

10 YEARS FOR TALENTS

DESIGN
TERMINAL

OPTIMISTS FIRST

Annual Report



2022

The Power of
Generations

▣ Snapshot taken at the Demo Day of Entrepreneur 50+,
our mentoring program for entrepreneurs over 50

The Power of Generations

DEAR FRIEND,

This year's edition not only summarizes the proud achievements of the year 2022, but also takes a much broader view of the editorial work. **That is because this year marks 10 years since we embarked on the exciting journey that has led to Design Terminal as we know it today.** The fact that today our international Mentoring Program supports startups from all over the world, that we share the successes of more than 1,000 Hungarian entrepreneurs abroad, that we bring together companies from the Visegrad region, that we seek solutions to the challenges of agriculture, and that we strengthen the role of the space industry in Hungary, is all thanks to the fact that in 2014 we dared to dream big.

Even when we achieved a vision, we did not sit back, but have been constantly working to launch programs for new audiences. This year has also provided some examples. Womentoring was conceived a few years ago as part of the Mentoring Program, but this year we are inviting mothers who want to start a business to join a separate program. We have also reached out to a generation that is seldom considered by the innovation world: the over 50s with our Entrepreneurship 50+ initiative. And we looked for great ideas from young people aged 18-35 in the START Program in partnership with the National Talent Centre.

We have strengthened our role in Europe in 2022.

The CASSINI Hackathon, launched by the European Commission, where participants had to use satellite data to find solutions for the sustainability of tourism, was hosted in Hungary by Design Terminal. The news came in autumn: we have also been chosen as the Hungarian organizers of next year's competition. And after two successful Horizon 2020 tender applications, we will be running next year a Horizon Europe project as consortium leader.

The past year has been extremely difficult in global economic and social terms. It is with unbroken optimism that we believe that innovation, communities – and of course talent management, a mission we will pursue at all costs – can lead the way out of this situation. **We want to build on that trust over the next decade.**

We will continue in 2023!



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

10

THE 10-YEAR HISTORY OF DESIGN TERMINAL

This year marks 10 years since the idea of the Design Terminal was formulated. **Today, we carry out business development activities in 12 countries, and we have assisted more than 2500 entrepreneurs in the context of more than 250 innovation programs.** In the meantime, we have built valuable professional and personal relationships, and gained experience by working on exciting projects.

2012-2013

Gergely Böszörményi-Nagy starts to build up the professional activity of Design Terminal. We prepare a strategy for the promotion of the creative industries and present to the continent, in the framework of the Hungarian Presidency of the Council of the European Union, the key achievements of the Hungarian creative industries (e.g. Gombold újra! Divat a magyar).



2014

In response to the many enquiries and requests we receive, we launch our entrepreneurial Mentoring Program, which is now Hungary's longest running business talent workshop. In three areas, TechLab (scalable technology businesses), DesignLab (design businesses) and CityLab (urban development businesses), we help the high value-added Hungarian businesses of the future. We create international summits for the industries of the future (e.g. Budapest 3D Printing Days).



2015

Brain Bar, Hungary's festival of the future, is born, organized by Design Terminal. Already in its first year, the event was unique in its form and content, focusing on the relationship between people and technology, and hosted nearly 100 renowned speakers.



2016

Design Terminal continues its activities as a private non-profit organization, and János Csák, a renowned businessman and diplomat, joins us as president and co-owner. Design Terminal becomes a strategic partner of the Year of Hungarian Young Entrepreneurs Abroad and organizes its first mentoring program in the Carpathian Basin. Our aim is to create businesses in all Hungarian communities beyond the Hungarian borders that will help talented young people to stay in their homeland.

2017

We start building internationally and launch our business services for key companies in the Hungarian economy. The programs aim at integrating startups into the value chains of large companies and make them more competitive with their innovative solutions. Our first clients include MOL Group and Google.

2018

We expand our mission across Europe. In particular, we focus on boosting the V4 region by launching Central Europe's first fellowship for entrepreneurs, supported by the International Visegrad Fund, which intends to bring together business talent with large companies in the region, thus strengthening business links between the Visegrad countries.



2019

We start cooperation with the National Chamber of Agriculture: together we launch the unique agricultural incubation program in Hungary's history, NAK TechLab, to ensure that the most innovative solutions find their place in Hungarian agriculture. We also enter into an innovation partnership with Knorr-Bremse, the National University of Public Service, MÁV Zrt, Microsoft Hungary and E.ON.



2020

As a result of our first successful international competition, we launch the two-year X-Europe with renowned consortium partners such as F6S, TNW, Growth Tribe and TechChill. The EU-funded program aims to stimulate the development of deeptech, or science and technology, research based startups. From this year onwards, we start a conscious international build-up. Our founder-CEO, Gergely Böszörményi-Nagy, is awarded the Order of Merit of the Republic of Hungary for his work in developing the Hungarian innovation ecosystem.

2021

We join the space industry. On behalf of the European Space Agency, Design Terminal takes over the representation of ESA's space industry activities in Hungary and from this year leads the ESA Business Incubation Centre Hungary Program, which opens the way for Hungarian businesses to the space industry. Another joint program with HIPA also gives us an insight into the challenges of the automotive industry.



„Lunch at the Yellow?”

The lovely centerpiece of our office is the huge sunny yellow table, which has accompanied us from our Erzsébet Square location to Kálvin Square and then to Székács Street for a decade. It's where the team gathers at lunchtime, where the most important matters outside work are focused, where private and public life are discussed, opinions clash and change... and then everyone disperses again to get back to their tasks. Oh, and of course, we always have a gourmet surprise on the Yellow when we get back from holiday, a trip to the country or abroad.





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Vivien Koltai



Viktor Kiss



Petra Kónyi-Kiss



Diána Lajos



Karolina Tóth



Miklós Vargha



Tímea Végh



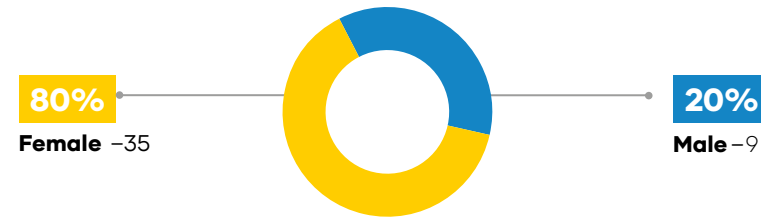
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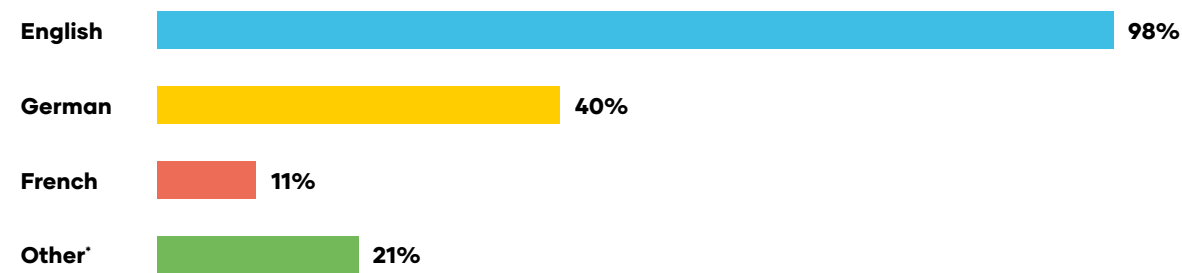
Average Age of the Team



