



universität
wien

entrepreneurship

PRAGUE, 22 MAY 2025

ACADEMIC
ENTREPRENEURSHIP
IN AUSTRIA

SOMETHING ABOUT ME

SOMETHING ABOUT ME

15 YEARS RESEARCH EXPERIENCE

- MSc Chemistry, PhD Physics
- Assistant Professor at University of Sassari
- Author of 52 papers
- Invited speaker to international conferences
- Mentor of more than 30 students

SOMETHING ABOUT ME

15 YEARS RESEARCH EXPERIENCE

- MSc Chemistry, PhD Physics
- Assistant Professor at University of Sassari
- Author of 52 papers
- Invited speaker to international conferences
- Mentor of more than 30 students

12 YEARS MANAGEMENT EXPERIENCE

- Masters of Business Administration
- Executive Coordinator of Initiative for Science in Europe
- Managing director of a company
- Vice Chair and Board Member of an international not for profit organisation

SOMETHING ABOUT ME

15 YEARS RESEARCH EXPERIENCE

- MSc Chemistry, PhD Physics
- Assistant Professor at University of Sassari
- Author of 52 papers
- Invited speaker to international conferences
- Mentor of more than 30 students

12 YEARS MANAGEMENT EXPERIENCE

- Masters of Business Administration
- Executive Coordinator of Initiative for Science in Europe
- Managing director of a company
- Vice Chair and Board Member of an international not for profit organisation

9 YEARS START-UP EXPERIENCE

- Head of Entrepreneurship @ Uni Vienna
- Start-up founder
- Mentor at EIC and EIT
- Innovation consultant
- Advisor of 100+ start-ups

BRINGING TOGETHER MY TWO PASSIONS

ResearchComp: The European Competence Framework for Researchers

We advised the European Commission on the seven areas of competencies for future researchers and outlined the different levels of proficiency. [\[OPEN\]](#)

Competence framework for 'innovative policymaking'

We have contributed to the definition of policymaking competence focusing on the activities structured around the policy cycle to face global challenges. [\[OPEN\]](#)

Towards a 2030 vision on the future of universities in the field of R&I in Europe

We have contributed to the study published by the DG-RTD, in particular to the parts related to innovation and academic entrepreneurship. [\[OPEN\]](#)

Competence Framework 'Science for Policy' for researchers

We have worked with the JRC to map the essential competences to increase the impact of scientific knowledge for better policies. [\[OPEN\]](#)

WHAT IS AN ENTREPRENEUR?

**the entrepreneur always searches for change, responds to it,
and exploits it as an opportunity (Peter Drucker, 1985)**

WHAT IS AN ENTREPRENEUR?

**the entrepreneur always searches for change, responds to it,
and exploits it as an opportunity (Peter Drucker, 1985)**

WHAT IS AN ENTREPRENEUR?

**Entrepreneurship is when you act upon opportunities and ideas and
transform them into value for others (Joint Research Center, 2016)**

the entrepreneur always searches for change, responds to it,
and exploits it as an opportunity (Peter Drucker, 1985)

WHAT IS AN ENTREPRENEUR?

Entrepreneurship is when you act upon opportunities and ideas and
transform them into value for others (Joint Research Center, 2016)

WHAT IS INNOVATION?

Innovation is the specific tool of entrepreneurship, the means by which entrepreneurs exploit change as an opportunity for different business or a different service. (Peter Drucker, 1985)

WHAT IS INNOVATION?

Innovation is the specific tool of entrepreneurship, the means by which entrepreneurs exploit change as an opportunity for different business or a different service. (Peter Drucker, 1985)

WHAT IS INNOVATION?

Innovation is the process of creating new and purposeful change in an enterprise's economic or social potential. It's the specific function of entrepreneurship, allowing them to either create new resources or enhance existing ones. (Bill Aulet 2011)

Innovation is the specific tool of entrepreneurship, the means by which entrepreneurs exploit change as an opportunity for different business or a different service. (Peter Drucker, 1985)

WHAT IS INNOVATION?

Innovation is the process of creating new and purposeful change in an enterprise's economic or social potential. It's the specific function of entrepreneurship, allowing them to either create new resources or enhance existing ones. (Bill Aulet 2011)

*“We believe that the **responsible use of knowledge, creativity, and technology** is essential to create social and economic value. Our mission is to nurture an environment for students and researchers to create **lasting impact through innovative solutions.**”*

INNOVATION = INVENTION x COMMERCIALIZATION

INNOVATION = INVENTION x COMMERCIALIZATION

INNOVATION = INVENTION x COMMERCIALIZATION

INNOVATION = INVENTION x COMMERCIALIZATION

INNOVATION = INVENTION x COMMERCIALIZATION

TECH TRANSFER TEAM

IP PROTECTION &
LICENSING

INNOVATION = INVENTION x COMMERCIALIZATION

TECH TRANSFER TEAM

**IP PROTECTION &
LICENSING**

**ENTREPRENEURSHIP
TEAM**

SPIN-OFFS

PROFESSIONAL DEVELOPMENT

COMPOSITION OF THE TEAM

COMPOSITION OF THE TEAM

RESEARCH
BACKGROUND (AT
LEAST PHD)

