

ViennaUP 2025

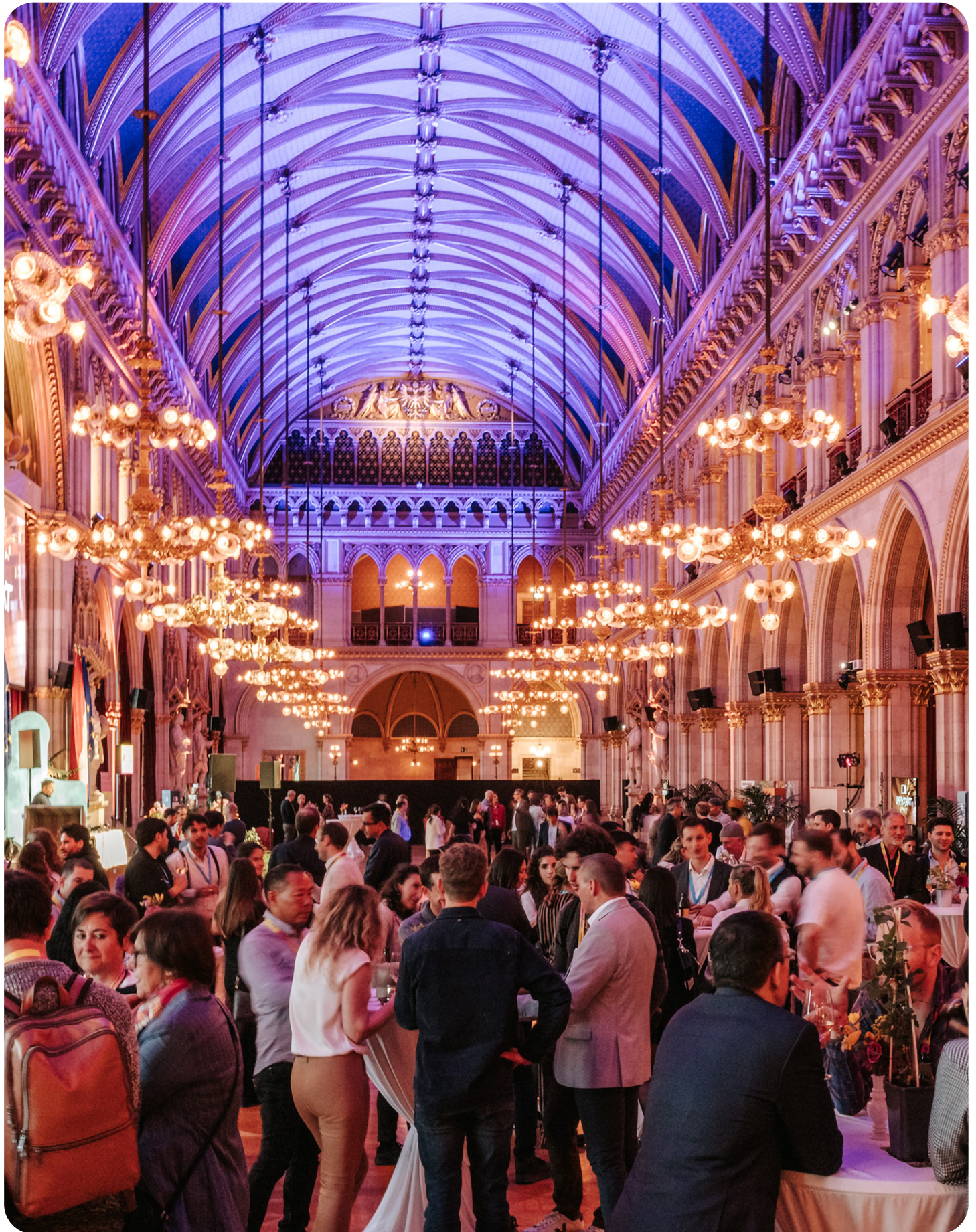
Final Report



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Executive Summary

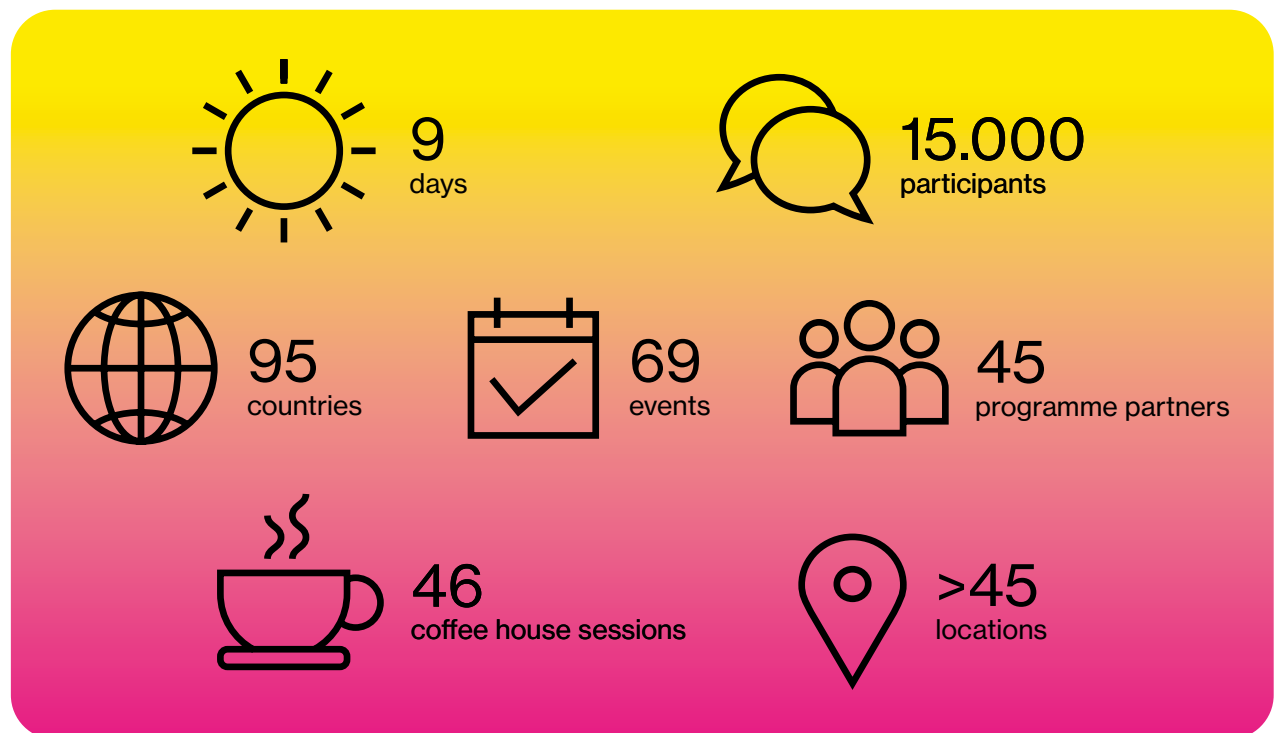


ViennaUP 2025 took place between 8 and 16 May in Vienna.

Five years ago, the Vienna Business Agency set out on a journey to build something that would become more than just another startup conference. The goal? Opening up Vienna's startup and innovation scene to the world, while remaining true to the city's spirit – dynamic, collaborative, diverse.

Now in its fifth edition, ViennaUP has become one of the most important startup festivals in Europe, and has helped cement Vienna's position as a buzzing technology and innovation hub. By combining international reach with a strong local network and a unique festival format, ViennaUP 2025 once again turned the city into a focal point for founders, investors, creatives, and changemakers from around the world.

The following report offers a concise overview of the activities, partnerships, outcomes, and impressions that defined ViennaUP 2025.



