

DESIGN  
TERMINAL

OPTIMISTS FIRST

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## ANNUAL REPORT



2020

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INNOVATION FINDS  
A WAY!

One of the online community building events of our Mentoring Program.

Innovation Finds a Way!

## DEAR FRIEND,

2020 made all of us face unknown situations and unexpected challenges. However, it was heartwarming to see how these difficulties boosted the willingness to collaborate and to create strong communities all around the world.

Design Terminal has long been proud of its work on community building which we were able to leverage in new ways, to reach new goals. We supported those who were able to make most of our resources. In the process, we learnt a lot about ourselves, about each other, and about several virtues of our team.

We surveyed the needs and challenges of startups at the very first moment with the help of our Startup Crisis Questionnaire, and we also helped an even wider range of startups and small businesses than ever before with our online video series: **Survival Kit**.

Among other things, we reformed our **Mentoring Program** helping startups, with a special focus on knowledge sharing and community building. We worked to provide the same experience for participants online as in the previous, offline semesters. We succeeded in our efforts: the DT community and tight-knit alumni grew stronger with valuable new members.

We continued our cooperation with the Hungarian Chamber of Agriculture and the State Secretariat for National Policy, and we also continued our program to support Visegrad startups with the support of the International Visegrad Fund. **NAK TechLab, the Carpathian Basin Mentoring Program and the V4 Startup Force**

**Program** have all continued to support our efforts in business development and talent management with outstanding programs. We are extremely proud that many of the participants in the year's programs have formed valuable corporate partnerships and some of them have even ventured into new international markets.

2020 marked the launch of **X-Europe**, a program dedicated to developing deep-tech startups, an initiative we are proud to be an organizing partner of. With the support of HORIZON 2020, the largest research and development funding program of the European Union, together with our esteemed international partners, we had the opportunity to boost Hungarian startups and those in the Visegrad region, by building relationships with investors and large corporates among other things.

An old dream came true when, as a founding partner, we –together with Google, IVSZ and founders of the most significant Hungarian startups– founded **Startup Hungary** set to help the Hungarian ecosystem as an advocacy organization and platform to share knowledge. In cooperation with the Blue Planet Foundation we organized a 24-hour hackathon with the goal to find ways to preserve Earth's water reserves was an immense success. This was one of the moments of the year when the selected teams could work together in person, as a community. It was a very special and heart-warming experience.

