



**SERBIA  
START  
UP**

# ABOUT US

# WE ARE ACCELERATING CREATIVE ENTREPRENEURS!

## WHO WE ARE?

Serbia Start Up is a non-profit organisation which empowers creative entrepreneurs. We help creative individuals who have new and original work and ideas to improve their business skills and build their dream companies. Serbia Start Up is matchmaking network of startups, mentors, investors, and partners.

## OUR VISION

Our vision is to help Serbia become one of the top 20 start-up ecosystems in the world with a strong focus on IT, Creative, Sports, Lifestyle, Agriculture, Food, and Science.

## WHAT WE DO?

Serbia Start Up develops entrepreneurship as a life-changing choice by:

- Supporting creative start-ups to gain business skills and development
- Improving access to finance through investor readiness guidance
- Implementing innovative partnerships and training
- Developing global and local accelerators

- Improving multidisciplinary collaboration.

## HOW WE DO IT?

We help creative entrepreneurs to bring their ideas to the life by organising:

- Competitions
- Trainings and Workshops
- Mentorships
- Conferences
- Accelerators
- Networks

## OUR GLOBAL LICENCES AND KEY PARTNERSHIPS

**Creative Business Cup** – World Championship for Creative Entrepreneurs and Innovations

**Future Agro Challenge** – World Championship for Agro Start-ups and Entrepreneurs

**Founder Institute** – Global accelerator helps aspiring entrepreneurs to build their dream and successful companies

**Global Entrepreneurship Week Partner**

**Global Entrepreneurship Congress Delegate**

**Microsoft BizSpark Partner**

## AWARDS

We are the Best Host of Future Agro Challenge 2015. Compass Award Ceremony held on Global Entrepreneurship Congress in Medellin, Colombia

## **MEMBERSHIPS**

Serbia Start Up is a member of the European Startup Network



ESN goal is to unify national startup associations to create a common voice for European startups so that more can start, scale and succeed in the EU, by:

- Data analysis to support policy making
- Facilitate international go-to-market
- Build strong national startup ecosystems

**GET  
INVOLVED**

# Welcome to Serbia Start Up 2016!

Join series of projects we are organizing to support creative entrepreneurs to grow.

We are gathering people from the creative and cultural industries, sports, agro and science business to join their multidisciplinary talents and business skills in new experience and value creation.

Most of our programs are part of international initiatives as we want Serbian start-ups to gain recognition and to promote Serbia as an entrepreneurial destination.

Serbia Start Up recognises the high ethical solutions on humans, animals, and environment welfare.



# WHAT IS THERE?





Creative  
Business  
Cup  
SERBIA

## **The World Championship for Creative Industries and Innovation**

We are licensed National Host for Serbia.

Creative Business Cup is unique global competition for creative industries. It is organised through network of national competitions. Winners from all countries and delegates are gathering in Copenhagen to compete on the World Championship Finals and to represent their countries.

This is a strong support for the people from creative industries to promote and encourage creative ideas and solutions. Our goal is to help creative ideas to turn into business concepts which highlights the creativity or greatly contributes to the development of other industries.

**Advertising Architecture Art & Antiques and  
Handicrafts Crafts Design Fashion Film, video  
and photography Entertainment Music  
Publishing Radio and television Computer  
games and electronic toys and digital  
publishing Visual and performing arts Related  
industries: Tourism, Sport and Recreation**







## **The Global Championship for Agro Business and Innovation**

We are licensed National Host for Serbia.

Future Agro Challenge is unique global competition for agro business and innovation. It is organised through network of national competitions. Winners from all countries and delegates are gathering on Global Entrepreneurship Congress to compete on the World Championship Finals and to represent their countries.

Our goal is to encourage modern agricultural practices which could bring health and benefits for all living creatures and ecosystem.



We are awarded Serbia as the Best Host of Future Agro Challenge 2015 during the Compass Award Ceremony held on Global Entrepreneurship Congress in Medellin, Colombia.

**Agro-tech Agriculture Nutrition & Health Biotech Bio-  
fuels Evergreen Practices Robotics and Precision  
Agriculture Agro Logistics Farmer Incomes Waste  
management Education Agro tourism Safety & Health  
Packaging**



# Founder Institute



FOUNDER  
INSTITUTE

## **Globalizing Silicon Valley Entrepreneurship Accelerator**

We are running Founder Institute Serbia Chapter.  
We are “producing” entrepreneurs.

The Founder Institute is the world’s premier start-up launch program for talented entrepreneurs headquartered in Palo Alto, Silicon Valley.

It is the best of a kind learning by doing comprehensive step-by-step structured curriculum, supported by mentors and global network.

During the 3,5 months training we are helping creative entrepreneurs to build meaningful and enduring companies.

On first Belgrade Winter Semester (February 2016), 32 people from Serbia, Canada, Brazil, Italy and other countries participated and 7 companies based in Serbia were created.





## **Microsoft BizSpark Partner**

As a Microsoft BizSpark Partner, we are supporting start-ups as they grow.

We are recognising the start-ups and entrepreneurs with potential to grow digital business, ideas and solutions to grant them 3 years of free stuff – software, services, tech support, and Azure cloud.

All start-ups are qualified if they are less than 5 years old, are privately held, and earns less than \$1M annually. And at the end of 3 years, they can keep all the software they've downloaded – at no cost.



**OUR**

**PROJECTS**

**MOCKUP YOUR STARTUP SCHOOL**

**INTERNATIONAL STARTUP BOOTCAMPS**

**CREATIVE SUMMER SESSIONS CONFERENCE**

**PREMIUM SERBIA CONFERENCE**

# LOCAL AND INTERNATIONAL ACTIVITIES 2016/2017 CALENDAR



February	●	Founder Institute Winter Semester
March	●	Mockup your Start-up School
July	●	4 July International Bootcamp 5 July Creative Business Cup Serbia – Finals 2016
August	●	Mockup your Start-up School
September	●	Founder Institute Autumn Semester
November	●	13-20 Nov Global Entrepreneurship Week 18 Nov Premium Srbija Future Agro Challenge Serbia – Finals 2016 Women`s Entrepreneur Day 20-21 Nov Creative Business Cup World Finals, Denmark
March 2017	●	13-16 Mar Global Entrepreneurship Congress, Johannesburg 16 Mar Future Agro Challenge World Finals



# BECOME A PARTNER

You or your organisation could help Serbia Start Up to build strong support for best creative startups.

You are welcome to join us to:

- **Empower** startups and entrepreneurship – by trainings, mentorship, motivation talks, access to finance and markets
- **Promote** and gain media relations
- **Organize** National finals and Award show
- **Internationalise** – became part of National delegation during World Championships.
- **Support** Serbia Stat Up whole year circle activities.

For partnership and sponsorship opportunities please contact us:

[info@serbiastartup.rs](mailto:info@serbiastartup.rs)

For more information you are welcome to visit our web site: [www.serbiastartup.rs](http://www.serbiastartup.rs)





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