

**SEARCHING FOR YOU!****NEXT FLOOR TECHNOLOGY FOR TOURISM ACCELERATOR**

**THE NEXT FLOOR TECHNOLOGY FOR TOURISM ACCELERATOR IS INVITING HIGHLY MOTIVATED AND COMMITTED ENTREPRENEURS TO ITS START-UP ACCELERATOR PROGRAMME.**

**THE 2<sup>nd</sup> CALL FOR THE ACCELERATOR PROGRAM IS NOW OPEN UNTIL JULY 14<sup>th</sup> 2019!**

We are focused on technology innovations with an application in travel and tourism. This covers a wide field from FinTech, Blockchain, AI, Data Management, Health Care, Robotics to Smart City/Region and Mobility. Are you developing a product or service that can revolutionize how people travel and spend leisure time?

Welcome to the Next Floor Technology in Tourism Accelerator! The Accelerator Program will help you to take your startup to the next level. Our experienced Accelerator team, a wide network of mentoring tourism experts and over 200 potential investors will work with you on scaling your company. You will be connected to companies from the tourism industry with matching need for your innovation. Corporate/Startup Collaboration is the key to a successful market entry or cross-border expansion. i

The Next Floor accelerator program is based in Salzburg, Austria. All start-ups receive 12 weeks of professional tourism business training including access to our mentors, investors and a wide range of potential strategic industry partners,

All organizations must be leveraging technology to address problems in:

- Digitisation (with an emphasis on tourism and travel)
- New tourism concepts
- Medical tourism
- Nursing Care (with an emphasis on tourism and travel)
- Innovative staffing concepts (with an emphasis on tourism and travel)
- Sustainability (with an emphasis on tourism and travel)
- Strategies in dealing with the limits of growth (Traffic collapse, erosion of municipalities)
- Mobility (with an emphasis on tourism and travel)
- Fintech (with application in tourism and travel)
- Blockchain (with application in tourism and travel)
- AI, Bots, Analytics and Algorithms - We love Deep Tech! Send us all you've got!

We define tourism as everything related to how people spend their leisure time away from home. So if your idea does not fit in the categories above, but you still think, it might fit in a broader sense - or if you think, your innovation might have an application in tourism - give it a shot. Submit!

**HERE IS WHAT YOU GET:**

- 3 months of tailored and interactive curriculum and program (services)
- Live feedbacks from mentors/advisors and potential investors
- Support to find Proofs of Concept / Pilots opportunities with customers
- If your product or service is already in the market, support in accessing potential strategic corporate innovation partners, new customers and cross-border markets
- Free testing of your product or service in the lab and field
- Support from our behavioral economist team to leverage the maximum out of your data
- The opportunity to sit down with potential buyers, commissioners, resellers and distributors to develop a strong value proposition and business model
- The chance to pitch your Startup to the Next Floor Investors network and its associated partners
- Introduction to potential financial corporate partners.

**COST**

- No equity requirements for base program
- Additional services like post acceleration support (i.e. business development, behavioural economics,...) are not included in the program and might require equity or fees.
- 900,- EUR down payment after the selection, before entry into program to reserve your slot. 75,- will be refunded per visited block event (max 450,-). No-shows are not eligible for refunds.

**ELIGIBILITY CRITERIA TO APPLY**

- You are a startup with 2 to 3 founders
- no more than 3 years have passed since formation of your company or a mayor pivot
- You are developing an innovative product or service that matches the focus of the accelerator (see above)
- Your innovative idea is technically and commercially feasible
- You have an interest to develop and commercialize your product at European and/or global level
- Applicant must be able to communicate (read and speak) in English

**TIMING**

- 14<sup>th</sup> of July 2019: Deadline to apply with a full application
- 18<sup>th</sup> of July 2019: if you are pre-selected, pitch your project in front of the Tourism Accelerator committee
- 1<sup>st</sup> of August 2019: Announcement of results (8 to 12 companies will be selected)
- 18<sup>th</sup> of September 2019: Companies enter the Accelerator and services start
- The program ends with demo day on 27<sup>th</sup> of November 2019

**STARTUP SELECTION**

Startups will be evaluated along five main criteria:

- Innovativeness of the start-up
- Sustainability
- Start-up team
- Business model
- Business Plan

**HOW TO APPLY**

- Applications shall be sent in pdf format, before 14<sup>th</sup> of July 2019, to [startup@next-floor.at](mailto:startup@next-floor.at) - our team will handle your information with the utmost care.
- Please send the following information: Pitch deck (no more then 20 slides), please include KPIs, team, time line (past – future), funding received, ownership structure, contact information.