

DESIGN
TERMINAL

ANNUAL REPORT



2019

INNOVATION
WITHOUT BORDERS

Our joint bootcamp with the Hungarian Chamber of Agriculture on A38 ship.

Innovation without borders

DEAR FRIENDS,

our mission, which is to nurture business talent, is more timely today than ever. The economic performance of our region, and within it: Hungary, is outstanding. Domestic companies have the opportunities for international expansion. To achieve this, it is absolutely critical to develop our innovative capabilities, whether in the field of product development or increasing efficiency. Design Terminal is ready to provide assistance here. **Supporting innovation champions and individuals moving their organizations forward is at the forefront of our work, be it the smallest startup or a global corporation – even public institutions as well.**

Our Mentoring Program aimed at startups is now in its fifth year and continues to be at the heart of what we do at Design Terminal. In 2019, alongside many talented Hungarian enterprises, Barbadian, Czech, Danish, Swedish and Austrian startups (among others) also considered that they could get the most from our program in order to achieve profitable market structuring. Their presence also contributed to the domestic participants' validation and international network of contacts. **In parallel with the Budapest program, this year – just as in previous ones – we were back on the road again with our mentors and experts to make the very latest know-how on developing companies available in every corner of the Carpathian Basin. We continued and expanded our Visegrád scholarship program.** This was the first year when we announced a scholarship specifically for compatriot women startup founders who are willing to start a business as mothers. This help allows those to join the Design Terminal Mentoring program who, although having talent and being hard working, face financial obstacles because of the need to devote personal time and energy to their particular project. Interest exceeded all our expectations and there is no question about continuing it.

We continued our collaboration with players in the corporate sector, including Knorr-Bremse, E.ON and Microsoft, to reinforce and expand in-house innovation programs. We undertook a role in the development of not only business entities but public institutions open to innovation. In partnership with the National University of Public Service, we organized an innovation brainstorming competition to update the institution's educational and community-building toolbox, where students and lecturers worked together. **Our most exciting commission is associated with the Hungarian Chamber of Agriculture, with which we jointly built a platform to renew Hungarian agriculture. The objective of our tie-up is to help those products and services of startups that deliver solutions to the challenges of agriculture appear in the everyday practice of domestic farms and farmers as soon as possible.**

This was the first year when Design Terminal applied for EU grants, a direct funding from Brussels. We did this at the request of the highly respected Dutch institution Next Web and immediately achieved success: in the following two years we will build a bridge together between Western and Eastern-Central European innovation ecosystems.

Thank you for joining us! Let's meet again in 2020!



■ **László Jónás, Gergely Böszörményi-Nagy, Tímea Végh,**
owners of Design Terminal





