



# DISCOVER VIENNA MANUFACTURING EDITION

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## Rules and Regulations

# Discover Vienna: Manufacturing Edition 2025

*powered by EIT Manufacturing East*

## Call for startups and scaleups

Apply by 4 April 2025, 23:59 p.m. CEST

## Discover the industry ecosystem in the city of Vienna, Austria

### I. GUIDELINES

EIT Manufacturing Impact Center (IC) East in partnership with the Vienna Business Agency (VBA) organises the “Discover Vienna: Manufacturing Edition – powered by EIT Manufacturing IC East” programme for thriving scaleups that have solutions in the realm of manufacturing technologies.

Vienna is well known for its human-centred approach in designing one of the most liveable cities in the world. The city has a long-lasting history of creativity and cultural heritage. With over 8,500 companies creating over 12.3 billion EUR revenue, the manufacturing sector enables future-oriented jobs and drives growth and innovation in the city.

Since the first edition of the “Discover Vienna: Manufacturing Edition” programme in 2021, 55 leading industry startups and scaleups from 17 countries have participated in the programme, and had the chance to meet and be introduced to more than 30 leading manufacturing corporates and partners, such as voestalpine, Infineon, Borealis, KTM, ENGEL, Kapsch, concircle, Atos, TTTech and many more. Along with the corporate sessions, the scaleups also had the chance to network with more than 4000 industry professionals during some of the main networking events of the ViennaUP festival, such as “aws Connect Day”, which had 1000 participants and many hundreds of matchmaking sessions in 2024, and “Manufacturing Day”, the leading event for industrial ecosystem during ViennaUP, which attracted over 400 corporates and startups.

Fast forward to 2025, the fifth edition of “Discover Vienna: Manufacturing Edition” is back and it will again take place during ViennaUP’25 – the biggest decentralised startup festival in Europe. This year’s edition of the programme is designed for scaleups in the manufacturing sector with a geographical focus on CEE countries. Teams and companies from the following countries are eligible to take part in “Discover Vienna: Manufacturing Edition 2025”: Austria, Croatia, Czechia, Hungary, Serbia, Slovakia, and Slovenia.



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Participants of Discover Vienna: Manufacturing Edition compete for dedicated support services provided by EIT Manufacturing East and the Vienna Business Agency. The dedicated support services are detailed as follows:

**Intensive programme in Vienna** during the ViennaUP'25 festival (**08.05.2025 – 16.05.2025**). The programme includes:

- Dedicated mentoring and coaching support with focus on business development provided by EIT Manufacturing East;
- Five days all-expenses-paid stay in Vienna during the ViennaUP'25 festival (teams based in Vienna excluded);
- Intensive access-to-market programme to get acquainted with the dynamics in the Austrian and Viennese markets provided by the Vienna Business Agency and EIT Manufacturing East;
- Deep dive sessions and introductions to leading Austrian industrial corporates;
- Free participation in leading networking events – “aws Connect Day” and “Manufacturing Day”
- B2B sales training by seasoned experts
- Visibility and international publicity through marketing & public relations efforts surrounding Manufacturing Day and Discover Vienna: Manufacturing Edition 2025

Startups that participated in previous editions of Discover Vienna are not eligible for the programme participation.

The programme aims to find the best solutions for sustainable, resilient, and socially impactful manufacturing. Winners will also gain access to EIT Manufacturing's pan-European innovation network and enjoy visibility and international publicity through EIT Manufacturing's and Vienna Business Agency's communication channels.

## II. ENTRY REQUIREMENTS

### II.1. Entry criteria

- Company should not be older than 8 years;
- Company must be incorporated in any of the following countries: Austria, Croatia, Czechia, Hungary, Serbia, Slovakia, and Slovenia;
- Applicants have to prove revenue traction (existing reference customers);  
The go-to-market strategy (incl. financial aspects) shall be disclosed.
- Submissions need to fit at least one of EIT Manufacturing strategic focus areas,

### II.2. EIT Manufacturing strategic focus areas

Submissions need to fit one of the following EIT Manufacturing strategic focus areas:

- **AI & data** – Enhance competitiveness thanks to smart automation and virtualisation solutions
- **Industrial metaverse** – Accelerate the setup of production lines or the training of operators



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- **Circular economy** – Unlock new business models addressing resource scarcity and environmental challenges
- **Net zero industry** – Achieve emission reduction targets through innovative solutions
- **Renewable energy** – Local grid integration to limit fluctuating energy prices and stay competitive

## III. APPLICATION AND SELECTION PROCESS

“Discover Vienna: Manufacturing Edition” will award applicants as selected by EIT Manufacturing East and Vienna Business Agency.

