

DESIGN  
TERMINAL

Powered by **civitta**

Annual report



**2024**

Stronger together!

◀ Competitor in the EUDIS Hackathon.

Stronger together!

## DEAR FRIEND,

It has been exactly ten years since Design Terminal launched its entrepreneur mentoring program in Hungary. This makes us the longest-established institutional-level initiative specifically dedicated to nurturing entrepreneurial talent and developing the next generation of business and innovation ecosystems.

True to our values, we celebrated our tenth anniversary by doing some work.

**We have relaunched our free consultations for those facing the professional and personal dilemmas of starting their first business.** We took a leading role in the renewal of the Entrepreneurship Essentials course, which is available to students at 33 universities across the country. We reached out to secondary school students by organising awareness-raising sessions and creative competitions in disadvantaged regions of Hungary, where young people are most in need of encouragement and new impulses.

**We have been continuously supporting young entrepreneurs who are already feeling confident, but are still on the verge of making the international leap.** Our V4 Start-up Force program, supported by the International Visegrad Fund, has now been available for fourteen semesters for those who want to establish their business in the countries of the Central European region. **Our sustained and deep commitment to the space industry stands out among our industrial engagements.** In 2024, we had the opportunity to work with both the European (ESA) and US (NASA) space agencies, helping today's talent take on the most exciting – literally planetary – challenges of the future.

**We are proud that the Hungarian Defence Forces have joined the ranks of our partners this year:** through our unique initiative, innovative ideas and new technical and technological solutions from lower levels of the military hierarchy can find their way to system-wide application.

However, our tenth anniversary will also prove memorable in other respects. **Design Terminal will be closing this year as part of Civitta International, following a successful international M&A process.** The Baltics-based organisation is the largest and most dynamic innovation group in the region, with a presence in more than 20 countries. The new set-up will allow our colleagues in Budapest to gain experience in more international projects than ever before, while our domestic partners will have the opportunity to tap into an even wider knowledge base.

This merger is the joint success of everyone who has contributed their work and personal skills to the Design Terminal team over the years. Thank you for that!

**Gergely Böszörményi-Nagy**  
Founder and Co-CEO of  
Design Terminal,  
a partner of Civitta International



■ **László Jónás, Gergely Böszörményi-Nagy, Tímea Végh**  
the management team of Design Terminal



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CanSat

Építs új  
kapcsolatokat!

Nekivágunk?

Nekivágunk?

[konzultacio.designterminal.org](http://konzultacio.designterminal.org)

