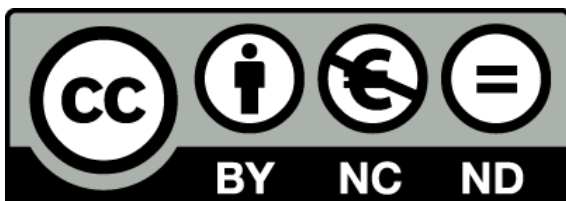

Treball Final de Màster - Annex

Títol:

HeroLab

Autors: Natalie Hämmerle, Dahna Dahlke Pinto i Kateryna Kharchenko



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 - Market Segmentation
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I. Market Research

Competitors

studio linea

Overview:

Studio Linea was founded in 2016 by the visual artist Eva Maria Resch. They offer a very wide range of courses, among others digital drawing, animation, photography and illustration. Their courses are taught by artists. Their studio is in the center of Vienna with a very good transport connection. On their website they address teenagers directly.

Competitive advantage:

As they have been operating for 5 years, they have been able to establish their organisation. They have a broad variety and extensive offer of courses. Furthermore they have different settings, for example 1-1 courses. They have been able to partner with well established artists.

However, we do not consider them direct competitors because their offers differ in the intensity of the courses. They offer intensive courses over the course of weeks as opposed to our one-time workshops that provide an overview and to get to know the subjects.

Sparketh

Overview:

Sparketh is an online platform that offers video courses in the field of art. Their courses are targeted to kids from the age of 6 to 18. They have a library of 1000 video tutorials and courses and a very broad range of topics. On their website they target the parents.

Competitive advantage:

They are not bound to a place or time. The students can go through the course whenever and wherever they wish. It is more adaptable to the level the kids might already have.

WUK (Werstätten- und Kulturhaus)

Overview:

WUK is a cultural centre with a variety of autonomous branches functioning in one venue. The branch "Children and Youth" offer workshops in dance, languages and art. Most of the creative workshops focus on traditional artistry like pottery, drawing and painting. Some of their workshops are for free and some cost from 5€ - 15€.

Competitive advantage:

The workshops that are offered do not correlate with the masterclasses HeroLab would offer as they do not involve technology o.e.

Extracurricular classes in schools

Overview:

Some schools offer extra-curricular classes in the field of art and technology. This is not part of the state curriculum and differs from school to school. Some schools do not offer any extra-curricular classes at all. The classes are taught by the teachers from the school.

Competitive advantage:

These programs have a good reputation as they are part of the school and taught by teachers. They do not entail any costs for the students.

	COMPETITORS			
Dimension	HeroLab	Sparketh	studio linea	WUK
Price	0	2	3	2
Variety of Workshops	2	3	2	1
Service quality	3	2	3	2
Location	3	3	2	3
Accessibility	2	3	3	3
Atmosphere	3	1	3	2
Technical Adaptation	3	0	0	0
Convenience	3	3	3	1
Coaches	3	0	0	0
Brand	3	0	0	2

Rated from 0 to 3. 0 being non-existent. 1 being low, 3 being high.

Market Opportunity & Segments

Only 40%¹ of Austrian students in the age range of 13-19 have classes related to arts and culture, depriving them from a young age of the possibility to explore this enriching field.

Currently, the school system is truly archaic and does not introduce the technical development into teaching, which will turn out to be a bigger issue in a few years. We will particularly focus on inclusion, especially in areas where the rate of cultural education is low.

We are collaborating with a plentitude of artists and specialists from the respective fields such as VR in theater, music, DJ-ing, photography/cinematography, graphic design, creative coding, personal branding, social media and arts, web design, visual storytelling, and illustration. The “coaches” will give teenagers the opportunity to learn from someone with life experience who functions as their equal and can act as role model at the same time.

Art education

According to a study by the NEA students who study art develop more positively in many aspects compared to students who do have or attend any art classes. So shows the study for example that former art students are 55.38% more likely to attend postsecondary school by adulthood than former non-art students. Furthermore, they are 26% less likely to get arrested for a crime.²

¹ <https://www.diepresse.com/311120/bdquoder-kunstunterricht-wird-an-den-rand-gedrangtldquo>

² <https://www.arts.gov/sites/default/files/Research-Art-Works-Maryland.pdf>

The "Educult-Institut für Vermittlung von Kunst und Wissenschaft" prepared a study on cultural education for the Ministry. They came to the conclusion that "art and culture have never been seen as little a central point of school education as they are today," says director Michael Wimmer.³ Due to changes in the pedagogical training The Professional Association of Austrian Art and Work Teachers warns of an aggravation of the lack of personnel for art teachers. The association criticizes that already now, visual education is taught "to a large extent" by teachers without appropriate training.⁴

IT education

Computer science experts are calling for more "digital thinking" in schools. In 12 other countries of the European Union computer programming is already part of the school curriculum, but the Ministry of Education of Austria does not consider it a priority. Countries such as Slovakia increasingly rely on intensive education in this field. Students can use their apps and the user interface, but often don't understand the processes behind them. Teenagers are called 'digital natives' and by that are assumed to be able to do everything anyway. However, they are far from that. Many users cannot even master application-oriented skills sufficiently, let alone know what is behind it.⁵ There is a shortage of around 10,000 highly qualified IT specialists in the domestic economy.⁶

Extracurriculars

According to studies, students who attend extracurricular activities get higher grades, higher educational achievements, a higher class attendance and self confidence. Activities out of the regular school class furthermore increase leadership and teamwork skills. On top of that, they decrease the chances of drug and alcohol abuse.⁷ After-school activities are a great way for young people to focus on their skills and passions. They can help them develop their social skills and interests. Young people who have difficulties in school can learn in a fun and stress-free environment. However, extracurricular activities often involve high costs and are therefore difficult for many young people to access, especially in technological and art fields.

Our Solution

By offering free workshops, Hero Labs is dedicated to building the bridge between art and technology and shaping the next generation. We want to get children in touch with technology and art. We want to modernize and implement important technical skills in the everyday life of these teenagers. We will create a focus on inclusion, especially in areas where the rate of cultural education is low. Students will have a possibility to acquire knowledge outside of the school-environment, which can be positive for students who have a hard time striving in a classical school context. We are collaborating with a multitude of artists and specialists from the respective fields. They will not only teach them hard skills but also act as role-models. Students will get to know job possibilities they might not have thought about otherwise, build a network outside of school and express themselves creatively.

³ <https://www.diepresse.com/311120/bdquoder-kunstunterricht-wird-an-den-rand-gedrangtldquo>

⁴ <https://www.derstandard.at/story/2000038927551/drohender-mangel-an-kunsterziehern-in-ostoessterreich>

⁵ <https://www.derstandard.at/story/2000102395569/informatik-muss-pflichtgegenstand-in-schulen-werden>

⁶ https://irihs.ihs.ac.at/id/eprint/3891/1/IHS_Fachkräftemangel_Endbericht_09122015_final.pdf

⁷ Tariq, Najum. (2018). Effects of Extracurricular Activities on Students.

Market Size & Segments

HeroLabs customers are primarily teenagers from 13 to 19 years. We established two segments and divided one of them into two groups. The first segment is teenagers, divided into two age ranges. The first group focuses on 13 to 15 years old, the second group is directed to 16 to 19 year olds. The second segment focuses on the parents of the first group. From 16 years on, parents are not very likely to enroll their children to workshops but will do so for their kids who are younger than 16 years. Nearly 20% of Vienna's population is under 20 years old, meaning that there are a lot of children from the ages 13 to 19 living in the city.⁸ The average income in Austria is 2.360 (2016).⁹ We created three profiles of people we want to attract through our advertising and marketing to participate in workshops.

Jana

- 14 Years old
- Does not have anyone in her direct environment to introduce her to creative culture
- Interested in electronic music
- Wants to work for EDM festivals
- Comes from a low-income family
- Spends much of her freetime in youth centres

Tom

- 18 years old
- Will graduate in August
- Has been interested in photography for a while
- Needs advice as to how to make a living out of it
- Needs networking
- Needs teaching of advance skills in photography and Photoshop

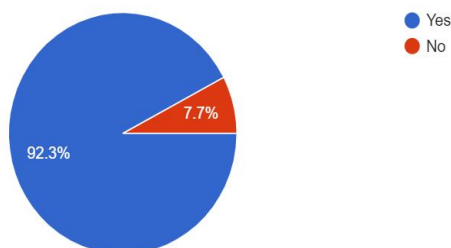
Judith & Peter

- Parents of two teenagers (13 & 15 years old)
- Active on Facebook
- Middle Class but do not necessarily have the means to send their kids to Art School
- Medium interest in culture but value it as an important part of society
- Want to show their children different job opportunities

Survey for the Mentors

Would you be willing to spent a few hours on a weekend teaching/talking to teenagers (13-19) about your profession? (One time)

13 responses



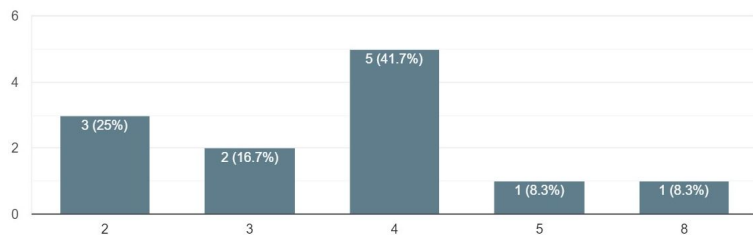
⁸ <https://de.statista.com/statistik/daten/studie/685349/umfrage/bevoelkerung-von-wien-nach-alter/>

⁹ <https://www.finanz.at/gehalt/>

Untitled Section

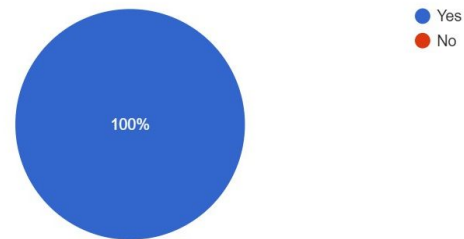
How many hours?

12 responses



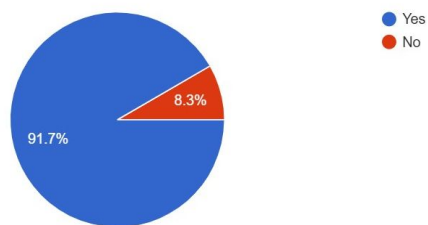
Do you think you have the skills to teach teenagers about your profession?

12 responses



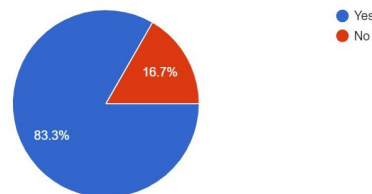
Do you think masterclasses like these could have helped you in your career path?

12 responses



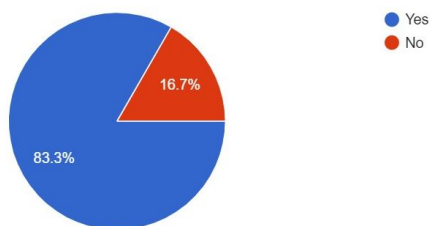
Would it give you an incentive to work with Hero Lab, knowing that they partner with big-name companies like Google, Adidas, etc.?

12 responses



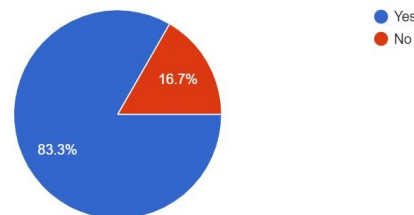
The masterclass would be free of charge. Would you be willing to teach/talk to the kids/teenagers for free?

12 responses



Would you be interested in building a "community" or "mentorship" and support them after the masterclasses? (If they have any questions about the profession, networking, etc.)

12 responses



What kind of equipment would you need? Could you provide any?

Digital camera and laptop

Cameras and/or computer + projector. Alternatively just pen and paper

Camera/light equipment, post production facilities. I

What kind of masterclass would you be able to offer (linked to your profession)

Mobile journalism training, media workshops, content creation workshops

Storytelling, photography Basics, Adobe programmes, interdisciplinary design projects

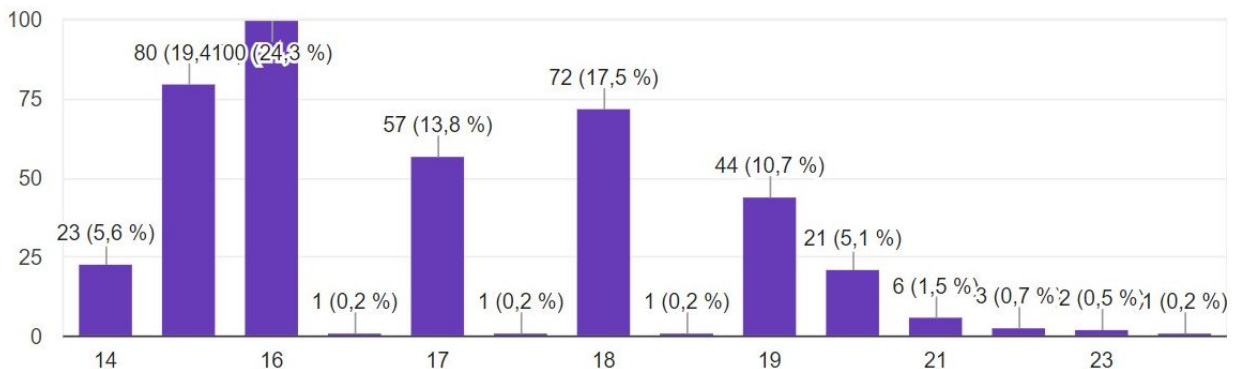
Video/Television production

could not provide anything on my own.	
Laptop at least.	UX researcher
Microphone + speaker, projector or big ass monitor	Introduction to Web Development (e.g. What is a website? How build a basic website 101
Computer Room, Beamer	Photoshop, Photography, Video Editing, Color Grading
	Interpreting
was denn fürn setting dahna? werd doch mal bitte präziser	photography and videography
CDJ players and a mixer. Yes, probably.	Technical skills, interpersonal communication.
I would probably need a projector and maybe a white board; I would provide anything for e.g. a brainstorming task (paper and tools)	Giving insights in working in an advertising agency - a classic (full-service) one and a social media focused agency
Computers, Editing Software, Cameras, Lighting Equipment	Photography
Camera foto o video and laptop	Interactive art direction & experience design

Survey for the students (13-19)

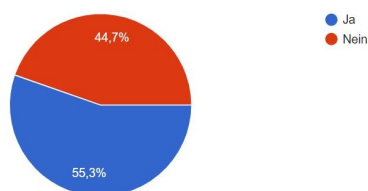
How old are you? Wie alt bist du?

