



Cycle 2.0

New startup stars



 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Economic Affairs SECO

 SCIENCE TECHNOLOGY PARK
Belgrade

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TECHNOLOGY
PARK
ČAČAK

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NIS

About the Rising Starts Program

Raising Starts is the first pre-seed program in Serbia that provides startup teams and companies with expert and financial support when they need it the most—in the earliest stages of developing innovative products and services. The program includes intensive business development training, mentorship, and up to 15,000 CHF in grants per team (no equity) to cover costs associated with prototype creation, business model development, market research, initial customer testing, intellectual property protection, and other expenses related to the development of new products or services.

By participating in the program, startups acquire the necessary knowledge and skills to overcome obstacles from an innovative idea to investment readiness and entry into the global market. The goal is to support the establishment and development of new innovative companies that will contribute to increased exports, new employment opportunities, and the reduction of brain drain, enabling young people to develop innovative businesses from their hometowns in Serbia, alongside with the world.

Raising Starts program was created through the project “Technopark Serbia 2 – Boosting exports through Technoparks,” which is supported by the Government of Switzerland. Program aims to support the further development of innovation and technological entrepreneurship in Serbia. It is implemented by the Science Technology Park Belgrade, in partnership with the Science Technology Park Niš and the Science Technology Park Čačak, under the Memorandum of Cooperation signed between the Government of the Republic of Serbia (on behalf of the Government: the Ministry of Education, Science, and Technological Development) and the Government of Switzerland (State Secretariat for Economic Affairs SECO).

Results of the second cycle

As part of the second Open Call for the Raising Starts program, announced on November 29, 2021, and closed on December 30, 2021, 45 teams were selected from 115 applicants who mastered skills in business development, market validation of problems, and characteristics of innovative products/services (Phase 1). Twenty-three startups, demonstrating the highest potential for idea commercialization and capturing the global market, received additional mentoring and financial support for further development (Phase 2).

Startup teams (at least 2 members) and micro enterprises established no longer than two years before the date of the Open Call were eligible to participate in the Raising Starts program. The second cycle of the program was implemented at the Science Technology Park Belgrade, Science Technology Park Niš, and Science Technology Park Čačak.

In the second public call:

- ▶ A total of **45 startup teams and companies** were supported.
- ▶ Nearly **300,000 CHF in grants** was approved for **funding 23 companies** showing the greatest market potential.
- ▶ All supported companies received **expert intellectual property (IP) protection support**, and **four startups received additional mentoring and financial support for international patent and trademark protection**.
- ▶ **7 companies secured new investments** during their participation in the program.
- ▶ **More than 60 local and international mentors** worked with startups in both group and one-on-one sessions, conducting over 300 mentoring sessions.



Supported startups



Stambeni savetnik

Platform for Quick Property Profitability Assessment

Stambeni savetnik is a platform that assesses the profitability of properties for traditional or Airbnb rentals. It offers a detailed analysis of the sales and rental market and helps users create a comprehensive financial plan for purchasing and renting out a property in just a few minutes. It is designed for anyone involved in property rental or interested in investing in real estate.

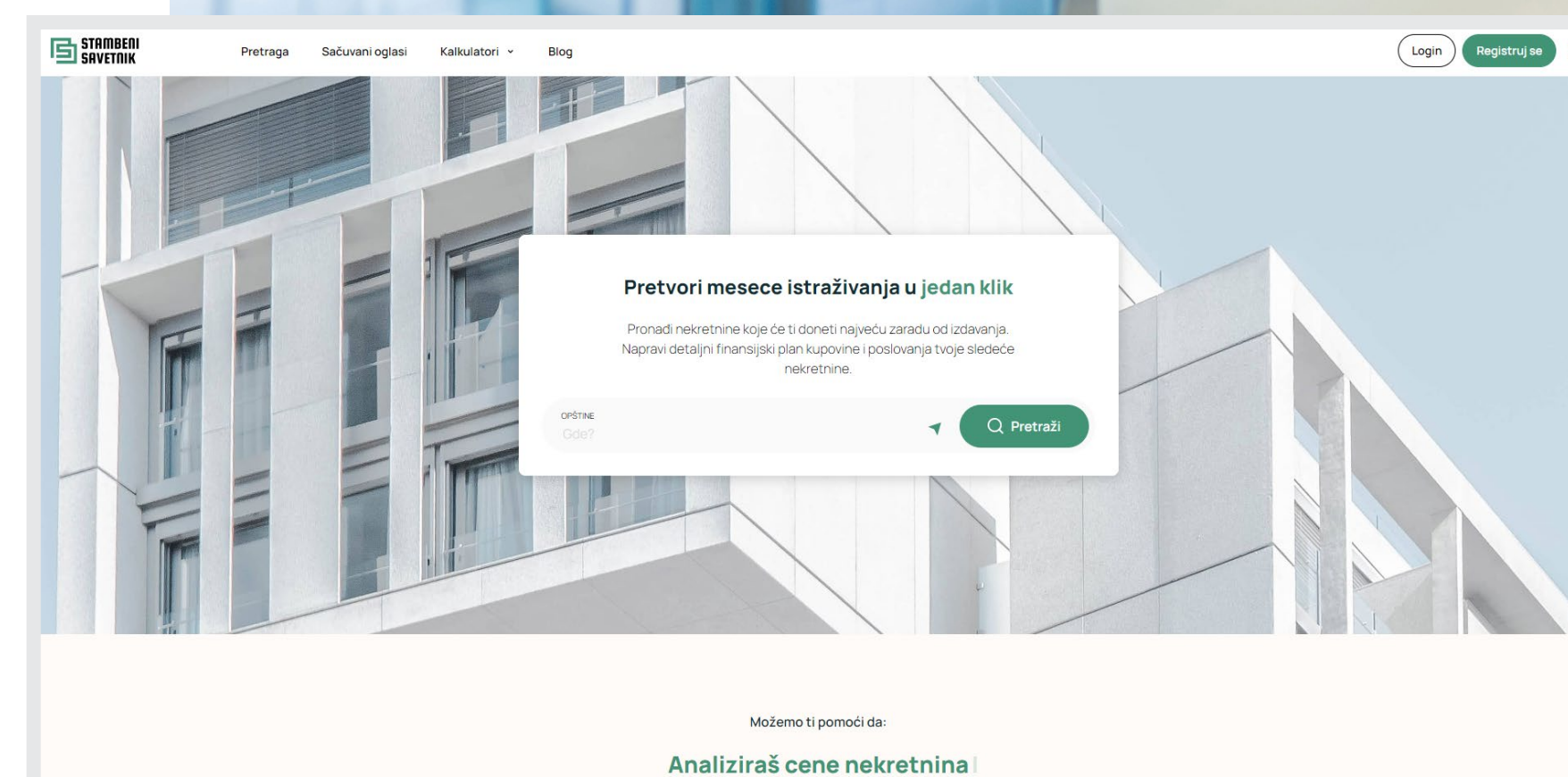
By simplifying the process of investing in and renting properties, the platform uniquely consolidates all information related to market analysis for sales and rentals and provides the tools needed to create a detailed financial projection of a property's profitability. The goal is to save users days of work and provide detailed insights into the market and competition, enabling them to make informed decisions.

