GRAZER STARTUP **BAROMETER**

What the Graz startup scene thinks about Graz as foundation location.

Web: www.startupbarometer.com/graz18



What happened since the first "Startup Barometer" survey in Graz? A comparison between 2014 and 2018

In the minds of the local startup scene, Graz as foundation location has significantly improved since 2014.



2014: 3,9

Question: How would you rate Graz and its surroundings as founding location for (future) founders? (translated from German)

The overall financing situation in Graz also got better and better - but there is room for improvement.

of fundings of Graz-based startups have been higher startups have been higher 500.000 € The sums now being invested in startups are getting higher. The percentage of investments over 50.000 euros was

Startups in the first three years are financed via:

Self-financing (77%) Subsidized financing (41%)

2014: 2,57

Question: How would you rate the financing situation in Graz and its surroundings?

There are more and more reasons to found in Graz. Still, there are a few disadvantages to be compensated.

High quality of life

"A city that is pleasant to live in"

Dynamic startup scene

"Close-knit community that is well connected"

Size of the city

"vibrant city with just the right size, short distances"

Higher educational institutions

"Potential of highly skilled employees from universities"

International scope of location "low degree of networking internationally"

> Size of the city "Limited geographical reach"

Funding & investors

"Too little venture capital"

Infrastructure & transport "Faster connections to other cities (by flight, train)"

Answered clustered and translated

- Since 2014, a great deal of positive changes happened in the Graz startup scene. But we have to do better.
- Promoting potential & building bridges
- Advancing international networks for startups
- 3. Improve transport connections & infrastructure

More facts about **Graz Startup Barometer 2018**

66%

Entrepreneurs, future founders & investors

51%

are between 26 and 35 years old **79%**

with universitylevel education 37%

from the sector **ICT & software** development

participants

46%

of the teams when founded consist of 2 persons

have 5 or more employees

MAIN MOTIVES FOR STARTING A STARTUP

Self-fulfillment 54% Brilliant idea 29%

OPTIMISTIC LOOK INTO THE FUTURE

Grow rapidly 67% **Grow slowly** 33% **POSITIVE VIEW: SERVICES**

OFFERED

Startup events 5.48 * Andread Town Grant services 4.68

Consulting services 4.92 Office infrastructure 4.71 **Employees** 4,48

Startup Barometer conducted by:

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