Team Members by Gender



Languages Spoken by the Team

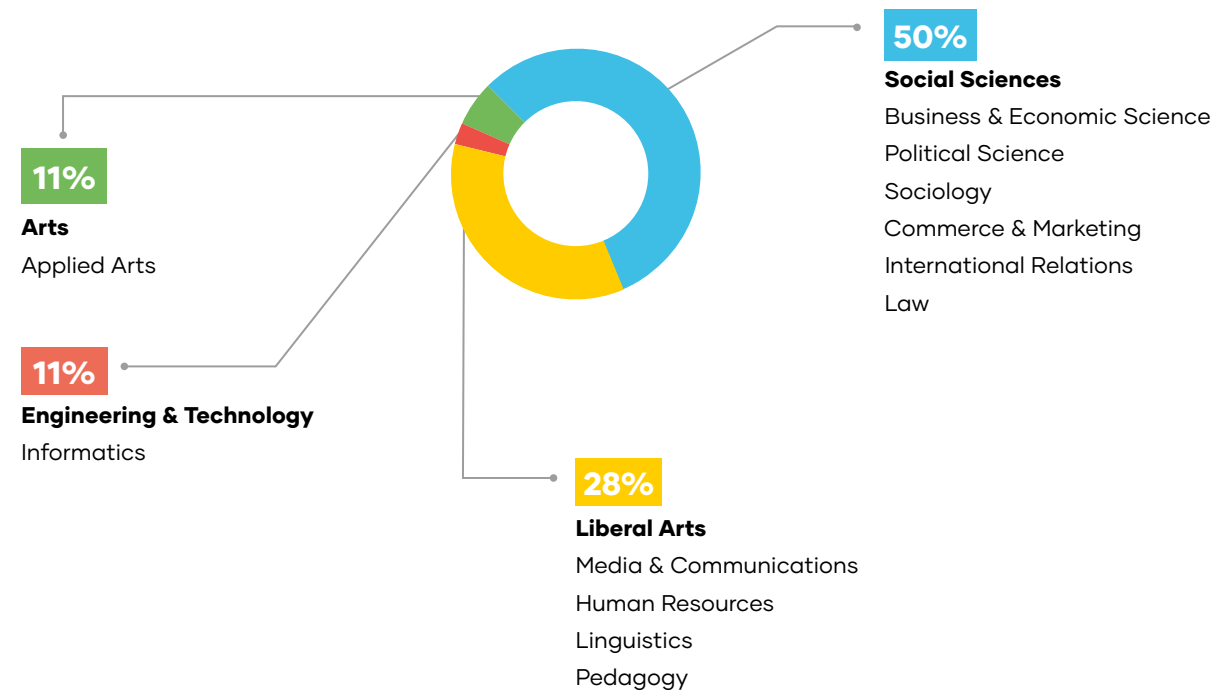


*Russian, Spanish, Italian, Japanese



One of our colleagues has an advanced diver certificate, and another one studied sign language. There is even someone who has expertise in vertical farm technology, and one who cultivates mining traditions in their spare time.

Studies



THE POWER OF GENERATIONS

Design Terminal has always been committed to nurturing young talent, but this year has also proven that it is worth building bridges between generations.

Now more than ever, talented young people have been supported in various programs. Together with the National Chamber of Agriculture, we have been organizing idea competitions for universities for years to increase the competitiveness of agriculture. Each time, we get dynamic, brave students with world-changing ideas, who prove year after year that even a monstrous industry can benefit from a fresh blood coming from them.

The contestants of the CASSINI hackathon have taken a big step: space inspired young people to get creative, and the best of them made it to the European finals. Together with the National Talent Centre we became a professional partner in a new initiative. Launching its second phase in December, the START Program helps 18-35 year old to set up their businesses.

One of the biggest innovations at this year of Design Terminal is the Entrepreneur 50+ program. **We have targeted an age group that is rarely addressed in the innovation world.** Based on the enthusiasm of the applicants and the feedback from the entrepreneurs, it was not in vain that we undertook this mission, with the explicit ambition to bring participants together with our mentors, even much younger ones. **This allowed the two generations to get to know each other's perspectives and learn from each other.**

This year's Annual Report also aims at presenting this age range.



OUR INTERNSHIP PROGRAM PROVIDES KNOWLEDGE AND EXPERIENCE

Every year we give a few enthusiastic students the opportunity to put their professional skills into practice at Design Terminal. Clayton Romanok helped out in our flagship Mentoring Program this year.

What was your main role?

Typically, I would help mediate mentoring sessions between our cast of entrepreneurs and mentors. As it was coming close to the end of the semester, I also supported the team in organizing and planning the graduation ceremony.

What was your favorite moment with us and why?

The week of graduation without question. All of our entrepreneurs came to the DT office for in-person mentoring sessions and to celebrate a successful semester. It was wonderful seeing the group all together in the same spot to celebrate their accomplishments!

What have you learned during this internship?

The invaluable lessons I learned from being involved in the mentoring sessions with Design Terminals' phenomenal mentors. As a foreigner, I was able to live a once-in-a-lifetime international experience, and along the way, I was able to fully immerse myself in Hungarian culture. I would recommend Design Terminal to anyone looking to broaden their horizons and wanting to be a part of a group that is constantly looking to make positive impacts.