COMPOSITION OF THE TEAM



**RESEARCH
BACKGROUND (AT
LEAST PHD)**



**START-UP
EXPERIENCE**

COMPOSITION OF THE TEAM

**RESEARCH
BACKGROUND (AT
LEAST PHD)**

**START-UP
EXPERIENCE**

**FLEXIBILITY
&
MOTIVATION**

COMPOSITION OF THE TEAM

**RESEARCH
BACKGROUND (AT
LEAST PHD)**

**START-UP
EXPERIENCE**

**FLEXIBILITY
&
MOTIVATION**

ONBOARDING TIME OF APPROXIMATELY 3 MONTHS WITH LONG TAIL

PROFESSIONAL DEVELOPMENT OF THE ENTREPRENEURSHIP TEAM

PROFESSIONAL DEVELOPMENT OF THE ENTREPRENEURSHIP TEAM



PROFESSIONAL DEVELOPMENT OF THE ENTREPRENEURSHIP TEAM



PROFESSIONAL DEVELOPMENT OF THE ENTREPRENEURSHIP TEAM

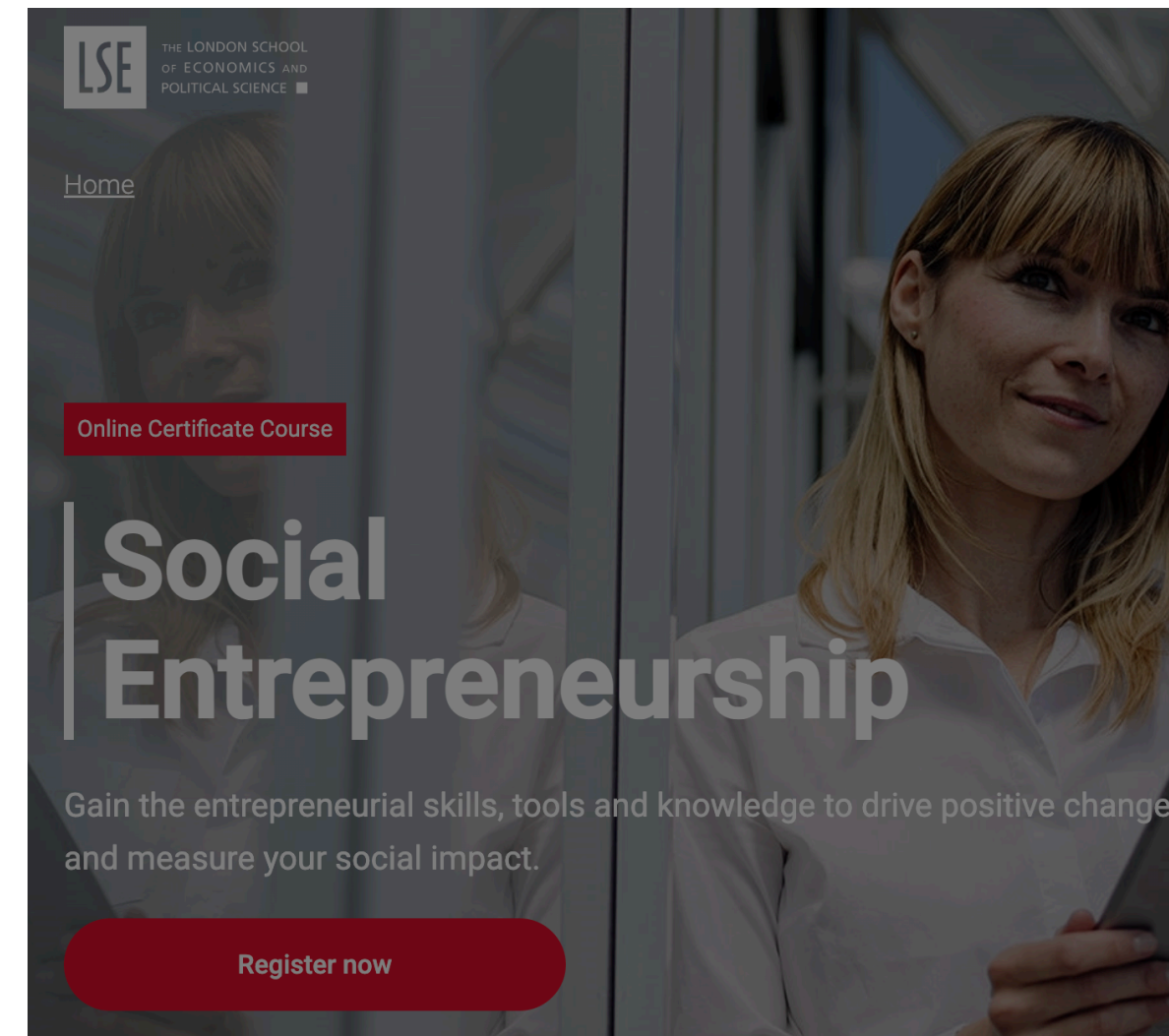


FORMAL EDUCATION

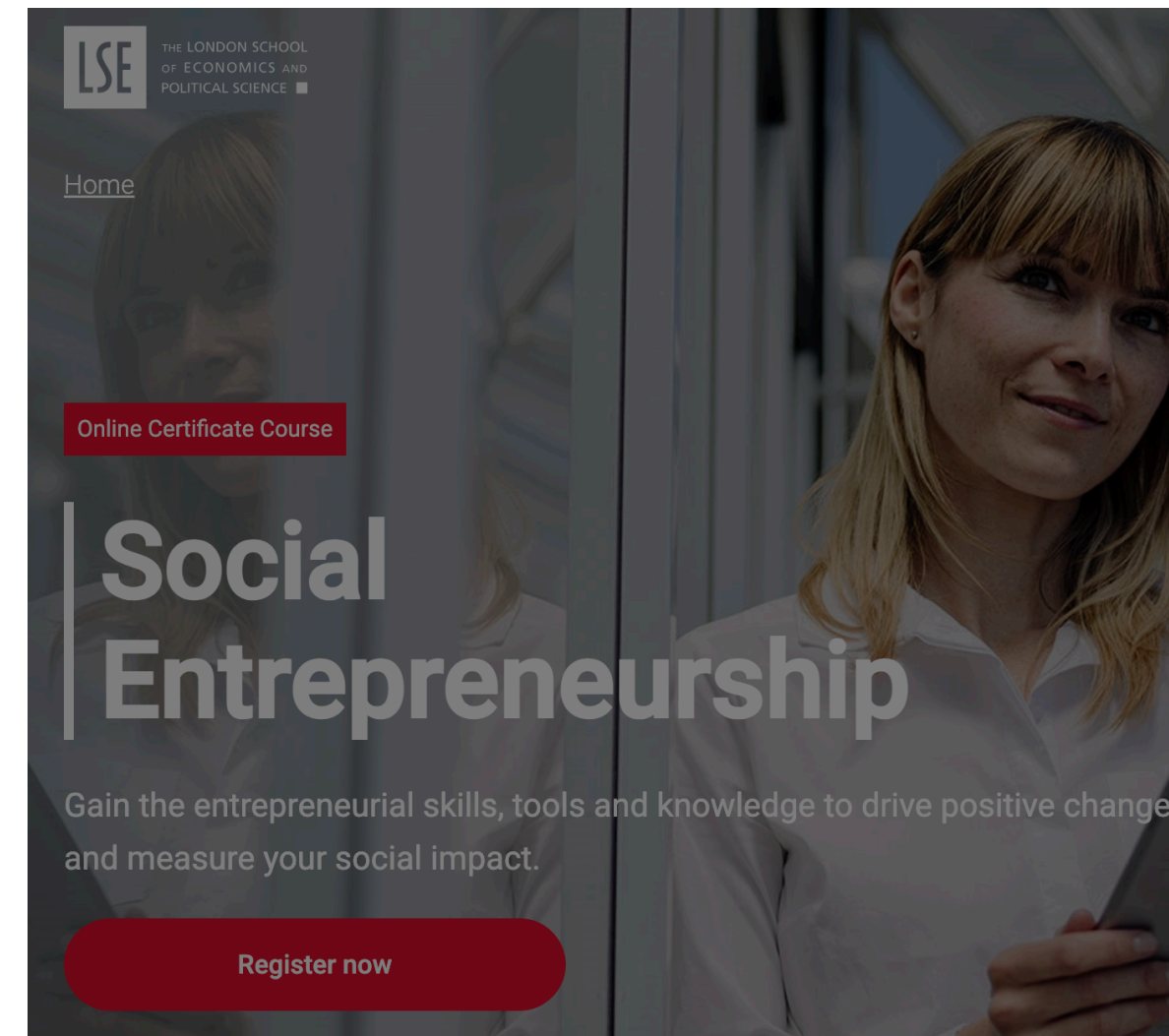
FORMAL EDUCATION



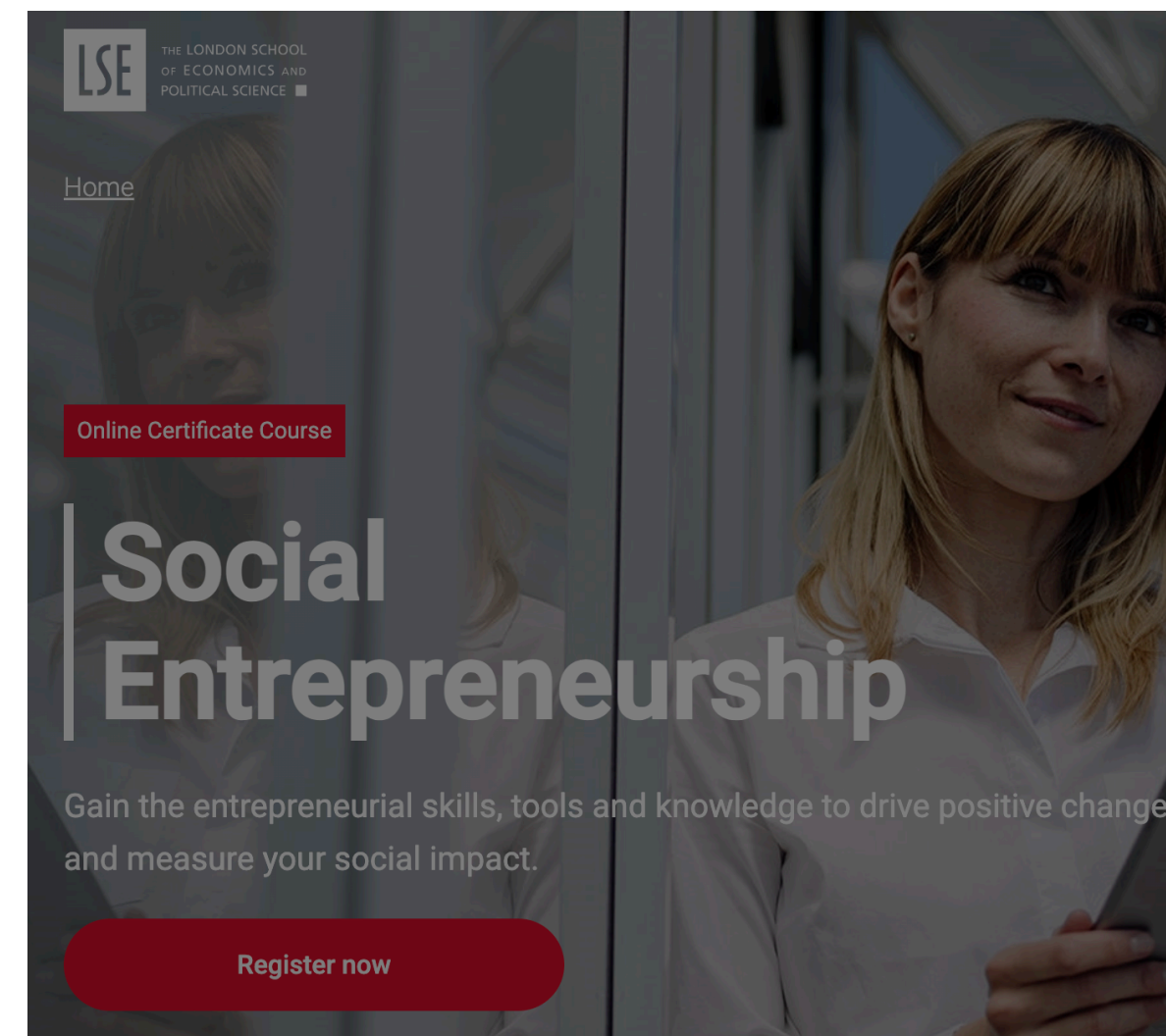
FORMAL EDUCATION



FORMAL EDUCATION



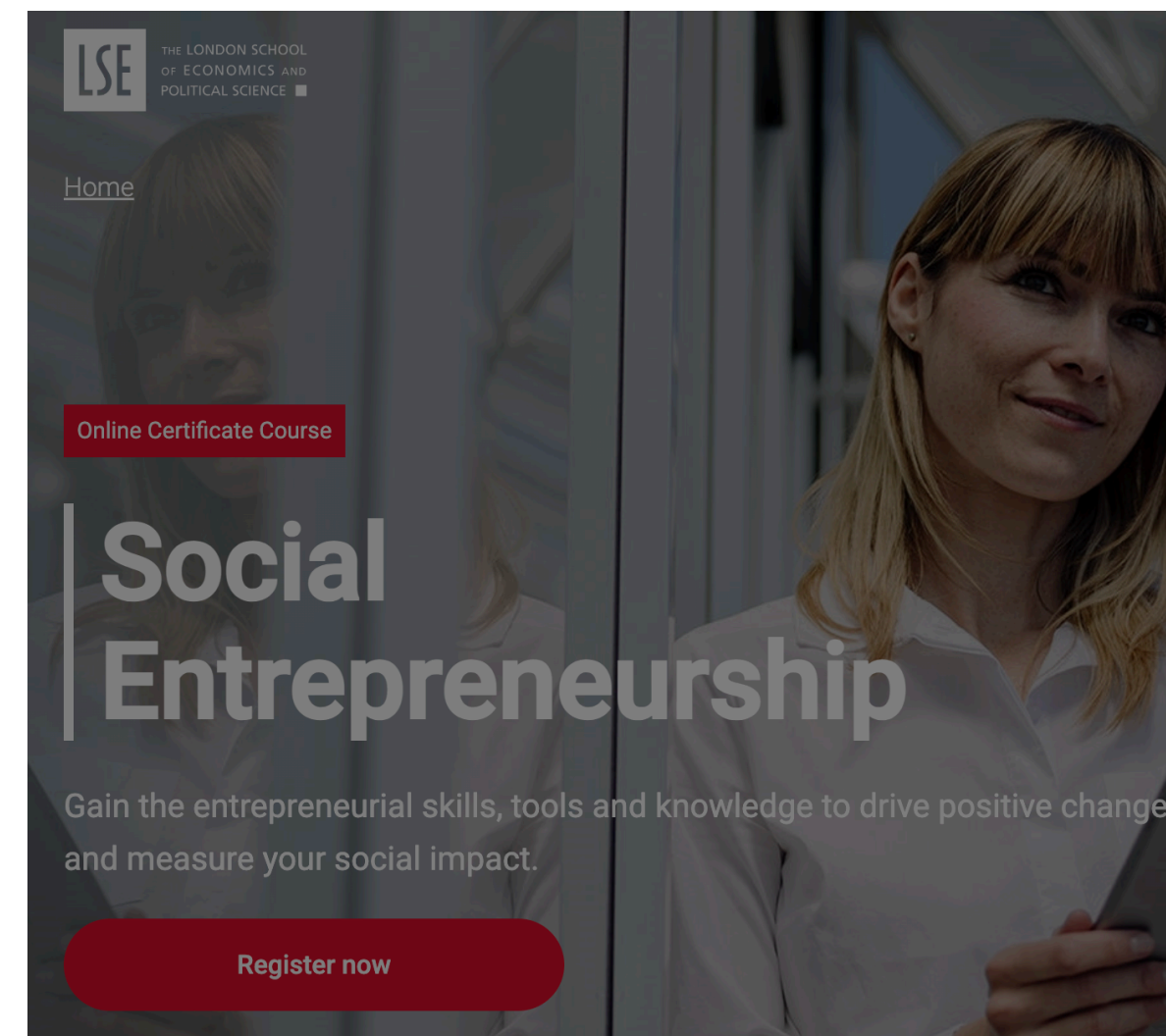
FORMAL EDUCATION



B Imperial College
Business School | Executive
Education



FORMAL EDUCATION



[Courses](#) [For Organizations](#) [Insights](#) [More Info](#)



FORMAL EDUCATION

SESSIONS WITH EXPERT ON TEAM DYNAMICS

SESSIONS WITH EXPERT ON NEGOTIATION

SESSIONS WITH EXPERT ON MARKET ANALYSIS

SESSIONS WITH EXPERT ON STAKEHOLDER ENGAGEMENT

SESSIONS WITH EXPERT ON EVENT MODERATION

COLLABORATIVE LEARNING

COLLABORATIVE LEARNING

**ESTABLISH
PROGRAMMES WITH
OTHER
INSTITUTIONS**

COLLABORATIVE LEARNING

**ESTABLISH
PROGRAMMES WITH
OTHER
INSTITUTIONS**

**EXCHANGE VISITS &
SHADOWING**

COLLABORATIVE LEARNING

**ESTABLISH
PROGRAMMES WITH
OTHER
INSTITUTIONS**

**EXCHANGE VISITS &
SHADOWING**

**INFO EXCHANGE
THROUGH ONLINE
MEETINGS**

ADAPT TO CONTEXT & LEARN

ADAPT TO CONTEXT & LEARN



HUMAN &
FINANCIAL
RESOURCES

ADAPT TO CONTEXT & LEARN

**HUMAN &
FINANCIAL
RESOURCES**

**FEEDBACK FROM
STAKEHOLDERS**

ADAPT TO CONTEXT & LEARN

**HUMAN &
FINANCIAL
RESOURCES**

**FEEDBACK FROM
STAKEHOLDERS**

**LISTEN TO YOUR
CUSTOMERS**

ADAPT TO CONTEXT & LEARN

**HUMAN &
FINANCIAL
RESOURCES**

**FEEDBACK FROM
STAKEHOLDERS**

**LISTEN TO YOUR
CUSTOMERS**

**POST-MORTEM &
BRAINSTORM**

INNOVATION @ UNIVIE

“Innovation is messy business [...] We expect innovations to be well dressed, smooth talking, and brilliantly executed, but the reality is that the innovation process is anything but smooth or shiny. It stutters. It is often overweight and poorly groomed, with dark circles under its eyes from overwork. It comes into the world stumbling and falling, only later to gain Olympic level prowess. We glamourize the 1 percent inspiration but forget about the 99 percent perspiration. After all, perspiration stinks.”

Greg Satell

INNOVATION AT THE UNIVERSITY OF VIENNA

INNOVATION AT THE UNIVERSITY OF VIENNA



ENTREPRENEURSHIP

