SCALEUP GLOBALLY

An international expansion program for Austrian startups and scaleups

2023

baningo

Solution

baningo offers an innovative contact and networking solution - digital business cards. Designed to combine digital innovation with sustainability, baningo enables businesses to establish more contact with new customers and intensify business relationships with existing ones. No more printing of paper cards and especially no more throwing away and reprinting when the data changes! The implementation is a quick-win - both for employees and customers the added value is immediately visible and comprehensible.

Business Model

The B2B SaaS product offered by baningo caters to the needs of SMEs. With its free plan, the product is available to any company with fewer than ten employees, with a limit on features. baningo also offers a business plan that provides a wider range of services, including unlimited links and text fields. The Entreprise plan provides clients with their own personal success manager, giving them access to more advanced features and personalized support.

Target Group

baningo caters to SMEs and corporate customers throughout the DACH region, seeking an eco-friendly and sustainable alternative to traditional paper cards.

Challenges

One of the major obstacles baningo expects to address is the potential language barriers in their target markets. They will also need to navigate GDPR regulations, particularly in the US where data privacy regulations differ from those in the EU. The question of incorporation in the US will need to be addressed, along with potential taxation issues. baningo also must determine whether their current level of automation will meet the needs of new markets, or if they need to adapt to local requirements.

Needs

baningo is seeking support to identify the best target markets for their products and services, as well as to gain access to best practices and a network of peer companies for knowledge sharing and collaboration. In addition, they are seeking to establish a network of investors, consultants, and contacts to help them establish a strong foothold in new markets and accelerate their growth.

EST. **2015**

Vienna

10 FTEs

SaaS

www.baningo.com

BORN GLOBAL ACADEMY

BestMatch

Solution

BestMatch is an innovative tool that helps landlords find the best tenants for their properties. Using machine learning and artificial intelligence, the tool matches the requirements of landlords with tenants' profiles, considering both hard facts and personality traits to ensure a good fit. Landlords receive a scoring of their top candidates and can privately decide which tenant to connect with and schedule a visitation. BestMatch is suitable for private and commercial landlords alike, and it charges 99€ per transaction.

Business Model

BestMatch operates on a transactional revenue model with both B2B and B2C revenue streams. Landlords (B2B) pay 99€ for each successful match. Additionally, the company offers personalized models, license-based API plugins, and software and platform integrations to generate more revenue. These allow landlords to further tailor their searches, while integrations with other platforms and software help BestMatch expand its reach. Renters themselves (B2C) can also subscribe to the service to find their optimal tenancy, using the data derived from landlords andthus creating double value for users.

Target Group

BestMatch targets private landlords with 1-5 properties, commercial landlords with more than 5 properties, real estate agents, property management companies, and prospective tenants willing to pay a subscription fee.

Challenges

While BestMatch has been successfully introduced in the Austrian market, expanding to other countries presents unique challenges. Each real estate market has its own specific requirements and regulations, so extensive research and market analysis is necessary in advance. To overcome this challenge, BestMatch conducted over 70 interviews with market participants before entering the Austrian real estate market. Similarly, the company will need to make a deep dive and talk to many stakeholders to get a good picture of any new market they want to expand into.

Needs

To expand internationally, BestMatch needs support in building their go-to-market strategy, crafting and soliciting new partnerships, networking through representatives of the target market, and developing a legal strategy to ensure compliance with local laws and regulations.

EST. 2018

Eugendorf

2 FTEs

SaaS

www.best-match.ai

BORN GLOBAL ACADEMY

bsurance

Solution

bsurance offers embedded insurance solutions that can be integrated into the point of sale, allowing businesses to offer insurance products to their customers during the purchase process. This streamlined process saves time and reduces the need for customers to seek out insurance independently, ultimately leading to higher conversion rates for businesses. With a team of digitalisation, distribution, and insurance specialists, the company can efficiently and quickly develop insurance products tailored to each business's specific needs.

Business Model

bsuranace partners with various businesses to provide embedded insurance solutions. Their potential partners include B2C companies, payment providers, fintechs, and insurance carriers. By offering these partners a value-added service, the company can generate revenue by taking a percentage of the insurance premiums paid by customers.

