



# INNOVATION TO COMPANY

Die Startup Challenge der WK Wien

## CHALLENGE DESCRIPTION

# weekend VERLAG

### Weekend Verlag

The Weekend Verlag is run as an Austrian family business in the second generation. The flagship of our publishing house is the "Weekend Magazine", which is one of Austria's largest print media with a print run of about 1 million copies and is ranked first in the "Magazine / Magazine weekly" category as a participant of Austrian media analysis. In addition to numerous own print titles and online portals (in total 2 million unique clients), our "Corporate Publishing Unit" currently produces almost 40 customer and employee magazines in the offline and online sectors. As a special growth area, we also offer our customers additional sales-increasing, digital "out of the box" solutions.

Our advertising customers are regional, national and GSA entrepreneurs, who see the end customer as a target group for his products/services. Our customers (SMEs, national & international corporations) come from all sectors. With the possibilities of digitization, Weekend Verlag puts a stronger focus on optimizing the results of our advertisers especially in the online area & e-commerce. The main focus for our readers and our advertisers are primarily lifestyle topics such as living, motor, food & drink, vital & healthy, traveling, fashion & beauty, family, celebrities, watches & jewellery, electronics & entertainment.

## Category:

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With “Innovation 2 Company”, Weekend Verlag is looking for innovative start-ups in the area of **Smart Digital Commerce**, in particular in Ad-Tech, Funnel Optimization, Content Marketing, Big Data, Data Collection, Automatization, Digital Goods, Influencer Identification, etc. The solution may either be implemented in the existing systems and processes of Weekend, or may be used directly by our clients.

## Eligibility criteria:

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We are looking for:

- Start-ups (national or international) with an existing solution
- Already established Start-ups
- Your solution is at least as a market-ready prototype (ideally with first pilot customers)
- Working language German (preferred) or English
- Openness to collaborate with Weekend Verlag in Vienna

## What that means for you?

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Weekend Verlag offers the following services to the winner:

- Equity free prize of EUR 7.500.- (in Form einer Option\*)
- Use of the solution in our core market Austria
- Perspective for rollout with us in GSA-region
- For appropriate solutions and/or services, we provide media coverage and joint marketing in our channels in a total volume of up to EUR 100,000.-
- As a basis for a long-term cooperation, we offer, if necessary, an intensive cooperation (6 months), following the challenge, between the winner and our experts and managers

## Disclaimer:

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

Weekend Verlag defines an assignment, on the basis of which innovative start-ups are registered via the project web site [www.innovation2company.wien](http://www.innovation2company.wien) on an online platform ([www.dealmatrix.com](http://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 Weekend Verlag 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 Weekend Verlag. 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](http://www.innovation2company.wien).

There is a possibility, and the participants expressly acknowledge, that the research, development and other activities of the participants and Weekend Verlag 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.