Clayton Romanok
intern





MEMORABLE MOMENTS OF 2022

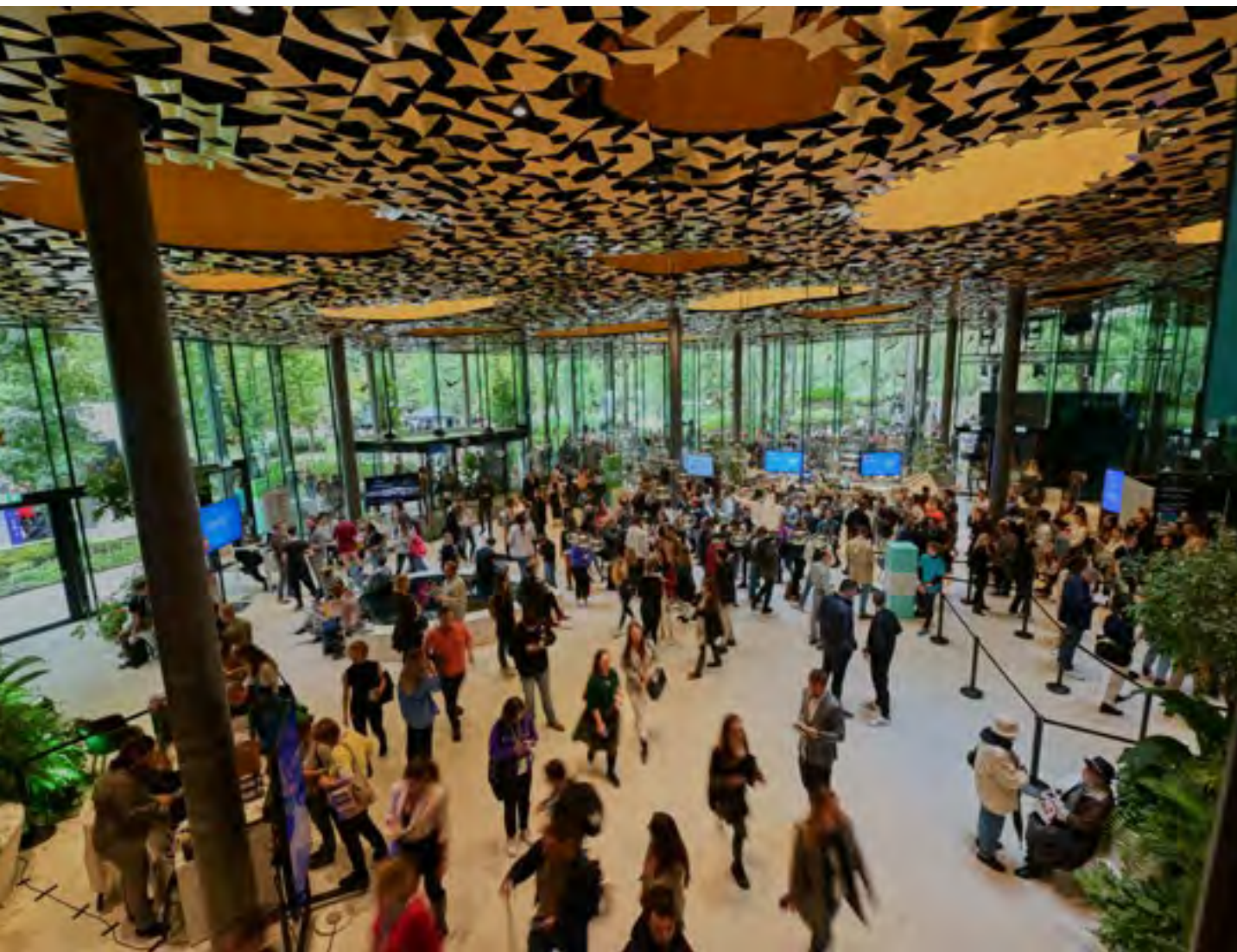
OUR SPACE PROGRAM IN EUROPE

Last year, Design Terminal took over the representation of ESA's space activities in Hungary, and the management of the ESA BIC Hungary program, which opens the way for companies to enter the space industry. This year, we met members of the ESA network. **Our project team in Athens gained insight into how the international ESA Business Incubation Centers support startups and initiatives in their own countries.** We visited the city of Noordwijk (NL), where we met with members of the ESA Commercialization Gateway at the ESA headquarters, and participated at the International Space Days, one of the most prestigious space industry events in Europe. **We went to Barcelona for the opening event of a new Horizon 2020 project, to create a comprehensive, accessible European data space.**

FAR AWAY FROM THE USUAL WEEKDAYS

In May, we held a two-day team building event in Galyatető, with the participation of Brain Bar and Creacity. In addition to having plenty of time to talk about each other's activities and exciting projects, **we took part in workshops, took hikes in the gorgeous mountains and went stargazing at night.** In fall, we continued community building in the office. After a morning spent at Normafa, we organized a team cooking competition.





DESIGN TERMINAL AT EUROPE'S BIGGEST FESTIVAL ON THE FUTURE

At Brain Bar we are always on the lookout for like-minded young people interested in innovation. Visitors to our tent could learn about our activities by way of a DT memory game and a wheel of fortune, and were offered a peek into our new startup dictionary. As usual, we encouraged them to pursue entrepreneurial careers.



We took care of baby hedgehogs in the Design Terminal office garden.

WE VISITED TUSVÁNYOS

A few of our colleagues took part in this year's Bálványos Free Summer University, listened to lectures and, whenever possible, promoted Design Terminal in Tusnádfürdő. There was even time for hiking. A small group of our colleagues made it to St. Anne's Lake and to the easternmost point of historical Hungary, the peak of Apahavas.



WE VISITED AN EXCAVATION

In July, we visited Iharkút in the heart of Bakony, where paleontologist Attila Ősi took us around a former bauxite mine. They were working on revealing the amazing world of Hungary during the Cretaceous period. This was the site where Attila discovered the first Hungarian dinosaur finds twenty years ago. Our team listened to his many stories with enthusiasm.



GENERATIONAL PROJECTS

THE POWER OF GENERATIONS

THE ENTREPRENEUR 50+ PROGRAM

We often identify the world of innovation with young startups. However, we at Design Terminal think that **we should give credit to those who, due to their age, have sufficient experience and are generally more goal-oriented.** This is why we launched the Entrepreneur 50+ program. From the start, this unique initiative was an overwhelming success. The enthusiasm of the applicants exceeded even that of the young innovators. The main goal was to inspire as many people over the age of 50 as possible to establish a business.

The patron of Entrepreneur 50+ was János Csák, current Minister of Culture and Innovation, and a former manager at MOL, Matáv and T-Mobile Hungary. His formidable experience was a great asset to our program.

Participants were offered professional mentoring, lectures and workshops to help them gain up-to-date knowledge, to acquire the necessary funds to start a business and to create a business and financial plan. We organized highly successful business meetings. One of our participants was given the opportunity to present their business at Bosch Rexroth. Another entrepreneur, hailing from Vajdaság, was able to start expanding in Hungary.

On top of that, we successfully built community links. A supportive and mutually receptive team was created, which inspired our own team as well. Based on the feedback, it was clear that there was more than enough demand for the second semester.





“Before the training, I used to say to myself that no one needs me anymore, because I was too old and therefore redundant. In the program, I felt that my idea was finally being taken seriously. The training helped me forget my age, and my family looks up to me with respect again.”

Tibor Ágoston
entrepreneur



„Since Design Terminal has been offering business development, we have noticed that **those who have a lot of experience in starting their business and, where appropriate, work with a younger generation, achieve much greater success.** We have launched countless programs focused on young innovators. Now we want to show that the world of innovation is incomplete without the involvement of the 50+ age group.”

László Jónás

CEO & Head of Strategy at Design Terminal



What do McDonald's, Coca Cola, Garmin and Ethereum have in common?

The founders of each of these companies were over 50 when they started their multi-billion dollar business.



3 QUESTIONS & 3 ANSWERS WITH PROJECT MANAGER KAROLINA TÓTH

What is your fondest memory about the program?

I liked the idea behind the program, and its cozy atmosphere. While it is true that the skills of participants improved greatly during the trainings, we also learned a lot from them, such as perseverance, affirmation and determination. It is never too late to fight for your dreams, and age really doesn't define a person. These thoughts will stay with me forever.

In what respects did the participants improve the most?

Since this is a basic training, they improved a wide variety of professional skills. At the beginning of the first semester, the participants were not yet able to present their business succinctly in a few sentences. Pitching their ideas in just two minutes seemed impossible. However, in the fall semester, two of our alumni participants gave a presentation to the new team, where they talked about themselves, their business and their experiences with the program. They did all this in an unbelievably collected, relevant and exciting way.

What was the atmosphere like at the closing event?

We started with a little private gathering for ourselves. This was characterized by intimacy and gratitude. At the award ceremony and the closing speeches, there were some tears of joy as well. In the end, we did some barbecuing together, accompanied by spontaneous and cheerful conversation.

START PROGRAM WITH THE NATIONAL TALENT CENTER

101 young applicants
19 admitted teams
HUF 3 million starting capital
 for the participants

In our joint program, the National Talent Center and Design Terminal sought innovations that are useful for the Hungarian society.

