

DESIGN
TERMINAL

OPTIMISTS FIRST

Annual Report



2021

Innovation for
Communities

◀ Snapshot with one of our mentored teams.

Innovation for Communities

DEAR FRIENDS,

the past two years have been about communities. Last year, because we couldn't experience the important moments together, personally, and more recently because we have all been trying to make up for what was missed in 2020.

These experiences, brainstorming sessions and community-driven inspiration, are vital to Design Terminal. That's precisely why we focused on filling personal moments with additional content while continuing to build communities even when forced to meet online.

We provided professional support to five times as many teams in the V4 Startup Force program and extended the Carpathian Basin Mentoring Program to five countries in order to provide assistance to entrepreneurs of even more regions.

After two years, we are slowly winding up the transnational X-Europe programme. It has yielded benefits not only for the 150 participating startups but also for our organization: **in future, we will devote greater attention to the international expansion of Design Terminal.**

We hit a massive milestone when the European Space Agency placed their trust in us to run the business incubation centre for space industry startups in Hungary. It is going to be a huge challenge with countless inspiring moments. The project holds enormous potential for innovative enterprises in Hungary.

In 2021, we made many new friends. By bringing people together, we all benefited. We are extremely grateful to our partners for their continued trust.

Thanks for riding along with us in 2021. To be continued!