The platform already has users, and the valuable work and knowledge gained through the Raising Stars program have enhanced its market approach. There are plans to launch the product in the region and then expand to other European markets.



stambenisavetnik.com

For your global breakthrough





Collabwriting

Innovative Collaboration Platform for Content Creators

Collabwriting develops a collaborative platform of the same name for content creators, featuring an innovative multi-browser extension that allows users to comment on content anywhere on the web, delegate tasks, and organize useful resources for their team.

The platform addresses the problem of inefficiency during internet research when links, tasks, and instructions are sent across multiple channels and information is often lost, especially when working remotely. Collabwriting completely transforms the way teams organize their research process by consolidating research, communication, and database creation into a single solution, making it unique. All the information that previously remained in emails now has its own place, context, and clear purpose.

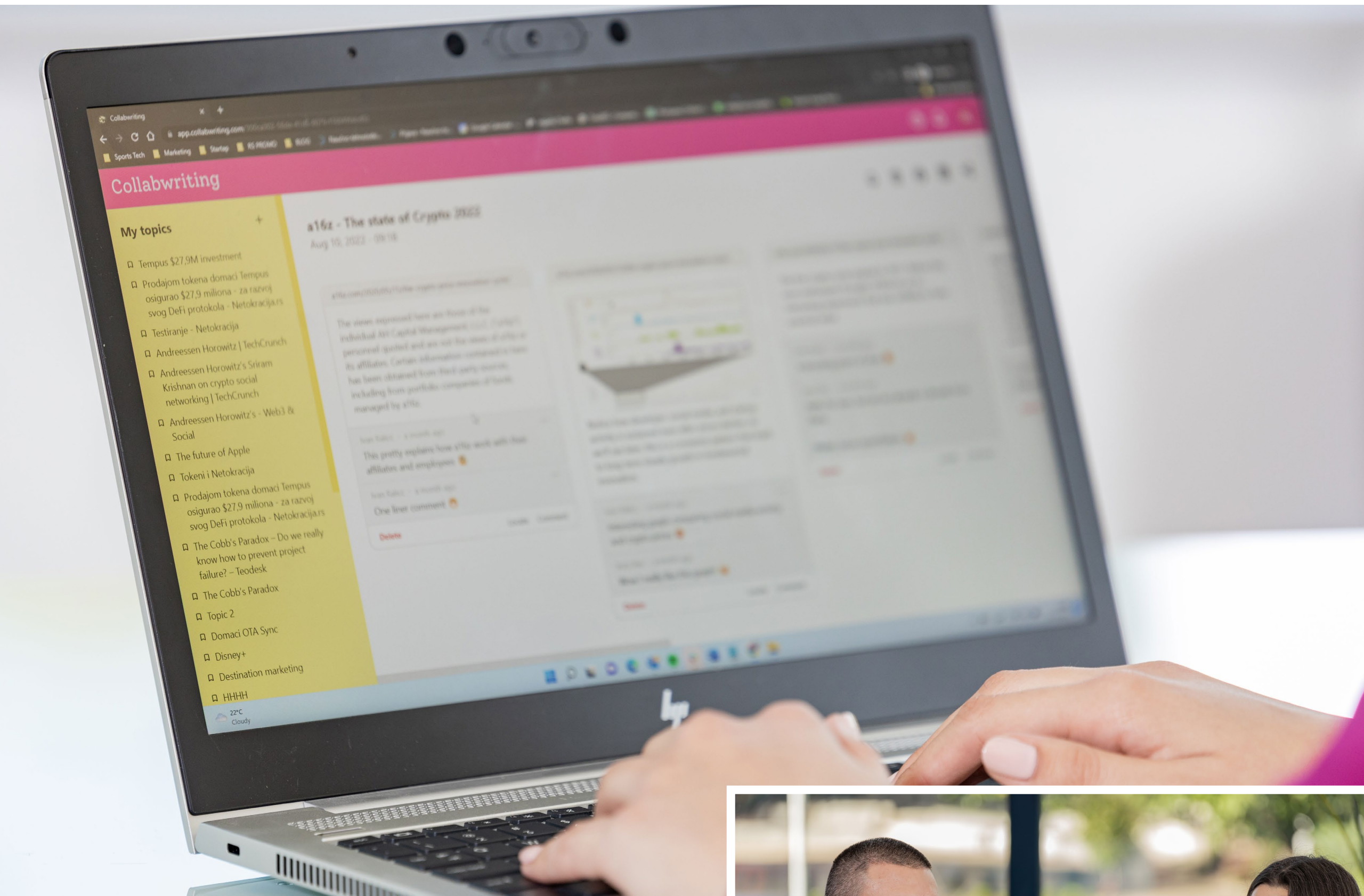
The idea originated from the personal experience of one of the founders when Sandra sought a solution to help manage a marketing team in her previous startup.

