

The AWS logo is displayed in a white circle on a dark blue background. The letters 'aws' are in a bold, lowercase, sans-serif font.

aws

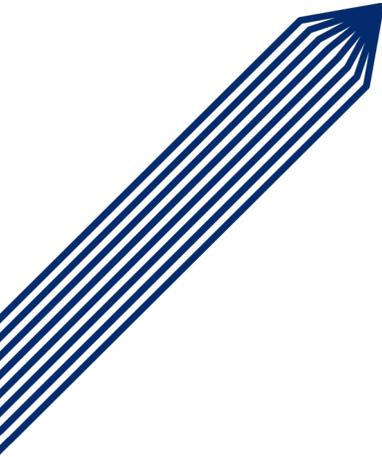
Funding readiness for early-stage Start-ups

aws Preseed | Seedfinancing –
Innovative Solutions

February 25, 2025

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Entrepreneurship Department

A decorative graphic consisting of several parallel lines that converge to a point, resembling a stylized arrow or a pencil tip, pointing towards the 'Overview' header.

Overview

- **aws Austria Wirtschaftsservice GmbH**
- **aws Preseed | Seedfinancing - Innovative Solutions**
 - Terms & conditions
 - Application documents
- **Q & A**

aws

Austria Wirtschaftsservice GmbH

aws is the promotional bank of the Austrian federal government and supports (prospective) entrepreneurs from the initial business idea to business success.

<https://www.aws.at/>

aws Instruments



Boosting innovation & growth

From the first business idea to business success

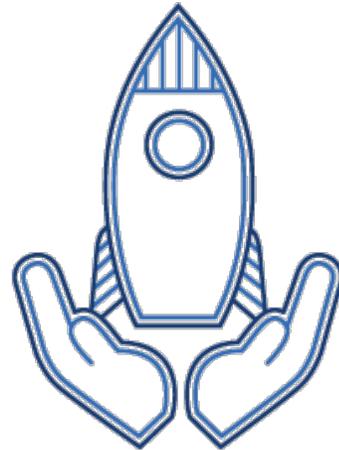
austria wirtschaftsservice

aws



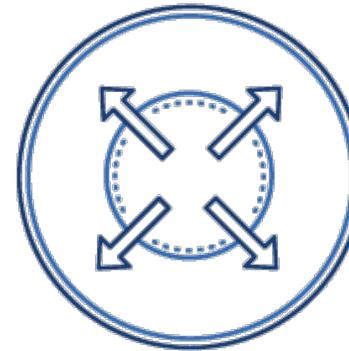
Developing ideas

Becoming an entrepreneur –
the first steps



Setting up a business

Being a young entrepreneur
and expanding a business –
the first five years



Sustainable expansion

Further developing an
established enterprise –
leaps in growth

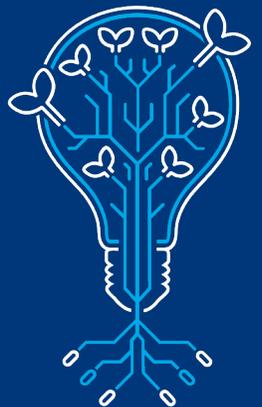


aws Connect

Using matching
services for investment and
cooperation

aws Preseed | Seedfinancing - Innovative Solutions

aws Innovative Solutions supports innovative, scalable projects with high social added value in the preseed and start-up phase, from the development of a proof of concept through to market transition.





aws
Preseed



What do we fund? Prototype / Proof of Concept

aws
Seedfinancing



What do we fund? Development phase until go-to-market

Industries: All industries e.g. Creative Industries, Soft/Low-Tech, Social Enterprises (except Deep Tech)

Volume – up to EUR 100,000

Volume – up to EUR 400,000

Project duration max. 1 yr

Project duration max. 2 yrs



aws Preseed - Innovative Solutions

Who is eligible to apply?

