

Importance of the regional start-up policy in the context of the Knowledge Based Economy - illustrated by the Austrian AplusB Program

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Strategic Goals of AplusB-Program

- ensuring a sustainable increase in the number of academic spin-offs/start-ups
- enhancing the quality of these new enterprises, as well as their likelihood to succeed
- increasing the potential for spin-offs from Universities, Universities for Applied Science and non-university research institutions
- Improve the technology transfer process

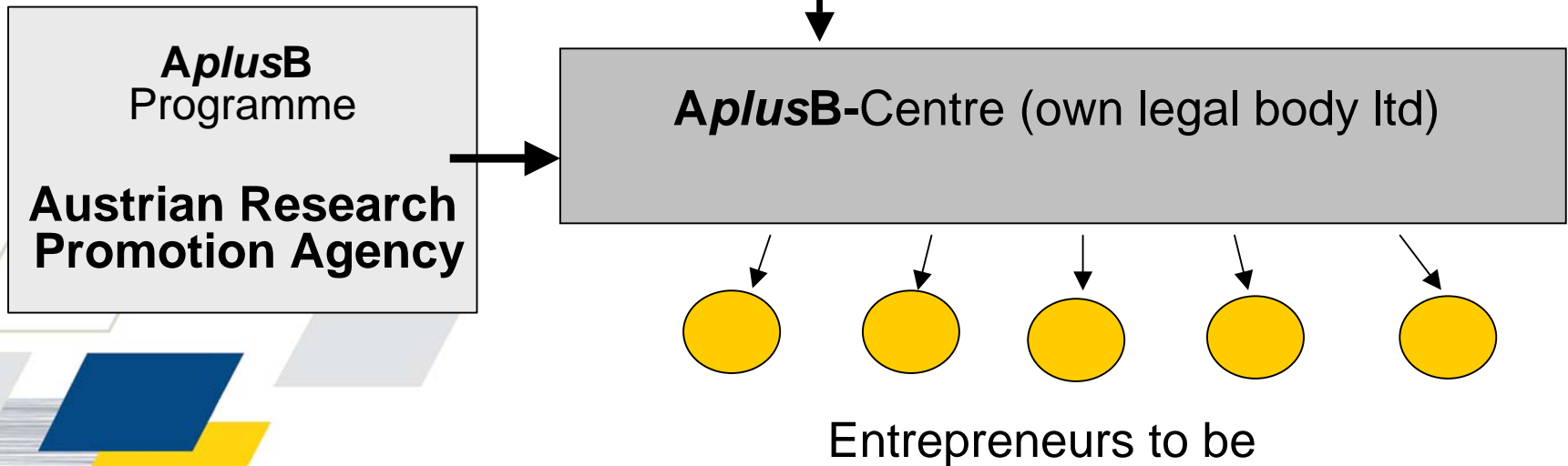
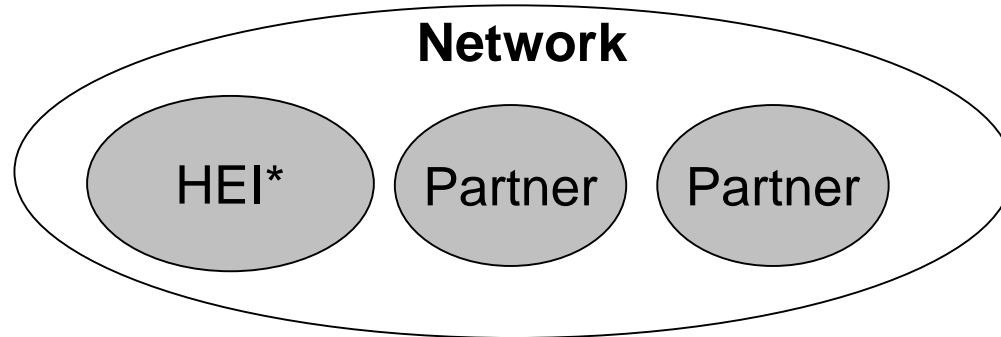


Main Activities to Achieve these Goals

- awareness-raising, mobilisation and stimulation of start-up activities
- Incubator (start-up centres) for academic start-ups



