

# ORF.at



Foto: ORF

Foto: ORF

ECONOMICS

## Inventive spirit in Vorarlberg great

**Some Vorarlberg companies, such as Doppelmayr or Blum, have become world market leaders with their innovations. The development spirit still exists in Vorarlberg, only the way the ideas are implemented has changed a little. Nowadays, small start-up companies are pushing into the market.**

21.04.2023 19.36

Johannes Moser proves how successful you can be with a start-up. With three friends, he sold a start-up for data flow analysis for a reported 100 million euros, there is silence about the exact price. "Every start-up has a different history. But what unites everyone is that you need motivation, courage and a certain ability to suffer," says Moser. "The start-up world is very glorified, but there is always a risk. Statistically, one in ten start-ups manages to be successful," he adds.

Vorarlberg today, 21.4.2023

## Vorarlberg as a country of innovation

Vorarlberg has always been a country of innovation. As a result, some companies have even become world market leaders. The way ideas are implemented has changed. Small start-up companies surprisingly come onto the market and are very successful in their activities.

Video no longer available for legal reasons.

Moser is not looking for ideas, but the problem. "There are product management philosophies that say you should not fall in love with the product, but with the problem. Then there is also no danger that you glorify the idea too much and develop something past the market.

## Good cooperation is important for innovation

The start-up state of Vorarlberg is getting more and more underway, the Vorarlberg University of Applied Sciences, among others, is responsible for this. There you help the boy with networking. "Innovation can only happen if you work well together. It is important to share your idea with as many people as possible and get feedback. This is the principle of co-creation," explains Magdalena Meusburger from the start-up room of the Vorarlberg University of Applied Sciences.

In addition to the university of applied sciences, the next innovation space is being created in the campus area. Thousands of square meters in the old industrial halls are filled entrepreneurially. The interest in it is diverse. "Everything from gastronomy to the classic creative industries to the chess club was there," says Theresa Bubik from Campusväre. The conversion is scheduled to start in autumn.

## Risk capital is missing in Vorarlberg

For start-up entrepreneur Jodok Batlogg, Vorarlberg is one of the most privileged places to live in the world. Although Vorarlberg has a very good economic management, there is a lack of venture capital. "But if we have around 300 million euros for the tunnel spider in Feldkirch, it is certainly also possible to raise very high amounts for innovation," says Batlogg.

## Jodok Batlogg on start-ups

The Klima Tech founder Jodok Batlogg talks, among other things, about the Vorarlberg start-up scene and where there are still problems everywhere. He also reports what start-up companies do, from which domestic companies can also benefit.

Video no longer available for legal reasons.

From Batlogg's point of view, start-up entrepreneurs need freedom, support and the understanding that their work is a valuable contribution. It is also very important to make the scene international.

A problem in the start-up scene has grown in the past. Men would have given men money. "We need to invest more in female entrepreneurs. I believe that the innovation is at least equally good, if not the other way around. We have a lot of catching up to do here," says Batlogg.

red, vorarlberg.ORF.at