

April - June 2024



TECHHOUSE

# ELEVATOR

THE ACCELERATOR PROGRAM  
BY TECHHOUSE & BLUE MINDS  
COMPANY

THE BLUE  
MINDS  
COMPANY

TECHHOUSE

Conducted through EDIH INNOVATE, funded by FFG, EC, BMAW

# PURPOSE

## Partners



## DIGITAL TRANSFORMATION IN THE ENERGY SECTOR

[THI TECHHOUSE GmbH](#) and [The Blue Minds Solutions](#) are partners in a funding project: the [European Digital Innovation Hub INNOVATE](#).

As part of this funding project, TECHHOUSE and The Blue Minds Solutions have planned a subsidised and therefore **free Start-up Accelerator - called ELEVATOR**, which supports new companies from the energy sector in their growth through various in-person and online modules.

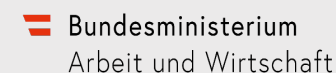
### What does that mean?

In our **ELEVATOR**, we will give a minimum of 10 European start-ups the opportunity to engage interdisciplinary in business modelling, their digital potential, marketing, scale-up and branding.

They will be integrated into the ELEVATOR program for a period of 3 months, which offers further training and consulting modules at certain fixed times.

There are no costs for the start-ups and travel costs for the attendance appointments are also covered to some extent by the funding program.

The Accelerator is part of the European Digital Innovation Hub INNOVATE and funded by



# VISION



## What are we looking for?

Are you a Start-up that focuses in Data Collection, Data Management, Data Analytics, Data Utilization, Business Modelling, Process Optimization, Grid Stability or an other innovative field in the energy sector?

Are you interested to learn about building a company or simply are trying to connect to the energy ecosystem?

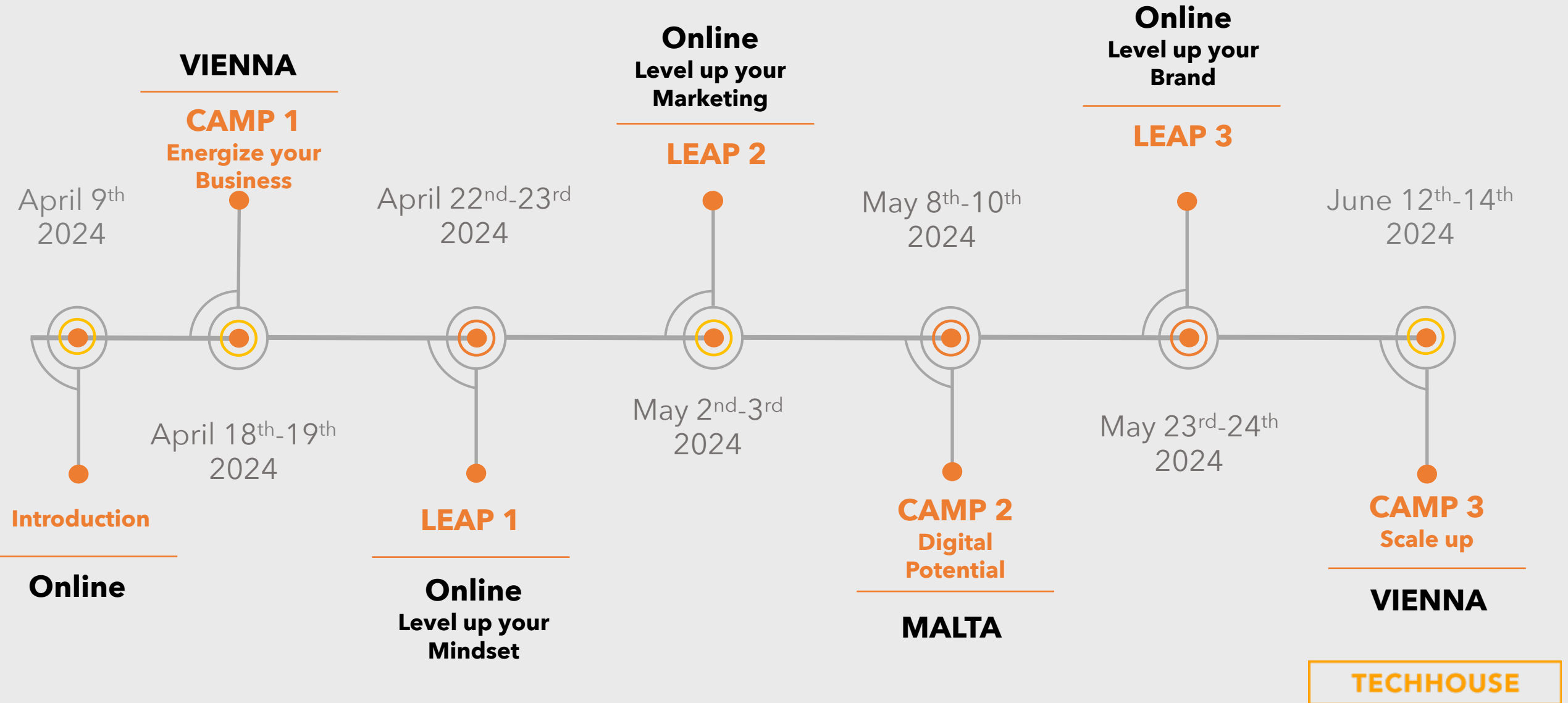
WE offer YOU the chance to apply for our ELEVATOR - for FREE!