Natural persons (founding teams before the company is founded) or sole proprietorships as well as partnerships and independent corporations up to 6 months after foundation

What do we promote?

Development of a proof of concept

Type of funding

Non-repayable grant and advisory services

Grant amount

Up to **EUR 100,000** | **max. 90%** of the total project costs if the gender bonus is granted, otherwise up to **EUR 89,000** | **max. 80%** of the total project costs

Project duration

Max. 1 year

EU state aid law

De minimis



aws Seedfinancing - Innovative Solutions

Who is eligible to apply?

Independent micro and small enterprises (according to the SME definition) up to 4½ years after the date of foundation

What do we promote?

(Further) development of the business idea up to market maturity and market transition

Type of funding

Non-repayable grant and advisory services

Grant amount

Up to **EUR 400,000** | **max. 90%** of the total project costs if the gender bonus is granted, otherwise up to **EUR 356,000** | **max. 80%** of the total project costs

Project duration

Max. 2 years

EU state aid law

AGVO



Gender bonus

Requirements and effects

- Application by a **natural person (Preseed)**: Applicant is a woman!
If the company is founded during the term of the project: > 25% of the shares are held by women
- Application by a **company (Preseed / Seedfinancing)**: > 25% of the shares are held by women
- **Managerial role: Project-relevant qualifications** and participation in a **managerial role** with more than 50% of the normal working hours
- **Grant awarded increases** to up to 90% of the eligible costs or a maximum of EUR 100,000 (Preseed) or EUR 400,000 (Seedfinancing)
- **Reduction of the required financial resources** of the (future) founding team from 10% to 5% of the total costs



General requirements

for the eligibility of the projects

! Project location Austria

! Value creation mainly in Austria

! Full time commitment

Exclusion criteria:

- Parallel business activities of the founders in companies that pursue the same business activity or are active in neighboring markets are not permitted

Not eligible to apply:

- Companies under civil law (GesbR), foundations, cooperatives and associations



Content requirements

Overview

MUST HAVES

1 High degree of innovation AND

2 High market opportunities, scalable business model AND

3 High social added value = impact in certain subject areas

(Diversity | Equality | Integration | Inclusion, Environment | Resources | Climate protection, Health | Care, Education, Mobility | Transportation, Urban development | Rural life | Housing)



MUST HAVE #1

HIGH DEGREE OF INNOVATION

The idea must **clearly stand out** from existing solutions and thus contribute **significantly more** to solving the problem identified.

Features

- Development of a **completely new solution** or **significant additions** to existing solutions or the application of existing techniques/materials/processes in a **new area**
- **Innovative products / services / procedures / processes / materials / business models** etc.
- Clear **unique selling proposition**
- Existing **development risk**



MUST HAVE #2

SCALABLE BUSINESS MODEL

The business model must be **scalable** and gear towards **growth**.

Features

- High **market opportunities**
- Great **growth potential**
- **Profitability** of the (planned) cost and price structure
- Clear ideas about the **market and target group**
- Clear idea of **competition & environment**
- **Cooperation partnerships**



MUST HAVE #3

IMPACT

The project must **solve or alleviate** a **specific societal problem**.

Features

- Comprehensible and **real problem**
- **Clearly defined group** of affected persons
- **High relevance** of the problem >>> significant scope and/or depth of the problem
- **High problem-solution-fit** >>> significant scope and/or depth of the solution
- Solving the problem is the **main focus** of the project
- **Not:** Problems that affect the economic activities of companies or industries only



Eligible costs

- **Personnel costs: Remuneration of core team members, e.g.** salaries, wages, own withdrawals, fees
- **Third-party costs: services, e.g.** IT services, specific consulting services, purchase of market studies, costs for market research/contract research/studies/patents, creation of a specific marketing/sales concept)
- **Investment costs: tangible and intangible investments** in the amount of the depreciation for the duration of the funding period, e.g. property/license rights, development costs for pilot/demonstration objects: Machines, tools, etc.
- **Other costs:** e.g. consumables, materials, travel costs, childcare costs, costs for trade fairs or exhibitions, other operating costs, training costs
- **Costs associated with the establishment, foundation and growth of the company**



How does the submission process work?

