

# MENTORING PROGRAM

## INNOVATION FINDS A WAY

### SUMMARY

Design Terminal's main mission with its flagship program is to provide startups with valuable knowledge for development, market entry, new partnerships and expansion. Our goal is to help young and innovative entrepreneurs turn their ideas into reality. Therefore, we provide comprehensive training to help them learn how to build a successful company from their startup.

Our personalized mentoring and extensive network of contacts makes us unique. We place great emphasis on community building and value our partners, which is why our innovators often return to us to share knowledge, collaborate, or look for additional investment partners.

Startups who join us receive personalized mentoring specifically for their own needs. At the beginning and during the program, we monitor and gather the needs and interests of the innovators, and we shape the program structure accordingly. Our expert mentors help startups overcome challenges in the form of individual mentoring, group sessions and thematic workshops. We also aim to create a community that includes innovators and a community of active alumni where they can help each other by sharing knowledge, collaborating, or finding additional investment partners.

### MENTORING PROGRAM IN NUMBERS

- 1000+ applicants
- 50+ hours of professional programs per semester
- 30+ hours of personalized mentoring per semester

### PROJECT DESCRIPTION

The Mentoring Program does not specialize in any industry, but your startup must provide a solution for a social problem, meaning we only work with teams that are committed to making a positive impact on the world. Typically, we target about 10 startups in a cohort, and the final group of entry teams is determined by their quality. We welcome startups with a full team, a clear vision, and a committed mindset - and these requirements are essential not only to participate in our programs, but also to succeed.

Each year, we organise 2 semesters of the Mentoring Program: one during spring and one during fall, each with 3-3 months of active mentoring.

## METHODOLOGY

The structure is based on the fact that we organise thematic weeks throughout the three-month program.

### The three pillars of the program are the following:

#### Professional programs

These programs cover most of the three months. We organize workshops and lectures in various topics. We believe that the more actively teams participate in and the more effort they put into these programs, the more they learn. That's why we make the workshops as interactive as possible.

#### Personalized one-on-one mentoring

Our mentors are actively involved throughout the semester, already during the selection process. Together with them, we decide who will participate in the program and assign a special mentor to each team. The key mentor meets them at least once a week for a personal mentoring so they can track their progress, give relevant advice, and suggest further steps.

#### Community building

We always emphasize the importance of community and belonging somewhere. As we are an important element of the Hungarian startup ecosystem, we consider it our task to build and strengthen this system. We organize community-building and relationship-building events, as well as programs where, in addition to professional skills, greater emphasis is placed on developing soft skills. It also helps startups build a better business and a better team.

## RESULTS

Our selection process is particular in a way that other than taking a look at the startup's chances of scaling up, winning investment, and stepping on the international market, we focus on the human side of them. How actively they participated in the selection process, how they can be mentored, do they have a social impact, do they give back to the community or not. These factors are as important as the financial side of the startups.

As we ask for no equity from our startups, it is difficult to define success in numbers. We consider success if our alumni members are scaling up while being active members of our community, if we can provide quality programs not just for three months but afterwards as well.

Some of the startups that participated in our program achieved immense growth in the upcoming months. Just to mention a few:

Munch, who teamed up with us in the Mentoring Program and also in the V4 Startup Force is a platform battling food waste by providing an app on which you can order surprise packages from the leftovers of restaurants and cafés. By the end of the year, more than 300 partners had joined the scheme and so far, they were trusted by 100.000 users.

The lovable composting robot of Compocity educates potential pro-compost people in a simple and playful way. They are a huge success right now in Hungary.

Photon, one of the startups on our 2018 Mentoring Program, has successfully raised investment capital this year. They received EUR 500.000 in investment, which also gives them the opportunity of expanding abroad. The company bringing together photographers, video-makers and their clients is already prepared to enter the German market.