



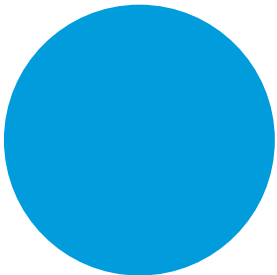
**Welcome to SPG and ESA BIC Austria**



A handwritten signature in black ink, appearing to read 'M Mössler'.

**Martin Mössler**

Managing Director Science Park Graz  
ESA BIC Austria General Manager  
ESA BA Austria Ambassador



**Driven by a passion for business, innovation and the transfer of scientific research into successful entrepreneurial projects, Science Park Graz (SPG) develops over 30 new start-ups per year. Since 2002, its powerful track record underlines the determination and shows willpower to propel each and every supported start-up into an internationally successful company.**

In 2016, SPG was additionally entrusted with the management of the European Space Agency's Business Incubation Centre for Austria (ESA BIC Austria). Its managers also serve as ESA Ambassadors, covering the complete value chain of incubation. Due to its geographical location in the heart of South-eastern Europe, the incubator's focus clearly transcends national boundaries, resulting in a strategy to develop partnerships and locations outside Austria – with particular focus on the innovation drivers on the Balkans. Our passionate team of consultants,

office managers and specialists on ESA and space science-related matters connects start-ups to international networks, refines and tunes business models and offers vital support in recruitment, product development and scale-up activities. Furthermore, start-ups get access to equity-free funding as well as to international VCs, enabling them to flourish and transcend the region. Close affiliations to renowned Businesses and Industry players bring additional dynamism to our start-ups. One of the most critical assets of SPG and ESA BIC Austria is the strong academic community in Graz and Styria. As a consequence, business, as well as academic mentorship is most easily accessible to start-ups – one vital benefit for SPG's success.

Most importantly, we do everything to propel our start-ups to success and give them wings!

# SPG in a nutshell

2002

SPG's first step

0

equity

250+

patents granted

2016

ESA BIC touched  
down in Austria

35+

start-ups  
per year

40+

events / year hosted  
and showcasing

18/24

months of incubation

165+

companies  
founded

154

average inquiries  
each Start-up  
Idea Competition

20K

interest-free loan  
(AplusB)

310

projects /  
companies  
supported

100%

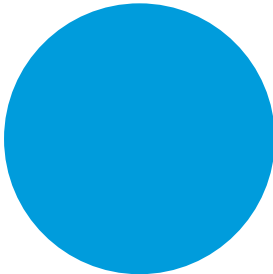
supporting  
your success

50K

grant  
(ESA BIC Austria)

1,100+

jobs created



“A successful operation that delivers real value to our community, requires the passion, experience, and drive of a team pulling in the same direction towards a common vision.”

Martin Mössler

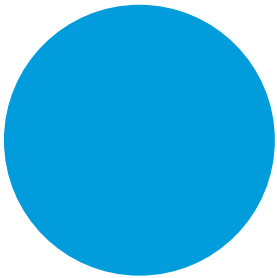
# Science Park Graz

Ever since 2002, Science Park Graz (SPG) has dedicated itself to propelling its start-ups to success and keeping the wheel of innovation turning. Each year, more than 30 start-ups are supported on their way to evolving into thriving companies.

Our mission is to support academics from all scientific disciplines with promising visions and highly innovative business ideas in the early phase of their start-up plans. By doing so, we aim at paving their way to international success.

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SPG aims at giving wings to innovative high-tech companies who show promise for growth and the potential for internationalisation. They are supported with coaching, access to business and technical networks, funding, office accommodation and infrastructure – all equity-free. The incubation period ranges from 18 to 24 months, depending on the programme (AplusB or ESA BIC Austria) best suitable for the respective business venture.

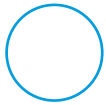
## Global services



With its location in the centre of Graz, SPG is in the heart of a flourishing start-up community. The local ecosystem is buzzing with events and activities and has a rich talent pool supported by its renowned universities and world-class industries. SPG does not only host outstanding events such as the Start-up Idea Competition, but also actively participates in all relevant key start-up activities in the region and beyond.

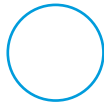
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# 18 months of high-tech incubation



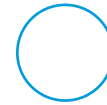
## Navigate funding options

We help start-ups navigate the funding landscape and optimise the application process.



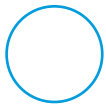
## Learn business essentials

We offer workshops that help start-up founders improve their entrepreneurial abilities.



