



WBCInno

10 September 2014

*International Visibility and Networking among
Business Incubators and with Universities on Local,
Regional and International Levels*





Short Agenda

Presentation Content

1. Internationalization of BI/STPs
2. Networking of BIs, STPs and universities
3. Graz, Graz University of Technology
4. The region and its vital community
5. Business incubator(s)
6. Network of Business Incubators (VTÖ)
7. Personal remarks



Internationalization of BI/STPs – M9

Key objectives

- improve visibility and promotion of BIs/STPs → marketing plan
- internationalization
- attract international firms
- support tenants demands for internationalization



Support actions

- marketing plan: avoid emphasizing “cheap rent”, define your USP (competence / technology focus of tenants ...)
- internationalization:
 - EU networking projects as a start → catalyzing international projects involving university-based start-ups / spin-outs [commercial background]
 - Eg ICT local competence unit
 - attract international firms: (M)&A
- support tenants demands for internationalization: get them in touch with experienced experts





Efficiency indicators

- Number of internationalization activities
- Number of international firms or multinational companies attracted by BIs/STPs
- Number of sponsors and partners attracted by BIs/STPs
- Number of companies that successfully went internationally supported by BI/STPs
- Number of new partnerships between international institutions/companies with BIs/STPs tenants as the results internationalization activities
- Internationalization success ratio
- Number of joint international projects



Key objectives

- create transparency of existing BIs/STPs in WB countries based on a standard set of data qualified for publication which will be regularly updated
- set up a process for handling of benchmarking data for BIs/STPs
- facilitate the building of consortia for public funded projects, use of specific infrastructure, training initiatives, business-to-business relations and R&D collaboration



Support actions

- Map of BIs/STPs in WB countries
- Handling of benchmarking data for BIs/STPs
- Facilitation of business-to-business relations and R&D collaboration





Efficiency indicators

- Number of BIs/STPs participating in the Map, Up-to-date-ness of data, completeness of data about tenants
- Media coverage, web hits ...
- Number of business-to-business relations and R&D collaboration involving BI and/or STP tenants and/or Faculties





City of Graz

- 270.000 inhabitants
- 600.000 in the larger urban zone
- 4 Universities, 2 Universities of Applied Sciences
- ~50.000 students
- Capital of the federated state „Styria“





Graz - Styria

Styria,
the „green heart of Austria“

1,2 Mio. inhabitants

30.000€ GDP per capita

Strong industrial sector,
48% export rate

4,3% gross expenses on R&D → among TOP-15 EU regions;

70% of R&D by business,
30% of R&D by 9 public universities and RTO*



*RTO...Research and Technology Organisation





Students	12.000
Graduates	1.200
Federal Budget p.a.	110 Mill. €
Income from Contractual Work p.a.	54 Mill. €
Staff	2.200
- Permanent Staff	1.300
- Staff for Contractual Work	900





Location:

- R&D collaboration with businesses = mostly local/regional:
TU Graz (appr.): 50% in Styria, 25% rest of Austria, 25% international (Germany, Italy...)
- Global enterprises: portfolio of international academic partners
- Licensees for university patents can be world-wide

Size:

99% of EU enterprises are SMEs (according to EU definition);
appr. 50% of TU Graz enterprise partners are SMEs





Life Long Learning

www.lifelonglearning.tugraz.at

Science Park (academic incubator)

www.sciencepark.at

Research & Technology House

www.fth.tugraz.at

U. Diefenbach and C. Adametz plus 16 staff

- funding opportunities, research documentation, third party funded projects reporting, project administration
- industrial liaison, experts matching
- technology commercialisation, IPR / patent support

