STARTUP PANNONIA
OPERATING PROGRAM

Version: **Final**
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This document will be used as the basis for the community foundation letter which is intended to be signed by the host organisations and the lead partner of SMART-UP during the kick-off event of Startup Pannonia in June 2018.
Remark: We use the spelling of the term "startup" throughout this document, although there might be other forms (like start up, start-up), too. Startup includes other forms of innovative, young companies, too.

1. What is Startup Pannonia

When it comes to startups and Unicorns (i.e. rapidly growing companies with a valuation of over $1 billion), Vienna, Graz and Budapest are more likely to be mentioned than Eisenstadt, Neusiedl, Güssing, Györ, Mosonmagyaróvár or Sopron. But these regions must not be ignored. There are enough creative, innovative, technically and economically savvy people in our region who have the potential to found a company and become successful worldwide. Alone, however, it is often difficult. This is why the **startup communities in Burgenland, Steiermark and Györ-Moson-Sopron County** have joined forces to **launch a comprehensive initiative**: STARTUP PANNONIA.

In addition to supporting innovative young companies, the development of ideas - from idea generation to coaching the idea teams - is the focus of this project. The potentials can be more strongly promoted by the stronger networking of innovative minds in the border region. After the kick-off event in June 2018, there will be regular networking events, company visits or innovation workshops, which will also bring the community members together in real terms. Networking via social media is one of the focal points anyway. STARTUP PANNONIA will also be made known to the

scene through its presence at startup events such as Pioneers Festival in Vienna, 15seconds in Graz or Startup Safari Budapest.

SMART-UP

All initial activities around STARTUP PANNONIA are financed by the **SMART-UP project**, a project in the Interreg - Austria-Hungary 2014-2020 programme, in which the Austrian partners are Wirtschaft Burgenland, the FH Burgenland, the Burgenland Chamber of Commerce and FH Campus 02 from Graz, as well as the Chamber of Commerce and Industry for Györ-Moson-Sopron County, the Kisaföldi Foundation for Enterprise Promotion and the Szechenyi Istvan University on the Hungarian side. In addition to supporting innovative young companies, the development of ideas - from idea generation to coaching the idea teams - is the focus of this project. **STARTUP PANNONIA** is the link around these topics. The potentials can be more strongly promoted by the networking of innovative minds in the border region.

2. Host organisations, community partners and their responsibility

Host organisation

The application form of SMART-UP states that "in each country a host organisation will be launched". Establishing a new kind of organisation does not make sense, as this is connected with costs and regulatory efforts. In addition, the sustainability of the startup community is easier to handle by handing over this task to existing organisations and preferably present project partners, their staff and their financial means.

The project partners agree that one partner in each country is the co-host of the community and is responsible to act as agreed in the operating program.

Austria >	Wirtschaft Burgenland GmbH [Main host due to SMART-UP work package]
Hungary >	Kisaföldi Foundation for Enterprise Promotion / Kisalföldi Vállakozásfejlesztési Alapitvány [Co-host]

Setting it up this way, it is easier to integrate the community tasks into the daily work and ensure the sustainability of the community after the project ends.

Responsibility of host organisations

- Promoter of community in each country/region
- Coordinate regional events
- Admin of facebook page
- Contact agency for startups in the region
- Contact to local government for public activities and engagement of authorities
- Ensure that the operating program is up to date

Community partners

Partners of Startup Pannonia will support the cross-border startup community in different ways.

a) Partner organisations within SMART-UP
   - Györ-Moson-Sopron Chamber of Commerce and Industry
   - Széchenyi István University
   - CAMPUS 02 – FH der Wirtschaft
   - Wirtschaftskammer Burgenland

- Fachhochschule Burgenland GmbH

Partner organisations do not need to sign any additional document, they are regularly updated through emails and in partner meetings.

b) Strategic partners – startup communities with direct connection to the partners
- StartItUpGyör (monthly meetings in Györ, facebook appearance)
- Startup Burgenland (facebook group with over 300 followers)
- AustrianStartups (organisation of startups and like-minded people, regional representatives in each province, meetups throughout all of Austria)

c) Strategic partners – institutions with no direct link to SMART-UP, but common target groups with some of the partners or heavily engaged in startup topics
- IV Burgenland / AT
- Ideentriebwerk Graz / AT
- Junge Wirtschaft Burgenland / AT
- Startup Communities in Debrecen and Budapest
- Chambers of Commerce and Industry in Sopron, Zala county and Vas county
- Pannon Novum Innovation Agency
- European Youth Award (event in Graz)
- Wiener Wirtschaftsagentur
- l'office (cross border startup incubator in Budapest and Vienna)

All kind of strategic partners will be engaged by the SMART-UP partners in order to get their support for Startup Pannonia. There will be no official support contract or anything else to be signed.