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OUR TEAM



János Csák
Chairman



Csaba Lantos
President of the Supervisory Board



Zsuzsanna Kun
Member of the Supervisory Board



Júlia Molnár
Member of the Supervisory Board



Péter Szabadhegy
Consultant



Zoltán Ács



Tamás Balogh



Gergely Böszörményi-Nagy



Andrea Farkas



dr. Laura Götzinger



Fanni Huszár



Anikó Ivanics



László Jónás



Aida Kavalecz



Eszter Krasznavölgyi



Diána Lajos



Lilla Liskay



Bernadett Miklós



Bálint Molnár



Zita Móricz



Péter Nyilas



Dorka Orbán



Petra Orosz



Henrik Pap



Zsófia Péter



Pierre-Baptiste Dupire



Ibolya Rácz



Mária Rácz



Bernadett Raffai



Zsolt Renge



Nóra Sokolowski-Lázár



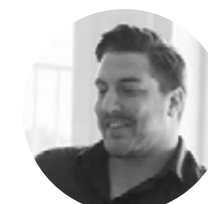
Anna Szabadhegy



Dorka Szarka



Vanda Széplaki



Balázs Takács



Tünde Taxner



Tomiris Kossanova



Tamás Tossenberger



Zoltán Várdy



Miklós Vargha



Tímea Végh

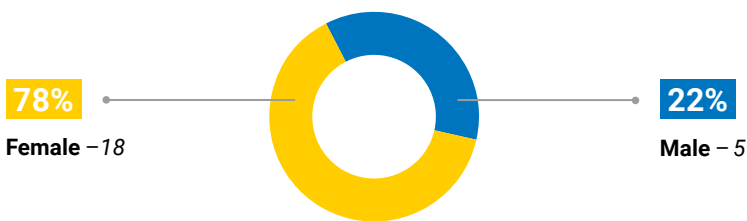


Ágnes Visnyovszki

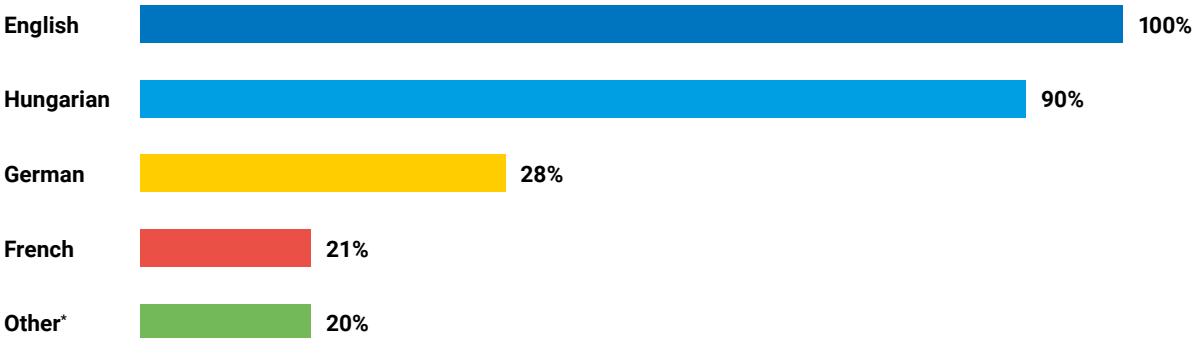
Avarage Age of the Team



Team Members by Gender

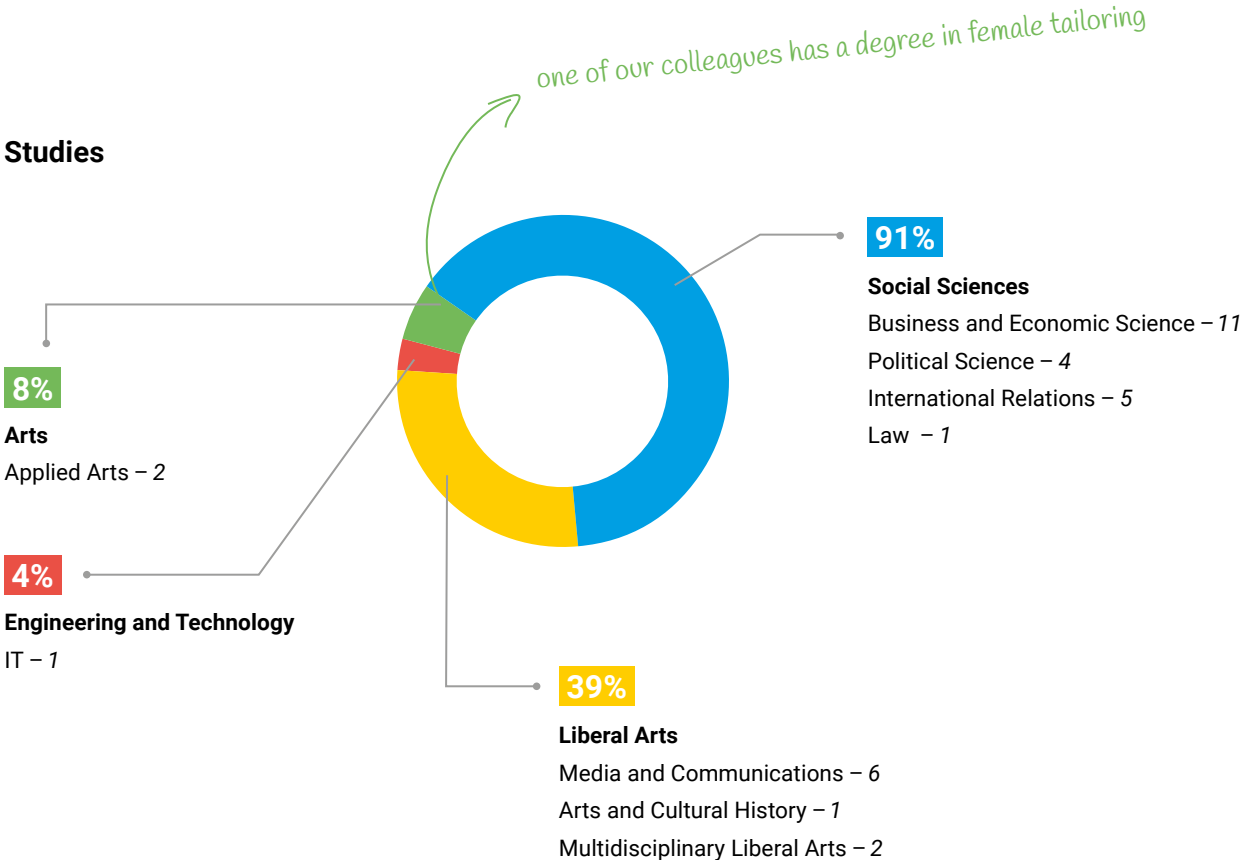


Languages Spoken by the Team



* Italian, Spanish, Portugal, Russian, Kazakh, Polish

Studies



INTERN PROGRAM

In 2019 foreign students also joined our team as interns. During the program running for 4-6 months, interns could look into the everyday life of Central Europe's leading innovation agency and how it operates. With the help of personal mentors, they could learn more about business development, product development, client and startup relations and communication processes, as well as the organization of a mentoring program supporting enterprise development. They can use the skills and know-how gained here on completion of their studies and during their professional careers.

Tomiris Kossanova (20)

Kazakhstan

"I come from the city of Almaty in beautiful Kazakhstan. In order to take a BSc I moved to Budapest, where currently I am a second-year industrial product designer at Óbuda University. This summer I volunteered to take part in Brain Bar, and this is where I met the Design Terminal team at the Future Jobs market. What I like most about the intern program is that I can learn about the work of several sections and support them while also learning a lot about startup relations, business and product development. The intern program is a fantastic opportunity for me to widen my perspectives, face up to new challenges and through this, launch my professional career."



Pierre-Baptiste Dupire (25)

France

"I come from Lille, a city in France, where I study engineering. In order to supplement my studies, I applied to the Budapest University of Technology and Economics, so that alongside my French diploma I could also gain one from the Hungarian university. I applied to the intern program in order to use my leisure time effectively and to gain relevant work experience, and my plan came 100% to fruition with Design Terminal, quite apart from the fantastic working environment and huge number of development opportunities."

OUR MINI GARDEN

A key moment in the life of our team was when we moved to our new HQ at the foot of the Buda Hills in 2018. Design Terminal and the other companies resident in our office are constantly working on shaping an even more liveable, inspiring space.

We always try to develop the space to meet the demands of staff, which is why we set up a team-initiated communal garden, which provides the opportunity for us to use our 'home grown' ingredients when we cook together.





MEMORABLE MOMENTS FROM 2019

ALBERT-LÁSZLÓ BARABÁSI AT DESIGN TERMINAL

We started the year with a really special event. It was a great honor for us that Albert-László Barabási was our guest in January. **The world-famous researcher of network theory spoke about his latest work The Formula: The Universal Laws of Success in which, based on experiences in the spheres of science and arts, there are possible formulas for the success of enterprises.** During the informal talk, the audience, including the mentees of Design Terminal, received a picture – through practical examples – of how network research promotes the successfulness of an enterprise. There was also an answer, for example, to the question on what basis investments are made in startups in the US, or what can surprise even someone who is a world-famous researcher of network theory.



TRANZIT FESTIVAL

This summer, participants could meet Design Terminal at Tranzit Festival. During the fest, there were not only lectures on the most important issues in public life but our team welcomed all with thought-provoking games and quizzes at the Design Terminal stand.



ALUMNI TEAM WINS BLASTOFF

Once again, finalists of the Blastoff startup competition (Europe's most promising beginner entrepreneurs) tested themselves and their knowledge on the stage of the Brain Bar festival on the future. László Jónás, Head of Business Development at Design Terminal, was one of the members of the jury. **We were hugely proud that our mentored team, the Swedish Happy at Work, was judged by the prestigious professional jury to be worthy of first prize.**

WE HOSTED THE ARTIFICIAL INTELLIGENCE COALITION

The primary goal of the body comprising leading business and governmental players is for domestic enterprises to become innovation champions by exploiting the opportunities inherent in AI. **Gergely Böszörményi-Nagy, CEO of Design Terminal, is a member of the board of the Coalition. The objective is for Hungary to become a leading force in the field of AI developments as soon as possible, thereby ensuring that this country is a key point of reference for the international artificial intelligence community.**