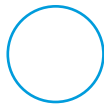
## Join our community

Our calendar is filled with events and activities to bring start-ups together with their peers.



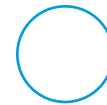
## Start up with €20,000

We provide a €20k interest-free, unsecured loan to help you launch your start-up.



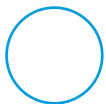
## Find valuable mentors

We help founders find mentors that offer additional perspectives on their professional growth.



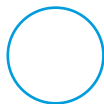
## Get office space

We warmly invite start-ups to use our office space and facilities here at Science Park Graz.



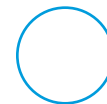
## Consult our team

We help start-ups avoid common start-up mistakes by providing qualified business guidance.



## Seek strong investors

We help start-ups seek private investment from our network, to take them to the next level.

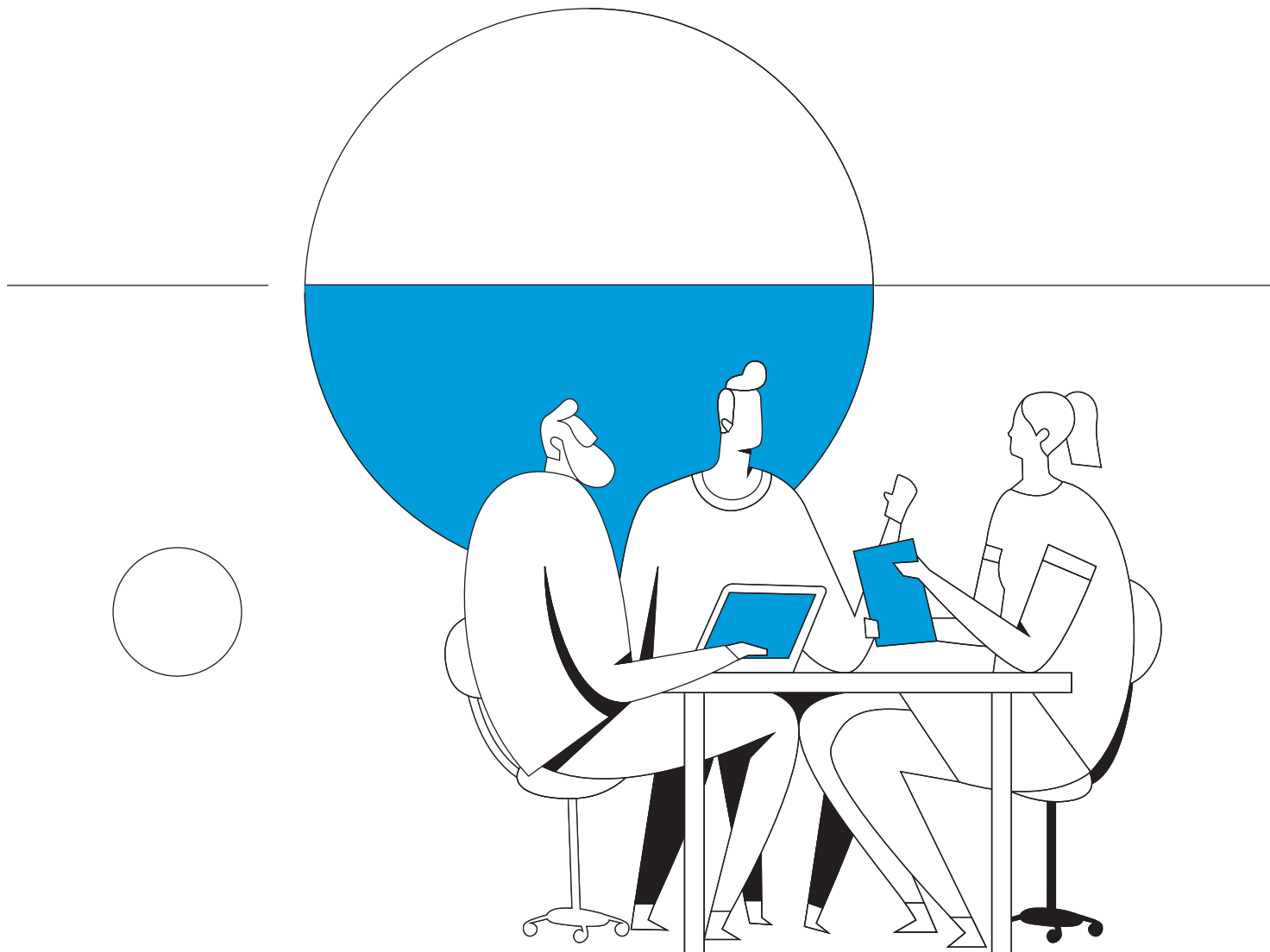


## Get alumni support

Connect with successful start-ups from our alumni network and benefit from their experience.

