RAISING STARS

*For your global breakthrough*

**Cycle 3.0**

# 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

SCIENCE
TECHNOLOGY
PARK
ČAČAK

SCIENCE
TECHNOLOGY
PARK
NIS

# About the Rising Starts Program

Raising Starts is the first pre-seed accelerator in Serbia that simultaneously provides both expert and financial support to startup teams and companies in the earliest stages of developing innovative products and services. The program includes intensive business development training, one-on-one mentoring, and non-refundable financial support of up to 20,000 CHF (no equity). By participating in the program, startups acquire the necessary knowledge and skills to overcome obstacles on the path from an innovative idea to investment readiness and entering the global market.

As such, the program is an ideal first step for startups that have just embarked on developing innovative products and services—a springboard to the market. After the program, startups remain part of the scientific and technological parks community, which opens new doors and opportunities through connections with international mentors, investors, and other startup founders.

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).

The goal is to support the establishment and development of new innovative companies that contribute to increasing exports, creating new jobs, and enabling young people to develop innovative businesses in Serbia, from their regions, alongside the global community.

# Results of the third cycle

As part of the third Open Call for the Raising Starts program, announced on November 25, 2022, and closed on December 28, 2022, 37 out of 205 teams that applied were selected to gain knowledge regarding business skills, market validation of problems, and characteristics of the innovative products/services (Phase 1). Eighteen startups that showed the greatest potential for commercializing their ideas and conquering the global market received additional mentoring and financial support for further development (Phase 2).

The Open Call was open to startup teams (at least 2 members) and micro-enterprises established no more than two years before the date of the Open Call announcement for participation in the current Raising Starts program.

The third cycle of the program was implemented at the Science Technology Park Belgrade, Science Technology Park Niš, and Science Technology Park Čačak.

**In the third Open Call:**

- A total of **37 startup teams and companies** were supported.
- Nearly **300,000 CHF was approved in grants** for **18 companies** that demonstrated the highest market potential.
- All supported companies received **expert intellectual property (IP) protection support**, and **7 startups received additional mentoring and financial support for international patent and trademark protection**.
- **Three companies secured new investments** during the program.
- **More than 50 local and international mentors** worked with the startups through group and one-on-one sessions, conducting over 350 mentoring sessions.

# Supported startups

# a-Company

## One Software to Imitate an Entire Symphony Orchestra

a-Company is developing an AI-based software solution that reproduces musical accompaniment in real-time. The product is designed for professional musicians, amateurs, and educational institutions involved in classical music.

The team behind this innovation has extensive experience in the music industry and is well aware of the challenges musicians face when preparing for performances due to the limited number of orchestra rehearsals. Hence, they devised a solution that allows musicians to replace musical accompaniment with all the nuances and elements of live performance.

Using artificial intelligence, the software mimics musical accompaniment in accordance with all changes in interpretation, making it unique. With the help of this software, performers can prepare their compositions without an actual orchestral accompaniment. This way, users have unlimited rehearsal opportunities at home, which enhances the professional careers of musicians, increases their competitiveness in the market, and reduces stress related to logistical and financial challenges.

Participation in the Raising Starts program helped them accelerate development and testing, and better understand the needs of their target audience. During the program, they also received additional funding through the Smart Start program of the Innovation Fund. The team is focused on the global market, primarily the USA, Japan, and Western Europe, where there is significant interest in classical music.

# Biolat

## A Solution for Sustainable Nickel and Cobalt Production

BioLat is developing a bio-metallurgical process for the sustainable production of nickel and cobalt. This process increases metal production while simultaneously reducing carbon dioxide emissions, effectively addressing the challenges faced by major battery manufacturers, the automotive industry, and mining and metallurgical companies.

BioLat is the first on the market to develop a technology for bioleaching laterite ores using sulfur-oxidizing bacteria. Their innovation will contribute to cheaper nickel and cobalt production with a significantly smaller carbon footprint compared to competing technologies, which is crucial for achieving sustainable mobility.

The product resulted from the scientific work of Srđan Stanković PhD, who worked in Germany at the Federal Institute for Geosciences and Natural Resources in Hanover. Participation in the Raising Starts program helped them establish and develop their startup, and the team is diligently working on further developing the technology to the level of a demo plant.

The primary users are mining and metallurgical companies interested in sustainable nickel and cobalt production technology with low energy consumption and low carbon dioxide emissions. Their first target markets are major nickel-producing countries such as Indonesia, Australia, Canada, and Brazil.

BIOLAT

biolat.eu

RAISING STARTS

3.0

# F.A.P.

## A Platform for Optimizing Plant Protection in Agricultural Production

F.A.P. is a digital platform that innovatively addresses the occurrence of disease-causing agents and pests on cultivated crops through timely detection, identification, and specific recommendations for their suppression. Considering that disease-causing agents and pests can directly reduce yields by up to 40%, F.A.P. ensures that damage is minimized and significantly improves agricultural production.

Unlike available solutions that detect the consequences at stages when it is already too late to act, F.A.P., thanks to its data processing software with detailed problem identification, proactively resolves issues in the early stages, even before visible symptoms appear, when suppression is most successful.