INNOVATION AT THE UNIVERSITY OF VIENNA

ENTREPRENEURSHIP

INTELLECTUAL
PROPERTY

INNOVATION AT THE UNIVERSITY OF VIENNA

ENTREPRENEURSHIP

**INTELLECTUAL
PROPERTY**

INFRASTRUCTURE

INNOVATION AT THE UNIVERSITY OF VIENNA

ENTREPRENEURSHIP

**INTELLECTUAL
PROPERTY**

INFRASTRUCTURE

POLICY

ENTREPRENEURSHIP AT THE UNIVERSITY OF VIENNA



MASTERCLASSES

ENTREPRENEURSHIP AT THE UNIVERSITY OF VIENNA

MASTERCLASSES

INNOVATION LABS

ENTREPRENEURSHIP AT THE UNIVERSITY OF VIENNA

MASTERCLASSES

INNOVATION LABS

PRE-SEED

ENTREPRENEURSHIP AT THE UNIVERSITY OF VIENNA

MASTERCLASSES

INNOVATION LABS

PRE-SEED

COLLABORATIONS

MASTERCLASSES

MASTERCLASSES

2-DAY WORKSHOP

MASTERCLASSES

2-DAY WORKSHOP

PHD & POSTDOCS

MASTERCLASSES

2-DAY WORKSHOP

PHD & POSTDOCS

AWARNESS RAISING

INNOVATION LABS

INNOVATION LABS

**3-MONTH
PROGRAMME**

INNOVATION LABS

**3-MONTH
PROGRAMME**

**MASTER
STUDENTS,
PHD & POSTDOCS**

INNOVATION LABS

**3-MONTH
PROGRAMME**

EARLY STAGE

**MASTER
STUDENTS,
PHD & POSTDOCS**

INNOVATION LABS

**3-MONTH
PROGRAMME**

EARLY STAGE

**MASTER
STUDENTS,
PHD & POSTDOCS**

**INTERDISCIPLINARY
& DEEP TECH**

QUANTUM INNOVATION LAB



Video: 'Sparks of Quantum Physics: Perspectives Shaping the Future' by Miriam Joanna

The **quantum innovation lab** is a programme designed for scientists who want to investigate the **commercial potential** of their research. Participants will learn from industry leaders, identify their technology's potential, and explore funding opportunities to turn ideas into viable projects.

Who should join? If you're a student or a quantum researcher with bold ideas and a passion for innovation, the quantum ilab is the place for you. Further details about the programme can be found on [this page](#). Please, register using the button below.

QUANTUM INNOVATION LAB

BOOT CAMP

The boot camp will take place from the **25th to the 28th of September 2025** in the [Jugendgästehaus Bad Ischl](#) and will cover key aspects of turning quantum research into market-ready technologies including technology identification, market analysis, exploring funding opportunities and pitch training. Get ready for a mix of hands-on workshops, group activities, focus sessions and hiking.

WEEKLY WEBINARS

Every Wednesday afternoon from the **1st of October to the 5th of November**, you will attend weekly webinars about quantum innovation that will help you develop your business idea further. After each webinar, you will be tasked with working on some aspects of your idea. Experts from your institution will support you in this endeavour.

DEMO DAY

If selected among the finalists, you will showcase your business idea and get feedback from industry experts.