Target Group

businesses that can benefit from offering embedded insurance solutions to their customers. B2C companies such as e-commerce and retail businesses can increase their revenue and customer satisfaction by offering insurance products during the purchase process. Banks and payment providers in the fintech sector, insurance carriers, and utilities such as telecommunications and energy companies are ideal.

Challenges

bsurance needs to identify and connect with the right people who hold the decision-making power. It can be difficult to break through cultural and language barriers, as well as navigate different business practices and etiquette. International sales cycles can often be longer, which can be a barrier to revenue growth and cash flow.

Needs

bsurance aims to ramp up at least two successful partnerships with a monthly recurring revenue of more than € 10,000 each as part of their international expansion strategy. They need support in identifying and establishing partnerships in the new market to increase their revenue and grow their customer base.

EST. 2017

Vienna

23 FTEs

FinTech

www.bsurance.com

BORN GLOBAL ACADEMY

cogvis

Solution

cogvis is a leading provider of smart nursing solutions for professional care. Their solution is focused on fall prevention and detection, which they proved to be highly effective during the largest known field study in 2020, where they detected over 40,000 falls and 1.2 million fall prevention events. They already became the standard solution for fall prevention and detection in 12% of Austrian care homes, and their largest customer, Senecura, confirmed that up to 50% of falls were prevented by cogvisAI.

Business Model

cogvis offering a platform-based SaaS product for B2B, combining transaction-based hardware revenues with recurring software revenues. This means that customers purchase the hardware components needed for the solution, such as sensors, and pay a subscription fee for the software platform that provides fall detection and prevention features.

Target Group

cogvis targets professional care facilities with a permanent staff, such as nursing homes and senior residences. They currently have 120+ customers primarily located in Austria, Southern Germany, and Switzerland, with facilities between 30 and 100 beds, sourced by bottom-up direct sales activities.

They are also running proof of concepts for numerous larger care groups in Germany, Switzerland, France, and Northern Europe. Their 10 largest pilot customers represent a sales potential of EUR 3 billion.

Challenges

cogvis has onboarded its first international customers and is scaling up through collaboration with distributors. The choice of distributors is crucial, as cogvis focuses on customer success management to accompany the customer during the introduction and use of the system. Therefore, partners must also focus on the same customer-centered approach. cogvis's goal is always to achieve a 20% market share in terms of nursing facilities in a given country, making cogvis the standard solution.

Needs

Since scaling up a company internationally is challenging, especially in the care sector, cogvis expects to gain insights on best practices of already successfully scaled companies and possible pitfalls which can be avoided.

EST. 2007

Vienna

25 FTEs

IoT

www.cogvis.ai

BORN GLOBAL ACADEMY

D3EIF

Solution

DRIP is a SAAS platform for the supply chain that offers real-time information. The platform connects shippers, carriers, and logistics providers and collects GPS data without any hardware from trucks, ships, airplanes. It mixes up the GPS data with shipment data and traffic information to calculate the estimated time of arrival in real-time. DRIP digitalizes the operative part of transportation from the order management for the driver to the digital document management, all in one tool.

Business Model

DRIP is a pay-per-use platform, where customers pay per truck, per month, or per shipment for tracking with DRIP. It is a SAAS platform that uses different technologies and the Azure cloud for saving data. DRIP has developed its own framework for collecting data and connecting with any new 3rd party tool in a fast and efficient way. For its calculations, DRIP uses different models of machine learning algorithms and big data.

Target Group

DRIP's main target groups are logistic service providers with many different carriers. The platform provides an advantage for logistic service providers as it offers a single tool for connecting with every partner in real-time.

Challenges

As DRIP aims to expand internationally, one of the major challenges they face is gaining acceptance of their product in new markets. As an independent platform that collects data from multiple sources, they need to build trust with potential customers and establish DRIP's brand. This requires a focus on building relationships with new partners, demonstrating the reliability and accuracy of their data, and highlighting the benefits of their platform for improving supply chain efficiency.

Needs

DRIP expects to formulate a clear and effective plan for their expansion project in different markets. The plan should outline the steps and strategies required to successfully introduce and establish DRIP as a trustworthy and reliable platform in each target market.