→ Career Info-Service

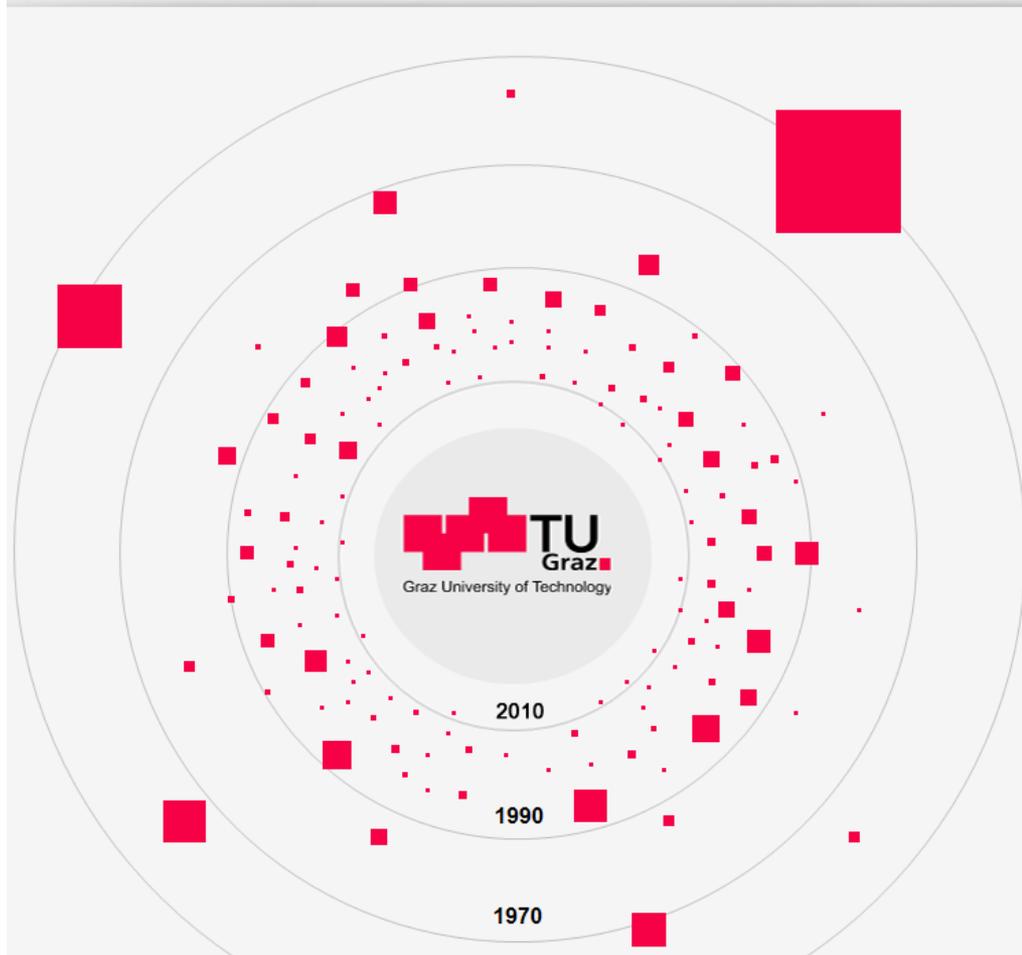




TU Graz, Start-ups Spin-offs

Start-ups und Spin-offs mit TU Graz Bezug

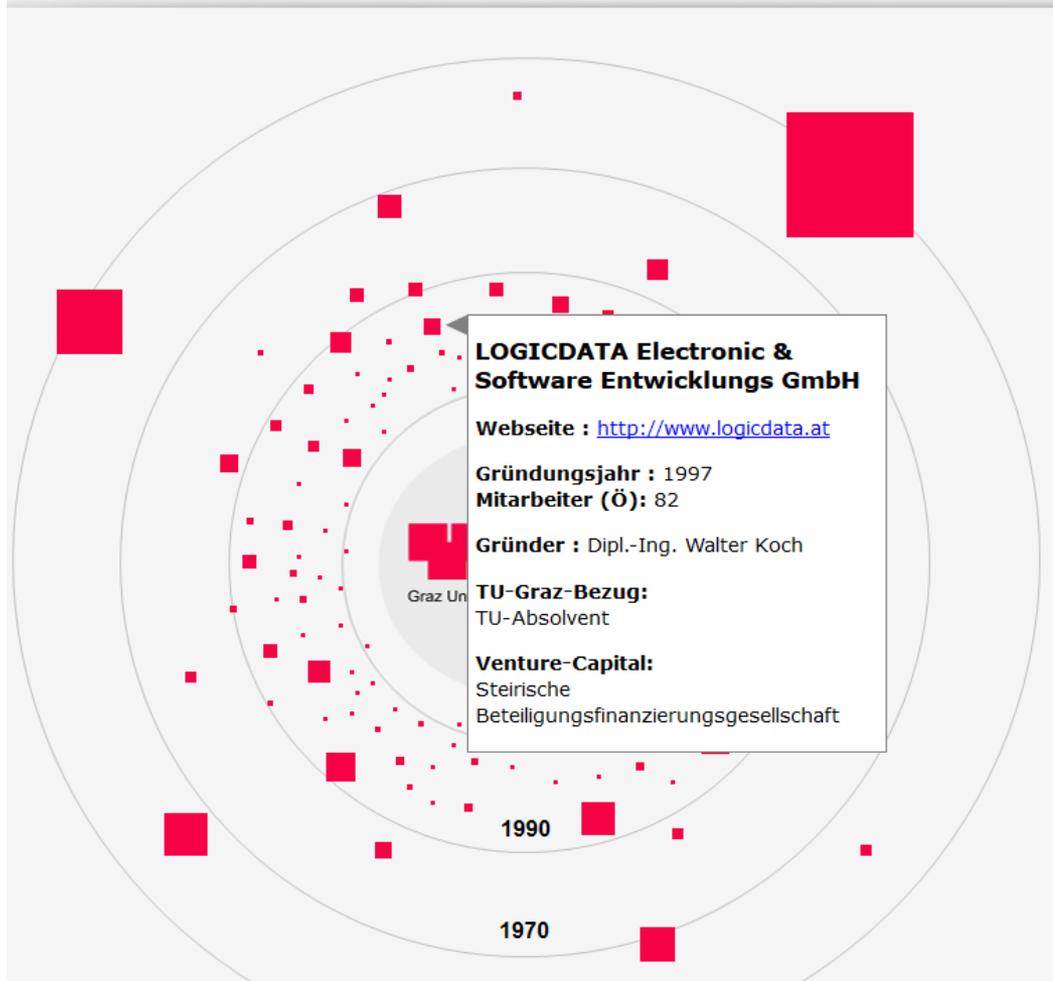
■ Gründungsjahre 1950 - 2014





Start-ups und Spin-offs mit TU Graz Bezug

■ Gründungsjahre 1950 - 2014





academic incubator



- Initiated by the Federal Ministry for Transport, Innovation and Technology (bmvit)
- The incubators support, accompany and accelerate the development of promising foundation projects by providing consulting, networks, funding and infrastructure supporting the implementation of a business
- 8 centers countrywide





