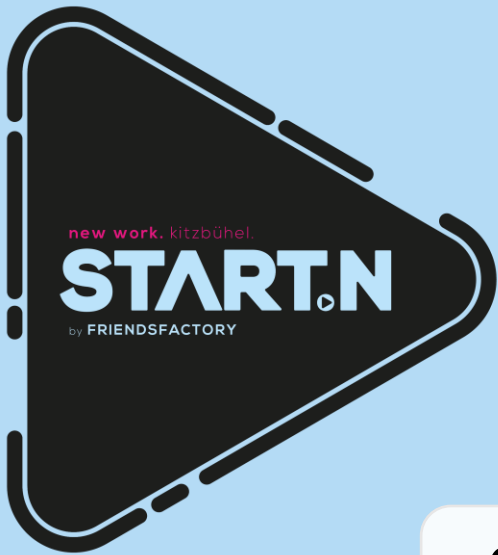




Smart Start-up Village  
Kitzbühel (Tyrol/Austria)

new work. kitzbühel.

**START.N**



# Facts & Figures pt.1

- 65.000 in the entire district, 8.200 in village of Kitzbühel

**Inhabitants**



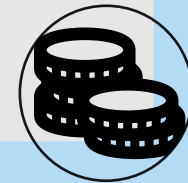
- None in the region, hence lower level of education

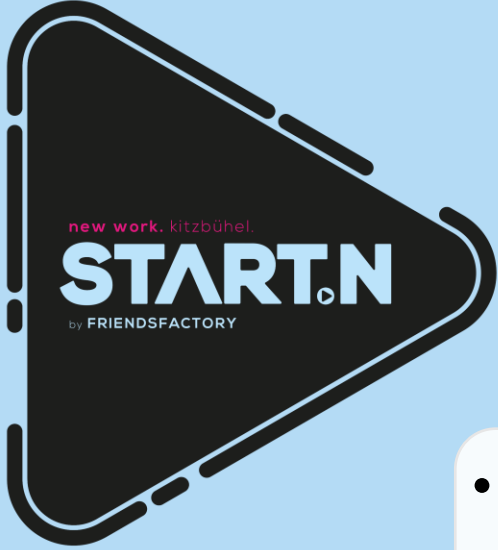
**Universities**



- Very high living costs
- Very high real estate prices

**Cost of living**





# Facts & Figures pt.2

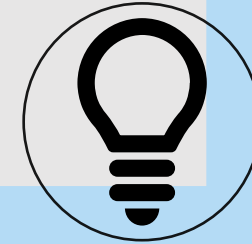
- Mostly tourism (40' beds, 6 Mio. overnights)
- SMEs in trade and handcrafts
- few large industrial companies
- Small scaled agriculture

## Economic profile



- around 300 company foundations yearly (49% female)
- Unemployment rate below 3% => huge lack of workers

## Entrepreneurship







## Problems/Challenges:

- ⇒ How to bring back the youth and smart persons?
- ⇒ If we just focus on tourism and traditions, in the long run the region will be an „open museum“, but without active society. Do we want this?
- ⇒ The labour market is changing quickly, how to deal with that?
- ⇒ We want to be active managers of transformation

Smart Village and CLLD tools combined in a LAG organisation gave us the key to give some (not all) answers...



# Building an ecosystem for innovation in rural areas



- **Coworking and startup space directly in Kitzbühel as PPP**
  - 23 offices for start-ups
  - 10 places for Coworking and Coworkation
- **Installation of iNK (innovation network Kitzbühel)**
  - Fulltime job for an innovation manager
  - Creating networks with similar actions in the region

