

SMART-UP Newsletter

II.

The largest start-up project of the Hungarian-Austrian border region: SMART-UP!



Innovation management

The innovation capacity of start-ups was begun to be determined through conducting in-depth interviews. First results from the interviews show that companies prefer user- or market-oriented innovation to strategically oriented innovation and thus structured future planning is often a neglected aspect.

The companies that took part in the surveys receive tailor-made advice on innovation management based on their results, i.e. tailored to the company concerned. The aim of this consultancy is to strengthen companies by activating and exploiting their innovation potential.

On the basis of the survey results, a summary study on economic development trends will be prepared for all stakeholders and companies.

If you would like to participate in the innovation-related survey, please contact any one of our project partners.



Call 4 Mentors! You can also participate as a mentor!

SMART UP - Mentors Make the Difference

Strengthening the capacity for innovation, expanding the start-up community, helping to set up companies, that is what the project is all about. In the current project phase we are looking for mentors!

Why should you become a mentor? As an experienced businessman and entrepreneur you can create added value by participating in our project where you will meet proactive and innovative people and engage with innovative ideas and build relationships!

The mentors help the start-up teams to develop their business ideas and reach market maturity. The teams and mentors tackle the cooperation taking into account individual demands and possibilities, in the interest of their own team.

- committed mentors support their start-ups or
- are available to assist you in general business matters with useful practical advice
- actively participate in the project as mentors during the mentoring phase (May 2019 - January 2020)

Support and Promote Startups & Regional Innovation Capacity through training and mentoring and the establishment of a cross-border startup community
ATHU052 - SMART-UP

The main interest is that mentors help their start-ups to move in the right direction. If you are interested in this mentoring program, please contact one of the project partners!



Entrepreneurial Idea

Recently, the project has organised several events with the aim of developing the innovative and promising ideas of young entrepreneurs and shaping the start-up community.

Among these events, the three-day Hackathon ideas competition held during the STARTUP weekend, organized by STARTUP Pannonia in Eisenstadt in November, was of particular importance. The participants of the Hackathon came from Burgenland, Styria, Vienna, the county Győr-Moson-Sopron, as well as from Budapest!

The SMARTUP Pannonia Community is planning similar team-building events where people can exchange, network and develop ideas.

The second IDEATHON event is scheduled for March 22-24, 2019 at Győr
Follow us on Facebook and join us!



STARTUP-PANNONIA

Become part of the new start-up community in the Hungarian-Austrian border region!

We are open to applications from Burgenland, Styria and Western Hungary startup teams wishing to join the cross-border "Start-support" programme of the Hungarian-Austrian border region!

- free participation in an 8-month program
- coaching for groups
- mentoring for individuals
- networking and much more.

For more details visit our Facebook page or [click here!](#)

Our website www.startup-pannonia.eu and the social network facebook.com/startuppannonia are our primary means of communication and offer space for the exchange of information!