412 Antworten



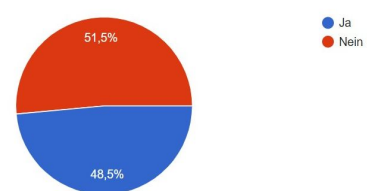
Do you think creative courses are missing in the curriculum? (Denkst du, dass kreative Fächer in deinem Stundenplan fehlen?)

412 Antworten



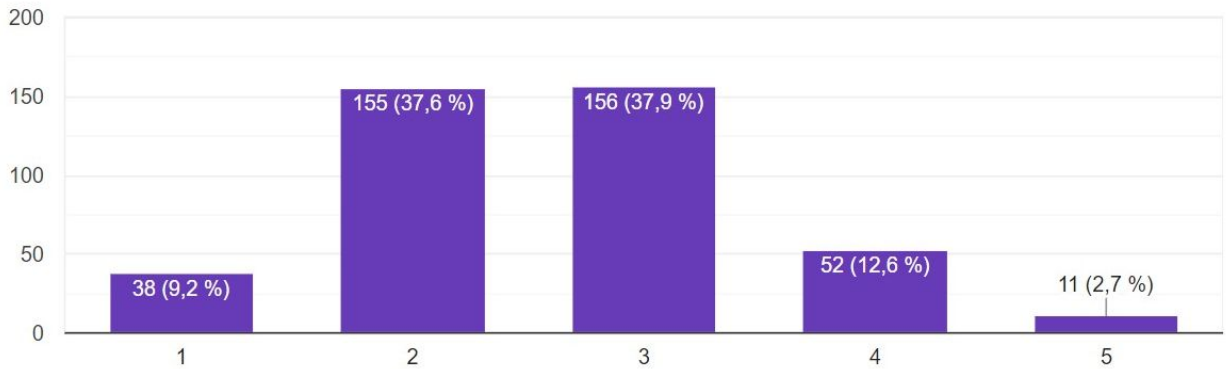
Do you already know what you want to do in the future? (Weißt du schon, was du in Zukunft machen möchtest?)

412 Antworten



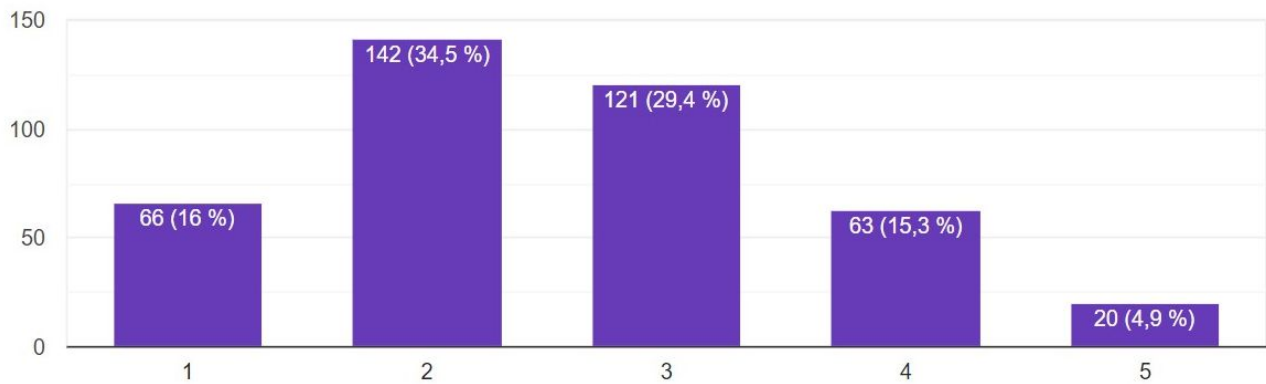
Are you satisfied with your current curriculum? (Bist du zufrieden mit deinen Fächern?)

412 Antworten



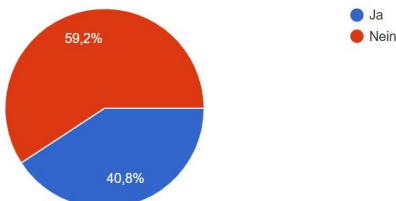
Do you think you have a good idea of the job possibilities there are? (Würdest du sagen, dass du einen guten Überblick über Berufsmöglichkeiten hast?)

412 Antworten



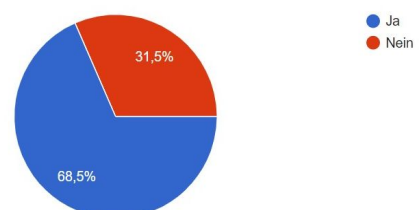
Would you spent a couple of hours on a weekend to visit a creative workshop? (Würdest du deine Freizeit am Wochenende für den Besuch eines kreativen Workshops opfern?)

412 Antworten



Would you be willing to pay from your pocket money for a masterclass/workshop? (Würdest du mit deinem eigenen Taschengeld für eine Masterclass bzw. einen Workshop bezahlen?)

168 Antworten



Only selected answers from 400

Which creative courses would you like to have in your curriculum? (Welche kreativen Fächer würdest du dir wünschen?)	Describe your perfect teacher/mentor/instructor when it comes to teaching; use adjectives (Beschreibe deine*n perfekte*n Lehrer*in/Mentor*in/Ausbildner*in mit Adjektiven, z.B. nett, streng, jung,...)
Art (Kunst)	nett, jung
Art, Photography, Philosophy or History	Nett, motiviert, hilfsbereit und jung
Arts	Eine nette junge angerierte Persönlichkeit die den Spaß und die Faszination an der Natur in den Vordergrund rückt
Bastelworkshop und Schreibworkshop	nett, hilfsbereit, jung, wenn es nötig ist streng
Bildende Künste; zb Zeichnen, Werken	nett, hilfsbereit, diszipliniert aber nicht streng
Kreatives Gestalten (zeichnen,malen)	Höflich, verständnisvoll,
Hacking	Humor, nett, einwenig streng
Bildnerische Erziehung, Musik	Hilfsbereit, sympathisch, offen für neues
Geometrisch zeichnen	Humorvoll, trotzdem in der Lage die Klasse ruhig zu halten und respektiert zu werden (Kiermayr)
Bildnerisches Gestalten, Musikerziehung	Offen
bildnerisches Zeichnen	Humor, nett, einwenig streng
digitales Malen und Zeichnen	friendly
cooking, independent (self-made) designing	kooperativ, gerecht
Music, animation	nett, verständnisvoll
Videobearbeitung	Diszipliniert, nicht sehr streng, lustig, alt, jung, weise, talkable, understanding

Only selected answers from 400

How many hours? (Wie viele Stunden würdest du für einen kreativen Workshop opfern?)	If yes, how much? (Wenn ja, wie viel?)
3	5€
3	10€
1	5-7€
4	20€

SWOT Analysis

<p>Strengths</p> <ul style="list-style-type: none"> - Diverse background of the team - Strong network within the cultural and educational industry representatives in Vienna - Young relatable instructors/coaches with a professional background - Modern and inspiring teaching approach - Use of new technologies in the workshops/masterclasses - Cost management and transparency 	<p>Weaknesses</p> <ul style="list-style-type: none"> - Financial insecurity, especially during the pandemic situation in the world - Lack of initial capital - New on the market, therefore less recognition and reputation
<p>Opportunities</p> <ul style="list-style-type: none"> - Motivation of kids related to the huge interest in the new technologies - During the pandemia there is a new opportunity to HeroLab - online classes and webinars - Growing engagement of the big companies to participate in the corporate social responsibility, invest in meaningful projects - Awareness of the importance and opportunities connected to the new technologies application - Changing Job Market Trends towards rise of technologies implementation¹⁰ 	<p>Threats</p> <ul style="list-style-type: none"> - Local competition - Emerging online competition - Lack of trust from the parents - Changes of the governmental regulations - Changes in the school curriculum - Future economic crisis connected to the pandemic might affect the financing from the partners and donors

PESTEL Analysis

Political

The Republic of Austria is a federal republic located in Central Europe. It shares borders with Germany, the Czech Republic, Hungary, Slovakia, Italy, Slovenia, Switzerland and Liechtenstein. It covers 32,4 square miles of territory and has German as its official language. Government politics are stable in Austria, though currently facing partisan issues, democracy and stability of the country are not threatened. Charities and non for profits are the businesses that usually positively affect the life of individuals. However, the political situations in the country tend to influence those organizations, as well as for profit businesses. This happens when the new government party comes to power and makes changes or adjustments to the laws impacting the not for profits, such as taxation laws, federal funding, which plays a huge role in survivability. Today the party in power in Austria is The Social Democratic Party of Austria. It emerged as the strongest party in the 2006 elections forming a government with the

¹⁰ <https://gocatalant.com/human-resources/5-future-employment-trends-to-watch-for/>

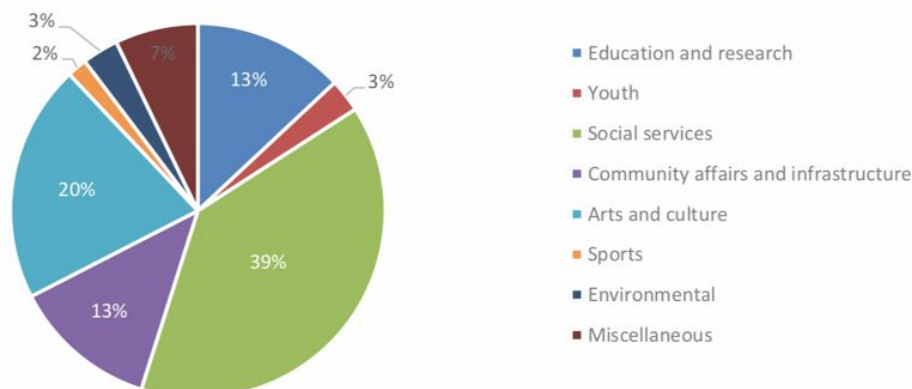
Austrian People's Party. The historic events of the first half of the 20th century had a tremendous effect on the foundation sector in Austria, as in other European countries at that time. A considerable number of foundations suffered from the effects of two World Wars and the economic consequences of the Great Depression. As a consequence, due to this historic tradition the current status quo of philanthropy is rather weak in Austria, especially with respect to philanthropic foundations. In comparison with this and put into an international perspective, the philanthropic tradition of giving and volunteering can be regarded as moderate.¹¹

Regarding the situation with the pandemic nowadays, the Austrian government said : *“We want to allow as much economic life as possible”, said vice chancellor Kogler in a press conference on Friday 3 April. This is because, Kogler continues, “We want to keep the blood circulation of the economy flowing.” The SPÖ agrees that the economy must return to business as usual “as soon as we have half-decent control over the virus.”*¹²

Economic

The Austrian economic sector can be described as a free market economy that has a strong social focus, in so far that it considers lower-income households in terms of wage and price policies. The Federal Ministry for Education, the Arts and Culture is in charge of funding for education and culture. Austria has a free public school system, so compulsory schooling until completion of secondary level 2 and all Universities and University Colleges are free. Tourism makes up 15,03% of the national GDP. (Source: <http://euforistudy.eu/wp-content/uploads/2015/07/Austria.pdf>)

Figure 5: Breakdown of the expenditure of Austrian savings bank foundations (provided by the Austrian Savings Banks Association)



The economy of Austria is a well-developed social market economy, with the country being one of the fourteen richest in the world in terms of GDP (gross domestic product) per capita. According to the *Figure 5*, taken from the Austria Country report from the EUFORI study made in the year 2015, the main areas supported in 2010 were social services, followed by arts and culture, and then research and education.

Austrian tax law includes special legal regulations for non-profit-activities. Associations gain various tax advantages if they are recognized as a nonprofit-making association. According to the law

¹¹ <http://euforistudy.eu/wp-content/uploads/2015/07/Austria.pdf>

¹² <https://www.marxist.com/austria-new-covid-19-laws-business-comes-first.htm>

(Vereinsgesetz 1951, §§ 1-31) they have to serve the public good in the field of science and arts, healthcare, the care of children, youth, family, old, sick or disabled persons, sports, education, and so on. In that case, associations are not subject to corporation taxes.

