

Discover Vienna: ViennaUP 2025

Apply now and advance your startup journey at ViennaUP, a decentralized startup festival in the heart of Europe from May 8 to May 16, 2025.

Vienna Business Agency warmly invites the most promising startups from around the globe to an exciting week of innovation, collaboration, and boundless opportunities.

Discover Vienna aims to introduce you to Vienna's thriving business and innovation landscape and beyond. The program is designed for you to get to know Vienna's startup ecosystem, discover new opportunities, and connect to local and international ecosystem players, all of as part of **ViennaUP. The Startup Festival.**

ViennaUP

ViennaUP is a decentralised, community-driven festival, calling all innovators and visionaries from May 8 to 16, 2025 to the heart of Europe.

Last year, 15.000 participants from over 90 countries participated in diverse event formats such as conferences, pitching sessions, workshops, networking events, and fairs. The festival is initiated and curated by by Vienna Business Agency and delivered by our ViennaUP partner community.

You should apply if you want to

- **Connect and Collaborate:** ViennaUP offers various opportunities to connect with a diverse group of founders, investors, innovators, and experts and valuable networking opportunities.
- **LevelUP:** Immerse yourself in a hub of knowledge exchange, workshops, and talks designed to fuel your growth and foster new perspectives.
- **Explore a thriving hub for innovation:** Vienna has a strong presence in a variety of sectors and a supporting infrastructure. By participating in the Discover Vienna programme, you can explore the ecosystem and connect with local and international potential customers, founders, partners and investors during ViennaUP 2025.
- **Experience Vienna** first-hand with locals, ViennaUP participants and your peers joining Discover Vienna from all around the world.
- **Be flexible:** Create your own ViennaUP journey with workshops, fairs, events, pitches and networking relevant for you.

Who should apply?

We are looking for international startups (not based in Austria) that want to connect and interact with stakeholders from Vienna, Europe and beyond. Ideal candidates are startups not older **than 8 years**, have an impactful innovative solution, are beyond prototype stage and have already successfully launched in their domestic markets. We want to create an inclusive and barrier-free experience for everyone. If you need special assistance, please share your needs with us in the application form.

Coverage and Disclaimer

The programme will reimburse you for travel to Vienna (excluding local transport), accommodation in the city and 50% of event ticket costs for up to 800€ in total per startup. Traveling time can be any date between 8th and 17th of May. Additional programme points and reimbursement directive will be shared upon approval.

Eligible startups are all companies, that are not based or founded in Austria.

Please note that **ViennaUP** is a decentralized festival and is a mix of free, paid and application-based events. Selected startups need to arrange their tickets of their desired events individually. Vienna Business Agency does not provide tickets to all events, but can help in the registration process.

Criteria and application process:

All applications will be evaluated after the application deadline.

Selection criteria are based on the achieved traction, business model, motivation to participate and fit of the startup to the topics and events covered at ViennaUP.

Take advantage to explore great opportunities, build meaningful connections, and take your startup to the next level.

Curious to know more about ViennaUP 2025? See the [ViennaUP 2024 aftermovie](#) and follow us on www.viennaup.com for more.

Application open until 16.3.2025!

Contact

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