Hauptstraße 63 • Concept: ADVANTAGE AUSTRIA • Editor in chief: David Bachmann • Text: ADVANTAGE AUSTRIA • Original design: ADVANTAGE AUSTRIA and Inhouse Media/Inhouse GmbH of the Austrian Federal Economic Chamber • Graphics: lucid.at • Project management: Bettina Trojer • Coordination/Assistance: Birgit Zehethofer • Cover and stock images: ADVANTAGE AUSTRIA • Print: Wograndl Druck GmbH, A-7210 Mattersburg

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ULTIMATE FLEXIB ILITY

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.



© BMDW

"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

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.



"As experts in internalisation, 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

It is obvious that this endeavour is highly challenging and requires the support of stakeholders and companions in order to be able to succeed and scale up. These "Born Global Innovators" accelerate - with their long business experience, basic know-how and international network - the "Born Global Ventures" and profit themselves by rolling out new innovative business models.

For the purpose of the fourth edition of this brochure the term "born global" has again been defined as follows:

- foundation of the company in 2012 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 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 OACHES

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COMMODO HOUSE

COMMODO HOUSE is the first house that grows with you. The module houses created by COMMODO HOUSE GmbH close the gap between expensive houses built by architects and the lack of design on the prefab house market.

Since its inception in 2012, COMMODO HOUSE has been providing flexible living solutions that can be customised. Thanks to the variable modular system, relocation, expansion or spatial changes are no longer a problem.

The prefabricated modules are made exclusively from ecological and healthy building materials and are delivered ready-to-use to the customer. High-quality and state-of-the-art technology in a superior design characterise the innovative products of COMMODO HOUSE.



easE-Link GmbH

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Easelink is a high-tech startup based in Graz, Austria, whose vision is to set the industry standard for EV charging.

Matrix Charging®, the company's core product, is a patent-protected solution that both significantly reduces charging times and radically increases charging convenience by automating the vehicle connection and charging process. Even the shortest of parking stops can be used for convenient electric refuelling, unlocking completely new mobility concepts and preparing e-mobility for the advent of autonomous driving.

Easelink is a partner to some of the world's leading automotive OEMs, tier1 suppliers and infrastructure providers.



Credi2 GmbH

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With its "cashpresso" payment system, Credi2 GmbH provides an easy means of consumer financing.

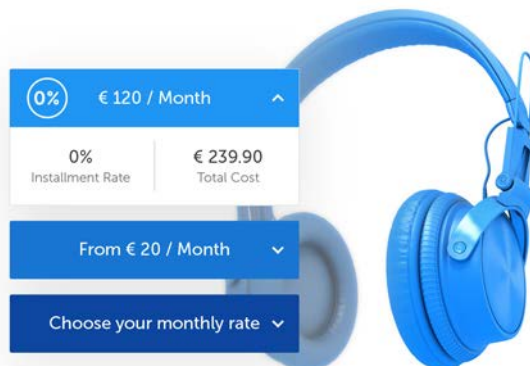
cashpresso enables customers to enjoy more financial freedom in paying for online purchases through flexible, monthly instalments.

cashpresso accounts are revolving credit lines so customers only need to sign up once. This can be carried out completely online and the cashpresso account is then ready for immediate use.

For e-commerce merchants, cashpresso can be easily integrated as a flexible payment option to increase sales and conversions. To further boost sales, special conditions such as 0% financing are available. In the banking sector cashpresso cooperates with Braunschweigische Landessparkasse, whose clients can use cashpresso as an "express-overdraft".

Interest in a cooperation:

cashpresso offers the fastest, all-online solution in consumer and goods financing in Germany and Austria. cashpresso is interested in meeting online merchants, banks and innovators in the risk-space.



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Finnest is a digital corporate finance marketplace where successful, established companies raise mezzanine capital and senior debt.

On Finnest.com companies raise mezzanine capital via crowdfinancing, taking advantage of marketing and customer loyalty effects such as paying interest in kind and vouchers instead of cash. On FinnestPro.com companies raise long-term debt from institutional investors and financial institutions via promissory notes.

Finnest provides the legal framework, secure datarooms, standardised automated documentation, auctioning tools for interest rates, automated agency procedure and, of course, a wide community interested in investing in great companies.

Interest in a cooperation:

Finnest is always in search of exciting companies to present them to private investors (via crowdfinancing) or institutional investors and financial institutions (via debt financing).



JobRocker International GmbH

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JobRocker.

JobRocker is the first digital headhunter to combine an innovative matching-technology system and top personnel consultants.

Following free and discrete registration, job seekers receive customised job offers that correspond to the field of activity and salary they are looking for. If there is a match between the profile and a position, the candidate receives a job offer.

JobRocker discovers the best candidates for companies. After a technological pre-selection each candidate is interviewed by a JobRocker consultant. Thanks to the combination of technology and consultants, it is possible to find the right candidates very quickly for a small flat-rate fee.