Concerning VAT several possibilities are given. Taxation law distinguishes between the direct activities of an association and its economic activities. On its direct activities (like meetings, internal organization, etc.), the association is not allowed to make profits and is therefore exempted from VAT as well as membership fees and given public funds. In terms of economic activities (e.g., purchase of services, products), as long as the association attempts to generate income, VAT may be relevant. In this case associations are in the privileged position of a 50% reduction of VAT. This enables associations to reduce the prices of their products and services and to benefit from repayments of the tax authorities. Under specific conditions, associations can be completely exempted from VAT. In that case they do not benefit in the economic sense of this exemption, but it reduces administration costs and time.¹³

Social

Austria's population growth is characterized by a positive net migration (balance of immigration and emigration). The natural increase (balance of births and deaths) makes only a rather small contribution to population growth, the child birth ratio in Austria is 1,5 which is too low in comparison to the 2,0 needed for a natural increase in population. In Vienna the population increase was nearly exclusively the result of migration. In total, more women than men live in Austria, even though the numbers are starting to balance each other out.

Regarding education in Austria, 1.065.008 people have completed a tertiary education in 2011. Compared to 2001 this number has risen by 333.600 people (45.6%), as has the number of graduates on the secondary level. Young women statistically reach a higher level of education than their male companions. For example, during times of economic downturns, jobs are scarce, earnings are low, and livelihoods face numerous risks. In such situations, people are less likely to be worried about social causes and more concerned about self-welfare. As a result, charities and nonprofits, which are dependent upon donations, are likely to suffer.

The not-for-profit associations are intended to help the community grow and prosper. Those organizations employ a large number of individuals and thus help to increase employment. By creating greater employment opportunities, these businesses help the economy to sustain itself. Despite being "businesses", the fundamental giving nature of these organizations makes them extremely important for certain sections of society.

Austrian Demographics profile:

- ★ 0-14 years: 14% (male 630,739 /female 600,663)
- ★ 15-24 years: 10.82% (male 484,515 /female 467,064)¹⁴

According to this data from the year 2019, the 24,82% of the Austrian population are young people. The new technologies are already a part of their everyday life, such as social media. The development of social media is also beneficial for non-for-profit organizations, for example when it's your birthday, Facebook now asks if you'd like to choose a charity to have friends and families donate to a specific cause. In only a few clicks you'll have chosen your desired charity and have it posted to your wall.

¹³ Robert Harauer-Legal Framework and Taxation of Nonprofit Organizations in Austria

¹⁴ https://www.indexmundi.com/austria/demographics_profile.html

Moreover, as the statistics show the most active users in Facebook are women between the ages of 18 and 24 years, and male users between the ages of 25 and 34 years constituted the biggest demographic group of Facebook users.¹⁵

Technological

In 2015, 10.50 billion Euros were spent on research and development in Austria in all sectors of performance. Research and development expenditures increased by 9.7% within a two year period. 71.4% were spent in the business enterprise sector, 23.5% in the higher education sector, 4.6% in the government sector, and 0.5% in the private non-profit sector.

People working in research and development in 2015 in all economic sectors was 71,395.9 full-time equivalents. According to the European Innovation Scoreboard, Austria currently holds the 9th place in terms of technological and research and development innovation. In 2017, the ICT sector made up 3.9% of Austria's GDP and 7.0% of Austria's total trade in goods.

The rapidly evolving technological landscape presents multiple opportunities for charities and non-profits organizations. As the cost of tech and software comes down, the organizations can induct and adopt these innovations. The Hero Lab activity is actively connected with the use of new technologies, both regarding the educational approach and internally/externally. For example, technology like social media platforms is a method of reaching more people. By putting our activities out in the open other people can join in, such as journalists who publish stories on popular publications. Moreover, the general future career trends outlined by the Catalant¹⁶ are the following :

- ★ The Rise of Artificial intelligence
- ★ Agile team structures & the "gig economy"
- ★ Using Social Media to Attract and Recruit Job Candidates

*By 2025, we'll lose over five million jobs to automation. However, there will also be a vast array of new jobs available to university graduates - mostly related to knowledge creation and innovation.*¹⁷

Environment

According to the IEA (International Energy Association) where Austria has been a member since 1974, "Austria's energy policy rests on three pillars: security of supply, energy efficiency and renewable energy. The country's efforts to decarbonize the economy have progressed as renewable energy use has continued to grow, while the use of fossil fuels has decreased." Climate wise, it has a moderate climate that changes according to geographic area (mountains, lowlands).

The trend that we are facing today worldwide is the sustainability and protection of the environment. There are many organizations and charities, pressure groups that might affect the reputation of any business, if the business or in our case an association is not sustainable and their operations result in a lot of emission. In the year 2020, a new term has been introduced in the society : *Eco Shaming*, meaning that people moved from eco-status to eco-shame. This factor and the sustainability aspect should be taken into account in order to prevent the damage of reputation and become a responsible and sustainable in all senses association.

¹⁵ <https://www.statista.com/statistics/376128/facebook-global-user-age-distribution/>

¹⁶ Catalant Technologies- software company

¹⁷ <https://www.crimsoneducation.org/kr/blog/campus-life-more/jobs-of-the-future/>

Legal

To draw the line between NPOs, for-profit organizations and public organizations is quite difficult, as Austrian laws do not refer to the notion “non-profit organization” at all. Accordingly, it is not possible to obtain a legal non-profit status. In the following, typical legal forms of NPOs and the consideration of the non-profit distributing criteria in tax law are depicted.

Considering their legal status, NPOs constitute a very heterogeneous group, because a specific form for NPOs does not exist. For all practical purposes, all legal forms of organisations can be approved as non- profits, with the exception of partnerships (OHG, KG) (Heitzmann 2001, 36). However, in practical terms such an approval is mainly relevant for matters of taxation. The most common legal forms for NPOs used in Austria is:

Registered associations: The most important legal form for NPOs is the registered association, since this form does not require much administrative effort for its incorporation. The founders of an association have to announce the name, the intended purpose, the domicile and the charter of the association to the authority responsible for registering. If the authority does not prohibit the incorporation within four weeks, the association is registered automatically and can start pursuing its activity. However, in 2002 the requirements considering accounting and annual reporting for registered associations – at least for large ones – have been tightened. Additionally, the liability of associations’ members was enhanced (Heitzmann/Simsa 2004, 716). Some evidence indicates that due to these new regulations registered associations became less popular as a legal form for large NPOs.¹⁸

In the Austrian tax law, a legal definition of ‘non-profit organisation’ does not exist, and basically no tax concessions are granted only because of the legal status of a NPO (Achatz 2006, 50). However, two kinds of organisations, ‘Corporations under public law’ and ‘organisations fostering non-commercial, beneficial or religious purposes’ enjoy quite extended tax privileges if they meet certain criteria. The granted privileges for both types of organisations are quite similar, but the latter mentioned type is more common within the Austrian NPS. Here only the privileges of organisations fostering non-commercial, beneficial, or religious purposes are presented.

II. Activities

Course Schedule

Masterclasses timetable first year

2021	Saturday
25.09.2021	Photography + editing
09.10.2021	Videography + video editing
23.10.2021	Social Media Management
06.11.2021	Web Design
20.11.2021	Graphic Design

¹⁸ http://www.forschungsnetzwerk.at/downloadpub/paper_neumayr_etal_epubWU_2007.pdf

04.12.2021	Typography
18.12.2021	UX Design
2022	
08.01.2022	Computer game design
22.01.2022	DJing
05.02.2022	Animation
19.02.2022	Illustration
05.03.2022	Stop-Motion filmmaking
19.03.2022	Music production
02.04.2022	3D-Printing
16.02.2022	How to sell your art on social media
30.04.2022	Podcast production
14.05.2022	Music video production
28.05.2022	Logo design
11.06.2022	InDesign
25.06.2022	Mapping
09.07.2022	Lightroom
23.07.2022	Digital painting
06.08.2022	Guided virtual tour
20.08.2022	Vlogging

III. Marketing & Communication

Marketing Objectives:

Objective	Specific	Measurable	Achievable	Realistic	Timely
Build Awareness to brand and make it number choice	yes	No	yes	yes	No

Increase Participants 250-300/year	yes	yes	yes	yes	1 year
Reach 50 districts in the region	yes	yes	yes	yes	1 year

Product:

	Product or Service	Features	Benefits	Unique Selling Position	Support	Spin Offs
Hero Lab	Workshops	Arts and technology	Acquisition of hard skills Acquisition of soft skills	Coaches (young, relatable, professional) Free of charge	Participatory certificates	-

Promotion:

	Product or Service	Advertising	Public Relations	Personal Selling	Sales Promotion
Hero Lab	Workshops	Social Media (YouTube, Instagram, Facebook), Flyers, Posters, in Magazines and Newspapers, Postcards in bathrooms of bars, clubs, youth clubs	Press release	Visit schools to present our organisation	Social Media campaign with brand ambassadors and influencers, Social Media Campaign on our channels

Pricing:

Product or Service	Price	Costs	Net Profit	Comp. Price	Value
Workshops and skill training	0	223	0	30 Euros	Free of charge, taught by professionals, in a unique atmosphere

People:

Name	Job Title	Department	Responsibilities
Natalie Hämmerle	Chief Sales Officer	P.R. and communications	<ul style="list-style-type: none"> ★ Coordinating all public relations activities ★ Keeping our marketing communications plan up-to-date ★ Social Media Management ★ Manage media inquiries and interview requests ★ Create content for press releases ★ Monitor, analyze and communicate PR results ★ Evaluate opportunities for partnerships, sponsorships and advertising
Dahna Carolina Dahlke Pinto	Chief Executive Officer, Chief Product Officer	Administration, Product Operations	<ul style="list-style-type: none"> ★ Leading the organization ★ Supervising managers ★ Mentoring team ★ Project management of product and service development ★ Financial modeling ★ Pricing, budgeting ★ Qualitative, quantitative and comprehensive research ★ Documentation (project, user, technical)
Kateryna Kharchenko		Product planning, technical and logistics planning	

Distribution and Advertising (Print elements)

*Posters A2

General poster "HeroLab": June 13 - September 24th (new ones every four months).

Specified poster of the launch: August 1st - September 24th.

Specified poster for workshops: One month before taking place.

Windows and boards in:

Sports Clubs (4).

Youth Club "Stubentor", "Delphin", "Zone 16" (6 total, 2 each)

Schools (50) in several districts (**for launch**: from September 1st on.)

The "varying" posters will be added to the "general" posters to update the public.

*Flyers A5,

General flyer "HeroLab": June 13 - September 24th (new ones every four months). 1.000 Units.

Specified flyer of the launch: August 1st - September 24th. 750 Units.

Specified flyer for workshops: One month before taking place. 250 Units.

Schools, toilets of bars, clubs, restaurants and cafés as well as the above youth clubs and sports clubs. As well as museums, theaters, music and art schools, art fundations, city hall and other places that seem appropriate.

Call and go to see if the locations have enough material left. Check in every two weeks.

Press

Things Needed

Media contact list, webpage, press kit, merchandise.

It is important to reach out to the people on our target press list. Send them a project launch press release, links to our website and online press kit, an invitation to our launch event and promotional items. We will consider promotional items as a tactile attention-grabber to set us apart.

Channels:

Mainstream media: print and online – a combination of news and feature stories

Niche media: trade and specialist – a combination of news, feature stories and service description

1. **Date.** Everything will be tied to a particular date in order to make our goals time based and in order to achieve them within a set period.

Opening/Fundraising event- 24th of September 2021

2. **Story Type.** Every story that we will give to the press, will have a strong headline and recognisable title, for consistency. With each new story we will introduce our audience to our project, the needs that are existing and the solutions we are offering, by giving the context of modern carriers paths and the technological development, followed by statistics and quotes.
3. **Audience.** List target audiences per story. By being very specific with our audiences we will generate greater engagement.
4. **Key Message.** The key message that we will transmit through our stories and content will include the most relevant info for the target groups in order for them to remember us.
5. **Channels.** Identifying the media through which we will be sharing our stories. We will include both mainstream media, to cover general public and specific media, which is more relevant for our main target groups.
6. **Media Outlet.** The names of the individual magazines, newspapers, podcasts that we want our story to be featured in:

Mainstream Media: News (magazine), Die Presse (newspaper), Der Standard (newspaper), Österreich (newspaper), Heute (newspaper), Krone (newspaper)

Niche Media: Universum (technological magazine), Parnass (art magazine), COOL! (youth magazine), YOU Magazine (youth magazine)

7. **Frequency.** Press publications 1-2 times a month, diversifying the media outlet with internal information such as newsletters in order to get more coverage.

Media Pitch

We are planning to run multiple stories throughout the year (before the launch) and consistently earn media coverage and increase engagement for our organization. Timelines for pitching the media your stories:

Magazines: 3 - 6 months in advance

Newspapers: anything between 1 day and 1 - 3 weeks

Digital Communication

Due to the incorporation of new technologies in our daily life we can see the change in our communication in both human and commercial relations. This also had an impact on how we behave when communicating. The online presence is a necessity for all types of organizations.

It will be based on owned media and Instagram tags and blogs.

The content that we will be posting will help us to convert our website visitors into leads and customers. The content that will help us reach our goals will be personalized. We believe that our target audience is not interested in impersonal “brands” and projects. With the help of a digital environment we are planning to communicate with our audience in a way, so they will not feel like one of the masses. We will provide our customers the experience, which is highly connected to their preferences and needs.

