

GENIUS

Promotion of spin offs and start ups

Mag. Helga Kräftner
TFZ, December 5, 2003

GENIUS – Entrepreneurship-Initiative

- Initiative within the objective-2-programm 2000-2006 Lower Austria
- Consists of Lower Austria institutions in the fields of research, universities, start-up- and spin-off-support institutions
- Genius integrates regional actors as well as existing initiatives into one strategy of the region

➔ Genius Roundtable

GeniusRoundTable members

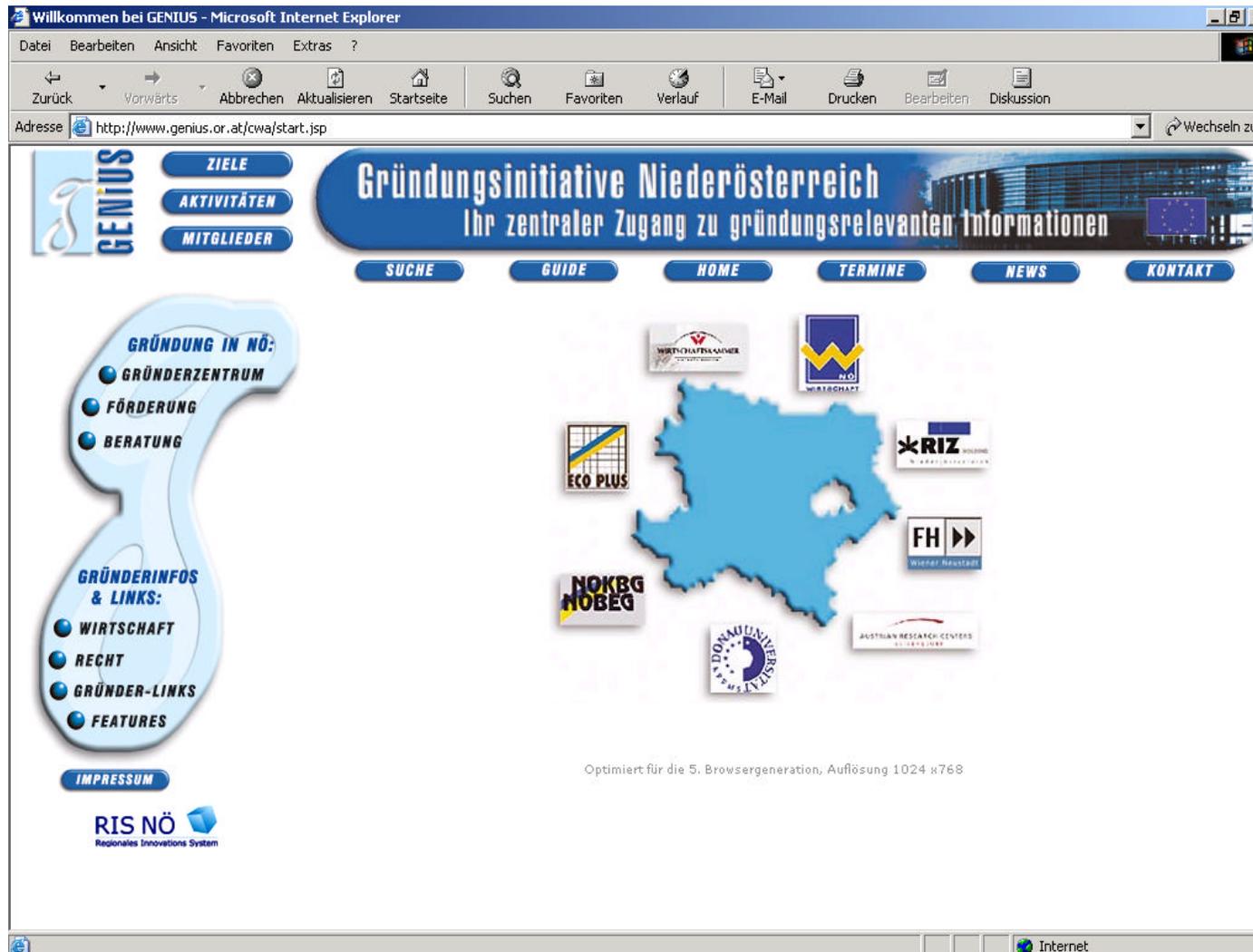
- WSt2 Department for business development of the Federal Government of Lower Austria
 - Austrian Research Centers Seibersdorf (ARCS)
 - Donau University Krems
 - University for applied science Wr. Neustadt
 - NÖKBG/NÖBEG Lower Austrian Credit and loan guarantee society
 - RIZ Regional Innovation centers for Lower Austria
 - Chamber for commerce Lower Austria
 - BIZ – Business and Innovation Center St. Pölten
 - EcoPlus - regional development agency
-

