

DESIGN  
TERMINAL

OPTIMISTS FIRST

Annual Report



2023

World-changing  
Ideas

◀ Students at the launch event of our space programme

World-changing Ideas

DEAR PARTNERS AND FRIENDS,

In 2023, we set out to support talented people in even more European countries in addition to our existing innovation projects. **We are proud that our various talent management and innovation programmes now cover as many as 15 countries, and we have been able to share our successes with over 6,000 entrepreneurs.**

In addition to offering our programmes to entrepreneurs from all over the world, we are especially delighted to support countries in great need of tapping their innovative potentials. In this spirit, this year **we have launched a course dedicated to Ukrainian entrepreneurs. The Mentoring Program, our flagship project offers even more intensive and customised training. The START Programme, jointly run with the National Talent Center, now encompasses a wide range of subprogrammes,** teaching idea generation techniques to provide business development opportunities to three different age groups.

**This year marks the fourth anniversary of our agricultural reform programme designed to manage the most exciting challenges of agriculture in cooperation with the Hungarian Chamber of Agriculture.**

Our space industry incubator, launched two years ago, is also continually introducing new elements. **In 2023, for the first time in the region, Design Terminal proudly hosted the European Space Agency’s Annual Networking Event.** This multi-day occasion convened space industry experts from 22 countries all across Europe, fostering collaborative discussions on the future of the space industry.

In recent years, strategically augmenting our direct EU funding capacity has been a conscious effort for Design Terminal. **This year witnessed a significant achievement as we launched two of our very own projects from Hungary.** WEnnovate project aims to digitalise sustainable energy management, while Womenture supports female entrepreneurs.

**We firmly believe that solutions to pressing societal challenges lie in our readiness to embrace world-changing ideas, optimism, and the mobilisation of communities.**

Thank you for joining us in this exciting journey and we are looking forward to our continued friendship and cooperation in the coming year.