How are we planning to do that:

- ★ Using the consistent voice according to platform and corresponding target group (terminology, language and tone)
 - ★ By generating customers personas and researching them
 - ★ Using analytics and insights on our platforms
 - ★ Personalized quizzes and surveys
-
- ★ **Key Tools:** Social Media Platforms, Google Ads, Google analytics, Webpage, Email Marketing
Targeted Google Ads - long tailed keywords with exact match. We are going to implement targeted google ads before the launch of our project. The timing for the ads will be from 2pm to 9pm, as during this time period our target audience usually uses the Internet.
 - ★ Informative Webpage with the contact form. This will allow easy access to our customers and will help us to establish credibility. Also, we will have a section on our webpage, where it will be possible to subscribe to the upcoming workshop (after the launch) and active links to all owned Social Media.
 - ★ Social Media campaigns: Social posting - instant commerce and user engagement, we will offer a highly targeted advertising. We are planning to have social media campaigns both on owned platforms and through our coaches/influencers. We are going to achieve it through hashtags and regular publications. The tool that will help us is Buffer, this is a social media automation tool by using which we will schedule updates for Instagram, Facebook, Twitter, etc.
 - ★ Content Calendar: Content Marketing. All of the content that we will be posting will be done in the same style and using the same design features in order to make our brand recognizable.
 - ★ Google Analytics: Will allow us to create more customized and relevant webpage experience.
 - ★ Email marketing: Targeted and personalized content, will help us to optimize our time and budget. Will allow us to grow our network.
 - ★ SEO to increase our organic search traffic and social promotion

How we will measure: Reach, Clicks, Engagement, Hashtag Performance

Instagram

As we want to target teenagers directly, Instagram will be our focused social media platform. Some of the posts and stories we will make will be promoted. We will make competitions to grow our reach and we will ask our coaches to post about their experience on their channels. The writing style will be informal and include slang words.

Content Feed:

Post about coaches, impressions of workshop, post informing about course program, post informing about new blogpost and video

Content Stories:

Post about coaches, impressions of masterclasses, post informing about course program, post informing about new blogpost and video, shares of tagged posts and stories

Objectives:

- Reach local teenagers from the age of 13 - 19
- Get them interested in trying something new
- Create customer loyalty (enter into dialog, inform, convince teenagers)
- Build a brand
- Create Community around our Brand
- Encourage fans to act as advocates for HeroLabs
- Identify fans who are likely to donate
- Inform about product

Target Group:

Local teenagers from the age of 13 - 19

Hashtags:

to be used on every post:

#herolabvie #herolabworkshops

YouTube

Content:

Aftervideos of masterclasses

Objectives:

- Get target group interested in trying something new
- Create customer loyalty (enter into dialog, inform, convince teenagers)

- Build a brand
- Create Community around our Brand

Target Group:

Local teenagers from the age of 13 - 19

Facebook

As the popularity of facebook of teenagers is very low, our main target group of our facebook page will be their parents. The language style is more formal and informative.

Content:

Post about coaches, impressions of workshop, post informing about course program, post informing about new blogpost and video, shares of links of articles informing about technology and trends, posts sharing our events

Objectives:

- Reach parents of local teenagers from the age of 13 - 19
- Encourage fans to act as advocates for Hero Lab
- identify fans who are likely to donate
- Get them interested in signing up their children
- Create events and share
- Create customer loyalty (enter into dialog, inform, convince parents)
- Build a brand
- Create Community around our Brand
- Inform about product
- Inform about trends in technology and art

Target Group:

Parents of local teenagers from the age of 13 - 19

Blog

The blog will be an extra tool for storytelling and create a brand and community. There will be one blogpost published per week and shared on the social media channels and in the newsletter.

Content:

Articles about coaches, interviews with coaches, articles about technology and art

Objectives:

- Reach local teenagers from the age of 13 - 19 and their parents
- Get them interested in signing up their children
- Get Children interested

- Create customer loyalty (enter into dialog, inform, convince parents)
- Build a brand
- Create Community around our Brand
- Inform about product
- Inform about trends in technology and art
- Inform about coaches

Target Group:

Parents of local teenagers from the age of 13-19

Content Plan

		Strategy	Resources	Main target	Desired Outcome	Metrics	Content	Goals
Owned	Website	Link content	1h / week	Local teenagers from the age of 13-19, parents,	Registration	Traffic	Course schedule, links to new content, links to related articles, sign-up form	Give information, urge to register for course
	Newsletter	Monthly Newsletter	2h / month	Local teenagers from the age of 13-19, parents, partners	Drive Traffic	Clicks & open rate, subscribe:unsubscribe rate	Course schedule, links to new content, links to related articles	Inform about news Create customer loyalty (enter into dialog, inform, convince teenagers) Build a brand Create Community around our Brand
	Instagram	5 / week	8h / week	Local teenagers from the age of 13-19	Build brand awareness	Views, engagement rate	Posts about coaches, impressions of workshop, posts informing about course program, posts informing about new blogpost and video,	Reach local teenagers from the age of 13-19 Get them interested in trying something new Create customer loyalty (enter into dialog, inform, convince teenagers) Build a brand Create Community around our Brand Encourage fans to act as advocates for HeroLabs Identify fans who are likely to donate Inform about product

							shares of tagged posts and stories	
Facebook	5 / week	8h / week	Parents of teenagers from the age of 13-19	New subscribers, traffic to website	Clicks, engagement rate	Post about coaches, impressions of workshop, post informing about course program, post informing about new blogpost and video, shares of links of articles informing about technology and trends, posts sharing our events	Reach parents of local teenagers from the age of 13-19 Encourage fans to act as advocates for HeroLab Identify fans who are likely to donate Get them interested in signing up their children Create events and share Create customer loyalty (enter into dialog, inform, convince parents) Build a brand Create Community around our Brand Inform about product Inform about trends in technology and art	
YouTube	1 / month	2h / week	Local teenagers from the age of 13-19	New subscribers, traffic to website	Clicks, likes, engagement rate	After videos of workshops	Get target group interested in trying something new Create customer loyalty (enter into dialog, inform, convince teenagers) Build a brand Create Community around our Brand	
LinkedIn	Occasional posts	0,5 / week	Creatives as potential mentors	New subscribers, traffic to website	Clicks, engagement rate	sharing content from our other platforms (Articles about coaches, interviews with coaches), sharing	Get target group interested in becoming a mentor Create Community around our brand	

							articles about technology and art	
	Blog	1 / week		Local teenagers from the age of 13-19, parents	New subscribers, traffic to website	Clicks, engagement rate	Articles about coaches, interviews with coaches, articles about technology and art	Reach local teenagers from the age of 13-19 and their parents Get them interested in signing up their children Get Children interested Create customer loyalty (enter into dialog, inform, convince parents) Build a brand Create Community around our Brand Inform about product Inform about trends in technology and art Inform about coaches
Paid	Facebook	Targeted Facebook ads & sponsored posts		Vienna, age 40 - 60, parents of teenagers	Clicks leading to following	Followers, shares		Grow community
	Instagram	Instagram story ad		Vienna, age 13 -19	Clicks leading following	Followers		Grow brand
	Paid Search				Sign-ups			

Communication Plan

Type	Responsible	Target	Medium	Frequency	Audience	Resources
Kick-off meeting team	Project lead	Introduce team, share objectives and approach	Face-to-face	Once	Project team	Agenda
Team meeting	Project lead	Provide updates, progress, success, difficulties, solutions, approach	Face-to-face	weekly	Project team	Agenda
Internal status reports	Project lead	Inform about status, progress, goals and difficulties	E-Mail	Quarterly	Project team	Project report

Project review	Project lead	Present project deliverables and discuss future steps	Face-to-face	At milestones	Project team	Report
Mentor Get-Together	Project lead	Share success, build community	Face-to-face	Semiannual	Mentors	Presentation
Kickoff meeting donors	Project lead	Introduce team, inform about project development	Face-to-Face	Once		Agenda, brochure
External status reports	Project lead	Inform about status, progress, goals and difficulties	E-Mail	Quarterly	Funders and partners	Project report
Status meetings	Project lead	Inform about status, progress, goals and difficulties	Face-to-Face	Annually	Funders and partners	Agenda, project report
Project brochure	Project lead	Introduce project to potential donors and partners	Print and E-Mail	Case to case	Potential donors and partners	Brochure
Donor section on website	Project lead	Inform about project, share successes	Online	Updated quarterly	Potential donors and partners	Online content

IV. Identification and Justification of Partners

Promotional Exposure:

BildungsHub Wien in-kind/promotional exposure

Is an initiative from the city Vienna. It represents a platform for schools and teachers where teachers, students and parents can find out about creative projects and get involved. Each year there is a different focus on the projects, be it culture, sustainability or environment. They partner with and

represent various foundations, museums and educational facilities providing them with a bridge towards new participants.

eEducation: in-kind/promotional exposure

Digital Education for all. eEducation is an initiative by the Ministry of Education, Science and Research with the mission to establish digital and IT skills into every Austrian classroom, no matter the level of education. They support various schools, partner with big tech companies like Samsung and various independent projects that promote technological skills, digital learning, etc.

<https://eeducation.at/index.php?id=210&L=0>

Wien Xtra: promotional exposure

Wien Extra is an institution that works in cooperation with the city of Vienna. Their online platform offers an overview of all the activities they offer as well as an overview of the events by other entities. Their main goal is to engage children and teenagers to pursue their interests and have fun doing this.

Monetary:

Adidas €

Funds many educational projects for kids in Europe and all over the world. See: After School Hustle.

AMS Unternehmensgründer-Programm €

This is a program of the unemployment office that provides the costs for a free management consultancy and the necessary training for starting a business. Furthermore, they secure the existence of the founder for the duration of the program. Monthly: 1.200€ for 6 months.

Connected Kids €/ in-Kind (by Magenta Telekom)

Can provide technology equipment, their mission is to provide every kid with access to the internet and education. Connected kids also supports educational projects with money.

Erste Stiftung €

Social responsibility fund for social innovation, European cohesion and democracy and contemporary culture.

Already funding an educational project: BeeTwo – supports digital social innovation and thus to social inclusion. It provides digital solutions to disadvantaged groups to enable them to participate in economic, political, social and cultural life

Google Austria €

Under their new management they want to further digital education. Google as a company has an entire branch that supports educational projects for kids. See: Citizens Schools.

In-Kind:

Grover.com: €/in-kind

Grover is one of the biggest tech-rental companies in Central Europe. They partner with many projects that have advancement of technology as their mission. (See: VRHAM). Having them as our partner would grant us further exposure and we would receive discounts for the rental equipment.

Native Instruments: in-kind

Is a company that sells electronic music equipment. They donate to other educational projects as well. See: After School Hustle in Berlin.

V. Venue Plan

VENUES	
BüroFabrik Wien Co-Working Space ~ 380€/month	
SAP Wien	
ITERATEC	

<p>KAPPSCH TRAFFIC</p>	
<p>Prisma Wien</p>	
<p>Microsoft Wien</p>	
<p>Kununu Wien</p>	
<p>BDO Austria GmbH</p>	

VI. Timeline

Overall Goal: Launch 24.09.2021

August 2020

- ★ Launch of our Website
- ★ Beginn of Social Media activities

September 2020 to January 2021

- ★ Social Media Activities
- ★ Meeting with potential partners and sponsors
- ★ Networking with potential Mentors

January 2021 ~ 12.959,20€

- ★ Set-Up (Equipment, Rent, etc.)
- ★ Meeting with potential partners
- ★ Advertising and Marketing Operations
- ★ Beginning of Newsletter for partners and sponsors

February 2021 ~ 3.030€

- ★ Meeting with potential partners
- ★ Advertising and Marketing Operations
- ★ Social Media Activities

March 2021 ~ 3.030€

- ★ Meeting with potential partners
- ★ Advertising and Marketing Operations
- ★ Social Media Activities

April 2021 ~ 3.087,50€

- ★ Meeting with potential partners
- ★ Advertising and Marketing Operations
- ★ Social Media Activities

May 2021 ~ 3.030€

- ★ Meeting with potential partners
- ★ Advertising and Marketing Operations
- ★ Social Media Activities

June 2021 ~ 3.530€

- ★ Meeting with potential partners
- ★ Stronger advertising and marketing operations
- ★ Prints (see communications plan)
- ★ Social Media Activities stronger start of introduction of the Mentors

July 2021 ~ 3.680€

- ★ Stronger advertising and marketing operations
- ★ Prints (see communications plan)
- ★ Social Media Activities stronger start of introduction of the Mentors
- ★ Make a contract with equipment rentals

August 2021 ~ 3.737,50€

- ★ Stronger advertising and marketing operations
- ★ Prints (see communications plan)
- ★ Social Media Activities stronger start of introduction of the Mentors

September 2021 ~ 4.780€

- ★ **LAUNCH**
- ★ Preparation of the Launch (rent equipment, newsletter)
- ★ Stronger advertising and marketing operations
- ★ Prints (see communications plan)
- ★ Social Media Activities (Introduction of the Mentors)
- ★ Weekly: Communicate which workshop will be given the following weeks

October 2021 ~ 3.730€

- ★ Advertising and marketing operations
- ★ Social Media Activities (Introduction of the Mentors)
- ★ Weekly: Communicate which workshop will be given the following weeks

November 2021 ~ 3.730€

- ★ Advertising and marketing operations
- ★ Social Media Activities (Introduction of the Mentors)
- ★ Weekly: Communicate which workshop will be given the following weeks

December 2021 ~ 4.212,50€

- ★ Advertising and marketing operations
- ★ Social Media Activities (Introduction of the Mentors)
- ★ Weekly: Communicate which workshop will be given the following weeks
- ★ Annual review of the operations
- ★ Send sponsors and partners a short video of the progress during the last months

VII. Logistics

Technical Plan

Since our masterclasses focus on the technical aspect of arts and culture we want to provide high quality equipment so the participants can learn how to navigate and successfully apply them. When working in the arts and cultural field a knowledge of basic technology equipment is nearly always needed, be it for the sound and video presentation during a fundraiser or how to properly use a VR/AR system. We will partner with Grover.com, a platform specialized in tech-rental in Central Europe to acquire our technical equipment. Through the collaboration we would receive a discount on the price which is positive for us and the participants. The reliance on technological equipment became more important especially during the Covid-19 pandemic when most institutions had to rely on the digital mediation of content.