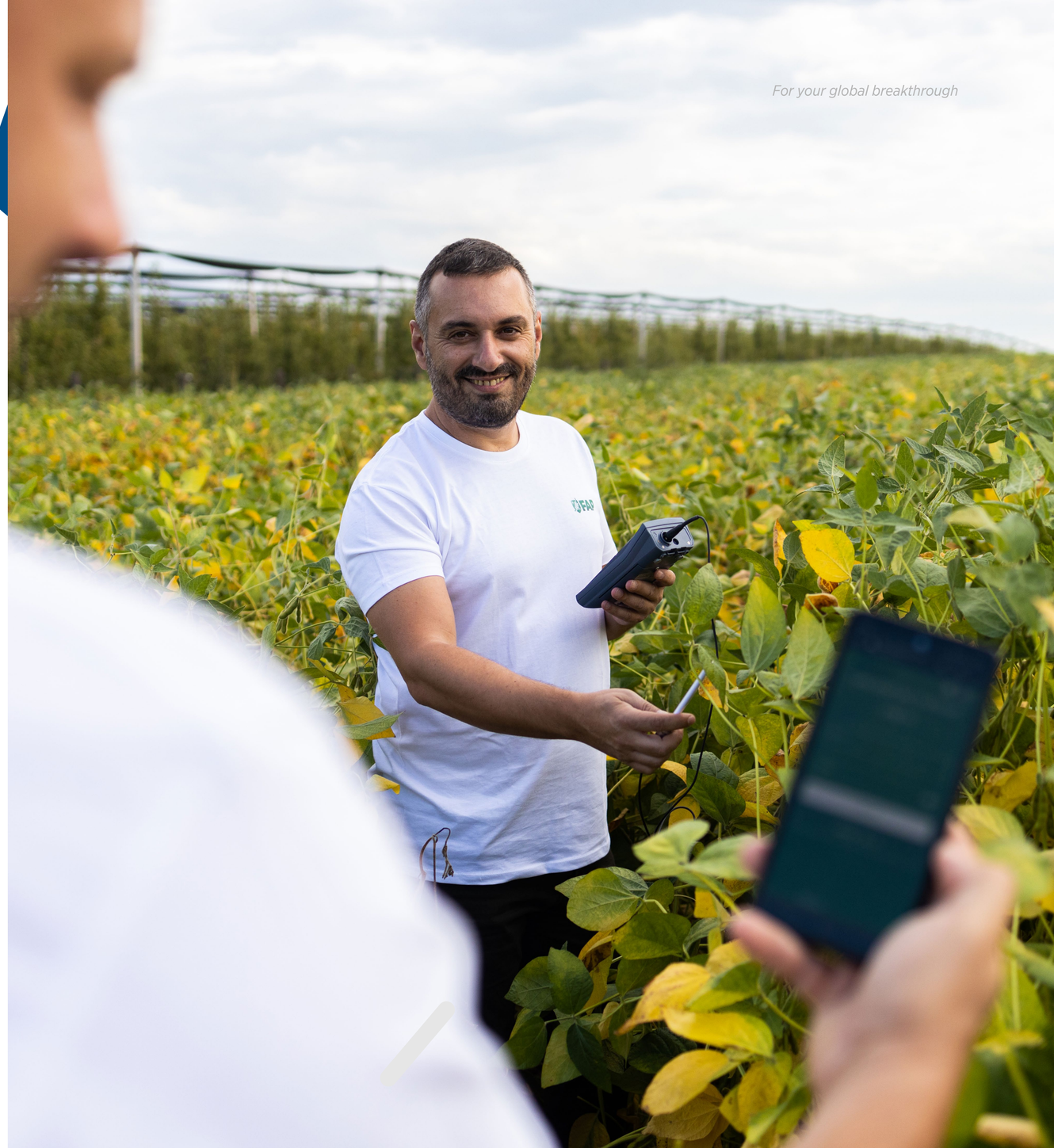
The team consists of experienced plant protection experts who, through decades of professional involvement in agriculture, recognized the need for such a platform by addressing the problems they themselves faced. Training and mentorship through the Raising Starts program provided them with new skills and enabled them to enhance and surpass their experience gained in conventional business.

The platform prototype was developed together with four companies in Serbia, which are also regular users, and in the initial phase, they are marketing the platform to the broader Balkans and the Middle East region.

The platform is primarily intended for companies that provide technical services to agricultural producers through visits and consultations, all aimed at improving agricultural production. Future plans include refining the platform and expanding into the field of plant nutrition.

FAP
PRIMER RESISTANCE PLATFORM






# Hireclass

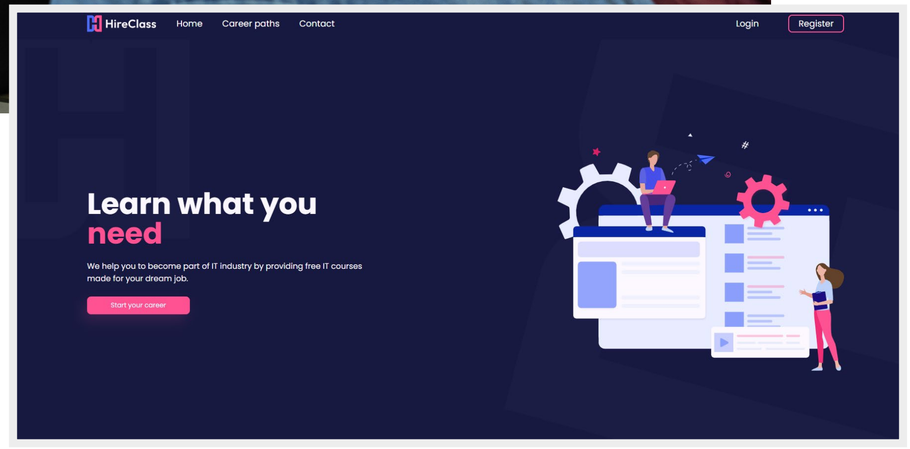
## Education and Employment of IT Professionals in One Place