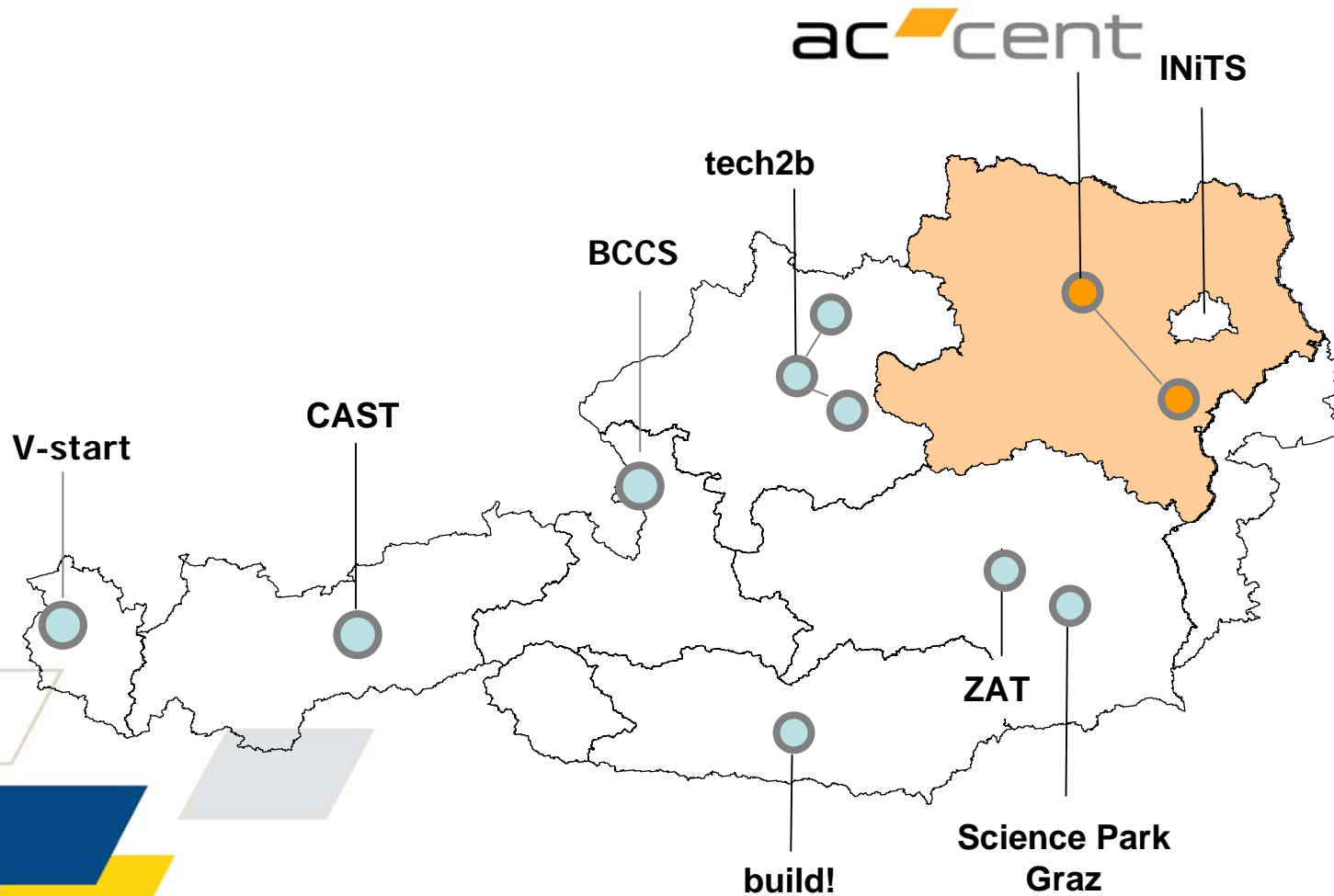
Structure of AplusB Centres



* Higher Education Institute



9 AplusB-Centres in Austria



General Figures of the AplusB-Centres

	1st Call 2002 – 2007	2nd Call 2005 - 2010
Total budget	€ 33.023.040	€ 11.574.390
Federal funding	€ 13.505.377	€ 5.038.498
Federal State-funding	€ 11.388.200	€ 4.032.271
Own resources	€ 8.129.463	€ 2.503.621
Spin-offs planned	222	95



Monitoring and Evaluation System

- Monitoring system
 - one single document for monitoring and financial controlling (two times per year)
 - monitoring: activities of the centre and characteristics of the start-ups
 - “we use all data we collect and we collect all data we need” (Austrian Research Promotion Agency)
- Evaluation criteria and procedures
 - public (national and international evaluators)
 - in advance
 - close links to program goals and objectives



Results of Three Years Evaluation

- Targets are fulfilled; centres are “hot spots” for innovative and technology-oriented start-ups
- Potential has been mobilized, some times even more than predicted and expected
- Tailor made support packages for entrepreneurs
- Good Practice Models could be established
 - Mentoring concept
 - Selection procedure via advisory boards
 - Business development activities
 - learning organization



Key Success Factors

- Awareness raising in the academic sector
- Support even before starting the enterprise
- Coaching/ Training/ Support more important than money
- Very low drop out rate (3%) due to intensive coaching and demanding selection procedure
- National programme with high regional specificity and commitment
- Centres near to academic institutions
- Holistic approach
 - Consulting&coaching
 - Infrastructure
 - Education&training
 - Financial support



4 Pillars of Support

Duration of support: max. 1,5 years

Coaching & Support

- Scientific Consulting
- Economic Consulting
- Financial Support

Financing

Facilitator

Infrastructure

- Office
- Laboratory

Training

- Project management
- Law
- Sales
- Marketing
- HR etc.