■ **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



Dóra Andrejszki



Patrícia Bartók



Zsuzsanna Bódi



Gergely Böszörményi-Nagy



dr. Viktor Kiss



Marina Dula



Eszter Elek



Barbara Fábián



Anita Füzi



Nóra Harasztia



Kata Holecz



Anikó Ivanics



László Jónás



Veronika Karsai



Viola Keresztes



Diána Kiss



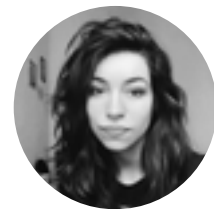
Anikó Klagyivik



Petra Kónyi-Kiss



Eszter Krasznavölgyi



Diána Lajos



Lilla Liszkay



Bernadett Miklós



Sári Miklós



Apollónia Molnár



Kristóf Molnár



Tamás Molnár



Péter Nyilas



Kata Porgányi



Dorina Póta



Ibolya Rác



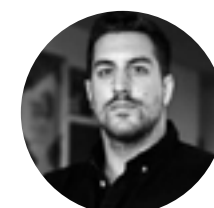
Mária Rác



Katalin Szilágyi



Eszter Szőke



Balázs Takács



Evelin Teveli



Karolina Tóth



Bianka Tóth-Király



Márta Tóth



Miklós Vargha

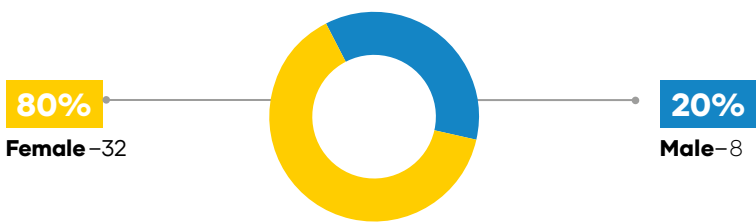


Tímea Végh

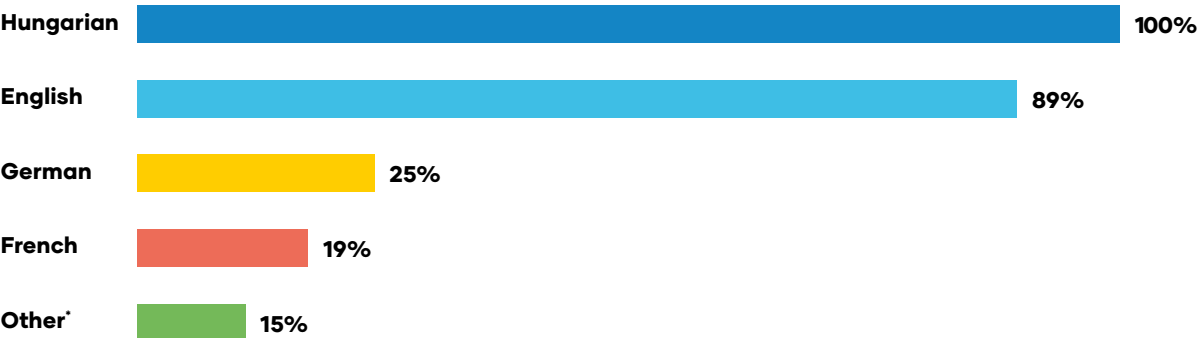
Average Age of the Team



Team Members by Gender

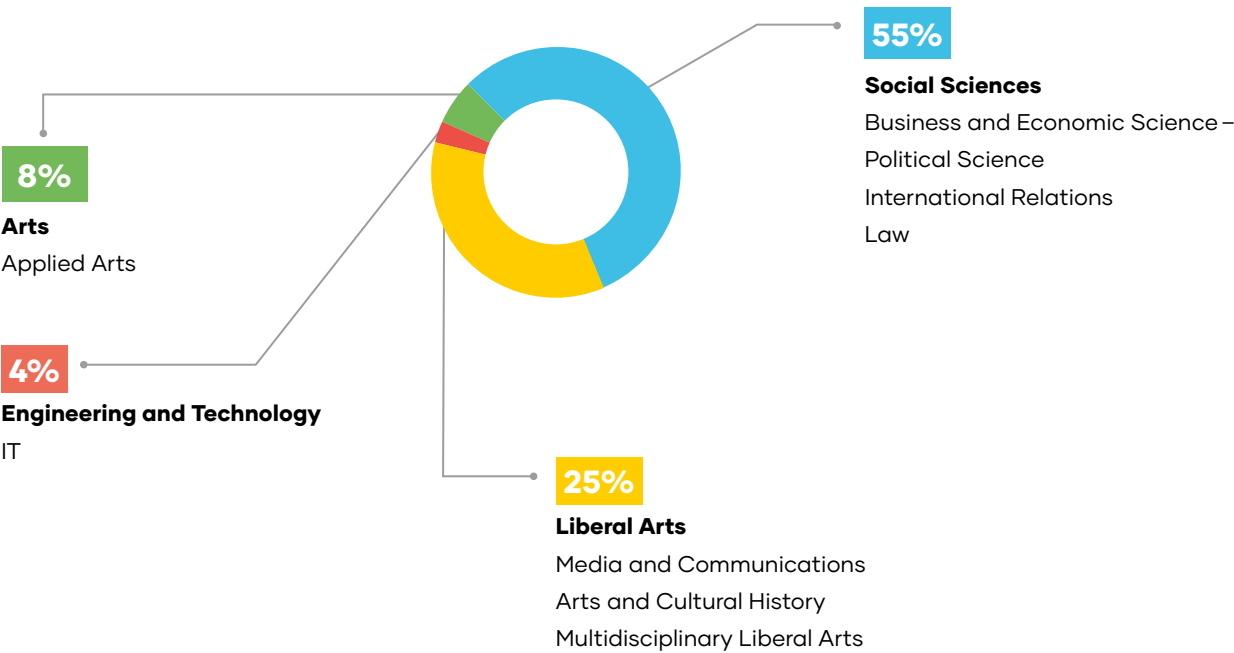


Languages Spoken by the Team



* Russian, Spanish, Polish

Studies



THE COMMUNITY:
THE CATALYSER

Life during the pandemic brought home to us all just how adaptable human behaviour is. We witnessed astonishing changes in business and established new standards of shared working with our startups mentored in distant countries. We are capable of things that we never even considered earlier, for example, virtual teaching or closing investment deals via Zoom.

While experimenting with digital community building, we tried out yoga online and cooked together with foreign startups. However, as well as these brand-new experiences we also learned that human interaction is a luxury we need to appreciate. In a nutshell, the community is an essential catalyst for innovation. Last year reminded us that face-to-face meetings and a shared office environment have in themselves their own power, that the water cooler chat is actually a magical experience. My main takeaway is that while it's possible to seal deals and make connections online, it is the analogue moments that make it worth investing time and energy in talent management.

Anikó Ivanics
Head of Talent Programs





THE INTERNSHIP PROGRAM BUILDING CAREERS

Design Terminal runs a biannual intern programme targeting ambitious young people capable of strengthening the Design Terminal team in various areas and who think in terms of working with us long term. We already have several full-time staffers who launched their careers at DT as interns.

"I was given the most varied jobs even during my internship. Because the entire team works in close collaboration with each other, I was able to glimpse into and join many exciting projects. **My favourite one was the Mentoring Program; it was inspiring to see the ideas of startups and their motivation, as well as how Design Terminal was able to help them in the early stages and in their further development.** At the end of the year, I really enjoyed the sustainability programme run in partnership with Blue Planet Foundation because this is a topic close to my heart. I also discovered my own development potential at DT: quite quickly, I moved from an internship to become a marketing-communications staffer. I'm really delighted about this because the team is super cool, my colleagues are welcoming and kind, the office looks great, it's full of dogs, good vibes and important happenings professionally speaking."

Zsuzsi Petróczi

former intern,
marketing-communications staffer





MEMORABLE MOMENTS FROM 2021

THE CANTEEN LIBRARY

Our canteen, which already had a great vibe, underwent a little 'intellectual facelift' earlier this year. The focal point of the room is the huge yellow table where, at lunchtime, the whole office gets together. **In February, a complete mini-library was added where everyone can thumb through and borrow tech, social science and history volumes that catch their eye.**



LEARNING ABOUT THE LATEST IN AGRICULTURE

In June, at the invitation of our client, we took part in the Hungarian Chamber of Agriculture Field Days and Agrarian Machinery Show. **The seemingly endless wheat fields and monumental combine harvesters amazed us all.** We also bumped into SMAPP Lab, one of our successful alumni startups and developer of a digital pest trap.





RECRUITING ENTERPRISE AT BRAIN BAR

Brain Bar was back in action so **naturally we set up a Design Terminal stand at Europe's biggest festival of the future.** We were there to promote the activities of our agency to young people and encourage them to launch out on an entrepreneurial career.



GROWING OUR PROFESSIONAL NETWORK IN PERSON

Promoting our activities and building contacts at international level was always a part of the life of Design Terminal. Covid stymied this in 2020, but in 2021 we could finally start to go beyond the country's borders once again. Members of the team travelled to Amsterdam for The Next Web conference of our consortium partner, including a presentation on Europe's deeptech startup scene. In Berlin, at the European Space Agency networking event, and at the Dubai Expo, we took a deep dive into the subject of the space industry and met with potential professional partners. The focus of the Web Summit in Lisbon was project X-Europe; it also provided an opportunity to build our network of partners.



↖ An unexpected guest visited us in spring.

