trive studio: Experienced founders and investors focus on startup studio approach
At the start, 7 million euros are available for up to eight startups over the next four years in the areas of new work, urbanization and mobility

Vienna, January 2022: The startup studio concept was first applied by Idealab in 1996. Since then, numerous successful companies - such as Atomic, Rocket Internet or eFounders - have taken advantage of the studio approach to create and scale startups in series with an experienced core team within a short period of time after a clearly defined selection and evaluation process.

It is exactly with this startup studio model that trive studio was founded in Vienna to create up to eight startups in the areas of New Work, Urbanization and Mobility in four years. Partner of the studio is Martin Sirlinger, who is well-known in the innovation and digitalization industry beyond the borders of Austria as co-founder and CEO of Sclable. On board in the initial studio crew are Lena Hödl, former Managing Director and Head of Accelerator at Female Founders, and Andre Schweighofer, formerly in leading positions in software engineering at Runtastic and XING. With Alina Regal, the Startup Studio also has a lawyer who specializes in M&A and venture capital, among other things. Other core positions are still to be filled.

The total of 7 million euros that trive studio now has at its disposal comes not only from Martin Sirlinger himself, but also from Dominik Greiner, Mathias Hüttenrauch, Werner Becher, Ralph Harreiter, Jörg Schönbacher, Andreas Ludwig and Hansi Hansmann, among others. In total, more than 15 investors are involved.

Martin Sirlinger sees his company as Austria's first fully-fledged startup studio: "At the core of our studio work is the process of rethinking how people will live and work in the future. Once we have identified a relevant and validated problem and solution, we set up a startup that is managed by us from the idea to the seed round. After four years, our portfolio will include up to eight companies addressing global trends that will be even more noticeable in ten years than they are today."

Startup studios' statistical track record speaks for itself. Studio startups yield a higher rate of return than traditional startups. The Internal Rate of Return (IRR) here is more than twice as high at 53%. At the same time, startups in the studio environment grow twice as fast on average. The average time from founding to Series A is 25.2 months for Studio startups versus 56 months for traditional startups.

Clear selection criteria
Three key criteria need to be validated before a studio startup is founded. First, there needs to be a clearly identifiable and relevant problem that can be served by a new platform or marketplace. Second, "software first companies" that can scale appropriately are prime candidates. Third, trive startups must have a positive impact on people and the environment. "Our companies rethink systems and address basic needs. We have to be convinced that our solutions will still be relevant more than 10 years from now," Sirlinger said.

The first trive studio startup under construction is Emma Wanderer. This is a Europe-wide platform that offers high-quality workplaces and living spaces in nature. The target customers are companies that want to enable their employees to work flexibly and close to nature.

Expansion of the core team and selection of new entrepreneurs in residence
As a next step, trive studio plans to expand its core team to launch two more studio startups this year. "At the same time, we welcome Entrepreneurs in Residence who want to work on our projects. Together, we can build faster and more purposeful companies that not only have higher chances of

success, but will also help shape the relevant trends of tomorrow," Martin Sirlinger extends his invitation to interested parties.

Caption: trive studio Venture Team

Image source: Marcella Ruiz Cruz

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