Raising Starts helped them approach their target audience, set long-term goals in a better way, and acquire their first paying clients. During their participation in the program, they also secured additional investment through the Smart Start program of the Innovation Fund.

The platform has several hundred active users weekly, primarily from EU countries and the US, which are also the primary markets for further business expansion.

 Collabwriting

collabwriting.com



LetzPlay

Online Booking App for Sports and Recreation

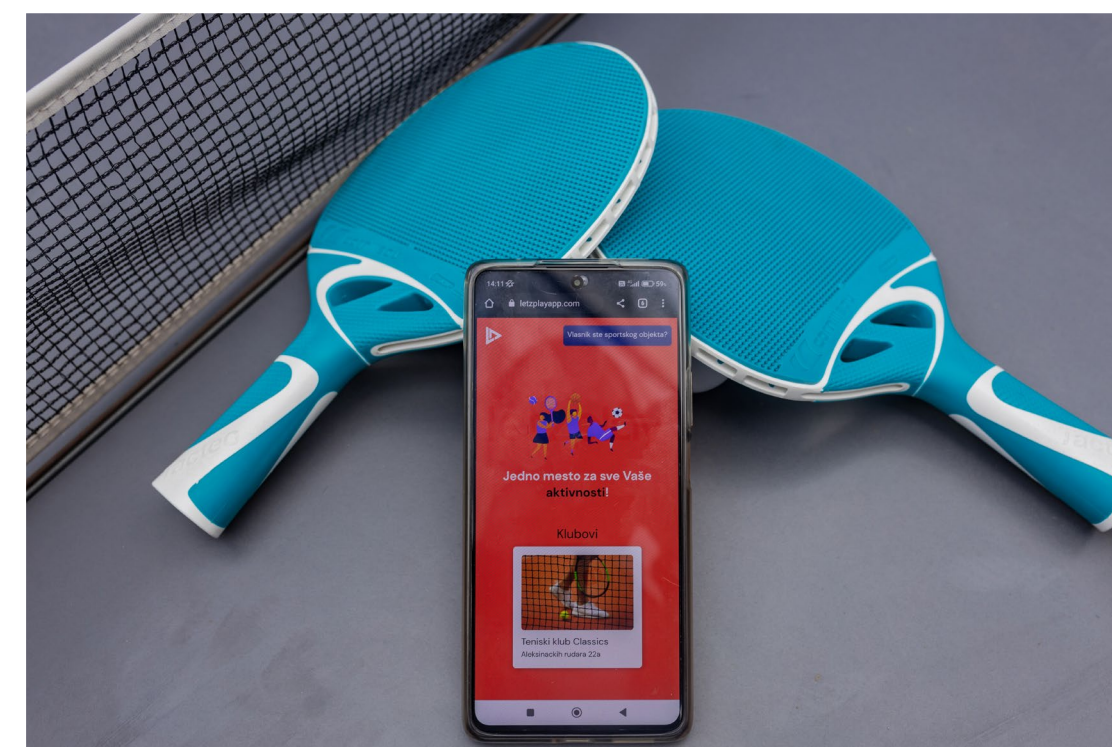
LetzPlay is an app for online booking of sports and recreation appointments. It will simplify appointment organisation by connecting sports and recreation facilities with end-users and users with each other in just a few clicks.

It is designed for active people who regularly engage in sports and want to simplify appointment scheduling. The second group of users consists of sports facility owners who want to digitize and modernize their business and make their facilities visible online through the LetzPlay platform.

The uniqueness of the app lies in its matching platform and tournament and league organization platform, through which players of similar abilities can easily find partners or opponents. The app is already installed at the Tennis Association of Belgrade, and the team plans to first launch their product in the regional market and then expand to the European market.



letzplayapp.com



By Tech

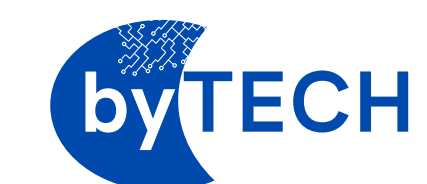
Sominium – Innovation for a Healthier Sleep

By Tech develops Sominium, a system that uses sound frequencies in a completely natural way to affect and stimulate the human nervous system for relaxation, helping users to fall asleep more easily and wake up feeling more refreshed.

The system consists of a wristband, a mobile app, and speakers. The wristband has sensors that detect the user's biological parameters. The app collects data from the wristband, processes it, and determines the frequency and type of music that best suits the user, while the speakers are used to emit these frequencies. The solution is unique due to the sound frequencies, which have been proven to influence human behavior and are not the same for every user; they change based on the user's mood as measured by the parameters.

Sominium is intended for people who, due to the fast pace of life and numerous responsibilities, experience elevated stress levels that lead to poor sleep. Given the increasing prevalence of this problem, the product can significantly contribute to improving human health.

Support from the Raising Starts program helped them validate their idea, develop a business plan, and complete the MVP. The plan is to sell the complete system in Serbia, while the app would also be available for international markets.





ProShot

Innovative Device for Improving Basketball Shooting

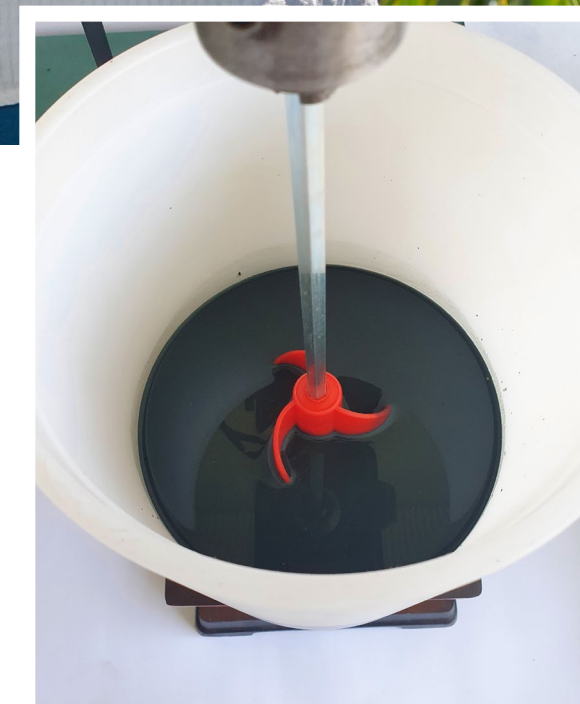
ProShot develops an innovative device that aids in building and correcting basketball shooting technique. The device focuses on every segment of a basketball shot: foot positioning, hip alignment, elbow placement, hand positioning, release height, and ball rotation. It integrates all these segments into one solution, distinguishing itself from current market products that concentrate only on a single segment of the shot.