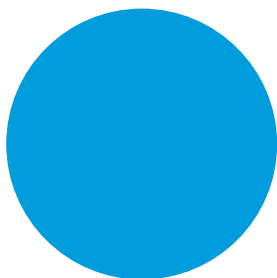
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# SPG Academy

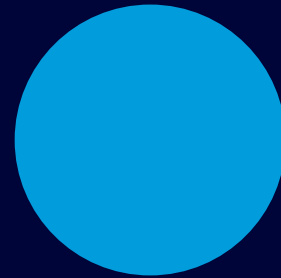


## Prepare yourself to excel

The life of a start-up founder can be challenging in many ways, from technical obstacles to the lack of funding. There are numerous things that can go wrong on an entrepreneurial journey. Therefore, we at SPG and ESA BIC Austria have decided to offer additional early-stage support with a unique pre-incubation programme for our future incubatees. During their two months in the SPG Academy, founders and their teams are supported in the concretisation of their business idea, the development of a successful business model and the professionalisation of their financial plan. The goal: delivering a solid business case and a perfect pitch to the admission boards for our incubation programmes.



# Alumni Club



Completing our incubation programme does not mean farewell! With the introduction of the SPG Alumni Club, we will keep offering you a broad range of activities and interesting benefits even after your incubation period has ended.

## **JOIN OUR COMMUNITY**

We bring SPG alumni together in our start-up ecosystem through events hosted by SPG.

## **CONTINUE TO LEARN**

Alumni can join our workshops and continue to get the entrepreneurial support they need.

## **BE A MENTOR**

Alumni provide their professional experience of start-ups and support the next generation.

## **INCREASE YOUR VISIBILITY**

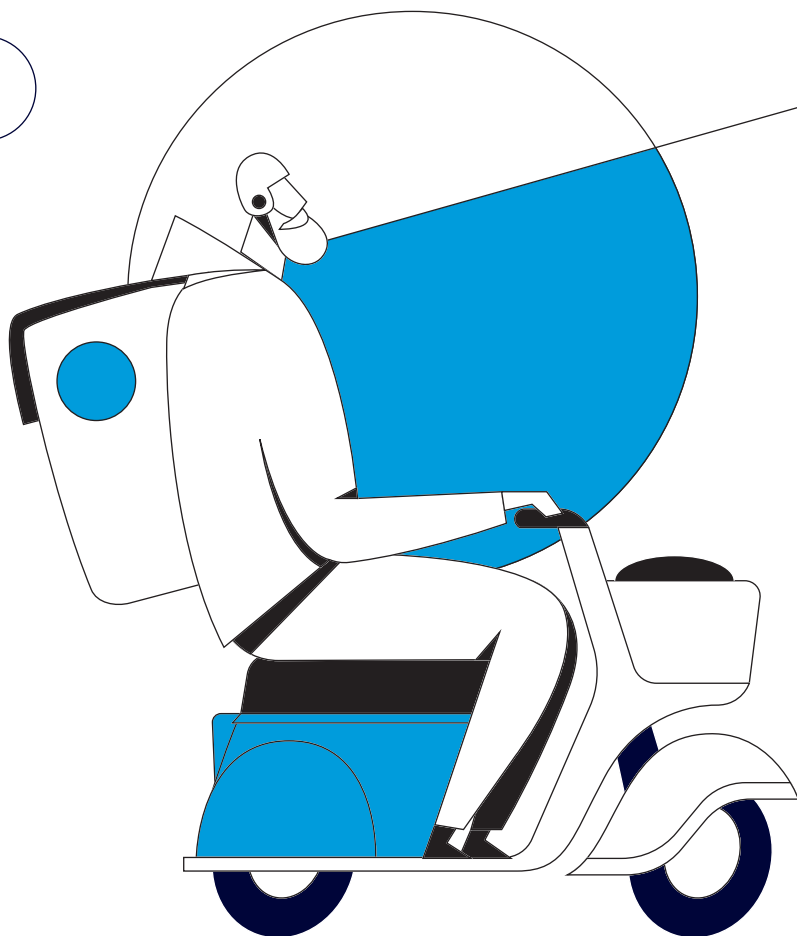
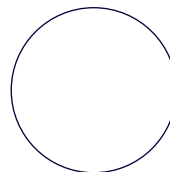
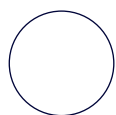
All companies get promoted on the SPG website and through our newsletter and social media channels.