Masterclass	Specification	Office
Laptops (8)*	Acer Aspire 3: 29,90€/month	Laptops (private) 2.500€
Cameras (8)*	Nikon D3300 SLR-Digitalkamera Kit + AF-P 18-55 VR: 22,90€/month	Printers + Scanner 200€ Office supplies (Notebooks, pens..) 700€/year Camera 900€
Tablets + Pens (8)*	iPad + Pen: 22,90€/month (donation)	Phone Line 720€
VR equipment (5)* -> headsets & software Unity 3D or ARCore	Oculus Rift + Rift touch Controller: 12,90€+6,90€/month ARCore/Unity3D: 37€/month	Set-Up Expenses: 5.020
DJ Equipment (Native Instruments DJ Controller + Ableton Software) (4)**	Native Instruments DJ Controller Traktor Kontrol S2 MK2+Ableton Software: 22,90€/month (donation)	
Paper/Notebooks	-	
Pens	-	
Microphones (4)	Behringer C1: 30€	

Projector (1) Adobe Creative Cloud Software Whiteboard (1) Light Equipment (2 Soft Box kits)	TopVision Projector: 150€ Adobe Creative Cloud: 70€/month Whiteboard: 40€ Geekoto Softbox: 65€ Expenses: 510,40	
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*rented from Grover.com

**in-kind donation

Logistics Plan

Summary: The logistics plan for HeroLab is covering 3 possible scenarios regarding the operational activity of the organization. All of the scenarios will be covering different aspects and the logistics plan is adjusted in regards to the circumstances. The logistics plan is covering: before the event logistics, inventory management, venue logistics, transportation, safety and post event logistics. The aspects such as storage and transportation of the equipment, the venue and the catering will be unchangeable in all 3 scenarios. The venue for the HeroLab masterclasses will be the same, as well as the certain equipment such as laptops and stationary, as HeroLab will need those at most of the masterclasses. Whereas, the special technical equipment will be leased or rented before the particular masterclass which will require it. Post event logistics will be based on the follow up communication with attendance and mentors. The cleaning and the pull down process may vary depending on the type of masterclass. HeroLab main events are masterclasses dedicated to different topics. For each masterclass the appropriate mentor from the industry will be invited to teach and share experience. Therefore the logistics plan will feature three possible scenarios, in order to explain deeper how HeroLab will deliver the service to the customer in different situations that we are expecting to occur during the operational process. In all the scenarios, we will have the confirmation of the mentor one month in advance. This will give us time to find a substitute in case of cancellation.

Scenario 1

Masterclass : Creative Writing

Age: 13-19

Mentor: located in Vienna, Austria

Location: Euro Plaza <https://www.europalaza.at/en/location/>

Before the event: Before the event, communication is a very important aspect. First, the mentor will be contacted by our team to discuss the dates and the contents that we want to be covered. The confirmation letter receiving process and the announcement of the masterclass will happen at a different time, after the confirmation the announcement will be done. When the confirmation from the mentor will be received, the promotional and advertising materials will be posted to our social media channels and the online registration for this masterclass will be available. We have a limited number of teenagers per masterclass, therefore while the registration is going we will contact the catering company with the details and venue providers. The topics of the masterclasses will be known six months in advance, therefore the equipment rent/leasing will happen in advance as well. We will plan our schedule six month in advance, therefore the inventory, such as projectors and laptops, which will

be needed almost for every masterclass will be leased or rented at the beginning of the year. The other equipment, such as stationary will also be calculated in advance, as we have a fixed amount of students, and purchased at the beginning of the year, rather than before each masterclass. The special equipment for masterclasses such as DJing will be rented before this masterclass will happen and only for this period.

Inventory strategy and storage: Art supplies, trash bins, toilet paper, soap, tissues, etc. will be purchased in bulk in the estimated quantities and will be stored together with the technical equipment leased/rented for a long period of time. The inventory will be used only during the weekends when the masterclasses will take place. During the week it will be stored. Before allocating it to the storage unit, the inventory will be organized by categories and an inventory list will be created. Each item will have a label and number, which will make it easier to control and store inventory.

Venue logistics: The venue logistics starts with contacting the venue and reserve it for the event that we are going to do there. The venue is the Microsoft office in Vienna, which is located in the Euro Plaza, one the most modern office Park in the city with high tech facilities and great infrastructure. Euro Plaza consists of 14 office buildings and has a well connected to all types of transport location, 15 min to the city centre, 20 minutes to the airport, the subway and the bus stations are very close as well. The estimated capacity of teenagers that will come to this masterclass is 8-10 people, the size of the Microsoft office is 48,437 sq ft. The venue will be one the conference room in the office, where the sitting plan will be appropriate to this masterclass.

The set-up before the masterclass: At this stage the required equipment will be delivered to the venue, this will include laptops, the projector for the presentation, chairs and tables (if needed), stationary (notebooks, pens, pencils), trash cans, water.

Food and beverages: Food will be purchased by us, food will be provided at no cost to the visitors and mentor. The food will be a snack food and there will be different options provided, with all the labelling about ingredients.

Transportation : The transportation will be provided to the mentor. In this scenario the mentor is located in the same city, therefore he will choose the best way of transportation for him/her and we will cover his/her transportation expenses.

Safety: The masterclass will be provided for teenagers from age 13 - 19, therefore the security and other safety issues have to be managed by the HeroLab. The infrastructure of the venue allows to designate the parking space for the mentors and the staff. Moreover, the security will be provided by the Euro Plaza. The health and safety plan will be distributed to the participants and mentor before the event via email.

Post event: The post event communication will be done both with mentors and the attendees, in order to get feedback and maintain relationships and networking. After the event there is not a lot of time will be needed to pull down the event. The cleaning company will be contacted in advance and they will arrive at the time when the masterclass will finish. To clean the office space that will be occupied they will need approximately 3 hours. During this scenario it is not expected to be a lot of waste, because the teenagers will work on the laptops and will not use any art supplies.

Scenario 2

Masterclass : DJing

Mentor : coming from Berlin, Germany

Age: 13-19

Location: Euro Plaza <https://www.europalaza.at/en/location/>

Before the event: For this masterclass we will require special technical equipment, such as DJ mixer and special software to mix the music. As HeroLab will have a variety of different workshops throughout the year the inventory for this masterclass will be rented. The communication about the renting of this equipment will take place a month before the masterclass, before that we will contact the mentor and in case of the confirmation we will ask the mentor to provide the information about which types of this equipment he/she will need and what is his preferences in terms of DJing equipment in this scenario.

Transportation: The date of the masterclass will be known in advance therefore the communication with the transportation company will start as soon as the renting contract will be in process and we will know the date when we can pick it up from the supplier. This date will be managed to be the day before the masterclass. The equipment will be transported from the suppliers to the venue and will be installed there the day before. All the technical checks will happen before the transportation and the next morning before the masterclass. In terms of mentor transportation, according to the scenario the mentor for this masterclass is located in another country, which means that we will include the transportation expenses and also lodging expenses, as the mentor will have to stay in the hotel overnight, before their next day flight.

Safety: During this masterclass there will be a lot of technical equipment, which can provoke different types of risks. This scenario has one main risk related to health and safety: Risk of fire due to the high voltage in wiring. The risk of the fire can be managed by technical checks of the equipment and the report from the venue that their wiring is functioning properly and has passed all the needed tests. Moreover, we will provide attendees and mentor the instructions to the emergency exits and the safety plan in case of the event of fire.

Post event: The renting contract of the equipment will include the insurance and the force majeure clause, therefore if one of the DJ mixers will be damaged after the masterclass depending on the structure of the contract there will be the solution agreed by both parties. The time needed to pull down the event, in the case of HeroLab the masterclass will be approximately the same for every class, if it does not require other material apart from technology.

After the event communication is crucial in all scenarios, therefore the HeroLab team will send out the email to all the participants to get the feedback and also attendees will receive their tracks that they would be developing during this masterclass.

Scenario 3

Masterclass : Instagram Face Masks

Mentor: coming from Salzburg, Austria

Age: 13-19

Location: Euro Plaza

Before the event: Before the event there will be communication with both mentors and attendees. The topic of the masterclass is super trendy for teenagers nowadays as all of them have Instagram accounts and enjoy the new tool of face masks. We will conduct the survey through our social media channels about what kind of masks they are most interested in and based on the results we will find the mentor. After the communication with the mentor we will be contacting the suppliers, as for this masterclass, we will need not only computers, but also art supplies as the attendees will draw their desired masks on the paper and then they will be taught how to program it through special software. For this scenario we will be contacting 2 different types of suppliers : software providers and art supplies providers. The equipment will be delivered to the venue the day before and the software access will be given for the day of the masterclass.

Transportation: The mentor in this scenario will be coming from the same country, therefore the transportation expenses will be covered by HeroLab, but the lodging expenses won't be necessary in

this case as the train from Salzburg to Vienna is 2 hours 30 min and departure multiple times throughout the day. In terms of the transportation of the inventory, which in this case will be computers and art supplies, this will be transported the day before to the venue and the food will be bought the same day.

Venue logistics: The venue will be the same throughout the year, therefore will be contacted in advance and the contract will be signed appropriately so it will be used every weekend of the year as a HeroLab space.

Safety: The safety measures during this masterclass will require the technical checks of the computers and health and safety plans will be sent to the participants in advance.

Post event: Post event logistics will include cleaning, which will be more sophisticated as the art supplies will be used. The communication after the masterclass will encourage attendees to share the results on their Instagram page and tag HeroLab and the Mentor in order to get publicity.

1. Event at a glance

Event name :	HeroLab masterclasses will be covering the variety of classes which will bridge art, culture and technologies. Examples: Creative Writing, Graphic Design and How to create Instagram face masks.
Event Date:	The masterclasses will be happening every other second Saturday with a summer break.
Event Time:	The masterclasses will be starting in the second half of the day, from 13:00 till 17:00, depending on the topic of the masterclass. 4 - 5 hours.
Event Location:	The location of the HeroLab will be the office space of the tech companies in Vienna, which will be free during the weekends. The office spaces that will be used are located in Euro Plaza, which is an office park in Vienna.
Expected attendance:	8 -10 attendees per masterclass

2. Event logistics

Facility Rental	Euro Plaza Vienna
Building and Room Name:	There are 14 office buildings located in the territory of Euro Plaza, HeroLab will be located in Euro Plaza 1B where the companies like EMC and Microsoft are located. We will be using the rooms in Microsoft office.
Capacity:	48,437 sq ft

3. Registration and Equipment

Registration: Registration will be done online on the webpage of HeroLab, the announcement of the date of new masterclass will be transmitted through our social media channels and on the web page itself, as well as through newsletter with the active link to the registration page. The registration will be automatically closed as soon as there will be 10 participants registered.

Registration:	Required, max. 10 people per masterclass
Chairs required quantity:	10 + the chair and table for mentor
Waste basket required:	Waste baskets will be the recycling ones for different types of waste, quantity:1 per room
Laptops required:	The laptops and other technologies will be required for most of the masterclasses, as well as other technologies
Equipment required:	Pens and paper ; depending on the topic: Computers, hardware, stylus and graphics tablets, smartphones, cameras, monitor speakers, a mixer, turntables, headphones, vinyl records, DJ software, graphite pencils, erasers, drawing paper, palettes, brushes, paints, projectors

4. Food and Beverage

Catering Required:	No
Supplier name:	HeroLab
Setup date and time:	It will be served at a coffee/tea break, which will happen after the first hour of masterclass.
Teardown date and time:	Teardown process will happen during the second hour of the masterclass, while all the attendees will be there and in order to optimize time.
Menu selection:	Menu will consist of a selection of snacks, all food will be vegan.
Cost per person:	10 €/person

Health and safety plan

Health and safety is very important for our project as our operations are directly connected with teenagers in the age of 13 - 19 years old. The health and safety plan will include the following parts:

Potential Hazards: Risks of kids getting the disease while attending the class, if one of the participants is ill; Risk of the injury when attending the masterclass involving the sharp and hazardous objects; Risk of food poisoning from the food provided during the masterclass; Risk of fire.

According to the identified risks, the following actions should be implemented in order to manage or eliminate risks:

First Aid – There will be the first aid kit in every premise where the masterclasses will take place. The coordinators will be responsible for providing first aid to the participant, or in case of bad injury, calling the ambulance. All of the emergency telephone numbers will be placed in the most visible place in the room. Prior to the beginning of classes attendees will be provided with health and safety instruction. Furthermore, all of the premises where the masterclasses will take place will be cleaned and disinfected.

Food Safety – The food that will be purchased from certified food providers. All the food that will be provided will be marked and all the ingredients will be listed in order to prevent allergies. Moreover, in the area where the food will be available for consumption we will place the instruction on how to wash the hands, in order to remind kids that this is important.

Preventing Injuries – When the kids will be working with potentially risky equipment, they will be given all the health and safety instructions, as well as a protective gear if necessary.

Equipment Safety – All of the equipment that will be used during the masterclasses will be certified and will have all the safety tests.