The innovative device allows players to perform five times more repetitions without the help of a coach. This increased number of repetitions leads to faster muscle memory development, which is crucial for improving the shot.

The team includes former basketball players with over 20 years of experience in both playing and coaching. The machine is intended for all ages and basketball levels, from beginners developing their shot to professionals needing to correct their technique.

Participation in the Raising Starts program enabled them to accelerate the development of the solution and prototype, with crucial preparations for market entry. During the program, they also received a grant through the Smart Start program from the Innovation Fund.





Safe Waste

Innovative Method for Treating Hazardous Waste

Safe Matter has developed Safe Waste – an innovative, simple, cost-effective, and easily applicable technological process for the protection of waste, making it safe for disposal. Compared to other protection methods, Safe Waste uses fewer chemicals for stabilization, saves energy, and reduces the waste mass after treatment.

The technological process consists of optimized mixing processes, storing the resulting mixture in a closed container (incubation) for several days, and drying at room temperature. Stabilization of the pollutants is achieved using a unique combination of chemical agents, whose enhanced effect is achieved by shortening the treatment time while simultaneously reducing the cost of the process.

This process makes waste treatment more accessible to industries generating hazardous waste, as they can treat it themselves, as well as to companies involved in waste processing and disposal. The procedure is intended for all facilities, whether they generate small or large amounts of waste, and does not require the construction of complex and expensive disposal and processing capacities.

Through support from the Raising Starts program, a prototype was developed – a small mobile unit for the protection of waste in galvanizing facilities generating up to 100 kg of waste per month. The knowledge and work with mentors during the program also led to improvements in market access and business model, as well as securing new investment through the Smart Start program.



Smartsy

Smart Dog House for Public Spaces

Smartsy is developing a smart dog house for public spaces with unique functionalities and an accompanying app. The product is designed for dog owners who can temporarily leave their pets in a safe place while they attend to tasks at stores, banks, and other institutions. Users can also include commercial and other establishments that want to provide added loyalty to their customers.

The smart dog house features a UV lamp that sterilizes the interior after each use, along with lighting, heating, an air circulation fan, a camera, and a speaker. It also includes a pressure and humidity sensor. The app integrates all these components and collects data about dog owners and their pets. In terms of appearance, design, and functionalities, Smartsy is a unique solution worldwide.

Smartsy also has branding space, which will be a unique advertising spot for products in the pet industry. The development of the first prototype was accelerated with support from the Raising Starts program, and the team also received special support for intellectual property protection. Agreements have already been made with shopping centers in Serbia, and they plan to introduce this original product to the European and global markets.

During their participation in the Raising Starts program, they secured additional investment through the Startech program.



For your global breakthrough





Ewd technology

Ambrozer - Eco-Friendly Device for Destroying Ragweed

Ambrozer is an innovative eco-friendly device designed to destroy ragweed at its root, preventing it from growing back. Unlike chemical compounds that are not sufficiently effective and pollute the environment, or trimmers that only provide temporary solutions, Ambrozer permanently removes ragweed at the start of the season, thus preventing allergic reactions in people during the flowering season.

The device eliminates the root using a specific current and frequency, through an ecological method without chemicals or pesticides. There is a handheld version, a tractor attachment, and a vehicle attachment, all of which are completely safe for humans and animals.

The team started developing this innovation with the goal of helping one of their founders who is allergic to ragweed pollen—a highly invasive natural allergen that blooms from mid-summer to the end of October, causing problems for many people.

Ambrozer is patent protected. Plans are in place to move the product into serial production with the aim of placing it on the global market. The device is intended for farmers, organic producers, utility companies, and homeowners in areas where ragweed blooms.

