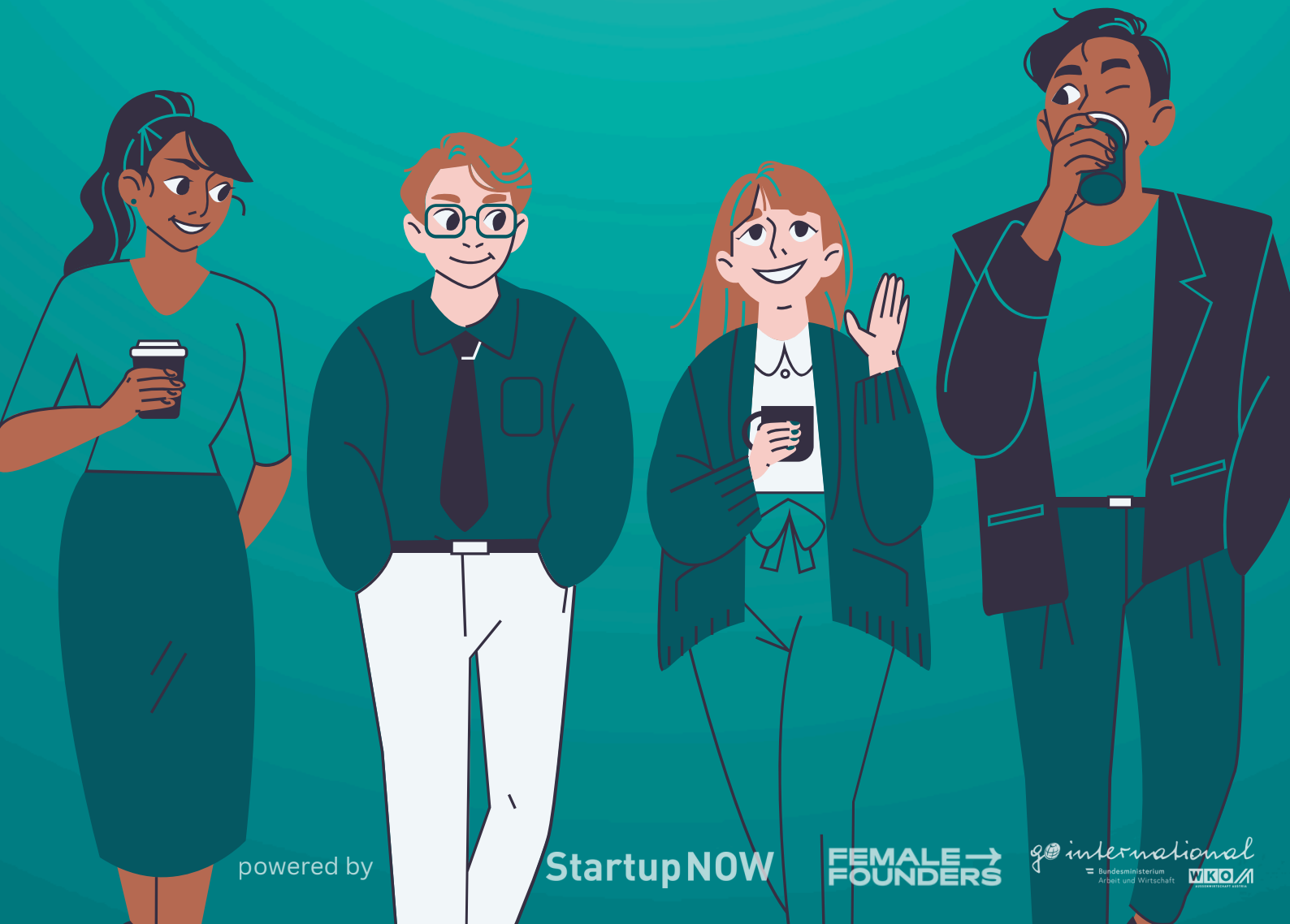




SCALEUP GLOBALLY 2024

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An international expansion program for
Austrian startups and scaleups



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avancell

Avancell Medical GmbH

About

Avancell Joint is dedicated to transforming joint care with non-surgical, regenerative solutions, driven by a mission to make joint replacements obsolete. Avancell Joint operates as a digital health platform to enable digital joint health screening and provide innovative and effective treatments for joint longevity.

Solution

Fifteen percent of adults suffer from joint conditions like osteoarthritis, a figure expected to increase by 50% in the next decade due to an aging population. Europe, particularly the DACH region, has one of the highest prosthetic surgery rates globally, with 440,000 surgeries annually in DACH alone. These surgeries carry significant health risks and impose high costs on the healthcare system. Therefore, there is a critical need for prevention and non-surgical solutions easily accessible to patients. Avancell Joint offers a digital health offering to address this need. The Avancell Joint platform is a one-stop shop for joint health screening, prevention and non-surgical joint regeneration, in particular autologous stem cell treatments.

Business Model

The Avancell Joint platform is a one-stop shop for joint health screening, prevention and non-surgical joint regeneration, in particular autologous stem cell treatments. Through the platform, we raise awareness, attract patients, assess them according to our proprietary screening algorithm, consult and allocate them to doctors providing treatment under the Avancell franchise. Our diversified revenue model is based primarily on franchise service fees as well as revenue from strategic B2B partnerships, e.g., use of our algorithm, certification of doctors, provisions for medical equipment.

Target Group

We target the rapidly growing market of regenerative medicine, so far in Austria with a future focus on the broader DACH region. This strategic focus allows us to tap into a significant Serviceable Addressable Market (SAM), which currently amounts to approximately EUR 2 billion in Europe and is growing at 20% CAGR. We focus specifically on three customer segments: 1) Joint Longevity Enthusiasts 2) Osteoarthritis Patients 3) Trauma Patients.

Challenges

- As the regenerative medicine market in Germany is still underserved and stem cell treatments not as well known, we expect significant marketing and market development cost which require additional investment.
- Patient data security is key for us. Entering a new market will require a well-established legal back-up and data security approach.
- The German market is almost 10x larger than our home market and will come with new challenges, but also huge opportunities for growth and market leadership.

Needs

- Raise additional funding for our R&D and regional expansion plans.
- Get in touch with mentors and experts to help us scale our business model internationally.



www.avancell-joint.com

Meet Our Participants



Dr. Angelika Reich

Co-Founder | CEO



Dr. Angelika Reich is co-founder and CEO of Avancell Medical GmbH. As an entrepreneur, she is focused on harnessing the potential of emerging technologies to shape the future of healthcare. Before venturing into entrepreneurship, Reich spent 14 years in strategic management consulting, as a Partner at McKinsey & Company. Her passion for understanding and positively influencing human behavior is rooted in her academic journey in psychology and human biology. Reich holds a PhD and a diploma from Ludwig-Maximilians-Universität München.



