



Cycle 4.0

New startup stars



 Schweizerische Eidgenossenschaft
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Swiss Confederation

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

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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 fourth cycle

Within the fourth Open Call for the Raising Starts program, announced on September 11, 2023, and closed on October 11, 2023, out of 270 startups that applied, 40 were selected that had knowledge in business skills acquisition, market validation of the problem, and characteristics of innovative products/services (phase 1). Among them, 21 startups showing the greatest potential for idea commercialization and global market conquest received additional mentoring and financial support for further development (phase 2).

Start-up teams (with at least 2 members) and micro-enterprises established no more than two years before the Open Call's announcement date for participating in the current Raising Starts program could participate in the Open Call. The fourth cycle of the program was implemented in the Science and Technology Park Belgrade, Science and Technology Park Niš, and Science and Technology Park Čačak.

Kroz četvrti javni poziv:

- ▶ A total of **40 startup teams and companies** were supported
- ▶ Nearly **340,000 CHF were approved as grants** for **financing 21 companies** with the greatest market potential
- ▶ All supported companies received **expert support for intellectual property protection (IP)**, and **4 startups also received additional mentoring and financial support for international patent and trademark protection**
- ▶ **5 companies raised new investments** during the program participation
- ▶ **More than 60 local and international mentors** worked with startups in group and one-on-one sessions, through more than 400 mentoring sessions



Supported startups



ArchFix

Stop Flat Feet

The startup ArchFix from Niš is developing an innovative application that enables early detection of flat feet issues in children aged 3 to 16. The solution is based on a unique algorithm that uses proven medical methods to establish a precise diagnosis of the degree of foot deformity. When a user sends a photo showing the shape of the foot, the health condition of the foot is determined, and based on the diagnosis, appropriate corrective exercises are recommended. Thanks to this application, it is possible to track the progress in foot treatment over time.

This technological solution contributes to improving children's health by timely detecting and correcting flat feet, which are common in early childhood and can lead to other harmful consequences for the body due to improper walking. At the same time, it encourages children to exercise more regularly, and creating such a habit is crucial for overall health.

The application is unique in the market as it provides foot analysis to every user at home, with the possibility to practice personalized exercises and track treatment progress. ArchFix plans to offer the solution to users by the end of 2024. The innovative team from Niš intends to first launch their application in the Serbian market, then in the USA and Western Europe, and later worldwide.





Artemi studios

Conquering the Digital World by Walking in the Real One

Artemi Studios is developing a mobile game, “Artemi”, that merges the real and digital worlds. By walking in the real world, players simultaneously move on a 3D futuristic map within the game. The main goal of players is to conquer as many territories as possible through competition with others by physically reaching the desired location and participating in exciting mini-games.

The gaming market is saturated with games that require players to sit all the time. Unlike this approach, the game “Artemi” combines physical activity in the form of walking with the excitement provided by mobile games, thus promoting a healthier lifestyle and more dynamic connections among players.

The game will initially be available for Android devices. The Belgrade startup plans to launch its product first in Serbia and then in other markets, aiming for its game “Artemi” to be available to players worldwide.



