

TRU EEN TRE PREN EURS

1st Austrian Pitching Days Tel Aviv

10th of Feb 2015 at 3.30 pm

StartHub, The Academic College of Tel Aviv – Yaffo

www.advantageaustria.org



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PROGRAM - 1st AUSTRIAN PITCHING DAYS TEL AVIV

15.30

Arrival

15.30 – 15.50

Welcome - Dr. Eyal Benjamin

(C.E.O, StartHub, The Academic College of Tel Aviv-Yaffo)

Guenther Schabhuettl

(The Austrian Commercial Counsellor, Tel Aviv)

15.50 – 16.40

PITCH: Start-ups 1-5 (5 min pitch + 5 min Q&A)

- BLITAB Technology
- Buergermeldungen.com
- Chili Island
- Courseticket
- KiwiSecurity Software

16.40 – 17.10

COFFEE BREAK

17.10 – 18.00

PITCH: Start-ups 5-10 (5 min pitch + 5 min Q&A)

- LINEAPP
- Locca Lost & Found services
- NANU
- Reef Interactive
- ZEBRA New Media

From 18.00

NETWORKING, WINE and DINNER

**Company name**

BLITAB Technology GmbH

Contact Kristina Tsvetanova

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Web www.blitab.com**Location** Vienna, Austria

BLITAB Technology GmbH is a privately-held for-profit enterprise, based in Vienna, Austria. It is specialized in the area of innovative high-tech products and services for people with visual disabilities. BLITAB Tech is going to produce the World's First Tablet for Blind and visually impaired people.

Worldwide, there are 39.8 million blind people and 285.3 million people are estimated to be visually impaired (WHO,2013). In Europe there are estimated to be over 30 million people, whose visual impairment is severe enough to cause significant impact on the course of their daily living. Assistive devices currently developed (Braille notetakers) represent a classic type of assistive technology product: with only one line Braille text, mechanical elements and they are often developed and designed in isolation from users. Additionally it's very difficult to make a buy decision because their price ranges between €4,000 and €14 000.

BLITAB Tech developed an unique solution (In IP procedure) to address these issues based on integration of innovative technology, ecological psychology and user friendly hardware. BLITAB is the World's first tablet for Blind people. A next curve Braille device for reading and writing that displays one whole page Braille text, without mechanical elements. BLITAB is an award winning device offering people with sight loss the possibility to be independent at work, school and home. BLITAB is in prototyping phase. In just of couple of months BLITAB has 1135 pre-sales, is a 9 time awarded social and innovative project with more than 20 other sustainable recognitions, more than 150 publications worldwide.



Company name

Buergermeldungen.com

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Web www.buergermeldungen.com

Location Wörgl, Austria

Citizens of participating communities perceive damages or abnormalities within their place of residence. They want to inform the responsible person of the local authority by creating a message via mobile phone or PC. The current position can be determined via GPS and additionally images can be transmitted. After entering a short description and selecting a category the message can be automatically submitted to the responsible person within your municipality (Either police, municipal builder’s yard, municipal office, ...). Whether you find potholes, non-accessible curbs, damages on public facilities or you have other concerns or if you have wishes, criticism or praise for your local authority - everything that irritates, is damaged or broken, if something is missing at all or you noticed something positive – buergermeldungen.com is the way to directly get in touch with the responsible person within your municipality. There are different kind of similar tools around the world but not in Austrian usability and technology quality! People and municipalities around the world have the same problems – they want to make their hometown a better place. With buergermeldungen.com they can easily communicate with their local municipality.

buergermeldungen.com is an innovative, award-winning desktop- and app-service for municipalities and especially for citizens! Made with Austrian quality in usability and technology. The software as a service is licensed to municipalities. We are Austria’s leading provider with over 80 small to bigger cities (1000 citizens up to 120.000 citizens).