Tasks of community partners
- Co-host of meetups and events
- Promotion of Startup Pannonia
- Link-sharing between Startup Pannonia and the partners

3. Goals for Startup Pannonia

Startup Pannonia has the chance to have a positive impact on the entrepreneurship and startup ecosystem in the Austrian-Hungarian cross-border region. The following goals shall act as an internal guideline where all activities should be aligned to.

a) **Internal goals**
- Create visibility for SMART-UP program/activities
- Sustainability of community must be guaranteed even after SMART-UP has ended
- Enterprises/startups need to be formed

Based on the application form of SMART-UP, the following indicators have been defined: 36 SME from Hungary and Austria shall be part of the cross-border startup community, 3 thematic events shall be organized, an operating program has to be written and a foundation letter to be signed.

b) **External goals**

- Promote topics – startups, innovation, entrepreneurship in our region
- Make our region visible in the national startup ecosystems
- Create cross-border consciousness through events, startup programs
- Technology/knowledge transfer: get to know each other, learn from their experience
- Create hot-spots where startups and people with ideas can refer to when they want to start their own business.

4. Membership in the startup community

Membership is open to any persons, be a private person, an entrepreneur, representative of economic entities (companies), government bodies and NGOs who accept the concept of Startup Pannonia and expresses his/her willingness to contribute to community activities.

Two kinds of membership can be identified:
a) Local member – having physical presence at any kind of event
- Staff from the project partners
- Person from a startup pilot team (WP T2)
- Owner / managing director of the 15+15 young SME (WP T1)
- Person who joins an event within WP T2/T3/T4
- Project stakeholder
- Students/people who are interested in the topic and participate in a local event
- People who talk with any project partner about their startup idea and get informed about Startup Pannonia

b) Virtual member (may be a local member, too)
- Person who joins facebook group / page
- People who register (?) or engage themselves in the web portal (part of WP1; implementation planned for end of Q4/2018)
- People who get into contact with the community hosts through email or any messenger app

People are counted as members of Startup Pannonia when they get informed about the startup community. This might be in form of an introduction at an event or in a direct engagement with a project partner. Virtual members are informed about Startup Pannonia at the site where they get into contact with Startup Pannonia.
Remark on GDPR/DSGVO: Only Name / company / email-address of members are collected in order to invite them to events and activities.

Benefits for members
- Invitation to events
- Participation in project-related activities, international workshops
- Cross-border networking
- Support for their startup idea
- Access to startups, mentors, business people, economy development organisation from the project area

Related to the SMART-UP indicator - 36 SME from Hungary and Austria shall be part of the cross-border startup community: How do we **measure / register** them?

- Name - person from a pilot team or young SME
- Name (+ company) - registered for an event
- Name – fan of facebook page (if name is available in clear text + company if it is known)
- Name – representing a stakeholder

For project purposes, the company/startup of each member is identified and counted.

5. Communication and promotion

For promotional and communicational measures, the partners agreed on the name "**Startup Pannonia**" for the cross-border startup community. A graphic designer was asked to develop a key visual that can be used also after the project SMART-UP has ended.

Identity

Name: Startup Pannonia

Key Visual
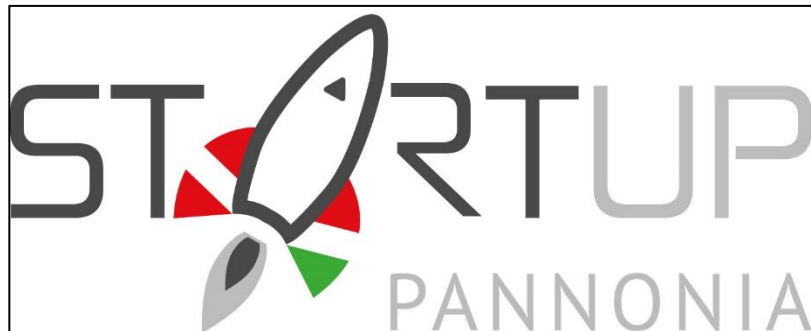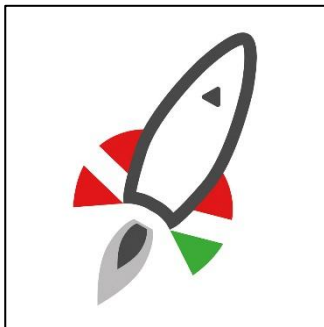
The key visual shall be used in connection with the official SMART-UP logo for compliance with publicity rules of the Interreg AT-HU program.

Target groups of Startup Pannonia:

- People who are interested in topics like startup, entrepreneurship, innovation
- Young, innovative SME in the project area
- Students at FH / universities in the project area
- Intermediate and startup organisations (i.e. organisations that provide any kind of service to startups from the idea phase up to investment rounds)
- Stakeholders: government, FH/universities

Communication / PR tools

- facebook page for Startup Pannonia: https://www.facebook.com/startuppannonia
The facebook page will be the main point of communication to the startup community members.
- Website of SMART-UP: www.startup-pannonia.eu
This link should lead to the online platform developed within WP1. As long as the platform is not available, the domain is routed to the facebook appearance of Startup Pannonia.
- facebook SMART-UP: http://www.facebook.com/smartup2018
- cross-promotion with other events, other communities (e.g. AustrianStartups, StartItUpGyör)
- facebook ads for events
- Kick-off event in June 2018 and regular meetups in all regions
- Local newspaper cooperation
- Local government / press conferences
- Newsletter in SMART-UP