Bringing the ecosystem together

ViennaUP continues to succeed because of its collaborative approach. This year, 45 programme partners contributed to a diverse and future-facing event line-up, supported by key strategic partners – the International Offices of the City of Vienna and the Viennese branch of the Federation of Austrian Industries (*Industriellenvereinigung Wien*). The city's strategic economic priorities were front-and-center at many events, including those co-hosted by the Vienna Business Agency, showcasing Vienna as a future-ready smart city, supporting the creative industries, and enabling sustainable business.

Results from the ViennaUP 2025 participant survey:

- 95% of participants would recommend ViennaUP to colleagues or friends
- 91% of participants rate the decentralized format as good or very good
- 92% rate the business location Vienna positively

Garnering global attention

The comprehensive outreach campaign – including a strong paid and editorial media presence – put ViennaUP on the map in key markets, particularly in Central and Eastern Europe. The result: impressive attendance figures, rising internationality, and deep engagement.



Key digital communication results:

- more than 600.000 unique visitors on www.viennaup.com – an increase of 20% in comparison to the previous year (January to June 2025)
- 44.501.505 impressions across the digital campaign and social media (including organic and sponsored posts of the ViennaBusiness and Vienna Business Agency channels, as well as employee posts)
- 19.572.664 impressions and 335.768 clicks generated by the digital campaign across the CEE region
- 22 ViennaUP newsletters delivered to 8.110 subscribers – an increase of 41% between January and June 2025
- 316 social media posts
- 598.416 clicks from the digital campaign
- 3.435.374 impressions and 535.737 interactions from media cooperations (of which 2.026.431 impressions and 130.453 interactions in the CEE)

An authentically Viennese experience

Beyond the main events, ViennaUP offered participants the chance to experience the city in meaningful ways – not as passive observers, but as part of a vibrant, welcoming community.

The ViennaUP Homebase at Karlsplatz became a daily hub for exchange, with local food, drinks and live music. The Café Spaces revived the Viennese tradition of intellectual gatherings, while Coffee House Sessions and select side events allowed for in-depth conversations with thought leaders and investors in more intimate formats.

The ViennaUP impact analysis, conducted by independent research institute Economica, will provide a deeper evaluation of the festival's short- and long-term effects on Vienna as a business and innovation location. The full report is expected by the end of 2025.



At the Festival – Partners, Events, Attendance



From the very beginning, ViennaUP was created by the community, for the community – a collaborative platform designed to amplify what Vienna’s innovation scene already does best. That spirit remained central in 2025. ViennaUP brought together key players from across sectors, united by a shared belief in Vienna’s potential as a startup and innovation hub.

Like in previous years, ViennaUP received financial support from the International Offices of the City of Vienna and the Viennese branch of the Federation of Austrian Industries (Industriellenvereinigung Wien). The close collaboration with the International Offices of the City of Vienna positions the city as an attractive hub for innovative startups and the ViennaUP Festival as a key event in the CEE region. What’s more, the proximity to major industrial players ensures that agile startups and established players in the region work together on smart city solutions and present Vienna as a progressive technology metropolis.



45
programme
partners



51
events



18
side events



45
locations

The ViennaUP 2025 programme partners



The ViennaUP 2025 supporting partners



Programme

The programme is ViennaUP's beating heart. 45 programme partners each contributed their expertise, networks, and thematic focus. Events ranged from founder meetups to global summits, and from deep dives into smart technologies to inclusive leadership panels – all structured around core thematic tracks: *Venture, Collaborate, Transform, Level Up, and Connect*.

Among this year's standout events were the Connect Day, which once again brought over 1.500 startups and corporates into direct dialogue through structured matchmaking; the Impact Days, hosted in the magnificent Vienna City Hall, which spotlighted purpose-driven entrepreneurship; and the Startup World Cup, which positioned Vienna within a global innovation network.

