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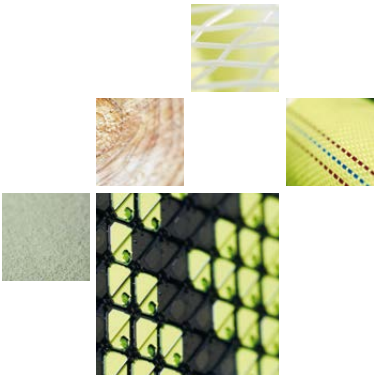
ADVANTAGE AUSTRIA

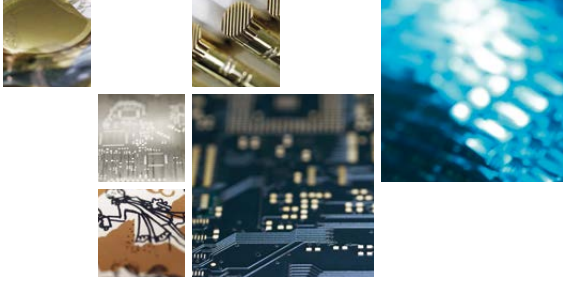
FRESH VIEW

Special edition:
Austria's Born Global Champions III

SURPRISINGLY INGENIOUS

www.advantageaustria.org





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Born Global Companies and Born Global Supporters - the new 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.

"Austria's Born Global Champions succeed with truly innovative products and services, a strong focus on the demands of global customers and above all by seizing business opportunities at an impressive speed."

Christoph Leitl, 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.

It is obvious that this endeavour is highly challenging and requires the support of stakeholders and companions in order to be able to succeed. These

"These Born Global Champions and Supporters can make your venture even more successful. Our network of local offices in over 70 countries facilitate getting in contact with those "SURPRISINGLY INGENIOUS" business partners."

Walter Koren, Director General
ADVANTAGE AUSTRIA

"Born Global Supporters" accelerate - with their long business experience, basic know-how and international network - the "Born Global Ventures".

For the purpose of the third edition of this brochure the term "born global" has 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
OAC
HES

Austria's Born Global Champions
Agriculture

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GEOPROSPECTORS®

Geoprospectors are pioneers in the motorised, large scale application of geophysical prospection systems. The company was founded in 2014 with the aim of developing autonomous end customer systems, which enable the user to collect and analyse data without expert know-how.

With the Topsoil Mapper (TSM), the company has made a first step towards the commercialisation of its in-house developments. The sensor system is a user-friendly measurement system for efficient non-invasive mapping of soil parameters that can be used, for example, for real time site specific control of tillage machinery. The TSM has received numerous awards since its first presentation to the public (AGRITECHNICA 2015).

Austria's Born Global Champions
Automotive

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Driven by the vision of integrating the electric drive into all areas of mobility, KREISEL is developing the most lightweight and efficient battery solutions.

This technology has already been applied to all kinds of vehicles, from e-karts, cars, buses and trucks to boats and airplanes, as well as stationary storage. Batteries profit from the high-performance technology, thanks to the special assembly and innovative thermal management.

The stationary storage system was presented in 2016, followed by an innovative fast-charging station in 2017. To meet the global demand for battery packs, Kreisel Electric is currently erecting its factory for large-scale production in Rainbach, Upper Austria.

Parkbob GmbH

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Creating the ultimate street parking experience.

Parking in cities is a hassle. It takes a lot of time, money and nerves. Detailed information on parking options, restrictions and pricing is not available in the digital world. In keeping with the vision of a connected and autonomous car, it is clear that the entire process needs to be digitally supported.

Already covering 25 cities globally, Parkbob provides high-quality intelligence about on-street parking rules and restrictions and availability. A member of the A1 Start Up Campus, Parkbob renders consumer-grade services that help drivers to make better decisions.

KRAUCK-SYSTEMS e.U.

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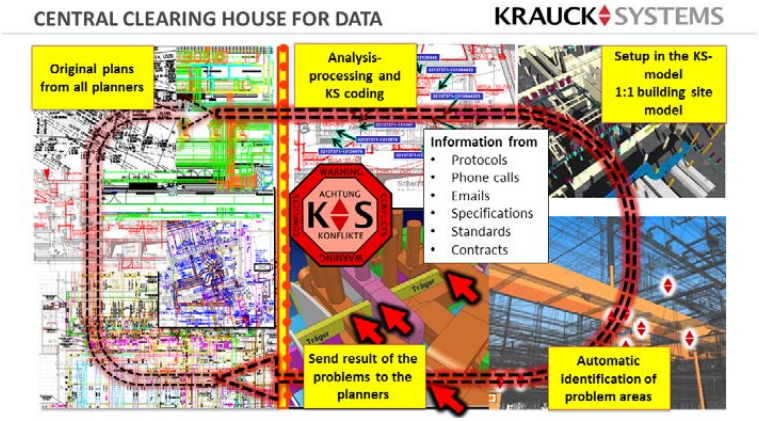
KRAUCK SYSTEMS

The KRAUCK-SYSTEMS technology, which is unique worldwide, helps to prevent construction cost overruns and time delays in all kinds of complex major projects.