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# OUR TEAM



**Dr. István Sárhegyi**  
Supervisory Board  
Member



**Kata Molnár Bánffy**  
Supervisory Board  
Member



**Olivér Sziller**  
Supervisory Board  
Member



**Sára Miklós**



**Kristóf Molnár**



**Noémi Papp**



**Lőrinc Páva**



**Viktória Pesti-Németh**



**Eszter Bálint-Graszl**



**Gergely  
Böszörményi-Nagy**



**Tímea  
Csepregi-Végh**



**Dominika Domonkos**



**dr. Laura Götzinger**



**Dorina Póta**



**Ibolya Rác**



**Mária Rác**



**Mirtill Sipos**



**Vanda  
Szabó-Balczer**



**dr. Angéla Csala**



**Sophia Hanson**



**Viktor Hegedüs**



**Kata Holecz**



**Dóra Horváth**



**Katalin Szilágyi**



**Balázs Takács**



**Emese Tomka**



**Jázmin Tóth**



**Karolina Tóth**



**Dorottya Illés**



**Beáta Imre**



**Marcell Izing**



**László Jónás**



**Sámuel Kálló**



**Kinga Turkevi-Nagy**



**Boglárka  
Váczi-Szentgyörgyi**



**Triniti Vajda**



**Ágnes Visnyovszki**



**József Kelemen**



**Diána Kiss**



**Petra Kónyi-Kiss**



**Diána Lajos**

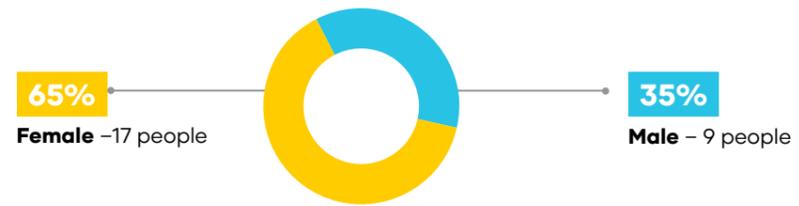


**Lilla Liszkay**

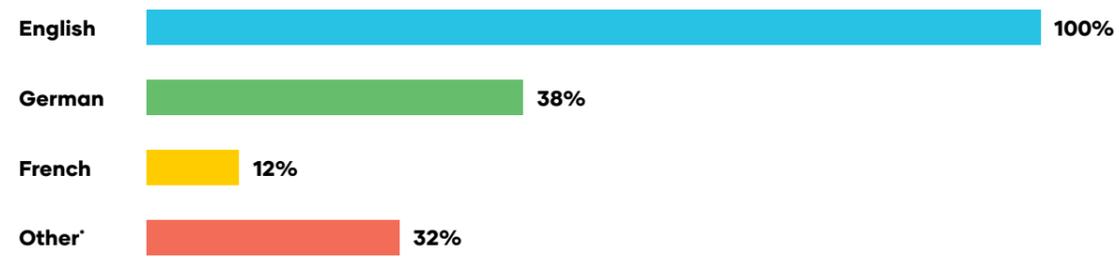
### The average age of our team



### Gender distribution

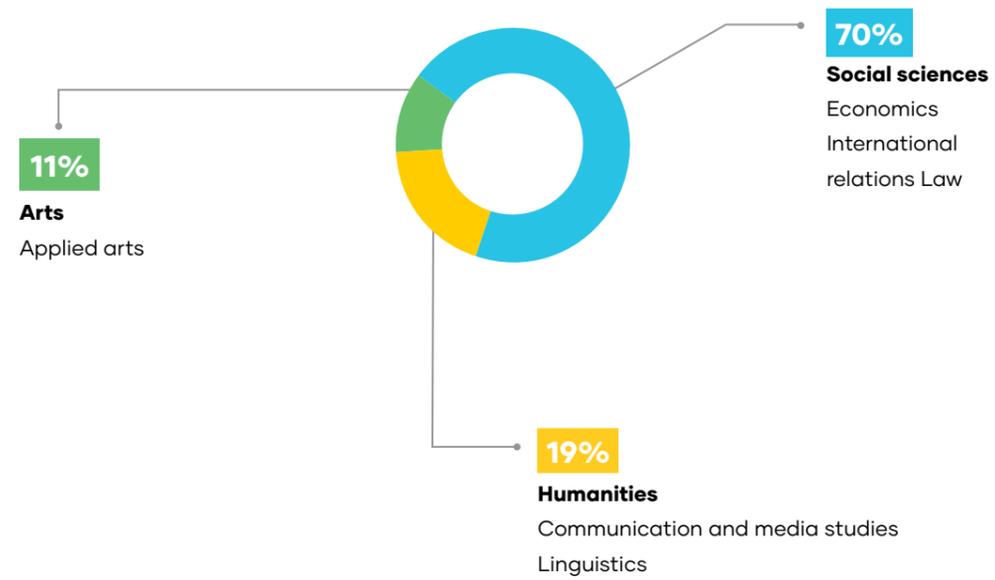


### Language skills



\*Italian, Spanish, Japanese, Serbian

### Education





# A NEW CHAPTER BEGINS: AS OF 2024, DESIGN TERMINAL IS PART OF CIVITTA INTERNATIONAL

It might not be an exaggeration to say that **Design Terminal has reached its destination this autumn.**

**Over ten years ago, we set up the country's first institutionalised entrepreneurial mentoring program;** the first talent workshop specifically dedicated to nurturing young business founders. Since then we have been the first or the only ones in Hungary to accomplish a great number of things **while also growing our international presence with innovation projects on a Central European, or even European scale.**

**At a European level, a growing number of people have been noticing** our outstanding achievements and the contribution our innovation programs make to the startup ecosystem in our country and across the continent.

As a result, **we were proud to announce in September that Design Terminal has become a member of the international community of Civitta International based in Estonia.** Civitta is the fastest growing innovation think tank, consultant, and project builder in the region. It is rare for a non-profit organisation to become the target of an international acquisition. Design Terminal has succeeded, which is a testament to the knowledge, experience, and decades of work of our team.

**This acquisition is an excellent opportunity for our colleagues to get involved in even more exciting international projects.** It also provides Civitta with the opportunity to strengthen its presence in the Central and Eastern European region. Together, we are even stronger as we move forward with new projects and proposals.



"Design Terminal and Civitta have a very similar mission. With the new member of our community, we can now support even more young entrepreneurs in Hungary, as well as in neighbouring regions such as the Western Balkans, the countries of the Visegrad Group and Ukraine, with a more substantial portfolio of services."

**Adam Saulius Vaina,**  
Founder of Civitta,  
Group CEO



"This alliance is a spectacular reinforcement of everything we have built as a community over the past decade. This success is attributed to everyone who has worked with us over the years as a team member, mentor or partner."

**Gergely Böszörményi-Nagy**  
Founder and Co-CEO of  
Design Terminal,  
a partner of Civitta International



# MEMORABLE MOMENTS OF 2024

## GOODBYE TO SZÉKÁCS STREET

We have spent six years at 29 Székács Street, where countless entrepreneurs, experts, mentors, industry members, partners, and friends have stopped by. We left behind memories of insightful ideas, life-changing advice, countless hours of creative brainstorming and many, many parties. However, fate brought us to a new place to carry on our work. At our new base on Határőr Street, we continue to press ahead with our usual enthusiasm.



## RECRUITING AT BRAIN BAR

Needless to say, we participated once again in Europe's coolest future festival and recruited participants for 7 innovation projects during the two days of Brain Bar. The festival's young audience of secondary school students was delighted with the programs. START Ideathon, the START Program, Womenture, Consultation Days, ESA TechBroker and ESERO, and AI EDIH also attracted their attention.



## GETTING TO KNOW THE CIVITTA IN PULA

In September, most of our team had the opportunity to meet over 400 new colleagues in Pula, Croatia, who became part of our community thanks to the Civitta-Design Terminal merger. It was exciting to see the value that the company brings to the world and the ways our innovation agency can contribute to this.







# INTERNATIONAL PROJECTS

## V4 STARTUP FORCE – A NOVELTY IN THE REGION

Since 2018, Hungarian, Polish, Czech, and Slovak companies have been able to participate in the program, which was created in cooperation with the International Visegrad Foundation **as the first cross-border startup mobility initiative in the region.** Each year during the spring and autumn semesters of the V4 Startup Force, we look for startups that have already proven themselves in their home market and would like to launch in the other three countries of the Visegrad Group.

**The proposition of the V4 Startup Force is quite unique:** applicants can participate in free mentoring and one-on-one consultations, and we also **organise specific business meetings tailored to their businesses** in all 4 countries.

It is no wonder that every year – including this one – the program has been met with great interest. **In 2024, more than 100 teams applied for the two semesters of the program.** In addition, the vast majority of applicants were of high calibre and we had a hard time selecting the top 32 businesses – i.e. 4 teams per semester and country – for the bootcamps in the first round. A major advantage of the program is that training and mentoring is provided to startups that have already been selected for the bootcamp. Based on their performance there, the best from each country qualified for the intensive eight-week training program.



### The V4 Startup Force in figures



**14** semesters

**800+** startup applicants

**256** businesses at the bootcamp

**56** businesses among the best

**50** mentors

**300** hours of mentoring

## SUCCESS STORY

This year, we also celebrated the huge success of the team participating in the 2019 V4 Startup Force program under the name Péntech. They are currently leading the BNPL (Buy Now Pay Later) market in the region under the name PastPay, and have recently received an investment of €12 million, making them the strongest operator in the Central and Eastern European region. We are proud of their success and consider it extremely validating that the team we supported from the beginning has achieved such a result.



## SPRING SEMESTER



### MEROVA

MEROVA is a revolutionary software for medical pedicure and podiatry. The user-friendly app helps pedicurists document treatments and keep client records. Clients can track their recovery and subscribers have access to expert advice and a supportive community..



