

VENTURE FACTORY (IRP)

Venture Factory was established in 2001 as the business incubator of the University of Maribor and has since become a key stakeholder in its local, regional and national startup and business support ecosystems. Its main focus is promoting and supporting entrepreneurial activities of students, researchers and other innovative individuals.

Together with the Municipality of Maribor and other strategic partners, it has organized hundreds of business-oriented workshops and networking events for various target groups to encourage them to make their first steps into the world of entrepreneurship and to assist those who have already taken this path.

Venture Factory's focus is helping startups develop a sustainable business model and work environment that enables them to set up a stable company contributing to the local, national and regional startup ecosystem.

Venture Factory provides startups with:

- skills and tools for easier establishment of the company;
- greater chance to succeed in the global market;
- guidance on how to launch their business ideas, define business models, do market researches, develop marketing strategies, search for investors and more.

Venture Factory organizes events, which have long become traditional:

- [PODIM Conference](#). The biggest international conference connecting startups, investors, corporos and other stakeholders with global minds and leaders and serving as an effective platform for investing in the most promising startups from the region.
- Startup Müsli. The biweekly gatherings of the local startup scene that allow exchanging business stories and networking with like-minded entrepreneurs in a relaxed environment.

Venture Factory offers co-working space known as the GeekHouse, office space for startups and a fully equipped conference room.

In its capacity as one of DIGITRANS regional incubators, Tovarna podjetij is highly involved in implementing DIGITRANS innovation method through workshops, which enable SMEs to innovate their traditional business models.

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