Impressing Quantitative Results

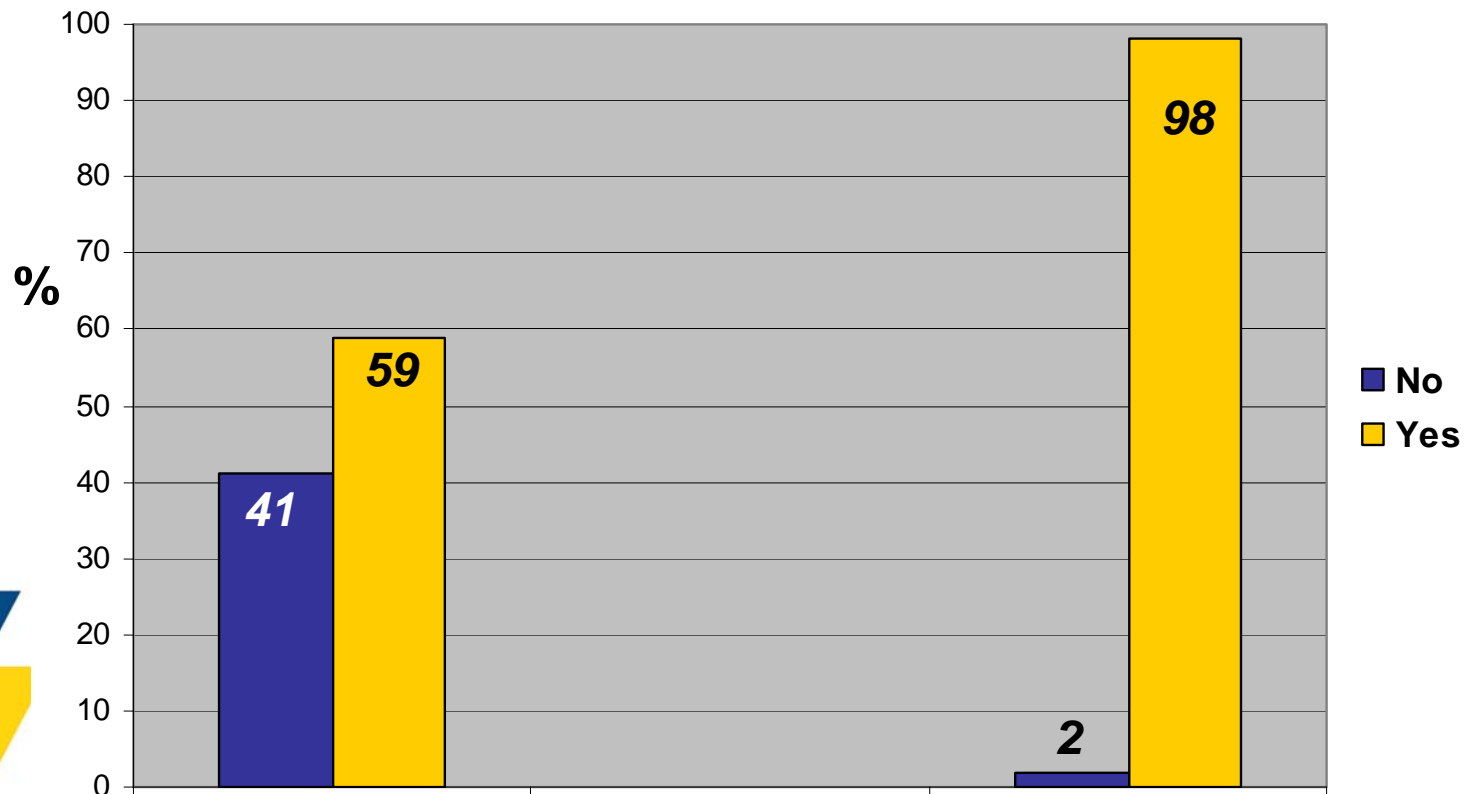
- 197 high-tech start-ups since 2002
 - 42% IT, ICT, electronics
 - 18% life science
 - 14% environment, energy
- > 650 new highly qualified jobs
- 65 patents
- Additionally generated financial resources (equity, private equity):
 - > € 29 Mio.



AplusB facilitates Technology Transfer

Did you – for the formation of your company - use contacts to academic or scientific institutions in which you have worked or studied?

Do you plan to cooperate with academic or scientific institutions in the future?



Successful Start-ups

- Treventus: innovative book scanner
- Winner of the ICT Prize 2007 (the most distinguished prize for innovative products and services in the field of ICT in Europe)
- In the incubator *inits* (Vienna): 2004 – 2006



- » Digitally preserving books
- » Automatically scanning 40 pages / minute
- » Google interested in using the scanner for digitalising libraries



Conclusion – AplusB ...

- ... raises awareness for entrepreneurship in the academic field
 - increasing no. of patents
 - Commercialisation of patents
- ... increases the number and quality of academic start-ups/spin-offs
- ... generates additional money which is again invested in R&D
- ... creates regional innovative „hot spots“
- ... improves the technology transfer from universities to business



Questions to be Answered ...

- Are there are other indicators to measure the impact of start-up support programs?
- How can we evaluate long-term effects?
- How can we measure the regional impact on SME's (suppliers, subcontractors)?
- **How do you measure the impact of start-up programs in your region?**