EST. 2017

Linz

8 FTEs

SaaS

www.d3eif.com

BORN GLOBAL ACADEMY

WKO
AUSSENWIRTSCHAFT AUSTRIA

powered by StartupNOW weGrow go international

bornglobalacademy.at

easyVEGAN
— weil's schmeckt! —

Solution

easyVEGAN is a manufacturer of frozen lentil-based products that can be prepared easily with common kitchen appliances. The products are free of lactose, gluten, and palm oil, as well as being halal and kosher, making them appealing to a wide range of target groups. The company has developed an alternative to meat products that is neither inferior in taste nor consistency, and they have solved the problem of the lentils' lack of binding without using animal additives or high-tech processing steps.

Challenges

easyVEGAN is very aware that food is culturally influenced and product offerings and marketing strategies may need to be adapted to appeal to the local population. Additionally, regulatory requirements may vary from country to country, which would require time and resources to navigate. Other potential challenges could include securing distribution channels, developing relationships with suppliers, and competing with established players in the industry.

Business Model

EasyVEGAN's business model is primarily focused on B2B sales, targeting food services and retail businesses. They aim to provide these businesses with easy-to-prepare, partially finished frozen lentil-based products that are free of lactose, gluten, palm oil, and are also halal and kosher. By offering a health

Needs

easyVEGAN expects a clear growth strategy and tools to become market-fit in the respective countries, as well as support in navigating the cultural nuances of each target market.

Target Group

easyVEGAN aims to target all groups, from flexitarians to vegans and vegetarians. easyVEGAN's products are suitable for anyone looking to reduce their meat consumption consciously.

EST. 2020
⦿ Eugendorf
🏛 5 FTEs
⚙ Food
🔗 www.easyvegan.at

BORN GLOBAL ACADEMY

IT SOFORTHILFE

Solution

IT Soforthilfe provides a unique solution to small businesses that are struggling with IT problems. With their b2b web platform, they connect small-sized companies with capable IT experts who can quickly solve problems with computers, smartphones, printers, and other tech devices. The platform aims to get businesses back to being productive in just a heartbeat.

Offered Service

IT Soforthilfe provides two distinct services. The first is a marketplace where businesses can book IT experts with ease, similar to how booking.com operates. The second service is an online competence center (forum), where businesses can obtain free expertise from IT experts. As a result, IT Soforthilfe provides a platform for small businesses to receive external IT department support.

Target Group

IT Soforthilfe's target group is twofold. First, they target IT experts, mostly self-employed, and act as their external marketing department to generate new customers. Second, they target small-sized companies who need external IT department support.

With this approach, IT Soforthilfe aims to serve as the go-to solution for small businesses struggling with IT problems.

Challenges

Establishing trust with potential customers and finding the right IT experts for the right solutions are two key challenges that must be addressed. However, IT Soforthilfe is optimistic about overcoming these challenges with the right support.

Needs

IT Soforthilfe expects to build a clear growth strategy and market-fit tools. This support would help IT Soforthilfe establish its brand as a reliable IT problem solver across multiple countries. Ultimately, IT Soforthilfe aims to become the leading provider of IT problem solutions worldwide.

EST. 2020
Ried im Innkreis
1FTE
IT/SaaS
www.itsoforthilfe.com

BORN GLOBAL ACADEMY

KECKEX

Solution

KECKEX is a company that provides an eco-friendly solution for weed removal, chewing gum removal, and deep cleaning and disinfection of public areas. Their approach uses only hot water and steam, eliminating the need for dangerous chemicals like Glyphosate. Their solution is effective for removing weeds from railway tracks, sidewalks, parks, and buildings, as well as chewing gum from any hard surface.

Business Model

KECKEX offers their services for public areas, such as city streets and parks, as well as offering their machines and technology for sale to other companies.

Target Group

KECKEX's target group includes cities and municipalities, railway companies, building owners, and other companies in need of weed removal, chewing gum removal, and cleaning and disinfection services. Their solution is particularly attractive to those looking for eco-friendly alternatives to chemical-based products.

Challenges

Challenges of international expansion for KECKEX include finding reliable partners, navigating legal requirements in different countries, and changing people's mindsets around the usage of cheap and easy-to-use chemicals. The company recently started a cooperation in Turkey, but language, contract negotiation, and understanding of usage have presented some obstacles.