As a project management company and with its intelligent XD real data model, KRAUCK-SYSTEMS is able to virtually depict the construction site in the planning phase. As a result, collisions, defaults etc. can be identified even before the start of construction and can already be eliminated in the planning phase. An accurate project cost calculation can be carried out only on this basis.

The ongoing monitoring of adherence to cost and quality standards is also one of the key advantages of KRAUCK-SYSTEMS project management.



Austria's Born Global Champions
Electrics | Electronics | Mechatronics

fellner engineering gmbh

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fellner engineering gmbh

CSM Heartbeat Acoustic Monitoring of Circular Sawmills

The CSM Heartbeat system monitors the "heartbeat" of the saw blades like a stethoscope. CSM Heartbeat reduces the feed rate – often just for a second – in order to prevent any "pinching" and damage to the saw blades. After this brief reduction, the sawing plant immediately carries on again at normal speed.

Finally, CSM Heartbeat improves the output of the whole sawing plant – it has the same effect as "chip-tuning" with cars.

Cost saving through:
- higher productivity
- lower saw blade wear
- higher cutting accuracy
- thinner saw blades
- higher saw blades
- reduced saw blade costs

Return of investment in just a few months!

Lithoz GmbH

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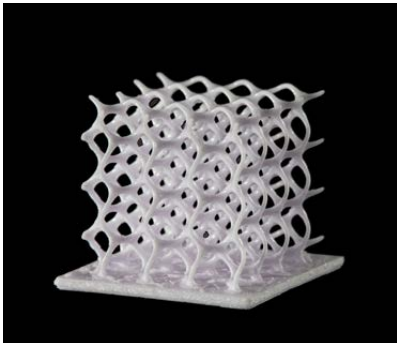
Lithoz specialises in the development and production of materials and additive manufacturing systems for 3D printing high-performance ceramics.

The interdisciplinary collaboration of specialists in the fields of mechanical engineering, process engineering and chemistry has led to the development of a manufacturing system, which allows the production of ceramics suitable for industrial and medical use. This Austrian-based system is specifically intended for the production of highly precise and complex applications.

The produced components meet the high demands of density, stability and precision which are required by the ceramics industry and in ceramic research.



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llynx is an Austrian SMC and a specialist in electronic-lighting, in the development and manufacturing of smart lighting for smart cities and smart buildings, professional lighting, municipal and residential lighting, as well as smart lighting for outdoor advertising.

- Development and manufacturing of lighting and light control devices "Made in Austria".
- Core competencies: sensing (ambient light, movement, presence), power-conversion (converters, drivers, WPC wireless power charging/ transmission), intelligent and complex LED-modules.
- Design of smart and highly integrated lighting-products, combining different functions and intelligent features to form smart LED-lighting products.

Taurob GmbH

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taurob is a provider of robotic teleoperation solutions for fire-fighters, CBRN first responders, EOD squads and police units. taurob's robots gain situational awareness in dangerous environments. Equipped with an intuitive control system and multipurpose interfaces for quick and easy add-on integration, the robots can be deployed for a wide range of different missions.

The robots are also waterproof, ruggedized and available in an ATEX certified version.

The fact that it is the world's only ATEX certified mobile robot, makes it a vital tool for applications in potentially hazardous industries in the private sector, above all for the oil and gas industry.

USound GmbH

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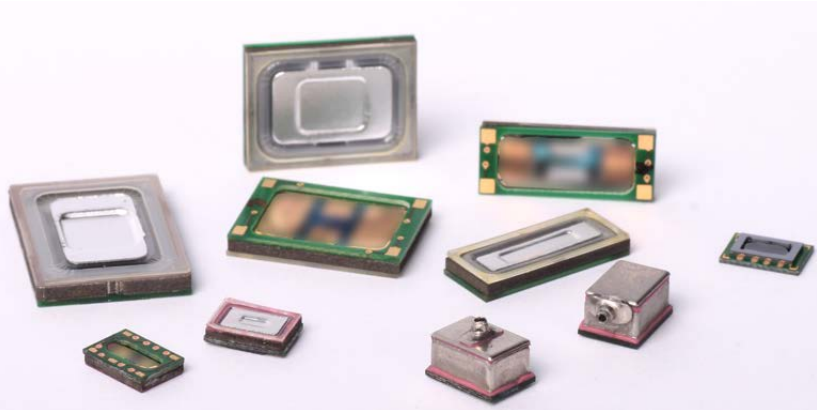
USound GmbH develops and produces miniature loudspeakers and audio systems for personal devices based on MEMS (Micro-ElectroMechanical System) technology.

Thanks to their extremely light and powerful actuators, USound's speakers offer a large bandwidth and clear sound, turning listening into a new experience. For smart-system creators, tight tolerances and intrinsically-matched components simplify hardware and software design.

This is the start of the audio revolution!



W2P Engineering GmbH

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W2P Engineering GmbH develops and manufactures cutting-edge 3D printers of outstanding quality, performance and design using DLP technology.

The SolFlex 3D printers for professional additive manufacturing are perfectly assembled with great attention to detail. Patented innovations like a feedback sensor and a specially developed vat provide shorter production times and improve the quality of the printing process.

The products offer freedom of choice in terms of material, software and processes, so a maximum of flexibility is guaranteed. W2P's high-precision 3D printers allow their clients - especially from the dental, audio, jewellery and industrial prototyping industry - to produce customised parts and models with minimal waste of material.