Our vision is to integrate different innovative approaches into the energy market, and we know that Start-ups often have it rough to find the right connections - therefore the Blue Minds Solutions is prepared to offer a \*50.000€ investment to one of the participating ELEVATOR Start-ups.

\*After a positively completed due diligence review by The Blue Minds Solutions.

**TECHHOUSE**

# TIMELINE



# Camp 1:

„Energize your  
Business“

–  
April 2024

In person - Vienna

## 1. Day - Kick-off and Business Modelling

We welcome the chosen Start-ups for the ELEVATOR kick-off in Vienna and get to know everyone involved! Afterwards, our business experts from The Blue Minds Solutions are going to screen the Business Models together with the Start-ups to get to know each-other.

## 2. Day - Investment & Funding

The Blue Minds Solutions has a deep history in financing Start-ups and were part of the biggest Start-up exit in Austrian history.

Location: TBA

Hotel: Social Business Hub

Online

*1. Day - Half-day Leadership Workshop*

Soft Skills, Empathy, Recruiting, New Work, Focus - Leadership expert and CEO of TECHHOUSE, Helga Pattart-Drexler, and our good friends from [The Emergent Futures Lab](#) will share their insights into innovative leadership methods.

*2. Day - Half-day Management Workshop*

Roles, Responsibilities, Structure, Growth - Helga will talk about challenges in management, how to utilize the potential of employees and what is overlooked too often.

**Leap 1**

„Level up your Mindset“

April 2024

**TECHHOUSE**

Online

*1. Day - Half-day E-Commerce Workshop*

First steps to online Sales / How to build a shop and branding / System & structure of an E-Commerce Model / reference projects

*2. Day - Half-day Digital Marketing Workshop*

Social Performance Marketing / Google Marketing (SEO/SEA) / Newsletter Marketing

**Leap 2**

„Level up your Marketing“

–  
May 2024

**TECHHOUSE**

## Camp 2:

„Energize your  
Digital Potential!“

–  
May 2024

In person - Malta

*1. Day - Welcome to Malta! Together with our colleagues from the EDIH DigiHubMT we will learn about approaches on how to integrate High Performance Computing, Cybersecurity, AI and more into your Start-ups*

*2. Day - Attendance European Start-up Summit*

*3. Day - Attendance European Start-up Summit*

Location: Malta



Online

1. *Day - Half-day*

How to transfer the Corporate Strategy to the Brand Strategy, how to build a brand, Buyer Personas and their effect on the brand

2. *Day - Half-day*

Strategy concepts about building and integrating brand awareness in a company. How to communicate your USP.

# Leap 3

„Level up your Brand“

May 2024

TECHHOUSE

# Camp 3:

„Energize your  
Sales and Scale-  
up!“

–

June 2024

In person - Vienna

1. Day - Pitch training and reflection

2. Day - Sales and Investor-Session „Charge-up your Start-up“

3. Day - Final Pitch Event - public

Final Pitch Event:

TECHHOUSE ELEVATOR - ENERGYzed Start-up Pitches

Hotel: The Social Hub

# PROGRAM FACTS

## THE ELEVATOR 2024

- Main Focus of the program?