### DYPE

The DYPE app is a smart finance platform that supports the accounting and finance processes of SMEs, with advanced data processing and AI-driven analytics to support automation and optimisation. The technology includes data storage, transformational codes, analytics, AI models, and integration.



### Pergamin

The startup offers companies a digital, data-driven, automated contract management system that enables them to make significant savings.



### DAITABLE

Daitable is revolutionising energy management with its intelligent system that uses AI to make predictions and analyses. The company focuses mainly on energy-intensive industries such as the metal and automotive industries. It helps customers achieve their sustainability goals while reducing their energy costs.

## AUTUMN SEMESTER



### ARport

ARport Hungary aims to make navigation easier and more intuitive in large spaces such as airports and shopping malls. It uses augmented reality to display real-time directions on users' smartphones, making it easier to get around, especially for elderly and disabled people.



### Heriport

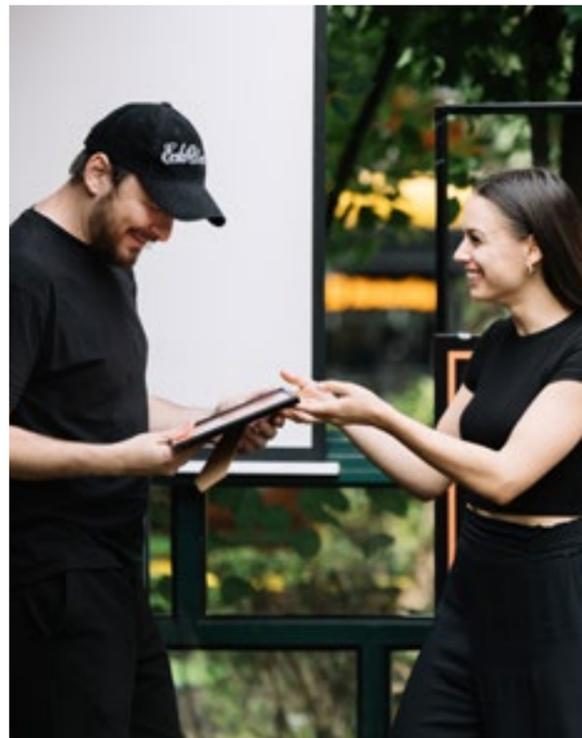
Heriport is an online Swiss Army knife that enables cultural and tourism institutions to digitise and renew visitor experiences, increasing engagement, revenue, and accessibility. Through a single, user-friendly interface, institutions can create interactive experiences – such as virtual tours, audio guides, and GPS maps – in multiple languages, without the need for technical knowledge or expensive equipment.

**BizMachine**

BizMachine is a comprehensive sales support platform tailored to the Central and Eastern European market, providing not only simple data but also real, actionable information, indicating the purchasing intentions of potential customers and aiding B2B companies in reaching decision makers.

**Animalhotels**

Animalhotels is the perfect app for animal lovers. It connects owners who are looking for a carer with those who want to earn money by looking after animals. Airbnb for animal lovers.



"DYPE was already looking for ways to expand across borders, and this program has brought a whole new dimension to that effort. Workshops brimming with knowledge, personalised feedback, speakers sharing know-how, smart and friendly people, focus groups with personalised topics, and – of course – fun! That's all a startup needs!"

**Marián Tomko**

Founder, DYPE

"Our V4 Startup Force program is very dear to our hearts, as it was with this initiative that we launched Design Terminal internationally. Although by 2018, our Mentor Program had already attracted many foreign entrepreneurs and mentors, this was the first time we started to organise our own program in other countries. We are proud that the V4 SUF has continued to enjoy the support of the International Visegrad Fund and the Visegrád countries, making us one of the most important regional programs in the local startup ecosystem. There is no better proof of this than the fact that startups are passing around the application form and, as we have seen this year, business relationships have already been established across this year's semesters, with Dype joining the spring semester and BizMachine joining the autumn semester."

**Kristóf Molnár**

Deputy Technical Director



## WOMENTURE – IT'S TIME TO CHANGE THE TRENDS!

We have been considering the situation of female entrepreneurs since 2019: we see it as a complex issue, which is worth thinking about not only in social and economic terms, but also in terms of the opportunities for startups to present and assert themselves. This year, we introduced the Womentoring feature of the Mentoring Program, which we had the opportunity to take to a higher level in 2023. Thanks to a two-year Horizon grant, we have taken our Womenture program to continental scale as consortium leader. We will support the success of women entrepreneurs across Europe through an even wider range of tools, knowledge sharing, and community engagement. There is certainly a demand for a focus on startups run by women.

### Three applicants for each

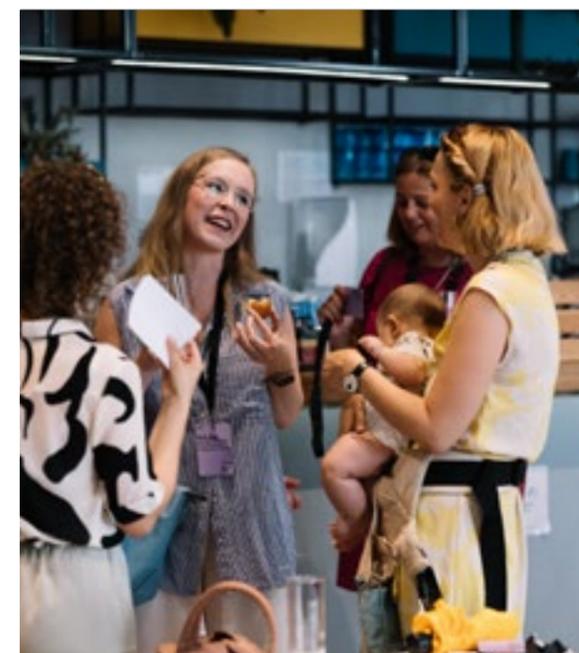
place: **39** countries  
 245 applicants

### What happened to us in 2024?

We organised a pre-acceleration program where we supported female startup founders to get a bigger slice of the business pie. The project has shown that women-led businesses often work for "well-being" rather than prosperity, even though they have huge market potential. Research on this topic has consistently shown that companies with women in decision-making positions perform better in the long term.