XARION Laser Acoustics GmbH

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XARION Laser Acoustics is an Austrian start-up company, which develops and distributes a revolutionary, laser-based acoustic sensor.

The patented idea behind this technology is to detect sound based on its ability to change the speed of light. Since no mechanically movable or deformable parts are involved in this approach, the sensor comes with a linear frequency response free from mechanical resonances. Furthermore, the microphone shows an extraordinarily broad frequency range expanding from 5 Hz to 20 MHz.

Areas of application include acoustic process monitoring for industrial use, medical ultrasonics and non-destructive material testing in the aerospace and automotive industry.

soft-LED System GmbH

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soft-LED System offers LED-dimming solutions for theatres, concert halls and opera houses. Famous institutions already enjoy the benefits of the outstanding lighting and electronic engineering competence: the Berlin Concert Hall, Dresden Opera, Vienna State Opera and the Musikverein Vienna.

Historic chandeliers and existing cabling can be reused. No new programming is necessary for lighting scenarios, just plug in when installed. The system solution works 100% flicker-free, allows smooth and gradual dimming from 0 – 100% and is suitable for modern TV-HD-broadcasting requirements. Best cost of ownership is guaranteed.

soft-LED's new innovation "SMART ARENA", a powerful LED lighting solution, is ready to enlighten Europe's stadiums.

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BIG SMILE FROM AUSTRIA is a producer of natural drinks for day and night. The portfolio ranges from alcohol-free fruit and vegetable juices to alcoholic apple ciders for restaurants, hotels and food retailers.

The assortment in detail:

- PURE: Fruit and vegetable juices (apple, grape, carrot and beetroot)
- SPARKLING: Carbonated naturally cloudy apple juice
- CIDER: Apple wine with low and high alcohol (2.1% and 4.8% alc.)

The beverages are characterised by their top quality ingredients from Austria and the natural taste. BIG SMILE is convinced that high quality ingredients do not require additives. For this reason their products are completely free from artificial additives or added sugar.

BlackSky GmbH

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BlackSky was founded 2014 in Carinthia, Austria and is the expert in shop systems for tobacco products.

The BlackSky SHELF is a self-developed, unique shelving system for cigarettes, that not only makes the best use of the available space, but also creates valuable advertising space. Therefore the BlackSky SHELF serves as a point-of-sale marketing tool, whereby shop owners can generate additional sales.

By simply replacing the printed covers, the appearance can be completely changed within a few minutes. Existing shelves can also be upgraded with the BlackSky SHELF.

BlackSky SHELF is the ideal piece of equipment for every tobacco shop - perfect in operation, unique in design, changeable depending on the situation and need.

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Besurence is a manufacturer of various in-vitro diagnostics for personal use at home, as well as for use by medical personnel. The range of products is designed for the diagnosis of infectious diseases, allergies and fertility status. Quick tests are provided e.g. for the detection of tuberculosis, gluten intolerance and pregnancy. In 2016, Besurence launched a second product line on the market, which focuses on non-prescription treatments (including influenza and fertility problems amongst others).

All products provide a reliable result within 5 to 15 minutes. The products and the firm itself are certified according to the European standards CE and ISO 13485 and ISO 9001.

ivary - Juno Institut

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How long is a woman still able to have children? This is a problem for women who want to plan their life, especially as many women are having children later. The ivary Ovarian Reserve Test transforms women's lives and empowers family planning. The hormonal test uses advanced software and research from thousands of women.

Women receive a reliable forecast of their chances of becoming pregnant every year until menopause. Women can order the test online and receive the results directly, or medical doctors can use it as a powerful diagnostic tool. Ivary received 1.2 million euro from the "2 Minuten 2 Millionen" TV show and is now extending globally to Europe and the USA. The company is growing fast and now has 11 employees.

ImageBiopsy Lab

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ImageBiopsy Lab is developing and marketing a software-aided method for the assessment, follow-up and prediction of the various stages of knee arthrosis. Using machine- and deep learning algorithms, the radiograph is evaluated objectively in seconds according to standardised criteria and the results are presented to the physician in the form of a comprehensive report.

Radiologists or orthopaedic specialists can thereby reduce time-intensive routine work, increase the treatment quality and evaluate the influence of the therapy objectively. For users in research, as well as developers of pharmaceuticals, the methodology allows objective, reliable diagnostics in the conduct of clinical trials as well as in the tracking of drug effects.

Imprint Analytics GmbH

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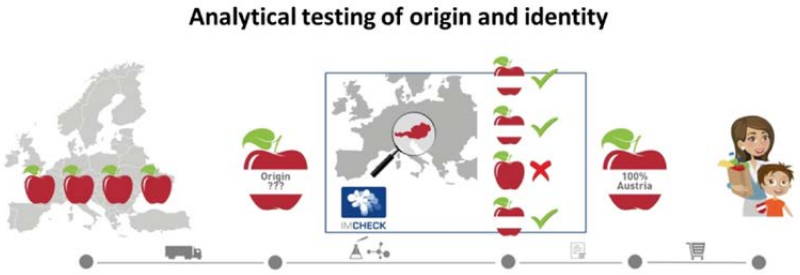
Imprint Analytics, founded in 2012, is the only commercial laboratory for isotope analysis in Austria and has been accredited according to ISO 17025 in July, 2014.