In the spring semester, we invited young innovators to apply for three challenges:

- post-corona virus planning
- dialog between the young population and the older generation
- transition between real and virtual space

Among other things, the participants of the program were able to get familiar with business development methodologies, acquire HR, sales, branding and marketing knowledge, learn about market research and market analysis, and were even tasked with developing a business plan, with continuous feedback from their key mentors.

Thanks to the National Talent Center, **the innovators were able to establish their business** with a gross starting capital of HUF 3 million. On top of that, two participants were awarded the gross HUF 5 million reward at the closing event of the two-month-long process.



The winning team of the first semester was Hungary Hiring. On its platform, the company connects Hungarian students studying abroad with Hungarian companies in order to reduce domestic labor shortage and to provide opportunities for fresh graduates.

„We find that the young generation feels even more motivated to start their own business than ever before. However, having innovative ideas is not enough for success. Our call for tender is intended to provide future entrepreneurs with financial support and knowledge, so that ambitious young people can focus on realizing their ideas.”

Dr. Krisztina Lantos

executive director of the National Talent Center

The spring session of the START Program was so successful that we continued the initiative in the winter. Applications were accepted in three new topics related to contemporary challenges. The program started in December with its scouting period.

- health and social issues
- ideas with a green mission
- solutions for the community





MENTORING PROGRAM: FOCUS ON FEMALE ENTREPRENEURS

Over the course of its existence, Design Terminal has provided guidance to more than **2,500** startups in the context of more than **250** programs

The 3-month-long international Mentoring Program is DT's flagship and one of the cornerstones of this mission. In the context of the program, domestic and international mentors offer personalized mentoring to help startups with product and business development, as well as communication, sales and financial planning.



THE SPRING SEMESTER

In the spring of 2022, 68 businesses in need for professional development and business relations applied to Design Terminal's international Mentoring Program. After the preparatory Power Camp, 10 promising teams with potential social impact were included in the final selection. Social impact is one of the most important conditions for selection.

Getting as many female founders as possible to apply was another priority. In this respect, our earlier success was doubled this semester, since **more than 50% of the applicant businesses and more than half of the selected teams – that is, six startups – were founded by women.** The next logical step from here was the idea of an independent Womentoring program for the next semester.



3 QUESTIONS & 3 ANSWERS WITH SÁRI MIKLÓS, HEAD OF THE MENTORING PROGRAM

What was the most exciting thing for you about the spring semester?

This semester was special for several reasons. Half of the selected teams had a female co-founder, which was very good for diversity, brought in new perspectives, and made the professional discussions between startups more exciting. Of course, this is not to say that men were lagging behind.

What are your thoughts on the community building efforts?

There was no shortage of ideas and cooperation. We were finally able to leave the online space and get to know each other in person. All the teams came to Budapest for the offline opening week to talk and to participate in workshops, which led to great team dynamics.

What was your favorite program element?

Packed with content, the semester was ended with a closing ceremony, attended in person not only by the teams, but also by the foreign key mentors. It was wonderful to finally meet everyone and celebrate our successes together.



TEAMS

Astrotectonic – Poland

The startup's integrated software and hardware solution helps predict earthquakes.



Babypurp – Hungary

The company designs special antibacterial pacifiers for babies to prevent and cure, among other things, oral thrush.



Click'N'Cruise – Hungary

The platform helps users organize cruises without the complex services of travel agencies.



Dyrectorio – Hungary

The startup promises reduced time and cost losses in DevOps and GitOps operations.



Composterra – The Netherlands

The company manufactures bio-based food packaging materials, pots and decorative elements as an alternative to plastics.



Smart Capacit System – Hungary

They offer a software solution for users to optimize the energy consumption of electronic devices.



Ultimate Waterprobe – Hungary

This startup helps fish farmers by developing an integrated hardware and software solution for measuring water quality.



Little Snooze – Sweden

They developed a cap that protects babies and small children from harmful noises through its functional acoustic design.



Refilamer – Hungary

Their invention allows plastic waste to be recycled as 3D printer filament, for which they even operate an online marketplace.



Voovo – Hungary

Voovo is developing a flashcard app that helps those who study foreign languages.



Starting from this semester, we are paying special attention to female founders, with parts of the program specifically designed for them. Astrotectonic, Babypurp, Click'N'Cruise and Little Snooze received extra scholarships at the end of the semester.



THE FALL SEMESTER

“DT’s Mentoring Program is intended to fill the gap between the idea phase and the scaleup phase, which has a strong market position. Even on the international scene, there are few such initiatives. In this stage of life, the founders already have some kind of value proposition in their hands. Perhaps they even have a few customers. However, their knowledge and experience are lacking in many respects, which the Mentoring Program systematically addresses with workshops, lectures and boardroom exercises. In addition, we, key mentors, offer support for each team on a weekly basis. **Based on my own experience, mentors must have answers ready for every situation. In this phase, we need to offer assistance in various fields beyond product development, such as sales, management, organizational and process development, or even business law. I am happy to share my relationship capital as well with my trainees, as long as this creates value for all parties.** My fondest memories are always created at offline events, when mentors and teams meet and have fun together in an informal way.”

Balázs Slezák

Key Mentor of the Mentoring Program

As earlier, this semester has seen businesses active in diverse fields enter the Mentoring Program of Design Terminal. Ten teams finished the 2022 fall semester.



Are startups optimistic?

41% of the responding startups in the Hungarian Startup Report believe that they are going to be unicorns, compared to the somewhat lower figure of 34% last year. 84% of the startups see themselves as growing into a key player on the international market in the future.

TEAMS



Apprise – Hungary

This startup helps those who register with them to effectively increase the number of their users. The interface automates user acquisition campaigns for applications, manages campaign parameters and advertising texts, and provides tips for optimization.

apprise

BORINDEX

Borindex – Hungary

On its interface, the startup summarizes the offer of wine tastings accessible for the general public. At the same time, they offer free content production for Hungarian wineries.



Flame – Hungary

The application makes it easier to alert the voluntary fire fighters by monitoring the situation until the danger is eliminated. What's more, it also includes a national fire hydrant map.



