

## SMART-UP Newsletter III.

The largest start-up project of the  
Hungarian-Austrian border region:  
SMART-UP!



### Innovation Management

The development of the innovation capacity of start-ups was continued through in-depth interviews on the basis of the survey methodology developed earlier. It is becoming increasingly clear from the interviews already conducted that companies prefer to opt for user- or market-oriented innovation and that strategy-oriented innovation and future planning are still in their infancy. Based on the survey results the participating companies will receive tailor-made advice, on innovation management, with the aim of strengthening the companies by exploiting their innovation potential. The survey results also form the basis for a study on economic development trends and will be prepared for all stakeholders and companies. If you would like to take part in the innovation-related survey, please contact the organisations participating in the project!



### SMART-UP Mentoring Kick-off in Eisenstadt

On 14 May 2019, the opening event of the mentoring phase of the project took place in Eisenstadt. At the meeting of mentors and mentees organised by the University of Applied Sciences Burgenland, mentors and representatives of startups from both countries were matched to cooperate.

Silvia Ettl-Huber, Vice Rector for Research and Innovation opened the event. She underlined that "innovation maintains the competitiveness of the economy and start-ups are an important

motor for future-oriented work due to their innovative power".

The ensuing mentor-mentee workshop showed that startups need more intensive support in finance, HR, marketing and networking. In the coming period, several events will be organized for StartUps to revolve around these topics.



*Support of Startups and Förde-regional capacity for innovation through training and mentoring and through the establishment of a cross-border start-up community*  
ATHU052 - SMART-UP



## **SMART-UP, Startup Life**

Recently, the project has hosted several events aimed at developing innovative and forward-looking entrepreneurial ideas, founding and further shaping the start-up community.



### **Ideathon 2.0 - 22-24 March 2019**

This competition was open to all interested parties with or without their own ideas, alone or in a team, who bring commitment and are open to new ideas. The competition should help to round off ideas with professional advice so that business models and concepts can emerge as a basis for companies to be founded.

### **Social Media Marketing Workshop – 25. April 2019**

As part of the Austro-Hungarian Startup Pannonia programme, a new joint project was organised for Startups of both countries, enabling young entrepreneurs to meet Lucas Hoffmann, the best-known social media expert in the German-speaking world, on the shores of Lake Neusiedl. The half-day workshop with Lucas Hoffmann focused on the communication of start-ups in social media and gave those attending a more competitive edge in terms of their communication strategies.

### **StartUp Wednesday - 08 May 2019**

This time the startup on Wednesday was all about Fintech, i.e. startups dealing with financial innovations. When it comes to Fintech, it is also about block chain technology, as it has brought many radical changes and will continue to be a key issue in the future.

### **Mission Innovation Week Austria - 8-9 May 2019**

A startup Heuriger took place this time in Stegersbach. This networking event was organised for StartUps and participants of Innovation Week Austria and attracted more than 60 people. The event led to a lively exchange of ideas around the core topics of the "SMART-UP Project and StartUp Pannonia". At this event international guests got to know this cross-border initiative.

### **Startup Heuriger Burgenland, 22 May 2019**

A networking event for start-ups and innovation-oriented idea providers from Burgenland and Western Hungary has become a fixed point for regional start-ups.

**For more information about the project go to [www.startup-pannonia.eu](http://www.startup-pannonia.eu) or find us on Facebook!**

<https://www.facebook.com/smartup2018/>  
<https://www.facebook.com/startuppannonia/>

