



ViennaUP

The Startup Festival

8.5.–16.5.2025

hosted by
ViennaBusiness

Meet Vienna, innovation and technology hotspot

ViennaUP is one of Europe's largest startup events, returning with a bang in 2025. Decentralised across the city and populated by the local and international innovation community, it is a catalyst for connection, where founders, investors, and creative minds gather to spark revolutionary ideas. Initiated by the Vienna Business Agency and hosted by [ViennaBusiness](#), ViennaUP greets attendees with a gloriously diverse array of events. The festival provides an inspiring, accessible, authentic, experience for visitors new and old. Participants are invited to challenge boundaries, share breakthrough insights, and dive deep into the diverse Viennese startup ecosystem.

A uniquely cooperative city initiative

Nearly uniquely among large startup festivals, ViennaUP is a non-profit initiative by the City of Vienna that has put Vienna on the map as an innovation and startup hub. First initiated by the Vienna Business Agency, a service of the City of Vienna, in 2021, the festival is a collaboration across the entire Viennese startup and innovation ecosystem, whose success is a testament to the power of cooperation.

The idea for the festival was born in 2019 as a way to make the swiftly growing startup ecosystem more visible around the world. At that time, the city's first *unicorns* (startups with a valuation of over 1 Billion euros) were emerging, and many organisations were holding individual, international startup events. The Vienna Business Agency had long provided startup services such as consultations, training, funding. It soon realized that, as a network enabler, it could help bundle partners' events and support the whole community in making a bigger international splash.

Thus was ViennaUP born. Taking place for the first time in 2021 (online due to Covid), the festival featured a highly visible brand and an exciting, partner-led programme. Local and international programme partners propose events, which are then curated by the Vienna Business Agency to create an exciting festival experience. Decentralised and community driven, it brings in international event formats while also allowing an authentic representation of the Viennese ecosystem's strongest sectors: sustainability, life sciences, production and manufacturing, culture and creativity, and more.

Now in its fifth year, ViennaUP is listed by StartupBlink as one of Europe's top 3 best startup festivals, and continues to be a case of shining brighter together. The close-knit Viennese startup community unites with exciting international startup and investment formats to inspire and connect right here in the Austrian capital.

Bringing idealism back to business

Startup ecosystems are one of contemporary society's most essential vectors for innovation. They are vehicles for imagining, building, testing, and scaling brilliant ideas that solve transnational challenges. At ViennaUP, as in Vienna, we prize diversity in programming, with events that cover a range of topics and sectors.

Diversity, inclusion, impact, and fairness are core values of the festival and key criteria for event participation in the festival programme. It is more important than ever to spotlight the ways that startups can be a driving force to make the world a better place. Here just a few events that are all about turning impact ideas into reality:

- Impact Days by Impact Hub
- Smart City Summit by Vienna Business Agency
- Creative Days by Vienna Business Agency
- INSIDEOUT Summit by tech2impact
- Lead Today. Shape Tomorrow. by Female Founders
- The Green 100 by the Austrian Climate and Energy Fund
- Salon Future by Vienna Business Agency
- Vienna Planet Fund Info Brunch

What to expect in 2025

ViennaUP 2025 is designed as an interconnected innovation journey that blends in-person energy with digital reach. Participants can expect a nine-day programme of workshops, conferences, pitch sessions, and networking opportunities, as well as a complementary series of exciting side events produced by trusted collaborators.

Five thoughtfully designed programme tracks support programme navigation:



Venture. Connect with investors, explore funding strategies, get insights about the entrepreneurial journey directly from successful founders, and, of course, pitch your own grand idea.



Collaborate. Experience the magic of collective creativity – dynamic discussions, supercharged brainstorming sessions, and the kind of breakthrough ideas that truly make a difference.



Transform. Step into the future of innovation; we're talking all things cutting-edge technology, disruptive concepts, and the kind of visionary approaches that change companies, industries, and the world.



Level Up. Accelerate your personal and professional growth through diverse workshops, networking sessions with industry leaders, and hands-on skill-building opportunities.



Connect. Build connections that really matter – by meeting like-minded innovators and change-makers, all in a context that goes beyond the traditional exchange of business cards.

A festival to make your own

Participants can shape their festival experience to fit their interests. By picking and choosing the most relevant events, they get to maximise their learnings and build the right connections.

The **ViennaUP Homebase** at Karlsplatz is the central meeting point for all festival participants, providing a bubble-bursting networking space for all festival participants. While the Homebase is open to all festival goers every afternoon and evening of the festival, special events, tours and musical performances will round out the experience.

Participants will also be welcomed in the **ViennaUP Café Spaces**. These are traditional and contemporary cafes in Vienna where those with festival wristbands can enjoy a free coffee, tea or soft drink. Festival goers can use this opportunity to meet up with others, get some work done or just soak up Viennese vibes.

The **ViennaUP Coffee House Sessions** are returning in 2025, giving entrepreneurs a chance to get advice, pitch their startups, and expose their ideas to potential investors and other multipliers.

How to attend

ViennaUP is comprised of many events hosted by trusted partners. This enables diversity, and means there's no one golden ticket—each event requires its own separate registration. Participants use the programme page to find all the details and sign up for events and workshops that pique their interest. Tickets go fast!

Last year at a glance



15.000
participants



60
programme partners



70
main events



97%
would recommend
ViennaUP to others



3
Viennese
coffee houses



33
venues, spread
over 11 districts

ViennaUP through the eyes of...

Gabriele Tatzberger | Head of Startup Services, Vienna Business Agency

Over the years, ViennaUP has proven that it's so much more than just a festival – it stands as proof that a tight-knit, diverse community can transform big ideas into tangible impact. This is why innovators from across the globe choose to return to the city – to share insights, forge connections, and to experience what the vibrant Viennese startup scene has to offer. We can't wait to welcome them in 2025!

Ankit Kumar | Shoegaro Fashion Private Limited, India, ViennaUP attendee

ViennaUP has provided a unique platform to explore Austria's thriving startup ecosystem and helped me in gaining the insights that how Vienna and Austria could be our gateway to Europe, with its extensive startup support ecosystem, which I found best in whole of Europe.

More information about the festival is available at www.viennaup.com.

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