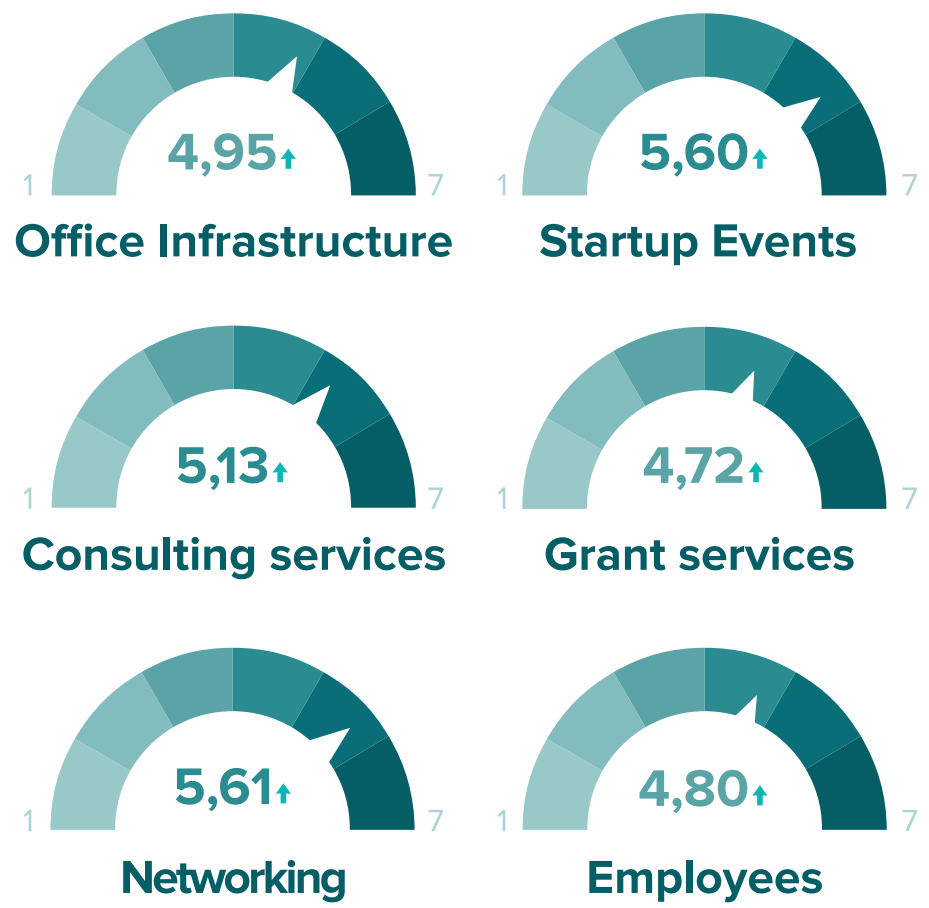
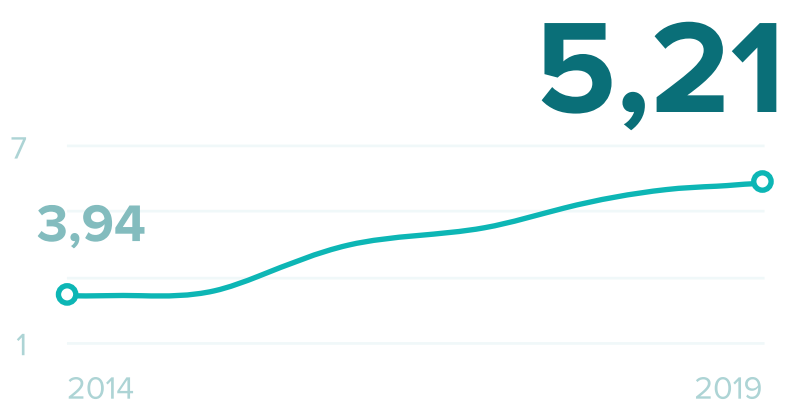


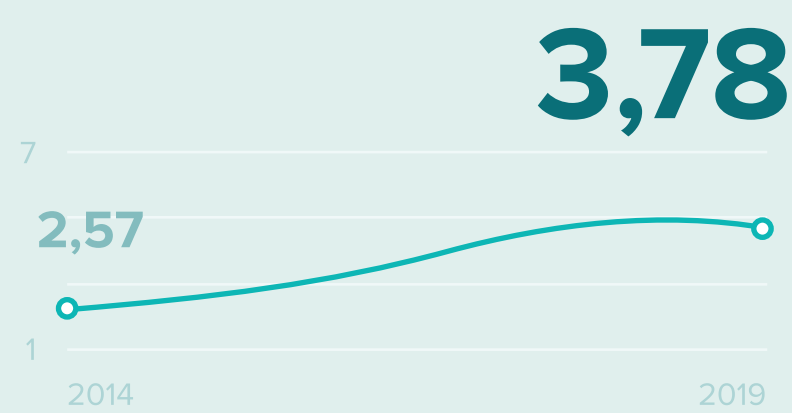
GRAZER STARTUP BAROMETER 2019

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

Rating for Graz as startup founding location



Financing situation for startups in Graz



71%↓
were financed via savings, bootstrapping, family & friends

16%↑
received investments > 500.000€

6%↓
were financed via crowdfunding

72%
plan investment round in the next 12 months

"Graz offers a closely networked, mutually supportive community."

ADVANTAGES

- high potential of qualified staff through institutions of higher education (universities)
- small scene, nevertheless everything's available
- great consulting and support offers
- size of the city as test market for products

DISADVANTAGES

- limited risk capital
- international networks improvable
- low visibility of Graz as startup city
- difficult to reach (esp. via plane)
- public traffic connection

Startups as motor for employment

6,5
employees
a startup in Graz employs on average

41%
planned
employment growth
in the next 12 months

42%
have female founders
in their teams

47%
now have 5 or more
employees in their team

35%
founded as
a team of 2

89%
expect to grow with
a growth rate +50%

More facts about Graz Startup Barometer 2019

64% male founders, **36%** female founders
37% from the sector IT & software
46% are between 26 and 35 years old
78% with university-level education
137 participants

www.startupbarometer.com/graz19

The survey for the Graz Startup Barometer was conducted online from June 28th to July 28th 2019. Target group of the survey were entrepreneurs, future founders, employees of startups, investors, startup consultants & college students.

Startup Barometer conducted by:

UP TO ELEVEN
DESIGNED FOR TOMORROW

In cooperation with:

IDEEN TRIEBWERK GRAZ gruenderland.st

Zentrum für ENTREPRENEURSHIP UND ANGEWANDTE BWL UNI GRAZ