GoStudent GmbH

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**GoStudent**

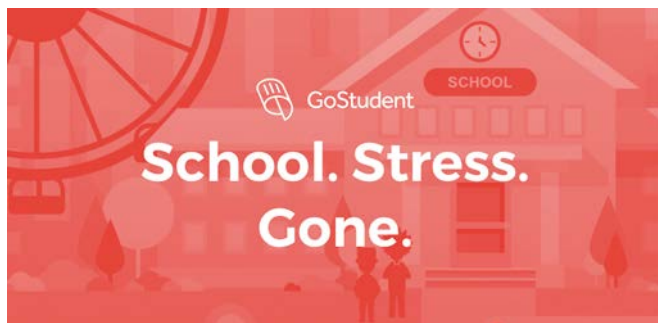
Most of the tutoring or learning options which are available no longer answer the true needs and expectations of today's students. They often have nobody to turn to while doing homework because teachers and parents do not have the time or knowledge to help. Offline is often expensive and unpopular amongst teens, while search engine results mostly deliver inaccurate answers.

GoStudent solves this problem by providing a chat-based tutoring platform where students (10-20 years old) can get 24/7 free help with all their school-related questions. Questions are answered by other qualified students and tutors. In the premium section students can schedule online tuition classes via chat with their favourite tutor.

Interest in a cooperation:

GoStudent is looking for distribution partners for the online tutoring lessons in the DACH region and internationally.

GoStudent is also looking for investors with a strong interest in fast-growing consumer platforms.



Robo Technologies GmbH

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Robo Technologies are the developers of Robo Wunderkind - the first modular robotic kits on the market which enable kids aged 5+ to start building and programming robots in just minutes.

Following the successful campaign on Kickstarter (256K within 10 weeks), Robo Wunderkind has users in 60 countries and aims to revolutionise the way primary and secondary school children learn about modern-day technologies.

Like never before, intuitive apps and smart modular robots transform the learning of such vital skills as coding into a fun and engaging experience.

Interest in a cooperation:

Robo Wunderkind is looking for investors and cooperation partners to expand its outreach in North America and Asia.



Unispotter GmbH

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Unispotter is transforming a broken industry and putting an end to the marketplace for higher education agents. By digitising 80% of the agent process and adding a super high level human touch where necessary, Unispotter is able to convert leads to enrolled students 45x better and at half the cost of classic agents.

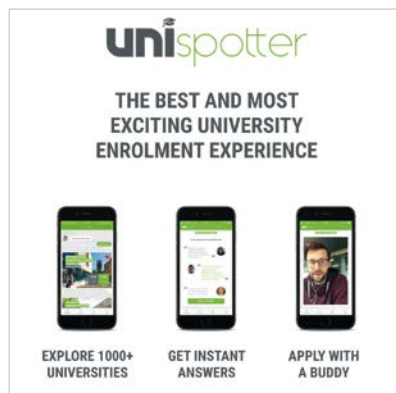
For students, Unispotter is the destination for every step in the university application journey - adding ease, accessibility and transparency. Students can explore universities while experienced application coaches lead students via an app through the application process.

For universities, Unispotter is an efficient and reliable source for international student recruitment.

Interest in a cooperation:


India: partnerships with organisations in higher education

US/Canada/UK/Australia: expanding university partnerships




unispotter


**THE BEST AND MOST
EXCITING UNIVERSITY
ENROLMENT EXPERIENCE**



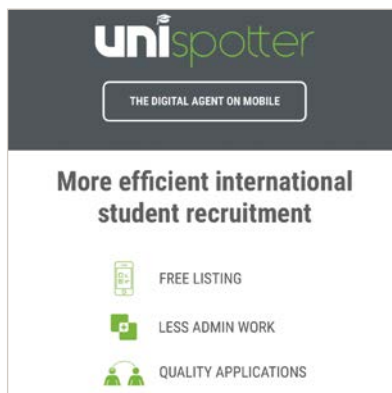
**EXPLORE 1000+
UNIVERSITIES**



**GET INSTANT
ANSWERS**




**APPLY WITH
A BUDDY**




unispotter

THE DIGITAL AGENT ON MOBILE


**More efficient international
student recruitment**



FREE LISTING



LESS ADMIN WORK



QUALITY APPLICATIONS

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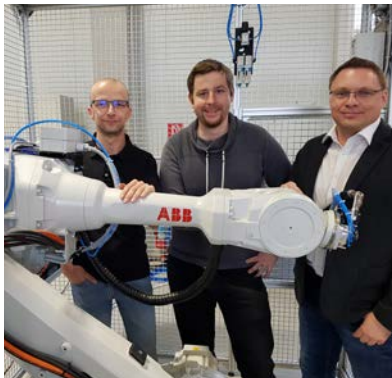


SEP GROUP is a young, creative and upcoming company in software engineering and special purpose machinery manufacture.

SEP develops and programmes entire software solutions, robot-based automation and processing plant and special purpose machinery for high-tech mechanical engineering, as well as for customers from the automotive-, aerospace-, electronic- and metal working industries, foodstuffs, drinks and the tobacco industry.

SEP accompanies its customers, from the initial idea right up to the realisation of the turnkey system. SEP stands for know-how, quality and innovation. Where others reach their limitations, SEP starts!

Shifting Limits – Establish Future – Partner for Solutions



DIE KOJE Christian Leidinger GmbH

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DIE KOJE, a carpentry in Vorarlberg, was founded by Christian Leidinger in 2012 with the objective of making beds out of stone pine.