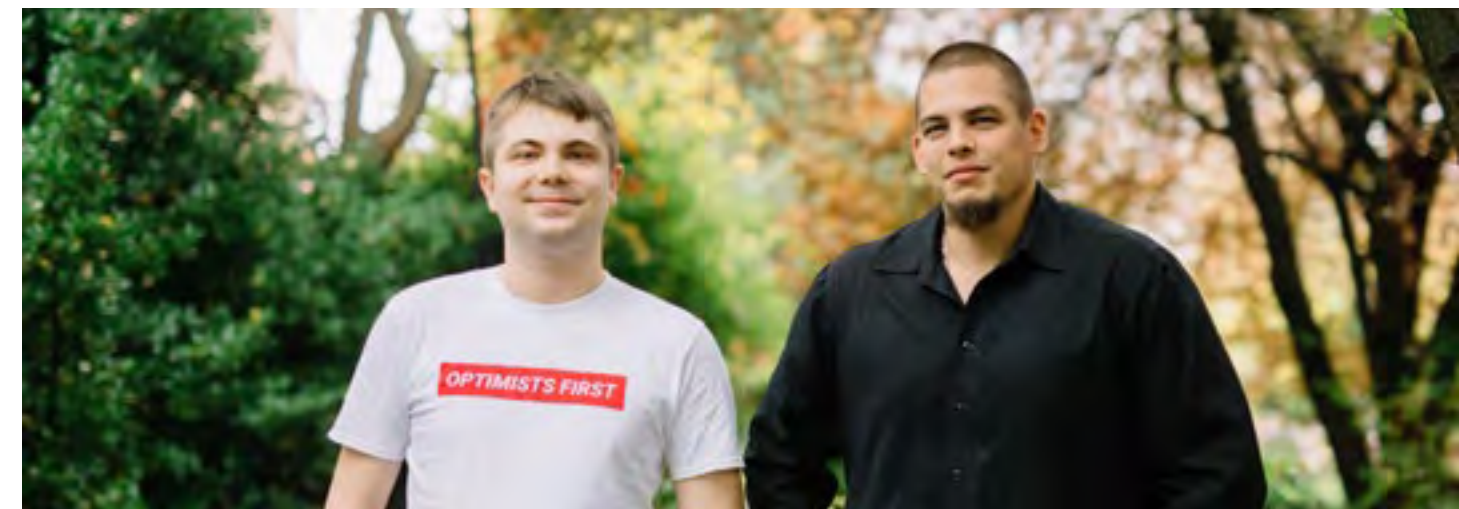
EXAURUS

Exaurus – Russia

The company produces artificial exoskeletons, which reduce the exposure of manual laborers to workplace accidents. The device relieves stress on the musculoskeletal system.

Duelbox – Hungary

They offer interactive games that can be customized for each company and brand for virtual, in-person or hybrid events, which make it easier to involve participants and strengthen their commitment.



Énprojekt – Hungary

This interface helps users find the best solutions and specialists in their professional and personal lives, let it be a psychologist, a coach, a consultant or anything the like.



Veteményem.hu – Hungary

This startup provides an interactive platform primarily for hobby gardeners and self-sufficient farms, where users can design and develop their own garden.



Performanceology – Hungary

Their product, Simboostr, turns anyone into an e-sports competitor. Embedded in the product, the virtual racing engineer provides users with automated feedback on how to improve their driving technique.



ThanX Finance – Hungary

The startup is building a blockchain-based rewards and loyalty platform that can even collect cryptocurrencies, which can be exchanged for discounts or gifts.



Truviva – Hungary

They have developed an infertility treatment platform that applies a holistic approach to the physical and mental well-being of would-be mothers with mindfulness materials, fertility specialists and supplements.







"A supportive community and the sharing of the burden of challenges can give great strength, thus contributing to both individual and community success. Womentoring offers exactly such an environment. It is very emotional to see the enthusiasm and determination of the participants who break out of their daily routine to work on their entrepreneurial plans."

Edit Ditte Szabó
Key Mentor



PARTICIPANTS OF WOMENTORING

Kornélia Menyhárt

She is working on an application called Végtagmentő (Limb Saver), which examines wounds that heal poorly or not at all due to diabetes complications, and diagnoses venous diseases.

Szilvia Piroska Csanaky

She developed therapeutic tools that make psychotherapy faster and more efficient. Created together with designer Emőke Holbis, the Attached Projective Toolkit includes a therapeutic methodology.

Mónika Dékány

She dreamed up a kit that helps elementary school physics education by way of simple, but spectacular experiments that can be performed using recycled resources.

Borbála Kónyi-Kiss

As a speech therapist who also works with hearing-impaired persons, she wants to create a development house for those who need speech development, from babies to adults.

Zsófia Pápay

She aims to help mothers with a product line that contains only natural active ingredients and supports stress relief, quality sleep, sports activities and many similar things.

The ambassador of the first semester of Womentoring was Zsófia Rácz, current ministerial commissioner and then deputy secretary of state for youth affairs. In the first part of our podcast series produced in cooperation with Index.hu, they appeared together with Sára Volom, the founder of our alumni startup.

"It is very inspiring to see someone achieve an exceptionally good result in a field or create something unusual. It gives you the feeling that if they can do it, you can do it too. You will start believing that you, too, are capable of similar things, or of creating something that you would not have thought of before. **We underestimate the power of hope that togetherness can give women.**"

Zsófia Rácz

Womentoring ambassador

WOMENTORING



What is the ratio of men and women in Hungarian startups?

According to the 2021 Hungarian Startup Report, the average startup founder in Hungary is a highly educated man of the 30+ age group. 29% of businesses have a female co-founder, and only 12% of them were founded by a woman.

Our targeted program, Womentoring is intended to change these not very impressive figures.

4 years ago, we launched an initiative focusing on women under the same name, but in the context of the Mentoring Program. We helped female founders, expectant mothers and mothers with small children to realize that being an entrepreneur can be an option even with a small child, since the skills used by women as mothers every day are the same skills that are essential for managing a business.

We launched Womentoring as an independent program in the 2022 fall semester. We reached out to pregnant women and mothers who have an idea for a startup or have already started their business, but lacked the appropriate business knowledge or confidence. During the training, we provided childcare services in our office.



Together with Brain Bar, we launched a video series with the title, What Lies Behind the Posts as part of our Womentoring program. Viewers were presented with inspiring success stories of well-known female entrepreneurs, to help them realize their own dreams. The first guest was Krisztina Kende-Hofherr.



SUCCESS STORIES FROM OUR ALUMNI STARTUPS



Briefly Business is on fire!

In addition to the fact that Briefly, the creator of the highly successful freelance platform, closed an investment round of HUF 205 million this year, they also embarked on the development of a remote team management software. This way, the service is able to provide full support for the administrative tasks related to the cooperation between freelancers and companies. As one of the prominent alumni of the spring 2020 Mentoring Program, the team is already thinking about expansion. They are eyeing the possibility of entering the Dutch and the English market in 2023. And they recently opened a new office.

A pilot project by Respray on Lupa Beach

Respray Solutions was one of the teams admitted to our Mentoring Program in the 2021 fall semester. **They propose to reduce the amount of hazardous waste originating from aluminum deodorant cans by way of a solution to refill the cans several times and a technology that uses no harmful propellants.** In July this year, Lupa Beach launched a pilot project with them, offering refillable face and body spray cans to visitors.



Sweet City goes to Vienna, Barcelona and Berlin

Even though it will be only 3 years next year since Sweet City was launched (let's not forget that they had applied for our Mentoring Program in the spring of 2020), **they were able to report on a second investment round of HUF 400 million, and they announced plans for expansion on the European market as well.** On its platform, the startup offers sweets from Budapest's best confectioners, premium wines and the most beautiful flower bouquets. They want to introduce their offer in other big cities as well – and perhaps even to the Middle East and Asia in the more distant future.



Marketyour.store has acquired an investment

Marketyour.store's team, who provide a full range of visual content services, were also admitted in the 2021 fall semester. They apply 360° and 3D product display as one of the most effective ways to increase online trade. **The startup brought in its first investor this September, when it was joined by Virgo Ventures.**



V4 STARTUP FORCE: WE BUILD TALENT LOCALLY

Since 2018, the V4 Startup Force has been successfully building cooperation between the entrepreneurial ecosystems of Poland, Hungary, the Czech Republic and Slovakia with the support of professional partners and the International Visegrad Fund. **The main objective of developing regional talent locally to show the global market the strength of the region in the long run has stayed unchanged. In the current economic situation, building bridges between countries has become even more important.**

Starting from the 2022 spring semester, we are focusing on inviting the applications of more mature and B2B (business to business) enterprises. For the first time, twenty startups made it into the selection round, and they immediately received relevant business training. Every semester, a total of four startups are included in the main program, one for each country. They tour the Visegrád region, offering both online and offline programs in business and community development, as well as visiting corporate meetings.

