

SMART-UP newsletter VI.

The largest start-up project in the Hungarian-Austrian border region is nearing completion, SMART-UP!



In keywords

Idea generation events, trainings, innovation management audit for startups, action plans, management of pilot teams to startups, online platform, benchmarking study, video materials, startup community building, innovation guide for startups - all this came into being in SMART-UP!

Despite the pandemic, the past period has been full of activities, with various online events. Let's see what happened....



SMART-UP Innovation management

A summary benchmarking study has been prepared on the basis of the audits and action plans in the area of innovation support for the project, available here - <https://startup-pannonia.eu>



Innováció startupok számára
Kézikönyv
Innovációs kézikönyv startupoknak

Mit Innovation durchstarten
Der Innovationsleitfaden für Start-Ups

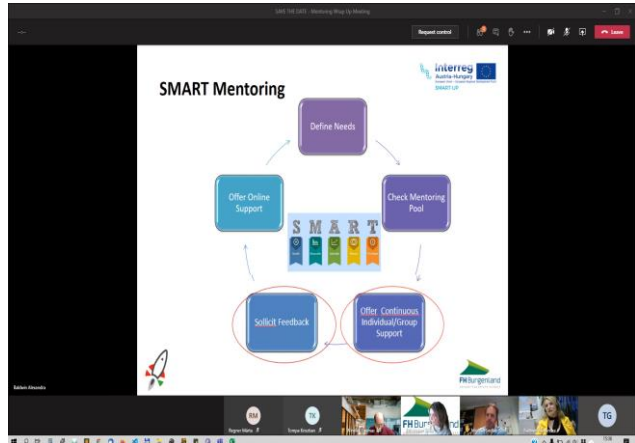
Logos: Interreg Austria-Hungary SMART-UP, SZÉCHENYI EGYETEM, WIRTSCHAFTSBEREICH BURGENLAND, FH Burgenland, CAMPUS 02, WKO, STARTUP PANNONIA.

To support the innovation activities of start-ups, a practical innovation guide was produced as a result of the work of CAMPUS 02, one of the Austrian partners of the project. The 61-page Hungarian-German version contains a number of examples and guidelines and also describes the 'SIKEM' innovation process. The guide is available here – <https://startup-pannonia.eu>

SUPPORT

COACHING

Supportive mentoring, video materials



The mentoring process to support the pilot teams and the start-ups has been completed. In December 2020, participants summarised the results and experiences of the process in an online event.

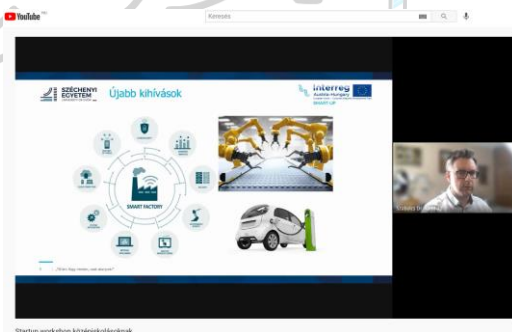
In addition to coordinating the mentoring process, one of the Austrian partners of the project, Fachhochschule Burgenland GmbH, produced short videos to present the main results and experiences of the SMART-UP project, and they also produced training videos for startups to incorporate these experiences.

The videos are available at the following link: <https://www.forschung-burgenland.at/business/smart-up/>

