

AUSSEN
WIRTSCHAFT

BORN GLOBAL ACADEMY

**SCALEUP GLOBALLY -PROGRAM
PARTICIPANTS**

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einer gemeinsamen Initiative des Bundesministeriums für Digitalisierung
und Wirtschaftsstandort und der Wirtschaftskammer Österreich

MEET THE PARTICIPATING STARTUPS

STARTUP

1. **PATCHBOX GmbH**
2. **stAPPtronics GmbH**
3. **Wormsystems GmbH**
4. **QuickSpeech GmbH**
5. **AISEMO GmbH**
6. **Sticklett Technologies GmbH**
7. **B.A.M Ticketing GmbH**
8. **Purency GmbH**
9. **SATIAMO GmbH**
10. **VIABIRDS Technologies GmbH**

SECTOR

DataTech Solutions
 HealthTech
 Environment/Sustainability
 EduTech/SaaS
 SaaS/AI
 HealthTech
 Entertainment/Tech
 Environment/Tech
 Saas/Logistics
 Ecommerce

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PROJECT LEAD: BORN GLOBAL ACADEMY

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PATCHBOX GmbH

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Josef Hofstätter

Founder
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Alexander Geng

Founder
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PATCHBOX provides customers with a patented cable retraction & installation system for network racks which adjusts the cable length to the perfect fit. This reduces maintenance costs drastically.

BUSINESS MODEL

Sales are generated via IT distribution centres to B2B clients. Distributors can find the right solutions and technical support directly on-site. Deliveries will be made by official PATCHBOX dealers.

SOLUTION/USP

PATCHBOX creates unique passive hardware solutions. The main product is a mechanical cable retraction system that replaces conventional patch cords and vertical and horizontal cable management (PATCHBOX). Providing the exact length of networking cables required. Another product is a network installation tool. With which one technician can do the work of two – as there is no need for assistance in holding heavy and expensive hardware (Setup.exe). The third product is a cage nut alternative. It holds equipment securely in place before the hex nuts are fastened, making hardware mounting a faster, easier, and more secure task.

TARGET GROUP

PATCHBOX is a B2B company targeting:

- IT-Distributors
- IT-Resellers
- IT-System Integrators

EXPANSION CHALLENGE

It takes quite some time and effort to onboard distribution partners due to their IT system. Additionally, marketing must create the pull from the market. Next, it is challenging to decide on a distribution partner when expanding and learning about the individual channel mechanics of different markets.

START UP TRACTION

Products have demonstrated high growth potential and increasing market share and scalability.

Target markets are evaluated based on the following parameters:

- Market size
- Purchase power
- Innovation Index
- Accessibility

NEEDS

Help shaping ideas and concepts of an internationalization roadmap

FOUNDERS TEAM

Josef Hofstätter, Founder
Alexander Geng, Founder

DATE OF COMPANY REGISTRATION: 2015
TEAMSIZE: 12,5
SECTOR: Data Technical Solutions
CUSTOMERS: B2B



stAPPtronics GmbH

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<https://www.stappone.com>

Peter Krimmer

Founder
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Dinah Krimmer

Business Development Manager
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stAPPtronics has the passion to develop innovative medical technology products and solutions at the highest level of quality. This supports patients, therapists, and experts to improve the quality of human movement. Accelerated rehabilitation, long-term health, less pain, and more well-being are their motivation!

BUSINESS MODEL

Start-up company that generates sales through B2B clients in the healthcare industry. The software is very intuitive and has significantly improved daily work with patients.

SOLUTION/USP

stAPPtronics developed the stappone sensorsole & app; modern support in orthopedics and neurology to improve rehabilitation. It is already registered as a medical device Class I in the EU. stAPPtronics is using certified sensor soles which measure the load and warns the patient via livebiofeedback when he/she exceeds the prescribed load limits. Stappone gives the patient confidence to objectify the therapy results and improves the overall rehab phase for the patient to get him/her back-to-life, -work and/or -sports.

TARGET GROUP

stAPPtronics is a B2B company targeting hospitals with a focus on orthopaedic surgeries such as cruciate ligaments, meniscus, hallux valgus or artificial hip, knee & ankle joint replacements.