QUANTUM INNOVATION LAB

participating institutions

 AIT AUSTRIAN INSTITUTE OF TECHNOLOGY	 ISTA Institute of Science and Technology Austria	 JKU JOHANNES KEPLER UNIVERSITÄT LINZ	 ÖAW ÖSTERREICHISCHE AKADEMIE DER WISSENSCHAFTEN
 TUM	 TU WIEN TECHNISCHE UNIVERSITÄT WIEN Vienna University of Technology	 universität innsbruck	 universität wien

QUANTUM INNOVATION LAB

our partners

PRE-SEED

PRE-SEED

**6-MONTH
PROGRAMME**

PRE-SEED

**6-MONTH
PROGRAMME**

**SELECTED FROM
EARLIER
PROGRAMMES**

PRE-SEED

**6-MONTH
PROGRAMME**

**SELECTED FROM
EARLIER
PROGRAMMES**

**FINANCIAL
SUPPORT BEFORE
INCORPORATION**

COLLABORATIONS

COLLABORATIONS



COLLABORATIONS



INTELLECTUAL PROPERTY AT THE UNIVERSITY OF VIENNA

INVENTIONS

INTELLECTUAL PROPERTY AT THE UNIVERSITY OF VIENNA

INVENTIONS

PATENTS
&
KNOW-HOW

INTELLECTUAL PROPERTY AT THE UNIVERSITY OF VIENNA

INVENTIONS

**PATENTS
&
KNOW-HOW**

LICENSING

INFRASTRUCTURE AT THE UNIVERSITY OF VIENNA

INFRASTRUCTURE AT THE UNIVERSITY OF VIENNA



COWORKING
SPACE

INFRASTRUCTURE AT THE UNIVERSITY OF VIENNA



**COWORKING
SPACE**



**ACCESS TO LABS
& FACILITIES**

INFRASTRUCTURE AT THE UNIVERSITY OF VIENNA

**COWORKING
SPACE**

**ACCESS TO LABS
& FACILITIES**

**SUPPORT FOR
SPIN-OFFS**

POLICY AT THE UNIVERSITY OF VIENNA

POLICY AT THE UNIVERSITY OF VIENNA



POLICY AT THE UNIVERSITY OF VIENNA



POLICY AT THE UNIVERSITY OF VIENNA



SUCCESS STORIES

QUBO TECHNOLOGIES

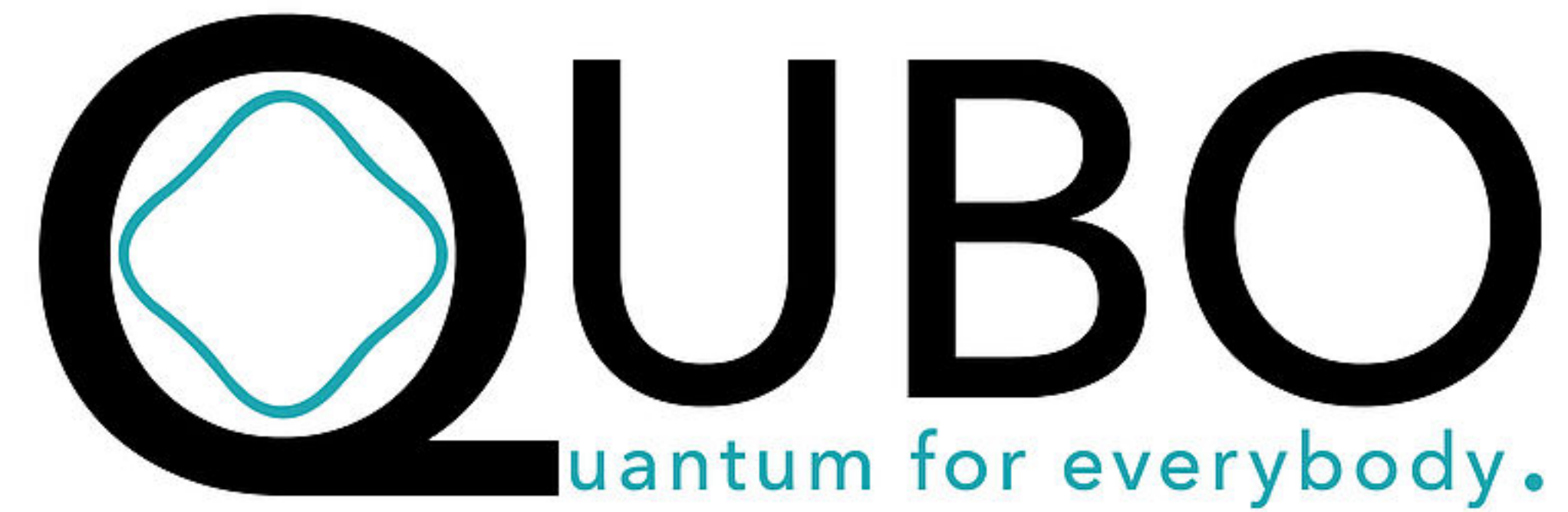


QUBO TECHNOLOGIES



**SPIN-OFF FROM
RESEARCH**

QUBO TECHNOLOGIES



**SPIN-OFF FROM
RESEARCH**

**300K EUR IN EARLY
FUNDING**

QUBO TECHNOLOGIES



**SPIN-OFF FROM
RESEARCH**

**300K EUR IN EARLY
FUNDING**

**WON THE S&B
AWARD 2024**

QUBO TECHNOLOGIES



**SPIN-OFF FROM
RESEARCH**

**300K EUR IN EARLY
FUNDING**

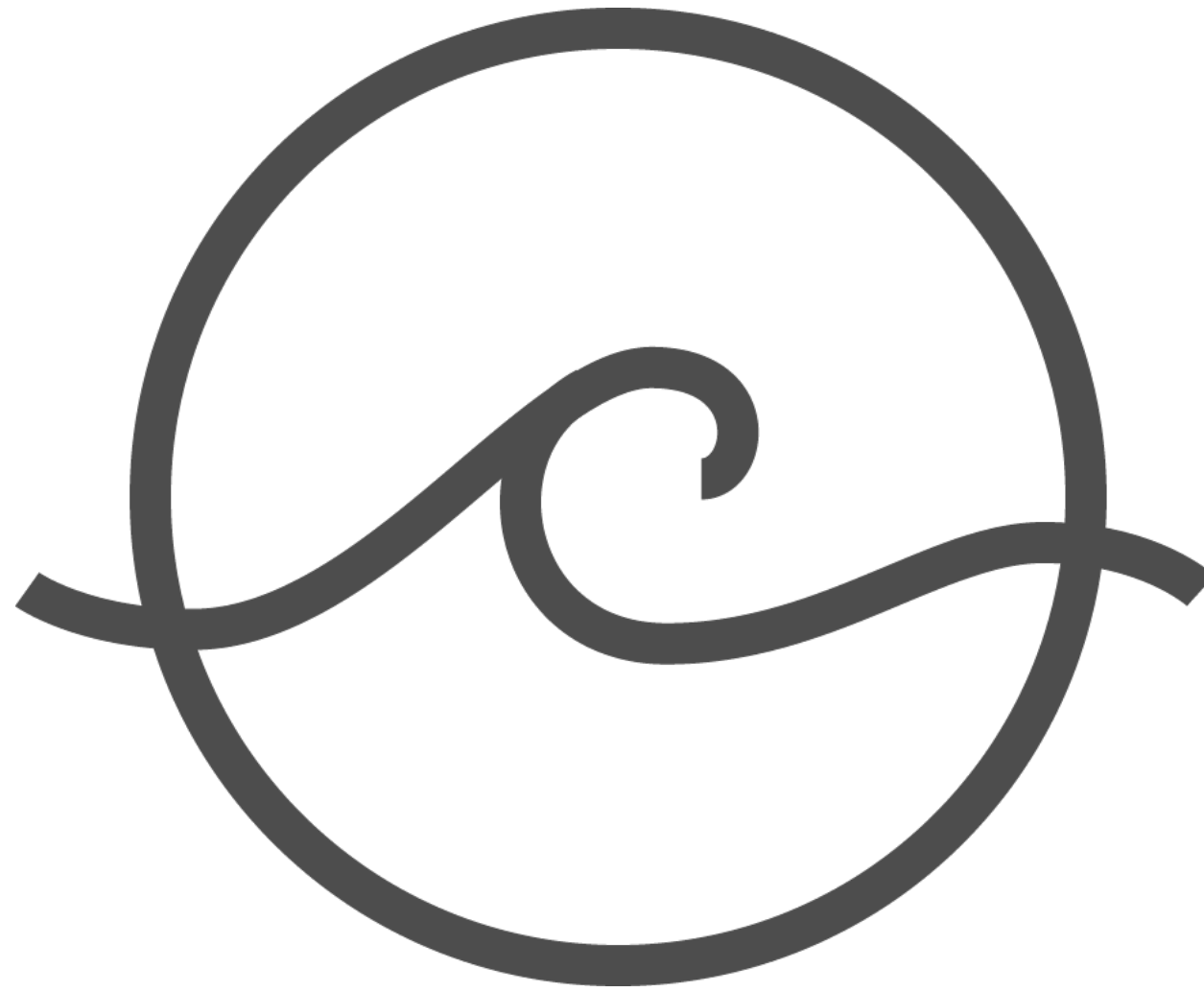
**WON THE S&B
AWARD 2024**

PILOT PHASE

JOINFLOAT



JOINFLOAT



**STUDENT
START-UP**

JOINFLOAT



**STUDENT
START-UP**

**150K EUR IN EARLY
FUNDING**

JOINFLOAT



**STUDENT
START-UP**

**150K EUR IN EARLY
FUNDING**

**PAYING
CUSTOMERS**

JOINFLOAT



**STUDENT
START-UP**

**150K EUR IN EARLY
FUNDING**

**PAYING
CUSTOMERS**

**HIGH GROWTH
WITH NO VENTURE
CAPITAL**

INNOVATION FUNDING IN AUSTRIA

austria
wirtschafts
service



austria
wirtschafts
service



FFG
Promoting Innovation.

austria
wirtschafts
service



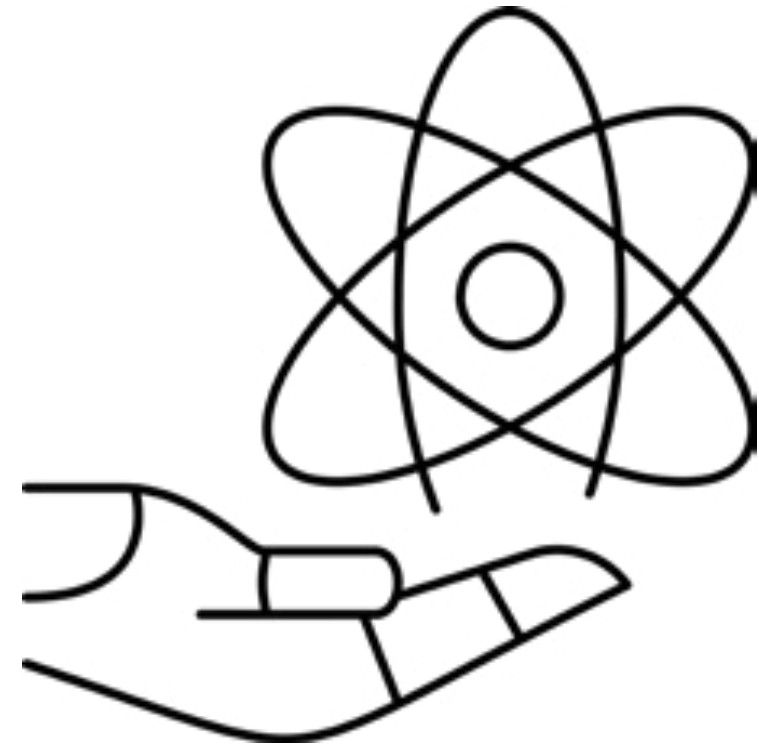
vienna
business
agency



FFG
Promoting Innovation.