The Vienna Business Agency also hosted several flagship formats. Creative Days explored intersections between the cultural and tech sectors, attracting international creatives, curators, and producers. Smart City Summit convened experts and city-makers to tackle the challenges of urban sustainability. Salon Future brought together decision-makers from innovation ecosystems across Europe to exchange perspectives on the future of entrepreneurship. Meanwhile, Coffee House Sessions provided an intimate, highly curated networking experience, inviting participants to meet and exchange with leading investors and ecosystem enablers in small groups across the city.

In addition to curating the agenda and advising partners, the ViennaUP team supported programme partners with funding, location scouting, and production resources, thus ensuring a high-quality, well-integrated festival experience.



Participation and reach



15.000
participants



95
countries



25+
international delegations



1.826
personal touchpoints

ViennaUP 2025 brought together 15.000 participants from 95 countries, all meeting in the heart of Europe. Events took place in more than 45 locations throughout the city, with startups, investors, tech enthusiasts, and creatives gathering for a wide range of formats, from intimate roundtables to large-scale conferences.

More than 25 delegations were hosted in partnership with Advantage Austria and other collaborators, among them founders, policymakers, and ecosystem builders from CEE countries and beyond – highlighting Vienna's growing role as a regional connector.

As in previous years, incoming programmes like the [Vienna Startup Package](#) and [Discover Vienna: ViennaUP Edition](#) brought selected international startups to the city, offering tailored support, curated access to Vienna's startup ecosystem, and hands-on insights into the business location.

According to the participant survey:

- 97% of participants were satisfied with the topics covered at ViennaUP events
- 95% of participants would recommend ViennaUP to their colleagues & friends
- 92% of participants rate Vienna positively as a business location
- 91% of participants find the decentralised format good or very good

"From strategic connections to practical pilot opportunities, Vienna proved itself as a place where bold ideas can take root and scale across Europe. Let's see what the near future will bring – we are excited to build on the relationships and momentum sparked here."

Mart Viilipus, Grab2Go

During the festival, the Vienna Business Agency team recorded 1.826 touchpoints with people and ventures interested in relocation, partnership, or soft-landing support.

Pre-festival campaign: Vienna in the startup spotlight



The ViennaUP 2025 campaign was designed to tell a clear story. Whether or not audience members ultimately attended, they learned that Vienna is a place where ideas can grow, connections are meaningful, and the city itself becomes part of the experience. By combining editorial storytelling, a global digital campaign, media cooperations, and on-ground branding, the promotional efforts made the festival impossible to miss. Vienna was not just the location of the festival – it was showcased as a promising business destination.

The campaign spanned multiple channels, formats, and languages. It targeted founders, investors, and innovation professionals across Europe and beyond. While each element served a different function, from awareness to event registrations, the shared goal remained to position Vienna as a startup city that is open, collaborative, and alive with possibility.



44.501.505
impressions



600.000+
unique website visitors



752.309
interactions and clicks



The digital campaign

Core messaging placed Vienna in the spotlight as a city of real connections and meaningful encounters, and showed the diversity and dynamism of the festival experience. Urban quality of life, creative energy, and collaboration were central themes. Real testimonials from previous ViennaUP editions were used to build trust and relatability, while clear targeting helped reach potential visitors from key markets across Europe, especially the CEE region, and beyond.

The campaign ran between 28 February and 4 May 2025, primarily on platforms such as LinkedIn, Facebook, Instagram, Google, and YouTube; display ads were also placed strategically in relevant online media.

The editorial layer

Editorial content complemented the digital campaign by offering narrative depth. By highlighting festival news, events, testimonials, and more – on social media, through newsletters, the ViennaUP website, and earned features – the public was provided insight into Vienna's innovation landscape. Both corporate influencers from the Vienna Business Agency and ViennaUP partners helped extend the reach even further through their own networks.

Out-of-home advertising

To ensure strong local visibility, communication efforts extended into Vienna's streets. From branded tram cars to digital screens and posters in U-Bahn stations, the out-of-home presence not only helped promote ViennaUP to residents but also made the city itself feel like part of the festival. This layer helped build recognition among the Viennese while reinforcing ViennaUP's identity as a city-wide experience.