EXPANSION CHALLENGE

Navigating hospital budgeting timelines (often 2+ years) presented a challenge. Therefore, the solution has been offered for free in return for the requiring of their insole to an agreed-upon number of patients per month with partial weight bearing. Additionally, it was a challenge to get the product listed with social security and private insurances. This challenge will most likely occur again when entering new markets.

START UP TRACTION

The product of stAPPtronics is commercialised and already on the market. The company is looking to expand to Germany and Switzerland in 2023. English-speaking countries will be evaluated in 2024. They already have clinics and physiotherapists that use the product in Germany and Switzerland. Examples of these clients are Universitätsspital Zürich, Kantonsspital St. Gallen, Universitätsklinik Göttingen

NEEDS

Support with proper planning of expansion and receive training in how to communicate with potential health-tech investors.

THE TEAM

Peter Krimmer, Founder & CEO
Dinah Krimmer, BD Manager

DATE OF COMPANY REGISTRATION: 2016

TEAMSIZE: 10,5

SECTOR: Healthcare

CUSTOMERS: B2B

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David Witzeneder
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Wormsystems has developed a solution for organic waste, removing it from residual waste bins. They offer a practical vermicomposting system to turn organic waste back into valuable soil at home in a stylish wooden stool or box.

BUSINESS MODEL

Sales are generated by B2C clients that order online. The prices of the worm bag and the worm box are fixed. Wormsystems also offers a starter mix and additional accessories.

TARGET GROUP

Wormsystems is a B2C company targeting environmentally friendly people who want to actively change things. These are most likely people living in the city between 24 and 45 years old.

SOLUTION/USP

Wormsystems has developed two products: the worm box and the worm bag. The worm box imitates the cycle of nature and enables composting in the home. Compost worms and microorganisms break down organic waste into its basic substances and prepare nutrients so that they can be used for plants. The process is odorless, takes up little space and the first fertilizer is available after 6 months. The second product is a worm bag, which has the same function as the worm box. With a single WormBag, you can convert up to 2kg of organic waste per day.

EXPANSION CHALLENGE

There was some time between the launch of the website and the first orders. It takes some time for customers to get used to the idea of having worms as pets. It is a challenge to create awareness and find the right marketing channels to spread the positive idea of the product. Additionally, people were concerned about potential bad smells, which is not the case. Another challenge is to decide how much investment is needed in a new market until it becomes profitable.

STARTUP TRACTION

The product demonstrates scalability. Target markets have been evaluated by experts in the field and the number of competitive products.

NEEDS

Insights about the various markets. A fresh, outsider view on the product and help finding the right marketing channels to promote the product.

FOUNDERS TEAM

David Witzeneder, Founder & CEO

DATE OF COMPANY REGISTRATION: 2017

TEAMSIZE: 17

SECTOR: Environment/Sustainability

CUSTOMERS: B2C



QuickSpeech GmbH

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Lukas Snizek

CEO

Lukas.Snizek@quickspeech.net**Robert Kovacic**

CSO

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QuickSpeech is an EduTech company offering KI based learning experience within a SaaS Model to its clients. QuickSpeech is an intelligent microlearning platform that automatically motivates users to train every day. The platform gamifies trainings of employees or sales partners in short, easily digestible lessons. Users in sales play in groups, earn points and can earn rewards.

BUSINESS MODEL

Sales are targeted B2B. QuickSpeech can be used on a smartphone, tablet or desktop - reaching users where they are.

SOLUTION/USP

QuickSpeech offers an intelligent and engaging microtraining SaaS solution which consists of two parts, one for the administrators of the company, and one for the trainees itself. The administration dashboard is built using the latest web development technologies (Angular, NestJS, MongoDB, AWS) with the best UX and UI design in mind to organise information and data for administrators as easily as possible. The second part of the platform solution is based on modern mobile application development technologies (Ionic, Angular, NestJS, MongoDB, AWS).

TARGET GROUP

QuickSpeech is a B2B company targeting medium and large companies with segments differentiated in:

- Sales
- HR & Quality/Safety
- Remote/Deskless/mobile working staff

EXPANSION CHALLENGE

Challenges that have been experienced are:

- Digital readiness among target audience
- Early launching during conceptual phase and MVP-finalisation
- Finding staff in development
- Explanation-intensive service
- Long duration of the Sales Cycle
- Funding for growth

When expanding internationally challenges in finding the right staff members and funding for growth are expected to be faced again.