This special wood is said to have a positive effect on cardiac performance and thus on the quality of sleep. The straight and timeless appearance is characteristic of all KOJE furniture and is achieved by only showing the knot-free wood.

Thanks to the solid design, all DIE KOJE products are sustainable and built to last for ages. Today the company's product portfolio ranges from furniture for kids to a variety of beds, commodes and wardrobes.

In 2016 Christian Leidinger bought a 130 year-old factory in Austria in order to extend the production possibilities, joining up with the investors Hans Peter Haselsteiner and Leo Hillinger.

© Matthias Rhomberg



© Matthias Rhomberg



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The 2PCS system is an alerting and locating system designed for the support of duties in professional care and addressing the safety and independence of the persons who are being looked after.

The solution and technology design of 2PCS makes it suitable for use in various living and care settings, both in inpatient as well as ambulatory care.

Products:

2PCS Safety Watch – mobile emergency call and service call system (localisation indoor/outdoor); 2PCS Funkfinger – the classic device for indoor use only; 2PCS Software Platform – primary functions: emergency and escalation management; automated alarm and notification processes; ability to localise missing people; 2PCS reader system - RFID antennas, for the localisation of persons in buildings.



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Storebox is the first fully digital self-storage solution in Europe with 24/7 access, online booking and smart features. The service is available via desktop and mobile websites, as well as via app.

Storebox offers modern, on-demand self-storage compartments for every need in prime urban locations at attractive prices with the best customer service on the market. The Storebox shops feature instant barrier-free access, useful value-added services and smart sensor monitoring, which measures temperature and humidity in real-time.

Storebox is currently available in Vienna, Salzburg, Linz, Munich and Berlin, both with its own as well as franchise shops.

Interest in a cooperation:

Storebox is looking for strategic partners, franchise partners and employees to establish Storebox in the German-speaking countries and become the market leader in the self-storage branch by 2022.



GENSPEED Biotech GmbH

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GENSPEED
BIOTECH

Fast results to drive decisions! – that's GENSPEED's slogan.

Hospital laboratories and dentists worldwide make use of the unique GENSPEED® technology to obtain fast and reliable results which enable immediate and targeted therapy.

The GENSPEED® product portfolio covers assays for the rapid identification of nosocomial pathogens that are resistant to antibiotics, as well as point of care tests for the direct detection of periodontal pathogens. GENSPEED® tests are based on a unique and patented technology that combines microfluidics, miniaturised opto-electronics and automation. In 2017 GENSPEED® established a distribution network which covers 30 countries, ranging from Europe to New Zealand.

Interest in a cooperation:

GENSPEED® is looking for strategic cooperation partners and investors throughout the world to share future success.



medPhoton GmbH

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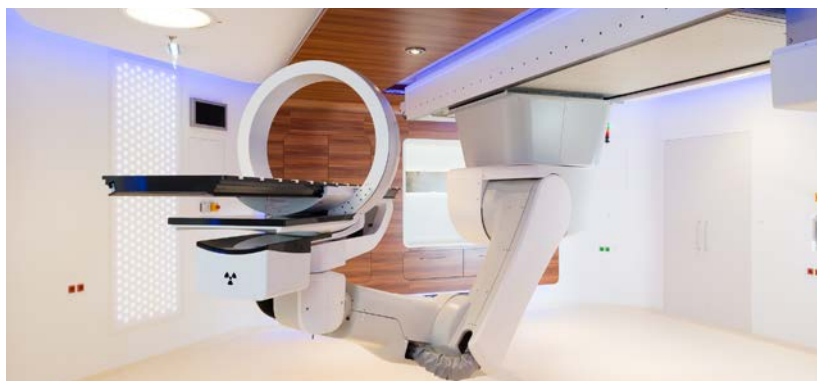


medPhoton GmbH, founded in 2012, is specialised in the commercialisation of medical and technical developments. Headquartered in Salzburg, Austria, the company is an SME with 40 employees and is in operation all over the world.

medPhoton develops modern, high-end technologies for application in radiotherapy.

The main product is the ImagingRing, a Cone Beam Computed Tomography (CBCT) medical imaging system. The company's main goal is to provide the highest quality with the highest safety standards, at the same time as making radiotherapy treatments comfortable for the patient. In addition to the patients' wellbeing, medPhoton aims to assure optimal occupancy rates of radiotherapy treatment facilities due to efficient workflows.

© Thomas Kästenbauer



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Schrott24 is an online buyer of scrap metal, a \$312B market. The fully licensed scrap dealer catapulted a dusty industry into the digital age and developed a technology platform to source deals online, sell to the most suitable scrap metal recycler or dealer and arrange transportation.

In order to provide the best offer (up to 40% better than from an individual seller), quantities of scrap metals are combined and compared with the current demand from hundreds of partners across Europe. The online access to up-to-date metal prices renders the industry more transparent and the sale of scrap less time-consuming.

Schrott24-experts quote customised recycling solutions for high volume sellers.

Interest in a cooperation:

Schrott24 is interested in cooperating with scrap metal producing companies (from craftsmen to industrial manufacturing) from all over Europe, as well as metal recycling companies of all sizes globally. Investors may also feel free to reach out.