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Phillis Range

Founders Associate



Originally of German-Polish heritage, Phillis completed her bachelor's degree as a Division I student-athlete and scholar at Rice University, majoring in Psychology and Spanish Literature. After returning to Europe, she participated in Bain DACH's selective Power of 4 Gap Year program, gaining hands-on experience in Business Strategy at firms such as FC Bayern Munich, P&G, Bain, and Telekom. She then pursued and completed a Master in Management at IESE Business School in Madrid, Spain. She now works as a Founders Associate at Avancell, supporting Dr. Angelika Reich in Business Strategy and Optimization.



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Avancell Medical GmbH

Life Science

Est. 2023

Vienna



www.avancell-joint.com





Bergardi GmbH

About

Bergardi is a pioneer in ergonomic seating innovation, providing clinically validated chairs that actively combat back pain and other common health issues associated with sedentary lifestyles. The Bergardi products combine advanced ergonomic design with dynamic seating technology, ensuring users experience significant health benefits. With around 78% of customers reporting positive effects, Bergardi is expanding its presence across Europe, and changing healthy sitting globally.

Solution

Bergardi addresses back pain and discomfort from prolonged sitting. Traditional chairs often lack support, leading to health issues like chronic pain and fatigue. Our patented seating mechanisms and health-focused chairs offer a unique solution. They combine significant pelvic movement with stable seating, featuring a pendulum mechanism that allows continuous back training during long sitting periods. This supports natural movement and a healthy posture, reducing backpain. FH Gesundheitsberufe OÖ's study shows a 76% reduction in back pain after six weeks and less fatigue when using the bergardi chair. The study underscores the global impact of our chairs on workplace health, making it the most significant clinical study for seating furniture.

Business Model

We manage the supply chain, procurement, marketing & sales, and development to integrate our mechanism into various seating furniture, driving scalability. Components are produced in Austria, Germany, and Switzerland, with assembly by a specialized German company. Sales: 80% Austria, 15% Germany, 5% Switzerland, with future Swiss sales by an importer. B2B Model Focus on direct sales through test companies and reps via trade shows, networking, and referrals. We leverage the "Aktion Gesunder Rücken" network for trust and seek Scandinavian partners. B2C Model Sell chairs to individuals and companies in Germany and Austria, primarily online and at trade shows. Main interface:

website with online shop. We use social media, newsletters, affiliate marketing, influencers, SEO and health blogs.

Target Group

We currently reach small and medium-sized businesses, self-employed individuals, and private customers, as there is less emphasis on technical features like armrests or backrests. Our chairs need to be better adapted to different body types to attract larger companies. They are particularly suitable for people with disc problems and back pain, as well as those looking to prevent these issues. Medical: With the new treatment chairs, we target dentists who suffer from back and disc problems due to their forward-leaning posture, making them likely to purchase these chairs.

Challenges

Educating our target group on the health benefits of dynamic sitting and the disadvantages of static sitting or standing. Ensuring our products meet local standards and regulations. Competing with established local brands and products. Establishing reliable and efficient distribution networks. Adapting marketing strategies to resonate with local preferences and behaviors. Building trust with new customers and establishing a strong brand presence. Communicating the value and justifying the cost of our health chairs to customers unfamiliar with premium ergonomic products.

Needs

Experienced mentors and advisors to tackle challenges, optimize growth opportunities, and perfect investor pitches. Access to an international network of partners, investors, and experts crucial for supporting our expansion. Valuable insights and actionable strategies with clear plans to enter new markets effectively, addressing our current focus gaps. Access to tools and resources to streamline business processes and enhance scalability. Connections with potential investors and insights into financing options to bolster our global expansion efforts.



bergardi.com

Meet Our Participants



Markus Franz-Riegler

Co-Founder | CEO | CFO

Markus has a diverse educational background. After completing his apprenticeship as a mechanical engineer, he graduated from a technical college (HTL) with a focus on mechatronics and went on to study business informatics. As a trained mechanical engineer, Markus has taken on significant programming projects. At Bergardi, he is the CEO and responsible for managing the company and the financial operations.



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Thomas Riegler

CMO / Marketing

Thomas has a background in business administration from the HAK. After graduating, he contributed to brand development and online marketing at his first startup, MIIND. Since 2021, he has been a co-founder of Bergardi, where he leads marketing and sales efforts. During his Master's studies in Consumer Research and Data-Driven Marketing, Thomas acquired essential skills that have been important in shaping Bergardi's growth.



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Bergardi GmbH

Industrial Technologies / Hardware
Electrical or Mechanical engineering

Est. 2021

Linz



[bergardi.com](https://www.bergardi.com)





Biome Diagnostics GmbH

About

The vision of myBioma is to improve quality of life by revolutionizing gut health. myBioma knows that true health starts in the gut and are passionately dedicated to the mission of improving your wellbeing from the inside out. Many diseases are influenced by gut bacteria, and when the gut is healthy, it provides a strong foundation for overall health.

Solution

The challenge myBioma addresses is improving gut health to enhance people's overall quality of life. We know that health begins in the gut, but understanding its complexities is crucial for effective intervention. Since 2018, myBioma has been at the forefront, analysing & offering advanced gut microbiome analysis rooted in the latest scientific & technological advancements. Our microbiome test provides comprehensive insights by identifying over 1500 types of bacteria in each stool sample. This innovative approach empowers individuals to optimize their well-being through personalized recommendations tailored to strengthen their microbiome via diet & lifestyle adjustments. By bridging cutting-edge science with practical solutions, myBioma enables swift improvements in health and life quality.

Business Model

myBioma specializes in advanced microbiome testing, identifying over 1500 types of bacteria per stool sample using cutting-edge scientific methods. Revenue is primarily generated through sales of microbiome test kits, which include comprehensive analysis and personalized advice. Additionally, myBioma provides educational resources to help therapists understand their microbiome and make informed health decisions. Beyond testing, the company offers e-books and innovative products such as sensitive prebiotics, with plans to introduce probiotics soon. A network of therapists collaborates with myBioma to provide expert advice and personalized care. By partnering with distributors and white label partners, myBioma aims to expand its market presence across Europe and the world.

Target Group

myBioma is aimed at individuals looking to better understand and optimize their gut health. Many people go from doctor to doctor without finding a solution to their health issues. Often, through myBioma, they realize that their gut may be contributing to their symptoms. With personalized health insights, they can make informed dietary and lifestyle changes to alleviate symptoms. myBioma caters to individuals seeking to enhance their quality of life concerning digestive problems, immune system function, mental health, skin health, weight management, and fitness.