Arch World

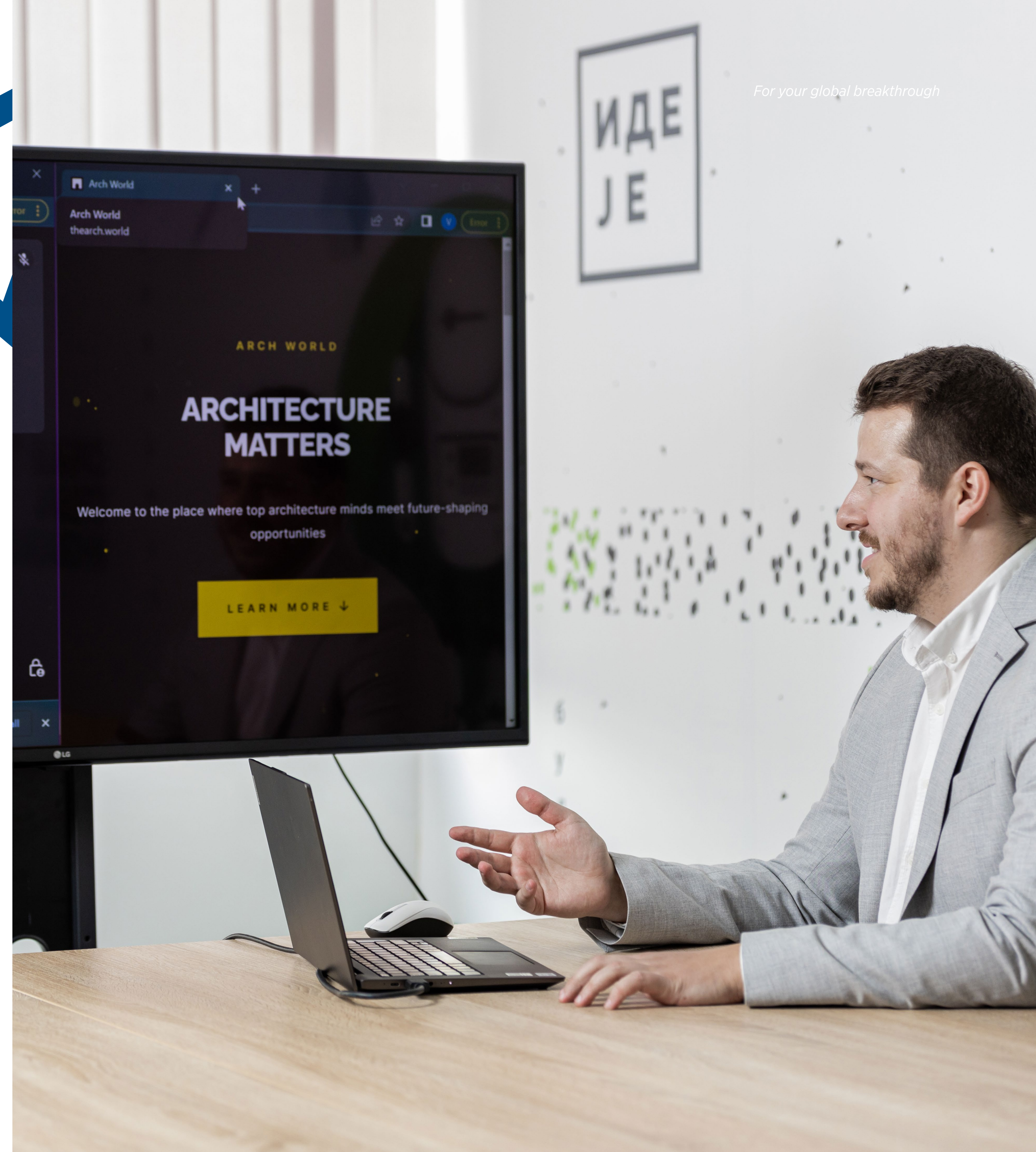
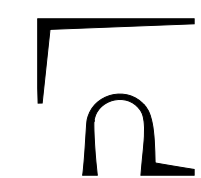
International Platform for Connecting Architects and Investors through Closed Calls

Arch World is developing an innovative platform that connects the best international architectural firms with investors and entrepreneurs through different calls. The platform provides architectural firms with the opportunity to participate in selective, closed competitions where, unlike open ones, there is no unpaid work involved. This makes it the first platform of its kind in the world.

Arch World aims to create a global community of top architects who can share their work and offer the best architectural solutions for shaping the cities of the future. For investors and construction entrepreneurs, the platform provides an easy way to organize competitions for construction projects.

The idea for the Arch World platform came from the experience of one of the co-founders, who has his own architectural firm and, before starting it, worked at a company involved in investment and construction. This experience allowed him to gain a deep understanding of the market and recognize the need for better professional connections to provide architectural firms with more business opportunities on a global scale.

The platform already has initial users in Serbia and Austria, and the knowledge and mentorship gained from the program have helped them in reaching new users and markets. Plans include expanding to markets in the EU, Switzerland, the UK, the USA, and Canada.





dataHacker

Attention Getter: AI Technology that Turns Written Text into Video

Attention Getter is software for automatically creating and editing synthetic video recordings based on AI technology. It transforms written text and a person's image into a video format where the person speaks.

This type of video is known as "Talking Heads" and is often used in educational video content, video blogs, television, and movies. Using the latest advancements in synthetic image and video generation, Attention Getter software allows video content creators to produce dynamic videos in just a few minutes, saving time on shooting and editing, allowing them to focus more on the content itself.

Instead of the average ten hours of work required to prepare a video for YouTube, with Attention Getter, a photo and a text are enough to create a video, which can then be published with a single click. Users can forget about grammatical errors, stuttering, hours of filming and editing, and do not need microphones and cameras.

A demo version of the software has been completed, and feedback from the first users will be significant for further improvements. The software is intended for bloggers and YouTubers worldwide, with primary markets in the EU and the USA.

BIBO

Portable 3D Printer for Fast Construction of Concrete Structures

BIBO is developing a portable 3D printer of the same name for the fast construction of buildings, houses, and other concrete structures. The device is lightweight, fast, capable of printing up to 200 meters in length, and can replace four to eight workers on a construction site.

Based on their previous experience with 3D printers, team members came up with the idea to develop a robot that moves and prints simultaneously, with equal precision. The advantages of this solution over other 3D printers include its portability, reduced number of operations and amount of material needed, smaller dimensions, no requirement for additional structures for operation, provision of laser-controlled printing, and affordability.

Additionally, it offers construction companies a solution to worker shortages, reduces the risk of accidents during construction work, and decreases the amount of waste material.

The team is diligently working on a new prototype to reach the market as soon as possible. As part of the Raising Starts program, they are also benefiting from a special grant for intellectual property protection, enabling them to secure a patent and prepare for entry into the global market. Their primary focus is on the European market and the Emirates in the Middle East, which is a hub for 3D printing.





Neural Factory

AI Democratization Platform

Neural Factory is developing No-Code/Low-Code AI platform for creating computer vision and natural language processing applications, reminiscent of WordPress for AI. This product enables users who are not specialized in AI to create solutions in these areas, reducing costs and development time by up to 90%.

The team got the idea for this platform after years of working on commercial and research projects in the AI field. The solution features a specialized algorithm that selects the most optimal AI model for a given problem and hardware platform, meeting all predefined criteria.