Dynamic Mockups

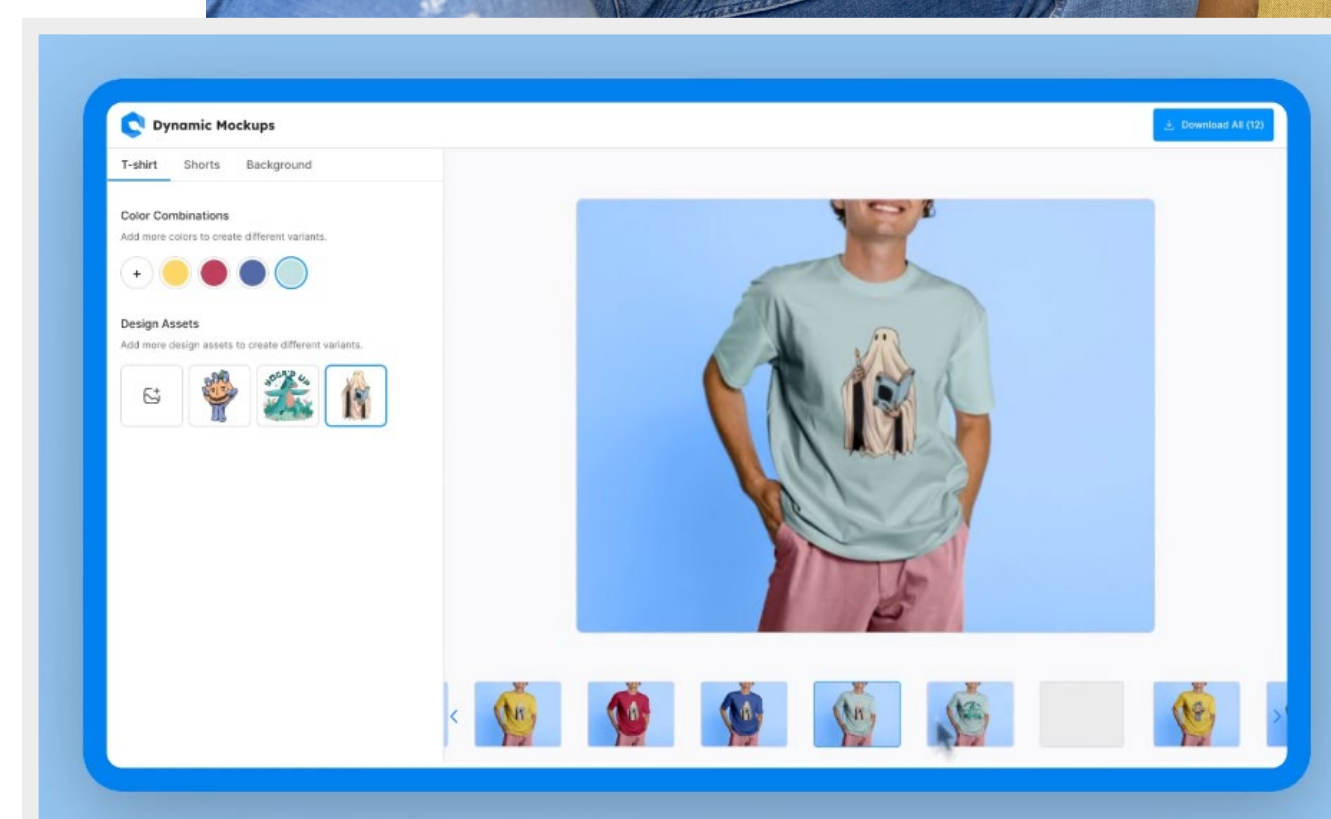
Branding Products with a Click

Dynamic Mockups is developing a tool of the same name that allows online sellers to create professional images of their products (mockups). With this tool, users can click to place designs on various products, such as T-shirts, hoodies, or mugs, in many colors and styles. This allows everyone in the world of online sales to quickly visualize branded products without the need for expensive photography or advanced design skills.

The idea came from the founders' personal experience while running the print-on-demand platform Photogrid, where they faced the challenge of quickly creating a large number of professional product photos. Traditionally, obtaining quality product photos requires physical samples, a professional photographer, and image processing, while the Dynamic Mockups tool contributes to the democratization of professional product presentation, making it accessible and affordable for e-commerce businesses of all sizes, which has not been possible before.

The advantage for users also comes from the application of AI technology, with the possibility of deep personalization of each product photo, allowing them to create photos that perfectly match their brand and marketing strategy, giving them an advantage in attracting potential customers. Access to the mentors and industry experts network in the Raising Starts program helped shape their business strategy and product. During the program, they also received additional funding—a mini-grant program from the Innovation Fund.

More than 350 users are actively using the platform. The product is available globally, focusing primarily on the North American and European markets.


dynamicmockups.com




Elemental Kids

An App for Less Routine Work and More Time with Children

Elemental Tech is developing Elemental Kids, an application for managing work in childcare facilities, which brings together all educational institutions in one place, standardizes communication with parents, facilitates information transfer, and enables kindergartens, schools, and parents to connect better and organize. Faster completion of daily tasks in childcare facilities, sending daily information and scheduling changes in real-time, sending invoices and reminders to improve collection, are just some of the functionalities that set Elemental Kids apart from other communication channels.

Their target group includes schools, kindergartens, sports, language, dance, acting schools, and all who communicate with parents and their attendees in any way. With this app, teaching staff can save 90% of the time they spend on routine tasks every day and dedicate that time to working with children. At the same time, parents receive information about their child's development in real-time, helping them better organize and spend more quality time with their children.