## **CONSULT SPGS' TEAM**

Continue with your quarterly meetings, report milestones and consult the SPG team.

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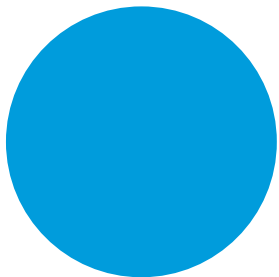
## Stay part of the SPG family



Our SPG and ESA BIC Austria alumni – our start-ups who have already finished their incubation time – are the best ambassadors we could think of. Their success stories represent our rewarding work.

## **ESA BIC Austria**

Are you passionate about space?  
Then ESA BIC Austria, the European Space Agency's Business Incubation Centre, is the place to apply! We offer a programme for entrepreneurs to support them with the transfer of technologies, systems or data from space to other areas of the economy. Our start-ups benefit from a grant of up to 50,000 €, technical and business support as well as access to one of the world's strongest start-up networks, with more than 700 start-ups spread over 20 locations.







# It all begins in space

In 2016, Science Park Graz was entrusted with the management and coordination of ESA BIC Austria and thus is the point of attraction in Austria and the SEE region for entrepreneurs to turn their space-related vision into a successful venture. ESA's Business Incubation Centres (BICs) work to inspire entrepreneurs to turn space-enabled business ideas into commercially viable companies and provide technical expertise and business-development support.



## ESA Business Incubation Centres

180

start-ups  
yearly

20

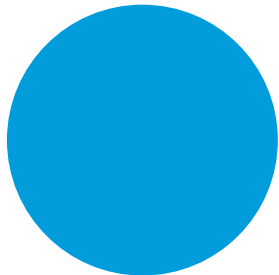
centres  
across  
Europe

700+

new  
companies  
to date

## Why ESA BIC Austria?

24 months of  
space incubation



ESA BIC Austria offers a powerful support structure in multiple entrepreneurial areas. Start-ups will benefit from:

- **Join our network**  
Join the world's largest space innovation network! We are your gateway to a worldwide network of collaboration with other start-ups, industry, academia,...
  - **Launch with 50,000 €**  
Building prototypes and developing a sound IPR strategy are essential and made possible with the ESA BIC's zero-equity funding.
  - **Receive greater exposure**  
An association with a powerful brand can deliver great benefits and open doors. Adding the ESA branding to your start-up is a credibility sign recognised globally.
  - **Get business support**  
Everyone needs help to succeed! Receive business assistance from our consulting team and mentorship network.
  - **Reach global investors**  
Investors are a great way to bring money and know-how into a start-up, we give you special access to investors.
  - **Get technical support**  
Resolve technical challenges by accessing academia and industry and expertise from ESA „rocket scientists“.
  - **Get office facilities**  
Having a place at discounted market prices with professional meeting facilities and great coffee, means you can focus on your start-up.
  - **Get exclusive deals**  
Having the right tools to work with is important, so get exclusive opportunities with our partners.
  - **Beat the competition**  
It's great to win awards, especially when they come with cash prizes and exposure. We ensure you don't miss out.
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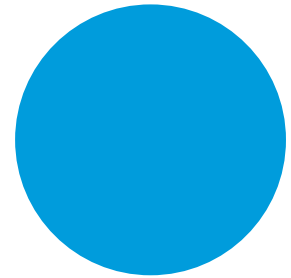
## „Space relation“ doesn't mean rocket science!

Entrepreneurs, SMEs and students, applying to our programme, should keep in mind that their business ideas need to be based on space technology, systems or satellite data, such as satnav, materials or ESA patents. Their projects should target either space (upstream) or a non-space market (downstream).

### Eligibility criteria:

- Clear space connection (Not sure you have one? Take a look at our guidelines on our website)
  - For companies: Legal representatives hold more than 50% of the capital voting rights
  - Companies up to 5 years old or natural persons
  - Availability to locate the business in Styria or in Lower Austria
-

## For the better of humanity



ESA BIC Austria is the go-to-place for visionary entrepreneurs, researchers, students and industry spin-offs, looking to develop innovative and scalable space-related business ventures!