**We wish all of us as many similar experiences as possible in 2021. Thank you for following us in 2020 as well.**



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









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## OUR TEAM



**János Csák**  
*Chairman*



**Csaba Lantos**  
*President of the Supervisory Board*



**Zsuzsanna Kun**  
*Member of the Supervisory Board*



**Júlia Molnár**  
*Member of the Supervisory Board*



**Péter Szabadhegy**  
*Consultant*



**Dóra Andrejszki**



**Gergely Böszörményi-Nagy**



**dr. Viktor Kiss**



**dr. Laura Götzinger**



**Marina Dula**



**Barbara Fábíán**



**Anita Füzi**



**Nóra Harasztia**



**Fanni Huszár**



**Anikó Ivanics**



**László Jónás**



**Áida Kavalecz**



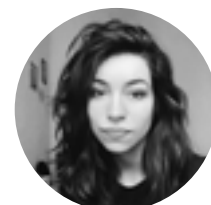
**Viola Keresztes**



**Zita Kissné Móricz**



**Eszter Krasznavölgyi**



**Diána Lajos**



**Lilla Liskay**



**Bernadett Miklós**



**Sári Miklós**



**Tamás Molnár**



**Apollónia Molnár**



**Péter Nyilas**



**Dorka Orbán**



**Henrik Pap**



**Mária Rácz**



**Ibolya Rácz**



**Bernadett Raffai**



**Nóra Sokolowski-Lázár**



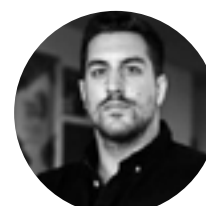
**Dorka Szarka**



**Vanda Széplaki**



**Katalin Szilágyi**



**Balázs Takács**



**Márta Tóth**



**Bianka Tóth-Király**



**Miklós Vargha**



**Tímea Végh**

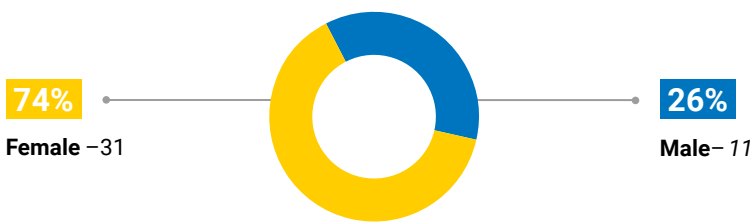


**Ágnes Visnyovszki**

Average Age of the Team



Team Members by Gender

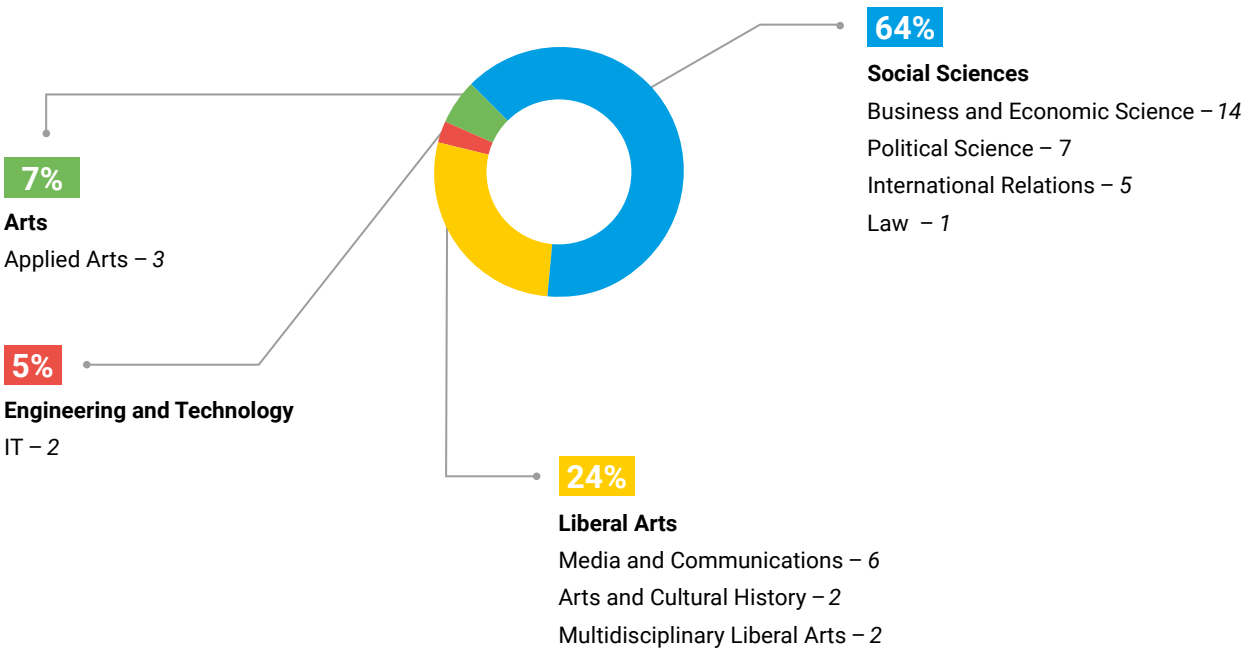


Languages Spoken by the Team



\* Italian, Spanish, Polish

Studies



Days Spent in Home Office

almost **150**

“On my way home from London, I received a phone call at the airport that although I should start my work at DT the next day, I had better not go in. Due to the covid situation that had just broken out in Hungary, each colleague returning from abroad was placed in quarantine for two weeks. A few days later, the first restrictions were announced in Hungary, so my colleagues also joined me in isolation. We all spent an entire three months in home office. During the week of onboarding, it was not only me who found herself in a completely strange situation, but also those who had formed a harmonious team.

**I spent my probation period at my desk in my room and only saw the faces of my now familiar, beloved colleagues in video calls for a quarter of a year.** I was trying to drift along the flood of information, and they were struggling to get their existing knowledge on a new track. To achieve this, we had a lot of conversations at an intense pace of work, which required a lot of energy from all of us. In the meantime, we found new paths, new formats, and survival strategies together. Certainly, the most memorable probation period of my life was that of 2020. However, the relationship with the team became close even in this form.”

**Barbara Fábián**  
Press & PR Manager







## INTERNSHIP PROGRAM

“The internship program of Design Terminal provides an insight into the bustling everyday life of startups, and there is also a possibility to look a bit behind the scenes. The best of all is that it is possible to get involved in several talent programs and learn about the people and stories behind each startup. The intense startup culture makes people improve continuously, and there is a lot to learn from the always enthusiastic startupper. **In 2020, my favourite project was the Future of Agritech conference held within the framework of the X-Europe Program**, because I had the possibility to experience how to organize an international online meeting from the initial phase to its implementation. In addition, experiencing all of this from the garden of the Design Terminal made it even more fun.”