The startup from Novi Sad has its first paying users in Serbia and plans to expand to regional countries, followed by the rest of Europe, the USA, and other markets. They already have signed agreements for pilot projects with four institutions from Montenegro and North Macedonia.

The team is actively working on product improvement in consultation with users, and the support of the Raising Starts program is proving crucial.



EstiWiz

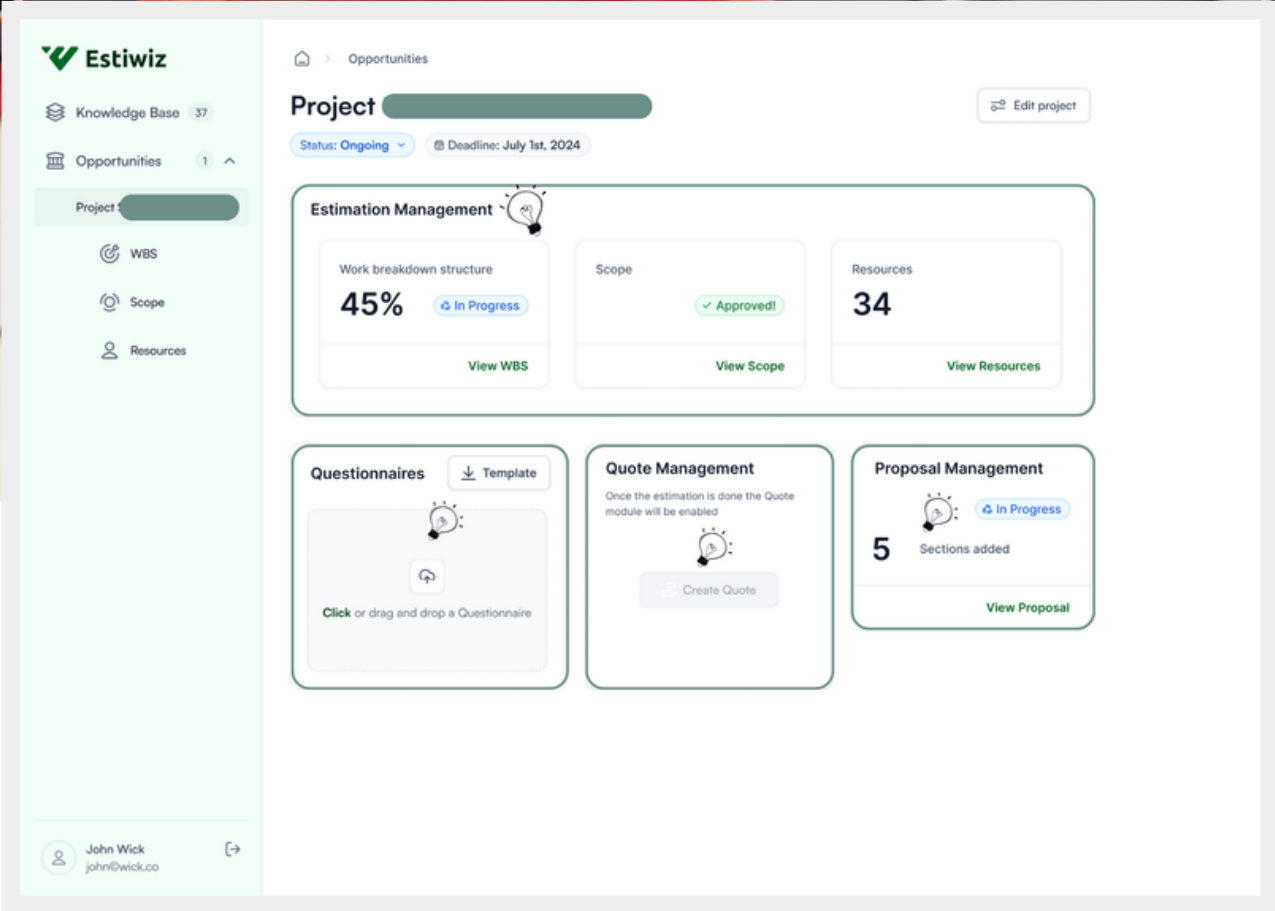
Fast Quotation for Software Projects

The startup EstiWiz is developing a platform of the same name for managing quotations for software projects. It simplifies the sales process, saves time, and increases the number of projects a company can respond to.