**Company name**

Chili Island

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Web www.chilli-island.com**Location** Vienna, Austria

CHILLI ISLAND is the perfect combination of beach toy, inflatable island and comfortable means of transport. CHILLI ISLAND is equipped with an integrated bottle cooler, a sound system, which can be operated via Bluetooth with every smartphone or tablet and a fancy LED - underbody illumination if the journey on the water lasts a little longer. It's time for a change from the old-fashioned pedal boat to a stylish electric floating device. With an innovative, modern and unique design CHILLI ISLAND merges all of the above attributes within one product to provide the user with a luxurious and comfortable experience on the water. With all those design elements CHILLI ISLAND is an ideal tool for „Branded Entertainment“.

An individually branded CHILLI ISLAND guarantees a high degree of attention and a positive image transfer. CHILLI ISLAND is the perfect companion for a relaxed day out on the water through its elegant shape, its revolutionary design and its sophisticated features. CHILLI ISLAND'S claim „design meets functionality“ stands for and provides a unique maritime experience. The target group is mainly in the B2B area, specifically Beach Clubs and Resorts and boat rentals, but also in the B2C market CHILLI ISLAND could be especially interesting in the yacht-toy segment. As we are using existing technologies and renowned producers for the engine and batteries we have reduced our risk of warranty issues. Regarding the design we already applied for a design patent.

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Company name
courseticket GmbH

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Web <https://www.courseticket.com/>

Location Vienna, Austria

Courseticket.com shall become “The Amazon for education” – search, compare, book and rate courses, seminars & workshops provided by thousands of different sellers! A trainer or education company can completely automate the whole registration, payment & accounting process through our SaaS-solution.

Problem: Imagine the most important market globally – the market of education! Nowadays the unemployment rate is on its peak and many people are seeking for individual education and investments in their future. Actually there exists no global online market for selling face-to-face courses and trainings. Many course providers struggle in selling their services online or fear an explosion of costs due to implementing their own web shops providing a 24/7 booking.

Solution: The leading online marketplace for education. For the consumer it currently provides a variety of thousands of courses and trainings – easy to book, pay and rate online. For the seller it automates the whole administrative process – including registration, payment, participants, billing and accounting. Moreover - besides a massive marketing effect – we give the seller a possibility to integrate online booking & payment into its own website without any costs or efforts (widget-solution). We benefit from 2 revenue streams: e-commerce & subscription-commerce. Our in-house developed framework is based on many years of experience with sellers and consumers and builds upon a 100% scalable cloud-based IT infrastructure.



**Company name**

KiwiSecurity Software GmbH

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Web <http://kiwi-security.com/de/>**Location** Vienna, Austria

KiwiSecurity develops software to automate video surveillance by analysing behaviour of persons in video scenes. Customers are critical infrastructures, transportation, cities and the industry.

Today, as the need for more security increases, more and more video surveillance cameras are installed world-wide. However, with the increased amount of cameras, an endless information flood is created, which cannot be handled by personnel alone. KiwiSecurity develops world-leading software products to automatically analyse this data and to alert an operator if a security-relevant situation arises. KiwiSecurity products have proven to be the leading-edge in video analytics by various customer comparisons and independent juries. The core technology is patented in Eurasia as well as the US. Numerous happy customers world-wide (focus currently: German region + BENELUX) are proof of the viability of the solutions.

Now, KiwiSecurity aims to expand globally to bring the products to a wide range of customers in the security industry.





LINEAPP™

Company name

LINEAPP

Contact Lukas Steiner

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Web www.lineapp.at**Location** Vienna, Austria

LINEAPP is the worldwide first patent pending Intercom and paging system for your pocket. Coordinate your team communication in real-time with your own smartphone or tablet without the internet. No radio systems, don't waste time: Install LINEAPP, log into your WiFi, connect a headset to your device and start talking! LINEAPP is free up to 4 contacts (You + 3 other users).