**Lilla Gerencsér**

Intern









# CABINS

"At Design Terminal, we have always paid special attention to making the work environment as inspiring as possible. **We believe that one of the important elements of value creation is to think together and to be able to create in a stimulating, creative environment.** The Covid situation has taught us how strong the role of the community is - even if we can't see each other in person. We emphasized paying attention to each other even more than before, in a much more focused manner.

On the one hand, we have created new communal spaces in the cozy garden of Design Terminal with the cabins. The team enthusiastically occupied the new workstations, it was almost necessary to compete for organizing short meetings, brainstorming sessions here. On the other hand, the small wooden houses are a perfect solution for tasks that require in-depth concentration."

**Tímea Végh**  
Head of Operations and HR







# MEMORABLE MOMENTS OF 2020: IN THE SHADOW OF COVID

In line with our mission, we took the difficulties of 2020 head-on and helped startups, small and medium-sized enterprises, and moreover, the most disadvantaged social groups.



**Almost 27,000 people watched our public service videos.**



**More than 20,000 startups applied to our programs.**



**We donated HUF 2.5 million to those in need.**

**We also supported the community with non-profit online series, virtual trainings, brainstorming competitions and instant monetary donations.** On several occasions, we made online and offline presentations for university students on what Design Terminal is engaged in. Thus, we wanted to provide them with pointers to start a potential entrepreneurial career.

Through our fast response, adaptation, cooperation, and innovative and efficient solutions we helped not only entrepreneurs but a much wider segment of society in Hungary, beyond our borders and in the international arena.

## TWO HACKATHONS, 20,000 APPLICANTS, HUNDREDS OF INNOVATIVE SOLUTIONS

At the beginning of the quarantine period, we also participated in the organization of two international brainstorming competitions as a key partner. The main goal of the 48-hour online hackathon, Hack the Crisis held in more than 30 countries, was to support the professionals and institutions with a key role in controlling the virus. Twelve teams made it to the final selection of the domestic round. Design Terminal was invited as an international curator to the EU vs Virus Pan-European Hackathon by the Ministry of Innovation and Technology. The creative online competition, where innovative solutions to overcome challenges were sought, was organized by the European Commission and the European Innovation Council, together with the Member States. More than 20,000 applicants registered for the Pan-European hackathon. A total of 2,160 projects were received by the organizers, of which the international jury awarded 117 innovative solutions. Three Hungarian teams also performed successfully in the hackathon, two of which made it into the top six key category winners.



## WE HELPED FIGHT THE CORONAVIRUS WITH AN IMMEDIATE DONATION

We supported the Hungarian Interchurch Aid with HUF 1.5 million to help healthcare workers, the Single Parents' Club Foundation with HUF 500,000, and offered HUF 500,000 for the "3D printing against the coronavirus" civil partnership. The offer was about the importance of teamwork and community existence in this dire situation for all of us.



*"It was interesting to talk about how entrepreneurs behave, react, and decide in this situation. I was overjoyed by seeing that they were always looking forward, trying to figure out at what is to be learned and salvaged from these troublesome times. Optimists First! It not only seems to be the motto of DT but a real and lifelike concept. Making the series was also a new television experience for me, in which I could work with a professional team and, as always, I learnt new things."*

**Gábor Gundel Takács**  
host of the Survival Kit

## STARTUP CRISIS REPORT

To get a more accurate picture of the situation the international startup world was in due to the virus, we launched a Startup Crisis Questionnaire. We received two hundred and forty responses from 22 countries, and the conclusions drawn thereof helped us to compile the most targeted and useful training plan for teams participating in Central Europe's first Virtual Mentoring Program to date. With the anonymous questionnaire, we wanted to assess how and in what areas were startups affected by the crisis caused by the pandemic, and what support they need in these times. **The ultimate goal was to find out what to include in the "survival package" that could help businesses in the future.**

## SURVIVAL KIT FOR SMES

Almost 27,000 people saw our four-part video series of public service on Facebook. Based on figures and viewer feedback, the Survival Kit series – First Aid for Startups and Small Enterprises reached those most affected by the crisis. **Credible and experienced experts provided support, knowledge, and ideas for Hungarian enterprises to survive and start again.** Online viewers could ask the participants of the show questions of most concern, thanks to the series' live and interactive nature. The show was hosted by Gábor Gundel Takács and attended by well-known experts, such as Veronika Pistyur, Szabina Tomán, Gyula Fehér and Dávid Lakatos.