Hireclass is developing a platform that combines employment and education of candidates in the IT industry. The course content is designed according to the needs of companies, preparing candidates directly for positions within these companies through targeted, free education, while companies address the issue of a lack of qualified personnel.

The platform is divided into two key segments. The first is aimed at candidates, who can learn about available courses and the latest technologies in the IT industry. This knowledge base will help them improve their skills and become more competitive in the job market. The second part is intended for HR specialists in companies, aiming to facilitate hiring and provide an efficient tool for identifying and tracking talented candidates.

The founders have extensive experience in both IT education and human resources, and their participation in the Raising Starts program has particularly helped them build connections with key professionals in business development.

The team plans to initially market their product in Serbia, then in the region, and eventually in other European markets.




HireClass

hireclass.rs

# Remote Santa

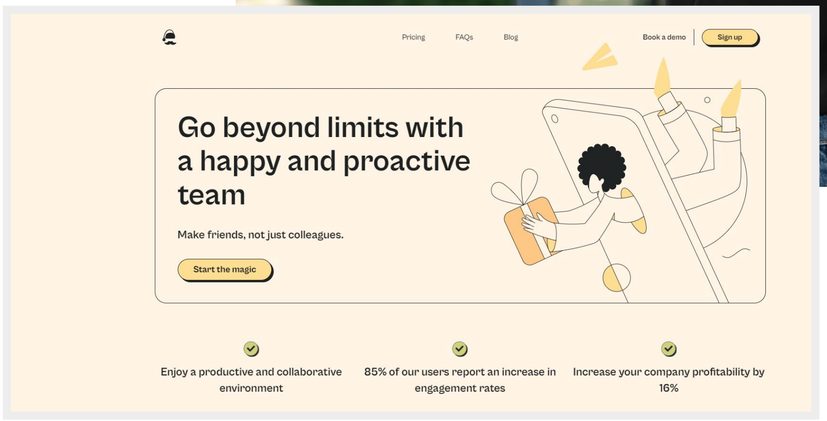
## A Platform for Gifts, Interactive Games, and Virtual Celebrations for Remote Employees

Remote Santa is developing a platform for gifts, interactive games, and virtual celebrations aimed at remote companies whose employees work from home. It works by allocating a certain budget and a specific number of points for each employee, which they can use to purchase gift cards. Team members can send points to each other, participate in interactive games, choose gifts for their colleagues for various occasions, and socialize at virtual celebrations.

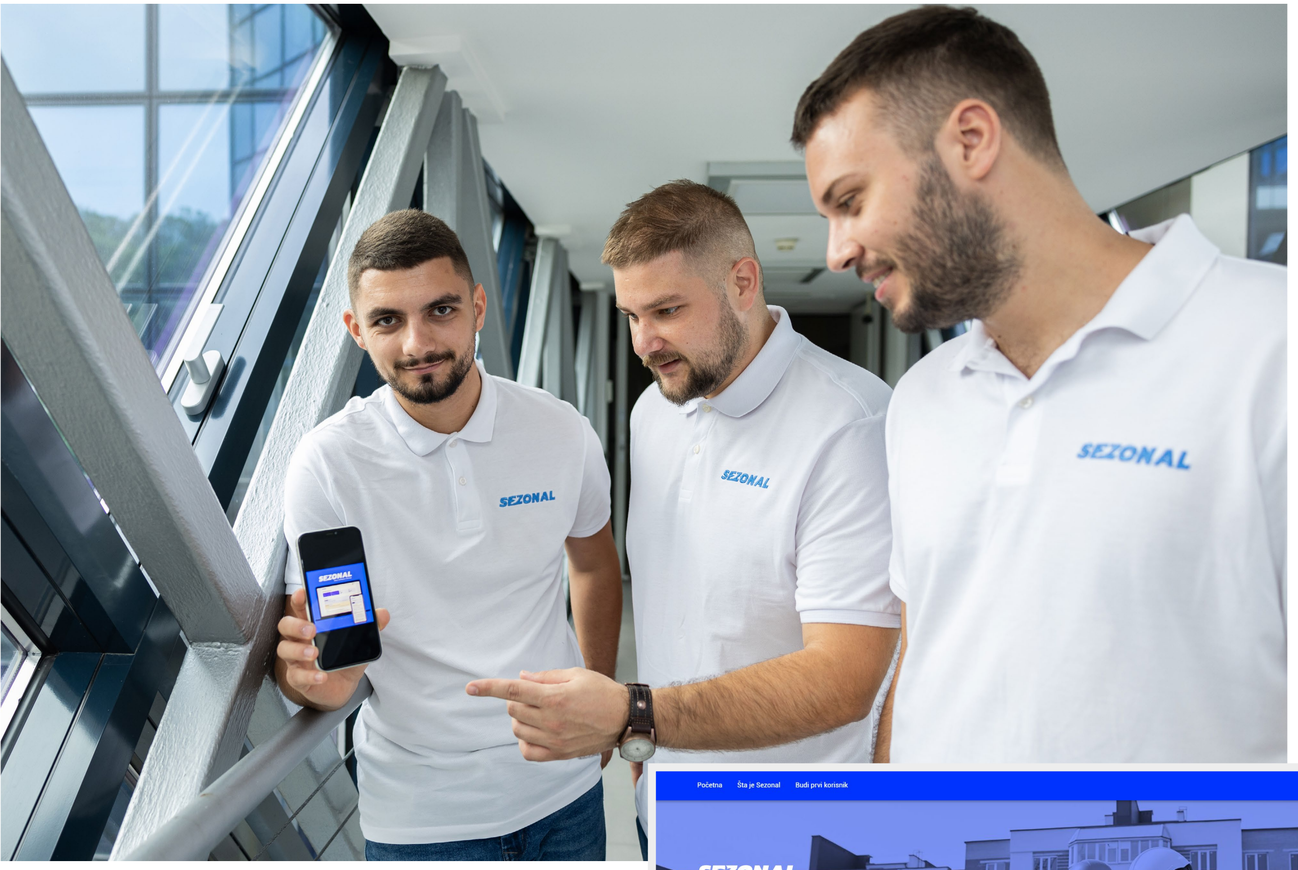
Remote Santa addresses the “ghost colleagues” problem, which refers to the reduced proactivity and productivity caused by feelings of loneliness and isolation that often arise among colleagues who do not have the opportunity to work together in an office. The ultimate goal is for team members to participate together in various informal and fun activities, talk about their interests, and get to know each other better, leading to increased company profitability.