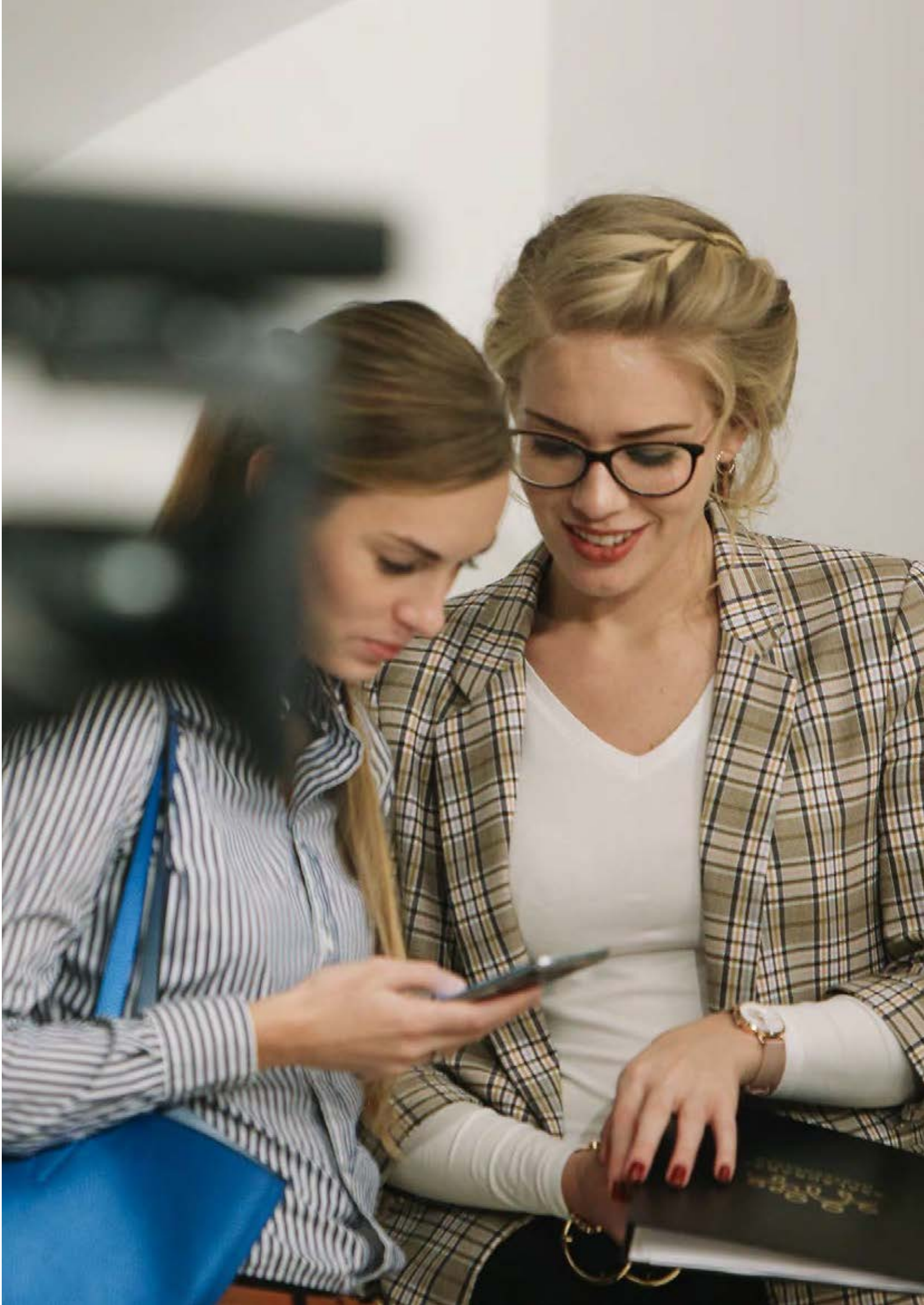
#WOMENTORING

In 2019, Design Terminal launched a series of events titled #Womentoring. The goal of the event series is to strengthen the entrepreneurial character and attitude, and establish a community that helps harmonization of family and career while supporting expectant mothers and mothers with young children in their efforts to return to the labour market. **It is the aim of Design Terminal to open a new platform that contributes to reinforcing the presence of women in the business, startup, and tech worlds, while creating a valuable community where later on participants can help each other.** Going beyond the traditional formats, events are implemented in a dynamic, thought-provoking form and participation is open equally to men and women.

At the #Womentoring event arranged for the first time in the life of the organization, leading female representatives of the business, political and startup spheres discussed the topic of entrepreneurial character, in addition to the significance of the role of women in business life and the tech industry. After the discussion, famous women from the domestic business and startup ecosystem held ground-breaking rapid consultations and mentoring for startups taking part in the Mentoring Program.



■ Sára Fábián, founder of Amigos for Children; Gabriella Csányi, co-founder, managing director of Like Locals and co-founder of Pine; Katalin Novák, State Secretary for Family and Youth affairs of the Ministry of Human Capacities.



INNOVATIVE TECHNOLOGIES, SUSTAINABLE ARCHITECTURE

From our team, our customer relations manager Dorka Orbán and our employee relations manager Dorka Szarka had the chance to perform in a unique competition, Solar Decathlon Europe 2019. The aim of the competition was to promote architectural solutions related to the use of renewable energies and the use of innovative technologies. Our team could meet unique solutions and young people willing to start a business at the competition.



PREPARING FOR CHRISTMAS TOGETHER

Our team took part in an unusual team building session in Nagybörzsöny in 2019. For many in the team it will have been the first time they picked up a saw, drill and paintbrush, but together, after half a day's hard work, we managed to complete the Christmas trees which decorate the office. The management and team of Hello Wood were on hand to help in the team building program.



WE PRESENTED ABOUT INNOVATION IN ZAGRAB

László Jónás, Business Development Manager of Design Terminal, spoke at the Corp2in Innovation Conference in Zagreb about the key to successful corporate-startup collaborations. His partners in the panel discussion were Marijan Mrkonjic, head of INA, the largest Croatian oil company and Kristijan Percic, head of innovation at Slovenian Post.

#COMMTALK AT CORVINUS

Anikó Ivanics, Head of our Mentoring Program, had the chance to give a speech at the CommTalk evening of the Corvinus University of Budapest. The aim of the program is to bring together lecturers who inspire students and who can strengthen the entrepreneurial spirit of young talents and even provide actual help in implementing their idea.





