

FIN –URB- ACT Meeting 29. Oktober 2009:

What tools/structures/partnerships does Linz have to support creative businesses' access to finance ?



Datas & facts



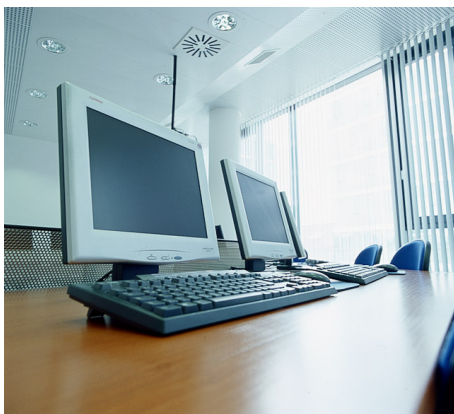
owner:	1/3 city of Linz 1/3 upper austria via TMG OÖ 1/3 austria via FFG
office area:	13.300 m ²
companies:	64 (approx. 500 employees)
main fields:	information techn. and software development (45%) technology transfer und innovation consulting (25%) mechatronics (10%)

- focus for TZ Management
 - technological and innovative start up's

- strategy previous:
 - support hardfacts:
 - favourable costs for offices and technical equipment

 - support softfacts:
 - contacts to technology provider
 - network

start-up's



**Experience with
64 start-up companies**



- ✓ companies focus
 - IT: missing focus
 - mechatronic: clear focus
- ✓ technology
 - brilliant know-how
 - good existing network
- ✓ businessplan / reality
 - good approach R&D costs
 - unrealistic sales, marketing costs
 - unrealistic in incomes
- ✓ financing
 - high-tech / smart innovations
 - „Standfuss plus Spielfuss“
 - no planing
- ✓ sales and marketing
 - „not a clue“
 - no network for sales and marketing

- strategy now:
 - support hardfacts:
 - favourable costs for offices and technical equipment
 - support softfacts:
 - active network for marketing (association)
 - techcEnter informer magazin
 - open up event
 - last tuesday
 - local business support network
 - business pro austria
 - active support by TZ management
 - business contacts
 - PR and image
 - orders and projects
 - coaching and mentoring

network





TCLW – enter your future !

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