Challenges

Adapting to new customer groups, effectively managing marketing timelines and technological implementations, strategically positioning against established competitors, integrating newsletter updates and therapist teams, and efficiently managing design, logistics, and website updates. Internationalization requires language translations and multilingual customer service to meet customer needs effectively.

Needs

Enhancing strategic planning, intercultural communication skills essential for managing a global enterprise. Validation of the existing business models, products, and services from a global perspective with constructive feedback for improvement. We seek to forge valuable connections with industry experts, mentors, and fellow entrepreneurs to exchange ideas and explore potential collaborations. The program will also equip us with effective strategies and tactics to enter new international markets, including comprehensive market research, entry strategies, and localization efforts.



mybioma.com

Meet Our Participants

The myBioma logo, featuring a stylized green leaf icon followed by the text "myBioma" in a green sans-serif font.

Renate Matzner

Partner Manager Lead

As a studied nutritionist in Public Health, I have developed a deep passion for gut bacteria. In my role as Senior Partner Manager, I am responsible for overseeing and managing our white-label partners and coordinating global collaborations. I particularly enjoy negotiating to build and maintain successful partnerships. Outside of nutrition, cooking, and gut health, you'll likely find me running 🏃 (if you're up at 5 in the morning). I love continuous learning and find joy in the little things in life.

A small circular icon containing a white LinkedIn logo on a dark teal background.

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Dr. Barbara Sladek

Managing Director | Founder

'Listen to your gut feeling!' is Dr Barbara Sladek's motto in life. She completed a doctorate in biochemistry at the University of Oxford, followed by a rapid rise in management at Siemens Healthineers and a MBA in Finance (WU Executive Academy). In 2018, she founded the company Biome Diagnostics together with Dr Nikolaus Gasche. Their main focus is to harness the potential of the gut microbiome for medical purposes. In 2019, they launched the myBioma product line. She is passionate about teaching and supporting other women. 2022 she co-founded the association 'women in healthIT', which is committed to connecting females working in that area. Since 2020, she has been a regular lecturer at the Vienna University of Economics and Business and the University of Applied Sciences of the BFI Vienna, and regularly gives international lectures. For her work, Barbara Sladek has received numerous awards, including the 2022 Female Founder Award for Innovation. In 2024, she was named as one of the top 10 female founders of the year by Trend magazine.

A small circular icon containing a white LinkedIn logo on a dark teal background.

[linkedin.com/barbara-sladek](https://www.linkedin.com/barbara-sladek)


myBioma

Life Science

IT / Saas

Est. 2019

Vienna

A small circular icon containing a white link symbol on a dark teal background.

mybioma.com





BRAVE Analytics GmbH

About

BRAVE Analytics, based in Graz and spin-off of the Medical University Graz, was founded in 2020. The company produces sensor platforms based on the patented OF2i® measurement technology to detect, characterize and analyze (nano)particles in liquids. OF2i allows automated real-time insights into dynamic processes for digitalized 24/7 quality control. It delivers continuous and robust results which is crucial for pharmaceuticals production of infusions, narcotics, vaccines and the detection of nano- and microplastics without additional sample preparation or secondary equipment.

Solution

We have a patented and innovative measurement technology: OptoFluidic Force Induction (OF2i®) which is available combined with in-flow Raman analysis. The OF2i® method delivers faster results than conventional methods for particle characterisation. Measurement data is available in real-time and can be monitored live. For the first time, you get insights into particle behaviour, formation processes and sample stabilities and results are available instantly. Due to automated cleaning routines you will also save time and money. Our clients obtain new insights into polydisperse systems with single-particle sensitivity and observe changes in (nano)particle size distributions in real-time for the first time. Also optimize product quality control.

Business Model

BRAVE Analytics develops and delivers lab and PAT solutions for particle analytics and provides measurement services like feasibility studies and measurement series: BRAVE B-Continuous is directly integrated into the manufacturing process as an online PAT sensor. It monitors your production in real-time, faster and more accurately than ever before. BRAVE B-Curious revolutionizes the measurement of particle size, PSD and particle concentration in the lab and provides results in real-time with single-particle accuracy. BRAVE B-Elementary enables continuous Raman analysis alongside particle sizing and determination of particle concentration in real-time.

Target Group

BRAVE's main customers come from the pharmaceutical and life science industries. Applications are in monoclonal antibodies (detecting aggregations), advanced drug delivery systems (LLPS and other API transport mechanisms), detection of irregularities in parental nutrition production. Further, players in basic research and environmental analysis are also interested in BRAVE's product portfolio. There, BRAVE contributes to enabling new insights and discoveries in basic research and R&D (formation of e.g. LLPS), and quantification and analysis of nano- and micropollutants (e.g. degradation).

Challenges

Navigating complex and time-consuming regulatory approvals, including data privacy concerns across different markets. Scaling from a limited product range to large-scale manufacturing while maintaining high quality and managing production costs is another key challenge. Developing an effective pricing strategy and understanding market willingness to pay in new regions are crucial. Additionally, establishing a trustworthy distribution network amidst competition and varying market structures presents difficulties. Protecting intellectual property and patents is essential to safeguard technology. Finally, forming successful partnerships and collaborations is hindered by new cultural codes and establishing credibility and quality.

Needs

Brave Analytics wants to gain in-depth knowledge on building international collaborations and strategies to increase sales, along with exploring options for expanding production. They are looking for insights into the challenges and potential pitfalls associated with these processes. Additionally, a comprehensive understanding of procedures and processes is essential for achieving optimized strategic and organizational implementation.



www.braveanalytics.eu/en

Meet Our Participants



Dipl.Ing. Gerhard Prossliner

Founder | CFO | COO

Master in Biomedical Engineering @ Technical University Graz Experienced in prototype development of med-tech devices and industrial smart camera systems and laser applications Project leader for health tech projects @ Joysys GmbH (2014 – 2016) Prototyping, manufacturing, testing of med-tech devices @ CNSystems Medizintechnik (2007 – 2013)



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Mag. (FH) Magdalena Schneidhofer, MA

Business Development

Master in Health and Tourism Management @ FH Joanneum, Bad Gleichenberg, Master in Global Studies (Economics and International Relations) @ Graz University Solid education and 18 years working experience in the fields of marketing, brand building, PR, event, key account and project management. Technical Advisor: Communications & Advocacy @ Justice Centres Uganda (2020-2022) Project Lead: MotoGP Cashback @ myWorld 360 AG (2016-2018)



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BRAVE Analytics

Life Science

Est. 2020

Graz



www.braveanalytics.eu





Green Compliance GmbH

About

Green Doctors successfully validated their service and business model for the certification and sustainability optimization of medical practices and healthcare facilities with their "Green Ordi" service in Austria and uses this experience now to enter the German market and build a foundation for offering it to European healthcare providers aiming to enhance and communicate their sustainability. Green Doctors addresses a critical need in the healthcare sector, which is responsible for up to 7% of global CO2 emissions. By offering a scalable, efficient, and user-friendly platform, Green Doctors not only helps healthcare providers meet regulatory demands and have access to public funding provided by the EU and national governments but also enhances their operational efficiency and sustainability. In addition, certified healthcare facilities benefit from increasing their image and value in general.