EIT Manufacturing East is responsible for coordinating and overseeing the application and evaluation process.

### Step 1: Submission

All applications must be submitted in English using the application form [here](#).

Only applications submitted through the online link (as noted above) before the deadline will be accepted and considered. No paper submissions will be considered.

Submissions will be accepted until the deadline on 4 April 2025, 23:59 CEST.

The applications will be evaluated after the submission deadline. In total, up to 15 startups and scaleups will be selected to participate in the programme and as soon as this number is reached, the application period will be closed.

The organizers reserve the right to extend the submission deadline. Any extension of the deadline will be communicated publicly on the call website.

### Step 2: Jury assessment

The evaluation and selection process of the “Discover Vienna: Manufacturing Edition 2025” call is designed to create an open, accountable, multi-step selection process based solely on the merit of the submitted applications. All submissions shall receive the same opportunity. No quotas shall be established.

Each eligible submitted application shall be evaluated by the jury which is nominated by the organiser. EIT Manufacturing East reserves the right to schedule with the shortlisted applicants an online interview.

During the selection, the jury members will individually evaluate each application according to the following main assessment criteria:

1. Addressed market needs/customer pain points;
2. Product/service innovativeness;
3. Value proposition (product/solution);
4. Market and competition;
5. Team, expertise, and entrepreneurial drive;
6. Strategic alignment to the strategic focus areas.



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The criteria can be rated from 1 to 5, where 1 is for “no fit” and 5 is for “excellence”. The maximum score per application is 30 points. Based on the collective results of the individual assessments, a deliberation meeting will be held to decide which applicants (up to 15) will be invited to join the programme.

### Step 3: Prizes and follow-up

For delivery of the prizes noted above, the following steps will be taken after closing the selection procedure:

- Signature of a support agreement. The mentoring and coaching programme will begin immediately upon signing the agreement and will include delivery of the programme.
- Delivery of support services by the EIT Manufacturing Business Development & Innovation team.
- Startup’s participation on-site for the “Discover Vienna: Manufacturing Edition” programme from 08 May to 13 May 2025.

## IV. INTELLECTUAL PROPERTY AND PUBLICATION RIGHTS

Participants retain full and exclusive ownership of their prior information and intellectual property rights. By submitting their application, participants affirm that they hold ownership or have legally secured the right to use all elements of the innovative product or service. Participants agree to indemnify and hold harmless EIT Manufacturing and/or any assignee or affiliate from any third-party allegations or claims of intellectual property rights infringement by the product or service of participants. Participants shall have the right to further develop, use, and license their intellectual property rights for creating, making, marketing, and distributing products, services and technology. By submitting their application, winners agree to the possible inclusion of their product or service in any media coverage by EIT Manufacturing and its partners, such as press releases or publications. Also, all winners and finalists agree that their personal data, such as their names and affiliations, pictures, videos, and sounds may be used for such purposes by EIT Manufacturing and its partners.

## V. DATA PROTECTION

The sole purpose of the collection of data is to verify the eligibility of the submitted products or services and to identify the best projects/companies. Participants will provide name, postal address, email address and telephone number ("personal data") only for the purposes related to execution of the competition. EIT Manufacturing will process the submitted material according to the European General Data Protection Regulation (GDPR). Participants have the possibility to indicate that EIT Manufacturing may grant access to parts of their submission to trusted investors and partners. The application submission and evaluation process will be done via Submittable (<https://www.submittable.com/>), an online submission management tool by Submittable Holdings, Inc.

**YOUR CONSENT TO THE USE OF SUBMITTABLE AS SUBMISSION AND EVALUATION TOOL:** By submitting your application within this challenge you implicitly state your consent to the Terms and Conditions as well as the Privacy policy of Submittable. **YOUR CONSENT TO THE USE OF PERSONAL DATA:** By



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submitting your application within this competition you consent that EIT Manufacturing will collect, transfer, process, store and delete your data in accordance with the aforementioned conditions.

