

innoup

CHALLENGE DESCRIPTION



As a representative of the interests of the Austrian trade, we support our member companies in their current challenges. We also see it as our task to keep an eye on future developments in order to support retailers as best we can on their way into the future. It is important for us to combine innovation with practical relevance. That is why the Federal Division of Commerce decided to launch a startup challenge for Austrian retailers this year.

Category:

Challenges related to the topic of climate protection and future legal requirements from the EU make the topic of ecological sustainability more and more relevant for retail. Therefore, the Federal Division of Trade is looking for innovative startups with supporting solutions and technologies for their member companies. The challenge focuses on the following two areas:

- **Supply chain monitoring:** The aim of the federal division is to provide an easy-to-understand and applicable tool that also enables smaller companies to keep an eye on and control their supply chain.
- **Circular economy** (disposal, recycling, packaging management): The aim is to find a practical tool for companies to help them implement efficient sustainability management.

Eligibility criteria:

To qualify for the challenge, your startup should meet the following basic requirements:

- Proof of concept: the basic feasibility of your project is at least proven
- Ideally market analysis (proof of market): market opportunities analyzed and evaluated
- Willingness to cooperate with the Bundesparte Handel and its member companies
- Willingness to work together with other finalists on an overall solution concept
- Working language: German (English)

Offer to the winning teams

One winning team will be chosen from the finalists for the challenge. The following benefits are offered by the federal division trade in the Austrian Chamber of Commerce:

- Prize money for the winning team of EUR 3,000 and for other finalists EUR 1,000 each
- Presentation of the startup or the innovation project as part of the 2023 trading day (date: September 27, 2023, Vienna) with well-known personalities from politics and business
- Media communication campaign by the WKO/Federal Trade Division
- Mention of the Federal Division of Trade as a reference

Legal Disclaimer:

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

The Federal Trade Division 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 the Federal Retail Division 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 the Federal Retail Division. 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 the participants expressly acknowledge that the research, development and other activities of the participants and the federal division trade overlap thematically. No claims arise from this for the participants. The participant registration is considered as an express consent to this disclaimer.