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**Martin Mössler**  
MANAGING DIRECTOR  
OF SCIENCE PARK GRAZ  
GENERAL MANAGER OF ESA BIC  
AUSTRIA AND ESA BA AMBASSADOR



**Sabrina Petutschnig**  
EXECUTIVE ASSISTANT TO THE  
MANAGING DIRECTOR  
EVENT MANAGER



**Inês Plácido**  
MANAGER ESA BIC AUSTRIA  
AMBASSADOR ESA BA AUSTRIA

## This is us



**Nina Reisenhofer**  
TEAM LEAD | SENIOR  
INNOVATION CONSULTANT



**Jeremija Hranjec**  
SENIOR PROJECT MANAGER  
INNOVATION CONSULTANT  
ESA BIC AUSTRIA



**Dijana Janevska**  
SENIOR PROJECT MANAGER  
INNOVATION CONSULTANT  
ESA BIC AUSTRIA



**Katrin Krenn**  
SENIOR INNOVATION CONSULTANT

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**Craig Matthews**  
SENIOR INNOVATION CONSULTANT



**Hermann Moser**  
SENIOR INNOVATION CONSULTANT



**Sigrid Weber**  
SENIOR INNOVATION CONSULTANT



**Petra Rechberger-Ellmer**  
CONTROLLING, REPORTING



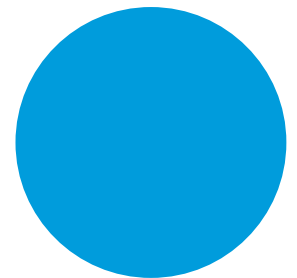
**Sandra Hinteregger**  
CONTROLLING, REPORTING



**Sharon Posch**  
MARKETING & PR



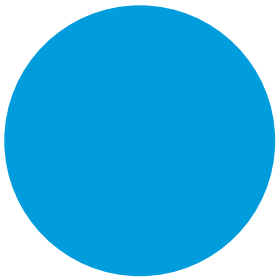
**Anja Ederer**  
MARKETING & SOCIAL MEDIA MANAGER





# Start-up Idea Competition

Does your heart beat for innovation?  
Are you ready to change the world  
and disrupt the status quo?





Every year, Science Park Graz organises the European Start-up Idea Competition to inspire and encourage entrepreneurs of all ages and backgrounds to realise their dreams. This is your opportunity to release the potential of your idea and be in for the chance of winning a cash prize of 2,000 € in one of six categories.

The best ideas under each category will be shortlisted and their founders invited to give a 3-minute pitch to our jury in Graz. Just a few hours later, the winners will be announced during a glitzy evening event, to which all applicants are warmly invited to attend.

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#### CATEGORIES

Energy & Environment

Mobility

Health

Special Societal Impact

Digital Economy & ICT

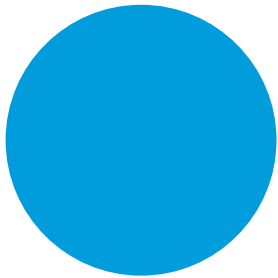
Space\*

\*Space technology translated into everyday applications

We take the protection of your intellectual property very seriously. All individuals involved – both the SPG / ESA BIC Austria team and the jury – are bound by a non-disclosure agreement and will not disclose any information on your idea.

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## Drivers of our success



Our shareholders and partners provide a powerful support structure at the heart of the start-up ecosystem. We are thrilled to be part of a network of regional and international partners, enabling us to steadily extend our reach and capabilities. Our success is in no small part intertwined with the contributions made by our valued partners, who put us in an even more effectual position to give maximum support to our start-ups.

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## Shareholders



Technical University Graz

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Medical University Graz

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University of Graz

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## Funding bodies



austria wirtschaftsservice (aws)

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European Space Agency

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Styrian Business Promotion Agency (SFG)

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Austrian Research Promotion Agency (FFG)

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Department of Economic and Tourism Development

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## Sponsors

GründerCenter of the Steiermärkischen Sparkasse

FH Joanneum Graz

European Space Agency (ESA)

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## Valued partners

accent Inkubator GmbH

Alumni TUG

Alumni Uni Graz

AplusB

ASEP

Austrian Academy of Sciences (ÖAW)

Austrian Patent Office (ÖPA)