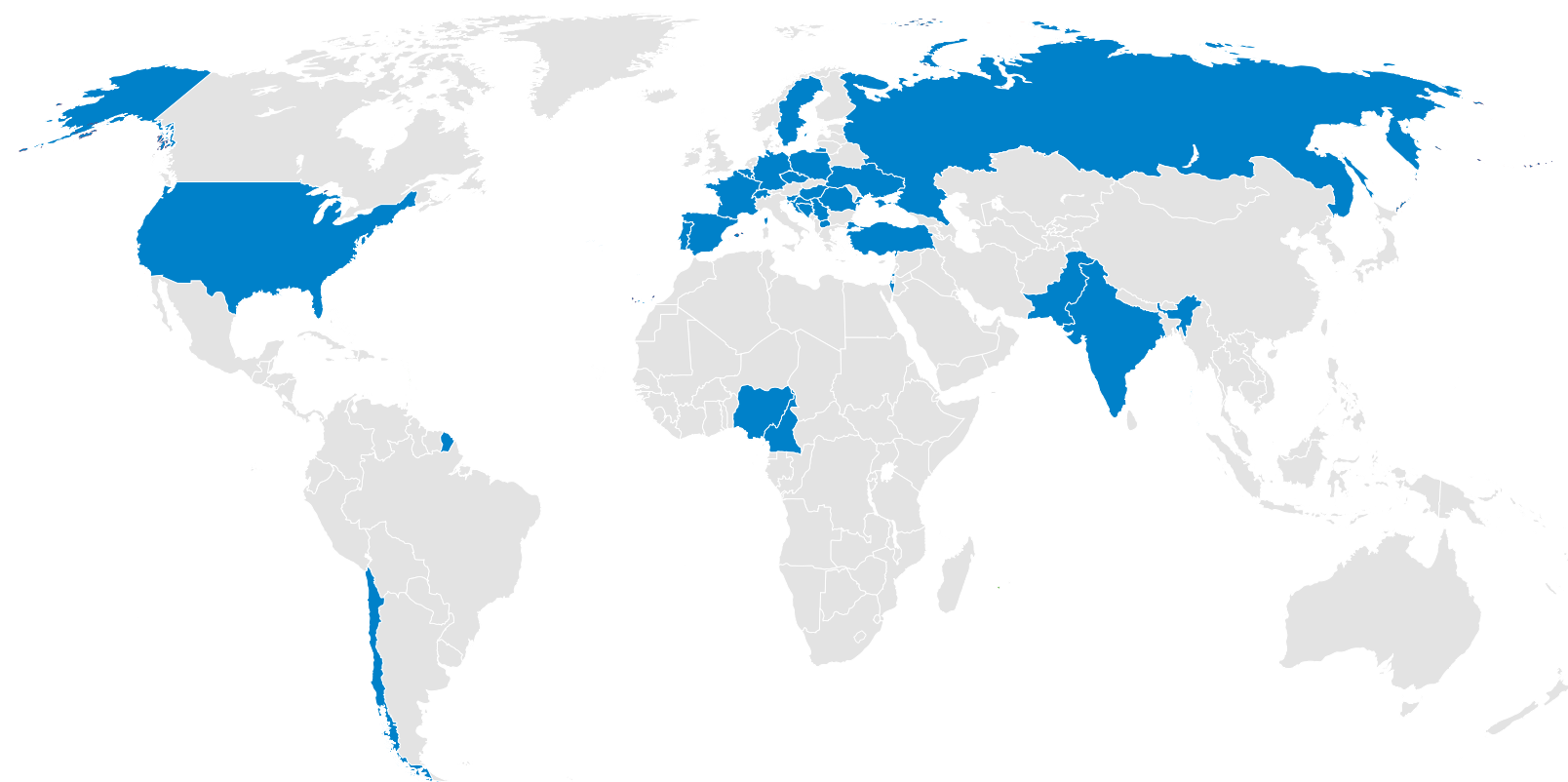
BUSINESS TALENT MANAGEMENT

In 2019, similarly to previous years, our talent growing Mentoring Program attracted considerable international interest. Teams from 30 countries applied to the spring semester, and the autumn semester attracted applications from 21 countries. In autumn 2019, one of our mentored teams moved from Barbados to Budapest because of the program. **This year, we placed even more emphasis on personality than before in the course of the rigorous selection procedure and during mentoring. Our mentoring community that stands out even in international terms was a huge help in this regard. All our efforts were confirmed in the successes enjoyed by those we mentored.**

From 2019, we are putting particular emphasis on support for women, expectant mothers and mothers with young children who are startup founders; within our traditional Mentoring Program we back their entrepreneurial endeavours with scholarships and the harmonization of work and family.



300 APPLICANTS FROM 51 COUNTRIES



In 2019, for the first time...

- we organized key mentors assisting our teams into pairs
- we organized a professional event specifically for women startup founders
- we arranged a Halloween and Thanksgiving dinner

X-EUROPE: CONNECTING EUROPE

We can proudly state that for many years, Design Terminal has been a central player and organizational powerhouse for the region's ecosystem. This year, our international presence also reached a turning point. **For the very first time in our history, we entered an EU tender and immediately achieved success. The Dutch Next Web, a towering presence in international startup life, asked us to be their consortium partner joining a large-scale, two-year program, the mission of which is to connect the innovation ecosystems of West and Central Europe.** As part of the program, Design Terminal is assisting the global market entry for deep-tech startup enterprises of the Visegrád region developing state-of-the-art engineering solutions. Furthermore, the company is linking them with large corporations in West Europe.



How has Design Terminal's Mentoring Program changed in 2019?

The Mentoring Program is one of our longest-running projects. Despite the program being in its sixth year, we are committed to continuous development, especially since the end results are always slightly different each semester. Many dedicated experts and mentors have worked on this project during these years. Personally, I always felt that besides the three core values provided by Design Terminal – tailor-made mentoring, relationships with large corporations, and a strong sense of community – the identity of a given semester is always determined by the character and the sense of mission of the aforementioned leaders, who help our mentees throughout the course of the program.

In 2019, the goals that we have outlined were: strengthening the community of mentees- and mentors, the internationalization of the program, and enhanced support for female entrepreneurs. **During the autumn semester, we not only managed to redesign the program's professional structure, but we successfully deconstructed the traditional workshop formats and reinforced the role of one-on-one consultations, to ensure that every day spent in Design Terminal has a genuine and measurable added value.**

What have been the most important lessons of the past year for you?

An accelerator must always remain open to listen to the needs of startups and be ready to make a change according to their feedback. Spending years working with startups one might grow overconfident thinking she or he already knows what early-stage startups need. **However, I try my best to think differently in order to stay humble, listen with care, and bear in mind that every startup is different. The strength of the Design Terminal Mentoring Program is that it puts the team first, focusing on the founders and their development as individuals.** This way, even if their ideas don't work out, after all, thanks to the hands-on mentoring they received, they still have the chance to become successful entrepreneurs later on. My greatest discovery throughout this experience was that going the extra mile for the sake of the teams resulted in a tight-knit community that relies on each other and Design Terminal, even after the official end of our time together. I

would like to plant this kind of strong community spirit at different levels – at the level of mentors and accelerators as well – in Hungary. I believe that together, we are always capable of achieving more.

What were the highlights of last year for you during the Mentoring Program?

One of them was certainly the Power Camp, that grew very close to my heart in the program. It is the final phase of the startups selection process, a four-day, extremely intensive camp far from the buzz of Budapest. This is the first time when we meet the would-be mentored startups, which is why at this time we never see obstacles, only opportunities. The Demo Day that closes the program is my other big favorite because this is when all the enormous work that our mentored teams did becomes visible. This is like a celebration when we close a chapter full of learning, hard work, failures and achievements and we open a new page when we let our startups fly on their own. Other highlights of the year would certainly include our ever-expanding international team and the launch of the #Womentoring event series, which is designed to inspire and support women to become entrepreneurs and encourage diversity in startups.

What are your plans for next year, what would you like to achieve with the Mentoring Program in the future?

I'm just coming up to the first anniversary of my work in partnership with Design Terminal, which is an important milestone for me. I am very proud of how far we have come together and of all those results we have achieved together with the mentors and teams. As head of the Mentoring Program, I feel that we are at a turning point because in the next few semesters it will become apparent whether those seeds we planted this year will germinate, whether our program can be further developed successfully and whether we can manage to overcome our current limitations. I would like the Mentoring Program of Design Terminal to become increasingly known as an accelerator that represents quality values not only among Hungarian startups but in other European countries, too. With every semester I would like to move closer to this aim so that a young Hungarian entrepreneur can feel supported and confident enough to launch his or her product on the international market, particularly if she is a female founder or a mompreneur returning to the business and tech world.