Needs

KECKEX expects to gain profound knowledge from professionals to help them secure the right way and structure to scale up internationally. They hope to gather information and conduct research, meet other motivated founders and professionals, and make new contacts. In addition, they aim to grow their small business and secure and create more jobs for people.

EST. **2019**

 Sulz

 11 FTEs

 Sustainability

 www.keckex.com

BORN GLOBAL ACADEMY

Leadbacker

Solution

Leadbacker is a digital platform that helps organizations improve employee engagement, development, and performance. It enables leaders to have continuous and structured digital dialogues with their stakeholders, driving positive leadership impact and employee engagement, and helping fulfill an organization's mission. With a range of interactive and structured features such as feedback applications, performance reviews, and learning and development workflows, Leadbacker provides a complete platform for employee engagement workflows.

Business Model

Leadbacker's revenue model is based on a SaaS subscription model. They offer different subscription packages that cover various features, including multiple feedback applications (360, pulses, surveys), performance reviews with OKRs, learning and development workflows, and organizational health indicators. The pricing is based on the number of users, and different subscription levels cover more features.

Target Group

Leadbacker's target clients are enterprises with 200 to 20,000 employees that integrate people engagement, development, and performance features. The software is designed for organizations that are large enough to use professional development and evaluation technologies, but not large enough to engage in costly ERP-suite extensions.

The buyers are usually HR officers, people development managers, and innovation strategists, and the users are managers at all levels and the entire workforce of an enterprise.

Challenges

Leaderback has already launched in three new markets and has picked up valuable learnings for their growth journey. They've managed to scale a new language within four weeks, but they face challenges in addressing local cultural biases, conflicting innovation ownership between HR and IT, and the sophistication of the local market. To address these challenges, they deploy local coaches and customer success managers that represent and adopt local facets. The SaaS business model enables Leadbacker to run an intuitive sales automation front end for gradually filling the pipeline with qualified leads per market. The design & implementation of a market-agnostic front end is one of the main challenges today.

Needs

Leadbacker expects support from experienced experts to prepare their business for global scale-up with related resources, processes, and a roadmap into further markets.

EST. **2018**

📍 Vienna

🏛 7 FTEs

⚙ SaaS

🔗 www.leadbacker.com

BORN GLOBAL ACADEMY

NUKI
THE SMART LOCK

Solution

Nuki is the European market leader and pioneer in the field of smart access solutions. The vision has remained unchanged since the company was founded: "We change the way people access homes". The aim is to make Smart Locks a matter of course and life more comfortable for millions of people in Europe and beyond. The company's products are smart, simple and secure: they are trusted companions to their customers by providing a seamless and connected experience.

Business Model

Nuki follows a multi-channel approach. First of all, customers can purchase the smart access solutions including accessories and various services in the Nuki Online Shop (D2C). In addition, the company cooperates with international retail and retail partners, mainly in DACH, France, Spain, Italy and Benelux, and occasionally in other countries (e.g. UK, Poland). A reseller programme for Nuki Pro Partners is also available, as well as targeted solutions in the B2B segment.

Target Group

Thanks to the "One path to home" concept, Nuki is the only player to offer seamless access to single and multi-family homes. Thus, the company addresses customers who want to make their home smart. But the solutions are also applicable for short-term rentals, offices and coworking spaces. The target group of innovators has already been well-served in Europe. Now it is a question ofalso addressing extended target groups (early adopters and early majority) in the defined target markets in Europe and beyond.

Challenges

One potential challenge in the internationalisation process is finding the right distribution partners in the defined target markets. Nevertheless, the market potential is huge: in Europe alone there are more than 200 million doors just waiting to be digitally retrofitted. Product compatibility and different market-specific requirements for door locks play a major role here. In some countries, there is also a noticeable scepticism towards Smart Home solutions.

Needs

Nuki is the innovation leader in its industry: The satisfaction of more than 350,000 customers (measured by the Net-Promoter-Score) is significantly above the industry average. The combined hardware and software approach to product development clearly sets Nuki apart from the competition. Sales growth averaged more than 60% p.a. over the last five years, and this enormous growth momentum will be further accelerated in the coming years through further geographic expansion. Here, it is important to seek advice from industry experts who can assist in the selection of distribution partners in new markets in order to incorporate local regulations as well as cultural conditions into the decision-making process in the best possible way.