Design Terminal team



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





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# TEAM



**Kata Molnár-Bánffy**  
Felügyelőbizottság elnöke



**Olivér Sziller**  
Felügyelőbizottság tagja



**dr. István Sárhegyi**  
Felügyelőbizottság tagja



**Anna Arató**



**Eszter Bálint-Graszl**



**Orsolya Berey**



**Gergely Böszörményi-Nagy**



**dr. Angéla Csala**



**Sára Miklós**



**Kristóf Molnár**



**Viktória Németh**



**Lőrinc Páva**



**Réka Pintér**



**Csoma Kata Emma**



**Marina Dula**



**Barbara Fábián**



**Laura dr. Götzinger**



**Sophia Hanson**



**Dorina Póta**



**Ibolya Rácz**



**Mária Rácz**



**Hajnalka Sipos**



**Mirtill Sipos**



**Holecz Kata**



**Dorottya Illés**



**Bea Imre**



**Marcell Izing**



**László Jónás**



**Bálint Szabó**



**Szilágyi Katalin**



**Dóra Szinovszki**



**Kinga T. Nagy**



**Balázs Takács**



**Diána Kiss**



**Vivien Koltai**



**Petra Kónyi-Kiss**



**Diána Lajos**



**Lilla Liszkay**



**Tóth Jázmin**



**Karolina Tóth**



**Trinití Vajda**



**Tímea Végh**

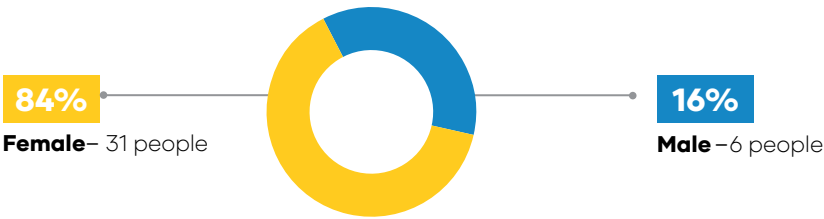


**Visnyovszki Ágnes**

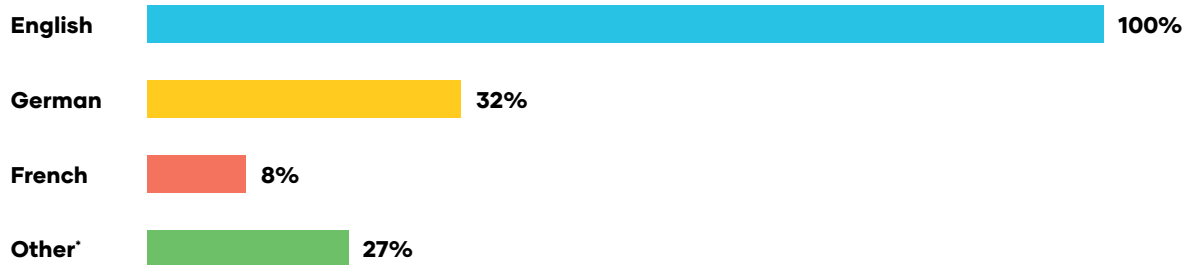
Our team's average age



Gender distribution

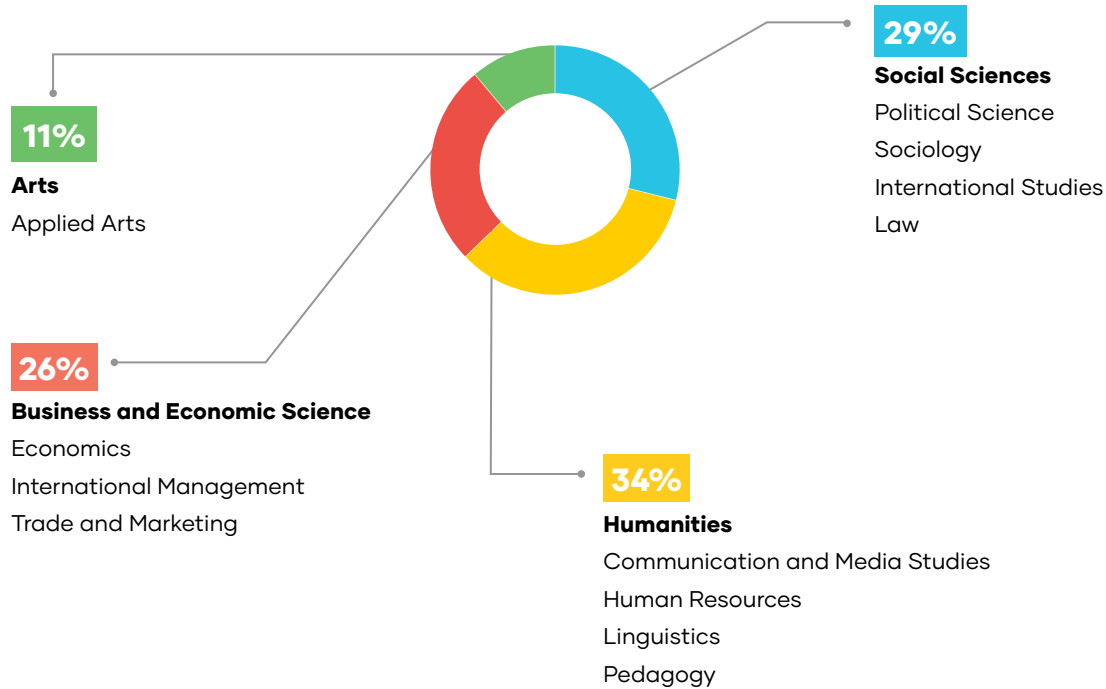


Language skills



\* Russian, Spanish, Italian, Japanese, Czech, Chinese

Education



INTERNATIONAL ENGAGEMENT

The primary mission of Design Terminal is to foster the success of talented entrepreneurs, contributing to the progress of innovation and economic development. **Scaling up our activities internationally is crucial, not only to increase the number of entrepreneurs but also to integrate foreign experience into our programmes.**

An evident example is our Mentoring Program, initiated almost ten years ago, which supports entrepreneurial ideas that address pressing societal challenges. **By opening this programme to startups abroad, we facilitate the collaboration of international and Hungarian businesses.**

One of this year's significant achievements was **the launch of our EU project, Womenture.**

Since 2021, we have been the Hungarian partner organisation of the European Space Agency (ESA), overseeing the Business Incubation Center and Technology Broker programmes.

These initiatives aim to strengthen the presence of Hungarian space startups in Hungarian and European value chains, providing professional support for product, service and business development. **Due to our successful activities in Hungary, we were the first in Central Europe to host ESA's Annual Networking Event this year, reinforcing Hungary's role in the space industry.**

The next milestone we reached this year was in March, when we organised for the second time the Hungarian round of the CASSINI Hackathon. Simultaneously conducted in 10 countries, the competition leverages European satellite data to help participants develop ideas addressing specific challenges. The themes for this year's hackathon included national security and the preservation of national sovereignty. The winning Hungarian team represented the country at the European pitch competition in London.

Through years of international efforts, 2023 marks the first time we can proudly assert that we have transcended the region, becoming a significant player in the innovation ecosystem at a continental level.





# MILESTONES OF 2023

## DESIGN TERMINAL AT BRAIN BAR

We participated in this year's edition of Hungary's coolest future festival. During the two-day event, our stand introduced hundreds of visitors to the colorful palette of Design Terminal's activities and programmes.

## THE DT TEAM PARTICIPATED IN EUROPE'S GREATEST STARTUP EVENT

Seven of our colleagues embarked on a journey to attend Web Summit, the world's largest tech conference, to engage in international networking. The event provided a fantastic opportunity for inspiration, supporting our travelling alumni teams, and even enjoying a mini team-building session.







## AN ACTIVE AFTERNOON IN THE DANUBE BEND

We started the summer season with a team-building session in the sunny and peaceful Danube Bend. We improved cooperation skills in a variety of ways, including dragon boat rides and a GPS location game. Some embraced the competitive spirit of the activities, while others found it to be a completely relaxing experience.

After the boat ride we visited RoBirtok, in Kosd, where we enjoyed the closeness to nature.



## INTERNATIONAL COOKING COMPETITION AT THE AUTUMN TEAM-BUILDING

As an autumn tradition, we organise a team-building city tour and cooking competition each year. This year, our colleagues were divided into small teams, each tasked with preparing dishes representing different nations for the jury and one another. The event has consistently showcased surprisingly delicious food, fostering healthy competition among teams. In the end, we always wrap up the day with a sense of happiness, unity and the warmth of shared experiences.







## ON AN INTERNATIONAL JOURNEY



**To refine and expand the methodologies we employ and to ensure the continuous development of our team, learning from the best practices abroad and gaining international experience is imperative.**

"The geographical extension of our domestic projects will enable us to draw inspiration from key players on the international innovation scene. Our goal is to ensure that our socially impactful initiatives resonate not only within our community but also globally."

**Tímea Végh**

Head of Operations  
at Design Terminal



This year we wanted to address environmental challenges. Since January, we have been actively engaged in implementing the AD4GD (AllData4GreenDeal) project, aimed at establishing a common European data space. Through the analysis and effective utilisation of this data, we aspire to find solutions to biodiversity issues, climate change and air pollution. Twelve partner organisations will initiate pilot projects based on data generated in these areas within their respective countries. **The objective is to formulate concrete action plans in each participating country for further reducing energy emissions.** Design Terminal will contribute a business perspective to the project, focusing on how to bring the developed data to market.