Security – In order to ensure the security of attendees, we will contact the venue where the masterclasses will take place and the security measures will be provided by the venue, as they already have the infrastructure. There are security cameras everywhere and the concierge on the first floor. We will have the reception desk, when entering the space where the HeroLab will be located.

Preventing fire risk – According to the fact that we will provide our service of the premises that we are “renting”, the risk of fire will be managed by the providers of space, as they have their own fire exit plan and strategy for events like this. Nevertheless, we will make sure that there will be the needed amount of fire extinguishers and they will be accessible. We will also provide the instruction in case of a fire alarm.

In order to optimize and use the time efficiently during the masterclasses. All the health and safety information, including the instruction for what to do in each type of the risk will be provided on our webpage as well as will be sent by email in advance to the participants and their parents. We will be asking to look at this information in advance.

VIII. Risk Mitigation Plan

Risks	Mitigation and Solution
<i>Force Majeure/Pandemic</i>	We will provide online classes. There will be a number of options available in our course schedule that can be easily transformed into an online class (e.g. Web Design, Social Media Management, etc).
<i>Mentor cancels</i>	In this case we only have two options, either postpone the masterclass or invite another mentor in to either do the same class or do another topic. The participants will be informed as soon as we get the information. Their place will be saved for when the class is rescheduled.

<i>Struggling finding participants</i>	Find more partner schools in the area, target more youth clubs and expand marketing and communication. Closely manage the communication and find out where it lacks recipients. Consider reaching out to blogs and newspapers to reach another target group.
<i>Accident child/property</i>	Through proper liability insurance we can manage the extent of costs through accidents. One of us will always accompany the workshops and monitor them.
<i>Bad reputation because of a dissatisfaction with masterclass</i>	Communication with the dissatisfied customer provide alternatives. Make a list of complaints and analyse them with the respective mentor and coordinator. Monitoring all social media platforms and Google Maps to ensure instant reaction to comments and reviews.

IX. Sustainability Plan

The aim of our sustainability plan is to ensure that the results of our HeroLab remain available to all stakeholders in the long run. It serves as an overview of the measures that we implement to ensure that our project is sustainable and that we can fulfil our mission in a future-oriented manner. Our action plan is divided in three parts: Community stability, financial stability, organisational stability.

	Goals	Measures
Community stability	Establish a community based on shared interests	Identify, contact and involve social communities that will help promoting the project
	Expand partnerships with educational communities	Identify and get in touch with schools and see if there is an interest in providing a platform at their school.
	Build network with policy makers at local, regional and national level	Identify and get in touch with key contacts in the relevant offices
	Nurture the ongoing relations and partnerships already established	Stick with the communication strategy plan, communicate results, share positive developments, hold meetings
	Build international networks	Identify and start approaching key potential stakeholders
	Assure customer satisfaction	Seek customer opinions, reward referrals

	Keep a good relationship with mentors	Offer opportunities for continued involvement, share success
Financial stability	Execute fundraising plan	Create fundraising plan with objectives and a timeline Identify items that could be provided by partners, use different forms of fundraising, formulate strategy for meetings with potential funders
	Build a network of funders	Identify funders already involved in programs that promote accessible education, technology or art
	Explore national and international revenue sources	Monitor opportunities for grants, business angels, competitions,...
	Be adaptable	Develop a program to respond to changes in funding
Organisational stability	Maximises each individual's potential of staff	Regular 1to1s, supporting their professional development,
	Establish collaboration and good communication between staff members	Create and execute an internal communication plan, team building events
	Strengthen sense of belonging of staff	Share successes, bonuses
	Be adaptable	Develop a program to respond to changes in structure and strategy
	Quality assurance	Assuring quality of service, monitoring performance, identification of problems, correction of problems, evaluation of effectiveness of systems

X. Legal Framework

Legal Form

If at least two people join together to form a permanent organisation that pursues a specific, common, ideal purpose, this is called an ideal association. The Associations Act 2002 requires that the association itself must not be profit-oriented. Nevertheless, it can be considered as a business entity because it may also be commercially active (secondary purpose privilege) and may even make profits,

provided that it does not distribute these to the members of the association or it serves as a cover for a gainful activity of its members. If the profit made is rather returned to the club - in particular to achieve its ideal purposes - the ideal club can also be commercially active.

If a club is permitted to operate commercially, it must of course also adhere to the rules of the game, i.e. all legal regulations that also apply to its competitors, the profit-oriented companies.

At least two (natural and/or legal) persons are required to form an association. To establish an association, an agreement (statutes with name, registered office, purpose, etc.), the appointment of association bodies (at least a two-member management body, the general meeting and two auditors or an auditor depending on the size of the association) and notification to the locally responsible association authority (district administrative authority or security authority of first instance) are required. As a legal entity, however, it only comes into existence either with the notification of the establishment of the association or after the expiry of a four (or six) week period after the notification to the association authority, if the latter does not issue a prohibition notice.

In principle, only the association with the association's assets is liable for the association's liabilities. The organ administrators and association members are only personally liable with their private assets if this results from other legal regulations or due to personal legal obligations.

The organ administrators are personally liable to the association for damages resulting from the careless fulfilment of their duties (e.g. improper use of association assets, tackling association projects without sufficient financial security, disregard of accounting regulations, delay in filing a necessary insolvency petition, violation of tax regulations or administrative criminal law, i.e. in the case of tortious conduct within the framework of the association's function). Conversely, the association is liable and responsible for tortious acts of its organs for offences to be punished by criminal court and certain financial offences of its decision-makers and, if applicable, also of its employees in accordance with the Law on the Responsibility of Associations.

If the ordinary income or expenditure of an association does not exceed the threshold of 1 million euros, a statement of income and expenditure for the association is sufficient.

If these income/expenses exceed this threshold for two consecutive years, annual accounts (balance sheet, profit and loss account) must be prepared. If income/expenses even exceed the threshold of 3 million Euro in two consecutive years (including income from economic activities) or if the amount of donations is more than 1 million Euro, an extended annual financial statement is necessary and the annual audit must be carried out by a specially qualified auditor.

Job descriptions

Chief executive officer

The CEO supervises and controls all strategic and business aspects of the company. The goal is to drive the company's development and guide it towards long-term success. The right candidate must be ready to build and model a great company culture, provide inspired leadership to our executive team, and establish a great working relationship with stakeholders.

Responsibilities:

- Oversee all operations and business activities to ensure they produce the desired results and are consistent with the overall strategy and mission
- Establish trust relations with key partners and stakeholders and keep dialogue with shareholders
- Develop and implement operational policies and a strategic plan
- Maintain a deep knowledge of the markets and industry of the company
- Analyse problematic situations and occurrences and provide solutions to ensure company survival and growth
- Help with recruiting new staff members when necessary.

Chief sales officer

Chief sales officer responsible for leading a company's sales organization to meet growth and sales revenue targets. This job position at HeroLab requires work cross-functionally with the team and customers, apart from this chief sales officer controls promotional strategy of the company, as well as communication with the public.

Responsibilities:

- Oversee the planning and execution of company sales and promotional strategy
- Review and manage content marketing strategy
- Determine KPIs for marketing and sales department
- Keep the marketing budget in check
- Work with sales and development and customer success teams
- Create and present the annual marketing plan and strategy

Mentors

Description- All our masterclasses will be taught by mentors, participating on the voluntary basis. Our mentors have to really understand their craft. They will be able to answer any question that may arise, making each education experience tailored to the needs of the participants. Importantly, we are looking for good role models and showcase an inspiring biography.

Responsibilities:

- Empower the participants by practical masterclasses and relevant topics
- Provide a highly practical masterclass in the field of expertise – no need for long lectures
- Develop a personal and positive connection with participants
- Prepare and hold masterclasses
- Create meaningful and tangible output

Requirements:

- Domains of expertise in the creative fields and technological applications within creative disciplines, such as graphic design
- Capacity to actualize all personal commitments

- Willingness to share skills, experiences and life stories
- Value the ongoing learning and growth in the field
- Demonstrate a positive attitude and acts as a positive role model

Lawyer

Description – At a HeroLab we are looking for a corporate lawyer, who will be responsible to handle issues that affect non-profit organizations. The main responsibility will be handling all our company's legal transactions, partnerships, and projects. The principal goal will be to guarantee that all our company's transactions comply with state laws and regulations, while actively helping our company avoid possible legal risks and violations. An attorney should be able to help HeroLab in guidance on the paperwork that needs to be filed and have knowledge about the legislation system in Austria, as well as law for the non-for profits and companies working with minors.

Responsibilities :

- Provide not-for-profit organisations with legal advice on issues faced by HeroLab
- Undertake legal research and analysis around relevant policy and law reform issues affecting the not-for-profit/for-purpose sector and provide input into advocacy activities
- Prepare legal documents
- Represent the company in legal proceedings
- Guide management on regulatory and compliance issues to ensure compliance with legal regulations

Requirements:

- Degree in Corporate Law, with specialization and knowledge about not for profit organizations
- Licence to practice law
- A minimum of 3 years' experience as a corporate lawyer
- Highly analytical with a strong attention to detail.

Tax consultant

Description – HeroLab is currently searching for a detail-oriented and qualified Tax Account to prepare our tax payments and returns. As the Tax Accountant, your chief goal will be to recommend effective tax strategies that comply with laws for not for profit organizations and promote our company's financial well-being.

Responsibilities:

- Prepare tax returns, payments, necessary paperwork, and reports
- Assess and research difficult tax issues to identify solutions
- Manage and maintain the company's tax database
- Prepare accurate quarterly and annual tax reports

Requirements:

- Degree in accounting or relevant field
- A minimum of 3 years' experience as a Tax consultant or a similar role
- In-depth knowledge of accounting procedures and time management skills
- Experience in working in not for profit organizations

Educational specialist

Description – Educational specialist at HeroLab will be responsible to test and measure effectiveness of topics and structure of the masterclasses. Formulate recommendations and procedures in order to help us to provide better educational service and experience.

Responsibilities:

- Researches and define educational goals, objectives, and methodologies to meet goals
- Coordinate activities and consult mentors
- Evaluate the masterclasses and its structure, consult and redesign courses if required

Requirements:

- Bachelor's degree; at least 3 years of experience directly related to the duties and responsibilities specified.
- Skill in organizing resources and establishing priorities
- Ability to manage and facilitate educational programs
- Knowledge of principles and procedures related to student advice and/or related services.

Curriculum Vitae of the Employees

HeroLab will require CV's for job positions: Educational expert, lawyer and tax consultant, we want to see sections: Work experience, education, skills and personal statement. In order to evaluate the applications, we will focus on the key words from the CV's, which should be: Honesty, integrity, transparency and accessibility , as well as the requirements stated in the Job description section. We are highly interested to collaborate with professionals and to align our missions to make HeroLab a perfectly functioning organization, which will benefit the society and our participants.

Examples:

1. Corporate Attorney

Specialized in providing legal and business services to talented individuals, entrepreneurs and companies.

- Established numerous not for profit organizations and limited liability companies for successful entrepreneurs
- Successfully negotiated and closed deals for real estate investment group formation and restructure

Candidate Info	
11	Years In Workforce
2	Years At This Job
BS	Business Administration
MA	Finance
JD	Business

- Successfully negotiated and closed digital distribution deals for a large regional record company and studio
- Negotiated, drafted and closed artist representation agreement and personal services agreement

2. Associate Corporate Tax Consultant

Consulted on projects for a variety of different clients located multiple jurisdictions and industries

- Prepared and submitted tax fillings, all projects were submitted on time and within statute
- Worked with not for profit organizations, acted as a point of contact for customer relations, received positive customer reviews
- Operated as a productive member of a six person team to meet tight deadlines in a very volatile industry
- Acted as lead consultant on social projects for major clients, including educational projects

Candidate Info

- 9 Years In Workforce
- 3 Years At This Job
- BA Business

3. Educational Specialist

Developed and implemented educational curriculums for Mentors that provided specific outcomes detailed in the Mentoring Center guidelines

- Organized adult and youth trainees into interactive learning and cooperative work groups
- Instructed adults and youth trainees while facilitating group communication and discussion
- Communicated concerns to mentors and mentees, developing responses that promoted individual ownership, achievement, and shared responsibility

Candidate Info

- 17 Years In Workforce
- 12 Years At This Job
- BA Bachelor Of Arts
- MA Divinity
- JD Juris Doctor

Legal Contracts

Employment contracts:

We will be employed as freelancers. The freelance service contract regulates a service obligation for remuneration with little or no personal dependency. The association is obliged under tax and duty law to report and pay contributions to social insurance (up to the negligibility limit only accident insurance) and to pay municipal tax and other ancillary wage costs.

The freelance employee is obliged under tax and duty law to assess and pay income tax.

From the second year onwards, we plan to hire one employee on a marginal basis.

For employees in marginal employment the same labour law regulations apply as for all other employees. They are also entitled to care leave, vacation and severance pay.

Marginal employees are still insured against accidents, even though they do not pay social security contributions.

Pension and health insurance for part-time employees is not paid automatically and the employee may have to take out such insurance himself if he is not insured by other employment or similar.

The marginal earnings threshold in 2020 is 460.66 euros.

Arbeitsvertrag für geringfügig entlohnte Beschäftigung (Work contract for marginal workers)

Zwischen HeroLab

- nachfolgend „Arbeitgeber“ genannt -

und

Herrn/Frau _____

wohnhaft _____

- nachfolgend „Arbeitnehmer/-in“ genannt -

wird folgender Arbeitsvertrag geschlossen:

§ 1 Beginn des Arbeitsverhältnisses

Das Arbeitsverhältnis beginnt am _____ .