RAISING AN APPLE TREE IN THE GARDEN

This summer was about startups and bees: we didn't touch the grass or shrubbery in the garden for a long time so that these busy insects could find themselves right at home here. We don't have any statistics on how many drops of honey can be attributed to Design Terminal, although we were able to count how many apples we grew on our apple tree... and we cannot complain! We planted the sapling at the beginning of the quarantine and the 2021 crop was a real success.



CAVING WITH THE TEAM

The end-of-year team building session saw us fighting our way through the often tortuous passages and crevices of the Mátyás Hill Cave system. Phones and work-day cares were left above ground. Once we were subterranean, it was all about reliance on each other. Talk about a strenuous workout! But we loved every minute of it!







MENTORING PROGRAM: INCREASING APPLICATIONS FROM ABROAD

SPRING SEMESTER

Startups from **19** countries on **4** continents, from the USA to Estonia, from Serbia to Lebanon, applied for the first semester of Design Terminal's incubation program.

After a rigorous and intensive selection procedure, that is, the three-day PowerCamp, nine teams remained on the platform.

Even prior to going virtual, international teams including British, Swedish and Barbadian startups were keen to apply for the program. Once geographical barriers were eliminated, the enthusiasm of foreigners to submit applications was even greater than before.

This semester, over the course of three months the Mentoring Program supported startups in their development of business models and products based on individual requirements. Startups came to the program with concepts spanning fields as diverse as artificial intelligence, smart cities, data and analytics, the sharing economy, education, IT and fintech. We provided support in product and business development, communications, sales and financial planning, but startups also received guidance on their organizational and legal background. Beyond the professional programs and community-building, the program's strength continued to be the mentor team made up of Hungarian and international professionals.

"We took part in numerous similar programs earlier but this was the toughest competition of them all. We see enormous potential in the Eastern European market, which is another reason the program was useful for us."

Max Gordienok
founder of Goscore



OLYMPIC CHAMPION
INSPIRES STARTUPS

The closing event of the Mentoring Program was posted on DT's Facebook page. In the show, it was not only the professional jury but also the host, Alexis Latham, who tried to bamboozle the founders' peace of mind: participants faced quiz questions and situational tasks, allowing the jury to assess the level of development achieved by startups in the course of the program. **The panel comprised Lasma Ivaska, director of MOME Innovation Centre, Dr. Zoltán Lehóczky, senior advisor**

to the chairman-CEO, GRÁNIT Bank, and Willy Benkő, talent manager, investor and one of the lead mentors of the Mentoring Program.

Startups and the audience got the chance to hear an inspiring talk by Sándor Liu Shaolin, gold medal winning short track speed skater. Our Olympic champion drew fascinating parallels between sporting life and the launch of an enterprise.

"As an athlete, you strive for years to be able, eventually, to stand on the podium. Everything is about building and preparation. A startup works in exactly the same way. It might be that at the beginning of the road you don't see the destination, but when you get there, it's a really great feeling."

Sándor Liu Shaolin





TEAMS



ASTODI - Hungary
The startup develops and operates a cloud-based digital asset management (DAM) service, which helps in cataloguing, accessing and distributing digital content.



GoScore - Norway
The credit rating algorithm allows banks to win new customers applying for loans and to compile personalized loan proposals; furthermore, it provides private individuals with access to a greater number of fair banking offers and allows them to establish good financial habits.



Leafy - Hungary
The team use AI solutions to assist environmentally-conscious customers transform small changes into sustainable habits.



Coffis - Hungary
The team's development is an app that makes it easy to manage a stressful, busy day by indicating when we need to take a break for the benefit of mental health and how best to structure our time.



Privacy optimization - Poland
Their Data Breach Management tool is a software that helps organizations and institutions ensure compliance with the EU's General Data Protection Regulation (GDPR). This allows them to rapidly handle matters related to information data protection, thereby reducing the risk of having significant regulatory penalties imposed.



Rising.Eco - Hungary
The mission of the startup is to accelerate society's transition to a renewable energy grid. Solar panels on every roof!





RYTA – Hungary
 The startup designs, manufactures and leases made-to-measure, durable furniture. The main materials used in this process are recycled plastics and aluminium – which remain in RYTA's circular economy.



Going To Be - Hungary
 This startup offers young people the opportunity to gain insight and acquire personal experience in the labour market, thus assisting them in choosing a career.



WearHealth – Germany
 This AI solution protects people doing heavy labour from potential human risks and creates a Health & Safety culture that is easy to engage with.



AUTUMN SEMESTER

The second Mentoring Program of the year attracted a total of **94** applications from **19** countries. **9** startups made it through to the program.

This semester, we provided them with a more comprehensive assistance package than usual. **Since we selected startups still in the early phases of development as well as those at a more advanced stage, we made an effort to ensure that everyone received customized mentoring according to their specific demands and developmental stage.**

We helped early-stage startups develop a scalable and sustainable business model, bring their products to market, and let them acquire the knowledge, network of contacts and hands-on experience they need to get there. There was an emphasis on sales and marketing, the basics of negotiating with investors, team-building as well as financial and business modelling.

Mature startups received support in raising capital and creating the conditions necessary to enter the Hungarian and regional market, with a strong focus on the development of crisis-proof enterprises.

