

Rostütz GmbH

<1 year, 8 employees

Austria

AAL2B

Rostütz is a young company that emerged from a development team working on a robotics project at the technical university of Vienna to assist older adults. The indoor system includes a guidance rail onto which a strong, lightweight and flexible mechanical arm is mounted. Depending on its place of mounting the arm assists people in their home environment with severe disabilities by ‘lending a hand’, for example to get in or out of bed. It is easily operated by speech commands and uses cutting edge techniques to ensure safe operation.

The company has recently moved to its own building complex where the development continues in order to realize the first commercially available version of the robotic system within a few months from now.

Management:

Rostütz is led by Ingeborg, she is one of the lead coordinators and was involved in the project since the beginning when she still worked for the university as a post-doc. She and her team of coordinators decided to officially start a business after receiving a lot media attention during prototype demonstrations. The final capital needed to successfully start the company was collected via a crowdfunding campaign.

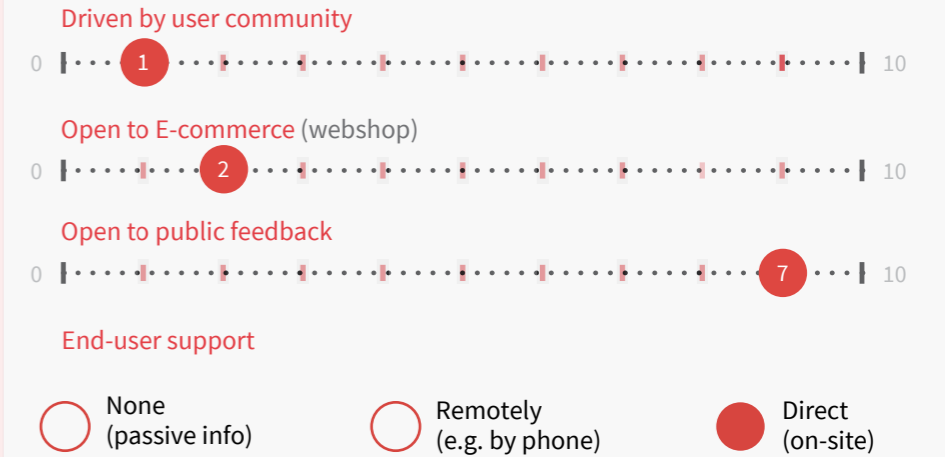
Communication/Marketing:

Especially after the relocation the company spends quite some effort in representing themselves on social media, making profound use of LinkedIn and the European professional network Xing in order to find business partners.

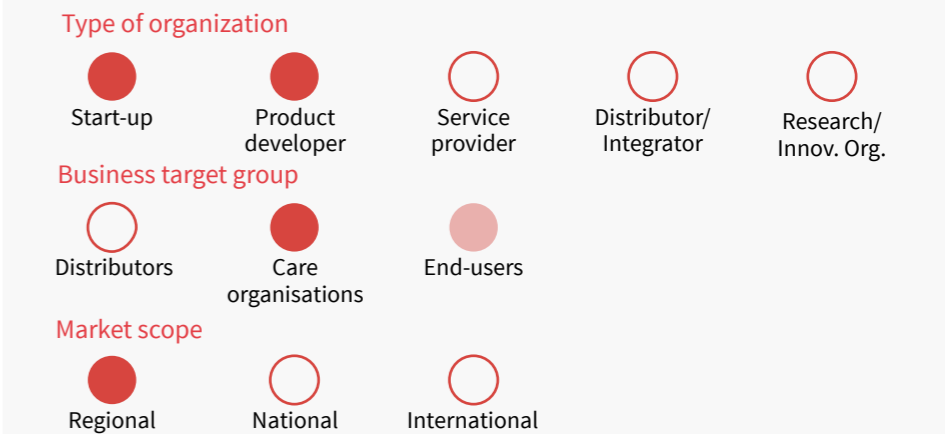
Ambition:

The ambition of Ingeborg and her team is to find homecare organisations or rehabilitation centers that want to fulfill a progressive role to become the first institutions to install and use the system. When successful they also plan to release a cheaper consumer version of the robotic arm within 1 year from now, for which a consult and quotation could be arranged via their website.

B2C Characteristics



Business characteristics



General end-product/service characteristics