THE AUSTRIAN START-UP MONITOR

3707 STARTUPS
FOUNDED SINCE 2013



17%

Share of deep tech start-ups

On average in Austria, around 17% of all start-ups can be classified as deep tech start-ups

19%

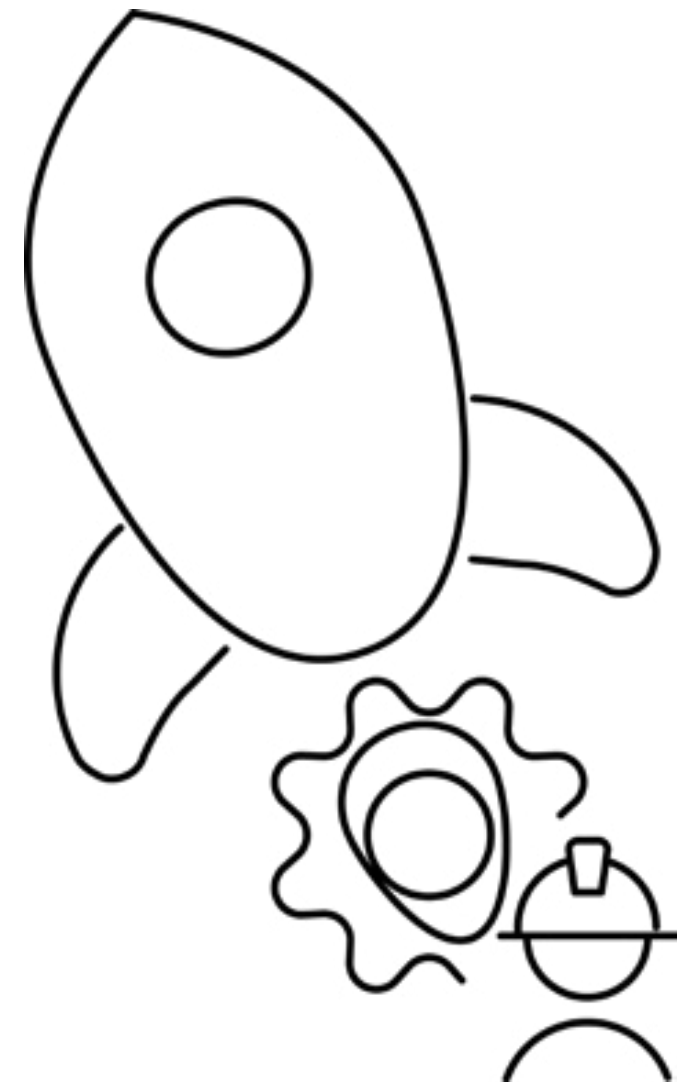
