

ITU Regional Innovation Forum on
**Bridging the Digital
Innovation Divide**

*Fostering Digital Entrepreneurship
and Startup Ecosystems*

21-23 November 2018
Oslo, Norway

innovation.itu.int www.itu.int/en/ITU-D/Regional-Presence/Europe

ITU Regional Initiative for Europe on ICT Centric Innovation Ecosystems



INPUT Program

INPUT Program

helping Hungarian ICT startups go global &
building and fostering the entrepreneurial ecosystem in
Hungary



GINOP-3.1.3-15-2016-00001 PROJEKT

inputprogram.com

HELPING HUNGARIAN ICT STARTUPS GO GLOBAL & BUILDING AND FOSTERING THE INNOVATION ECOSYSTEM

GOOD PRACTICES FOR ACCELERATING DIGITAL TRANSFORMATION

Innovation Track @ WSIS Forum

innovation.itu.int



Key activities

The INPUT Program provides pro bono, tailor-made services for both *early and growth-stage* startups in order to help them grow and enter international markets.

Nationwide startup coordinator network

Our coordinator and mentor network covers the entire country, finding exciting new technologies and talents.

International soft landing

With the help of our international network, we provide startups the resources and knowledge to expand internationally, & to make a soft landing via

- conferences and competitions
- B2B or sales meetings
- other startup development programs.

Business development

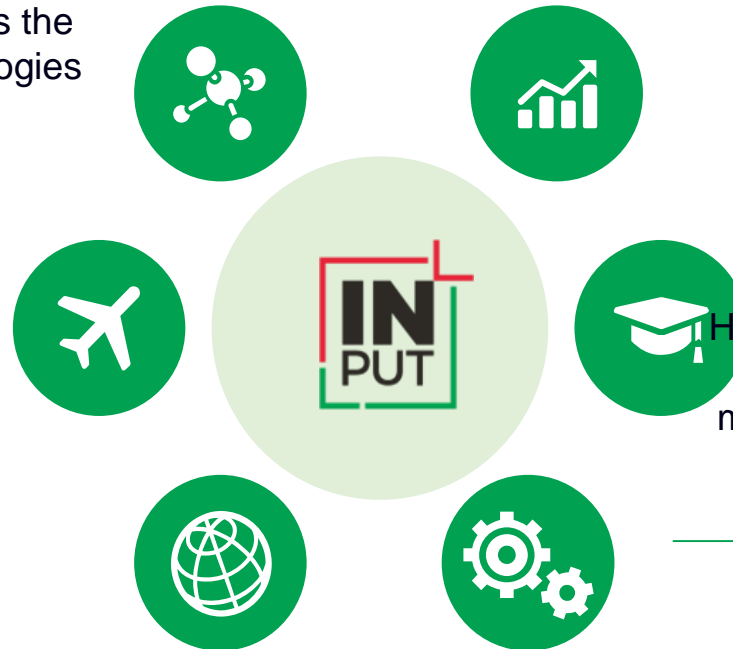
One-on-one consulting sessions and personalised sprints to prepare startups for international market entry.

Trainings and mentoring

Hands-on, practice-oriented training sessions throughout the country & accredited mentoring system with experienced mentors.

INPUT, a superfacilitator

Our superfacilitator role is aimed at coordinating among all the different stakeholders of the ecosystem.



Achievements

Since 2016, the start of our Program, we are proud to have achieved the followings:



UN GLOBAL BEST PRACTICE

UN Global Best Practice award in 2018



IDEAS

524
startups/idea owners involved in our program



EVENTS

179
events organized with
2433
participants



BUSINESS DEVELOPMENT

73
personal consulting sessions



MENTORS & EXPERTS

39
pro-bono mentors,
11 industry experts,
22 mentor&mentee matchings



INTERNATIONAL SUCCESS

Growing soft-landing program
International Pitching Competitions

Lessons learnt, best practices

~~Ivory tower~~

don't build a program from an ivory tower – first ask the ecosystem about their needs, their challenges!

Involve entrepreneurs

you wish to help startups – so set up the program by involving startup founders and entrepreneurs!

EU funding

financing is always a challenge – look around and identify EU funding options!

There's no hurry

building digital ecosystems take time - plan the program to be running for at least 3-5 years!

Find talents everywhere

your whole country has talented minds –
create a network of people embedded in their own local systems to find the hidden talents!

~~One-size-fits-all~~

there's no one-size-fits-all approach for startups – design business development sessions for both early and growth stage startups!

Soft landing

creating business opportunities abroad from the comfort of our chairs is not easy – it's best to create a soft landing program, ensuring that someone embedded in the target market's ecosystem can connect the dots

Thank you for your attention!



Zsuzsanna Kerémi

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INPUT PROGRAM

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INPUT Program

helping Hungarian ICT startups go global & building and fostering the entrepreneurial ecosystem in Hungary



• Name / Organization • Country • Tagline, 1-3 sentence description



Guiding
Innovation
Dynamics



Building
Innovation
Capacity



ICT Integra-
tion into
Key Sectors

Indicate main focus area / type

GOVERNANCE

- Launched by the Ministry for Innovation and Technology (Apr 2016)
- Developed by serial entrepreneurs and startup founders
- Starting point: study on the Hungarian startup ecosystem
- Operating as a startup - agile & quick to adapt to the needs of the ecosystem

• Organiz. structure • Management & Institutional framework • Competencies

KEY ACTIVITIES

Pro bono, tailor-made services for both early and growth-stage startups in order to help them grow and enter international markets.

- **Nationwide coordinator network**
Our coordinator and mentor network covers the entire country, finding exciting new technologies and talents.
- **Trainings and mentoring**
Hands-on, practice-oriented training sessions throughout the country & accredited mentoring system with experienced mentors.
- **Business development**
One-on-one consulting sessions and personalised sprints to prepare startups for international market entry.
- **International smart soft landing**
With the help of our international network, we provide startups the resources and knowledge to expand internationally, & to make a soft landing via
 - conferences and competitions
 - B2B or sales meetings
 - other startup development programs.
- **INPUT, a superfacilitator**
Our superfacilitator role is aimed at coordinating among all the different stakeholders of the ecosystem.

• Mechanisms • Processes • Activities • Events

GOALS

- The mission of the INPUT Program is to build and foster the digital innovation & entrepreneurial ecosystem across the country, especially focusing on the rural areas and **to help innovative ICT startups to enter global markets.**
- **Our aim is to help 350 Hungarian ICT startups get onto global markets by 2021.**
- Now our goal is to create INPUT hubs all around the world that generate valuable synergies by supporting each other, and by sharing their resources, knowledge and networks.

• Objective • Target stakeholders • Desired outcome for ecosystem

RESOURCES

- EU Funded Program (EUR 15+ M)
- Nationwide coordinator & mentor network embedded in the local ecosystems
- Central teams: BizDev, events, trainings, communication, support functions, etc.
- Broad Hungarian and international network of experts
- VCs, incubators, universities, PwC

• Financial • Non-financial • Sources • Partners

ACHIEVEMENTS

- UN Global Best Practice award in 2018
- 524 startups/idea owners involved in our program
- 179 events organized with 2433 participants
- 73 personal consulting sessions
- 39 pro-bono mentors, 11 industry experts, 22 mentor&mentee matchings
- 2017 October - Canada, Winnipeg, Global Forum 3rd place
- 2018 October – China, Hangzhou, International College Students' Entrepreneurship Invitational Competition 2018 – bronze medal
- 2018 October – Denmark, Copenhagen, finished in the top 5 (out of 150)

• Results • Evidence of impact • Scalability • Replicability