Historically, the development of AI solutions has been primarily accessible to companies that could afford teams of AI experts. This product democratizes the use of artificial intelligence (AI) by simplifying the process, reducing the time and cost of creating AI applications, and providing the necessary tools.

The Raising Starts program enabled the team to accelerate the development of their prototype and business model. The MVP is currently being tested by the first users. The initial market for the platform will be the EU, followed by the USA. During their participation in Raising Starts, they secured new investment through the Smart Start program.

VAH

Virtual Chemical Laboratory

VAH is developing a software as an auxiliary teaching tool to popularize analytical chemistry through work in a virtual laboratory that simulates real chemical experiments. The software allows teachers to be more creative in presenting chemical experiments and helps students better understand chemical processes by actively involving them in the execution.

Users of the software control cations (anions) and reagents that, when mixed, create a reaction. If the users select the correct reagent for a given cation and anion, the reaction will be displayed on a green board; otherwise, a virtual explosion will occur.

The team consists of young individuals, including high school students, who, in collaboration with professors, are addressing an issue they observed in education—that students are passive observers of chemical experiments. One of the advantages of this solution is the ability to conduct classes in multiple classrooms simultaneously, without the use of chemical glassware and the costly maintenance of a laboratory.

Support from the Raising Starts program has enabled them to validate their idea and develop the software with high quality, and they have also received a special grant for IP. They plan to further refine the software and expand it to other areas of chemistry, aiming for implementation in as many schools as possible. The initial target markets are in the Adriatic-Ionian region.





Savema

Savema Stick for Extinguishing Fires in the Kitchen

Savema is developing an innovative product for extinguishing kitchen fires caused by oil and grease. The product is efficient, easy to use, eco-friendly, and safe, allowing for quick and safe extinguishing of dangerous oil fires within just one to three seconds.

This unique green solution, in the form of a liquid, acts instantly by creating foam and covering the surface of the burning oil. Simultaneously, it cools the oil to prevent re-ignition. Unlike traditional fire extinguishers, the SAVEMA STICK does not require installation, refilling, or periodic inspections, has no pressure, is easy to store and maintain, and requires no training to use.

This small yet powerful pocket technology for extinguishing oil fires is intended for households, restaurants, hotels, school kitchens, kindergartens, and anywhere food is prepared using heated oil. The creators of this solution have been developing and testing eco-friendly fire extinguishing agents and devices for years—innovative gel technology in fire extinguishing that prioritizes environmental protection. With support from the Raising Starts program, they developed a prototype of the new product from the initial idea and formulated a business model with plans to launch the product in spring 2023. During their participation in the program, they also secured a new investment through the Startech program.

SAVEMA

savema.rs

Match IT

Application and AI Algorithm for Connecting Companies and Candidates in IT Industry

Match IT is developing an application with a unique AI algorithm designed to connect companies and job candidates in the IT industry, increasing the efficiency of recruitment and job search processes.

The user interface resembles Tinder, where candidates have a simple and transparent overview of open positions, and company representatives can view candidates' skills and competencies. If there is mutual interest in collaboration, a “match” occurs, and initial communication can take place via chat. The AI algorithm, based on pre-filled profile parameters from candidates on one side and company job postings on the other, will generate job suggestions for candidates and candidate suggestions for companies.

Match IT addresses the issue of lengthy and expensive recruitment processes, saving candidates time spent searching for job ads while providing a clearer view of open positions. The “pre-matching” algorithm, mandatory ad transparency, and unified user profiles are the main advantages compared to similar solutions.

Mentorship and financial support from the Raising Starts program have accelerated the development of the platform and the launch of the application on the market. After its release in Serbia, the plan is to expand to regional markets, and they are also considering applying this solution to other industries.





Farma Inova

Guardian Feed – Dry Savior for Preparation of High-Quality Hay

Farma Inova is developing an innovative product called Guardian Feed, a moisture absorber that contributes to the preparation of high-quality hay as a daily meal for ruminants. This product enables farmers to harvest plants with minimal losses and preserve the nutrients in the hay.

Preparing quality hay is challenging due to unstable conditions in the spring and over-drying in the summer, resulting in average losses of around 30% during baling. Guardian Feed contributes to resolving issues in hay preparation: it absorbs moisture, its components prevent mold and mildew formation, and inhibit the development of mycotoxins, thus preventing hay spoilage and the risk of animal diseases.

These components are of organic origin and harmless in feed, making the product unique in the market. The Farma Inova team consists of experienced agricultural experts who are already present on numerous farms in Serbia. Guardian Feed is their latest innovative product, intended for agricultural enterprises worldwide and companies that sell hay. Thanks to the Raising Starts program, they developed a prototype to test the product and prepare for production and market launch.



WizArt

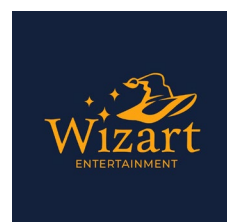
Video Game for Young Parents

Becoming a parent is a joyous life event; however, the birth of a child significantly changes the parents' lives, which can sometimes lead to depression due to lifestyle changes.

WizArt Entertainment is developing a video game intended for young parents and 3D Adventure enthusiasts, which helps them relax, have fun, and interactively combat depression through a soothing atmosphere and narration. The team encountered the seriousness of this issue through personal experiences and came up with the idea to contribute to its resolution. The game will be available on PC and mobile devices.

Globally, there are very few software products addressing this issue, and the team plans to develop video games for other similar mental health problems in the future.

Support through training and mentorship in the Raising Starts program has been particularly valuable for validating their idea, focusing on development and market entry, and securing the necessary equipment for the game's development and improvement.





Gorska straža

System for Predicting and Fast Reporting of Forest Fires

Gorska Straža is developing an innovative system that will enable the prediction, detection, and fast reporting of forest fires. One of the most crucial aspects of forest fire protection is locating the fire before it spreads over larger areas. The team comes from Zlatibor, where they, like their neighbors, face this problem and are striving to solve it by combining their field experience with technological knowledge.