Share of academic spin-offs



22%

Share of corporate spin-offs

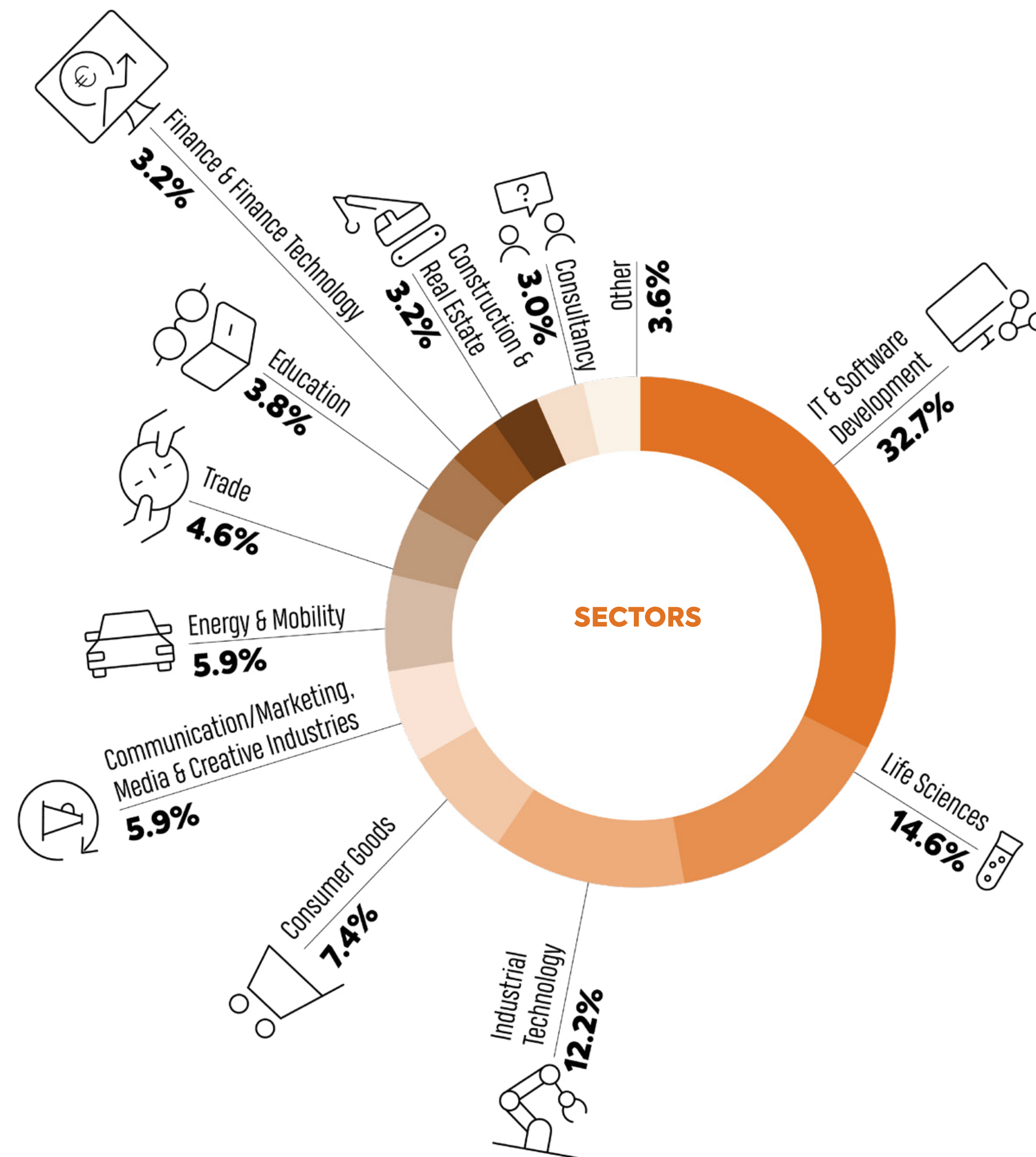


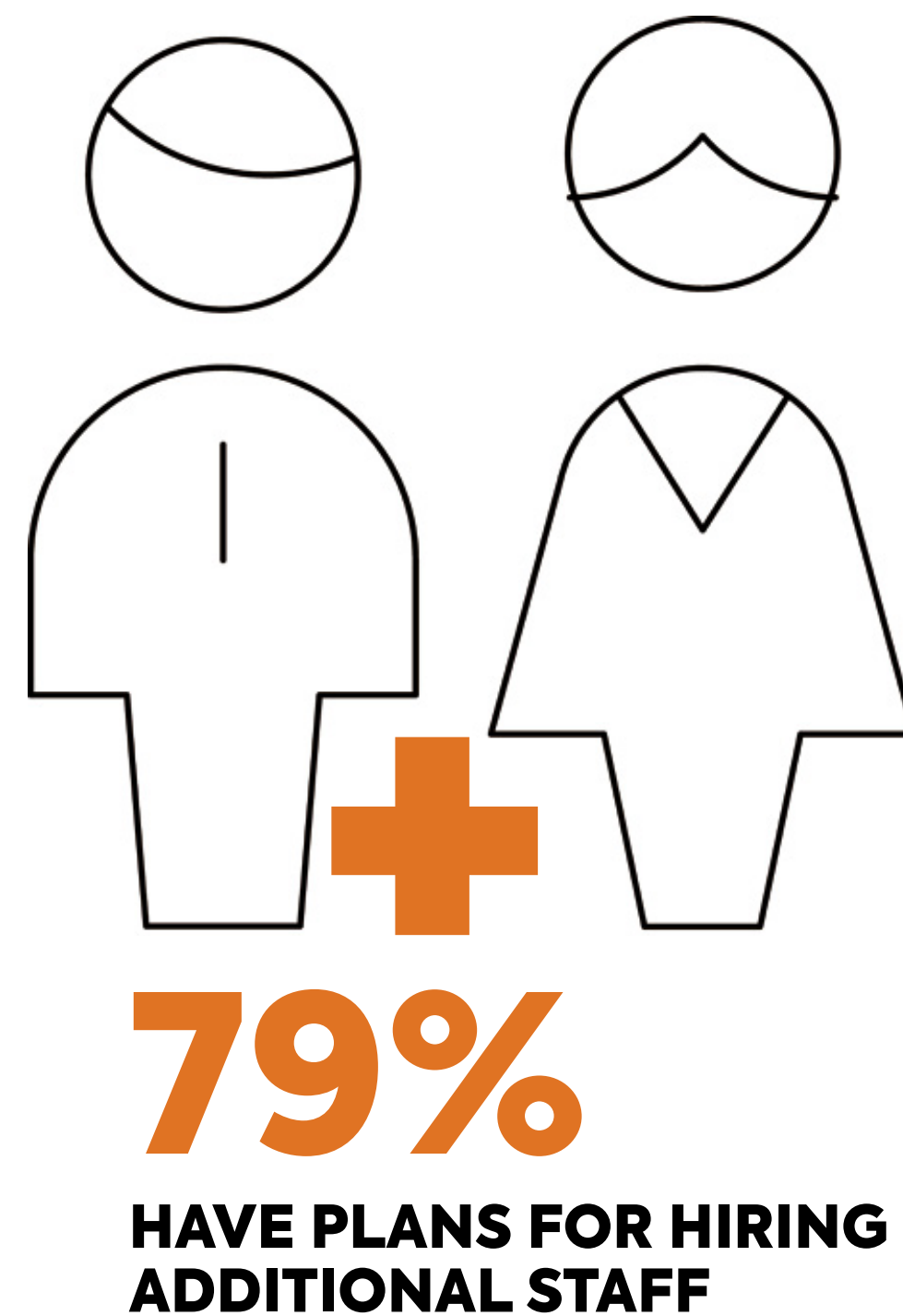
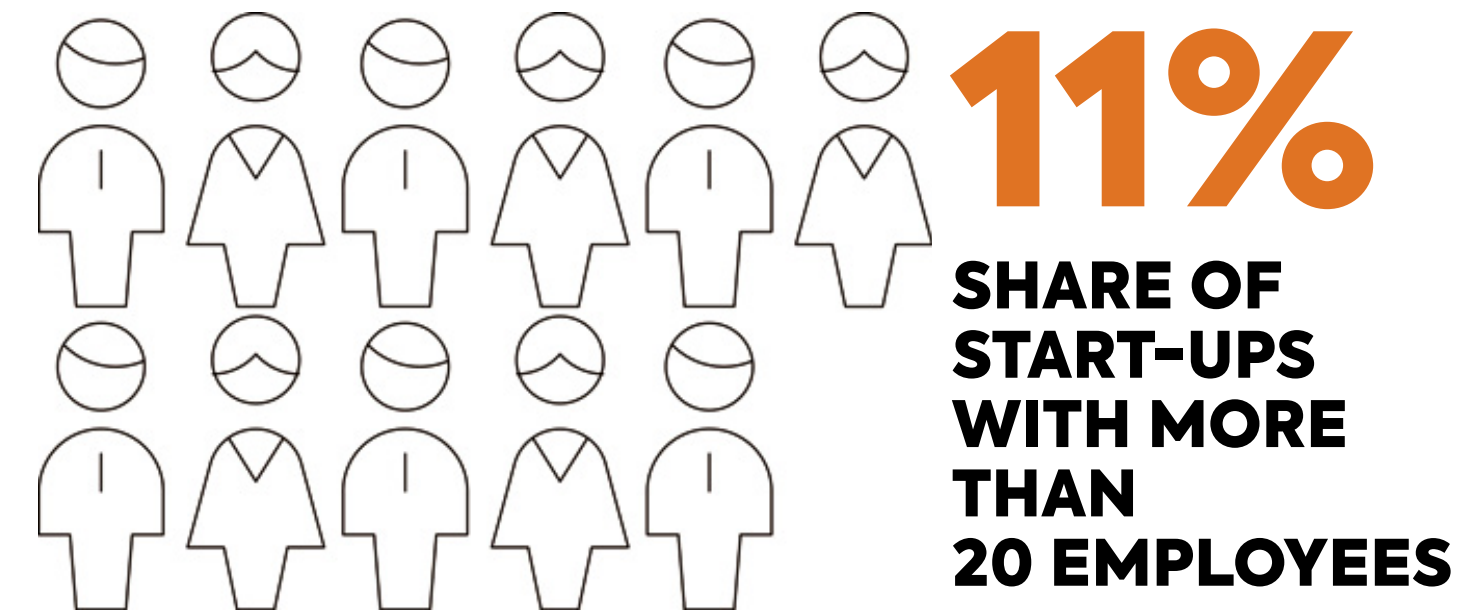
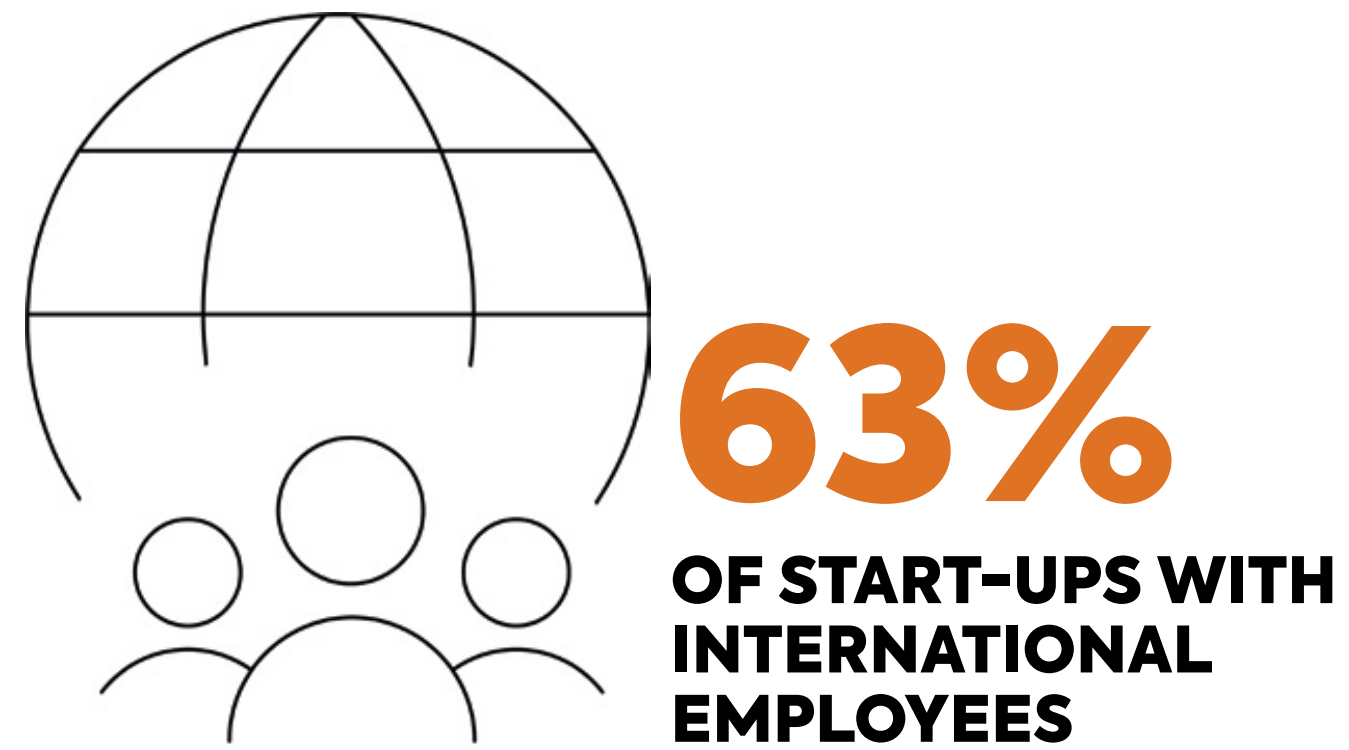