"The strength of the Design Terminal Mentoring Program is that first and foremost it places the team, the individuals and the founders in the foreground, it supports their development, and thus even when the ideas do not always reach their mark, thanks to our mentoring in the majority of cases they can still become successful entrepreneurs."

Anikó Ivanics

Head of the Mentoring Program



SPRING SEMESTER



This Danish startup is developing a technology for the production of eco-fuel from plastic waste accumulating in the oceans. The Scandinavian team aims to use smart methodologies – with zero waste and pollutant emissions – to treat unsorted plastic waste. Their solution is designed to support the circular economy.



The PregnaScan app examines the cardiovascular condition of pregnant women and forwards the results to the cloud database of the GP, thereby helping decrease preterm births and other complications.



Hungarian artistic online marketplace offering the products of talented artists (contemporary design posters and decorative products) at affordable prices in the Central-Eastern European region. Their platform connects artists with the public looking for one-off, inspiring works of art.



Using the digital service of the Swedish team, enterprises can measure employee satisfaction based on the responses of staff members, thereby reducing fluctuation.



Motive is a software that increases workplace commitment through gamification tasks. It assists in the motivation of employees and boosts customer satisfaction. Motive promotes proactive organization within the company and it enhances customer-centricity.



The Hungarian ME3D Your Anastomosis solution is a technology applicable in training doctors that can be used in the practical teaching of surgical skills while performing vascular anastomosis.



Revealu



A corporate platform supporting the EU-compliant handling of personal data. The team's solution takes the administrative burden off enterprises, eases compliance with GDPR rules and simplifies data management.

**STEPUP
AIR**



The Danish startup is developing a solution increasing training efficiency following respiratory and heartbeat patterns. This allows access to information about physical performance on a smart device while carrying out sporting activity.

STEADYSKILLS
Better skills. Better business.



The development of the Hungarian team offers companies an e-learning solution dealing with follow-up tracking of courses.

VIDD!

A logistics application designed to rethink the final few kilometres of the delivery chain. Their service and platform links webstores with individual couriers and renews inner city package deliveries.





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AUTUMN SEMESTER



Banding is a matchmaking platform for bands and DJs. With the help of the platform, performers can get in touch with artists of a similar profile from all over the world and effectively organize exchange concerts as well. The platform can also be used for ticketing directly to fans.



The goal of the Hungarian startup is to popularize city cycling and make bicycle storage more secure. BLOCK cycle storage guarantees convenient and secure parking for urban cyclists.



This homegrown development offers an urban organic waste treatment system, which is made up of an intelligent waste repository and an application. The system facilitates urban composting, thereby increasing the environmental awareness of citizens and their commitment to realization of the circular economy.



Cytocast revolutionizes pharma development by connecting computer models with artificial intelligence, which is capable of simulating the complex biological processes of individuals. Their solution is able to give a prognosis of how particular drugs will modify the health of cells.



Skill development game concepts that make quality time spent with children even more experiential and creative. The games can establish an even closer bond between parents and children. The mobile app helps parents of kindergarten-age children support the development of their children while playing together with them.



The Austrian startup's innovative sensor, Trackbar, revolutionizes training. Trainers can put together personalized, effective training plans quickly and simply based on the tracked movement parameters.



The Hungarian team's LED indicator wristband makes cyclists highly visible even in poor visibility conditions. The fully automatic Useeme is one of the most innovative cycling indicator solutions on the market.



Software-based activity monitoring and automated reporting tool for building industry enterprises. Its use can significantly reduce the administrative burdens of businesses and can improve the efficiency of communication between workers on individual projects.



The Barbados startup's solution PODIUM is an integrated e-learning platform, which offers customized course content and user experience to the user in accordance with individual learning styles.

Besides a lot of new things, the team also tried a snowball fight for the first time ever in Hungary.



SUCCESS STORIES FROM OUR MENTEES AND ALUMNI



Happy at Work: Swedish startup opens an office in Budapest

It was a moment of great joy for us when our alumni team, **the Swedish Happy at Work**, announced that – thanks to the Mentoring Program and the collaboration of the team – they would be opening an office in Budapest and organizing their international expansion from here. The target of Happy at Work in Budapest is that within one year they will be operating with an eight-member team and from there they will further grow, eventually outpacing the nine-member Swedish office.



EMED4ALL: Prizes and €500,000 investment

The Hungarian medtech enterprise is a true value-creating success story. The team managed second place in the Digital Family category of the Vodafone Digital Awards, with which their pregnancy monitoring program was made available free of charge for six months in small settlements far from the major cities thanks to the cooperation of the Association of Hungarian District Nurses. In addition, **the team won the prize for the group that made the greatest progress in the spring semester of the Mentoring Program. A further catalyser of the enterprise's growth is the €500,000 seed capital they received from a Dutch partner during the course of the program.** Influenced by the program they modified their business strategy and positioned the SCN4ALL cardiovascular telediagnostic screening system at the centre of their activities.



Alumni success story: the IKEA-Aeriu collaboration

In 2019 our alumni team, Aeriu Smart Solutions Kft. – founded in 2017 by five young IT experts – took a huge step forward in the field of international relations building and expansion. **Aeriu teamed up with IKEA so that their software solution should make the inventory activities of the Swedish giant simpler.** Testing started at the IKEA store in Soroksár, Budapest in March.

SCHOLARSHIP PROGRAM FOR WOMEN STARTUP FOUNDERS

Design Terminal considers to strengthen the role of women, expectant mothers and mothers with young children in the entrepreneurial sphere an emphasized mission. That's why **we have launched a new scholarship program within the frame of our Mentoring Program with the backing of the Ministry of Human Capacities in spring.** The scholarship program contributes to the strengthening of the entrepreneurial character and attitude, and it also helps getting these women back to the labour market. From 2019, a special feature of the Mentoring Program is that women entrepreneurs, expectant mothers and mothers with young children who are at the same time startup founders and among the selected teams receive a bonus scholarship.





The reason why I would recommend Design Terminal Mentoring Program is because I have learned a lot not only about the startup culture but about myself and my management skills. All the mentors devoted an incredible amount of attention to us, sharing their contacts and know-how with us. To be honest, I feel that I wasn't able to exploit everything that we could get from the program and the mentors due to time restrictions and the tight deadlines, and yet at the same time I think that this was the best possible way to develop our startup. The entire team at Design Terminal is made up of hard-working, open-minded people, who all the way through inspired us not to give up and to always aim to give the maximum.

