

INNOVATION TO COMPANY

Die Startup Challenge der WK Wien

CHALLENGE DESCRIPTION

CASINOS AUSTRIA

österreichische
LOTTERIEN

CASINOS AUSTRIA INTERNATIONAL

Win2day

winwin

tipp3

Casinos Austria and Austria Lottery Group

The Casinos Austria and Österreichische Lotterien Group is a national and international leading gambling company, which is at the highest level for games and entertainment. The responsibility towards each individual guest and participant is an integral part of (our) corporate culture. Absolute seriousness is the foundation of the company, whose commitment goes far beyond the statutory requirements. In addition, the Group is a sponsor in the areas of humanitarian, cultural, scientific, environmental and sporting activities.

The company group offers innovative solutions for all areas of gambling from a single source. Six business units are united under the umbrella of the company group. Casinos Austria (12 casinos in Austria with gastronomy and event locations), Austrian lotteries (lottery games from lotto "6 from 45" to rubbellos and Klassenlotterie), win2day (online gambling offer with classic lotteries, Casino winners, sports betting, poker room and bingo room), WINWIN (a total of 16 locations in Austria with video lottery terminals and gastronomy), sports betting with tipp3 in accepting positions and online via tipp3.at as well as Casinos Austria International (gambling segments outside Europe).

The Casinos Austria and Österreichische Lotterien Group has distinguished itself for many years by the recognition of trends, the rapid application of new technological possibilities, adaptation of business models as well as by own innovations. Player experience has long been multimedia in the business units of the company group - but there are new trends and technical possibilities that we want to offer to our customers both online and stationary. In particular, we would like to open up the virtual worlds of experience that can be achieved through digitalisation.

Category:

As part of the "Innovation 2 Company", Casinos Austria and Austrian Lotteries Group is looking for innovative start-ups from the fields of **Virtual Reality (VR)**, **Augmented Reality (AR)** and **Mixed Reality (MR)**. The solution can be used either in the terrestrial area in the Casinos or Video Lottery Terminal (VLT) Outlets of the company group, in more than 5,000 acceptance points of the lotteries or as a supplement for the online area or for the mobile applications of the enterprise group.

In concrete terms, there are several possible connecting points:

- Integration in the new service-app of Casinos Austria
- Integration in the service-app of Austrian Lotteries
- Integration in the gaming-app of win2day
- Integration in Point of Sales of Austrian Lotteries
- Add-on to the gaming platform of win2day
- Integration in the corporate website
- VR/AR/MR Experience Installation in the casinos or the VLT-Outlets

Eligibility criteria:

We are looking for:

- Start-ups (national or international) with an existing solution
- Already established start-ups
- You have a proprietary technology available as a prototype
- Your product is already on the market (in use)
- Working language German or English
- Openness to collaborate with Casinos Austria and Austria Lottery Group in Vienna

What that means for you?

Casinos Austria and Österreichische Lotterien Group offers the following services to the winner:

- Equity free prize of EUR 7.777.- (is distributed in equal parts in the case of several winners)
 - Possible perspectives:
 - Integration of your technology in the apps of our group with large number of users
 - Use of your technology for stationary customer experience in 12 casinos and VLT-outlets, which had 3 million visitors in 2016
 - Use of your technology in more than 5.000 POS of Österreichische Lotterien in Austria
 - Participation at the Innovation Award of the European Lottery organisation
 - Appearance, presentation & demo at Casinos Austria Innovation Day – incl. media coverage
 - Involvement in media activities of Casinos Austria and Austrian Lottery Group
 - Collaboration with product responsible management for best integration of the solution
 - Possible option: Co-Location collaboration and cooperation
 - Microsoft Cloud Offer of BizSpark Program
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Disclaimer:

All persons who fulfil the above-mentioned participation criteria are entitled to participate. Participation is barred to employees of Casinos Austria and Österreichische Lotterien Group and their families, as well as to public officials.

Casinos Austria and Österreichische Lotterien Group defines an assignment, on the basis of which innovative start-ups are registered via the project web site www.innovation2company.wien on an online platform (www.dealmatrix.com). The participants in question are pre-selected via these platforms, and are subsequently presented to the buddy company. The most suitable three start-ups are then selected for the final by Casinos Austria and Österreichische Lotterien Group with the assistance of the coaches; the finalists are notified by email. In the final stage the ideas are finalised and presented. A winner may be selected among the finalists.

No legal claims may be made in connection with the contracts concluded between the start-up and Casinos Austria and Österreichische Lotterien Group. Similarly, no legal claim may be made in connection with the final selection and/or nomination of a winner. The conditions for participation, parts of the process or even the entire process may be amended at any time. The amendments will be notified in a timely manner and publicised on the platform www.innovation2company.wien.

There is a possibility, and the participants expressly acknowledge, that the research, development and other activities of the participants and Casinos Austria and Österreichische Lotterien Group may overlap thematically. No claims of any kind may be made by the participants in connection herewith.

In registering for the competition, the participant gives his full consent to this disclaimer.