There are platforms on the market that deal with employee gifts, as well as platforms that automatically schedule video calls between colleagues to encourage socializing. Remote Santa combines these two solutions, not only motivating employees with gifts but also addressing the problem of isolation.

They have already entered the US market, which is their primary target since many small and medium-sized enterprises there employ workers across and outside the US. The support of mentors and the Raising Starts program has greatly helped them understand who their clients are and how to better position themselves in the market.




remotesanta.io





# Rastech

## Digital Marketplace for Seasonal Jobs

RasTech is developing Sezonal, a digital marketplace specialized exclusively for seasonal and temporary jobs, aiming to facilitate the connection between seasonal workers and employers.
The founders of the platform themselves faced challenges in finding jobs while working as seasonal workers during their studies. As experienced software engineers, they decided to develop a software solution to simplify and enhance this process.

By using relevant filters and criteria, seasonal workers can quickly and easily find job offers that best match their interests, skills, and location. Employers, on the other hand, can quickly and efficiently post job ads, review applications, filter candidates, and find qualified workforce.

Specialized exclusively for seasonal and temporary jobs, the platform provides a targeted service that meets the specific needs of workers and employers in this market segment. An additional advantage is that it ensures complete transparency, allowing workers and employers to rate each other and leave reviews, creating a reliable network of recommendations for future jobs.

The support from the Raising Starts program was particularly valuable for developing the MVP, understanding the market, and developing a business strategy. The team will first offer their product to the Serbian market, and then to Croatia and Montenegro, where a well-developed tourism industry drives the high demand for seasonal jobs.

SEZONAL

sezonal.com

# Shosha Games

## The Last Drop of Water in a Great Adventure

Studio Shosha Games is developing an adventure video game titled “Water Me & You”. It is a 3D platform puzzle game set in an apocalyptic world without water. The player takes on the role of the last drop of water, capable of changing its states of matter and rejuvenating the world. The game is designed for all those who enjoy wandering and exploring magical, new worlds, having fun, and contemplating serious topics regarding the world we live in and what it could become.

This game is unique because it bridges the gap between professional gamers and those with little gaming experience who enjoy playing video games with family and friends. Users from around the world have already tried the game and are actively involved in testing and improving it.

In addition to the financial support that helped them get started, the Raising Starts program particularly assisted them in establishing the company, developing the business, and protecting their intellectual property.


SHOSHA GAMES

shoshagames.com



# Bohemian Pulp

## Stories That Push Boundaries

Studio Bohemian is developing a detective game titled “Let Bions Be Bygones”, designed as a future-noir thriller. Every choice the player makes during the game builds the character differently, resulting in various paths and outcomes, thus shaping a unique story.

The game is intended for users who enjoy storytelling and problem-solving. By focusing on narrative, Bohemian Pulp addresses the issue of oversaturation and inaccessibility of games that prioritize action mechanics over storytelling. With a large number of variations, the game pushes the boundaries of narrative games without significantly increasing production volume, offering the possibility of replay with a completely different experience. Based on a complex background mechanic with simple controls, the game appeals to both passionate gamers and those who play video games for leisure.

Attractive graphics quickly drew the attention of indie game enthusiasts and publishers. The support from the Raising Starts program helped them organize their team, establish the company, and improve production. During the program, they also received additional funding through the Smart Start program from the Innovation Fund.