Locally produced apples? Naturally derived vanilla flavouring? To answer questions like these, innovative methods are used to determine the isotope-fingerprint of a certain product. This means that the origin and the authenticity of a product can be proven analytically and independently of documentation (ImCheck).

There is not only a huge variety of applications in the food sector, but also in the areas of pharmaceuticals, cosmetics and the environment. These applications are being continuously developed through participation in various research projects, as well as in close cooperation with the customers.



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Nuki Home Solutions is one of the leading suppliers of access solutions in Europe. The company aims to make access controls smarter and physical keys irrelevant.

The company is headquartered in Graz, Austria, has more than 20 employees and operates in the DACH region. The company's first product turns a smartphone into a smart key in only a few minutes. The Smart Lock is mounted on the inside of the existing door lock and is Europe's first Bluetooth smart lock with permanent internet access.

Nuki opens the entrance door automatically as soon as an authorised person approaches and locks the door at the push of a button when you leave the building.

Tablet Solutions GmbH

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With its WorkHeld software, Tablet Solutions digitises the entire construction and maintenance process.

With innovative technologies and a deep understanding of the industry, WorkHeld stands for an increase of efficiency in industrial field work. WorkHeld enables project coordinators to distribute tasks and resources simply and ensures that workers in the field always have access to all relevant information such as construction plans and check lists.

WorkHeld, the development of which was based on the needs of the workers in the field, now offers noticeable benefits for everybody involved.

LINKILIKE GmbH

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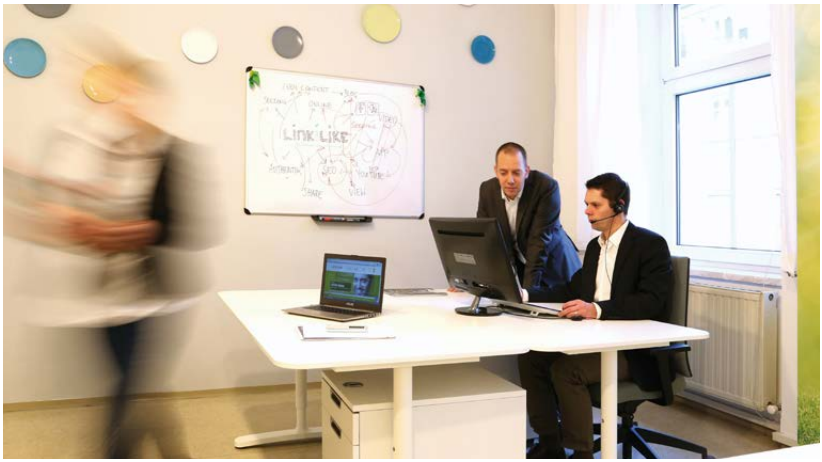
LINKILIKE is an automatic content distribution tool, which ensures a focused, quick and authentic reach of content. Content such as videos, images, apps and web links can be strategically circulated in social media such as Facebook, Twitter, Tumblr and Google+ via the company's own influencer network.

Unique targeting is ensured through the AuthenticityCode for which a patent is pending and which effectuates the automated circulation with a touch of word-of-mouth advertising.

Clearly measurable results, short term range and sustainable social signals are the output of a LINKILIKE campaign.



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Aero Enterprise is specialized in a sustainable inspection service and analysis on surfaces of all kinds at vertical objects with a focus on wind power plants. The quality assurance system consists of a flight-robot, a client-based analysis software and database. In addition to high-resolution images, infrared data is recorded, which can provide insight into the deeper layers of an object.

The digital assessment of the current state of the objects brings in objectivity into the evaluation, which is often subjectively influenced by human beings. In this way, former and actual data can be compared as part of a change-management. The database is also an interface to Industry 4.0 and integrating the data into the customer's ERP environment.

Bademeisterei Kosmetikmanufaktur GmbH

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BADEMEISTEREI
CosmeticsManufactory

The Bademeisterei Cosmetics Manufactory produces bathing accessories, soaps and other high-quality cosmetic products. Naturally, just like in the "good old days", by hand. All luxury products are the company's own creations and made 100% in Austria.

All processing steps are carried out at the manufactory in Linz. This means short distances, permanent quality control and perfect teamwork.

The Bademeisterei was founded in 2013 and since then has grown to become one of the largest private label bathing accessories manufacturers in Austria.

Austria's Born Global Champions
Retail | Consumer Goods

BUMAS GmbH

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BUMAS®
das Original.

The premium brand BUMAS® develops and produces customised dog accessories made from BioThane®. In cooperation with dog psychologists and dog trainers, BUMAS has redesigned the muzzle for dog and human safety.

Customised dog muzzles made from BioThane TM are produced in the Austrian village workshop. The creation of "BUMAS the Original" is certified animal welfare, with a wide variety of customisations, including 21 colours and extra options to suit the dog's individual personality. With matching BUMAS BioThane collar and leash, a dog muzzle completes the ensemble for any purpose.

BUMAS offices and production are located in the Austrian province of Burgenland.

Austria's Born Global Champions
Retail | Consumer Goods

SnailX GmbH

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A revolutionary product for every garden: a slug trap with a patented way of working!