Alpha Pianos GmbH

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ALPHA
P I A N O S

ALPHA Pianos develops and distributes electronic musical instruments of the highest quality, which are outstanding due to their unique technical properties and exceptional design.

With these incomparable instruments, ALPHA Pianos GmbH has positioned itself as a visionary pioneer in the traditional musical instrument industry. The product programme includes the ALPHA STUDIO, the first electronic grand piano, the ALPHA GRAND, which was ordered by Prince, and the mPIANO, the revolutionary keyboard with a cool design.

Interest in a cooperation:

Investors for financing business and product development are welcome, either from the music industry or private equity. ALPHA Pianos is also looking for distribution partners in Europe, Asia and the Americas.



Flecks Brauhaus Technik GmbH

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Flecks Brauhaus Technik has been developing and exporting turnkey, high-tech brewery systems, ranging from 3 to 40 hectolitres, for 20 years. So far it has helped establish 140 successful breweries in over 30 countries. Flecks is an Austrian family-based company.

What makes Flecks so successful?

- **TECHNOLOGY:** Flecks' calandria heating system for outstandingly tasty beers
- **AUTOMATION:** high degree of automation for the highest quality and easy operation
- **EXPANSION:** a modular brewing system makes further expansion possible
- **DESIGN:** attractive and very special machinery design
- **QUALITY:** visually attractive through perfect craftsmanship, which also makes it a worthy investment
- **SHOW BREWERY:** Flecks also operates Austria's largest brewery for strong beer

Interest in a cooperation:

The company is in search of investors in brewery systems worldwide.



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AEROCOMPACT®

The AEROCOMPACT® company leaves nothing to be desired in the field of smart mounting technology for photovoltaic technology. AEROCOMPACT® is an international company, with manufacturing plants and offices in the USA, Asia and Europe.

AEROCOMPACT® is specialised in the production of racking solutions for photovoltaic modules and their integration and structural analysis, employing software which was specially created and developed by the company. Customers already receive a complimentary designed layout and ballast calculation during the initial quotation phase of a project.

All systems are certified in accordance with the highest standards, are wind tunnel tested up to 250 km/h and TUV certified.

Interest in a cooperation:

AEROCOMPACT® is looking for cooperation partners and distributors for South America, America, Canada and Australia.



TEXIBLE GmbH

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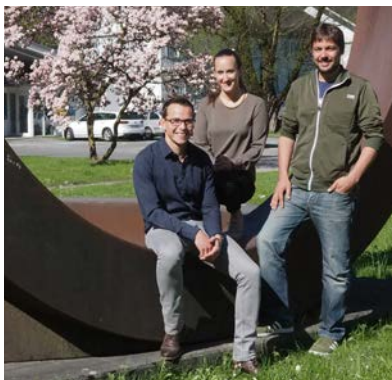
The young company TEXIBLE has set the goal of combining the modern technologies of textiles and sensors, while at the same time developing helpful resources for nursing staff and patients.

The product launch of TEXIBLE Wisbi® marks the first successful step in this direction. The innovative sensor textile is outstanding because of its ability to automatically raise an alarm when moisture, body fluids or a bed exit are detected. This prompt alarm provides physical and mental relief for nursing staff and the individuals who are being cared for.

Through the relaunch of the product with an app, it is now easier to use in private home care.

Interest in a cooperation:

TEXIBLE is looking for cooperation partners, distributors and dealers worldwide, as well as contacts in the care segment (care homes, care shops, hospitals).



Blue Danube Robotics GmbH

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"Safe industrial robotics" is the name of the game for the Viennese company, Blue Danube Robotics.

With its safe collision sensor AIRSKIN®, the company is in the process of changing the way we think about human robot collaboration. Instead of a conventional fence around the robot, a soft sensor skin with smart electronics covers the entire robot. This ensures a safe environment for anyone sharing the same workspace with the machine.

Not only does AIRSKIN® allow users to save valuable floor space, but it also enables them to create solutions that were previously impossible.

AIRSKIN® is certified by TÜV Austria according to the highest safety standards.



NiLAB GmbH

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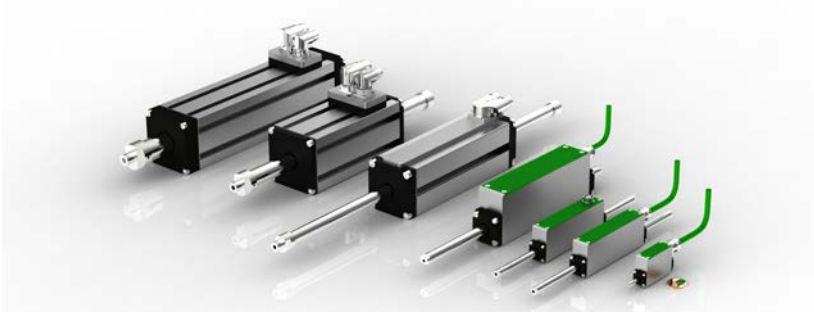
NiLAB GmbH is a successful company in the automation industry, focusing on the research and development, design, production and distribution of linear systems for industrial applications.