By using a large number of sensors to monitor climate parameters over a vast territory, the technology they are developing will help prevent the spread of forest fires. This technological solution is unique in the world and is intended for forest owners and users. The company plans to market it globally, as this technology can be applied anywhere in the world.

With validation of their idea and guidance in developing their business model, the support from the Raising Starts program has been particularly significant for them in the process of intellectual property protection, as they are also recipients of a special grant for IP protection.



Taptivity

Application for Quick Finding Partner Players for Sports Recreation

Taptivity is an app that connects professional and recreational athletes, helping them find local partners for their chosen sports activities. The app provides real-time visibility into available players and sports facilities, addressing the issue for people who want to engage in sports but lack partners at a given moment.

Users simply select the type of sport, time, and location through the app, and it finds teammates and available sports venues for recreational activities. Users can organize their own sports events and invite Taptivity users to join, or they can join sports activities organized by others.

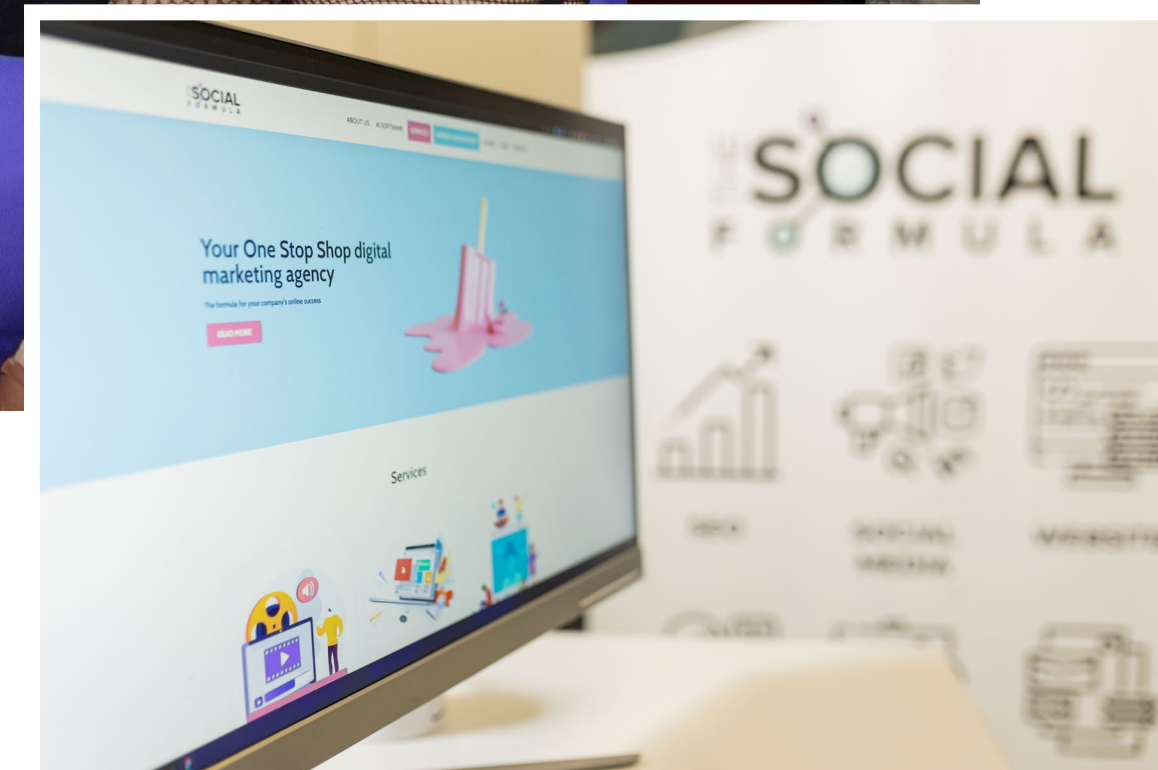
The goal is to connect professional and recreational athletes, sports centers, and other sports-related entities in one place, encouraging recreational activities and contributing to a healthier and higher quality of life through the app.

Support from the Raising Starts program helped them define their goals and development strategy, leading to the release of the first version of the Taptivity app in the Serbian market. The team's next plan is to expand to neighboring countries and European markets.



Taptivity

taptivity.rs



The Social Formula

AI Instructor for Digital Marketing

The Social Formula is an AI-based software solution that generates information from social media and users' websites needed for upcoming digital marketing activities. The reports are interactive and available in real-time.

The team identified the need for such software while dealing with data overload and the need to process this data into useful information efficiently, based on their own experiences working in a marketing agency. Traditional software in this field is complex and intended for data analysis specialists. Social Formula is intuitive, easy to use, and available as a mobile or desktop application. Data is presented through charts, animations, and its mascot—a flamingo, which also serves as an AI-powered assistant.

Participation in the Raising Starts program helped them validate the problem they identified and their solution. The product is primarily aimed at marketing agencies and individuals working in marketing and PR. It will first be launched in the Serbian market and then expand sales in collaboration with partners in Zurich and London.