BOHEMIAN PULP

linktr.ee/bohemianpulp

# Digital Ronin

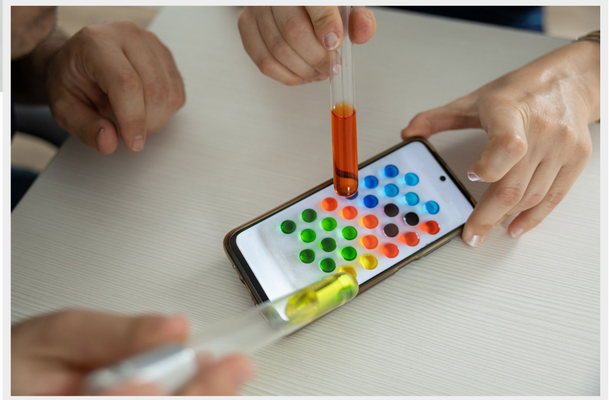
## Chess for a New Era

Digital Ronin is developing a video game that combines chess mechanics with fantasy elements. The chess components offer players a strategic and tactical experience, challenging them to think ahead and anticipate their opponent's moves. At the same time, this experience is enriched by a magical environment and custom figures created for the game.

Currently, there is no game on the market that authentically combines these two worlds while preserving the essence and mechanics of chess and the competitive spirit of the game.

The team aims to create chess for a new era, appealing to both chess enthusiasts and fantasy lovers, as well as casual players looking for something fresh and exciting. In addition to versions for desktop and mobile devices, the ultimate goal is to develop versions for Augmented Reality (AR) and Virtual Reality (VR) to provide a more immersive experience for players.


digitalronin.rs



# Noxatest

## Rapid Detection of Pathogenic Bacteria Outside the Laboratory

Noxatest is developing a panel for the rapid detection of pathogenic bacteria in humans, animals, and animal-derived food products. When a sample is taken, it is placed in the panel for one to two hours of incubation. Afterwards, a doctor photographs the panel and sends the image to the software via a mobile phone. The screen then displays information on the type of bacteria, effective antibiotics, dosages, and any antibiotic resistance.

The solution is based on extensive experience from one of the team members in veterinary practice and aims to provide doctors and veterinarians with quick detection of diseases and faster, more accurate, and timely treatment. This rapid diagnostic test can detect a wide range of pathogens simultaneously and reduce the time from sampling to diagnosis and treatment from 48-72 hours to just 4 hours. It can also be used in field conditions, outside laboratories, ensuring timely treatment in remote areas without access to modern diagnostic facilities.

The team plans to expand their offerings to other products and industries and is concurrently working on introducing their digital platform in Serbia, the region, and globally.

NOXATEST

# Qreadible

## Hotel Services at Your Fingertips

Qreadible is developing a platform to digitalize hotel services, designed to be beneficial for both hotel guests and hospitality owners. Guests can access the platform from anywhere at any time by scanning a QR code, allowing them to order, book, and schedule all hotel services with just a few clicks. At the same time, hotel managers receive precise and timely insights into the services provided, enabling better management.

The platform helps hoteliers reduce high operational costs, establish a more efficient ordering and scheduling system, and improve staff coordination. What sets Qreadible apart is its flexibility, allowing hoteliers to easily adapt the platform to their specific needs by digitalizing new services or modifying existing ones.

Participation in the Raising Starts program has accelerated the development of the platform and better prepared them for market entry. The team is working diligently to enhance the application through collaboration with hoteliers, with plans to launch first in Serbia, then expand to the region and the rest of Europe.



# Inloodis

## Holographic Platform for Training Young Basketball Players

Inloodis is developing a holographic platform for smart glasses that improves training for young basketball players.

One of the fundamental skills young basketball players need to master during training is the ability to visualize how a game might unfold in reality. Static props on the basketball court simulate future obstacles during the game. However, since not all players have the same visualization abilities and some repeat mistakes, exercises lose effectiveness, and coaches spend additional time explaining mistakes to their players.

To address this, Inloodis has developed an application that allows players to see interactive holographic opponents during training using smart glasses, providing a much more realistic picture of possible game situations. The platform enables coaches to create an unlimited number of holographic players for crafting the perfect training scenario with just a few clicks, significantly reducing preparation time and offering an unlimited selection of digital props to create training scenarios, while simultaneously optimizing space in training facilities.

The development of Augmented Reality technology will greatly impact the organization of sports training, and Inloodis aims to be among the pioneers in its application. Support through the Raising Starts program has helped them develop their MVP. The team is initially testing their product in collaboration with three basketball clubs from Belgrade, with the ultimate goal of launching it in the U.S. market.

inloodis.com

# Kripto šume

## The Only Crypto You Can Hug

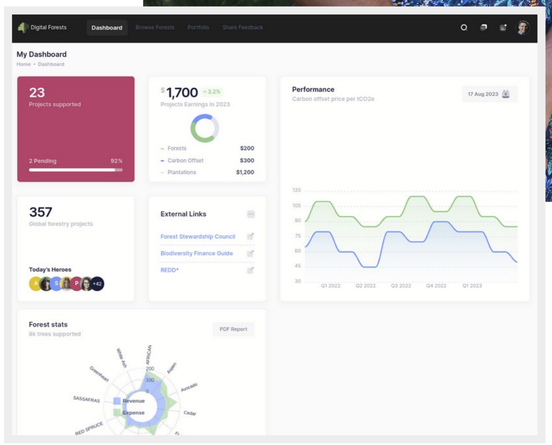
Kripto Šume is developing a software platform that digitizes forests and enables investment in forests and green business. It is primarily aimed at those who wish to play a positive and active role in combating climate change through investing.