Objectives:

- Mobilise additional founders especially in the R&D and technology sector
- Bundling of all offers for Entrepreneurs
- Further development of an efficient support for Entrepreneurs
- Development of an efficient Tool for gaining and exchanging Information

→ www.genius.or.at

Genius-Portal for Entrepreneurs: <http://www.genius.or.at>



Willkommen bei GENIUS - Microsoft Internet Explorer

Adresse <http://www.genius.or.at/cwa/start.jsp>

GENIUS

ZIELE
AKTIVITÄTEN
MITGLIEDER

Gründungsinitiative Niederösterreich
Ihr zentraler Zugang zu gründungsrelevanten Informationen

SUCHE GUIDE HOME TERMINE NEWS KONTAKT

GRÜNDUNG IN NÖ:

- GRÜNDERZENTRUM
- FÖRDERUNG
- BERATUNG

GRÜNDERINFOS & LINKS:

- WIRTSCHAFT
- RECHT
- GRÜNDER-LINKS
- FEATURES

IMPRESSUM

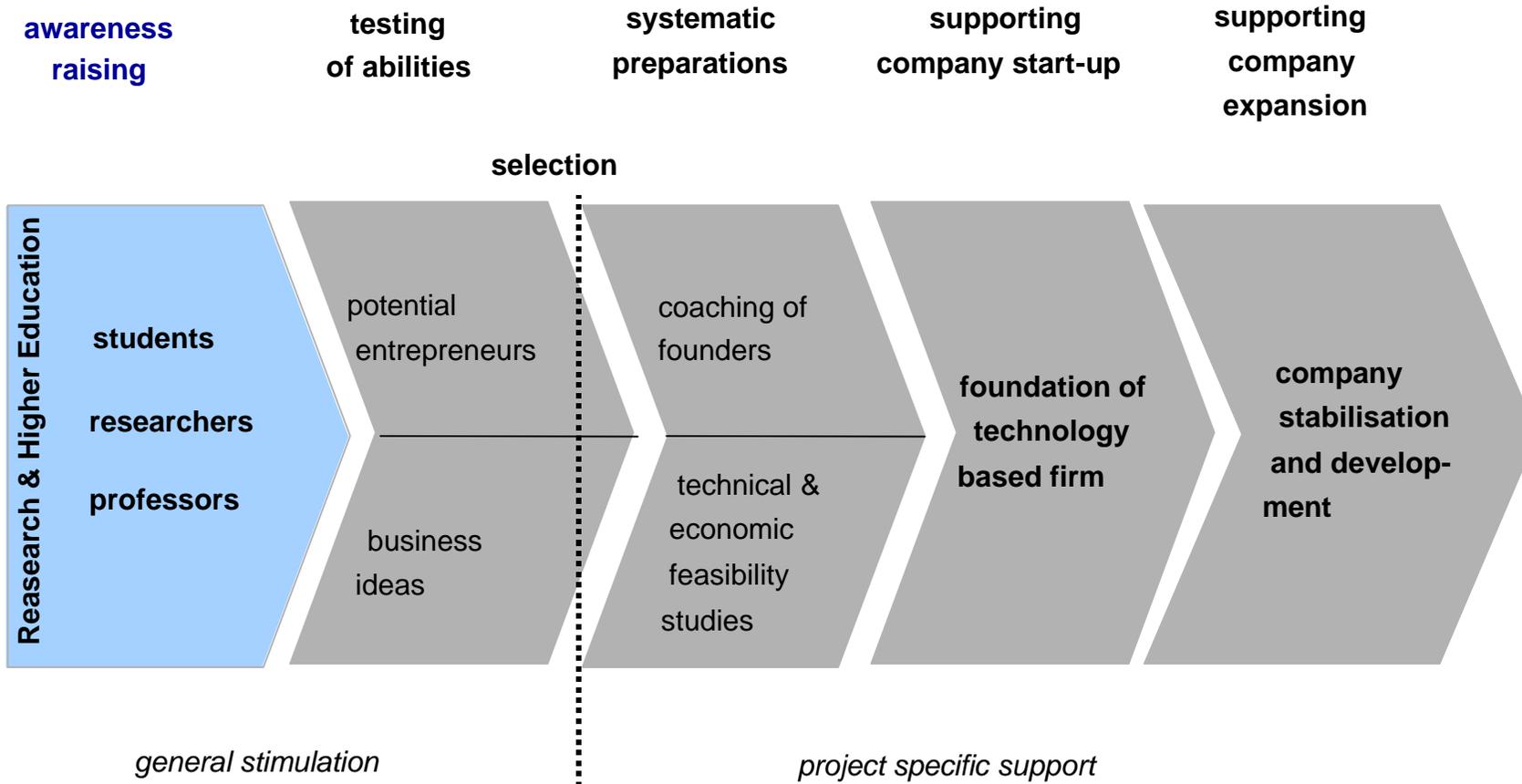
RIS NÖ
Regionales Innovations System

Optimiert für die 5. Browsergeneration, Auflösung 1024 x768

Ingredients for Mobilization of Entrepreneurship

- Positive climate for Entrepreneurs
 - Awareness-raising for entrepreneurship at institutions & organizations for research & higher education
 - Involvement of all relevant actors
 - Accompany the whole process from the idea up to the establishment of a company
 - “support packages”
-

Strategy of mobilization of entrepreneurship in Lower Austria



Examples for mobilization activities in Lower Austria

“GENIUS Idea-competition 2001, 2002 and 2003”

- Competition for innovative ideas (no limitation to the subject area)
 - **Main objective:** activate hidden potentials in the field of R&D
 - First competition in 2001 with increasing interest in the following year 2002 (from app. 60 to 77 participants)