**The top 5 teams had the chance to present their businesses at one of Europe's biggest startup conferences, Latitude59 in Estonia.**

When designing our programs, we have always kept in mind that community and spiritual empowerment are as important for women entrepreneurs as the expansion of professional knowledge. Our inspirational events are organised with this in mind.



"Before taking part in the program, I could not have imagined how great, fulfilling, and interesting entrepreneurship could be. In just 7 weeks, my life has undergone a real transformation: I've developed new relationships, acquired essential entrepreneurial skills, gained insights into leadership, and even managed to develop a more ideal work-life balance."

**Anna Pogorelova**  
 Founder of IntelMedicus





## AD4GD

The AD4GD (All Data 4 Green Deal) project aims to **support the implementation of the European Green Deal and promote sustainability** through the integration and use of various data.

**Design Terminal is involved in communication and dissemination**, which means that we have an important role to play in ensuring that the results of the project are widely known to interested parties and stakeholders. We are also responsible for activities that focus on the practical and market application of the project results. The results of AD4GD need to have a meaningful impact beyond the professional audience – this is also something we will keep in mind throughout the project.



## THE TOP 5 TEAMS

### Application Mastery

They use artificial intelligence to help students apply more successfully to universities abroad and overseas programs.

### Vetee.ai

Artificial intelligence-based veterinary advice 24 hours a day, in multiple languages.

### Denning AI

An AI-based chatbot to help English law students understand legal concepts and case law.

### OceanCare

Helps to create a cleaner marine environment with special biocide-free antifouling agents. The substance can be applied on the bottom of the ship.

### Truu:

Connects job seekers with employers who are looking for people on a soft-skills basis. It also supports employees in writing CVs and cover letters and in preparing for interviews.

## WENNOVATE

The project, in which we are participating alongside the **Netherlands, Slovakia, and Ukraine**, aims to **accelerate the transformation of the energy sector through digital innovation**. Our common goal is to provide solutions to modern energy challenges. We are developing action plans in the four countries, involving stakeholders from the political, civil, business, and academic spheres. In 2024, during the assessment phase, we interviewed 80+ stakeholders and mobilised 300+ experts in joint cross-country workshops.





# OUR EDUCATIONAL INITIATIVES

## WE HELP WHERE IT'S NEEDED THE MOST

In 2024, we celebrated the 10th anniversary of the launch of the country's first startup incubator, the Design Terminal Mentor Program. The milestone anniversary also gave us an opportunity for reflection and renewal. In this spirit, we have launched three projects to support knowledge transfer: consultation days, a professional roadshow for secondary school students, and our Youtube series on entrepreneurship. From this year onwards, the Mentor Program's decade of knowledge has been concentrated in this trio.



## CONSULTATION DAYS FOR THOSE LOOKING TO START A BUSINESS

**Enter the world of entrepreneurs with the help of professionals!**

As a public benefit organisation, we are constantly exploring where and how we can create as much value as possible. That's why we launched our consultation program for **new entrepreneurs and those who want to start their own business.**

**We offered a unique opportunity to consult with experienced and respected experts about their ideas, business, and challenges** – whether they concern business planning, marketing, finance or other areas. Without exception, the program supported all participants in making their ideas a reality.



**3 applicants for each position on the first occasion**

"The consultation days passed in a friendly and energetic spirit. There was a palpable buzz in the air as the mentees arrived full of anticipation and curiosity. **They received help from their mentors in a wide range of areas, including startups, idea validation, market analysis, product development, business development, organisational development, financial planning, raising capital, marketing, branding, sales, law, and accounting.** After the initial excitement, an inspiring and supportive environment was created, where everyone was open and enthusiastic, which contributed to constructive exchanges and productive collaboration. At the end of the day, participants came up to us in person to tell us how much the experience had helped them. It was really inspiring to see that we provided real help, real value to the participant. I cannot wait to continue this in the future!"

**Triniti Vajda**

Project Manager





Regardless of age, expertise or experience, we have helped every entrepreneur, free of charge, to realise their dream project and embark on the road to success. **In addition to providing professional support, our aim was to create a cohesive community where entrepreneurs can learn from and rely on each other.**

"I signed up for the consultation day with specific questions, because we were stuck on a few things and there was no one around me who could advise me on them. My mentor, on the other hand, was an expert on my subject, so the consultation was a great opportunity."

**Benedek Papp**  
Founder of Wörtering, new entrepreneur

"The consultation day was very positive for me, I would recommend it to others, if only because you meet more entrepreneurs who are at different stages of building their business. Everyone was open to learning from each other."

**Anett Fodor**  
new entrepreneur

"Even as a child I was inspired by entrepreneurship, as my parents and grandparents were all entrepreneurs. It's a difficult journey, but at the end of the day, the work pays off and it's a great feeling to reap the rewards. Sometimes we need a conversation that pushes us forward, and I absolutely got that from this consultation."

**Flóra Fogarasi**  
graphic designer, new entrepreneur

**Overall:**

- 4 occasions
- 147 consultations
- 20 mentors





## WE HELPED SECONDARY SCHOOL STUDENTS WITH OUR PROFESSIONAL EXPERTISE

We visited **5** institutions and we introduced around **200** students to the first steps and ideas of the career path of an entrepreneur.

**We launched a roadshow because we feel that secondary school students need an increasing amount of help to develop complex thinking skills.** We started the roadshow in Borsod County in the autumn, visiting Miskolc, Sátoraljaújhely, and Kazincbarcika.

In the first stage, we provided long-term usable professional knowledge and practical information in interactive workshops for students in grades 10-12, who then tested their skills in teams in an online "storygame" simulation competition. The teams with the best results were invited to a two-day brainstorming competition.

"In my own bubble in Budapest, I meet young secondary school and university students who are used to chasing, grasping, and pursuing their opportunities. Stepping out of this is definitely an eye-opening experience. We met different groups in each of the five institutions. There were schools where the majority of the students had a dream, a career path in their head that they wanted to pursue as a passion because it suited their personality, the hobbies they liked. However, there were other groups for whom discovering and seeking their own opportunities was a completely new experience. What was similar in each case was the novelty of the format – that they have to think about their answers themselves. We don't give them ready-made answers, they have to work for the result. The mission of Design Terminal remains unchanged with this chapter, as we will continue to promote and nurture Hungarian talent. Reaching out to the secondary school age group is a huge opportunity: entrepreneurial mindsets, responsibility, strategic thinking, and self-awareness are values that can be put to good use not only as entrepreneurs. The sooner someone encounters these ideas, the better chance they have of living a productive life. If we were able to bring even one of the young people we approached closer to a career choice that they see as their own, I consider the program a success."