48%

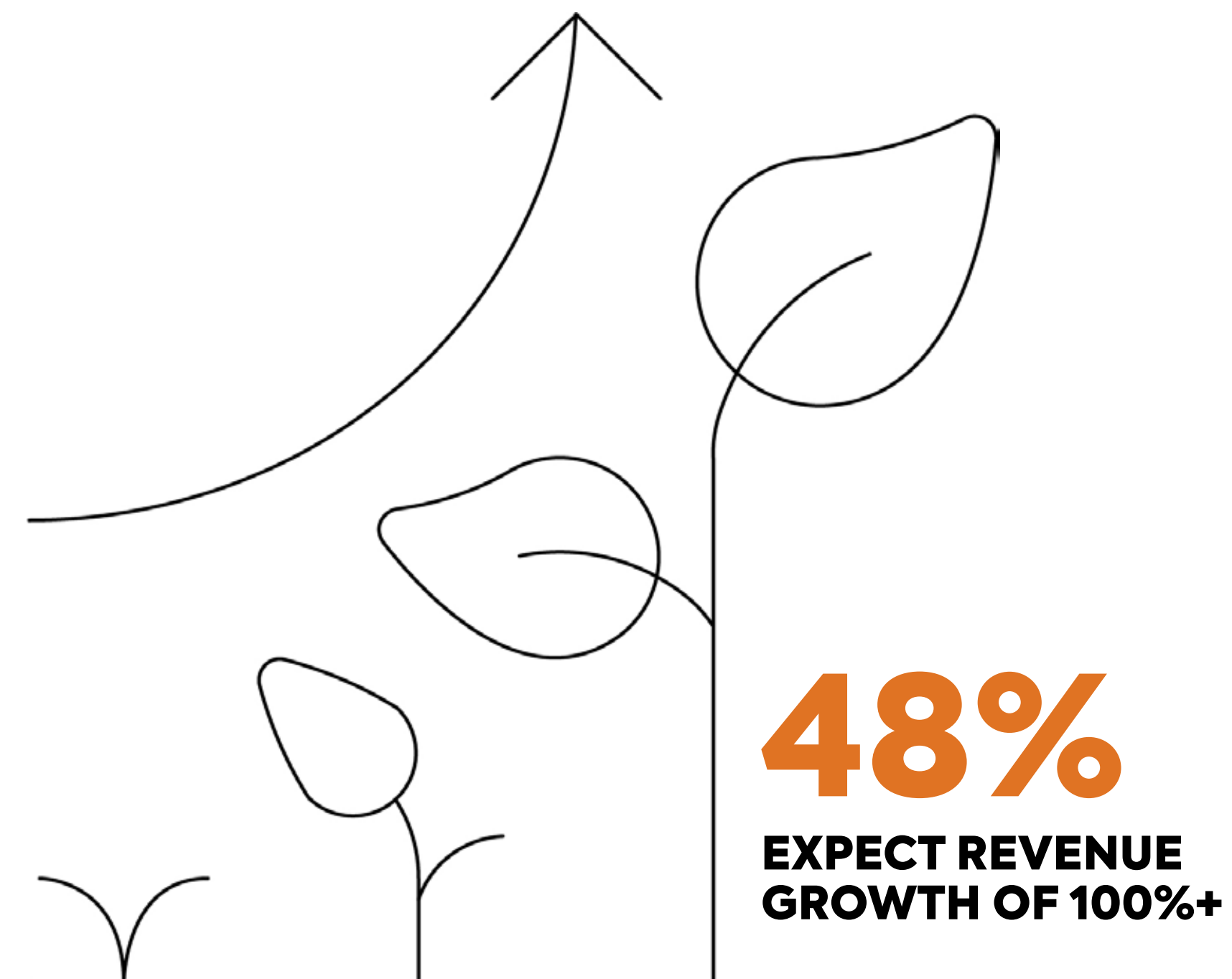
A large number of incubators and accelerators in Austria support start-ups in the development of business models, company development and the provision of contacts to partners and investors. 48% of start-ups have already participated in an incubator or accelerator programme.

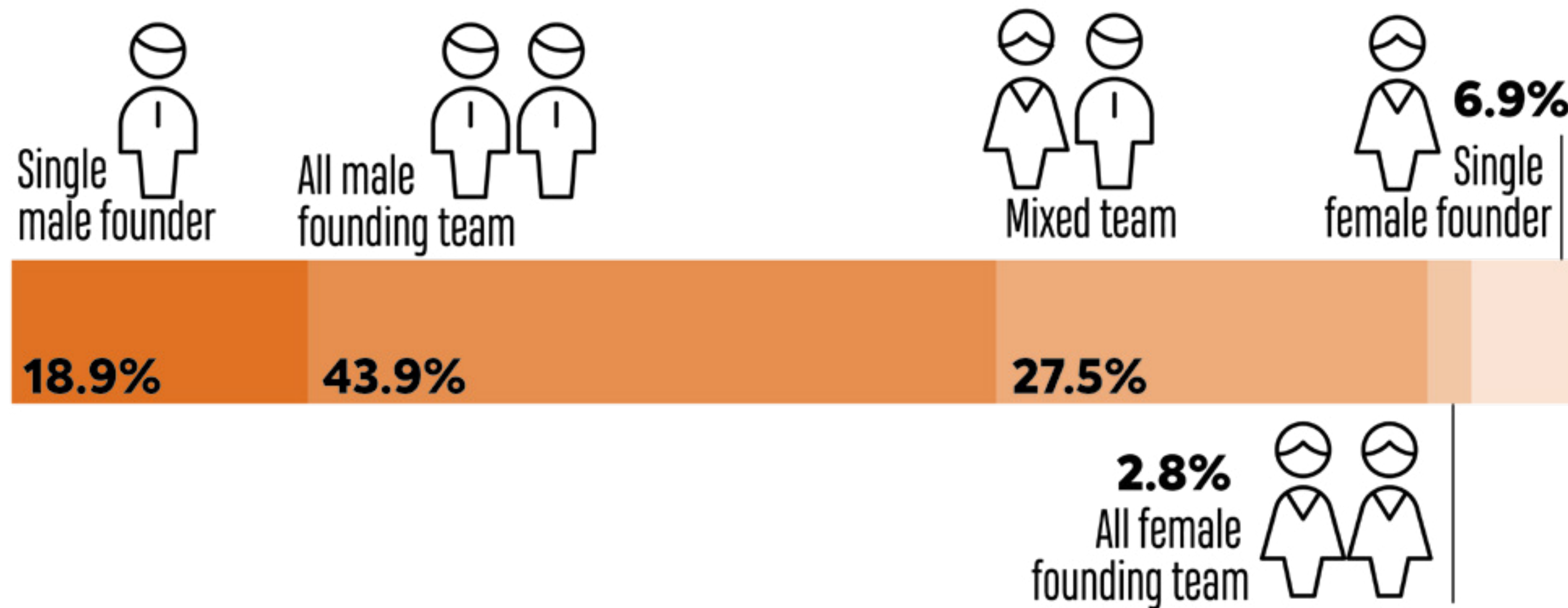
of start-ups participated in an incubation or acceleration programme





Source: ASM Survey 2024





FOUNDING TEAM GENDER DIVERSITY

Although the majority of start-ups (63%) are still founded by a single male founder or an all-male founding team, the share of female founders is growing. The share of mixed teams with male and female members is now 28%. And 10% of all start-ups are created by all-female founding teams or by a single female founder.