Promotion stuff

- Rollup/beach flag (in combination with SMART-UP)
- T-Shirts (for own promotional use or special guests / ambassadors)

- Giveaways (t.b.d. / needs to be in line with the project budget)

6. Events and activities

Kick-Off Event

The kick-off event of Startup Pannonia is set for June 20th, 2018 in Jois at Weingut Hillinger. This event marks the first public event in SMART-UP. It shall be used to bring community members together, make promotion for our project and introduce the activities and partners to media and stakeholders. The kick-off will be accompanied by a press conference, where stakeholders from the project, public authorities and regional politicians will give their view on the topics of startups and entrepreneurship in our cross-border region.

The kick-off event will feature an introduction to SMART-UP and Startup Pannonia and 4 guest speakers from startups from Hungary and Austria who will share their story and what they had to overcome to be successful. At the end, a guest appearance of Leo Hillinger is also planned. Leo has made himself a name as a winemaker and especially marketing guru. But he also gained respect in the startup community as an investor – he is part of the investor-team in the TV show "2 Minuten 2 Millionen" at Puls4.

This event shall bring the public focus to startups in our region. Thus the host organisations will address all regional media in order to have a large number of stories afterwards. Based on the budget of the responsible partners, facebook ads and newspaper ads will be published. The goal is to have 100 people at the venue.

Thematic events

Three full / half day events on startup topics are planned as part of the SMART-UP project plan:

- HU: 04/2019
- AT: 09/2019
- HU: 03/2020

Topics for those events will be defined based on the current hot topics in the startup community (e.g. blockchain, bots, crowdfinancing, artificial intelligence …). Each event will feature keynote speakers, small workshops, networking area. They will be english-only as the startup community is open-minded and English is the common language.

Networking events

Any startup community needs to bring their members and like-minded people together for networking, exchanging know-how and ideas or creating new ideas. In the first year of Startup Pannonia, networking events should be organized by community partners (e.g. AustrianStartups or StartItUpGyör). Those partners have an established meetup format (Startup Heuriger in Burgenland, Startup Szerda in Györ, Startup Spritzer in Graz) and it is planned that there will be co-hosted events where Startup Pannonia and SMART-UP will be presented and guests will hear more about this initiative. As long as there are regular meetups in the regions, there is no need to create additional networking events for the same target group in the same format.

Startup Pannonia has budget dedicated for networking events within WP4 (Cross-border start-up community within project SMART-UP). Those networking events shall differ from the regular meetups in order to have an additional meetup series, dedicated to cross-border networking and special locations or topics.

7. Time and Money

Startup Pannonia is started as a cross-border initiative in the framework of SMART-UP. SMART-UP is running from January 2018 until end of June 2020. All activities (events, networking with other communities, PR activities) which are beneficial for the growth of Startup Pannonia are covered by the project budget (taking the financial guidelines of Interreg AT-HU into account).

8. Sustainability

Startup Communities are created in order to bring like-minded people together, mostly on a regional basis. In general, startup communities don't have a finishing date, deadline or closing event. They are built in order to last. Startup Pannonia was created as part of the SMART-UP project and all activities during the project lifetime shall be financed through Interreg funds. This goes for the staff cost as well as spending for location, catering, technical equipment or sometimes guest speakers.

Once SMART-UP ends in July 2020, the community will go on. The host organisations undertake efforts to find ways to connect community members. The facebook page will stay on as there are no additional costs needed except for sharing news and success stories from our cross-border region. Events that will be held independent of SMART-UP (e.g. startup networking events, startup competitions) can be used to share the cross-border spirit and the invitation shall be shared among the startup community members. It is up to the host organisations to start looking for follow-up projects to ensure financial means for community activities after SMART-UP has ended.

Based on the Boulder Thesis (see: https://fi.co/insight/how-to-build-a-startup-ecosystem-in-your-city), the core concepts for a sustainable entrepreneurial community are:

1. **Entrepreneurs must lead the startup community.** Those who launch companies must also devote their time and efforts to help others launch companies.
2. **The leaders must have a long-term commitment.** Entrepreneurship isn't for people who only like to dabble in different industries until they find something like.
3. **The startup community must be inclusive of anyone who wants to participate in it.** The more people you have in the community, the more ideas, the more talent, and the more potential for success you have.
4. **The startup community must have continual activities that engage the entire entrepreneurial stack.** Hackathons, Startup Weekends, and other events are necessary to keep the network alive and engaged.

Those guidelines are well reflected in the operating program and shall always kept in mind for a successful startup ecosystem.

Evaluation of the operating program

The operating program must be evaluated regularly. Based on the timeframe of SMART-UP, there will be reviews at each partner meeting under activity "WP T4 – cross border startup community". The project partners shall contribute whether they see any major changes that need to be written down in the operating program. Each change needs to be agreed on by all partners. The operating program has a table of revision to follow the history of this document.

Revisions

Version	Date	Chapter	Updated information
1.0	June 2018	all	Initial version created

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