This waterproof slug trap controls slugs easily, quickly and effectively in your whole garden. The trap's patented way of working combines an extremely efficient attractant with tried and tested slug pellets. Simply replace the attractant bottle once a month and refill the slug pellets.

The slugs are attracted even from a long distance away; they come and eat the slug pellets then creep back to their hiding places, where they remain.

appers gmbh

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With more than 5 million apps and games currently available in the two major app stores (Google Play & Apple App Store), setting yourself apart and surviving the app store hustle can be a real problem.

App Radar, which has been developed by the Austrian appers gmbh, is the fastest way to achieve more organic downloads for your apps and mobile games.

It helps you to find out if your app or game can be found within the app stores and you can directly optimise your meta data to increase chances of getting more downloads. App Radar has already attracted more than 4.000 businesses all over the world.

AR4 GmbH

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AR4 GmbH is a spin off from the TU Graz. The award winning startup commercialises computer vision and augmented reality technologies under the VIZARIO® brand.

Their software engine powers Augmented Reality Applications on headsets and head mounted displays, such as Microsoft Hololens or Google Glass. With 10+ years of experience in the field of applied research, AR4 commercialises core technologies and IP with offices in Austria and Silicon Valley.

The commercial application is a system that enables remote maintenance scenarios. Trained staff no longer need to fly in for on-site maintenance. With the widespread adoption of headsets, the product roadmap extends to marketing, media and education.

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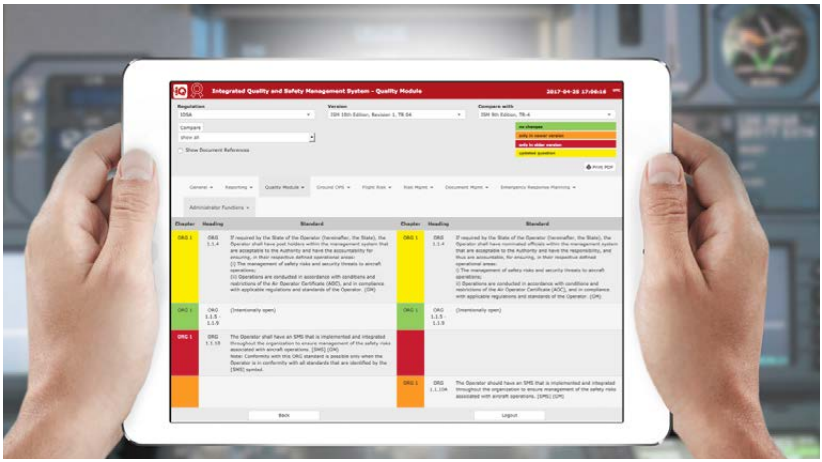
ASQS GmbH (Advanced Safety and Quality Solutions) is a highly innovative, Vienna-based software provider in the field of safety and quality management systems, with a strong focus on the aviation and maritime industry.

The company offers IQSMS (Integrated Quality and Safety Management System), a modular, web-based and user-friendly software that supports organisations in their daily operation by providing intuitive hazard and incident reporting, a comprehensive quality assurance and proactive risk management system.

Special focus is given to the flexible configuration of the product to meet the manifold requirements of customers. Today more than 120 organisations around the world use IQSMS.



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BikerSOS is an app that can save lives. It can detect motorcycle accidents and automatically set off an emergency alert to private emergency contacts or a partner emergency centre. The emergency alert also transmits voluntarily provided medical data and the current position of the driver. Additionally, a live tracking link can be shared with loved ones, who can then follow the tour in real time.

After a particularly enjoyable ride, the tour can be seen within the app and shared over the internet.

The BikerSOS application should become an indispensable tool for every motorcyclist worldwide.

CyberTrap Software GmbH

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CyberTrap
Know your enemies

CyberTrap Software GmbH is the European leader in deception technology, which enables large companies to counteract current cyber threats in a new and unique way. CyberTrap redirects attackers to a digital playground and leads them into the belief that they have succeeded with their breach.

With its live forensic capabilities, CyberTrap monitors the attacker's behaviour, collects valuable local threat intelligence and traces back the attacker's tactics, techniques and procedures. For the first time there is the opportunity to observe and analyse the behaviour of the attacker.

In addition the CyberTrap TrackDown service allows you to deliver tagged documents to malicious actors, which enables the organisation to track and identify the actors behind a cyber intrusion.

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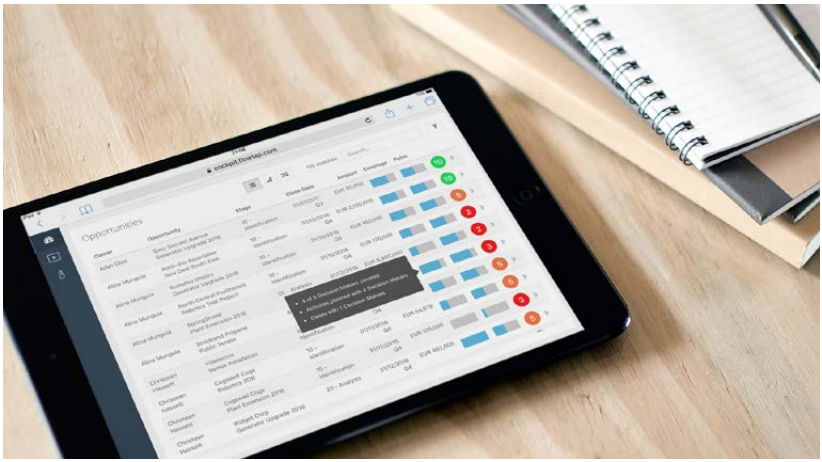
Flowtap

Flowtap provides services and technology to optimize your business through artificial intelligence and data science.