# MENTORING PROGRAM IN A NEW, VIRTUAL FORMAT

## SPRING SEMESTER

Our incubation program moved online: we launched the first Virtual Mentoring Program in Hungary and the region in March.

*A total of 183 teams from 10 different countries and 3 continents applied for the spring semester. 11 of the 19 teams of Power Camp made it to the final selection.*

We organized the events with a richer-than-ever program, adapting its topics to the changing economic conditions. **We strongly sought the answer to the question of how to respond to unexpected, extraordinary situations, and crises, and make enterprises more resilient.** Startups also got an idea of how to reshape their business model, how to motivate their team from home. Virtual community building was also a priority in the new strategy.

Of course, our twelve-week program continued to provide help for startups in product and business development, communication, sales, and financial planning, as well as guidance to mentored talent on their organizational and legal backgrounds. Again, one of the strengths of the program was the mentoring team of Hungarian and international professionals.



"I joined the Design Terminal team almost immediately before the first virtual Mentoring Program in Spring. We had two weeks until the Power Camp, and we prepared a lot for providing the best possible program for the teams in the selection camp, even in this new, unknown situation. I was really thrown in at the deep end in the new position. Therefore, **the most lasting experience was the very first moment: when I saw more and more hitherto unknown faces appear in the Zoom call at the first community-building over coffee.** It was a tiring but amazingly inspiring time. It was then when I first met the mentors and experts, and it was a great experience to see how much knowledge had accumulated in the DT network. As we progressed in the Mentoring Program and morning check-ins came one after the

other, the atmosphere became cosier and more familiar. It had been a long time since I last saw so many sleepy faces in the morning and so many people in pyjamas in one place. This informal relationship would probably not have been possible in an offline program. Fortunately, we had the possibility to meet in person later – at least with the Hungarian teams. We had a barbecue party in the garden of Design Terminal. It felt like we had known each other for years, even though it was the first time for me to realize how tall each person is, or that they also exist from the waist down. It was a great experience to meet so many single-minded, goal-oriented people. I came here from a multinational environment, and that kind of enthusiasm completely took me off my feet."

**Márta Tóth**

Project Manager



FINAL SHOW

We closed the Mentoring Program in an unusual way: the Demo Day was held online. Still, our goal remained the same: to close the three-month collaboration appropriately, to celebrate the united mentor and startup community, and to present the program creating value for the general public.



The teams could again introduce themselves in front of a professional panel: investor Gabriella Csányi, co-founder of Pine Design, Dénes Kemény, former head coach of the national water polo team of Hungary, and Tamás Stukovszky, head of corporate relations at the Corvinus University of Budapest did their best to find out if they can stand their ground. To raise the stakes, the audience could also ask questions and vote for their favourites during the online broadcast.

The official Facebook event of the Final Show reached a total of 276,000 viewers.

“All our creativity was needed when the Mentoring Program, based on personal mentoring and community experience, had to be transferred online. In case of our Demo Day, which earlier took place on stage in front of a live audience, this was particularly true: we had to figure out how to make the event exciting for viewers who join remotely. **In the biggest digital noise, we had to come up with something that made us stand out from the crowd, and the standard of which also matched the quality we are used to at Design Terminal.** In addition, we wanted to provide the teams with an experience full of excitement that a live show had meant to previous attendees.

We made sure they are on the edge of their seats: for example, they had to draw cards to find out what difficult or abetting circumstances awaited them during their presentation. In the backstage, with similarly great excitement, we followed with the DT staff whether viewing figures were getting higher and higher. To this day, one of my favourite DT experiences has been when at the end of the show, the teams thanked me for my work in the semester with a shower of confetti in a live broadcast. I did not at all expect to appear in the live broadcast, not to mention such a heart-warming moment.”

Anikó Ivanics  
Head of Talent Innovation









TEAMS



**BIRD-TECH** - Hungary  
BIRD-TECH is a company aiming to reduce the birds’ electro-  
cution incidents. They are working on improving bird-safety of  
medium voltage power grids.



**Briefly** - Hungary  
Briefly is a marketplace that connects companies with free-  
lancer teams from the advertising industry. They create new  
opportunities and make freelancing sustainable.



**Donatero** - Chile  
Donatero is a platform that provides a simple and democratic  
way to contribute to social welfare. They align multiple stake-  
holders in a single market to dynamize the entire donation  
industry.