Since decades radio systems dominate the event business. Simple though, but due to high costs these systems aren't fitting the needs of smaller companies and smaller teams. More than that, radio systems aren't that easy to set up. LINEAPP was developed to solve these problems. With LINEAPP your communication is controlled by your mobile device via WiFi and can be used in branches like: Hotels, Retail stores, Sport Facilities, Broadcast, Offices, etc. All you need is a smartphone or tablet, a headset and a WiFi router (because LINEAPP doesn't need an internet connection) LINEAPP can be set up everywhere where a router can be placed.

LINEAPP allows smartphone multi client communication in real-time without internet and was founded 04/14. Since then more than 5000 Users help us improving our software.



Company name

Locca Lost & Found services GmbH

**Contact** Julian Breitenecker

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Web www.locca.com**Location** Vienna, Austria

Locca was created with the goal mind of quickly finding lost people, pets and personal belongings. Two years of research were dedicated to developing LoccaMini and LoccaPhone, the most sophisticated locating devices.

Searching for one's belongings (keys, bag, wallet, bikes) or dear ones (kids, elderly family members, pets) is a large-scale problem, as is keeping them safe. Locca has developed high-tech trackers that enable users to locate their belongings and loved ones via an app. By combining 5 different technologies, Locca is able to locate anything, anytime, and most importantly, anywhere (As opposed to the often encountered Bluetooth-based trackers, that only work in a range of max 50m around the smartphone). In Europe alone, there is a market of 5 million bikes, 245 million cars, 60 million dogs and as many cats, and 30 million children between the ages of 2 and 8.

Locca has a working prototype of the hardware. We already had 270 pre-orders in 2014. In addition, we also received a high number of pre-orders through our crowdfunding campaign on Indiegogo, where we raised €79.575.



NANU!

Company name

NANU

Contact Sebastian Schally

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Web <http://nanubuzz.com/>**Location** Vienna, Austria

Three guys from advertising business, technology and business development combining their skills for developing mind-changing solutions for communication tools focused on social media. There is a big problem about social media right now: it's boring! So called "Success theatre" is played every day but no one believes it anymore.

People are afraid to speak their mind because of bullying, shitstorms and – in general – misuse of their personal data and all following consequences. NANU offers the first completely anonymous social network for posting and chatting and commenting fully anonymous.

Therefore it's a disruptive technology which puts a new focus on how social media can be used.

By breaking the connection between person and content, NANU puts the focus on the message and not on the messenger and will generate real genuine content by real people.

In addition the technical solution guarantees a 100% security for the content author and the possibility to publish their content without being tracked.



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**Company name**

Reef Interactive GmbH

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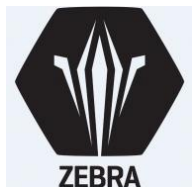
Web www.reef-interactive.com**Location** Salzburg, Austria

World's first interactive 3D dive spots, based on real high resolution sonar, laser and satellite data.

Up until today divers fully rely on hand drawn dive maps based on the experience and memory of other divers. Reef Interactive is world's first company to explore, scan and build interactive 3D dive maps based on real data. Existing solutions are either white boards used on boats and dive centres, or guidebooks with drawings of dive spots. Reef Interactive gives divers, for the first time, a view on reefs how they really are, and the ability to exactly explore and plan dives before going down. Tests with divers have shown great results in orientation, air consumption, safety and diving experience.

There are about 20million divers' worldwide and additional 70 million people who are seriously interested in diving.

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**Company name**

ZEBRA New Media GmbH

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Web <http://www.zebra-online.at/>**Location** Linz, Austria

A platform that offers you an easy and simple way to seek out new clients.

Problem:

It has become increasingly difficult, or even impossible, to seek out new clients the way we used to.

Solution:

Our innovation sales intelligence platform for desktop and mobile users offers a successful, simple, easy, locally and time independent tool for reaching out to new clients.

Technology:

A predictive business database that analyses, visualizes and evaluates business parties and their relationships almost in real time

Potential:

Our market opportunity/potential lies in all clients/users of CRM software vendors, data providers, call centres, marketing consultants as well as business, social media platforms (LinkedIn, Salesforce, D&B).

INFORMATION

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