Flowtap's highly specialized artificial intelligence engine reveals critical patterns in your business processes and shows you how they can be made more effective. The technology condenses complex data to provide clear visual insights and creates a bridge between data analysis and action.

A self-learning assistant proactively supports your sales, marketing and service teams with early warnings and suggestions as to how you should act. It simplifies and automates busywork and creates more productive time.



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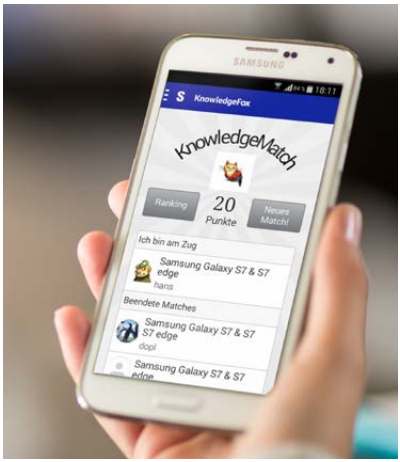
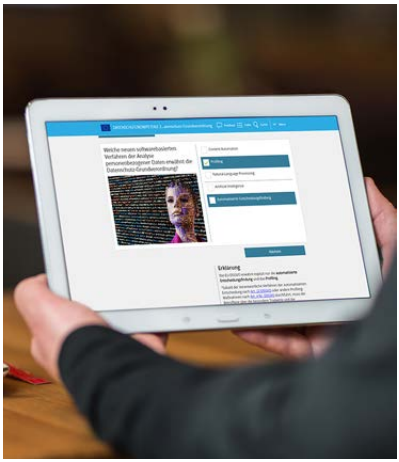
KNOWLEDGEFOX
makes knowing easy

KnowledgeFox is the pioneer of MicroLearning. The company started in 2012 as a spin-off of Research Studios Austria and within 4 years attracted customers in 23 countries worldwide. KnowledgeFox was acquired by the Bonnier media group in 2017 and is now on the way to becoming a leading European micro- and e-learning company.

KnowledgeFox is an agile, budget-friendly and flexible learning solution for knowledge acquisition in companies, institutions and high schools. Features such as a branded app, learning analytics, the KnowledgeMatch or the voucher system guarantee broad fields of application. Customers are, amongst others, SAMSUNG, BFI Vienna, Credit Suisse and the Republic of Macedonia.





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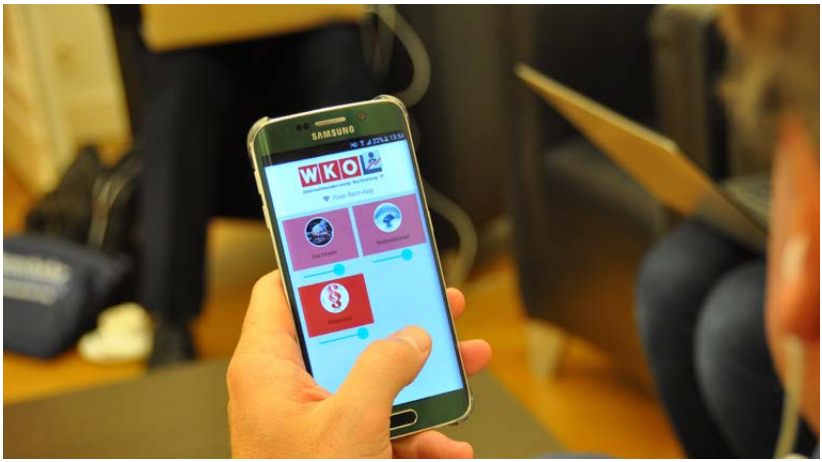
LINEAPP
Realtime. Streaming. Technology.

LINEAPP - Realtime. Streaming. Technology.

LINEAPP is an award-winning startup from Vienna, with huge experience in team and event communication. The revolutionary, patented technology transmits audio data in realtime and HiFi quality into local networks & WiFi without any internet or server connection.

LINEAPP released 3 unique products: FLUX is an intercom solution, replacing old-fashioned walkie-talkies and intercom systems. CAST is an audio broadcast solution for live translations and supports hearing impaired people.

TOUR is a mobile WiFi guide solution for museums and indoor/ outdoor guided tours. More than 50.000 user from all over the world are benefitting from this groundbreaking solution.



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MedCubes is an app-based information system for the healthcare sector. The consideration of clients' requirements and the combination of multiple apps and functions results in tailor-made workplaces for all user groups in a healthcare facility.

MedCubes RemoteCase supports all processes in the field of remote and rural care. The RemoteCase connects people, who otherwise have no or only limited access to healthcare, with doctors.

This is achieved through the use of the latest hard- and software technology, which is used for example by trained and certified health workers in order to provide care for patients.