STARTUP TRACTION

The service is ready to scale and demonstrated high potential for growth

NEEDS

Help with building GTM strategy and improving value proposition and profile. Additionally, help with evaluating and implementing scaling components. Also, support in finding market-entry strategy and challenging organisational readiness. Lastly, help identifying funding opportunities and available promotions.

FOUNDERS TEAM

Lukas Snizek, MA, Founder & CEO

Robert Kovacic, MA, CSO

DATE OF COMPANY REGISTRATION: 2018**TEAMSIZe: 7****SECTOR: EduTech / MicroLearning****CUSTOMERS: B2B**

AISEMO GmbH

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Werner Schwarz

CEO & Co-Founder
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Wolfgang Auer

CEO / Co-Founder
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AISEMO maximizes production for injection-molding machines. The combination of highly optimized sensors and AI-based analysis software to monitor and recalculate use of injection-molding machines in a single system. Minimal intervention is required; it works, by only attaching a sensor to the machine or tool surface. Transfer learning and AI are the key to apply this to an endless number of machine-tool combinations. Current solutions require process parameters from a wide variety of machine controls and/or additional, partly invasive, sensors. AISEMO wants to achieve a waste and error-free production

BUSINESS MODEL

The software is offered to B2B customers. AISEMO ensures a fast, easy and independent installation of the system.

TARGET GROUP

AISEMO is a B2C company targeting the injection molding industry, consisting of injection molding producers (produces a plastic part with a machine and tool) and injection molding tool owner (any company that needs a plastic part).

SOLUTION/USP

AISEMO offers a flexible and intelligent overall solution for networking machine parks with a wide variety of injection molding machines.

- Data acquisition with wireless AISEMO SensorTags
- Analysis technique based on artificial intelligence (AI)
- Evaluation of the key figures using the AISEMO Analytics software

This means that machine availability and profitability of production can be increased within a very short time!

EXPANSION CHALLENGE

Challenges faced:

- Availability and delivery time of hardware
- Lack of resources to push market launch stronger
- Quick integration of customer feedback in the product roadmap

Challenges expected to arise when expanding:

- Language and cultural issues.
- Setting up local sales and services hubs
- Local competitors
- Lack of brand awareness
- No existing local network
- Shared focus of current management

STARTUP TRACTION

The solution of AISEMO is commercialized and demonstrates scalability and high growth potential. A new market is under investigation, but there are no decisions made yet.

NEEDS

Help with becoming aware of potential pitfalls when entering new markets. Support with creating a network. Additionally, help with training and preparation for pitches and feedback to challenge ideas and strategies before implementing in the market.

FOUNDERS TEAM

Werner Schwarz, Co-Founder & CEO
Wolfgang Auer, Co-Founder & CEO

DATE OF COMPANY REGISTRATION: 2019

TEAMSIZe: 17

SECTOR: Injection molding industry / SaaS

CUSTOMERS: B2B

Sticklett Technologies GmbH

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Sticklett Technologies GmbH is a trendsetter in the fusion of tech and fashion for children and babies. A stylish, digital clothing collection of e-health wearables for fun and for safety.

BUSINESS MODEL

The sales strategy works according to the Razor Blade business model. The basic product is sold at a one-off price and includes everything to get started. For use, further clothes are needed, i.e. customers buy everyday clothes as they grow and need them.

SOLUTION/USP

Sticklett distributes the world's first smart removable textile wearable, in the form of a ladybird called Mary, which provides information about the vital state (breathing, temperature, activity) of babies and toddlers and alerts in case of an emergency. Additionally Sticklett also produces some other products which are: 1) Kuddly - pain-relieving and beneficial effect thanks to self-adhesive organic herbal heat pads. 2) Rubby - interchangeable knee pads protect knees and pants and promote the natural development of the spines and joints. 3) Embroiderylettz - interchangeable motifs allows children to design their outfits individually. 4) Fairy - magical snooze friend that helps children to process everyday experiences and fall asleep more easily. Find out more about Sticklett [here](#).

TARGET GROUP

Sticklett is a B2C company targeting parents-to-be and parents with children who have chronic illnesses or who are more often sick than regular children. Experiences have learned that young parents having their first baby are more responsive to new technologies like that of Sticklett.