Creating a quote for software solution development is complex, slow, requires the most experienced experts in the company to work on it, and is therefore expensive. EstiWiz accelerates the entire process. The platform handles everything from requests for information (RFI) and security questionnaires to complete sales proposals.

As such, it is primarily intended for IT companies that implement and integrate software solutions through outsourcing or consulting services. They have their first users with whom they are working on improving their solution and options for its active use.

Raising Starts especially helped them in the pivot process. Their primary market is English-speaking countries.





Euclidean Studios

3D Art Rich in Storytelling

Euclidean Studios is developing the “Nazralath: The Fallen World” video game. It is an action-adventure game where players explore a ravaged world and make decisions that shape their journey. The game features a well-developed story inspired by the works of Zdzisław Beksiński and Howard Phillips Lovecraft. It is full of details describing the world in which it takes place, as well as philosophical and religious topics. Together with the adventures the player goes through, it creates a rich, strong atmosphere. The trailers for “Nazralath” posted on social media have so far had 2.5 million views, with the audience mainly being men aged 25 to 54 from the United States and the European Union.

The game represents a unique combination of visual and narrative experience in a surreal world, for the first time from a third-person perspective. “Nazralath” combines a high-tech approach to 3D art with narrative depth. Games often lean towards one side of the equation, and through the use of state-of-the-art 3D production technology and artificial intelligence, the Belgrade startup demonstrates what a small studio can create.

Support through Raising Starts especially helped them in establishing the company and IP protection, and during the program, they also received a mini-grant from the Innovation Fund.





Everdrive Custom FX

Innovative Music Equipment for Better Sound

Everdrive Custom FX is developing advanced technological equipment for musicians, amateurs, and professionals - pedals for electric guitars, amplifiers, and cables. The products represent an innovative combination of telecommunications and electrical technologies (CTS - Chicago Telephone Supply) based on the work of Mihajlo Pupin, which is applied in the music industry. Lightweight and compact pedals and amplifiers for electric guitars are easy to carry, install and setup in real-time. The products ensure a clean and authentic sound of played instruments and are compatible with all equipment used in studios and for concerts.

Members of this startup from Novi Sad have extensive experience working in the music industry and know the limitations musicians face when using traditional music equipment. This prompted them to develop innovative music technology, combining music, engineering, and physics knowledge to change how musicians create, perform, and connect with their audience.

The technology stands out from other solutions by maintaining signal quality, improving sound clarity, ensuring seamless real-time signal reproduction, and making the equipment easy to set up. Everdrive Custom FX has tested its pedals in Europe and the USA, and the feedback from early adopters was used to improve the prototype and design the final production model. They also used financial support from the Raising Starts program.

The American market, where they plan to open a representative office, is their primary focus for further expansion, accounting for about 60% of global music equipment sales.





Goocha

Application for Better Matching of Companies and Influencers

The startup Goocha from Belgrade is developing an app of the same name to connect companies with influencers that best fit their needs and products. The solution provides step-by-step support to businesses just starting to develop this type of marketing collaboration, while making the process easier and faster for experienced companies. The app allows companies to post their ads in a few steps and review influencer applications' statistics in real-time. The product is equally useful for influencers, especially those influential in specific niches with dedicated followers interested in that field.

One of the founders is an influencer and owner of a marketing agency that works with influencers. Her experience shows that companies often do not know how to choose the right influencers or how to contact them. Misunderstandings can also arise when negotiating expectations in the relationship, and even when defined by contract, it is not uncommon for one or both parties to fail to meet agreed obligations.

The solution developed by Goocha helps overcome these and other communication problems between the two parties. Companies can measure their campaign's success in real-time and monitor its effectiveness without waiting for influencer's reports. Both parties can publicly rate their collaboration, providing helpful information to the entire community.