Solution

Many doctors don't consider sustainability optimization due to the perceived high cost and time commitment. Their busy schedules leave little time for involvement, and their staff often lacks the necessary sustainability expertise. Additionally, implementing training is challenging due to staff shortages. The key difficulty lies in creating actionable, trackable measures. Green Doctors addresses these challenges by offering customized advice and specific action plans tailored to each doctor's office and primary care center. Utilizing a data-optimized digital platform, Green Doctors provides immediate insights into the impact on energy costs and carbon footprints, making sustainability both accessible and manageable.

Business Model

Our specialized and data-optimized digital platform supports doctors and primary care centers in their transformation to sustainable units. The business is based on costs for:

- evaluation and audits
- development of individual measurements for the medical units
- consulting services

- climate protection and sustainability partnership for ongoing legal and practical advice
- certification for sustainable business organisation
- training and workshops to build up sustainable knowledge which will generate enormous added value.

Target Group

Doctors and healthcare practitioners, primary care centers. The healthcare sector is significantly affected by climate change and directly connects health to survival. This sector, especially doctors, is trustworthy and serves as a role model for the Green Deal. Medical professionals are open to sustainability topics and willing to pay for them. Further target group: Staff in doctors offices and primary care centers and suppliers to the healthcare sector.

Challenges

We are focused on establishing a robust team and leveraging external services to scale the Green Doctors platform for international usage. This includes building a dedicated sales and customer support team, along with launching targeted marketing campaigns within the healthcare sector. Our goal is to develop a scalable organization capable of coordinating our operations across Europe, ensuring a seamless expansion and effective service delivery in new markets.

Needs

To expand Green Doctors internationally, we need the know-how and tools to validate new markets, develop go-to-market strategies, and secure funding. We also require cultural and legal knowledge, along with strong networking connections, to ensure successful market entry and operations across Europe.



greendoctors.com

Meet Our Participants



Marcus Hofer

Founder | CEO



I am an experienced multi-entrepreneur and financial expert with a strong track record in innovation and strategic leadership, known for my visionary approach and strategic thinking. With extensive experience in export and business expansion, my career spans domain management, internet services, aviation and international transportation. With a strong understanding of financial dynamics, combined with a visionary approach to growth, I turn challenges into opportunities and drive impactful results. My diverse industry experience and strategic insights enable me to create exceptional value and effectively capitalize on international opportunities.

Christian Wagner

Founder | CEO



As an experienced consultant and manager with over 20 years of professional experience across various industries, I co-founded Green Compliance GmbH & CO KG in 2022. In this role, we developed the GREEN ORDI/GREEN DOCTORS consulting model, which supports medical practices and healthcare facilities in implementing effective sustainable management and reporting practices. In addition to my work as a certified sustainability and CSR expert, I have been advising municipalities for several years on safety engineering matters, occupational safety and employee protection. My expertise in sales and marketing is backed by extensive experience with international corporations such as Unilever, Red Bull, and Coca-Cola. My academic background includes a degree in International Business Administration with a focus on Marketing and Controlling from the University of Vienna. I am married and father of two children.

Green Doctors

Environment / Sustainability

IT / Saas

Est. 2022

Vienna



greendoctors.com

About

Kickscale is the pioneer in the German-speaking world when it comes to sales meeting analysis. The company specializes in optimizing sales and customer conversations using artificial intelligence. The technology enables companies to refine their sales strategies, make data-based decisions and develop a deep understanding of their customers, resulting in an average 20% increase in closing rates and time savings of over 30 hours per month per employee.

Solution

We address the challenges of optimizing revenue and data from sales meetings by using Kickscale's AI-powered sales coach. The platform analyzes conversations, suggests improvements, and generates valuable customer data for company-wide use. It provides real-time insights, captures comprehensive meeting data, and enhances communication for more tailored messaging. Additionally, it streamlines follow-ups and offers personalized coaching, helping sales teams conduct more effective, data-driven meetings, leading to increased revenue and efficiency.

Business Model

Our business model is built on a subscription-based Software-as-a-Service (SaaS) platform. Clients subscribe to our conversational intelligence solution, paying a recurring fee determined by the number of users and selected features. We offer tiered pricing plans to suit different business sizes, from small teams to large enterprises, with optional premium services such as advanced analytics and CRM integration. This scalable approach ensures ongoing value for our clients, helping them optimize revenue and data from sales meetings. What sets us apart is our use of German-speaking large language models, including dialects, a strong focus on data protection with European hosting, and the most customizable solution on the market.

Target Group

Our target audience includes enterprise sales teams looking to optimize their sales processes and maximize revenue from meetings, SMBs focused on improving sales efficiency and data utilization, tech companies seeking to leverage advanced conversational intelligence for better sales performance, and sales-driven organizations across various industries where effective sales meetings are critical to success.

Challenges

We expect to face legal restrictions as well as marketing and sales challenges that make it difficult to reach new customers.

Needs

We are focused on sharpening our product and market adaptation capabilities, developing a plan to scale faster and more effectively, and acquiring a toolkit for further expansion, including legal and market knowledge. We are also seeking support and coaching from experts and preparing to present to investors on demo day.



Meet Our Participants



Gerald Zankl

Co-Founder | CEO

Gerald Zankl is a highly successful sales leader who has taken multiple high-growth startups to the next level. As the CEO and co-founder of Kickscale, he harnesses the power of AI to empower sales professionals and teams. He is international bestselling-author of "The Sales Skills Book. When he's not shaping the future of sales, Gerald enjoys spending time with his wife and little daughter.



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Fabian Riedlsperger

Co-Founder | CFO

Fabian Riedlsperger is an applied AI expert with years of experience working with cutting edge machine learning models. He studied machine learning and Intelligent Systems at the University of Technology in Graz. As the CTO and co-founder of Kickscale he is responsible for driving innovation by applying new technologies to old problems. When he is not working on building the next AI feature he enjoys being active in nature, dancing and spending time with his loved ones.



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Kickscale

IT / SaaS

Est. 2021

Vienna



www.kickscale.com





Kumari-Produkte VertriebsGmbH

About

Kumari provides 100% fresh organic Aloe Vera-based skincare, haircare, and supplements that offer advanced skin regeneration and anti-aging benefits. Unlike competitors that rely on water, Kumari uses Aloe Vera juice as its primary ingredient, ensuring deep skin penetration and maximum efficacy of active ingredients. With its vegan, cruelty-free, and Ecocert-certified products, Kumari meets the growing demand for natural beauty solutions and is poised for global expansion, building on its strong European foundation.