EXPANSION CHALLENGE

For Sticklett it was challenging to find the right customer approach for a product that requires explanation. Additionally, it was challenging to develop the right business model, since there were no comparable products on the market yet. When expanding internationally, challenges are anticipated in language, sociological topics, the acquisition of talented people, right PMF, network building, legal topics, financing and keeping the home market running.

STARTUP TRACTION

The product is ready to scale and demonstrates high growth potential. Entering the French market is the next big step. This is promising since the product has caused quite a sensation at the Fashion Tech Expo in Paris where Sticklett won the Pitch contest.

NEEDS

Support with developing a growth strategy as well as an overall goal which will form the basis for deriving actions and routes in a structured way. Besides it would be helpful to be matched with a fundraising expert with a network to receive feedback since Sticklett is currently setting up the next fundraising round.

FOUNDERS TEAM

DI Michaela Schicho, Founder & MD
Carolina, Assistant MD & Communication

DATE OF COMPANY REGISTRATION: 2017

TEAMSIZE: 5

SECTOR: HealthTech, child development

CUSTOMERS: B2C

B.A.M. Ticketing GmbH

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Georg Müller

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Christiane Rinke

CCO
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B.A.M. Ticketing is a Tech Start-Up focussing on providing tamper-proof digital NFT ticketing for Events, Cultural Institutions, Sports Clubs etc. secured by blockchain technology.

BUSINESS MODEL

The business model of B.A.M. Ticketing is to provide a solution to eliminate black markets and fake tickets. Additionally, its solutions are adding revenue from secondary trading to the seller and provide a solution for Covid19 certificate tracking. The product solution is a Ticketing Software with a matching wallet solution compared with a marketplace and addable collectibles.

TARGET GROUP

The target group of B.A.M. Ticketing are artists, music events, sports clubs, ticketers and cultural institutions. The solution fits for all kind of events or entry-limited buildings where an entry certificate is needed. Moreover, it's a born global solution and fits all countries with a nationwide internet connection.

SOLUTION/USP

B.A.M. Ticketing enables contactless ticket scanning, validation of digital health certificates and an ID card in a single step without violating personal data privacy. Additional features like social distanced seating and time slot entries enable events to reopen faster during and after Covid restrictions.

EXPANSION CHALLENGE

The main challenge for B.A.M. Ticketing is to find the right partners in the target markets who are also familiar with the new market.

STARTUP TRACTION

The service of B.A.M. Ticketing is already commercialised and available in the market. The company demonstrates high growth potential and scalability. The team has international expansion plans with a high level of commitment.

NEEDS

Valuable input for the go-to-market strategy and further country insights, information on Fundraising possibilities. Besides analysing the product-market fit, networking and key knowledge in the sector.

FOUNDERS TEAM

Georg Müller, CEO
Christiane Rinke, CCO

DATE OF COMPANY REGISTRATION: 2019

TEAMSIZE: 7

SECTOR: NFT Ticketing

CUSTOMERS: B2C

Purency GmbH

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Valerie Hengl

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Michaela Radl

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Purency developed the "Microplastics Finder (MPF)", a software based on machine learning that automatically analyses microplastics in minutes using μ FTIR spectrometers. With one mouse click, the MPF simply measures the size, number, and type (over 20 types) of the polymers present and indicates the relevance and similarity for each measurement.

BUSINESS MODEL

Purency is selling time-based licences with a limit of measurement (pay-per-use) to laboratories worldwide enabling them to protect the consumers.

SOLUTION/USP

The data measured by the Microplastics Finder are robust, precise, and reliable without human bias, making the MPF an indispensable expert assistant for every laboratory. It is a simple-to-use ML algorithm-based system which is meant to be a one button solution for laboratories to analyse samples for microplastics.

TARGET GROUP

The target group are laboratories that measure microplastics. They can be divided into 4 categories: Research institutes and academia (e.g. Universities, etc.), public institutes (e.g. environmental agencies, etc.), private laboratories (e.g. Institut Fresenius, etc.), and Industrial Laboratories (e.g. Quality Control, R&D, etc.). Other relevant industries are: environmental analysis, food & beverages (F&B), packaging, textiles and petro-chemicals.

EXPANSION CHALLENGE

The market lacks transparency. It is difficult to establish who are the main players and which laboratories are currently measuring microplastics. In addition, it is challenging to find the right pricing suitable for both Universities and private laboratories. In Austria the market demand is not as high as expected.