"What I like about Design Terminal is that they are not worried about dropping you into the deep end. I had been working here in another position for more than a year when I came into the orbit of the Mentoring Program. Experienced colleagues held my hand, but I was also able to play a big part in the **third round of the selection process, PowerCamp**. The three-day intensive program is packed with workshops, one-on-one discussions, a surprise Pitch competition and, of course, Demo Day at the end. **It was a huge experience. There is no doubt that I would do it all again (and I will, in the next semester).**"

Sári Miklós
project assistant





UXmin'ng

UX Mining – Poland

This Polish startup has developed a solution to understand and measure user behaviour, and to test and enhance the user experience.



WeDo – Social Habit Builder – Hungary

The WeDo app helps users increase productivity and develop good habits. Users are also connected to each other in order to stay motivated.



Marketyour.store – Hungary

The team provide an all-round visual content service. The 360°, 3D product presentation they use is one of the most effective means of boosting online commerce.



Look@ Ltd. – Croatia

Look@ makes selfie robots for tourists. Their goal is to develop a technology to allow people to remain in the present and enjoy the moment to the full.

TransFoodMission – Hungary

The team aims to have a positive impact on society by reshaping the food industry. With so-called upcycled foodstuffs, they offer a tasty solution to food waste.



Biosign – Hungary

The team have developed a signature verification service. Using their solution, the unique signature is dynamically captured but it cannot be stolen, forged or forgotten.



PiggyBanx Kft. – Hungary

The startup's app uses gamification to educate young people about financial matters and better financial decision-making.



Walk2Watt – Hungary

The three-day intensive program is packed with workshops, one-on-one discussions, a surprise Pitch competition and, of course, Demo Day at the end.



Respray Solutions Kft. – Hungary

The goal of the team is to reduce the production of aluminium deodorant aerosol cans as hazardous waste, made possible by recharging cans multiple times and a technology that is free of dangerous propellant gas.







Our principal sponsor, Minister Without Portfolio for Family Affairs Katalin Novák, and Gergely Böszörményi-Nagy, CEO of Design Terminal, on the stage at Brain Bar

WE LOVE TALENT MANAGEMENT

When it comes to building Hungary's future, supporting talented young people is of key significance. As a mission-directed, non-profit organization, Design Terminal carries out one of its primary tasks, business talent management, by identifying and supplying targeted assistance to young entrepreneurs. We run a range of programs in different regions and sectors.





BUILDING A STRONG VISEGRAD ENTREPRENEURIAL COMMUNITY

Design Terminal launched the V4 Startup Force Program in 2018 with the backing of the International Visegrad Fund, together with Polish, Czech and Slovak partners, as the region's first startup scholarship program. The primary goal: assist teams in the development of their ventures, in building networks and in regional expansion.

More than

 **200** applicant startups

 **40** enterprises taken on

 **1000** business meetings



A trip to a trampoline park with the Hungarian teams provided a chilled, offline way of mixing and meeting.

To get the enterprise development program out to the greatest number of startups, we added another twist to the tried and tested format this year. **20 startups received valuable business know-how and a network of contacts.** First we voted for the 5 best enterprises from every country, then the 20 shortlisted startups went through a further filter: the V4 SUF Bootcamp. Here, the goal was not only to pick out the 4 most promising ventures who then went on to the full program, but also that the other 16 should extract maximum profit from Bootcamp. Startups had workshops and networking events, plus they could also take part in business meetings with international corporations as well as SMEs.

Teams making it through to the main program could take part in business meetings and country-specific workshops during the three weeks per semester. Startups visited the Visegrad countries virtually. The program now involves not only large corporations but SMEs, which means participants have an even bigger pool of potential collaborators. Once again, our partners were the Czech DEX-IC, Polish ReaktorX Warsaw and Slovak CAMPUS. .



SPRING SEMESTER



dodowork

Dodo work – Poland

The startup development uses ML algorithms to help build effective project teams. The algorithms take into account the skills, preferences and psychometric profiles of staff, with the end result being enhanced performance and greater satisfaction.

KNET / Bookkeepie – Hungary

This Hungarian team bring tax advisors, payroll experts and accountants into contact with small and large enterprises.

book@eepie



AgeVolt – Slovakia

The startup has found one solution for updating the e-vehicle charging system. Their mission is to accelerate the expansion of e-mobility by making it convenient and accessible to charge battery vehicles while allowing for optimal electricity distribution.

Boost.space – Czechia

The startup's solution, that is, the integration of business, enterprise data centralization with management tools, accelerates data sharing and increases the efficiency of remote – either from home office or international – collaboration.



AUTUMN SEMESTER



BioMinds – Poland

The HealthTech startup is developing an extensive telemedicine platform based on virtual reality that supports therapies of those suffering from neurological diseases.

Airlogy Labs – Slovakia

The startup analyses indoor air and surfaces to reveal potential microbiological threats. They can identify bacteria, yeast and mould, and help deal with all these problems.



The scholarship program is implemented with the support of the International Visegrad Fund (IVF).



Onsinch – Czechia

The platform automates all the day-to-day work processes from ordering to final invoicing. The team believes that project-based work processes can be automated, from the first to the last step, irrespective of whether it is student work or stage building.

Munch – Hungary

One-third of all food produced is never eaten. Munch has put up a simple solution to make food management more sustainable from the aspects of the environment, society and the economy. Via the platform, catering outlets and shops sell their unsold but fully edible food.







CARPATHIAN BASIN MENTORING PROGRAM: MENTOR TRAINING LAUNCHED IN 5 COUNTRIES

In 2021, we could finally meet up in person again with enterprises joining the Carpathian Basin Mentoring Program. We launched the program six years ago, with the Prime Minister's Office – State Secretariat for National Policy as professional partner. The scheme supports Hungarian entrepreneurs located beyond the border and encourages them to remain in the land of their birth.