**Sári Miklós**  
Customer Relationship Manager





## SHALL WE GET STARTED? – ENTREPRENEURSHIP EDUCATION ON YOUTUBE

Do you have a good idea that you would like to implement? **Our video series aims to help those who want to take the first step towards launching a business but don't know how to get started.**

In total, we conducted 12 interviews in several cities in Hungary and in Vojvodina. Each section **focuses on a different area**, such as product development, business planning, marketing or HR, and **in addition to the general knowledge, it uses real-life stories of entrepreneurs to show what starting a business looks like in practice.** We have chosen our interviewees with the intention that all types of entrepreneurs are represented in the videos, so that viewers can find someone they can relate to.



"When I was approached to be a presenter on the Shall We Get Started? entrepreneur series, there was no doubt that I would do it. From the very first moment, I loved the concept: I can visit different entrepreneurs, learn about their life stories, their successes and failures – which I think is the best source of learning – and pass on all this knowledge and advice to the audience through the screen. The shoots were fun, there was a lot of joking around with the crew, and I had valuable conversations and heard a lot of different stories. I was able to interact with a great number of entrepreneurs and ask them a series of questions that were of personal interest to me. But most of all, it gave me a global view of how the business works and a lot of encouragement, which I myself believe in: Dare to take the leap!"

**Sarolta Gyulai**

Co-founder of the Forum app



## HUNGARIAN STARTUP UNIVERSITY PROGRAM

The Hungarian Startup University Program (HSUP) was launched in 2020 as a gap-filling initiative to provide **basic entrepreneurship** skills at Hungarian universities.

In 2024, Design Terminal was given the opportunity to **modernise the current curriculum**. During the project, the structure of the course was completely revised to best reflect real-life challenges and it was adapted to the new expectations in the form of an English language video.

**We invited experts** with a strong track record in their fields to **deliver the educational material for a total of 12 modules**.

HSUP's e-learning course **will be available to almost 2800 students at 33 universities across the country** as part of their studies from October 2024. By completing the course, they will gain practical skills related to the founding of a startup, which will guarantee them a better chance to launch their own business.



**96** videos  
**110** hours of footage  
**2300** animated graphics  
**12** hours of educational material

"The most important thing for me in my job is to work on a project that creates real value. HSUP offers real value and knowledge to those who are open-minded, innovative, and entrepreneurial.

I'm delighted to see Design Terminal's enhanced curriculum, now in a modern video format, helping thousands of students to gain essential knowledge that will be useful throughout their lives and provide a solid foundation for future success."

**Karolina Tóth**  
Project Manager





# TALENT PROGRAMS

## NATIONAL TALENT PROGRAM

This year we launched three projects to support the National Talent Program's mission of helping young people to become winners in their own field.

### START IDEATHON

The joint program of the National Talent Centre and Design Terminal **supports innovative, feasible ideas, concepts, and solutions** that address contemporary challenges and focus on Hungary's own resource-based development.

**We gave the opportunity for Hungary's Qualified Talent Workshops to join the program**, the main aim of which was to shape mindsets. Participants learned about the meaning of an entrepreneurial mindset, idea validation, and collaboration. We also provided them with **ways to find out if their idea is needed in the market.**

With ongoing mentoring and support, the competition took young people from idea to visualisation and even prototyping in just three months.



## START BASIC PROGRAM

**We have designed this program for the 18-27 age group, young people who are planning to start a business.** During the program, participants had the opportunity to learn the basics of entrepreneurship in practice-oriented professional trainings, and after a pitch training, they competed for the HUF 3 million prize at the Demo Day. Several teams were extended an invitation to the Start Pro Program, the third member of our range of programs, to further develop their businesses.

"It's wonderful to support young entrepreneurs. We help them achieve their dreams and boost their confidence. We hope that this approach will have a positive impact on these communities and on the national economy. It was incredibly rewarding to see that even secondary school students are taking their future into their own hands, full of ideas and optimism. The Start Program is a real highlight of our work, which always gives new momentum and inspiration to the whole team."

## START PRO PROGRAM

The last stage of our range of programs was also aimed at 18-27-year-olds, but we were looking for companies that already had a prototype. **The training covered topics that would help them enter the market, including marketing, sales and financial planning.** At the Demo Day that concluded the program, the winning teams received a grant of HUF 5 million from the National Talent Program.

### Balázs Takács

Head of Communication



## MCC IDEA INCUBATOR

This year we organised the second edition of our joint talent program with Mathias Corvinus Collegium for their active students and alumni. The main aim of the program is to provide an insight into the world of entrepreneurship.

The first event in September was a hackathon in Debrecen, where students developed their ideas into business concepts with the help of our mentors. Students came up with solutions to current world problems.



### A sneak peek of the ideas:

**EmlékÖrök** - They undertake and manage the upkeep of loved ones' graves.

**NagyiTali** - They focused on the issue of the loneliness faced by the elderly, who make up a large part of society.

**OptiWyze** - They aim to improve the logistics of small and medium-sized enterprises.

**The winner of the competition was the StyleSwipe team:** they aim to reduce over-buying by designing capsule wardrobes.

Following the idea competition, an Incubation program was launched, with the participation of several teams that had already competed in the hackathon. The program was held in Budapest and Szeged over the course of two weekends. The participants learned from our professional and key mentors about the basic issues and topics of entrepreneurship with the aim of developing their ideas and concepts into a marketable, well thought-out business plan.



17 ideas

17 business concepts

"Acquiring entrepreneurial skills is not only useful for those who start a business, but gives all students valuable knowledge that can give them an edge in any area of life. We are working with MCC to ensure that as many students as possible learn about the basics of entrepreneurship and have the opportunity to start a business when they graduate!"

