

# Case studies



Especially at the beginning, it helps founders to learn from the experiences of others and thus make their own start-up process more efficient and successful. In this chapter, social entrepreneurs talk about their motivations, their beginnings, how they overcame challenges, and what they learned.



## CASE STUDY

# Unverschwendet

Cornelia Diesenreiter | Co-Founder & CEO



**Unverschwendet transforms surplus fruit and vegetables into products such as jam, syrup, chutneys, sauces, and much more. The culinary solution to food waste.**

Since 2015, siblings Cornelia and Andreas Diesenreiter have been passionately committed to reducing fruit and vegetable waste. Their commitment began with a small association, but quickly developed into Unverschwendet, a company that has been run by the siblings and their team at the Schwendermarkt in Vienna since 2016. Their goal is to save food, and this is reflected in the impressive figures – from an initial 500 jars

in 2015 to a steadily growing six-figure number in recent years. Their focus is not only on saving food, but also on education and sustainable solutions. The team's dream is to see products made with rescued ingredients on every shelf and to make sustainable products affordable.

**How did you come up with the idea for Unverschwendet?** *Cornelia:* In 2015, I worked on a research project about residual waste. It turned out that almost a third of all waste is food. This experience prompted me to write my master's thesis on food waste. I founded an association to tackle the problem and saw the need to do more. That was when I decided to start my own business. I was lucky that my brother shared my vision.

**In which markets is Unverschwendet active?**

*Cornelia:* We operate mainly in Austria under the Unverschwendet brand. Unverschwendet is available in Austrian supermarkets, delicatessens, grocery stores, at our own market stall, and in our online shop. In Germany and Switzerland, our products can be ordered online. We also work with Hofer on the

"Rettenswert" brand, which enables us to rescue imported fruit and vegetables.

**How do consumers recognize your products in stores?**

*Cornelia:* Our products feature humorous illustrations of the rescued fruit on the packaging, which makes them easy to recognize. They are usually placed near the checkout in supermarkets.

**What financing options did you use?**

*Cornelia:* We received financial support from the Vienna Business Agency and the AMS.

**What are your next steps? Is there a specific next step or initiative from Unverschwendet?**

*Cornelia:* We want to support social institutions such as "Die Tafel Österreich" by closing the gap between surplus agricultural products and the inadequate supply of those in need. We want to help make sustainable food accessible and affordable.

For companies, we offer reliable and sustainable gift solutions for all occasions, thereby working together to save valuable food from being thrown away.

→ [www.unverschwendet.at](http://www.unverschwendet.at)

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# edventure Studios

Gerhard Dorn | Co-Founder



**As a tutoring institute and game studio, edventure Studios develops affordable and socially responsible learning tools for everyone.**

*Gerhard:* edventure Studios GmbH was founded as a social business that is both a game studio and a learning institute. The innovative educational game "Ko-nomondo" aims to bring about lasting change in the way people learn. The vision is to create a learning community that uses modern educational technologies. Through a subscription model, the company enables individual support, even for financially disadvantaged households. Initially focused on upper-level mathematics, the long-term plan is to expand to other school levels and subjects. The overall goal is to provide cost-effective, cross-classroom and cross-subject instruction. We want to take the fear out of school subjects and enable an application-oriented, individualized approach to learning.

overarching goal is to provide cost-effective, cross-classroom and cross-subject teaching. We want to take the fear out of subjects and enable an application-oriented, individual learning approach. The use of multiplayer role-playing technology allows different subjects to be linked to create a comprehensive, context-based learning process.

## What strategies does edventure Studios use to promote inclusivity and accessibility in mathematics education?

*Gerhard:* Math education should use modern technology to reach students and adapt to their perception of the world. We believe that emotions and stories are crucial for motivating students and making math come alive and understandable.

When developing games, our vision is to offer math lessons as a mobile game that acts as a virtual tutor and guides students through a mathematical world with many tasks and puzzles.

## How can a game help students learn without fear?

*Gerhard:* A game creates a safe space that reduces anxiety. A good game always strives for a balance between skill and challenge to enable smooth gameplay. It adapts to the players so that

the learning experience is tailored to the emotions, abilities, and characteristics of the students. Through the use of storytelling and proven game concepts, we want to motivate students to learn mathematics. We place particular emphasis on sustainable learning. The aim is not only to enable success in the game or good grades in tests, but also to create lively moments. These should make the importance of math tangible in everyday life.

## How did edventure Studios finance its first steps?

*Gerhard:* In addition to initial funding from the founders, we received pre-seed financing from AWS and support from Social Business Hub Styria. To test our app prototypes and generate initial revenue, we offer conventional digital tutoring. As a certified social enterprise, our focus is less on attracting conventional investors such as venture capital and more on research grants, start-up grants, and public investors. In addition, we are seeking school partnerships to drive development forward together with students and teachers.

→ [www.edventure.studio](https://www.edventure.studio)