GuideLites

The Ideal Receptionist

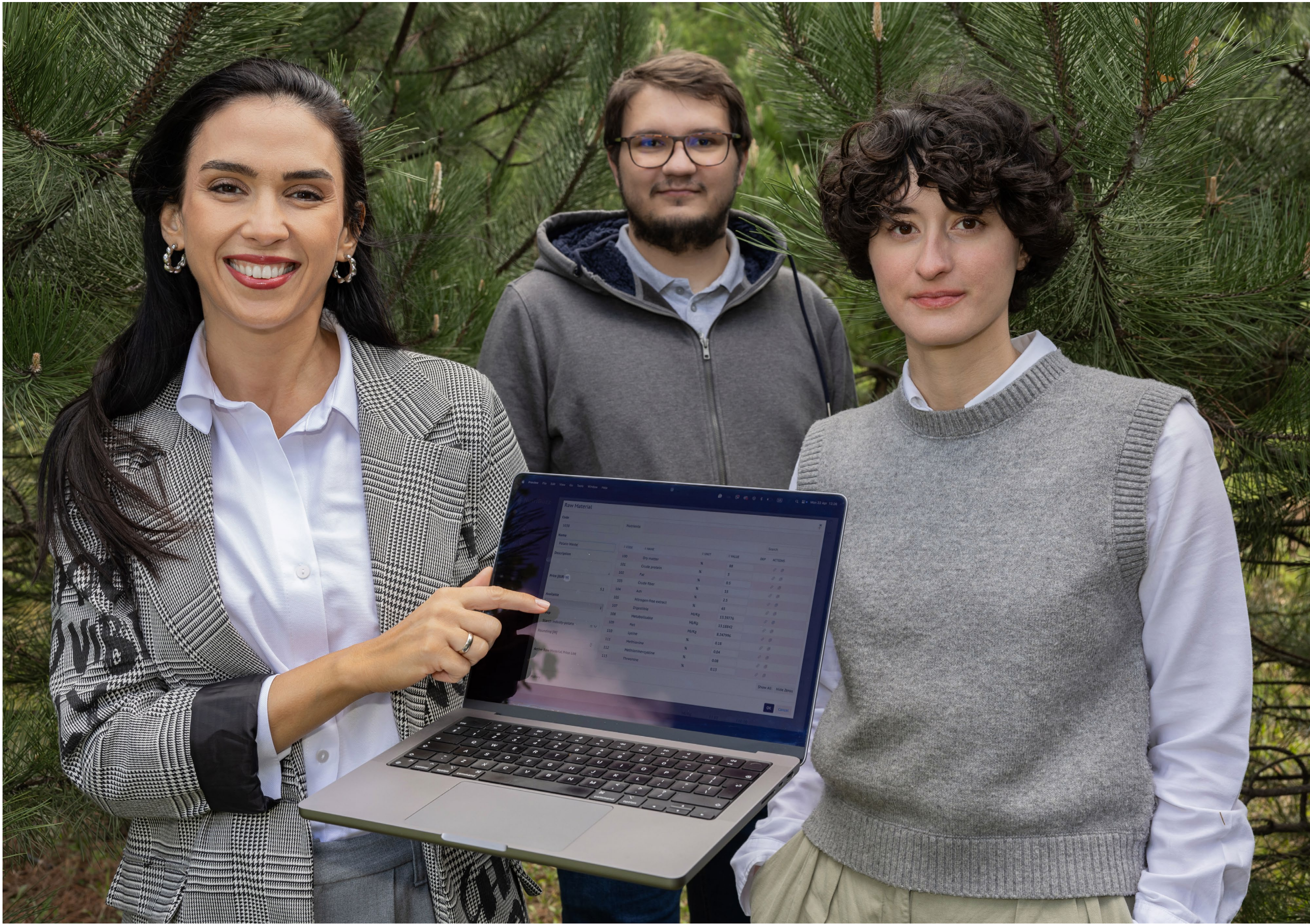
The startup GuideLites is developing a Digital Reception as a SaaS solution. Integrated sensor systems and artificial intelligence (AI), it enable more efficient reception staff work and better adaptation to individual visitors' needs. Business facilities often face challenges in managing visits, such as absent receptionists, unpredictable visitor flow, poor communication, and manual guest registration, leading to queues and crowds, costing over €40,000 annually. Complex entry procedures and lack of information on locations and amenities frustrate visitors and employees.

GuideLites Digital Reception ensures quick and easy visitor registration via QR codes, PIN codes, or a keyboard. Sensor systems simplify employee registration, allowing employees to schedule meetings through Outlook or Gmail (online calendar), and the system automatically sends visitors a registration code upon arrival. The Content Management System (CMS) is customizable and easy to use. The reception can operate without hardware via a web browser.

The product is intended for office buildings with one or more companies and co-working spaces for various professions. The solution is currently used by clients in the Netherlands and Belgium at over 30 locations, with the startup from Niš planning to expand first in the Benelux countries.