Solution

Unhealthy lifestyles and air pollution challenge the skin, causing wrinkles, fine lines, and loss of elasticity. Prolonged exposure to pollutants leads to irritation and sensitivity. Kumari products use natural ingredients and advanced technologies to rejuvenate and fortify the skin. Unlike most products, Kumari uses 100% fresh organic Aloe Vera, enhancing effectiveness. The "Aloe Plus Concept" combines Aloe Vera with natural ingredients for deeper skin penetration. Edelweiss combats aging, and Chamomile soothes sensitive skin, making Kumari products natural, effective, and tailored to specific needs.

Business Model

Kumari's business model focuses on offering high-quality, natural cosmetics and 100% fresh, organic Aloe Vera juice as supplement, primarily through online sales and retail partnerships. By leveraging innovative ingredients and sustainable practices, Kumari targets health-conscious consumers and expands its market presence through a combination of direct and indirect distribution channels.

Target Group

Kumari targets health-conscious and environmentally conscious consumers. Customer Characteristics:

- **Specific Needs:** Individuals with dry, sensitive skin, skin aging concerns, sunburn, wounds, and fatigue.

- **Health-Conscious:** Preference for natural, organic ingredients, free from harmful chemicals.
- **Environmentally Conscious:** Values sustainability and cruelty-free products. This target group is characterized by a high level of awareness and demands regarding the quality and ethics of the products they use.

Challenges

Cultural Differences: Adapting marketing strategies, product presentation, and communication to align with local preferences. **Regulatory Hurdles:** Ensuring compliance with local regulations and obtaining necessary approvals. **Competition:** Competing with established local and international brands, requiring clear differentiation and competitive advantage. **Logistics:** Establishing efficient logistics and supply chains, including finding reliable local partners. **Market Acceptance:** Building brand awareness and consumer trust through targeted marketing activities. **Partnerships:** with local distributors

Needs

Kumari seeks support in the areas of:

- **Internationalization and Market Expansion**
- **Logistics and Distribution**
- **Marketing and Branding**
- **Regulatory Support**
- **Network and Partnerships** Participating in the Scaleup Globally Program would enable Kumari to expand internationally, improve operational efficiency, enhance global brand presence, and build strategic partnerships for growth.



kumari.at

Meet Our Participants



Susanne Höck

Founder | CEO



Susanne had serious skin problems in her early ages. She studied in the USA in 1991-1992 and discovered the benefits of fresh Aloe Vera. Her skin improved significantly. Back in Austria she found no similar products. This experience inspired her to launch KUMARI in 2004, featuring 100% fresh organic Aloe Vera juice, as the basis of all products. KUMARI is the Sanskrit term for „Aloe Vera“ and even improved to Aloe Vera Plus, adding most effective other natural ingredients.



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Katarzyna Pichler

CSO



Katarzyna is an Angel Investor supporting entrepreneurs in building game changing businesses. With her 30 years of C-level international experience in general management and strategic marketing, she is known for strong leadership, delivering results, and driving shareholder value. Since 2014, she has been Managing Partner & Co-Founder of InnovaticGroup. Previously, she held senior roles at Western Union as Regional Vice President and at Schwarzkopf & Henkel as International Brand Manager. Katarzyna excels in business development, portfolio management, strategy creation, and team leadership.



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Kumari-Produkte VertriebsGmbH

Retail

Est. 2004

Vienna



[kumari.at](https://www.kumari.at)



Lanbiotic GmbH

About

Lanbiotic, an innovative start-up company from Graz, specializes in the development and marketing of probiotic skin applications containing live bacteria, specifically designed for individuals with atopic skin. The clinically tested and internationally award-winning formulations set new standards in skincare by applying a patent-pending bacterial strain that is effective against *S. aureus* directly to the skin. Focusing on the characterization and cell encapsulation of probiotic strains, Lanbiotic develops both cosmetic and medical products that balance the skin microbiome and revolutionize the skincare industry.

Solution

Atopic Dermatitis (AD) is a chronic skin condition affecting approximately 1 in 4 children in Western nations and around 5% of adults. Patients with AD suffer from skin inflammation and eczema, typically treated with topical corticosteroids, though 80% of patients are dissatisfied with this treatment. The severity of eczema in AD is closely linked to the presence of *S. aureus* bacteria on the skin. We have patented a new bacterial strain, *Lactococcus Lanbioticus*, which can significantly reduce *S. aureus* levels, leading to fewer symptoms. Additionally, we have developed an industrial-scale process to produce this strain, offering a novel skincare treatment for AD.

Business Model

We develop new products (bacterial stem categorization, genetic sequencing, formulation of delivery system) based on consumer needs and the state of the art in the scientific literature. We test products in clinical and non-clinical trials with affected patients. We develop the necessary industrial scale up processes with our strategic partners to mass produce tested solutions. We are selling our products via pharmacies, dermatologists and our own D2C shop.

Target Group

Our target group includes adults suffering from atopic dermatitis and parents of children affected by this chronic skin condition.

Challenges

We anticipate challenges such as language and culture-specific sensitivities when addressing health-related topics, providing customer support in non-native languages, and navigating regulatory barriers in different regions.

Needs

We seek a comprehensive toolkit to validate new markets and plan market entry, along with a strong legal and cultural foundation for operating as an international company. Additionally, local expertise in key markets is essential to ensure successful expansion and adaptation.



www.lanbiotic.com

Meet Our Participants



Katrin Susanna Wallner

CEO

Dr. Katrin Susanna Wallner has extensive expertise in medicine, the skin microbiome, and probiotics. Her research in bacterial characterization and encapsulation led to the first patent application for Lanbiotic in 2022. The first cosmetic product, "Lipid Care," was internationally recognized at the V-Label Awards, where we stood alongside industry giants like Nestlé. Her relentless efforts in securing funding have already resulted in several six-figure research and excellence grants. Katrins responsibilities are: strategic leadership and brand positioning, KPI monitoring, product development and regulatory, production and supply chain, preclinical and clinical testing, scientific content creation and training for pharmaceutical and medical professionals, scientific and strategic collaborations. legal, finance and funding.



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Patrick Hart

COO

Patrick Hart is a studied sociologist and has more than 10 years of experience as an entrepreneur with well-known clients and scientific project manager, rounding off the founding team with experience in online marketing and web development. Marketing and sales manager Patrick Hart has expertise in scientific project management, sales and distribution automation, collaboration and personnel management. He has managed several 5-figure online marketing campaigns and has experience in social media, online advertising and web development. Patricks responsibilities are: marketing, customer support, sales and distribution, employee management, IT and web development.