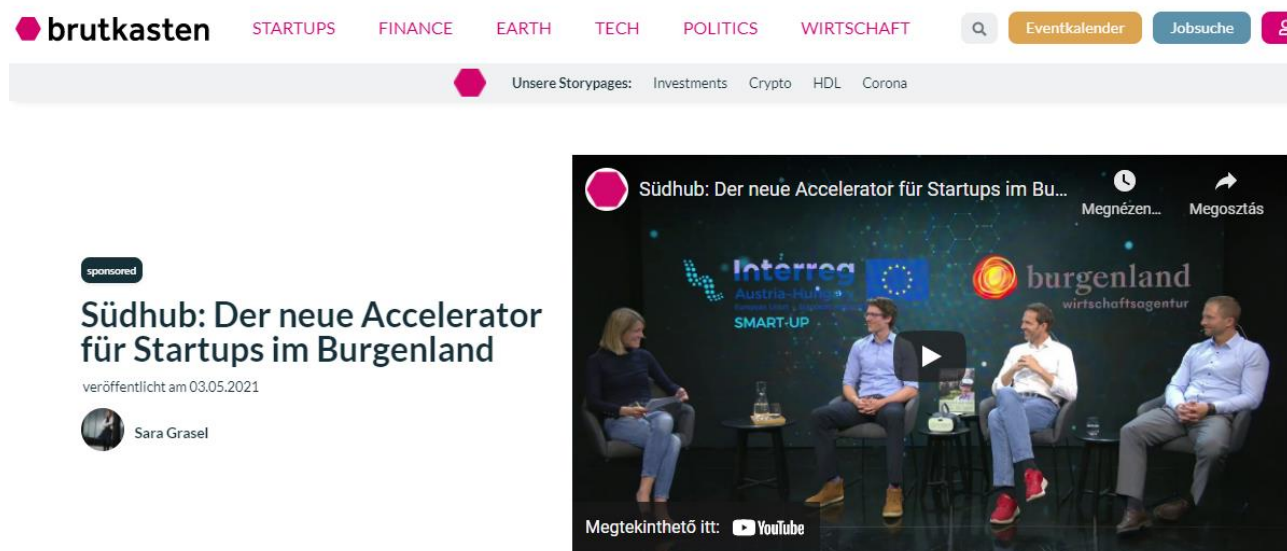


One of the Hungarian partners of the project, Széchenyi University, presented the results of the project and produced a video for young people under 18 who are considering starting a business. The video is available here:

https://www.youtube.com/watch?v=G_VmarkA6XM



A video from the Wirtschaftsagentur Burgenland shows how the lessons learned from the SMART-UP project can be applied in the future and how a start-up and innovation hub can be created in the region. The video is available here: <https://brutkasten.com/videos/suedhub-der-neue-accelerator-fuer-startups-im-burgenland/>



The screenshot shows the website 'brutkasten' with a navigation bar including 'STARTUPS', 'FINANCE', 'EARTH', 'TECH', 'POLITICS', and 'WIRTSCHAFT'. Below the navigation bar, there is a search bar and a 'Jobsuche' button. The main content area features a video player titled 'Südhub: Der neue Accelerator für Startups im Burgenland'. The video player includes a play button, a 'Meggészés' button, and a 'Meggészés' button. The video content shows four people sitting on a stage, with logos for 'Interreg Austria-Hungary SMART-UP' and 'burgenland wirtschaftsagentur' visible in the background. The video player also includes a 'Meggészés' button and a 'Meggészés' button.

SMART-UP start-up life – Startup Pannonia community



The two-day sales training, which was cancelled in spring 2020, was also held online in October. Under the guidance of renowned start-up trainer Florian Kandler, participants from Austria and Western Hungary learned about the structure of the sales funnel, the mysteries of financial planning and tips and tricks for selling products and services.

