



SCALEUP GLOBALLY 2024

Programme schedule. All sessions are delivered in English.

KICK-OFF EVENT

12.9.2024
10:00-15:00
Vienna

Connect with your peers and learn about the support systems available through the programme to make the most out of it.

DEVELOPING AN EXPANSION PLAN

17.9.2024
14:00-17:00
Online

Learn to navigate new markets—assess potential using proven techniques and understand cultural nuances. Explore various entry models and tailor your go-to-market strategies. Equip yourself to test, evaluate, and iterate on market entry plans effectively.

FUNDRAISING FOR INTERNATIONAL EXPANSION

24.9.2024
9:30-12:00
Online

Gain insights into diverse funding sources ideal for your expansion, including VC funding—investor outreach, essential metrics, pitch deck creation, and strategic financial planning. Understand what investors seek in startups aiming for international markets.

ON-THE-GROUND SUPPORT

1.10.2024
9:30-12:30
Online

Connect with local WKO representatives and build a valuable network of contacts in your target expansion markets. This session will facilitate direct communication and collaboration opportunities to support your expansion strategy.

HIRING AND TEAM CULTURE

8.10.2024
9:30-12:00
Online

Explore effective strategies for attracting and hiring key talent in new markets. Learn to become an inclusive employer and develop methods to maintain a strong, cohesive company culture across international borders, ensuring your team's effectiveness during expansion.

FIRST STEPS TOWARDS INTERNATIONAL EXPANSION

15.10.2024
9:30-12:00
Online

Prepare your startup for the operational and strategic challenges of entering new markets. Learn to craft a compelling internationalization narrative, navigate legal complexities, and develop a comprehensive checklist of initial steps for successful market entry.

TO BE DETERMINED

22.10.2024
9:30-12:00
Online

Content depending on needs of selected startup teams.

CLOSING EVENT AT INVEST.AUSTRIA CONFERENCE

6.11.2024
16:00-20:00
Vienna

We will celebrate your completion of the Scale-up Globally Programme in-person. You will have the opportunity to showcase your achievements through final pitching and engage in networking at the [invest.austria conference](#).

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