NiLAB develops innovative products which meet the requirements of the automation industry.

In 2017 NiLAB launched their miniature tubular linear motors with excellent performances in terms of energy saving, speed and acceleration. For the first time the drive is in the motor, which makes its integration easier. The mini-motors have integrated diagnostic and safety functions which meet the requirements of Industry 4.0. In particular they are used for the replacement of pneumatic actuators.

Interest in a cooperation:

NiLAB is looking for cooperation partners and for beta tester for its mini-motors all over the world. Interested parties should have experience in linear motion technology.



PONA Sonst Nix GmbH & Co KG

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PONA
ORGANIC & SPARKLING

60% organic fruit, 40% sparkling spring water, nothing else.

100% organic. The organic Tarocco oranges and pink grapefruit grow on volcanic soil in Sicily and ripen during 330 days of sunshine. Organic apples come from the hills of South Tyrol where, at 900 metres above sea level, they ripen over 300 days.

100% trust. PONA is personally acquainted with the farmers, who switched to organic farming more than 15 years ago.

60% Mmmhhh! 40% Ahhh! No sugar or additives used. PONA consists of pure organic fruit juice, mixed with spring water and made to sparkle. Nothing else.

Great taste, good deed. For every bottle sold the company donates to the Austrian Children's Relief organisation.

Interest in a cooperation:

Pona is looking for sales partners. If you are looking for great taste without any additives, you're going to be head over heels in love with PONA.

PONA is looking for regional distribution partners who share their passion and want to be part of taking PONA's Austrian success story to a global level.



360kompany GmbH

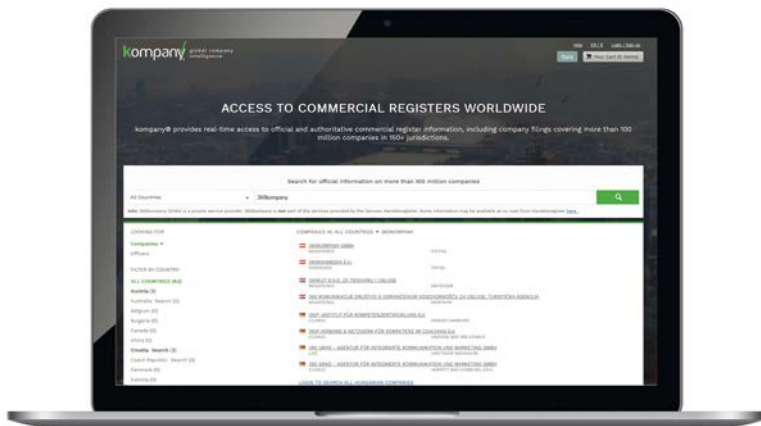
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kompany® provides real-time access to official and authoritative commercial register information on more than 100 million companies in 150+ jurisdictions for know-your-customer (KYC), anti-money laundering, enhanced due diligence and business verification purposes.

The service is available via a cloud (web) service or through a RESTful API. It offers a wide range of authoritative information including company filings coupled with value added services such as company monitoring and alerting, automated and professional document translation and global PEP, sanctions and adverse media searches.



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Adverity makes you smart with data. Created with advertisers and agencies in mind, Adverity's innovative platform enables you to easily connect and work with your entire media, marketing and e-commerce ecosystems.

By leveraging the largest data source library on the market, you can automate your entire data integration process. Your data will be harmonised into a consistent structure, allowing you to easily analyse data from different platforms alongside each other.

This all-in-one platform is your perfect 360° marketing intelligence and analytics solution for more efficient reporting, better decision making and an improved marketing performance.



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baningo GmbH is a FinTech StartUp from Austria, providing digital solutions for the financial industry.

With baningo-select, its B2B SaaS application, the company offers the most personal online-sales tool, enabling a self-determined, easy and convenient customer journey.

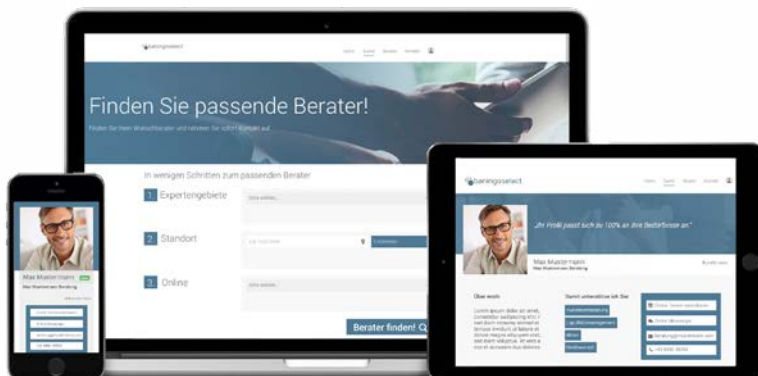
For the first time customers are able to decide from whom they wish to receive financial advice and via which channel.

Interest in a cooperation:

Pre-Series A funding round of EUR 750k

Target to complete round by Q3/2018

If you want to take a closer look at this opportunity, baningo is happy to arrange a call or meeting with you at your earliest convenience.



byrd technologies GmbH

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byrd technologies GmbH is a logistics startup in Vienna which provides e-commerce software and fulfilment services to webshops.