Application, selection and decision

- **Exclusively online via the aws Funding Manager:** www.foerdermanager.aws.at/#/
- **Documents:** pitch deck, business plan, integrated planning sheet (strictly according to the required specifications, see **download page** of the respective module), CVs, IDs – in German or in English
- **Application possible at any time**
- **Multi-stage evaluation process** (2-3 months)
- Several jury meetings per year (1 x per quarter)
- **Competitive principle** (no first come first serve / no legal claim) - success rate below 10%



Next Steps

- Study detailed information on the **program websites**
- Study **program document**, guideline & FAQs
- Download **application documents**
- Create an account in the **Funding Manager**
- Get more information at the next **infohour**
- If formal eligibility requirements are met: **Arrange a consultation**

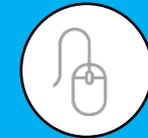
Questions about the program and application:



+43 1 501 75 - 880



innovativesolutions@aws.at



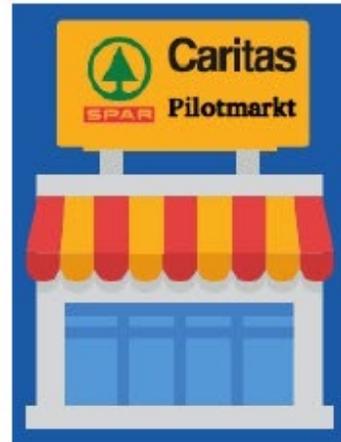
<https://www.aws.at/module-preseed-innovative-solutions/>
<https://www.aws.at/modul-seedfinancing-innovative-solutions/>



Supported projects

Preseed – Innovative Solutions

One4One



Subject areas:

- Diversity | Equality | Integration | Inclusion

The One4One social business uses an innovative process to combine the marketing of basic foodstuffs with donations for people in need.

When you buy a product (e.g. One4One pasta), the same product is being donated. In this way, every euro of sales directly provides one euro of help: 1€ turnover= 1€ help.

Lanbiotic



Subject areas:

- Health | Care

Lanbiotic improves the treatment of skin diseases with an innovative biomaterial that contains living bacteria. Thanks to a unique immobilization process, the bacteria can act directly on the skin. A newly discovered bacterial strain not only combats multi-resistant germs, but also promotes natural skin flora.



Supported projects

Seedfinancing – Innovative Solutions

SUPASO



Subject areas:

- Environment | Resources | Climate protection

SUPASO offers environmentally friendly insulating packaging made from recycled paper that can be fully recycled at a competitive cost. This raises the standard for sustainability and efficiency in the shipping of temperature- and impact-sensitive goods to a whole new level.

money:care

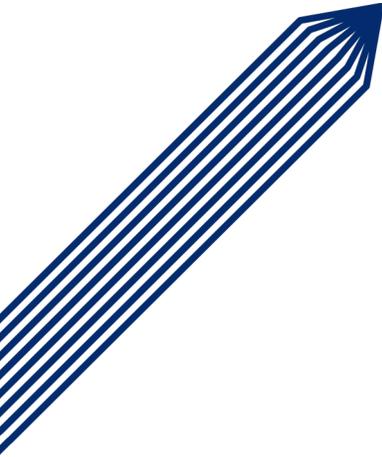


Subject areas:

- Environment | Resources | Climate protection

money:care is a platform for sustainable investing that offers 100% transparency and avoids greenwashing. With clear sustainability information and personalized ratings, users can make targeted investments in shares, funds and ETFs that correspond to their values.



A stylized graphic of a pencil, composed of several parallel lines that converge to a point on the right, pointing towards the title.

Application Documents

- **Pitch Deck**
- **Business Plan**
- **Integral Planning**

Thank you!

**Time for
Questions & Answers**