austria wirtschaftsservice
& STI International

ESTC Innovation Seed Camp 2009
Hannes A. Schwetz

| Vienna | 2.11.2009
ESTC Innovation Seed Camp 2009

• **Startup Visibility Problem**
  - Suppliers
  - Employees
  - Investors
  - Customers
  - Product

• **Addressing Issue**
  - Lucky Shot
  - Customers realize Genius
  - Good Product
  - References
  - Customers
  - PR
  - Startup Competitions

Photo Wolfram Anderle
• **How does it work**
  
  ▪ Apply (22 qualified Applications)
  ▪ Get invited (16 Companies, from US-Europe)
  ▪ Pitch (7 Minutes, no longer for fair competition)
  ▪ Jury Valuation:
    ▪ Innovation, Business Model, Market, Team, Presentation.
    ▪ Each Mentor individually judges every project on the above criteria (1, 2, 4 or 5 points; 5 being best), leading to an overall score per project. (5-25 points).
    ▪ Resulting in an overall first ranking of all projects.
    ▪ Based on this first ranking, mentors discuss the projects and have the possibility to update their points given, thus leading to the final ranking.
    ▪ In case of ties, a simple majority voting of the mentors is applied.
    ▪ There is no perfect selection scheme. The aim of ESTC & aws is to offer a comprehensible manageable mechanism.
    ▪ It is thus up to the participants to achieve their best performance on the transparent system provided. Good luck!
  ▪ Win! (1st 5.000€, 2nd. 3.000€, 3rd 1.000€)
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• Jury/Mentors

Mark Greaves, Vulcan, US
John Brimacombe, Spvventures, UK
Klaus Matzka, gamma capital partners, AT
Hannes Schwetz, Austrian Economic Service, AT
Thomas Bluth, CFO, co-founder smapper, AT
Ruben Riestra, Inmark, ES
Niels Mitschke, Cast Tyrol, AT
Christopher Clay, founder soup.io, AT
Thomas Neuroth, Independent Business Angel, AT
Thomas Ecker, tecnet capital, AT
Jürgen Marchart, AVCO, AT
Martin Kugler, Die Presse, AT
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• **Timeline**
  - 9:45-11:00, 11:15-13:00
  - Mentoring Sessions (New!)
  - Winner Announcement 21:30+, Social Evening Event

Photo Wolfram Anderle
aws

- Federal Economic Service of Austria
- Supporting Companies PreSeed to IPO
- in Austria
- High Tech Programs
  - PreSeed (up to 200,000€)
  - Seed (up to 1,000,000€)
  - Portfolio: 120 Projects & Companies
  - 20 years experience

- Intro PreSeed Financing