Results of the V4 Startup Force so far:

- More than **70** successful startups
- More than **350** business meetings



„It was great to meet so many people from different backgrounds, both mentors and startups, and see how everyone shared their experience with the others. Also, we built meaningful relationships, so that we can reach out to each other if we get stuck.”

Jade Nacoul
international business development,
BEIT

SPRING SEMESTER

A total of 81 teams submitted their applications. **The first two weeks were done virtually, while the third week was done offline in Budapest.**

“The V4 SUF is a great opportunity to boost innovation in the V4 area, supporting entrepreneurs to connect with like-minded peers, learn from a cross-border perspective, and accelerate the improvement of their business ideas. I loved discovering its teams venturing out of their comfort zones developing new paths to bring value to their customers.”

Valentino Megale

Mentor and Jury Member of the Bootcamp Demo Day





TEAMS

B-Lock – Hungary

The startup is developing a smart bicycle storage system that can be opened and closed via an application, thus providing maximum security to bike owners.



BeiT – Czechia

The startup's automated digital solution helps owners to efficiently administer their property, while also enabling tenants to reduce their energy bills.



Try The Colors – Slovakia

The application developed by this startup is intended for those who want to renovate an apartment. Users can learn about the entire procedure in one place, from inspiration through selecting and purchasing paint to contracting a painter.



Ecobean – Poland

In the spirit of sustainability, Ecobean's team uses coffee grounds to make household items, such as straws or even flower pots.



FALL SEMESTER

73 startups applied for the program this semester.

TEAMS

BonsaiX – Hungary

BonsaiX makes customized enterprise knowledge management functions available to small and medium-sized enterprises as well as large enterprise customers.



YourLox – Slovakia

Imagine smart sports lockers that communicate with each other. This startup has come up with a solution for lending or borrowing sports equipment and paraphernalia right on the spot, so that everyone can enjoy active recreation even without bringing their own stuff.



Team FeedBack – Poland

By using the startup's service, companies can monitor the team's mood, work processes and current issues in an innovative way. It requires that colleagues fill out a simple, anonymous questionnaire, and the software will even classify the team's skills and provide feedback.



WisePorter – Czechia

They are developing an intelligent product catalog that automates product management and sends customized offers to banks, e-commerce players and telecommunications, pharmaceutical or energy companies, among others.





GLATT KOSHER
RESTAURANT

TERVEZTA
LŐVÉSZ MARGIT
KÖNYVÉNY REVA
1978-1980-1981



CARPATHIAN BASIN MENTORING PROGRAM

In 2022, a total of **469** entrepreneurs visited the Carpathian Basin Mentoring Program. Since 2015, **1,061** entrepreneurs have joined our network.

We started one of our most successful and heartwarming programs seven years ago, as a professional partner of the Prime Minister's Office State Secretariat for Hungarian Communities Abroad.

In 2022, we continued to offer mentor meetings, workshops and lectures to Hungarian entrepreneurs living in neighboring countries, with the hope of furthering their professional advancement. Since the start of the project cohesive communities have been established among participants in Erdély, Vajdaság, Croatia, Felvidék, Kárpátalja and Muravidék.

This year, in response to observations from the entrepreneurs, we introduced a number of innovations, such as two-level training (basic and advanced) and industry-specific thematic sections, to facilitate connections between operators within the same industry and stimulate cooperation between industries.

We are particularly proud of our trainees who carry on as mentors dedicated to passing on to the community the knowledge they have acquired. Several of our trainees became mentors this year. Also, we expanded the role of key mentors to create a supportive background for the mentors themselves.

One of our most important objectives was to strengthen cooperation between regions. In this spirit, this year we organized the Meeting of Carpathian Basin Entrepreneurs in Mezőkövesd for the 7th time, with the participation of 200 entrepreneurs.

We put an emphasis on building regional relationships and communities, such as by organizing an alumni meeting in Vajdaság.

Last year, we organized the Economic Forum in Erdély for the first time, an event we continued this year, while adding a similar event in Felvidék.





"The energy we get from the entrepreneurs, mentors and trainees participating in our programs strengthens our faith. And if we consider that the values we believe in, such as honor and cooperation, have not been compromised over the past 7 years, and that individual interests have not superseded their importance, it is confirmed that our community is a force to reckon with."

Virág Hajnal

Head of Department of the State Secretariat
for Hungarian Communities Abroad



"Based on the experience of the past years, I can say that these events have two very important effects. On the one hand, they represent a precious learning opportunity, because the **entrepreneurs get a lot of new ideas and information from the lectures**. On the other hand, exciting new relationships are built. Since many entrepreneurs live and work very far from each other, **these events serve as key meeting points where they can talk and do business.**"

Anita Mészáros

Key Mentor of the Carpathian
Basin Mentoring Program

"This is a very positive-thinking environment. By sharing our experiences and knowledge, **we can make progress much faster than on our own.**"

Zsolt Nagy

Mentor, Ex-Mentee,
Smart Web Invest SRL





INTERNATIONAL PROJECTS



Design Terminal has been consciously working to build its international tender activity this year. We are proud of the enthusiasm of the whole team, alongside our dedicated proposals team, in helping us to grow our international partnerships in addition to our domestic programs. Since the launch of the tender department, we have not only had a steady flow of international enquiries, but we have also been awarded four international projects this year alone. But the most important result is that we can offer talented people who want to become entrepreneurs or startups who are already entrepreneurs additional opportunities to realize their plans.

Tímea Végh

Head of Operations and HR



THE X-EUROPE PROGRAM WAS A RESOUNDING SUCCESS

The two-year X-Europe project, which was a major milestone in the history of Design Terminal, ended on April 30, 2022. **This was the first large-scale international tender that we won and implemented with important professional partners.** In the view of the professional evaluation committee, not only did Design Terminal successfully complete the program, but also exceeded all expectations, for example in terms of the number of startups. They also highlighted the community building efforts of DT. In addition to the results and the development offered to startups, the greatest benefit of the program is that we have been negotiating with F6S ever since about the possibility of continuation and potential new projects. **On this note, we will launch the Womenture program in January 2023** together with our German and Estonian partners, and with our old affiliate, DEX-IC.



THE POWER OF GENERATIONS

CASSINI HACKATHON

In addition to Hungary, the CASSINI Hackathon was organized in 8 other European countries at the same time. **The participants used data from European Copernicus, Galileo and EGNOS satellites to come up with ideas on how to make tourism on the continent sustainable.**

The hackathon focused on the protection and preservation of unique European destinations for the future. **In Hungary, the competition was organized by Design Terminal.** Ugo Celestino, specialist referent of the European Commission's Directorate-General for Defense and Space, the organizing body behind the CASSINI Hackathons and Mentoring series, also took part in the two-day event. He gave the

Budapest hackathon an excellent rating, and said that **Design Terminal more than lived up to the expectation of the European organizers.**

We are proud to have won the right to organize the CASSINI Hackathon in Hungary again in 2023.

In the following year, the participants will be invited to deliver solutions for strengthening Europe's capabilities to respond to defense and security challenges with the help of space technologies.



In the last four years alone, the continent welcomed more than two billion tourists from all over the world.