Austrian Startups

Auto Cluster Styria

BDO

Campus 02

Career Center University Graz

Circle of Excellence

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## Valued partners

ebn

ESA-BIC Lower Austria

Falling Walls Lab Austria

Fifteen Seconds

Fuckup Nights Graz

G'Scheiter Miteinander

Green Tech Cluster

Gruenderland Steiermark

Health Tech Lab

Human Technology Styria

i2b

ICONS

Ideentriebwerk Graz

INNOLAB

Jobland Steiermark

LEAP Summit

N4

PENTR

PODIM

Research Joanneum

Silicon Alps Cluster

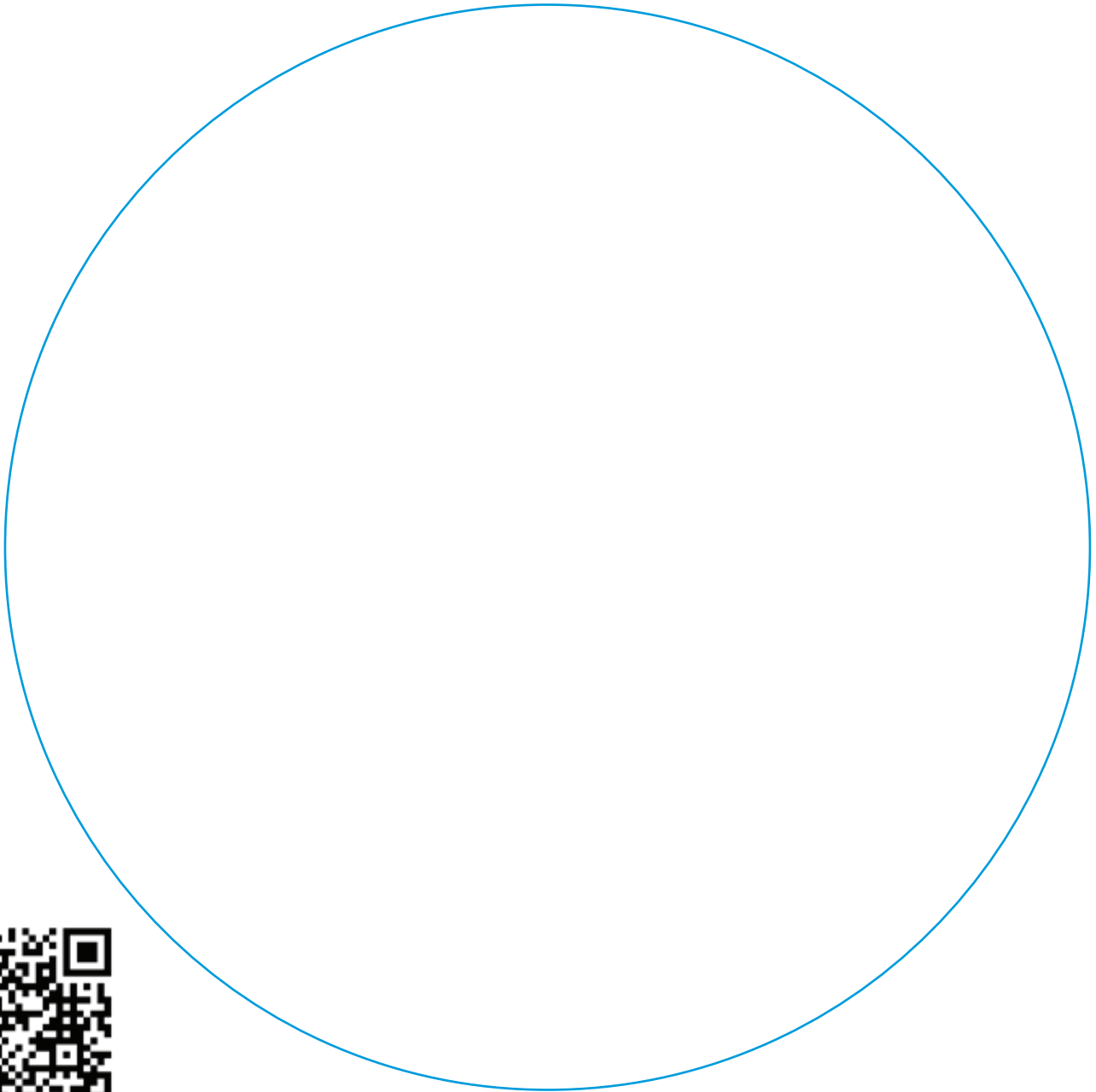
Styrian Chamber of Civil-Law

Notariestovarna podjetmov

University of Music and Performing Arts Graz

WKO Gruender Service

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Want to start thinking outside the box?  
Scan the squares and apply!

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