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Lanbiotic

Life Science

Est. 2022

Graz



www.lanbiotic.com





Lohnbot GmbH

About

Lohnbot is revolutionizing payroll management by offering a user-friendly, automated SaaS platform tailored for European businesses. Focused initially on the Austria/Germany, Lohnbot simplifies complex payroll processes to ensure compliance and efficiency for companies of all sizes. With rapid growth and a scalable solution, Lohnbot is poised to expand across Europe, empowering businesses to manage payroll with ease and accuracy.

Solution

Lohnbot tackles the complexity of payroll processing with an innovative solution that democratizes payroll management, requiring no prior specialized knowledge, making it accessible to businesses of all sizes. It enhances the user experience with integrated, context-specific aids, reducing both the learning curve and the likelihood of errors. Through advanced automation, Lohnbot enables payroll processing with a single click, regardless of the number of employees, while maintaining simplicity and efficiency as companies grow. Additionally, it ensures compliance and accuracy by continuously updating to reflect the latest regulatory changes across Europe. This combination of user-friendliness, automation, and scalability positions Lohnbot as a disruptive force in the payroll software market.

Business Model

Lohnbot targets the €2.58 billion European payroll software market, with an initial focus on the DACH region. It offers a cloud-based, scalable SaaS subscription service with tiered pricing starting at €10/month for up to 9 employees, and competitive rates for larger teams. Lohnbot is designed to simplify payroll processing, reducing the need for consultants, and is scalable to efficiently serve businesses of all sizes. It delivers significant value through ease of use, automation, regulatory compliance, and cost savings. With a focus on future expansion across Europe, Lohnbot generates steady recurring revenue, providing a strong foundation for reinvestment. This user-centric approach positions Lohnbot as a disruptive force in the payroll software market.

Target Group

Lohnbot's payroll solution is tailored to diverse European businesses, with a primary focus on the DACH region. It targets SMEs, including 67 million potential businesses, particularly those without dedicated HR departments. Micro-enterprises and startups will benefit from its easy-to-use, scalable, and affordable pricing, starting at €10 for up to 9 employees. Tax consulting firms can increase efficiency, serve more clients, and reduce errors with Lohnbot's automated solution. For businesses transitioning to in-house payroll, Lohnbot's user-friendly design ensures a smooth transition. Additionally, fast-growing companies will find Lohnbot's scalable and cost-effective solution ideal for managing payroll as they expand.

Challenges

As we expand Lohnbot into new European markets, we anticipate several challenges, including adapting to diverse labor laws for regulatory compliance, tailoring our interface and functionality to local preferences, and competing with established local players to demonstrate our value. Providing localized, multilingual customer support will be crucial, as will customizing our sales and marketing strategies to fit different cultural contexts. We must also manage growth carefully, balancing expansion with maintaining high-quality service. Additionally, forming strategic partnerships and integrating with local systems will be essential for strengthening our market presence.

Needs

With our participation in the program, we seek to accelerate our international expansion, particularly in Germany. Our goals include refining our market entry strategies for new regions, exploring growth funding options, and networking with Austrian startups for valuable insights. We also aim to leverage local expertise from WKO experts and refine our strategic plans with expert feedback. This program will be crucial in helping us navigate expansion challenges and replicate our success across Europe.



www.lohnbot.at

Meet Our Participants



Thomas Hapala

CEO

Thomas Hapala is a driven entrepreneur and co-founder of Lohnbot, dedicated to transforming payroll management for European businesses. With over 10 years of experience in tax consultancy and a background in startups, including being the first employee at Wikifolio, Thomas combines deep industry knowledge with a passion for innovation to simplify complex processes and empower companies to thrive.



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Lohnbot

IT / SaaS
Est. 2019
Vienna



www.lohnbot.at



Loxotec GmbH

About

Loxotec is a pioneering animal health company revolutionizing the industry with cutting-edge antiseptic solutions that eliminate over 99.9% of bacteria, viruses, and fungi, setting a new gold standard for wound and skin hygiene. Specializing in high-quality products for veterinarians, pharmacies, retail, and e-commerce, Loxotec offers both branded and white-label options, all free from antibiotics, alcohol, dyes, and perfumes for gentle, pain-free care. Since 2020, Loxotec has successfully distributed over 300,000 products across 21 countries, underscoring its commitment to innovation and excellence in the animal health sector.

Solution

Our products are the new gold standard in wound healing for animals. We solve the problem of multiresistant germs in wounds and reduce thereby the usage of antibiotics.

Business Model

We sell mainly through Whole sale distributors to Veterinarians and have also launched a new product line for the retail sector.

Target Group

Our target customers include veterinarians, pet owners, and farms.

Challenges

We anticipate challenges in finding the right partner to help us scale up effectively, as well as navigating potential regulatory constraints that may arise during our expansion.

Needs

We seek to get insights for securing funding, increasing visibility, and maintaining focus to drive our growth and success from the program.



www.loxotec.com

Meet Our Participants



Valeria Foglar-Deinhardstein

Co-Founder

Valeria Foglar-Deinhardstein is our visionary in sales and project management, with a natural talent for building and leading teams. Her extensive experience at A1 Telekom Austria Group, where she optimized sales channels and spearheaded agile work methodologies, has been pivotal in expanding our sales strategies and business models. Beyond her strategic acumen, Valeria is highly skilled in working with people, fostering a collaborative environment, and assembling high-performing teams that drive the company forward. Her ability to identify and seize new opportunities, coupled with her talent for nurturing talent, makes her an invaluable asset, continually pushing Loxotec GmbH towards new heights of success.



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Magdalena Liebl

Co-Founder

Magdalena Liebl is the powerhouse behind our operational excellence. With a robust background in business, communications, finance, and public sector logistics, Magdalena has transformed our production and delivery processes. Her leadership in professionalizing our methods has enhanced efficiency across the board, ensuring that our products reach customers with precision and reliability. Together, this diverse and talented team forms the backbone of our company's success. Each member brings a unique set of skills and experiences that not only complement each other but also create a synergy that propels our company forward. Their combined expertise is the reason why our success is not just a possibility but an inevitability.



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Loxotec GmbH

Life Science

Est. 2020

Vienna



www.loxotec.com



About

Plasticpreneur is dedicated to making small-scale plastic recycling accessible to communities, organizations, and individuals worldwide. They design, manufacture and distribute innovative recycling machines that enable the transformation of plastic waste into valuable products. Through their work, plasticpreneur empowers people to contribute to sustainability efforts, fostering economic opportunities and environmental stewardship.