 - Competition for 2003 in progress – awards on December 10th
 - 1st Place €5.800,--
 - 2nd Place €3.600,--
 - 3rd Place €2.180,--
 - **Criteria** evaluated by a nominated jury:
 - Rate of innovation
 - Marketability and customer’s benefit
 - Operation efficiency
 - Opportunities & Challenges
-

GENIUS – Next Step

- Advancement of presented projects within GENIUS-Idea-competitions
 - Evaluation and selection of participants
 - Development of business-plans by 4 STEPS TO BUSINESS
 - Product – market
 - Competition
 - Sales and marketing
 - Final business-plan
-

GENIUS as Interface

ACCESS-MANAGER as cooperation-project with INITS (Vienna)

- Gap in the mobilisation of spin-offs and start-ups out of R&D
 - Collaboration for the identification of founding-ideas
 - Systematic mobilisation in universities and R&D-institutes
 - Integration into the INITS network → entrance to universities and other relevant institutions in Vienna
 - Identification of ideas, evaluation of potentials
 - Check technology-exploitation
 - Supplement of Lower Austria 's support „package“
-

→ FOUNDING-PROCESS IN LOWER AUSTRIA

GENIUS Activities

Complementary support in Lower Austria



Genius-projects: e.g.

- TRIZ Check-up
- Unternehmen statt unterlassen
- Genikum
- e-learning
- Genikum II

Genius-projects: e.g.

- Ideenwettbewerb
- Technologiescout
- **Access Manager**

e.g.

- Assessment-Center
- 4 Steps to Business
- Gründungsfahrplan
- Startprogramm für Jungunternehmer
- „First Step“ -Beratung
- günstige Infrastruktur
- Beratung & Vermittlung
- PRE-SEED Coaching

- NÖ Startfinanzierung
- Equity Capital

• **RIS++**