



Press Release  
Skinnovation  
December 2017

## Skinnovation 2018: Startups skiing in the Tyrolean Alps

*From 8<sup>th</sup> – 10<sup>th</sup> March 2018 Skinnovation takes place for the fourth time in Innsbruck and its surrounding ski resorts. The participants can listen to exciting startup talks and workshops and get the chance to pitch their idea to investors and experts on the ski lift.*

**Innsbruck:** In March 2018, again 250 startup founders and entrepreneurship enthusiasts from all over Europe travel to Innsbruck to participate in Skinnovation – a 2.5 day startup conference like no other.

The objective of Skinnovation is to bring together innovative founders, entrepreneurs and investors to join the memorable startup conference on skis (or snowboard). Exciting and inspiring talks about diverse entrepreneurial topics like marketing, e-commerce and funding, as well as startup related topics of the sports and alpine industries, are taking place in ski huts across the ski resorts Axamer Lizum and Schlick 2000. Confirmed speakers are Max Wittrock (founder MyMüsli), David Schreiber (Growth Manager Stripe) and Christopher Obereder (Forbes 30under30). Skinnovation's extraordinary locations offer the perfect platform for active exchange and effective networking with other young entrepreneurs, experienced founders and investors of the startup community.

Besides actively hitting the slopes between talks, "Skinnovators" get the opportunity to compete against the Skinnovation Yeti in a fun ski race. The centrepiece of the conference are the various pitching opportunities: startups can pitch their businesses and ideas in the ski lift where they will be connected with international investors and experts. The best of this ski lift pitch will be qualified for the final pitch on the last evening of the event where they get the chance to win special prizes.

The Skinnovation programme also fills the evenings to make sure all participants experience an unforgettable stay in Innsbruck. Besides dinners on all days, on Friday night all participants are invited to the Seegrube (1905m), high above the city to party all together in the giant igloo of Cloud 9.

### Hard Facts Skinnovation 2018

When & where: 8th – 10th March 2018 in Innsbruck  
Who: Startups, founders, innovators and investors  
Find further infos here: [www.skinnovation.io](http://www.skinnovation.io)  
Contact: Kathrin Treutinger [kathrin@skinnovation.io](mailto:kathrin@skinnovation.io), +43 676 39 85 315

Journalists and media representatives are cordially invited to attend Skinnovation 2018 on skis/snowboard. For press accreditation enquiries please contact us directly.

## Press Contact

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## Organizers

### Main organizer: University of Innsbruck



The University of Innsbruck is a public university. It was founded in 1669 and is the biggest and most important facility for research and education in Western Austria, counting more than 28000 students and approximately 5000 employees. Situated in the heart of the Alps, the University of Innsbruck

offers optimal conditions for science and successful research.

Also, entrepreneurship and founding are crucial aspects integrated into the curriculum of researchers, as well as students of various courses. The university supports its employees and students developing ideas and transforming those ideas into actual products or services. Together with the Tyrolean chamber of commerce (Wirtschaftskammer Tirol) the InnCubator was founded, providing space for founders, enabling them to develop new products, services and business models and facilitating the actual construction of prototypes.

<https://www.uibk.ac.at/>

### Co-organizer: Junge Wirtschaft/Wirtschaftskammer Tirol



The Junge Wirtschaft/Wirtschaftskammer is part of the chamber of commerce and fosters and represents all concerns of founders and young entrepreneurs. It advocates and supports more than 37000 members within Austria, ensuring that young entrepreneurship and self-employment are

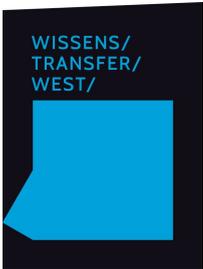
nurtured and facilitated..

The Junge Wirtschaft supports young entrepreneurs in their self-employment, connecting and hosting events for knowledge transfer to ensure the success and effectiveness of young entrepreneurs. Besides their own startup programme „Start Ahead“, they offer guide lines for alternative funding as in their belief, young entrepreneurs should not fail due to funding issues. Another focus lies on the international aspect of entrepreneurship. At their „Pitching Days“ founders and entrepreneurs have the chance to connect with foreign investors, whereas at the “Erasmusprogramm für Jungunternehmer” they can acquire relevant competences and establish an international network.

<https://www.wko.at/>

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