Once again we participated online in the 6th meeting of Carpathian Basin enterprises: we organized mentor-mentored meetings, workshops and professional lectures. **The program aims to establish a collaboration framework in the area, bringing together managers of local Hungarian enterprises and professional organizations, calling on them to work and plan together.**



Attila Pataki, frontman of the rock band EDDA, joined us in Mezőkövesd as a surprise guest.

After the Mentoring Program in Vajdaság, we launched mentor training in Erdély. The program trains local, experienced entrepreneurs in ways they can help younger and less experienced people interested in starting companies. We hosted participants of our Mentoring Program in Erdély at a celebratory banquet in July. This was the first time they had met each other and the organizers in person.

In September, we arranged the inaugural Economic Forum in Erdély– also in partnership with the State Secretariat and Pro Economica Foundation. Nearly 180 entrepreneurs gathered in Targu Mures on this special day in order to be part of some thought-provoking discussions.

In Targu Mures, state secretary Árpád János Potápi announced that **mentor training was being extended to other regions of the Carpathian Basin. He said that in September, the Mentoring Program would be rolled out in Croatia, and in October it would start up in Felvidék and Kárpátalja.**



KNOWLEDGE-SHARING IN COMMUNITY

"The most moving moments during our expatriate programs are when local entrepreneurs swap experiences, get together to brainstorm and seek out solutions to problems. **During these meetings we put the professional framework in place, but they are the ones who fill the programs with genuine content and heart. Training is adjusted to the specificities of the region and the demands of participants.** Consequently, all our programs are slightly different, but mutuality is common to them all.

Entrepreneurs applying for the training typically come to the program from a range of industries and with different backgrounds, so after mentor training the question often arises: how should experienced entrepreneurs mentor young people when they don't even know their field of activity and its characteristics. As meetings progress, participants come to the realization that in the entrepreneurial sphere, everyone faces similar pitfalls, irrespective of sector."

Marina Dula
Project Manager







INTERNATIONAL PROJECTS

PAN-EUROPEAN INNOVATION COLLABORATION – X-EUROPE

In 2020, at the request of the world-renowned Dutch organization The Next Web, Design Terminal joined the two-year X-Europe program strengthening the startup ecosystem of the Baltics, Visegrad region and Western Europe. The Horizon 2020-financed program links up deeptech startups with international corporations, investors and ecosystem builders. Over the two years, X-Europe has supported a total of 150 enterprises displaying high development potential.

This year, we took part in arranging a total of four cohorts on different topics: from January to May AI, that is, artificial intelligence, and ML, that is, machine learning, from May to October we offered assistance to startups dealing with smart cities and sustainability, from July to December space tech, and the closing phase developing fintech startups also started this year. **Design Terminal arranged acceleration weeks as part of the program and two online conferences.**



"In 2019, Design Terminal won its first big international tender. We are proud that the largest Western European professional partners invited us to join the X-Europe program encompassing the startup ecosystem of the continent. We launched into project organization alongside The Next Web, F6S, TechChill and Growth Tribe. **In the past two years we have profited enormously from the program: we have broadened our network of contacts and began the planned international expansion of Design Terminal.** Starting this year, a primary goal is to locate partners for various international projects and thus progress the development of the entrepreneurial ecosystem by working together with other major European players. The team has found it extremely motivating that, from now on, we can expand our activities into a genuine international environment and work together with the biggest players on joint tenders."

Tímea Végh

Head of Operations and HR



ORGANIZING A SPACE CONFERENCE

In November we organized another conference as part of the X-Europe program, in connection with the space tech cohort. It provided an interactive platform for startups, founders, enterprises, investors, ecosystem builders and other experts from the space industry where they could share knowledge and build networks. **The conference agenda included the role of ventures in the space scene, women in space and the part played by the space industry in our everyday lives.** Participants heard presentations from speakers such as co-founder and CEO of Space DOTS Bianca Cefalo, space engineer, Thales Alenia Space European cooperation director Freddy Geyer and Eleni Charitonos, analogue astronaut.





INNOVATION IS A BRIDGE BETWEEN SECTORS

"From the very beginning, Design Terminal has worked to ensure that its programs have a real impact on the economy of Hungary and the region. The sectoral programs are able to help achieve this goal in the most practical way because in the course of running these, **we – together with our partners – make every effort so that innovations from various areas find their way into the bloodstream of the given sector straight away. Currently, our three primary sectors are agriculture, the space industry and the auto industry. Even though these may appear totally unrelated, the fact is that the overlaps between them are extremely significant.** An innovation to do with satellite imaging can be exploited straight away in the auto industry and agriculture. An auto industry sensor can be equally useful for the space industry and agricultural sector. The goal is to make Design Terminal the leading innovation player in Hungary and the region. Based on our work carried out in the agricultural sector over the past three years, we can already see what an important role sectoral programs have and how a central player in one area, in the given case the Hungarian Chamber of Agriculture (NAK), is able to help us so that we can have an impact over an entire sector."

László Jónás
Head of Strategy





"These days, one of the greatest challenges facing Hungarian agriculture is the issue of the change of generation. In the interest of the future of farmers, Hungarian agriculture and all of us, NAK places particular emphasis on encouraging and supporting young people."

Balázs Györffy
Chairman of NAK



NAK TECHLAB

This year, in partnership with the Hungarian Chamber of Agriculture, we again sought out innovative solutions energizing the digitalization of domestic agriculture, and through this the sector's competitiveness.