Additionally, we have laid the groundwork for WEnnovate, a programme set to concentrate on the digitalisation of sustainable energy management in the coming year. In the initial phase, the programme will identify companies with advanced technological and digital innovation, and those moving in that direction. In the subsequent phase, we aim to streamline the process by involving decision-makers. **Collaborating with partners in the Netherlands, Ukraine, and Slovakia, we seek to standardise regulations in the field of energy management based on the new European innovation action plans.**





## WOMENTURE – TIME TO CHANGE TRENDS

Since 2019, we have been dedicated towards addressing the multifaceted and economically significant issue of female entrepreneurs. From 2023 onwards, we are proud to extend our efforts to the continental level through a two-year Horizon grant. **Serving as the consortium leader, we are launching the Womenture programme for the first time. This initiative aims to support the success of female entrepreneurs with an even broader range of tools, by fostering mutual knowledge sharing and cultivating an active community.**

"Prior to the launch of the Womenture project, we initiated an information-gathering phase to understand the unique considerations surrounding female entrepreneurs. Swift feedback highlighted the necessity of developing a business support programme and a dedicated network tailored to their specific needs. This approach aims to leverage their strengths more effectively, fostering the entry of successful female entrepreneurs into the market."

**Diána Kiss**

Project Manager of Womenture



Female entrepreneurs remain underrepresented in the European innovation landscape. Despite research indicating that female CEOs and founders contribute significantly to success – for instance, according to McKinsey & Co's findings, businesses led by both men and women are 21% more likely to be profitable – European statistics paint a discouraging picture. According to a 2022 article by the European Institute of Innovation & Technology, only 21% of businesses across the continent are founded by women. Furthermore, in startups with multiple founders, a mere 2,5% are entirely founded by women.

The report by venture capital firm Atomico adds another layer of concern. Their 2022 survey reveals that a staggering 87% of all venture capital funding in Europe went to all-male teams. Shockingly, the proportion of funding awarded to all-female startups has decreased from 3% to 1% since 2018. This discrepancy is further underscored by the marked gender inequality in the investment scene, where there is only 1 female venture capitalist for every 6 male venture capitalists. Addressing these disparities is crucial for creating a more inclusive and equitable entrepreneurial landscape.





We are collaborating with three innovation agencies – SPINLAB in Germany, Technopol in Estonia, and DEX Innovation Centre in the Czech Republic – to attract candidates from across Europe interested in embarking on an entrepreneurial journey or advancing their existing companies.

The coaching programme, that will start with 20 participants to be selected in January 2024, will feature six interactive workshops covering topics such as business development, marketing, sales, corporate finance, funding opportunities, and presentation skills.



As one of the initial milestones of Womenture, we organised a roundtable discussion that included our programme ambassadors and Ágnes Hornung, State Secretary for Families at the Hungarian Ministry of Culture and Innovation, among others.

During the event, we discussed how both businesses and government entities can play a role in facilitating a smoother transition for female workers to start families and reintegrate into the workforce after having children.

“Helping mothers to re-enter the workforce, whether as entrepreneurs or employees, stands as a crucial pillar for family well-being, ensuring they have an equal chance of success in their professional lives alongside the joys of family life.”

**Ágnes Hornung**  
State Secretary for Family Affairs









# V4 STARTUP FORCE OPENS ITS GATES TO UKRAINE



**As the first scholarship programme for entrepreneurs in the Visegrád region, we launched the V4 Startup Force programme to facilitate the expansion of Czech, Polish, Hungarian, and Slovak companies into each other's markets.** The idea was that the convergence of markets with different cultures would offer participants a broader perspective and diverse knowledge. Already in the first year of the programme in 2018, in collaboration with the International Visegrád Fund, we experienced overwhelming demand during the recruitment phase. **Recognising the vast potential of the region, we have consistently enhanced the programme's capacity and value proposition year after year. Over the past six years, more than 100 companies have joined V4 SUF, with a fourfold oversubscription, and over 500 business meetings were organised.**

"We are delighted to have been part of the programme for 6 years. It is always inspiring to see so many enthusiastic entrepreneurs and a variety of startup ideas. Founders are consistently eager to learn and seek ways to improve. The selection camps and face-to-face meetings create an incredible atmosphere in Budapest. The V4 SUF has also revealed that we have a long journey ahead to create unicorns and revitalise the business culture in the region. But as pioneers, we, organisers are committed to investing energy and time in the V4 startup ecosystem."

**Viktor Stefanak**

Innovation Manager at Campus



**In addition to nurturing talent, Design Terminal has always been dedicated to providing support to communities in need.** In response to recent international events, we collaborated with our organising partners to extend assistance to Ukraine through the tools at our disposal. This autumn, we opened the gates of the V4 Startup Force to Ukraine, offering support for its entry into new markets.



Nearly **100 applicants**, including **22 Ukrainian teams**, from **7 different industries**

"After the outbreak of the Russian-Ukrainian war, Design Terminal was among the first to welcome refugees fleeing the war. Our office served as a collection point for aid, and we provided shelter for several families for months. Simultaneously, we were contemplating how we could help Ukrainian entrepreneurs with professional tools. Following a year-long process, in collaboration with the International Visegrád Fund, we successfully launched the Ukrainian Startup Force programme this year. Complementing our V4 programme, active since 2018, this initiative offers short training to eight Ukrainian startups. The four most productive companies will receive support through tailored business meetings in each of the V4 countries, facilitating their entry into new markets."

**Kristóf Molnár**

Deputy Head at Strategy  
Design Terminal











## V4 STARTUP FORCE SPRING SEMESTER TEAMS

### ARBO Technologies s.r.o. – Czech Republic

The software of ARBO technologies is tailored for tree care. The product empowers users to make informed decisions regarding tree care through complex biomechanical calculations.



### Water MiniLab – Hungary

The Water Minilab device has the capability to test water quality in industrial plants and sewage treatment plants with laboratory precision. Measurements are visualised and analysed within their proprietary system, offering professionals an efficient, simple, and accessible decision support structure. This not only saves significant resources in terms of money, energy, and time but, most importantly, also water.



### DigFin – Slovakia

Their solution streamlines online mortgage applications, saving valuable time for their customers. Anyone can conveniently apply for the mortgage that best suits them via their mobile, free of charge.