Emese Pancsa
Compocity



AT HOME IN THE CARPATHIAN BASIN

In 2019, we continued to run our Carpathian Basin enterprise development program, which – in coordination with the Hungarian government – we are organizing for the fourth time. **The purpose of the talent nurturing program is to assist Hungarian entrepreneurs living beyond the borders remain in their own areas, reinforce the entrepreneurial spirit and provide them with professional backup.**

Over the course of several years, a highly cohesive community has grown up comprising nearly 200 innovators from Felvidék, Kárpátalja, Erdély, Vajdaság, Muravidék and Croatia. Numerous friendships have been made thanks to the program. The annual meeting in Mezőkövesd is part of the enterprise development program; in addition to lectures and group mentoring, mentors of Design Terminal assist young entrepreneurs in consultations and workshops. **In autumn 2019, the program moved to a new level: in Vajdaság, we started the mentor training for local entrepreneurs, who later on will be able to offer on-the-spot support to young entrepreneurs.**





V4 STARTUP FORCE: AT THE HEAD OF REGIONAL INNOVATION

In 2019 we initiated the second year of our regional enterprise development program, this time in two semesters. **The aim of the program realized with the support of the Visegrad Fund is to give impetus to the international expansion of Czech, Polish, Hungarian and Slovak startups and strengthen their regional relations.** By doing so there is a good chance the most talented company founders will build, and in the long term, maintain their innovation activities in the region.

The program starts in Budapest, followed by a 10-day tour taking in the three other Visegrád capitals, where startups get the chance to meet local business managers and representatives of the startup ecosystem. Highly qualified mentors are involved in developing the teams and startups are given forums where they can introduce themselves to major regional corporations. **The scholarship program is led by Design Terminal and implemented with the collaboration of its partners, the Czech UP21, Polish MIT Enterprise Forum CEE (spring semester), Polish Reaktor Warsaw (autumn semester) and Slovak CAMPUS.**

"I really liked the atmosphere of the program. We appreciated the work that made it all happen."

Marcin Szary
Secfense



SOFTWARE

The Hungarian team has come up with a solution for the continuous improvement of performance and quality. They optimize operative processes using software tools and focus on supervision management, primarily in the vehicle industry, by monitoring errors.



RENDERRO

The Polish startup provides animators and filmmakers, graphic designers, engineers and architects with a cloud-based workspace that has huge storage capacity and high performance characteristics.



The Slovak team offers companies solutions employing virtual and extended reality, thereby supporting sales, marketing, product development and employee extension training activities.



The Czech cybersecurity solution protects the network from malicious programs and access to infected websites.





The idea developed by the Czech team utilizes simulation to help large corporations in their selection process; it is possible to measure the personal, non-professional capabilities of applicants. The solution also supports career-starters and undergraduates in career planning; they complete the questionnaire and in return receive a list of areas that suit them best.



They offer a new level of data security. The Polish solution is a two-tier password protection program that can be built into the system of corporations quickly and cost-effectively.



The Hungarian team was established in order to ease the credit process of SMEs. With this smart factoring process, they can provide financial assistance to clients rapidly, conveniently and without paperwork. The team offers a whitelabel solution to financial institutions and large corporations in order to utilize the product under their own brand name.



The Slovak platform connects graphic artists with potential clients. Their solution simplifies the process of negotiation and administration, in addition to which users are able to purchase illustrations and visuals on the platform.



"Thanks to these relations, the alliance of the V4s becomes an integral economic collaboration."

This is the first project that brings the talented entrepreneurs of the Visegrád countries together, providing promising startups with presentation opportunities and mentor training in all four capitals. By doing this, we create the conditions whereby the future successful businessmen and women of the region meet each other even as their enterprises are getting off the ground and jointly consider the development of their business proposals. Thanks to these relations, the alliance of the V4s becomes an integral economic collaboration. **Our joint efforts with Design Terminal were preceded by a pilot project in 2018 with the perhaps slightly ambitious title of V4 Startup Force. The work proved to be enormously profitable.** So much so that in 2019 we earmarked a specific sum for this. The program runs with its own budget so in this respect Design Terminal and its partners in the V4 countries do not need to re-tender for financing.

Andor Dávid
Visegrad Fund



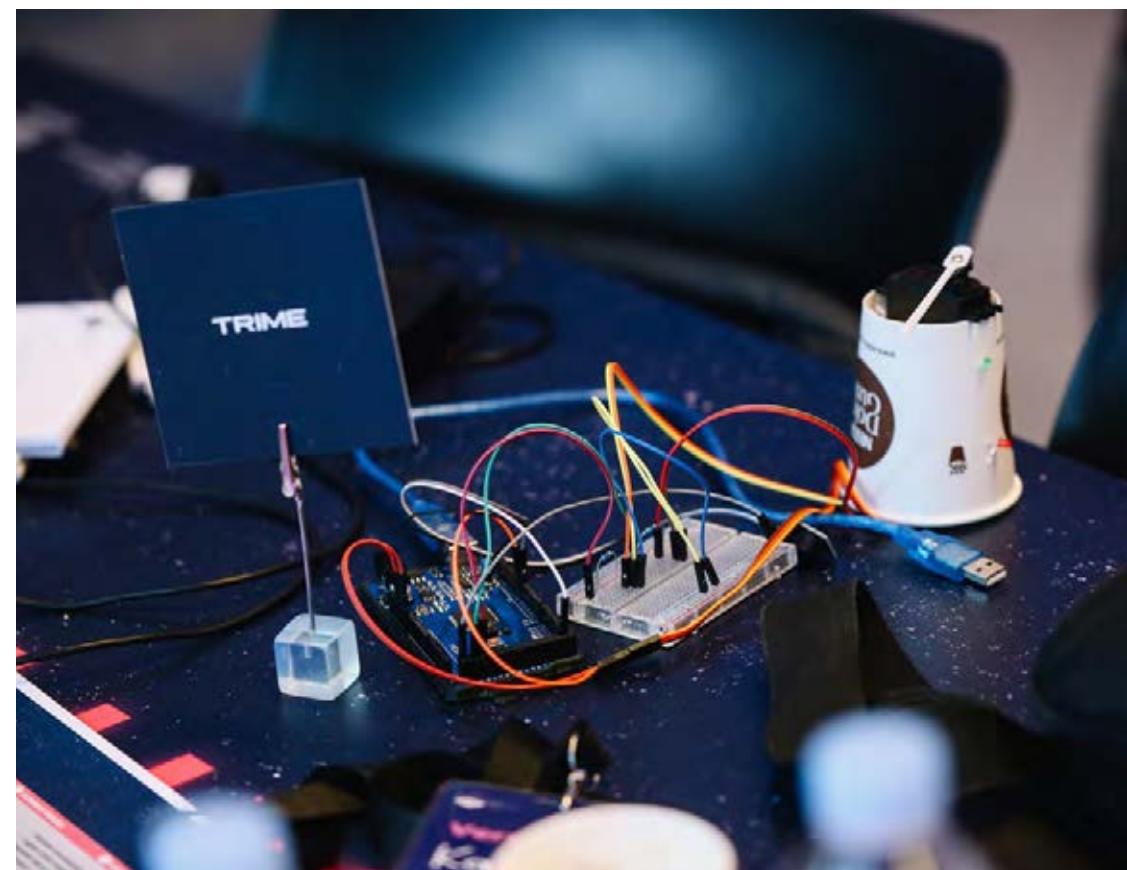


INNOVATION PARTNERSHIPS



RENEW AGRICULTURE!