**ExaMe** - Hungary  
EXAME is a marketplace for High School final exam preparation  
materials, optimised for smartphones. They make traditional  
textbooks smart by creating microlearning sections and adding  
interactive exercises and flashcards.



**Kider App** - Hungary  
Kider is a platform to connect program providers for children  
with parents. They empower providers to grow their business  
through Kider App and support parents to find the best activi-  
ties fitting to their kids age, interest and location.



**Fleetsimplify** - Kenya  
Fleetsimplify is a fleet management platform from Kenya. They  
offer fleet management solutions to car owners and fleet com-  
panies, allowing them to monetize their vehicles stressfree.



**Proworx Digital** - Hungary  
Proworx offers ready-made and licensable marketing applica-  
tion toolkit, software customization, setup and implementation,  
outsource platform hosting, IT support & marketing customer  
service.







**Saffy Water** - Egypt

Saffy is a water purification company, developing an innovative technology that can produce the most drinkable water without stripping out the beneficial elements.



**Sweet City** - Hungary

Sweet City collects the finest patisserie products of Budapest and puts them on one platform, where everyone can make an order delivered to their doorstep.



**SMAPP** - Hungary

SMAPP develops a digitized trap that can provide accurate predictions on effective pest control points, helping farmers to avoid excessive pest spraying.







## AUTUMN SEMESTER

# Innovation Finds a Way!

The slogan of the autumn semester of our Mentoring Program suggests that innovative solutions come to the surface even under the most difficult conditions.

The new online semester did not discourage startups, and we had never been able to select from such diverse teams before. Innovators from 13 countries and 3 continents submitted their applications.

*From a total of 82 startups, we selected 16 that made it to the Virtual Power Camp.*

Ten startups made it to the final selection, including six Hungarian and four foreign – a Chilean, French, Estonian and Spanish – teams.

The variety of sectors and problems targeted by startups was also inspiring. The founders recognized that the future was in their hands, they could give guidance in an uncertain situation. Since they had to build a business in unprecedented circumstances, in addition to the usual lectures and workshops, we helped them with several leadership and sales courses this semester.





#### B-cube.ai - France

The startup develops trading strategies for cryptocurrencies, based on a purely scientific approach to Quantitative Finance using Machine Learning and other mathematical models.



#### Munch - Hungary

Munch.hu is a platform where restaurants, bakeries, supermarkets, hotels, and other stores can sell their surplus food at a discounted price as surprise packages.



#### EcoEd - Chile

A software that provides automated customized ways for small companies to be more sustainable. They want to provide high-level sustainability consultancy to small businesses in a scalable and affordable manner.



#### Heuristik - Spain

A patient management software to upload and manage patient data, biometrics algorithms to identify the patients, the most accurate biometric hardware (certified by the FBI) and a cloud solution to connect healthcare organizations.



#### Palanta - Hungary

PALANTA is an online sustainable fashion rental solution for eco-conscious women and (future) moms, driven by a green community and a common goal: to provide an answer to over-consumerism and fashion waste in the clothing industry, and with this contribute to a healthier planet and circular economy.







**PhoneIn** - Hungary / USA

A universally compatible intercom replacement which is granting access for guests through an application.



**Skeebdo** - Hungary

Skeebdo is a cross-platform app that improves users' English vocabulary based on any movie/TV show. Their learning system is tailored to the knowledge level of users.



**TRACK**

**Track** - Hungary

They created a platform for hard-to-follow sports events where races can be followed in real-time, gathering data from GPSs and other IoT devices.



**Volteum**

**Volteum** - Hungary

A route planner app for electric car drivers with which they can plan their long-distance routes in seconds. It estimates the discharge of their cars, gives them an optimal route with the necessary charging points and also offers them activities of their preference during charging (like cafés, restaurants, supermarkets, etc.)



SUCCESS STORIES FROM OUR MENTEES



COMPOCITY: THE REVOLUTION OF INDOOR COMPOSTING

The lovable robot of Compocity, which started its conquest in Hungary in 2020, educates potential pro-compost people in a simple and playful way. Founder Emese Pancsa and her innovation had a huge success in the press, and more and more people became familiar with the lovely robot operated by a special microorganism. The device also has an application for urban green waste enthusiasts to collect points with and educates even the youngest ones about sustainability. The design of the Compocity is also eye-catching, and it doesn't need worms to operate.