Solution

We are developing, producing and distributing small scale plastic recycling solutions to inspire and empower individuals and organisations to explore the plastic recycling process, create and manufacture new, innovative products to foster the transition towards a circular economy and the creation of income opportunities. We are creating access to a "new" craftsmanship to work with one of the "main materials" of our century, which is otherwise only accessible on an industrial scale, very cost and know-how intensive. Our approach is a unique combination of technology and know-how transfer, to enable a low-threshold access to the topics and applications. This creates a whole variety of different opportunities to all kinds of different target groups in various fields of applications.

Business Model

We sell our solutions (products and services) directly to the, mainly b2b, customers. Hundreds of our solutions are employed daily in various fields of application. From the Arctic Circle to the Equator, from Mount Everest to the Caribbean Islands, and in some of the most remote places on Earth. Found in some of the largest metropolises, with the most prominent brands, to small start-ups. From multinational NGOs to community-based organisations, and in well-known universities, elementary schools and even kindergartens; our products inspire and empower exploration of the plastic recycling process, create innovation, and the manufacturing of new products. We have shipped products to more than 90 countries.

Target Group

We focus on three main fields of application, each targeting specific customer groups. First, in Explore Plastic Recycling, we aim to raise awareness, provide education, and offer technical and vocational training for skills development, targeting universities, makerspaces, and recycling and waste management centers. Second, in Create Innovation, we support product development, rapid prototyping, material testing, and art and design projects, catering to design studios, creative professionals, and innovation hubs. Lastly, in Manufacture Products, we facilitate small batch and mass manufacturing, foster new business models, and create jobs and income opportunities, targeting entrepreneurs, manufacturing companies, and industry professionals focused on sustainable production.

Challenges

We challenges like determining how our solutions can be effectively implemented and achieve product-market fit in various Fields of Application. In terms of Technology, we must navigate different technical requirements across markets, such as UL certification in the US. Compliance is another challenge, involving the need to understand and adhere to varying legal structures and liability concerns. For Market Entry, we need to identify and reach our target customers while building effective distribution channels. Additionally, Financing will be critical to cover the costs associated with these market entry activities.

Needs

We aim for mentoring, know-how, skills, and tools to help us bring our vision and solutions to the world. Specifically, we seek support in all areas of international expansion which includes insights into global market entry, scaling strategies, legal frameworks, and networking opportunities. This comprehensive support will be crucial in realizing our global ambitions.



Meet Our Participants



Sören Lex

CEO

While studying Business Administration with the specialisation in Social Entrepreneurship Sören started various impact driven initiatives in Uganda which led to the foundation of plasticpreneur. Since then as the CEO he is strongly involved in building up the company. Since early on he was interested in finding innovative ideas to create social and sustainable impact. Born and raised in Graz after finishing a HTL with the focus on building construction he volunteered for a two years civil service in Moscow, Russia, with a christian organisation. After returning he started his studies at the WU in Vienna and finished them at the AAU Klagenfurt. He is married and has four young children.



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Christian Mayr

Head of Sales

Christian has a Master of Science from BOKU University in environmental management with a focus on waste management. After completing the master thesis at OMV AG regarding the chemical recycling of plastic waste, Christian started as a circular economy project manager for the Plastics Cluster at Business Upper Austria to connect the value chain and develop innovation projects together. Since 2024, Christian is working for plasticpreneur as Head of Sales and Business Development. Christian lives in Linz, is married and has one young daughter.



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Plasticpreneur

Electrical or Mechanical engineering
Industrial Technologies / Hardware

Est. 2020

Klagenfurt



[plasticpreneur.com](https://www.plasticpreneur.com)





Seven Bel GmbH

About

Seven Bel makes sound visible and allows anyone to easily locate and analyze sound sources. The patented technology is new, mobile and delivers results quickly so that noise can be effectively reduced without wasting time, resources and costs. The company is based in Linz and has customers in Europe, North America, and Asia.

Solution

In product development or quality control, engineers are often confronted with the fact that their products are too loud or emit unwanted sound. A lot of valuable time is often lost in investigating the root cause. Seven Bel has developed and patented a new technology for acoustic cameras with which sound sources can be quickly and easily visualized and analyzed. This is based on a sensor that scans the sound field on a circular path and a calculation of the acoustic data in the cloud. The results are displayed on a mobile device and can be analyzed in a mobile app. With Seven Bel's Sound Scanners, acoustic cameras can now also be used quickly and easily in building acoustics and can be used to identify the causes of sound transmission between rooms.

Business Model

Seven Bel sells Sound Scanners in four variants ranging from low-frequency sound analysis from 125Hz to the analysis of ultrasound sources, which can be used to save energy when detecting compressed air or gas leaks. Each customer also purchases an annual software license.

Target Group

We are targeting engineers in product development and consultants in building and room acoustics. All companies that produce products or run processes that emit sound in any form are relevant for us.

Challenges

Acoustic cameras are still a fairly new technology for many potential customers. A mix of digital inbound and outbound marketing activities is required to raise awareness about the technology and its benefits.

Needs

We need a structured plan for expansion, along with on-the-ground support in target countries that includes local market knowledge. Additionally, we require guidance on regulatory basics, such as determining the appropriate business type for market entry, and access to a network of contacts in Germany. Legal advice and insights into best practices are also essential to ensure a successful expansion.



www.sevenbel.com

Meet Our Participants



Barbara Rittenschober

CFO

Barbara is the CFO of Seven Bel since the very beginning. Besides controlling the financial matters of the company, she leverages her export management expertise in delivering the Sound Scanner and associated services to global end users. On top, she enjoys consulting potential and existing customers on applications and product configurations. Barbara holds a masters degree in international business with majors in export management and finance, and is also a certified tax consultant.



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Thomas Rittenschober

CEO

Thomas founded Seven Bel in 2018 and developed the patented technology which the Seven Bel products are based on. He holds the position of a CEO and enjoys contact with end customers to understand market requirements and further improve the product. Before that, he had been in applied science for 7 years and in a global engineering manager position at GE Healthcare for 8 years. Thomas holds a masters degree in Business Administration and a doctoral degree in Mechatronics.



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Seven Bel

Electrical or Mechanical engineering
Environment / Sustainability
Est. 2018
Leonding



www.sevenbel.com





SpawnX GmbH

About

SpawnX develops and sells automated mushroom city-farms with minimum net cost of mushrooms on the output. SpawnX aims to provide locally produced mushrooms with the lowest net cost in any country or climate.

Solution

We produce and operate innovative mushroom city farms, making mushrooms more accessible while ensuring sustainable and cost-effective production. As the world's first company to offer a turnkey mushroom farming solution, we integrate cutting-edge hardware, software, and microbiology into a seamless package.

Business Model

Our business model involves selling our mushroom farms as a one-time hardware purchase, followed by a monthly subscription for mycelium supply, which generates recurring revenue. We produce the mycelium in-house, ensuring full control over quality and maintaining a 100% markup.