The byrd web app seamlessly connects to various online shop systems via the integrated application programming interface. Shop owners can therefore set up the connection within minutes without any technical know-how and can start shipping their online orders via byrd. Incoming orders are automatically transferred to one of the byrd warehouses in Vienna or Berlin and are picked, packed and shipped within hours of the order.

The byrd system allows online shops to focus on selling their products while byrd provides efficient and fast order fulfilment.



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DealMatrix is your digital head-hunter and project manager for innovation and startup scouting through the use of its independent SaaS platform. DealMatrix has you covered - from establishing contact to the right startups in a GDPR compliant form to managing the workflows efficiently. Step into the digital age of innovation scouting in just minutes by using best practice templates.

DealMatrix supports a multitude of use cases for investors, corporate bodies in innovation scouting, event organisers and startups, focusing on innovation scouting, challenges, startup conferences, etc. Complementary solutions such as mobile onsite scoring make DealMatrix the all-in-one tool for your innovation scouting needs.

Interest in a cooperation:

DealMatrix is looking for strategic partners/investors with a strong network including corporate companies who are active in innovation scouting, investors and startup event organisers. Countries: EU, EMEA, US, China, India



FRUX Technologies GmbH

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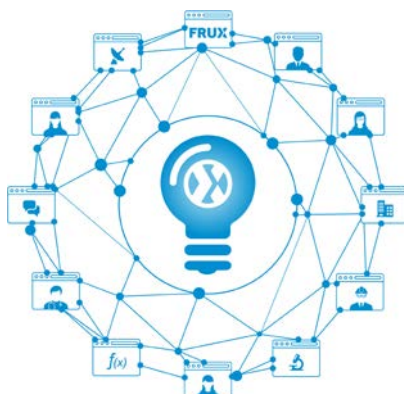
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FRUX Technologies develops software solutions to automate sales processes. The employed framework is a self-learning sales intelligence platform, that enables B2B companies to quickly and easily identify potential customers and generate leads.

Customers employ the FRUX platform as a software-as-a-service solution for their CRM-Databases to automate daily updates as well as dataset enrichment.

Numerous companies in very different sectors like Renault, T-Mobile, Andritz AG, CA Technologies, APS, Linz AG and many more already count on FRUX Technologies to enhance the quality and quantity of customer data and leads.



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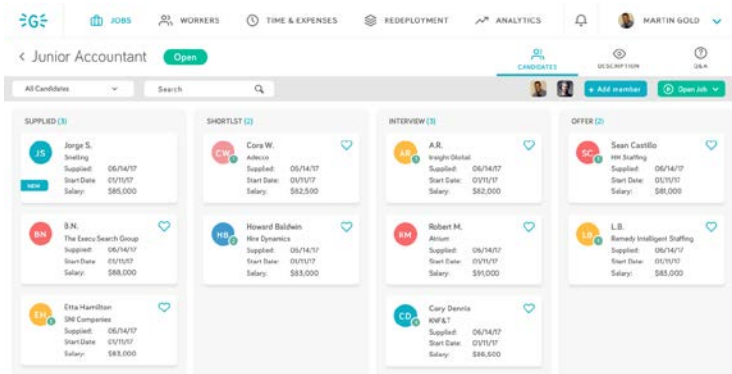
Gustav is the platform which the world's most innovative companies use to search for, onboard, manage and pay non-employee talent.

Gustav's mission is to empower the next generation of the world's workforce. By the middle of the 2020s more than 50 percent of the US workforce will be contingent, working outside of traditional full-time employment.

Gustav believes that in the future work will be centred around flexible, short-term contracts, thus enabling individuals to build their workday around their daily lives and not the other way round. The team, based in New York City, USA and Vienna, Austria, is dedicated to building beautiful software that will make this future possible for everyone.

Interest in a cooperation:

Gustav provides contingent workforce management solutions to companies with around 500 employees and above, and is currently looking for lead customers in the UK, France and Belgium.



guh GmbH - nymea

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nymea is an operating system for connected machines. The OS equips any product with smartphone-like features.

nymea almost eliminates development and maintenance of IoT-enabled devices.

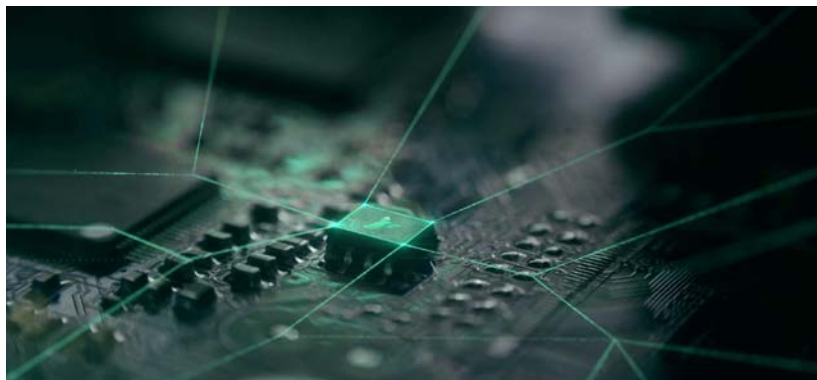
It is secure by design, although the OS can access every standard, protocol or API. By independently controlling any machine or service, it can act as a controller for any smart use case.