Shareholders

- Graz University of Technology
- Medical University of Graz
- University of Graz

Financed by

- Austrian Research Promotion Agency (FFG)
- Local government of Styria/ Styrian Business Promotion Agency (SFG)
- Sponsors (Bank, City of Graz, Univ. of Applied Science).



SCIENCE PARK GRAZ

Creating bright
businesses.

Awards



Pba³: Best of
Biotech 2008



Bongfish: Multimedia
Staatspreis 2009



Tyromotion:
Econovivus 2010



Sunnybag: Fast Forward
Award 2011



iMAGOTAG: „GEWINN“
best young entrepreneur
2013



hill wind: „Green
Innovator“ / i2b 2013



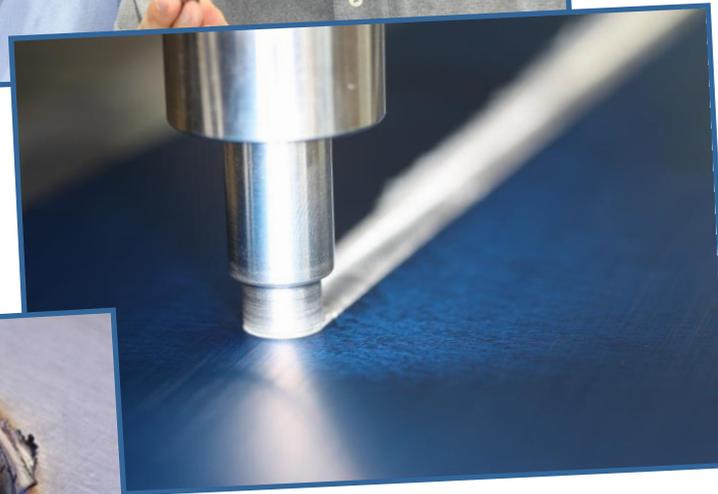
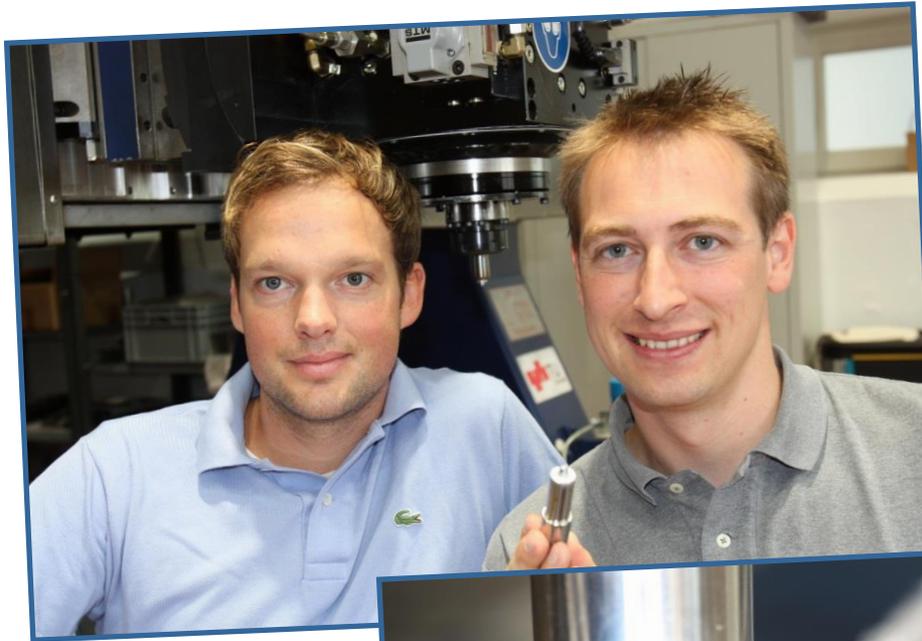
Entry: December 2007

The first intraruminal pH and temperature bolus for monitoring use in cattle.

- Improve Feed intake
- Optimize Feed efficiency
- Keep your herd healthy

Mario Fallast
Stefan Rosenkranz

STIRZONE
cool welding



Entry: December 2008

First “friction stir welding”
technology with
competitive market prices.
Revolutionizing welding
processes.

Thomas Weinberger
Gunter Figner



VTÖ Innovation Map

A good example of mapping and presenting data about business incubators

“Austrian map of business incubators / technologycentres”

www.innovationszentren-austria.at





some personal remarks

about

- the (potential) benefits of a business incubator for a student / university researcher
- the importance of knowing „*who knows what*“
- a vital network of players in different levels/layers in the innovation system





Thank you for your attention

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