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MetGIS®
ProfessionalWeatherService

Ultra-precise weather forecasts for better decisions!

4 out of 5 companies are influenced by the weather. With the particularly accurate weather forecasts from MetGIS, businesses can make better decisions and thus work more efficiently and safely.

The high resolution (up to 30 m!) of the forecasts is based on the combination of detailed terrain data and cutting-edge weather models. This makes MetGIS one of the best weather forecasting systems worldwide.

Many international clients, such as weather portals, apps, road operators, ski resorts and open-pit mines, already trust in forecast maps, pdf reports and smart programming interfaces (APIs) from MetGIS.

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more than metrics

More than Metrics develops service design tools for companies who want to improve their customer experience.

Smaply (www.smaply.com) is a web-based software that illustrates personas, journey maps and stakeholder maps. ExperienceFellow (www.experiencefellow.com) is a combination of a mobile app and web-based software to research customer experiences through mobile ethnography.

Founded by the service design experts Marc Stickdorn, Jakob Schneider and Klaus Schwarzenberger, More than Metrics is based in Innsbruck, Austria. With a team of 17 international employees it serves customers all over the world.

Ocean Maps GmbH

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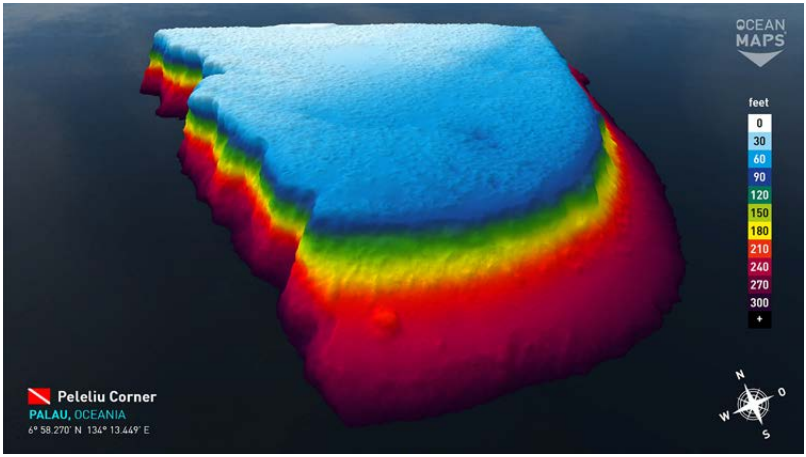
The Ocean Maps company creates the world's first interactive 3D underwater maps based on high-resolution and precise geographical data (sonar, satellite and video data). This data is collected with modern state-of-the-art equipment and processed into realistic 3D models.

Ocean Maps is in the process of mapping the most important and renowned dive sites all over the world. So far they have completed maps of dive sites in the Red Sea, Florida, Palau, Spain, Indonesia, Australia, Germany and Austria. Currently measurements are being carried out in the Philippines and the maps will be processed and released in the near future.



Onlim GmbH

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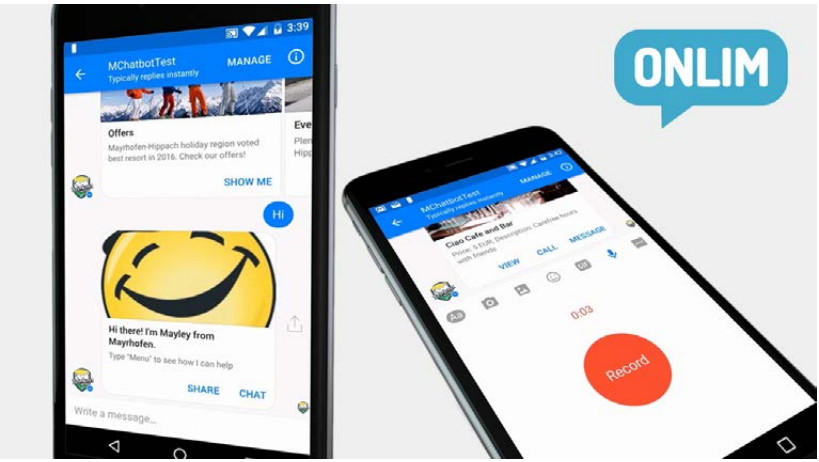
Onlim offers a software platform for automating customer communication via social media, chatbots and artificial assistants. It is a fully integrated software solution for content creation and content distribution on social media, chatbots and artificial assistants.

It enables automated personalized 1:1 communication with clients, followers or prospective partners and helps to unlock new digital sales channels via smart chatbot solutions.

As a spin-off of the University of Innsbruck, Onlim offers cutting edge technology which enables the saving of time and money in daily customer communication. Onlim's customers range from start-ups to leading, large enterprises and organisations in various industries.



Austria's Born Global Champions
Software & IT

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updatemi

updatemi is a fact extraction software, powered by artificial intelligence and addressing the problem of information overload.

By using an intelligent algorithm, the tool is capable of extracting the relevant information from long articles and documents and creating instant summaries. By removing extraneous information and presenting the remaining facts as bullet points, customers receive the most relevant content in a quick and easy-to-digest format and save reading time by up to 90%.