Users can select the type of forest or trees they want to purchase. Over time, these assets increase in value, and owners can sell part or all of their digital trees at any time. Forests and plantations also generate additional profit (from harvesting fruits, firewood, industrial timber, tourism, and relaxation), which is shared among all owners. The platform also helps landowners and farmers access financing, collaboration, and product distribution by listing their forest or plantation on the platform.

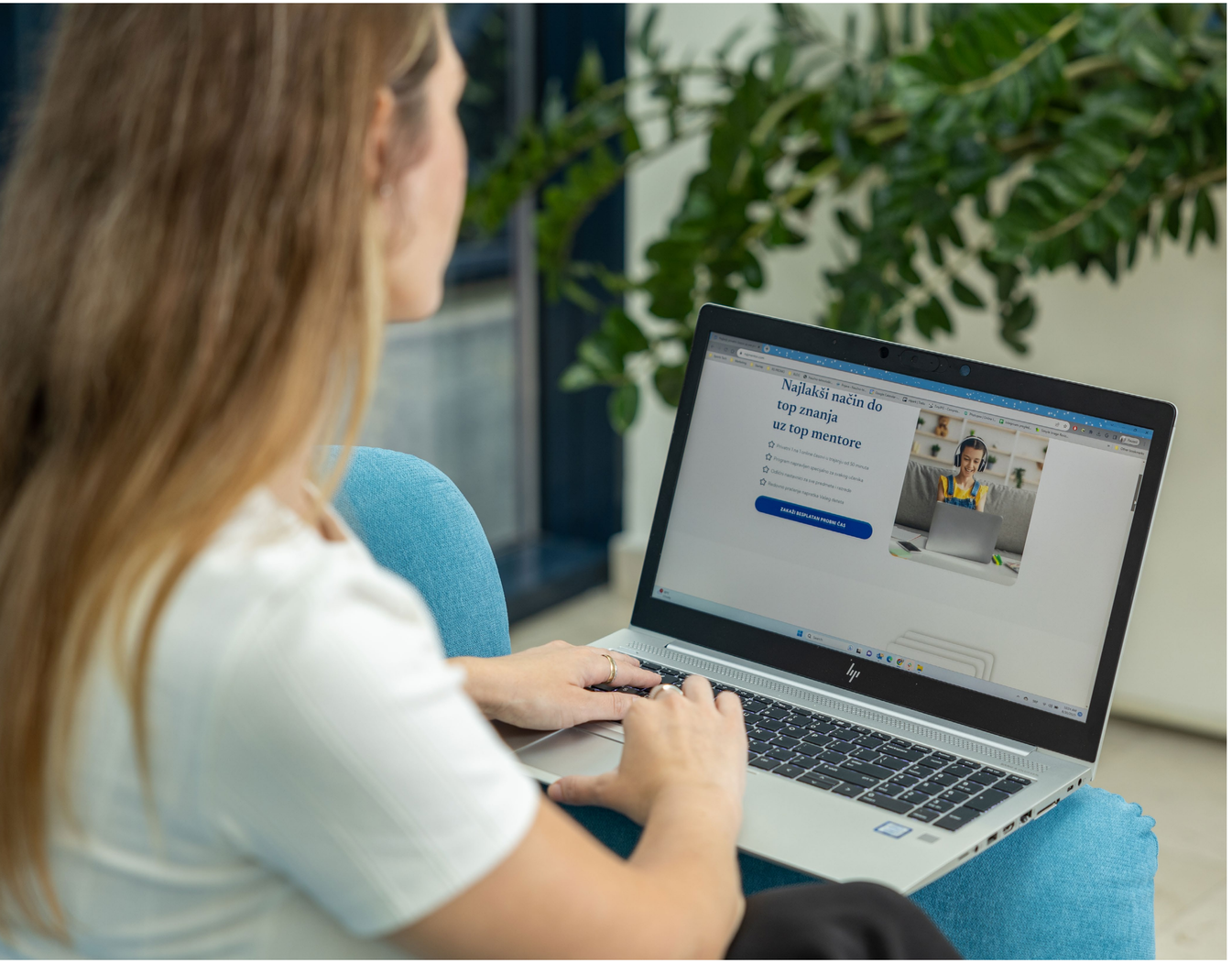
Kripto Šume is the only crypto you can hug. Forest owners have permitted access to their forest according to a prescribed forest management plan and a control panel displaying various parameters (land conditions, water levels, atmospheric conditions, price movements, and profits).

What makes Kripto Šume unique is digital ownership of the forest or plantation, which allows for: easier transactions - accelerated buying and selling processes, greater transparency - sensor data, visual images from cameras and satellites, and cash flows are directly connected to the digital representation of the forest and accessible to owners, and legal and tax solutions in one place.