STARTUP TRACTION

Purency is a start-up company ready to scale with a proven product and a proven business model. It demonstrates high growth potential and scalability. The company has international expansion plans with a high level of commitment.

NEEDS

The founders want to learn more about expansion strategies and the market selection process. In addition they want to meet sparring partners with whom they can discuss their current expansion plans and to get hands on feedback on what they should do differently or where to focus on.

FOUNDERS TEAM

Michael Stibi, Founder & MD
Valerie Hengl, Founder & MD

DATE OF COMPANY REGISTRATION: 2020**TEAMSIZE:** 7**SECTOR:** Environment/Sustainability**CUSTOMERS:** B2B

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Martin Schwaiger
 CEO
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Stefan Wiesbauer
 Head of Product Management
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Elogate is a software solution which connects shippers, carriers, goods recipients, suppliers, truck drivers and other relevant stakeholders or systems and helps to digitalise transport related processes to make them more efficient, transparent & sustainable from end2end.

BUSINESS MODEL

Development and distribution of a B2B software as a service, fully lifecycle transport management platform.

SOLUTIONS/USP

Elogate was developed specifically for industrial requirements. The customers come from a wide range of business sectors, such as construction, packaging, food and automotive, yet Elogate is a "one-stop solution" for their transportation needs.

TARGET GROUP

Elogate targets industrial shippers with high transport volumes.

EXPANSION CHALLENGE

The challenges are to evaluate new markets and, if the decision is positive, to work on it and scale it up.

STARTUP TRACTION

SATIAMO is an established company with a proven product and a proven business model which is ready to scale. It demonstrates high growth potential and scalability. The company has international expansion plans with a high level of commitment.

NEEDS

The company needs critical questions and feedback to better assess its situation and chances. The goal is to scale internationally and therefore it is important to learn and understand what the needs are and how to accomplish goals. They need to see best practices and receive insights and hacks. In addition, the founders need access to a corresponding network for sustainable growth.

FOUNDERS TEAM

Martin Schwaiger, CEO
 Stefan Wiesbauer, Head of Product Management

DATE OF COMPANY REGISTRATION: 2005
TEAMSIZe: 14
SECTOR: Software/Logistics
CUSTOMERS: B2B



VIABIRDS Technologies GmbH
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CTO
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The Vision of VIABIRDS is to develop the most convenient e-commerce solution for “people on the move”. Flyby.shop, a drive-in supermarket is the first product of VIABIRDS and was launched in November 2021. Flyby.shop is a digital marketplace for your daily groceries. Consumers can order via an app/web products from local producers and can easily pick them up at the flyby stations. The flyby stations are located close to highly frequented traffic streams, like city entrance highways or central railway stations.

BUSINESS MODEL

Flyby.shop is a franchise model which is provided by VIABIRDS as a technology provider

TARGET GROUP

B2B: Big eGrocery wholesalers which would automate extend their catchable areas in non-urban areas.

B2C: Commuters which do not have access to typical eGrocery players.

SOLUTION/USP

A modular consumer online shop including a mobile application for Android and iOS, a backend module where providers/merchants can manage their products and sales, a backend module where the flyby stations, the payment processes, stock levels etc. are managed a software system that manages the routing of all deliveries and stock levels per flyby station and flyby stations which are automated pick-up stations.

EXPANSION CHALLENGE

Austria has one of the tightest supermarket coverages in Europe. Starting a new form of online supermarket with pickup stations backed by small and medium sized businesses is tough. The reliance of the so-called providers (SMBs in and around Salzburg) is a challenge.

STARTUP TRACTION

VIABIRDS is a start-up company ready to scale with a proven product and a proven business model. It demonstrates high growth potential and scalability. The company has international expansion plans with a high level of commitment.

NEEDS

The company sees itself as a potential global player. For the product the Austrian market is too small. It is necessary to enter new markets. The team needs guidance to avoid the most “common” mistakes of going globally. Also, there is a need of sharing experiences with other start-ups and to extend the network in order to find potential partners (technology partners as well as investors).

FOUNDERS TEAM

Alexander Planitzer, CEO
Martin Macheiner, CTO

DATE OF COMPANY REGISTRATION: 2020

TEAMSIZe: 14

SECTOR: Retail

CUSTOMERS: B2B and B2C