§ 2 Probezeit

Das Arbeitsverhältnis wird auf unbestimmte Zeit geschlossen. Der erste Monat gilt als Probezeit. Während der Probezeit kann ein Arbeitsverhältnis ohne Kündigungsfrist aufgelöst werden.

§ 3 Tätigkeit

Der Arbeitnehmer wird als _____ eingestellt

und vor allem mit folgenden Arbeiten beschäftigt:

Er verpflichtet sich, auch andere zumutbare Arbeiten auszuführen – auch an einem anderen Ort –, die seinen Vorkenntnissen und Fähigkeiten entspricht und nicht mit einer Lohnminderung verbunden sind.

§ 4 Arbeitsvergütung

Für seine Tätigkeit erhält der Arbeitnehmer ein Monatsbruttogehalt in Höhe von 450,00 EUR. Dieses Gehalt wird jeweils zum Ende eines Kalendermonats auf ein vom Arbeitnehmer zu benennendes Konto überwiesen.

Das Monatsgehalt wird spätestens bis zum 5. des nächsten Monats fällig.

Die Arbeitnehmerin erhält einmal im Kalenderjahr eine Urlaubsbeihilfe in Höhe des Monatslohnes, die spätestens am 31. Juli fällig ist. Die Arbeitnehmerin erhält einmal im Kalenderjahr eine Weihnachtsremuneration in Höhe des Monatslohnes, die spätestens am 31. Dezember fällig ist.

Im Kalenderjahr, in dem die Arbeitnehmerin eintritt, gebührt ihr der aliquote Teil der Urlaubsbeihilfe und der Weihnachtsremuneration, berechnet vom Eintrittsdatum bis zum 31. Dezember dieses Kalenderjahres. Im Kalenderjahr, in dem die Arbeitnehmerin austritt, gebührt ihr der aliquote Teil der Urlaubsbeihilfe und der Weihnachtsremuneration, berechnet vom 1. Jänner dieses Kalenderjahres bis zum Austrittsdatum. Tritt die Arbeitnehmerin während des Kalenderjahres, in dem sie eingetreten ist, aus, gebührt ihr der aliquote Teil der Urlaubsbeihilfe und der Weihnachtsremuneration, berechnet vom Eintrittsdatum bis zum Austrittsdatum.

Anteilmäßig zu viel bezogene Urlaubsbeihilfe wird bei Beendigung des Arbeitsverhältnisses gegenverrechnet bzw. ist von der Arbeitnehmerin zurückzuzahlen.

*Das gesamte Entgelt wird auf das Konto des Arbeitnehmers bei der
_____ überwiesen.*

§ 5 Arbeitszeit

Die regelmäßige wöchentliche Arbeitszeit beträgt derzeit ___ Stunden. Beginn und Ende der täglichen Arbeitszeit richten sich nach der betrieblichen Einteilung.

Die Arbeitnehmerin erklärt sich ausdrücklich mit der jederzeitigen Änderung der vereinbarten Arbeitszeiteinteilung durch den Arbeitgeber unter Beachtung der arbeitszeitrechtlichen Grenzen und Beschränkungen des § 19 c Abs. 2 und 3 AZG (bei Teilzeitarbeit § 19 d AZG) einverstanden.

Die Arbeitnehmerin ist verpflichtet, rechtzeitig angeordnete Mehr- und Überstunden zu leisten. Eine Mehr- und Überstundenleistung ohne vorherige Anordnung ist nur in außergewöhnlichen Fällen statthaft. Hiervon ist dem Arbeitgeber unverzüglich Mitteilung zu machen. Die geleisteten Mehr- und Überstunden sind spätestens innerhalb eines Monats in Form einer Arbeitszeitaufzeichnung schriftlich zu melden, andernfalls sie als nicht geleistet gelten.

Fallen keine Mehr- und Überstundenleistungen an ist die Arbeitnehmerin ebenso verpflichtet eine tagesaktuelle und genaue Arbeitsaufzeichnung zu führen und diese unaufgefordert wöchentlich an den Arbeitgeber auszuhändigen.

Mehrarbeitsstunden sind innerhalb des Kalendervierteljahres bzw. eines anderen festgelegten Zeitraumes von drei Monaten, in dem sie angefallen sind, durch Zeitausgleich im Verhältnis 1:1 auszugleichen.

Zur Qualifizierung der Arbeitnehmerin werden vom Arbeitgeber regelmäßig Schulungen und/oder Seminare durchgeführt. Die Arbeitnehmerin erklärt sich bereit, an diesen Schulungen und/oder Seminaren teilzunehmen. Die Zeit der Schulungen und/oder Seminare, die über die tägliche Arbeitszeit hinausgeht, wird in Form von Freizeit ausgeglichen.

§ 6 Urlaub

Der Urlaubsanspruch richtet sich nach den Bestimmungen des Urlaubsgesetzes.

Der Urlaub ist einvernehmlich zwischen dem Dienstgeber und der Dienstnehmerin zu vereinbaren und soll vorrangig in arbeitsarmen Zeiten, sowie zwischen Weihnachten und Neujahr genommen werden.

§ 7 Krankheit

Arbeitsverhinderungen infolge Krankheit oder Unglücksfall hat die Arbeitnehmerin dem Arbeitgeber bzw. seinem Vertreter ohne Verzug, d.h. grundsätzlich noch am Tag des Eintrittes der Verhinderung, telefonisch oder schriftlich zu melden. Anderenfalls verliert die Arbeitnehmerin für die Dauer der Säumnis den Anspruch auf das Entgelt.

Jedenfalls ist der Arbeitgeber berechtigt, für jede Erkrankung sofort eine Bestätigung der zuständigen Krankenkasse oder eines Amts- oder Gemeindefarztes über Beginn, Ursache und voraussichtliche Dauer der Arbeitsunfähigkeit zu verlangen. Kommt die Arbeitnehmerin dieser Aufforderung nicht nach, so verliert sie für die Dauer der Säumnis den Anspruch auf das Entgelt.

§ 8 Verschwiegenheitspflicht

Der Arbeitnehmer verpflichtet sich, während der Dauer des Arbeitsverhältnisses und auch nach dem Ausscheiden, über alle Betriebs- und Geschäftsgeheimnisse Stillschweigen zu bewahren.

§ 9 Nebentätigkeit

Jede entgeltliche oder das Arbeitsverhältnis beeinträchtigende Nebenbeschäftigung ist nur mit Zustimmung des Arbeitgebers zulässig.

§ 10 Vertragsstrafe

Der Arbeitnehmer verpflichtet sich für den Fall, dass er das Arbeitsverhältnis nicht vertragsgemäß antritt oder das Arbeitsverhältnis vertragswidrig beendet, dem Arbeitgeber eine Vertragsstrafe in Höhe einer halben Bruttomonatsvergütung für einen Vertragsbruch bis zum Ende der Probezeit und einer Bruttomonatsvergütung nach dem Ende der Probezeit zu zahlen. Das Recht des Arbeitgebers, weitergehende Schadensersatzansprüche geltend zu machen, bleibt unberührt.

§ 11 Kündigung

Das Arbeitsverhältnis kann vom Arbeitgeber unter vorheriger Einhaltung der gesetzlichen Kündigungsfrist zu jedem Fünfzehnten oder Letzten eines Kalendermonats aufgelöst werden. Das Arbeitsverhältnis kann von der Arbeitnehmerin unter vorheriger Einhaltung der gesetzlichen Kündigungsfrist von einem Monat zu jedem Monatsletzten aufgelöst werden.

§ 12 Verfall-/Ausschlussfristen

Ansprüche der Arbeitnehmerin aus dem gegenständlichen Arbeitsverhältnis müssen bei sonstigem Verfall innerhalb von 3 Monaten ab Fälligkeit gegenüber dem Arbeitgeber schriftlich geltend gemacht werden. Gleiches gilt für Ansprüche des Arbeitgebers gegenüber der Arbeitnehmerin. Bei rechtzeitiger Geltendmachung bleiben die generellen maßgeblichen Verjährungs- bzw. Verfallfristen gewahrt.

§ 13 Vertragsänderungen und Nebenabreden

Änderungen, Ergänzungen und Nebenabreden bedürfen der Schriftform; dies gilt auch für die Aufhebung der Schriftform selbst.

Sollten einzelne Bestimmungen dieses Vertrages unwirksam sein oder werden, wird hierdurch die Wirksamkeit des Vertrages im Übrigen nicht berührt.

Der Arbeitnehmer verpflichtet sich, dem Arbeitgeber unverzüglich über Veränderungen der persönlichen Verhältnisse wie Familienstand, Kinderzahl, Adresse, Mitteilung zu machen.

Ort, Datum

Unterschrift Arbeitgeber

Unterschrift Arbeitnehmer/-in

Volunteering contract:

According to Austrian law, volunteer work is basically a service. That is why we will make a written agreement with the volunteers about what the desired or planned activity is about and that it is voluntary and unpaid. Since otherwise, in the worst case, this could result in claims arising from an employment relationship. Expenditure allowances - travel costs, food, training - are permissible, but must remain within a framework that does not go beyond voluntary work. In the event of damage, the organisation is generally liable. For this reason, we have liability and accident insurance.

Ehrenamtsvertrag

Vereinbarung

Der Verein _____ (nachfolgend „Auftraggeber“ genannt)

schließt beginnend am _____

mit

Frau/Herr _____ (nachfolgend „ehrenamtlich Tätiger“ genannt)

folgenden

Vertrag für ehrenamtlich Tätige (Volunteer Contract)

§ 1 Auftragsinhalt

(1) Der ehrenamtlich Tätige erbringt für den Auftraggeber einmalig für ____ Stunden folgende Tätigkeiten:

Die Tätigkeiten werden ehrenhalber, also unentgeltlich übernommen. Es werden Stundennachweise geführt.

(2) Dieser Vertrag begründet kein arbeitsrechtliches Rechtsverhältnis. Es ergeben sich keine Ansprüche auf Übernahme in ein sozialversicherungspflichtiges Beschäftigungsverhältnis.

§ 2 Weisungsrecht, Einsatzzeit, Hausordnung

(1) Der ehrenamtlich Tätige unterliegt bei der Erfüllung der Tätigkeiten den Weisungen des Auftraggebers bzw. derjenigen Person(en), die hierzu vom Auftraggeber benannt worden ist/sind.

(2) Die Festlegung der Einsatzzeit erfolgt in beiderseitigem Einvernehmen.

(3) Der ehrenamtlich Tätige ist verpflichtet, die betriebliche Ordnung zu beachten.

§ 3 Kündigung

Die Parteien können den Vertrag ordentlich kündigen; die Kündigungsfrist beträgt vier Wochen. Die Kündigung bedarf der Schriftform. Diese Frist entfällt, wenn ein wichtiger Grund eine fristlose Kündigung rechtfertigt.

§ 4 Haftung des ehrenamtlich Tätigen

(1) Der ehrenamtlich Tätige haftet bei Schäden gegenüber dem Auftraggeber nur für Vorsatz und grobe Fahrlässigkeit.

(2) Der Auftraggeber verpflichtet sich zur Deckung eventueller Schäden, welche der ehrenamtlich Tätige gegenüber Dritten verursacht, eine Haftpflichtversicherung zu stellen.

§ 5 Unfälle und Schäden des ehrenamtlich Tätigen

Der Auftraggeber haftet dem ehrenamtlich Tätigen für Schäden, die dieser während der Verrichtung des Auftrags wegen eines Verschuldens des Auftraggebers verursacht. Dieses gilt nicht, falls diese Schäden durch die gesetzliche Unfallversicherung gedeckt sind.

§ 6 Aufwendungsersatz

(1) Der ehrenamtlich Tätige hat einen Anspruch auf die Erstattung von Auslagen, die im Zuge der Tätigkeit entstehen und die nach den Umständen für erforderlich gehalten werden können.

§ 7 Datenschutz

Der ehrenamtlich Tätige ist darüber zu informieren, wie der Datenschutz vor Beeinträchtigungen des Persönlichkeitsrechts durch den Umgang von öffentlichen und nichtöffentlichen Stellen mit personenbezogenen Daten schützen soll. Er verpflichtet sich, beim Umgang mit personenbezogenen Daten die gesetzlichen Vorschriften zu beachten.

§ 8 Salvatorische Klausel

Sollte eine Bestimmung dieses Vertrages unwirksam sein oder werden, nichtig sein oder werden, so wird die Wirksamkeit der übrigen Bestimmungen davon nicht berührt. Anstelle der unwirksamen/nichtigen Bestimmung werden die Parteien eine solche Bestimmung treffen, die dem mit der unwirksamen/nichtigen Bestimmung beabsichtigten Zweck am nächsten kommt. Dies gilt auch für die Ausfüllung eventueller Vertragslücken.

Ort, Datum

Unterschrift ehrenamtlich Tätiger

<http://www.freiwilligenweb.at/de/freiwilliges-engagement/rechtliche-rahmenbedingungen>

XI. Financials

Since our association does not make profits from the workshops our income is solely based on funds and donations. In general we calculated that we will need a total sum of 55.000 - 60.000 € for the first year and up to 65.000 € for the second year. Our main expenses will be wage and advertising which sum up to a total of 30.400 € in the first year. Advertising and marketing will double in the second year and wages will also be raised; both of these expenses represent our key-hires as one attracts our participants and the other is responsible to execute our operations.