The team plans to launch their platform firstly in Serbia, and then expand to broader markets, including the EU and the Middle East.




cryptoforests.earth




# NajMentor

## Connecting Students with the Right Teacher

NajMentor is an interactive online platform designed to match students with teachers who best meet their needs. Using artificial intelligence, the program selects the most suitable teachers and connects them with students, while also allowing parents to monitor their child's progress and development.

The idea for the platform emerged during the COVID-19 pandemic when online education became essential, highlighting difficulties and shortcomings in remote learning. The platform offers a virtual classroom equipped with all the necessary tools for online teaching, and classes can be easily scheduled through an integrated calendar.

NajMentor enables detailed tracking of teachers' performance and provides feedback from parents and students regarding the quality of lessons.

The platform is currently active in Serbia, with plans for expansion into the broader region.

NajMentor

najmentor.com

# Ralph.AI

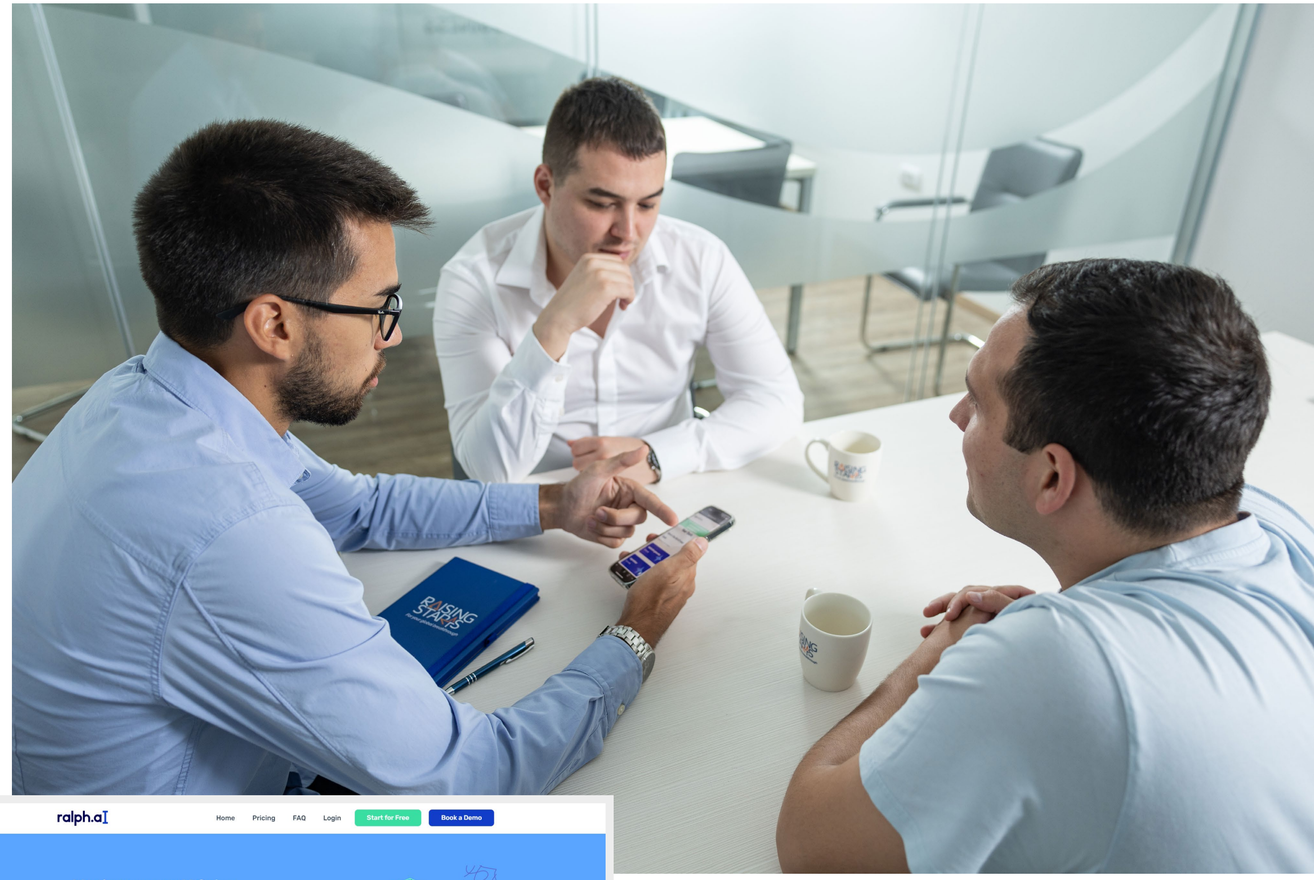
## AI content creator for sales and marketing activities

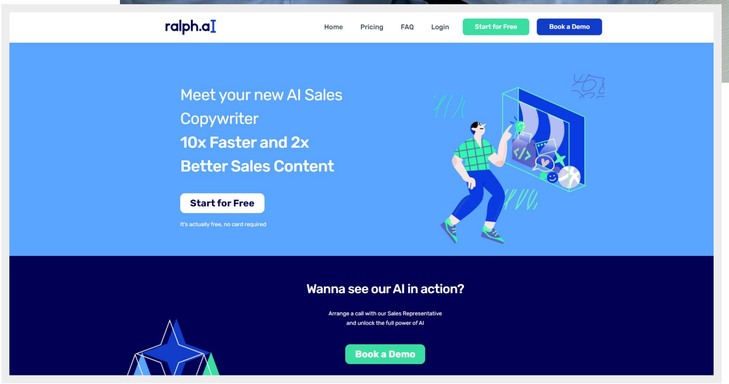
Ralph.AI is a software solution that uses the latest artificial intelligence models to generate various types of content, primarily for sales and marketing purposes. By using this tool, users can save several hours each day on writing emails, LinkedIn messages, blogs, and social media posts, while increasing conversion rates through high-quality content.