EST. **2014**

⚲ **Graz**

⚌ **120 FTEs**

⚙ **IoT**

🔗 **www.nuki.io**

BORN GLOBAL ACADEMY

one two beer

Solution

One Two Beer that has developed a modular automatic beer tapping system, which is four times faster than manual tapping and can avoid beer waste. The solution targets the catering services at big events such as festivals by reducing long waiting times for beer, avoiding beer waste and enabling business customers to generate more revenue with less effort, optimize the resources and require no specific training. The product is perfect for big events such as festivals or sport games, but it is also suitable for diverse catering sectors.

Business Model

One Two Beer has a rental-based business model with a focus on subscription service. The company implements principles of the circular economy in its operations and product development. They have already validated business models such as daily rental or monthly subscription, and they plan to explore new models such as Hardware as a Service (HaaS) and licensing.

Target Group

One Two Beer targets breweries, catering companies, and event organizations. However, in the future, the company plans to expand to hoteliers, societies, and any event that requires catering services.

Challenges

One Two Beers is planning to expand into the German market by September 2023. Personal contact and communication are critical in the B2B sales process, requiring several discussions with new market demands. Sometimes different communication channels are needed to convince new customers and find the triggers to close deals. One Two Beers plans to hire a new Country Manager for Germany, establish a local sales and event team, and educate them directly on the field with B2B customer meetings and events.

Needs

One Two Beers plans to focus on creating an expansion playbook, go-to-market strategy, analyzing target markets, networking, finding new business partners, and learning the best practices for customer acquisition.
One Two Beer's team is also a tech-heavy team with open and creative minds and aims to improve their business skills.

EST. 2021
📍 Vienna
👥 3 FTEs
⚙ Hardware
🔗 www.onetwobeer.com

BORN GLOBAL ACADEMY

PANOMAX

Solution

Panomax's software platform allows guests and users to experience extreme high-resolution live 360° images via the internet. The software not only provides live images but also offers several other features that set it apart from other systems. It is based on three main advantages: extreme high image quality, innovative and interactive software, and easy usability.

Business Model

Panomax's software was developed in-house, and the company handles sales, installation, support, and maintenance either through their sales partners or themselves. They offer Panomax as a long-term documentation tool for ski resorts, hotels, cities, airports, ports, cruise ships, and large construction sites. With its potential use in multiple sectors, Panomax can offer a variety of business models for their clients, ranging from one-time purchases to subscriptions. They have the opportunity to expand their reach and explore the possibilities of licensing and partnership agreements with other businesses.

Target Group

Panomax's target group is vast, ranging from ski resorts, hotels, and cities to ports, airports, and construction sites. The platform can also be used by helicopter rescue companies, race tracks, and tourism destinations.

Challenges

The biggest challenge in new markets, is that many decision makers still believe that a cheap camera is enough for a live image. However, through presentations and live examples, it becomes clear that interactive high-quality webcam images provide more benefits. Once the need is recognized, the challenge shifts to finding the right sales partner and the first customer.

Needs

Panomax is expecting to build the right expansion plans. They expect access to market research, funding opportunities, networking events, and mentorship from experienced professionals.

EST. **2017**

📍 Henndorf

👥 6 FTEs

⚙ IoT

🔗 www.panomax.com

BORN GLOBAL ACADEMY

METALOOP

Solution

Schrott24 GmbH has two brands. Schrott24 for retail customers in DACH, and Metaloop for industrial clients. Metaloop offers a digital marketplace for the trade of non-ferrous recycling materials between industrial clients and smelters. Its matchmaking AI helps to connect supply and demand, while the digital interface offers transactional fulfillment management, including logistics and financing. Metaloop's solution aims to streamline the metal recycling process and bring added value to industrial clients.

Business Model

Metaloop's business model is based on a digital B2B marketplace, which generates revenue through transactional commissions. The platform offers value-adding services such as logistics and financing, which generate additional revenue. The acquisition focus is on the seller side to grow the volume on the marketplace, which can lead to a flywheel effect and increase demand.