„The main challenge for the organizers is to provide the appropriate directions and expertise for the development of the participating teams. On the first day, I saw that the guys came with some pretty bold ideas, but the business and technical mentoring and the pitch courses steered their thinking in the right direction.“

Ugo Celestino

Policy Officer for Space Research, Innovation and Start-ups at the European Commission

3 QUESTIONS & 3 ANSWERS WITH SOPHI HANSON, PROJECT MANAGER OF CASSINI HACKATHON

This was your first project in Design Terminal. What was the greatest challenge for you?

I knew nothing about the structure and the expectations. At the same time, the team I joined proved to be very supportive, and helped me at every corner. Another challenge was to find a solution for the effective combination of space industry and tourism. Fortunately, we received guidance from excellent professional partners and mentors.

What is your fondest memory of the hackathon?

At the risk of sounding like a broken record, Demo Day was my favorite part. Organizing it was an exciting process, and the environment was truly multicultural, with students coming to us from 7 countries. After the event, we received 3 inquiries about whether there was an open position at Design Terminal. Apparently, they were won over by the professional standard and the exciting topic.

How do you think we earned the excellent rating from the main organizers?

On the one hand, they were satisfied with the high quality of the workshops, and they also liked the professional jury. We convinced one expert each from the public sector (Orsolya Ferencz, Ministerial Commissioner for Space Research), the market sector (István Sárhegyi, space industry investor) and the university sector (Dr László Bacsárdi, vice president of MANT) to join our team. On the other hand, they loved the way we decorated the venue. The Demo Day stage was designed with the Moon at the bottom, so the contestants gave their pitch by figuratively stepping on the surface of the Moon.



Of the 54 applicants, we selected 15 for the hackathon. The participants came from 7 different countries, including Hungary, India, the Netherlands, the Philippines and Germany.







INDUSTRIAL PROJECTS

NAK TECHLAB WITH THE HUNGARIAN CHAMBER OF AGRICULTURE

Thanks to the continued cooperation with the Hungarian Chamber of Agriculture, university students were invited to apply for the idea competition, while startups could apply for the incubation program organized together with corporate partners. Design Terminal continued to support the two programs as a professional partner.

THE POWER OF GENERATIONS

UNIVERSITY IDEA COMPETITION

The 24-hour idea competition, which also included intensive training for young people in business and product development, IT, financial and presentation, as well as professional mentoring in agricultural fields, **aimed to promote agriculture and related careers.**

The applicants developed proposals for pressing agricultural challenges. The ideas covered topics as varied as the precision cultivation of strawberries powered by solar cells, the optimization of energy and feed consumption in animal husbandry or the introduction of insect-based foods to the market. The winning team developed a model for a more profitable utilization of cows that are not suited for robotic milking.



Why is generational change important in agriculture?

One of the major questions in the agricultural sector is whether this line of work will be attractive to young people in the challenging period ahead of us. In Hungary, only 13% of farms are run by young farmers, while 31% are owned by farmers over 65. Since 2010, the percentage of farmers over 65 has increased by 7%, while the percentage of people aged 14 to 39 has decreased by 3% in this sector.*

*parlament.hu



INCUBATION PROGRAM

Intended to connect agricultural startups and large domestic agricultural companies, the incubation program was launched for the fourth time in September this year. As always, the goal was to help increase the digitalization level of agriculture and to encourage as many farmers as possible to start using more efficient and sustainable solutions.

The startups were invited to apply with solutions for real issues affecting domestic agriculture. **This year too, one of the major advantages of the program was that the applicants were offered the opportunity to work with the participating large companies**, such as Corteva Agriscience, CLAAS Hungaria, Axiál Ltd. or Bonafarm Group.

The attending teams came up with diverse solutions that can help increase the competitiveness of agriculture in several respects. **GrabMax** offers useful solutions for farmers in industrial automation, **ARIO** deals with robotic crop cultivation, **Callio Vision Kft.** develops machine vision for the industry, based on artificial intelligence. **Recog.AI** also performs various applications of machine vision, while **StatCog Informatikai Kft.** presents prediction models and data analysis to agricultural actors. **PigBrother** helps with decision-making with big data solutions, and **Klippe Learning Kft.** creates unique digital learning materials for its clients. **ChatBoss Kft.** offers a chatbot service with focus on HR. **Fóliavezérlés** provides a solution for growing crops in foil tents and greenhouses fitted with automation and sensor networks. **E-Orr** provides an early pathogen detection system based on sensing fragrances, while **AiCan Kft.** develops an AI-based visual quality control software that facilitates classification processes.

DEMO DAY

The closing event of the three-month program took place at the end of November, at the NAK AGTECH SUMMIT agricultural digitalization conference, where startups and large companies presented the established collaborations.





3 QUESTIONS & 3 ANSWERS WITH ANNA ARATÓ, PROJECT MANAGER OF ESA BIC HUNGARY

What is the greatest challenge in the program for you personally?

The same thing that is the most exciting in it. Since each startup came to us with a completely unique idea, the incubation had to be tailored to their individual needs, while also finding the synergies between them. In addition, we want to be increasingly active in the domestic space strategy as well, to establish valuable and extensive collaborations.

What was your favorite moment or experience during the program?

My favorite moments are always when a connection or a discussion made at one of our events leads to an agreement or cooperation, and we receive positive feedback on how useful our help was.

What do startups gain by joining the program?

First of all, a network of contacts, which is one of the most important things for a freshly launched startup. In addition to that, they get business and legal support, personalized advice and access to the community. All this makes the program work well. Also, we are able to form long-term bonds because startups usually stay with us for quite some time.

TEAMS

D3 Seeron / 27G Technology / Skyint / SpaceCrop /
Surviot Monitoring / Ephemersys / Mindrove /
SpaceABC Tanácsadó / GHG Monitoring Solutions /
Genesis Sustainable Future / CropOM



Space Terminal is the umbrella activity for our space industry projects. It includes both the ESA BIC Hungary and the CASSINI Hackathon.

SPACE TERMINAL: FROM BRAIN TRAINING FOR ASTRONAUTS TO THE WORLD'S SMALLEST DOSIMETER

Since its launch last year, the ESA Business Incubation Center Hungary Program has been a great success. So far, 11 companies have joined the roster, and the Space Terminal project team actively continues recruiting.

Even a simple idea may bring about the conquest of the galaxy. However, the startups applying for the program supported by the European Space Agency brought much more than modest ideas – they offered high professional experience and ingenious developments.

The main goal of ESA BIC Hungary is the development of successful space industry startups, as well as the creation and strengthening of a space industry community in Hungary. Startups accepted into the 12 to 24-month incubation program will receive, among other things, a 50,000-euro scholarship, business mentoring and technical support.





STARTUP SUCCESSES WITHIN THE ESA BIC HUNGARY PROGRAM

The startup known as 27G Technology offers a cutting-edge semiconductor-based dosimeter solution of the smallest dimensions, and successfully integrated its first flying prototypes into BME's new MRC-100 satellite. MRC-100, the next Hungarian satellite, will be launched with SpaceX' Falcon rocket in the spring of 2023.

Mindrove develops biosensor devices for the AI-assisted brain training of candidate astronauts. In the context of the ESA BIC program, they contacted a company known

as Fit4Race, who help overcome the barriers to peak performance. Thanks to this cooperation, Mindrove is currently performing neuro-feedback testing on extreme athletes.

Using artificial intelligence and satellite data, SpaceCrop supports farmers in optimizing water use. This year, the startup has attracted investment worth EUR 210,000.