### László Jónás

Co-CEO and Professional Manager of Design Terminal, a partner of Civitta International



## MILITARY IDEAS FAIR – FOR THE INNOVATION POTENTIAL OF THE HUNGARIAN DEFENCE FORCES

The First Hungarian Military Ideas Fair was organised as a joint innovation-focused initiative with the Hungarian Defence Forces and the Ministry of Defence. The main objective of the program was to provide an opportunity for the defence forces to develop their ideas, formed in the course of their everyday work, with professional support and to present them to the leaders of the Defence Forces and the Ministry.

The search for ideas and inspiration is also aimed at promoting the continuous development of the military forces, where grassroots initiatives are just as important as the acquisition of modern equipment.

The ideas covered a wide range of topics, from time management, recruitment efficiency, motivation systems, equipment innovations, and cost-effectiveness to improving the flow of information. **The participants with the best ideas were able to present their innovative proposals individually or in teams to a jury of ministry and defence forces officials during a two-day hackathon at the “Bálna” Center of Military Culture.** The winner received a cash prize of HUF 1,000,000 and the winners in each category received an additional prize of HUF 500,000.



“The aim of the Military Ideas Fair program was to energise the military and provide a space for innovative ideas that could offer solutions to their everyday challenges. We presented the program in person at 12 defence units across the country, and their enthusiasm is reflected in the more than 200 ideas we received for the competition.”

**Emese Tomka**

Project Manager







# INDUSTRY PROGRAMS



## AI EDIH

The AI EDIH program strives to respond individually to the development intentions of startups, providing them with tailor-made solutions during the mentoring process. **In the framework of the project, this year Design Terminal has focused on the professional development and roadmap of an incubation mentoring program for startups.**

The main focus was to develop the digital maturity of the participants and to help them make the transition to digital processes and operations driven by artificial intelligence. Working closely with the consortium partners, **we mapped the technical competences of the organisations working on the project to enable startups to bring the most innovative AI solutions to market**, strengthening their competitiveness and digital transformation.

"We are constantly working to expand DT's successful projects internationally and partner with the biggest operators, providing more opportunities for entrepreneurs and startups. **This year, we have further strengthened DT's international presence, with the highest number of applications to date, paving the way for the continuation of our international projects.**

Thanks to this conscious work, we have good relations with many foreign innovation organisations going back many years. When there is a synergy between partners, they can deliver high quality services that are outstanding in the market. DT's activities are gaining recognition abroad; we are proud that partners like working with us and that we are receiving an increasing number of enquiries from new organisations. As of next year, we are looking to expand our proposal writing competencies to support other organisations to access international grant funding, helping them to improve their innovation capacity and competitiveness."

**Katalin Szilágyi**  
Grants Manager



## STARTUPS AT THE GATEWAY TO SPACE

"By launching and continuously expanding its space industry programs, Design Terminal has gained a unique opportunity: **from the very beginning, we can support Hungarian talents, startups, and businesses in an industry that is and will continue to be of great importance to the world and the Hungarian economy.** Each of our space programs has its own appeal. During Technology Broker it is always interesting to see how companies are using an existing technology to develop exciting new products. With the ESERO program, it is particularly nice to see the excitement and interest of the students and teachers involved during our events. I was pleasantly surprised to see how receptive young people are to space-related topics. Our competitions, including CanSat, are very popular with students, where participants can learn the skills needed to build a satellite from scratch."

**Lőrinc Páva**  
Project Manager



## YEAR 5 OF ESA BIC HUNGARY

As we enter the fifth year of the ESA Business Incubation Center Hungary Program, we are proud to report that we have met our targets: **the incubation of 25 startups, which we have undertaken over 5 years, has successfully started.** Each year, an average of 5 promising teams are selected to receive unique support for their development and business growth. Preparations are underway to extend the contract with the ESA so that we can continue to support domestic space innovation in the next period.

**The ESA BIC Hungary program aims to create a strong and cohesive space industry community in Hungary, and to help startups to successfully enter the international space technology market with their innovations.** So far, the program has provided €50,000 in grants to participants, which will increase to €60,000 next year, further expanding the opportunities for businesses. In addition to financial incentives, they will also receive business mentoring and technical assistance to help them develop on a solid foundation.



This year, we have organised three highly successful Space Cafe events, which have become one of the most important professional and networking forums in the Hungarian space industry. The aim of the events is to connect startups participating in our Design Terminal and ESA collaborative programs, as well as alumni, with experienced industry operators, thus contributing to the development of the space technology community.

## ALUMNI SIKER

We have previously incubated SpaceABC. The startup's artificial intelligence-based application optimises astronauts' nutrition, taking into account individual health parameters and space food characteristics. The development has already been recognised by the ESA and is being used by international analogue astronaut teams conducting research in extreme conditions.

"I would encourage my colleagues in the space industry to consider applying for the ESA BIC. The program will provide excellent support in putting our scientific results into practice and making them useful, thus contributing to the mission 'Space for all!'"

**Zsuzsanna Benyó**

Executive Director, SpaceABC





### ESA TECHNOLOGY BROKER PROGRAM

ESA's Technology Broker program aims to create partnerships between industries inside and outside the space sector by adapting space solutions into business activities. Participants can be from virtually any sector, as technology solutions can be applied to a wide range of industries. Companies looking for space technology solutions to their challenges can also apply for a non-refundable grant of €60,000 under ESA Spark Funding to accelerate technology transfer between space technology solutions and traditional industries.

D3 Seeron was the first to implement the program in Hungary.



### ALUMNI TEAMS

27G-Technology

#### 27G TECHNOLOGY

The 27G Technology team has brought to the healthcare sector the latest and smallest semiconductor-based dosimeter solution to measure radiation exposure to doctors and patients in real time.



#### D3 SEERON

The company's founders are experienced engineers and IT professionals who bring their knowledge to the space industry, the development of medical solutions, the automotive industry, and other industries. With Spark Funding, a tool has been developed to integrate a space-based laser and software solution to help detect and avoid road defects while driving.

minusplus  
ARCHITECTURE AND DESIGN

#### MINUSPLUS

Minusplus is an independent, 20-person Budapest-based architectural and design firm that, in partnership with Maform Ltd., has developed a completely new and unique sunshade based on a space industry patent, which is more durable, efficient, and aesthetically pleasing than currently used solutions.