VIDDL: THE STARTUP EXPANDED DURING THE PANDEMIC

Three months after the outbreak, the mail order startup doubled and later tripled its turnover, expanding its courier community. The initial uncertainty was frightening, but the challenges urged them to find new solutions. This is what we call a true DT approach! The company, founded in 2017, immediately switched to contactless mail delivery and a new service was also launched. The latter was named HozdL, meaning that ViddL couriers not only delivered parcels but also did the shopping for customers, even in different places. The company also took its share of social responsibility: this service was available free of charge to pensioners.

PROWORX DIGITAL: THE WINNER OF THE CREATIVE CATEGORY OF STARTUP EUROPE AWARDS HUNGARY

Our alumni team dealing with marketing automation and marketing-related dedicated software development won the Creative Category of the Startup Europe Awards Hungary competition. The new development of Proworx Digital helped companies carry out the completion and process of coronavirus-related questionnaires fast, efficiently and with minimal risk.

SMAPP: THE CASE OF AN 18-YEAR-OLD MASTERMIND AND ONE OF THE LARGEST DOMESTIC AGRICULTURAL COMPANIES

One of the lustres of our NAK TechLab program was SMAPP, a founder of which, 18-year-old Miklós Zsigó, hit the news by the fact that KITE Zrt. in Nádudvar, a leading actor in the Hungarian market of agricultural integration, was testing his innovation. The startup invented a new digital pheromone apple moth trap that can play a more effective role in appropriate preventive plant protection interventions than ever before. They started to test it together with the corporation in the spring of 2020. Since then, SMAPP and KITE have been considering a long-term cooperation.











# COOPERATION IN THE CARPATHIAN BASIN: FIVE YEARS STRONG

We also organized our Carpathian Basin Mentoring Program, the meeting of Hungarian entrepreneurs in the Carpathian Basin virtually, naturally in continuous collaboration with the State Secretariat for National Policy of the Prime Minister's Office.

200 Hungarian entrepreneurs from abroad took part in the online event from the Hungarian-inhabited areas of the neighbouring countries. The aim of the meeting was to provide professional assistance to Hungarian enterprises in difficult situations in cross-border areas, as well as to help develop a closer relationship between cross-border Hungarians and the motherland.

*The two-day online meeting, held in early May was attended by 77 entrepreneurs from Erdély, 43 from Felvidék, 53 from Vajdaság and 27 from Kárpátalja.*

They met mentors, attended professional lectures and workshops, and we also held a prize competition this year. Compensating for the lack of face-to-face meetings, we paid special attention to community building.



"Our foreign business development program for cross-border Hungarians is one of the most important to me in several aspects. The initiative was one of the first steps of our international expansion. I got to know Hungarian cross-border communities through this program and it was also there that I realized what it means to have a national mindset. For the past five years, we have not only seen stunning landscapes, but we have met excellent people whom it is a pleasure to work with each time. Personally, I have learnt a lot from them and they fundamentally shaped my perspective. Of course, the greatest value of the program is the network that has been developed and I think that the most important success is that meaningful

relationships developed between entrepreneurs, not only in the regions but also across them. **Initially, we worked to transfer the knowledge of the motherland to them, but now we reached a point where we can support local entrepreneurial communities, as there is nothing stronger than having the opportunity to ask each other.** The business development program for cross-border Hungarians is one of the most characteristic element of Design Terminal's DNA. Year after year, we must be able to prove that we are worthy to support cross-border communities. I can see few more important tasks ahead of us than to completely fulfil this mission every year."

**László Jónás**  
Head of Strategy





# V4 STARTUP FORCE: JOINT SEMESTER, MORE OPPORTUNITIES

The first scholarship program in the Visegrad region, which not only provides mentoring and workshops for the selected startups, but also promotes their international expansion and networking, was also held online this year. The startups reached Budapest, Prague, Warsaw, and Bratislava virtually.

However, we found the opportunity in difficulty. We organized a combined semester in Autumn, thus providing more opportunities for startups admitted to the program to build relationships and develop their business, as they had the possibility to virtually meet several corporate partners and investors. This year, our goal again was to strengthen the regional startup communities and provide cross-border business development opportunities.

**A total of 127 regional startups applied. We took a closer look at 17 Hungarian, 14 Polish, 13 Slovak and 12 Czech teams giving them direct feedback on their service or product.** Finally, we selected a total of eight teams, two from each country to join the program.



## AI\_Factory - Poland

The company is able to identify the products on the shelves with image analytics.



## ExChord - Slovakia

A solution to achieve cost efficiency during international money transfers.