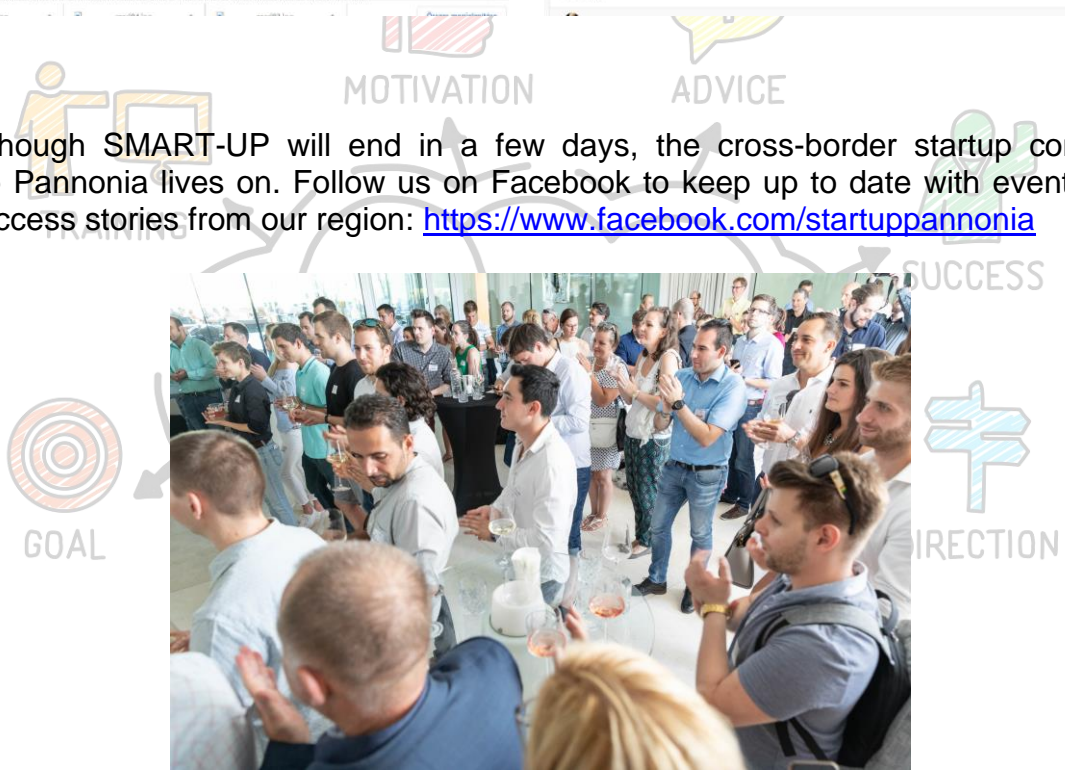
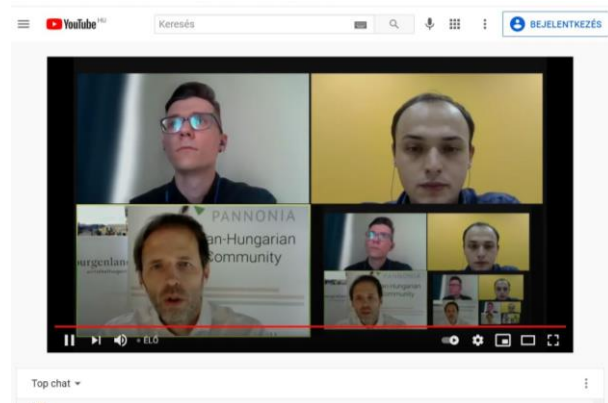
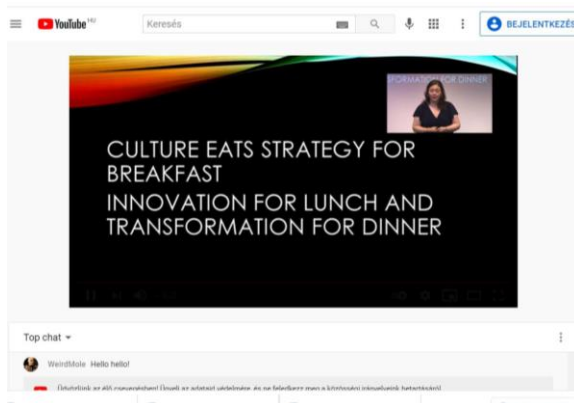
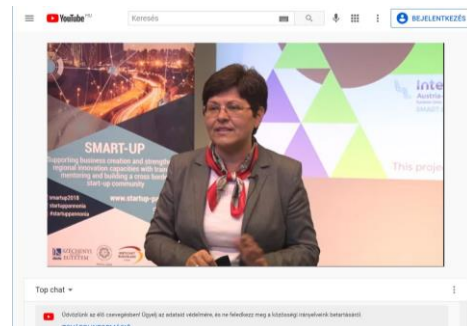
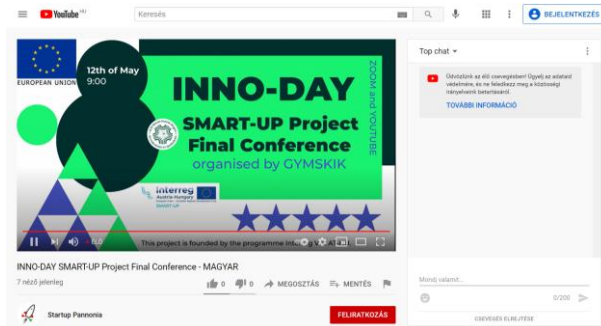
Startup Pannonia Scale-Up Program

The 5-week programme, led by Olivér Csendes and Zsolt Gémesi, aims to identify current obstacles for start-ups and to overcome them with the help of mentors, solving the identified current problems in three phases. The process, which started on 25 March, ended on 25 May with the Innovation Day closing event. Three teams from Austria and three from Hungary participated in the programme, and the feedback was that it was effective and successful.

INNO-DAY

The final conference of the SMART-UP project took place on 12 May at the Győr-Ménfőcsanak-Sopron County Chamber of Commerce and Industry - the venue was online. The participants recalled the milestones of the project, its most important and interesting results, summarised the lessons learned and raised the possibility of its continuation. In the second half of the programme, the teams involved in the scale up programme were

given the opportunity to present and summarise the lessons learned from the programme that were important to them.



Even though SMART-UP will end in a few days, the cross-border startup community Startup Pannonia lives on. Follow us on Facebook to keep up to date with events, news and success stories from our region: <https://www.facebook.com/startuppannonia>