UNIVERSITY IDEA COMPETITION

We announced the third NAK TechLab Idea Competition. The aim was the same as in earlier competitions: to reach out to young people studying in higher education and to integrate innovative solutions to problems apparent in agriculture into Hungarian farming.

Agrofly and Vision were double winners of the final in May. Agrofly comprising students of the University of Debrecen came up with the idea of an unmanned aircraft, not the currently fashionable drone solution but an airship used to scare away birds and game. Vision's irrigation solution carries out optimal watering for outdoor intensive horticultural plants: it calculates the ideal nutrient mix given the prevailing environmental conditions.

INCUBATION PROGRAM

In September, we continued the incubation program organized – with great success – on two previous occasions. Projects between startups and corporations are launched in the 3-month program, which lays the foundations for new agricultural services.

In stage one of the programme, there were nearly 100 consultations between startup enterprises and participating major corporations. Startups received professional guidance and advice from agricultural and product development experts in preparation for business negotiations with representatives of AXIÁL Kft., Corteva Agriscience, Bonafarm Group, KITE Zrt., and representatives of Vodafone Hungary as technological partners.



About 60% of applicants for the idea competitions came from non-agricultural areas.



This semester also turned up countless exciting innovations. **Proofminder** makes AI solutions available to players in the agrarian industry, moreover, the program accelerates and simplifies the image-based data analysis process. **Nextwit** is designed to help business managers in the switchover to digitalization and in data-based decision-making, including through service design and data management. **Agribit** and **RakNetWork** are working on similar projects: how to use simple sensors to measure environmental impacts on arable land, thereby helping farmers when it comes to making forecasts. The **dFarm** development is capable of imaging – from satellite data resources – produce-specific maps and weather data on its own platform. **Dronteh** provides a drone building service; using their own drones, they can ensure independence, data protection and the ability to dynamically adapt devices to emerging needs. **Machine Intelligence** utilizes deep learning solutions to assist, for instance, quality control in manufacturing processes.

DEMO DAY

The closing event of the three-month program took place in late November at the NAK AGTECH SUMMIT agro-digitalization conference. During Demo Day, startups and corporations showcased their collaborations.



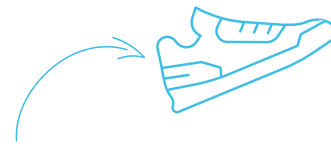
NAK TechLab is the first Hungarian enterprise development program focusing specifically on agtech startups.

SPACE TERMINAL: SPACE INDUSTRY IS NOT SCI-FI

Even the simplest ideas can be effective to conquer the galaxy. The space industry is a huge opportunity for Hungarian businesses.

One of the most exciting events this year was when our space industry project, Space Terminal, lifted off. The most important stage of this was when, **in 2021, Design Terminal took over the domestic representation of the European Space Agency's space industry activities and started running the ESA Business Incubation Centre Hungary Program.**

Hungary has been a full-right member of ESA since 2015. The Agency operates a total of 22 incubation hubs on the continent and supports more than 1100 enterprises, several of which are now global corporations. For six years, the organization has worked in partnership with Hungary on the development of domestic space activities. This collaboration is branching out, thereby opening the door for local enterprises to engage with the massive growth potential evident in the space industry.



A special rubber moulding first used in astronauts' helmets was later passed on by a smart space engineer to one of the world's largest shoe manufacturers. Thus was born the shock-absorbing sole for sports footwear.



"In our age the human mind, the knowledge (our own and the community's) are becoming the most significant means of production - instead of machines. The space industry is one of the most important areas where Hungary can exploit this phenomenon."

László Jónás



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esa
business
incubation
centre
Hungary

SPACE
TERMINAL

BE PART OF THE SPACE AGE



"2021 marks a new milestone for Design Terminal with its involvement in space industry projects. After the detailed preparatory period, it was a real pleasure to dive into the global space industry incubator network and get to know those domestic players we will work in close cooperation with as we begin to build the long-awaited space industry skill centre. Despite my engineering background, I embarked on this project with excitement mixed with some trepidation because the ideas of young entrepreneurs span a very wide palette. **It was a pleasure to immediately discover that those in the industry are 100% behind strengthening the domestic space industry and are more than willing to make their know-how available.** Supporting domestic space industry businesses is a huge challenge. For me personally, it is especially motivating that I am enriched with exciting, new scientific and innovation knowledge every day, I get to meet fantastic domestic and international thinkers and I can say that I can be a part, and a progressive mover, of our future."

Zsuzsanna Bódi
ESA BIC HU Coordinator



"If an area has such a significant impact on our daily lives, and which we also feel that there is a second space race underway in the world, then any responsible country cannot miss out on having a role to play in this. Particularly when a country has such a distinguished history and knowledge in the field as Hungary has."

Dr. Orsolya Ferencz
Commissioner for Space Research,
Ministry of Foreign Affairs and Trade

The primary objectives of ESA BIC Hungary are the development of successful space industry startups, and the establishment and strengthening of a space industry community in Hungary. **Ventures making it into the 12-24-month incubation program not only receive business mentoring and technical backup but also a €50,000 scholarship.**







HIPA INNOVATION BOOTCAMP

This autumn, a joint initiative between the Hungarian Investment Promotion Agency (HIPA) and Design Terminal, joined by global corporations such as Audi Hungaria, Continental, Jaguar - Land Rover and Thyssenkrupp, sought answers to the greatest challenges faced by the auto industry. **The purpose of the bootcamp was to spark collaboration between the car manufacturing giants and rising small businesses, in the process reinforcing Hungary's role in the vehicle industry.**

In the course of the three-day innovation program, specialist mentors ran workshops and one-on-one mentoring sessions with startups to find real-world solutions to existing auto industry challenges. In addition to product development, participants were able to gain serious market validation while the ultimate aim was to achieve corporate collaboration. Several startups initiated in-depth negotiations with global players.



