


Project Acronym:	<b>STEP</b> 
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**Study Visit Report at the FH JOANNEUM – University of Applied Sciences  
Graz, Austria**

**March, 4<sup>th</sup> – 5<sup>th</sup>, 2020**

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## 1. Introduction

The study visit was organised in combination with the Kick-off Meeting to act according to cost efficiency aspects. The aim of this study visit was to invite the top management of the partner universities to build ownership for the project and enhance awareness of social entrepreneurship. The partners were invited to regional and local business associations, to meet with local social entrepreneurs and receive insights on how to manage the implementation of social entrepreneurship measures by the local authorities

Another focus was to provide the as much information as possible to the PC partner representatives with a focus on different countries of the EU. Before drafting the agenda, the participants were asked beforehand which topics are essential for them it should be address in the different study visits.

Initially it was planned and agreed on to visit the [Science Park](#). However, due to the upcoming pandemic situation the management board of the Science Park decided to be unable to host any national or international guests for the near future. Due to this information, the 360°lab agreed to meeting the STEPup consortium with a very short notice.

## 2. Agenda

<b>Wednesday, 4<sup>th</sup> of March 2020 (Study visit 1)</b>		
<b>14:00 – 15:30</b>		
Social Business Club Styria	Science Tower Waagner-Biro Str. 100	Topic: Social Entrepreneurship Ecosystem in Styria
<b>16:00-17:30</b>		
Ideentriebwerk	Spacelend Neubaugasse 24 1 <sup>st</sup> floor	Topic: HOW TO- Successful Networking

<b>Thursday, 5<sup>th</sup> of March 2020 (Study visit day 2)</b>		
<b>8:30-10:00</b>	Elisabethstraße 50 b, Ground floor	Topic: Mentoring & ENT courses
Gründungsgarage		
<b>11:00-12:30</b>		
360° Lab	Engelgasse 3	Topic: Later stage





### 3. Social Business Club Styria

We kicked off with a study-visit at the [Social Business Hub Styria](#) by meeting the director Rüdiger Wetzl-Piewald. The Social Business Hub Styria is a social business incubator and offers a network for people who solve social challenges such as climate change or demographic change, issues of migration, education or the urban-rural gap in an entrepreneurial way. He gave inspiring insights into the ecosystem of social entrepreneurship in Styria, and how the different Social Business Hubs in Austria are organized on a national level within [SENA](#) and with international partners. He elaborated on how they approach and support SE for different target groups. He also pointed out, how the rural areas in Austria differ and suffer from the economic- and ecological changes and how they are promoting Social Entrepreneurship in rural regions to create perspectives for people facing difficult life situations. The STEPup consortium actively used this opportunity to engage with Mr. Wetzl-Piewald in a lively discussion.





#### 4. Ideentriebwerk

In the next study visit, the STEPup consortium were honoured to meet Denise Vorraber, member of the “[Ideentriebwerk](#)”. The Ideentriebwerk was founded in 2012 and is a non-profit honorary based society with about 28 members from different industries. Members are mainly students, but also entrepreneurs and founders. Together they have one mission: to connect the start-up scene. The service provided ranges from

- a.) organizing events which is separated into five categories like the monthly “Startup-Spritzer”, workshop “HOW TO”, discussions with experts “LET’S TALK”, “Startup Special”, and the “Start up Playground”
- b.) networking opportunities with mentors, investors and peers
- c.) preparation in form of a training for a pitch
- d.) sharing the Know-how about being a start-up

[Denise Vorraber](#) is a renowned pitch trainer in Austria has been recognized by the Forbes Magazine as one of the as “Forbes 30 under 30” most successful young leaders in the DACH region by the age of 23. In her presentation she explained her intrinsic motivation, the different step which came along and how she is supporting startups when they have to pitch themselves.





## 5. Gründungsgarage

The “[Gründungsgarage](#)” is an academic accelerator founded by the University of Graz, Technical University of Graz, as well as the Medical University of Graz. This organization has been presented by one member of the board, Bernhard Weber. The aim of the Gründungsgarage is to support students and researcher in the pre-founding phase to identify and develop their ideas and potentials.

In the presentation Mr. Weber is pointing out the importance of sufficient sponsors and partners to be able to run this organization and to offer the different services for the young entrepreneurs. However, their core service they offer to their students is their mentoring throughout the different stage in the founding face.







## 6. 360°lab

The programme of the [360°lab](#) is focussing on later stage acceleration for tech companies around the world. The supporting partners are located in Warsaw and Silicon Valley. Together they offer a network of venture funding and access to global test markets so that the companies get access to test the global markets by gaining global traction. The STEPup partners were amazed by the accelerator program how to turn within 360 days the success of companies 360° and how start-ups can get in touch with funding opportunities.



## 7. Concluding Remarks

After the four different study visits the STEPup consortium was excited by the different approaches as well as the motivation of the various organizations how startups and in particular social entrepreneurs' can be supported. Each representing STEPup partner picked up ideas which can be implemented in their Social Entrepreneurship Knowledge Hub within WP 3 & 4.