A product based on nymea can learn and execute IoT use cases through sophisticated update services.

Interest in a cooperation:

guh GmbH recently opened an investment round.

The investor should be a private person or institution from any country with great influence and experience in IT B2B business.



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insider navigation

Insider Navigation (INS) is the first company to offer augmented reality-based indoor positioning and navigation for mobile devices without the use of special hardware.

Thanks to augmented reality and efficient navigation technologies, INS offers a globally unique holistic solution which enables clients to make their locations easily recognisable for mobile devices and gain added value with augmented reality.

INS offers a high volume solution (airports, shopping malls, museums,...) and a professional solution for industrial environments (factories, warehouses, building management,...).

Interest in a cooperation:

INS is looking for more system integrators/partners worldwide to implement its technology.



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hokify is the first fully scalable marketplace in Europe for user-friendly, mobile job search and recruiting in the blue-collar segment.

The hokify platform enables a user-friendly job search and job application process on mobile devices. Through hokify companies can reach out to young and motivated people via their mobile devices and social media, which means they can fill vacant positions faster and more efficiently.

More than 15,000 companies trust in hokify when hiring employees in the fields of manufacturing, trade, craft, retail, sales, gastronomy and hotel industry and for office jobs.

Interest in a cooperation:

Corporations in need of highly qualified, blue-collar workers (Germany, Switzerland); SMEs looking for highly qualified blue-collar workers (Germany, Switzerland).



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KIVU The Future
Of Data Intelligence

KIVU is a provider of scalable software for data intelligence. KIVU offers innovative graph computing solutions in the fields of security analysis, law enforcement and fraud detection.

KIVU pushes the boundaries of analysis by reducing the complexity of connected data problems. Customers gain insights into complex data – previously hidden when using conventional analytics. KIVU accelerates insight discovery for the customer's most challenging problems through automated behaviour tracking and alert generation. KIVU narrows down data to relevant, shareable content in a manageable network. KIVU's international team showcases Vienna's talent and highlights the city's innovative start-up scene.

Interest in a cooperation:

KIVU has international investors and is always interested in hearing from potential investors who will support the company's strategic development and growth. The composition of investors is important as the company expands.



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ProLion GmbH is an Austrian company which develops both hard- and software products.

Together with Robert Graf, the founder and managing director of ProLion, a team of long-term experts in storage technologies form the pool of knowledge which is behind the development of innovative solutions. All employees have certified technical training and at the same time understand the customer's business.

With "ClusterLion" ProLion can solve problems with the simultaneous mirroring of data in a split brain scenario and its "DataAnalyzer" product enables a detailed insight into the NetApp storage and therefore the efficient management of data storage space. "CryptoSpike" is one of the latest developments which is setting out to combat digital blackmail!



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ready2order is a point-of-sale platform that can be used in various industries, including catering and retail.

Thanks to its web-based architecture, ready2order is easy to use across different platforms, e.g. iOS, Android or Windows. Business owners can manage their businesses regardless of time and place, just by using the app or a web-browser. No matter if companies have one or many employees, ready2order can be easily set up and used on most smart-phones, tablets and computers.

The software provides different customisations and statistics in order to run businesses successfully.



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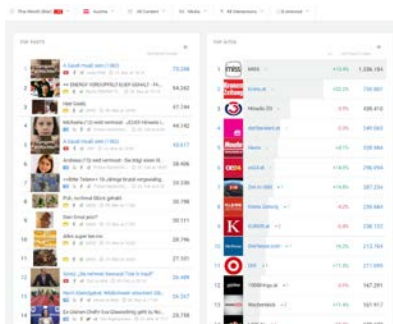
Digital brand content has become an integral component of the modern business model. With social media connectivity at its highest, the relationship between companies and their consumers often relies on the way such content is communicated and perceived. The real question is how to effectively navigate that content relationship.

Storyclash is a social media content discovery tool for publishers, brands, agencies and corporate communication. It gives them a real-time view of what's trending right now by analysing social media interactions like shares, comments, likes and other reactions.

Storyclash users are able to discover viral articles, watch competitors in real-time and make data driven decisions to get more website traffic and higher engagement.

Interest in a cooperation:

Storyclash is looking for investors and cooperation partners throughout Europe as well as in the USA, mostly from the SaaS/media sectors.



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From small associations' conferences to international trade fairs - Waytation offers event organisers the first seamless solution for capturing and analysing the full visitor journey by means of the WayTag, a small bluetooth tag which is attached to the visitor's badge.

That's it - no apps, no RFID, no cameras.

As the path of every single visitor tells a unique story about his/her behaviour and preferences, Waytation translates this information into a final analytics report to help event organisers improve the visitors' experience at their upcoming events. For the first time event planners can develop their events based on real numbers and not on gut feelings.

The company's latest achievement is its appointment as the official technical partner of CeBIT/Deutsche Messe.



