

SMART-UP

“A shared desire and enthusiasm to enhance innovation amongst startups in both Austria and Hungary has created a really dynamic atmosphere.”



DESCRIPTION	
In a bid to reverse this trend, the project SMART-UP was launched to create a lively and sustainable community of businesses and startups called Startup Pannonia.	
Special attention was given to boosting startups of less than five years-old, as well as young entrepreneurs and entrepreneurs-to-be and students. 20 startups were assessed on their capacity to be innovative, which was then used to create a benchmarking study, and tailored R&D action plans for the businesses.	
The project is stimulating ideas, offering tailored mentoring and coaching, and organising feedback from Hungarian and Austrian company executives in a targeted way, creating a framework that can be used again and again to the benefit of the business community.	
GEOGRAPHICAL COVERAGE	
Nyugat-Dunántúl (Hungary), Burgenland (Austria) and Steiermark (Austria).	
PROGRAMME	
Interreg V-A AT-HU.	
TOTAL BUDGET	EU FUNDING
€ 1,042,366.32	€ 886,011.33

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