Target Group

Metaloop targets industrial clients with metal-treating production sites, focusing on Automotive OEMs, construction, and industrial electronics OEMs. The typical company structures of their suppliers are SMBs and enterprise companies. On the demand side, smelters, refiners, and steel mills are the focus target group to shorten the supply chain for the material from industrial sellers.

Challenges

As Metaloop plans to expand globally, the biggest challenge is to focus on the right markets, taking into account not only market size and volume, but also the logistics partner network, legal setup, and cultural/language fit. The expansion strategy needs to be efficient and focused, with a targeted market selection and playbook to ensure a successful entry into new markets.

Needs

Metaloop expects Scaleup Globally to provide guidance in several areas, including identifying target markets, localizing the platform, legal compliance, establishing a logistics partner network, and addressing cultural and language barriers. They also expect support with fundraising, business strategy, and business development to ensure a smooth and successful international expansion.

EST. **2016**

📍 **Graz**

24 FTEs

⚙ **Sustainability**

🔗 **www.metaloop.eu**

BORN GLOBAL ACADEMY

WKO AUSSENWIRTSCHAFT AUSTRIA

powered by StartupNOW weGrow go international WKO

bornglobalacademy.at

SEASY

Solution

Seasy - Making Sea Life Easy is a platform that connects boaters with marinas across the Mediterranean, and expanding into the rest of Europe. Its solution is to provide boaters with an easy-to-use online platform to search and book marina berths in less than a minute. Users can discover new destinations through the interactive map, and book through the website or the personal boating assistant. Seasy.com also offers customers an easy-to-reach customer service for support.

Business Model

Seasy is similar to other booking websites, such as Airbnb or Booking.com. Seasy earns revenue by charging a commission on every booking made through the platform. They offer a freemium model with different subscription tiers for marina partners, providing added benefits such as better visibility and higher rankings on the platform. By growing their user base and expanding their partnerships with marinas, Seasy has the potential to increase their revenue streams.

Target Group

Seasy's target group includes both private boat owners and leisure charterers, as well as private and public marinas. With over 1200 marinas in the Mediterranean, Seasy has a wide range of potential customers. The challenge for Seasy is to address the medium level of digitalization within the marina target group, particularly with regards to smaller marinas.

Challenges

The biggest challenge for Seasy's international expansion is to scale the team fast enough to support the platform growth. Additionally, the marina industry operates differently in each market, requiring Seasy to adapt its platform to meet the unique needs of each region. Seasy also needs to address the legal framework in each target market, as regulations differ from country to country.

Needs

Seasy expects to gain insights and assistance in assessing the potential of the chosen market, as well as networking opportunities both in the home market and the target market. Seasy also needs support in adapting their product in terms of localization to fit the characteristics of each local market. Finally, Seasy is looking for network and fundraising opportunities to support their continued growth and expansion.

EST. 2020
Graz
10 FTEs
SaaS
www.seasy.com

BORN GLOBAL ACADEMY

strykerlabs

Solution

Strykerlabs is a software company that uses machine learning and AI to connect different data sources in order to provide soccer clubs with performance and injury risk recommendations. The platform is web-based, with a focus on reducing player injuries and increasing performance using intelligent technology.

Business Model

Strykerlabs operates on a SaaS and Data as a Service business model, with clubs paying a monthly fee for the service. The average contract duration is three years, and the company also offers single reports and other data services.

Target Group

Strykerlabs focuses on the soccer market stakeholders: coaches and management who are interested in maximizing performance with a data-driven, analytical approach. The company's primary market is currently in the DACH area of Europe.

Challenges

One of the main challenges faced by Strykerlabs is that the market is not always ready for such a complex product, and it takes time to explain the advantages of the platform. The lack of comparable products in the market makes it difficult to establish a clear value proposition. However, the company expects this challenge to subside as the market develops and the impact of the product becomes more evident.

Needs

Strykerlabs hopes to receive support in specifying its strategy for new markets and taking the next steps in international expansion. The company expects to face challenges related to language, cultural differences, and networking in new markets, as it is essential to be well-connected in the soccer industry. Therefore, Strykerlabs hopes establish connections in its target markets.

EST. **2020**

Graz

8 FTEs

SaaS

www.strykerlabs.io

BORN GLOBAL ACADEMY