

inno up

CHALLENGE DESCRIPTION

Österreich Werbung

As the national tourism organisation, it is a central concern of the Austrian Tourism to work together with all Austrian tourism partners to maintain and expand the competitiveness of Austria as a tourist destination. The ÖW thus makes an essential contribution to increasing the value added for the Austrian tourism and leisure industry.

Category:

Artificial Intelligence. As part of inno up, Österreich Werbung is looking for innovative start-ups whose AI-based solutions, services or technologies support potential guests in planning their individual vacation. The focus is on the following challenges, for which we are looking for cooperation:

- AI-based solutions, for example for the creation of (recommended/suggested) travel destinations, personalized travel routes, optimized travel times, automated cost calculation - or similar forms
- AI-based solutions to be used before, during and after the trip itself - for example for support, guest experience, inspiration, loyalty, etc.

Eligibility criteria:

In order to take part in the Austria Tourist Board challenge, your startup should meet the following criteria:

- your solution is at least PoC ready
- Ideally, there is already a proof of market
- Willingness to cooperate with the Austrian Tourist Office in Vienna
- Willingness to possibly collaborate with other finalists on an overall solution
- Working languages: German or English

Offering to the winning team:

Austria tourism offers the winning team:

- The winner will implement a pilot project for and with the industry together with the ÖW team.
- In addition to the implementation of a pilot project, the ÖW awards the winning team with prize money of 1,000 euros.
- The aim is to make the products and services of the winning start-up available to Austrian tourism companies in the long term.

Legal Disclaimer:

All natural and legal persons of full age are eligible to participate, provided they meet the above-mentioned participation criteria. Employees of Österreich Werbung and their relatives as well as public officials are excluded from participation.

Österreich Werbung defines a task (challenge) on the basis of which innovative start-ups register on an online platform via the project website www.inno-up.at. This platform is used to preselect eligible participants, which is then presented to the buddy company. The selection of the most suitable three (up to a maximum of five) startups for the final (pitch day) is then carried out by Österreich Werbung with the involvement of the coaches; the finalists will be informed via e-mail. In a final step, the ideas are finalized and presented. One or more winners can be chosen from the finalists. There is no legal entitlement to the conclusion of contracts or other business relationships between the participants/winners and Österreich Werbung. Likewise, there is no legal entitlement to a final and/or the determination of a winner. The participants will not receive any compensation for their participation.

The conditions of participation, parts of the process or even the entire process can be changed at any time. The changes will be announced in good time and published on the www.inno-up.at platform.

There is a possibility and participants expressly acknowledge that the research, development and other activities of the participants and Austrian Advertising overlap thematically. No claims arise from this for the participants. The participant registration is considered as an express consent to this disclaimer.