EDUCATION LEVEL

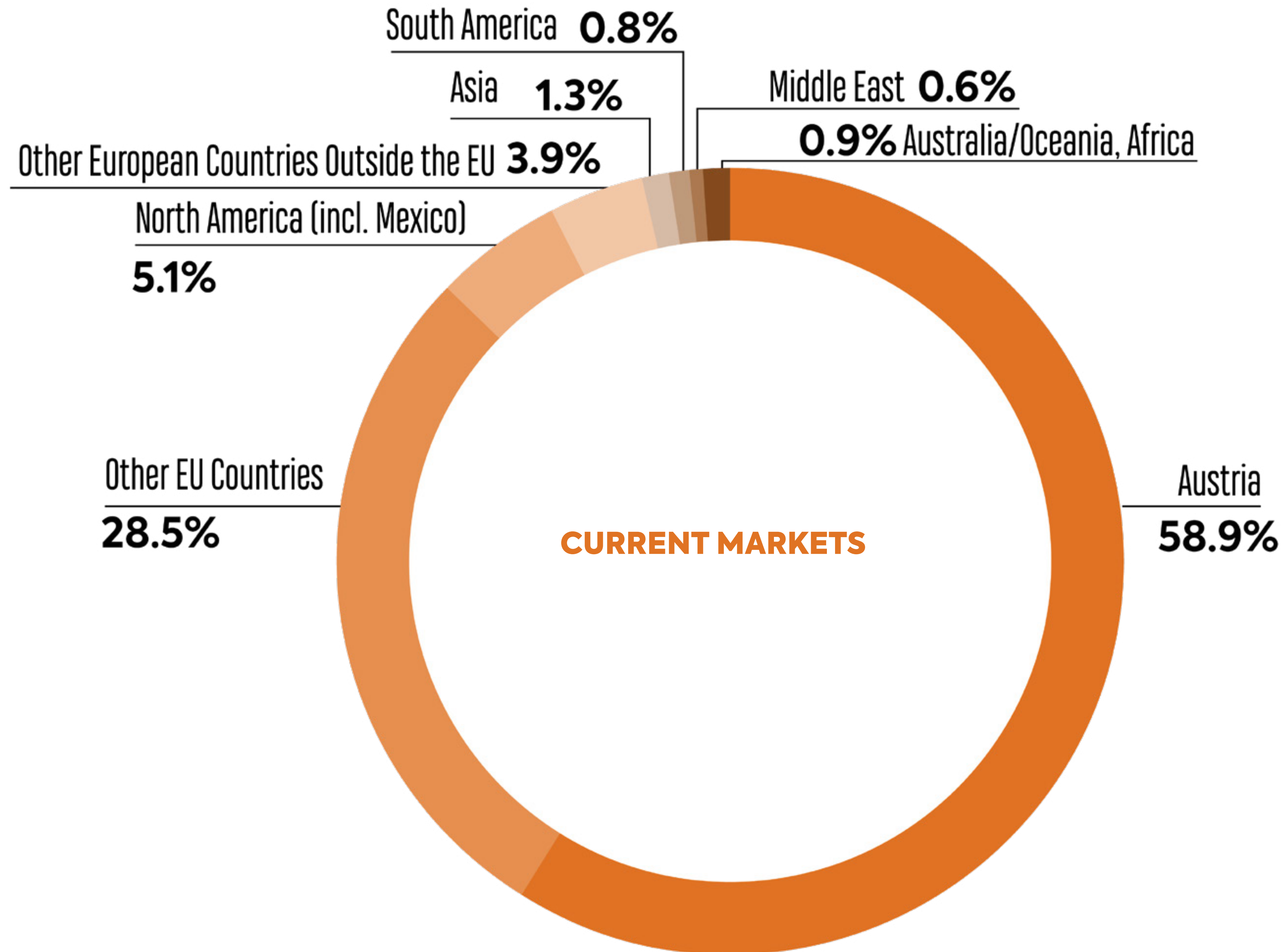


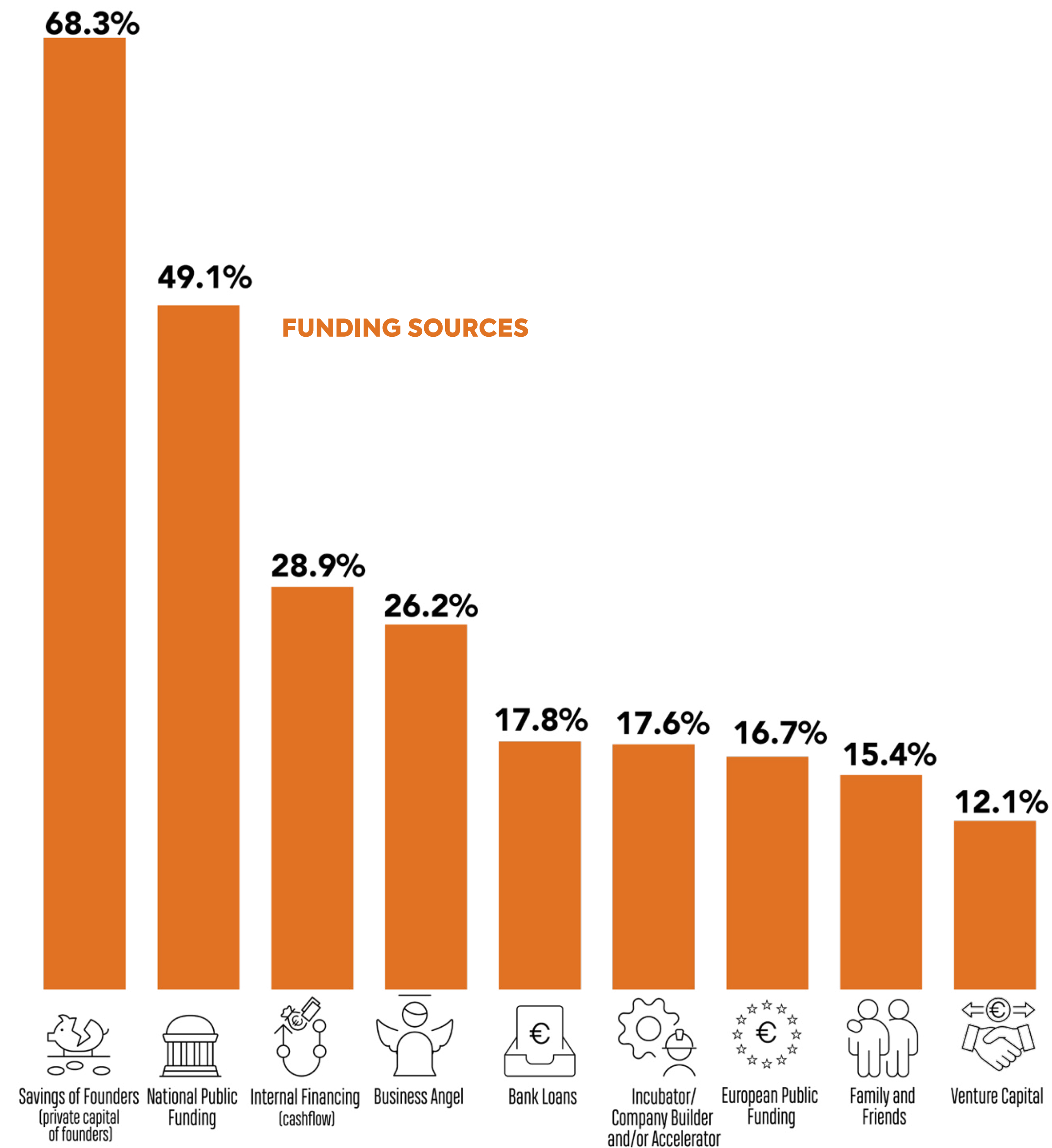
EDUCATION LEVEL

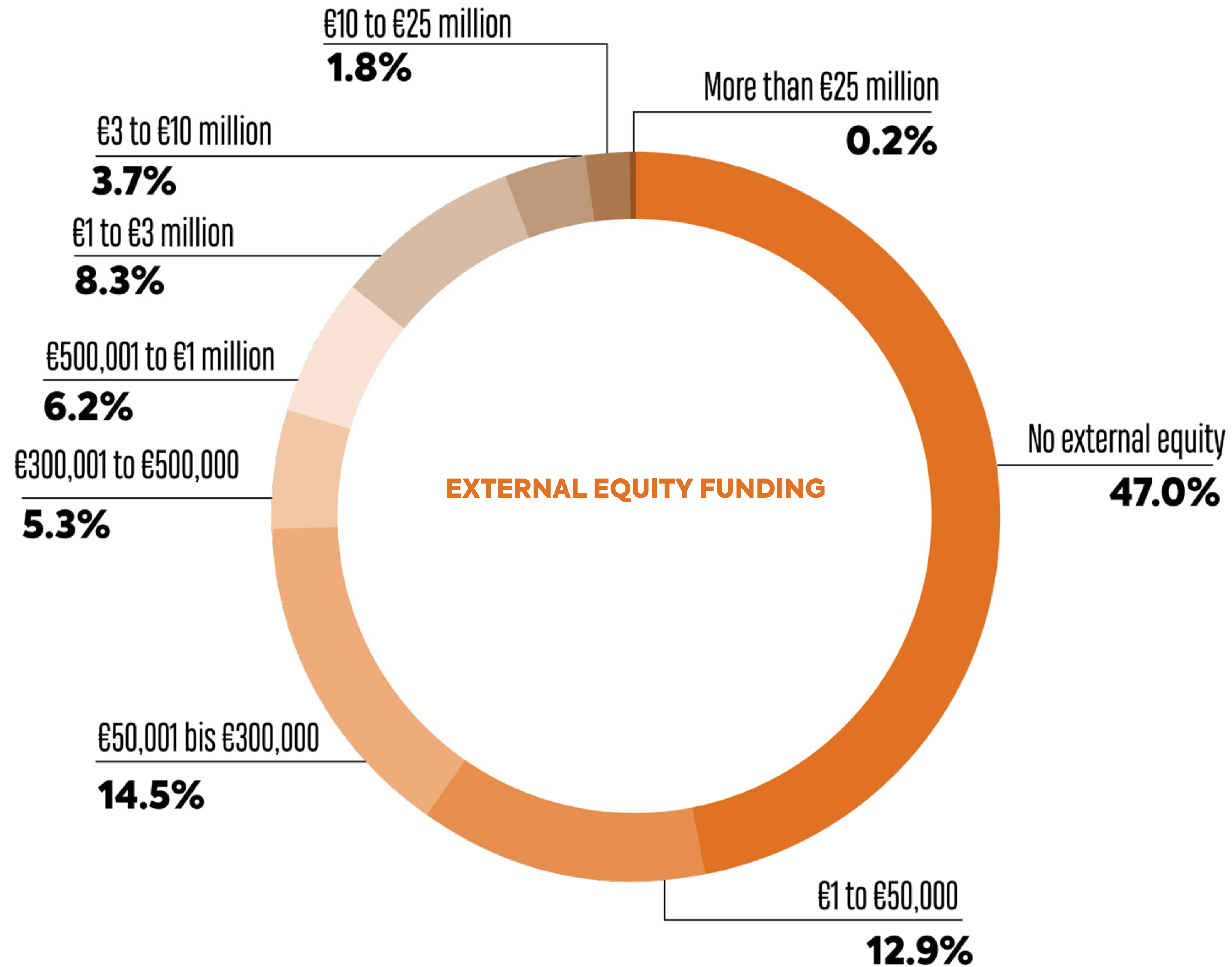


NATIONALITY OF THE FOUNDER









AN EVOLVING ECOSYSTEM

AplusB

INITs
Vienna's High-Tech Incubator

WU
ENTREPRE-
NEURSHIP
CENTER

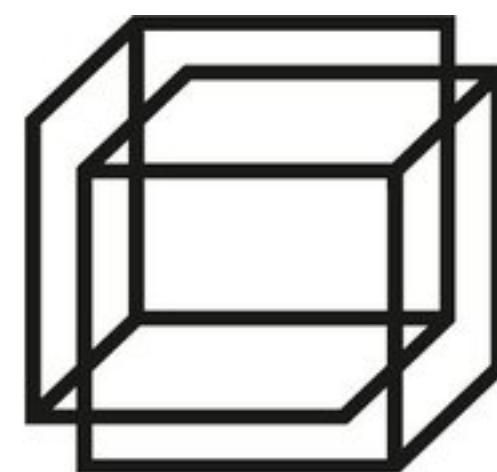
I.E.C.T.
HERMANN HAUSER

TU
WIEN



INNOVATION
INCUBATION
CENTER

unicorn
START-UP &
INNOVATION HUB
Ein Unternehmen der UNIVERSITÄT GRAZ



INNcUBATOR

INITIS - VIENNA TECH INCUBATOR

3 SHAREHOLDERS

3 SHAREHOLDERS

**INCUBATION
&
INVESTMENT**

3 SHAREHOLDERS

**INCUBATION
&
INVESTMENT**

INDEPENDENT

3 SHAREHOLDERS

**INCUBATION
&
INVESTMENT**

INDEPENDENT

**AI FACTORY
AUSTRIA**

AI : AT

CHALLENGES & TIPS

CHALLENGES & TIPS

POSITIONING

CHALLENGES & TIPS

POSITIONING

GOVERNANCE

CHALLENGES & TIPS

POSITIONING

GOVERNANCE

**QUALITY
ACROSS BOARD**