Mentorship and financial support for faster product and business model development through the Raising Starts program helped them secure additional funding, including a mini-grant from the Innovation Fund.





Green cell innovation

Artificial Intelligence for Insect Breeding

Green Cell Innovation is a software for formulating insect feed that improves insect products and optimizes production costs, intended for animal nutritionists and insect breeders.

The solution addresses insufficient insect growth in production and provides the possibility of formulating and optimizing insect feed, reducing production costs for breeders.

By applying artificial intelligence (AI) and data analysis, the software allows the adaptation of insect diets according to species and nutritional needs. It stands out with specific functionalities tailored for breeding, developed by the founders based on their experience in the industry.

Raising Starts helped them develop an MVP from the idea, and during the program, they received a mini-grant from the Innovation Fund. They already have initial users and plan to launch the product on the European and American markets.



Ipet

Digital Friend for Dog Adoption

The startup Ipet is developing a product of the same name that connects shelters for abandoned dogs and potential dog owners through a mobile and desktop platform. The solution also provides complete documentation for each dog in the shelter, as required by Serbian law. The product is intended for dog shelters, veterinary clinics that cooperate with shelters, NGOs, and the public.

Such a system does not yet exist in Serbia and the region. Ipet offers users easy, quick access to search for ownerless dogs for adoption or look for their lost dogs. On the other hand, it simplifies data entry for new dogs and shelter management, facilitating cooperation between veterinary clinics, republic, and municipal inspection bodies, and shelters.

The goal is to increase the number of adopted dogs. The startup from Kragujevac plans to launch its product first in Serbia, which has 120 registered dog shelters, and then in the entire Balkan market.





JigJoy

Modern, Interactive Lessons

JigJoy from Novi Sad is developing a software platform that allows users to create modern, interactive lessons in the form of apps and mini-games without any programming knowledge. The platform is intended for educators who want to motivate their students more by adapting lesson content to a modern format. The solution supports contemporary teaching methods, making learning more interesting and effective.

The team came up with the idea through years of working on similar platforms and market insights, realizing that there is currently no tool for creating interactive lessons that are interesting to students and accessible to teachers and easy to use.

The platform is already used by teachers from the Balkans, who work with the platform's authors on testing and improving the product, with plans to launch it on the European and American markets.



LavitFlow

Revolutionizing User Flow Management in Digital Product Development

The startup LavitFlow is developing a tool of the same name that revolutionizes the way user flows are processed in product and web development. It is intended for product managers, designers, developers, and anyone involved in the digital product development process.

LavitFlow addresses the problem of complicated sketch creation processes by providing a user-friendly platform that optimizes design workflows and improves team collaboration.

The idea arose from the founders' industry experience, who, noticing inefficiencies in creating user flows and sketches, developed a solution to simplify the process, allowing designers and developers to focus more on creativity and less on technical details.

Key features of LavitFlow include drag-and-drop functionality, real-time collaboration, version control, and easy project export in various formats.

What sets them apart is the seamless integration of user flow and sketch creation tools, allowing users to visualize the entire user journey. Additionally, the platform is web-based and hassle-free, eliminating the need for downloads or installations.

The Belgrade startup has already attracted users from different markets, including tech hubs in the US and Europe. The team plans to continue developing and improving LavitFlow and increasing its market presence.





MSS

CNC Machine for Automatic Sewing of Textile Items

The startup M.S.S. – Marjanović Sewing Systems is developing a CNC machine for automatic sewing of textile items, along with software that allows customization, precise control, and visual supervision based on artificial intelligence (AI).

The solution stands out by automating sewing operations, which cannot ensure high productivity and consistent quality when done manually. Automating the sewing of textile items allows clients to scale production further with significantly lower costs. This way, the product addresses the significant impact of the human factor in usual manual sewing operations, which leads to low productivity and uneven quality, and mitigates the shortage of skilled workers faced by the textile industry worldwide.

At the same time, the machine developed by the startup from Čenej helps textile manufacturers achieve long-term sustainable production through greater productivity, resource savings, and waste reduction.

Participation in the Raising Starts program helped them validate the idea, and besides financial and mentoring support, the support for IP protection was particularly significant. Without it, they would not be able to market their product in the EU and globally.

The machine is primarily intended for textile manufacturers with over 200 workers who are regular suppliers of larger brands in the European Union and worldwide.