=> The space is in one village, but the learnings are spread in the region

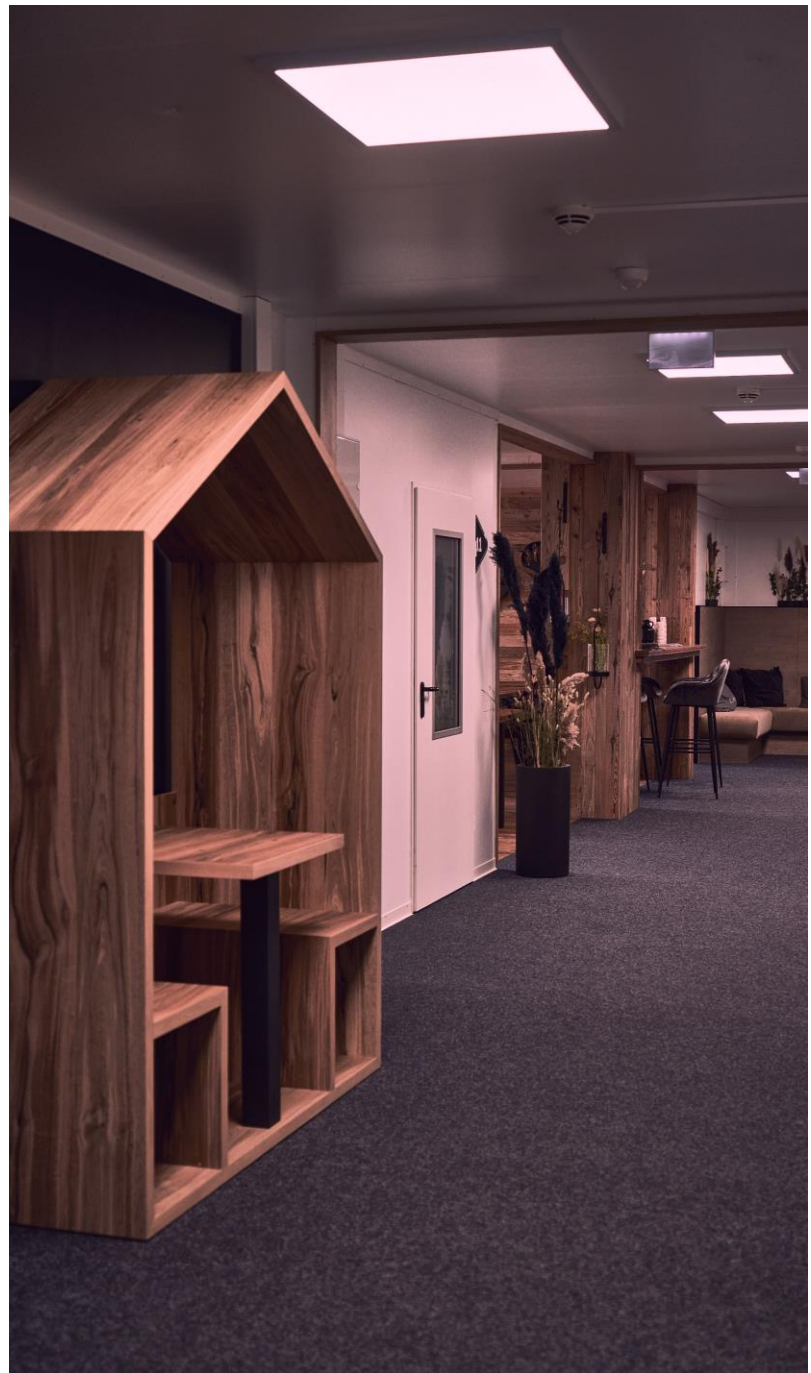




TELEFON











The space was established....

But the space needs to be “smart and integrative” ...  
With Activities...



# Activities – Innovation

- ▶ Workshops
  - For (aspiring) founders
  - For established companies interested in innovation
- ▶ Expert Talks
- ▶ Fuckup Nights
- ▶ Regional Innovation Award
- ▶ Mentoring Program (START.helper)
- ▶ Cooperative research projects
  - Coworking in rural areas
  - Regional development to a more attractive place of work











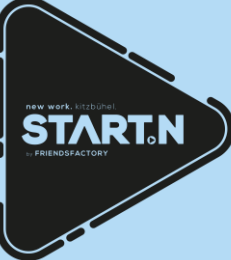




# Activities – Community

- ▶ Community-Breakfast (monthly)
- ▶ START.N Stammtisch (regular table open to the public)
- ▶ Installation of a community manager
- ▶ Social events (table tennis tournament etc.)





# Additional CLLD actions...



Other Co-Working and CoWorkation Places



Innovation Lab for 14-18 years old



Coding for kids in summer



Annual design thinking process for trainees



Annual Business Angels Summit

MEET THE STARTUPS  
CATCH THE INVESTORS  
17. SEPTEMBER 2021

Weitere Informationen unter  
[www.businessangelsummit.at](http://www.businessangelsummit.at)

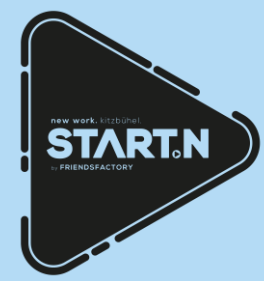


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welcome you as:**

- **Start-up business**
  - **Investor**
- **Decision maker**
  - **Study-tour**
  - **or simply as  
tourist...**

Thank you and see you in Kitzbühel

Stefan Niedermoser

[niedermoser@regio-tech.at](mailto:niedermoser@regio-tech.at)