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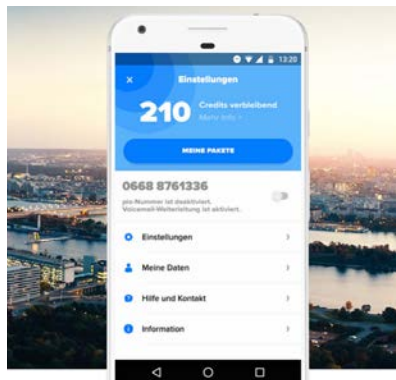


The patented mypio® transmission technology means that everybody with a smartphone can now have additional mobile phone numbers without the need for an additional SIM card. The mypio-service relies solely on GSM-functionality and does not necessarily require a data connection to function. For users and businesses this means high service reliability and good voice quality at all times.

In addition, mypio enriches the mobile telephony experience by including further useful features, enabling users to have full control over who can call them and when. mypio is available for consumers as well as business of all sizes. For more information please visit www.mypio.com.

Interest in a cooperation:

The company is looking for cooperation and sales partners within the European Union. mypio is also available for white-labelling.



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mikme

Mikme is an Austria- based startup from Vienna. The first two products, the Mikme Microphone and Mikme App, enable customers such as musicians, journalists, bloggers and podcasters to record, edit and share studio-grade sound for smartphone videos within minutes at the push of a button.

Following the successful crowdfunding campaign in 2015 with more than 403,000 USD in presales, Mikme was shipped to more than 100 countries and has been available since the end of 2017.

Interest in a cooperation:

Mikme is searching for cooperation partners and investors in the field of media, content creation (video and audio) and product development and manufacturing.



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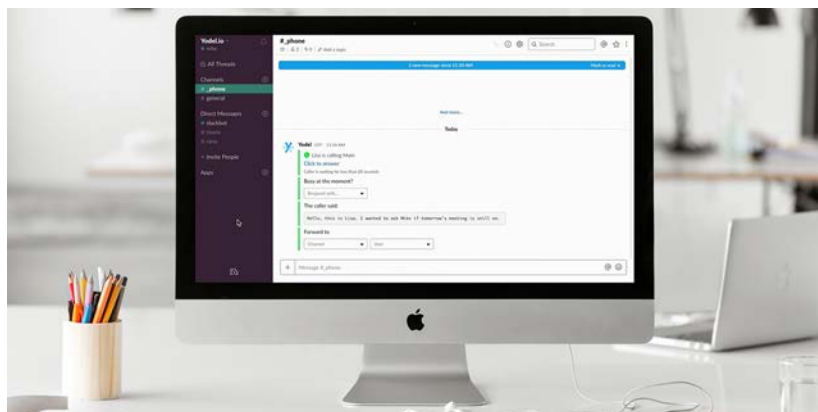
Yodel.io is the new business telephone platform which enables everyone to construct voice integrations and automation for their businesses.

Employee efficiency is increased by reducing distraction caused by managing/filtering incoming voice calls such as by a telephone receptionist.

Customers can instantly obtain phone numbers in over 100 countries and provide automated dialogues in 30+ languages.

Yodel.io can be integrated into over 1000 other online software services, either natively or via partner services.

The application is targeted at SMBs via a SaaS (Software as a Service) subscription but is also available as enterprise solutions for larger customers and call centres.



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The Agro Innovation Lab (AIL) is taking an active part in shaping the future of agriculture. The mission is to foster and implement new technologies or strategies which will increase efficiency, conserve resources or improve the lives of farmers and consumers.

AIL promotes the exchange of knowledge between corporate industry and startups, mainly via the Agro Innovation Lab Acceleration Programme, which provides startups with tailor-made support such as know-how transfer and market access, as well as financing.

Since 2016 more than 400 startups have applied to the Acceleration Programmes. Ten companies were chosen to be part of the last two programme batches; two participants have received investment and collaboration talks are still taking place with three other companies.



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Kapsch TrafficCom is a leading provider of intelligent transportation systems in the fields of tolling, traffic management, smart urban mobility, traffic safety and security, and connected vehicles.

To secure and strengthen its strong market position and to continue providing leading mobility solutions, Kapsch is pursuing an open innovation strategy. As part of this approach, the startup-accelerator Factory1 was launched in 2017. The programme, which received 285 applications from 61 countries, is designed to create long-term partnerships and to enable win-win situations.

The startups benefit from the required tools and resources to build successful proof-of-concept projects. This helps Kapsch to identify disruptive technologies early on and to remain at the forefront of innovation.



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The aim of the Primetals Technologies “Business Factory” incubator project, which was launched in April 2016 together with tech2b, the Linz high-tech incubator, is the discovery of new ideas and business opportunities for the service sector in the field of digitalisation through cooperation with startups.

Following discussions with more than 35 companies, three of them were selected: Thor Knowledge Engineering, OpenIDA and Testify. These startups have gone through a multi-month, tailor-made programme, in which Primetals Technologies has supported them in their business development. Beside these cooperations, agreements have been made with some other companies.

The startups and cooperation partners now use the Primetals Technologies’ customer base and are performing a “reality check” for their products. The startups are currently undergoing further development and, among other things, initial orders have been obtained and initial pilot projects started.

Primetals Technologies



Primetals Technologies





**WORLD
CLASS
PARTNERS**

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