Rezonate.Me

Social Media Management Digital Assistant

The startup Rezonate.Me develops innovative solutions in social media management. The core of this Čačak team's product is an AI sensor that allows users to determine the optimal time to post on social media to reach the maximum number of users. Services include creating post ideas, illustrations, and managing social media presence through a posting calendar.

The solution is primarily intended for social media managers of small and medium-sized enterprises, as well as business or scientific leaders who want to promote their work.

What makes the solution unique is the application of real-time neuromarketing analysis, providing users with detailed data on the best content and time to post on social media. Unlike similar approaches, the product developed by Rezonate.Me offers insights into the effectiveness of elements, allowing users to make new decisions and change their strategies.

They have a user base in Serbia, and the plan is to introduce new functionalities and aim to market the product globally.





Smart Tech System

Digitally Powered Greenhouses

Smart Tech System is developing a software-hardware solution for greenhouse automation that significantly reduces the need for physical labor and automates data collection, such as temperature or soil quality.

The usage allows producers to reduce the number of seasonal workers and costs for their engagement, and automated data processing will contribute to yield increase. The product will be priced affordably for small and medium-sized producers, for whom current market solutions are unavailable due to high costs.

Team members plan to secure new investments to complete their product, with plans to not only sell in Serbia but also export their solution to the Scandinavian market and the Benelux countries.

Solarlink

A Link to the Growth of “Sunny” Investments

Solarlink is developing a platform of the same name to connect investors with contractors in the field of solar energy, providing necessary and reliable information for contracting joint projects, as well as facilitating easier and more transparent communication. The founders of the Belgrade startup created the platform based on their own experience in this field, aiming to contribute to the development and growth of this renewable energy source.

The platform allows for the creation of feasibility studies for rooftop solar installations, along with all necessary calculations for subsequent project development, in just a few simple steps. Employees in design companies can be more efficient and save time with this software, thanks to the automation of the feasibility study process. On the other hand, investors have the opportunity to track and compare current offers in real time on this platform and select the one that best suits them.

The solution also allows for the precise calculation of the optimal power of a power plant using data on energy consumption, roof orientation, location, and available roof space.

Participation in the Raising Starts program was significant in creating the MVP of the software.

They have their first early users in Serbia, with efforts to offer the product to markets with high investment potential in solar energy, such as the European Union, and countries in the Near and Far East.





Toursim Software Solutions

Travel, Not Paperwork!

Toursim Software Solutions from Novi Pazar develops the Tourist Agent application, which speeds up and simplifies the work of travel agents.

The application, whose motto is “Travel, not paperwork!”, solves the problem of bureaucracy and new electronic systems for travel agencies. Each travel agent spends 30 minutes processing paperwork from one trip, while their solution reduces this time to three minutes.

The platform fully integrates the operations of a travel agency, from sending announcements, entering into a central information system, creating contracts, vouchers, to notifying travelers.

In the first year, the focus is on the Serbian market, with plans to expand to regional countries and then globally.



Tricell

Genetic Selection for More Cow's Milk

Biotechnology startup Tricell is developing the CattleGen platform, which will allow cattle breeders to precisely determine the genetic potential of their animals and thereby improve milk production from generation to generation. Currently, traditional progeny testing is most prevalent in this field, which requires tracking offspring through multiple generations, involving a lot of time, money, and a large number of animals. The time needed to determine inheritance for high milk production takes three to five years per generation, with the entire process potentially lasting up to 15 years.

The solution developed by the Belgrade startup, using advanced analysis of measurable biological traits and subsequent genetic testing of animals, reduces this time to five years with a much smaller number of animals. Thanks to the CattleGen platform, clients will reduce costs and increase the precision of selection. Additionally, they will be able to track and recognize other significant biological traits of their animals.

The goal is to become a leading European company in this field, with plans to develop advanced biotechnological tools and predictive models in other sectors of the economy besides the dairy industry.