We expect to receive more significant donations by corporate companies as well as a variety of smaller donations once the workshops start. The numbers below represent our estimates in the year 2021, therefore we only calculated the small donations from September 2021 to December 2021, as launch is in the end of September. We expect slow-growth, as our surplus is made up by a variety of funds that we cannot enhance through “sales” per se. We will always be on the lookout for new partners and sponsors who can support our business monetarily or with in-kind donations.

WE ASSUME

1. ...that there will not be a major recession.
2. ...that state and municipal funding will remain constant and our eligibility for state and municipal fundings will not be affected by drastic changes in the economy.
3. ...that our project will be supported by Vienna’s community.
4. ...that the need for our project will remain.
5. ...to make a gross profit through funds of at least 60.000 Euros.
6. ...that about 10.000€ will come from our own capital to cover some of the start-up costs.

THREE YEAR FORECAST

First Year: Technically our first year will start July 2020, though operations with expenses will start in January 2021. Our expenses will mostly be set-up costs. Operational costs will start from September 2021.

Second Year: With increased operations we will have higher expenses but also higher profits. We will try to get more sponsors and partners on board, taking into account that our project has been running a few months already.

Third Year: Our third year will be the first to mark a significant profit of approx. 39.000€, this money will be re-invested in operations of the following year. We plan for private donations to increase as well.

First Year		Second Year		Third Year	
Profit	57,420€	Profit	84,183.30	Profit	111,763.30

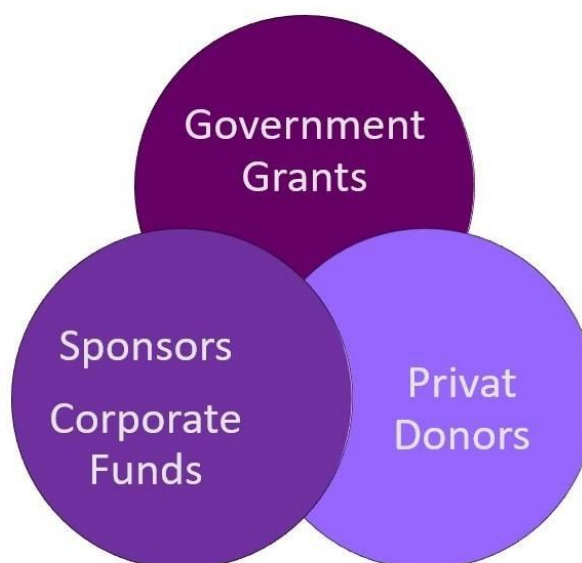
Loss	-52.537€	Loss	-62,420	Loss	-73,348
Total	<u>4883,3€</u>	Total	<u>21,763.30</u>	Total	<u>38,488.30</u>

We will attract a diverse number of donations, grants and funds to make our funding as sustainable as possible. In the first year we calculated an expenditure of 55.000 - 60.000 . That is the minimum amount of money we will need to prepare and launch our project.

We plan to attract money from government/city grants, companies that coincide with our values, big-tech companies, small local businesses and international companies that offer grants in social responsibility projects like ours.

We plan to cover our expenses in the first year with 8% of government grants (roughly 5.000€). Approximately 5% would be private donations by the time our operations will start and 60% will be covered by various partners and sponsors (roughly 40.000€ in the first year). 12% will be covered by AMS in and 14% will be covered by our own capital investment. The numbers will change once operations are more constant in the second year 2022. We expect the same amount of

government grants (8%), higher private donations (20%) and higher income through our partners and sponsors (70%). The first step of the funding plan will be done and executed one year before launch (September 2020). We believe that it will take us at least another year (2022) to attract the amount of money and the amount of sponsors we need to take our project to the next step. We will do this by creating stronger and long term relationships which will grant us a stable source of income.



Income Forecast 3 years (2021-2023)

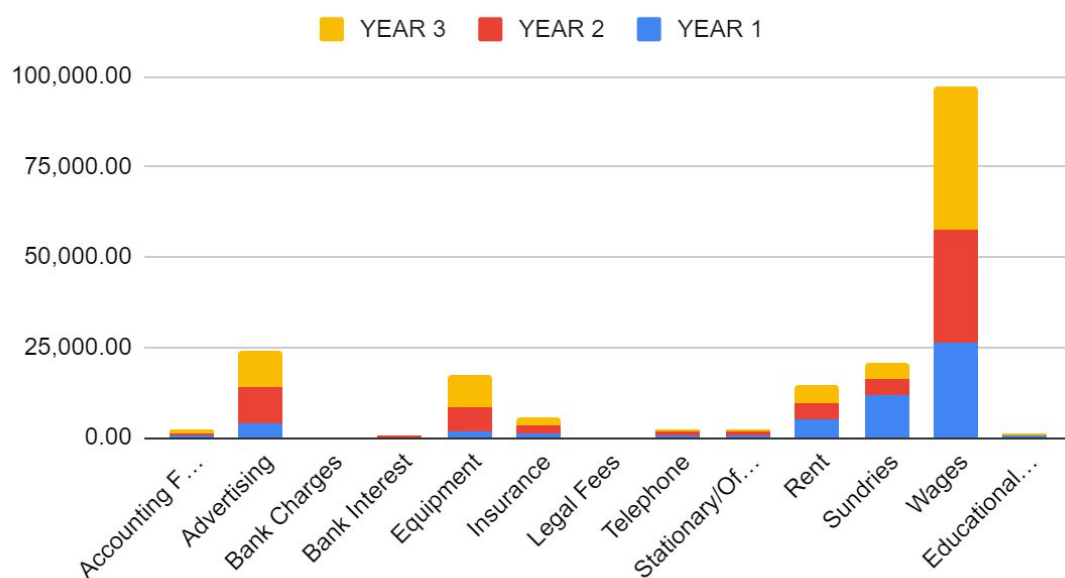
Income Year 1			Income Year 2		Income Year 3	
			4,883.30	starting cash position	21,835.8	starting cash position
January	16,200.00	Capital+AMS*+ & 5.000 Bank loan	35000	Google+MEGA Stiftung	35,000.00	Google+MEGA Stiftung
February	6,200.00	5.000 Jugendförderung (City Grant)+AMS	15000	ERSTE	17,000.00	ERSTE

March	13,200.00	Google Austria + AMS		4500	Connected Kids		4,500.00	Connected Kids
April	9,200.00	Erste Foundation + AMS		7000	Adidas		10,000.00	Adidas+ Partner Donation
May	5,700.00	Connected Kids + AMS		5000	City Grant		5,000.00	City Grant
June	4,200.00	Adidas +AMS		7000	Rauch		7,000.00	Rauch
July	250.00	Donations		500	Donations		3,000.00	Donations
August	250.00	Donations		500	Donations		2,500.00	Partner Donation
September	1,320.00	Grover+Donations		1800	Grover + Donation		2,500.00	Grover + Partner Donation
October	300.00	Donations		1000	Donations		1,000.00	Donations
November	300.00	Donations		1000	Donations		1,000.00	Donations
December	300.00	Donations		1000	Donations		1,500.00	Donations
	57,420.00			84,183.30			111,763.30	
	-52,536.70			-62,347.5			-73,348	
	4,883.30			21,835.80			38,488.30	

*AMS Unternehmensgründer-Programm. This is a program of the unemployment office that provides the costs for a free management consultancy and the necessary training for starting a business. Furthermore, they secure the existence of the founder for the duration of the program. Monthly: 1.200€ for 6 months.

Expenses Forecast 3 years 2021-2023

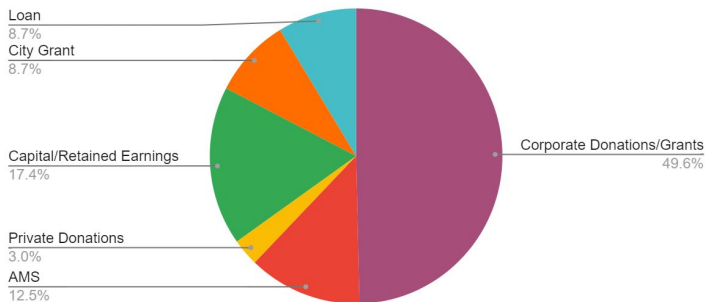
YEAR 1, YEAR 2 and YEAR 3



	YEAR 1	YEAR 2	YEAR 3
Accounting Fees	400.00	800.00	800.00
Advertising	4,000.00	10,000.00	10,000.00
Bank Charges	22.50	22.50	22.50
Bank Interest	240.00	240.00	240.00
Equipment	1,600.00	7,000.00	9,000.00
Insurance	1,200.00	2,200.00	2,200.00
Legal Fees	65.00	65.00	65.00
Telephone	720.00	720.00	720.00
Stationary/Office supplies	700.00	800.00	800.00
Rent	4,800.00	4,800.00	4,800.00
Sundries	11,989.20	4,300.00	4,300.00
Wages	26,400.00	31,000.00	40,000.00
Educational Consultancy	400.00	400.00	400.00
	52,536.70	62,347.50	73,347.50

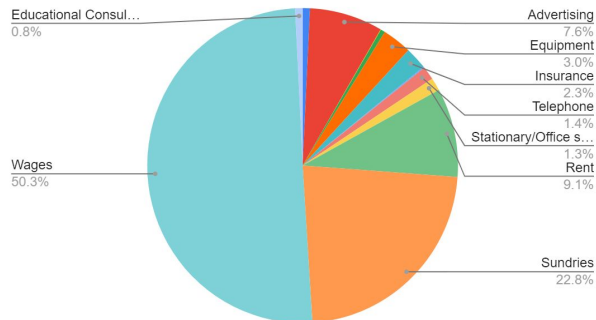
Profit and Loss evolution & percentages

Profit Year 1



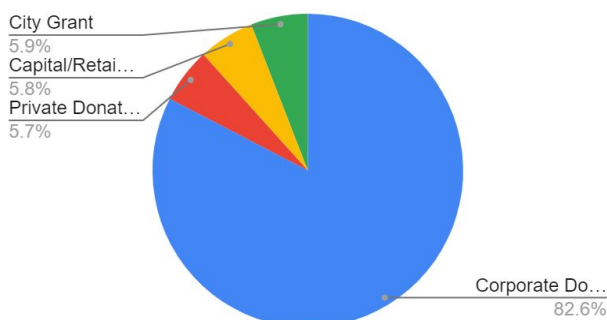
Year one marks a balance in the three money generating sectors: Corporate funds, private donations and city grants. The latter marks the smallest number as we decided to not rely on it too heavily.¹⁹ Our own capital investment makes the overall percentage of corporate donations low in reference.

Loss Year 1



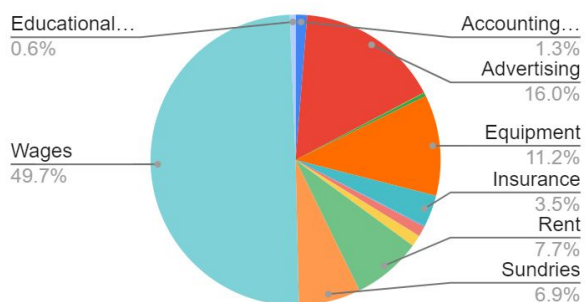
Wages, rent, advertising and set-up costs will be the highest expenses in the first year. Our operation does not require many fixed costs due to the circumstance of their location and the volunteering of the mentors.

Profit Year 2



In the second year we will introduce new sponsors and have higher amounts from established donors. Private donations are accumulating with the number of workshops we offer.

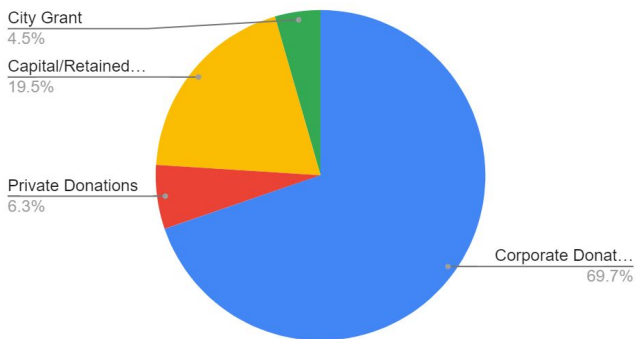
Loss Year 2



In the second year marks the year our operations and activities become more consistent. Expenses in advertising (posters, stickers, promotion), equipment and wages are rising. Fixed costs like rent, accounting and insurance remain the same.

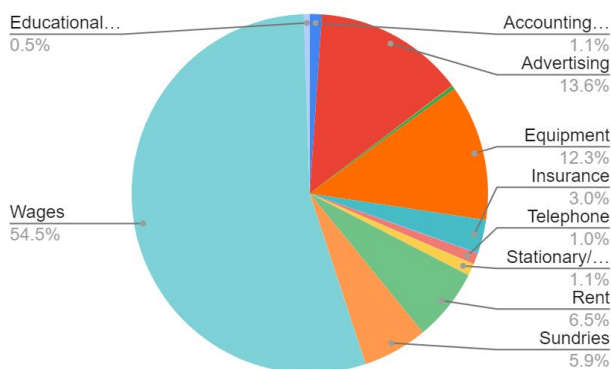
¹⁹ Over the last years many city grants have been cut completely.

Profit Year 3



When private donations and retained earnings rise, the percentage of corporate donations will become smaller. Our goal is to establish a more balanced income and to reduce dependence on corporate donations to 55%.

Loss Year 3



Expenses in advertising, equipment and wages are rising. Our activities are more constant, thus equipment expenses rise as well. With the expenses in wages we can cover one more student assistant. Costs in advertising costs will be the same amount as the year before and include posters, stickers, promotional expenses. Fixed costs like rent, accounting and insurance remain the same.