## ESERO – BRINGING SPACE CLOSER TO STUDENTS

The European Space Education Resource Office (ESE-RO) program **aims to spark the interest of primary and secondary school students in science, technology, engineering, and mathematics (STEM) subjects through the exciting world of space.** The main objective is to encourage Hungarian students to explore careers in science.

ESERO's programs have brought teachers and students closer to space science, as well as to learning and teaching STEM subjects. **Lessons are enriched with topical and engaging teaching materials related to space and the space industry.** The initiative also offered activities outside the classroom: we held career days, went on museum visits and company presentations, giving students the

opportunity to gain hands-on experience in the world of science and technology. This year, among other things, we paid a visit to BME's small satellite development team, visited the Svábhegy Observatory, and organised Hungary's first ESERO Hungary Space Week in Tapolca.

ESERO Hungary is jointly supported by the European Space Agency (ESA) and the Ministry of Foreign Affairs and Trade. The program is coordinated by Design Terminal, in partnership with the Budapest University of Technology and Economics, Eötvös Loránd University and the Hungarian Astronautical Society.

## ACTIVE TEAMS

### Fit-Pro

The owner of the E-Fit brand has been a pioneer in health and wellness solutions for 15 years with cutting-edge whole-body electrical muscle stimulation (WB-EMS) technology. Developed under the Spark Funding program, E-Fit SmartWear aims to use space technology to create a comfortable and safe health and wellness device for muscle stimulation.



### Innobay

A new type of aluminium foam for the aerospace industry is being developed under a European Space Agency patent. The product will be lighter, stronger, and have better heat dissipation properties than its current competitors.



### MindRove

They are developing wearable wireless devices that capture neural signals from the brain, muscles, and heart, and convert them into meaningful information. Through Spark Funding, they will use ESA's advanced data compression patent to further develop their new neuromarketing tool, BioSynkra, which uses biometrics to study human behaviour, gathering valuable consumer insights and revolutionising marketing efficiency.





## NASA SPACE APPS CHALLENGE 2024: INNOVATIONS IN SUNLIGHT

The NASA Space Apps Challenge is one of the space industry idea competitions organised in the largest number of countries, having taken place in more than 150 locations simultaneously in 2024. This year Hungary was able to participate in this global event for the first time. We are proud that Design Terminal was able to organise the domestic competition, which provided an exceptional opportunity for local innovators to find creative solutions to the universe's most pressing challenges.

The theme of the two-day idea competition was "The Sun Touches Everything", where participants were asked to develop solutions for solar energy and sustainability.



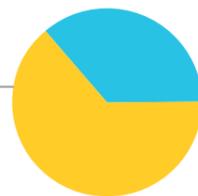
The competition opened with a presentation by Örs Hunor Detre, a space scientist who worked with NASA as a lead developer on multiple projects, including the James Webb space telescope. Following the mentoring, the teams were also given the opportunity to participate in a pitch workshop, which also helped them learn appropriate presentation techniques.

This year's challenges focused on different areas, such as data analysis, modeling, software and hardware development, and competitors could even come up with playful, imaginative ideas to take advantage of the space environment. The **Galactic Games: Fun in a Microgravity Environment!** challenge asked them to design a space game, while the **Show Us What the May 2024 Geomagnetic Storms Looked Like** challenge was aimed at visualising the geomagnetic storms that took place in May. The **Beyond Sunlight: An Aquatic Chemosynthetic World** challenge explored the possibilities of chemosynthetic worlds free from the sun's rays. These challenges encouraged the teams to approach space and sustainability issues creatively, while facing real professional challenges.

### Participants

**ON LOCATION:**  
17 teams  
75 participants

64%



36%

**ONLINE:**  
7 teams  
42 participants

The local jury selected the following three teams to for global judging.

**Somewhere in the multiverse:** their project aims to simplify the understanding of biological experiments for non-biology professionals, allowing them to easily study experiments on the International Space Station and at high altitudes with a user-friendly interface and simplified explanations.

**Space Needle PL LTD DM:** the team implemented a project that detected seismographic events in long periodic data sets, screened, compressed, and prepared them for ground transmission, and then sorted them into three known categories by a neural network.

**Fellow kids:** a multiplayer space darts game for astronauts that promotes physical activity and social interaction by throwing a rubber ball in microgravity on a dynamically changing square playing field. It also provides resistance training and improves spatial awareness during long space missions.



The hackathon concluded with a pitch competition, where the three best teams won three hundred, two hundred, and one hundred thousand HUF vouchers, respectively, from repjegy.hu, and our sponsors also offered valuable special prizes from the space industry.

Two teams won 1on1 business mentoring and a Remred factory visit courtesy of 4iG Space & Defence Technologies, while the HUNOR Program awarded gift packages to the top performers.



The competition was judged by a panel of highly competent judges.

**Ágnes Kis-Tóth** – astrophysicist, Eötvös Loránd University

**Dr. Boldizsár Balázs** – R&D Vice President, HUNOR Program

**Dr. Attila Sipos** – aerospace expert, 4iG Space & Defence Technologies

**Balázs Slezák** – Executive Director, Wozify

Outstanding professional mentors helped the teams to develop their ideas.

**László Bacsárdi** (Hungarian Astronautical Society, MANT)

**Kitti Oláh** (aerospace engineer, Hungarian Astronautical Society)

**Norbert Tarcai** (Co-founder and CTO of Ephemersys, formerly incubated by ESA BIC)

**Don Koulaouzos** (CEO, SkyTrek, Space Mentor)

**András Edl** (space defence and security advisor)

**Krisztina Tillingier** (aerospace lawyer)

**Áron Selmeçi** (ESA intern)

**Ferenc Horvai** (space researcher, astronomer)

**Axel Ország-Krisz** (Deep Learning Specialist, Data Specialist, rixel)

**Zoltán Hafner** (Business Development Manager, Remred)



"We are delighted and proud to have been chosen by NASA to organise the first event in Hungary. It was a special pleasure to see that not only participants from several Hungarian cities but also foreigners joined the event, which made it truly diverse. It was inspiring to work with the participants, the judges, the sponsors, and the mentors. We look forward to the opportunity to organise a similar successful NASA event next year!"