Róbert Ésik, HIPA CEO, Gergely Böszörményi-Nagy, Design Terminal CEO and Róbert Winkler, journalist, evaluated startup pitches. The jury voted RoboGaze, who work on enhancing road safety through AI, best bootcamp team.

"It is a great feeling that one always learns something new at Design Terminal and constant development is in our DNA. **We have been able to immerse ourselves not only in agriculture and the space industry but the auto industry too, thanks to HIPA. We have worked together with leading figures in these sectors.** We have gained insight into the operation and thought processes of car manufacturing giants, we researched suppliers to meet their challenges. It is our hope that we will come across their innovative solutions in the cars of tomorrow. Needless to say, these professionals do not mess about. They expect the best quality, they are used to the best organization and everything is evaluated along rigorous indicators of success. We go into all our projects with this attitude but it was especially true here that 110% is the minimum we need to bring to the table. It was an especial pleasure to collaborate with HIPA representatives, who brought exactly the same kind of professionalism to the project and moved us on and up with pinpoint-accurate feedback. All parties were enriched with tons of new information, contacts, inspiration and a pack of car cards."

Balázs Takács

Head of Communications and Client Service







INNOVATION PROJECTS KEEP COMING

SPARKING THE ENTREPRENEURIAL SPIRIT IN MCC STUDENTS

One of the principal missions of MCC Career Centre is to support talented young students by informing them about the many career paths that are available, giving them entrepreneurial skills and boosting their value on the jobs market. **Design Terminal supported the process of becoming a successful entrepreneur through the skill enhancement and awareness professional program,**

The Science of Innovation. Our first goal was to equip graduates and students of the Management Academy with the knowledge and outlook to make them initiators of innovative processes. Students had four opportunities to take part in inspirational discussions with experienced entrepreneurs; a training weekend packed with useful workshops closed the program.



THE SEARCH WAS ON FOR PIONEERS IN THE CIRCULAR ECONOMY

Following on from the highly successful Aquathon innovation idea competition looking at solutions to the global water crisis, Blue Planet Foundation and Design Terminal launched Planet Bootcamp seeking the best responses to the challenges of the circular economy. Specialist mentors were on hand in workshops and with personalized mentoring to help startups during the three-day innovation program. ALTEO Energy Supplier, BMW, MOL Hungary, Nestlé Hungária and Vajda Papír all joined Planet Bootcamp. Among the challenges that they put up were ways to reduce the environmentally damaging and costly use of virgin plastics, increase the utilization of small-footprint raw materials and packaging, and how to encourage customers to recycle.



WE DRAFTED A DIGITAL 'VADE MECUM' AT THE REQUEST OF MASTERCARD

To a significant extent, the period hallmarked by quarantine has been about how we transition to the digital world in many areas of life. **Commissioned by Mastercard, Design Terminal – exploiting its many years of experience in enterprise development – set about compiling a list of 50 handy tips for those companies in the household and premium services sectors, catering and hospitality, cosmetics and beauty industry, and in retail, who came up against this challenge.**

How should they use online project management tools for process optimization? Or spreadsheet software for trouble-free inventory management? How should they go about switching to online payment and build a webshop? The free-to-download Mastercard publication helps them in these matters and many more areas.

WE JOINED THE RED BULL BASEMENT

We once again joined the global Red Bull Basement University Program, sharing our knowledge and experience amassed in the course of organizing dozens of innovation competitions for university and college students over the years. We were looking for student-led innovations that have the potential to change university life and bring about positive changes through digital solutions. Each country was represented by one startup at the global final in Istanbul.

The Mastercard project saw four lucky entrepreneurs win personalized mentoring from real experts: Péter Balázs, Szabi a Pék, Rozina Wossala and Zsolt Zólyomi.

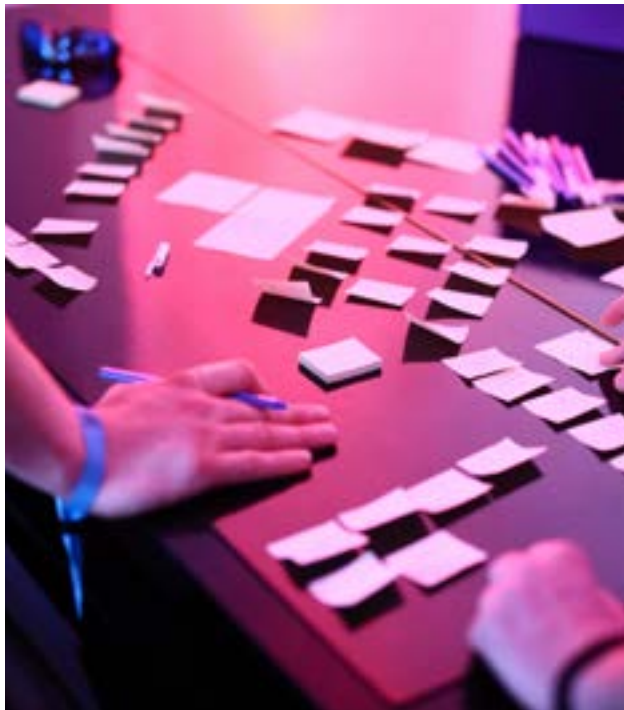


WE WROTE A STARTUP DICTIONARY

Disrupt the startup lingo! This is the title of our Hungarian vocabulary designed to show ways of avoiding foreign words and expressions lifted from English that have become rooted in Hungarian, and that the sector and business world is riddled with.