### Get Vision – Poland

Get Vision has developed an artificial intelligence web application that aids users in monitoring wind farms, photovoltaic parks, and transmission lines, as well as conducting technical supervision. The software is integrated into drones, allowing them to fly over power plants for an overview of their technical condition









V4 STARTUP FORCE AUTUMN  
SEMESTER TEAMS



**Modino.io** – Poland  
Modino has created a solution that synchronises and coordinates software updates for various smart devices, ensuring that all devices operate on the latest version. Their solution installs updates regardless of the hardware structure.



**myco** – Czech Republic  
Myco specialises in the production of packaging material from sawdust and fungal mycelium. This material is fully degradable in the appropriate environment, breaking down entirely after use.



**storePredictor** – Slovakia  
The storePredictor software harnesses artificial intelligence to forecast revenue and predict stock requirements for a given e-commerce interface. The primary objective of the model is to determine customer habits with the utmost accuracy, achieved through mapping consumer behaviour.



**SpaceCrop** – Hungary  
SpaceCrop is an agricultural software company that utilises satellite data and artificial intelligence to assist farms in managing irrigation and enhancing crop resilience.







## UKRAINIAN STARTUP FORCE TEAMS

### 7loc

7loc has developed a food ordering device using AI for the efficient management for the order and delivery processes. By scanning the QR code, food can be conveniently ordered online and consumed immediately upon notification. The app is also available on Telegram.



### Jobey

The Jobey App serves as a platform tailored for low-skilled individuals, aiding them in the job search process, particularly in foreign markets. Users can effortlessly explore new job opportunities through this interface, mitigating language barriers and the risk of fraud. The system also enables workers to monitor their progress, ensuring continuous career development.



**Jobey App**

Global labor migration marketplace

### Measurme

Measurme offers a tool for psychotherapists, streamlining the organisation and analysis of various psychometric data, including therapy-related protocols, indicators, and business figures.



### Orderry (Remonline)

Orderry has developed a software designed to facilitate customer relationship management. Their system provides solutions across areas such as wage accounting and sales.



**RemOnline**



# TALENT PROGRAMMES

## OUR RENEWED MENTORING PROGRAM

In times of uncertainty, the opportunities that empower entrepreneurs to strategically plan for the future of their businesses become increasingly vital. This year marks the renewal of Hungary's first accelerator programme. Leveraging insights from past experiences, we have refined the previous format to offer founders and startups more tailored guidance. Instead of the traditional two semesters, we extended the duration to a more substantial session, from the summer camp to December.

**In the 2023 format, we have further personalised the training, considering the specific needs and developmental stages of the participating startups in their respective professional domains.** Our emphasis extends beyond business growth, encompassing founder development and community building.

The training remained free of charge, and Design Terminal did not seek any benefit from mentored businesses. Furthermore, the most exceptional startups received a grant of 1-1 million HUF.

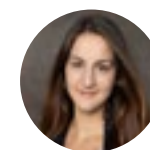
**Participants had the chance to connect with fellow innovators facing similar challenges from Hungary, Poland, Spain, Austria, and Nigeria. They also had the privilege of learning from some of the most seasoned experts who have been the cornerstone of the programme's success for years.**



"I enrolled in the Mentoring Program with the objective of expanding my entrepreneurial knowledge. It offered invaluable insights into the experiences of mentors and peers across diverse industries. This newfound experience has played a crucial role in solidifying the foundations of both my startup and my personal professional development."

**Vera Grablechner**

CEO of myCulture









THE MENTOR PROGRAMME TEAMS



**Accolade Pro** – Poland  
Gyms, even the big brands, rely on Excel sheets, pen, and paper in their sales processes. Accolade Pro helps digitalise, automate, and streamline these operations for greater efficiency.



**COMPOT** – Hungary  
COMPOT is the first indoor ceramic wormless composter that utilises microorganisms to convert organic waste into soil at home. It can process the annual compostable food waste of an average household. COMPOT’s team also offers educational support to help customers reduce bio-waste production in their kitchen.



**Beauty Blocks** – Hungary  
The beauty industry alone generates 120 billion units of plastic packaging waste every year, while the demand for makeup products is growing. With the launch of a cleanable and refillable mascara, Beauty Blocks aims to provide a solution to the problems caused by plastic waste without altering the makeup habits of people.



**Future Tech** – Poland  
Future Tech offers a solution that uses spatial data to analyse consumer habits. Their platform enables users to stay up to date with the latest services and access valuable real-time information from anywhere in the world.



**iMotionDrive** – Hungary  
While the raisons d’être for self-driving cars may be debatable, there is no doubt that their algorithms reduce accidents attributed to human reaction times. The algorithms created by the iMotionDrive team enhance evasive manoeuvres even on slippery roads. Their automated driving and driver assistance functions have the potential to significantly enhance road safety.



**Lazy Felix** – Hungary  
Lazy Felix is diligently working on an automated browser extension that eliminates the need to download images and soon, other files as well. Instead, it provides a much simpler mechanism for users to access materials.



**Maedcore** – Spain  
Maedcore specialises in robotic and automated solutions for various industries. In their latest project, they have developed a climbing robot designed for the inspection and maintenance of industrial equipment. Their team of engineers is dedicated to contributing to society through robotics.



**Beeco** – Hungary  
Beeco has developed an eco-assistant with the purpose of building a community of individuals passionate about sustainability. Users can share experiences with each other through the platform. Additionally, Beeco offers an advertising platform for large companies to provide discounts to users, receiving instant feedback on their products.



**myCulture** – Austria  
myCulture has developed an app designed to simplify the process for art enthusiasts to discover exhibitions and book tickets. Following the recent successful launch of the app in Vienna, the myCulture team has ambitious plans for its further development and expansion into other European cities. The initial focus will be on the DACH region, with upcoming launches planned for Berlin, Munich, and Zurich.





#### GuardenAI – Hungary

GuardenAI is developing a robot capable of detecting, identifying, and destructing pests with a laser-based solution. Their artificial intelligence can already recognise the Colorado-beetle, the first targeted pest. They are currently in the process of developing a prototype that will be capable of neutralising other species.