*The scholarship program has been implemented with the support of the International Visegrad Fund (IVF).*



FeverScreener

## Sentiner - Slovakia

A detection system built in cameras to recognize when someone is not wearing a mask or has a high body temperature.



## HandCubeKey - Slovakia

Their development is a special keyboard for the disabled, which provides a solution to the lack of fine motoric skills.



**21st cf.factory** - Czech Republic

They use artificial intelligence to anticipate market changes and provide customized solutions through a process automation tool to maximize process efficiency and reduce energy costs.

**digitoo**

**Digitoo** - Czech Republic

Accountants' work efficiency can be solved through automation.

**BRIEFLY**

**Briefly** - Hungary

Provides freelance marketing solutions to companies.

**CONSOLIDITY**

**Consolidity** - Hungary

The number of hours spent on administration can be reduced through back office automation with their solution.



*"The Visegrad region is rich in ideas and creativity, but less talented in showing it to the world and making it beneficial for the economy and citizens of the nations. There is a need for opportunities that help young talent and entrepreneurs."*

**Edit Szilágyiné Bátorfi**  
Executive Director,  
International Visegrad Fund





# CROSS-BORDER INNOVATION COOPERATION: X-EUROPE

In January, we joined a large-scale, two-year program to connect Western and Central and Eastern European innovation ecosystems at the invitation of the world-renowned Dutch organization, The Next Web. Within the framework of the EU program, Horizon 2020, we launched X-Europe with the help of three other renowned partners in the European startup life, TechChill, F6S and Growth Tribe.

**X-Europe helps enterprises based on scientific research to develop deep-tech innovation in business development and networking in Western European markets.** The main goal of Design Terminal is to help the startups of the Visegrad region.

In 2020, the program immediately moved to the virtual arena but the recruitment launched in diverse verticals soon attracted hundreds of startups. **After the first two rounds focusing on health tech and agritech, the recruitment of startups working in the field of AI and ML started at the end of the year.** So far, a total of 5 Hungarian startups made it to the final selections.



## FUTURE OF AGRITECH ONLINE SUMMIT POWERED BY DESIGN TERMINAL

We had representatives of both NASA and ESA (European Space Agency) sit at the virtual table at the two-day online conference that we organized in the second, DT-led agritech-focused round of the program. The event was about the digitization and innovation trends of agriculture, which can propel Hungary to become one of the most important places of the agricultural innovation ecosystem. The online event was joined by viewers from across Europe and even overseas, who could be part of meaningful presentations, inspiring discussions and constructive debates. **Over the course of two days, viewers had the chance to listen to the thoughts of a total of 23 presenters, renowned national and international experts from 14 different countries.**



“The biggest challenge of 2020 was adaptation and a complete renewal. We had to create something big in an entirely new situation, where an innovative approach and creativity were not enough. We knew that the most important criterion for success would be teamwork. **The basic element of my life as an athlete is to meet challenges, but regarding the AgriTech conference with a NASA presenter, participants from 14 countries, and a global audience, I was in over my head and it required a thorough knowledge of online event organization.** Adapting to the situation caused by the pandemic, we learnt very quickly how to put together such a production and everyone in the team worked even harder than usual. This is how we could renew all our programs, develop exciting formats for our events and learn a lot about the online world. I am very happy that the difficulties have brought new opportunities and directions for development, but I look forward to meeting the communities involved in our programs in person again.”

**Balázs Takács**

Head of Communications & Client Service









# INNOVATION PARTNERSHIPS



2020 was an exciting year when it comes to the NAK TechLab as well. The program was launched last year by the Hungarian Chamber of Agriculture and Design Terminal with the aim of finding the most innovative solutions in the domestic agricultural sector and food industry, thus making the industry and market more competitive, sustainable and greener. **In addition to startups, corporations, farmers, investors, and smaller companies are also happy to participate in the program.** Startups can boost their developments through business trainings, intensive workshops and by working with mentors from the agricultural industry, business development and corporations. **In 2020, nearly 100 startups applied for the programs announced by NAK TechLab.**

## DIGITAL DEMO DAY

Given the pandemic, the first NAK TechLab incubation program launched in Autumn 2019 ended in an unusual way in March 2020. **Eight startup teams, three jury members, a host, and an infinite number of interested people joined the unconventional Demo Day at the same time, far from each other in space.** The introduction of innovative companies was streamed live on Facebook: more than 10,000 people watched the show. The presentations of the teams were followed by the jury's evaluation and questions, and the event ended with great success.



