

Vienna **UP**'23

Let's talk startups.

May 30 – June 07, 2023



ViennaUP

A decentralized community-driven festival in the heart of Europe

Over **multiple days**, the ViennaUP community delivers a unique interconnected experience for **startups, investors, tech enthusiasts, creatives and visionaries.**



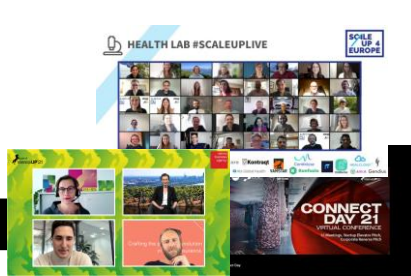
ViennaUP

A new Viennese tradition is born



2019/2020

- Idea for ViennaUP was born
- 2020 cancelled due to COVID
- Reframing the offline experience to an online experience for 2021



2021

- 25,000 online participants from 60+ countries
- 5,000 online 1:1-meetings
- 100+ virtual events broadcasted from different stages in Vienna and beyond
- 40+ program partners



2022

- 10,000 online & offline participants from 67+ countries
- 60+ hybrid events and matchmaking taking place in the most beautiful spots of Vienna
- 30+ program partners



2023

- The Viennese startup community is all set to create nine days of inspiration, matchmaking and memorable connections with the global ViennaUP community.

That was Vienna UP'22

Networking beyond the
bubbles @ ViennaUP
homebase



[Watch the
recap video](#)



Dedicated matchmaking
events



Competitive international pitching
sessions



Inspiring and thought
provoking panels



Conversations with investors and
other important ecosystem
players over coffee @ Viennese
Kaffeehaus Sessions

Vienna UP'22

Participants feedback & statistics

- **10,000 participants** from over **60 countries**
- **60 events** at 28 locations in Vienna
- **94%** of participants are likely to attend again
- **95%** would recommend ViennaUP to their network
- **91%** show a concrete interest in business location Vienna



Vienna UP'22

Campaign statistics (official ViennaUP channels)



26M

Impressions



530K

Interactions



350K

Unique visitors
viennaup.com



29K

ViennaUP
newsletters sent

Vienna UP'22 Partners



& many more

Vienna UP'22

Selected event highlights

- About 1000 participants at the matchmaking event “[Connect Day 2022](#)”
- Pitching opportunities for startups at the regional finale of [Startup World Cup](#) or the female entrepreneurship conference [Lead Today. Shape Tomorrow.](#)
- Events for investors & VCs: e.g. [Impact Days](#) and [0100 Conference](#)
- Dedicated focus events: [Creative Days](#), [Sifted Sessions](#), [Smart City Summit](#)
- Hackathons and events for aspiring founders: [Sustainable Blockchain Hackathon](#), [Startup Live](#)



Experience the startup city Vienna at **ViennaUP'23**

From **Technology** to **Beyond**

From **Now** to **Future**

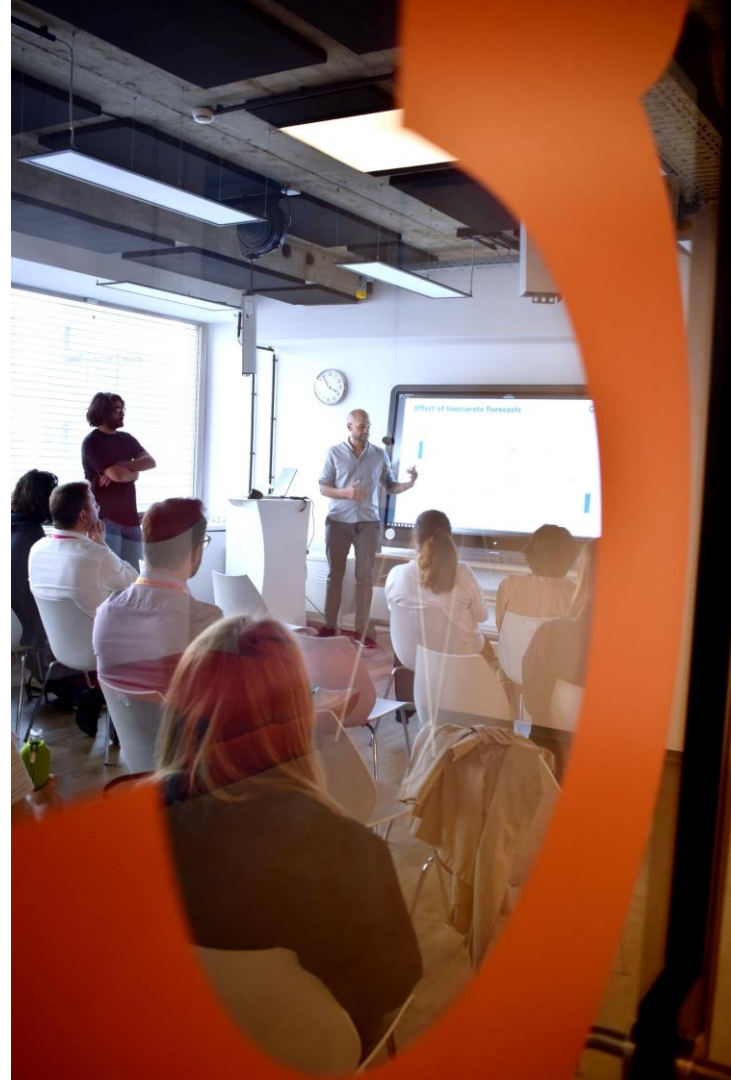
From **Vienna** to **Global**



Vienna UP'23

What to expect?

- Content built from the community for the community.
- All program partners offer **stand-alone events** with their own participation rules, **unique touch and targeted content** for their audience.
- **Great variety of formats** across different industries tackling **trending innovation and startup-related topics** from various angles.
- Dozens of opportunities to **create meaningful connections** with corporates, startups, scaleups, creatives and investors



Vienna UP'23

Get ready to

- Engage in stimulating conversations with smart minds from all around the globe.
- Learn from and with key players from the innovation landscape.
- Experience Vienna first-hand as the most livable city in the heart of Europe.



Join the community and
be part of
ViennaUP'23
May 30 – June 07, 2023

Sign up for our newsletter:
viennaup.com/newsletter/

Contact us:
viennaup@viennabusinessagency.at

