

TECHHOUSE

# ELEVATOR

The new ACCELERATOR format in **Graz**

better start **for start-ups**

We are  
looking for  
**start-ups**  
in the field of:



SUSTAINABILITY &  
CIRCULAR ECONOMY



FORESTRY & TIMBER



AGRITECH & FOOD  
TECHNOLOGIES



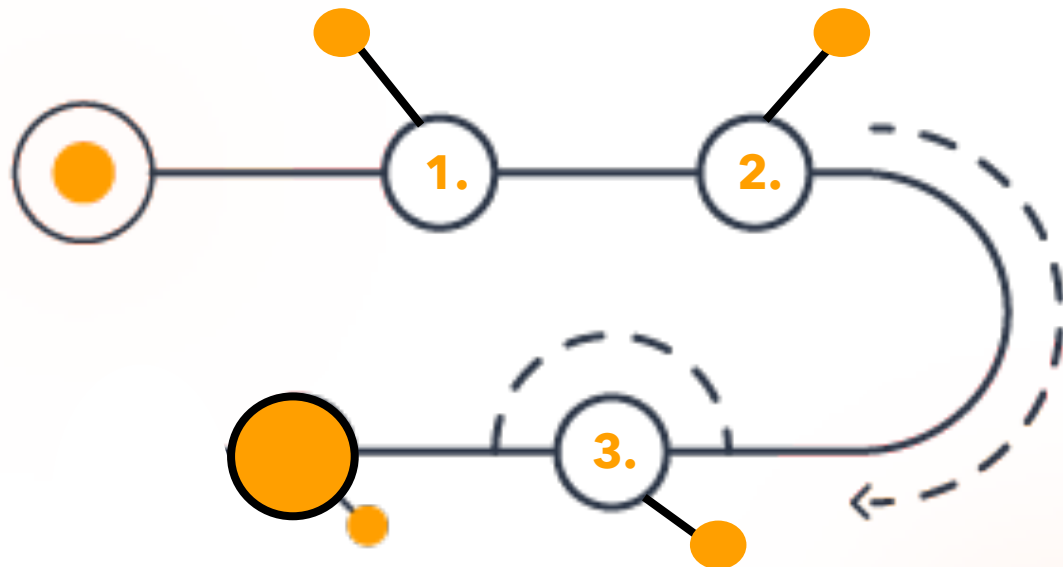
ENERGY

TECHHOUSE

# PROGRAM OVERVIEW

BUSINESS MODELLING &  
ECOSYSTEMS

BRAND  
DEVELOPMENT



SOCIAL EVENTS, INNOVATION  
TALKS & INVESTOR SESSIONS

SALES, SCALE UP  
& NETWORK

# TECHHOUSE ELEVATOR

from the floor  
to the roof.

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# TIMELINE

## March 2023

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**M1:**  
Business Modelling

## April 2023

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**M1:** Ecosystems

**M1:** Reflection Phase

## May 2023

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**M2:** Branding &  
Strategy

**M2:** Online Marketing

**M2:** Reflection Phase

## June 2023

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**M3:** Sales & Scale-up

Fifteen Seconds Festival

**M3:** Reflection Phase

# MODULE I:

## Business Modelling

TECHHOUSE

In the first phase of the TECHHOUSE Accelerator format we invite your start-up to our office location at the Unicorn Start-up & Innovation Hub in Graz.

Two intensive workshops await you at the beginning of the program, where we get to know you and your start-up and take a closer look at your business models.

The topics **Customer Centricity** and **Value Proposition** as well as **Customer Jobs** and **Touchpoints** will also play a significant role and will build the foundation for further group sessions.

**UNICORN**

START-UP &  
INNOVATION HUB

# MODULE I:

# Ecosystems

TECHHOUSE

Many platform business models show that networks are of great importance. The **role you take over in a platform and in an ecosystem**, is crucial for market success.

Together with our ecosystem experts, the Styrian Holzcluster and the WKO Upper Austria, we show you how networks work, and connect you with important players in our **regional and national** ecosystem – for an easy market entry and a better positioning within your industry.



Module 2 is all about strengthening your brand.

Together with our experts, we focus on the communication of your **Vision, Mission Statement and Strategy**.

In the area of positioning, you will also learn how to reach your target group and exploit your full potential of your brand.



## MODULE II:

# Brand Development

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The second part of module 2 will be an online workshop about **Online Marketing**.

Especially in the digital age, your online presence has to be on point if you want to be taken seriously in the market. The clever minds of **SAPE GmbH** will show you how to reach your target group online and gain more visibility.

**SAPE**  
WIEN - GRAZ

## MODULE II:

# Online Marketing

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# MODULE III:

## Sales and Scale-Up

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With our sales experts we work on your **Sales Strategy**.

In the two-day workshop, we focus on **Customer Centricity**, address any open questions you may have regarding **Customer Identification**, as well as your **Pricing** and **Go-to-Market strategy**. **Rapid Prototyping** and **Agile Customer Care** are also part of our sales program.

# WHAT ELSE

At the end of each module there is going to be a **Reflection Phase, which is an individual coaching session for your specific needs.**

In addition to our workshop program, we offer **Innovation Talks** in the TECHHOUSE ecosystem. These talks provide motivation and inspiration and help you to connect with our ecosystem members and partners.

**Investor Sessions** are also part of the TECHHOUSE ELEVATOR and are designed to support you in your search for capital.

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# THE FINAL PITCH

Last but not least, the final pitch will take place on the **14<sup>th</sup> of June 2023** in Graz.

Participants of this special evening are our ecosystem partners as well as investors and of course our partners for the realization projects. During the final pitches we will announce who is chosen for a realization project with our partners Leftshift One, Josephinum Research & Wood K Plus.



# SOCIAL INTERACTION & MOTIVATIONAL BOOST

What awaits you when you have successfully completed the final pitches:  
The **Fifteen Seconds Festival**.

We will provide you with an **exhibition space** and the opportunity to get in touch with local players different branches and collect input from international top speakers.

The participation of the festival rounds off our program and marks the start of the **Residency Phase**.

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# AFTER THE PROGRAM

After successfully completing the TECHHOUSE ELEVATOR, you are ready for the realization projects.

The **Residency Phase** starts and you will take the next big steps towards market entry together with our competence partners in the fields of timber industry, agriculture and artificial intelligence.



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# Join the TECHHOUSE ELEVATOR!

If you have any questions, do not hesitate to contact us!

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