## INVESTOR MEETUP

In May, six agro-innovation startups introduced themselves for the second time – also online – at our investor event, where we connected startups with domestic capital funds.

## UNIVERSITY COMPETITION

In August, we organized a university brainstorming competition in a renewed format, which dozens of teams applied for again. It was an exceptionally stiff competition, so eventually we chose seven teams to take part in the final instead of the originally planned five. The competition was open to innovative ideas aimed at increasing the efficiency of agriculture. **We were very proud to see that young people studying in non-agricultural fields were also very much interested in working on finding innovative solutions for the challenges of Hungarian agriculture.**

## INCUBATION PROGRAM

In Autumn, we launched our second NAK TechLab incubation program, which once again proved to be a unique opportunity for agricultural startups to work with industry leading corporations on their market-conquering solutions. This time, market leading companies also joined the program to find solutions for their challenges.

***The program resulted in  
6 corporations starting  
15 collaborations with  
11 startups in 3 months.***

Bonafarm Group, KITE Zrt., AXIÁL Kft., SIÓ-ECKES Kft. and Auchan all joined the agricultural program with great enthusiasm and started several collaborations and product development processes with the participating startups.

We helped startups with possible capital injection consultations (Bonitás Asset Management Plc, Hiventures Venture Capital Fund Management Ltd), and technological services (Agricultural Research Centre, Vodafone Hungary, Planet) this year as well.











**The founders of twelve well-known Hungarian startups, with the support of Google, IVSZ and Design Terminal, launched Startup Hungary to catalyze the creation, ease of operation and growth of internationally successful startups in Hungary.** The initiative fills a gap: for the first time, founders have set up an advocacy organization for startups that can credibly represent the long-term goal of ecosystem development with their significant experience in the sector and the resources at their disposal.

The founders defined community building, awareness-raising and advocacy as the main activities of the organization. Members of the initiative consider it important to help startups find their way, to spread the best international methods and skills needed for building a global company, thus helping to create companies that can keep talented young people in Hungary. The organization's third important area of activity is policy advocacy that supports the above, i.e., the formulation of proposals for the removal of regulatory barriers that hinder enterprises with high growth potential and the development of incentives.

## Aquathon

We organized a brainstorming competition with the Blue Planet Foundation. Competitors had to come up with a digital solution to make individual water use more efficient at the residential level. During the 24 hours, teams listened to an inspirational lecture, attended a preparatory workshop, refined their ideas with the help of mentors and finally presented them to a jury of experts.

The event originally scheduled for April was postponed to September due to the virus situation, which was then implemented in accordance with the most stringent safety standards.

Together with the Blue Planet Foundation we selected 12 teams from 60 applicants, of which 3 were voted by the jury. The winning team, BIGger Together, came up with an idea for the invisible water problem.







This year, we joined the international Red Bull University Program again. We help the project with the knowledge and experience we have gained in several brainstorming competitions for university and college students held in recent years. **This year, together with Red Bull, we were looking for student innovations that can change university life and innovators who make positive changes in this field through their digital solutions.** A total of 21 Hungarian teams applied for the global final, where each country was represented by one startup.



#### Innochamp Program

We trained innovation champions at our first SME client to give impetus for ideas within the company for market growth during product development processes, with the help of professional mentors. The champions were trained to get an idea into the product phase. Twenty champions applied for the program, 10 of whom were selected based on a test in attitude to work and the opinion of the management of Szintézis.

The implementation of the Innovation Champion Program went smoothly, despite the virus situation. The obstacle of moving online was successfully tackled by both the management and the champions, who were participating in the workshops and working out solutions to the tasks with undiminished enthusiasm and perfectly incorporated what they had learnt during the training phase into the process of implementing ideas.









## OUR FAILURES

One of the biggest strengths of Design Terminal's business talent management programs is community building. We are proud that our mentors, mentees, and the experts who work with us consider it a good feeling to belong to the DT community. Due to the coronavirus, this added value has been eroded this year. We used our best knowledge and the online opportunities to make up for the lost community experience, but for objective reasons unfortunately, it was not always as successful as it would have been in person. As soon as opportunities allow, we will get on with the task with renewed vigour, involving not only our new friends, but also participants in previous, online programs.



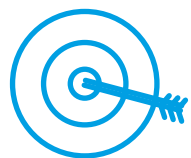


# TRANSPARENCY

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

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





# COLLABORATIONS

## KEY PARTNER



## PHILANTHROPIC PARTNER



## PARTNERS



## MEDIA PARTNERS










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