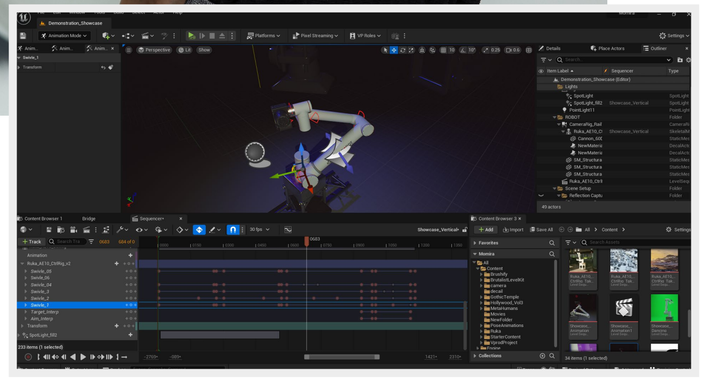
The primary market includes small and medium-sized enterprises, entrepreneurs, and freelancers, who can significantly boost their productivity using this software. Moreover, the advanced AI models used often produce content of superior quality compared to that created by human authors.

What sets Ralph.AI apart is its focus on sales and marketing content and its special emphasis on prompt engineering, which adds an extra layer to the AI model.

Participation in the Raising Starts program facilitated a much faster development of both the product and business model. Ralph.AI has already secured its first paying clients, with the majority of users coming from the EU, Canada, and the USA. The team is working on further personalization to allow users to tailor the software more closely to their needs.





# Rec Robot

## A Tool for Unique Video Materials and More Efficient Post Production

Rec Robot is focused on developing and advancing a robotic arm for video production—a robotic camera operator designed to provide higher-quality, unique video material while making the filming and post-production processes more efficient.

The robotic arm does not replace human camera operators but acts as an additional team member. It can carry a professional camera of choice, move it swiftly and precisely, and repeat shots flawlessly for unlimited number of times. The arm is suitable for difficult or dangerous locations and is easy to program and adjust. Additionally, it allows for the integration of real footage with virtual scenes that replicate real locations and setups, reducing the need for costly video editing or visual effects by using virtual sets and effects within the camera.

Unlike competitions' robots, Rec Robot utilizes Unreal Engine 5 technology, offering an intuitive user interface and simple control. Its modular design and open-source software interface provide users with complete control and more opportunities for creative expression.

With support from the Raising Starts program, the team is working on the prototype and development of the MVP. The goal is to establish strategic partnerships with hardware manufacturers as soon as possible. The primary market is Europe, with plans to expand to the USA, Japan, South Korea, and China.

RECROBOT

# Veles Sense

## Early Detection of Vine Diseases

Veles Sense applies modern technology in precision agriculture to enable the early detection of vine diseases. The PlantYsense software they are developing helps vineyard owners detect plant damage at the earliest stages, providing them with more time to react and protect the health of their vineyards and preserve yields.

One of the major challenges in detecting vine diseases is monitoring the entire vine, including parts close to the ground. To address this, the team developed software that combines various imaging sources: remote recording (satellite, drone), close-range imaging, and innovative terahertz technology that detects changes not visible to the naked eye. The software is based on machine learning and neural networks for data classification.

Early detection of a disease makes this software a valuable ally for vineyard owners. It also contributes to environmental conservation by reducing the need for chemical treatments in vineyards. Additionally, it can assist companies providing drone imaging services by including vineyard condition monitoring in their offer.

The Raising Starts program helped them refine their business objectives through mentorship, and they used the financial support to purchase equipment for faster and easier data collection for software development.

Veles Sense plans to first offer their efficient and reliable solution to vineyard owners in Serbia, followed by expansion into the European Union and the United States markets.

VELES SENSE
smart farming




# Optimus

## Innovative Device for Well Regeneration

Optimus is developing an innovative device for well regeneration that accelerates the regeneration process, reduces costs, and enhances efficiency and the operational capacity of aging wells at groundwater sources.

The idea originated when Miloš, one of the founders, noticed certain shortcomings in existing well regeneration methods during his extensive work in the water supply sector. He recognized a significant need for a better method in the market. The team consists of experienced professionals in hydrology, electronics, as well as sales and creative projects.

Participation in the Raising Starts program provided them with both mentorship and financial support, enabling faster development of their idea. The team also received special assistance for intellectual property protection.

# #sidebysidewiththeworld

ntpark.rs/raising-starts

TECHNOPARK SERBIA 2

BOOSTING
EXPORTS
THROUGH
TECHNOPARKS