Target Group

Our target group includes farmers looking to diversify their product offerings with high-margin mushrooms, distributors seeking reliable sources of premium mushrooms, and retailers aiming to stock fresh, high-quality mushrooms. Additionally, we cater to urban farmers and aspiring entrepreneurs interested in sustainable city farming solutions.

Challenges

Hard to fundraise. Hard to sell farms due to conservativeness of the market. Scaling strategy for a CAPEX-heavy project.

Needs

Help with contacts with international retailers and VCs.

Meet Our Participants

The logo for SpawnX, featuring the word "Spawn" in orange and "X" in dark blue, enclosed within a white circle with a dark blue border.

SpawnX

A circular portrait of Vladimir Kaverin, a man with a beard and mustache, wearing a dark jacket, set against a background of a foggy street.

Vladimir Kaverin

Founder | CEO

Vladimir Kaverin was a professional stock trader. He then switched to production of physical products (mushrooms). Developed a first cheap and scalable system for mushroom production.



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A circular icon with a dark blue background, featuring two white speech bubbles. The top bubble contains a lowercase 'i' and the bottom bubble contains three horizontal lines.

SpawnX

Electrical or Mechanical engineering/
Industrial Technologies / Hardware

Retail

Est. 2022

Graz



Synergie Montagen Riegler GmbH

About

The company provides solutions refers to what users need like service as a product for organisations in the energy and building sector. Following the model of industrial process optimization to take over efficiently partial tasks in the daily project business. Customers can thus generate more sales with less effort, because they give different tasks to one subcontractor which has for most of cases professionals inhouse.

Solution

For the target market our solution addresses climate change, independence, development of energy communities as well as microgrids and the implementation of an digital energy management. Our solution includes automating processes similar to the automotive industry and creating a digital network for skilled workers and trainings, ensuring expert support for every customers needs. Additionally, we boost motivation through a profit-sharing system, streamlining operations and empower sustainable commitment through participation model.

Business Model

We offer a range of services like consulting, material procurement and installation as well as maintainance, operation and system support. To ensure that customers are satisfied and willing to pay, we offer participation models to promote motivation for employees and customers. It is a three phase business modell in form of a repeating cycle:

- creating the trading route while preparing store places and action marketing campaigns,
- consulting, material procurement and installation,
- participation and system services.

Target Group

- communities in rural areas,
- compounds in city areas,
- companies in energy and building sector,
- governmental institutions,
- farmers,
- industry parks and malls.

Challenges

- find and save the trading route,
- choose the right marketing strategies to get orders for secure financing to expand.

Needs

- mentoring (logistics, marketing & sales, strategy),
- expand network,
- input for strategy and guidelines.



www.synergiemontagen.eco

Meet Our Participants



Michael Riegler

CEO

My professional development is strongly influenced by an apprenticeship in process techniques for industrial optimization, 17 years work experience mostly in building sector, development, sales, energy technologies and industry as well as a bachelor degree in energy and environmental management including certificates for project management and quality assurance. This qualified myself to create Synergie Montagen in december 2022 depending on my character which is initiative, assertive and always looking for the others to have enough and correct to do. That builds my interest in difficult or development countries.



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Synergie Montagen Riegler

Environment / Sustainability
Electrical or Mechanical engineering
Construction / Real Estate
Est. 2022
Vienna



www.synergiemontagen.eco



Turbulence
Solutions

Turbulence Solutions GmbH

About

Turbulence Solutions is fully committed to make the whole aviation industry turbulence-free. Its Turbulence Cancelling technology is flight demonstrated to enable much smoother and sustainable flights, and already available for light aircraft in Europe. TS is now focusing on entering international large aircraft and Advanced Air Mobility (AAM) markets with a particular focus on the US and Brazil.

Solution

Turbulence Cancelling aims to eliminate flight turbulence across the entire aviation industry, rather than just avoiding it. This innovation has the potential to reduce CO2 emissions by over 10% in traditional aviation, while also building the necessary passenger trust for the future of sustainable Advanced Air Mobility (AAM).

Business Model

Our business model includes both recurring and non-recurring revenue streams. The recurring revenue comes from licensing our Turbulence Cancelling control logics and software. The non-recurring revenue is generated through design and support services for the installation and certification of Turbulence Cancelling hardware in new aircraft types.

Target Group

Our target group includes aircraft manufacturers, aircraft operators, and aircraft maintenance and repair organizations.

Challenges

We anticipate several challenges, including market, regulatory, communication, and legal barriers. Additionally, securing growth capital, financing, and attracting international talent and partners will be critical hurdles to overcome as we expand.

Needs

Our needs for the program include achieving faster and more efficient market entries, requiring less time, resources, and money. We also aim for a higher success rate and improved quality, leading to more customers, partners, and projects, as well as better opportunities overall.



turbulence-solutions.aero

Meet Our Participants



Andras Galffy

CEO

Andras Galffy is CEO and head of research and technology of Turbulence Solutions. He is committed to making flights turbulence-free following his passion for aviation, piloting, flight dynamics and flight control since 2012. During his PhD research at TU Wien he demonstrated the effectiveness of Turbulence Solutions' technologies "Improved Direct Lift Control" and "Active Turbulence Cancelling" in manned test flights in 2021. Since then he and his team drive forward the integration of Turbulence Cancelling products into Light Aircraft, Air Taxis (eVTOL, AAM) and Airliner striving for outstanding passenger comfort, safety and trust.



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Oliver Breitender

Head of Market and Business Development

Oliver brings in decades of experience in top management, over 30 years of know-how in commercial banking, President of flylinz - Flugschule Linz (ATO), Certified Business Consultant. He studied economics and international Aviation Management; enthusiastic pilot (PPL/IR) since 2003.



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Turbulence Solutions

Environment / Sustainability
Electrical or Mechanical engineering
Industrial Technologies / Hardware
Est. 2018
Vienna



turbulence-solutions.aero



SCALEUP GLOBALLY 2024

The Scaleup Globally Program is a hybrid program, designed for ready-to-scale Austrian startups eager to internationalise. A selected cohort of 15 startup teams will have the opportunity to participate in the program between September 12 and October 24, 2024. The program offers workshops, individual mentoring and access to a range of experts.



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Project Manager Scaleup Services



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Renate Schnutt



Head of Scaleup Services



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The Born Global Academy is part of the internationalisation offensive go-international, a joint initiative of the Federal Ministry of Labour and Economy and the Austrian Federal Economic Chamber. The programme partner Female Founders has extensive experience in supporting gender-diverse founding teams and startups on their investment path and in networking with relevant players in the technology ecosystem. Co-initiator of the event is the WKO startup initiative StartupNow of WKÖ Startup-Services.