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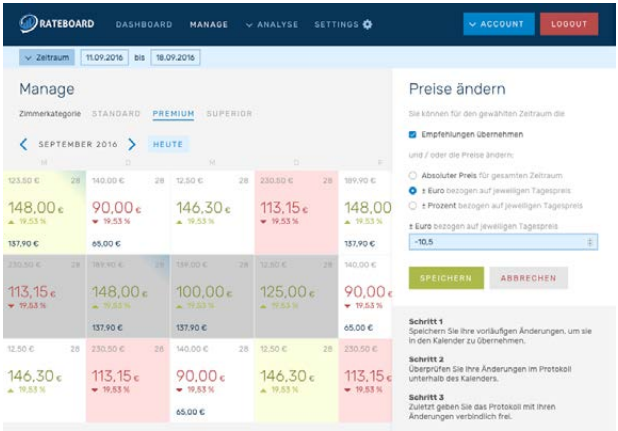
Rateboard is developing and marketing a revenue management software for small and medium-sized hotels. The cloud-based software solution connects to the hotel's reservation programme, at the beginning 2-3 years of historic hotel data is transferred, then Rateboard automatically receives new reservations via an interface.

In addition a multitude of online data is fed into the algorithm to offer the right room to the right guest at the right price:

- competitive rates
- events
- demand forecasts
- reviews
- weather and
- request data from the hotel's own website

The hotel turnover is increased by 8% on average as a result of the intelligent rate recommendations.



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To consume printed information, individuals must have the ability to read. 50 % of all people have restricted access to information due to illiteracy, language deficits, age and visual impairments.

SpeechCode is a new printable technology to make written information accessible: using a high storage data code or an NFC tag and a free app in universal design, SpeechCode reads out written content - offline and in 100 % accuracy.

Online or automated code generation, 42 languages, low production cost and minimal space requirement make SpeechCode globally scalable and suitable for mass production.

Fields of application range from product and citizen information to signage and tourist info points.

Austria's Born Global Champions
Sports | Leisure

Campfire Outdoors GmbH

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Campfire Outdoors GmbH is a young company from St. Veit in Carinthia. The newcomers in the outdoor sector are specialised in multifunctional and innovative outdoor equipment.

The young company has already achieved international success with their first product, the"flying tent" - a multifunctional tent-hammock.

"Write your stories outdoors" sums up the philosophy of the company. Camping, hiking, travelling should be at the top of friends', partner's and customer's bucket list.

Flying tent and upcoming products are in keeping with this philosophy and concentrate upon what outdoor adventurers look for while spending time outdoors: the highest degree of free movement and multifunctionality.

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SeniTurn®
smart safety light

Senitec GmbH was founded in September 2014 by Daniel Leeb. Since then he has remained the major beneficial owner.

Years earlier his passion was awakened by a significant observation, which inspired him to search for sustainable, meaningful or valid solutions and to develop and realise them within products and/or services.

The significant observation was the fact that in accidents involving cars and cyclists, the people come to a standstill far away from their bicycles. In this position they are virtually unnoticeable for the following traffic. In such a case all the regular safety precautions for bicycles are useless.

The vision and purpose behind the SeniTurn turn signal with the integrated sensor is to protect the weaker traffic participants.

HOLISTIC IMAGING - MEIXNER & RUETHER OG

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HOLISTIC IMAGING

Holistic Imaging is a dynamic company in the geospatial industry, specialising in big-geodata production, handling and visualisation. Situated in the heart of Europe, the company's mission is to rethink the power of conventional photogrammetry. The award-winning products allow customers to produce, manage, edit and interpret accurate aerial 3D information – regardless of its size.

Since its foundation in 2012, the company could rapidly expand its activities through its international network of partners and resellers. The software provides powerful advantages that improve the bottom line of some of the world's largest geospatial organisations.

Interactive 3D model of the city of Vienna (fictional architectural visualisation)

A1

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The A1 company has been supporting founders for 5 years with one of the first startup programmes in Austria. During this time 11 startups have received support at the A1 Start Up Campus; 7 of them are currently part of the A1 Start Up programme. They benefit from a standard package including office space, consulting, business products and media work, as well as customised measures.

One success story which has emerged from this programme is the "Austrian Born Global Champion" Parkbob. With Parkbob, a parking space finder app founded by Christian Adelsberger, A1 was able to expand the "A1 Mobile Parking App" to offer additional features to its customers. So far A1 Telekom Austria has invested 600,000 Euro in Parkbob, which will enable the startup to be present in at least 50 cities by the end of the year.

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FREQUENTIS
FOR A SAFER WORLD

Frequentis AG is an international supplier of communication and information systems for control centres with safety-critical tasks. These 'Control Centre Solutions' are developed and distributed by Frequentis in the fields of air traffic management (civil and military air traffic control, AIM, air defence) and public safety & transport (police, fire and ambulance services, shipping, railways).

Frequentis has installed about 25,000 operator positions throughout the world. More than 400 customers in over 130 countries rely on the know-how and experience of Frequentis. The company's international success is underlined by the fact that exports account for more than 95% of its business.

One example of a successful company from the Frequentis Start-up Center is indoo.rs (www.indoo.rs). indoo.rs is specialised in tracking systems within buildings. Major references include the equipping of San Francisco Airport and the KLM airline. Indoo.rs received the Born Global Award in 2015.

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