#### StageRider – Hungary

StageRider is a digital technology and hospitality event management software designed for arts managers and technical staff. Their software facilitates collaboration among users.



#### Zöldkör Market – Hungary

Zöldkör Market is a platform where individuals and soon, companies can purchase refillable cleaning products. Their products include refillable floor cleaners and liquid handwashes. Originally launched for households, the majority of their customers now come from the business sector.



#### Yantra Studio – Hungary

Yantra Studio is a creative agency specialising in the production of audiovisual content across various business sectors. They achieve this by developing an automated video generator.



#### OMZN – Nigeria

In the ever-changing fashion world, OMZN employs innovative technologies to streamline traditional garment-making practices and promote responsible production. Their goal is to work towards a sustainable future and foster an inclusive, ethical fashion industry.



#### SociYeti – Hungary

At the core of their award-winning concept is a new platform where individuals can easily apply for volunteer opportunities listed by organisations. Upon completing tasks, participants earn points that can be redeemed for cultural programmes, events, or products from the host organisation.



#### Talk@ease – Hungary

The Talk@Ease application assists companies and schools in enhancing the foreign language speaking skills of their employees and students. Users can engage in realistic conversations using the voices of native speakers through a talkbot. The application's web interface allows managers, HR staff, or teachers to monitor the progress of registered users and pay for the service on a pro-rata basis.



#### Sponsmore – Hungary

Sponsmore is an online platform that digitalises sports sponsorship. They assist users on sports sites in introducing themselves and connecting with potential sponsors.





START PROGRAMME – OUR  
JOINT INITIATIVE WITH THE  
NATIONAL TALENT CENTER

For the second time, the National Talent Programme has launched the START Programme with the professional support of Design Terminal. The initiative, aimed at supporting the startup ventures of young talents, has proved immensely popular, with **nearly 250 teams applying for the 20 advertised positions. The selected ideas shared a common goal of providing meaningful solutions to significant societal challenges.**

Applications were solicited earlier this year under three themes: health and social issues, sustainability (green mission) and community empowerment. **The two-month intensive incubation programme equipped participants with essential skills in key entrepreneurial areas, preparing them for the final presentations of the programme.** In addition to the 3 million HUF seed funding, participants gained skills that proved valuable beyond the scope of the competition.

During the pitch competition, applicants presented a

**diverse array of well-developed solutions.** Ultimately, the jury granted an additional 5 million HUF grand prize both to the Malom Projekt and the Smobya team. The Malom Projekt focuses on creating spectacle frames from recycled plastic for visually impaired children, while the Smobya team is working on developing microbial leather for the fashion industry to reduce its ecological footprint.

In addition to the achievements of the two winning teams, the jury also bestowed two special prizes. **One of these was granted to the Green Engine team for their innovative application optimising the operation of indoor farms.** As a reward, they had the opportunity to travel to London and present their idea at a startup competition, courtesy of the National Talent Center. **Meanwhile, the Hungarian Ministry of Culture and Innovation presented a distinctive special prize to the Verbalio team. Their work involves developing an app designed for individuals with speech impairments, aiming to facilitate communication and improve the daily lives of tens of thousands of people in Hungary.**



EXTENDED RANGE OF  
PROGRAMMES FOR THE YOUNG

**START has undergone a comprehensive redesign for the autumn semester, evolving into a three-tiered suite of programmes. In response, to overwhelming enrolment and drawing from previous experiences, applications have been categorised into three distinct target groups based on age and business maturity.**

The **Ideathon** programme caters to secondary school students, providing them with a platform to develop their ideas. **START Basic** is tailored for young adults in their twenties who possess promising ideas but do not know how to transform them into viable businesses. Meanwhile, **START Pro** is designed to get existing businesses into the market and facilitate rapid growth.

Winning teams can expect prize items in the Ideathon, 3 million HUF each in the Basic programme, and 5 million HUF each in the Pro programme.

“Through the expansion of the Start Programme, we aim to support young entrepreneurs at every stage: from the conception of an idea, through prototyping and market entry, to accelerated growth. This multi-tiered approach increases the likelihood of creating sustainable and successful businesses. It is crucial to us that the teams under our guidance feel supported not only during training but also beyond, and with the interoperability between NTP programmes, we are elevating our commitment to a new level of stability.”

**Marina Dula**

Head of Client Relations  
at Design Terminal







## MCC IDEA INCUBATOR LAUNCH

**In collaboration with Mathias Corvinus Collegium, we have launched an entrepreneurship development programme to provide active and alumni students with the opportunity to explore the entrepreneurial realm.**

**In September, applicants participated in a 24-hour idea competition, where they presented their concepts to a professional jury.** The top spot was secured by the Forum team, who are working on a digital platform aimed at consolidating the best free self-development opportunities, study programmes, and training courses for young individuals in Europe. The second place was claimed by the Bioremediáció team, who focused on utilising microalgae to purify polluted water from heavy metals.

A special prize was awarded to the Örökké Haza team. Blanka Égi and Teodóra Kiss intend to establish an adoption foundation that not only facilitates adoptions within Hungary but also extends its reach to Germany and Austria. The objective of the foundation is to ensure that children do not have to spend years in children's homes before they are adopted by the right family.

**Following the idea competition, the incubation programme extended over several weeks, featuring a highly competitive field vying for prizes.** The training consisted of four intensive days, with key mentors from Design Terminal providing guidance on idea validation, market research, product development, sales, finance and funding, digital marketing, presentation skills, and the fundamentals of entrepreneurial law. At the closing event, a panel of juries assessed the ideas following the presentations.

The first prize was awarded to the Örökké haza team, the special prize winner of the idea competition. The second position was secured by Gáspár András Juhász and Albert Trauttwein for their project OUT, an app designed to enhance productivity. Its goal is to support focused work and learning, as well as screen-free time.

"While it is commendable for a talented Hungarian student to work for a multinational company, it is even more rewarding if they embark on the entrepreneurial journey and create an intellectual product that would not have existed without their input. With MCC, we seek out these young talents and assist them in taking their initial entrepreneurial steps."