THE SOCIAL
FORMULA

thesocialformula.net

Meeliana

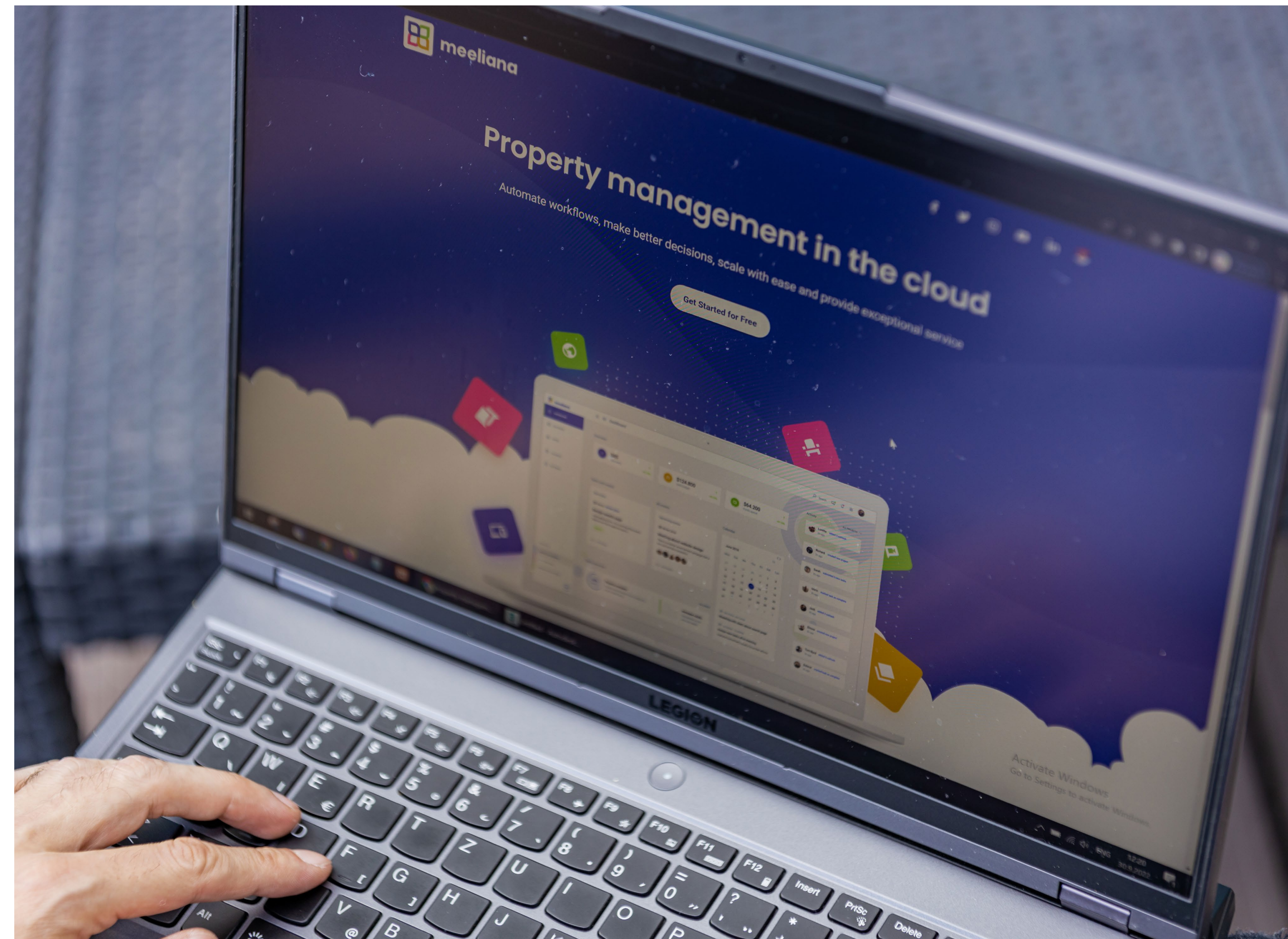
Digitalization and Management of Residential Buildings

Meeliana is a software platform designed to foster the development of digitalization in the areas of design, construction, maintenance, and enhancement of buildings to improve living quality. The platform will provide architects with better insights into their work, building managers with improved control over residential communities, and residents with a clearer view of the quality of their living environment and opportunities for improvement.

By utilizing artificial intelligence, Meeliana will analyze all aspects of building operations and resource usage, predict future risks, and enable preventive actions. For instance, it will be easier to detect installation failures, trace lost invoices, or identify opportunities to reduce shared costs.

Unlike similar solutions, Meeliana offers an integrated approach, connecting public services and publicly available data with users and service providers who rely on that information.

During the Raising Starts program, they developed their first MVP, and future development will focus on integration and automation through software and hardware solutions based on the Internet of Things (IoT).





Jiggy

Protein Chips

Jiggy is developing protein chips with the same name made from just two ingredients—beef liver and salt. The aim is to make beef liver more prevalent on tables due to its nutritional benefits and health significance. Through a special technological process, beef liver has been transformed into protein chips for daily consumption as a snack, meal supplement, or the whole meal.

Beef liver is rich in nutrients that enhance skin, nails, hair, joints health, and positively affect the immune system, and support vision. Jiggy protein chips are a concentrated source of nutrients, primarily targeting athletes, individuals with specific health issues (such as anemia and obesity), and health-conscious people who avoid liver due to its unpleasant taste.

The team plans to first launch the product in the Serbian market, with a focus on exporting to European countries. In addition to beef liver protein chips, the team is working on developing products from other by-products of the meat industry, such as heart and white kidneys, using similar technological processes. An additional development segment is focused on creating pet food products.

During their participation in the program, they improved the product formulation and completed HACCP standardization.



Farmbot

Soter Rover - Robot for Mowing, Spraying, and Plowing

Farmbot is developing the Soter Rover, a remote-controlled robotic platform with GPS navigation, designed for farmers, particularly vineyard and orchard owners.

The idea originated from the lavender fields that team members have been working on since 2016 on the slopes of Fruška Gora. Faced with a shortage of labor and appropriate machinery for working on steep terrain, they developed an innovative and automated multifunctional device. With a single robotic platform, farmers can perform various tasks (mowing, plowing, spraying) and use tools already available for motor cultivators. The Soter Rover can also be highly beneficial in municipal services, for mowing large green areas, street cleaning with rotary brushes, and snow removal.

The device features a hybrid drive. The user controls it with a joystick and can view live footage from the rover's camera via video link, managing the robot from distances of up to 1 km. The device can tow a trailer with an 800 kg load and can be used as a mobile generator with a 220V output.

Raising Starts has enabled them to transform their idea into a competitive product. They have made their first sales and obtained the CE mark. During their participation in the program, they also secured a new investment—a mini grant from the Innovation Fund.


soter.rs




#sidebysidewiththeworld

ntpark.rs/raising-starts



TECHNOPARK
SERBIA
BOOSTING
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