

SMART-UP Newsletter IV.

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

Innovation Management

The project's business innovation capacity
assessment is proceeding as planned.

Another milestone is coming soon,
because based on the assessment results

the project team will issue good practice action plans for businesses.



A summarizing study will reflect on the survey's results.

If you want to take part in the innovation management survey, please contact the organizations participating in the project!

SMART-UP Mentoring and Coaching



At a meeting held on May 14, 2019 at the University of Applied Sciences in Burgenland, 9 mentor-mentee pairs were formed; they will cooperate until January 2020.

In addition to mentoring, the participants also receive personalized coaching, highlighting areas that are important to building a successful business. External specialists design and carry out the in the respective field. The participants can select coaching that address the following topics:

adaptability and motivation, structure, time management, outsourcing, schedule, pitch and presentation, digital marketing, pricing, business planning, sales.

Coaching workshops are full and take place on 13th and 14th November, 2019 at the UAS Burgenland.



SMART-UP, Startup Life

Recently, the project team organized several meetings within the scope of the project aiming to explore the innovative and viable ideas developed by the entrepreneurs as well as to establish and shape the start-up community.



Startup Wednesday - 04th September

During the monthly startup meeting in Győr, participants were given insights into the life and workings of the Chilean startup community.

They got to know Startup Campus, which provides support to start-ups in Hungary.

Finally yet importantly, the Startup Ecosystem of France, a European good-practice community, was introduced.

Startup Heuriger - startup meetup in Burgenland – 27th September

Two special guests attended the previous event of the regular startup meetings in Eisenstadt. The founders of the recently established Startup Lab in Sopron visited to further promote cross-border startup networking. It was great to see that SMART-UP's efforts to connect and establish startup networks in our region have such tangible impact.



Upcoming Highlights

Marketing Workshop for Startups – 05th November 2019, Graz

[For more information or to register, click here](#)

Digital marketing training – 07-08th November 2019, Győr

[For more information or to register, click here](#)

For more information about the project go to www.startup-pannonia.eu or find us on Facebook!

<https://www.facebook.com/smartup2018/>
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