*IN PERSON*

- Business Modelling & Ideation
- Digital Potential & AI
- Scale-up & Pitch

*ONLINE*

- Marketing & E-Commerce
- Branding & Strategy
- Leadership & Management



- When?

- April 2024 - June 2024



- Who?

- 10 Start-ups from the european Energy Sector
- focus on Data Collection, Data Management, Data Analytics, Data Utilization, Business Modelling, Process Optimization and Grid Stability



- Partners

- TECHHOUSE
- The Blue Minds Solutions
- Enterprise Europe Network (EEN)
- You?

We are ready to energize YOUR Start-up!

To apply, please fill in [the application on our website](#) and send your Pitch Deck, CV and additional interesting information to the Head of the Accelerator program!

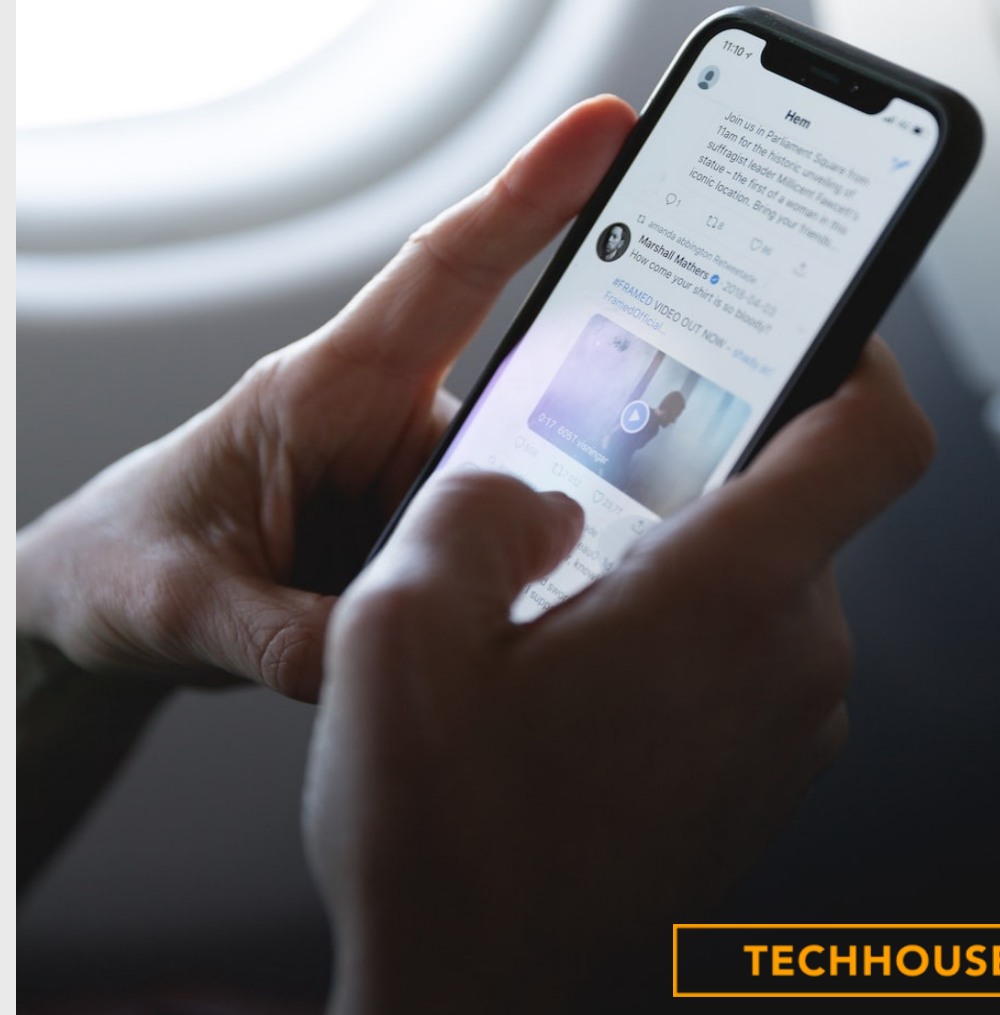


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# Interested?



**TECHHOUSE**

# Your ELEVATOR Team



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