Tricomman Studios

A Unique Hero in a Mythical World

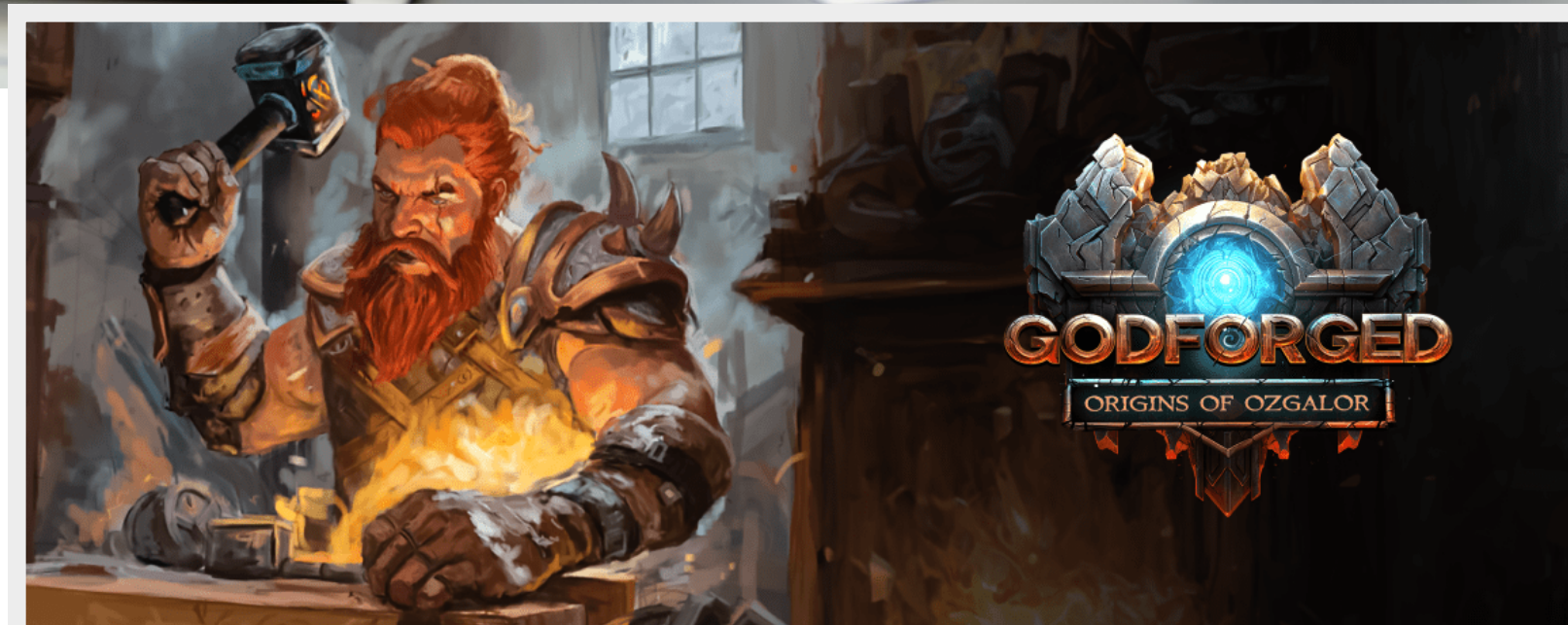
Tricomman Studios is developing the “Godforged” game for computers and consoles, based on a combination of popular video game genres. The game is set in a medieval fantasy world inspired by Byzantium, Balkan culture, and epic fantasies.

Video games released by large corporations increasingly frustrate players with seasonal content and low-quality narration. In contrast, “Godforged” allows players to fully immerse themselves in the game, with a mix of narrative decisions, tactical combat, and a class overlay system. The entire concept of the world in which the game takes place is unique. Every gaming experience will be somewhat different from the previous one due to narrative choices and decisions made by the player. Each player emotionally reacts to the situations presented to them, solves problems in their unique way, and thus creates their own unique path.

Support through the Raising Starts program allowed them to fully dedicate themselves to game development. The plan is to first offer it to users in the United States and Europe, and then in Asia and the rest of the world.



tricommanstudios.com



VeloxDB

Two and a Half Million Transactions per Second without Error

The startup VeloxDB is developing a super-fast database of the same name, which achieves top performance by enabling 2.5 million transactions per second, fifty times more than competing products, while not sacrificing data integrity.

The product is intended for companies that need to quickly and accurately process a large number of transactions in their operations, making it particularly suitable for applications requiring real-time data processing and analysis.

The team members from Novi Sad developed the product based on their extensive experience in software development for the energy sector, where huge amounts of data are processed and errors are unacceptable. With the founders' impressive technical knowledge, Raising Starts helped them develop the business aspect, and during their participation in the program, they also received a mini grant from the Innovation Fund.

With the potential to fundamentally change the way business applications are made, the Novi Sad startup is focusing on the US and Western European markets.





#sidebysidewiththeworld

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