The Hungarian Chamber of Agriculture (NAK) and Design Terminal set the goal of finding those innovative concepts, startups and young people with entrepreneurial spirit who have a solution for the specific challenges faced by agriculture using unconventional solutions. These ideas have the potential to revolutionize domestic agriculture. Design Terminal, the leading innovation agency in Central Europe, provides assistance in the integration of ideas considered by NAK to be the best. Long-term aims: increasing the competitiveness of Hungarian farmers; creating sustainability in agricultural production; and providing a regular supply of trained agricultural experts.



136
applicants

13
participating teams

5
awarded projects



FARM SMART! NAK AGROTECH HACKATHON

Undergraduates worked with farming specialists on the first 24-hour agro-innovation hackathon. **Through this program we drew the attention of hundreds of pioneering students to the agricultural sector. We demonstrated that young Hungarians can also discover innovation and entrepreneurial opportunities in agriculture.** In the 24 hours spent together, the new generation of IT experts, physicists, product designers and geologists worked together on the challenges of the domestic agricultural sector.

1st place:

BeeNet: an interactive network maintaining contacts between beekeepers, agricultural producers and the authorities.

2nd place:

Grinsect: automated solution for the breeding of black soldier fly larvae and their processing into animal feed.

3rd place:

Almathron: an application using artificial intelligence to measure damage caused by the wildlife.

Ministry for Innovation and Technology special prize:

Trime: solution applying AI to prevent damage caused by cormorants on lakes.

National Agricultural Research and Innovation Centre special prize:

Mélyvíz: direct-to-root irrigation technology which eliminates evaporation loss and the irrigation of weeds.

Hackathon participants were assisted by the experts of NAK and Design Terminal as mentors; the jury comprised senior executives of both organizations as well as Dr. László György, State Secretary at the Ministry for Innovation and Technology, Dr. Anikó Juhász, Deputy State Secretary for Agriculture, Zoltán Reng, CEO of Hungrana Ltd. and Dr. Csaba Gyuricza, Director of the National Agricultural Research and Innovation Centre.

The Hackathon was followed by a meeting involving investors in July, where we brought together innovative startups and investors.



In autumn 2019, we launched NAK TechLab, the agricultural incubation program unique in the history of Hungary. Hungarian agriculture faces the combined challenge represented by a change of generation, climate change and technology development. All these challenges are interconnected. The solution lies in enhancing agro-innovation. **The goal of the NAK TechLab incubation program is that the most innovative solutions should find their place in the domestic farming sector and food industry, thereby making the sector and the market more competitive, sustainable and environmentally aware.** In the three-month program, the selected innovation enterprises have the opportunity to set genuine development in motion with business courses and working with the farming industry, business development and corporate mentors.

Corporate partners of the program: Axiál Kft., Tesco-Globál Zrt., Vodafone Magyarország Zrt., Bonafarm Group, Hungrana Kft. and Hiventures Zrt.



The incubation program was comprised of three parts – so-called sprints – and lasted for a total of three months from late November 2019. The most promising teams received an invitation to the first sprint, a three-day long bootcamp, from where the most successful teams made it through to the further rounds of the program. Later on, Design Terminal assisted the development of startups and collaboration with major corporations at workshops and consultations with the input of industry and outside mentors. Finally, a spectacular closing event, Demo Day, took place to showcase the results of all this intensive joint work over the three months.



A man in a dark blue suit and white shirt is speaking into a microphone at a purple podium. The podium has the text "Unlock your" on it. The background is dark with some green lighting.

„The Hungarian economy can take it to the next level by embracing startups and innovative ideas.”

Balázs Györfly
president of the
Hungarian Chamber of Agriculture

How can startups assist agricultural development in Hungary?

In the past few years, the first successful startups have made an appearance in domestic agriculture. They are expected to develop rapidly, their products and services will target the tech-based and international market. These enterprises apply programmed learning of machines, that is, artificial intelligence, in order to resolve everyday problems faced by farms. The Hungarian economy can shift up to the next level by embracing startups and innovation. However, the condition for this is building out processes connecting agricultural innovations deriving from several specialist tech fields, attracting talented young people into the sector and linking up starter business initiatives with farming enterprises. The Hungarian Chamber of Agriculture intends to be at the forefront in this area. Design Terminal is our partner in locating innovative startups and in the integration of solutions; it advances domestic agro-innovation with its unique professional background, network of mentors and international relations.

What does today's agriculture offer creative, young Hungarian entrepreneurs?

One of the key objectives of our brainstorming competition 'Farm smart! NAK Agrotech Hackathon' arranged in partnership with Design Terminal in March 2019 was to show young people the many innovation opportunities inherent in the agricultural sector, even for those who previously had no ties to the farming sector. We want to show them that it is worth envisioning their future and launching an enterprise in this sector as well. There are countless unexploited opportunities in agriculture, while projects implemented in the sector have a significant social impact and are able to trigger tangible changes.

What further steps does the collaboration involve?

The highly successful brainstorming competition was followed by an Investor meetup (July 2019) and in October startups were infused with new impetus at a so-called Speedmentoring event. After all these initiatives, in November 2019 Hungary's very first agro-incubation program, NAK TechLab got underway. The programme brought startups together with major corporations such as Axiál Kft., Tesco-Global Zrt., Vodafone Hungary Zrt., Bonafarm Group, Hungrana Kft., KITE Zrt., and the largest venture capital fund investor in Hungary, Hiventures Zrt.



WE BUILT INNOVATION CHAMPIONS

The Budapest division of Knorr-Bremse, the world's largest brake systems manufacturing group, chose Design Terminal when it began to consider integrating startup solutions.

Management realized that in order to keep their market position, and indeed improve on it, they required a superteam and more streamlined internal processes. In order to do this, first people within the organization capable of innovation must be identified, and after this is the sourcing of startups working on innovative solutions, with which they would similarly be able to develop. **During the program created for them we looked for in-house Innovation Champions and researched startups capable of delivering solutions to the challenges of the company.**



"I am satisfied with the results and I feel that we achieved huge development with the Knorr-Bremse and Design Terminal team"

David Durma
Client.io



UNIVERSITY OF THE FUTURE HACKATHON

In November 2019, as a first in Hungary, the National University of Public Service organized – in partnership with Design Terminal – a 24-hour innovation brainstorming competition on the ‘future university’. During the event, participants put forward innovative solutions on the topics of the public space and information exchange. The competition aimed at strengthening mutual university identity and cooperation between the faculties.

Teams could apply to the hackathon with innovations designed to start building the ‘university of the future’ within the community. The innovation was the organizational solution related to the more effective communal exploitation of the campus and information sharing between students and teachers, technological development and other new types of project proposals.