PROFESSIONAL CONTENT ON SPACE TERMINAL'S LINKEDIN PAGE

Why is it worth thinking about investing into space industry innovation and the novel ideas of the sector? In September, we launched Space Terminal's independent LinkedIn profile, where we constantly feed our followers with valuable professional content related to this exciting field.



WE ENTERED INTO COOPERATION WITH THE HUNGARIAN INTELLECTUAL PROPERTY OFFICE

For creative and innovative work to be truly rewarding, having a good idea is not enough any longer. Creators of products or services must know how to protect their intellectual property. We promote awareness of this issue to participating startups, such as the enterprises partnered with ESA BIC Hungary, with the professional help of the Hungarian Intellectual Property Office.







EDUCATIONAL PROJECTS



OPTIMISTS FIRST SERIES

In our new video series, we meet successful startup founders and entrepreneurs to talk about their outstanding results and also about the difficulties experienced throughout their careers. In the course of the series, viewers will be provided insight into promising startups founded only a few years ago and companies with multi-million-euro capital investments. Our goal with the series was to motivate the younger generation to start a business if they have a good idea. We used our main motto as the title. Among others, we invited startups such as Briefly, Neticle, Poliloop, Tresorit, SEON or even farm2fork. In the exclusive final part, we asked economist Zoltán Pogátsa to share his views.

[The videos are available at our YouTube channel.](#)



3 QUESTIONS & 3 ANSWERS WITH BALÁZS TAKÁCS, HEAD OF COMMUNICATIONS AT DESIGN TERMINAL

What was the inspiration for the series?

Every year, we have tried to make the Design Terminal brand better. We usually find that, apart from minor upgrades to the image and content, no significant changes or replacements are necessary. Our slogan has stayed unchanged over the years, because it is becoming clear to us that optimism is key for our success, not only in business, but in all topics related to the future. Another basic aspiration of ours is to maintain authenticity. This is how we arrived at the basic idea of the series, which is presenting the world of entrepreneurship as it is, from all relevant perspectives. Our goal was to offer young aspirants knowledge that they can use for entering the world of business – or to step back if they feel that the situation is getting too tight.

Which entrepreneurial thought has had the greatest impact on you, and why?

I can entirely agree with Gyuri Szilágyi's (Tresorit) in saying that those who really want it and are ready to work hard will be the luckiest. This applies to all areas, from sports through human relations to work.

What comes to your mind about the slogan of Design Terminal and the series?

For me, optimism is more than just a quality – it is an entire methodology. The bright future should not be hoped for but made. I am in the right place for that.



STARTUP DICTIONARY

How would you say ‚hackathon‘ in Hungarian? How would you define the phenomenon of ‚exit‘? Is there a Hungarian equivalent of the mystical ‚MVP‘, ‚minimum viable product‘?

What exactly is a startup anyway?

In 2022, we wrote a dictionary to clarify the basics. We felt that we use too many foreign, mainly English, terms in the entrepreneurial world. **We want everyone to understand when we talk about the successes of up-and-coming Hungarian entrepreneurs.**



3 QUESTIONS & 3 ANSWERS WITH PRESS AND PR MANAGER BARBARA FÁBIÁN

How was the dictionary prepared?

The team collected the English or foreign-sounding phrases that are often heard in the office. Using the bare Excel table, we wrote a deliberately ironic text for our own use, to make us laugh at ourselves, which we supplemented with cute drawings and note pages.

Were you able to translate all expressions?

Certain words, such as workshop, are so deeply integrated into our language that it is not necessary to find a Hungarian equivalent. In these cases, we indicate that it would be uncalled for to try and translate it, and the suggestion of the dictionary should be taken with a grain of salt.

What is your favorite word in the booklet?

Definitely cherry picking. In incubation programs, we use it when lots of bright, fresh, crisp ideas arrive from startups during the application period, and our job is to select the best ones among them. We managed to come up with two equally lovely Hungarian equivalents, szemezget and mazsolázik.



MIT REAP

The Regional Entrepreneurship Acceleration Program, also known as MIT REAP, was launched ten years ago by the most famous technological university in the USA, the Massachusetts Institute of Technology. MIT REAP has helped to strengthen innovation-driven entrepreneurial ecosystems in more than 70 regions worldwide. **Ambitious actors from all over the world are applying to join the program, with the hope of gaining access to MIT's practical experience and use it to leap to the forefront of innovation. Starting this year, Hungary is among the privileged countries.** From each region, the 5 most important groups of the given ecosystem are represented at the same time, including the government, large companies, the academic sector, venture capitalists and entrepreneurs. The Hungarian team consists of the representatives of the Hungarian National Bank, the Budapest University of Technology and Economics, the National Research, Development and Innovation Office, Oncompass Medicine Hungary Kft., 77 Elektronika Kft., 4iG Nyrt. and Design Terminal.

"We need to achieve sustainable economic catch-up in a turbulent decade. The key to success will be the fusion of knowledge, capital and new technologies. There is a lot of innovation potential scattered all over the Hungarian economy. Our goal is to create platforms and good practices where interconnected knowledge is able to generate a significant growth surplus at the level of national economy."

Barnabás Virág

Vice President of the Hungarian National Bank





CHARITY WORK

HELP WAS NEEDED MORE THAN ANYTHING THIS YEAR

As soon as the war broke out, Design Terminal decided to do everything in its power to help families in Kárpátalja and Ukraine who had been forced to flee their homeland. We acted quickly. **We freed up our office space to provide temporary accommodation and food for refugees.** Office colleagues and their friends and families brought food, clothing and toys for children to Design Terminal. Several families stayed with us before continuing their journey to other countries. For those who did not continue their journey, we tried to help them find comfortable housing, municipal apartment.

At Christmas time, we continued our tradition of buying presents for children living in poverty. On our end-of-year team-building day, we packed the toys collected by our colleagues and delivered them in time before the holidays.





OUR FAILURES

The consideration of social impact, including sustainability efforts, is particularly important in selecting the participants of our innovation programs. This year, however, we noticed that there was plenty of room for improvement in this field. **In 2023, our priority goals will be the greening of the office and improving the sustainability of our operation.**



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

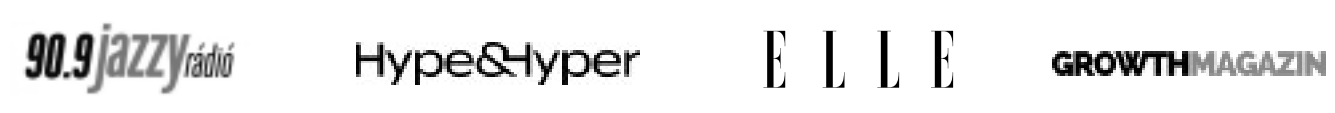
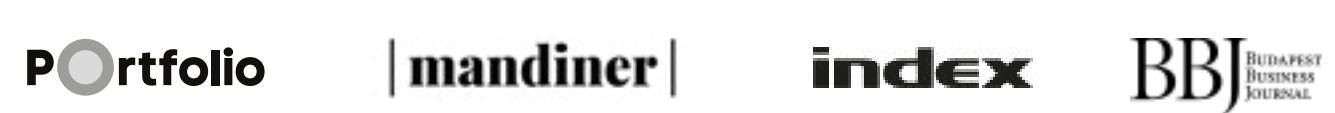
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