**Gergely Böszörményi-Nagy**  
Founder of Design Terminal





# BUSINESS DEVELOPMENT IN THE CARPATHIAN BASIN

## THE POWER OF COMMUNITY

Eight years ago, with the support of the Hungarian State Secretariat for National Policy, **we initiated our Carpathian Basin Mentoring Programme. This collaborative effort aims to preserve Hungarian culture and identity while fostering business connections among Hungarian entrepreneurs residing abroad.**

As in previous years, we were delighted to welcome applications from both mentors and mentees. **This year marked the second edition in Slovakia and the third in Transylvania and Vojvodina.**

Drawing from the insights of past years, we introduced coaching tools for mentors during the training sessions. **The programme has cultivated a fantastic, cohesive and active community, with entrepreneurs who were mentored in previous seasons now guiding their fellow startups.**

In the spirit of community building, we convened once again this year at the Carpathian Basin Entrepreneurs' Meeting in Mezökövesd, **with the participation of over 200 business founders.**

In 2023, our network expanded with the addition of **100 entrepreneurs from Vojvodina and 118 from Transylvania, joining over 1,000 entrepreneurs in the Carpathian Basin.** Recruitment is still ongoing in Slovakia, with nearly 60 entrepreneurs already having applied.

"The Mentoring Programme is like legal doping. It provides an opportunity to fast-track your progress by learning not only from your own mistakes but also from the experiences of others."

**András Mayer**

Participant of the Carpathian  
Basin Mentoring Programme







# OUR INDUSTRY PROGRAMMES

## THE EUROPEAN SPACE INDUSTRY IN BUDAPEST

**In a groundbreaking move for the region, we hosted the Annual Networking Event of the European Space Agency, commencing with an evening of good vibes in the garden of our office.**

Taking place in the remarkable House of the Hungarian Millennium, the professional programme offered an occasion to reflect on the achievements of the past year and engage in discussions about the European Space Agency's initiatives in space, technology, and sustainability.



over **120** space industry experts from **22** countries

"It marks a significant leap forward, not just for Hungary, but the entire region, to welcome more than 120 participants from 22 ESA member countries – a historic first for this event. The European Space Agency choosing Budapest for its Annual Networking Event signifies their trust in Hungary and Design Terminal. It reflects their confidence in our delivery capabilities and curiosity about our ideas."

### László Jónás

CEO and Head of Strategy  
at Design Terminal



In addition to the official programme, we curated an exhibition showcasing significant Hungarian space-related achievements. Attendees had the unique opportunity to engage with the founders of startups participating in our Hungarian incubation programme.

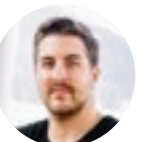
**On the event's final day, we hosted the ESA EPIC (ESA Partnership Initiative for Commercialisation) event. The objective was to foster connections between corporate, academic, and institutional partners as well as ESA-supported startups.**

This event served as a fantastic platform for building relationships, sharing knowledge, and addressing key challenges anticipated in the coming year.

"The event, which took more than four months to prepare and engaged almost our entire team, surpassed our expectations. We put up an impressive space exhibition in the lobby of the House of the Hungarian Millennium – featuring satellites, sensors, stories from the past, present, and future – along with a 4 metres high rocket launching station. The overwhelmingly positive feedback reinforces what we've learned: the sky is the limit for the DT team in terms of creativity and professional execution."

### Balázs Takács

Head of Communications  
at Design Terminal









# INNOVATIONS THROUGH SPACE INDUSTRY SOLUTIONS

Thanks to the successful operation of our Business Incubation Centre dedicated to our space industry incubation programme in Hungary, we have launched the Technology Broker programme this year on behalf of the European Space Agency. The goal of this programme is to develop solutions through which space technology can address traditional market needs and challenges.

If a company is facing challenges that the space industry can resolve, the ESA Technology Broker connects it with the appropriate startup possessing space competencies. The successful transfer of technology is supported by Spark Funding, which provides 60,000 EUR in grants to companies aiming to enhance their operations based on space technology. In the first year alone, three companies have already been selected.



In the spring, we organised a networking event to connect agribusinesses with influential players in the domestic aerospace industry. The goal was to introduce them to technologies capable of elevating their competitiveness.

In the second half of the year, we hosted two events to identify the most innovative entrepreneurs, products, and services. In October, we received twenty-two entries for the Technology Transfer Challenge, and the jury rewarded the three most ingenious solutions. Following this success, we organised a networking event in November to explore the application of space solutions in the automotive industry.



## TEAMS

### 27G Technology Kft.

The 27G Technology team is actively working on the development of an advanced and compact semiconductor-based dosimeter solution. This innovation aims to investigate the radiation environment and monitor the condition of electrical circuits during space missions.

### D3 Seeron Kft.

ShapeComprising skilled engineers and IT professionals, this company leverages its expertise across diverse industries, including space, medical solutions, and automotive. The company is currently engaged in developing an integrated solution that combines space laser technology with software to detect and avoid pavement defects while driving.

### Minusplus Generáltervező Kft.

Minusplus is an independent architectural and design firm based in Budapest, consisting of a team of 20 people. In collaboration with Maform Ltd., they are developing a groundbreaking sunshade based on an aerospace patent. This innovative solution promises enhanced durability, efficiency and aesthetic appeal compared to current alternatives.

"It was a genuine pleasure to share decades of experience as a business consultant and the knowledge gained as serial entrepreneur in Australia, the UK, and Hungary while mentoring startups. Design Terminal plays a vital role in assisting startups to thrive in a competitive environment. The design and execution of the incubation events of Design Terminal are truly world-class."

### Don Koulaouzos

Managing Director of Skytrek Limited





# WE ORGANISED THE CASSINI HACKATHON AGAIN

The space and defence industries consistently pioneer cutting-edge solutions that can be applied in other sectors as well. This year’s CASSINI Hackathon centred around the theme of advancing national security and safeguarding sovereignty, leveraging European Earth observation and satellite data.