**József Kelemen**

Project Manager



## WE HAD THE OPPORTUNITY TO ORGANISE THE EUDIS HACKATHON

This year marked the first time we were chosen to organise the EUDIS (EU Defence Innovation Scheme) Hackathon in Hungary. The hackathon is an awareness-raising and educational event that helps develop innovative solutions for EU defence operators and brings together people with different expertise and backgrounds to tackle defence challenges. It provided an excellent opportunity to attract talented young people and early-stage startups to the defence sector and connect end-users with the industry. The hackathon took place in June with more than 50 participants..



## THE CASSINI BRAINSTORMING COMPETITION FOCUSED ON IMPROVING DEFENCE CAPABILITIES

For the third time, we joined the CASSINI hackathon as Hungarian organisers at the request of the European Commission. This year's theme was the importance of space solutions in the defence sector. This is no coincidence, as the aerospace and defence industries are constantly supplying cutting-edge solutions that are used in other industries as well. This time, the Design Terminal team of experts assisted the organisers and participants.

### The competition's three challenges in 2024:

- Developing defence capabilities using geographic information tools
- The use of drones in defence and security operations
- Securing orbital navigation: navigational solutions to avoid collisions

Once again, European space radars from the Galileo, EGNOS, and Copernicus observation systems helped the participants address critical issues. No prior space industry experience was required, and the event provided business and strategic mentoring in addition to advice on space, defence, and military issues.



# CHARITY WORK

## WE HELPED WITH FLOOD PROTECTION

The Design Terminal team was concerned about the extraordinary flooding of the River Danube in September. As the situation escalated, we felt a growing sense of urgency to take action. **Some of our colleagues decided to look into volunteer opportunities in the community and started helping out at a local business to pack sandbags** in order to minimise damage to buildings and equipment. Joining forces and helping others has been part of our DNA from the very beginning, and we could not let down those who were in trouble.





## OUR FAILURES

This year has been full of exciting, challenging changes and innovations at Design Terminal. While we worked hard to make the transition as smooth as possible and deliver the projects to our usual professional standards, we unfortunately lost focus on team building and community development. **It continues to be of the utmost importance for us that colleagues are motivated and inspired to throw themselves into innovation, and this requires individual and team harmony.** Next year we intend to pay more attention to this once again.



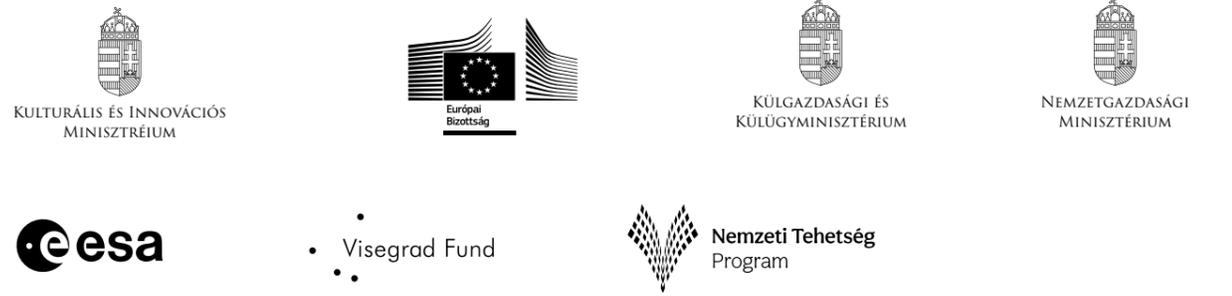
# TRANSPARENCY

Design Terminal is a public non-profit organisation funded by market revenues and public subsidies. We receive public funding under a public service contract from the Ministry of Culture and Innovation to carry out our core activities: business talent development, entrepreneurship ecosystem development, and the domestic introduction of international practices related to innovation. We provide the Ministry with an annual financial and project-based report on the use of the funding. The management of Design Terminal Non-profit Public Benefit Ltd. (Design Terminál Közhasznú Nonprofit Kft.) is audited by BDO Hungary, an internationally renowned auditing firm.

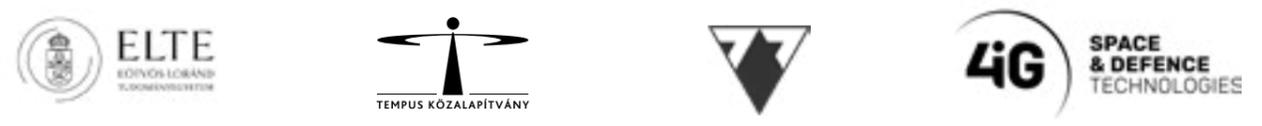
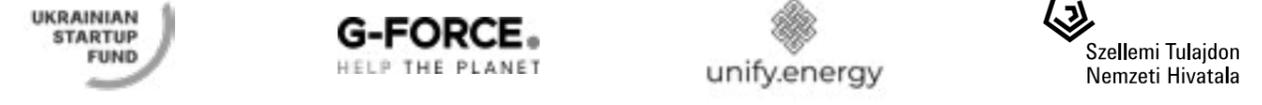
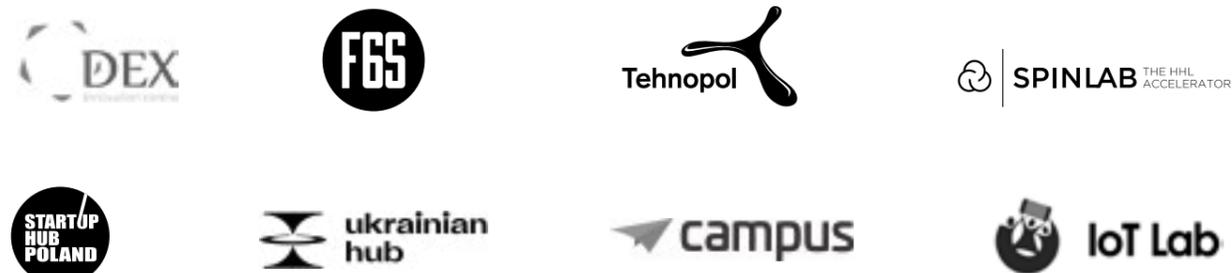


# COOPERATIONS

## OUR KEY SUPPORTERS



## OUR PARTNERS



## MEDIA PARTNERS



## IMPRESSUM

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