Branding

The ViennaUP Homebase at Karlsplatz once again became the heart of the festival's visual identity. At other events and locations, branded items such as roll-ups, stage backdrops, themed giveaways, and more ensured a cohesive and recognisable look. Key elements – such as the ViennaUP horse, colour scheme, and playful graphic language – were consistently applied, contributing to both photo-friendly moments and intuitive wayfinding throughout the week.



Media cooperations

To strengthen ViennaUP's presence in key markets, the campaign was supported by strategic cooperations with local and international media outlets. The festival's visibility was significantly bolstered across the CEE region due to the support offered by the International Offices of the City of Vienna. These collaborations helped target startup and business audiences with relevant, context-rich stories in their native languages, building awareness in a way that paid ads alone could not.

Vienna media partners and influencers:

- Trending Topics
- der brutkasten
- Trend
- Falter
- Florian Kandler, Der Pitch Doktor (2 Minuten 2 Millionen)

International media partners and influencers:

- Sifted (UK)
- The Review (Poland)
- Klix.ba (Bosnia & Herzegovina)
- The Recursive (Bulgaria)
- Budapest Business Journal (Hungary)
- Forbes Romania
- Forbes Czechia
- Bloomberg Adria
- Stella Korosec (Slovenia)

Special focus: The Viennese experience



Once participants arrive in Vienna for this decentralized festival, the city itself becomes part of the ViennaUP experience, shaping encounters, conversations, and impressions. Whether through curated cultural moments, informal meetups, or spontaneous exchanges in the middle of the city, ViennaUP invites its guests to engage with the place not just as visitors, but as temporary locals.



The Homebase

Located in emblematic Karlsplatz, the ViennaUP Homebase once again served as a central meeting point and anchor for the festival community. Throughout the week, it hosted special activities – from networking formats to informal drop-ins – all set against the backdrop of one of Vienna's most vibrant public squares. The Homebase allowed guests to connect, recharge, and regroup in an accessible, welcoming atmosphere.



Music & Food

Every day at the Homebase, visitors could enjoy a rotating selection of innovative, local vegan food and Viennese wine, as well as live performances by Viennese artists. From mellow sets to more energetic evening acts, music added a relaxed rhythm to the week. This combination of culinary and cultural programming helped turn casual stops into lasting memories and created the kind of spontaneous encounters that define the ViennaUP atmosphere.



Café Spaces

As part of the festival experience, several Viennese cafés became temporary meeting spots, blending the city's coffeehouse culture with the energy of the startup world. Trude & Tocher, Café Schwarzenberg, and the Goldener Papagai transformed into informal meeting points where attendees could hold one-on-one chats, work between events, or simply enjoy a beverage for free.



Side Events

Complementing the main programme, 18 side events offered additional touchpoints for specific audiences and communities. Curated by ViennaUP partners and independently organised, these formats added breadth and diversity to the week – whether through workshops, dinners, guided tours, or themed meetups. They also provided opportunities for smaller-scale, topic-driven dialogue across the city, while introducing attendees to important organizations and initiatives.

Looking towards the future





ViennaUP 2025 reaffirmed what sets the festival apart: a decentralised format built around partnerships with key local actors that allows for focus without fragmentation, and a city that becomes part of the story. This approach will remain central as ViennaUP continues to grow, creating space for meaningful encounters across formats, disciplines, and geographies.

As we look ahead, feedback suggests that the elements that define ViennaUP – the collaborative spirit, the blend of structure and spontaneity, and the strong support for the local ecosystem – continue to resonate. For many participants, the festival is not just a place to attend, but a space to connect, discover, and return to.

A full analysis of the festival's 2025 impact will be available in late 2025, when an independent analysis from *Economica* is published. This evaluation will offer additional insights and help guide the way forward.