**In a noteworthy acknowledgement, the European Commission’s Directorate-General for Defence Industry and Space extended an invitation to Design Terminal – the sole previous organiser who was asked – to host for the second time the Hungarian round of the competition that takes place in 10 countries at the same time.**

“We are proud to have been chosen by the European Commission for the second time to lead the organisation of the CASSINI Hackathon – a rare honour for this project. Expanding our involvement in space activities is essential for broadening our knowledge and offering young minds a glimpse into the industry. CASSINI provides the perfect platform for this purpose.”

**Sophi Hanson**

Cassini Project Manager



## The challenges in the competition:

- **Mobility, logistics, and route planning, even in case of disasters**
- **Monitoring maritime threats and ensuring secure maritime logistics**
- **Safeguarding critical infrastructure and addressing economic and social challenges in times of crisis**



Once again, European space data from the Galileo, EGNOS and Copernicus observation systems played a crucial role in addressing critical issues. Notably, participation did not require prior space experience. Competitors not only had access to space and defence industry advice but also received business and strategic mentoring throughout the event.

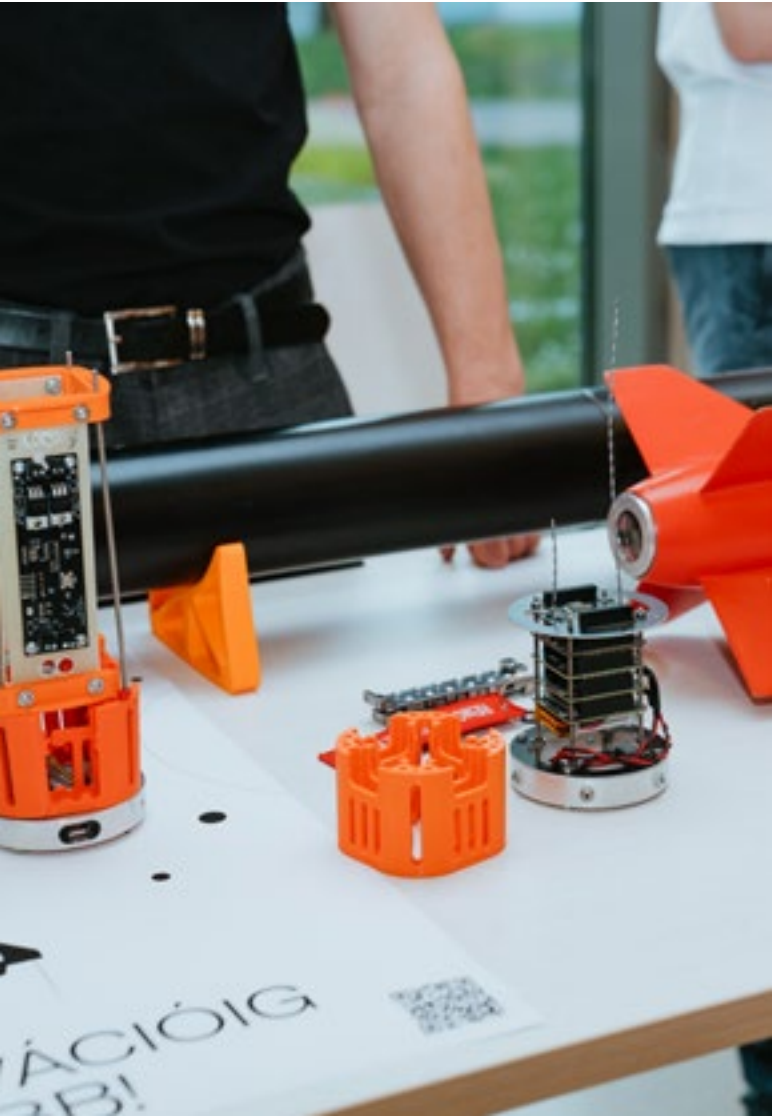
**More than 120 submissions were received, exceeding EU expectations by one and a half times.** The chosen theme evidently resonated strongly with the applicants. 52 talents organised into 10 teams dedicated two days to developing their ideas.

At the Demo Day, held at the end of the second day, the teams presented their solutions to a professional jury. **The winner of the competition was the UIS team, which proposed employing satellite imagery and artificial intelligence to identify unexploded explosive devices in an area subjected to active artillery fire.** As a result, UIS has been selected to participate in the CASSINI International Demo Day where they secured the third place.

“It was a delightful surprise to witness the level of preparedness among the competitors and the exceptional quality of their work. We selected Design Terminal as organiser for this year for a similar reason – their outstanding professional competence.”

**Stefan Schneider**

European Union Agency  
for the Space programme (EUSPA)









NAK TECHLAB: SOLUTIONS FOR AGRICULTURAL CHALLENGES

In 2023, we extended our collaboration with the Hungarian Chamber of Agriculture through the NAK TechLab incubation programme.

Just like in previous years, this year’s startups had the opportunity to collaborate with highly successful Hungarian corporate partners. At the beginning of the programme, a rigorous selection process identified startups with the greatest potential for establishing partnerships with major companies.

The chosen teams brought forth a variety of solutions. **Agrofly** utilises drones to deter damaging birds from production and growth areas. **Bloomair** focuses on soil decompaction and nutrient replenishment, **SDR Technologies** specialises in outdoor robotic platform

development, and **Vilhemp** creates sustainable, plant-based products. The energy management system of **Wenerate** employs artificial intelligence for analysis, aiding companies with excessive energy demand to reduce costs and emissions. **WeSpeakAI** aims to reform the agricultural sector by building on machine vision.

Halfway through the incubation period, all parties reconvened to evaluate the progress of joint test projects.