INNOMÁV IDEA COMPETITION

One project close to our hearts is the development of public transport in Hungary. Similarly to last year, this year we continued our partnership with MÁV Zrt., within the framework of the INNOMÁV initiative. INNOMÁV provides the opportunity for employees of the company to present their own development concepts, which may be integrated into the operation of the company at a later date.

In 2019 we focused on training MÁV employees to have a successful outcome for the project.



ARTIFICIAL INTELLIGENCE IN THE SERVICE OF PUBLIC WELFARE

NGOs had an opportunity to learn more about state-of-the-art digital innovations at the event organized jointly by Microsoft Hungary and Design Terminal. During the 'Tech for Social Impact' event, staff of several dozen NGOs met startup developers and experts from numerous tech companies. At the one-day event, social activists worked together with professional developers and IT companies in order to learn about the latest advances in AI, cloud-based and other digital technologies, which can be used to tackle socially important questions such as environmental protection, mobility and delivery of humanitarian aid.



ENERGY GLOBE

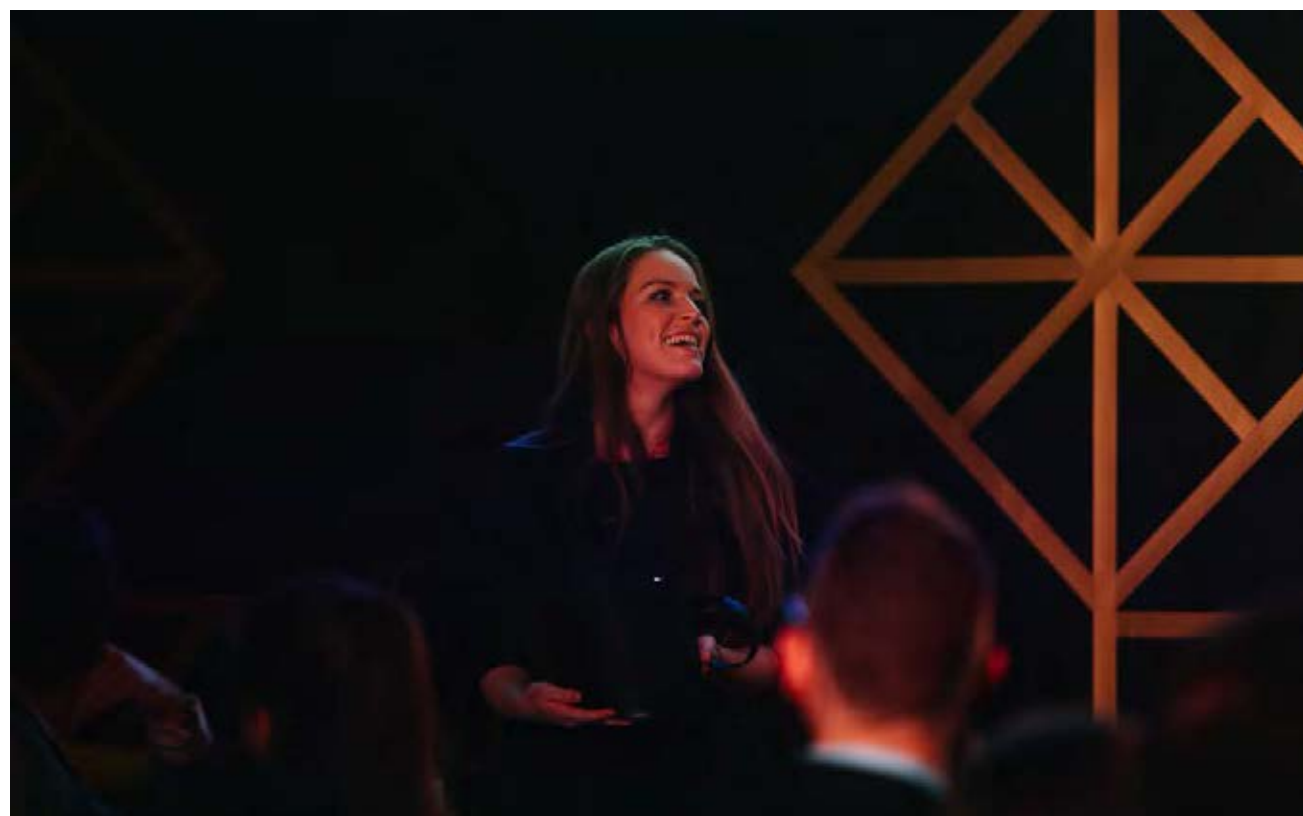
Once again, this year E.ON announced its highly successful tender, Energy Globe. Similarly to last year, there was the opportunity to run for the prestigious international energy competition in the category titled 'Ideas'. In this category, concepts of startups or already functioning enterprises were sought primarily in the topics of: smart home and smart city solutions, e-mobility, sustainable energy production and solutions improving energy efficiency. Design Terminal's role was to help finding these innovative startups and encouraging them to apply to the tender.



PHILANTHROPIC ACTIVITIES

We brought together gifted people at Christmas 2019. Well-known young Hungarian entrepreneurs, designers, sports organizations, innovators and corporate partners offered their products and services for a good cause during a charity auction combined with dinner. Participants of the auction could bid for objects and services such as a sports strip signed by the Hungarian men's national football team, a lamp-making team-building workshop supplied by Hello Wood, and a three-day camper van trip care of Vanlifehungary also went under the hammer. Several alumni teams of Design Terminal offered their services for the charity event, including ViddL, Photon and the Swedish Happy at Work.

We transferred the nearly HUF 6 million sum raised to Hungarian Interchurch Aid, with whom we have been in a strategic partnership for several years.



■ Balázs Orbán, Minister of State at Prime Minister's Office, Parliamentary and Strategic State Secretary





OUR FAILURES

Design Terminal aims to gradually increase its revenues from other sources in addition to its state support for business talent management activities. These other sources are revenues from domestic, regional and European tenders, as well as from our corporate and institutional partnerships. In 2019, the amount of these reached the level of our annual plan, but the internal ratio differed from the plan - in favor of tender revenues. Our goal is for the revenues of our corporate and institutional partnerships to reach or even exceed the pre-planned ratio in 2020.



TRANSPARENCY

STATE GRANTS

Design Terminal is a nonprofit organization. Our operations are financed by state grants and company partnerships. State grants are provided by the form of a public service contract signed with the Ministry of Human Resources for the performance of our core activities: business talent management, development of the entrepreneurial ecosystem and international organization of international good practices related to innovation in Hungary. As such, Design Terminal has a regular reporting obligation, including the submission of annual, and project based financial statements.

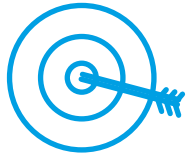
The business operations and financial statements of Design Terminal are audited by the widely acknowledged international audit company BDO.

COMPANY PARTNERSHIPS

2017

2018

2019



COLLABORATIONS

KEY PARTNER



PHILANTHROPIC PARTNER



BUSINESS PARTNERS



PARTNERSHIPS








MEDIA PARTNERS



IMPRESSUM

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