We really want everyone to understand when we talk about the successes of emerging Hungarian entrepreneurs.

The fact is, the problem often starts with the word: STARTUP. We have compiled the most commonly used expressions and converted them into Hungarian or given an easily comprehensible explanation.



SEEKING INNOVATORS FOR COOPER VISION

This year, Cooper Vision asked us to arrange our Innovation Champion Program where we train selected employees of a company to become in-house entrepreneurs. **The mission: for these colleagues to move the company's development and competitiveness forward through their innovative ideas, solutions and way of thinking.** In the case of Cooper Vision, as a first step we helped achieve this goal during three design thinking workshops.



MAPPING OUT THE POLISH-HUNGARIAN INNOVATION ECOSYSTEM

One hundred Polish and Hungarian companies were approached during the study we conducted jointly with the Wacław Felczak Foundation (WFA). **We were looking to define the most important challenges and problems of the Hungarian and Polish innovation ecosystem, as well as their potential solutions.**

Startups taking part in the research identified challenges in four main areas: building contacts; financing, that is, accessing potential investors; finding talented individuals and putting together an effective team; finally, skill-sharing poses another knotty problem for them. **All 100 ventures stated that international expansion was of key importance to them and they were also mutually open to contacts and cooperation with the other country.**

The publication also suggests where and how the activities and collaboration of those active in the startup sector can be promoted. The long-term aim of the project is for the WFA (with the assistance of Design Terminal) to act as a kind of bridge between the ecosystems of the two countries.

SUCCESS STORIES FROM
THOSE WE MENTORED

BEDROCK.FARM

France Gourmet Foods supplying Hungarian restaurants, cafés and hotels with the finest quality ingredients signed an agreement with bedrock.farm, one of the teams on the 2019 NAK TechLab. The team, working out of a cellar in the heart of the capital, grow reliable quality, pesticide-free crops, leafy greens, herbs, microgreens and edible flowers every single day of the year, irrespective of season and weather, at a fixed price. From now on, this produce can be under the knives of the city's top chefs within as little as 40 minutes.



PHOTON

Photon, one of the startups on our 2018 Mentoring Program, has successfully raised HUF 180 million in investment capital, which opens the door to further expansion abroad. **The company bringing together photographers, video-makers and their clients has already prepared the way for a launch onto the German market next year.**

PÉNTECH

We are extremely proud of Péntech, the 2019 alumni team of our V4 Startup Force program, who this February established their Polish affiliate, thus they can offer their full factoring service to companies registered in Poland as well. Péntech supplies digital financing to domestic SMEs, whether digital factoring or online lending. Their portfolio already includes nearly 600 registered companies.



MUNCH

This year was one of success after success for Munch, who teamed up with Design Terminal in spring on the Mentoring Program, and in autumn on the V4 Startup Force. Four young people founded the platform, which is battling food waste. **Having already signed up numerous restaurants and cafés in Budapest, they are extending their service to provincial towns and cities.** Growth is exponential. By the end of the year, more than 300 partners had joined the scheme, not only in Hungary but Erdély, too. So far, 100,000 people have downloaded the app. They have collected several prestigious prizes including the Hungarian Business Leaders Forum Award and Blue Planet Foundation Climate Protection Award. Next year will all be about international expansion.



CHARITY WORK

THINKING ABOUT THOSE IN NEED

For several years now, one of our key missions has been providing support for organizations which help people living in the most disadvantaged situations. During the year we made a HUF 1 million cash donation to the Foundation of the Single-Parent Club, thereby helping to make Christmas just that little bit better for single-parent families. Our strategic partnership with Hungarian Interchurch Aid similarly goes back several years. HUF 1 million we donated to the charity is being used to fund shelters.





OUR FAILURES

Just like plenty of other employers, Design Terminal, too, faces challenges in reaching, encouraging and keeping the Generation Z workforce. We find it extremely difficult to recruit qualified career-starters, furthermore, we are still searching for ways to motivate them and get their long-term commitment to our mission. Fluctuation is a recurring problem. In future, we aim a structured organizational development from recruitment to feedback.



TRANSPARENCY

Design Terminal is a nonprofit organization that operates from market revenues and state funding. We receive state funding to conduct our core activities within the framework of a public service contract: for business talent management, development of the entrepreneurial ecosystem, and the embedding in Hungary of innovation-related international best practices. We draw up an annual financial and project-based report on the use of funding.

Design Terminál Nonprofit Kft. is audited by the internationally recognized auditing firm BDO Hungary.



COLLABORATIONS

KEY PARTNERS



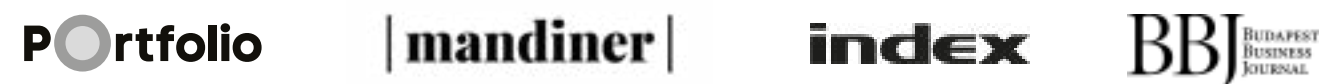
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