**The final event of the year, the Demo Day took place at the end of November. During this event, the teams presented their ideas and corporate partnerships to a professional audience comprising several hundred individuals.**



“Climate change, generational transition, increasing food demand, and sustainability requirements pose challenges that farmers find difficult to address without the support of digital tools. This is precisely why the NAK TechLab is vitally important, aiding startups in discovering or developing innovative products and services to effectively tackle the challenges confronting agriculture and enhance its efficiency. The programme is positioned to assist Hungary in playing a key role in the development of the agricultural sector within the European Union.”

**Dorka Illés**  
Agricultural Project Manager  
at Design Terminal







# OUR EDUCATION INITIATIVES

## INNOVATIVE CURRICULUM DEVELOPMENT WITH THE HUNGARIAN STARTUP UNIVERSITY PROGRAMME

We are honoured to have been invited by the National Innovation Agency to undertake a comprehensive curriculum development project aimed at reimagining and modernising the existing modules of the Hungarian Startup University Programme (HSUP). As a part of this initiative, we created video tutorials for students and developed an interactive assessment tool to monitor the students' learning progress more effectively.

This year, we successfully produced two modules focusing on idea validation and product development. We hope by the time next year's report is compiled, these modules will serve as valuable learning resources for students enrolled in the HSUP programme nationwide.



## UNIVERSITY EDUCATION WITH METU

We were invited to be a professional partner for the Startup Management course, a collaborative initiative between the Budapest Metropolitan University and the Hungarian National Bank. Our role included assisting organisers in setting up and facilitating the Hungarian Innovation Hub intensive training days. The series were attended by students from three universities. The first event featured a keynote session by angel investor Márton Szőke, followed by a panel of experts sharing valuable insights with the students.

## HUNGARIAN DELEGATION IN THE MIT INNOVATION PROGRAMME

Ten years ago, the Massachusetts Institute of Technology (MIT) introduced the MIT REAP (Regional Entrepreneurship Acceleration Programme), dedicated to teaching and researching strategies to enhance the competitiveness of national innovation ecosystems. **Since its inception, the programme has supported over 70 regions, establishing a robust methodology for fostering local innovation communities.** Participants, coming from diverse cultures worldwide, including teams from Australia, the Dominican Republic, Brazil, and Hungary, **collaborate to represent the five key segments of the ecosystem: government, large corporations, academia, venture capital, and entrepreneurship.**

In addition to Design Terminal, the Hungarian team comprises the Hungarian National Bank, the Budapest University of Technology and Economics, National Research, Development and Innovation Office, Oncompass Medicine Hungary Ltd., 77 Elektronika Ltd. and 4iG PLC.



CONTINUING OUR ORIGINAL  
EDUCATION SERIES –  
INNOVATION THAT’S WORTH IT

In the spring of 2022, we introduced our **original education series, Optimists First**. In this series, we engaged successful entrepreneurs in discussions about the significance of launching a business and the challenges that startups may encounter on their journey.

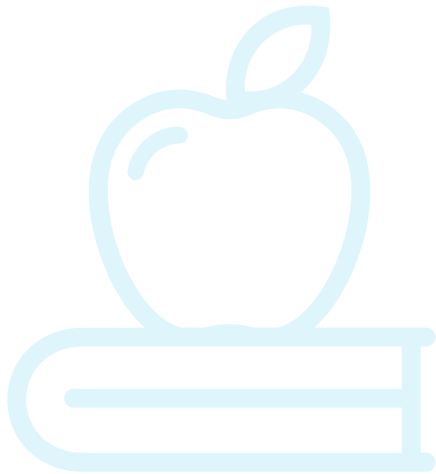
For us, optimism isn’t merely a characteristic but an approach that advocates not hoping for the future but actively shaping it. Embracing this philosophy, we proceeded with the fourth season of our series, **“Innovation that’s worth it”**.

During this season, the founders of Respray, Compocity, and Malom Projekt shared insights on their endeavours to address environmental challenges.



We have adopted a new format for the upcoming season, aiming to capture insightful moments from interviews that offer a glimpse into the day-to-day operations of the featured companies. The short video clips and still-life photos authentically portray the founders’ journey thus far.

“While browsing for inspiration on Instagram, I stumbled upon a remarkable post about sustainability. It struck me that every year we encounter numerous entrepreneurs dedicated to improving the world socially and environmentally. Thus, we decided to delve deeper into their motivations and daily lives. I am looking forward to the future episodes of this series in the years to come.”



**Dorina Póta**  
Online Marketing Manager  
at Design Terminal







# CHARITABLE AND SUSTAINABILITY INITIATIVES

**This year, we relaunched our free consultation service to empower more talented individuals to kickstart their own businesses.** As a public benefit organisation, we believe that contributing to the aspirations of those looking to make a difference is not just a choice but a responsibility.

**In 2022, we faced a challenge in managing waste in our operations. Acknowledging these setbacks is crucial as it serves as a driving force for us to take meaningful actions to address them.**

Our event gifts were thoughtfully crafted with sustainability in mind. During the European Space Agency's annual event, we presented guests with Hungarian-style kitchen towels made in a village by locals, incorporating drawings created by disadvantaged children.

Throughout our events, we created durable decorative items, consciously avoided the use of paper and plastic, sourced food from local businesses, and made efforts to minimise the value chain, and even the gifts were crafted from recycled materials.







# SETBACKS

For several years, our efforts have been focused on cultivating enduring, close relationships with the companies in our programmes and fostering a thriving alumni community. Unfortunately, with some notable exceptions, this goal has not been fully realised so far.





# TRANSPARENCY

Design Terminal operates as a public benefit non-profit organisation, funding its activities through market revenues and public subsidies. We receive public funding through a service contract from the Hungarian Ministry of Culture and Innovation, specifically allocated for our core activities, which include business talent development, entrepreneurship ecosystem development, and introducing international innovation practices domestically. We provide the Ministry with annual financial and project-based report to transparently detail the utilisation of the grant.

The management of Design Terminal Public Benefit Non-Profit Ltd. is audited by BDO Hungary, a globally recognised international auditing firm.





# COLLABORATIONS

## KEY PARTNERS



## PARTNERS



## MEDIA PARTNERS










# IMPRESSUM

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