## VI. ACCEPTANCE OF RULES AND REGULATIONS

By submitting the application form, the participant agrees to the Rules and Regulations, which form part of the submission. Participants agree that they have no legal entitlement to a prize. EIT Manufacturing reserves the right to make reasonable amendments to these Rules and Regulations. Amendments and additions to these Rules and Regulations shall be valid only if communicated in writing or otherwise made available to the participants. Any deviation from these Rules and Regulations can only be made in writing and signed by an authorized representative of EIT Manufacturing and the participant. These Rules and Regulations are governed by the laws of Austria. Any disagreement or dispute which may arise in connection with these Rules and Regulations which cannot be settled amicably will be brought before the courts in Vienna, Austria. To the maximum extent permitted by law, under no circumstances and under no legal theory whether in tort (including negligence) contract otherwise shall EIT Manufacturing, any of its Impact Centres or affiliates be liable for any special indirect, punitive, incidental, or consequential damages, including loss of profit. The liability of EIT Manufacturing shall in any case be limited to 1.000 EUR.

## VII. ORGANISERS

### EIT Manufacturing East

[EIT Manufacturing](#) is supported by the [European Institute of Innovation and Technology \(EIT\)](#), a body of the European Union. It is one of eight innovation communities within the EIT. EIT Manufacturing's main goal is to bring European stakeholders focused on manufacturing together in innovation ecosystems that add unique value to European products, processes and services and inspire the creation of globally competitive and sustainable manufacturing. EIT Manufacturing brings together more than [80 organizations](#) (universities, research institutes and business).

[EIT Manufacturing East GmbH](#) is one of the five Impact Centers (IC) of EIT Manufacturing, located in the Technology Center Seestadt in Vienna, Austria. IC East serves seven countries in Central and Eastern Europe: Austria, Croatia, Czechia, Hungary, Serbia, Slovakia, and Slovenia, of which six are EIT RIS eligible countries, being considered emerging and moderate innovators according to the European Innovation Scoreboard. IC East works in close cooperation with its eleven full members from industry, research and academia: the Czech Technical University in Prague, Industry Innovation Cluster (IIC), Jožef Stefan Institute, Kolektor, Magna, Pannon Business Network, the Slovak University of Technology in Bratislava, the Technical University Vienna, and voestalpine High Performance Metals, and its network partners Additive Manufacturing Austria, EuroCC Austria, invest.austria, Platform Industry 4.0 Austria, Start:up Slovenia, Vestbee and the Vienna Business Agency. EIT Manufacturing East is additionally supported by three Austrian Ministries (Federal Ministry Climate Action, Environment, Energy, Mobility, Innovation and Technology; Federal Ministry Digital and Economic Affairs; Federal Ministry Education, Science and Research) as well as the Austrian Research Promotion Agency (FFG).

EIT Manufacturing — Making Innovation Happen!



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## Vienna Business Agency

The [Vienna Business Agency](#) supports local and international companies in all phases of their business development, providing advice on all corporate issues and helping expats get up and running in Vienna. Anyone wanting to found a company, startups, sole traders, domestic and international small and medium-sized enterprises or corporations will receive all the information they need. As the location agency of the City of Vienna, the Business Agency helps with funding, business premises, an office, free advice, workshops, networking, and the search for new partnerships.

The Vienna Business Agency was founded in 1982 as the Vienna Economic Development Fund (Wirtschaftsförderungsfonds) by the City of Vienna, the Vienna Chamber of Commerce, the UniCredit Bank Austria AG (formerly the Zentralsparkasse) as well as the Erste Bank der Österreichischen Sparkassen AG (formerly the Erste Österreichische Sparkasse).

Initiated by the Vienna Business Agency, [ViennaUP'25](#) is a decentralized community-driven festival in the heart of Europe, shining a light on what the future of technology holds. Together with its contributing partners, ViennaUP creates a unique interconnected experience for startups, investors, tech enthusiasts, creatives, and visionaries. ViennaUP'25 is about creating meaningful connections and starting first conversations with smart minds. Participants have the opportunity to dive into hotly discussed topics across different industries, expand their international network, and get inspired by the Viennese startup scene - one of the most diverse and fastest-growing startup communities in Central Europe.

## For any questions, please reach out to:

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