



GERY KESZLER

# Facts

- ⊙ \*27<sup>th</sup> June 1963 Moedling (Lower Austria)
- ⊙ Vacation in Australia and
- ⊙ 90's: Return to Austria
- ⊙ France:
  - Main Residence
  - Employee of many firms



**VOGUE** **marie claire**

# Life's work: Life-Ball

- ⦿ Founder of the Life-Ball
- ⦿ 1993 First Life-Ball
- ⦿ 1995 Return to Vienna
- ⦿ Biggest benefit event in Europe



# Lifeball

- ◎ **Function :** Wants to draw the attention to the danger of AIDS + Support of the concerned

◎



# Controversies

- ⊙ 2007 aggressive article in the newspaper „Zur Zeit“ (literally translated: „current affairs“)
  - Legal measures initiated
  - Charge has been withdrawn
- ⊙ 2015 Keszler published his infection



# Entrepreneurship

## ⊙ Entrepreneur:

- Innovative, risk-taking business starter who only wants to make profit out of his ideas. They got a big amount of self-confidence and passion for his/her project.

## ⊙ Social entrepreneur:

- Innovative, risk-taking business starter (similar with a normal Entrepreneur) BUT he/she wants to help society with his ideas.



# Social entrepreneur?

- ◎ Cause of his social engagement for AIDS infected and his surrender on profit makes him a classic social entrepreneur

